



NOTICE OF A MEETING

(In compliance with Sec. 551.041, Et. Seq., Tex. Gov't. Code)

Notice is hereby given of a Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village to be held on Monday, April 28, 2025, at 6:00 p.m. in the Civic Center , 16327 Lakeview Drive, Jersey Village, TX 77040. All agenda items are subject to action. A quorum of the Committee will be physically present at the meeting; however, some Members may participate in the meeting via videoconference call. The Committee reserves the right to meet in closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

A quorum of the City of Jersey Village City Council may be in attendance at this meeting.

ITEM(S) to be discussed/acted upon by the Committee are listed on the attached agenda.

AGENDA

- A. Open Meeting. Call the meeting to order and declare a quorum present. *Austin Bleess, City Manager*
- B. Designate alternate members to serve in place of any absent Committee Members. *Austin Bleess, City Manager*
- C. **CITIZENS' COMMENTS**
Any person who desires to address this Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.
- D. Discuss and take appropriate action on the minutes from the February 11, 2025 Comprehensive Plan Update Committee Meeting. *Austin Bleess, City Manager*
- E. Discuss and take appropriate action regarding the creation of a City Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances. *Austin Bleess, City Manager*
- F. Set Date/Time for Future Meetings. *Austin Bleess, City Manager*
- G. Adjourn.

CERTIFICATION

I, the undersigned authority, do hereby certify in accordance with the Texas Open Meeting Act, the Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located at City Hall, 16327 Lakeview Drive, Jersey Village, TX 77040, a place convenient and readily accessible to the general public at all times, and said Notice was posted on the following date and time: April 22, 2025 at 5:00 p.m. and remained so posted until said meeting was convened.



Austin Bleess
City Manager

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending City Council meetings. Request for accommodations must be made to the City Secretary by calling 713 466-2102 forty-eight (48) hours prior to the meetings. Agendas are posted on the Internet Website at www.jerseyvillagetx.com

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly." posted on the Internet Website at <http://www.jerseyvillagetx.com/>



Comprehensive Plan Update Committee Meeting Minutes

Minutes of the Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village held on Tuesday, February 11, 2025, at 6:00 p.m. in the Municipal Meeting Room, 16327 Lakeview Drive, Jersey Village, TX 77040.

- A.** Call the meeting to order and the roll of appointed officers will be taken. The following members were present:

Geoff Butler	Regular Member, Place 1
Tom Eustace	Regular Member, Place 2
Lynne Singleton	Regular Member, Place 3
Joseph J. Paul	Regular Member, Place 4
Eric Henao, Chair	Regular Member, Place 6
David L. Lock	Regular Member, Place 7

Gregory J. Nash	Alternate Member 1
Steven Gill	Alternate Member 2

The following members were absent:

Nestor Mena	Regular Member, Place 5
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Mr. Gill was seated as a regular member for this meeting.
Staff present included Miesha Johnson, Community Development Manager, Austin Bleess City Manager. Members of Antero Group included Michael Schmitz, Aldo Fritz, Rik Adamski. City Councilor Drew Wasson was also present.

- B.** Designate alternate members to serve in place of any absent Committee Members. Steven Gill was seated.

C. CITIZENS' COMMENTS

Any person who desires to address this Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.

No citizens made comments.

- D.** Approval of Minutes

The minutes of the November 18, 2024 meeting were approved on a motion by Lynne Singleton and a second by David Lock. The motion was unanimously approved.

- E.** Discussion was held about the creation of the comprehensive plan. Topics discussed include the future meeting schedule, stakeholder outreach update with data received so far, and the community history and priorities. The committee also did interactive exercises regarding developable land and land use.

Members Butler, Lock, and Nash left at 8:00pm.

- F.** Set Date/Time for Future Meetings.

Consensus was to have the public meeting on March 6, 2025 at 6pm. A date for the committee to meet will be established at a later time.

- G.** Adjourn. Motion by Tom Eustace, seconded by Joseph Paul. The motion passed unanimously. Meeting adjourned at 8:17pm

CERTIFICATION



/s/Austin Bleess
City Manager

**COMPREHENSIVE PLANNING UPDATE COMMITTEE
CITY OF JERSEY VILLAGE, TEXAS
AGENDA REQUEST**

AGENDA DATE: February 11, 2025

AGENDA ITEM: D

AGENDA SUBJECT: Discuss and take appropriate action regarding the creation of a City Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.

Department/Prepared By: Austin Bleess, City Manager **Date Submitted:** February 4, 2025

EXHIBITS: Draft Economic Development Opportunities Memorandum
Survey Summary
Draft Comprehensive Plan Outline

BACKGROUND INFORMATION:

Under this item we will discuss the following items with the committee and the consultant.

AGENDA

- **Project Status Review** (5 minutes)
 - Overview of Project Schedule, Deliverables, and Status
- **Plan Progress** (15 minutes)
 - Public Meeting #1 Overview
 - Stakeholder Interviews
- **Confirm Vision Goals, and Key Objectives** (60 minutes)
 - Discuss and Confirm Vision Statement
 - Discuss and Confirm Goals & Key Objectives
 - Future Land Use Map Exercise
- **Where We're Going** (10 minutes)
 - Public Meeting #2 – May 15, 2025
 - Complete Comprehensive Plan (Draft) – June 27, 2025
 - Public Meeting #3 – July 2025
 - Implementation Matrix - August 29, 2025

MEETING RESOURCES

- Public Meeting #1 Summary
- Stakeholder Interview Summary
- Jersey Village Today (Chapter 3 – Draft)

RECOMMENDED ACTION:

There is no action required on this item.

MOTION: There is no action required on this item.



Journey to 2035 Public Meeting #1 Summary

This summary describes the purpose and details the outcome of the Journey to 2035 Public Meeting #1, which took place on Thursday, March 6, 2025, at City Hall in Jersey Village. During this meeting, attendees reviewed existing conditions and participated in exercises designed to collect input from the community on a shared vision, goals, and priorities for the community's future. The output will ensure alignment with the direction of the Journey to 2035 Comprehensive Plan and inform future discussions with the Comprehensive Plan Update Committee.

Public Meeting #1

The first public meeting for the Journey to 2035 Comprehensive Plan was attended by approximately 40 members of the community, including representatives from the Comprehensive Plan Update Committee ("CPUC"), City staff, and elected officials. Although a sign-in sheet was made available, it is important to note that not all attendees provided their information. However, of the thirty attendees who did sign in, 25 identified themselves as residents, 1 business owner, and 2 "other" attendees. The meeting's purpose was twofold: first, to review key takeaways and general characteristics of the current composition of Jersey Village. Second, it aimed to facilitate conversations with residents about the community's vision for the future and to identify and prioritize opportunities.

The meeting began with a presentation that described the role comprehensive plans serve in decision-making and outlined the roles that benefit from the plan. Additionally, attendees were presented with an overview of the community's current identity, including demographic details on median age, population, and ethnic composition. The overview further detailed key takeaways and trends regarding the City's zoning and land use, housing, transportation network, and parks and open space. Attendees were then provided with key takeaways from the community input survey conducted in November and December 2024. Finally, attendees were guided through a series of interactive exercises designed to solicit community input on a shared vision, goals, and key objectives. Representatives from Antero Group facilitated each exercise to encourage participant input and provide an opportunity to discuss individual questions and feedback from the community.

Activity #1: Vision Statement

Attendees were presented with three draft statements and asked to identify which statement they most resonated with. The statements were developed from a synthesis of responses to the community input survey and CPUC feedback.

Draft Vision Statement #1

"Jersey Village will be a thriving community that balances responsible growth with the preservation of its unique heritage and natural beauty. We will honor our history, protect our environment, and create a sustainable future where residents and businesses thrive together."

Draft Vision Statement #2

"Jersey Village will be a safe and connected community that cherishes its small-town atmosphere and fosters a strong sense of belonging. We will prioritize pedestrian-friendly streets, enhance community gathering spaces, and promote a vibrant and diverse local business environment."

Draft Vision Statement #3

"Jersey Village will be a premier community that celebrates its unique character and heritage while providing exceptional amenities and infrastructure. We will enhance our visual appeal, expand recreational opportunities, foster quality economic development, prioritize public safety, and strategically invest in the revitalization of key corridors and underutilized spaces."

Draft Vision Statements number two and three received the greatest support, with a majority of participants (56.7%) preferring Draft Vision Statement #3, and 40% preferring Draft Vision Statement #2.

Activity #2: Visioning Activity

Attendees were then guided to further elaborate on their vision for the future of Jersey Village in response to two questions. Each of these questions were accompanied by four choices. These questions and answer choices are identified as follows:

- 1) What aspects of Jersey Village do you want to preserve for future generations?
 - a. I want to preserve our safe and family-friendly community.
 - b. I want to preserve our unique history and small-town charm.
 - c. I want to preserve our quality of life and peaceful atmosphere.
 - d. I want to preserve our strong sense of community and connectedness.
- 2) What does Jersey Village aspire to become?
 - a. A community with vibrant spaces for people to connect and gather.
 - b. A more connected and walkable community.
 - c. A community with a thriving and diverse local business environment.
 - d. A community that prioritizes environmental sustainability and resilience.

In response to question #1, it was apparent that respondents desire to preserve the City's safe and family-friendly community as this choice was selected by 53% of participants. In response to question #2, 62% of participants envision Jersey Village as a community with vibrant spaces for people to connect and gather.

Participants were also provided an opportunity to respond to an open-ended question: what do you want to share the City of Jersey Village into over the next decade?

Figure 1 below reflects the full results of this exercise.

Figure 1: Visioning Activity Output

Question #1: What aspects of Jersey Village do you want to preserve for future generations?		
	Count	Percentage
1. I want to preserve our safe and family-friendly community.	17	53%
2. I want to preserve our unique history and small-town charm.	3	9%
3. I want to preserve our quality of life and peaceful atmosphere.	6	19%
4. I want to preserve our strong sense of community and connectedness.	6	19%
Question #2: What aspects of Jersey Village do you want to preserve for future generations?		
	Count	Percentage
1. A community with vibrant spaces for people to connect and gather.	13	62%
2. A more connected and walkable community.	8	38%
3. A community with a thriving and diverse local business environment.	7	33%
4. A community that prioritizes environmental sustainability and resilience.	3	14%
Question #3: What do you want to shape the City of Jersey Village into over the next decade?		
I want to keep JV a community of individual houses (not apartments, townhomes, duplexes, etc) with yards and curb appeal.		
Good value to the citizens for the money paid.		

Premier community with top amenities and community activities.
Ditto - no more apartments. Neighbor beautification, home curb appeal.
A safe place that has a thriving community, where people watch out for each other, with amenities, ↑ resale value, and a supportive local government.
A walkable and bikeable community with safe paths for this purpose (pedestrian bridges).
A place where people of all ages and backgrounds can participate.
Single family homes - keep the best of past + bring in a new more encompassing future design.
2.1 - community fields for athletics - soccer /baseball - can host community leagues/athletic tournaments; etc.

The strong preference for preserving a "safe and family-friendly community" (53%) and the desire for "vibrant spaces for people to connect and gather" (62%) indicate a community that values both its character and opportunities for social interaction. This suggests a need to balance development with maintaining the City's existing positive attributes while creating new, engaging public spaces. The open-ended responses further reinforce the desire to maintain the single-family residential character while exploring enhanced amenities and connectivity.

Activity #3: What Should Jersey Village Prioritize?

In the third exercise, which involved two steps, participants were asked to select up to three categories that best represent their priorities for the City. The categories, identified below in order of priority based on responses, are:

- 1) Community Facilities / Parks & Open Space (40.6%)
- 2) Business & Entertainment (24.6%)
- 3) Flood Mitigation (24.6%)
- 4) Transportation & Mobility (10.1%)

Following the selection of priority categories, participants identified specific features or objectives within each. These responses are detailed below and are again organized in order of preference:

Community Facilities / Parks & Open Space	Business & Entertainment	Flood Mitigation	Transportation & Mobility
Community Center (50%)	Variety of Restaurants and Shops (76%)	Enhanced Green Infrastructure at Parks (75%)	Improved Sidewalks and Crosswalks (47.4%)
Park Amenity Enhancements (22.7%)	Vibrant Community Hubs (12%)	Upgraded Drainage Systems (16.7%)	Dedicated Bike Lanes (21.1%)
Trails and Connectivity (18.2%)	Community Events and Festivals (8%)	Improved Pump Stations (8.3%)	Optimized Traffic Signals (15.8%)
Accessibility and Inclusivity (9.1%)	Attractive Storefronts and Signage (4%)	Expanded Detention Ponds (0%)	Improved Public Transportation Options (15.8%)

The high prioritization of "Community Facilities / Parks & Open Space" and "Flood Mitigation" suggests significant community interest in enhancing quality of life amenities and addressing environmental resilience. The near equal prioritization of "Business & Entertainment" indicates a desire for a more vibrant local economy. The specific features identified within each category provide valuable direction for potential projects and initiatives within the comprehensive plan.

Activity #4: Budget Prioritization

In this final exercise, participants were given the opportunity to share their opinion on setting priorities for municipal spending by identifying where they would like to see increased investment in the City budget above and beyond existing levels. Participants were presented with six categories and asked to choose up to three. These categories include: Placemaking, Parks & Trails, Economic Development, Public Safety, Community Activities, and Infrastructure & Streets.

Responses were fairly distributed, with 23.3% of attendees choosing Parks and Trails, 23.3% choosing Economic Development, 19.8% choosing Infrastructure and Streets, 15.1% choosing Public Safety, 12.8% choosing Community Activities, and 5.8% choosing Placemaking.

The strong support for "Parks and Trails" and "Economic Development" aligns with the earlier expressed desires for community spaces and a thriving local economy. The significant emphasis on "Infrastructure and Streets" highlights the importance of maintaining and improving the City's physical framework. The lower prioritization of "Placemaking" might indicate that residents see this as less critical than the other more tangible categories at this stage.

