



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 Thursday, October 29, 2020, at 7:00 p.m. via videoconferencing. All agenda items are subject to action. 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.

Pursuant to Section 418.016 of the Texas Government Code, on March 16, 2020, the Governor of the State of Texas granted the Office of the Attorney General's request for the temporary suspension of certain provisions of the Texas Open Meetings Act to allow for telephonic or videoconference meetings of governmental bodies that are accessible to the public in an effort to reduce in-person meetings that assemble large groups of people, as a precautionary measure to contain the spread of novel coronavirus COVID-19.

Accordingly, the public will not be allowed to be physically present at this Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village, Texas, but the meeting will be available to members of the public and allow for two-way communications for those desiring to participate via telephone. To attend the meeting via telephone, please use the following toll-free number: **346-248-7799 along with Webinar ID: 927 5580 5324.**

Any person interested in speaking during the public comment item on the agenda must submit his/her request via email to the City Manager at ableess@jerseyvillagetx.com. The request must include the speaker's name, address, topic of the comment and the phone number that will be used for teleconferencing. The request must be received no later than 12:00 p.m. on October 29, 2020.

The following will be observed by the public participating in the meeting:

- Callers will be called upon to speak by the Chairperson.
- Once called upon for public comment, speakers should state their name and address before speaking.
- Callers will mute their phone unless called upon to speak (*to eliminate background noise*).
- Callers should use handsets rather than speakerphone whenever possible.

The agenda packet is accessible to the public at the following link: https://www.jerseyvillagetx.com/page/cpuc.ag.s_min.

For more information or questions concerning the teleconference, please contact the Public Works Administrative Assistant at 713-466-2133. The agenda items for this meeting are as follows:

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

AGENDA

A. Call the meeting to order and announce a quorum is present. *Dr. Courtney Standlee*

CPUC Meeting October 29, 2020

B. 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.

C. Consider approval of the Minutes for the Regular Meeting held on October 15, 2020. *Harry Ward, Public Works Director*

D. Discuss and take appropriate action regarding a review of the City's 2016 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*

E. 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, 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: October 23, 2020 at 1:30 p.m. and remained so posted until said meeting was convened.



Harry Ward
Public Works Director

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/>

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE
COMPREHENSIVE PLANNING UPDATE COMMITTEE**

October 15, 2020 – 7:00 p.m.

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on October 15, 2020, at 7:00 p.m. via videoconference.

A. The meeting was called to order by Dr. Courtney Standlee, Chairperson at 7:04 p.m. and roll was taken. The following Committee members were present for the meeting:

Courtney Standlee	Ashley Hart
Peter Jessup	Amy Weyer
Judy Tidwell	
Jennifer McCrea	

Gabriella Cole and Anthony Martin were not present at this meeting.

City Staff in attendance: Austin Bless; City Manager, Harry Ward; Director of Public Works, Christian Somers; Building Official, and Danielle Cordova; Administrative Secretary.

Also in attendance: Council Liaison Drew Wasson.

1. Designate alternate members to serve in place of any absent Committee Members.

No action was taken.

B. Citizen’s Comments

No action was taken; there were no comments from citizens.

C. Consider approval of the Minutes for the Regular Meeting held on October 1, 2020.

Peter Jessup moved to approve the minutes of the meeting held on October 1, 2020. Jennifer McCrea seconded the motion.

All were in favor; the motion carried.

D. Discuss and take appropriate action regarding a review of the City’s 2016 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.

The Committee engaged in discussion regarding the finalization of the proposed citizen survey and demographics questionnaire and noted the following changes:

CPUC Meeting October 29, 2020

- Add an introduction with verbiage indicating the City is committed to open communication and seeking feedback from residents
- Include accomplishments from the last Comprehensive Plan in the survey introduction
- Add closing date for survey
- Require resident address
- Replace “good” with “above average” for questions 31, 33, 35, 37, 39, 41, 43, 45, 47, 49

Dr. Standlee proceeded the discussion to the 2016 Comprehensive Plan Chapter 5: Economic Development. Committee members identified the following changes to Chapter 5:

- Incorporate an explanation of Chapter 380 Agreements in the introduction on page 5.1
- Incorporate new survey information on page 5.3
- Label axis on property values bar graph
- Summarize data from resident survey
- Provide update from the 2016 Comprehensive Plan
- Poll Committee members on economic development-related questions
- Identify flooding as a potential threat
- Identify diverse education opportunities and related activities (mother’s day out, acting academy) in the area as a community asset
- Identify potable water, parks, city pool, splash pad, and golf course as community assets
- Add encourage compliance with ordinance and building material standards under point 3 of economic development priorities
- Add the verbiage “with community support, 2019 homestead exemptions decreased” under point 4 of economic development priorities
- Correct typo in the verbiage “located at a one of the prime freeway” and spelling of “COVID 19” under point 5 of economic development priorities
- Include Village Center under TIRZ section of economic development tools
- Indicate the economic development coordinator position will be determined and assessed by council
- Replace the term “new standards” with “preferred standards” under the second bullet point of goal 2
- Replace the term “family oriented” with “community oriented” in the title of goal 6
- Remove the bullet point referencing the job description for a full-time economic development coordinator under goal 6
- Incorporate data from HGAC into the household population map
- Identify Jersey Village location on the population maps
- Add a statement and summative table referencing all population data

The Committee expressed the intent to begin their review of Chapter 6 during the next meeting. With no further discussion, Chairperson, Dr. Standlee proceeded to the following agenda item.

E. Adjourn

Chairperson, Dr. Courtney Standlee adjourned the meeting at 8:39 p.m. The next meeting is scheduled for October 29, 2020 at 7:00 p.m.

Respectfully submitted,

Danielle Cordova
Administrative Secretary, City of Jersey Village

Harry O. Ward, P.E.
Director of Public Works, City of Jersey Village

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

AGENDA DATE: October 29, 2020

AGENDA ITEM: D

AGENDA SUBJECT: Discuss and take appropriate action regarding a review of the City's 2016 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 Bless, City Manager **Date Submitted:** Oct. 7, 2020

EXHIBITS: 2016 Comprehensive Plan
<https://www.jerseyvillagetx.com/page/open/1499/0/2016%20Comp%20Plan.pdf>
Chapter 6 Edits
Chapter 7 Edits

CITY MANAGER APPROVAL: AB

BACKGROUND INFORMATION:

We are now receiving survey responses. The survey is available on our website and our mobile app. We are making people aware of this by putting it out on our social media, via push notifications on our mobile app, on the marquee signs, and in the Jersey Village Star.

With the working wrapping up on the Parks Master Plan right now a lot of the information in the 2016 Comprehensive Plan is not as relevant. As such staff is recommending more of a complete re-write of the chapter, consisting mainly of the new Parks Master Plan, rather than just some small tweaking as the other chapters have done.

What is in front of the committee tonight is a summary page and then pages from the draft Parks Master Plan, followed by a few pages of the goals and strategies. When looking at it all together tonight the formatting does not flow together, but the information will be presented in generally the same order. When we get to the final product it will all be formatted the same.

As Chapter 6 is mainly from the new Parks Master Plan we can hopefully get through this chapter quickly and dig into Chapter 7 as well, which is also included with this packet.

RECOMMENDED ACTION:

No formal action required at this meeting.

CPUC Meeting October 29, 2020

Background

Parks and open spaces enhance a community's quality of life by facilitating active play, quiet reflection, healthy lifestyles, and community interaction. A healthy, vibrant parks systems should provide diverse opportunities for passive and active play. A well developed park system can help a new community grow and an older community to re-establish itself. For the purposes of this review, parks and open spaces are meant to include open landscape space, trails, and recreational facilities such as ball fields, athletic courts, and senior, youth, and community centers.

The parks, recreation, and open space review seeks to compliment and reinforce the long range vision for the City of Jersey Village. The scope of this chapter, although encompassing parks and open spaces citywide, is a first step in the development of a comprehensive parks an open space master plan that will serve the present and future needs of the community. The 2016 Comprehensive Plan recommended a Parks Master Plan be completed to provide a more comprehensive review of the City's current and future needs. In 2020 the City engaged Burditt Consultants to assist in a Parks Master Plan. That plan should be completed before the end of 2020, and should serve as the basis for development of parks in Jersey Village.

The Parks, Recreation, and Open Space review covers several areas of recreation-related opportunities, such as:

- The need for a comprehensive, long range parks and open space master plan to identify and prioritize opportunities for future parks and recreation facilities improvements;
- The opportunity to develop new park facilities and improve upon existing facilities; and
- The development of consolidated parks programming, maintenance, and management procedures.

Parks Summary

The City of Jersey Village has 8 public parks, totaling 53.65 acres, ranging in size from 0.29 to 42 acres. The parks and open spaces inventoried fell into three categories, as defined by the National Recreation and Park Association (NRPA): Mini- parks, neighborhood parks, community parks, school parks, special use facilities, natural resource areas, park trails, and private parks. These definitions are based on park size, function and service area of the parks and are described further in Table 6.2, NRPA Park Classifications.

