

MINUTES OF THE JOINT WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, AND THE JERSEY VILLAGE PLANNING AND ZONING COMMISSION HELD ON JULY 22, 2013 AT 6:00 P.M. IN THE CIVIC CENTER, 16327 LAKEVIEW, JERSEY VILLAGE, TEXAS.

A. The meeting was called to order by Mayor Erskine at 6:00 p.m. with the following present:

Mayor, Rod Erskine	City Manager, Mike Castro, PhD
Council Member, Justin Ray	City Secretary, Lorri Coody
Council Member, Sandra Joachim	
Council Member, Harry Beckwith III, PE	
Council Member, Sheri Sheppard	
Council Member, Jill Klein	

Staff in attendance: Mark Bitz, Fire Chief; Eric Foerster, Chief of Police; Danny Segundo, Director of Public Works; Isabel Kato, Director of Finance; Michael Brown, Director of Parks; Donna Ginn, Accounting Clerk II, and Bob Blevins, IT Administrator.

B. Open Meeting. Call to Order and the roll of appointed P&Z officers taken.

The following City of Jersey Village Planning and Zoning Commission members were present:

Vice Chairman, Rick Faircloth	Commissioner, Joyce Berube
Commissioner, Tom Eustace	Commissioner, Barbara Freeman
Commissioner, George Ohler	Commissioner, Michael O'Neal

Chairman, Debra Mergel was not present at this meeting.

After taking the roll of appointed officers, Vice Chairman Faircloth announced that a quorum of the Planning and Zoning Commission was present. Mayor Erskine called the meeting's agenda beginning with the following item:

C. Receive and discuss the Comprehensive Planning presentation by Director of Public Works, Danny Segundo.

Danny Segundo, Director of Public Works, gave a PowerPoint presentation on the topic. He began with a review of the City's 1989 Comprehensive Plan, explaining details of the plan including information on when the plan was adopted and the plan's scope. He gave a brief summary of the stakeholders from the 1989 plan and outlined the plan's goals and recommendations.

Mr. Segundo then explained what the planning process entails and stated that there are basically two approaches that the City might consider in moving forward—a comprehensive plan or a strategic plan. He briefly described the difference between the two approaches relying upon the sample plans that he had included in the meeting packet.

JOINT WORK SESSION MEETING – CITY COUNCIL & PLANNING AND
ZONING COMMISSION – CITY OF JERSEY VILLAGE, TEXAS – July 22, 2013

He closed his presentation with a list of questions designed to elicit discussion and input from Council and the Planning and Zoning Commission concerning master planning for the city's future.

City Council and the Planning and Zoning Commission engaged in discussion about this topic. Given the information provided and the various plans ranging from three (3) to five (5) year plans up to twenty (20) year plans, both bodies wanted to know if staff had a recommendation for moving forward.

Further discussion was had about prior studies conducted by the City and the findings. In particular, the Park's Review Committee was discussed. Public Works Director, Danny Segundo explained that this Committee reached a recommendation that was presented to Council. The recommendation is currently being implemented via \$50,000 budget appropriations each year.

The City's 1989 Plan was then reviewed and discussed. It was noted that most of the plan outlines the process, while only a few pages set out the actual plans. There was discussion that perhaps a twenty (20) year plan may not be what the City needs due to current variables facing the City. It was suggested that perhaps a five (5) year fit-for-purpose plan might better suit the City's needs particularly since the City already has some approved plans for moving forward – The Jersey Village Crossing Conceptual Plan, the Parks Review Plan, and Street Upgrade Lists. All of these plans could be included into a fit-for-purpose plan.

Discussion was had about the ambiguities in the 1989 Plan, impact fees, the benefits of a five (5) year plan and the difference between comprehensive planning and a zoning ordinance. Discussion was also had about the City's Golf Course and how this element fits into comprehensive planning.

Some Planning and Zoning Commission members felt that in pursuing a Comprehensive Plan that the residential area should remain "untouched," with the major focus of the plan being placed upon the Jones Road Corridor, US Highway 290 frontage areas, District D and the City's ETJ area. Other members of the Commission agreed with the exception that provisions should be made for "build-out/tear-downs" in the residential zone of the City.

