



Imagine Burleson

Comprehensive Plan

2020 Midpoint Update



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Introduction

In 2010, the City of Burleson adopted the **Imagine Burleson** comprehensive plan. The plan 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. The 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 the plan 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.

Ten years later – halfway to 2030 – the City developed this Midpoint Update to recalibrate the plan to reflect current conditions and expectations. This Midpoint Update is not intended to be a full update to the plan; however, it is intended to provide current guidance regarding the community's vision and values, future land use planning, and updated implementation actions.

Community Engagement Highlights

The City sought to engage the community in discussions and input activities that would guide the plan updates. Due to the ongoing COVID-19 pandemic at the time of this midpoint update, community engagement relied primarily on virtual engagement methods. The City received substantial participation from the community, on par with typical in-person engagements.

Each engagement event focused on a particular core value, encouraging the community to attend a Facebook Live town hall event to comment and ask questions, visit the project website to learn more and provide feedback, and participate in corresponding online survey.

The following pages outline the engagement participation and responses, organized by core value. Input was collected through a combination of venues, including Facebook comments, website comments, online survey, and virtual focus groups. Please note that this is intended to be a summary of the comments and is not an all-inclusive list or scientific survey.

Engagement by the Numbers

6 Facebook Live town halls with approximately **15,000** total views

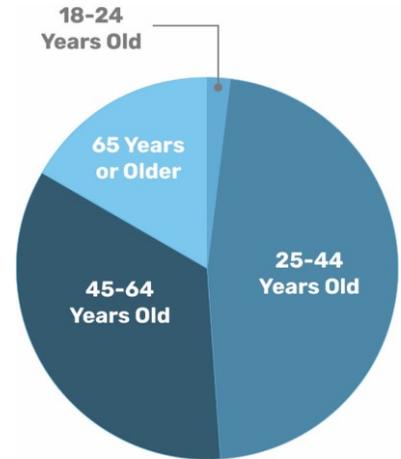
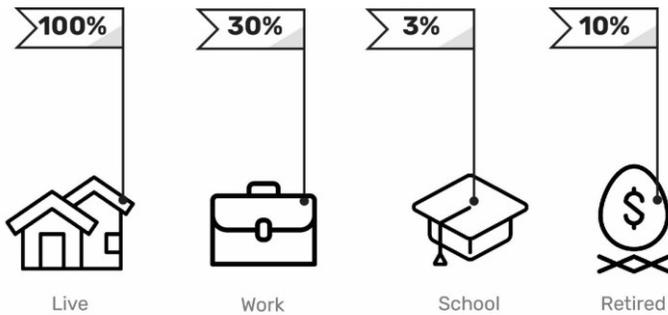
7 online surveys with **224** responses

6 virtual focus groups with **35+** local teens

Project website with approximately **850** unique visitors

[Mobility]

Do you live, work, and/or go to school in Burleson? Are you retired?



Age Group



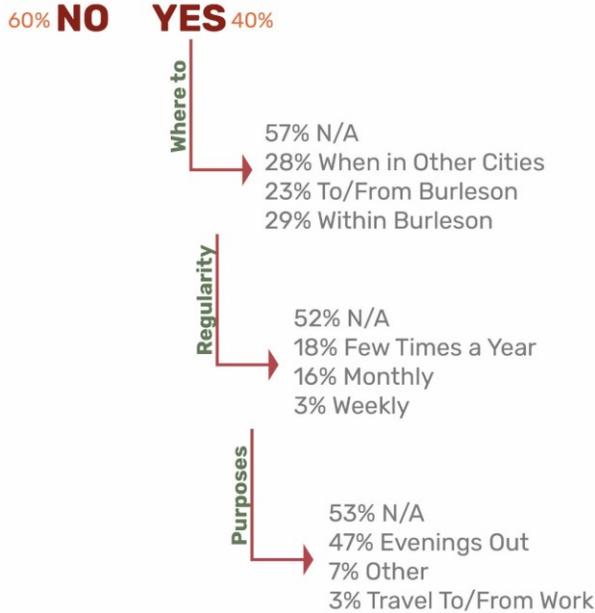
Time Lived/Worked in Burleson

Summary of survey, website, and focus group comments





Use of Ride Share Services



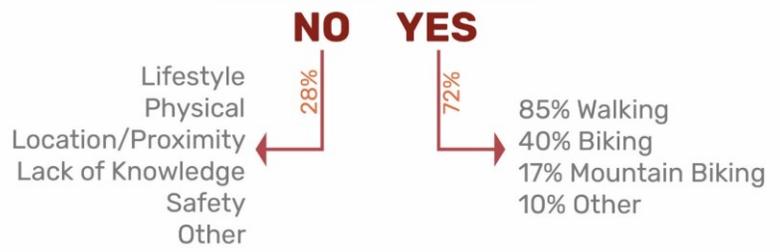
- ### Roadway Plan Importance
- 1 Wilshire
 - 2 I-35
 - 3 Hulen, Alsbury, John Jones
 - 6 Chisholm Trail Pkwy
 - 7 Hidden Creek Pkwy
 - 8 Summercrest
 - 9 Renfro

Walkability/Bikability Needs

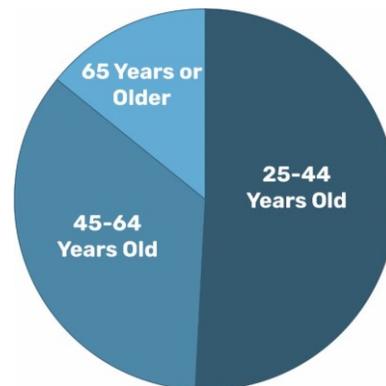
- 1 Neighborhood Connection
- 2 Paved Trails
- 3 Nature Trails
- 4 Fill Sidewalk Gaps
- 5 Less On-Street Bike Lanes
- 6 Other
- 7 Mountain Bike Trails
- 8 More On-Street Bike Lanes



Use of City Trails

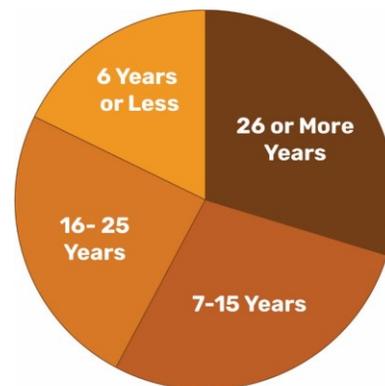
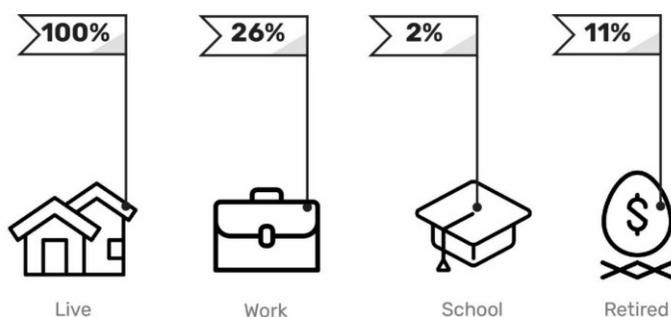


[Neighborhoods]



Age Group

Do you live, work, and/or go to school in Burleson? Are you retired?



Time Lived/Worked in Burleson

Summary of survey, website, and focus group comments



71% Conserved Natural Areas for Observation or Trails

70% Shared greenspace for active recreation

What Elements Should be Included to Attract Residents and Enhance the Community Experience within the Neighborhoods?

41% Playgrounds for Smaller Children

36% Amenities like a Pool or a Workout Facility

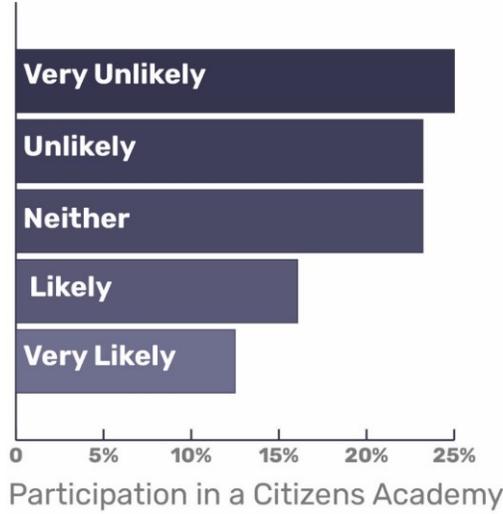
29% Neighborhood-scale Shops or Restaurants

25% Neighborhood Dog Park Maintained by an HOA

13% Other

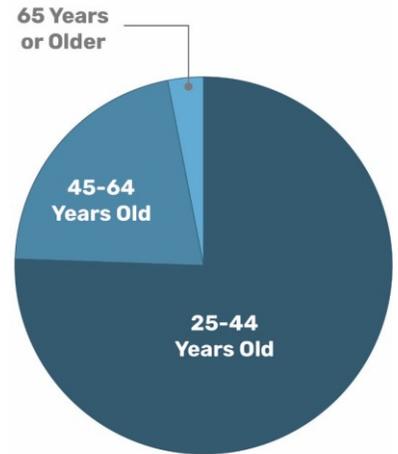
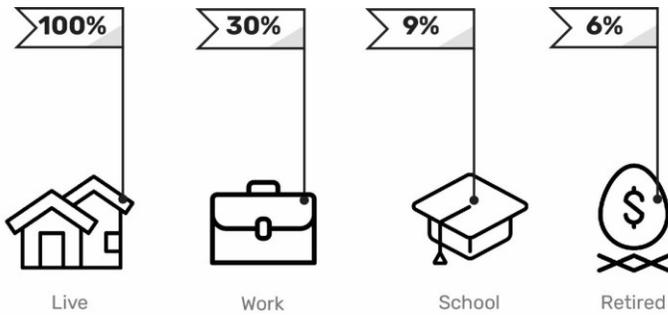
Challenged for Aging Neighborhoods

- 61%** The Cost of Maintenance
- 57%** Lack of Proactive Code Enforcement for Property Upkeep (e.g. Tall Grass or Junk)
- 39%** The Limited Physical Ability or Training of the Homeowner to Maintain the Structure
- 14%** Other

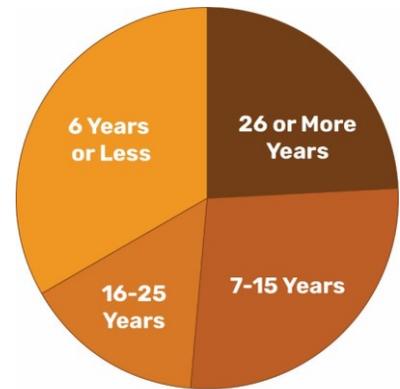


[Parks]

Do you live, work, and/or go to school in Burleson? Are you retired?