In addition to public parks, the city has additional parks and open space that has limited access to adjacent residences only or is a pay to use facility such as the City run Jersey Meadows Golf Club. The total private open spaces is 163.85 acres for a total parks and open space total of 222.47 acres.

Park Inventory

Jersey Village currently has eight city-owned parks and open spaces with a total of 53 acres of park land. The Jersey Village Nature Preserve and Dog Park, Carol Fox Park, and Clark Henry Park are the primary parks with developed amenities that serve recreation needs for residents. The remaining parks and open space are less than one acre in size and distributed throughout the community

The Jersey Village park system has a total of 2.48 miles of trails for recreation. Sidewalks are available throughout the community as well, which provide additional recreation and connectivity, but were not counted in the total trail mileage.

Table 1. Inventory of park amenities..

Park Name	Address	Acreage	Park Classification	Trail (miles)	Drinking Fountain	Benches	Swingset	Basketball Court	Playgrounds	Picnic Areas	Gazebo / Pavilion	Sandbox	Pool	Splash Ppad	Restrooms	Backstops	Soccer Practice Field	Pet Waste Stations	Trash Cans	Dog Play Structure
Jersey Village Nature Preserve & Dog Park	Jersey Meadow Drive, Jersey Village, TX 77064	41.73	Community Park	1.13	X	X												X	X	X
Country Club Park	Country Club Ct.	0.29	Mini Park			X														
De Lozier Park	De Lozier St. & Rio Grande St.	0.49	Mini Park			X														
St John Park	St. John Ct	0.29	Mini Park			X														
Carol Fox Park	15913-15977 Jersey Dr, Jersey Village, TX 77040	1.41	Neighborhood Park	0.23		X	X		X	X	X	X								
Welwyn Drive Park	Welwyn Drive, Jersey Village, TX 77040	0.39	Mini Park			X	X			X										
Phillipine Park	Equador St. & Philippine St.	1.68	Neighborhood Park	0.21		X					X									
Clark Henry Park	Equador St, Jersey Village, TX 77040	7.35	Neighborhood Park	0.91	X	X	X	X	X	X	X		X	X	X	X	X			
		53.65		2.48																

CPUC Meeting October 29, 2020



CLASSIFICATION	DESCRIPTION	CRITERIA	SIZE
Mini-Parks	Used to address limited, isolated, or unique residential needs	Less than 1 mile distance in residential setting.	1/2- 1 acre
Neighborhood Parks	Basic unit of the park system & serves as the recreational & social focus of the neighborhood	1/4 to 1/2 mile distance in residential setting	5 - 10 acres
School Park	Depending on circumstances, pursuing joint opportunities can fulfill space requirements	Determined by location of school property	Variable
Community Parks	Focus is on meeting community-based recreation needs, as well as preserving unique landscapes & open space.	Serves two or more neighborhoods at 1/2 to 3-mile distance	30 - 50 acres
Park Trail	Trails located within greenways, parks, & natural resource areas.	Separated, multi-purpose, surfaced trails	Variable
Natural Resource Area	Lands set aside for preservation of significant natural resources, landscapes	Resource availability	Variable
Greenways	Effectively tie the park system components together to form a continuous park environment.	Resource availability and opportunity.	Variable
Special Use	Area for specialized purpose recreation activities such as campgrounds, golf courses	Variable depending on specific use	Variable
Private Park	Privately owned facilities that contributes to the public park and recreation system.	Variable depending on specific use	Variable

Table 6.2, NRPA Park Classifications

CPUC Meeting October 29, 2020

Jersey Village Parks System



CPUC Meeting October 29, 2020

Figure 9. Map of existing city parks.

Jersey Village Nature Preserve and Dog Park

Due to a number of flood events over the years, the Harris County Flood Control District, in partnership with Harris County Precinct 4 and the City of Jersey Village, established the Jersey Meadow Stormwater Detention Basin in 2014 to manage stormwater flows within the watershed. While most flood control basins in Harris County do not retain water, the 42-acre facility in Jersey Village contains “a permanent wet-bottom basin with wetlands that naturally filter stormwater and provide natural habitat to wildlife”. The wetland is surrounded by a 1.1 mile perimeter recreation trail. The facility includes a small bird nesting area on an island, for migratory waterfowl. The sustainability and recreational functions of this facility earned an award from the Houston Galveston Area Council of Governments for Project of the Year. The West Houston Association awarded the facility the Sustainability Stars award in 2017. Meanwhile, the park has become one of the most popular parks in the City.

Taking advantage of an attractive landscape, the City decided to build a dog park on the high bank of the southeast corner of the property. The Jersey Village Dog Park includes separate large dog and small dog areas and was completed in 2019. This park also features a 1.1-mile perimeter trail around the pond. The wetland area is habitat for fish and wildlife such as migratory waterfowl. Most of the amenities are within the dog park and in excellent condition. Available amenities are as follows:

- Wetland
- Decomposed granite trail
- Benches
- Drinking fountain for humans and dogs
- Dog waste stations
- Agility and play structures
- Parking



Figures 10-13. Views of the detention basin and Dog Park.

CPUC Meeting October 29, 2020



Figure 14. Aerial view of the detention basin.

Clark Henry Park

Clark Henry Park is the second largest park in Jersey Village, encompassing more than 7 acres of land. The park is located at the southeast corner of Jersey Village adjacent to Post Elementary School. The park is home to the City pool and splash pad, Jersey Village Hike and Bike Trail, and a covered basketball court. The playgrounds and soccer and baseball practice fields are highly utilized by students from Post Elementary School as well as residents. This park is currently home to most of the outdoor community events in Jersey Village, taking advantage of the covered basketball court and ample open space. Available amenities are as follows:

- Splash pad
- Swimming pool
- Covered basketball court
- Restroom
- Drinking fountain
- Picnic tables
- Playgrounds
- Swingsets
- Benches
- Backstops
- Soccer practice field
- Hike and Bike Trail



Figures 15-19. Views of amenities at Clark Henry Park.

C.P.U.C Meeting October 29, 2020



CPUC Meeting October 29, 2020

Figure 20. Aerial view of Clark Henry Park.

Carol Fox Park

Carol Fox park is a 1.4-acre neighborhood park located in the center of the community. This park attracts children with it's unique play structures, with a variety of play structures to suit to all ages.

The park was renovated in 1992, with the help of 400 volunteers from Jersey Village. A total of 263 families contributed \$50 each and left their hand and foot prints on the concrete pathways along with their best wishes and vision for the park. The design of the park amenities was inspired by input from children who were invited to illustrate their vision for the park. This park has been a great success and shows the value of community involvement. Available amenities are as follows:

- Playgrounds
- Swingset
- Sandbox
- Hill playground
- Picnic Area
- Gazebo
- Sand Volleyball Court



*Figures 21-25.
Amenities at Carol
Fox Park.*

C.PUC Meeting October 29, 2020



CPUC Meeting October 29, 2020

Figure 21. Aerial view of Carol Fox Park.

Phillipine Park

Phillipine Park is located north of Clark Henry Park, immediately across White Oak Bayou from the City Pool. A pedestrian bridge connects with Clark Henry Ppark and the Jersey Village Hike and Bike Trail. This area has many trees and serves as a passive park with amenities such as a gazebo, sidewalks, and benches. This park is next door to the Village Learning Center, a day care facility. Available amenities are as follows:

- Gazebo
- Bench
- Trail
- Birdhouse



CPUC Meeting October 29, 2020

Figures 22-25. Open space and amenities at Phillipine Park.





CPUO Meeting October 29, 2020

Figure 26. Aerial view of Phillipine Park.

Mini Parks

Country Club Park

Located at Country Club Ct. and Rio Grande Street, adjacent to the Jersey Meadow Golf Course, this mini-park offers a 0.29 acre shady spot to relax on an island within the cul-de-sac. Benches are provided for visitors.

De Lozier Park

This park takes advantage of a 0.49-acre island of open space at the intersection of De Lozier St. and Rio Grande St. De Lozier Park is located across street of the Champion Forest Baptist Church Park, where a variety of amenities are offered. The open space is used as a gathering spot for local residents for block parties and similar events. During the Christmas season, the space is decorated with lights and ornaments.

St. John Park

Similar to Country Club Park, St John Park consists of a small island within a cul-de-sac. This 0.29 acre open space provides shade trees and a bench for residents to enjoy.



CPUC Meeting October 29, 2020

Figure 27. Views of Country Club Park.

De Lozier Park



St John Park



Figure 28. Views of De Lozier Park.

Figure 29. Views of St. John Park.

CPUC Meeting, October 29, 2020

Level of Service Analysis

The purpose of a level of service (LOS) analysis is to determine how well the existing City of Jersey Village Parks and Recreation system is meeting the needs of City residents. According to the National Recreation and Parks Association (NRPA), the basic definition of LOS is expressed as an allocation mechanism for the delivery of park and recreation facilities throughout a community. By adopting LOS standards, a community in essence says that all residents, regardless if they pay taxes or use the parks and recreation facilities, have equal opportunity to share in the basic services in the standards.