Stakeholder Interview Summary

This summary synthesizes common ideas and threads distilled from City of Jersey Village stakeholder interviews conducted in March and April 2025 as part of the Journey to 2035 Comprehensive Plan. Common challenges and successes

are detailed alongside stakeholder goals and quotes. The stakeholder interviews serve as a layer of community engagement, helping to promote a well-informed foundation for the Plan and desired outcomes.



Stakeholders Interviewed

- Andrew Mitcham – *Business Owner, Senate Avenue Brewing Company*
- Miesha Johnson – *Community Development Manager, City of Jersey Village*
- Robert Basford – *Parks and Recreation Department Director / Assistant City Manager, City of Jersey Village*
- Jo Hewett – *Senior Outreach*
- Karen Stockton – *Principal, Post Elementary School, Cypress Fairbanks ISD*
- Maggie Wiley – *Principal, Jersey Village High School, Cypress Fairbanks ISD*
- Jeffery English – *Planner, Texas Department of Transportation*
- Justin Bower – *Director, Community and Environmental Planning, Houston-Galveston Area Council of Governments*
- Danny Keel – *Chief of Police, City of Jersey Village*
- Averri Lemalle, *Senior Pastor, The Church*
- Sally Ramsay, *Congregant, The Church*

Common Threads

- Jersey Village is a family-centered community with a dedicated police and fire department, fostering a safe environment to live and raise a family.
- Coordination and collaboration of City leaders and staff with neighborhood leaders and stakeholders is a priority and a current value.
- A consistent common challenge is community hesitancy on bond proposals regarding aging infrastructure, policies which promoting growth, and projects which add housing density.
- Jersey Village has a very proud and successful local business community.
- A common struggle of Jersey Village residents includes limited retail, restaurants, and entertainment. Consequently, people often leave the City to access to these amenities.

- Jersey Village City Parks are highly utilized, with Clark Henry serving as a focal point for community events and Carol Fox Park as another key neighborhood gathering space.
- Jersey Village is a small town amongst a big City.
- Jersey Village is multi-racial and multi-generational. Many young people were raised in Jersey Village, left, and chose to return to start families.
- Mr. and Mrs. Jersey Village:
 - Prefer not to drive long distances.
 - Have children and dogs.
 - Value hyperlocal activities.
- Senate Avenue Brewing Company has a beer called “Don’t Hassle Me I’m Local”.
- Improving sales tax revenue is a priority for Jersey Village.

Stakeholder-Identified Challenges

- Jersey Village is landlocked by Houston City Limits, creating a strong boundary that conflicts with unconstrained development patterns in Houston and transportation access.
- Traffic congestion is becoming a problem as US-290 becomes more congested due to continued growth northwest of Houston.
- Jersey Village infrastructure is aging without an increasing tax base.
- Park amenities need to be modernized as they have aged beyond their functional lifespan. Park amenities should be marketed as a community asset.
- Limited shared civic space and the lack of community centers pose a challenge for residents seeking local indoor gathering spaces.

Stakeholder-Identified Successes

- Police, EMS and Fire have very quick response times and maintain community safety while coordinating with City staff to enhance safety.
- City staff is successful bringing the community together through multiple community events throughout the year. Frequent and effective coordination with City staff has fostered an environment that benefit residents.
- There was a forty-percent decrease in burglary of motor vehicles from 2024 to 2025.
- The Jersey Meadows golf course berm project and other flood mitigation projects, including grants secured to elevate repeat loss homes in the floodplain, are successes.

Stakeholder-Identified goals

- **Goal:** Improve overall access to Jersey Village and improve traffic flow.
- **Goal:** Attract a major grocery chain store (e.g., Trader Joe’s, HEB).

- **Goal:** Foster a partnership between Police and Code Enforcement to facilitate City public safety goals.
- **Goal:** Collaborate with GIS to accurately detail stormwater infrastructure.
- **Goal:** Develop more partnerships for recreation opportunities.
- **Goal:** Create and encourage more places for gathering and age-friendly places.
- **Goal:** Advocate for townhome development within the City.
- **Goal:** Build the "Visit Jersey Village Texas" brand.
- **Goal:** Create an emphasis on mixed-use development.
- **Goal:** Reduce the need for residents to leave Jersey Village for amenities.
- **Goal:** Improve sales tax revenue through a defined strategy.
- **Goal:** Increase foot traffic within the City.
- **Goal:** Continue attracting younger families.
- **Goal:** Create a Jersey Village Chamber of Commerce.
- **Goal:** Attract sales headquarters to Jersey Village.

Quotes:

- **"Make Jersey Village the best place to eat, work, live, and play."**
Miesha Johnson, Community Development Manager
- **"Residents say 'We live here because of Public Safety'; that can change in instant."**
Danny Keele, Chief of Police
- **"Schools that are in a thriving community tend to thrive."**
Maggie Wiley, Jersey Village High School Principal
- **"Most important thing is our kids are safe and educated."**
Karen Stockton, Post Elementary School Principal
- **"I enjoy living here still, after all of this time."**
Sally Ramsay, The Church congregant
- **"Jersey Village is the OG suburb of Houston."**
Andrew Mitcham, Senate Avenue Brewing owner

Chapter 3: Jersey Village Today

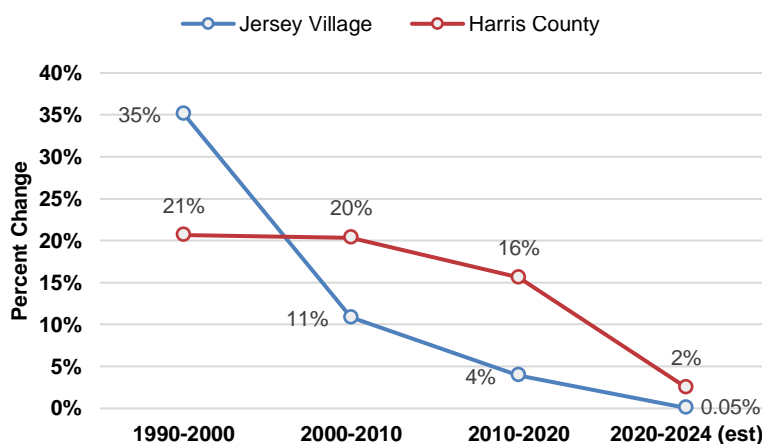
This chapter will detail the existing conditions of Jersey Village, presenting facets of its demographics, economy, housing, transportation, and infrastructure. The key takeaways and overall findings from this chapter will inform the priorities and goals for the Plan. In combination with public survey results, input from the Comprehensive Plan Update Committee, stakeholder interviews, and public input, analyzing Jersey Village's existing conditions moves the Plan forward toward identifying priorities, challenges, and opportunities.

Current Identity

The demographic composition of a community contributes significantly to its character and potential priorities. Assessing a community's current population is a way to understand what its vision and goals could be. It is also imperative to account for population and demographic trends when planning future projects and investments.

Jersey Village is composed of a unique population that has experienced periods of growth and stabilization. The 2024 population estimate from the Texas Demographic Center is 7,925. While Jersey Village grew 35% from 1990 to 2000, the rate of population growth steadily declined as the Village's residential areas were built out and development pressure decreased. **Figure 3.X** illustrates the percentage change in population compared with Harris County. The chart shows that Jersey Village grew faster than the County overall through the 1990s and then slowed over time. Much of the County's population growth is attributed to growth in unincorporated Harris County and the City of Houston. Considering the challenges to development in Jersey Village that limit opportunities for growth, the population is expected to continue stabilizing. Potential growth opportunities include: the redevelopment of existing properties or vacant parcels for higher density use or the potential annexation of land within the extraterritorial jurisdiction ("ETJ") for development.

Figure 3.X: Jersey Village and Harris County Population Change



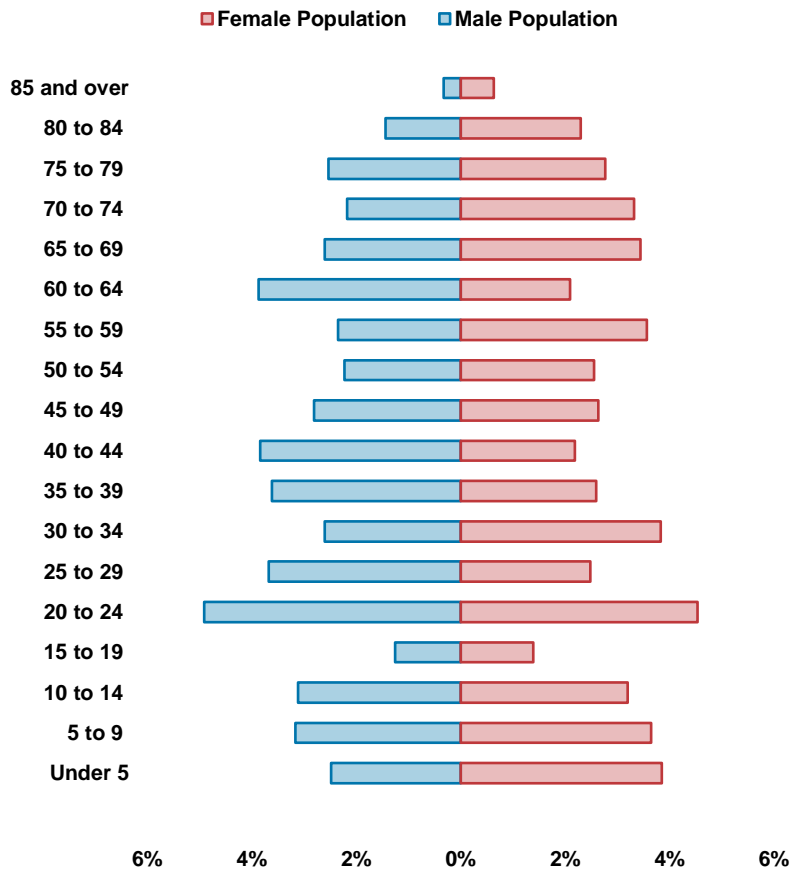
Source: Decennial Census, ACS 2023 5-year estimates, and Texas Demographic Center

Jersey Village Today: Young and Stable

The median age in Jersey Village is approximately 39 years old, according to the 2020 US Census. This is reflective of the nation's median age and slightly older than the state of Texas (36) and Harris County (35). The population pyramid in **Figure 3.X** illustrates a stable population that has an equitable age distribution. The 20–24-year age cohort is the largest, making up 9% of the population, with the 5–9-year age cohort the next largest at 7%. Population distributions are evenly distributed for the rest of the population with a slight increase in the population over 60 years old.

Jersey Village's age distribution is similar to other small residential suburbs with a significant youth population, indicating many young families and college-age young adults. The trend of college-age young adults choosing to live at home is evident in Jersey Village with 20–24-year-olds making up the largest cohort of the population. While this is occurring in Jersey Village, it is also a national trend indicated in several national polls and studies. A recent 2022 study conducted by The Harris Poll, a market research and analytics company, indicates that 44% of 18–25-year-olds have chosen to live with their parents ([The Harris Poll](#)).

Figure 3.X: Jersey Village population age and sex distribution

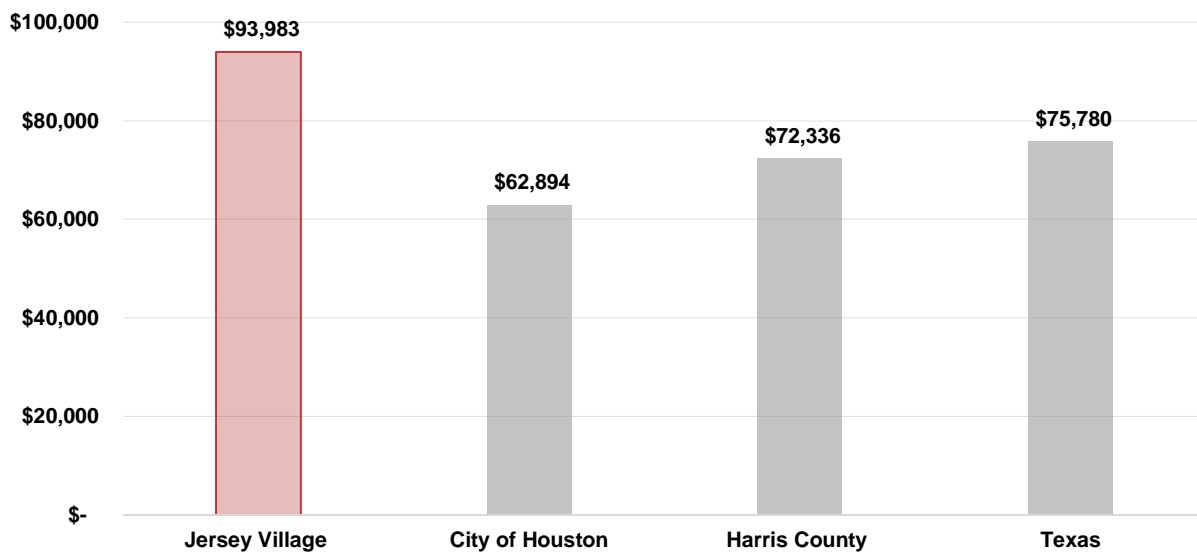


Source: ACS 2023 5-year estimates

Jersey Village Today: Median Household Income

Figure 3.X illustrates a comparison of median household incomes at the city, county, and state level. The 3,241 households in Jersey Village have a median household income of \$93,983, which is 30% higher than Harris County's median household income and 24% higher than Texas' median household income.