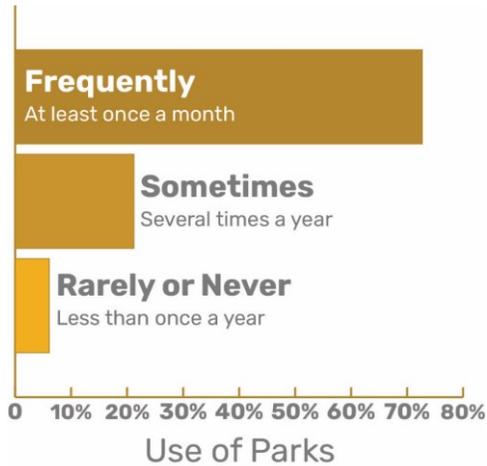
Age Group



Time Lived/Worked in Burleson

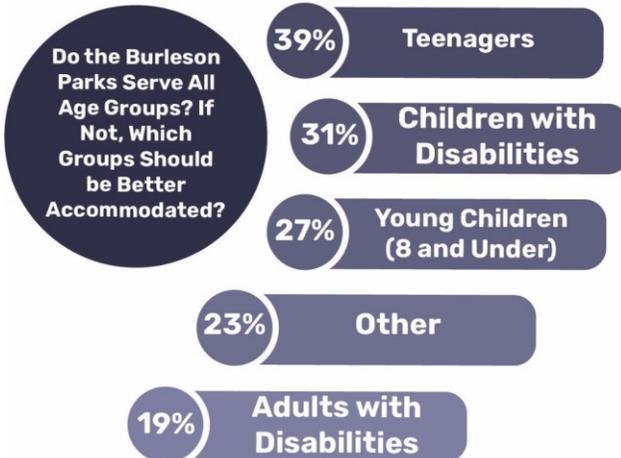
Summary of survey, website, and focus group comments





City Park Priorities

- 1 Expanding the Paved Trail System
- 2 Expanding the Nature Trail System
- 2 Improve Maintenance of Existing City Parks
- 3 Splash Pad/Water Amenities
- 4 Development of a Community Park
- 5 Ensuring Each Home is Within a 10 Min Walk
- 6 More Natural Areas and Unprogrammed Spaces
- 7 Development of a Dog Park
- 8 On-going Maintenance of the Golf Course

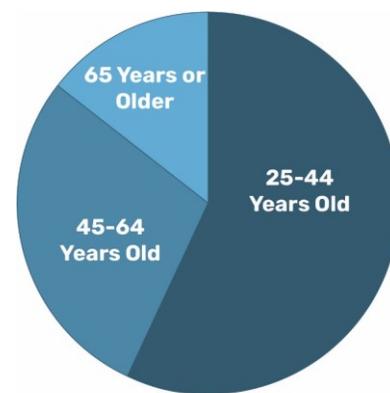
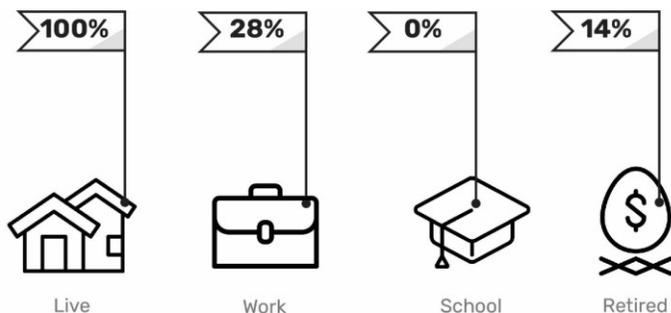


What Parks do you Use?

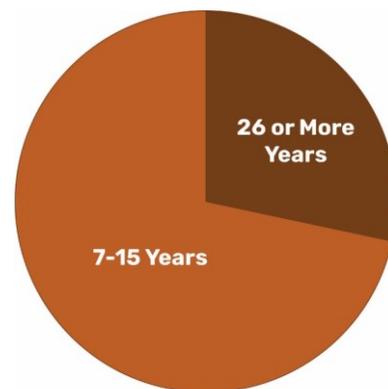
- 1 Bailey Lake
- 2 •Warren Park
•Chisenhall Fields
- 3 •Oak Valley Park North
•Centennial Park
- 4 Mistletoe Hill Park
- 5 •Bartlett Park Sports Complex
•Hidden Creek Sports Complex
•Mayor Vera Calvin Plaza in Old Town
- 6 Claudia's Playground
- 7 •Heberle Park
•Russell Farm
•Other: Public or Private
- 8 •Cedar Ridge Park
•Elk Ridge Estates
•Meadow Crest Park
•Shannon Creek Nature Preserve
•Veterans Memorial Park
- 9 •Cindy Park
•Prairie Timber (West)
•Wakefield Heights Park
- 10 Clark Park

[Places]

Do you live, work, and/or go to school in Burleson? Are you retired?

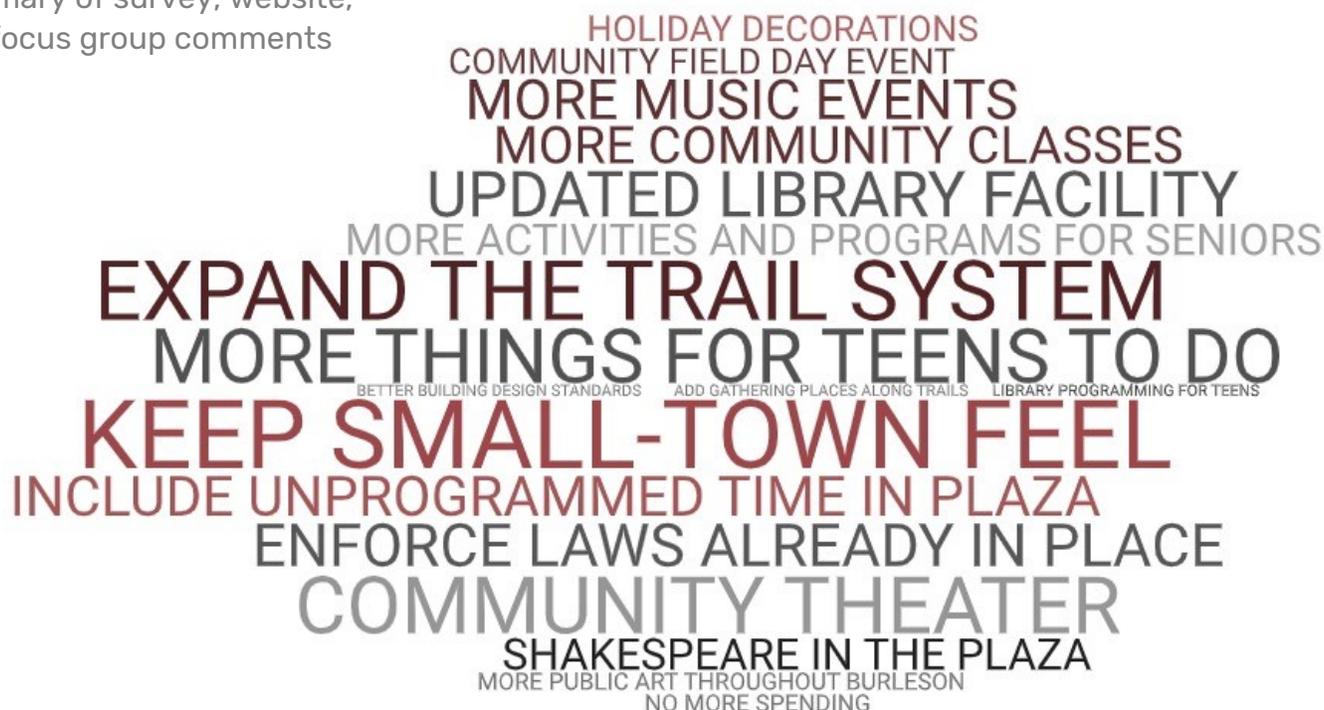


Age Group



Time Lived/Worked in Burleson

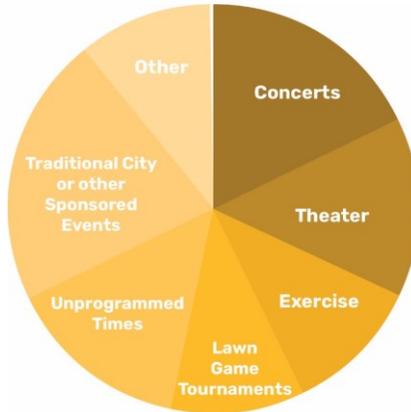
Summary of survey, website, and focus group comments



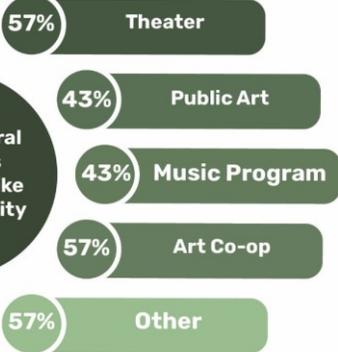
Senior Center



- Not Applicable
- More Social Programming
- Interests of Senior Citizens



Activities and Programs the Community would like to see in Mayor Vera Calvin Plaza



What areas of the City would benefit from new gathering places?

- Near HEB
- Scattered across Burleson
- East of Hidden Creek/Renfro
- Northwest and Southwest

What places have you been that you felt were great gathering spaces?

- San Antonio Riverwalk
- Sundance Square in Fort Worth
- Public Hunting Areas
- Brand New Rest Stops
- La Canterna in San Antonio
- Clearfork in Fort Worth
- Natchitoches
- Places with local Mom & Pop Shops
- Places with a Small-town Feel

Additional Comments and Suggestions for Placemaking within Burleson?

- Use laws in place to keep the community great
- Connected trail system to encourage health and fitness
- Less apartments
- Keep Growth within town to maintain small town feel
- Playgrounds for all ages and abilities

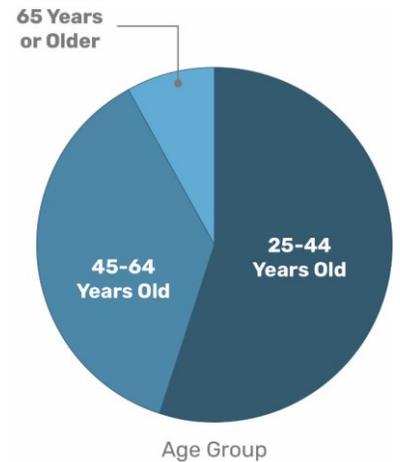
Other than Old Town and Mayor Vera Calvin Plaza, are there other public or semi-public places for the community to gather that is comfortable and inviting?