Park Land

The City of Jersey Village has a total of approximately 53.65 acres land dedicated to parks and open space through out the city. This does not include the 108 acre City-operated Jersey Meadow Golf Course. Park land is typically measured in terms of ‘developed park land’, which generally includes all maintained parks and open space. This allows a community to compare their total park land to that of comparable communities.

Source: Acreage values sourced from municipal park master plans

	Residents per park	Park Acreage per 1,000 residents	Population	Number of parks
National Median of Jurisdictions with a Population of Less than 20,000*	1,231	11.80		
Jersey Village, TX	1,030	6.51	8,240	8
Tomball, TX	1,680	6.48	11,762	7
Seabrook, TX	681	48.14	14,291	21
Jacinto City, TX	3,542	2.23	10,625	3
Katy, TX	2,402	3.55	19,216	8
Pleasanton, TX	3,585	10.12	10,754	3
Sealy, TX	1,308	13.22	6,538	5
Bellaire, TX	1,355	2.43	18,966	14
Fulshear, TX	5,995	2.25	11,990	2
Pleasanton, TX	3,585	10.12	10,754	3
Brenham, TX	2,457	6.52	17,198	7
Boerne, TX	1,555	21.72	17,106	11

Table 2. Comparison of park level of service by acreage per 1,000 residents. Source: 2019 NRPA Agency Performance Review.

The National Recreation and Parks Association (NRPA) has conducted surveys of park agencies across the country to depict the condition of parks level of service. The survey results from NRPA measure “Residents per Park” and “Park Acreage per 1,000 residents”. The 2019 NRPA Agency Performance Review reports a national median of 11.1 acres for jurisdictions with a population of less than 20,000. To meet this standard, Jersey Village would need to acquire an additional 37.8 acres of park land.

Another popular method is to measure park land acreage as percentage of city area. The Trust for Public Land’s 2019 City Park Facts indicates that the medium to low-density cities have an average of 8.3% of a city’s total area in park land. Jersey Village’s park land is 3% of the city area. This number is in a medium range as compared with similar density cities in Texas.

Park Facilities

NRPA measures also measures the number of residents served by a population size. The table on the right compares parks and recreation facilities in Jersey Village with

Source: Acreage values sourced from municipal park master plans

	Parkland as percent of city area	Parkland Acreage	City Limits Acreage
National Median for Medium to Low-Density Cities*	8.30%		
Jersey Village, TX	3.0%	53.65	2240
Pflugerville, TX	16.2%	1171.3	7,232
Roundrock, TX	9.9%	2270	22,976
Sugar Land, TX	8.2%	2,233.9	27,405
Cedar Park, TX	6.5%	927	14,330
Missouri City, TX	5.5%	1060.6	19,450
Huntsville	4.4%	1018.88	23,232
Georgetown, TX	3.9%	1360.21	34,752
Friendswood, TX	2.7%	365	13,376
Leander, TX	2.2%	513.84	23,709
Rosenberg, TX	2.0%	469.62	23,576
Tomball, TX	1%	76.16	7,616
Texas City, TX	0.9%	1011.24	118,784
Rockwall	0.7%	997	144,464
Fulshear, TX	0.4%	28.24	7,065

Table 3. Comparison of park level of service as a percent of city area.

C.P.U.C. Meeting October 19, 2020

the national median for cities with densities between 1,500 to 2,500 residents/ Square Mile.

Some types of facilities (such as recreation centers) are often only found in larger cities, therefore the table does not imply that Jersey Village has a deficit due to a lack of a given facility.

The existing Jersey Village Civic Center is serving the community not only as the City Council Chambers, but also as a place for public and private events. The City does not have a designated event venue such as an amphitheater, instead most events area held in the covered basketball court in Clark Henry park.

The planned Village Center will include a new City Hall, as well as an amphitheater for community events. With the relocation of City Hall and Council Chambers, the existing Civic Center and surrounding could be re-purposed for recreation uses such as indoor recreation or green space.

		National Median number of Residents per Facilities*	Residents per Facilities in Jersey Village	Number of facilities Owned by the City
Outdoor	Playgrounds	3,163	1,177	7
	Basketball courts	5,971	8,240	1
	Tennis courts (outdoor only)	4,296		0
	Diamond fields: baseball - youth	6,597	4,120	2
	Diamond fields: softball fields - adult	12,527		0
	Rectangular fields: multi-purpose	7,469	8,240	1
	Diamond fields: softball fields – youth	11,917		0
	Dog park	47,000	8,240	1
	Diamond fields: baseball - adult	20,033		0
	Swimming pools (outdoor only)	34,035	8,240	1
	Tot lots	14,000		
	Rectangular fields: soccer field – youth	7,000	8,240	1
	Community gardens	34,170		0
	Rectangular fields: soccer field - adult	13,173		0
	Rectangular fields: football field	25,320		0
	Skate park	44,000		0
	Multi-purpose synthetic field	41,938		0
Indoor	Community centers	28,987	8,240	1
	Recreation centers (including gyms and fitness centers)	31,539		0
	Senior centers	62,053		0
	Performance amphitheater	46,000		0
	Nature centers	75,021		0

CPUC Meeting October 29, 2020

Table 4. Park amenity level of service compared to national median of residents per facility. Park facility median for cities with densities between 1,500 to 2,500 residents/square mile. Source: 2019 NRP1 Agency Performance Review.

10 Minute Walk Analysis

A Park Within a 10 Minute Walk from Home

A collaborative effort between The Trust for Public Land, the Urban Land Institute, and the National Recreation and Park Association initiated a campaign called “10 minute Walk” with a goal to “ensure there’s a park within a 10 minute walk of every person, in every neighborhood, in every City across America”. The movement challenges mayors to make a commitment to achieving this goal in their communities. Cities can join the movement by signing up online at 10minutewalk.org.

To understand where Jersey Village currently measures against the “10 Minute Walk” test, an analysis was conducted using Geographic Information Systems (GIS) software to calculate the proximity of households to parks in the City, both public parks and private. Rather than using a simple circular radius, the analysis considers only the practical means of walking to the park along existing roads, which have sidewalks in most cases. This provides a more meaningful illustration of where service gaps exist in the parks system.

According to the most recent data from Parkserve™, the 10 Minute Walk database from the Trust for Public Land (TPL), Jersey Village has 80.2% (6,771 residents) of the population living within a 10 minute walk to a park, and 19.8% of residents living further away. Comparing with other cities in Texas, Jersey Village has significant park coverage. The TPL data is based on the ESRI Demographic Forecast Block Groups data.

The map on the following page illustrates the areas of the community within a 10 minute walk of a park in green. The red circles highlight residential areas that are not within that distance and are known as ‘service gaps’. Where opportunities are available, these are target areas to consider for development of parks if land is available. This visualization was conducted using ESRI’s ArcGIS Online platform to perform the ‘proximity analysis’. The analysis only considers public parks, and proximity is measured as a distance along streets to park access points.

City Name	Population within a 10 minute Walk to a park	Number of Residents living within a 10 minute walk to a park
Jersey Village, TX	80.2%	6,771
Bellaire, TX	79.6%	13,786
Cedar Park, TX	79.0%	52,513
Deer Park, TX	71.2%	24,929
Huntsville, TX	65.0%	27,132
Seabrook, TX	59.5%	8,475
Texas City, TX	58.8%	32,135
La Porte, TX	55.3%	19,538
Brenham, TX	48.4%	8,213
Leander, TX	53.8%	22,919
Georgetown, TX	52.7%	32,895
Jacinto City, TX	47.9%	5,261
Missouri City, TX	45.9%	38,831
Baytown, TX	45.7%	18,641
Katy, TX	39.5%	6,764
Sugar Land, TX	37.8%	34,750
New Braunfels, TX	34.3%	28,035
Alvin, TX	31.8%	8,899
Rosenberg, TX	30.5%	11,785
Pearland, TX	23.5%	28,525
Boerne, TX	61.4%	11,277

Table 5. Comparison of Texas cities’ 10 minute walk level of service. Source: Parkserve™ by the Trust for Public Land, <https://www.tpl.org/city/jersey-village-texas>

CPUC Meeting October 29, 2020

10 Minute Walk Analysis



Figure 30. Analysis of areas in Jersey Village within a 10 minute walk of a park. Circled in red are residential areas not within a 10 minute walk of a City park.

Who lives Within a 10 Minute Walk of a Park?

The Trust for Public Land’s Parkserve™ tool utilizes available data for park inventories and the U.S. Census estimates to explore the level of service for a community’s parks system.

The graphics below indicate the percentage of residents living within a 10 minute walk of a park. The majority of residents live in close proximity to a park. Generally, all age groups were similarly distributed, with Seniors (age 65+) having a slightly higher number of residents living further than 10 minutes from a park (23%).

When evaluated from the perspective of household income, the distribution of households within a 10 minute walk of a park is almost identical to that of age groups. This is indicative of a relatively balanced distribution of income across the community. The service gaps identified in this analysis are likely the result of development patterns over time and available land for park development.

