



AGENDA
PLANNING AND ZONING COMMISSION
REGULAR MEETING
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
MONDAY, OCTOBER 8, 2018
6:00 PM

CALL TO ORDER

INVOCATION

APPROVAL OF MINUTES

1. Approval of Minutes from the August 7, 2018 Regular Meeting of the Watauga Planning and Zoning Commission

PUBLIC HEARING

1. **Planning and Zoning Case Z-18-04:** Proposed amendments to the Code of Ordinances, City of Watauga, Chapter 115.85 - Permitted Use Table, Restaurant (drive-in or drive-thru) as it relates to Specific Use Permit requirements. City of Watauga, applicant.
 - a. Open Public Hearing - allow for staff comments
 - b. Public Comments
 - c. Close Public Hearing

NEW BUSINESS

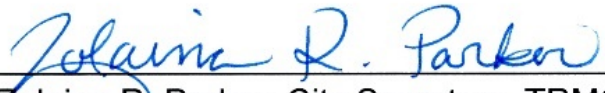
1. Discussion and action on selection of officers
 - a. Chairperson
 - b. Vice-Chairperson
 - c. Secretary
2. **Planning and Zoning Case Z-18-04.** Discussion and action on proposed amendments to the Code of Ordinances, City of Watauga, Chapter 115.85 - Permitted Use Table, Restaurant (drive-in or drive-thru) as it relates to Specific Use Permit requirements. City of Watauga, applicant.
3. Discussion, direction and possible action on the One Watauga Development Strategy Implementation Plan to include the Future Land Use Key Objectives, Economic Development Key Objectives and the Implementation Plan

ADJOURNMENT

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625 FOR FURTHER INFORMATION.

I, Zolaina R. Parker, City Secretary for the City of Watauga, do hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on October 3, 2018, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.


Zolaina R. Parker, City Secretary, TRMC





AGENDA MEMORANDUM

DATE: September 6, 2018

TO: Planning and Zoning Commission Members

FROM: Denise Wilkinson, Economic Development Specialist

SUBJECT: Approval of Minutes from the August 7, 2018 Regular Meeting of the Watauga Planning and Zoning Commission

BACKGROUND/INFORMATION:

Approval of the Minutes from the August 7, 2018 Regular Meeting of the Planning and Zoning Commission

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Approve minutes as presented

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 4.August 7, 2018

REVIEWED BY:

Randy Richards, Building Official
Andrea Gardner, City Manager
Zolaina Parker, City Secretary, TRMC

Approved - 10/02/2018
Approved - 10/03/2018
Final Approval - 10/03/2018



“A GREAT PLACE TO LIVE”

**MINUTES
PLANNING AND ZONING COMMISSION
TUESDAY, AUGUST 7, 2018
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
REGULAR MEETING
6:00 P.M.**

Commissioners Present:

Larry Clark	Chairperson, Place 3
Robert Martinez-Merlo	Member, Place 1
Kay Ivey	Member, Place 2
Ron Holland	Member, Place 4
Cristy McCauley	Member, Place 5
Sergio Molina	Member, Place 6
Jeremy Blain	Member, Place 7

Staff Present:

Andrea Gardner	City Manager
Denise Wilkinson	Economic Development Specialist
Randy Richards	Building Official
Paul Hackleman	Director of Public Works
Shawn Fannan	Fire Chief

City Council Liaison Present:

Mark Taylor	Council Member & Primary Liaison
Tom Snyder	Council Member & Secondary Liaison

Additional City Council Members Present:

David Griffith	Mayor Pro Tem
Melva Clark	Council Member
Sandra Bush	Council Member

CALL TO ORDER

Chairperson Clark called the meeting to order at 6:01 P.M.

INVOCATION

Chairman Clark gave the invocation.

APPROVAL OF MINUTES

1. Minutes of regular meeting of June 5, 2018

Ms. McCauley made a motion to approve the minutes of the regular meeting of June 3, 2018 as presented. Mr. Holland seconded and the motion carried unanimously with a vote of 6-0. (Clark abstained)

PUBLIC HEARING

1. **Planning and Zoning Case Z-18-03:** Consider request for a zoning change from SF-6 (Single Family – 6,000 square foot lots), and LB (Local Business) to PD (Planned Development) for Hightower Commons, a proposed mixed use project on properties located at the southeast corner of Hightower Drive and Whitley Road and, on the north and south sides of Hightower Drive, east of Quail Run and west of Echo Hill Drive. Lauren Partovi/Sunscope Development, applicant. Zaghoul A N, Shiber E L, Don Valk, Victor Adoue, Ibrahim Spidari Khan, M Khan Family LP, owners.

