



# Draft Vision, Goals & Objectives

September 24, 2009



# **DRAFT RECOMMENDATIONS**

## **SOUTHLAKE 2030 VISION STATEMENT**

***Southlake will continue to enhance its status as a desirable, attractive, safe, healthy and fiscally-sound community with quality neighborhoods, while maintaining a high standard of living, learning, shopping, working, recreation, and open spaces. Southlake will continue to be a vibrant community that epitomizes both economic and environmental sustainability.***

## **SOUTHLAKE 2030 GOALS & OBJECTIVES**

### **Goal 1: Quality Development**

***Promote quality development that is well-designed and maintained, attractive, pedestrian-friendly, safe, contributes to an overall sense of place and meet the needs of a vibrant and diverse community.***

- Objective 1.1 Encourage the maintenance of existing neighborhoods, features and amenities in order to preserve property values and a unique sense of place.
- Objective 1.2 Create and preserve attractive pedestrian-friendly streets and pathways that limit the impact of the automobile.
- Objective 1.3 Encourage appropriately-scaled neighborhood design that compliments existing development patterns while creating unique places, recognizing that quality residential neighborhoods are the cornerstone of our community.
- Objective 1.4 Emphasize creativity and environmental stewardship in the design of all development and public infrastructure, maximizing the preservation of desirable natural features such as trees, steep slopes, streams and wildlife habitat.
- Objective 1.5 Promote unique community character through a cohesive theme by emphasizing urban design detail and performance standards for structures, streets, street lighting, landscaping, entry features, wayfinding signs, open spaces, amenities, pedestrian/automobile orientation and transition to adjacent uses.
- Objective 1.6 Incorporate high-quality single-family residential uses as part of a planned mixed-use development at appropriate transitional locations.

- Objective 1.7 Explore and encourage opportunities for redevelopment when appropriate.
- Objective 1.8 Encourage high-quality design and a heightened sensitivity towards the integration of new development with the existing development and urban design pattern.
- Objective 1.9 Strengthen street and landscape design standards to enhance the visual quality along major corridors.
- Objective 1.10 Continue to work with the Texas Department of Transportation to improve the appearance of bridges, embankments and entryways into the City.
- Objective 1.11 Ensure that city- and developer-provided infrastructure is functional, aesthetically well-designed, and integrated with the natural environment.
- Objective 1.12 Continue to strengthen the City's regulations to encourage effective signage that is appropriately designed and scaled to minimize adverse impacts on community aesthetics.
- Objective 1.13 Explore creating participation programs with home owner associations and subdivision groups to enhance the long-term viability of neighborhood features and amenities.

## **Goal 2: Balance**

### ***Maintain a balanced approach to growth and development in order to preserve the City's assets (schools, public safety, and competitive edge in the region) and fiscal health.***

- Objective 2.1 Encourage a balance of uses, including retail, office, medical, hospitality, entertainment, institutional, industrial and residential that is both responsive to and sustainable within changing market conditions and sustains growth in property values for the future.
- Objective 2.2 Support appropriate public-private financial partnerships that will help retain and enhance the City's economic base.
- Objective 2.3 Ensure the City's built environment fosters a positive relationship between the taxable value of real property and the corresponding cost of municipal services.

### **Goal 3: Mobility**

***Develop an innovative mobility system that provides for the safe, convenient, efficient movement of people and goods, reduces traffic congestion, promotes energy and transportation efficiency and promotes expanded opportunities for citizens to meet some routine needs by walking or bicycling.***