10 Minute Walk Analysis by Age

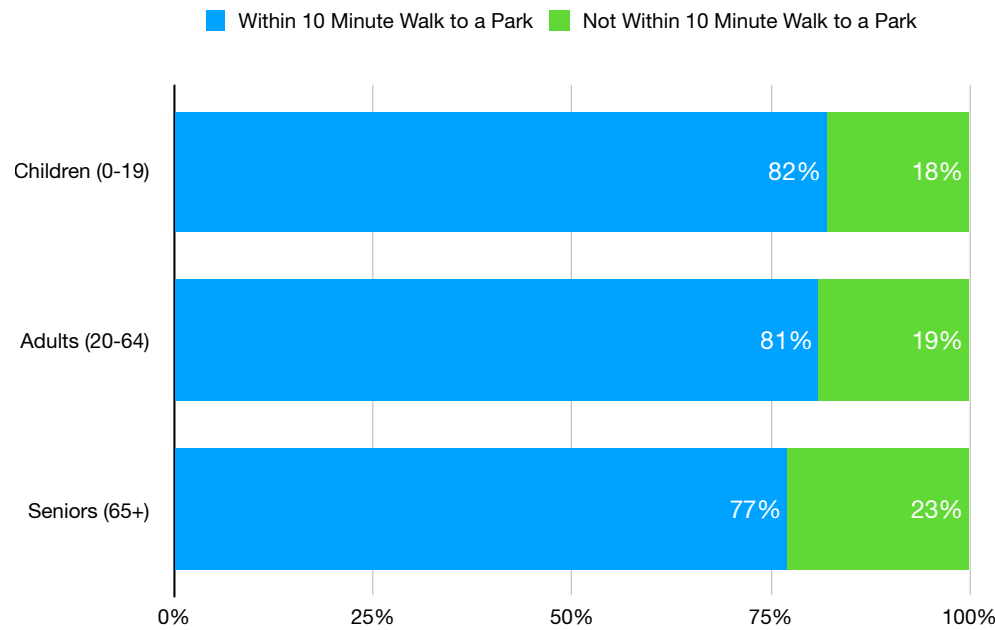


Figure 31. Distribution of Jersey Village residents by age that are within a 10 minute walk of a city park. *Source: Parkserve™ by the Trust for Public Land, <https://www.tpl.org/city/jersey-village-texas>

10 Minute Walk Analysis by Income

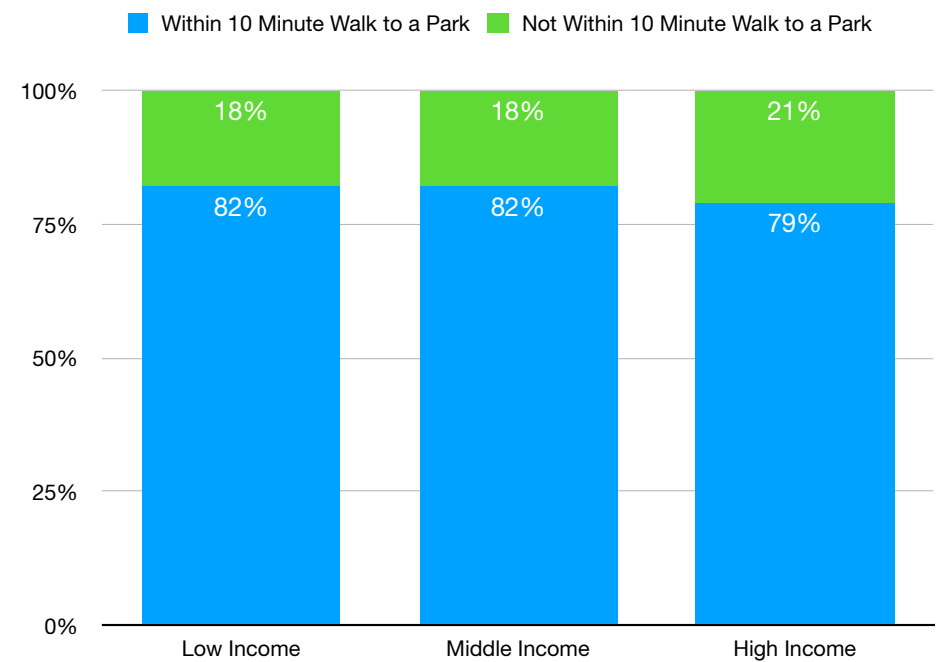


Figure 32. Distribution of Jersey Village residents by income that are within a 10 minute walk of a park. *Source: Parkserve™ by the Trust for Public Land, <https://www.tpl.org/city/jersey-village-texas>

CPUC Meeting October 29, 2020

Commit to a 10 Minute Walk Campaign

The “10 minute Walk” Campaign provides funding, marketing and technical support for cities to succeed. Comparing with the NRPA’s “10 minute walk” grantees, who committed to strive to be a 10 Minute Walk City, Jersey Village is in a competitive place (see table at right), with its current status of 79.1% population living within the 10 minute walk area. As a livable community in the Houston Metropolitan area, joining the “10 Minute Walk” Campaign could help Jersey Village to grow and improve it’s park system, and even become an example for the region.

Benefits:

- Ongoing technical assistance from NRPA, TPL, ULI, and additional national and local experts to support local planning efforts.
- Access and technical support for planning and mapping tools such as NRPA’s Park Metrics, TPL’s ParkServe® and Parkology.
- Peer-to-peer support and networking opportunities to share lessons learned and address challenges.
- National visibility through:
 - Articles in Parks and Recreation magazine, Open Space Blog, partner publications, and national press releases.
 - Opportunities to present at national conferences, including the NRPA Annual Conference.

What to do:

The cities interested in creating a commitment should:

- Select an attainable 10 Minute Walk Goal and specific action.
- Develop a measurement strategy that outlines what success looks like and how you’ll track your progress.
- Select a realistic date with-in the next 5 years for completing your commitment.

The Mayor of the City will need to sign a commitment for the campaign to reach the goal of the 10 Minute Walk.

2019 NRPA 10 Minute Walk Grantees	Population in 10 minute walk to park area	Grant Year
Denver, CO	94%	2019
Winooski, VT	82%	2019
Lynnwood, WA	76%	2019
Paterson, NJ	72%	2019
Raleigh, NC	70%	2019
Tacoma, WA	69%	2019
Los Angeles City, CA	61%	2019
Memphis, TN	45%	2019
Bennettsville, SC	28%	2019
West Athens-Westmont	26%	2019
Camden, NJ	94%	2018
New Rochelle, NY	91%	2018
Tukwila, WA	80%	2018
Rochester, NY	78%	2018
Anchorage, AK	74%	2018
Grand Rapids, MI	72%	2018
Clarkston, GA	71%	2018
Lewisville, TX	61%	2018
Orlando, FL	60%	2018
Austin, TX	54%	2018
El Cajon, CA	45%	2018
Chattanooga, TN	36%	2018

Figure 33. 2019 10 Minute Walk Challenge awardees. *Data source: National Recreation And Park Association.

CPUC Meeting October 29, 2020

Recreation by Others

An inventory was conducted of the recreation resources provided by entities other than the City of Jersey Village within 20 minute drive from City Hall. This analysis is aiming at mapping out the resources available in the region and providing a reference to identify the gaps in terms of local recreational needs. The inventory is inexhaustive accounting of available recreation resources and providers such as yoga studios, gyms, parks, and more. The analysis captured a total of 109 recreation facilities and more than 24 different types of recreation amenities.

The table at right shows the number of amenities provided by others in the study area. The top 5 amenities are:

- Trails
- Rectangular Field
- Diamond Field
- Indoor Basketball
- Water Park

24 facilities have trails available within the study area. This include all trails within public parks and designated hike and bike trails. "Rectangular fields" and "Diamond Fields" represent fields for soccer, football, lacrosse, baseball, and softball.

"Indoor Basketball" is mostly provided by schools, community centers and private gyms. "Water Parks" include splash pads, and swimming pools that have play structures.

A total of 9 facilities listed as "Others" include recreation amenities that are unique in the study area such as "Outdoor Learning Area", "Roller Skating", "Gymnasium", "Trampoline", "Dodge ball", "video arcade", "Camping ground", "Go-kart Track", "Laser tag", "Mini golf", and "Outdoor shower".

Among all 109 facilities, 73 facilities are privately owned, which also include HOA and MUD district-owned facilities. A total of 16 facilities are County-owned, 16 by school districts, and 6 facilities are owned by other municipalities. Private owned facilities are the main recreation providers in the area.

