

M E S Q U I T E

COMPREHENSIVE PLAN
CONNECTING THE COMMUNITY



OCTOBER 7, 2019



ACKNOWLEDGMENTS

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MAYOR'S STATEMENT

To the Citizens of Mesquite:

It is my pleasure, on behalf of the City Council and the Planning and Zoning Commission, to present the new Comprehensive Plan to the citizens of Mesquite. This new Comprehensive Plan is the culmination of 14 months of planning effort involving the Council, Commissioners, stakeholder groups, city staff and citizens in charting a new vision of development and redevelopment for our neighborhoods and our City.

This planning effort included soliciting valuable input on a wide variety of planning and land use topics. Information and input regarding Mesquite's character, public health, housing, transportation, and future land uses were collected, studied, and discussed. The result is a Comprehensive Plan which establishes the future vision, strategies, goals, and policies for our City and serves as a guide for future development and redevelopment in Mesquite.

On behalf of the City Council, I wish to express our appreciation to the citizens, stakeholder groups, the Planning and Zoning Commission, city staff, and Freese and Nichols, Inc., for their hard work and efforts to prepare this plan. I look forward to an exciting and prosperous future for the citizens and businesses that make Mesquite a great place to live and work.



Respectfully yours,

Mayor Stan Pickett



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MESQUITE
HERITAGE
TRAIL

1

Community Snapshot





INTRODUCTION

Cities are ever-changing entities with a variety of factors that impact how they grow. Changes in demographics and the market over time are the engines that drive the City to evolve and mature into the City it is today. Proper planning for these changes allows cities to maintain a level of control and flexibility over the ebb and flow of a changing community. Comprehensive planning provides cities with the tools necessary to plan and achieve development goals. It allows cities to establish future land uses across the City, identifies the desired community character, determines improvement areas, and develops strategies to achieve these goals. Comprehensive planning also influences implementation mechanisms such as zoning and subdivision regulations, infrastructure planning, and economic development. The authority to establish comprehensive plans is granted by the State by Chapter 213 of the Texas Local Government Code. Cities are given the authority to develop and administer comprehensive plans, promote development and protect the health, safety, and welfare of the City.

The purpose of this Comprehensive Plan is to position Mesquite to welcome new growth while maintaining existing development and encouraging sustainable growth. Without preparation for future development, the City is not prepared to make sound decisions regarding new development and redevelopment opportunities. It is important for comprehensive planning efforts to incorporate the needs and desires of the community as well as realities of infrastructure needs and orderly growth. This plan was developed through a collaborative community process that is reflected in the policies and recommendations. This Comprehensive Plan will guide future development and redevelopment by influencing policy decisions, providing a consistent vision for the future, and implementation strategies to revitalize existing development while preparing the foundation for new opportunities.



City Lake Park



ABOUT MESQUITE

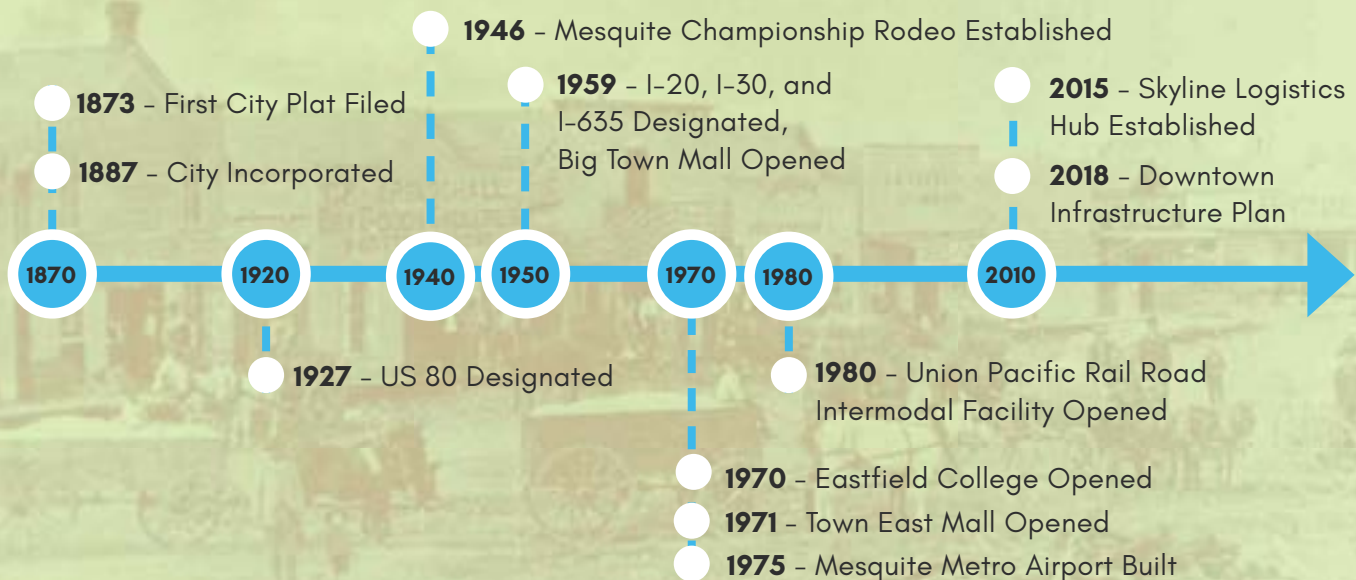
With the filing of the first plat in 1873, Mesquite's early beginnings as a railroad town established the small community as a hub for transportation and trade. According to the first census taken in 1890, Mesquite was home to 135 residents. For many years, Mesquite was a farming community growing cotton, hay, corn, and sugar cane. As Dallas continued to grow, Mesquite saw significant population growth. In 1950 there were 1,696 residents and by 1960 Mesquite was home to 27,000 residents.

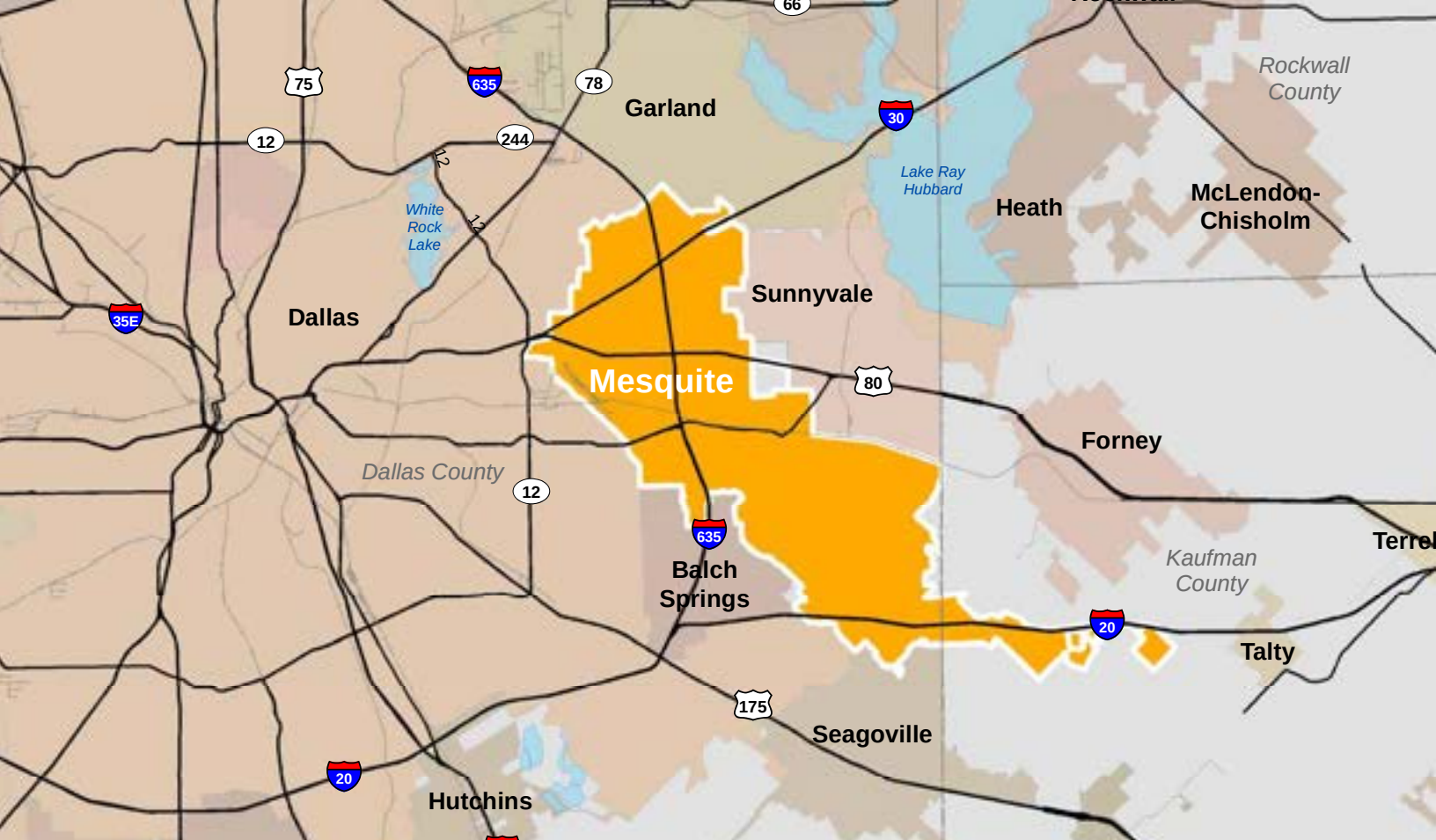


Main Street, 1927

Home to the Union Pacific Intermodal Facility and located at the junction of four major highways, Mesquite has excellent access to the greater Dallas-Fort Worth area and serves the distribution needs of the local logistics sector. Mesquite has set itself apart by hosting regional amenities like shopping, transportation, and entertainment. Mesquite was previously home to Big Town Mall, the first enclosed shopping mall in the southwestern United States, and today Town East Mall serves as a retail staple of the regional area. The Mesquite Championship Rodeo and the Mesquite Airport continue to provide unique economic and entertainment opportunities not commonly found in other communities. Today, Mesquite's culture is defined by its rich history, family-friendly environment, and regional amenities.

Figure 1.1: Historic Development Timeline





Map 1.1: Regional Context

REGIONAL CONTEXT

Mesquite is a first-ring suburb nestled between the cities of Garland, Sunnyvale, Balch Springs, Seagoville, and Dallas. Lake Ray Hubbard is located northeast of Mesquite and Dallas is located to the west. Although mostly landlocked to the north, west, and east, Mesquite has the opportunity for new development in the extraterritorial jurisdiction (ETJ) to the east. Four major highways run through the City: I-30, I-635, I-20 and US 80. President George Bush Turnpike, SH 190, is located to the northeast of Mesquite between the City and Lake Ray Hubbard and is planned for future expansion to meet I-20. As the hub for these major roadways, Mesquite has excellent regional connectivity and sees significant levels of traffic through the City daily. Mesquite is also home to a municipal airport that serves private aviation needs in the region.

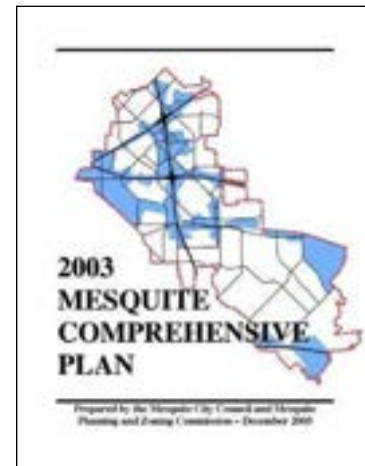


EXISTING PLANS

Mesquite has a long tradition of planning with its first comprehensive plan adopted in 1960 with subsequent updates tailored to the needs of the community at that time. Several plans have been developed by the City and by other regional planning entities that impact Mesquite. These plans lay the groundwork for regulatory policies, budgeting for capital projects, and future studies. These planning efforts will be used to inform the development of this Comprehensive Plan. The following are descriptions of other planning efforts in the City and region.

2003 COMPREHENSIVE PLAN

The Mesquite Comprehensive Plan was recently updated in 2003. The plan identified the limitations and opportunities for the City. Different areas within the City were given a district designation based on distinct characteristics. Guidelines were established for the character and appropriate development types for each area. The Comprehensive Plan also identified additional plans and studies that complement the initiatives of the Comprehensive Plan. Plans such as subarea plans capitalize on unique opportunities in the City, and special studies allow for more in-depth analysis for identified issues.



COMPREHENSIVE PLAN ELEMENT FOR THE EXTRATERRITORIAL JURISDICTION (2008)

The Comprehensive Plan Element for the Extraterritorial Jurisdiction was created in 2008 in response to the rapid growth in the region and the need to have policies in place to prepare for sustainable growth into the ETJ. The plan analyzed the existing conditions, considered the unique conditions of the landscape, and incorporated the community's vision for the area. Instead of the traditional land use categories, SmartCode transects were used to capture the envisioned level of density and development patterns. The plan also employed growth policies to ensure the orderly growth of the region. Implementation of the plan is primarily focused on taking a proactive planning approach to plan for annexation and infrastructure.

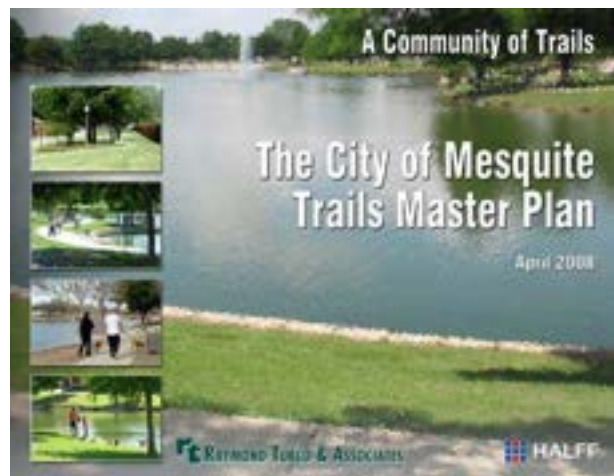


WATER AND SANITARY SEWER MASTER PLAN UPDATES

The Water Master Plan and Sanitary Sewer Master Plan were last updated in 2011 and are currently being updated concurrently to the development of this Comprehensive Plan. These master plans analyze the capacity and condition of existing infrastructure and make recommendations for capacity improvements and future service extensions. The expansion of water and sewer services are related to the growth of population and development. Often, the Future Land Use Plan is utilized to determine land use types for vacant areas, which informs the water and sewer master plans about anticipated capacity needs in the future. It is important to ensure these plans are updated every few years as land uses are revised and locations for new development are identified.

TRAILS MASTER PLAN (2008)

The Trails Master Plan was completed in 2008 and acted as a guide for the organization and design for trails in the City. The plan creates a framework for the future trail network connecting major pedestrian destinations like parks, schools, public facilities, and neighborhoods. The plan also improves pedestrian connectivity, promotes healthy living, and enhances green spaces. This plan will be referenced throughout this plan to ensure the green spaces and initiatives of the Comprehensive Plan coincide with the goals of the Trails Master Plan.



THOROUGHFARE PLAN

The Thoroughfare Plan was originally adopted in 1985. Since then, it has been updated multiple times with the latest update in 2018. The Thoroughfare Plan designates the roadway classifications for major roadways within the City. It is important to coordinate land uses with the Thoroughfare Plan to ensure land uses are appropriate for the adjacent roadway classification. Potential growth areas will be assessed, and updates to the Thoroughfare Plan will be determined as necessary.





DOWNTOWN INFRASTRUCTURE PLAN (2019)

The Downtown Infrastructure Plan, completed in 2019, was initiated to address infrastructure needs for Downtown Mesquite. The plan utilized a stakeholder committee to create a downtown design that features public gathering spaces, enhanced pedestrian connectivity, and redistributed parking areas. The new design of the downtown is intended to inform infrastructure improvements and ultimately capital improvement projects. The preferred design elements include a lawn for events, an interactive splash park, flexible event space, and shared parking.



The plan also identifies design preferences for streetscape elements like benches, bike racks, landscaping, lighting, and wayfinding signage. The plan will also have specific recommendations for stormwater and sanitary sewer infrastructure and roadway improvements. Implementation of the plan will directly impact the successful revitalization of Downtown Mesquite. The vision of the Downtown Infrastructure Plan is incorporated into the recommendations of this plan.

I-20 CORRIDOR VISION (2017)

In 2017, the City conducted a visioning exercise to identify the vision and character of the I-20 corridor area known as Trinity Pointe. Participants in the workshop were community representatives with a stake in the I-20 corridor. The workshop resulted in recommendations for levels of densities, development types, and character for the area. The vision identified in this workshop will be used to influence land uses and development in Trinity Pointe.



MOBILITY 2045

North Central Texas Council of Governments (NCTCOG) is a voluntary association for local governments established to assist with regional planning efforts. One of the responsibilities of NCTCOG is to establish a long-range metropolitan transportation plan. Mobility 2045 was adopted by the Regional Transportation Council in 2018 and included recommendations for various improvements for mobility options. Specific recommendations include improvements to US 80, I-30, I-635, and the future extension of SH 190 through the City of Mesquite. It also includes other bicycle and pedestrian improvements for sections of the Regional Veloweb which is a network of off-street shared-use paths for non-motorized forms of transportation adopted as part of Mobility 2045. The mobility plan recognizes the growing regional population and the need for regional improvements, a sustainable transportation network, and transportation options to create livable communities and improve the overall quality of life.

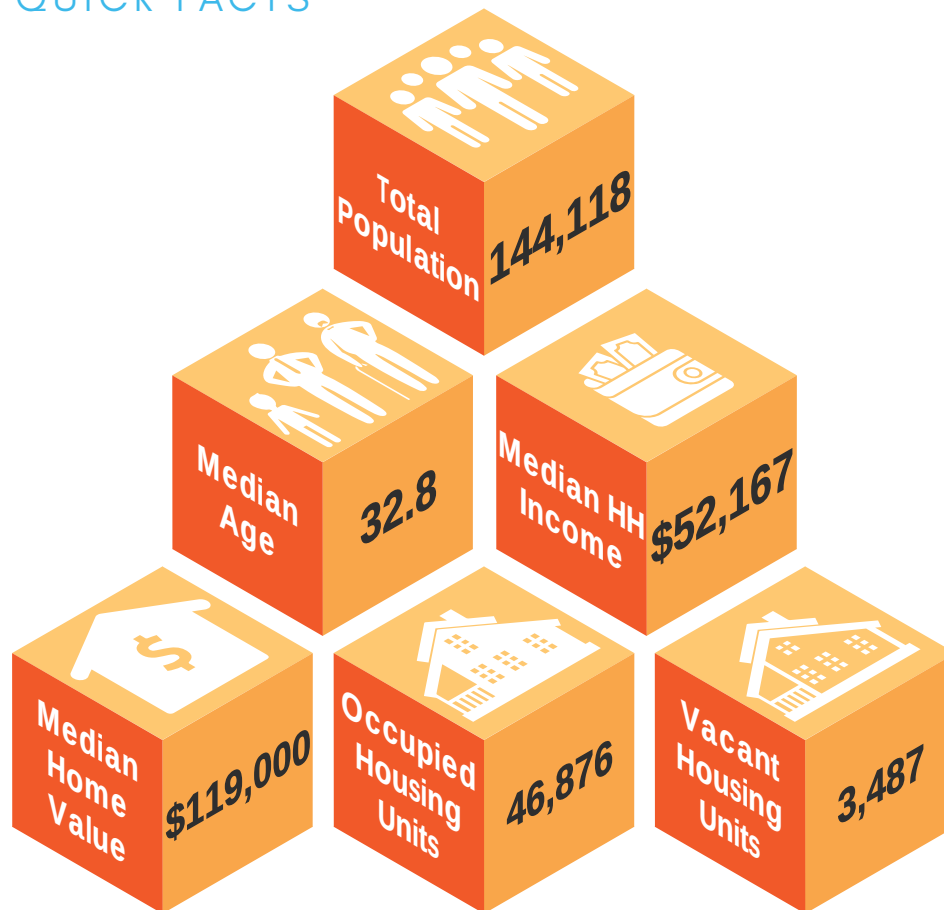




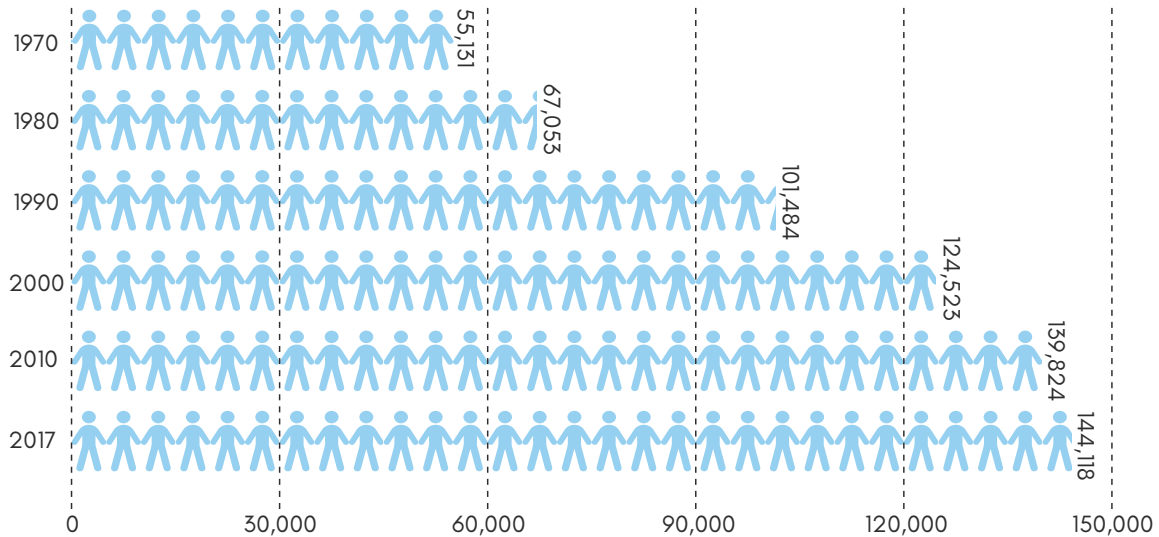
COMMUNITY PROFILE

Planning enables the City to proactively manage future growth, development, and redevelopment while taking into consideration community-wide issues and trends. The following section summarizes the findings related to Mesquite's demographic and socioeconomic profile based on 2013-2017 American Community Survey 5-Year Estimates. It includes demographics such as income, race and ethnicity, educational attainment, employment, and housing characteristics. Although this is only a snapshot in time, it provides insight into current issues and provides context for the recommendations made in the plan.

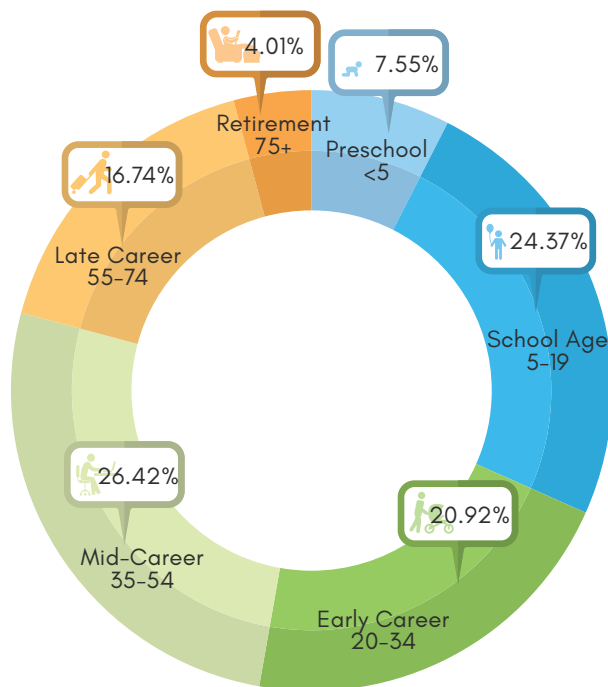
QUICK FACTS



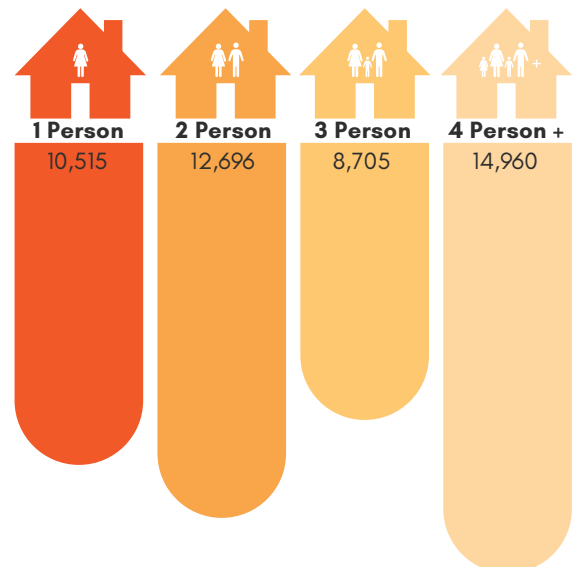
POPULATION GROWTH



AGE

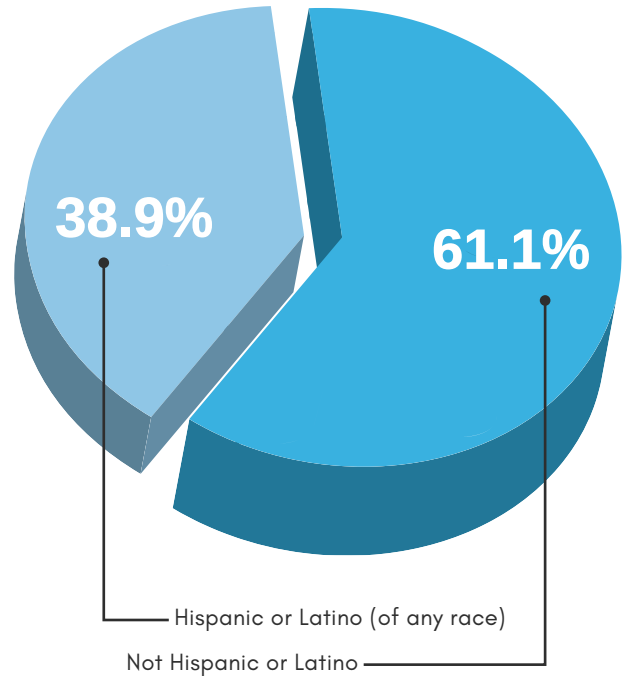


HOUSEHOLD SIZE BY POPULATION

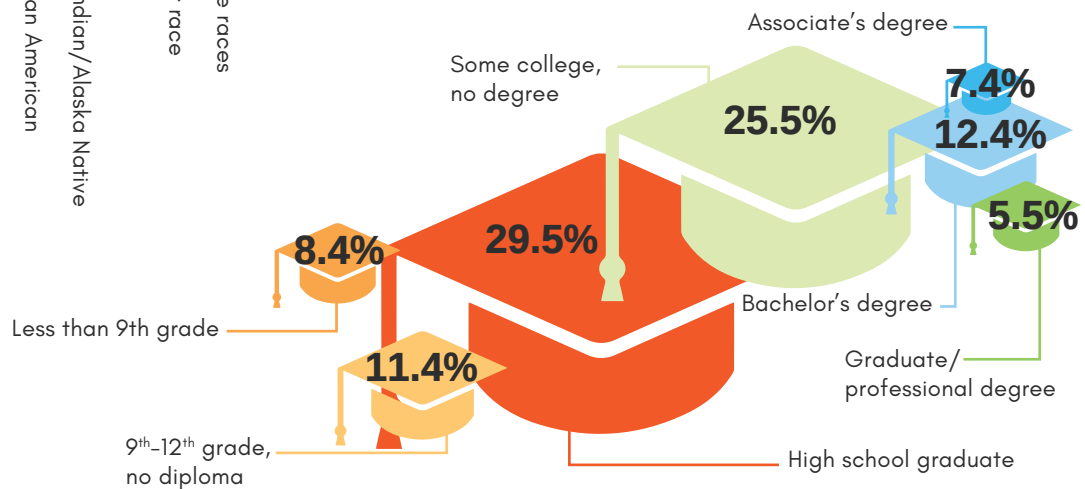




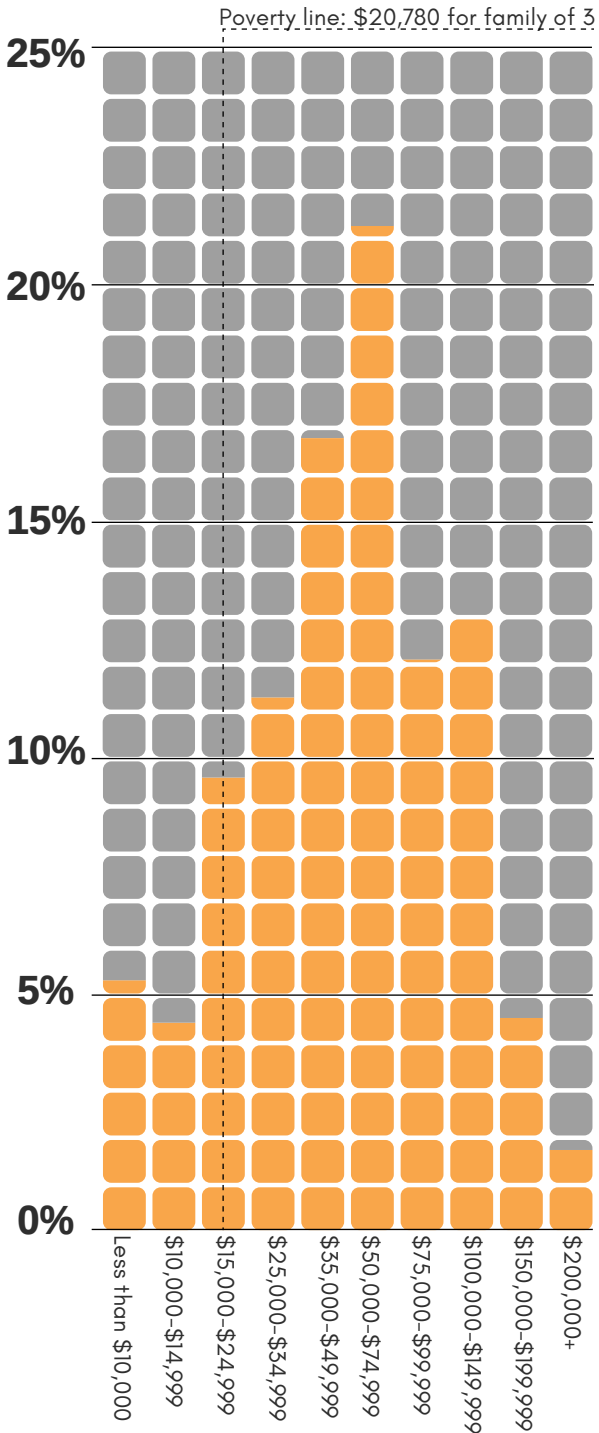
RACIAL DISTRIBUTION AND ETHNIC COMPOSITION



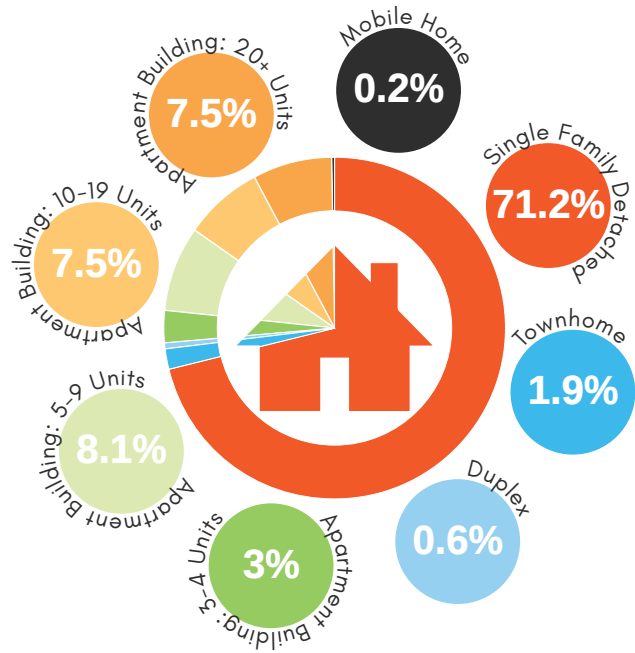
EDUCATIONAL ATTAINMENT (POPULATION 25 YEARS AND OVER)



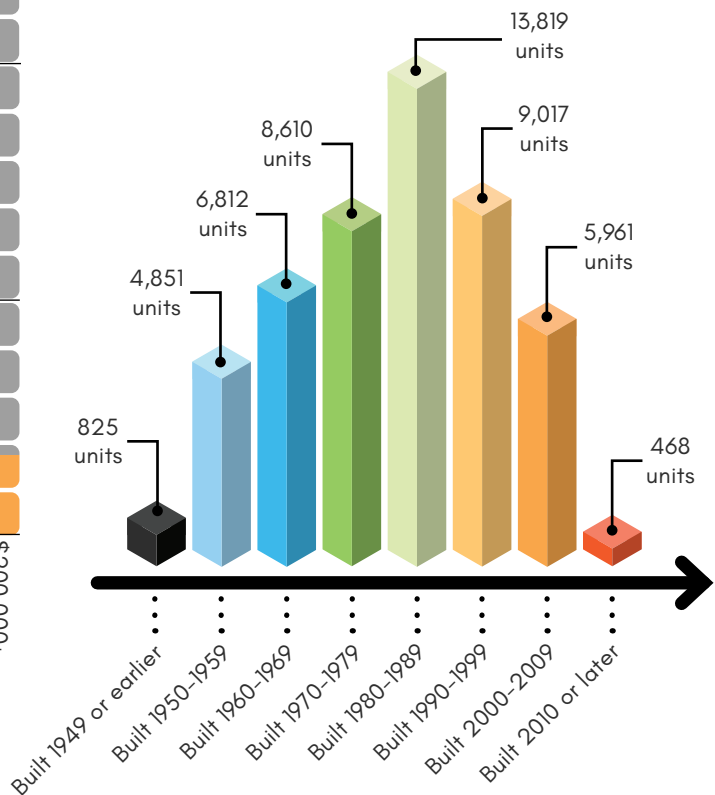
HOUSEHOLD INCOME



HOUSING TYPE



AGE OF HOUSING





PUBLIC INPUT SUMMARY

PUBLIC ENGAGEMENT PROCESS

Community consensus is important to the development of a comprehensive plan. The most successful plans engage the public in the planning process resulting in a plan that represents the values of the community. During the 13-month planning process, the community provided input through a variety of methods. Methods included:

- Engagement Events
- Interactive Workshops
- Online Presence

These methods provided multiple opportunities for citizens to participate and stay engaged. The information gathered is directly reflected in the recommendations of the plan.