Ms. Gardner gave a summary of the application. Ms. Lauren Partovi, applicant began presentation. Chairman Clark called a brief recess in order to set up the presentation slides. Chairman Clark re-opened the public hearing. Ms. Partovi provided a slide presentation with details of the proposed development for Hightower Commons. Questions from the Commissioners were directed to Ms. Partovi.

Chairperson Clark opened the public hearing at 6:34. Chairperson Clark asked for speakers in favor of the request to please come forward to deliver comments. Mr. Rick Garza, architect, stated he was in favor. The following speakers spoke in opposition to the zoning change request:

Paul Hopkins, 7509 Meadowbrook Drive
Sharon Gehle, 7725 Partridge
Ron Spellman, 7000 Bernadine
Leah Chauvin, 6621 Starnes
Jim Bates, 6524 Brookdale
Diane Kissel, 6524 Brookdale
Marilyn Shore, 7012 Valleyford Court
Matt Bennett, 6620 Springhill Drive
John Cowan, 7008 McCoy Drive
Lisa Thompson, 6025 Herschel
Casey Jones, 6001 Herschel
Jesus Raso, 6600 Springhill
Neal Cooper, 6921 Cheatham
Keith Chadwick, 6809 Brookdale
Lissa Sieja, 6605 Jerri Lynn
Debbie King, 6900 Brookdale
Marty Land, 6913 Cheatham
Kathy Cannon, 7912 Lazybrook

Diana Knight, 5921 Robin

PUBLIC HEARING (continued)

Eric Stevens, 5521 Timberidge Court
Scott Prescher, 6501 Patsy Lane
Garrett Apa, 6721 Lyndale Drive
Patty Syvson, 7105 Brookdale Court
Andrew Neal, 6920 Cheatham
Will Lewis, 6704 Brookdale
Mary Stormer, 6545 Old Mill Circle
Amber Wade, 7028 Lyndale
Melinda McCullough, 6917 Cheatham Drive
Kendall Maroney, 6401 Ridglea Drive
Brian Oyer, 7401 Glen Drive
Diana Torti, 6058 Oakdale

Chairman Clark asked if there were anyone else in audience that wanted to speak in opposition to please show their hands. Chairman Clark recognized the entire audience raising their hands and then stated there was not anything new to hear and closed the public hearing at 8:21.

NEW BUSINESS

1. Consideration and action on Planning and Zoning Case Z-18-03: Consider request for a zoning change from SF-6 (Single Family – 6,000 square foot lots), and LB (Local Business) to PD (Planned Development) for Hightower Commons, a proposed mixed use project on properties located at the southeast corner of Hightower Drive and Whitley Road and, on the north and south sides of Hightower Drive, east of Quail Run and west of Echo Hill Drive. Lauren Partovi/Sunscope Development, applicant. Zaghoul A N, Shiber E L, Don Valk, Victor Adoue, Ibrahim Spidari Khan, M Khan Family LP, owners.

Discussion was held among the Commissioners. Ms. McCauley motioned to recommend disapproval of Hightower Commons on the basis that the application requests high-density residential and the Master Plan states medium density residential in the mixed use designation for the properties. Mr. Molina seconded and the motion carried by a vote of 4-2 with the following vote:

Ayes - Martinez-Merlo
Ivey
McCauley
Blain
Noes- Holland
Molina

ADJOURNMENT

Chairperson Clark adjourned the meeting at 7:20 PM.

APPROVED: this the _____ day of _____, 2018.

SIGNED: this the _____ day of _____, 2018.

APPROVED: _____
Larry Clark, Chairperson

ATTEST: _____
Kay Ivey, Secretary

NOTE: Original Audio and Video Recording of this meeting is preserved and maintained by the City Secretary's Office



AGENDA MEMORANDUM

DATE: September 18, 2018

TO: Planning and Zoning Commission Members

FROM: Randy Richards, Building Official

SUBJECT: **Planning and Zoning Case Z-18-04:** Proposed amendments to the Code of Ordinances, City of Watauga, Chapter 115.85 - Permitted Use Table, Restaurant (drive-in or drive-thru) as it relates to Specific Use Permit requirements. City of Watauga, applicant.