- Objective 3.1 Provide a safe and efficient street and pathways network that allows travel to shopping areas, schools, parks and places of employment, reducing the need to travel on the City's major arterials (FM 1709, FM 1938, or SH 114) and minimizes cut-through traffic in residential neighborhoods.
- Objective 3.2 Implement and promote a mobility system that addresses safety, design, comfort and aesthetic elements such as landscaping, crosswalks, railing, lighting, traffic-calming and signage in order to provide distinct character and functionality for the City.
- Objective 3.3 In accordance with a need identified by the Citizen Survey, provide and promote a continuous pedestrian pathways system that is user-friendly, efficient, safe, economical, and connect parks, shopping, schools, work and residential areas.
- Objective 3.4 Explore opportunities to link Southlake's pathways to systems in adjacent cities and trails on the Corps of Engineers property.
- Objective 3.5 Develop a program to encourage the dedication of easements for pathway construction in accordance with the sidewalk priority plan and Capital Improvements Plan.
- Objective 3.6 Identify and prioritize the funding and construction of mobility system capital improvements projects according to the impacts on safety, system efficiency, costs, and maintaining acceptable levels of service.
- Objective 3.7 Increase safe bicycle mobility when reasonably possible.
- Objective 3.8 Work with the Texas Department of Transportation to identify, design and implement projects that prevent or relieve congestion in the area.
- Objective 3.9 Continue to evaluate and improve upon the existing mobility system within the City, maintaining existing infrastructure, making required improvements and evaluating innovative ways to integrate transportation and land use.

Objective 3.10 Obtain adequate right-of-way for future roadway corridors and improvements.

**Goal 4: Parks, Recreation and Open Space**

***Support a comprehensive integrated parks, recreation and open space system for all ages that creates value and preserves natural assets of the City.***

- Objective 4.1 Ensure that new development incorporates usable open space.
- Objective 4.2 Ensure that parkland and open spaces include an integrated mix of developed and natural areas.
- Objective 4.3 Promote water conservation and reuse in the design of parks and open spaces.
- Objective 4.4 Utilize partnerships to create open space and recreation facilities.
- Objective 4.5 Ensure an even geographic distribution of park facilities and recreation activities—both active and passive—for citizens of all ages.
- Objective 4.6 Provide a full range of park facilities and linear linkages that will accommodate the current and future needs of the City’s residents and visitors.
- Objective 4.7 Integrate active and passive recreational opportunities into preserved natural and drainage areas.
- Objective 4.8 Incorporate feedback received from the Parks and Recreation Citizen Survey into recreation activities and park facilities.
- Objective 4.9 Acknowledge the City’s rich heritage and historical landmarks.
- Objective 4.10 Determine parkland desirable for dedication as part of the development process based on classification, location and maintenance cost.
- Objective 4.11 Prioritize investments in existing and established parks understanding that there will be strategic opportunities for land acquisition.
- Objective 4.12 Incorporate educational and learning opportunities within parks and related facilities.
- Objective 4.13 Explore recreational opportunities on Corps of Engineers property.

## **Goal 5: Public Safety**

***Establish and maintain protective measures and policies that reduce danger, risk or injury to property and individuals who live, work or visit the City.***

- Objective 5.1 Maintain an adequate level of police, fire and ambulance services commensurate with population and business needs.
- Objective 5.2 Provide effective and efficient professional public safety services in partnership with the citizens we serve, encouraging mutual respect and innovative problem-solving, thereby improving the quality of life in our community.
- Objective 5.3 Ensure compliance with the stated standard of response coverage and industry guidelines through the provision of facilities, equipment, personnel and roadways.
- Objective 5.4 Ensure that all buildings and public facilities are constructed in compliance with all applicable federal, state, and local safety regulations and standards.
- Objective 5.5 Maintain the continued compliance with national standard of excellence through the accreditation process.
- Objective 5.6 Enhance and promote public safety through public-private partnerships and utilization and training of volunteers.
- Objective 5.7 Maintain a high level of community readiness through training and communications among neighborhood and volunteer groups and city, county, state, and federal entities.
- Objective 5.8 Develop and implement safety education programs that enhance the quality of life and safety in the community.
- Objective 5.9 Promote security of public buildings and infrastructure.
- Objective 5.10 Ensure safe and healthful working conditions for city staff, volunteers and officials by providing security, facility, vehicular and equipment maintenance, information, education and training.