City Council and Planning and Zoning Commission Workshop



Community Meeting



Community Meeting

ENGAGEMENT EVENTS

An information booth was set up at the Mesquite Chamber of Commerce Taste and Trade on September 25, 2018. At the event, the planning team spoke with members of the community, introduced the Comprehensive Plan, described its purpose, and allowed people to share their vision of Mesquite on a Vision Board.

Two community meetings were held during the planning process. The purpose of the meetings was to educate attendees about the Comprehensive Plan, gather input on a variety of topics related to the plan, and present the draft Comprehensive Plan. At each meeting, the planning team was available to answer questions. The results of these meetings are summarized on the following pages.



Mesquite Chamber of Commerce Taste and Trade

WORKSHOPS

Through the plan development process, workshops were held with the City Council, Planning and Zoning Commission, and stakeholders. Each of these groups included representatives of the community whose role was to help guide and inform the development of the plan. Workshops were held with each group to gather information, discuss the draft plan, and present the final plan. All City Council and Planning and Zoning Commission Workshops were open to public and available online.



Stakeholder Workshop

ONLINE PRESENCE

An informational page was posted on the City website to provide residents and stakeholders with an online resource to learn about the project and receive updates. The site hosted presentations, an online survey, and the draft plan which was available for the public to review and give feedback. At the beginning of the planning process, the online survey was posted on the City's website for residents and stakeholders to give input about the future of Mesquite. The survey received 302 responses and included questions regarding issues and opportunities for the community, future land uses, and the vision of Mesquite.



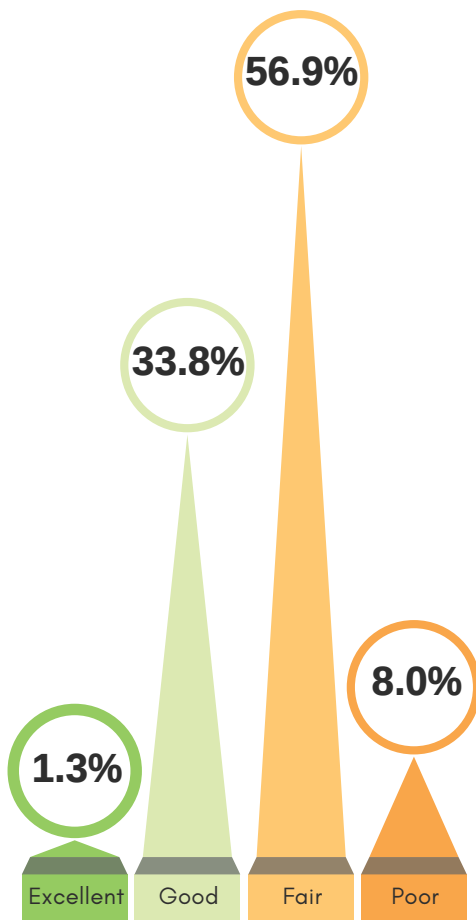
RESPONSE SUMMARY

The following infographics represent a summary of the input received from the public engagement process. The information was analyzed and used to inform land use choices and implementation recommendations in this plan. While reviewing the information, a number of common themes began to emerge. These themes were used to create Guiding Principles that defined the overall vision and goals of the Comprehensive Plan.

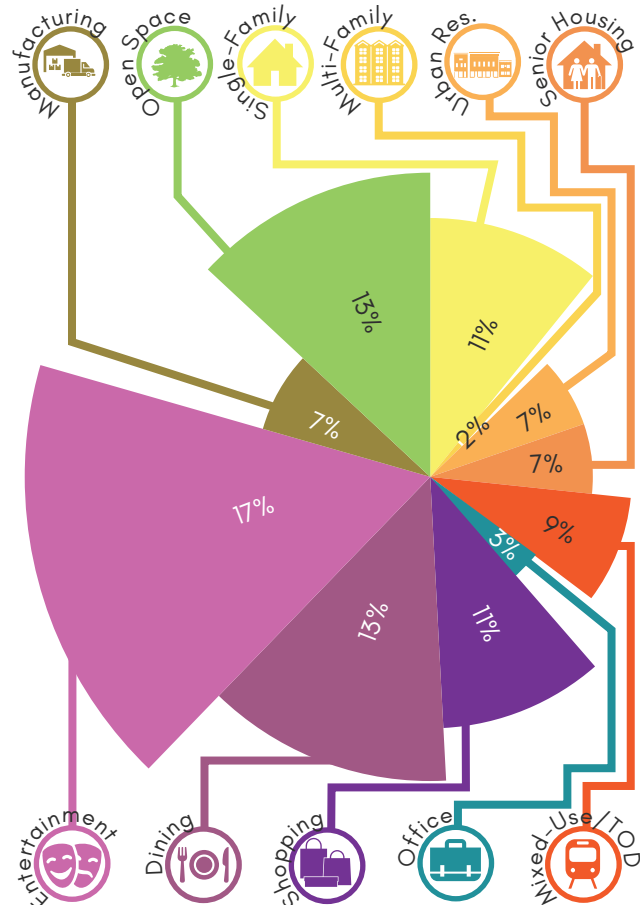
PUBLIC INPUT: ONLINE SURVEY

The following infographics reflect the information received from the online survey.

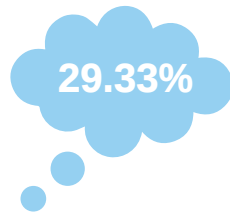
How would you rate the overall appearance of Mesquite?



What new development types are needed most in Mesquite?



What is the single greatest issue facing Mesquite today?



Perception of Mesquite by others outside the City

What is Mesquite's greatest opportunity for improvement?

37.55%

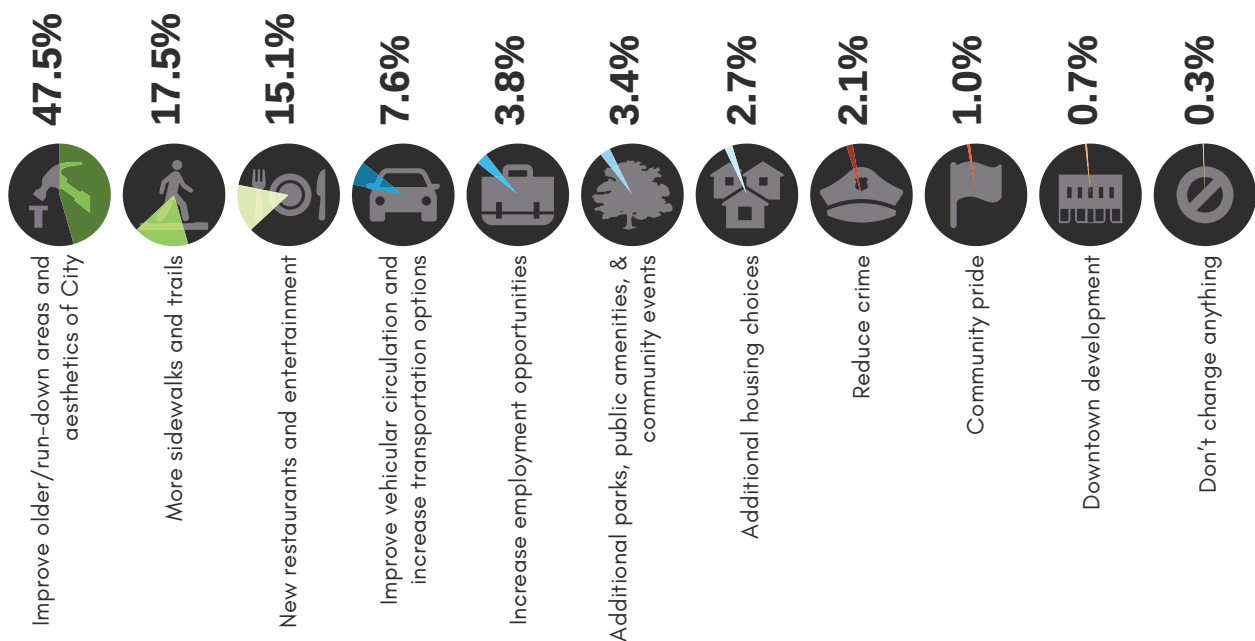


Redevelopment of existing areas

Mesquite's greatest assets were ranked as follows:

- 1  Location in the DFW Metroplex
- 2  Existing shopping, entertainment, & restaurant options
- 3  Parks
- 4  Existing neighborhoods
- 5  Tourist attractions
- 6  Downtown

What is your number one desire for Mesquite?

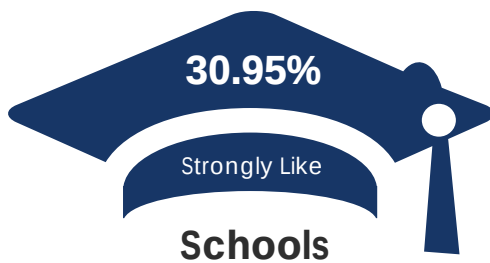




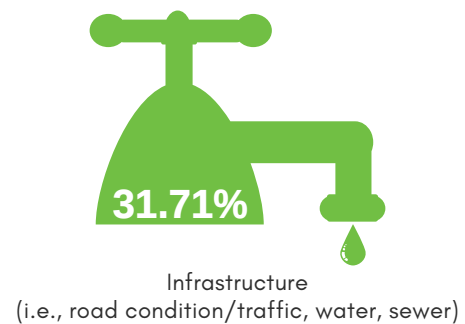
PUBLIC INPUT: COMMUNITY MEETING

The following infographics reflect the information received at the initial community meeting.

What do you like most about living in Mesquite?



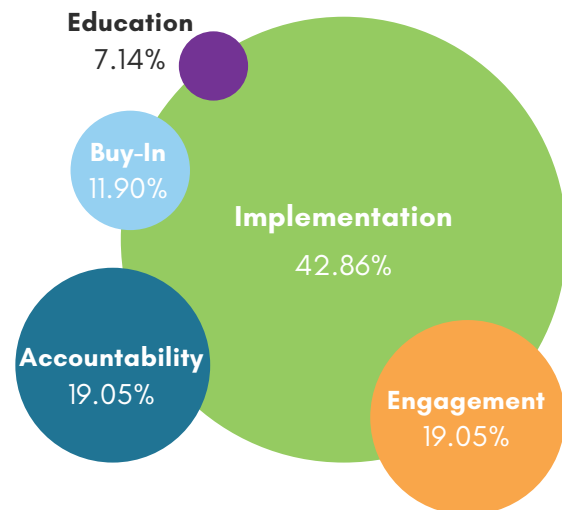
What would you consider the greatest single issue facing Mesquite today?



Which of the following do you believe would enhance the overall community character and identity?



In one word, what do you believe will make this plan most successful?





What is your favorite part of Mesquite?

Parks, Trails, and Recreation
Opportunities
Proximity to Dallas and Freeways
Big Skies
City Staff and Police
Big City Amenities and Restaurants
Real. Texas. Community.
Potential

It's Home/My Neighborhood
Downtown Mesquite/Historic Mesquite
Mesquite Airport
Friendly People
Small Town Feel
City is willing to listen to people
Family Activities

Transportation and Circulation

Town East Boulevard near Town East Mall and around downtown were identified as places of congestion, but could be more pedestrian friendly.

Sites along East Glen Boulevard, Scyene Road, and Military Parkway were identified as areas that could be more pedestrian friendly.

Multiple locations throughout the City, primarily located in neighborhoods were identified as areas that are currently pedestrian friendly.

Housing and Neighborhoods

Areas in need of additional code enforcement and aesthetic improvements are scattered in neighborhoods north of Military Parkway.

Needed aesthetic improvements were identified near the downtown area.

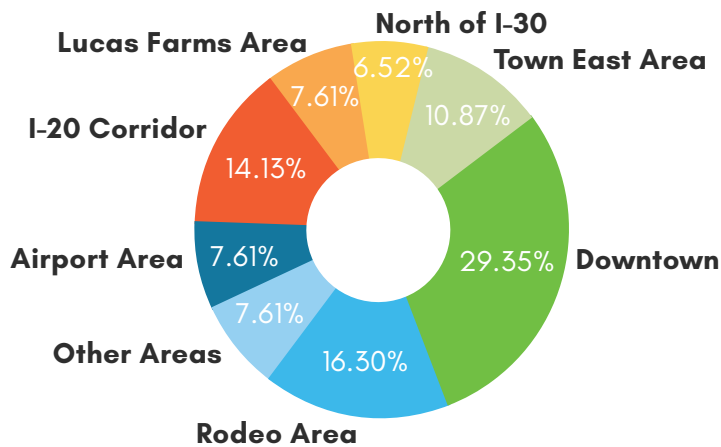
Areas in need of additional parks and recreational programming were identified in neighborhoods located south of US-80, east of I-635, and north of East Davis Road/East Glen Boulevard.

New housing is desired in the southern region of the City in the Lucas Farms area and along the I-20 corridor within the city limits.



What areas of the City should be focused on?

What's missing in Mesquite?



Entertainment Venues
27.18%

Vision Board

Mobility Options

Entertainment Venues for Various Ages

Expand Community Services

Improve Aesthetics

More Parks and Trails

New Commercial Development

Restaurants

Healthy Food Options

Revitalize Downtown

Fix Roads and Infrastructure

Revitalization of Residential and Commercial

More Housing Options

Employment Opportunities



GUIDING PRINCIPLES

Understanding what is important to the community helps to identify initiatives that the community will support and champion. Guiding principles are a set of general statements that encompasses community goals on how the City should develop and helps guide future policy decisions that impact Mesquite's development pattern. These statements help to ensure that concepts and recommendations align with the community's vision and priorities.

The following Guiding Principles were derived from the feedback received from the residents, stakeholders, the Planning and Zoning Commission, and the City Council. Each Guiding Principle represents a general concept that arose as a reoccurring theme from public input. These ideas set themselves apart as priorities for the community and

should be recognized. These themes are:

- **Identity**
- **Safety**
- **Housing**
- **Infrastructure**
- **Connectivity**
- **Redevelopment**
- **Entertainment**

From these individual themes, statements were developed that embrace the ideas and vision of Mesquite. Final strategies recommended in the plan are tied to one or more Guiding Principles to ensure they establish community priorities. While these Guiding Principles are intended to reflect development goals, the concepts presented may also align with the City's vision and other City initiatives.



GUIDING PRINCIPLES

Identity

Establish a unique identity that reflects Mesquite's character and enhances its aesthetics and celebrates its neighborhoods through urban design, branding and historic preservation.

Safety

Promote community safety and crime prevention through environmental design and public safety initiatives.

Housing

Encourage a variety of quality residential development that meets the current and future housing needs of the community.

Infrastructure

Maintain and build quality infrastructure and roads to attract and support existing and new development.

Connectivity

Provide safe, multimodal mobility options to connect people to employment, amenities, and neighborhoods, both locally and regionally.

Redevelopment

Develop strategies to encourage revitalization in older residential and commercial areas.

Entertainment

Create and/or encourage a variety of destination entertainment venues and events in Mesquite.







2

Future Land Use





INTRODUCTION

The intensity of land uses and how it is arranged impacts certain aspects of city management such as infrastructure needs, traffic volumes, quality of life, and economic development. The efficient arrangement of land use allows cities to grow in an organized and sustainable manner. The planning of future land uses gives the City some certainty about future development and helps it plan effectively.

Several regulatory tools are in place for cities to administer land use – subdivision and zoning regulations being the most common. Subdivision regulations govern the physical characteristics of land such as the arrangement of streets, lots, utilities, and drainage systems. Zoning, on the other hand, regulates land use types, standards, and aesthetics of development. Zoning can only be enforced within the city limits, while subdivision regulations are enforceable within the city limits and extraterritorial jurisdiction (ETJ).

This Comprehensive Plan aims to create an ideal balance of land uses by evaluating existing uses and identifying appropriate locations for future uses. The balance of land uses ensures residents have needed resources.

Creating a balance of land uses can be a challenge due to the incompatibility of existing uses with proposed uses. One way to improve this imbalance is to redevelop existing uses to become more compatible with the newer uses and the context of the area. While changing these land uses could benefit an area as a whole, transitioning existing uses to a different use can be difficult due to property ownership, cost of redevelopment, or infrastructure needs. The City has the most influence over land use and development on undeveloped land where new construction must meet the current requirements of the City. In Mesquite, the largest contiguous tracts of land are in the southern part of the City, south of Cartwright Road and along the I-20 corridor.



Vanston Park Pool Mosaic



EXISTING LAND USE

CURRENT DEVELOPMENT PATTERN

Mesquite's development has been influenced by different factors. Growth began in the heart of the City and focused on proximity to the railroad. Downtown was the center of commerce and development focused in this area. From there, a large amount of the housing stock was constructed between 1960 and 1980 and is located in the central part of the City. Homes constructed before 1980 are primarily in the northern portion of Mesquite and the newest developments are in the south. Parks and trails are located along the natural creeks throughout the City which creates a natural network of open spaces throughout.

With the advent of vehicular transportation, the separation of various land uses became greater, and the mixing of residential and commercial land uses reduced. With the construction of the highways, commercial development began to grow along the highway frontages and most of the industrial development located in a single industrial district with access to the railroad and highways. Smaller neighborhood-scale retail began to emerge along collector and arterial roads throughout the City. This allowed for essential goods, like groceries, to be in close proximity to the residential areas. The largest concentration of commercial and retail development in the City is located around Town East Mall. The clustering of retail in the Town East area inadvertently drew commercial development away from the smaller neighborhood-scale commercial areas.



N. A. Holley & Sons Grocery Market, 1917



Single Family House



Market East Shopping Center

EXISTING LAND USE MAP

The Existing Land Use Map shows the distribution of land use types within the City. It is a visual representation of where development exists and where development opportunities remain. Designated colors for each land use are distributed on the map based on the current use of the site. The map was informed by aerial imagery and a survey of land uses on the ground. A breakdown of the quantity of each land use is provided in the table below.

Approximately 69 percent of Mesquite is developed. Although approximately 31 percent is undeveloped, 9 percent is located within flood hazard areas and is generally unsuitable for future development. Therefore, approximately 22 percent of vacant land has the opportunity for future development.

Figure 2.1: Developable Land within City Limits

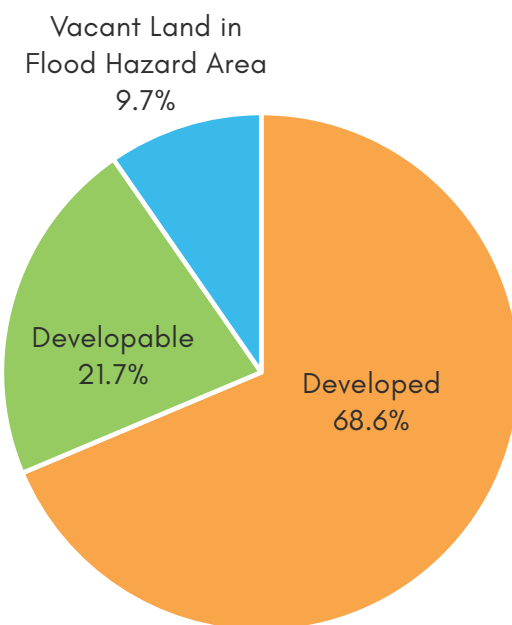
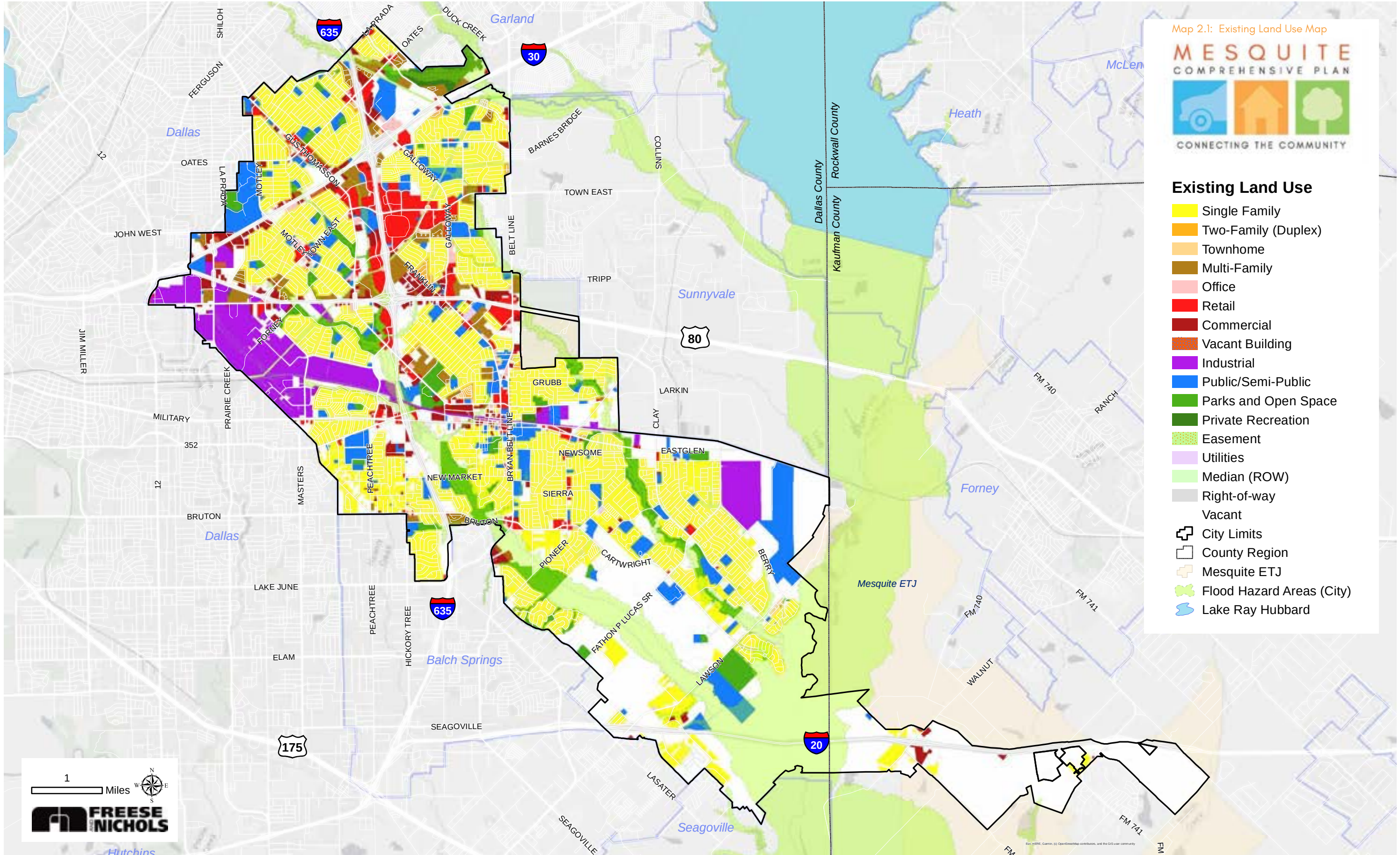


Table 2.1: Existing Land Use Calculations

Land Use	Acres	Percentage
Single Family	7,681.3	25.3%
Two-Family (Duplex)	69.4	0.2%
Townhome	28.2	0.1%
Multi-Family	707.0	2.3%
Office	171.8	0.6%
Retail	930.7	3.1%
Commercial	748.4	2.5%
Vacant Building	29.5	0.1%
Industrial	1,683.1	5.5%
Public/Semi-Public	2,058.7	6.8%
Parks and Open Space	1,262.6	4.2%
Private Recreation	194.7	0.6%
Easement	178.4	0.6%
Utilities	27.0	0.1%
Median	134.6	0.4%
Right-of-Way	4,945.6	16.3%
Vacant	9,523.0	31.4%
Total	30,374.0	100.0%





MESQUITE

COMPREHENSIVE PLAN

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PHYSICAL FEATURES

North and South Mesquite Creeks are the two most prominent water features that run through the City and meet the East Fork Trinity River. These waterways create a barrier to development due to potential flood hazards. In most cases, these creeks have been allowed to maintain their natural state, free of major development. Many of the parks within the City align with the location of the creeks, and they have been utilized as an amenity for the community. The East Fork of the Trinity River also creates a significant barrier by segmenting the City between Dallas and Kaufman Counties along I-20.

The railroad has been a major feature in the City since its inception and remains an iconic feature in the City today. The railroad generally segments the City horizontally into two sections, north and south, and is buffered primarily by industrial uses. As a heavily utilized railroad, land uses should be closely considered to create a buffer of nonresidential uses between the railroads and residential developments.

As mentioned previously, the City is at the junction of four major highways. Although these highways benefit the City by increasing access to and from the community, they also hinder development and pedestrian movement through the City. Pedestrian facilities exist at highway intersections; however, the overall connectivity of the pedestrian network is hindered by the limited locations for pedestrians.



North Mesquite Creek



US 80 at Town East Boulevard



FUTURE LAND USE

The Future Land Use Map is a visual guide of the future land uses the community desires to have, but it is not a prediction. It guides the development of the community to ensure an orderly and sustainable development pattern. The Future Land Use Map is not a zoning map, and it does not directly affect the regulation of land within the City or the ETJ. However, it does provide a reference for appropriate land uses and development types that influence zoning regulations and policy decisions. It should be used by the City to guide decisions on proposed zoning and development standards. It should be noted that while the Future Land Use Map itself is an integral part of the Land Use Strategy, the land use policies that support the Future Land Use Map are also important.

The development of the Future Land Use Map begins by analyzing existing land uses. Since much of Mesquite is developed, in most cases, established land uses are not likely to change due to market demand and the cost of changing land uses. This is the reason many of the land uses shown in the Future Land Use Map match existing uses. Known future developments are also considered to plan for development types in undeveloped areas.

It is important to understand the context of an area to understand the types of development that may be appropriate in that community. What may be appropriate in one community may not be appropriate in another. The proposed land uses and development types were chosen that benefit Mesquite and maintain its existing character.