Recreation Provided By Others

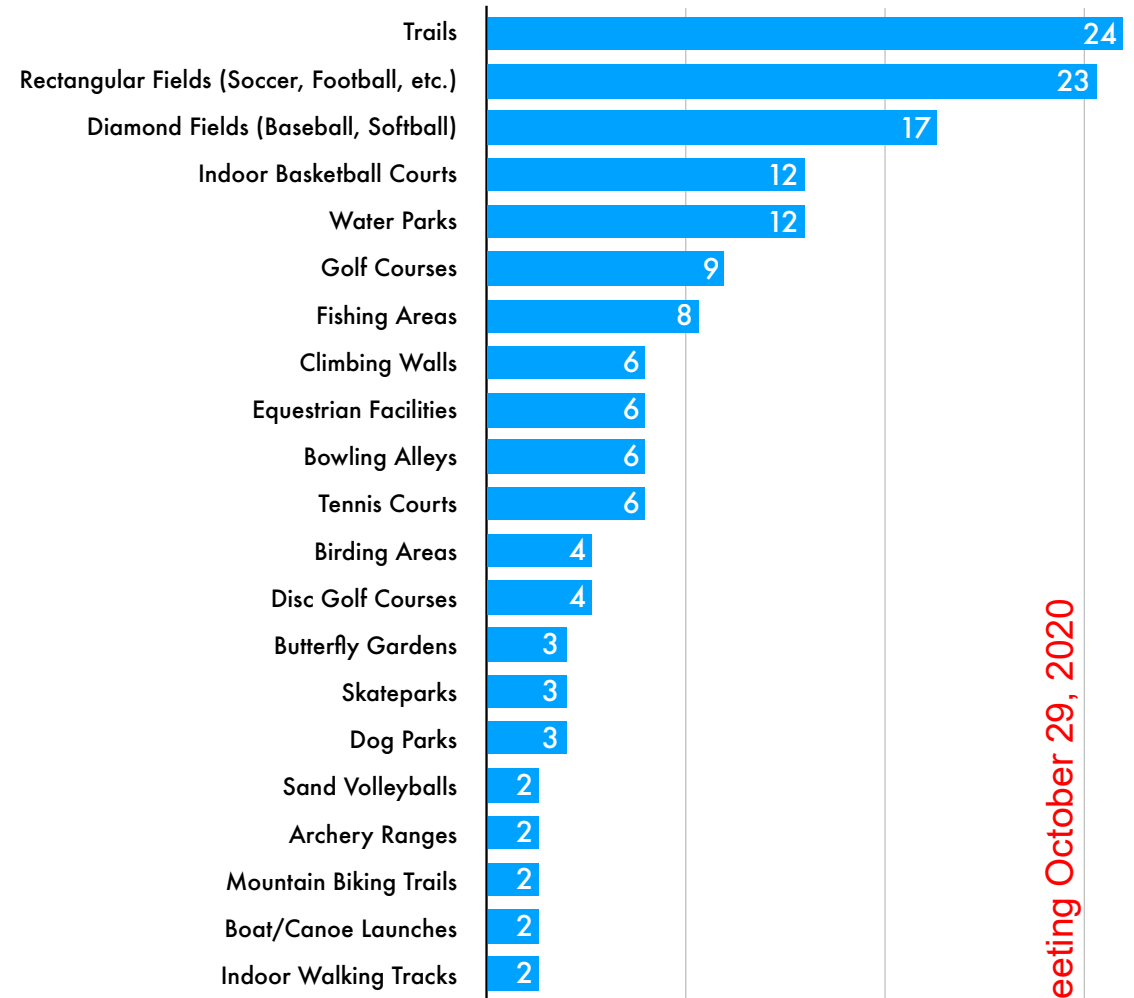


Figure 34. Summary of recreation amenities provided by other entities identified within a 20 minute drive of Jersey Village.

Recreation Resources By Ownership

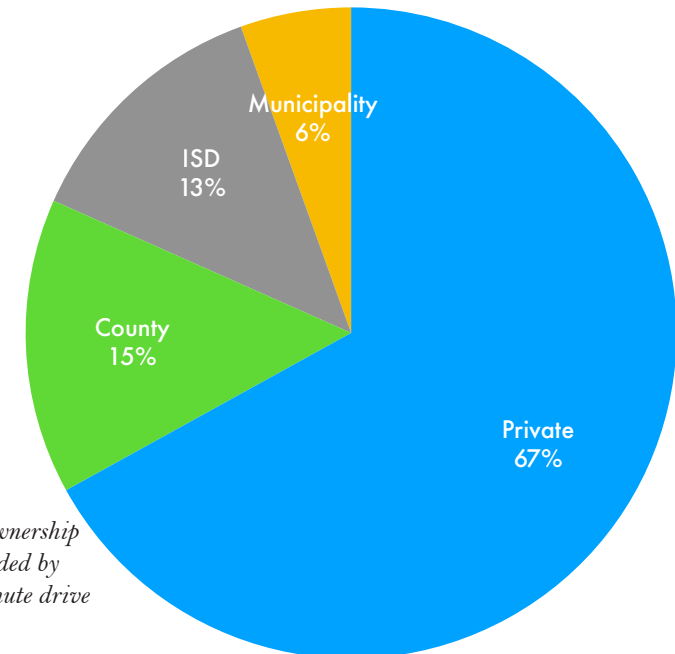
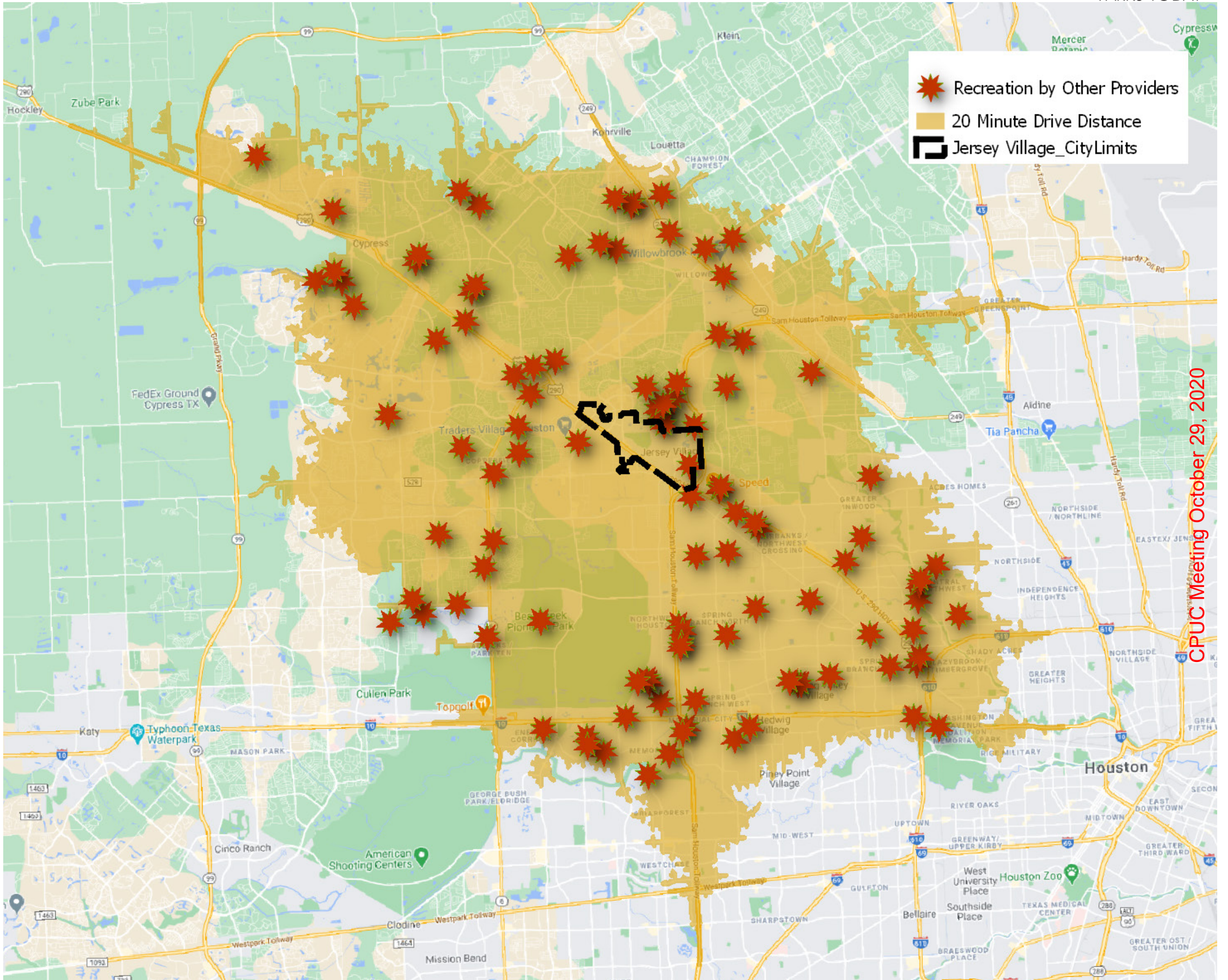


Figure 35. Distribution by ownership of recreation amenities provided by other entities within a 20 minute drive of Jersey Village.



CPUC Meeting October 29, 2020

Figure 36. Location of recreation amenities provided by other entities identified within a 20 minute drive of Jersey Village.

Sports, Programs, and Events

League Sports

Currently, The sports demand in Jersey Village is fulfilled by private organizations. I-9 Sports offers soccer league play for boys and girls at age of 3 to 5 and baseball league play for ages 3 to 6. Both leagues use fields at Clark Henry park.