BACKGROUND/INFORMATION:

The Public Hearing Notice for Planning & Zoning Case Z-18-04 was duly posted at City Hall and published in the Fort Worth StarTelegram by the City Secretary's Office.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend allowing for citizen participation as published and posted.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Public Hearing Notice

REVIEWED BY:

Andrea Gardner, City Manager

Final Approval - 09/18/2018



**NOTICE
PUBLIC HEARING
CITY HALL COUNCIL CHAMBER
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
OCTOBER 8, 2018 & OCTOBER 22, 2018
6:00 P.M.**

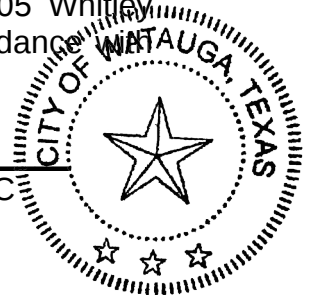
Notice is hereby given of public hearings to be held in the City of Watauga, Council Chamber located at 7105 Whitley Road, on October 8, 2018 at 6:00 p.m., during the Planning and Zoning Commission Meeting, and on October 22, 2018 at 6:00 p.m., during the City Council Meeting, for the purpose of hearing the following case:

Planning and Zoning Case Z-18-04: Proposed amendments to the Code of Ordinances, City of Watauga, Chapter 115.85 - Permitted Use Table, Restaurant (drive-in or drive-thru) as it relates to Specific Use Permit requirements. City of Watauga, applicant.

Published on Wednesday, September 19, 2018, in the Fort Worth Star Telegram, Legal Notices Section.

I, Zolaina R. Parker, City Secretary for the City of Watauga, Texas, hereby certify that this notice was posted on the official bulletin board at City Hall, 7105 Whitley Road, Watauga, Texas, on September 19, 2018 before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.


Zolaina R. Parker, City Secretary, TRMC





AGENDA MEMORANDUM

DATE: September 19, 2018

TO: Planning and Zoning Commission Members

FROM: Zolaina Parker, City Secretary, TRMC

SUBJECT: Discussion and action on selection of officers

a. Chairperson
b. Vice-Chairperson
c. Secretary

BACKGROUND/INFORMATION:

The Planning and Zoning Commission is required to select officers every year during their business meeting.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Respectfully recommend selecting officers.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

None

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Final Approval - 09/19/2018



AGENDA MEMORANDUM

DATE: September 6, 2018

TO: Planning and Zoning Commission Members

FROM: Randy Richards, Building Official

SUBJECT: **Planning and Zoning Case Z-18-04.** Discussion and action on proposed amendments to the Code of Ordinances, City of Watauga, Chapter 115.85 - Permitted Use Table, Restaurant (drive-in or drive-thru) as it relates to Specific Use Permit requirements. City of Watauga, applicant.

BACKGROUND/INFORMATION:

During the July 23, 2018 Regular Meeting of the City Council, Council Member Taylor requested to discuss at a future meeting the City's Zoning Ordinance requirement for a Specific Use Permit for businesses/restaurants with drive-in/drive-thru operations. On August 22, 2018, the City Manager presented a discussion and direction agenda item to the City Council regarding the SUP for drive-in/drive-thru businesses to ensure the Council requested item was addressed. The Council provided direction to City staff to remove the requirement for businesses to seek an SUP for drive-thru operations. The Staff Report is attached for P&Z consideration to ensure compliance with the City's Zoning Ordinance.

The Commission's recommendation will be presented to the City Council during the October 22, 2018 City Council Meeting.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

City staff respectfully requests the Commission review the Staff Report and current Ordinance language and determine a recommendation to the City Council that is suitable for the City of Watauga.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Staff Report
2. Option 1 Exhibit A
3. Option 2 Exhibit B
4. Option 2 Exhibit C



AGENDA MEMORANDUM

5. PH Publication in Star Telegram

REVIEWED BY:

Randy Richards, Building Official

Paul Hackleman, P.E., CFM, Director of Public Works

Andrea Gardner, City Manager

Approved - 09/20/2018

Approved - 09/25/2018

Final Approval - 09/25/2018



Planning & Zoning Commission Staff Report

October 8, 2018

Planning & Zoning: Case# Z-18-04

Prepared by: Randy Richards, Building Official

Applicant	City of Watauga
Applicable Zoning Ordinance Section	Code of Ordinances- Subpart B - Land Development. Chapter 115- Zoning. Article IV. – Table of Uses / Sec. 115-85 – Permitted use table. Sec. 115-33 Specific use permit (b) Amendment to the zoning ordinance.
Notification Requirements	15 – day legal notice in Ft. Worth Star Telegram
One Watauga/Comprehensive Master Plan Consistency	Proposed ordinance amendments are similar in nature in terms of appearance, hours of operation and other general aspects of compatibility.
Action Required	Recommendation to review and select one of two proposed amendment options, or Planning & Zoning Commission may recommend other options as deemed appropriate regarding an SUP for a drive-thru.

Description of Request:

In accordance with the Implementation Plan within the One Watauga, Comprehensive Master Plan, staff continues to analyze provisions contained in our development codes. After discussion with local businesses about the difficulty in continuing the use of an existing drive thru window that now requires an SUP, staff forwards the proposed amendments for your review and consideration.

1. Restaurant (drive-in or drive-thru). Currently, this use requires a Specific Use Permit in the LB, (Local Business), GB (General Business), C (Commercial), and I (Industrial) zoning districts. The proposed amendment;
 - a. **Option 1** concerns all restaurants whether, drive-in or drive-thru, and will eliminate the requirement of an Specific Use Permit, and make a drive-thru a use by right in all of the above listed districts. This would permit any future restaurant to develop or re-open an existing closed restaurant or drive-thru without the requirement of an SUP.
 - b. **Option 2** has two parts and concerns all restaurants whether, drive-in or drive-thru and will be based on whether the drive lane is located within 50' of residential property. The Building Official shall make the determination whether said drive lane is within 50' of a residential property.
 - i. (Part 1) Businesses with a drive-thru lane within 50' of residential property will require an SUP.

- ii. (Part 2) Businesses with a drive-thru lane greater than 50' from residential property would be considered a permitted use.
- iii. Sec. 115-33. Specific Use Permits for drive-thru lanes shall be exempt from the requirement to renew the SUP after the premise is voluntarily vacated for a period of no less than six months or substantially damaged. Any future improvement to a pre-existing non-conforming premise that operates a restaurant drive-thru shall be reviewed as if said premise had an SUP.

Exhibit A is a redlined document referring to Sec. 115-85. Permitted use table, which shows uses in Option 1.

Exhibit B is a redlined document referring to Sec. 115-85. Permitted use table, which shows uses in Option 2.

Exhibit C is a redlined document referring to Sec. 115-33. Specific use permit. (b), *Amendment to the zoning ordinance*.

Planning & Zoning Commission Review and Recommendation:

Staff forwards the proposed amendments for your consideration and recommendation. If approved by Planning and Zoning Commission, an ordinance revision shall be scheduled as a public hearing & for consideration before the City Council at their meeting of October 22, 2018.

EXHIBIT A

Option 1

Sec. 115-85. – Permitted use table.

Permitted use										P			
Prohibited use										(blank)			
Special exception										SE			
Specific use										S			
Land Use	SFA	SF6	D	MF	MH	LB	GB	C	I	CF	GU	Special Conditions	
Restaurant (drive-in or drive-thru)						S*	S*	S*	S*			2, 5, 7, 16	
*Change to permitted status.						P	P	P	P				

(2) A site plan in accordance with [section 115-115](#), Site plan requirements, will only be required in districts which require a specific use permit.

(5) All outdoor lighting, including parking lot lighting, shall be directional away from any property zoned or developed for residential uses.

(7) Must provide screening and/or landscaping consisting of fences/walls, beams [berms], or a combination of such from any abutting residentially zoned property.

(16) No trash dumpster shall be located within 50 feet of a residentially zoned property.

EXHIBIT B

Option 2

Sec. 115-85. – Permitted use table.

Permitted use									P			
Prohibited use									(blank)			
Special exception									SE			
Specific use									S			
Land Use	SFA	SF6	D	MF	MH	LB	GB	C	I	CF	GU	Special Conditions
Restaurant (drive-in or drive-thru with any portion of the drive-thru lane within 50' of residential property as determined by the Building Official).						S	S	S	S			2, 5, 7, 16
Restaurant (drive-in or drive-thru more than 50' from residential property as determined by the Building Official).	—	—	—	—	—	—	—	—	—	—	—	—
						P	P	P	P			2, 5, 7, 16

(2) A site plan in accordance with [section 115-115](#), Site plan requirements, will only be required in districts which require a specific use permit.