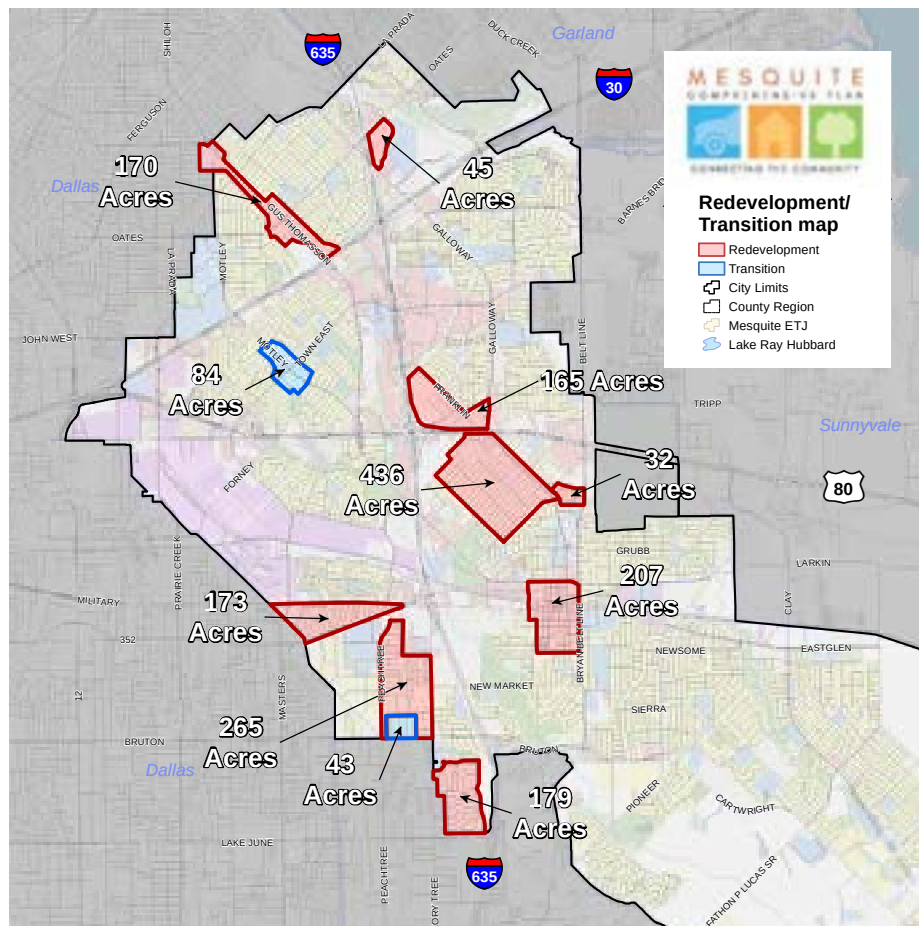
KEOM-FM Radio Tower



REDEVELOPMENT

As a first-ring suburb, Mesquite has seen significant development and many of the existing structures have started to age. The northern part of the City is primarily developed while there is still opportunity for new development in the southern portion of the City. Due to the limited amount of available land for new development, redevelopment and infill within existing areas are options to reinvigorate older areas. This allows the City to take advantage of resources that exist, ensure older areas are being maintained, and promote economic development. As part of the initial analysis, areas for redevelopment or transition were identified. Areas identified for redevelopment are areas that require focused investment, while areas identified as transition are locations where a different land use may be more appropriate given its existing use. These areas were used as a reference for determining future land uses and Special Planning Areas.

Map 2.2: Transition and Redevelopment Areas



ENTERTAINMENT

During the public engagement process, residents expressed a desire for more entertainment opportunities in the City. As a family-friendly community, there are a variety of activities that cater to families and limited entertainment options for multiple generations. Providing a variety of entertainment options in the City not only serves as an amenity for residents, but also as an attraction for visitors. Entertainment developments can be categorized into three general categories: Low Intensity, Medium Intensity, and High Intensity. These categories are based on the level of intensity of the development and its impact on the community. Options can be provided at all intensity levels to serve customers of various ages. By considering entertainment at different intensity levels, the City can ensure that entertainment types meet the needs of the community and context of the neighborhood. It is important to identify desired types of entertainment and to encourage the development of multiple entertainment types throughout the City to enhance the quality of life of current and future residents.

LOW INTENSITY

Low Intensity entertainment includes small-scale options providing services at a neighborhood level. These entertainment options often fill a specific demand for a neighborhood, offering convenience and overall entertainment value. Examples of existing Low Intensity entertainment in Mesquite include parks, restaurants, and group painting classes.

MEDIUM INTENSITY

Medium Intensity provides entertainment at the city level. These developments may be higher value than Low Intensity entertainment, can accommodate large amounts of people and generally fit into major shopping and commercial areas. Existing examples of Medium Intensity entertainment in Mesquite include AMC 30, Celebration Station, and Xcape Adventure.

HIGH INTENSITY

High Intensity entertainment includes large-scale development that offers a unique experience and serves a regional need for entertainment. High Intensity entertainment developments generally require large amounts of land, the construction of a venue for a specific use, and attract visitors from across the region. This type of entertainment can also be located with other types of entertainment to create an entertainment district. The Mesquite Championship Rodeo and Town East Mall are existing examples of High Intensity entertainment.



Figure 2.2: Entertainment Use Intensities

Low Intensity	Medium Intensity	High Intensity
		
<p>Definition: Small-scale options providing entertainment at a neighborhood level.</p>	<p>Definition: Entertainment attracting people from across the City. These are typically larger in scale and have higher value than Low Intensity Entertainment.</p>	<p>Definition: Large developments offering amenities for an entire region. Typically, these forms of entertainment attract people from other cities and counties.</p>
<p>Examples:</p> <ul style="list-style-type: none"> • Neighborhood Arcades • Bars • Small Music Venues • Local Performing Arts Venues 	<p>Examples:</p> <ul style="list-style-type: none"> • Arcades • Bowling Lanes • Movie Theaters • Trampoline Parks 	<p>Examples:</p> <ul style="list-style-type: none"> • TopGolf • Malls • Amusement Parks • Sports Venues



The Mesquite Championship Rodeo is an example of High Intensity Entertainment.

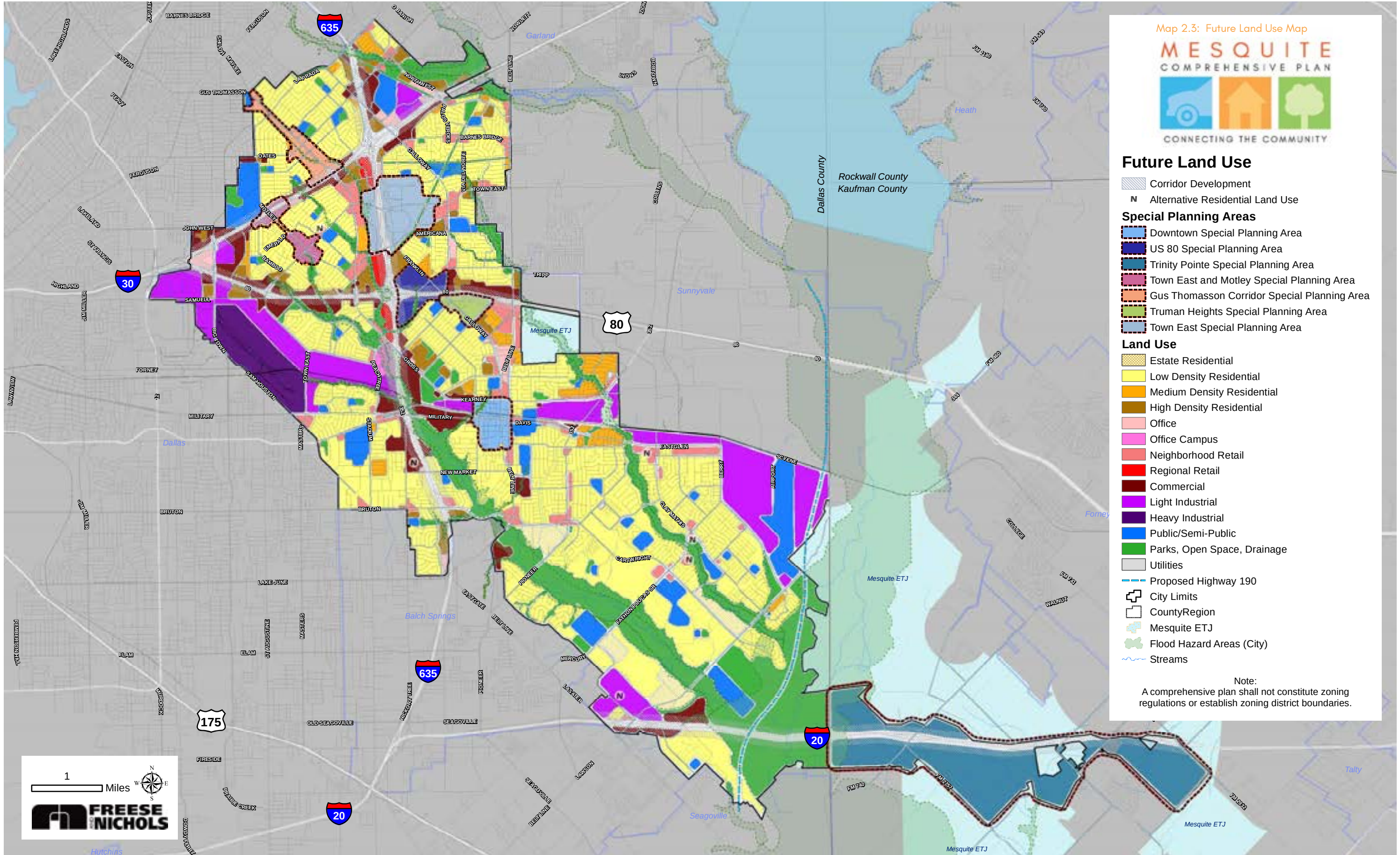
FUTURE LAND USE MAP

The Future Land Use Map is intended to provide a framework for future development and facilitate efficient, sustainable, and fiscally sound development and redevelopment. The map designates land uses for areas within the City and locations for Special Planning Areas. Definitions for each of the land uses are discussed on the following pages. Special Planning Areas identified on the map are discussed in further detail on page 53. Although not a precise formula, the basic composition of land uses shown on the map provides direction and a basis for land use deliberations. A breakdown of the acreage of each Special Planning Area and future land use is provided in the table.

A unique element of the Future Land Use Map includes the Alternative Residential Land Use marker. Indicated by the letter “N,” the Alternative Residential Land Use marker designates areas identified with a nonresidential land use with characteristics that also make the area suitable for residential development. Areas designated as Alternative Residential Land Use could be developed with a residential land use when part of a master-planned development. Although these areas are not shown as residential uses on the Future Land Use Map, there should be a certain level of flexibility when there are opportunities.

Table 2.2: Future Land Use Calculations

Land Use	Acres	Percentage
Special Planning Areas		
Downtown	209.2	0.7%
US 80	195.5	0.6%
Trinity Pointe	2,251.9	7.4%
Town East and Motley	135.7	0.4%
Gus Thomasson	214.4	0.7%
Truman Heights	117.1	0.4%
Town East	488.2	1.6%
Land Uses		
Estate Residential	424.0	1.4%
Low Density Residential	12,350.0	40.7%
Medium Density Residential	644.3	2.1%
High Density Residential	710.4	2.3%
Office	218.6	0.7%
Office Campus	78.1	0.3%
Neighborhood Residential	923.0	3.0%
Regional Retail	139.5	0.5%
Commercial	1,514.5	5.0%
Light Industrial	2,596.6	8.5%
Heavy Industrial	663.1	2.2%
Public/Semi-Public	1,788.1	5.9%
Parks and Open Space	4,697.0	15.5%
Utilities	14.8	0.0%
Total	30,374.0	100.0%



Future Land Use

- Corridor Development
- Alternative Residential Land Use

Special Planning Areas

- Downtown Special Planning Area
- US 80 Special Planning Area
- Trinity Pointe Special Planning Area
- Town East and Motley Special Planning Area
- Gus Thomasson Corridor Special Planning Area
- Truman Heights Special Planning Area
- Town East Special Planning Area

Land Use

- Estate Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Office
- Office Campus
- Neighborhood Retail
- Regional Retail
- Commercial
- Light Industrial
- Heavy Industrial
- Public/Semi-Public
- Parks, Open Space, Drainage
- Utilities
- Proposed Highway 190
- City Limits
- CountyRegion
- Mesquite ETJ
- Flood Hazard Areas (City)
- Streams

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

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FUTURE LAND USE TYPES

ESTATE RESIDENTIAL

Estate Residential represents detached single family homes on large lots. Homes are generally farther apart than homes in a traditional residential subdivision and may not have a traditional neighborhood pattern.

Land Use Type: Single Family Home

Density Range: 1-3 units per acre

Supporting Uses: Parks, Schools

Strategies:

- Estate residential development should be in areas with a more natural landscape or rural character.
- Estate residential should be buffered and/or protected from major roadways, but accessible to the major roadway network and commercial establishments.
- Estate residential should be buffered from major commercial areas by low or medium density residential subdivisions.



Large Lot Single Family House



Large Lot Single Family House



Large Lot Single Family House

LOW DENSITY RESIDENTIAL

Low Density Residential represents a traditional single family detached neighborhood where each dwelling unit is located on an individual lot. Densities may vary from one neighborhood to the next, as well as within the same subdivision to encourage diverse housing options.

Land Use Type: Single Family Home

Density Range: 3-5 units per acre

Supporting Uses: Parks, Recreation Facilities, Elementary Schools, and Neighborhood Clubhouses

Strategies:

- Low density residential should be buffered and/or protected from major roadways, but accessible to the major roadway network and commercial establishments.
- Subdivisions should only directly access local streets.
- Low density residential should be buffered from major commercial areas by medium density residential, office, or neighborhood retail.
- New low density residential should be implemented as a master planned development.



Single Family House



Single Family House



Single Family Neighborhood



MEDIUM DENSITY RESIDENTIAL

Medium Density Residential represents single family residential neighborhoods. This type of residential development is more dense than the Low Density Residential category and may include some attached units.

Land Use Type: Single Family Home, Townhome, Duplex, Patio Home

Density Range: 6-12 units per acre

Supporting Uses: Parks, Recreation Facilities, Elementary Schools, and Neighborhood Clubhouses

Strategies:

- Medium density residential should be buffered and/or protected from major roadways, but accessible to the major roadway network and commercial establishments.
- Subdivisions should only directly access local streets.
- Medium density residential can be used as a transitional use between low density areas and higher intensity uses, such as commercial, retail, and industrial activity.
- New medium density residential should be implemented as a master planned development.



Duplex



Townhomes



Small Lot Patio Homes

HIGH DENSITY RESIDENTIAL

High Density Residential is reflective of multi-family apartments. Depending on location, densities in high density residential may vary significantly.

Land Use Type: Multi-family Apartments

Density Range:

- Garden Style - 12-20 units per acre
- Modern/Mixed Use - 20 to 30 units per acre

Supporting Uses: Parks, Recreation Facilities, Elementary Schools, and Neighborhood Clubhouses

Strategies:

- High density residential is appropriate along major collector or arterial roadways.
- High density residential should not be located along highways in order to reserve these areas for commercial development.
- High density residential serves as a buffer between commercial or retail uses and low or medium density residential areas.
- Higher densities would be more appropriate near retail centers, in downtown, or in mixed use areas.



Apartment Building



Apartment Building



Apartment Building



OFFICE

The Office land use generally includes office types ranging from single story professional offices to large multistory corporate structures.

Land Use Type: Corporate Office, Professional Office, Medical Office, Flex Office, Traditional Office, and Financial Office

Supporting Uses: Neighborhood Retail Uses, Parks, Hospitals

Strategies:

- A combination of screening, increased rear setbacks, and enhanced landscaping should be used to ensure adequate buffering from adjacent residential areas.
- Buildings are permitted to be up to two stories, however multistory structures would be permitted with appropriate buffer and setback standards.
- Office should be located at points of high visibility along arterials and major collectors.
- Office should be convenient and accessible to residential areas.
- Office should serve as a transitional land use between residential uses and higher intensity commercial land uses.
- Along highways, office uses can increase in height and density.



Professional Office



Flex Office



Traditional Office

OFFICE CAMPUS

The Office Campus land use describes areas intended for multiple, multistory, corporate office facilities clustered in a campus configuration. This designation is more intense than the Office designation due to the density of development and level of traffic it generates. Outdoor seating, walking paths, landscaping and structured parking are commonly incorporated in the design of office campus developments.

Land Use Type: Corporate Office, Office Park

Supporting Uses: Retail, Restaurants, Parks

Strategies:

- Office campus should be located on large lots to accommodate master planned office complexes.
- A combination of screening, increased setbacks, and enhanced landscaping should be used to ensure adequate buffering from adjacent residential areas.
- Office campus should be located at points of high visibility such as highways or major arterials.



Office Campus



Office Campus with Green Space



Plaza



NEIGHBORHOOD RETAIL

Neighborhood Retail establishments include a variety of retail and personal service businesses that meet the daily needs of the residents. This development type generally includes small or medium scale development ranging from 1,500 square feet to 45,000 square feet and one to two stories in height.

Land Use Type: Retail, Restaurants, Personal Services

Supporting Uses: Office

Strategies:

- Neighborhood retail should be located on arterial roadways or collector roadways.
- This land use should serve as a buffer from roadways for residential areas.
- A combination of screening, increased rear setbacks, and enhanced landscaping should be used to ensure adequate buffering from adjacent residential areas.
- Neighborhood retail provides a transitional land use between residential uses and higher intensity commercial land uses.



Neighborhood-Scale Shopping Center



Neighborhood-Scale Bank



Neighborhood-Scale Corner Store

REGIONAL RETAIL

Regional Retail is an area intended to serve the retail needs of the greater regional area. Developments in this area are large scale with the ability to serve a large amount of people.

Land Use Type: Department Store, Major Retailers, Commercial, Restaurants, Entertainment

Supporting Uses: Office Buildings, Medical Centers, Hotels

Strategies:

- Regional retail should include a variety of retail uses within the site.
- Regional retail should be located at points of high visibility along highways and major arterials.
- A combination of screening, increased setbacks, and enhanced landscaping should be used to ensure adequate buffering from adjacent residential uses.
- A transitional use such as neighborhood retail or office should serve as a buffer between regional retail and residential uses.



Regional Mall



Regional Retail Area



Major Shopping Center



COMMERCIAL

The Commercial land use designation represents a broad range of goods and services for a community or region. Developments in this category are larger and more intense than those in the Neighborhood Retail category.

Land Use Type: Retail, Hotels, Restaurants, Big Box Retailers, Personal Services

Supporting Uses: Office

Strategies:

- Commercial activity should be buffered from low density residential areas through the use of enhanced landscaping, increased rear setbacks, the incorporation of medium density residential, buffered waterways or creeks, and/or screening walls.
- Commercial development should be located along highways and major arterial roadways.



Automotive Maintenance Center



Retail



Hotel

MIXED USE

Mixed Use development incorporates different uses such as office, retail, commercial and residential in one area. Mixed use development can be either vertical or horizontal. Vertical mixed use describes a single structure with multiple uses within the structure. Typically, retail or office is located on the ground floor, while residential or office utilizes the upper floors. Horizontal mixed use describes multiple uses next to each other in a single development or in close proximity. Uses can be located within a single structure or in separate buildings adjacent to each other.

These developments are intended to encourage users to not rely on vehicles and promote a pedestrian friendly experience. By mixing uses and having them in proximity, developments are more walkable than traditional suburban commercial development. These types of developments generally incorporate amenities like plazas, public seating, and pedestrian features.

Land Use Type: Retail, Commercial, Office, High Density Residential

Supporting Uses: Plazas, Parks, Public Areas

Strategies:

- Mixed use development should be encouraged in areas with a dense and walkable development pattern.
- New mixed use should be implemented as a master planned development.
- Mixed use can be located along highways, arterials and collectors with an appropriate scale for each roadway type.



Vertical Mixed Use



Vertical Mixed Use



Vertical Mixed Use



LIGHT INDUSTRIAL

Light Industrial development includes a variety of manufacturing and storage uses that have a wide range of appearances and intensities.

Land Use Type: Refining or Manufacturing Facilities (with no outdoor activity), Indoor Warehouse/Storage Facilities, and Industrial Business Parks

Supporting Uses: Office, Commercial

Strategies:

- Light Industrial areas should be located along arterial thoroughfares, in proximity to freeways, rail lines and/or areas with access to airports and other transportation outlets.
- These areas should be screened and buffered from residential uses using a major roadway, commercial/retail/office use, or floodplain/natural area.
- They should serve as a buffer and transition between Heavy Industrial and lower intensity uses.
- Industrial business parks that function as employment centers are encouraged.



Light Industrial Office



Small Warehouse



Small Industrial Facility

HEAVY INDUSTRIAL

Heavy Industrial development includes more intense industrial uses than the Light Industrial category and may involve outdoor storage or activities involving toxic or biological material or elements that may cause a nuisance to surrounding areas.

Land Use Type: Refining or Manufacturing Facilities, Warehouse/Storage Facilities, and Industrial Business Parks

Supporting Uses: Commercial, Office

Strategies:

- Heavy Industrial areas located along arterial thoroughfares and in proximity to freeways should be heavily screened from public roadways.
- Heavy Industrial areas should not be in close proximity to residential, commercial, retail, or office uses.
- Heavy Industrial uses should not be in close proximity to the flood plain or natural areas.



Heavy Industrial District



Heavy Industrial Building



Intermodal Rail Yard



PUBLIC/SEMI-PUBLIC

Public/Semi-Public uses generally serve a public purpose and are generally related to a public entity like government offices, public safety facilities, and public educational facilities.

Land Use Type: City Hall, Public Facilities, Federal Offices, Public Schools

Supporting Uses: Office, Storage Facilities for Public Services

Strategies:

- Public and semi-public uses should generally observe similar development standards as retail and office uses.
- They should be convenient and accessible to all residents while providing buffering where appropriate.



Mesquite City Hall



Mesquite Public Library



Mesquite Animal Shelter

PARKS, OPEN SPACE AND DRAINAGE

This designation is intended to preserve open spaces for the protection and enjoyment of natural areas. Areas within this designation are primarily located along the floodway running throughout the City. These areas should be preserved as public and neighborhood-oriented open spaces, and incorporate trails and drainage corridors which are left in a naturalistic state. Generally, areas located within a floodway are better suited for recreational uses as opposed to residential or commercial development. Impacts on these areas should be closely considered when intense uses are proposed within proximity.

Land Use Type: Active or Passive Recreation, Playing Fields, Recreation Facilities, Trails, Playgrounds

Supporting Uses: Related Storage or Maintenance Facilities

Strategies:

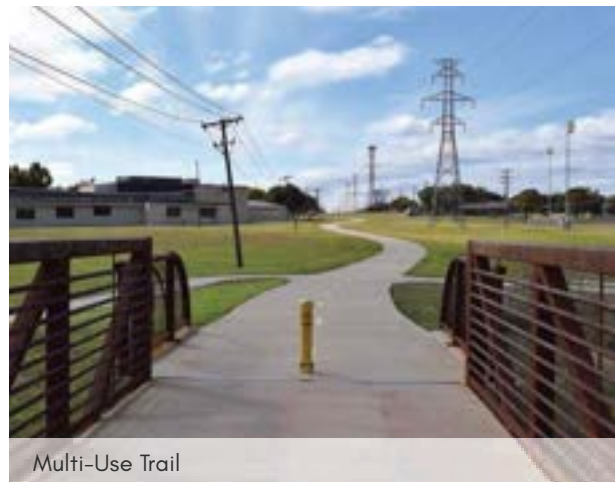
- This category reserves space on the Future Land Use Plan for parks and open space across the City, however parks and open spaces may also be included in other developments such as commercial centers and residential subdivisions.
- Parks and open space should be incorporated into the natural floodway system.
- Parks and open space facilities should be located in areas to ensure pedestrian and vehicular accessibility from residential uses.



Playground



Pavilion and Playground



Multi-Use Trail



UTILITIES

The Utilities land use is inclusive of areas where necessary facilities for public utilities and associated structures are located.

Land Use Type: Water Storage, Water Treatment, Electric Transmission Substation, or Similar Facilities

Supporting Uses: Related Storage or Maintenance Facilities

Strategies:

- Utilities should be located away from residential uses when possible.
- Transitional land use or screening should be provided between utilities, and residential land uses.



Water Treatment



Electric Utility Easement



Water Tower

CORRIDOR DEVELOPMENT

Corridor Development represents commercial development that is located along a major corridor. Developments within these corridors are highly visible, have the highest quality of development than the typical non-residential development, and cater to highway traffic. Building facades utilize high-quality materials and incorporate facade designs that promote the City's character. Enhanced landscaping and public art are encouraged along the corridor. Industrial uses or uses that involve outdoor storage are not suitable within the Corridor Development land use category.

Land Use Type: Restaurants, Retail, Entertainment

Supporting Uses: Office, Public Facilities

Strategies:

- Corridor development should incorporate high-quality building materials and aesthetically pleasing design.
- Corridor development should cater to vehicular traffic and feature retail, commercial, office park, mixed use or entertainment uses.
- Corridor development should incorporate enhanced landscaping such as parking lot trees and landscaping along roadway frontages.
- Uses that involve outdoor storage should be avoided along the highway frontage.



Major Retail With High Quality Materials



Commuter Retail



High Quality Retail Center



SPECIAL PLANNING AREAS

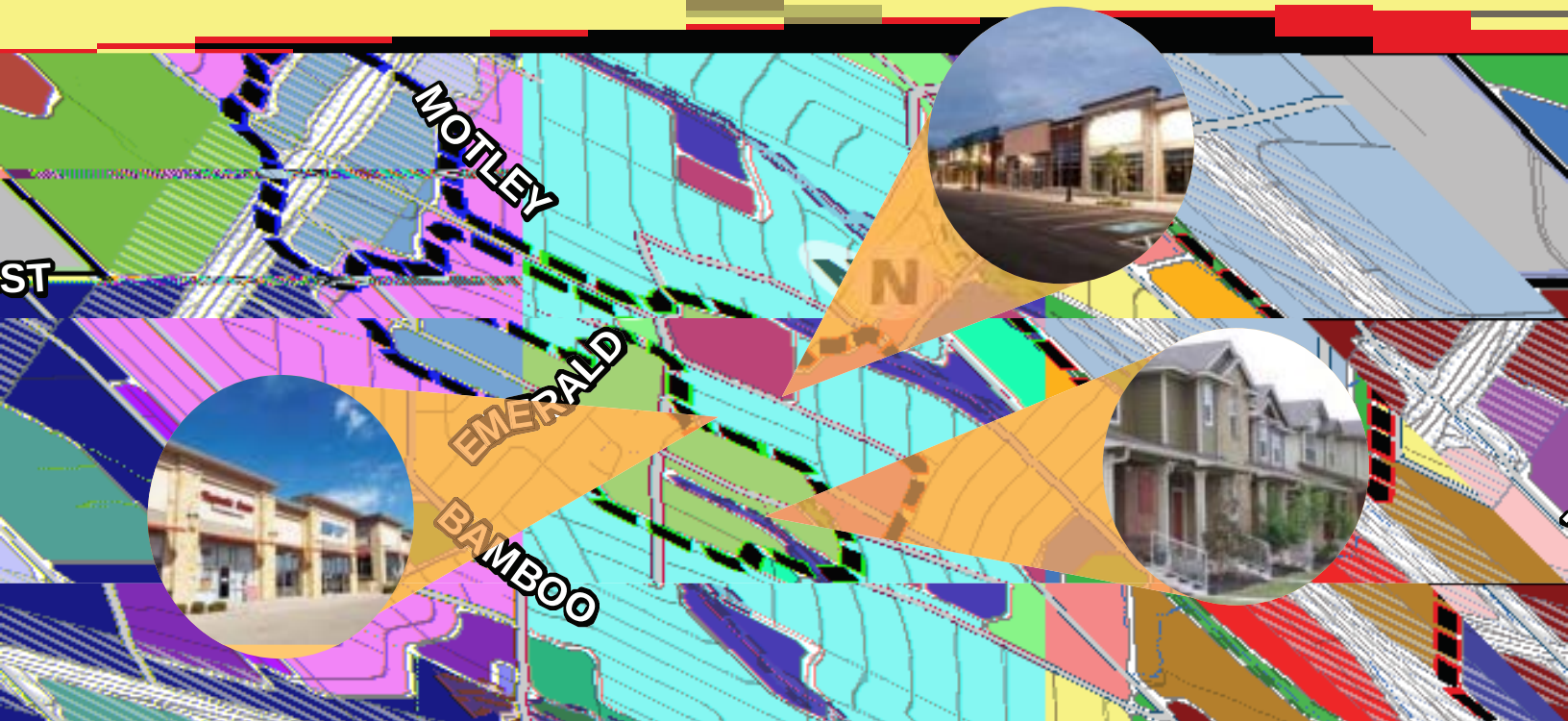
In the development of the Future Land Use Map, certain areas within the City present unique opportunities for development. Some areas were previously thriving commercial areas that have fallen into decline due to changes in commercial markets. Others are vacant properties that, with proper planning, can become quality developments that benefit the City economically and socially.

Seven locations within the City have been identified as Special Planning Areas. These areas hold potential for new development or redevelopment to benefit the community. The purpose of Special Planning Areas is to provide specialized development efforts in these areas to spur change. For areas of redevelopment, it is necessary to identify applicable improvements to the areas and create implementable strategies to activate

the change. For undeveloped areas, new development will come, but by having a vision for the areas in place, the City can guide development through codes, ordinances, and incentives.

These Special Planning Areas are intended to provide a future vision and guidance to achieve that vision. For each of the Special Planning Areas, the current conditions have been assessed, a vision for future development has been identified, a description of the land use and character is provided, and strategies for implementation have been recommended.





Map 2.4: Town East and Motley Special Planning Area

TOWN EAST AND MOTLEY SPECIAL PLANNING AREA ASSESSMENT

The intersection at North Town East Boulevard and Motley Road was previously a thriving commercial area meeting the retail needs of the surrounding neighborhood. Continued development in other commercial areas has drawn development from older neighborhood retail centers like the one shown to the right. While some of the businesses have steady patronage, the buildings continue to age, appear to lack regular maintenance, and need improvements. Over the years, new construction has been introduced and some buildings have been repurposed as pharmacies or small medical offices, however other properties remain vacant or unused.



Existing Commercial

VISION

The vision for the Town East and Motley Special Planning Area is to be a thriving retail intersection with neighborhood staples to serve the surrounding area. The revitalized intersection will feature new commercial construction to replace aged retail shopping centers and improved facade aesthetics of existing buildings. Improvements to the streetscape will include new landscaping, improved lighting, and widened sidewalks to improve pedestrian safety and connectivity. Additionally, I-30 will include high-quality corridor development and will serve as a gateway to this special planning area.



CHARACTER AND LAND USE

Current uses should be evaluated to determine if they are appropriate. By transitioning some existing properties near the intersection to a different use like office or residential, it may be possible to increase the value of the intersection and encourage reinvestment.