Recreation Programs



Jersey Village began to offer a number of new recreational programs in 2019. These programs will include youth and adult sports, camps, art classes, fitness in the park and more.

Figure 37. Residents participated in an art class in March of 2020.



Community Events

Jersey Village has a vibrant community atmosphere, where a variety of community events bring residents together each year. Jersey Village Parks and Recreation is providing 12 annual community events based on the local interests.

The following popular events are offered:

- Bingo Nights (NEW in 2020!)
- Health Expo with Jersey Village Senior Outreach (NEW in 2020!)
- Concerts in the Park Series (NEW in 2020!)
- Spring Fling Nature Festival
- Easter Egg Hunt
- Adult Easter Egg Hunt (NEW in 2020!)
- Independence Day Parade
- Movies in the Village
- Eats in the Streets Food Truck Festival
- Fall Frolic Trunk-or-Treat
- Texas State Arbor Day
- Holiday in the Village
- Farmer's Market

Most events are held in the open space and covered basketball court at Clark Henry Park. The events are scheduled through out the years and have a high level participation in the community.

Figure 38. Residents participating in a Bingo Night event at the Civic Center.



CPUC Meeting October 29, 2020

Conclusion

The City of Jersey Village has significant parks and open space facilities when the private facilities and golf course are included in the overall analysis. Jersey Village is competitively positioned against several other communities in the Houston area and around the state.

As part of the Parks Master Plan over 380 people completed surveys providing feedback on improvements that should be made, and potential projects. Rather than duplicating the work for this review interested parties can view the Parks Master Plan on the city website under the “Plans and Studies” page located <https://www.jerseyvillagetx.com/page/city.plansandstudies>

Parks, Recreation and Open Space Recommendations

The following are action items related to parks, recreation and open space.

***Goal 2**

Enhance and expand parks, open spaces, trails, and recreational opportunities and experiences.

Historical Accomplishments:

- Completed a Parks Master Plan
- Added play structures at Carol Fox Park
- Added a Splash Pad
- The Jersey Meadow Golf Club has seen a massive increase in play and has record setting level of play and revenues in recent years.
- Jersey Meadow Golf Club is being sought after by several large golf tournaments
- The City has worked with i9 Sports to bring in youth sport leagues to Jersey Village.

Comprehensive Plan Goals & Strategies:

- Explore expanded recreational opportunities.
- Update existing parks and open spaces.
- Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.
- Encourage programs and events that engage the community.
- Improve maintenance of parks and open spaces.
- Increase community connectivity by connecting existing sidewalks and trails to trail system along White Oak Bayou

Explore expanded recreational opportunities.

- Review TPWD and other grant opportunities.

- Improve public access to city facilities such as golf course clubhouse and community center.
- Explore future funding potential to acquire additional park space based on parks and open space master plan.
- Conduct a long range feasibility study on the viability of increasing public open space opportunities by converting the golf course to a public park. Include in this study potential revenue generation to offset future maintenance costs.
- Convert FEMA acquired flood properties into usable park space.
- Review underutilized open spaces and convert to local mini-parks.

STRATEGIES

Update existing parks and open spaces.

- Continue to conduct playground safety inspections of all parks to determine high priority repairs and/or maintenance items.
- Continue to Update playground equipment at parks to current safety standards.
- Review and incorporate additional park improvements such as a splash pad and dog parks.
- Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.
- Increase annual park budget to include funds to improve existing parks.

STRATEGIES

Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.

- Identify potential corporate sponsorships to provide additional recreational opportunities.
- Explore potential environmental education programs with CFISD centered around the bayous and water quality.

- Explore potential community volunteer opportunities to support the parks and recreation program.
- Support the current parks and recreation committees activities.
- Engage CFISD to open up use of recreational amenities to public use.
- Allocate resources for parks and recreation committee to advertise special events and opportunities through social media and other outlets.

STRATEGIES

Encourage programs and events that engage the community.

- Create a city league for adult sports.
- Consider sponsoring a “Farmers Market” on a regular basis.
- Continue to target park grants funding sources.
- Provide new funding for parkland acquisitions.

STRATEGIES

Improve maintenance of parks and open spaces.

- Review procedures to solicit community feedback on maintenance of parks and open spaces.
- Conduct a parks facilities analysis to determine high priority improvements focusing on safety and health issues that do not comply with applicable state, local, and federal regulations.
- Increase maintenance funding for parks and recreational facilities.

STRATEGIES

Increase community connectivity.

- Coordinate with HCFCD on future trail connectivity along White Oak Bayou.
- Build bridge to Jersey Meadow Nature Trail to increase access.

GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Expand marketing of the golf course for tournaments and other special events.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Consider upgrades to the Jersey Meadow Golf Club clubhouse and related facilities/services

Community Character 7

Overview

Jersey Village has a unique history in northwest Houston having been incorporated in 1956 and establishing itself as one of the stable, attractive communities in the area. In the mid 80's Highway 290 ended at Gessner Road with a stop sign and very little development occurred along the Hwy 290 corridor past Jones Road. As the northwest continued to grow beyond the city the edges and entrances that once defined the city began to become 'blurred' by this development (see Figure 7.1, Existing Jersey Village Land Use).

This section addresses the less tangible aspect of community character. Community character is less quantifiable than other aspects of the comprehensive plan such as parks and open spaces, but it is equally important to the vitality of the community. Community character can be defined as the combined effect of the built environment, history, demographic, and social context within a neighborhood. It encompasses the physical built environment and social attributes that make one neighborhood different from another. This chapter introduces two planning concepts, "wayfinding" and "sense of place" and how these are important to the City of Jersey Village.

Wayfinding and Sense of Place

Describing, let alone trying to improve upon, a community's character is a difficult task. Communities all have a certain feel about them. Certain communities you know when you have arrived without having to see a sign and others you might pass right through without even knowing you were there. When you visit a community you receive visual cues from the built environment, many of which you are not even aware of. These visual cues help shape your view of what you see and experience. It can be the building architecture, the types of materials, and the age of the buildings. Street could be nicely landscaped or just concreted over. There could be traffic jams on crowded, boulevard streets, or there could be light traffic on a smaller street with lots of pedestrian wandering about in small boutique shops. All of these visual cues, and much more, together suggest a "Sense of Place" (The term is widely attributed to author Kevin Lynch in his 1960 book, "The Image of the City"). These visual cues are collectively called "wayfinding". Kevin Lynch defines wayfinding further by defining it as "...a consistent use and organization of definite sensory cues from the external environment." More simply explained, anything in the built environment that you see, hear, smell, can touch, or experience (see Fig 7.2, Examples of Wayfinding Components, on the following page) The physical environment can influence how we feel about ourselves, our community, and our surroundings. Wayfinding elements can evoke positive or they can just as easily give off negative feelings. This is what makes a discussion about community character a very subjective endeavor that is very much rooted in a community's history, culture, and expectations.

Regional development can affect a community's character in a positive or negative way depending on the manner in which the growth occurs. Factors such as architectural style, building

development, freeway expansion, streetscape, buffers, scale, and accessibility can all influence whether development is distinctive and build on the community's character, or lack authenticity or are out of character.

Summary of Community Character Issues

During the development of this Comprehensive Plan, CPAC and citizens comments created goals action items related to community character. The participants of the public process helped to shape a distinct series of themes that were important to them. The themes, described below, [en-summary-summarize](#) the community's understanding of the important aspects of wayfinding that are important to the future of Jersey Village.

The following description elaborates on those themes:

- Improved Gateways, Entrances, and Wayfinding Signage
 - Reinforcement of the entrances into the City of Jersey Village.
- Freeway Corridor Landscaping
 - The freeway edges of Highway 290 and Beltway 8 are considered important to improving the character of the community and to better define the 'edges' of the city.
- Community Landscaping
 - Many residents feel that the streets and open spaces should be well landscaped and brought up to the quality that is found along Senate Street.
- Code Enforcement
 - The importance of maintaining a minimum level of expatiation for residences and businesses to maintain their properties to protect the overall value of the community.
- Pedestrian Mobility
 - Reinforcement of a walkable community that is interconnected with sidewalks, trails, and open spaces.
- Wayfinding Signage
 - Street signage is an effective way of identifying and helping residents and visitors navigate throughout the city.

GATEWAY ENTRY ANALYSIS

Gateway entrances serve as the residents and visitor first impression of the city. As the 2016 Comprehensive Plan found the entrances are inconsistent in their landscape and signage approach which was also identified as a potential negative impact on the community. The following issues were highlighted as part of the 2016 Comprehensive Plan

Identified Issues

1. Quality of Landscape

» Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements

2. HWY 290 Construction Activity Impact

» The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs are scheduled to be removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape

will be needed, but this could also be an opportunity for the city to create a comprehensive vision for the gateway entrances throughout the city. See Figure 7.4, Highway 290 Construction Activities, below.

3. Inconsistent of Signage Design and Materials

» Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.

Hwy 290 Frontage Road East of Senate

Hwy 290 Frontage Road West of Senate

Beltway 8 Frontage Road North of Phillipine

Beltway 8 Frontage Road South of Phillipine

4. Logo and Font Consistency Lacking

» The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project it's brand.