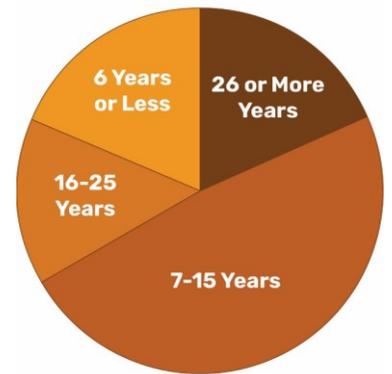
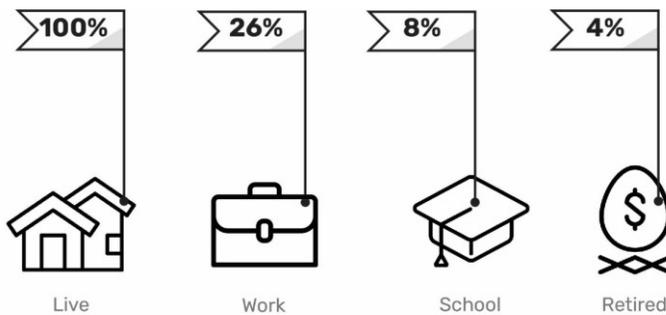
Libraries Focus to Help the Community



[Economic Development]



Do you live, work, and/or go to school in Burleson? Are you retired?



Summary of survey, website, and focus group comments



Family Entertainment Operator Activities

- 1 Bowling
- 2 Indoor Go-Carts
- 3 Laser Tag
- 4 Separate Adult Space with Restaurant/Bar
- 5 Sit Down Restaurant
- 6 Mini-Golf
- 7 Ropes/Obstacle Course
- 7 Virtual Reality Game Room/Lounge
- 7 Separate Adult Hours
- 8 Escape Room
- 9 Climbing Wall
- 10 Trampoline Jump Park
- 11 Other

Why Not?

- 1 I Do Not Play Golf
- 2 Cost of Golf
- 2 Have Another Favorite Course
- 3 Other

NO 67%

Do you use the Hidden Creek Golf Course?

33% YES

Positives of the Course

- 1 Not Applicable
- 2 Beauty of the Course
- 2 Convenience of Location
- 3 Maintenance of the Course
- 4 Cost of Play
- 5 Challenge Level of Course
- 6 Quality of Clubhouse
- 7 Other

Negatives of the Course

- 1 Not Applicable
- 2 Quality of Clubhouse
- 2 City Subsidy of the Course
- 3 Maintenance of the Course
- 3 Other

Do you see the Value of the City owning and operating a golf course as a service?

70% YES

30% NO

Burleson Works Program

Prior to the Survey were you aware Works Program?

44% NO 56% YES

If you were aware, have you or a family member participated in the program?

100% NO 0% YES

Burleson Opportunity Fund

Prior to the Survey were you aware of the Fund?

37% NO 63% YES

If you were aware, have you or a family member participated in the program?

81% NO 19% YES

Develop, but don't overspend. Grow wisely and maintain infrastructure with it

Family loves Burleson

Concerned about amount of money spend so far and concerned if the city goes into further debt.

Need a chain health store like Sprouts or Trader Joe's. Upscale eating choice and adult entertainment besides restaurants

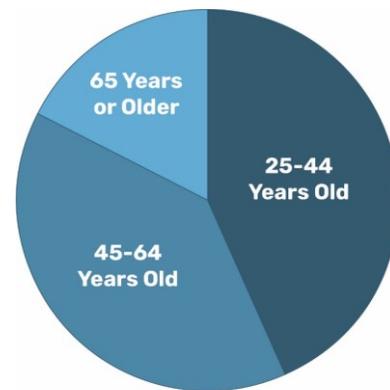
Lack of bathroom facilities in parks and maintain them better

City needs updates such as new traffic lights/poles and removal of old buildings

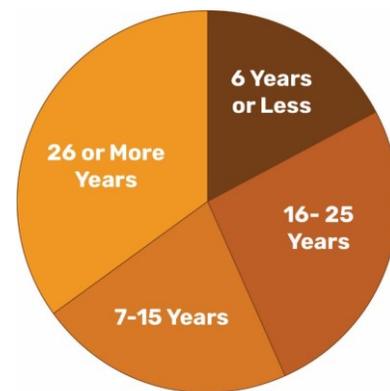
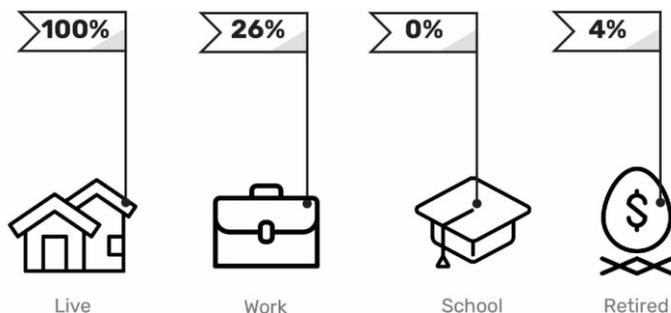
Too many apartments, high density housing and traffic

Additional Comments or Suggestions about Economic Development within Burleson?

[Resiliency]



Do you live, work, and/or go to school in Burleson? Are you retired?

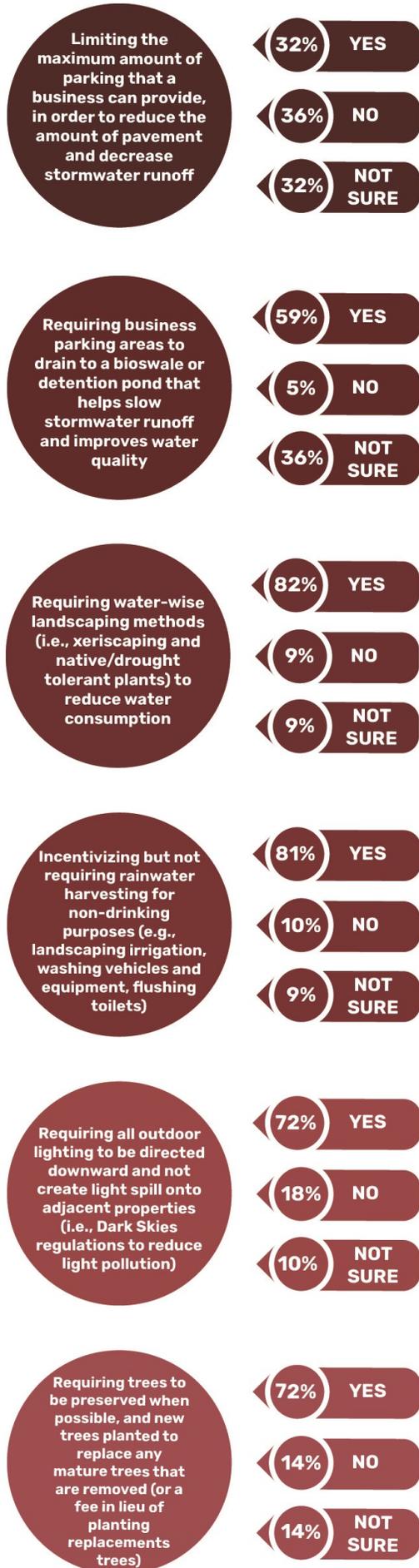


Time Lived/Worked in Burleson

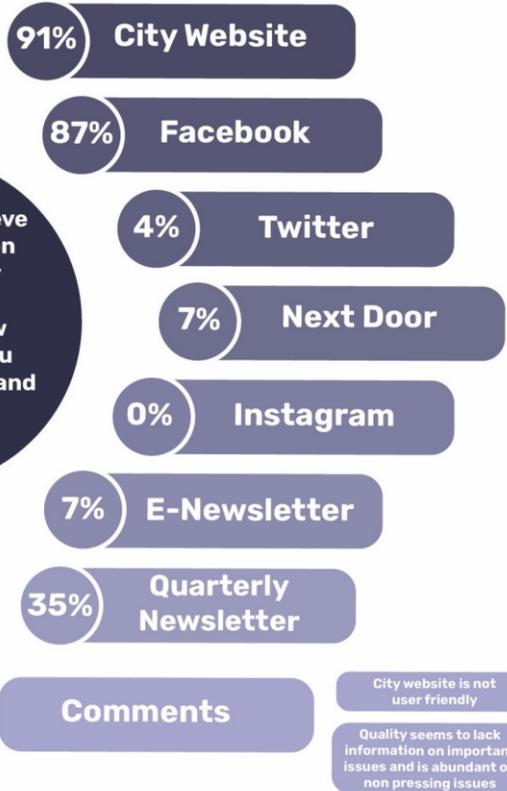
Summary of survey, website, and focus group comments

ELIMINATE CITY USE OF PESTICIDES AND HERBICIDES
LESS CONCRETE
 KEEP THE GOLF COURSE
KEEP BURLESON AFFORDABLE
 SOLAR POWER FOR MUNICIPAL BUILDINGS
MORE TREES PRESERVE OPEN NATURAL SPACES
FOCUS SPENDING ON INFRASTRUCTURE
 FEWER REGULATIONS
PERMEABLE SURFACES
 EDUCATE COMMUNITY ON ENVIRONMENTAL CONSERVATION
ADDRESS GARAGE SALE SIGN CLUTTER

Would you support the following low-impact development measures

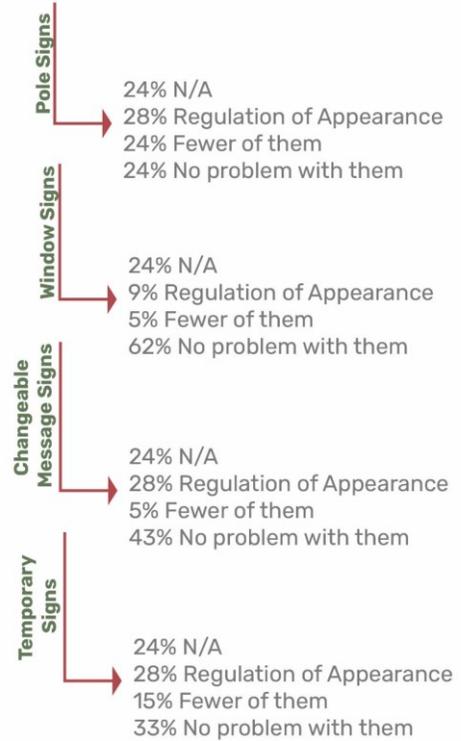


How do you receive your information regarding City services and activities? How satisfied are you with the amount and quality of the information?



Sign Placement and Number Concerns within the City

57% NO YES 43%



Additional Comments

Keep Hidden Creek Golf Course. It adds beauty to the city, offers recreation and attracts visitors

Keep the city affordable to refrain from pushing residents out.

Invest in infrastructure instead of aesthetics. Less apartments

Less government control and regulations. Questions are concerning me about too much regulating and less freedoms for business and citizens

More trees, less concrete.

Permeable surfaces. Solar power for municipal buildings. Preservation of wild spaces and eliminate the use of pesticides and herbicides on city property. Educate residents about organic options and the usefulness of weeds and importance of pollinators

Utilities website is not user friendly

Regulate people who are not following rules regarding garage sale signs and others like posting on poles or on city property

Stop building apartments. The city is losing the small town feel and crime rates are increasing.