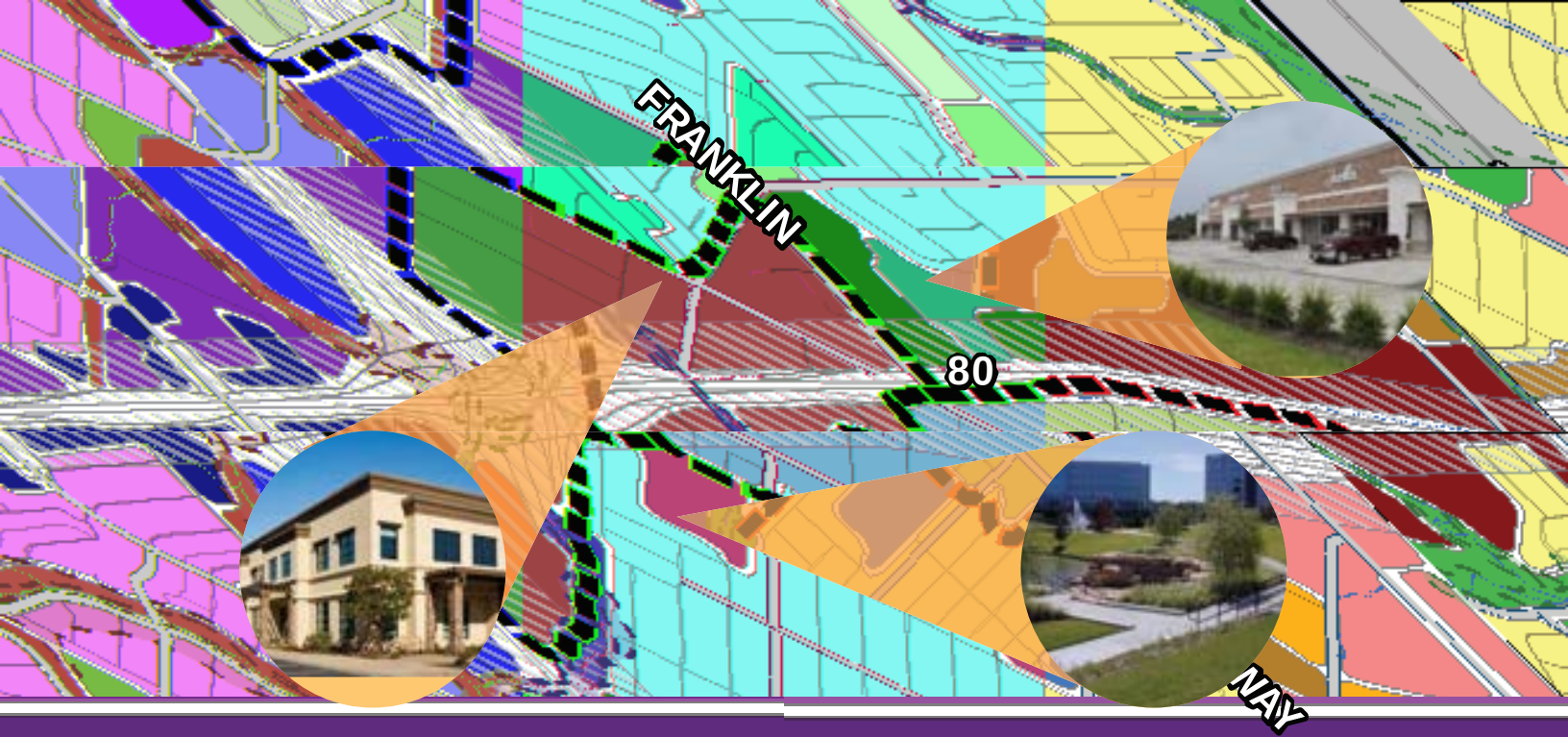
The intersection should continue to be developed as a retail-oriented commercial center, promoting neighborhood level retail. The types of businesses in the area typically prefer a low density environment and provide goods and services intended to serve the surrounding residential areas such as local restaurants, dry cleaning, and corner stores. To reinvigorate development and encourage a pedestrian-friendly environment, infrastructure improvements should be made to existing pedestrian facilities. Widened sidewalks, improved lighting, and pedestrian amenities encourage a walkable environment and improve connectivity to the surrounding area. High-quality development along the I-30 corridor serves as a gateway to the intersection and can be enhanced with gateway signage and streetscaping along Motley Drive to increase activity in the area.



To revive existing commercial development, encourage density through the introduction of new development in the existing parking areas. New development provides additional retail products and creates the opportunity for a unique experience for visitors with the addition of amenities such as outdoor restaurant seating and children's areas. In recent years, the need for large parking areas has reduced, presenting the opportunity to better utilize existing parking.

IMPLEMENTATION STRATEGIES

- Revisit existing zoning designations and rezone properties as necessary.
- Implement facade improvement program to incentivize redevelopment of existing commercial development.
- Prioritize streetscape improvements at this intersection.
- Incentivize new development of vacant parcels or for the replacement of existing structures.
- Implement enhanced streetscape elements from I-30 south along Motley to create a gateway to the area.
- Encourage a dense, walkable development.
- Conduct a market study to determine viable land uses for the intersection.



Map 2.5: US 80 Special Planning Area

US 80 SPECIAL PLANNING AREA ASSESSMENT

The US 80 Special Planning Area is bisected horizontally into northern and southern sections by US 80. The northern portion is currently defined by small office and warehouse development, creating a light industrial character with a small number of retail businesses. Although some new construction has occurred in the area, many of the existing structures are aged and in need of redevelopment. There is some vacant property located at the northeast corner of I-635 and US 80 where there is opportunity for new development.

Most of the area south of US 80 is vacant and has some commercial businesses with outdoor storage and activities along US 80. Proximity to the highway presents an opportunity for land uses that require high visibility. With the recently completed construction of the northbound access road of I-635 along the southern portion of the area, there are new opportunities for development.

VISION

The vision for the US 80 Special Planning Area is to create an office and commercial district with revitalized existing development and new office space along the highway. North of US 80 is revitalized commercial development and new office space to create a business district supporting small office and commercial development. South of US 80 is a premier office campus development located at the highly visible intersection of two major highways. New Class A office and retail is complemented by outdoor amenities that utilize existing natural features and serve the adjacent residential area.



CHARACTER AND LAND USE

North of US 80 should continue to be a commercial and small office district. Land uses should include small office warehouses and some personal services. Outdoor storage should be screened from view and limited to ensure an aesthetically pleasing appearance and consistent design. New commercial development should be of similar size to the existing development. New professional offices of 2-3 stories should be promoted in the remaining vacant areas. Improved streetscapes should be developed to create an inviting environment and create a distinct feel.



Mid-Level Office

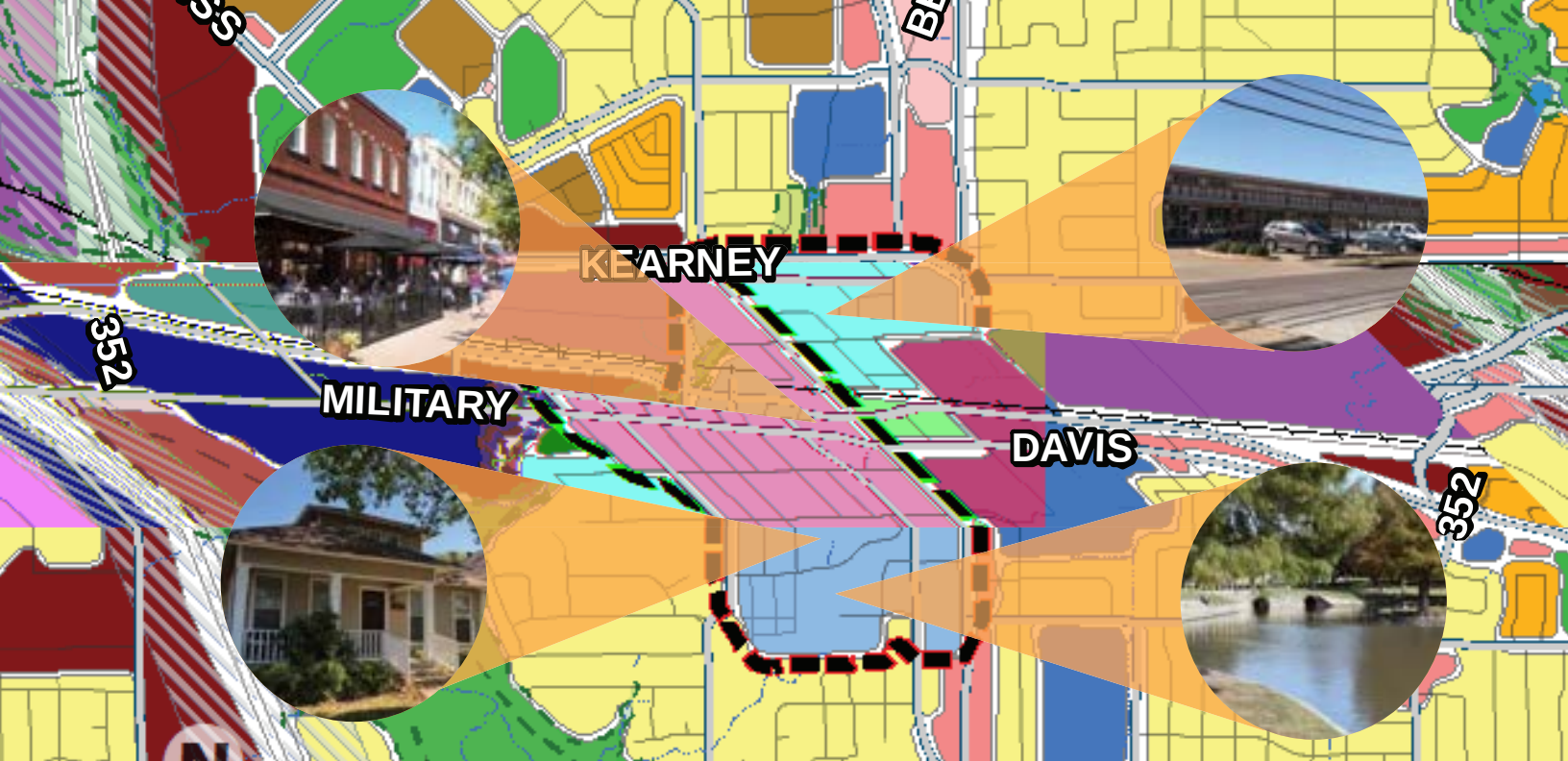
South of US 80 should be branded as a premier office location. The site should be home to Class A office space in a campus development and retail along the highway. In addition, the natural features on-site should be incorporated into its design as an amenity with a walking trail or outdoor seating. Complementary uses such as neighborhood retail should be encouraged to complement Class A office space and serve the neighboring residential area. Development along US 80 should consist of retail or office development. Any development along a highway should be encouraged to be constructed to a higher aesthetic standard due to the visibility from the highway. Uses with outdoor storage should be limited in this area.



Office Campus

IMPLEMENTATION STRATEGIES

- Initiate incentives for site redevelopment.
- Make roadway improvements in the light industrial district north of US 80.
- Promote vacant property for office businesses.
- Create branding for the northern and southern sections to attract new development.
- Conduct an industrial marketing study to determine the appropriate ratio of industrial business types the City can support.



Map 2.6: Downtown Special Planning Area

DOWNTOWN SPECIAL PLANNING AREA

ASSESSMENT

Development over the years has caused Downtown Mesquite to unintentionally lose some elements that are characteristic of a downtown square. The one-way pair created by W. Main Street and E. Davis Street segments the downtown core and reduces walkability for pedestrians. The center of the downtown square is currently home to a parking lot. Although a pragmatic use, parking would be better suited in an alternative location. Downtown needs pedestrian connections between City Lake Park, the downtown core, and within nearby shopping areas.



Current Parking in Downtown

VISION

The vision for the Downtown Special Planning Area is a revitalized downtown square and commercial center that reflects Mesquite's history, promotes a pedestrian-friendly design, encourages economic development, and represents the community character. Downtown should promote a brand that builds on the history of Mesquite to further invest in the area. The addition of new amenities and reorganization of land uses within the downtown core would allow for a better pedestrian experience and create a more compatible space for community gatherings.

CHARACTER AND LAND USE

Development in Downtown Mesquite should promote a vibrant and inviting small town square. New development should be consistent with the building design of existing structures in the Downtown Special Planning Area. Businesses within this area are primarily retail and personal services that invite pedestrian activity. A more traditional square should be created by relocating existing parking to create a plaza area in the center of the square. Pass through traffic should be deterred from Downtown Mesquite by implementing traffic calming techniques, helping to create a more pedestrian-friendly environment. Other pedestrian amenities to incorporate into the area's design includes a plaza space, benches, trash receptacles, lighting, and landscaping.

Residential development in Downtown Mesquite should include a variety of densities. To the south of the downtown core, the existing residential homes are smaller patio homes with limited vacant lots. Infill single family homes in the area should match the design and character of the existing patio homes to create continuity in the neighborhood. Closer to the downtown core, a limited amount of higher density residential would be appropriate. Townhomes should be within a walkable distance of the downtown core and apartments or lofts could be considered above ground-level retail.



North of the railroad, low density, light industrial development would match the existing development and offer additional locations for small office/warehouse and artisan workshop space. New development should be consistent with the density of the existing development and serve as a buffer between the railroad and the residential development. Opportunities for other commercial development are located along Belt Line Road with infill development on vacant parcels or repurposing existing structures for commercial purposes.

IMPLEMENTATION STRATEGIES

- Promote “Main Street” status to encourage new development and redevelopment in downtown.
- Facilitate the transition of nonconforming properties and land uses.
- Identify key parcels for development and work with property owners to explore options for the highest and best use for property.
- Attract and encourage medium to high density residential within or adjacent to the downtown core.
- Attract unique land uses such as boutique retail/commercial, incubator space, live-work housing, and makerspace that would assist in establishing downtown’s identity.
- Create a better pedestrian connection to downtown by installing sidewalks and lighting.
- Update ordinances and/or zoning district to allow for a variety of residential and non-residential land uses.
- Implement capital improvement projects recommended by the Downtown Infrastructure Plan.



Green Space and Pavilion



Repurposed Alleyway with Pedestrian Enhancements



Splash Pad



Map 2.7: Trinity Pointe Special Planning Area

TRINITY POINTE SPECIAL PLANNING AREA ASSESSMENT

Trinity Pointe is located east of the Trinity River along the I-20 Corridor within the Mesquite City limits in Kaufman County. The addition of this land into the City extends Mesquite’s footprint and provides an opportunity to create a unique district that takes advantage of the I-20 corridor. Much of the land is currently vacant, with some commercial development along the highway frontage. In the ETJ, just outside of the Trinity Pointe boundary, single family developments are anticipated to be constructed in the near future that will encourage development opportunities. The Trinity River at the western border of the Special Planning Area has a large floodway where construction of commercial or residential development is not advised; however, this area could be utilized for park or trail facilities.

The visioning exercise conducted in 2017 established goals and recommendations for uses, appearance, density, access, and linkages within the community. These goals and recommendations aim to achieve the overall vision by identifying specific elements that build to the overall vision as a “Grand Community”.

VISION

The Trinity Pointe Special Planning Area is envisioned as a thriving business corridor with a variety of residential opportunities and outdoor spaces that interconnect to create a collaborative community where residents can live, work, and play. It is a premier community with a distinct character that reflects Mesquite, while setting itself apart as a destination for family-friendly entertainment, high-quality retail, and innovative business services.

CHARACTER AND LAND USE

The core of Trinity Pointe is a mixed use town center-like development with a variety of retail shopping, restaurants, residential and office. The town center would function as the focal point of the corridor and create a location in the southern part of the City for the community to utilize or host special events. Within the central part of the town center, pathways should cater to the pedestrian experience and encourage vehicular traffic to remain on the exterior. As the main retail area for the I-20 corridor, retail uses should include major retailers that will draw visitors from the surrounding area for their shopping needs. Other traditional commercial and office uses should be located along the highway frontage to take advantage of the visibility and to buffer residential uses from the highway. Industrial uses should be avoided along the highway frontage and focused on defined industrial business parks. Trinity Pointe should also offer Class A office facilities for the office campus environment, potentially as part of the town center development. The development should incorporate outdoor amenities for employees, easy access to retail areas and pedestrian connections to parks and trails.

The corridor should provide a variety of residential densities such as townhomes and single family homes. A mix of townhomes and single family homes should be provided within close proximity to the town center to support its retail uses. Traditional single family subdivisions, should also be provided in other areas of the corridor. Along the western boundary of the area, a large regional park facility should be constructed with facilities for both active and passive activities. Elements might include sports fields, a playground, pavilions and walking trails. A trail network should run throughout the area to allow pedestrian and bike connectivity.

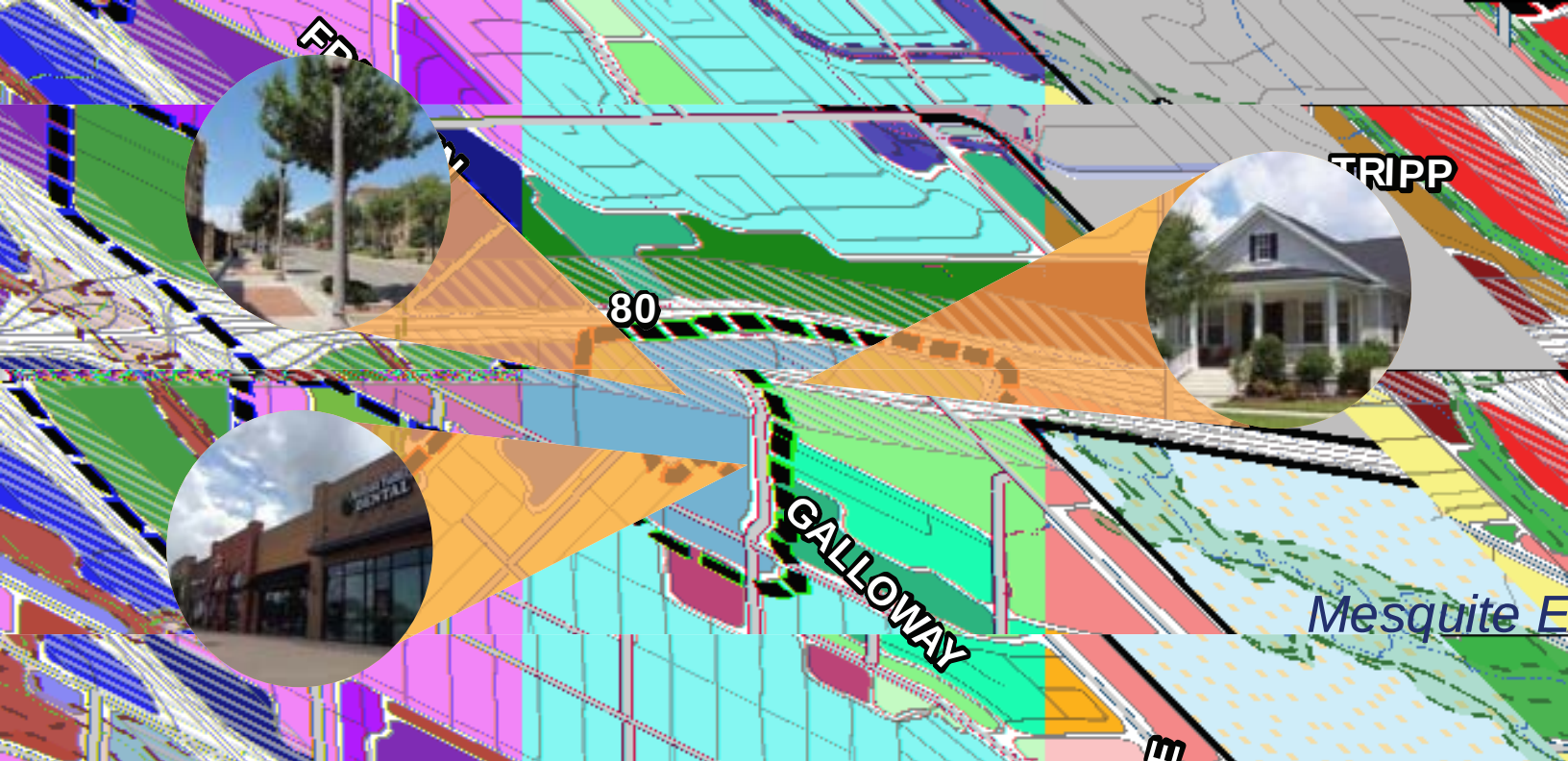
IMPLEMENTATION STRATEGIES

- Review existing zoning to ensure appropriate zoning is in place to achieve the desired land uses within the district.
- Implement district branding strategies throughout Trinity Pointe, including gateway signage at the highway entrances, wayfinding signage to areas of interest, and minor gateways to the town center and neighborhoods.
- Implement unique aesthetic standards for commercial development within Trinity Pointe.
- Amend the Parks and Trails Master Plan to extend the trail network to Trinity Pointe.



TRINITY
POINTE
MESQUITE





Map 2.8: Truman Heights Special Planning Area

TRUMAN HEIGHTS SPECIAL PLANNING AREA

ASSESSMENT

The Truman Heights Special Planning Area is bordered by US 80 to the north, Galloway Avenue to the south and Hillcrest Street to the east. The area currently has smaller single family homes, a church along US 80, multi-family development and limited commercial along Galloway Avenue. The existing commercial along Galloway Avenue is aging and in need of redevelopment, with some becoming vacant buildings or vacant lots. Residential development in the neighborhood is also aging, but residents have revived their homes by investing in repairs.

Due to the aging and disrepair of the neighborhood, a neighborhood plan was created for the Truman Heights Neighborhood. Since then, Hillview Drive was reconstructed with a traffic calming street design to deter cut-through traffic from the US 80 frontage road, and a pocket park was constructed on a vacant lot within the neighborhood. Although improvements have been made within the neighborhood, the most needed improvements are located in the commercial development along Galloway Avenue.

VISION

Revitalize the Truman Heights Special Planning Area to once again become the main shopping area for the surrounding residential development and to provide high quality residential options. Aging residential and commercial development will undergo improvements to ensure a high-quality standard for homes. The existing character of the neighborhood should be maintained, while still allowing for new development to occur.



CHARACTER AND LAND USE

The Truman Heights Special Planning Area should reflect the traditional neighborhood character that is currently portrayed by small homes with siding and front porches. Any new home constructed within the neighborhood should match the existing character and should not incorporate modern building materials such as brick or stone. Existing multi-family development should also undergo improvements to enhance the overall district character. The shopping areas along Galloway Avenue should receive facade improvements or be redeveloped in an effort to enhance the area. Existing vacant lots can be consolidated to facilitate the construction of larger structures that are more suitable for the neighborhood. The Galloway Avenue streetscape should also be revitalized by incorporating streetscape enhancements and district branding. Sidewalks along the corridor should be widened and repaired to create safer pedestrian routes for students and others traversing the roadway. Other streetscape amenities such as improved lighting, street trees, and landscaping details create a more pleasant experience for both pedestrians and vehicular traffic.

IMPLEMENTATION STRATEGIES

- Implement facade improvement program for existing commercial development.
- Revisit existing zoning designations and rezone properties as necessary.
- Implement streetscape improvements for Galloway Avenue to incorporate sidewalk widening and repair, lighting, street trees, and district branding.



Single Family House



Traffic Calming On-Street Parking



Galloway Avenue



Map 2.9: Gus Thomasson Special Planning Area

GUS THOMASSON SPECIAL PLANNING AREA

ASSESSMENT

Development of the Gus Thomasson Special Planning Area began in the early 1960s and grew as a vibrant commercial center that served the surrounding neighborhood. Over time, the thriving commercial center fell victim to age and market changes that resulted in distressed buildings and vacant properties. Some new investment has occurred in the corridor in the form of new construction and the revitalization of existing structures, but many buildings are in distress.

In response to these changes, the City began the process of redeveloping the area by establishing a neighborhood plan in 2005. Also, a new street design was planned for Gus Thomasson Road that incorporates Complete Street principles to create wider sidewalks for pedestrian safety, reduce cut-through traffic and incorporates bike lanes for multimodal transportation options. The corridor has made significant progress but is still in a transition period given the roadway improvements currently underway.



Gus Thomasson Road Improvements Under Construction



VISION

The vision for the Gus Thomasson Special Planning Area is to become a revitalized neighborhood commercial center with a mix of uses to serve the surrounding neighborhood. The new corridor will feature a mix of new development and redevelopment that complements the character of the district and brings new life to the once-thriving commercial center.

CHARACTER AND LAND USE

Businesses along Gus Thomasson Road should be a mix of uses such as retail, personal services, restaurants, small office, and entertainment. All new development and redevelopment should aim to create a dense, walkable environment along the corridor. Where there are large amounts of existing parking, consideration should be given to building new structures in the parking lot to take advantage of vacant areas. Sidewalk improvements and new pathways connecting the neighborhoods to the corridor will also encourage pedestrian movement. Along the I-30 frontage, development should be denser than the northern portion of the corridor. The corridor should also encourage highway-oriented development along I-30 with uses that cater to commuter traffic.



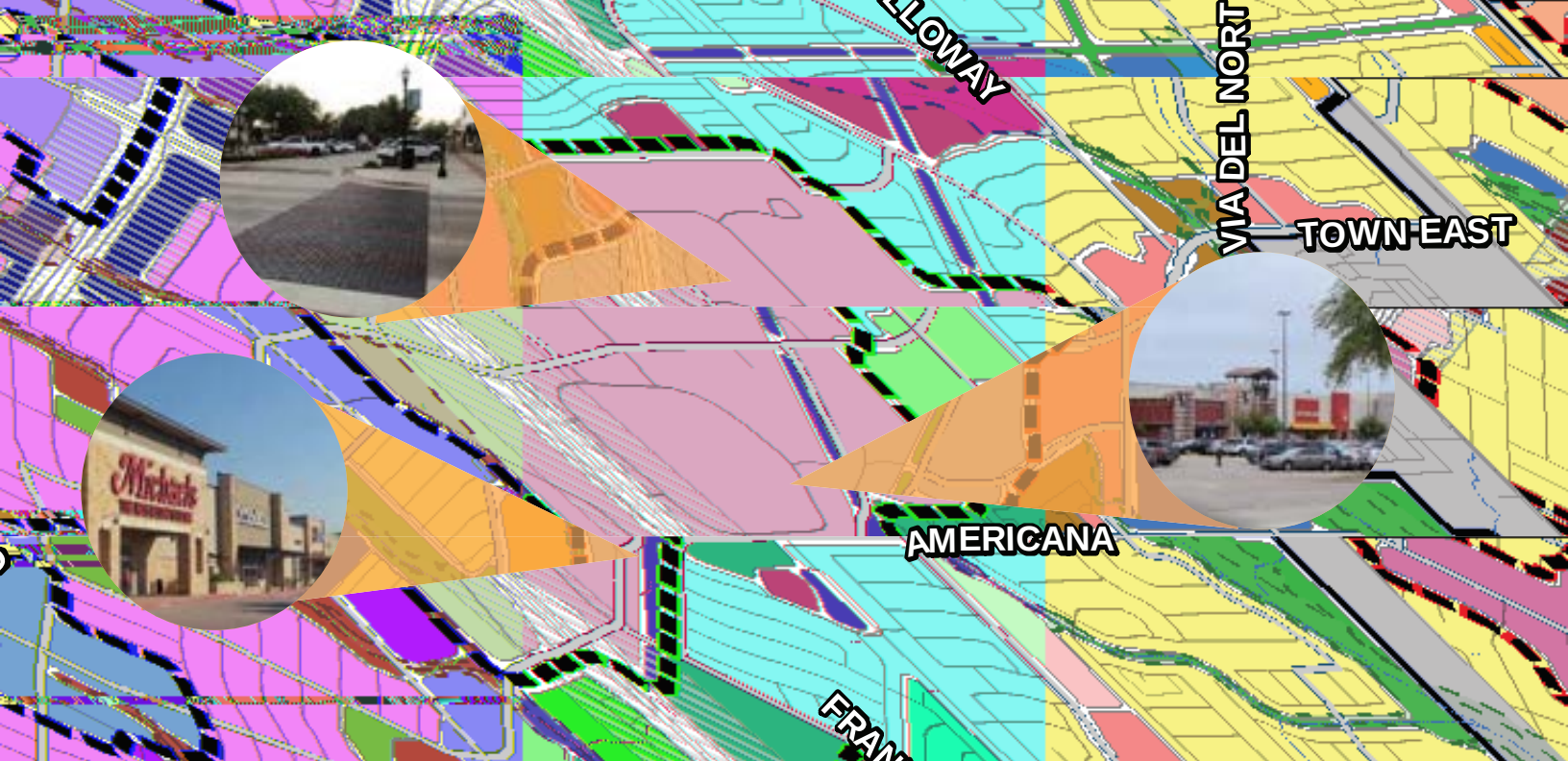
Low Density Mixed Use



Highway-Oriented Development

IMPLEMENTATION STRATEGIES

- Implement a facade improvement program for buildings within the area.
- Conduct a market study to identify what businesses would be most successful in the area.
- Revisit existing zoning designations and rezone properties as necessary.
- Incentivize development along the highway frontage.
- Establish gateway signage at the northern and southern entrances to the Gus Thomasson Special Planning Area.



Map 2.10: Town East Special Planning Area

TOWN EAST SPECIAL PLANNING AREA ASSESSMENT

The Town East Special Planning Area is the largest center of retail in Mesquite. The area is anchored by Town East Mall and surrounded by additional retail, restaurants, offices and North Mesquite High School. The area has seen redevelopment over the years with existing structures and new construction. Roadway improvements on various roadways have improved vehicular circulation, and district branding along Town East Boulevard and the highway designates the area as a special district.

Competition from internet shopping and the rise of specialty boutiques has led to the closure of malls and brick-and-mortar retail across the country. Consideration should be made for changes in the market, and plans should be developed for Town East Mall and the surrounding area to evolve.



Town East Mall



Market East Retail



VISION

The vision for the Town East Special Planning Area is to be a thriving regional retail and entertainment area that meets the changing needs and desires of the community. Town East Mall will continue to serve as an anchor with complementary retail, offices, and hotels. Branding elements throughout the area will help create a cohesive design among various developments. Efficient vehicular circulation and safe pedestrian connections will create a multimodal environment. As market and development trends change, the area will evolve as necessary to ensure the district continues to meet the needs of the community.

CHARACTER AND LAND USE

Town East Mall should continue to offer primarily retail shopping and additional uses on the site should support retail businesses. As the market and demand change, consider options for the redevelopment of the mall, such as utilizing existing parking areas for new retail, office, and medium to high-density residential uses. A variety of uses can be incorporated on the site in a master planned design to create a mixed-use environment around the exterior of the mall. This new development should create a unique experience that draws visitors to utilize the area for more than just shopping. Townhomes or similar residential are appropriate residential types that can be considered for inclusion in the development.

Retail, restaurants, office, and hotels are appropriate throughout the Town East area to support the retail nature of the district. The district should be pedestrian-friendly within a single property and between areas. Pedestrian connections should be established to permit pedestrian movement within a single site and across major roadways, however, pedestrian facilities should not be located directly adjacent to the highway. Major roadways should feature district branding elements including district signage, wayfinding signage, and enhanced lamp posts.