Improved Gateways

The City of Jersey Village limits are irregular in shape and are dominated by the edges of Hwy 290 to the south and Beltway 8 to the east. Jones Road bisects the city but provides two key entrance points into the city to the east and west. Senate at Hwy 290 is widely seen as the main entrance into Jersey Village with Jones Road at Hwy 290 a close second (see Figure 7.3, Corridor and Gateway Analysis Plan, on the following page).

To address each of these items the City has undertaken projects to improve the gateways. The first step in this process was completion of the Gateways and Wayfinding Master Plan. The Gateways and Wayfinding Master Plan addressed branding standards (including colors, materials, and fonts) for the

city, landscape standards, and signage designs. This plan is available on the City Webpage under the “Plans and Studies” page.

Addressing these issues

1. Quality of Landscape
 - a. The Gateways and Wayfinding Master Plan identified a landscaping palette of ornamental trees and shrubs the city now uses for its landscaping in medians and entrances. Some of these include Natchez Crape Myrtles, Salvia, Plumbago, Bottlebrush, Firecracker Plant, and White Lantana. Knockout Roses in red, white, and blue, to incorporate the official colors of the city, are also utilized.
2. HWY 290 Construction Activity Impact
 - a. With construction activities completed the city is now able to move forward with entrance monuments at these locations.
3. Inconsistent of Signage Design and Materials
 - a. The Gateways and Wayfinding Master Plan identified a family of signage materials to be used for city signs. The materials include Clay/Brick Masonry, Cast Stone, Metal, and Limestone. These materials are being used in the new signs that are being built.
 - b. New Street Signs were designed and installed in 2019 with a consistent look which incorporates the Jersey Village Star.
 - c. New “Welcome to Jersey Village” signs that are at entrances like Jones Road traveling South, North Eldridge Parkway traveling south, Philippine, Gulf Bank and Steeple Way.
 - d. Wayfinding Signs were installed in late 2020 providing consistent signs that provide directional assistance for the traveling public.
4. Logo and Font Consistency Lacking
 - a. The Gateways and Wayfinding Master Plan created a consistent logo and font to be used in all signs. This has been implemented in the design of the new signs.

Another step in addressing these issues was the design and construction of new Gateway and Marquee signage. For budgetary reasons the improvements to the gateways became a phased project and were split over Fiscal Year 2019 and Fiscal Year 2020. The City Council allocated \$1 million each year, for \$2 million total. The types of signs, locations for them, and the phase for each are as follows.

	<u>Sign Location</u>	<u>Sign Type</u>	<u>Project Phase</u>
<u>1</u>	<u>North Eldridge Pkwy and US 290</u>	<u>Large Gateway</u>	<u>Phase 2</u>
<u>2</u>	<u>Philippine and Beltway 8</u>	<u>Large Gateway</u>	<u>Phase 2</u>
<u>3</u>	<u>Jones Road near FM 529</u>	<u>Large Gateway</u>	<u>TBD</u>
<u>4</u>	<u>Jones Road south of US 290</u>	<u>Large Gateway</u>	<u>TBD</u>
<u>5</u>	<u>Jersey Drive at Lakeview near Fire Station</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>6</u>	<u>Senate Ave and Seattle St</u>	<u>Marquee Sign</u>	<u>Phase 2</u>
<u>7</u>	<u>Philippine Street and Equador Street</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>8</u>	<u>Village Drive and Rio Grande</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>9</u>	<u>Jones Road at Jersey Meadow</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>10</u>	<u>Jones Road near Wyndham Lake Blvd</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>11</u>	<u>Senate Ave at US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>12</u>	<u>Jersey Drive at US 290</u>	<u>Small Gateway</u>	<u>Phase 1</u>

<u>13</u>	<u>Jones Road north of US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>14</u>	<u>Steeple Way and US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>15</u>	<u>West Road and US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>

Phase 1 of the project was completed in late 2020, and Phase 2 should be completed in 2021.

Do we want pictures of each of the gateways still?

Primary Gateway

- Hwy 290 at the east and west
- Jones Road at the north and south

SENATE AT HWY 290

Classification: Major Gateway

JONES ROAD AT HWY 290

Classification: Major Gateway

WEST ROAD AT HWY 290

Classification: Major Gateway

PHILLIPINE STREET AT BELWAY 8

Classification: Secondary Gateway

JERSEY MEADOWS G.C.

JERSEY LAKE

Corridor and Gateway Analysis

Plan January 15, 2015

Figure 7.3, Corridor and Gateway Analysis Plan

Major Gateway

- Senate at Hwy 290
- Jones Road at Hwy 290
- West Road at Hwy 290

Secondary Gateway

- Phillipine at Beltway 8

- Jersey Meadow Drive at Jones Road
- Village Green Drive at Jones Road
- Village Drive at Hwy 290

Major Intersection

- Jones Road at Hwy 290
- Lakeview at Senate
- Lakes view at Jones
- West Rd at Hwy 290

Jones Road is technically a major intersection, but it also serves as a gateway into the center of Jersey Village and therefore is more prominent.

~~GATEWAY ENTRY ANALYSIS~~

~~Gateway entrances serve as the residents and visitor first impression of the city. Currently the entrances are inconsistent in their landscape and signage approach which has been identified as a potential negative impact on the community~~

~~1. Quality of Landscape~~

~~» Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements~~

~~2. HWY 290 Construction Activity Impact~~

~~» The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs are scheduled to be removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape~~

~~will be needed, but this could also be an opportunity for the city to create a comprehensive vision for the gateway entrances throughout the city. See Figure 7.4, Highway 290 Construction Activities, below.~~

~~3. Inconsistent of Signage Design and Materials~~

~~» Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.~~

~~Hwy 290 Frontage Road East of Senate~~

~~Hwy 290 Frontage Road West of Senate~~

~~Beltway 8 Frontage Road North of Phillipine~~

~~Beltway 8 Frontage Road South of Phillipine~~

~~4. Logo and Font Consistency Lacking~~

~~» The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project it's brand.~~

Freeway Corridor Landscape Design

Freeways by their nature are meant to move people as quickly as possible from place to another. This condition requires a type of landscape that is appropriate for the scale and design speeds along the freeway.

1. Simple, Maintainable Landscape Design - Urban landscapes take a lot of environmental abuse and should be native plantings that are hardy and easy to maintain.
2. Buffer Business and Parking Lots - There currently is a lack of landscape consistency along the highway 290 corridor specifically at local businesses.
3. Enhance Community Edges - A consistent landscape theme along the corridors would help to identify the edges of the city.
4. Reinforce Community Gateways - Freeway landscaped edges will also provide a reinforcement of the gateway entrances into city by providing advance notice of a change in landscape design and approach.

Freeway corridor landscaping need not be elaborate and can be achieved in a number of ways which could include the following: (see Figure 7.5, Potential Landscape Improvements Rendering)

- Landscape Ordinance - An ordinance could be developed to address future business development and include minimal landscape standards.
- Strategic Business Partnerships - Work with local businesses to see what can be done to improve the overall landscape character of their businesses.
- Capital Improvement Projects - Look to fund future landscape projects through city funded revenue sources.

- Grant Funding - There are a number of state and federal grant programs that may be available to help fund freeway corridor enhancements which could be explored in the future.

Community Landscape

Residential streetscape design can help define individual neighborhoods, promote safety, and create a transition from public to private spaces. The character of a residential streetscape can vary from one neighborhood to the next, but should be of a similar quality. Senate Avenue is the main corridor within the city and is well maintained and recognizable to residents and visitors alike.

Figure 7.5, Potential Landscape Improvements Rendering

Future landscape development should build-off the recognizable features of this corridor. An integral part of the overall community landscape character requires a partnership between the city owned properties and the individual residences. Residences must be willing to maintain their property's landscape or must be guided in that direction by appropriate levels of code and community enforcement guidelines.

A successful residential streetscape design should generally include the following features:

1. Sidewalks - Sidewalks should be separated from automobile traffic by raised curbs and/or tree lawns; they should also meet all accessibility standards.
2. Street Trees and Landscaping - Street trees and landscaping should provide a natural buffer between pedestrians and automobiles. The city should review city-wide opportunities for additional landscaping opportunities where they are needed.
3. Street Furniture - Street furnishings should be coordinated in design and type with the overall character of the neighborhood.
4. Entry Signage - Entry signage should be coordinated with the unique character of the neighborhood through the use of appropriate materials, colors and architectural elements.
5. Consistent Maintenance - The commitment to long term maintenance of public landscapes is critical to the overall landscape character of the city.

EXISTING CORRIDORS

There are three main corridors through JV, Senate Road, Jones Road, and West Road. Two minor corridors also play a key role in circulation through the city, Lakeview drive and Jersey Drive. Senate Avenue extends from the south across 290 and terminates at White Oak Bayou. Senate is considered the main entrance and access into the primary residential area of the city.