Figure 1.X: Jersey Village Median Household Income



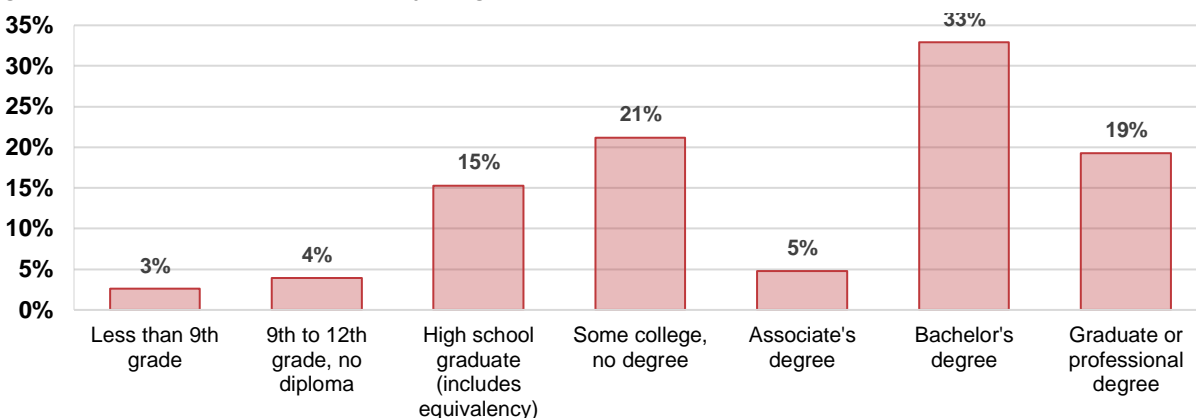
Source: ACS 2023 5-year estimates

While household income is high in Jersey Village, rising housing costs can limit disposable income for households. Households that are cost-burdened spend more than 30% of their income on housing costs and, in 2022, over 42 million households in the US were considered cost-burdened (JCHS, 2024). In Jersey Village, nearly 40 percent of owner-occupied units are considered cost-burdened (ACS 2023-5-year estimates). This can impact how families spend money within the community and can negatively impact a community's economic well-being. Providing housing choices that reduce this burden on residents can improve the overall economic status of Jersey Village.

Jersey Village Today: Educational Attainment

Levels of educational attainment vary in Jersey Village. According to the 2023 American Community Survey 5-year estimates, 52% of Jersey Village residents, 25 years of age and older, hold a bachelor's degree or higher. High school graduates and those with some college education experience comprise 15% and 21% of the population, respectively. Additionally, less than 10% of residents 25 years and older have no diploma. **Figure 3.X** depicts the levels of educational attainment in Jersey Village.

Figure 3.X: Educational Attainment in Jersey Village



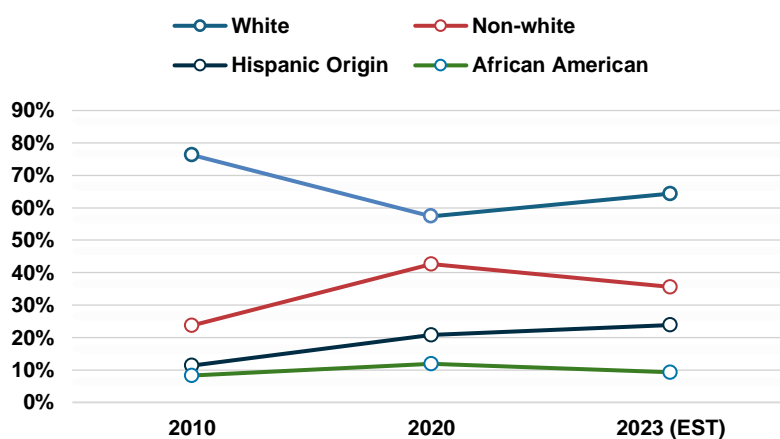
Source: ACS 2023 5-year estimates

Analyzing Jersey Village's levels of educational attainment, especially among residents categorized within the workforce, is critical to guiding and anticipating the types of employment opportunities, businesses, or services that may be needed as Jersey Village plans for the future.

Jersey Village Today: Diversity

Today Jersey Village continues changing in population composition. As depicted in **Figure 3.X**, the White population consists of approximately 64% of the population, declining from 76% in 2010. Non-White, Hispanic in origin, and African American populations have all grown since 2010. The Hispanic population has grown the most over this time, increasing from 11% of the population to 24%. The diversifying population signals a community that offers attractive amenities, a sense of place, and a resilient economy that attracts various populations.

Figure 3.X: Racial composition



Source: ACS 2023 5-year estimates

KEY TAKEAWAYS

- Young Families and Generation Z:** The median age in Jersey Village is 39 years old, which is close to the national average. However, a substantial portion of the population are young adults and young children. According to a national Pew Research Center study conducted in 2019, 44% of Generation Z were living with a parent compared to 33% of Millennials when they were the same age. Jersey Village

has an opportunity to retain these college-age adults who could form families and stay in the City, enhancing its overall economic and social well-being.

- **Population Stabilization:** After two growth periods in the 1970s and 1990s, Jersey Village's population has stabilized. Planning for an aging population while retaining the existing youthful population will be an ongoing challenge and priority for the City.
- **A Diverse Population:** The 2020 Census indicated a growth in the Non-White population with a decrease in the White population compared with 2010. A growing heterogenous population will help inform the Plan accounting for the desires of a diverse community.

Current Zoning

Zoning plays an important role in defining a city's character through policies that regulate building size, height, aesthetics, function, and parcel layout. It creates the framework for development within a city, neighborhood, street block, or city parcel. There are ten unique zoning districts within Jersey Village. **Figure 3.X** identifies each district.

Figure 3.X: Jersey Village Zoning Districts

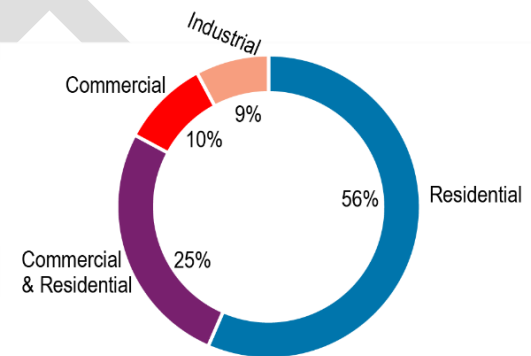
Zoning District	District Description	District Character
District "A"	Single-Family Dwelling District	Tree streets with sidewalks and lots with front, side, and backyards.
District "B"	Single-Family & Patio Home District	Similar to Zone "A" with the addition of patio homes which can share one wall with a neighbor.
District "C"	Patio Home & Townhouse District	This district is composed of homes that may share a wall with neighbors and have smaller lot sizes and setbacks from the ROW.
District "M"	Multi-Family Dwelling District	This district is composed of apartments and other multi-family developments.
District "F"	First Business District	Retail and professional services focused commercial district.
District "G"	Second Business and Townhome District	This commercial district allows auto shops and other retail and professional services.
District "H"	Industrial District	Allows for manufacturing, light industrial, and complementary businesses.
District "J"	Third Business District	A commercial district that allows for more big box style businesses and warehouses
District "J-1"	Fourth Business District	This district is an extension of J with the addition of other uses not permitted in J
District "K"	Fifth Business District	This is a commercial district allowing for storage and warehousing facilities

Jersey Village Today: Zoning Composition and Development Patterns

Figure 3.X summarizes the current zoning by consolidating the existing ten zoning districts into four zoning categories represented by type of land use. The land area of Jersey Village is about 3.4 square miles or 2,200 acres and approximately 56% of the land is zoned for residential, including many established subdivisions surrounding the Jersey Meadow Golf Course. The commercial and residential categories are approximately 35% of the land area. The industrial zone to the south, illustrated in **Figure 3.X**, is composed of 9% of the land area and was rezoned in March 2025. This area is expected to accommodate several new industrial uses with access to the adjacent US-290 route into and out of the City's urban core.

Historical suburban development patterns have contributed to the small-town residential character of Jersey Village with low-density neighborhoods making up most of the land area. Residential districts A and B contain 1,150 Acres of land equating to approximately 50% of the total land area. When Jersey Village was incorporated in 1956, it had only 5 miles of roads and utilities along with a few homes along Jersey Drive. The City started as a residential community and continues to this day in a similar style while accommodating residential growth with commercial amenities, public parks, and economic opportunities for businesses located along the US-290 corridor.

Figure 3.X: Zoning Distribution



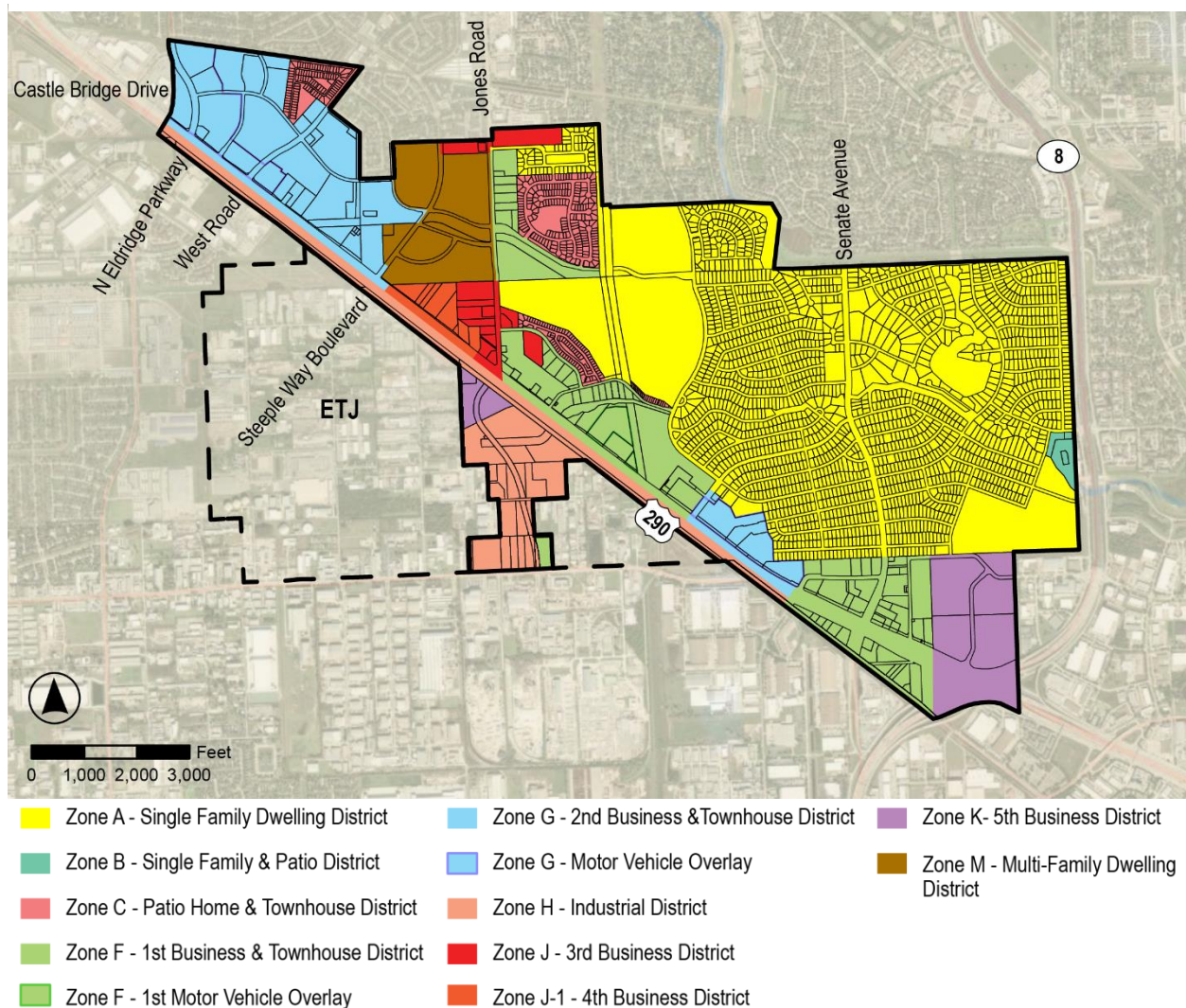
Source: City of Jersey Village GIS

Jersey Village: Existing Zoning and ETJ

Figure 3.X depicts the existing zones in Jersey Village including the extraterritorial jurisdiction. The ETJ is a designated buffer area located outside of the city limits and is a method of defining potential future growth and service boundaries. Zoning and city ordinances are not regulated in the ETJ; however, the land division process is regulated, promoting a process to support utility improvements and other public infrastructure outside the city limits.

Zoning in Jersey Village impacts all aspects of the built environment and is central to where various housing types are located. The following Existing Housing section will detail the current state of housing in Jersey Village while identifying trends to facilitate a direction for the Comprehensive Plan.

Figure3.X: Existing Zoning



Source: City of Jersey Village GIS

KEY TAKEAWAYS

- **Residential and Business Friendly:** Jersey Village's current zoning allows for commercial in 35% of its land area in six different zoning districts. While Jersey Village is composed of several single-family residential neighborhoods, the various zoning districts promote commercial development throughout the City.
- **Industrial Opportunities:** There are several districts allowing for industrial and warehouse businesses throughout the City. Districts H, J, and K all allow industrial and some form of manufacturing and sales.

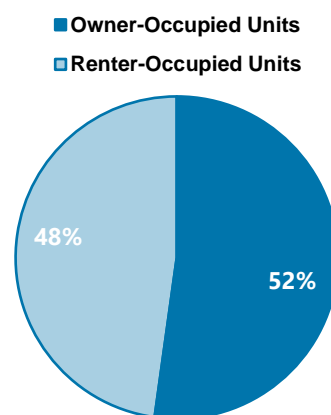
Existing Housing

Housing is a fundamental component of any developed area. As a community grows with businesses, employment opportunities, and commercial activities, the demand for housing inevitably rises. However, modern-day housing challenges, including ongoing pressures limiting supply, can make it difficult for people to secure suitable housing. Jersey Village, like many established communities, faces the challenge of balancing housing needs with limited developable land. The City is constrained by its shared boundaries with Houston and the surrounding highways, and has limited opportunity for new development, with most vacant parcels located within established residential neighborhoods or requiring significant redevelopment efforts. This section provides an overview of the current state of housing in Jersey Village.