Citizen Satisfaction with City Departments

	Satisfied or Extremely Satisfied	Neutral or No Interaction	Dissatisfied or Extremely Dissatisfied
Animal Services	38%	52%	10%
Building Permitting/Inspections	22%	68%	10%
City Manager's Office	15%	85%	10%
City Secretary's Office	19%	76%	5%
Code Enforcement	18%	77%	5%
Economic Development (Old Town Administration)	18%	68%	14%
Environmental Services	15%	80%	5%
Finance Department	10%	75%	15%
Fire Department	60%	40%	0%
Health Department	10%	71%	19%
Human Resources	15%	80%	5%
Library	61%	29%	10%
Marketing and Communications	20%	71%	9%
Municipal Court	29%	66%	5%
Parks and Recreation Department (BRiCK and Golf Course)	51%	24%	15%
Parks and Recreation Maintenance Staff	31%	64%	5%
Planning and Development Services	14%	73%	13%
Police Department	57%	33%	10%
Public Works Department	34%	56%	10%
Senior Center	20%	75%	5%
Solid Waste (Garbage Service)	72%	23%	5%
Streets Division (Field Operations)	33%	57%	10%
Water Utilities Customer Service (Billing)	58%	32%	10%
Water Utilities Division (Field Operations)	24%	71%	5%

Vision and Values

This plan is premised upon a shared vision of what Burleson should be as it continues to grow and become an increasingly mature city. The following Vision and Value statements guided the development of the Midpoint Update recommendations.

The Vision Statement is a statement of the community's big-picture hopes and ambitions for its future. As part of this Midpoint Update, the City reviewed and confirmed the Vision Statement below from the **Imagine Burleson** comprehensive plan.

The Core Values are statements of the community's priorities and targeted initiatives. The Core Values of the **Imagine Burleson** comprehensive plan were reviewed and revised during this Midpoint Update to better reflect the community's current objectives.

Vision

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.

Core Values

We value:

1. A **mobility** system that is efficient, connected, attractive, and safe
2. **Neighborhoods** that are safe, friendly, connected, and vibrant
3. **Parks** that give people the opportunity to play, learn, exercise, and experience the outdoors
4. Great **places** to gather throughout the City
5. **Economic development** that creates opportunity, diversifies the tax base, and provides residents with choices
6. A City that is **resilient** – economically and environmentally sustainable, accountable, and transparent

Future Land Use

The responsibility of a municipality to manage and regulate land use is rooted in its need to protect the health, safety, and welfare of local citizens. The first step in establishing the guidelines for such oversight is the community's comprehensive plan. Although it is one of several components of the Comprehensive Plan, the significance of the Future Land Use Plan and Future Land Use Map cannot be overstated. Similar to the way in which a road map serves as a guide to a particular destination, the Future Land Use Plan will serve Burleson as a guide to its unique vision of its future form – what the community wants to look and feel like as it grows to a mature city.

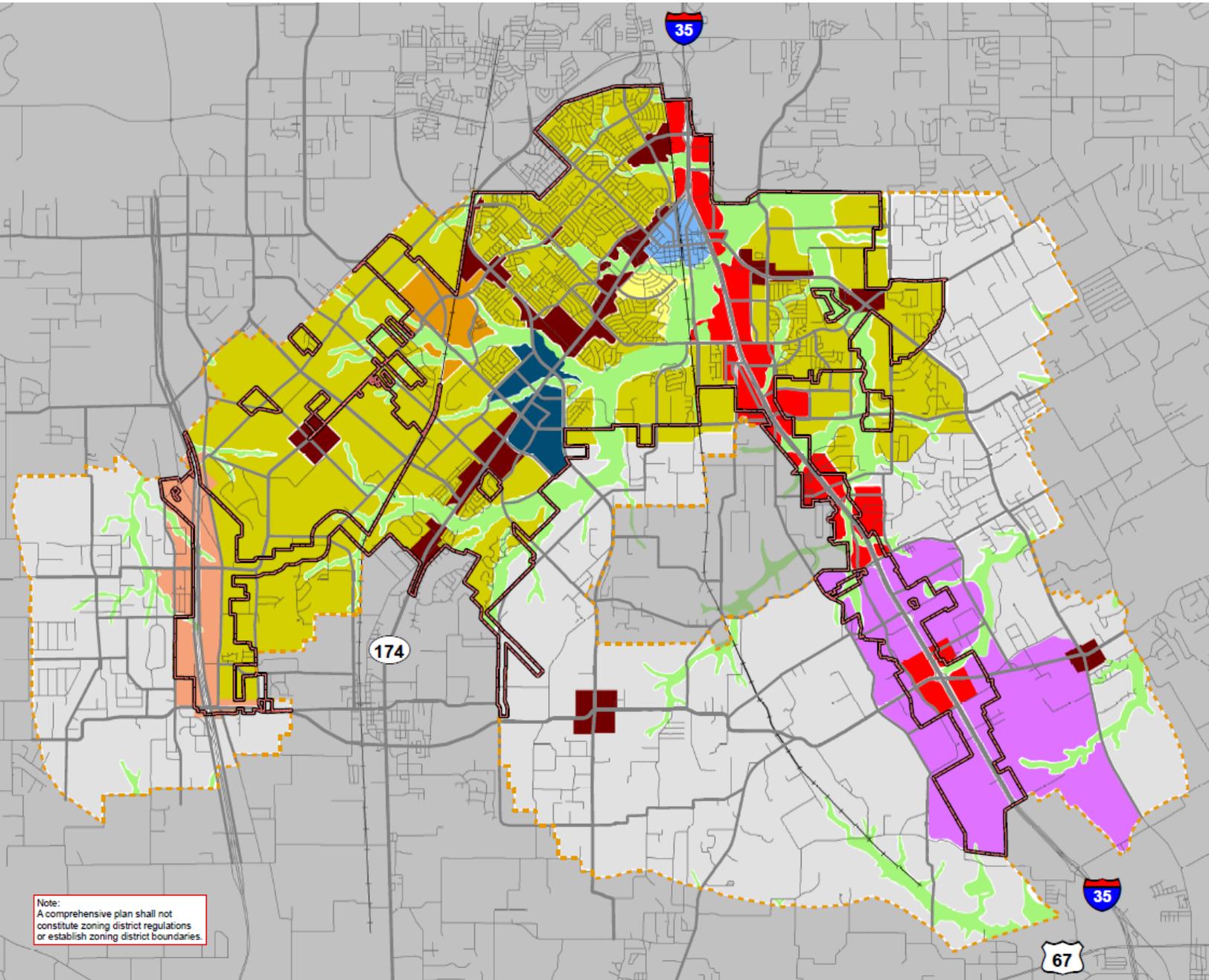
Future Land Use Map

The Future Land Use map is a graphic representation of recommended land uses throughout the City and the ETJ. It is intended to guide future land use decisions and infrastructure planning. 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

Please refer to the end of this document for a larger version of the Future Land Use Map.



- | | |
|--|--|
| Neighborhoods | Employment Growth Center |
| Old Town Residential | Transit-Oriented Development |
| Old Town | Urban Mixed Use |
| Community Commercial | Future Development |
| Regional Office/Commercial | Floodplain/Open Space |
| Chisholm Trail Corridor | City Limit |
| | ETJ |

Future Land Use Categories

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

Neighborhoods

This category is predominantly residential with traditional development patterns but should allow for a mix of densities, lot sizes, housing types, and styles. The primary uses in this category include single-family residences, including a range of densities from large, agricultural lots to suburban neighborhood lots. Patio homes, and townhomes may be appropriate in certain locations, especially when part of a master planned community. Multi-family dwelling units as part of a mixed-use development may be appropriate. Supporting and complementary uses, such as open space, schools and other public or civic uses, and limited small-scale neighborhood commercial uses, are also encouraged in this category.

Neighborhoods in this category should have increased pedestrian connectivity that includes sidewalks, trails and greenbelts with hike and bike trails. Retail and commercial uses in the area should be located along larger thoroughfares and should be developed in harmony with the residential character.

Corresponding zoning districts may include (but are not limited to):

- SFE, Single-Family Estate
- SF16/SF10/SF7, Single-Family Dwelling
- SFA, Single-Family Dwelling (Attached)

The following uses may be appropriate at certain locations:

- NS, Neighborhood Services
- GR, General Retail
- 2F, Two-Family Dwelling
- MF1/MF2, Multi-Family



Old Town Residential

The Old Town Residential area currently includes smaller homes mostly built in the late 1950s to mid-1960s and are generally mid-century ranch homes with a small area of new neo-traditional development. This area should remain primarily residential in nature, while complementing nearby Old Town. Over time, it may be appropriate for existing dwellings to be repurposed as small businesses with minimal vehicular traffic, such as legal practices, consulting firms, bed and breakfasts, and local coffee shops. The conversion of a dwelling into a business should include minimal changes to the exterior of the structure or the property to maintain the residential character of the neighborhood and locations of such conversions should be related to redevelopment of areas and not single locations within the neighborhood.

Corresponding zoning districts may include (but are not limited to):

- SF7, Single Family Dwelling
- SFA, Single-Family Dwelling (Attached)
- NS, Neighborhood Services



Old Town

This area is Burleson's historic and cultural center. Development in this area should further the vision for a social and entertainment destination for the region. Typical uses include restaurants, offices, retail, personal services, community and educational services, and mixed-use residential development. As Old Town continues to redevelop over time, this mix of uses and historic feel should be preserved and enhanced to support a pedestrian-friendly, vibrant downtown.

Existing low-density, single-family residential (SF7) is suitable in this area, but expansion should not be encouraged.

Development and redevelopment in this area are subject to the Old Town Overlay Design Standards.

Corresponding zoning districts may include (but are not limited to):

- CC, Central Commercial (Old Town Overlay)
- SFA, Single-Family Dwelling (Attached)



Community Commercial

Community Commercial is generally located along major streets and at significant nodes. This category is intended to provide suitable areas for the development of light to medium intensity commercial uses to support surrounding urban development.

Landscaping and urban design should enhance visitors' experiences, separate sidewalks from major roads and define pedestrian routes to promote connectivity and walkability. Cross-access between developments and visibility from adjacent streets are important components to the success of developments in these areas.

Mixed-use development should be integrated at key nodes, focusing on placemaking and walkability, both within the node and from surrounding neighborhoods. Node locations will be identified during the upcoming review of the City's zoning ordinance and addressed through the creation of a form-based code.

Corresponding zoning districts may include (but are not limited to):

- NS, Neighborhood Services
- GR, General Retail



Regional Office/Commercial

This land use category is intended for uses with regional emphasis due to the area's high visibility. Uses such as large retail centers, hotels, restaurants, and corporate or professional offices are encouraged in this category. Medium to high density residential may be allowed as part of a mixed-use development.