## **Goal 6: Economic Development**

***Create a diversified, vibrant and sustainable economy through the attraction and support of business enterprises and tourism meeting the vision and standards desired by City leaders.***

- Objective 6.1 Promote the City both nationally and regionally as a great place to live, work, visit, shop and recreate.
- Objective 6.2 Provide necessary, desirable and diverse goods and services for residents of the City.
- Objective 6.3 Foster an environment that retains and supports existing businesses to ensure the sustainability of our existing tax base.
- Objective 6.4 Attract desired businesses to ensure economic growth as well as continued employment and services for residents of the City.
- Objective 6.5 Enhance the quality of life for residents and the sustainability of City business through the promotion of the tourism, convention and hotel industry in the City.
- Objective 6.6 Develop a clear and understandable incentive policy that accomplishes the business attraction and retention goals of the City and is based on factors such as job creation, investment, quality of business, rate of return and overall impact on the community.
- Objective 6.7 Foster communication between the public and private sectors.

**Goal 7: Sustainability**

***Encourage the conservation, protection, enhancement and proper management of the natural and built environment.***

- Objective 7.1 Maintain and implement policies to reduce the use of nonrenewable resources, such as energy in the heating, cooling, and operation and maintenance of city facilities.
- Objective 7.2 Promote public awareness and education on such sustainability issues as public health, energy and water conservation and overall environmental stewardship.
- Objective 7.3 Promote sustainable public and private development practices and patterns, building design, water-use reduction and waste reduction.
- Objective 7.4 Protect surface, storm, and groundwater quality from septic discharge, impervious surface runoff, improper waste disposal and other potential contaminant sources.
- Objective 7.5 Conserve, restore and promote tree and plant cover that is native and adaptive to the City and region while also protecting existing significant vegetation and maintaining the existing character of the City.

Objective 7.6 Protect and enhance air quality in coordination with federal, regional and local agencies.

Objective 7.7 Recognize the importance of protecting biological diversity for the ecological and aesthetic benefits to the community.

### **Goal 8: Community Facilities**

#### ***Plan and provide quality community facilities and services that effectively meet the service needs of Southlake's residents and businesses.***

Objective 8.1 Provide an acceptable level of community facilities that meet the needs of both the existing and projected population.

Objective 8.2 Encourage cooperation with the school districts in planning for and financing community facilities to encourage the cost-effective provision of resources.

Objective 8.3 Systematically evaluate City-owned buildings in terms of their quality of service delivery and prioritize maintenance and renovation accordingly.

Objective 8.4 Incorporate new computer and telecommunications technologies into public buildings and designated areas in order to improve time and cost efficiency of service delivery and to meet increasing demands of information access and sharing.

### **Goal 9: Partnerships**

#### ***Fully utilize and coordinate with the City's many partners to address issues facing the area, provide services and facilities, promote volunteerism, support events and programs and encourage economic growth.***

Objective 9.1 Partner with other government entities, non-governmental organizations and the North Central Texas Council of Governments to address regional and local issues.

Objective 9.2 Continue mutually beneficial partnerships between the City and local school districts to explore the provision of facilities, services, technology, and other opportunities through open communication and close coordination.

Objective 9.3 Continue active partnerships with non-profit organizations, civic groups and local businesses to create opportunities that benefit the community.

- Objective 9.4 Partner with local school districts to educate Southlake's youth in their municipality and seek youth input when planning the future of our community.

**Goal 10: Infrastructure**

***Through sound management and strategic investment, develop, maintain, improve and operate public infrastructure that promotes health, safety and an enhanced quality of life for all members of the community.***

- Objective 10.1 Ensure equitably-distributed and adequate services and facilities.
- Objective 10.2 Plan and program land acquisition and the installation of all essential public facilities to reasonably coincide with the need for such facilities.
- Objective 10.3 Identify and implement programs where costs may be shared by multiple agencies and/or developers.
- Objective 10.4 Provide for adequate public water and sewer services in appropriate areas of the City.
- Objective 10.5 Provide and maintain an effective stormwater management system throughout the City.
- Objective 10.6 Maintain and enhance existing infrastructure and levels of service through the provision of timely maintenance, repair and replacement as needed.
- Objective 10.7 Provide and maintain effective solid waste collection and recycling programs for residents.
- Objective 10.8 Provide a streetlight system for adequate illumination for pedestrian and driver safety where appropriate.