

MINUTES OF THE WORK SESSION MEETING OF THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE, TEXAS, HELD ON OCTOBER 12, 2015 AT 6:00 P.M. IN THE CIVIC CENTER MEETING ROOM, 16327 LAKEVIEW DRIVE, JERSEY VILLAGE, TEXAS.

A. CALL TO ORDER AND ANNOUNCE A QUORUM IS PRESENT

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

Mayor, Justin Ray	City Manager, Mike Castro
Council Member, Andrew Mitcham	Assistant City Secretary, Courtney Rutherford
Council Member, Greg Holden	
Council Member, C.J. Harper	
Council Member, Tom Eustace	

Council Member, Sheri Sheppard was not present at this meeting.

Lorri Coody, City Secretary, was not present at this meeting.

Staff in attendance: Isabel Kato, Director of Finance, Eric Foerster, Chief of Police; Kevin Hagerich, Director of Public Works, Christian Somers, Building Official; and Lynn Parker, Golf Pro.

B. DISCUSS AND TAKE APPROPRIATE ACTION REGARDING IMPLEMENTATION OF THE CITY OF JERSEY VILLAGE COMPREHENSIVE PLAN

Background information on this item is as follows: City Council met on September 21, 2015 to review the draft Comprehensive Plan document. During the September 21 meeting, City Council engaged in a discussion regarding Priority Recommendations to the Comprehensive Plan. Council deleted several Priority Recommendations, while adding two Priority Recommendations.

This current item is for City Council to continue the review of the draft plan in order to determine its suitability for adoption. Discussion will focus on those General Recommendations that have been deemed not relevant to the process. To facilitate the discussion, staff previously met to review the Comprehensive Plan General Recommendations, and is recommending the deletion of several general recommendations.

To begin the review process, Council was provided two documents. The first document contained all of the General Recommendations (152) within the draft Comprehensive Plan approved by the Comprehensive Planning Advisory Committee and the Planning and Zoning Commission. The second document contained only those General Recommendations which staff felt should be deleted. Staff used the following notations on their document to assist Council in understanding their recommendations for deletion:

R - Redundant: The recommendation exists elsewhere in the list of general recommendations.

A - Already Doing: The recommendation covers an area of city operations that is currently ongoing.

C - Context: The recommendation is grossly incompatible with the nature of Jersey Village.

3 - 3rd Rail: The recommendation is politically infeasible.

F - Function: The recommendation is for a service that is not germane to local government.

Council reviewed both documents in order to identify those items not relevant to the Comprehensive Plan process.

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At 6:53 p.m., Mayor Ray recessed the work session meeting and dismissed Council and Staff to the Council Chambers for the Public Hearing scheduled at 7:00 p.m.

In completing the Public Hearing, Mayor Ray reconvened the work session at 7:32 p.m.

Council and Staff continued the review of the Comprehensive Plan documents, and in completing the review, Council agreed on a final list of 53 general recommendations to be included in the Comprehensive Plan, which are more fully detailed in Exhibit A, attached hereto and made a part hereof.

Council then reviewed the next steps in the review process which included:

1. A review of the revised list and discussion of sustainable items for Police, Fire, Parks, and Public Works;
2. How to incorporate core values;
3. Discussion of any other items for addition or deletion; and
4. Funding for implementation.

C. Adjourn

There being no further business on the Agenda the meeting was adjourned at 9:15 p.m.

Courtney Rutherford, Assistant City Secretary

GENERAL RECOMMENDATIONS

FUTURE LAND USE					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
1	Establish a zoning overlay district for the Highway 290 corridor.				
2 PR	Review existing development codes to identify incompatibility with desired uses (higher quality restaurants, services, and entertainment).				
13	Compile all relevant demographic data regarding the economy of the City and update at least annually.				
14	Adopt a sexually-oriented business ordinance prohibiting such uses in the extraterritorial jurisdiction (ETJ).				
16 PR	Conduct a full cost of service and revenue generation analysis for annexation of the extraterritorial jurisdiction (ETJ).				
24	Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.				
25 PR	Consider mixed use development, combining residential and nonresidential uses,				
29	Promote redevelopment and land use patterns that reduce the number and length of auto trips and support walking and bicycling. Encourage friendly, walkable environments within key destination areas of the community by offering incentives to developers such as reduced parking requirements.				
33 PR	The City's Mayor will continue to coordinate meetings with Harris County Flood Control District.				
36 PR	Ensure a fire service rating equivalent to the city's current rating is maintained.				