(5) All outdoor lighting, including parking lot lighting, shall be directional away from any property zoned or developed for residential uses.

(7) Must provide screening and/or landscaping consisting of fences/walls, beams [berms], or a combination of such from any abutting residentially zoned property.

(16) No trash dumpster shall be located within 50 feet of a residentially zoned property.

EXHIBIT C

Option 2

Sec. 115-33. - Specific use permit.

- (a) *Generally.* The city council, by an affirmative vote and after public hearing and proper notice to all parties affected have been made, and after recommendations from the planning and zoning commission that the use is in general conformance with the master plan of the city and containing such requirements and safeguards as are necessary to protect adjoining property, may authorize the location of specific uses in certain districts.
- (b) *Amendment to the zoning ordinance.* Every specific use permit granted under these provisions shall be considered as an amendment to the zoning ordinance as applicable to such property under construction, but shall not be considered as being a permanent change in zoning. In the event the building, premise, or land use under the specific use permit is voluntarily vacated for a period of no less than six months, or if such building, premise, or land is more than 50 percent destroyed by fire or other cause, the use of the same shall thereafter conform to the regulations of the original zoning district of such property, unless a new specific use permit is granted for continuation of the use. **Specific Use Permits for drive-thru lanes shall be exempt from the requirement to renew the SUP after the premise is voluntarily vacated for a period of no less than six months or substantially damaged. Any future improvement to a pre-existing non-conforming premise that operates a restaurant drive-thru shall be reviewed as if said premise had an SUP.**
- (c) *Conditions.* In granting a specific use permit, the city council may impose conditions which shall be complied with by the owner or grantee before a certificate of occupancy may be issued by the building inspector for use of the building on such property pursuant to such specific use permit; and such conditions may not be construed as conditions precedent to the granting of the certificate of occupancy.
- (d) *Compliance with written requirements.* No specific use permit shall be granted unless the applicant, owner, and grantee of the specific use permit shall be willing to accept and agree to be bound by and comply with the written requirements of the specific use permit as attached to the site plan drawing and recommendation by the planning and zoning commission and approved by the city council.
- (e) *Building permit requirement.* A building permit shall be applied for and secured within one year from the time of granting the specific use permit, provided however, the city council may authorize an extension of this time upon recommendation by the planning and zoning commission.
- (f) *Changes to building, premises or land.* No building, premises, or land used under a specific use permit may be enlarged, modified, structurally altered, or otherwise significantly changed unless a separate specific use permit is granted for such enlargement, modification, structural alteration, or change.
- (g) *Board of adjustment.* The board of adjustment shall not have jurisdiction to hear, review, reverse, or modify any decision, determination, or ruling with respect to the granting extension, revocation, or modification or any other action taken relating to such specific use permit.
- (h) *Site plan required.* An application for a specific use permit shall be accompanied by a site plan. The site plan shall be reviewed by the planning and zoning commission and forwarded to the city council for final action. Such site plan shall meet the requirements for site plans as detailed in section 115-115, Site plan requirements.

(Code 2001, § 14.602; Code 2010, § 14.06.002)



**NOTICE
PUBLIC HEARING
CITY HALL COUNCIL CHAMBER
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
OCTOBER 8, 2018 & OCTOBER 22, 2018
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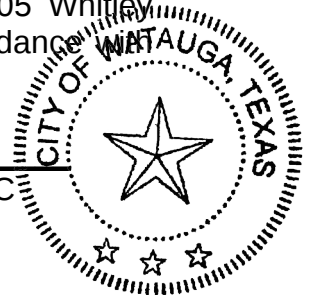
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Zolaina R. Parker, City Secretary, TRMC





AGENDA MEMORANDUM

DATE: September 11, 2018

TO: Planning and Zoning Commission Members

FROM: Randy Richards, Building Official

SUBJECT: Discussion, direction and possible action on the One Watauga Development Strategy Implementation Plan to include the Future Land Use Key Objectives, Economic Development Key Objectives and the Implementation Plan

BACKGROUND/INFORMATION:

The Current Development Strategy was adopted by the City Council on April 25, 2016 after opportunities were provided for public input. The City held three Town Hall Meetings, the P&Z conducted two workshop meetings and held one public hearing and the City Council conducted a public hearing prior to adoption of the plan.