The City Council and the Planning and Zoning Commission then discussed which approach would be better—Strategic Planning versus Comprehensive Planning. City Manager Castro gave a brief summary of the comparison as follows:

Planning Years Covered

Comprehensive Plan – 15 to 20 years

Strategic Plan – 3 to 5 years

Preparation Time

Comprehensive Plan – 18 months

JOINT WORK SESSION MEETING – CITY COUNCIL & PLANNING AND
ZONING COMMISSION – CITY OF JERSEY VILLAGE, TEXAS – July 22, 2013

Strategic Plan – 6 to 9 months

Cost

Comprehensive Plan – \$150,000 plus
Strategic Plan – under \$50,000

Intricacies of Plan

Comprehensive Plan – Everything
Strategic Plan – Tailored to Specific Areas/Needs

City Manager Castro stated that with the Strategic Planning approach the idea of accessing the overall vision of the City is not realized. Rather the overriding goals become the focus.

Discussion was had about citizen input during the 1989 Plan process. Members serving the City at that time recalled that most of the work and planning that went into the plan was done by Staff, City Council and the Planning and Zoning Commission. There was not much input received from the citizens. It was noted that most items in the plan have been accomplished. Parks, City Hall, and the Fire Station were all taken to the voters for approval.

It was mentioned that about ten years ago there were city-wide meetings with input from the residents. The number one concern or desire at that time was to have more recreational areas/facilities.

Discussion was had about the \$75,000 supplemental included in the 2013-2014 budget for a Planning Consultant. In hiring a Consultant, some wondered how much of the actual work would be done by the Consultant. City Manager Castro explained that the Consultant will do 75% of the work in preparing a plan for the City. They would be responsible for handling the public meetings, synthesizing the information gathered, reviewing it with staff and City Council and helping to develop the desired plan.

In discussing a Comprehensive Plan versus a Strategic Plan, some wondered if it would be down grading to go with a Strategic Plan since the City already has a Comprehensive Plan. In answering, City Manager Castro explained that in his 8 years of serving as City Manager he has not really consulted the Comprehensive Plan. Basically, the decisions of Council have been made based upon the issues at hand and the amount of money available.

Discussion was had that in planning for the City it will be important to look outside the City's borders. The unincorporated areas of Harris County will continue to grow. Planning efforts need to consider this growth as well as the areas of decline.

There was discussion about Jersey Village not being "business friendly." Some wondered if the planning process is an opportunity to review and update City Ordinances. City Manager Castro explained that it can be, but mostly a Comprehensive Plan looks at infrastructure. If updating the Ordinances is included in the process, the review will not be

JOINT WORK SESSION MEETING – CITY COUNCIL & PLANNING AND
ZONING COMMISSION – CITY OF JERSEY VILLAGE, TEXAS – July 22, 2013

an in depth review. Therefore, if it is the desire of Council to pursue a code update, it would be better served to conduct this review as a separate project.

The group also discussed how the current expansion and future expansions of US Hwy 290 figure into planning for the City. Economic development was discussed as a solution to encourage business growth in the City. Also sales tax abatement programs were discussed. City Manager Castro gave a brief history of how some of these programs were used in the past to encourage business growth in Jersey Village.

City Council and the Planning and Zoning Commission asked for Staff's recommendations. City Manager Castro explained that the item was placed on the agenda based upon Council comments made during the May budget retreat. Staff is looking for input concerning the desires for moving forward in this area.

Discussion was then had for a path in moving forward. Some felt that planning may not be something we need to do this year, or even next year. All agreed that it will come down to finances. The night's discussion ended with how comprehensive plans are maintained in order to keep them in sync with growth and City goals. City Manager Castro explained that plans are tweaked and updated annually to keep them on track.

D. Adjourn

There being no further business on the Agenda and with no further discussion, the meeting was adjourned at 7:05 p.m.

Lorri Coody, City Secretary