

ORDINANCE NO. 1173

**AN ORDINANCE ADOPTING THE VISION, GOALS,
AND OBJECTIVES OF THE SOUTHLAKE 2035 PLAN,
THE CITY'S COMPREHENSIVE PLAN UPDATE.**

WHEREAS, a Home Rule Charter of the City of Southlake, Texas, was approved by the voters in a duly called Charter election on April 4, 1987; and,

WHEREAS, the Home Rule Charter, Chapter XI requires an update to the City's comprehensive plan elements every four years,

WHEREAS, the City Council recognizes that a vision statement is a blueprint for the community's future and the goals and objectives clarify that vision,

WHEREAS, the City Council desires the Vision, Goals, & Objectives to provide the guiding principles for all the elements of the Comprehensive Plan,

WHEREAS, the City Council desires to provide direction to the Planning & Zoning Commission in formulating the elements of the Southlake 2030 Plan update,

WHEREAS, the City Council has deemed that the Vision, Goals, and Objectives have been formulated with adequate public input,

WHEREAS, the City Council has deemed that the Vision, Goals, and Objectives herein reflect the community's desires for the future,

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SOUTHLAKE, TEXAS, THAT:

- Section 1.** All of the findings in the preamble are found to be true and correct and the City Council hereby incorporates said findings into the body of this ordinance as if copied in its entirety.
- Section 2.** The statements in 'Exhibit 1' are hereby adopted as the Vision, Goals, & Objectives of the Southlake 2035 Plan.
- Section 3.** The different elements of the Comprehensive Master Plan, as adopted and amended by the City Council from time to time, shall be kept on file in the office of the City Secretary of the City of Southlake, along with a copy of the ordinance and minute order of the Council so adopting or approving the same. Any existing element of the Comprehensive Master Plan which has been heretofore adopted by the City Council shall remain in full force until amended by the City Council as provided herein.

Section 4. This ordinance shall be cumulative of all provisions of ordinances of the City of Southlake, Texas, except where the provisions of this ordinance are in direct conflict with the provisions of such ordinances, in which event the conflicting provisions of such ordinances are hereby repealed.

Section 5. It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this ordinance are severable, and if any phrase, clause, sentence, paragraph or section of this ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this ordinance, since the same would have been enacted by the City Council without the incorporation in this ordinance of any such unconstitutional phrase, clause, sentence, paragraph or section.

Section 6. The City Secretary of the City of Southlake is hereby directed to publish the proposed ordinance or its caption and penalty together with a notice setting out the time and place for a public hearing thereon at least ten (10) days before the second reading of this ordinance, and if this ordinance provides for the imposition of any penalty, fine or forfeiture for any violation of any of its provisions, then the City Secretary shall additionally publish this ordinance or its caption and penalty in the official City newspaper one time within ten days after final passage of this ordinance, as required by Section 3.13 of the Charter of the City of Southlake.

Section 7. This ordinance shall be in full force and effect from and after its passage and publication as required by law, and it is so ordained.

PASSED AND APPROVED on the 1st reading the 6th day of June, 2017.

Laura Hill, MAYOR

ATTEST:

Lori Payne, CITY SECRETARY

PASSED AND APPROVED on the 2nd reading the 20th day of June, 2017.

Laura Hill, MAYOR

ATTEST:

Lori Payne, CITY SECRETARY

APPROVED AS TO FORM AND LEGALITY:

CITY ATTORNEY

DATE:_____

ADOPTED:_____

EFFECTIVE:_____

Exhibit 1



Vision, Goals & Objectives

Adopted by City Council on June 20, 2017
Ordinance No. 1173

SOUTHLAKE 2035 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 2035 GOALS & OBJECTIVES

Goal 1: Quality Development

Promote quality development that is consistent with the Urban Design Plan and existing development patterns, well- 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 and enhancement 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 to encourage transportation alternatives to 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 ensure environmental stewardship in the design of all development and public infrastructure, maximizing the preservation of desirable natural features such as trees, topography, streams, wildlife corridors and 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 Consider 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 Ensure 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 promote a strong working relationship with the Texas Department of Transportation to improve the appearance of roadways, 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.

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 streets 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 Pursue opportunities to link Southlake's pathways to systems in adjacent cities and trails on the Corps of Engineers property.
- Objective 3.5 Identify and prioritize the funding and construction of mobility system capital improvements projects according to the impacts on safety, system efficiency, costs, and improving levels of service for roadways.
- Objective 3.6 Increase safe bicycle mobility when reasonably possible.
- Objective 3.7 Continue to promote a strong working relationship with the Texas Department of Transportation to identify, design and implement projects that prevent or relieve congestion in the area.
- Objective 3.8 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 3.9 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 with consideration of protecting the City's ecosystem and wildlife corridors.
- 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 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 natural history, 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 Pursue recreational and educational opportunities on Corps of Engineers property compatible with the goal of protecting and preserving the existing ecosystem for future generations.

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 a 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 healthy 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, return on investment and overall value to 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 while maintaining the existing character of the city.
- 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 or 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 and protect the biological diversity for the ecological and aesthetic benefits to the community.
- Objective 7.8 Define, protect, and celebrate the local Cross Timbers Ecosystem as a community asset for future generations.
- Objective 7.9 Assess and minimize the ecological impact of any new trails provided on Corps of Engineers property.

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 a 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 and a wayfinding signage system for pedestrian and driver safety where appropriate.

Goal 11: Tourism

Enhance the quality of life for residents and the sustainability of City businesses through the use and promotion of the tourism, convention and hotel industry as a tool for the local economy in the City.

Objective 11.1 Promote a destination image for the City and continuously evolve it to adapt to changing economic conditions.

Objective 11.2 Support programs enriching experiences for residents and visitors.

Objective 11.3 Increase awareness and utilization of the hotel accommodations and meeting facilities in the City.

Objective 11.4 Promote and implement programs that increase the patronage of businesses in the City.

Objective 11.5 Support events held in the City that promote the City's tourism goal and objectives.

Objective 11.6 Support partnerships with other businesses and organizations that are mutually beneficial.

Goal 12: Community Engagement

Promote and prioritize initiatives that involve and empower home owners associations, residents and businesses to collaborate with the City of Southlake in achieving community objectives

Objective 12.1 Use technology to engage the community on topics of interest that informs and facilitates the exchange of information.

Objective 12.2 Provide opportunities for the community's youth to advise and participate in policy and decision making, while investing in future generations.

Objective 12.3 Implement effective engagement strategies, such as Town Hall Forums, that solicit input from the community.

Objective 12.4 Engage with community groups to identify opportunities to enhance transparency and encourage participation in local government.