IMPLEMENTATION STRATEGIES

- Conduct a charrette with stakeholders to assess potential options to redevelop Town East Mall.
- Revisit existing zoning designations and rezone properties as necessary.
- Implement pedestrian improvements to increase connectivity in the area.
- Conduct market analysis to determine the types of businesses that would exist in the area.
- Expand district branding throughout the Town East Special Planning Area to include banners, signage, special lamp posts, wayfinding, and gateways.

POPULATION PROJECTIONS

Population projections are important in assisting City staff and elected officials while planning for the future growth of City services like public facilities, parks, staffing, police, fire, and EMS. Since 1970, Mesquite has had a historical compound annual growth rate (CAGR) of 2.07% (calculations based on US Census data). Much of this CAGR can be attributed to the significant housing development in the City in the 1970s. In contrast, since 2000 that rate has slowed to 0.86%.

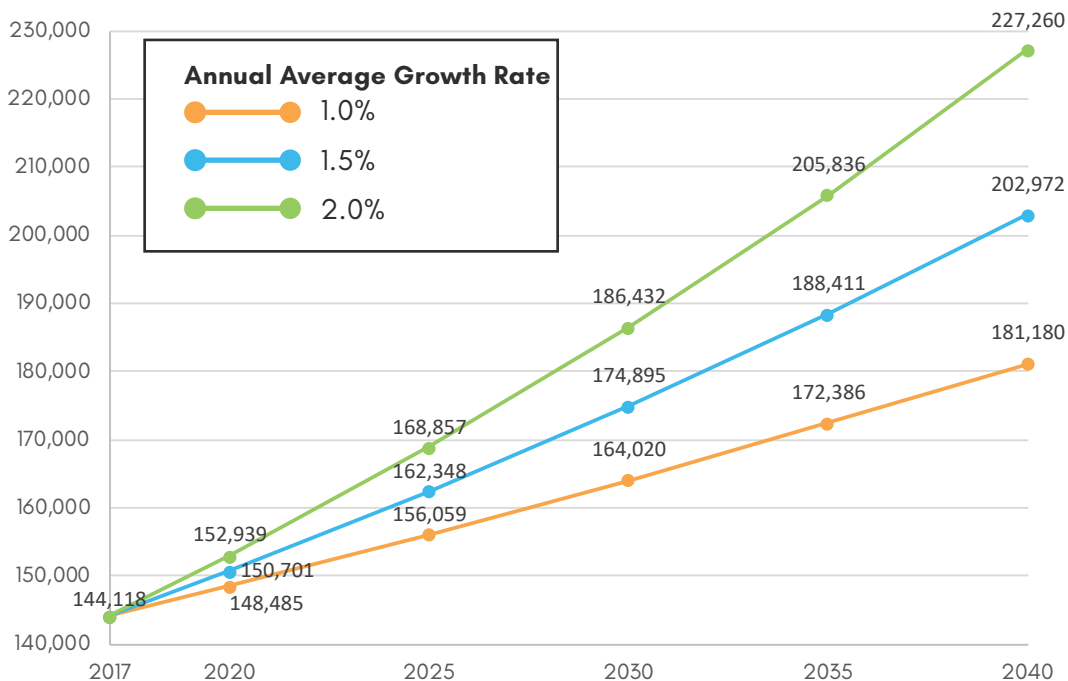
Table 2.3: Compound Annual Growth Rate

Year	Percent Change	CAGR	
		1970-2017	2000-2017
1970	55,131	2.07%	
1980	67,053		
1990	101,484		
2000	124,523		
2010	139,824		
2017*	144,118		0.86%

* American Community Survey Population Estimate

For planning purposes, it is recommended to use a growth rate of 1.0% based on current growth trends. A growth rate of 1.5% can be used for increased development activity in anticipation of growth in the Lucas Farms and Trinity Pointe areas. It is important to understand that population projections are subject to change. They can be impacted by several factors, such as the local and national economies, the real estate market, and annexation.

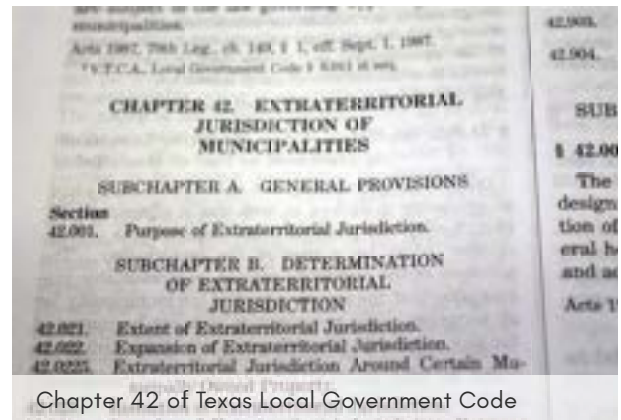
Figure 2.3: Population Projections





GROWTH MANAGEMENT

As a Home Rule City, Mesquite can self-govern by defining its own set of rules, as long as they do not conflict with the State constitution or statutes. One of the actions permitted Home Rule cities is the ability to annex land within their ETJ. Chapter 42 of the Texas Local Government Code provides that municipalities with populations greater than 100,000 may have an ETJ that extends no more than five-miles from the City boundaries with some limitations. Chapter 43 of the Texas Local Government Code specifies that municipalities can annex only land that is located within their ETJ or owned by the municipality.



Annexation provides for the growth of the City and ultimately increases the tax base. Upon annexation, the City must provide City services such as water and wastewater utilities, police, fire, and waste management. Through the application of land use controls, the City can efficiently provide public services necessary to develop. Expansion of these resources should occur in a planned and sustainable manner to ensure the City has the capacity and fiscal ability to support growth.

Recent changes in State law limit the ability for cities to annex except under certain circumstances. Due to the inability to involuntarily annex, the City must consider how and when it grows. The City should establish a set of growth policies that will guide future growth and determine whether the anticipated growth can be supported.





GROWTH POLICIES

A set of policies should be in place to determine the viability of annexation based on several factors such as economic impact, integrity of future development, and compatibility to planning goals. The following growth policies are intended to create a framework to guide future City expansion.

- A fiscal impact analysis should be conducted to assess the estimated costs of providing municipal services and weigh these costs against the anticipated revenues of each proposed annexation.
- Growth areas should be accessible to public utilities and be developed within three years of annexation.
- Proposed annexation areas should align with the planned expansion of the municipal water, sewer, and roadway infrastructure systems.
- Development agreements should be established for the annexation of areas where annexation is desired but is not possible in the short-term.
- Proposed annexation areas should be compatible with the long-range planning goals of the City.
- Establish an annexation plan with priority areas for development. Consider this plan when determining the viability of a possible annexation.
- Necessary public services such as fire and police protection should have the ability to support proposed annexation areas.





FUTURE LAND USE STRATEGIES

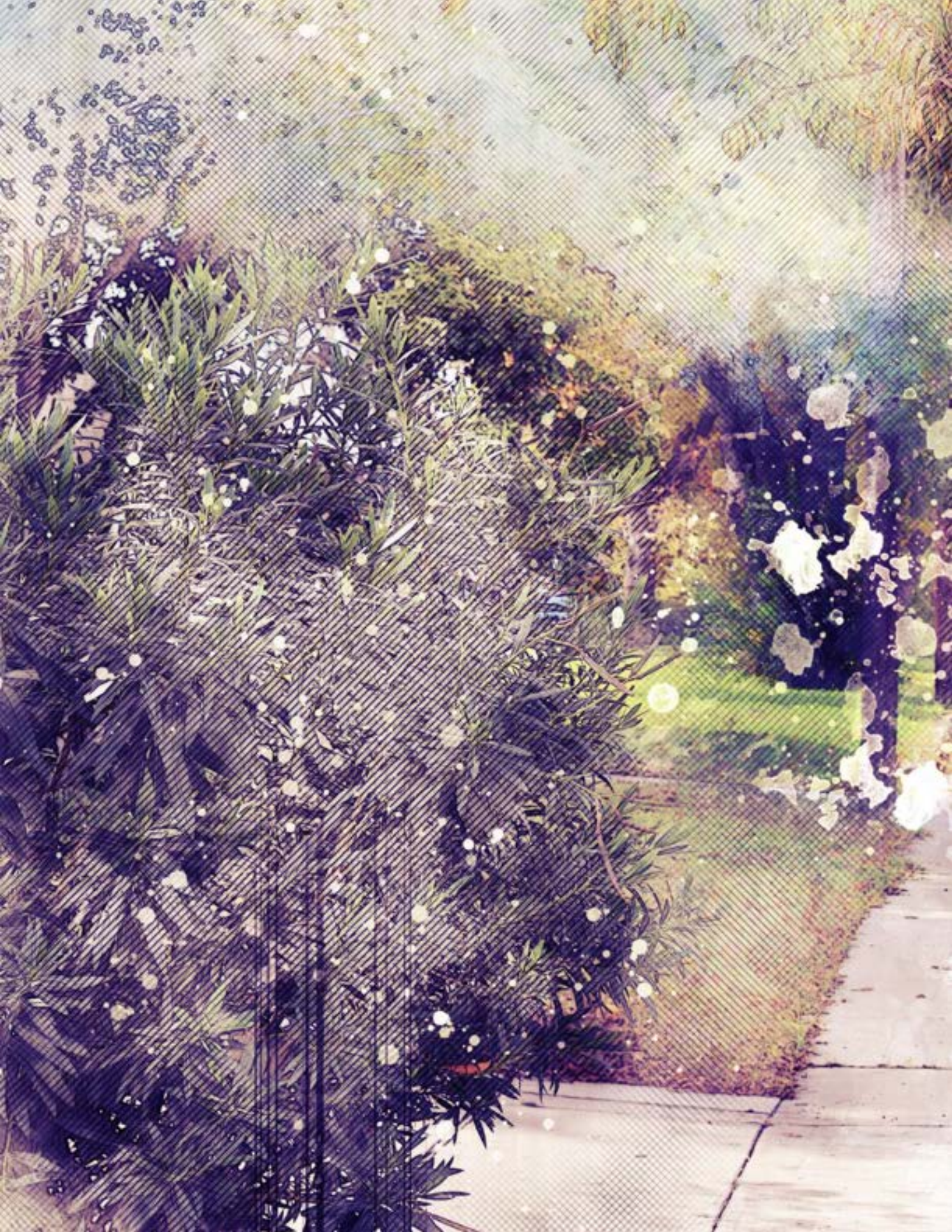
The following are strategies to achieve the recommendations of this chapter.:

- Support the use of Low Impact Development (LID) techniques for site and structure designs; adopt regulations that address environmental sustainability such as tree preservation; and ensure land use regulations support alternative energy generation such as wind power and solar for appropriate developments.
- Match economic incentives with appropriate development projects and partner with private development by ensuring adequate public infrastructure is available for projects that support the City's goals for Special Planning Areas.
- Adopt an overlay zoning district that addresses building placement, quality of materials and landscaping in areas with high visibility and along major highway corridors.
- Create a Small Area Plan program with a methodology and criteria for prioritizing planning areas and applying the strategies and principles of the Comprehensive Plan with a greater degree of detail for a defined area, neighborhood or corridor.
- Develop a diagnostic report that outlines deficiencies and opportunities to align land use regulations with the updated Comprehensive Plan.
- Conduct an annual assessment of zoning and overlay districts to ensure alignment with the Future Land Use Plan and introduce new zoning districts based on Special Planning Areas identified in the Comprehensive Plan.
- Encourage infill and redevelopment within the city limits to utilize existing infrastructure and promote revitalization by offering incentives.
- Support on-going maintenance and investment in redevelopment areas by including a variety of uses and public investment in the form of adequate infrastructure, wayfinding and furnishings (streetscapes) within the public realm.
- Use economic incentives to support redevelopment and recruitment of investment in key commercial locations.
- Coordinate with Mesquite Convention and Visitors Bureau and local sports programs to explore new or expanded opportunities to showcase the City as a destination for sports and entertainment events.
- Prioritize capital projects recommended in the Comprehensive Plan and in adopted Small Area Plans as eligible projects within the CIP when plans are adopted or amended. Establish a methodology for using the Comprehensive Plan to inform the development of the City's CIP ensuring budgetary decisions are addressing the City's long-range vision and goals.
- Facilitate new mixed-use development opportunities for Mesquite.

- Offer and facilitate design charrettes for older commercial development property owners to help provide insight and ideas for property revitalization.
- Perform a market and site analysis on older commercial developments and provide strategies for redevelopment.
- Establish and maintain consistency with a City policy for planned growth in the ETJ to ensure new development can be supported by City infrastructure and services.
- Implement the strategies for the Special Planning Areas identified in the Comprehensive Plan to achieve the vision for each area.
- Encourage the development of various entertainment amenities in the City.
- Update the Comprehensive Plan demographics to reflect the 2020 U.S. Census.



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3 | Housing and Neighborhoods





INTRODUCTION

The neighborhoods in a city heavily influence a community's character. Retail, commercial, and other employment centers provide jobs and the foundation for the economy, while residential areas are where people live, raise families, and invest in private property.

Neighborhood revitalization is a complex issue because it must be respectful of physical structures, but also of the people who reside in them, including their physical and financial abilities to maintain the property's integrity.

The City can contribute to neighborhood revitalization financially and by empowering residents; however, neighborhood stability and integrity ultimately depend on the residents of the neighborhoods themselves.

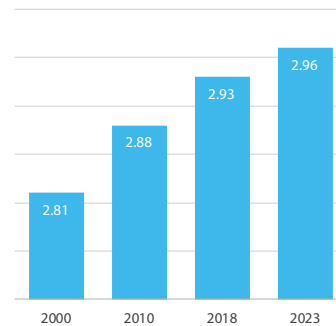


RECENT AND PROJECTED HOUSING TRENDS

HOUSEHOLD SIZE

Household size is important when evaluating future demand for housing types. As shown in Figure 3.1, household size has steadily increased – 2.81 persons per household in 2000 to 2.93 in 2018. By 2023, the expected persons per household could increase to 2.96.

Figure 3.1: Household Size

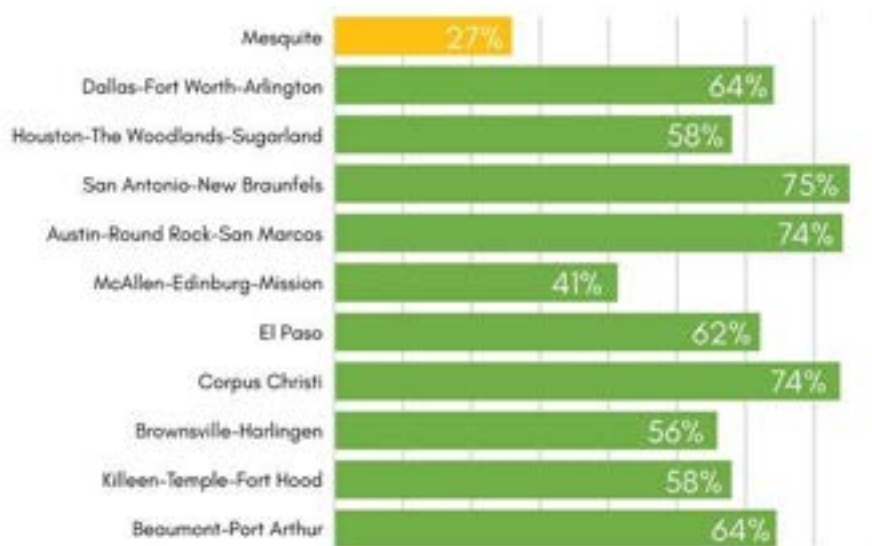


Source: Esri

HOUSING COSTS

Housing affordability is a growing issue across the country. The 2017 median value for owner-occupied homes with mortgages in Mesquite was \$124,400. While this is lower than the statewide median value (\$169,500), home values in the Mesquite area are continuing to rise. Figure 3.2 compares home value increases in the 10 largest metropolitan statistical areas (MSAs) in Texas from 2005 to 2017. As shown, the Dallas-Fort Worth-Arlington MSA tied for the third-highest increase in home values during this period.

Figure 3.2: Increase in Median Home Values by MSA or City (2005-2017)



Source: 2005 and 2017 American Community Survey

OCCUPANCY

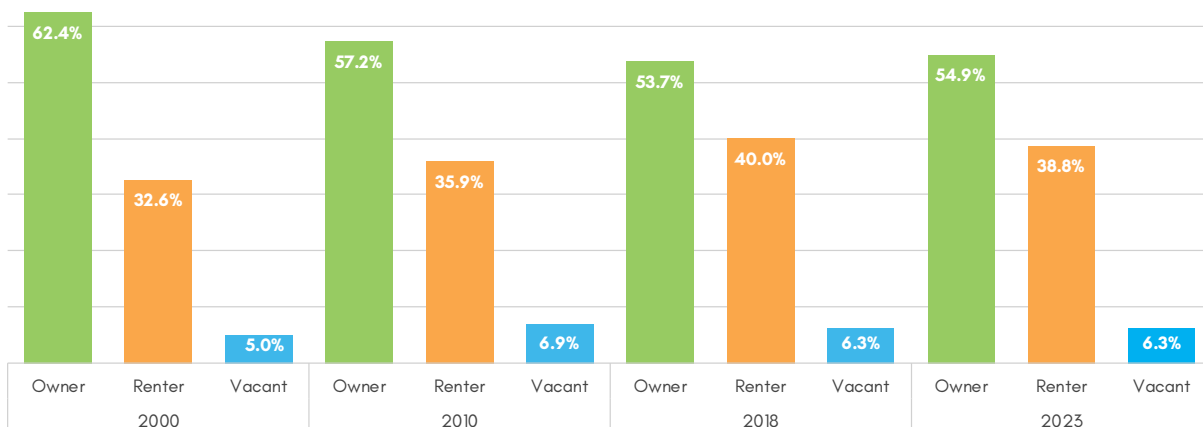
Homeowners typically maintain their housing units at a higher level than renters; therefore, occupancy type is a variable the City should monitor. Map 3.1 depicts changes in owner-occupied units between 2000 and 2010 by Census block group. The red colors represent the overall percentage of units that changed from owner-occupied to renter-occupied during this period (over 10% for the darkest red). Conversely, the blue colors represent units that changed from renter-occupied to owner-occupied. As shown, many of the homes in the older core of the City have transitioned from owner-occupied to renter-occupied.

Map 3.1: Changes in Owner-Occupied Units in Mesquite and Surrounding Area (2000-2010)



Source: Esri

Figure 3.3: Occupancy Rates



Source: Esri



HOUSING AND NEIGHBORHOOD AREAS

Often thought of as the basic geographic unit by which urban residential areas are defined, a “neighborhood” is much more than simply the sum of all homes, public facilities, and infrastructure within a certain area. It is also defined by the sense of “community” and the quality of life enjoyed by the people who live there. Well-designed neighborhoods provide a setting for residents to develop a strong sense of belonging. The form and quality of development can create a distinctive image and identity for Mesquite and each of its unique neighborhood areas.

There are many ways to define a neighborhood. In urban planning, a neighborhood unit is considered to be a geographic area of the community that is predominantly residential in nature, bound by thoroughfares or collector streets or by some other natural or constructed features such as railroads, industrial areas or topographic features. Most of Mesquite’s neighborhoods have developed in this manner and are generally delineated by major thoroughfares. Many neighborhoods are identified by subdivision entry signage but lack a unique identity within the neighborhood. A neighborhood unit should aim to include some park features, be easily served by schools, and have access to convenient shopping and other everyday facilities. The quality and livability of Mesquite’s neighborhoods are integral components of the community’s overall character.

The key to a successful neighborhood is creating a sustainable environment where the ongoing investment in property is supported by public investment in schools, parks and greenbelt areas; opportunities for social interaction; accessibility for pedestrians, bicyclists and vehicles; and distinctive characteristics which give an area a unique identity. Upkeep and maintenance of both private and public property are critical to neighborhood vitality and sustainability. Programs that encourage owner-occupied housing and continued efforts to revitalize aging housing units are also important to the long-term vitality of neighborhoods. In summary, neighborhood vitality may be quantified in terms of the following characteristics:

- The physical condition of housing units;
- Opportunities for social interaction;
- Continued investment in public and private property to stabilize property values;
- High level of owner-occupancy of dwelling units;
- Condition of public facilities and infrastructure serving the area; and
- A sense of “community” and “belonging” among residents.

NEIGHBORHOOD HOUSING CONDITIONS

Eventually, homes can begin to show signs of aging and need more care to ensure they stay well maintained. By analyzing housing conditions, the City can better understand the current state of housing in the City and where to direct revitalization efforts. Map 3.3 on page 85 identifies the general conditions of neighborhoods within Mesquite. This assessment does not apply to every home, but rather the image of the neighborhood. This assessment considers housing condition, yard maintenance, and overall upkeep. The condition ratings generally correlate to the age of the homes in the neighborhood, which is typical for many cities.

The “Preserve” areas are generally the newest construction in the City and have been well-maintained. Roughly 25,310 homes (about 74 percent of homes in Mesquite) fall within this category. Continued preservation and maintenance of these homes is critical to promoting a positive image of the community and retaining affordable housing options.

The “Restore” areas typically experience issues with property maintenance -- both yard and structure. Many of these issues could be resolved through homeowner efforts. About 14 percent (5,390) of homes in the City are within this category.

Many homes in the central core are designated as “Rehab”, meaning some homes may require professional assistance to repair or rehabilitate the structures. Only about 12 percent (3,998) of the houses are in this category. Figure 3.4 on page 84 outlines goals and strategies appropriate for each condition designation.



Preserve Home



Restore Neighborhood



Rehab Home

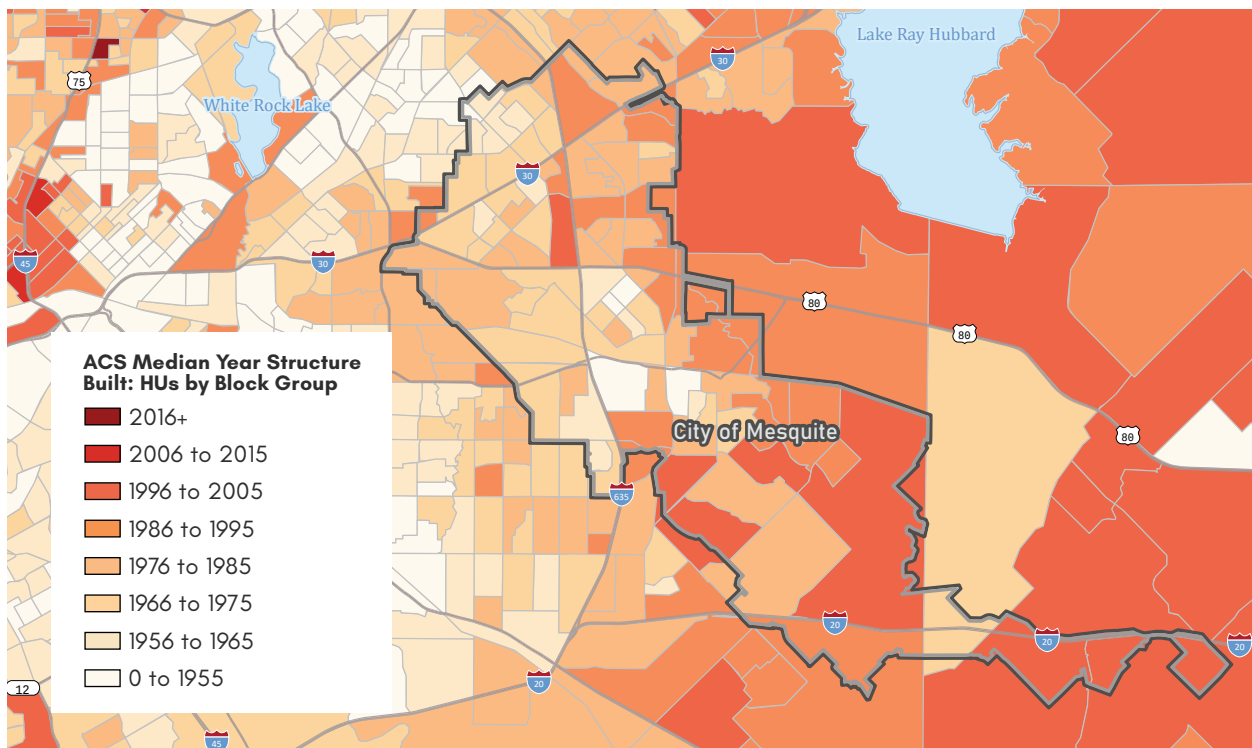


Two essential tools to proactively reduce property distress are code enforcement and property maintenance incentives. Code enforcement helps to keep neighborhoods, corridors, and the overall community well-maintained. Private property investments are protected when the neighborhood and city look their best. An aesthetically pleasing community can be achieved through effective code enforcement. Code enforcement campaigns will publicize particular issues and help the community fairly and equitably address those issues.

It is beneficial to communities when wear and tear issues are addressed quickly. Property maintenance and upkeep are ultimately the responsibility of the property owner, but in certain cases some help is needed to perform repairs. In order to promote vibrant and healthy neighborhoods, the City should provide incentives that help residents improve the exteriors of their property.

Map 3.2 depicts the median year structures that were built by Census block group. The lighter yellows indicate newer construction, while reds indicate older construction. The structure age in Mesquite is consistent with the development pattern of the surrounding areas; development radiated outward from Dallas over time, resulting in newer development around the periphery. Development along the I-635 loop is newer in Mesquite compared to the neighboring cities of Garland and Balch Springs.

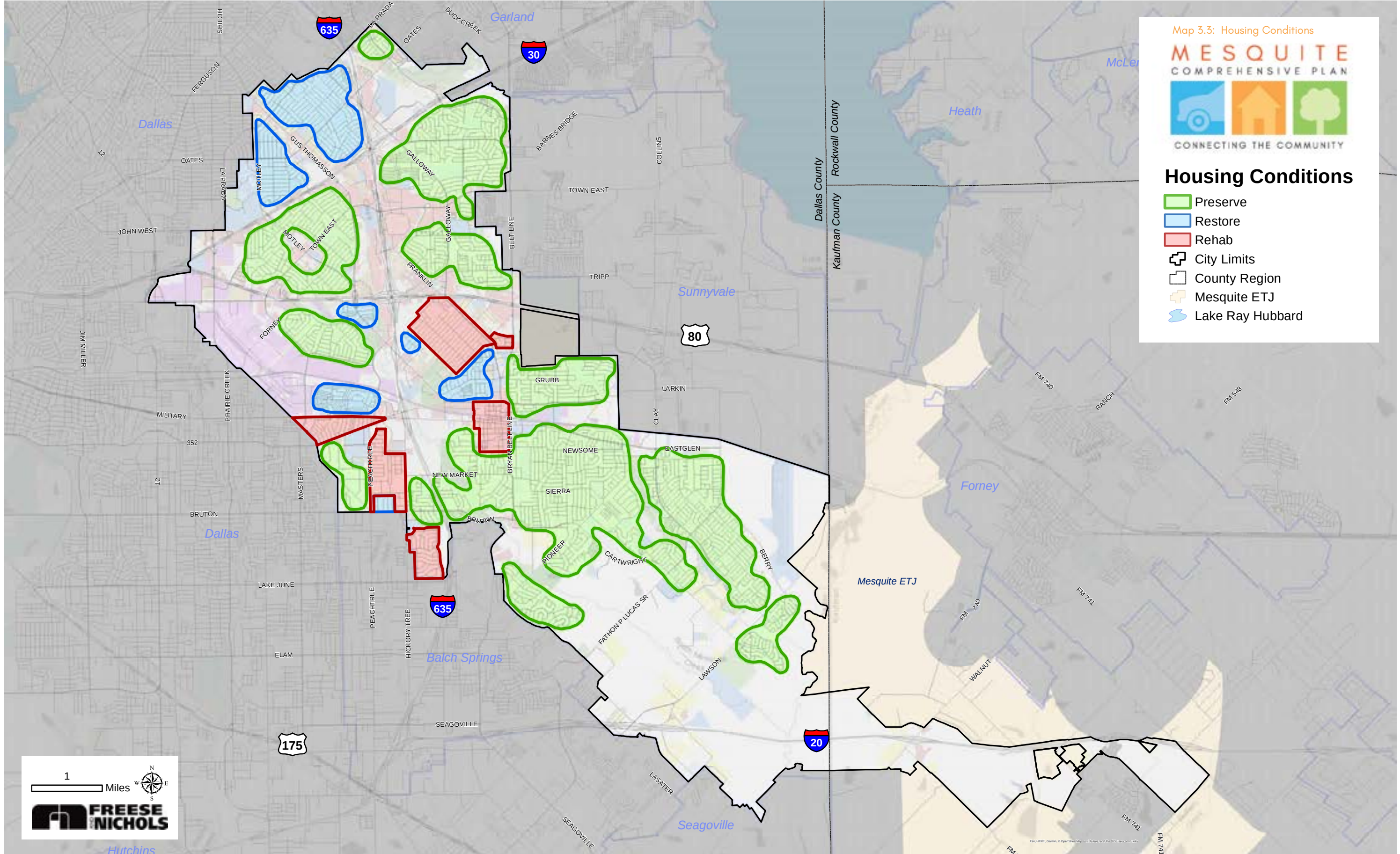
Map 3.2: Median Year Structure Built of Mesquite and Surrounding Area (2012-2016 ACS)



Source: Esri

Figure 3.4: Strategies for Healthy Neighborhoods

Preserve	Restore	Rehabilitate
		
<p>Application: Neighborhoods that are in good health and appearance, generally the newest neighborhoods.</p>	<p>Application: Neighborhoods that are beginning to show signs of wear and tear. The physical structures are in sound condition, but minor exterior improvements may be needed.</p>	<p>Application: Neighborhoods that need significant repair. Structures may exhibit structural problems that can pose as hazards to residents.</p>
<p>Goal: Maintain the current condition to prevent decline, which can begin with minor code violations. Quality, well-designed neighborhoods maintain their value and attract reinvestment long after construction.</p>	<p>Goal: Correct code violations and encourage homeowners to make minor repairs to prevent further decline.</p>	<p>Goal: Encourage homeowners to hire assistance for major repairs, allocate funding for demolitions when necessary, and target redevelopment/infill areas.</p>
<p>Strategies:</p> <ul style="list-style-type: none"> • Code enforcement and compliance • Access to parks and recreation • Neighborhood organizations and homeowners' associations (HOAs) • Quality neighborhood design • Quality building materials • Compatible nonresidential development (prohibiting incompatible uses) • Establishing conservation districts 	<p>Strategies:</p> <ul style="list-style-type: none"> • Code enforcement and compliance • Improvements to existing parks and recreational facilities • Facilitating neighborhood organizations • Neighborhood branding • Housing maintenance programs (grants or events such as Rebuilding Together) • Housing maintenance incentives for minor repairs (rebates or matching funds) • Maintenance assistance (identification of elderly or at-need households) • Establishing conservation districts 	<p>Strategies:</p> <ul style="list-style-type: none"> • Code enforcement and compliance • Significant public investment in parks and quality of life enhancements • Improving neighborhood and community centers and programming • Neighborhood branding • Facilitating neighborhood organizations • Proactive housing demolition • Property acquisition • Infill/redevelopment incentives



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WALKABILITY

Improvements related to bicycling and pedestrians are centered on the connectivity between on-street facilities (bike lanes and sidewalks) and off-street trails. This connectivity is not only about maintaining livability but about users having the ability to safely and efficiently navigate through a given area.