Jersey Village Today: Housing Tenure

The 2023 5-year estimate identifies 3,658 housing units with an average household size of 2.41, smaller than Harris County at 2.7. As depicted in **Figure 3.X**, owner- and renter-occupied units show that housing tenure is nearly divided, with renters occupying 48% of all units. Renters have increased by 8% since the 2013 ACS 5-year estimates.

Figure 3.X: Housing Tenure



Source: ACS 2023 5-year estimates

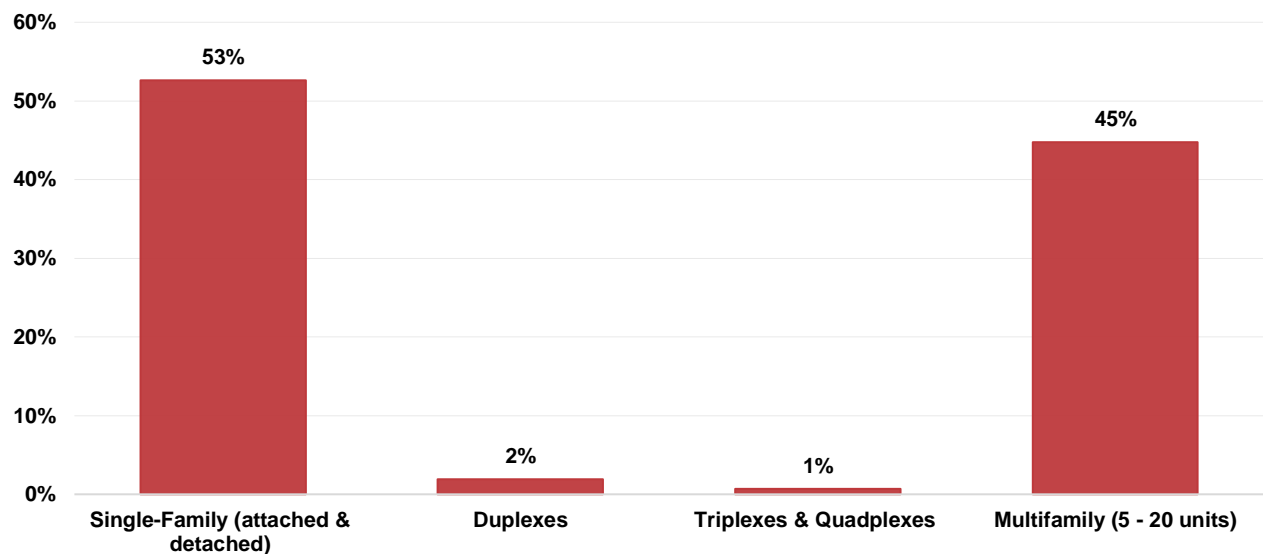
Jersey Village Today: Housing Vacancy

Housing vacancy in Jersey Village today is an estimated 11%, according to the ACS 2023 5-year estimates. Jersey Village's housing vacancy rate is 3% higher than Harris County and approximately equal to Texas (10%). Housing vacancy can be an indicator of the housing market and the demand for new housing. In Jersey Village, the renter-occupied housing vacancy rate is 12%, which is significantly higher than its owner-occupied vacancy rate of 1%. Rental unit vacancies in Harris County and the state of Texas are approximately 9%. Rental vacancy in Jersey Village is an identified housing issue and needs to be considered within this Comprehensive Plan. Further analysis will be necessary to determine recommendations.

Jersey Village Today: Existing Housing

The Jersey Village housing stock is dominated by single-family and multi-family housing types, as depicted in **Figure 3.X**. Approximately 45% of housing in Jersey Village is multi-family and 53% single-family. While multi-family housing consists of only 4% of the land area, single-family housing consists of approximately 54%. Multi-family housing uses land more efficiently than single-family housing. Given the limited amount of developable land in Jersey Village, multi-family housing has greater potential to support future growth.

Figure 3.X: Existing Housing Stock



Source: ACS 2023 5-year estimates

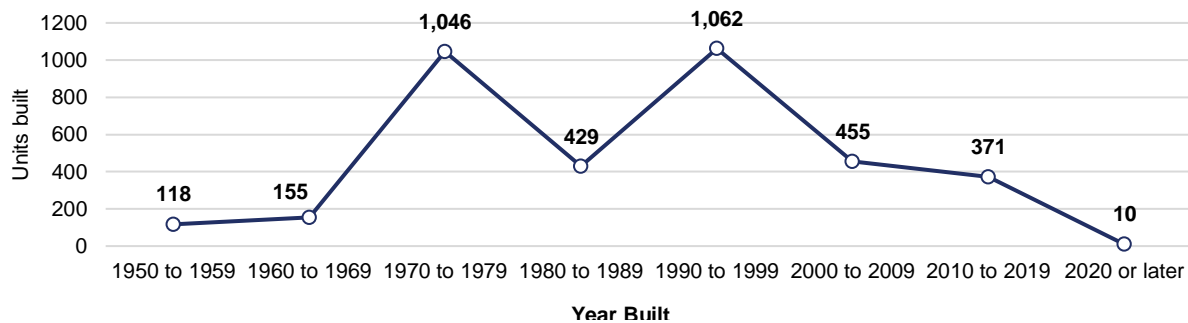
Jersey Village Today: Missing Middle Housing

Jersey Village contains few duplexes, triplexes, and quadplexes. These housing types, which can be considered potential “missing middle” housing, can accommodate populations that fall into middle-income categories. Missing middle housing types provide housing choices such as duplexes, fourplexes, cottage courts, and others. These housing types support social ties within the community by providing greater density alongside a design that promotes social acquaintances and walkable neighborhoods. Missing middle housing creates homes for multiple households and are typically infill developments that are near community amenities. This style of housing supports local neighborhood retail, such as convenience stores and cafes while bringing activity to local parks. Local economic benefits for the City include reducing infrastructure costs and increasing sales tax revenue as households will spend money locally increasing sales tax revenue alongside using less infrastructure for higher demand. The demand for “missing middle housing” will continue to grow as single-family housing becomes less affordable to a higher percentage of the population.

Jersey Village Today: Historical Housing Development

Housing in Jersey Village has grown over time, serving residents and homeowners, as depicted in **Figure 3.X**. Since Jersey Village's incorporation in 1956, approximately 3,646 housing units have been built. Housing construction in Jersey Village peaked in the 1970s and again in the 1990s. An estimated 92% of all housing development in Jersey Village occurred after 1970.

Figure 3.X: Housing Development Over Time



Source: ACS 2023 5-year estimates

Housing in Jersey Village is like other suburban communities with significant housing dedicated to single-family housing. Alongside understanding the existing housing context, it is important to consider the transportation network. The transportation network and its existing challenges are documented in the following section.

KEY TAKEAWAYS

- **Housing Rentals are Increasing:** Renting in Jersey Village is becoming more popular with an 8% increase since 2013. Although renters enjoy the option to move and be more transient with housing, rent prices are rising with approximately 40% of renters spending more than 30% of their income on rent according to the ACS 2023 5-year estimates. This has led to a higher rental vacancy rate of 12%. Renters typically enjoy convenient smaller housing types such as multi-family housing with walkable neighborhoods and urban amenities.
- **The Value of Multi-Family:** Multi-Family housing comprises 4% of the total land area in Jersey Village while contributing 45% of total housing units. This efficient use of land promotes fiscal stability and preserves opportunities for the future development of land.
- **Missing Middle Housing and Infill Development Opportunities:** Jersey Village currently has approximately 131 housing units that could be considered “missing middle housing” (City of Jersey Village GIS). These are the single-family-attached duplexes, triplexes, and quadplexes. This type of housing is allowed in several zoning districts and can promote walkable neighborhoods. Infill development opportunities exist throughout the City and are valuable opportunities to investors and the community. Moreover, they can reduce the upfront costs of development by utilizing existing infrastructure.

Current Mobility Network

This section provides an understanding of the current conditions of the transportation network, including pedestrian and bicycle infrastructure, transit options, and roadway stress levels. These efforts aim to enhance the City's transportation system by addressing accessibility, safety, and efficiency for all users.

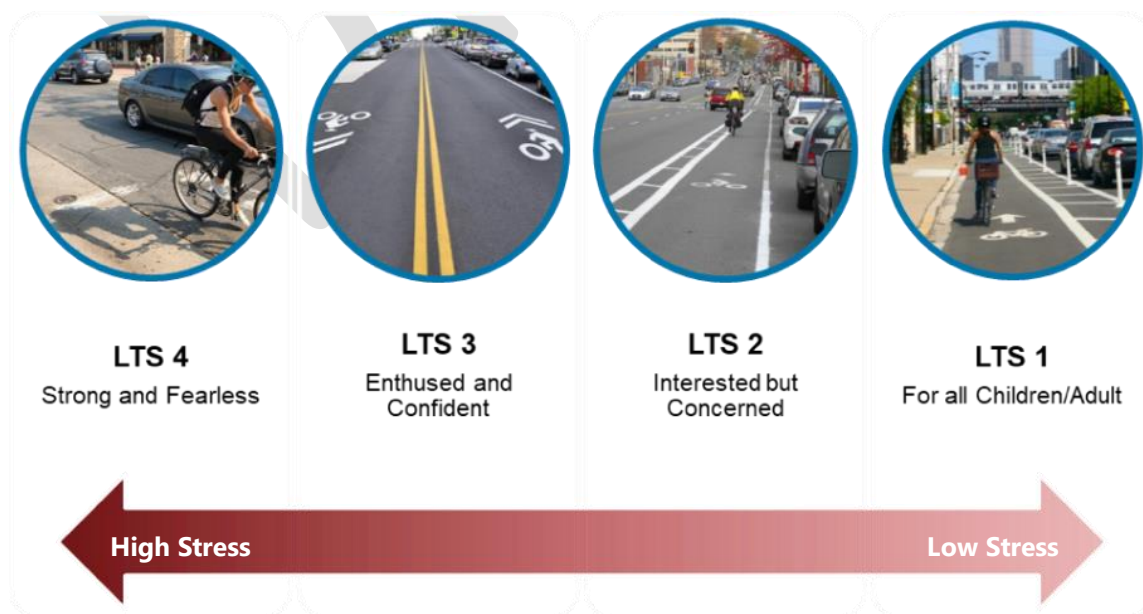
In identifying the gaps between current transportation services and community needs, this analysis will highlight areas requiring improvement and provide decision-makers with a clear picture of where investments are most needed—whether in infrastructure upgrades, enhancements, or connectivity improvements—to ensure that the transportation network effectively supports the growth and vitality of Jersey Village.

The analyses reveal accessibility gaps in the pedestrian, bicycle, and transit networks. In addition, the analysis found that while many intersections perform well in terms of safety and connectivity, a considerable number of local road segments do not meet the acceptable Level of Traffic Stress ("LTS"). In addition, a comprehensive collision analysis was conducted examining crash data from 2019 to 2023. Areas along Jones Road and West Road have been collision hot spots—specifically at local intersections and the access ramps to US-290—and are reviewed as part of this analysis.

Level of Traffic Stress Analysis

An LTS analysis quantifies the amount of discomfort people feel when bicycling close to traffic. A lack of bicycle and pedestrian infrastructure can lead to higher levels of stress and discomfort while using the Right-of-Way ("ROW"). **Figure 3.X** depicts the scoring method for the Level of Traffic Stress Analysis.

Figure 3.X: Graphic Depiction of the Level of Stress Analysis



The following categories reflect the amount of stress that diverse types of cyclists can tolerate:

- **LTS 1 – Very low traffic stress.** Most children feel comfortable bicycling.
- **LTS 2 – Low traffic stress.** The mainstream adult population feels comfortable bicycling.
- **LTS 3 – Moderate traffic stress.** Bicyclists who are considered “enthused and confident” but still prefer having their own dedicated space feel comfortable while bicycling.
- **LTS 4 – High traffic stress.** Only “strong and fearless” bicyclists feel comfortable while bicycling. These routes have high speed limits, multiple travel lanes, limited or non-existent bicycle lanes and signage, and large distances to cross at intersections.