This area should be served by a well-designed street system to facilitate quality 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. For large retail centers, the addition of public amenities, such as fountains, benches or public art are encouraged. Spacious landscaped areas, attractive signage and other architectural features at key entry points and central locations, 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.

Corresponding zoning districts may include (but are not limited to):

- GR, General Retail
- C, Commercial



Chisholm Trail Corridor

Land uses along the Chisholm Trail Corridor should be primarily nonresidential, with the primary use being large-scale professional campuses, such as office parks or medical centers. Complementary large-scale retail will also be appropriate. This area is envisioned to develop in a coordinated manner, with both vehicular and pedestrian connectivity in mind. Development should emphasize quality building and site design and robust landscaping, reflecting a positive image of Burleson to those traveling along the corridor.

Much of this land is currently vacant or occupied by low-density residential development. As areas along the corridor begin to develop, compatibility measures will be important to prevent land use conflicts between the new development and adjacent residential developments. Examples of such measure include limited building heights, enhanced landscaping, additional setbacks, and access management controls.

Corresponding zoning districts may include (but are not limited to):

- GR, General Retail
- C, Commercial



Employment Growth Center

Employment Growth Centers offer important employment opportunities, occupy large areas of land, and are generally located near major roads. The City's Highpoint Business Park has been a great start to diversifying the economy and bringing world-class industries to the City. This future land use category focuses on the opportunities to expand the development.

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. Design standards should be implemented to protect the image from the IH-35W corridor – specifically quality building materials and screening for outside storage. Success of the Employment Growth Center relies 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.

The Employment Growth Center area in Burleson should be marketed to industries with potential for upward mobility of skilled workers such as logistics and warehousing. Limited residential uses focused on workforce housing may be considered.

Corresponding zoning districts may include (but are not limited to):

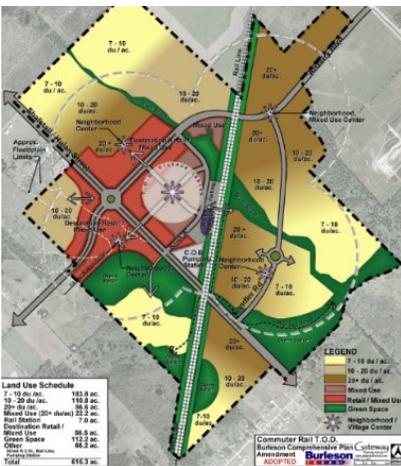
- C, Commercial
- I, Industrial
- BP, Business Park Overlay



Transit-Oriented Development

This category maintains a strong focus on transit access via rail, streetcar, or bus to support higher density development, including a 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 and townhomes. Pedestrians and cyclists can enjoy interesting storefronts at ground level with benches, public art, on-street parking, and wide sidewalks, creating an appealing streetscape. Parking areas to support the transit use shall be incorporated into the overall TOD plan.

The TOD is governed by PD Ord D-065-06; however, this area may be a candidate for Form-Based Code.



Urban Mixed Use

The Urban Mixed Use area is concentrated along Wilshire Boulevard, near John Jones Drive and Hulen Street. These areas should include both nonresidential and higher density residential uses to promote local pedestrian activity. The goal is to create mixed uses in one area that captures some pedestrian trips that would otherwise require an additional trip in a vehicle. Retail, office, residential, civic, and light commercial uses can be combined vertically, with retail or commercial on the first floor and residential or office on the upper floors. Tangible results can include reduced vehicle trips generated by the uses on the site and shared parking if combined uses have separate peak use time periods.

Corresponding zoning districts may include (but are not limited to):

- GR, General Retail



Floodplain/Open Space

This land use category is provided to identify public parks and open spaces within Burleson. This designation incorporates parks and trails proposed within the City's Parks, Recreation and Trails Master Plan as well as floodplain and flood prone areas. Development within the floodplain areas must adhere to ordinances related to floodplain development. This area is not intended to be zoned as Floodplain/Open Space, but to show areas to be preserved within the specified zoning district.

All zoning districts may apply.



Future Development

These areas are anticipated to develop in the future; however, no land use designation has been planned at this time. Uses will be evaluated in these areas with updates based on local/regional trends, annexation rules/policies, and available infrastructure.

Areas designated for Future Development are currently located outside of the City limits; therefore, this land is not zoned.



Implementation

A successful community is one that establishes a clear vision for their future and identifies the steps necessary to achieve that vision. The following implementation Plan outlines the six Core Values, the corresponding goals, and associated actions. Each action includes a timeframe to initiate the action, identification of the responsible department or departments in charge of leading implementation, and an approximate cost of implementation.

It is crucial to recognize that most cities cannot afford to complete all desired tasks at once; therefore, it is important to identify the top priorities that are most critical for achieving the City's vision. Many of these recommendations will take several years to complete, but this plan will help the City to identify attainable, short-term goals and allocate funding in future budgets for costlier projects.

Implementation Plan Legend

Timeframe:

Short: 0 – 2 years

Medium: 3 – 7 years

Long: 7+ years

Funding:

\$: \$0 – \$5,000

\$\$: \$5,000 – \$100,000

\$\$\$: \$100,000 – \$500,000

\$\$\$\$: \$500,000 – \$1,000,000

\$\$\$\$\$: \$1,000,000+

Responsible Department(s): **Bold** indicates team lead.



WE VALUE...

A Mobility System that is Efficient, Connected, Attractive, and Safe

Goals within this value are intended to create beautiful and efficient corridors throughout the City. We must look at not only transportation needs related to use of personal vehicles, but also take a multi-modal approach evaluating pedestrian and bicycle needs and look into the future at needs related to transit and autonomous vehicles. The City's Master Mobility Plan is the primary mechanism for transportation planning and achieving many of the City's goals. Goals within this section are aimed at planning and land development strategies and are not intended to be all-inclusive of the City's goals related to its mobility system. Additional goals and strategies are included in the Master Mobility Plan.

Goal 1. Develop or Refine Strategies for Key Corridors

Action 1.a. Re-evaluate and implement the SH-174 (Wilshire Boulevard) Vision/Plan

The SH-174 Corridor Plan was adopted in 2010. While some of the recommendations within the plan are in progress, such as a sign ordinance amendment and an access management plan, many have not been started (such as development of an overlay for the corridor and creating specific architectural standards). The plan should be reviewed and modified for current conditions and specific code amendments should be adopted to achieve the recommendations within the plan.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Development Services, Public Works, Economic Development

Action 1.b. Develop a Chisholm Trail Corridor Vision

When the **Imagine Burleson 2030** comprehensive plan was adopted, Chisholm Trail had not yet been constructed and there was no development nearby. Now that it is constructed and development is occurring along both the north and south segments of the corridor, a plan for its development should be prepared. The Future Land Use Map designates this area for primarily corporate office development with secondary regional commercial uses. A vision for the area should be established related to zoning and design standards, and a capital improvement program and economic development strategies should be developed to guide and promote quality development along the corridor.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): Development Services, Economic Development, Public Works

Action 1.c. Re-evaluate the IH-35W Vision

The IH-35W Corridor Plan was adopted in 2007 and an overlay and associated design standards were adopted in 2010. The vision should be revisited and refined to align with changes to the Future Land Use Map adopted with this Midpoint Update. Items to consider include, but are not limited to, adjacent proposed land uses, adjacent backage roads and connectors, and appropriate interfacing of desirable future land uses with existing uses. The area should of FM 917 should be evaluated as part of the revisions. The future land use map is changing in this area to extend the Business Park/Employment Growth Center, and design standards should be adjusted accordingly.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Development Services, Economic Development, Public Works

Action 1.d. Develop a plan for Hulen Street

Hulen Street is a major collector on the City's master thoroughfare plan. Only portions of the roadway exist at this time, and the portions that do exist are narrow county-type roadways with significant drainage issues. Plans should be developed for each significant segment of the roadway and priorities established. Each segment may have different needs with respect to the level of planning that should occur. Segments should be identified and scopes developed for planning efforts.

Timeframe: Medium

Funding: \$\$\$\$

Responsible Department(s): Public Works; Development Services

Action 1.e. Develop a plan for Alsbury Boulevard

Alsbury Boulevard will be the primary route to access Chisholm Trail. An alignment should be established and key segments identified for right-of-way acquisition and construction. Alsbury Boulevard is also a key corridor for the development of form-based code nodes at key intersections, encouraging mixed-use development and placemaking.

Timeframe: Short

Funding: \$\$\$

Responsible Department(s): Public Works; Development Services

Action 1.f. Develop a plan for FM 731 (John Jones Boulevard)

FM 731 is a state highway, which limits the City's ability to control its design. Potential options for improvements include developing median landscape plans, developing a sidewalk connectivity plan, and continuing coordination with TXDOT when needs for intersection or other improvements are identified.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): Public Works

Action 1.g. Develop a plan for Summercrest Boulevard

Many of the homes along the segment of Summercrest Boulevard between Alsbury Boulevard and Cedar Ridge Lane are aging and may be in need of aesthetic updates. These homes – primarily duplexes – provide alternative housing options within Burleson and should be preserved and maintained over time. City Staff should form a partnership with property owners in this area to develop a plan for financial assistance (e.g., loan or grant funding) to complete improvements.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Neighborhood Services, Development Services, Public Works

Action 1.h. Develop a plan for Hidden Creek Parkway

Hidden Creek Parkway has been developed in a piecemeal manner over time, resulting in various segments of the corridor reflecting different characteristics. The City should develop an alignment for the future eastward expansion of the roadway, and establish a plan for consistent design of the new and existing segments of the roadway.

Timeframe: Long

Funding: \$\$\$

Responsible Department(s): Development Services, Public Works

Action 1.i. Develop a plan for East Renfro Street

East Renfro Street is a TXDOT roadway and TXDOT has a schematic for widening and improvement from IH-35W to east of CR 602. The City should encourage progress on this plan and work with TXDOT to facilitate the construction. Development of commercial nodes may also be warranted on the eastern end of Renfro Street to support residential expansion.

Timeframe: Medium

Funding: \$\$\$\$

Responsible Department(s): Public Works, Development Services

Action 1.j. Explore options for congestion mitigation

This is a broad action that focuses on key corridors but extends across the City's roadway network. The City should work on implementing the Intelligent Traffic Systems (ITS) Strategic Plan, apply for grants for intersection improvements, and update the master mobility plan to ensure appropriate roadway widths.

Timeframe: Ongoing

Funding: Varies depending on activity

Responsible Department(s): Public Works

Goal 2. Foster Walkability and Bikeability

Action 2.a. Complete the 10-mile bike loop

As of this Midpoint Update to the comprehensive plan, the 10-mile bike loop is approximately 70% complete. This loop includes both on-street and off-street segments. Missing off-street segments along Village Creek between Chisenhall Park and Hillside Drive and missing on-street segments in various locations should be designed and constructed. Converting on-street segments to off-street segments should be pursued as opportunities arise.