Walk Score is an online tool that measures the walkability of communities by using a walking radius around amenities in various categories. It is a helpful tool because it provides a free benchmark regarding the City's connectivity. Walk Score also factors in the pedestrian friendliness of an area by examining the population density, block length, and intersection density. The City of Mesquite received a score of 36 overall. Scores range from 0 to 100 and are segmented into five types:

- Almost all errands require a car
(Score of 0-24)
- Most errands require a car
(Score of 25-49)
- Some errands can be accomplished on foot
(Score of 50-69)
- Most errands can be accomplished on foot
(Score of 70-89)
- Daily errands do not require a car
(Score of 90-100)

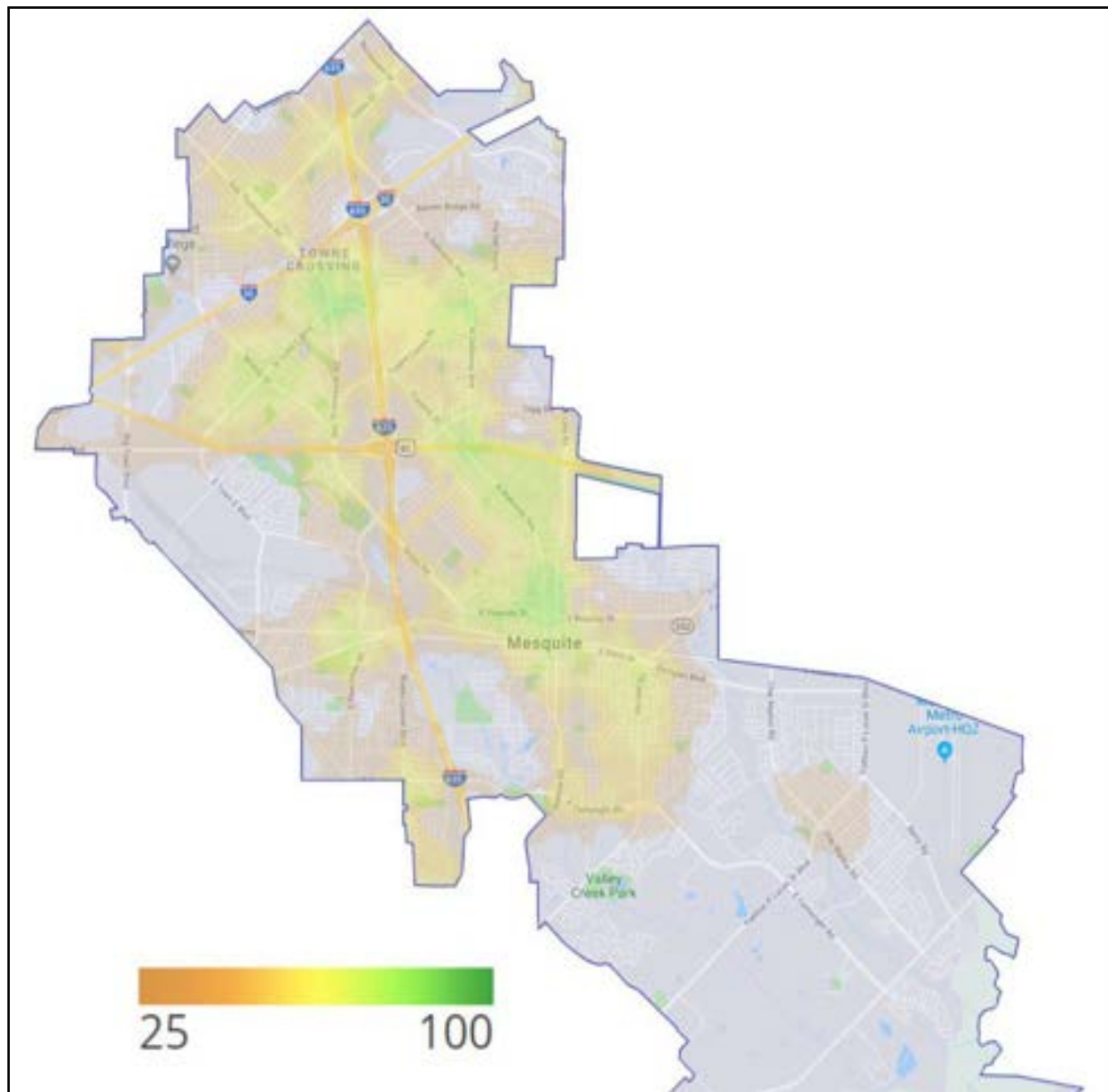
Table 3.1: Neighborhood Walkability

Most Walkable	Least Walkable
Towne Crossing	Falcon's Lair
Downtown	Falcon's Ridge
Town East Estates	Pecan Creek
Centre Place	Ponderosa
Galloway Plaza	Cantura Cove
East Ridge Park	Tealwood
Casa View Heights	Indian Trails

The Walk Score map on page 88 reveals that older areas of Mesquite, such as Downtown Mesquite and the northwestern areas, are more walkable. This can be attributed to their central locations, smaller block design, and mix of land uses. Conversely, newer and more traditional residential areas are less walkable because they are further away from amenities, provide less mixture of land uses, and are separated by busy roadways.

Mesquite has several options to increase its Walk Score. Encouraging amenities closer to neighborhoods, providing ample sidewalks, shortening block lengths in future developments, and making busy roadways safer to cross will all raise the overall score.

Map 3.4: Walk Score Heatmap in Areas



Map shows areas with scores between 25 and 100. Areas closer to a score of 100 are considered more walkable as they are closer to essential amenities. As shown, areas with higher scores in Mesquite are those that are typically more developed.

Source: Walk Score



NEIGHBORHOOD PROGRAMS

EXISTING NEIGHBORHOOD PROGRAMS

There are several programs cities can utilize to enhance or maintain the quality of existing neighborhoods. These programs aim to address different elements that impact the quality of neighborhoods. Mesquite is currently implementing several neighborhood programs that assist with neighborhood improvement initiatives. These programs should continue to be implemented as new programs are introduced. Additionally, existing programs should be regularly evaluated to ensure they are effective in the community. Those programs and services that are not performing well should be reviewed for improvements or elimination. The resources of any program or services eliminated can be used to strengthen or improve other existing services. The following are descriptions of existing neighborhood programs regarding:

- Code Enforcement
- Home Maintenance
- Community Clean-up
- Neighborhood Event Programming

CODE ENFORCEMENT

Code enforcement and compliance is a very effective tool in remedying the nuisances that can negatively impact a community's quality of life and perception. While code enforcement is often only thought of as a reactionary tool, proactive code initiatives can be an easy approach to addressing problems before they start. The existing code enforcement program improves community appearance by ensuring property maintenance standards are in place and followed regarding appearance and safety.

To assist with enforcement, the City offers the ability for citizens to report code violations directly through the City's website. The City also implemented the Code Ambassador Program to enlist citizens to assist with identifying code violations throughout the City. In addition to general code enforcement, the City also has a Rental Inspection Program, which requires single family and duplex rental units to obtain a rental certificate of occupancy to monitor housing conditions. This ensures rental properties are not being neglected by landlords and renters are living in safe conditions.



Example of Proactive Code Compliance



HOME MAINTENANCE

Home maintenance programs offer assistance for minor repairs to existing homes to extend the life of homes and improve the overall appearance of the neighborhood. These types of programs are most beneficial for homes that are substantially sound but in need of minor repairs. Mesquite is currently implementing programs that offer home improvement assistance such as Addressing Mesquite Day, Helping Others in Mesquite Everyday (HOME), and Neighborhood Stabilization Program. Addressing Mesquite Day is a single day event for volunteers to provide home maintenance assistance to the residents of Mesquite.

Similarly, the HOME program provides neighborhood revitalization support from volunteers throughout the year. The Neighborhood Stabilization Program provides home rehabilitation assistance; however, funds are directed for use in specific neighborhoods identified as target neighborhoods. These programs offer home maintenance assistance for low income families and senior citizens that require financial or labor assistance to complete basic maintenance on their homes. These programs utilize volunteers and grants or funding donations to provide supplies to complete work on homes.

COMMUNITY CLEAN-UP STRATEGIES

The City has a responsibility to actively participate in neighborhood revitalization by engaging in partnerships, offering incentives, and making the quality of life improvements, particularly within the core neighborhoods.

Community organizations and religious institutions are an asset when it comes to neighborhood revitalization as they can be directly involved in the neighborhoods in which they are located and can provide teams of volunteers.

By organizing neighborhood improvement days that focus on neighborhoods and individuals in need, these types of volunteer activities help to foster a sense of community by bringing together residents, businesses and organizations for the common good. The Keep Mesquite Beautiful program is a non-profit organization that currently operates in the City.

It is an affiliate of the Keep America Beautiful program and promotes environmental and beautification initiatives in the City. They conduct educational events and organize scheduled clean up activities for organizations in the community. To supplement this effort, the City could identify an annual calendar outlining the clean-up needs and encourage local groups to sign up for an event.





NEIGHBORHOOD EVENT PROGRAMMING

By engaging the community, residents feel pride in where they live and take ownership of their neighborhood. This pride and sense of place commonly results in neighbors helping neighbors to maintain a high-quality appearance. By holding neighborhood gatherings or regular cleanups, neighbors get to know one another and take notice of what is going on in their neighborhood. The following are examples of neighborhood group events taking place in Mesquite:

- **Neighborhood Watch** - Neighborhood watch groups help to deter criminal activity by engaging the community and encouraging them to actively maintain the appearance of their neighborhood. Neighborhood watch groups throughout Mesquite actively participate in a variety of events in their neighborhoods, including block parties and cook-outs to bring the neighborhood together.
- **National Night Out** - As part of the neighborhood watch initiative, National Night Out is an annual community-building campaign that promotes partnerships between police and the community and neighborhood gatherings to make neighborhoods safer, more caring places to live.
- **Neighborhood Groups** - Mesquite encourages neighborhood leaders to organize regular neighborhood events to engage neighbors like block parties, neighborhood meetings, or neighborhood walks. These events allow residents to meet one another, monitor the neighborhood to identify issues, and take ownership of the maintenance within their community.

RECOMMENDED NEIGHBORHOOD INITIATIVES

Although there are numerous programs and initiatives that the City of Mesquite currently utilizes to maintain and enhance existing neighborhoods, it is important to explore other opportunities. Proactive maintenance of existing neighborhoods prevents neighborhood deterioration and aids in revitalization efforts. The following are programs and/or mechanisms the City can implement to ensure neighborhood quality is maintained or improved:

- School District Partnerships
- Ordinance Standards
- Public Improvement Districts (PIDs)
- Financial Incentives
- Neighborhood Enhancement Initiatives

SCHOOL DISTRICT PARTNERSHIPS

A partnership that could prove beneficial to neighborhood maintenance and enhancement includes school districts. Both the City and school districts have an interest in preserving the quality of neighborhoods as they impact both in a significant way. The City can work to identify ways in which to partner with schools to maintain and enhance various neighborhoods. One example commonly implemented in Mesquite is coordinating school facilities with park facilities in neighborhoods. The City can also partner with the school district to develop solutions for traffic congestion and utilizing school facilities for community outreach programs.

ORDINANCE STANDARDS

Graphic depictions help citizens understanding City standards and ordinances that may not be simple to understand in text form. A City's zoning ordinance can be confusing for some to read. It can cause some to be unsure of ordinance requirements, leading to potential code violations. The City currently has a document outlining basic code violations; however, the City should consider implementing a comprehensive graphic manual for its residents. It would allow residents to understand their property's compliance with City standards easily.



Mesquite's Graphical Property Maintenance Brochure



PUBLIC IMPROVEMENT DISTRICTS

Public Improvement Districts (PIDs) are mechanisms utilized by cities and counties across the state to provide services and improvements to specific areas. Property owners within a PID can request additional City services, enhancements, or maintenance for an increase in property taxes. A PID can be created and approved by the City when more than half of all property owners within the specified area agree to the increase property taxes for the additional services.

The City should consider encouraging neighborhoods in need of maintenance or enhancements to utilize PIDs to mitigate issues related to a specific area. Solutions could include increased police presence in areas experiencing significant crime or landscaping enhancements for areas needing beautification efforts.

FINANCIAL INCENTIVES

As stated in the previous section, the City already offers financial incentives relating to the maintenance and enhancement of neighborhoods; however, the addition of more avenues for neighborhood funding could prove to allow Mesquite to remain a resilient community. The following are examples of funding mechanisms the City could implement, or continue to provide, to achieve this:

- **Neighborhood Matching Grant Program** - The City could offer a local grant program to neighborhood organizations in an effort to fund improvements to publicly owned areas near or in neighborhoods. Neighborhood organizations could apply for matching funds to complete enhancements or beautification projects. Examples include landscaping and sidewalk installation.
- **Minor Repair Grant Program** - In many neighborhoods, a primary reason for maintenance decline is because some residents lack the financial resources for minor repairs. Given this, having a local grant program in which minor repairs can be funded by the City is ideal. The City could offer such grants to low-income individuals, with a maximum amount of money awarded for repairs. Residents could have the privilege of not paying back the awarded money given the stipulation that they live in the home for a certain number of years following repairs.
- **Home Purchasing Grant Program** - Often, the most significant barrier to the maintenance and enhancement of a neighborhood is the inability of first-time homebuyers to afford down payments on a new home. It can cause further decline to an area as individuals may not have the ability to live in and contribute to it. The City offers a local grant program that provides a forgivable loan to a first-time homebuyer. If a person's situation changes, like the sale of their home or transfer of title, the loan is due to the City.

NEIGHBORHOOD ENHANCEMENT INITIATIVES

NEIGHBORHOOD ENHANCEMENT SPECIALIST

A neighborhood enhancement specialist is a full-time professional working on behalf of the City, focusing efforts to enhance and preserve existing neighborhoods. Working predominantly at the neighborhood level, neighborhood enhancement specialists provide a resource for a resident to explore alternatives to code enforcement violations, facilitate and offer grants to homeowners, and find state and federal funding for neighborhood-level issues. Additionally, these professionals act as organizers for neighborhood events to increase the sense of community in a given area.

The City should consider employing a neighborhood enhancement specialist in the Neighborhood Services Department. It would ensure that goals related to neighborhood enhancements and maintenance, outlined in this plan, are addressed, and that funding is available to assist in neighborhood improvements.

CONSERVATION DISTRICTS

Conservation districts are zoning tools implemented by cities to help preserve various characteristics of a specific area. This tool concentrates primarily on the preservation of architectural styles, the heights of buildings, overall densities, and setback guidelines, allowing for unique characteristics to existing development regardless of the amount of redevelopment that may occur.

Often, historic districts and conservation districts are viewed as the same. Although conservation districts and historic districts are similar in what they aim to achieve, there are distinct differences. Historic districts look to preserve historic structures in the way they were initially built, focusing on the preservation of materials, colors, and styles. Conservation districts focus on maintaining specific dimensional and development standards of a neighborhood. As opposed to the lengthy review process typical for historic districts, conservation districts can be administered by the Planning Department, and requests can be reviewed and approved by City staff.

The City of Mesquite should consider implementing conservation districts to preserve the existing character of identified neighborhoods. Through this tool, the City can make sure that, as growth continues, redevelopment will not have a significant impact on these areas.



Existing Home in Mesquite



GRANTS AND RESOURCES

Table 3.2 outlines grants and other possible resources that may be desirable to the City, local developers, and homeowners to support affordable housing in Mesquite. The City should evaluate these options to determine which resources may be appropriate for Mesquite.

Table 3.2: Grants and Resources for Affordable Housing Options and Improvements

Affordable Communities of Texas
<p>The Affordable Communities of Texas (ACT) program is a statewide land banking/land trust initiative targeted at local nonprofit and government agencies. Blending land banking strategies with local housing knowledge, the Texas State Affordable Housing Corporation (TSAHC) has developed partnerships with more than 25 local housing nonprofit and government entities to combine expertise in acquiring land and foreclosed properties with expertise in community development and neighborhood stabilization. This act offers the following services:</p> <ul style="list-style-type: none"> • Exclusive access to “First Look” foreclosure listings from more than 10 national financial institutions and mortgage services • Access to construction lines of credit for neighborhood stabilization efforts • Lower holding costs through our land banking services, and potentially long-term tax-exemption under our ACT land trust • Technical assistance with development planning and financial modeling <p><i>Source: http://www.tsahc.org/developers-property-managers/act</i></p>
Homes for Texas Heroes Program
<p>TSAHC provides home buyer assistance specifically for teachers, police officers, correctional officers, fire fighters, EMS personnel, and veterans meeting certain income requirements. These professionals have dedicated their lives to the welfare of Texas families, and this program helps them to buy a home in the communities they have worked so hard to protect.</p> <p><i>Source: http://www.tsahc.org/homebuyers-renters/homes-for-texas-heroes-program</i></p>
The National Housing Trust Fund
<p>An affordable housing production program that will complement existing federal, state and local efforts to increase and preserve the supply of decent, safe, and sanitary affordable housing for extremely low- and very low-income households, including homeless families. HTF supports the acquisition, new construction, or reconstruction of rental units for extremely low-income families or families with incomes below the poverty line, whichever is greater.</p>
Fair Housing Initiative Program (FHIP)
<p>Federal program administered by the Fair Housing and Equal Opportunity Office; allocates funds on a competitive/discretionary basis; generally, there is no requirement for matching funds on the part of the recipient.</p>

TDHCA Housing Tax Credit Program
<p>The Housing Tax Credit program is one of the primary means of directing private capital toward the development and preservation of affordable rental housing for low-income households. The HTC program funds the development of affordable multifamily rental properties or rehabilitation of existing properties that are willing to maintain affordable rents for an extended period of time. Private for-profit and nonprofit multifamily housing developers are eligible to participate.</p> <p>After the property is developed by the applicant, the applicant will affirmatively market the property in the surrounding community. Tenants earning up to 60% of the area median family income for the area for their household size and who meet the screening and eligibility restrictions of the property may qualify for a reduced rent unit.</p> <p><i>Source: https://www.tdhca.state.tx.us/multifamily/housing-tax-credits-9pct/index.htm</i></p>
Fair Housing Initiative Program (FHIP)
<p>Federal program administered by the Fair Housing and Equal Opportunity Office; allocates funds on a competitive/discretionary basis; generally, there is no requirement for matching funds on the part of the recipient.</p>
Community Development Block Grant (CDBG)
<p>Federal, state, and county program administered by the Community Planning and Development Office (a department of HUD). The program allocates funding on a formula/entitlement basis and funds activities directed toward neighborhood revitalization, economic development and the provision of improved community facilities and services. Participation can be through funds allocated by the state or county with generally no requirement for matching funds on the part of the receiver. CDBG funding is variable, depending on federal government allocations.</p>
HOME Investment Partnerships Program
<p>Federal, state, county, and local program administered by the Community Planning and Development Office (a department of HUD). The program allocates funds on a formula/entitlement basis and funding may be used for a variety of activities including housing rehabilitation, tenant-based rental assistance, assistance to homebuyers, acquisition of housing, new construction of housing, site acquisition, site improvements, demolition and relocation. There is typically a matching funds requirement on the part of the receiver equal to 25 percent of the total grant amount.</p>
Neighborhood Initiatives Grant
<p>Federal, state, county and local program administered by the Community Planning and Development Office (a department of HUD). The program allocates funds on a competitive/discretionary basis; generally, there is no requirement for matching funds on the part of the recipient.</p>



DEVELOPMENT GUIDELINES

As mentioned earlier, there are several factors that determine how neighborhoods develop and how they age. In Mesquite, the major thoroughfare network, nonresidential areas, and other physical features played a part in crafting the neighborhoods. As the City continues to grow and new residential neighborhoods are introduced, it is generally in the public interests to maintain the highest possible housing quality and environmental character throughout the City. Cooperative action by property owners, tenants, landlords, the municipality, and others will be required to maintain and upgrade the quality of housing within Mesquite. The following are considerations that should be made for residential development to ensure existing neighborhoods are maintained, new developments are sustainable, and a variety of housing options are available.

NEIGHBORHOOD DESIGN

Neighborhood design uses various design principles to create neighborhoods that are more walkable, inviting, easy-to-navigate, and accessible to needed resources. While design principles can be incorporated in both existing and future neighborhoods, implementation in new areas may be easier than retrofitting existing. Neighborhood design principles include:

- **Walkable Size** - A neighborhood should have short walkable blocks. The greater amount of intersections allows for greater connectivity throughout the neighborhood. Long roadway sections and cul-de-sacs should be avoided.
- **Housing Variety** - There should be a variety of housing types to accommodate residents in multiple stages of their life, such as single professionals, young families, and empty nesters.
- **Focal Point** - A focal point represents the center of the neighborhood, anchors the surrounding area and often serves as a gathering place such as a school, park, or library.
- **Parks and Open Space** - Parks and open spaces provide residents with areas for recreation and to gather. Natural areas should be preserved and utilized as an amenity when located in a neighborhood.
- **Connectivity** - Access between residential and nonresidential areas should be maintained to allow for nonvehicular connectivity. This reduces the need for vehicular trips and allows better access to commercial areas. Barriers between land use should provide for pedestrian movement.
- **Variety of Uses** - While land uses can remain separate; neighborhood retail should be located within proximity of residential neighborhoods for easy access.

EXISTING NEIGHBORHOODS

Future residential growth within Mesquite will result in new areas of residential construction, as well as improvements to vacant lots and tracts within presently developed areas. The City should continue to encourage the maintenance of existing residential neighborhoods through the implementation of existing neighborhood improvement programs and initiatives. The quality of existing neighborhoods will need to be maintained to provide housing options for future generations as current residents transition to new homes. The proper application of the City's zoning and subdivision regulations, building codes and minimum housing standards, as well as the encouragement of suitable housing and neighborhood design, will result in neighborhoods of lasting value within a favorable and sustainable physical environment.

FUTURE NEIGHBORHOODS

The standards for new housing improvements should be maintained at a level where it will not be necessary to require corrective housing strategies other than to encourage proper maintenance of the structures and the preservation of neighborhood amenities. As new residential subdivisions are proposed, the City should take careful consideration of the different elements that make up a neighborhood that were mentioned previously, like parks, schools, and access to retail. Promoting good home maintenance practices for new homeowners will reduce the need for corrective housing strategies and reactive home repairs in the future. All land subject to development guidance by the City at the time of any zoning change approval provides a basis for initiating good neighborhood design and helping to ensure the continuity and quality of the neighborhood.





HOUSING AND NEIGHBORHOODS STRATEGIES

The following are strategies to achieve the recommendations of this chapter.:

- Review federal, state and private grant programs to identify opportunities to create additional neighborhood revitalization programs.
- Continue to maintain a variety of housing types and densities to ensure diverse housing choices for a variety of income levels.
- Continue to implement programs to improve or maintain the quality of existing neighborhoods and initiate the implementation of new programs as needed.
- Encourage the inclusion of parks, commercial, and social connections in new residential developments to increase neighborhood longevity and reduce maintenance issues.
- Create and maintain a database of neighborhood conditions to better direct funding resources for housing and neighborhood improvement.
- Reinstate the development of neighborhood plans and identify new neighborhoods to be studied to ensure continuous improvements and neighborhood vitality.
- Evaluate the effectiveness of community services that are associated with quality of life such as transportation, housing programs, parks, and recreation, etc. to make any necessary improvements.
- Work with residential developers to determine options and possible incentives to encourage a range of residential choices.
- Encourage residential developers to design subdivisions to incorporate the character that enhances Mesquite's community theme through education and possible incentives.
- Develop a Neighborhood Association Program to create a forum to discuss neighborhood issues and opportunities with neighborhood representatives.
- Implement neighborhood enhancement initiatives to help facilitate and improve neighborhood quality.
- Initiate the creation of conservation districts to preserve existing neighborhoods in areas identified for preservation.



4

Mobility and Circulation



CONNECTIVITY

Vehicular and pedestrian networks make up some of the most visible and permanent elements of a community. Along with the Future Land Use Plan, they help to establish the framework from which growth and development can occur. Therefore, Mesquite needs to continue to evaluate existing networks for planning purposes. Although the City's transportation network is relatively set, it is paramount that there is an understanding of existing conditions and future opportunities in order to further enhance and maintain the quality-of-life for residents. Overall, the purpose of this chapter is to:

- Identify existing mobility networks and amenities.
- Review the existing Thoroughfare Plan.
- Identify multimodal amenities that might enhance existing networks.
- Identify and consider state and regional entities that affect Mesquite's vehicular and pedestrian networks.



Neighborhood Street in Mesquite



Rodeo Center Boulevard



DeBusk Park



EXISTING NETWORKS AND AMENITIES

Understanding the existing conditions of the vehicular and pedestrian networks is important to find opportunities to improve them. The current vehicular network in Mesquite is extensive, consisting of four major freeways. I-635 cuts through the heart of Mesquite, allowing for optimal north-south movement. Going east-west, I-30 and US 80 provide vehicular mobility at the northern extents, while I-20 travels through the City at its southern extents. Many arterial and collector roadways span the City, with the highest concentration of the roadway network being in the northern portion.

The City of Mesquite has the beginnings of a trail network that aims to connect every part of the City. With over 10 miles of park trails, Mesquite recently developed the Mesquite Heritage Trail. Roughly 4.25 miles in length, the trail is made up of concrete sidewalks that connect residents to a variety of amenities. Residents can walk or bike to schools, recreation centers, sports fields, shops and other destinations throughout the community.

Public transit amenities currently available in Mesquite include STAR Transit. STAR Transit is a public bus transportation service with on demand routes located in the City.



US Highway 80



Mesquite Heritage Trail



STAR Transit

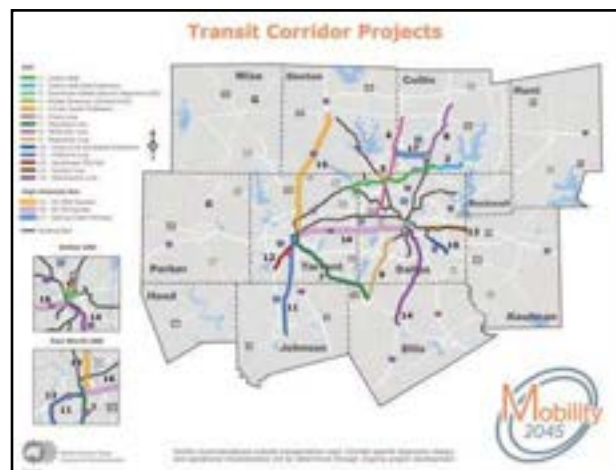
REGIONAL PLANS

The City of Mesquite is included within the 16-county region of the North Central Texas Council of Governments (NCTCOG); a voluntary and non-binding association established to “assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development.” NCTCOG is the predominant regional planning body in North Texas - conducting research, studies, and regional plans related to transportation, environmental sustainability, and growth management. Much of what NCTCOG focuses on relates to the future rapid growth expected for North Texas.

MOBILITY 2045

Mobility 2045, adopted in June of 2018, is NCTCOG’s newest transportation plan. In addition to planning for a range of future transportation needs, Mobility 2045 provides projections for future population growth and distribution. Due to Mesquite’s location in North Texas, several transportation topics are addressed in Mobility 2045 that potentially impact the City.

Map 4.1: Mobility 2045 Recommendations





ROADWAY RECOMMENDATIONS

Mobility 2045 recommends future roadway improvements and additions to various areas in North Texas. In Mesquite, additional freeway capacity has been identified on US 80 and I-30. As discussed later in this chapter, NCTCOG has recommended extending SH 190 to I-20. It is crucial that the City continue to monitor projects relating to these recommendations as they can spur more growth and development within the community.

REGIONAL VELOWEB

The Regional Veloweb is a network of non-vehicular paths designed for bicyclists, pedestrians, and other non-motorized forms of transportation. Included in Mobility 2045, NCTCOG is acting as a coordinator to support the idea of a continuous network of trails from Dallas to Fort Worth. Currently, the network includes approximately 1,884 miles of shared-use paths in various stages of development. Moving forward, it is recommended that the City of Mesquite coordinate closely with NCTCOG and surrounding communities to explore options to further this initiative and make improvements related to the network located in the City.

FUTURE GROWTH

Within the Mobility 2045 plan, NCTCOG projected the growth of each county within its jurisdiction. Within Dallas County and Kaufman County, populations are expected to increase significantly. Based on this information, Mesquite should continue to prepare for potential growth in the following decades through the implementation of more planning initiatives relating to their vehicular and pedestrian networks.

Table 4.1: NCTCOG 2045 Population Projections

County	2017 Population	2045 Population	Growth	Percent Growth
Collin	951,795	1,689,168	737,373	77%
Dallas	2,600,408	3,445,204	844,796	32%
Denton	804,395	1,346,316	541,920	67%
Ellis	163,695	300,945	137,259	84%
Hood	55,034	85,738	30,704	56%
Hunt	87,279	134,291	47,012	54%
Johnson	158,683	262,865	104,182	66%
Kaufman	114,741	224,203	109,462	95%
Parker	123,181	206,813	83,632	68%
Rockwall	93,430	181,560	88,103	94%
Tarrant	2,020,278	3,263,622	1,243,344	62%
Wise	62,588	105,797	43,209	69%
Totals	7,235,508	11,246,508	4,011,023	55%

TEXAS DEPARTMENT OF TRANSPORTATION

The Texas Department of Transportation (TxDOT) is the government agency responsible for the construction and maintenance of the state highway system. Several state-maintained roadways run through the City. Therefore Mesquite must monitor the various state projects that could potentially affect its residents.

Mesquite has thirty-six projects underway or expected to occur in the next ten years. The TxDOT anticipated projects in the City totaling nearly three billion dollars include:

- Full depth concrete pavement repair on I-30
- Landscaping enhancements on SH 352
- Repair of US 80
- Addition of new lanes on US 80
- Reconstruction of I-635 (US 75 to I-30)

Although not identified on TxDOT's website, there have been discussions regarding extending SH 190 through Mesquite and connecting to I-20. It has been planned by the City through the recent adoption of the Thoroughfare Plan. Mesquite should continue to monitor this project to align Thoroughfare Plan goals with potential growth.