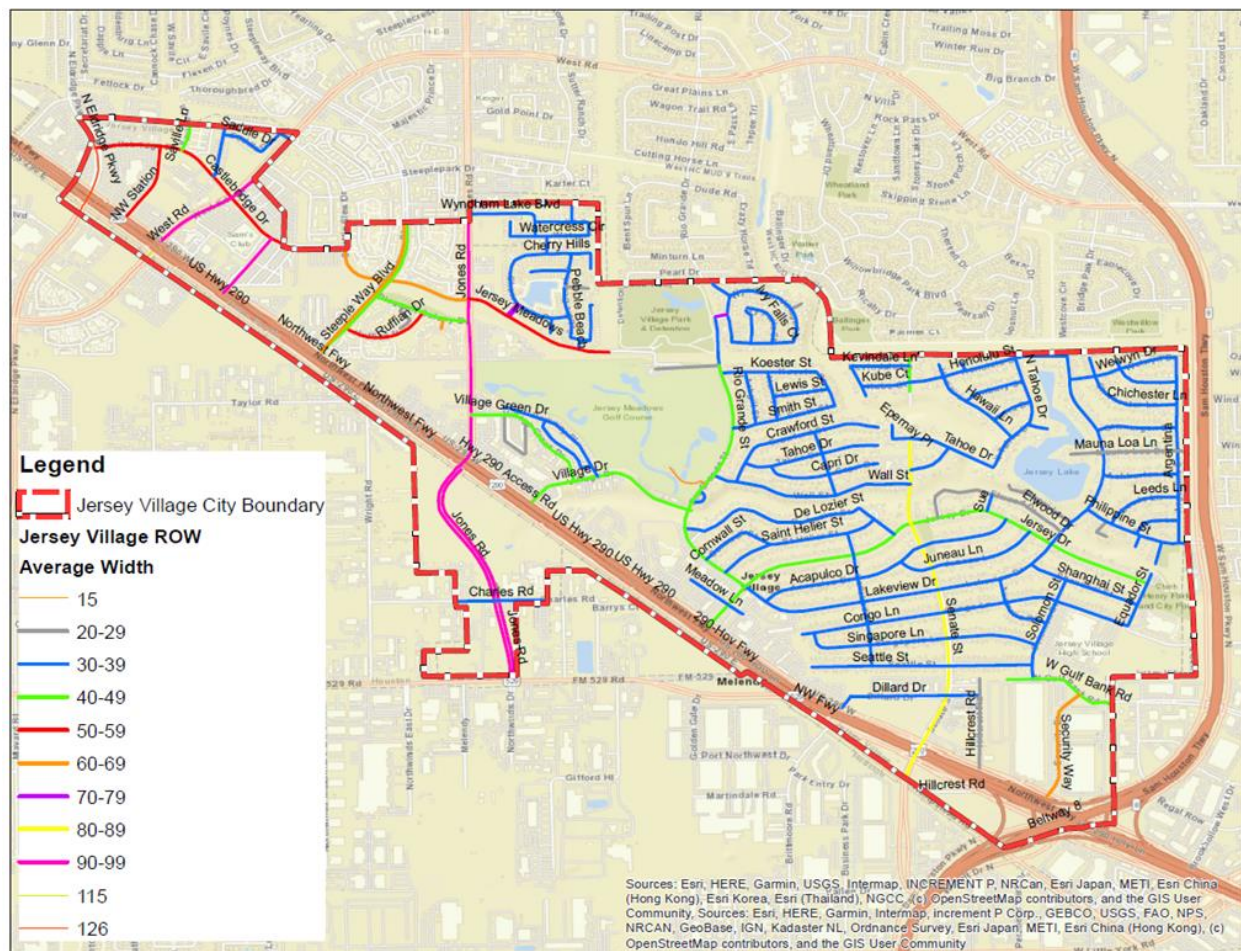
Jersey Village Today: Bicycle and Pedestrian Gap Analysis

The goal of a Bicycle and Pedestrian Gap Analysis is to identify segments within the transportation network that are not served by pedestrian or bicycle infrastructure yet have the capacity for it. In addition, it examines issues such as missing sidewalks, poorly designed crosswalks, inadequate lighting, and long walking distances to destinations.

Jersey Village currently lacks bike lanes or designated bike routes; however, it possesses the capacity for this infrastructure as depicted in **Figure 3.X**, showing the existing ROW and average street widths as measured in feet. For this preliminary Bicycle and Pedestrian Gap Analysis, LTS scores were calculated for various roadway segments.

The LTS for each roadway segment is determined by several factors including prevailing speed, average daily traffic, type of bike lanes, number of roadway lanes, on-street parking, lane blockages, and roadway classification. Most roadway segments in Jersey Village were rated as LTS 4, the most stressful, due to the absence of on-street bike lanes. Bike and pedestrian improvements along the ROW will improve this score. New infrastructure, such as dedicated on-street bike lanes on high-stress roads and signs indicating shared roadways on lower-stress roads, would promote a safer and more comfortable environment for pedestrians and cyclists using the ROW.

Figure3.X: Existing ROW in Jersey Village



Jersey Village Today: Pedestrian Gaps

Examples of pedestrian gaps include issues with sidewalks and other physical infrastructure, such as traffic signals, street design, and lighting. Ensuring safety and connectivity for all roadway users is a priority, and these components are essential to achieving this goal. There are several areas where sidewalks are either completely missing or absent over long stretches of roadway. The following roadways have been identified with missing sidewalks:

- Portions of Eldridge Parkway, Northwest Station, West Road, NW Station PR 1 Drive, Steeple Way Boulevard, Jones Road, Village Drive, Jersey Drive, Dillard Drive, Hillcrest Road, West Gulf Bank Drive, and Rio Grande Street.

While sidewalks exist in some sections, they are often only present on one side of the road. Other significant issues identified include the lack of tactile ramps at intersections, which guide pedestrians onto the sidewalk, as well as high-visibility crosswalks at several locations, including major intersections, which signal drivers to be aware of pedestrians crossing the street and

promote safety through enhanced awareness. For example, the intersection of Solomon Street and West Gulf Bank Drive, near a school, would benefit from high-visibility crosswalks.

A detailed inspection of sidewalks, crosswalks, signage, and streetlights should be conducted to be able to prepare inventory, which will help the City identify the specific locations and exact numbers of the missing elements for improvement in pedestrian connectivity.

Jersey Village Today: Bicycle Gaps

A Bicycle Gap Analysis identifies the absence of bike lanes, unsafe intersections for cyclists, and a lack of bike parking facilities, assessing the missing bike infrastructure and connectivity within traffic roadways.

The biggest gap in bicycle infrastructure in Jersey Village is the absence of bike lanes on main neighborhood connecting streets, including Senate Avenue, Jones Drive, Rio Grande, and Steeple Way Boulevard. Implementing bike infrastructure would enhance sustainability and neighborhood connectivity to active business and community spaces around the City. In addition, there is a need to develop bike infrastructure such as bike stations, shared facilities, and bike parking stations, as well as bike paths near schools.

Streets in Jersey Village were rated with a Level of Traffic Stress of four due to the lack of bike lanes and other infrastructure that would reduce conflicts with other roadway users. However, this rating could be reduced on certain roadways where there is sufficient space to implement bike lanes and other bike infrastructure, and the average daily traffic is low.

Jersey Village Today: Transit Gap Analysis

A Transit Gap Analysis identifies gaps in transit services. Jersey Village benefits from the proximity to two key transit stations connecting residents to the greater Houston metropolitan area. The Northwest Park & Ride, located within Jersey Village's city limits, serves as a major transit hub for commuters heading to downtown Houston. Additionally, the West Little York Park & Ride, situated near the southeastern edge of Jersey Village, provides another option for residents, enhancing regional connectivity. Despite these advantages, the Northwest Station Park & Ride faces service, capacity, and accessibility challenges that limit its overall effectiveness.

One significant gap is the limited service frequency outside of peak hours. The 216 West Little York/Northwest Park-and-Ride route operates primarily during weekday morning and evening rush hours, with little to no service during midday, late evenings, and weekends. This restricts access for individuals with non-traditional work schedules or those traveling during off-peak times. Additionally, the focus on downtown Houston as the primary destination creates a gap in connectivity to other employment centers or metropolitan areas, necessitating additional transfers and extending travel times for many commuters. Enhancing transit service in Jersey

Village would provide realistic transportation options for residents commuting to work or elsewhere in the region. In addition, improving these services reduces vehicle trips in the City and region, improving safety and enhancing sustainability efforts by reducing emissions.

Although the current parking availability at the park-and-rides meets existing needs, it may become a concern over time as demand increases. The Houston Next Moving Forward Plan, which outlines strategies to accommodate the region's projected growth to over ten million people by 2040, highlights a proposed Bus Rapid Transit ("BRT") route at the W. Little York Park-and-Ride that will provide a connection to Missouri City. In addition, the Houston Mobility: Northwest Study, conducted in 2015, noted that demand at this Park-and-Ride location was expected to rise due to the closure of other facilities.

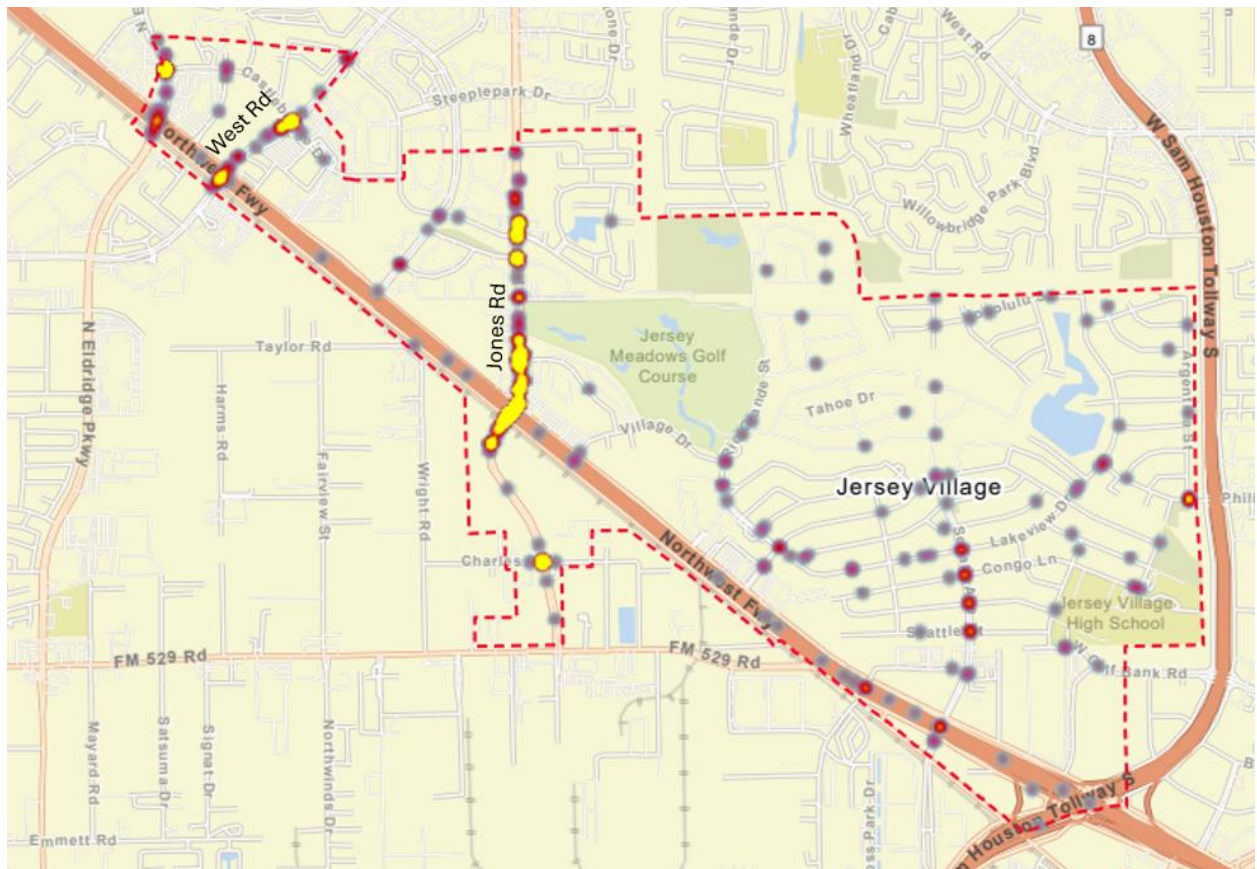
Lastly, the stations' connectivity to surrounding neighborhoods is limited, particularly for those without access to personal vehicles. Feeder bus routes are sparse, and the pedestrian and cycling infrastructure around the station is insufficient, creating significant first-mile/last-mile barriers. These gaps hinder equitable access to the facility for residents who rely on alternative modes of transportation.

Additional operational gaps include limited amenities, such as shaded waiting areas, real-time bus arrival displays, and secure bicycle storage, which could improve the overall user experience. Furthermore, the reliance on personal vehicles and the cost of Park & Ride fares may exclude lower-income residents, highlighting equity concerns.

Jersey Village Today: Collision Analysis

A comprehensive Collision Analysis for Jersey Village was conducted, examining crash data from 2019 to 2023. The study identified a total of 3,278 collisions over the five-year period, with an overall 8% decline in crashes between 2019 and 2023. During this time, there were six fatal crashes and 140 collisions resulting in suspected serious injuries. The analysis also revealed a high concentration of collisions along major roadways, particularly Jones Road and West Road, highlighting key areas for potential safety improvements. Data was compiled from the Texas Department of Transportation's Crash Records Information System Database. **Figure 3.X** depicts the concentration of collisions between 2019 and 2023. The study identifies roadways where incidents are more frequent and concentrated and highlights the need for improved intersection management and traffic management for accessing US-290.