Timeframe: Medium

Funding: \$\$\$\$\$

Responsible Department(s): Parks and Recreation; Public Works

Action 2.b. Create a comprehensive sidewalk program

Walkability between neighborhoods and to key destinations is important to the social and physical health of a community. The 2019 Parks, Trails and Recreation Master Plan includes 10-minute walksheds and recommendations for completion. The Public Works Department periodically constructs sidewalks as a part of the Safe Routes to Schools program. These efforts should be coordinated to ensure that logical connections exist and to continue on a path toward a comprehensive sidewalk system. This effort will be included with an upcoming update to the Master Mobility Plan. Care should also be taken to ensure that major roadway crossings are safe and comfortable.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): Public Works; Parks and Recreation

Goal 3. Encourage a Multi-Modal Transportation System

Action 3.a. Develop a mobility innovation plan

A mobility innovation plan will take a broad look at mobility and transportation within the City. It will identify emerging technologies and trends for which the City should prepare. These may include items such as ensuring the traffic management system is ready for autonomous vehicles, creating ride-sharing stations, considering micro-mobility solutions (bike and scooter rentals), and reviewing transit programs.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): Public Works; Development Services

Action 3.b. Develop a transit master plan

A transit master plan may be a part of the mobility innovation plan outlined in **Action 3.a** above. A transit master plan would evaluate the City's needs related to mass transit and provide recommendations for achieving those needs. In particular, it should focus on rail associated with the Transit Oriented Development (TOD) and how travel to and from the station is provided. While Burleson does not need a mass transit system within the City at this time, there may be some smaller-scale options or options for people with physical or mental disabilities that provide a service for trips between high population areas and retail areas, or between homes and the rail site.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): **Public Works;** Development Services

Action 3.c. Develop a plan for a bike sharing program

Large-scale bike rental companies are not likely to provide service within Burleson at this time due to our population and the nature of our community. Partnerships at a smaller scale should be evaluated and our needs defined.

Timeframe: Ongoing

Funding: \$\$\$

Responsible Department(s): **Parks and Recreation**

Goal 4. Support the Development of Complete Streets

Action 4.a. Re-evaluate and update Complete Streets chapter of the Master Mobility Plan

The **Imagine Burleson** comprehensive plan included a goal for a context sensitive design manual. This was partially accomplished with the 2015 update to the Master Mobility Plan, which includes a Complete Streets chapter. This chapter accomplishes part of the goal of a context sensitive design manual, but it should be evaluated and some of the criteria should be adopted in a more definite manner so that the requirements are clear to developers and easily communicated by City staff.

Timeframe: Short

Funding: \$\$

Responsible Department(s): **Public Works;** Development Services

Action 4.b. Develop policy/strategy for traffic calming

Currently, the City does not have a definitive policy on traffic calming considerations when complaints are received. A specific policy that includes both criteria for consideration and potential solutions should be developed.

Timeframe: Medium

Funding: \$

Responsible Department(s): Public Works

A photograph of a community event, likely a fair or festival, with people gathered around inflatable structures. The scene is outdoors, with brick buildings in the background and a clear sky. The text is overlaid on the image.

WE VALUE...

Nighborhoods that are Safe, Friendly, Connected, and Vibrant

Strong neighborhoods are critical to the success of the City. The City has many great neighborhoods, but care must be taken to preserve them and ensure that new neighborhoods are sustainable, welcoming, and healthy. Opportunities should be pursued to take our new subdivisions to the “next level” by identifying design and amenities that make Burleson a community of choice. This involves developing and maintaining relationships with community partners who share this vision and have the ability to assist in its achievement.

Goal 5. Develop Programs to Elevate New Neighborhood Design

Action 5.a. Identify opportunities for master planned communities

While Burleson has many nice neighborhoods and quality has increased within the past 10 years, development continues to be limited in terms of amenities and innovative design. Survey responses associated with this item indicated that residents prioritize open space and natural areas and the City's small-town feel. The Council has adopted a policy providing guidelines for City participation and other incentives for master planned communities. The intent of the policy is to attract development of master planned communities that incorporate amenities, honor the City's culture, and create a community, not just a subdivision. Staff should continue to use this policy as a tool in attracting and reviewing new large-scale development.

Timeframe: Ongoing

Funding: \$\$

Responsible Department(s): Development Services

Action 5.b. Identify strategies for development of diverse neighborhoods with respect to life-cycle housing, affordability, and neighborhood demographics

Opportunities for a variety of housing types must be pursued. Workforce housing and senior living developments are needed to alleviate shortages in our community. The City should evaluate potential partnerships with developers or other entities to develop creative solutions to provide housing choices for people at all stages of life.

Timeframe: Ongoing

Funding: \$\$

Responsible Department(s): Development Services; Economic Development

Action 5.c. Develop strategies for site design with the goal of preserving natural areas

The City requires the dedication of floodplain, which is often used as open space within developments and can be very valuable as a part of the park and trail system. However, there are some cases where floodplain is dedicated and forgotten. Policies should be developed to ensure that it is useful to the residents in the area and to clarify that it is not intended to be manicured parkland. This may also involve development of buffer areas and identification of wetlands that may not be part of the floodplain.

Timeframe: Short

Funding: \$

Responsible Department(s): Parks and Recreation; Development Services; Public Works

Action 5.d. Develop and adopt a neighborhood design manual

A neighborhood design manual is intended to enhance our standard rules and regulations and provide guidance for development or vibrant neighborhoods. It may include concepts of smart growth, Low Impact Design (LID), Crime Prevention through Environmental Design (CPTED), or other programs.

Timeframe: Long

Funding: \$\$

Responsible Department(s): **Development Services** and others as needed

Goal 6. Maintain and Enhance Our Existing Neighborhoods

Action 6.a. Evaluate current home improvement grants and programs with the goal of providing a comprehensive approach

The Neighborhood Services Department assists homeowners with home improvement projects through grants and volunteer programs. The Public Works Department manages residential street rebuild projects on a regular basis. Coordinating these efforts and performing work in the same area may have a more significant impact on neighborhoods than each department approaching the projects separately.

Timeframe: Ongoing

Funding: Varies based on activity, mostly grant funds

Responsible Department(s): **Neighborhood Services;** Public Works

Action 6.b. Partner with community groups to assist with homeowners in need with repair of homes and properties

Maintain a list of community groups (such as places of worship, rotary, ATHENA, etc.) that have expressed a willingness to help homeowners in need. The list should be widely publicized so that as City staff encounters needs, they can put homeowners in contact with groups that can provide assistance.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): **Neighborhood Services** and others

Goal 7. Foster Social Connectivity within Neighborhoods

Action 7.a. Look for opportunities to partner with schools in current and future neighborhoods

This is a broad goal with many potential components. We should foster communication with all potential partners within the City limits and the ETJ – in particular Burleson ISD and Joshua ISD. This is necessary to broaden discussions with large-scale developers in the placement of school sites as well as looking for opportunities to share resources and involve youth in the decision-making process.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): **Development Services;** other departments as opportunities arise

Action 7.b. Expand educational programs and consider creation of a Citizens' Academy

The City has had success with Citizens' Police and Fire Academies. A broader Citizens' Academy for general City government functions should be established to educate citizens on the City's function and programs. A Citizens' Academy would be a great resource for members of the community who want to be involved and are looking for where their interests and expertise could be most valuable. Opportunities for youth participation should also be considered when developing the program.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): **Marketing and Communication;** other departments for specific sessions

WE VALUE...



Parks that Give People the
Opportunity to Play, Learn,
Exercise, and Experience the
Outdoors

The importance of parks in our community cannot be overstated. Parks provide not just a benefit to residents of the community, but an environmental benefit through preservation of habitats and open space and an economic benefit through attraction of businesses that want to locate in areas with fantastic parks and trails. The City adopted a new Parks, Trails and Recreation Master Plan in December 2019. The plan includes a supplemental memo that lists specific goals. Those goals are reflected herein are in addition to goals related specifically to new development. See the memo supplement to the Parks, Trails and Recreation Master Plan for details and action steps for the goals listed herein.

Goal 8. Pursue Implementation of the 2019 Parks, Trails and Recreation Master Plan

Action 8.a. Maintain an exceptional level of service (Goal 1)

The 2019 City parkland level of service is 12.7 acres per 1,000 residents, compared to the national average of 10.1 acres. Actions corresponding to this goal are related to updating the parkland dedication ordinance and identifying funding sources to creation, enhancement, and maintenance of parks.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): Parks and Recreation

Action 8.b. Improve walkability and park access (Goal 2)

In 2019, 64% of residents live within a 10-minute walk of a neighborhood park. The City's goal is for all residents to live within a 10-minute walk of a park by 2040.

Timeframe: Ongoing

Funding: \$\$\$\$\$

Responsible Department(s): Parks and Recreation

Action 8.c. Develop community parks (Goal 3)

Acquire land and evaluate use of existing City property for development of three community parks of 10 to 20 acres in three of the four focus areas within the Parks, Trails and Recreation Master Plan. When developing plans for community parks, the City should consider inclusivity and accessibility when selecting equipment and site improvements.

Timeframe: Medium/Ongoing

Funding: \$\$\$\$\$

Responsible Department(s): Parks and Recreation

Action 8.d. Address aging parks and improve the park experience

The Parks, Trails and Recreation Master Plan includes over 160 recommendations for service-level enhancements to existing city parks. Develop a prioritized implementation plan for these recommendations and create a park asset inventory that includes a condition index and replacement plan as park assets age. Consideration should be given to the addition of shade structures over play equipment should be provided as funds are available.

Timeframe: Ongoing

Funding: \$\$

Responsible Department(s): Parks and Recreation

Action 8.e. Establish premiere trail systems in the City

The City's trail system is well underway, but needs expansion and completion. The following items remain to achieve completion:

- Complete the 10-mile loop
- Plan and construct an additional 16 miles by 2040
- Add trail amenities
- Align trail plans with the City's Mobility Plan and the NCTCOG Veloweb

Timeframe: Ongoing

Funding: \$\$\$\$\$

Responsible Department(s): Parks and Recreation

Goal 9. Preserve and Increase Access to Natural Areas and Open Space

Action 9.a. Formalize the process of designating and preserving specific parkland as natural areas and defining maintenance activities in these areas.

Chapter 34 (Environment) of the Code of Ordinances provides for an exception to mowing requirements for areas designated by the Development Services Director as "nature areas". The City has not specifically designated "nature areas", but City staff is aware of areas (specifically some floodplain areas) that should carry such designation. Development Services, Neighborhood Services and the Parks and Recreation Department should collaborate to identify areas throughout the City to apply the "nature area" designation and create a policy for future areas of development.

Timeframe: Short

Funding: \$

Responsible Department(s): Parks and Recreation; Neighborhood Services; Development Services

Action 9.b. Revisit the draft tree preservation ordinance.