Table 4.2: TxDOT Projects in Mesquite, TX

Phase	Projects	Estimated Cost
Construction underway or begins soon	16	\$66,513,616
Construction begins within 4 years	10	\$697,676,302
Construction begins in 5 to 10 years	10	\$1,997,492,284
Corridor Studies, construction in 10+ years	2	\$85,500,000
Totals	38	\$2,847,182,202

Map 4.2: TxDOT Projects in Mesquite, TX



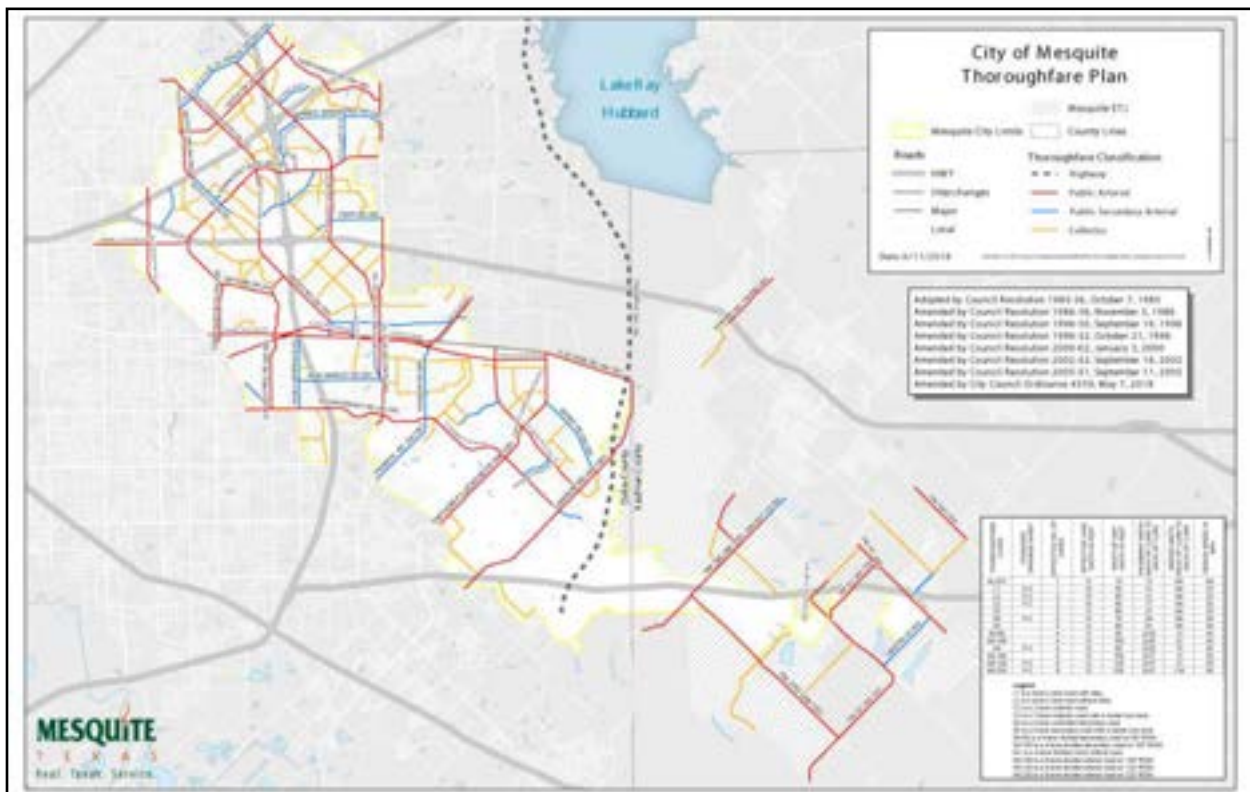


THOROUGHFARE PLAN

In 2018, the City of Mesquite adopted its most recent Thoroughfare Plan - a long-range document that identifies the location and type of roadway facilities that are needed to meet projected long-term growth within a community. In the future, this plan must be taken into consideration regarding the mobility network.

Within the plan, there are relevant items to note. First, many of the roads that constitute the primary forms of vehicular connectivity in the southern portion of the City will be expanded significantly. For example, Faithon P. Lucas Sr. Boulevard will eventually be expanded from a two-lane roadway to a four-lane roadway. Additionally, roads within the ETJ will be expanded significantly depending on whether the City annexes land in their jurisdiction. For example, FM 740 is planned for expansion to an arterial roadway with six lanes, allowing potential residents convenient access to I-20.

Map 4.3: City of Mesquite Thoroughfare Plan





NETWORK RECOMMENDATIONS

In any community, it is important to proactively look at the current conditions to understand if there are elements that can be improved. Mesquite's mobility network is robust and multi-faceted—comprising many levels of trails and roadways. This section analyzes the existing mobility network and amenities and identifies potential improvements to increase connectivity.

BIKE AND PEDESTRIAN FACILITIES

Often, bike and pedestrian facilities are only seen for their environmental and recreational benefits. Contrary to that idea, there are numerous benefits that a community can experience from having robust facilities. Benefits include, but are not limited to:

- Increased health of a community's residents
- Increased options for alternative forms of transportation
- Conservation of natural landscapes and animal habitat
- Increased opportunity to attract businesses, thereby increasing the economy
- Increased sense of community identity

TRINITY POINTE

The existing trail network in Mesquite is one that has followed development and demand. This has led to a concentration of trails in the northern portion of the City where most development has occurred. In recent years, the City of Mesquite's Economic Development Department has encouraged the development of the I-20 corridor, coining the area Trinity Pointe. As Trinity Pointe begins to develop, the City should consider adding trail connections that span the entirety of Mesquite's jurisdiction. More specifically, the City should evaluate opportunities to add trails in the floodplain, which is currently more common in the southern portion of the City. In doing so, residents of Trinity Pointe and the greater community could utilize the trail as an avenue to reach amenities not found in their neighborhoods.





SIDEWALK ENHANCEMENTS

A vital part of a successful pedestrian network is the implementation of good sidewalks. The City currently requires sidewalks to be a minimum of five feet if set back from the curb and a minimum of six feet if at the curb face. This meets the requirements set forth by the Americans with Disabilities Act (ADA). By increasing the width of sidewalks, people with disabilities can be better accommodated and pedestrians can feel safer as they travel.

It is recommended that, with new development, the City encourage or require developers to incorporate trails that are connected to the existing network. In recent years, master-planned communities have grown in popularity. As the City receives offers relating to such development in places like Trinity Pointe, it is recommended that trails be established that connect to Mesquite's more extensive trail network.

BIKE ENHANCEMENTS

The City has several trails and roadway facilities that accommodate bicycles. Where these exist, the City should ensure that bike lane striping is clear and visible. Additionally, the City should explore ways to add additional bike lanes where demand is located. More specifically, the City should explore ways to connect to the Mesquite Heritage Trail to create continuity in the bike network.



Sidewalk Near Vanston Swimming Pool



Mesquite Heritage Trail



Neighborhood with Trail-like Amenities



Bike Lane Striping

TRANSPORTATION ALTERNATIVES

The City should explore opportunities to alternative transportation options like a circulator system or mobility on demand into the public transit network.

CIRCULATOR SYSTEM

Circulator systems are bus networks that travel on a fixed route to major points within a community. With the implementation of this system, the City could allow for underserved residents to enjoy amenities they would otherwise not be able to. Furthermore, during community events, residents could have the option to utilize the service as opposed to searching for parking.

Such a service can be provided by the City or by a private company. The City should explore the viability of providing a circulator system to residents and explore opportunities relating to contracting for this service.



Example of Circulator System in Georgetown, TX

MOBILITY ON DEMAND

Mobility on demand is a new approach that leverages mobility concepts that use technology to provide flexible transportation options such as bike- and car-sharing systems, and demand-responsive bus services to allow for a more traveler-centric transportation system. By using an on-demand bus service, there is greater access to transit service, and users receive a more efficient traveling experience. This type of system can also result in more efficient use of resources by having more direct trips as opposed to standard routes. The City is currently exploring options to implement on-demand services in the future.



Technology is Utilized for Mobility on Demand



MOBILITY AND CIRCULATION STRATEGIES

The following are strategies to achieve the recommendations of this chapter:

- Keep local plans and policies current with regional transportation efforts to ensure continuous collaboration and opportunities for funding and partnership opportunities.
- Adjust the Parks and Trails Master Plan to support trail connections and appropriate parks facilities to serve and connect to neighborhoods, areas of high-density developments and destinations identified on the Future Land Use Plan.
- Coordinate roadway improvements to address any improvements needed to trails, sidewalks, stormwater systems or underground utilities (water, sewer) at the time a roadway is being improved, rehabilitated or built to reduce disruption of the roadway for different improvements or repairs.
- Maintain existing transit service programs and explore opportunities to expand or improve services most efficiently to serve the customers of Mesquite.
- Explore opportunities to implement additional transportation options to provide connectivity and accessibility to major points of interest within the City.
- Promote trail usage by expanding connections to destinations, neighborhoods, schools and employment centers and by keeping trails in good condition.
- Implement special design guidelines, amenities, intersection treatments, and gateway demarcations along major corridors.
- Conduct a sidewalk assessment study and implement the highest priority needs.
- Coordinate future pedestrian routes with existing park and trail planning efforts.
- Continue to monitor and explore transportation funding grants and partnerships, such as Safe Routes to School Program.
- Identify ideal locations and implement sidewalks along key local streets and all collector and arterial streets leading from neighborhoods to all parks and trails within a one-half mile walking distance.



5

Community Design and Character





COMMUNITY CHARACTER

A community's character leaves an impression on residents and visitors through the development and maintenance of distinctive and attractive image-making. The City's identity is created amongst residents and the people that serve them—helping facilitate community pride. By implementing a variety of methods to help maintain and enhance community character, Mesquite can set itself apart from other communities.

While the word “character” is broad and encompassing, a variety of design recommendations and guidelines can be implemented to ensure the City is leaving a positive impression on residents and visitors. Design recommendations and guidelines to help achieve community character include, but are not limited to:

- Streetscape design,
- Gateway installations,
- Landscape enhancements,
- Development standards, and
- Corridor design.

Mesquite understands and recognizes the importance of image and placemaking. In recent years, the City has helped foster the investment of public and private investment into areas such as historic Downtown Mesquite and the Rodeo Area. The revitalization of the City's downtown core is one of many examples of efforts to help maintain and enhance the character of Mesquite.



Mesquite Rodeo Statue



MESQUITE'S ASSETS

A city's character is often built on its current assets. Mesquite is known as a family-friendly community with a rich history. The City is fortunate to have a historic downtown with some buildings still intact. The City has recognized the asset and has invested in it through historic preservation and revitalization. Plans for the revitalization of Downtown Mesquite are currently underway and will benefit its continued growth.

As the home of the Mesquite Championship Rodeo facility, Mesquite is known as the "Rodeo Capital of Texas". This has long been an iconic establishment within the City, drawing visitors from the surrounding region to experience rodeo events. New development will reinvigorate the rodeo area and bring new economic investment.

Mesquite has a significant amount of parks and open space. Many of the parks and trails follow the creeks and floodways running throughout the City, providing ample opportunities for sports and outdoor activities. Passive and active parks are evident throughout, promoting a healthy lifestyle for residents and attracting visitors from the surrounding region. While most parks serve as focal points for recreational activity, others such as Freedom Park and the Opal Lawrence Historical Park celebrate and honor the past.

Cultural elements like historic sites and public art promote education and the arts. Historic Mesquite, Inc. works to preserve Mesquite's history and provide education programs to the public. Art installations around the City feature local artists and help to beautify Mesquite.



Downtown Mesquite Retail



Mesquite Championship Rodeo Arena Sign



Freedom Park



COMMUNITY IMAGE

The image a city portrays has a significant influence on the character of the community. What people see is what shapes their perception of the city. While many aspects of a city impact perception, the largest factor is the appearance of the community. Appearance has a unique influence on how people experience a space by the materials used, the public space incorporated and how inviting a place is. Having a single cohesive design across a city, perpetuates a single image and signal to visitors that they have entered a special place. There are some obstacles to creating a cohesive image like individual property owners, financial constraints, and physical barriers, but through development standards and branding strategies the City can promote their image. As Mesquite continues to develop, the City will need to focus on four main components that impact community image:

- Gateways
- Corridors
- Special Districts
- Neighborhoods



GATEWAYS

The main entrances of cities provide visitors with their first impressions. These gateways provide a statement about the City and shape the perception of visitors to that place—one that encompasses its history, values and interests. Gateway signage/landmarks can be designed to a variety of scales to accommodate specific locations, traffic volumes and traffic speeds along a corridor, as well as communicate important information about the area. They are not necessarily limited to a single sign or element, but can also encompass an entire node or intersection. Major gateways are typically located along freeways and major intersections; ideally these would be located at each entrance to the City along the major highways of I-635, I-30, I-20, and US 80.

CORRIDORS

Corridors are important routes through the City that provide circulation and connectivity such as highways and major thoroughfares. These areas typically see the largest amount of traffic and therefore special attention must be paid to create development along corridors to reflect an attractive and inviting presence. The appearance of corridors is important because most of the commercial development in the City is typically located in these areas. Major corridors through Mesquite include each of the highways, Galloway Avenue, Main Street and Davis Street, Town East Boulevard, Gus Thomasson Road, and Cartwright Road. Development along these corridors should involve improved streetscape, high quality building materials, and enhanced landscaping.

SPECIAL DISTRICTS

Special districts in the City provide a unique opportunity for branding and economic development. Special districts draw visitors who want to experience the character or features of that place. Downtown Mesquite, the Rodeo area, Town East Mall area, and Trinity Pointe are examples of areas within the City that would be considered special districts that deserve special signage and design components that set them apart from other parts of the City. By incorporating special streetscape elements, signage, paving, or building materials, these areas are able to create a sense of place that reflects the character of the area and builds a unique experience within the district.

NEIGHBORHOODS

As discussed previously, neighborhoods are made up of different elements that make them unique. By incorporating special design elements such as signage, branding, or landscaping, neighborhoods establish a unique identity and build community pride. In some cases, neighborhoods can be designated as special districts with special design standards, giving the neighborhood a unique feel, as well as help maintain the quality of the areas.

IMAGE MANAGEMENT AND ENHANCEMENT

The images that make up a community are what predominantly influence its character to residents and visitors. Although there are a number of uncontrollable factors that might affect this, there are numerous design elements that can be utilized by the City to help nurture positive image making—thereby creating good character throughout the community. Positive image making includes the aesthetic quality of landscaping, building facades, signage, and pedestrian amenities.

It is also important to realize and understand asset management in regard to image making. When enhancing various aspects of a community, it is important for the City to recognize that there is an expectation to manage those new assets. Otherwise, the character of such assets and the community may diminish over time due to neglect. This section outlines design elements the City can utilize to ensure quality images are being created throughout the community.



Gazebo in Downtown Mesquite



SIGNAGE AND BRANDING

BRANDING

A city symbol and slogan located on city sponsored signage and public spaces perpetuate a brand. It can be incorporated in gateway signage, street signs, district flags and other opportunities. Mesquite has been proactive in their branding efforts in areas like Downtown Mesquite and Town East Boulevard. Mesquite should continue to encourage lighting fixtures, stone, and landscaping features associated with new development. In many cases, public art and branding are not mutually exclusive. Unique art displays along roadways and in public parks, such as the Art Around Town program, make art more accessible to all residents, as well as enhance roadsides, pedestrian corridors and community gateways. Art imagery is sometimes associated with a community and becomes a significant brand.



City Branding

WAYFINDING SIGNAGE

Wayfinding signage in a city involves a mix of images, monuments, and physical signs to establish where you are. Strategically placed signage for both pedestrian and vehicular use allows for maximum visibility and utilization. The design of signage throughout the City should maintain consistency; however, it is not required to only include directional signage, but also roadway and gateway signage. Unique, yet complementary signage design tailored to each district is an option as opposed to uniform signage across the City.



Example of Wayfinding Signage

GATEWAYS

Gateways are features or streetscape elements that help orient visitors to the area and help signify an entrance to the City. There are two primary classes of gateways—major and minor gateways.

Major gateways are those features or elements located on major thoroughfares such as interstate highways. Due to the high speeds at which vehicles are traveling, major gateways are typically larger in scale and contain designs that allow travelers to understand they are entering Mesquite. Typical features include, but are not limited to, monuments up to 70 feet in height, enhanced landscaping features, and water features. Map 5.1: Gateways, shows existing and proposed locations for future gateways. Currently, the City has major gateways located along northbound I-635 near the Mesquite Rodeo and westbound I-30 at Northwest Highway. Key locations for recommended major gateways include additional locations on I-635 and I-30 as well as US 80 and I-20.

Minor gateways are those features that are meant to help create an identity for a community at the street level. These features should be designed in a unified manner to enhance continuity and link elements to major gateway features. Key locations to consider for such features include Downtown Mesquite, the Mesquite Championship Rodeo facility, and the industrial district.



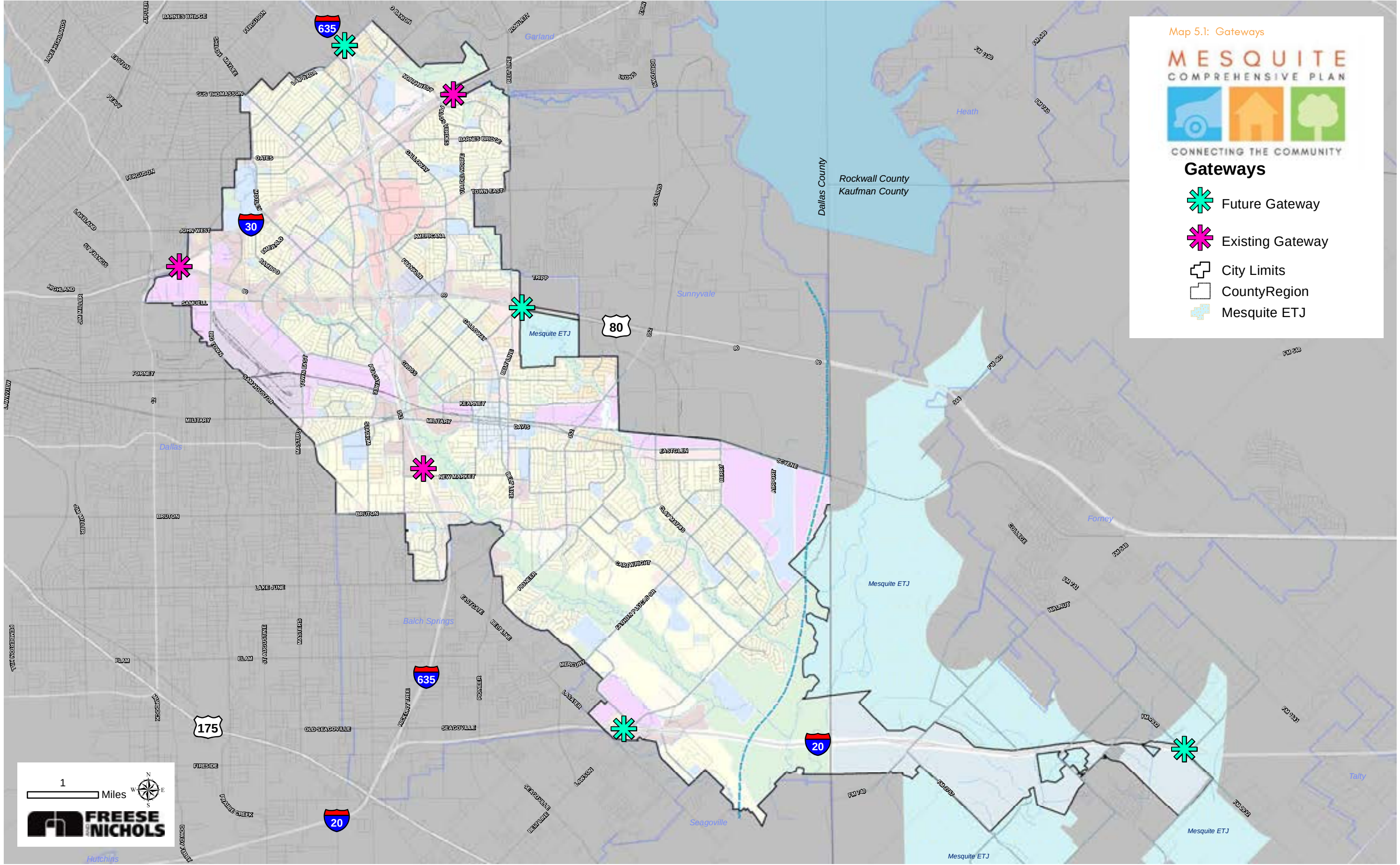
Existing Major Gateway Signage



Example of Minor Gateway Signage



Town East District Branding



Map 5.1: Gateways



Gateways

-  Future Gateway
-  Existing Gateway
-  City Limits
-  CountyRegion
-  Mesquite ETJ

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NEIGHBORHOOD SIGNAGE AND BRANDING

Signage and branding can be used to designate a specific neighborhood or area. Neighborhood branding helps visitors know they have entered a place that has been identified by the subdivision name, the character of the community, or special historical significance. Enhancing the neighborhood image through branding enhances not only the appearance of the neighborhood but also instills community pride that inspires residents to take responsibility for their neighborhood and bring residents together for a common interest. Branding can be incorporated into entry signs, street sign toppers, or home decals. Each neighborhood can choose a design that fits their character.

Entry signage for neighborhoods functions as minor gateways and is generally located off major roadways. Neighborhood entry signage is seen as monument signs, but it can vary in size and can be constructed from a variety of materials like wood or brick. Street sign enhancements are another option for promoting a neighborhood's brand. They can be located on street signs in a single neighborhood. As street signs are replaced, street signs with a unique design can be installed.

When considering the installation of signage and branding elements in neighborhoods, the maintenance of these facilities must be considered. If signage is not maintained, then it reflects on the character of the neighborhood. One option is for neighborhoods to organize volunteers for maintenance improvements. Additionally, the use of homeowners associations (HOAs) is crucial to ensuring the long-term viability of these assets. HOAs have the ability to fund general maintenance of signs and branding elements, among other things.



Example of Signage Branding



Example of Sign Topper

NONRESIDENTIAL DESIGN

BUILDING MATERIALS

Building materials in commercial and industrial areas are crucial to enhancing the aesthetic value of any community. Through uniform building materials, a community can ensure cohesiveness and continuity throughout, increasing the character of the area. Quality building materials, such as those listed in the Community Appearance Manual, enhance visual perception, but also reduce maintenance and upkeep long-term. As development occurs in the future, quality building materials should continue to be encouraged within the City of Mesquite. Inferior materials such as metal should be discouraged in key areas and major corridors. Quality building materials to consider include, but are not limited to, brick, sandstone, limestone, stucco, and ashlar blocks. A recent change in state law limits the City's ability to regulate exterior building materials. Educating developers and providing incentives are ways to promote the use of high-quality building materials.



High Quality Exterior Building Materials

Examples of Building Articulation



BUILDING ARTICULATION

Building articulation is typically used to enhance the aesthetic value of commercial and industrial buildings through a break in the building plane of a facade. By using horizontal or vertical articulation, one can help eliminate the monotonous designs associated with many developments.

It is encouraged that the City continue to include and enforce building articulation requirements in the Community Appearance Manual and utilize such requirements in planned developments.



SCREENING AND BUFFERING

Often, development patterns create situations in residential neighborhoods adjacent to non-residential uses. If this creates a situation in which both uses are not integrated acceptably, screening should be used. Screening helps protect the integrity of residential neighborhoods through the use of walls and foliage to mitigate light, noise, and other nuisances associated with non-residential development. The City currently has requirements for screening in the Zoning Ordinance. Along with physical walls, the City has screening in the form of shrubs and vertical foliage. It is encouraged that the City continue to enforce these requirements as well as consider requiring quality materials in the design of such walls. Through the use of quality materials, the City can ensure that screening walls are not an impediment to the visual aesthetics of the community and can provide the long-term viability of such structures.

LANDSCAPING

Landscaping requirements are crucial to the overall appearance and character of a community. Especially regarding non-residential development, landscaping requirements play a key role in enhancing the image of a city. The City of Mesquite has landscaping requirements located in its Zoning Ordinance. These requirements should be examined on a periodic basis in order to ensure that aesthetic and screening goals are being met within the community. Furthermore, when possible, native landscaping should be encouraged to reduce water consumption and other associated maintenance costs.



Parking Screening



Screening Wall



Landscaping

NEIGHBORHOODS

PEDESTRIAN CONNECTIVITY

Pedestrian connectivity is crucial to the character and health of a community. Making sidewalks a priority begins with ensuring that they are viewed as a necessity rather than an amenity. In regard to site plan approval, sidewalks should continue to be required. Furthermore, connections should be made in the pedestrian network to ensure that there are contiguous routes to various amenities within the community, allowing for no disruption in the sidewalk network. Pedestrian amenities such as public benches, landscaping, shade trees, and art features should be considered on specific routes to enhance the visual aesthetics of a given area.

PLACEMAKING

Placemaking is the action of creating a space that helps facilitate public interaction. Through design, location, or amenities, these places serve as focal points within a community and often help facilitate community identity and pride. Examples of placemaking areas include, but are not limited to, neighborhood parks, public pavilions, lifestyle centers, town centers, and shopping centers.

One of the key placemaking sites within the City is Downtown Mesquite. Within downtown, there exists a pavilion which helps to attract public interaction. It is recommended that Mesquite continue to incorporate public spaces and gathering locations into community design in order to foster good community character.



Sidewalk with Amenities



Pedestrian Connectivity and Placemaking



Placemaking Example



PARKS AND OPEN SPACE

Parks, open space, and recreational facilities are tangible ways to enhance the visual appearance of a community and increase its character. Recreational facilities and activities are positive and attractive features that often serve to sustain neighborhoods, enhance community perception, and heighten the sense of pride and identity associated with the community. The City of Mesquite has many parks throughout its jurisdiction and should continue to promote the incorporation of parks and trail connections into new developments. Additionally, the City should continue connecting trails to the trail network in adjacent communities.



Neighborhood Park

PEDESTRIAN-FRIENDLY STREETS

An important part of the visual make-up of a neighborhood involves the streetscape and the degree to which it accommodates pedestrian activity. The streets should not diverge from the urban fabric of the surrounding area but should complement it. Recommendations to improve on the streetscape within neighborhoods include:

- Design streets in a grid pattern to increase pedestrian connectivity.
- Where streets terminate, ensure that there is a prominent feature or building at that point.
- Ensure that sidewalks are wide and that canopy trees are located between the sidewalk and the curb for enhanced safety and shade.
- Maximize the visibility of architecturally distinctive cultural facilities, civic facilities, and open space corridors.
- When possible, allow for utilities to be placed underground to minimize visual clutter.
- Limit the length of the street blocks.



Sidewalk with Landscaping Buffer



Pedestrian-Friendly Sidewalk

DESIGN REGULATIONS

A community's design is impacted by the administration of development and design regulations. Design regulations set standards for different elements of development, such as site design, landscaping, signage, and other requirements.

A crucial step to enhancing and maintaining the character of a community is through a proactive analysis of the City's regulatory codes. Through this analysis, the City can begin to understand how existing codes have influenced the development and can determine if changes or additions should be made. The zoning ordinance should continuously be reviewed and revised to reflect best practices for community design and site development. The following table identifies recommendations that should be considered for amendments or revisions to the zoning code.

Table 5.1: Code Recommendations

Existing Ordinance	Recommendation
Interior Parking Area Landscaping	The City should consider removing the requirements of landscaping and trees only if twenty (20) parking spaces exist. This will allow for more uniform, landscaped parking areas throughout the community. The City should also consider increasing the number of required trees per parking spaces. For example, increasing the requirement of (1) tree for every (10) parking spaces might be appropriate.
Overhead Utilities	Underground electric utilities are currently required in special districts in the City. Consider expanding the regulations to require existing electric utilities to be located underground in other special districts or across the entire City.
Block Length	A maximum block length is currently required for certain zoning districts. Consider including a maximum block length in other zoning districts, especially in districts where there is significant pedestrian activity like residential subdivisions, commercial districts, and mixed use centers.



COMMUNITY DESIGN AND CHARACTER STRATEGIES

The following are strategies to achieve the recommendations of this chapter:

- Develop and maintain a comprehensive branding and signage master plan to identify opportunities for branding and plan for strategic implementation based on available funding.
- Regularly review development standards and update ordinances to reflect high-quality aesthetics and community or district character.
- Continue to incorporate community design elements into new residential redevelopment.
- Educate developers on the importance of community appearance and implement programs to incentivize the use of high-quality building materials and site design.
- Develop a recognition/reward program to encourage business owners to enhance their properties through landscaping and other design aesthetics.
- Provide and coordinate programs to prevent the deterioration of nonresidential buildings, landscapes, and parking areas.
- Review and update, if necessary, the Community Appearance Manual to incorporate new development, construction, and material trends.
- Develop a program for neighborhood identity enhancements, such as branding and signage.



6

Public Safety and Health



INTRODUCTION

A well-maintained city is more than its physical infrastructure but also the people who live there. When it comes to the health of a community, there are two main mechanisms the City can utilize to address public health and safety: public policies and community design. Public policies that address health, safety and welfare (including zoning codes, building regulations, and subdivision regulations) all determine the nature of the built environment. These policies can help or hinder the type of development that is conducive to healthy living.

Public policies result in community design that shapes the City's infrastructure, and ultimately, how people use these spaces. Some design characteristics encourage walking, bicycling, and community activity; while others encourage auto-dependency and long commute times. Public policies and community design characteristics that foster more active forms of transportation and daily living can help combat rising obesity rates, as well as problems related to pollution, environmental degradation, and energy use. Other community design policies promote a sense of safety for residents when completing everyday tasks within the City. Proper design naturally creates safer environments for the users and improves the overall perception of the community. Finally, it is important to ensure residents have proper access to resources that provide adequate health services, whether that be through public or private means.



Mesquite Police Department



EXISTING CONDITIONS

The current state of the City is based on the overall health of the residents and the level of actual and perceived safety. The City of Mesquite currently provides resources for residents that promote a healthy and active lifestyle. The Parks and Recreation Department manages 71 indoor and outdoor park and trail facilities across the City that include active and passive recreation, education parks, and historical sites.

The Center for Disease Control (CDC) provides community health indicators for assessments to identify behavioral risks that influence health status, for health outcomes, and the use of clinical preventive services through the 500 Cities Project. Based on this information, approximately 28.8 percent of Mesquite's adults reported being physically inactive, and 12.8 percent of Mesquite's adults reported frequent physical distress. Overall, the indicators reflect that Mesquite's health indicators are higher than the average of other cities across the country in the 500 Cities Project.

According to the Uniform Crime Report (UCR), crime in Mesquite has been on a steady decline for the past 30 years. The Police Department has engaged residents to participate in community policing through the Citizens Police Academy and the Neighborhood Crime Watch Program. These methods help to increase the sense of safety in the community.