GENERAL RECOMMENDATIONS

TRANSPORTATION & CIRCULATION					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
39 PR	Develop neighborhood pedestrian connections through a trail system. Acquire/secure land needed for initial paths of trail system. Utilize existing bayous and conveyance channels to help expand the trail system if necessary.				
40	Explore TxDOT funding opportunities for multi-modal transportation alternatives.				
45	Conduct a corridor pedestrian mobility study to identify specific corridor deficiencies and prioritize potential improvements.				
47 PR	Prioritize sidewalk improvement areas based upon propensity to generate pedestrian traffic, with safe routes to schools and safe routes to transit of highest priority.				
49	Create an enhanced pedestrian environment along key entry roadways and those with adjacent residential development to encourage walking to local retail and service destinations, especially along Jones Road, Jersey Meadows Drive, and Castlebridge Drive.				
57	Encourage the County to connect Taylor Road west of the extraterritorial jurisdiction (ETJ) to provide better access for future development.				

GENERAL RECOMMENDATIONS

ECONOMIC DEVELOPMENT					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
59	Establish a 380 grant program to reimburse a portion of the costs associated with updating building facades and landscaping to new standards.				
60	Consider the creation of a Tax Increment Reinvestment Zone (TIRZ) as a financing mechanism for upgraded public improvements in partnership with redeveloping properties.				
61	Consider creation of a municipal management district (MMD) to fund corridor enhancements and on-going maintenance.				
62 PR	Encourage development of desired office, retail, service, and entertainment venues through the use of tax abatement, TIRZ, or 380 agreements.				
63	Identify and target underserved retail market segments.				
67	Prepare marketing materials highlighting the assets and advantages of Jersey Village.				
69	Establish working relationships with commercial brokerages.				
70 PR	Develop and implement an expanded Marketing Plan for the Jersey Meadow Golf Course.				
72	Assemble a package detailing the Jersey Village development process and available incentives.				
73	Establish a business-owners council as a resource learning about the needs of business and communicating the City's goals to the business community.				
74 PR	Procure an Economic Development Consultant to be considered by city management and the City Council.				
76	Identify potential redevelopment sites and create proposal packages to incentivize developers.				

GENERAL RECOMMENDATIONS

PARKS, RECREATION & OPEN SPACES					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
77	Update the 2007 parks and open space master plan, and include a trails master plan to recommend potential trail routes and expansion with potential funding options.				
80	Explore future funding potential to acquire additional park space based on parks and open space master plan.				
83	Review underutilized open spaces and convert to local mini-parks.				
86	Review and consider additional park improvements such as a splash pad and dog parks.				
87 PR	Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.				
90	Explore potential environmental education programs with CFISD centered around the bayous and water quality.				
91	Explore potential community volunteer opportunities to support the parks and recreation program.				
104	Coordinate with HCFCD on future trail connectivity along White Oak Bayou.				

GENERAL RECOMMENDATIONS

COMMUNITY CHARACTER					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
108 PR	Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.				
110	Incorporate City logo into entrance sign designs.				
111	Design and implement Hwy 290 gateways according to TxDOT standards to highlight the entrance to the City.				
116	Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.				
118	Review code enforcement procedures for their effectiveness, and make necessary changes.				
119 PR	Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character and identify remedies/action plans available to address concerns.				
123	Partner with Trees for Houston or other organizations that can provide assistance in planting trees.				
124	Consider a more stringent tree preservation ordinance to protect existing tree resources.				
125	Promote increase canopy along streets, parks, and open spaces.				
127	Conduct a branding study to reinforce the City's community character and marketing approach.				
128 PR	Explore potential logo application to proposed city entrance signage.				
132 PR	Educate citizens on code enforcement requirements. Communicate status reporting of violations and corrections to the community. Information shared could be related to general types of violations, clearance rates, average time to contact, etc.				
135 PR	Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.				

GENERAL RECOMMENDATIONS

COMMUNITY FACILITIES					
	DESCRIPTION	SHORT TERM	MID TERM	LONG TERM/ON GOING	BUDGET
144 PR	Conduct a comprehensive study to evaluate, upgrade or replace all city facilities where employees work, with an emphasis on city hall, to bring them to a standard of quality that is appropriate for the community.				
146	Update and maintain existing public facilities to maximize usefulness, before constructing newer facilities.				
148 PR	Develop a long-term maintenance program to ensure adequate maintenance of existing and proposed facilities.				
150 PR	Promote and improve Golf Course facilities and operations.				