



TOWN COUNCIL STRATEGIC PLANNING SESSION

AUGUST 4 & 5, 2017

TO: Town Council

FROM: Tommy Dalton, Assistant Town Manager

ITEM: Town Council Strategic Planning Session

The agenda allows for broad discussion on a variety of topics related to the Council's strategic plan and initiatives as well as individual topics. Generally, the discussion can be categorized in two parts. Part 1 is separated into three sections. The first section outlines discussion regarding past performance on the 2016 Council initiatives. The second section revisits the most recent resident survey (2017), and provides discussion on development and growth. The third section provides opportunity to review current Goals and discuss Objectives, and Action Items for next year.

Part 2 provides an opportunity to review Board input and individual topics for discussion that were raised by boards, staff, and/or Town Council. This year, only the Transportation Commission elected to conduct a board input session on January 10, 2017 ([video link](#)). Background is provided for the individual topics along with a recommended action. It's recognized that many, if not all, of the individual items may be raised during Part 1 discussion due to relevance of the item to any given section in Part 1.

PART 1

Appraise

Appraise the performance

1. Strategic Plan Report
2. Performance measures
3. 2016 Initiative Update

Assess

Assess the situation

1. Review Resident Survey Results
2. Economic Development
3. Growth (Population/Permits)

Anticipate

Anticipate the future

1. Goals
2. Objectives
3. Action Items



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PART 2

Part 2 will begin discussion on individual topics listed in the table below:

TOPIC	DEPARTMENT/DIVISION	NOTES
1. Morriss Road Update	Public Works	Update on the capacity improvement project
2. NCTCOG Public Transit Study	Public Works	Update on the study conducted by the NCTCOG
3. Parkland Dedication Ordinance	Parks	Revisit the discussion of updating the dedication requirements
4. Designation of property adjacent to the library	Parks	
5. Fleet Maintenance	Fleet	
<i>This item is to briefly discuss code amendments that should come forward within the next year. May be combined with Item 7</i>		
6. Miscellaneous Development Regulation Items	Development	- Dormant project provisions - Model Home permits - Liquor stores - Sec. 90-251. - Special roadway and area standards. (Obsolete standards) - Interim Hold zoning classification - Parking calculations - Solar regulations - Urban Design Plan pictures - Overhead utilities
7. Code / Development Process Review	All	Discuss scope of Code / Development Process Review
8. Cellular service	Development	- Discuss impact of SB 1004 that imposes strict limitations and prohibitions on municipal regulation of "small cell antennas." Effective date of this bill is September 1, 2017. - Discuss recent activity related to cellular coverage
9. Lakeside Business District	Dev. & Public Works	Review the progress of the Lakeside Business District

ATTACHMENTS

1. Individual Topic Background



Item 1 – Morriss Road:

RECENT SPS DISCUSSION: July, 22, 2016

BACKGROUND: Morriss/Gerault Road has been planned as a six-lane divided roadway for more than 27 years. Due to the foresight of the Town during previous planning efforts, the additional two lanes of Morriss/Gerault can be constructed within the existing median. No additional right-of-way is required for the two new lanes because they will be constructed in the existing medians. However, intersection and safety improvements included in Phase 1 of the project required additional right-of-way for items such as turn lanes, visibility clips, and structural elements. This item is to discuss the timing of Phase 2.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action

Item 2 – Transit Services (DCTA):

RECENT SPS DISCUSSION: July, 22, 2016, May 29, 2015 and June 6, 2014

BACKGROUND: A general election was held in November, 2003, to determine whether or not to approve a ½-percent sale and use tax to participate in and fund public transit through the Denton County Transportation Authority (DCTA). This proposal was voted down by Flower Mound residents. The Lakeside Shuttle was identified as a mobility option with the [2009 Transportation Plan](#). That option was not pursued by the Council. In January 2014 the 2013/2014 TRC included this item on their list of work topics for that year. The Town's Transportation plan including public transit options was discussed during the Strategic Planning Session (SPS) on June 6 2014. Adding public transit was discussed at the September 9, 2014, Transportation Commission meeting ([packet](#), [video](#) – fast forward to 17:46). The TRC liked the idea of a shuttle and mass transit, in general not just Lakeside, and would like the Town staff to get together and discuss further. Discussions have occurred with DCTA, specifically on a “testing phase” to determine demand. An update on discussions was provided to the Council on [March 21, 2016](#) (fast forward to 2:10). DCTA representatives attended the July 22, 2016 SPS to discuss potential services. The Council provided direction to pursue a needs assessment with the North Central Texas Council of Governments. The study is complete, and will be discussed during the session.