BARRIERS AND CONSTRAINTS

In creating healthy and safe communities, there can be some barriers that make it difficult to achieve specific goals. These barriers can be either physical or perceived, and both have an impact on the health concerns of the community. Common barriers to creating healthy and safe communities include proximity to resources, lack of infrastructure, and safety concerns. Proximity to resources describes the level of access to health-related facilities such as parks, trails, clinics, and healthy foods.

In some cases, the issue is not access but the availability of infrastructure like trails, programs, or clinics. Perception can be a strong influence, both positively and negatively. The actual and perceived elements of safety can be changed through community design elements to create safer conditions within the community.

TRANSPORTATION AND RECREATION

There are a variety of techniques that the City can implement to enhance the overall health and well-being of a community. Providing transportation and recreation facilities allows residents greater opportunities to get out and be active. Providing developing off-street trails, incorporating parks, and developing Safe Routes to Schools are all ways in which a city can promote a healthy community.

BIKE FACILITIES

Bike paths are utilized based on the context of the location and the intended users. Bike facilities can include bike lanes, shared roadways, or shared-use paths. Cyclists tend to favor shared roadways because they tend to offer the most direct route to many destinations. Some roadways have specially designed signs with logos and/or route numbers to denote streets that are intended for significant bicycle usage or are a link in the bikeway network. Recreational cyclists prefer sidewalks or shared use paths for the added safety and amenities. Many cities have developed shared use paths, like Heritage Trail, that can be used by pedestrians and cyclists. These pathways often provide connectivity to other trail networks and have facilities for bike repair, special striping, and signage. Shared use paths can enhance safety and encourage cycling, particularly by providing areas that are dedicated for bike usage away from vehicular traffic.

USERS

Understanding the types of bicyclists will help to understand the standards and locations of desired bicycle facilities. Citizens fall into one of five cycling categories:

- **Strong and Fearless:** Aggressive cyclists who already ride on existing streets.
- **Enthused and Confident:** Confident cyclists who ride on some streets or bike trails.
- **Comfortable but Cautious:** Cyclists who must ride for various reasons, like to get to work.
- **Interested but Concerned:** Residents who would like to ride, but do not feel safe on streets.
- **No Way, No How:** No matter what, this group will not ride a bicycle.

Among the citizens that do use bicycles, three categories of users can be observed: advanced, basic, and children. All these categories have their own infrastructure and facility needs. There are different bicycle facility types to understand from the user's perspective. Differing bicycle experience levels and usage purposes require different facility types to accommodate and encourage use, as well as ensure the safety of bicyclists.



ADVANCED BICYCLISTS

These are experienced riders who can operate under most traffic conditions. They comprise most of the current users of collector and arterial streets and are best served by the following:

- Direct access to destinations, usually via the existing street network
- The opportunity to operate at maximum speed with minimum delays
- Enough operating space on the roadway or shoulder to reduce the need for either the bicyclist or the motor vehicle operator to change position when passing



Advanced Cyclist

BASIC BICYCLISTS

These are casual or new adult and teenage riders, who are less confident of their ability to operate in traffic without special provisions for bicycles. They prefer:

- Comfortable access to destinations, preferably by a direct route, using either low-speed, low-traffic volume streets, or designated bicycle and pedestrian facilities
- Well-defined separation of bicycles, pedestrians, and motor vehicles on arterial and collector streets (bike lane shoulders or separate bike and pedestrian paths)



Basic Cyclist

CHILDREN

These are pre-teen riders whose roadway activity is initially monitored by parents. Eventually they are granted independent access to the system. The following is preferred for this group:

- Access to key destinations surrounding residential areas, including schools, recreational facilities, shopping, or other residential areas
- Low-speed and low-traffic volume residential streets
- Hike and bike trails or other off-street pedestrian and bicycle facilities



Children

PARKS AND TRAIL ACCESS

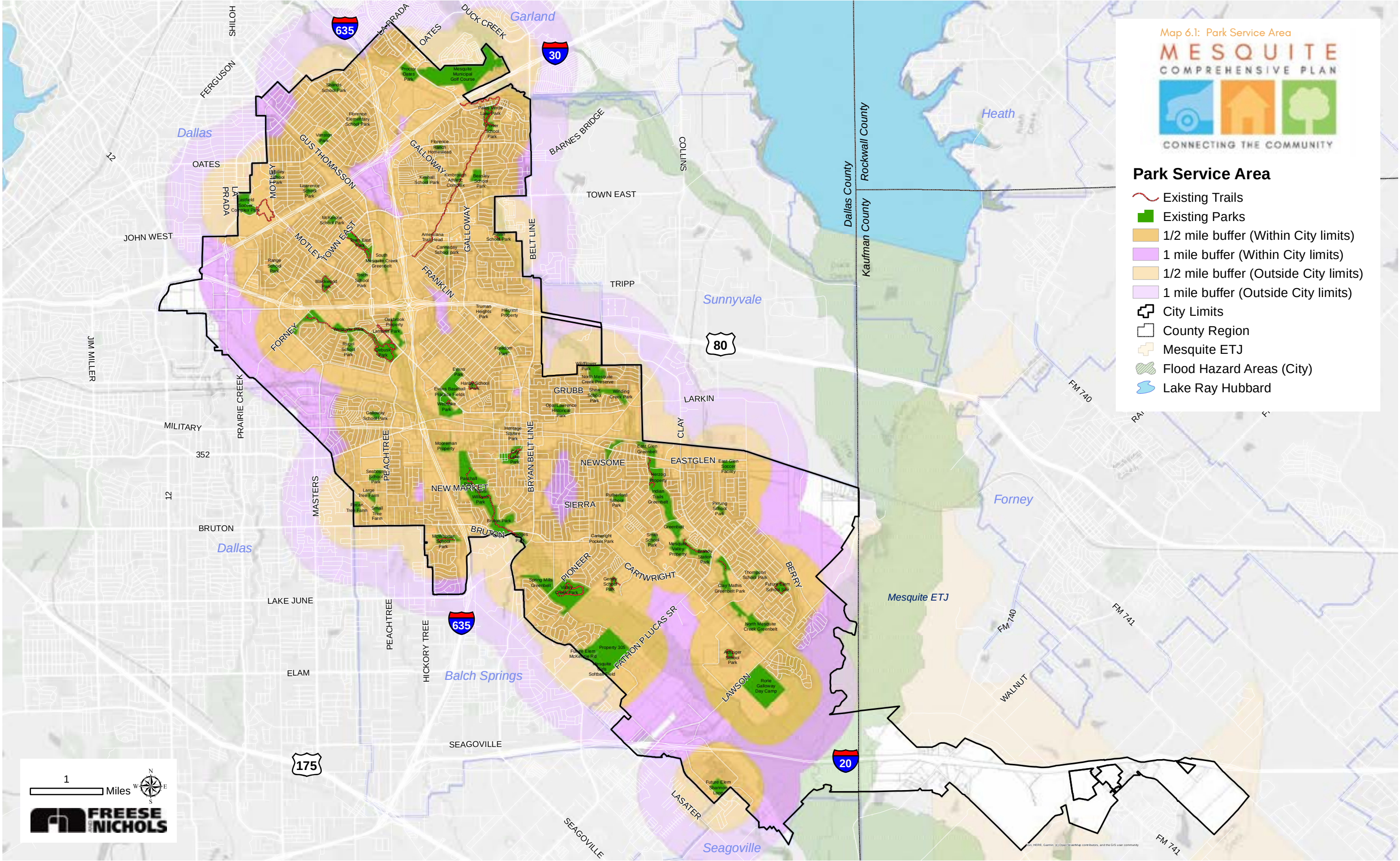
The City's park and trail network is a resource that promotes healthy living as well as connectivity throughout the community. According to the National Recreation and Parks Association (NRPA), parks support good health for people of all abilities by reducing obesity and chronic disease, relieving stress, and fostering healthy habits.

Generally, parks should serve an area within one-half to one mile. Map 6.1 identifies areas served by existing City parks. The map analyzes what areas of the City are currently being served and where new parks are needed. Based on the areas highlighted, most of the existing residential areas are well served by a local park facility. Areas not currently served are primarily industrial areas or undeveloped areas. As the southern sector of Mesquite begins to develop, it is important to identify locations for new parks within easy access to residential areas. It is recommended to incorporate parks with school facilities, neighborhood subdivisions, or mixed use developments. As Trinity Pointe develops, consider the location of a regional park facility near the Trinity River and additional trail connections to major points of interest.

The NRPA conducts an annual performance review of park agencies across the country and identifies specific metrics based on the information received from agencies of various sizes. According to the 2019 NRPA Agency Performance Review, populations between 100,000 and 250,000 typically have one park for every 3,132 residents served, with 8.5 acres of parkland per 1,000 residents. The NRPA recognizes that communities are unique and what works in one community may not work in another. Mesquite can use this estimate for guidance in establishing an amount of parkland to account for future growth. As 8.5 acres per 1,000 persons is the national median, it is recommended Mesquite plan for a slightly lower estimate of 6.25 acres. Currently, the City has roughly 9.7 acres of parkland per 1,000 residents. With approximately 9,523 acres of undeveloped land remaining in the City limits and anticipated growth of 58,854 additional population, the City can estimate about 367 additional acres of parks in the City. The City should also conduct a parks master plan to plan for the location and size of future parks.



Lawrence Park



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SAFE ROUTES TO SCHOOLS AND PARKS

Congress enacted the Safe Routes to School (SRTS) program in 2005 as a safety and health prevention strategy, encouraging children to walk and bike to school on safe routes. The SRTS program examines conditions around schools and suggests opportunities to improve safety and accessibility while reducing traffic and air pollution in the vicinity. The City has improved pedestrian connection near elementary and middle schools through the SRTS program and anticipates continued participation in the program in the future.

In tangent with SRTS, the City has also developed safe routes to parks with special signage to help identify trails and parks. Linking SRTS with safe routes to parks enhances connectivity between schools and parks, thus promoting more use of the parks by students within the schools. The benefit is that, with an increased use of parks, children in this targeted age range will be more active.

COMMUNITY RESOURCES

CLINICS

The location and number of healthcare clinics within a community is important to ensure services are available in underserved or vulnerable communities. Mesquite is fortunate to have excellent access to healthcare facilities due to the number of hospitals and medical facilities in the City. While these services are provided by the private sector, the City can play a role in coordinating with entities that provide such services and identify ways their services can be more easily accessed by those in need.

ACCESS TO HEALTHY FOODS

Access to healthy foods can be a challenge based on one's location and access to grocery stores in the City. Without a City transportation system, it can be difficult for people without reliable transportation to access grocery stores. In recent years, convenience stores and smaller variety stores have begun to provide fresh produce in addition to nonperishable goods. This increases access for residents to get fresh food options closer to neighborhoods. In 2018, Mesquite adopted a new ordinance that considers the availability of fresh foods in variety stores, such as dollar stores, as part of the approval process. This initiative makes a positive effort to reduce food deserts and ensure greater access to fresh foods. The City also hosts a Farmer's Market in Downtown Mesquite two Saturdays a month. It is an excellent way to support small businesses and provide a connection between fresh produce and the community.



Farmer's Market

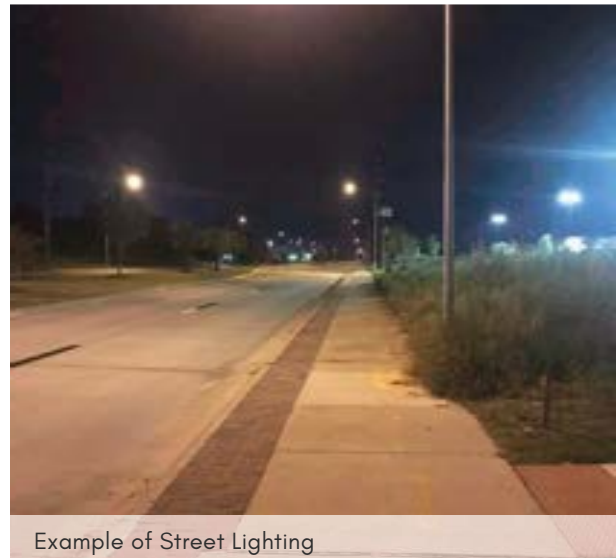


SAFETY THROUGH COMMUNITY DESIGN

One preventative step in designing safe communities is to incorporate design techniques that deter crime through site design or community features. Preventative design techniques utilize design elements that reduce the level of crime by creating spaces that are not conducive to unsavory activities. By creating more open and lively spaces, there are more opportunities to patrol areas that would otherwise be shielded from view. The following design techniques are just a few examples that should be incorporated into existing or proposed development to create safer areas within the community.

STREET LIGHTING

The purpose of street lighting is to assist drivers, pedestrians, and cyclists in finding their way in the dark. At its most simple function, street lighting allows clear visibility of the street, paths, and the surroundings. This creates a sense of safety for vehicles and pedestrians when navigating the street. When areas are not lit, visibility is hindered allowing for questionable activity to occur. It also reduces the sense of safety for sidewalk users who may not have vehicular transportation as an option when traveling at night. Adding new lighting to unlit streets or improving older lighting is recommended to improve safety of the streetscape.



Example of Street Lighting

VISIBILITY

Increased visibility on public and private property reduces the ability for criminal activity to be shielded from view of the street. Screening elements such as fencing or landscaping should be located on sites in a way that allows for clear visibility on properties. This allows for a passerby to have the opportunity to report any suspicious activity they might witness.



Example of Landscaping with Visibility

ACTIVATED SPACES

“Eye on the street” is a term that was used by community activist and urban planner Jane Jacobs as a way to create safer and more engaged neighborhoods. Encouraging pedestrian activities deters criminal activity due to the number of people in an area. By creating more pedestrian-friendly streets and neighborhoods, people are more likely to utilize the facilities and in turn be able to self-patrol areas. Activating spaces can work through programming or attractions to commercial areas, parks, and neighborhoods.



Activated Park Area

TRAFFIC CALMING

Implementing traffic calming techniques creates a safer pedestrian experience by causing traffic to slow down. Techniques are designed to force cars to slow down due to the physical design of the streetscape that creates a heightened sense of caution in drivers. Examples of traffic calming techniques include road humps, narrowed street widths, curb bulb-outs, rumble strips, two-way streets, and on-street parking. These techniques should be used in areas with high levels of pedestrian activity. It should be noted that not all traffic calming techniques are applicable in all situations. The context of the area should be taken into consideration with planning implementation.

Traffic calming has been implemented in the Truman Heights Neighborhood to slow traffic on residential streets by having bulb-out and on-street parking. It is also proposed to be implemented on Main Street through downtown as part of the Downtown Infrastructure Plan to create a more pedestrian-friendly environment.



Activated Commercial Area



Traffic Calming on Hillview Drive



PUBLIC SAFETY AND HEALTH STRATEGIES

The following are strategies to achieve the recommendations of this chapter.:

- Incorporate safe community design techniques into the development and redevelopment of both commercial and residential areas.
- Maintain and create accessibility to parks and trails throughout the City by providing access and trailhead connections near residential and commercial development.
- Develop and maintain a bike route plan to provide a comprehensive network of bike routes through the City.
- Continue to support implementation of Safe Routes to Schools.
- Conduct a Health Impact Assessment (HIA) to inform planning and promote public health.
- Promote a healthy community by encouraging and supporting access to recreation and physical activity through a network of activity-based parks and access to resource-based recreation facilities.
- Promote a healthy community by providing for Aging in Place in residential development designs by allowing a variety of housing types and housing units.

A photograph of a building entrance. The building has a brick wall on the left and a large window above the entrance. The sign above the entrance reads "CITY OF MES". The entrance has a glass door and a glass window. There is a trash can on the left and some planters on the right. The ground is paved with red bricks.

CITY OF MES

7

Implementation



IMPLEMENTING THE PLAN

Implementation is an essential element of the comprehensive planning process. The impact of a comprehensive plan is measured by the effectiveness of the recommendations and policies in the plan. Planning for the future should not be a stagnate process, but a process that incorporates continuous analysis, revisions and actions.

Planning for the City's future should be a continuous process, with this plan being modified and updated periodically to remain relevant. Plan policies and recommendations may be implemented through adopted development regulations, such as zoning and subdivision ordinances, and capital improvement programs. Many recommendations in the plan can be implemented through simple refinement of existing regulations or processes, while others may require the establishment of new regulations, programs, or processes. There are recommendations that involve additional community input and the continued support of local organizations and private partnerships.

There are two primary methods of plan implementation: proactive and reactive. Successful implementation of a plan utilizes both effectively.

Examples of proactive methods include:

- Developing a capital improvements program (CIP) by which the City expends funds to finance public improvements to meet strategies cited within the Plan;
- Updating zoning regulations; and
- Updating subdivision regulations.

Examples of reactive methods include:

- Approving a rezoning application submitted by a property owner consistent with the Comprehensive Plan;
- Site plan review; and
- Subdivision review.



Fountain at City Hall



ROLES OF IMPLEMENTATION

No single individual or entity is responsible for the implementation of the Comprehensive Plan. There are multiple aspects of the plan that require participation by various parties such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in the implementation of the plan based on their authority or expertise.

CITY COUNCIL

The key responsibilities of the City Council are to decide and establish priorities, set time frames for when actions should be initiated and completed, and determine the financial resources to be made available for implementation efforts.

PLANNING AND ZONING COMMISSION

The Planning and Zoning Commission is charged with making recommendations to the City Council regarding zoning and the Comprehensive Plan. In this role, the Planning and Zoning Commission acts as the connection between City Staff and City Council. It is important for the commission to remain knowledgeable about the Comprehensive Plan and to make sound recommendations in the best interest of the City.

CITY STAFF

City Staff is involved in the most direct application of the Comprehensive Plan. They are responsible for administering the plan through the zoning ordinance, subdivision codes, and other regulations influenced by the Comprehensive Plan. City Staff works directly with developers and property owners to translate the vision in the Comprehensive Plan to the built environment through the administration of these ordinances.

OUTSIDE ORGANIZATIONS

Implementation of the Comprehensive Plan is not solely on City resources. Entities like private developers, federal agencies, or local nonprofit organizations are useful resources to implement specific recommendations of the Comprehensive Plan. These entities can provide resources and support for elements of the plan to assist the City in completing particular tasks. Partnerships can take the form of public-private partnerships (PPP), grant funding, establishment of programs, and other various methods.

EDUCATION

An essential part of implementation is education about the role and significance of the Comprehensive Plan. Public education about the Comprehensive Plan builds consensus on the initiatives in the plan and gains buy-in from the community. When the community supports the plan for the future development of Mesquite, the plan receives the consensus it needs to successfully implement the initiatives of the plan.

Regular education and training should be offered to City Council, Planning and Zoning Commission, City Staff, and other individuals with a direct role in the implementation of the plan. Training is intended to update or educate participants so that those involved with the plan are always informed about the current status of the Comprehensive Plan. Training initiatives should include:

- A review of the Guiding Principles that guide the plan's recommendations
- An overview of segments of the plan that most directly relate to their responsibilities and purposes
- Discussion of the roles and responsibilities of each individual entity and its function regarding plan implementation
- Implementation tasking and priority-setting that allows each group to establish their own one-, two-, and five-year agendas
- A review of current plan initiatives and status updates on the progress of recommended implementation strategies



Public Meeting



UPDATING THE PLAN

The Comprehensive Plan is intended to be a living document that allows for flexibility as the priorities of the community change. Over time there are changes in political, economic, physical, technological, and social conditions that influence the development of the City, and the Comprehensive Plan should be reviewed and regularly updated. If the plan is to reflect the goals of the community and remain relevant, it must be reviewed periodically to ensure the plan elements, policies, and recommendations are still applicable. There are two types of amendments to the plan: minor amendments and major amendments.

MINOR AMENDMENTS

Minor amendments can be proposed at any time, such as specific changes to the Future Land Use Plan related to particular development applications or public improvement projects. Minor amendments can be addressed by the City as they arise or may be documented and compiled for a more thorough evaluation via an annual review process. For example, this is how and when the results of another specialized plan or study may be incorporated into this plan.

MAJOR AMENDMENTS

More significant plan revisions and updates should occur no more than every five to ten years. Major updates involve reviewing the current conditions and projected growth trends; re-evaluating the policies and recommendations of the plan (and formulating new ones as necessary), and adding to, modifying, or removing recommendations in the plan based on their implementation progress.

ANNUAL PROGRESS REPORTING

After adoption of the plan, it should be reviewed every year and a report prepared for the City Council. This annual review will ensure the plan does not remain static and amendments are made as needed. It is also important to ensure that policies and ordinances are consistent with recommendations of this plan.

COMPREHENSIVE PLAN UPDATES

It is recommended that comprehensive plans are updated every five to ten years. At this time, the conditions of the community can be assessed, the success of the Comprehensive Plan can be evaluated, and the goals of the plan can be realigned with the changes in the community.

IMPLEMENTATION TABLE

The implementation table is a tool to identify and monitor the progress of the recommended strategies. These strategies can only be achieved through a collection of stakeholders and partnerships working together to promote the health and welfare of the community. The following table consolidates recommended strategies based on the chapters of this plan in a comprehensive list. The implementation table is organized by chapter topic. For each strategy listed, the icon for the associated Guiding Principle, responsible party or parties, and projected time frame for the strategy to be implemented is shown.

STRATEGIES

For each chapter topic, several strategies are provided to implement the recommendations of the plan. These strategies are derived from the Guiding Principles and provide guidance to achieve different recommendations of the plan.

GUIDING PRINCIPLES

The Guiding Principles provide direction for development in the future. For each strategy, the icon for an applicable associated Guiding Principle is shown. The Guiding Principles are not independent, so an individual strategy may further the initiatives of one or more Guiding Principles.

RESPONSIBLE PARTY

For each strategy, a responsible party or parties are identified to lead implementation or monitoring of the strategy. By identifying a party to lead implementation, the City can better monitor the progress of the plan.

TIME FRAME

To assist with planning and implementation, the strategies are assigned a projected time frame for implementation to commence. The established time frames are as follows:



Short-Term (0-5 years)



Mid-Term (5-10 years)



Long-Term (On-going)

Short-Term strategies can begin soon after plan adoption. These strategies are considered “low hanging fruit” because they are more attainable and do not require large amounts of funding or special consulting.

Mid-Term strategies are not as attainable within the first five years. They require planning to prepare but should be implemented in a five- to ten-year time frame.

Long-Term strategies involve tasks that are beyond the ten-year time frame or should be continually addressed by City leadership. As conditions change, the status of these long-term projects should be adjusted.



Table 7.1: Implementation Table

Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
Future Land Use	Support the use of Low Impact Development (LID) techniques for site and structure designs; adopt regulations that address environmental sustainability such as tree preservation; and ensure land use regulations support alternative energy generation such as wind power and solar for appropriate developments.		Planning Engineering	
	Match economic incentives with appropriate development projects and partner with private development by ensuring adequate public infrastructure is available for projects that support the City's goals for Special Planning Areas.		City Council Economic Development Planning	
	Adopt an overlay zoning district that addresses building placement, quality of materials and landscaping in areas with high visibility and along major highway corridors.		City Council Planning Planning Commission	
	Create a Small Area Plan program with a methodology and criteria for prioritizing planning areas and applying the strategies and principles of the Comprehensive Plan with a greater degree of detail for a defined area, neighborhood or corridor.		Planning City Council	
	Develop a diagnostic report that outlines deficiencies and opportunities to better align land use regulations with the updated Comprehensive Plan.		City Council Planning Planning Commission	
	Conduct an annual assessment of zoning and overlay districts to ensure alignment with the Future Land Use Plan and introduce new zoning districts based on Special Planning Areas identified in the Comprehensive Plan.		City Council Planning Planning Commission	

Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
		      		
Future Land Use	Encourage infill and redevelopment within the city limits to utilize existing infrastructure and promote revitalization by offering incentives.	   	City Council Planning Planning Commission Economic Development	  
	Support on-going maintenance and investment in redevelopment areas by including a variety of uses and public investment in the form of adequate infrastructure, wayfinding, and furnishings (streetscapes) within the public realm.	  	Economic Development Planning	 
	Use economic incentives to support redevelopment and recruitment of investment in key commercial locations.	  	Economic Development	 
	Coordinate with Mesquite Convention Visitors Bureau and local sports programs to explore new or expanded opportunities to showcase the City as a destination for sports and entertainment events.	 	Economic development Parks Chamber of Commerce Convention Visitor Bureau	 
	Prioritize capital projects recommended in the Comprehensive Plan and in adopted Small Area Plans as eligible projects within the CIP when plans are adopted or amended. Establish a methodology for using the Comprehensive Plan to inform the development of the City's CIP ensuring budgetary decisions are addressing the City's long-range vision and goals.	  	City Council Planning Engineering	  
	Facilitate new mixed-use development opportunities for Mesquite.	    	City Council Planning Planning Commission Engineering	



Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
Future Land Use	Offer and facilitate design charrettes for older commercial development property owners to help provide insight and ideas for property revitalization.		Planning Engineering	
	Perform a market and site analysis on older commercial developments and provide strategies for redevelopment.		Economic Development Planning City Council	
	Establish and maintain consistency with a City policy for planned growth in the ETJ to ensure new development can be supported by City infrastructure and services.		City Council Planning Planning Commission	
	Implement the strategies for the Special Planning Areas identified in the Comprehensive Plan to achieve the vision for each area.		City Council Planning Planning Commission Economic Development	
	Encourage the development of various entertainment amenities in the City.		Planning Economic Development	
	Update the Comprehensive Plan to reflect information gathered in the 2020 U.S. Census.		City Council Planning	
Housing and Neighborhoods	Review federal, state, and private grant programs to identify opportunities to create additional neighborhood revitalization programs.		Neighborhood Services	
	Continue to maintain a variety of housing types and densities to ensure diverse housing choices for a variety of income levels.		City Council Planning	
	Continue to implement programs to improve or maintain the quality of existing neighborhoods and initiate the implementation of new programs as needed.		Neighborhood Services	

Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
		      		
Housing and Neighborhoods	Encourage the inclusion of parks, commercial, and social connections in new residential developments to increase neighborhood longevity and reduce maintenance issues.	  	Planning Neighborhood Services	  
	Create and maintain a database of neighborhood conditions to better direct funding resources for housing and neighborhood improvement.	  	Planning Neighborhood Services	
	Reinstate the development of neighborhood plans and identify new neighborhoods to be studied to ensure continuous improvements and neighborhood vitality.	  	Neighborhood Services Planning	  
	Evaluate the effectiveness of community services that are associated with quality of life such as transportation, housing programs, parks and recreation, etc. to make any necessary improvements.		Neighborhood Services City Manager's Office	
	Work with residential developers to determine options and possible incentives to encourage a range of residential choices.	  	Planning	
	Encourage residential developers to design subdivisions to incorporate the character that enhances Mesquite's community theme through education and possible incentives.	 	Planning Neighborhood Services	  
	Develop Neighborhood Association Program to create a forum to discuss neighborhood issues and opportunities with neighborhood representatives.	 	Neighborhood Services	  
	Implement neighborhood enhancement initiatives to help facilitate and improve neighborhood quality.	    	Neighborhood Services City Council	
	Initiate the creation of conservation districts to preserve existing neighborhoods in areas identified for preservation.	 	Planning City Council	
Mobility and Circulation	Keep local plans and policies current with regional transportation efforts to ensure continuous collaboration and opportunities for funding and partnership opportunities.	 	City Council Engineering	  



Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
Mobility and Circulation	Adjust the Parks and Trails Master Plan to support trail connections and appropriate parks facilities to serve and connect to neighborhoods, areas of high-density developments and destinations identified on the Future Land Use Plan.		Planning Parks and Recreation Engineering	
	Coordinate roadway improvements to address any improvements needed to trails, sidewalks, stormwater systems or underground utilities (water, sewer) at the time a roadway is being improved, rehabilitated or built to reduce disruption of the roadway for different improvements or repairs.		Parks and Recreation Engineering	
	Maintain existing transit service programs and explore opportunities to expand or improve services most efficiently to serve the customers of Mesquite.		City Council Community Services	
	Explore opportunities to implement additional transportation options such as a City circulator system to provide connectivity and accessibility to major points of interest within the City.		City Council Economic Development Convention Visitor Bureau	
	Promote trail usage by expanding connections to destinations, neighborhoods, schools and employment centers and by keeping trails in good condition.		Parks and Recreation	
	Implement special design guidelines, amenities, intersection treatments, and gateway demarcations along major corridors.		Planning Public Works	
	Conduct sidewalk assessment study and implement the highest priority needs.		Public Works	
	Coordinate future pedestrian routes with existing park and trail planning efforts.		Parks and Recreation Planning	
	Continue to monitor and explore transportation funding grants and partnerships, such as Safe Routes to School Program.		Public Works Planning	

Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
		      		
Mobility and Circulation	Identify ideal locations and implement sidewalks along key local streets and all collector and arterial streets leading from neighborhoods to all parks and trails within a one-half mile walking distance.	  	Public Works Parks and Recreation	  
	Develop and maintain a comprehensive branding and signage master plan to identify opportunities for branding and plan for strategic implementation based on available funding.	  	Planning Public Relations	
Community Design and Character	Regularly review development standards and update ordinances to reflect high quality aesthetics and community or district character.	 	Planning	  
	Continue to incorporate community design elements into new residential redevelopment.	  	Planning	  
	Educate developers on the importance of community appearance and implement program to incentivize the use of high-quality building materials and site design.		Planning Economic Development	
	Develop a recognition/reward program to encourage business owners to enhance their properties through landscaping and other design aesthetics.		Economic Development City Council	  
	Provide and coordinate programs to prevent the deterioration of nonresidential buildings, landscape, and parking areas.		Code Enforcement	  
	Review and update, if necessary, the Community Appearance Manual to incorporate new development, construction and material trends.		Planning City Council	
	Develop a program for neighborhood identity enhancements such as branding and signage.		Neighborhood Services Planning	  



Ch.	Strategies	Guiding Principles	Responsible Party	Time Frame
		      		
Public Health and Safety	Incorporate safe community design techniques into the development and redevelopment of both commercial and residential areas.	  	Planning	  
	Maintain and create accessibility to parks and trails throughout the City by providing access and trailhead connections near residential and commercial development.	  	Planning Parks and Recreation	  
	Develop and maintain a bike route plan to provide a comprehensive network of bike routes through the City.	  	Planning Public Works	
	Continue to support implementation of Safe Routes to School.	  	Planning Public Works	
	Conduct a Health Impact Assessment (HIA) to inform planning and promote public health.		Health Division	
	Promote a healthy community by encouraging and supporting access to recreation and physical activity through a network of activity-based parks and access to resource-based recreation facilities.		Parks and Recreation	  
	Promote a healthy community by providing for Aging in Place in residential development designs by allowing a variety of housing types and housing units.	 	Planning Neighborhood Services	  



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