Included in the Development Strategy was an Implementation Plan (Chapter 7). The Key Objectives were priority ranked as short-term, long-term or on-going. Each of the objectives should be reviewed and implementation completed (pages 120-122). In addition, the Future Land Use Key Objectives (Page 45) and the Economic Development Key Objectives (Page 66) should be reviewed and discussed. All discussions should be followed with a joint meeting of the P&Z and the appropriate Board(s). The Economic Development Key Objectives should be discussed in the future in a joint meeting of the P&Z, City Council and Park Development Corporation Board.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

City staff respectfully requests the Commission Members to review Chapter 7 of the Development Strategy with specific focus on the Key Objectives listed in the Development Strategy Implementation Plan found on pages 120 - 122 of the document, along with the Future Land Use Key Objectives found on page 45 and the Economic Development Key Objectives found on page 66 and provide direction to staff on the path forward for implementation.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:



AGENDA MEMORANDUM

1. Attachment for Agenda 100818 Agenda Item

REVIEWED BY:

Randy Richards, Building Official

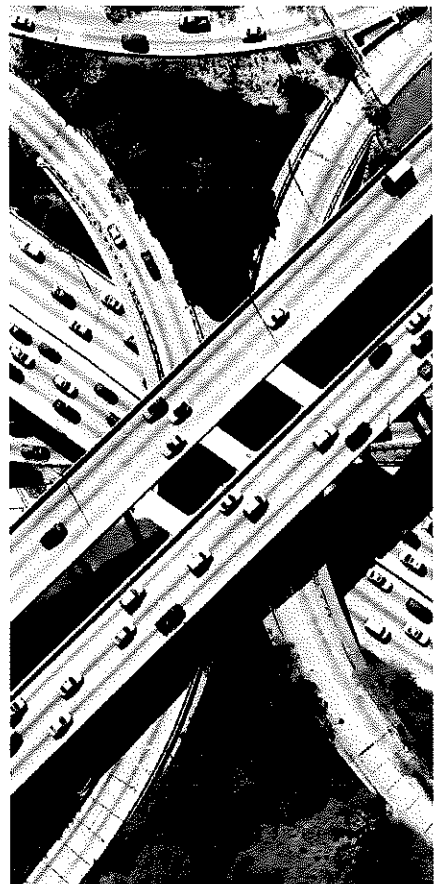
Final Approval - 09/24/2018

Future Land Use Key Objectives

- Provide regular review of the One Watauga Development Strategy.
- Coordinate the One Watauga Development Strategy's goals and objectives with other city documents, including the future utility master plans, economic /marketing reports and future park master planning.
- Perform a zoning diagnostic and update the Zoning Ordinance in accordance with the Development Strategy recommendations, including special use districts, such as mixed use or town center designations.
- Ensure that future redevelopment and infill development meets the City's level of quality.
- Ensure a diverse mixture of housing choices, prices and sizes to create full life-cycle housing within Watauga single family, medium density and mixed use housing.
- Integrate neighborhood-focused local retail, commercial and office uses away from regionally significant intersections, such as along Watauga Rd., portions of US Hwy. 377, Bursey Rd., Rufe Snow Dr., and within neighborhood units to provide convenience to necessary services.
- Promote non-residential, tax-generating regional retail and commercial activities along US Hwy. 377 and the intersection of Rufe Snow Dr. and Watauga Rd. to diversify and increase the City's tax base.
- Continue coordination with the City of Fort Worth, Haltom City, City of Keller and City of North Richland Hills to promote long-range development projects and compatibility of land uses.
- Establish a mixed-use or town center and incorporate existing uses, such as parks and public facilities, to provide a sense of place.
- Promote appropriate redevelopment opportunities in targeted areas, such as along and near the southern portions of US Hwy. 377, Rufe Snow Dr. and the complete length of Watauga Rd.
- Minimize conflicts with existing residential areas.
- Provide entertainment with family-oriented venues that create opportunities for community gatherings and festivals.
- Maintain current water, wastewater and stormwater master plans.
- Maintain an updated Capital Improvement Program and seek funding opportunities to incrementally implement critical infrastructure needs.