In 2009, City staff presented a proposed tree preservation ordinance to the City Council, which was not approved. At City Council's direction, City staff will revisit the tree preservation ordinance, revise based on the current development environment, and modify based on any new state or federal laws related to tree preservation.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services

Action 9.c. Continue to Work Closely with Community Partners

It is critical that City staff develop relationships with various citizens and groups to ensure that development is broadly coordinated to meet community needs. This involves fostering contact with the school districts, the Chamber of Commerce, citizen committees, and other specific stakeholders and citizens that have expertise in various fields.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): **Development Services;** All Other Departments

A vibrant outdoor public space, likely a park or plaza, featuring a green and yellow trolley on the left, several blue tables and chairs scattered throughout, and a large tree in the center. People, including children and adults, are seen sitting and walking in the area. The background shows a brick building and a covered walkway.

WE VALUE...

Great Places to Gather Throughout the City

Placemaking is an approach to the development of public spaces that capitalizes on the community's strengths to foster both physical and social connections among residents and visitors. In the 2016 survey, citizens identified Old Town as the City's only "place" and expressed a desire for more unique destinations. The following goals are aimed at developing additional "places" and refining the ones we have.

Goal 10. Develop or Refine Specific Planning Areas

Action 10.a. Evaluate and refine the vision for the Transit Oriented District (TOD)

In 2006, the City adopted a Transit Oriented Development (TOD) district and an associated Planned Development (PD) ordinance. The development of a rail station has been significantly delayed and modifications to the PD ordinance have occurred in response to various development requests. The TOD and PD should be evaluated from the perspective of the land area it encompasses and the density of development that is anticipated. The TOD area is envisioned as a transitional area that can develop in a relatively urban pattern at this time, and transition to a TOD if/when a train station is constructed.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Development Services

Action 10.b. Evaluate the Old Town design standards and refine as needed

The City's Old Town Plan was adopted in 1995 and updated in 2016. Old Town overlay design standards were adopted in 2010. These standards have served the City well and Old Town is thriving; however, good planning practice involves evaluating and updating area plans on a regular basis. The Old Town Plan should be reviewed and modified based on current development conditions and issues identified by City staff, the Planning and Zoning Commission, and City Council.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Development Services

Action 10.c. Develop a vision for the west side of the City

In 2014 and 2016, the City proactively obtained development agreements for properties located in the City's western extraterritorial jurisdiction (ETJ). This was a vital exercise given the changes to the area that would occur in that area with the construction of Chisholm Trail Parkway and coming annexation restrictions. There are still large tracts of undeveloped land, and growth in this area is inevitable. Use of the City's master planned communities policy as described in **Action 5.a** and identification of strategic commercial/mixed-use nodes is critical.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Development Services; Public Works

Action 10.d. Establish locations of nodes at major intersections and create appropriate form based codes with an eye toward creative placemaking

Commercial and/or mixed use nodes at key intersections are important to provide services to relatively remote areas of the City. This provides convenience to area residents and helps distribute traffic away from heavily traveled corridors. Good design standards using form based code at the nodes will create unique places that residents will want to visit.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Development Services

Goal 11. Identify and Develop Arts and Cultural Programs Specific to Community Character

Action 11.a. Establish and refine programming for the Mayor Vera Calvin Plaza in Old Town

The Mayor Vera Calvin Plaza opened in May 2020. Programming for the Plaza should balance coordinated community events with unprogrammed time for people to enjoy the space without a crowd. A draft plan has been developed and should be implemented and refined on an ongoing basis.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Economic Development/Old Town; Parks and Recreation

Action 11.b. Pursue sponsorship opportunities for spaces and events

Sponsorship of spaces and events is an effective way to offset costs and provide opportunities for promotion of local businesses. The City currently uses sponsors for events but not for spaces. As new events and facilities are proposed, City staff should look for opportunities to partner with businesses.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): Parks and Recreation; Economic Development

Action 11.c. Develop a citywide cultural plan

The City should form a City Arts Council to develop a cultural plan for programs such as music and theatrical events at the Plaza, public art, and potential community theater facilities or programs.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Parks and Recreation

Goal 12. Develop a Comprehensive Plan for City Facilities that Fosters Great Placemaking

Action 12.a. Create a facilities master plan to develop a long-term plan for City facilities

New City facilities and redevelopment of existing facilities can provide an opportunities for placemaking and community gathering spaces. In the past several years, City facilities have relocated and expanded, such as the Police Department relocation; Municipal Court relocation; use of the former Police Department building by Engineering, Information Technologies, and Human Resources; and construction of new Fire Station. These changes have been positive, but have not been based on a formal, comprehensive facilities plan. It is important for all departments to project future staffing and associated space needs to ensure efficient use of resources. The development of a facilities plan will involve inventory of existing facilities and City property and development of a strategy to appropriately house staff and community spaces. This effort should involve identifying opportunities to incorporate placemaking and gathering spaces as appropriate.

Timeframe: Medium

Funding: \$\$\$

Responsible Department(s): Public Works; All Other Departments

Action 12.b. Establish a vision and plan for a future City Hall

Over time, City staff has moved from City Hall to various locations, mostly to the former police station at the corner of Johnson Ave. and W. Renfro Street. While these facilities are located in close proximity, there are times when officing in different buildings has led to communication challenges. In addition, the locations of these buildings may be better suited to commercial uses. A study should be conducted to determine the highest and best uses of these locations and evaluate whether City Hall should relocate or whether sharing facilities with commercial uses would be appropriate. Sharing facilities with other government or quasi/government entities (e.g., Burleson ISD, Chamber of Commerce, County) may also be considered.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): City Manager's Office; Public Works; Impacted Departments

Action 12.c. Develop a vision for future library programs and facilities

With the development of technology, use of libraries has changed. While it is still important for libraries to maintain physical collections, there has been a definite shift toward libraries providing technology services and community activities for residents. The current library is a more traditional library. A study is needed to project the needs of the community with respect to the library's services and facilities. A plan should be developed for expansion, relocation, or the development of branches.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Parks and Recreation

Action 12.d. Establish a plan for senior centers and recreation centers

The City is seeing demand for senior housing and, correspondingly, expansion of senior center resources is expected. Additionally, as the City develops to the west, additional centers may be needed. A plan for expansion of the current senior center and establishment of future locations and programs should be developed.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Parks and Recreation

Goal 13. Pursue Opportunities for Public/Private Partnerships

Action 13.a. Encourage the redevelopment of aging shopping centers

As development of the City continues and undeveloped land becomes more scarce, redevelopment of older areas will become more prevalent. Along SH-174 in particular, many "big box" stores and strip shopping centers are showing their age. The City can support and encourage redevelopment by developing a façade enhancement program and considering economic incentives such as providing tax abatements or establishing Tax Increment Reinvestment Zones (TIRZs) in target areas. City staff should develop a list of target sites and options for redevelopment incentives for City Council consideration.

Timeframe: Ongoing

Funding: \$\$\$

Responsible Department(s): Economic Development; Development Services

Action 13.b. Facilitate development of mixed-use retail/office project(s)

Mixed-use development tends to be a primary driver of new urban development that promotes walkability and social gathering spaces. The City’s definition of mixed-use should be refined and City staff should identify opportunities to encourage such development at appropriate locations throughout the City. Primary locations are anticipated to be Old Town, along SH-174, and at various established nodes.

Timeframe: Ongoing

Funding: Varies

Responsible Department(s): Economic Development; Development Services



WE VALUE...

Economic Development that Creates Opportunity, Diversifies the Tax Base, and Provides Residents with Choices

Economic development includes a broad range of activities to recruit new businesses and retain existing businesses. Traditionally, economic development is viewed as recruiting and incentivizing new businesses, but as communities age and competition increases, it is becoming more important to promote the community as a whole and provide resources for improvement to existing programs and facilities in order to attract and retain businesses. These activities blend into supporting goals to ensure that our community is a place that residents want to live, learn, work, and play.

Goal 14. Enhance Economic Development Outreach and Implementation

Action 14.a. Complete the Economic Development Strategic Plan.

Economic Development staff is currently working toward the creation of an Economic Development Strategic Plan. Goals for economic development will be developed as a part of that plan. Once the goals are developed, City staff should propose an amendment to the **Imagine Burleson** comprehensive plan to incorporate the economic development goals into the comprehensive plan goals.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Economic Development

Action 14.b. Provide access for companies and citizens to training and higher education opportunities

The Burleson Works and Burleson Opportunity Fund programs are promoted by our Economic Development team as a recruitment tool for new businesses and a retention tool for existing ones. City staff should continue to foster and expand the Burleson Works program in partnership with local businesses.

Timeframe: Ongoing

Funding: \$\$

Responsible Department(s): Economic Development

Action 14.c. Look for opportunities to provide a diversity of housing options to our citizens and workforce.

The City should define what “workforce housing” means to Burleson and its relationship to our living wage. Once the workforce housing definition is established, the City should identify potential locations for workforce housing, identify potential partners, and develop funding strategies.

Timeframe: Ongoing

Funding: \$\$\$

Responsible Department(s): Economic Development; Development Services

Goal 15. Promote Specific Development/Redevelopment Opportunities

Action 15.a. Look for opportunities to expand Highpoint Business Park or develop new business park property

The City-owned portion of Highpoint Business Park is nearing build-out. Staff should continue to work with adjacent and nearby property owners to recruit new light industrial uses. City staff should also approach large property owners on the far south side of the City where existing development agreements are in place to gauge interest in developing their property for industrial uses.

Timeframe: Ongoing

Funding: \$\$\$\$\$

Responsible Department(s): Economic Development; Development Services; Public Works

Action 15.b. Continue discussion regarding the golf course

The golf course has been a topic of ongoing discussion regarding whether it is the highest and best use in its current location and whether the City should continue its subsidy for operations. City Council should continue discussions related to the future of the golf course and provide City staff with any necessary direction.

Timeframe: Short

Funding: Depends on Direction

Responsible Department(s): Economic Development; Development Services; Parks and Recreation

Action 15.c. Pursue partnerships with developers for a hotel/conference center appropriate for Burluson

Currently, the only facilities within the City that can hold large groups of people are schools and churches. While these facilities are assets for the community, they are limited in space and the types of events for which they may be used. A hotel/conference center continues to be a desire of members of the community. City staff should continue to identify potential partners for an appropriately sized hotel/conference center. The facility should support small to medium trade shows and professional conferences as well as provide a gathering place for community events.

Timeframe: Medium

Funding: \$\$\$\$\$

Responsible Department(s): Economic Development

Action 15.d. Identify an operator for a family entertainment venue and determine the location and amenities to be included in the development

Family entertainment that includes activities such as bowling, video games, laser tag and mini-golf is likely the most requested development in the community. City staff should continue to identify companies and sites to develop a facility that meets the needs and wants of the community.