Figure 3.X: Collision Analysis Heat Map



Source: Texas Department of Transportation, Crash Records Information System Database

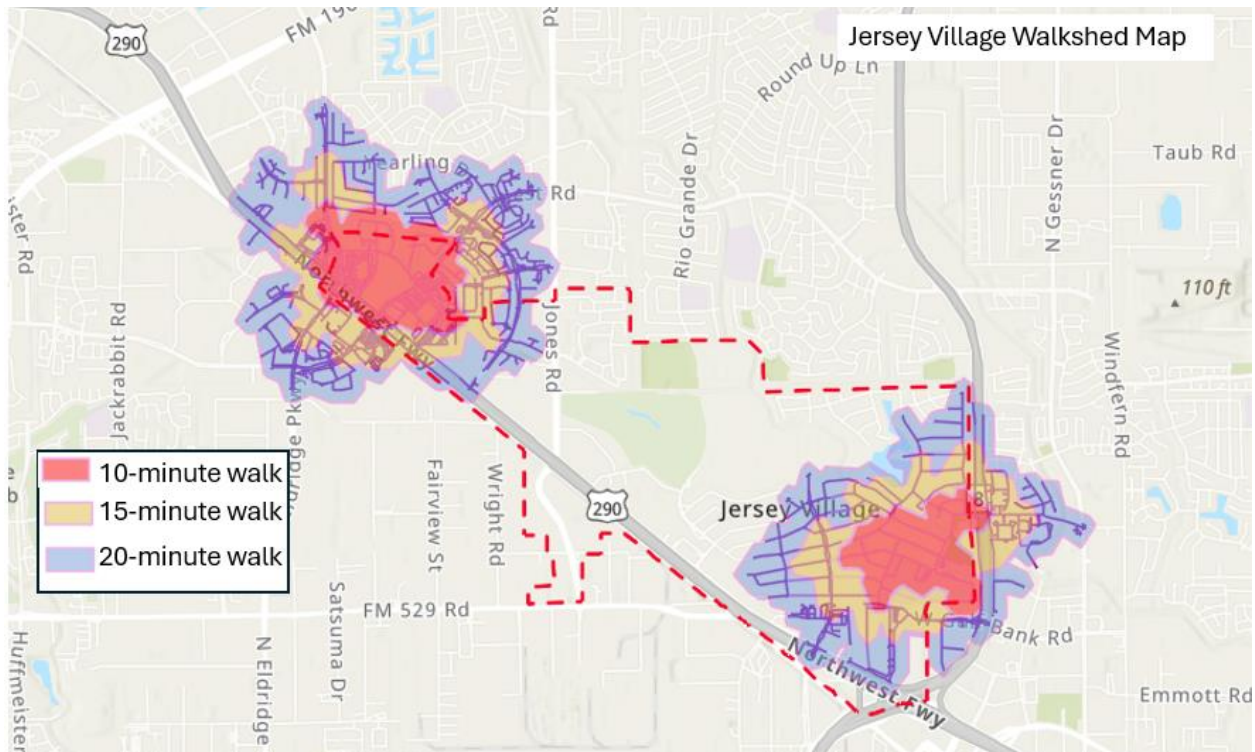
Jersey Village Today: Walkshed Analysis

A Walkshed Analysis was conducted to assess the street network and walking conditions in Jersey Village. A walkshed is an area reachable on foot for the average person. The analysis measures the effectiveness of pedestrian infrastructure and access to places like schools, parks, transit stops, and businesses. Walkshed analyses highlight where pedestrian connections should be focused, with the intent of creating overall connectivity and mobility.

A walkshed analysis typically begins with a central location—a place where people are likely to walk to and from—such as a transit stop, school, park, or commercial hub. The analysis then extends outward, considering the street network, pedestrian infrastructure, and barriers to movement.

For this analysis, two walksheds were created using the Park-and-Ride facility and the local high school as starting points. These locations were chosen because they serve as key community destinations. Commuters rely on the Park-and-Ride for transit access, while students, staff, and parents frequently walk to and from the high school. Analyzing pedestrian accessibility from these points will inform priority improvements like sidewalks, crossings, and traffic-calming measures to enhance walkability and connectivity. **Figure 3.X** identifies pedestrian-accessible areas surrounding the Northwest Park-and-Ride and high school.

Figure 3.X: Park-and-Ride & Jersey Village High School Walkshed Analysis



Standard Walkshed Distances for Suburbs

10-minute walk (~0.5 miles). Represents the most accessible areas for pedestrians, typically covering residential neighborhoods near schools, parks, or small retail areas.

15-minute walk (~0.75 miles). Captures a broader area, often reaching local commercial centers, bus stops, or civic amenities.

20-minute walk (~1 mile). Represents the outer limit of practical pedestrian access in suburban areas, where walking becomes less convenient due to discontinuous sidewalks, wide roads, and limited crossings.

KEY TAKEAWAYS

- **Bicycle and Pedestrian Infrastructure Gaps:** Jersey Village currently lacks significant bicycle infrastructure. According to the Department of Energy, about 52% of all vehicle trips are less than 6 miles. Incorporating bike and pedestrian planning into Jersey Village and promoting non-motorized travel to nearby active areas can reduce vehicle trips, promote healthy living, and support a vibrant community.
- **Access to US-290:** The collision analysis revealed concentrations of vehicle collisions at intersections near US-290. The urban context nearby creates several opportunities for conflicts and, therefore, accidents. Further study is needed to identify strategies to improve safety in these areas.

Parks, Open Space, and Flooding

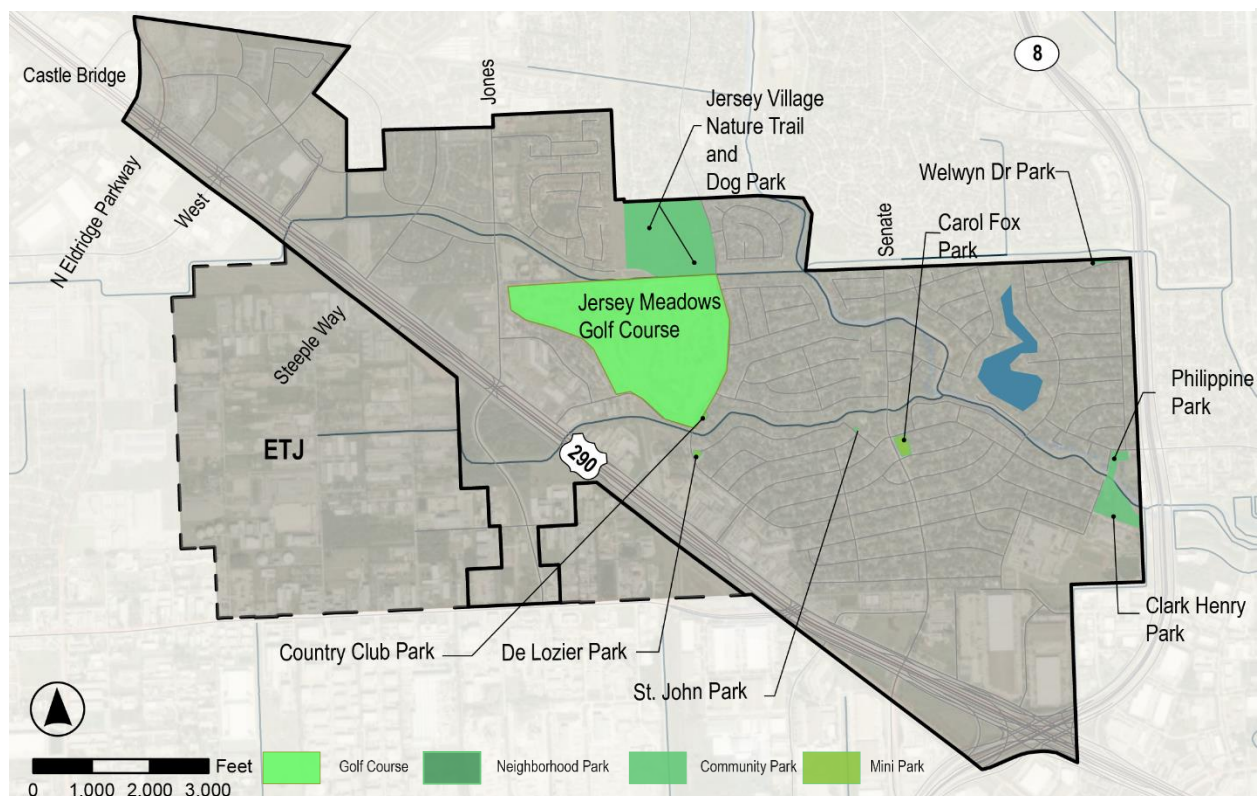
Parks and open spaces are critical assets to urban and suburban communities, offering opportunities to gather and engage with nature and serving as places of refuge. They provide multiple direct and indirect benefits to the community that enhance quality of life. Aside from enhancing property values, parks and natural infrastructure act as sponges that can absorb heavy rainfall and reduce urban flooding. Parks and open spaces help infiltrate stormwater while also providing habitats for diverse ecosystems.

In Jersey Village, parks are spread throughout residential areas, providing access to most residents. Jersey Village utilizes its parks to work as central gathering spaces for the community, which facilitates a sense of community and enhances the overall character of a place.

Jersey Village Today: Parks and Open Space

Jersey Village's parks and open spaces today are a mixture of neighborhood parks, nature trails, and mini parks. The neighborhood parks act as gathering spaces for Jersey Village residents and provide opportunities to view nature, participate in recreational activities, and enjoy the outdoors with family and friends. Mini Parks are dispersed within a few neighborhoods granting access to "passive" and "active" green space while also having a drainage purpose. Passive green space provides a natural setting with limited development while active green spaces are parks that are designed for activity with playgrounds and space to recreate. **Figure 3.X** depicts the parks and open spaces in Jersey Village.

Figure 3.X: Existing Jersey Village Parks and Green Spaces



Neighborhood Parks

Carol Fox Park: a 1.4-acre active neighborhood park located along Senate Avenue. The park has several off-street parking spaces on Jersey Drive and Acapulco Drive as well as accessible sidewalks connecting to the park. This park has several amenities including an extensive playground, gazebo, and sand volleyball court. This park serves as a prime gathering place for the neighborhood with active amenities and a central location. The gazebo is rented out for parties and gatherings and has been rented out 186 times in the past three years. Potential improvements could be integrating green infrastructure into the park design, which would minimize impervious surfaces and increase stormwater absorption.

Clark Henry Park: a 7.3-acre active neighborhood park located adjacent to the Post Elementary School on Equador Street. This park serves as a gathering space for Jersey Village, hosting community-sponsored events, and has extensive amenities including the City Pool, the Jersey Village Hike and Bike Trail, and several sports and recreation facilities. Although the City Pool has been closed for improvements, it is a popular amenity, and in 2023, 348 resident day passes were sold to children and adults.

Philippine Park: a 1.7-acre passive neighborhood park is located on Philippine Street and is connected to Clark Henry Park by a pedestrian bridge. This neighborhood park serves the community with its natural infrastructure and as a peaceful oasis. Both Philippine Park and Clark Henry Park are within the 100-year floodplain and provide drainage capacity. Opportunities to improve drainage capacity should be explored to reduce flooding impacts on surrounding residents.

Community Parks

Jersey Meadow Nature Trail and Dog Park: a 41-acre passive park located across the street from Jersey Meadow Golf Club along Jersey Meadow Drive with two additional access points on Rio Grande Drive. The park acts as a stormwater detention basin for the surrounding neighborhoods. There is a 1.1 mi trail encompassing the detention basin, which is designed to carry water before, during, and after storm events. The created wetland attracts wildlife and supports a natural ecosystem attracting residents seeking out nature. The dog park was later developed to serve a community need. The meadow and nature trail has received awards including the 2014 Houston Area Urban Forestry Project of the Year.

Jersey Meadow Golf Course: a 131-acre public golf course centrally located within Jersey Village on Jersey Meadows Drive. The golf course was established in 1956 along with the incorporation of the City. The Golf Course is a public amenity for the community and has served several functions over the years. Today the park hosts an 18-hole course suited to all levels of golf. In addition, a convention center is located on-site and hosts special gatherings and corporate or

community events. The golf course also serves to reduce flood risk in Jersey Village as a large open green space that can detain stormwater during flood events. The project has won awards from the Houston-Galveston Area Council and the Texas Recreation and Park Society. The project helped reduce flood impacts by pumping over 3 million gallons of stormwater into the course which would otherwise have impacted residential areas. The Jersey Meadow Golf Club Berm Project is a flooding mitigation project initiated by Jersey Village—a result of the Long-Term Flood Recovery Plan in 2017—to contain stormwater at the golf course and reduce flooding in residential streets.

Mini Parks

De Lozier Park: a mini park located at the intersection of De Lozier Street and Rio Grande Street. This park is a passive park with a sidewalk along Rio Grande Street. The park was built to take advantage of a preexisting open space and serves a flood mitigation purpose within the one-hundred-year floodplain. The City's most recent Oktoberfest event was hosted by De Lozier Park and was considered successful. Future community gatherings at De Lozier Park are expected to continue.

St. Johns Park: a small cul-de-sac mini park with a bench and a few trees. The park is also located within the floodplain and takes advantage of an open space to promote flood mitigation.

Welwyn Dr. Park: a mini park located on Welwyn Drive in the northern part of Jersey Village. The park abuts the drainage canal to the north and boasts a gazebo, a swing set, benches, and a picnic table. The park has several native fauna and a few large trees which help with flood mitigation and blend well into the neighborhood context.

Country Club Park: a small cul-de-sac mini park like St. Johns Park provides for flood mitigation and a place to relax.