Economic Development Key Objectives

- Explore the creation of a formal Economic Development Corporation.
- Expand professional office uses.
- Develop a city-wide marketing campaign to leverage current housing stock, proximity to Downtown Fort Worth, and access to major transportation corridors and new toll facilities.
- Encourage development within the infill, mixed-use town center and redevelopment/reinvestment zones through the use of incentives.
- Target identified underserved retail market segments.
- Establish and maintain a forecast of housing-type needs and set periodic goals to meet anticipated housing demand.
- Maintain an incentive database and provide assistance to businesses seeking funding opportunities.
- Maintain current database of available property and building space.
- Continue to monitor and maintain current retail and demographic data relevant to the City.
- Actively pursue development and partnerships for the mixed-use town center.
- Work with existing property owners to improve identified reinvestment and redevelopment areas.



7 | Implementation Plan

Successful communities establish a clear vision for its future and identify the steps necessary to achieve that vision. This section completes the Development Strategy by providing implementation techniques and priorities that address the vision, recommendations and related policies established herein. This Implementation Plan is structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision described within this Plan.

It is also important to note that most cities cannot afford to complete all of the desired tasks at once; therefore it is important to identify priorities that are most critical for achieving the vision. Many of these recommendations will take several years to complete, but this plan will help the City to identify high priorities and allocate funding in future budgets for the more costly projects.

The Roles of the Development Strategy

A Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place – whether it is a subdivision that is platted; a home that is built; or a new school, church or shopping center that is constructed – represents an addition to Watauga’s physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Development Strategy. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

Development Proposals and the Future Land Use Plan

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the necessary infrastructure already in place?
- Is the proposed change a better use than that recommended by the Future Land Use Plan?
- Will the proposed use impact adjacent residential areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent residential areas?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety and welfare of the community? Would it contribute to the City’s long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It is the responsibility of the applicant to provide evidence that the proposal meets the aforementioned considerations and supports community goals and objectives as set forth within this strategy.

It is important to recognize that proposals contrary to this strategy could be an improvement over the uses shown on the map for a particular area. This may be due to changing markets, the quality of proposed developments and/or economic trends that occur at some point in the future after the strategy is adopted. If such changes occur, and especially if there is a significant benefit to the City, then these proposals should be approved, and the Future Land Use Map should be amended accordingly.

Zoning and Subdivision

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Development Strategy. Each zoning, development and subdivision decision should be evaluated and weighed against applicable recommendations and policies contained within this Development Strategy. The Plan allows Watauga to review proposals and requests in light of an officially prepared document adopted through a sound, thorough planning process. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly to ensure consistency and fairness in future decision-making. Amending the Subdivision Ordinance and Zoning Ordinance represent two major, proactive measures that the City can take to implement Development Strategy recommendations.

A Flexible and Alterable Guide

The Development Strategy for the City of Watauga is intended to be a dynamic planning document – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The Watauga City Council and other Watauga officials should consider each proposed amendment carefully to determine whether or not it is consistent with the City and Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of the City of Watauga.

Regular Review

At one- to three-year intervals, a periodic review of the Development Strategy with respect to current conditions and trends should be performed. Such on-going, scheduled reevaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions which should be made to the Plan to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the P&Z Commission to reviewing the status and continued applicability of the Plan in light of current conditions, and to prepare a report on these findings to the Watauga City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan
- Changes in conditions that form the basis of the Plan
- Community support for the City's and Plan's goals and recommendations
- Changes in State laws

Updates

In addition to periodic annual reviews, the Development Strategy should undergo a complete, more thorough review and update every five years or when changes initiate a need. The review and updating process should begin with a citizen committee similar to the one appointed to assist in the preparation of this Plan, thereby encouraging citizen input from the beginning of the process. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the City. This input can be easily obtained by re-administering the online survey with every update of the Development Strategy.

An informed, involved citizenry is a vital element of a democratic society. The needs and desires of the public are important considerations in Watauga's decision-making process. Citizen participation takes many forms, from educational forums to serving on City boards and commissions. A broad range of perspectives and ideas at public hearings helps City leaders and the City Council to make more informed decisions for the betterment of the City as a whole. Watauga should continue to encourage as many forms of community involvement as possible as the City implements its Development Strategy.