Timeframe: Short

Funding: \$\$\$\$\$

Responsible Department(s): Economic Development

Action 15.e. Enhance Entrances to and Focal Points within the City

Burleson only has a couple of formal entry features into the City, which are aging and in need of maintenance and upkeep. City staff should identify areas where new or upgraded entry features are needed and opportunities to establish focal points. Opportunities for grants or other funding sources should be identified and a plan for implementation established.

Timeframe: Short

Funding: \$\$\$

Responsible Department(s): Economic Development; Parks and Recreation; Public Works

◀ WE VALUE...



A City that is Resilient –
Economically and
Environmentally Sustainable,
Accountable, and Transparent

Resiliency and sustainability involve ensuring that projects and programs are socially, fiscally, and environmentally responsible. All of the previously stated goals involve resiliency at some level. The following goals are intended to promote general best practices from the standpoint of administration, customer service, and the environment.

Goal 16. Update Development Ordinances and Plans on a Regular Basis

Action 16.a. Develop a systematic approach to Comprehensive Plan Updates

A comprehensive plan should be updated every 5 to 10 years to ensure that it is maintaining relevance for the community. However, for a fast-growing community such as Burleson, plans should be updated more frequently. A strategy should be developed to review portions of the plan annually and systematically update portions each year so that the updates are not overwhelming and daunting tasks.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services

Action 16.b. Update Zoning Ordinance for tasks within diagnostic report and comprehensive plan goals

The zoning ordinance has not been updated comprehensively for 10 years. The following updates/modifications are needed:

- Align with changes to comprehensive plan
- Address tasks listed in the diagnostic report
- Change based on staff needs and Planning and Zoning Commission and City Council feedback

Timeframe: Short

Funding: \$\$

Responsible Department(s): Development Services

Action 16.c. Update the Subdivision and Development Ordinance for Master Mobility Plan and Zoning Ordinance changes

The Subdivision and Development Ordinance provides regulations for platting and infrastructure construction for development projects. Upon completion of updates to the Master Mobility Plan and the rewrite of the Zoning Ordinance, changes to the Subdivision and Development Ordinance will be required.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services; Public Works

Action 16.d. Updates of landscape and sign ordinances with a focus on appearance

The landscape ordinance and sign ordinance each require changes for clarity and modernization. Recommended modifications to the landscape ordinance include clarification on tree and shrub species and determining how water-wise landscaping may be incorporated. The sign ordinance should be updated to clarify design standards and to reduce visual clutter associated with signs.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services; Neighborhood Services; Parks and Recreation

Goal 17. Improve Development Reports and Presentations

Action 17.a. Create/refine a standardized method of evaluating development cases

City staff currently has somewhat standardized templates for staff reports that provide an analysis of varying types of development cases. The reporting format of the analysis can be a bit wordy and cumbersome at times. Standard templates should be developed to ensure consistency between developments.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services

Action 17.b. Incorporate comprehensive plan elements into case reports and presentations in a useful and meaningful way

Currently, City staff evaluates zoning cases based on general compliance with the comprehensive plan and overlay standards. While this is effective, there also could be more information allowing a more objective evaluation of cases, based on criteria such as impacts to traffic, connectivity, floodplain, parkland, environmental sustainability, etc.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services

Goal 18. Develop and Refine Programs and Policies to Promote Environmental Sustainability

Action 18.a. Evaluate existing environmentally focused committees related to function and mission and determine opportunities for conservation promotion

There are multiple committees within the City with varying degrees of environmental focus. Such committees should be defined and identified in a comprehensive list. To maximize resources, it is important to ensure that there are not overlapping efforts and identify potential partnerships. It may be necessary to develop a steering committee of members from each committee to meet annually or semi-annually to discuss activities of each group.

Timeframe: Short

Funding: \$

Responsible Department(s): Neighborhood Services

Action 18.b. Incorporate more water-wise landscaping (xeriscaping/native plantings) into the City's landscape requirements

This action is in tandem with 0 above. Water-wise landscaping requires less water/irrigation and provides more chance for long-term success. A review of the landscape ordinance should be conducted to identify ways to encourage xeriscaping and native plantings.

Timeframe: Short

Funding: \$

Responsible Department(s): Development Services; Neighborhood Services

Action 18.c. Update the design criteria manual to require and encourage more realistic permanent best management practices (BMPs), Low Impact Development (LID) and green building strategies

Many of the current stormwater best management practices within the City's design standards are ineffective and written such that the standards are not clear. Alternatives to these methods should be evaluated and integrated stormwater management (iSWM) techniques considered, including possible adoption of the NCTCOG iSWM tiered implementation plan where the City's ordinances may be used to achieve iSWM goals without actually adopting the full iSWM manual.

Timeframe: Medium

Funding: \$\$

Responsible Department(s): Public Works; Neighborhood Services; Development Services

Action 18.d. Conduct ongoing watershed studies/updates and explore opportunities for regional/shared stormwater detention

The Engineering Division has a current, ongoing plan for studying a grouping of watersheds each year. Each watershed study evaluates opportunities for regional or shared detention rather than smaller, individual detention ponds which have a tendency to be poorly maintained. This practice should be continued to ensure that floodplain maps are accurate and flood hazards are identified.

Timeframe: Ongoing

Funding: \$\$\$\$\$

Responsible Department(s): Public Works

Goal 19. Enhance the City’s Communication Strategies

Action 19.a. Reinforce the City’s customer service focus to exceed the community’s expectations

As a community of choice, Burleson seeks to provide the highest level of customer service to its citizens and the development community. The City should consider conducting annual surveys of its residents and applicants to gauge satisfaction and identify areas for potential improvement.

Timeframe: Ongoing

Funding: \$\$

Responsible Department(s): Communications; All Departments

Action 19.b. Combat the spread of misinformation regarding City actions and development activity

Ensuring transparency and accuracy of information are critical for the City to maintain a trusting relationship with the community. Technology provides opportunities to increase communications through live-streaming meetings and providing previously recorded meetings on-demand. An expanded social media presence providing up-to-date information on proposed developments and upcoming decisions can also help to build rapport and combat misinformation. In addition, in-person office hours or City staff representatives speaking to community groups can help with offline outreach.

Timeframe: Ongoing

Funding: \$

Responsible Department(s): Communications; All Departments

Goal 20. Ensure the City's Fiscal Responsibility and Resiliency

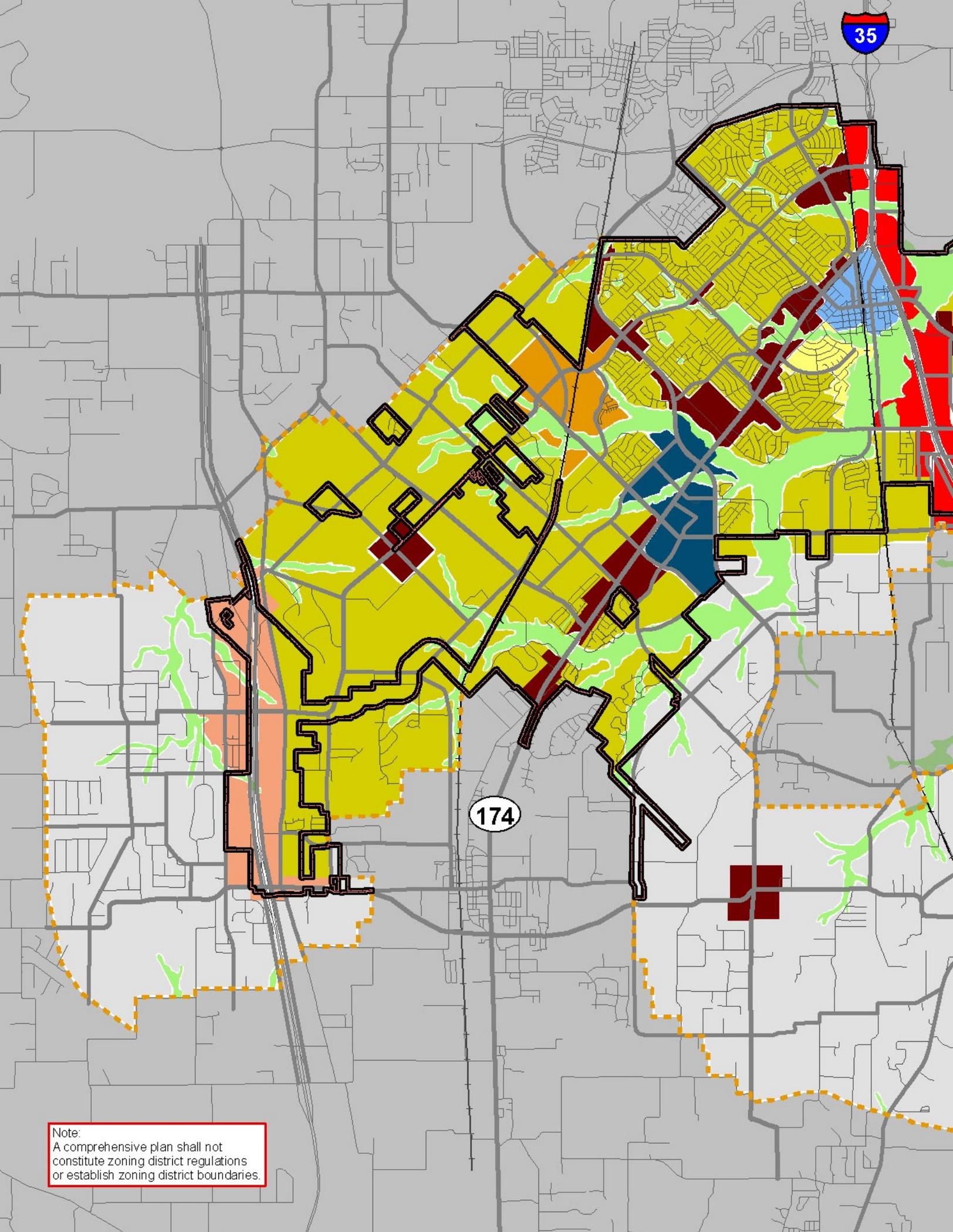
Action 20.a. Explore tools and partnerships that would help the City to track and improve fiscal responsibility and resiliency

The City strives to be responsible stewards of the community's tax dollars. Fiscal responsibility should be promoted by supporting the diversification of the City's tax base and by utilizing partnerships when possible to maximize resources. The City should also consider fiscal impacts of development decisions, which can be quantified through the use of a fiscal impact model or other analytical tool to identify cost/benefit of a proposed development.

Timeframe: Short

Funding: \$\$

Responsible Department(s): Finance



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

Future Land Use Map

- Neighborhoods
- Old Town Residential
- Old Town
- Community Commercial
- Regional Office/Commercial
- Chisholm Trail Corridor
- Employment Growth Center
- Transit-Oriented Development
- Urban Mixed Use
- Future Development
- Floodplain/Open Space
- City Limit
- ETJ