Jersey Village Today: Flood Mitigation and Adaptation

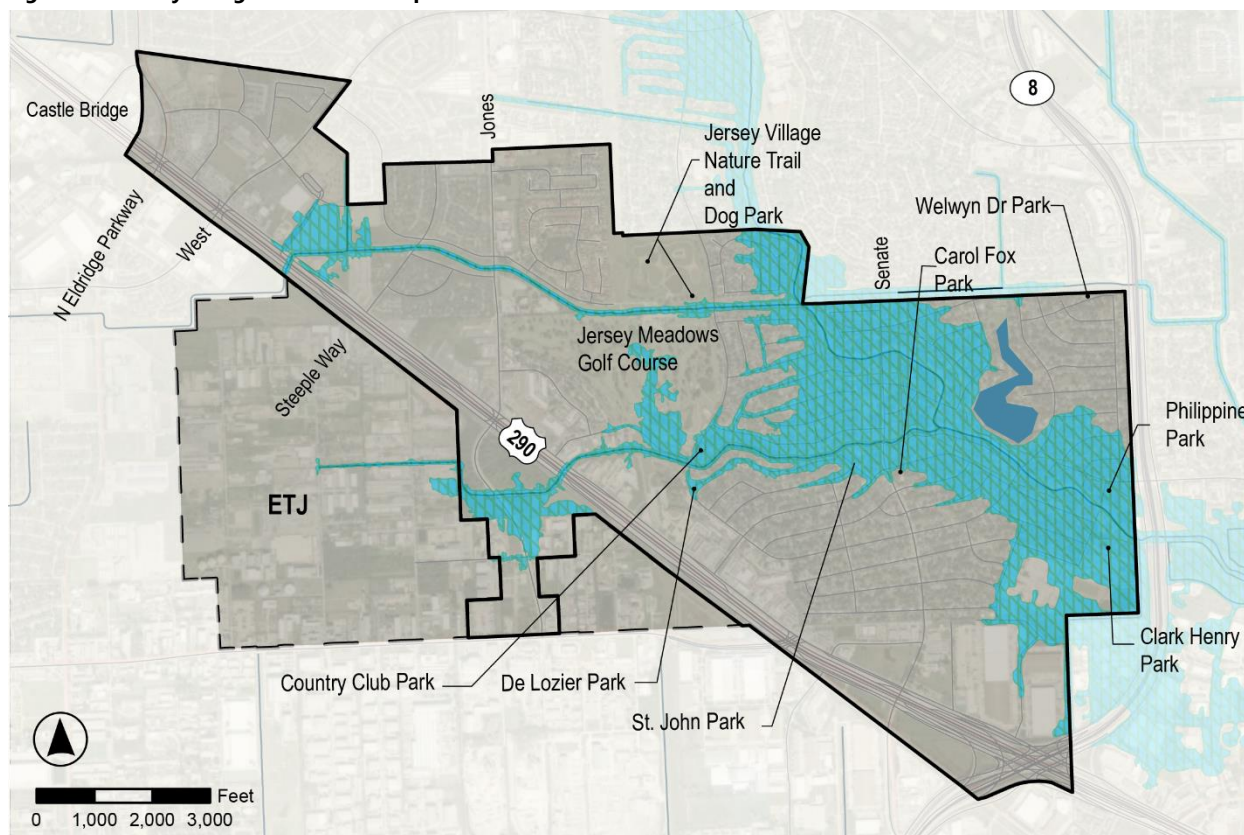
Flooding in Jersey Village is a historical challenge due to the City's location within the White Oak Bayou. The White Oak Bayou Watershed is 111 miles square and contains 146 miles of open waterways. Flood mitigation within the watershed is a collaborative effort with many stakeholders. The Harris County Flood Control District facilitates stormwater management projects to improve drainage throughout Harris County and is a prime stakeholder in maintaining area waterways. This challenge is best understood through the City's many flooding events over the past 25 years. Given its location within the White Oak Bayou Floodplain, flood risk is an ongoing concern for Jersey Village. Flooding events in 1998, 2001, 2002, and 2016 collectively damaged approximately 1,130 homes. Most recently, the Tax Day Flood in 2016 dumped 10-15 inches of rain in less than 12 hours, damaging 230 homes and representing 25%

of the total claims paid by the National Flood Insurance Program in Jersey Village (Jersey Village Long-Term Flood Recovery Plan 2017).

There are several ongoing flood mitigation projects underway in Jersey Village. The Long-Term Flood Recovery Plan from 2017 detailed several projects to reduce flood risk. The Jersey Meadow Golf Club Berm Project was completed in April 2022, successfully containing floodwaters to the Golf Course and reducing flooding on nearby residential streets. Flood mitigation berms were constructed along Wall Street to further reduce flood risk to residential areas. In addition to these neighborhood-centered projects, larger projects like widening and deepening the E100 and E127 Canals can have a major impact on reducing flood risk to Jersey Village. The E100 canal project is expected to be completed in late 2025 and the E127 Canal improvement was completed in late 2022.

Flooding in Jersey Village is a historical and present reality for residents located within or near the White Oak Bayou Floodplain. **Figure 3.X** depicts the 100-year floodplain as determined by FEMA in 2014. The figure shows that several residential areas in Jersey Village are within the floodplain and will see flooding during high precipitation events. Jersey Village has facilitated efforts to channel grant funding to residents looking to raise their homes.

Figure 3.X: Jersey Village 100-Year Floodplain



Source: FEMA NFHL

The Long-Term Flood Recovery Plan identifies 165 homes for potential elevation due to repeated flooding, even after current flood mitigation projects are completed. A total of \$28.7 million in grant funding has been awarded for flood mitigation since 2017. In 2023, 28 homes secured funding for elevation totaling \$9 million. Funding to elevate homes above the floodplain is imperative for impacted residents. However, these renovations can be very expensive, with costs estimated at approximately \$40,000 per home in Jersey Village (Dawson Foundation Repair).

Due to the presence of the White Oak Bayou, flood risk will always be a concern in these areas. Jersey Village is investing time and money to secure grants for home raises and facilitate projects including the Jersey Meadow Golf Club Berm Project, the Jersey Meadow Stormwater Detention Basin, Wall Street Drainage Improvements, and improvements to the canals running through the City. Continued flood mitigation efforts will be required into the future as well as prioritizing the raising of the 165 homes identified in the Long-Term-Flood Recovery Plan.

KEY TAKEAWAYS

- **Park Variety:** The parks in Jersey Village afford a wide range of activities and uses. There are several passive parks and open spaces serving as public spaces while also providing a flood mitigation role. Parks like Clark Henry Park and Carol Fox Park are neighborhood focal points where social ties are made and maintained. De Lozier Park and Philippine Park serve as unique places of refuge and as community spaces for events. This variety of park space promotes a high-quality life and a strong sense of place for residents and should be celebrated.
- **Flood risk is a reality for Jersey Village:** Many of Jersey Village's residential neighborhoods sit within the 100-year floodplain and experience flooding with high precipitation events. This has led to a higher frequency of nuisance flooding and in various cases flooding that causes damage to property. Managing flood risk in Jersey Village is a major challenge that will require additional investment, time, and resources.
- **Significant investment in Flood Mitigation:** Jersey Village has taken significant steps in reducing flood risk through several actions. Significant projects that reduce flood risk amounting to \$28.7 million since 2017 in investments. In addition, Jersey Village is facilitating the raising of private homes through participation in FEMA grants.

Existing Economic Mix

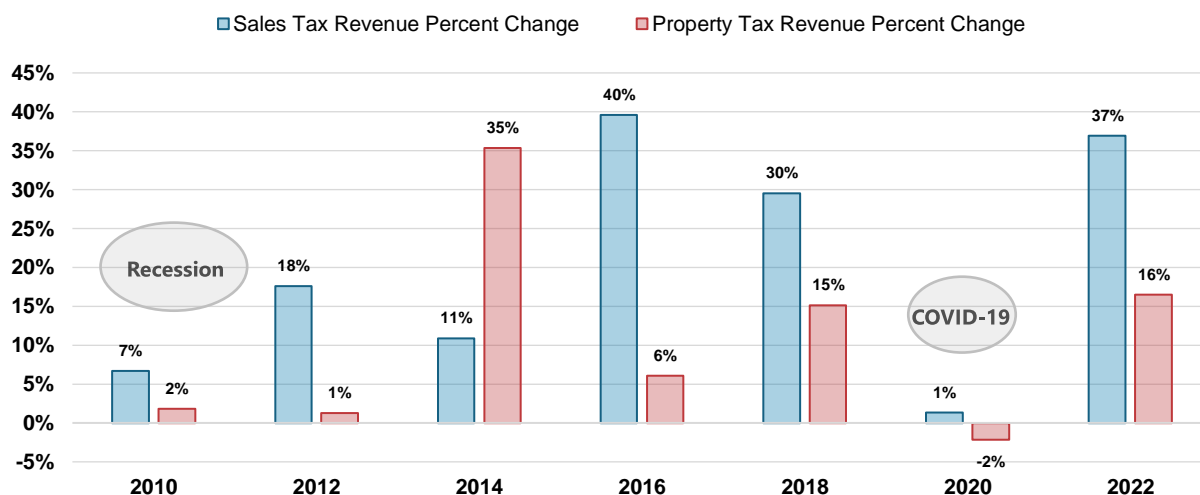
Planning for a diverse mix of population and industries can help to leverage economic strengths and improve overall economic resilience. In addition, the existing economic mix of a city impacts the tax revenue that funds public services and its competitiveness within the region. It also fosters diverse economic interactions and activities that benefit the community and surrounding economy.

Jersey Village Today: Sales and Property Tax Revenue

It is important to look at historical tax revenue fluctuations within the context of larger economic trends. **Figure 3.X** depicts fluctuations in tax revenue from 2009 to 2022. Tax revenue in Jersey Village has changed over the years but has also shown resilience in the face of harsh economic conditions. The City adopted property tax increases in 2014, 2021, and again recently in 2024. Sales tax revenue growth has steadily increased since 2010 after the recession following the housing bubble and after the COVID-19 pandemic. The property and sales tax changes and resiliency over time indicate a strong demand for services within Jersey Village. In addition, this revenue is necessary to fund critical infrastructure projects including street maintenance, parks improvements, and flood mitigation projects.

Figure 3.X: Tax Revenue for Jersey Village

Year	Sales Tax Revenue	Property Tax Revenue
2010	\$1,680,715	\$3,961,709
2012	\$1,976,593	\$4,012,083
2014	\$2,192,087	\$5,430,698
2016	\$3,060,036	\$5,761,306
2018	\$3,963,894	\$6,631,718
2020	\$4,015,865	\$6,486,769
2022	\$5,497,765	\$7,555,671

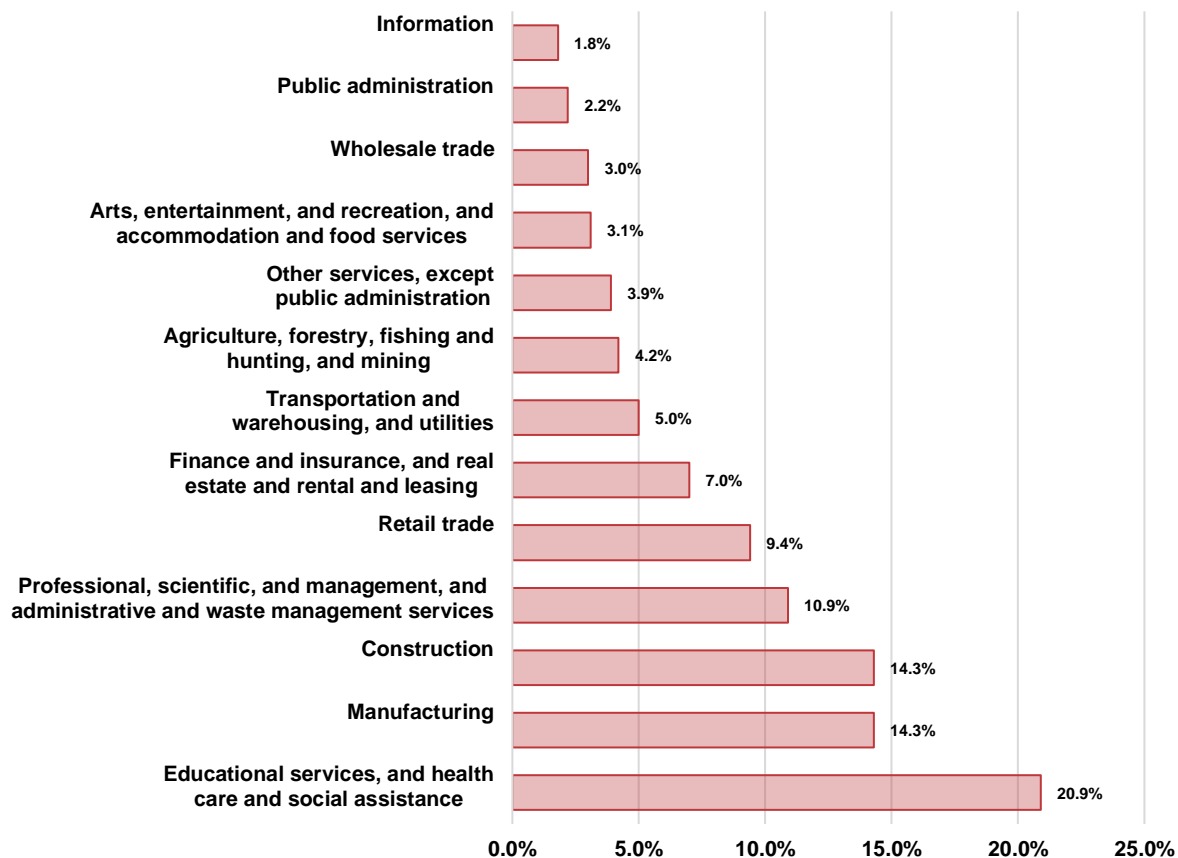


Source: City of Jersey Village Financial Reports

Jersey Village Today: Employment by Industry and Occupation

Local employment patterns can be indicators of an economy's health. Analyzing the employment of a community by industry further characterizes the population and identifies its potential needs and economic opportunities. **Figure 3.X** depicts the current industry mix that residents of the City are employed in. The data indicates that about half of employed residents are employed in three industry sectors: educational services and health care and social assistance manufacturing, and construction. The highest category, "Educational services, and healthcare and social services," employs about 21% of residents. The top three occupations in this industry sector are public and private school teachers, registered nurses, and post-secondary teachers. In 2022, the average salary within this industry sector was approximately \$61,00 with an estimated job growth of 9% over the next 10 years (Data USA).