OPTIONS:

4. Discuss during SPS
5. Schedule for future work session
6. Refer to the Transportation Commission
7. Take no action

Item 3 – Parkland Dedication Ordinance:

RECENT SPS DISCUSSION: July, 22, 2016,

BACKGROUND: The last comprehensive Park Land Dedication ordinance was adopted on February 17, 2000. Changes to the park development fee component of the ordinance were approved on August 6, 2007.

The park dedication component has not been reviewed since 2000, and the development fees have not been reviewed since 2007.



Discussion of the Town's ordinance occurred during the processing of the Highland Court development application in 2015. Staff was directed by the Town Council to review the ordinance, specifically how land values are calculated. This led to an overall review of the ordinance where it was identified that the dedication requirement has not been reviewed in 16 years and the fee requirement has not been reviewed in 9 years. Realizing this, it became apparent that a spot review of appraisal values would not be an adequate review of the Town's parkland dedication ordinance. Staff conducted a comprehensive evaluation of the Town's ordinance, as well as the Town's survey cities' ordinances. Staff conducted further research to determine the best methodology for maintaining the Town's parkland level of service while also maintaining rough proportionality with development applications (what is each development's roughly proportionate share to the Town's park system). The following link provides "An Analysis of Parkland Dedication Ordinances in Texas" in which staff is based its recommendations during the 2016 SPS.

- https://austintexas.gov/sites/default/files/files/Parks/Parkland_Development/parkland_crompton.pdf

For various reasons, this item was not brought forward last year. Primarily due to the fact the Town was in the middle of updating its Parks Master Plan. The purpose of this item is to review the options and reaffirm direction.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Refer to the Parks Board
4. Take no action

Item 4 – Designation of property adjacent to the library:

RECENT SPS DISCUSSION: None

BACKGROUND: The Town recently purchased land adjacent to the Town Library. The purpose of this item to to discuss option on officially designating the property.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action

Item 5 – Fleet Maintenance:

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to discuss fleet maintenance and replacement.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action



Item 6 – Misc Development Regulation Items:

RECENT SPS DISCUSSION: None

BACKGROUND: The purpose of this item is to briefly discuss code amendments that should come forward within the next year. May be combined with Item 7.

1. Dormant Projects: The Town doesn't have regulations that address approved projects that haven't been built within a certain timeframe, and have gone "dormant." The ordinance would also address issues with complete applications, and vesting rights.
2. Model Home Permits: Several questions have been recently asked about the Town's requirements for model home permits. This item will allow discussion on the Town's requirements.
3. Liquor Stores: A council member has asked about the process to allow liquor sales within Town limits.
4. Sec. 90-251. - Special roadway and area standards: This is a clean-up item. This section is a hold over from the 1994 Comprehensive Master Plan and was rendered obsolete with the adoption of Master Plan 2001 in March 2001.
5. Interim Hold Zoning Classification: This item is to discuss the large amount of Interim Holding zoning in the Town. A large portion of western Flower Mound has been designated at Interim Holding (IH) since the land was annexed in 1999. Since the Town has a current land use designation for these areas, staff is requesting that the Town update its zoning map for these areas. This is primarily a housekeeping/clean up item for the Town's zoning map.
6. Parking Calculations: A council member asked to revisit the Town's parking regulations following the Victory Park parking discussion.
7. Solar Regulations: A council member asked to revisit the Town's solar regulations.
8. Urban Design Plan Pictures: This item is to discuss the use of pictures to illustrate the Town's UDP requirements.
9. Overhead Utilities: This item is to discuss the Town's overhead utility ordinance.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action

Item 7 – Code/Development Process Review:

RECENT SPS DISCUSSION: January 20, 2012, July 13, 2012

BACKGROUND: The Council asked staff to engage a third party consultant to review the Town's Code of Ordinances. The purpose of this item is to discuss the scope of that service and if it should contain a review of Town processes.



OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action

Item 8 – Cellular Service:

RECENT SPS DISCUSSION: None

BACKGROUND: The Council has requested staff work with local cellular providers and businesses to address coverage gaps within town, specifically within the Lakeside Business District. The Texas Legislature approved SB1004 which significantly curtails municipal regulations on “small cell” technology within the public rights-of-way. This item is to discuss progress of cellular service within the Town as well as the impact, and the Town’s response to, SB 1004.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action

Item 9 – Lakeside Business District:

RECENT SPS DISCUSSION: July 13, 2013

BACKGROUND: The purpose of this item is to review the progress of the Lakeside Business District following the changes made with the 2013 Our Master Plan project.

OPTIONS:

1. Discuss during SPS
2. Schedule for future work session
3. Take no action