Implementation Matrix

The following pages summarize the key objectives described within this plan. Each objective has a priority ranking as a tool for implementation.

Key Objectives	Priority Ranking		
	Short-term	Long-term	On-going
Future Land Use			
Provide regular review of the One Watauga Development Strategy.			
Coordinate the One Watauga Development Strategy's goals and objectives with other city documents including the future utility master plans, economic/marketing reports and future park master planning.			
Perform a zoning diagnostic and update the Zoning Ordinance in accordance with the Development Strategy recommendations including special use districts such as mixed use or town center designations.			
Ensure that future redevelopment and infill development meets the City's level of quality.			
Ensure a diverse mixture of housing choices, prices and sizes to create full life-cycle housing within Watauga single family, medium density, and mixed-use housing.			
Integrate neighborhood-focused local retail, commercial and office uses away from regionally significant intersections, such as along Watauga Rd., portions of US Hwy. 377, Bursey Rd., Rufe Snow Dr., and within neighborhood units to provide convenience to necessary services.			
Promote non-residential, tax-generating regional retail and commercial activities along US Hwy. 377 and the intersection of Rufe Snow Dr. and Watauga Rd. to diversify and increase the City's tax base.			
Continue coordination with the City of Fort Worth, Haltom City, City of Keller and City of North Richland Hills to promote long-range development projects and compatibility of land uses.			
Establish a mixed-use or town center and incorporate existing uses such as parks and public facilities to provide a sense of place.			
Promote appropriate redevelopment opportunities in targeted areas such as along the southern portions of US Hwy. 377, Rufe Snow Dr. and Watauga Rd.			
Minimize conflicts with existing residential areas.			
Provide entertainment with family-oriented venues that create opportunities for community gatherings and festivals.			
Maintain current water, wastewater and stormwater master plans.			
Maintain an updated Capital Improvement Program and seek funding opportunities to incrementally implement critical infrastructure needs.			

Key Objectives	Priority Ranking		
	Short-term	Long-term	On-going
Economic Development			
Explore the creation of a formal Economic Development Corporation.			
Expand professional office uses.			
Develop a city-wide marketing campaign to leverage current housing stock, proximity to Downtown Fort Worth, and access to major transportation corridors and new toll facilities.			
Encourage development within the infill, mixed-use town center and redevelopment/reinvestment zones through the use of incentives.			
Target identified underserved retail market segments.			
Establish and maintain a forecast of housing type needs and set periodic goals to meet anticipated housing demand.			
Maintain an incentive database and provide assistance to businesses seeking funding opportunities.			
Maintain current database of available property and building space.			
Continue to monitor and maintain current retail and demographic data relevant to the City.			
Actively pursue development and partnerships for the mixed-use town center.			
Work with existing property owners to improve identified reinvestment and redevelopment areas.			
Transportation			
Adopt the Thoroughfare Map and base future transportation improvements on strategies outlined in the Development Strategy.			
Review and update of capital improvements projects annually, and implementing road maintenance, repair and reconstruction for existing roadways.			
Conduct sidewalk assessment study and implement highest priority needs.			
Implement improvements to Whitley Rd.			
Continue to coordinate with NCTCOG and TxDOT for US Hwy. 377 enhancements including access management and intersection improvements.			
Continue to coordinate and monitor Union Pacific rail line expansion.			
Continue to monitor and explore transportation funding grants and partnerships such as Safe Routes to School program.			
Coordinate future pedestrian routes with existing park and trail planning efforts.			

Key Objectives	Priority Ranking		
	Short-term	Long-term	On-going
Community and Neighborhood Livability			
Continue to improve streets, sidewalks and parks in Watauga.			
Maintain a code compliance efforts.			
Review and update design regulations to incorporate the Development Strategy's recommendations.			
Expand wayfinding signage efforts.			
Continue to improve and expand gateway feature/zones and implement corridor enhancement areas.			
Encourage the development of life-cycle housing, including a diverse range of lot sizes, housing sizes and housing types.			
Maintain and expand neighborhood improvement strategies and continue to monitor neighborhood condition.			
Develop a recognition program to encourage homeowners and businesses to enhance and maintain their properties with quality exterior upgrades.			
Ensure funding continues for City staff personnel to oversee neighborhood related activities.			
Encourage the formation of Neighborhood Associations and establish regular channels of communication.			