Figure 3.X: Jersey Village Employment by Industry

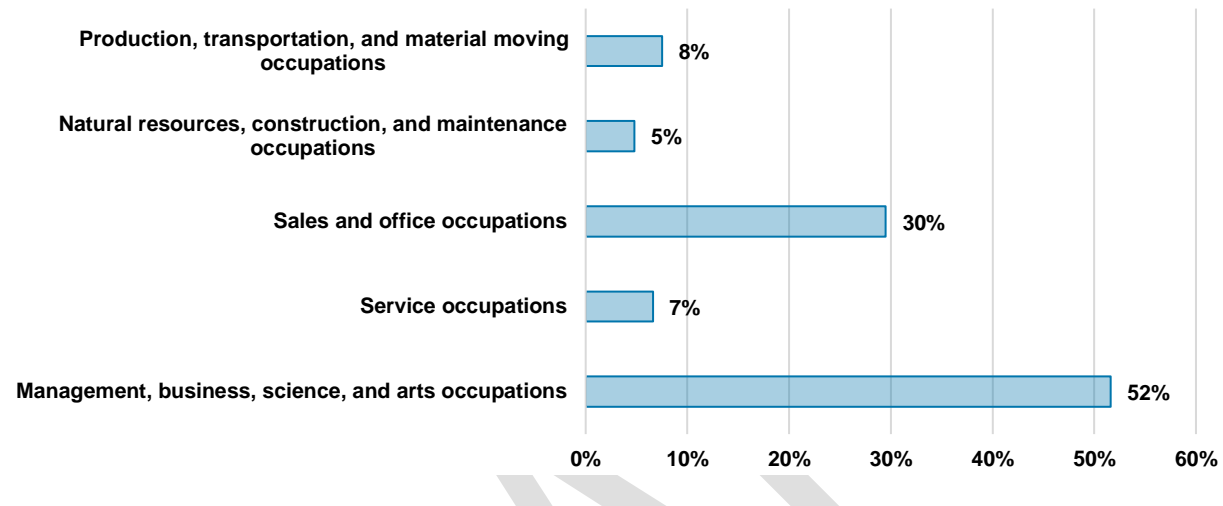


Source: ACS 5-year estimates

The Construction and Manufacturing Industry sectors together account for about 30% of the employed residents in Jersey Village. In 2022, both sectors had an average salary of approximately \$75,000. Looking ahead, the construction industry is expected to grow by 1.5% over the next 10 years, contrasting with a projected 1% decline in manufacturing (DATA USA).

Figure 3.X depicts the current mix of major occupation groups within Jersey Village. These groups are a broad mixture of occupations that are grouped by the Census to understand employment trends. The two largest occupation groups in Jersey Village are indicated in the chart as management, business, science, and arts (52%) and sales and office (30%).

Figure 3.x: Jersey Village Occupations



Source: ACS 5-year estimates

These major occupation groups include:

Management, business, science, and arts:

- Elementary and secondary school;
- General medicine, physician offices, other healthcare services;
- College university and professional schools; and
- Computer systems design

Sales and Office:

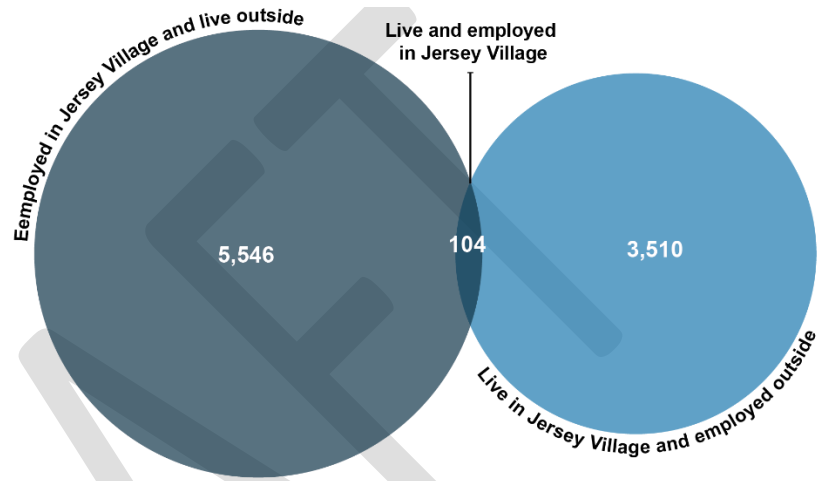
- Car dealers;
- General merchandise;
- Department stores; and
- Restaurants and food services

Jersey Village Today: Commuting Patterns

Commuting patterns reveal a valuable perspective on employment in Jersey Village. **Figure 3.X** depicts the City’s inflow and outflow commuting patterns, revealing how many workers travel to Jersey Village for work, how many leave Jersey Village to work elsewhere, and how many live and work in Jersey Village. Data collected from the 2022 U.S Census Bureau OnTheMap indicates that only 104 employees live and work in Jersey Village, while 5,546 employees commute to Jersey Village from elsewhere.

Figure 3.X: Inflow/Outflow Commuting Patterns

Of the 5,546 employees traveling to Jersey Village, 32% work in the “Goods Producing Industry” and 35% work in the “Trade, Transportation, and Utilities Industry.” These workers are mostly middle-aged, as 52% are between the ages of 30 and 54. Industrial and manufacturing jobs contribute significantly to this economic activity. The data reveals several insights about the Jersey Village job market and opportunities to support workers from the outside the City with services like restaurants and retail, while also reinforcing the need for additional housing and community infrastructure, such as parks and recreational facilities. Additionally, people working in Jersey Village but living outside may choose to move to Jersey Village if there were services or housing choices that fit their needs.



Source: U.S. Census Bureau OnTheMap 2022

Figure 3.X: Means of Transportation to Work

Means of transportation to work	Number	Percentage
Drive Alone	2,756	73%
Worked from home	599	16%
Carpooled	350	9%
Public Transportation	27	1%
Walked	48	1%

Source: ACS 5-year estimates

Understanding how residents commute to work is another metric that provides insights into Jersey Village’s employment and transportation landscape. **Figure 3.X** depicts the means of transportation to work in Jersey Village. This data reveals that 73% of workers drive alone, a common pattern in American suburban areas where personal vehicle use is prevalent for most

trips. In addition, working from home is common in Jersey Village and can lead to short trips outside of regular commuting. Carpooling is also a significant mode of commuting, suggesting community connections and the presence of workers traveling to the same locations.

Existing Economic Development Opportunities

To better understand the City's economic development opportunities, it is helpful to examine its multiple commercial and civic areas and assess the potential for each. At present, the City does not have a downtown nor any other clearly defined central commercial area. Rather, it has various smaller hubs and shopping centers, each with its own characteristics and opportunities. Each district is worthy of separate consideration to craft a broader economic development strategy.

District: Senate Ave at 290 and the Shopping Center at Jersey Village Plaza

Character: Neighborhood business district with locally focused dining, entertainment, and family-friendly common space.

Opportunities: Senate Avenue Brewing, Little Kitchen HTX, and Mr. Donut & Kolache are neighborhood staples serving as "Third Place" anchors for this district. A Third Place is a common location, such as a coffeehouse or pub, which serves as a "home away from home" and supports socialization and lingering. There is an opportunity to build on this particular local business district by supporting other local businesses in this area, such as by utilizing vacant spaces for pop-up events as well as sharing space for business operations.

The district has walkable access with sidewalks along Senate Avenue and is connected to adjacent residential areas. Residents regularly walk to these establishments, contrasting with other business districts in Jersey Village. Vacant parcels and buildings in this area offer opportunities for new development, particularly given their prime access to Houston via US-290.

Challenges: This corridor faces several challenges, including limited commercial uses. Its auto-oriented design creates barriers to establishing a pedestrian-scaled subdistrict and hinders the cultivation of a vibrant community hub. Furthermore, the community's sentiment regarding multifamily housing presents an obstacle. The concept of mixed-use development, while potentially desirable for most developers, also faces challenges in gaining community understanding and acceptance.

Summary: This district is beginning to grow. Little Kitchen HTX opened in 2020, and Senate Avenue Brewing Company in 2019. These locally owned businesses focus on community and public engagement by linking local businesses to family-friendly community spaces.

District: Civic Core (Current City Hall/Church at Jersey Village Area)

Character: A civic core district containing municipal functions and community-oriented recreation center spaces and buildings.

Opportunities: The current and future City Hall buildings offer opportunities for both civic and commercial uses. The Civic Core area includes the half-acre De Lozier Park, a green space for community events, and is connected to a single-family residential neighborhood with walkable sidewalks. The strong neighborhood connection and the existing municipal functions create a potential opportunity for a fully developed civic district with active community facilities, parks, and commercial and retail spaces that serve the district.

Challenges: The buildings are difficult to repurpose as they were used for specific functions in the past and adapting them would require significant funding. Identifying appropriate new uses for these buildings is the key challenge to building on the existing successes of this district.

Summary: The district features a cluster of municipal buildings and public-serving, community-oriented spaces. When fully developed, it has the potential to become an active community district fulfilling functional, commercial, and community roles.

District: Village Core

Character: The district has been the subject of several planning studies for development, and the current land use includes several vacant parcels and industrial uses. The City has indicated it is in the process of selling most of the property within this area and anticipates the Tax Increment Reinvestment Zone ("TIRZ") will likely conclude within the next few months.

Opportunities: The site encompasses 45 acres, making it larger than all other available parcels in the City and presenting a district-scale opportunity that could reshape the entire area. A TIRZ was created to facilitate this redevelopment. The TIRZ generates funds from property appraisal increases resulting from new development to finance public improvements within the district. However, with the City selling much of the land, this large-scale opportunity is evolving. Notably, a group is considering purchasing approximately 10 acres for youth sports-related functions.

Challenges: While the potential for this district is significant, gaining consensus for a large development in a small community can be a challenge, especially given the overall sentiment to preserve the small-town character of Jersey Village. The impending conclusion of the TIRZ and the piecemeal sale of land also present new challenges for comprehensive redevelopment. Additional challenges include economic uncertainty and inflation, which can discourage development and investment.

Summary: The district presents a great opportunity for impactful development; however, the City's sale of most of the property and the likely end of the TIRZ, alongside existing barriers like

securing funding and inflation, will significantly reshape the opportunities and challenges for this area.

District: Jones Road Corridor and Associated Shopping Centers

Character: **Character:** The Jones Road Corridor is best characterized as a thoroughfare with fragmented development patterns and activity centers hosting a variety of businesses.

Opportunities: The corridor experiences a significant traffic count of 44,000 vehicles per day, which is sufficient to attract commercial uses of varied sizes. Its proximity to US Highway 290 further suggests development potential. The corridor's activity center includes 8805 Jones Road, which houses popular businesses such as The Cuppo Coffee & Tea. The active shopping center at 8301 Jones Road is mostly leased and contains several unique businesses. This center could be branded as a creative hub with larger spaces potentially shared by multiple businesses as co-working and studio space.

Challenges: The district is heavily auto-oriented and lacks sidewalks and connections to residential neighborhoods. The corridor ranks high in our collision analysis, which identifies Jones Road as the most accident-prone in Jersey Village.

Summary: Several activity centers exist along Jones Road, each with distinct characteristics and business types. 8805 Jones Road features a variety of professional services and coffee shops that function as community spaces. 8301 Jones Road offers spaces with more creative uses, including a dance studio and an axe-throwing bar. The diversity of businesses along this corridor indicates opportunity and demand for a variety of different commercial ventures.

District: Big Box Retail Area, Vacant Lots, and Park-and-Ride lots (NW of Town)

Character: This district is characterized by large parcels with warehouse-style retail, including Sam's Club.

Opportunities: Several vacant lots in this area offer a strong opportunity to attract new sales tax revenue-generating businesses. Highway access makes this a prime location for retail, specifically warehouse-style retail with large inventories and customer bases. This area could also be suitable for office, entertainment, restaurant, and overall mixed uses, fostering a more "human-scaled" district. This approach may maximize taxable land while supporting quality of life. One specific opportunity is to develop on one of the Northwest Station Park & Ride lots, which are both underutilized (particularly post-COVID) and well-located. This is one of 28 Park & Ride facilities designed to support commuter access to express bus services. While the Park & Ride itself is an important city asset, the lots themselves—with 2,361 parking spaces—also represent a significant development opportunity. Developments may range from mixed-use "Transit Oriented Development" projects to complement the transit use and benefit from the

proximity to US 290 and other large footprint retailers like Sam's Club. Further recommendations can be developed based on stakeholder priorities.

Challenges: One challenge the City faces in this district is the prevalence of auto dealerships. These businesses occupy large parcels with extensive parking lots for their inventory while contributing minimally to the average resident's daily life. In addition, the large parcels within this district encourage development that prioritizes automobile access over pedestrian access. The existing pattern of large-format, auto-centric development can make it difficult to create a more integrated and vibrant district.

Summary: To establish a strong foundation, the City would benefit from focusing attention on this area, maintaining a strong relationship with METRO, and defining clear targets for desired land uses. The several vacant parcels and underutilized parking lots in this district present development opportunities for potential big-box retailers, pop-up food truck events, and mixed-use developments.

District: ETJ

Character: The Jersey Village ETJ is bordered by unincorporated Harris County and the City of Houston city limits. The area is mostly composed of light industrial businesses with limited residential and retail.

Opportunities: There is a 704-acre area southwest of US-290 that the City may consider pursuing for annexation. With a creative approach, this area could be a significant economic and cultural asset for the City.

Challenges: The City has limited jurisdiction within the ETJ and would need to undertake annexation, which is a lengthy process with numerous variables and potential obstacles, including the costs associated with infrastructure construction.

Summary: The process of annexing land in the ETJ will require time, political will, and community organizing. However, this opportunity offers a substantial economic benefit through the tax revenue of existing businesses in the ETJ and the potential for development on several vacant lots.

KEY TAKEAWAYS

- **Sales Tax Revenue is Resilient:** Since 2010, there have been several economic shifts caused by national crises such as the Great Recession and COVID-19. These shifts often negatively impact economic activity on the nationwide level, which then impacts local economies with reduced sales tax revenue and reduced demand for goods and services. Jersey Village has maintained sales tax growth and has shown resiliency, which can be

seen from its 40% increase in sales tax revenue from 2015 to 2016 and 37% increase from 2021 to 2022.

- **Commuter Patterns Indicate Potential Demand for Economic Growth:** Commuting patterns in Jersey Village show approximately 5,546 people working and not living in Jersey Village. This data point reveals an opportunity to further attract this population to choose Jersey Village as a place to live. Potentially barriers to their establishing residency in Jersey Village include limited housing options and a lack of retail and restaurants.
- **Locally Focused Economic Development Opportunities:** The economic development opportunities in Jersey Village are focused on cultivating locally owned businesses and places people consider community spaces. Places like Senate Avenue Brewing Company and The Cuppo Coffee & Tea extend the living room to the community. A desire for places to go and socialize outside of the home was identified in the community survey, indicating there was an unmet demand for businesses that serve as restaurants but also as family-friendly community spaces.