A successful residential streetscape design should generally include the following features:

- Senate Avenue - This corridor has been upgraded with thematic landscaping, signage, and street lights/banners previously by the city and is currently maintained by the City. The corridor has many desirable landscape features that make it a model for future corridor landscape development.
- Jones Road - This corridor has minimal landscape at the Hwy 290 intersection that was installed and maintained by the city. Previously this intersection/gateway was less important to the city, but with the advent of Jones Road extending to the south and the future development of Jersey Crossing, this intersection has more prominence. There are several other entrances into the city that are served off of Jones Road.
- West Road - This corridor is also isolated from the primary residential areas of the city and is not perceived as a major corridor that is identifiable with Jersey Village
- Lakeview/Jersey Drive - Although these streets are single pavement roadways, these local streets are important to the overall character of the city. Recent improvements by the city included decorative street lights and sidewalks.

SENATE AVENUE

Classification: Major Corridor

JONES ROAD

Classification: Major Corridor

WEST ROAD

Classification: Major Corridor

LAKEVIEW DRIVE

Classification: Minor Corridor

Code Enforcement

The importance of maintaining a minimum level of expectation for residences and businesses to maintain their properties to protect the overall community character has been an underlining theme of the public input process. Code enforcement should not be a punitive measure, but a guideline for a public commitment to the overall quality of life in Jersey Village.

Codes and regulations can help maintain a minimum standard for behavior and action among businesses and residents. As state previously in this section, the development of a landscape code for business development can be a useful partnership tool to enact positive change.

Pedestrian Mobility

Many residents have stated that they want a walkable community and uninterrupted access to parks, open spaces, and local businesses. While the city has invested heavily into public infrastructure in the past ten years there appears to be gaps in accessibility. Community connectivity as it relates to parks and open spaces is discussed in greater detail in the ~~park and open space section~~ [Parks Master Plan](#).

Pedestrian mobility would ideally include a comprehensive analysis of each community's existing pedestrian conditions and needs with an emphasis on community input throughout the process. The plan would identify pedestrian routes to activity centers and infrastructure improvement projects along these routes. The Pedestrian Master Plan will be a key resource and advantage for the City when seeking grant funding needed to implement pedestrian projects that promote pedestrian safety, walkability, mobility, and neighborhood quality.

A accessible community should have the following attributes:

1. Community Connectivity - Develop a complete pedestrian network that provides direct and convenient connections for neighborhoods, employment centers, transit stations, public places and community destinations.
2. Park and Open Space Connectivity - Multi-modal transportation opportunities along existing streets and/or open space corridors within the city are opportunities that can be explored.
3. Walkability- Create pedestrian facilities that offer amenities to encourage usage and to enhance the pedestrian experience.
4. Safety - The Creation a safe pedestrian network free of barriers and tripping hazards, that has sufficient street crossings, buffer pedestrians from vehicles and has facilities wide enough to accommodate peak pedestrian use
5. Accessibility - Make facilities accessible to pedestrians of all abilities and meet all local, state and federal requirements.

Wayfinding Signage

~~The goal~~ Goal of Wayfinding Signage ~~Wayfindingsignage~~, both regulatory and non-regulatory, has the potential to impact the greatest number of people over the entire city. When implemented at major intersections and city 'Gateways', wayfinding signage will be a highly visible design element to project a

collective, positive image of the community. (see Figure 7.6, Sample Wayfinding Signage Plan) The goal of the wayfinding signage system is to reinforce the city's "sense of place as previously discussed, by informing and guiding users as they travel throughout the city, and enhancing the city's visual appeal and identity, and ultimately making the city more memorable to residents and visitors.

OBJECTIVES OF WAYFINDING SIGNAGE

1. Celebrate the unique character of the city.
2. Reinforce the city's 'Sense of Place'
3. Reinforce the boundaries of the city.
4. Identify and increase awareness of important activity or destination points within the city.
5. Improve the streetscape character for the city's corridors.
6. Identify and reinforce linkages and pathways between the different parks and open spaces within and out of the city.
7. Effective, low cost design that can be easily implementable on a city-wide basis.

EXISTING CITY SIGNAGE

The 2016 Comprehensive Plan found the ~~Currently the~~ city ~~does did~~ not have a comprehensive signage program that is unique to Jersey Village. The city has a definable logo and brand that has been used for some time and it appears that the majority of residents identify with the logo ~~(see Figure 7.6, Sample Wayfinding Signage Plan).~~

To improve this issue the city undertook the Gateways and Wayfinding Master Plan. This created a plan that incorporates a common theme and laid the groundwork for the update to existing city signs that have already been completed.

- ~~• Review Appropriateness of a Thematic Signage Program~~
- ~~• Consider Conducting a Thematic Master Plan Study~~
- ~~• Review Context of Surrounding Communities Who Have Implemented Thematic Signage Programs~~

Community Input

In drafting the Gateways and Wayfinding Master Plan the citizens were heavily involved in the process. Citizen feedback was received at an Open House Meeting and via online surveys. Citizens evaluated there options for a signage family and voiced their preference for the sign family that has since been implemented.

~~While a detailed demand based analysis was not conducted their is significant community feedback through City Council, CPAC, online survey, and several public meetings that have provided valuable information as to the current state and importance of the parks and open space system in Jersey Village.~~

Public Outreach Methods

- ~~• Online survey of 204 residents~~
- ~~• City Council meetings and polling~~
- ~~• CPAC meetings and polling~~
- ~~• Public meetings~~

COMMUNITY CHARACTER IMPORTANCE

A common refrain during the planning process is that the residents of Jersey Village are proud of their community and want to strengthen the perception of the neighborhood. Because the city is spread out and has grown over the years the land use patterns have expanded. There is a strong concern that the edges and entrances are not clearly defined and that more needs to be done to improve the 'front' door into Jersey Village. Another concern centers on the long term viability of the neighborhood from code enforcement of properties, landscape maintenance, the quality of landscape throughout the neighborhood, and consistency of entrance signs and signage in general.

The following are summarized comments from the public outreach conducted as part of the original 2016 Comprehensive Plan:

Code Enforcement

- Many citizens are concerned about the lack of code enforcement of individual and business properties.
- The perception that run down properties detract from the quality of the community is a concern.
- Their is a perceived lack of consistent, code enforcement by the city of delinquent properties.
- Typical Comments:
 - » "Keep Jersey Village Beautiful" enforce all codes!!!"
 - » "I am concerned it will become a neighborhood of falling down houses and unkempt yards."
 - » ".....improved schools, code enforced - start with landscape control, attract more high-end business."

- » “We need to keep up the curbside appeal, but many homes don’t keep up yards etc.”
- » “Better enforcement for homeowners mowing their grass”

Highway 290 and Beltway 8 Landscaping

- With the construction of Hwy 290 there is concern that the quality of the landscape along the freeway needs to be improved.
- The quality of the business properties along Hwy 290 are of concern and landscaping could help to mitigate this issue.
- Typical Comments:
 - » “Better landscaping at retail. 290/Jones is asphalt wasteland”
 - » “More trees around highways”
 - » “Jones/290 area is awful”
 - » “ It would really improve the city’s highway appeal if we had more restaurants and nice features around 290 itself. ”
 - » “ Mixed landscape (i.e. Bellaire—trees are various sizes)”

Community Entrances

- Jersey Village has numerous entrances throughout the city, but there is a concern that visitors are unclear what is the main entrance.
- The quality and consistency of the landscape entries was noted as a concern.
- Construction impact from highway 290 construction on the Jones Road and Senate entries is a concern.
- Typical Comments:
 - » “Many Jersey Village residents see West Rd./etc. as their access homes”
 - » “More attractive entrance of Jones”
 - » “Visible attractive entry points”
 - » “An updated entrance to the city.”
 - » “Have a billboard that says, “if you lived in jersey village, you’d be home” and place on 290 and the beltway.”
 - » “Too many entrances”

Pedestrian Mobility

- An overwhelming theme of the public input centered on walkable community from residences to parks, retail, and other destinations.
- Some gaps in sidewalks and quality were noted during the planning stages..
- Typical Comments:
 - » “Walkable”
 - » “Sidewalks or walking paths connecting all segments for walking instead of current breaks. ”
 - » “A safe neighborhood, where you see people walking, enjoying the parks etc. ”
 - » “A walking and biking community. I think this is the future. Being able to bike or walk to restaurants, grocery etc.”
 - » “More pedestrian friendly. Walk or bike to shops”
 - » “Sidewalks or walking paths connecting all segments for walking instead of current breaks.”
 - » “Build sidewalks at all properties that should have sidewalks and repair those that are damaged”
 - » “Better passage for pedestrians (i.e. runners, walkers on bridges that cross bayou system on Rio Grande and Lakeview)”

Community Landscape

- Maintenance concerns have been brought up on numerous occasions.
- Potential concern that sub-standard parks and open spaces detract from the quality of the neighborhood
- Potentially under utilized parks facilities.
- Typical Comments:
 - » “1) Beautification Projects to all common areas and esplanades. 2) More law-enforcement 3) Have many more community events, similar to the Woodlands”
 - » “I’d like to see the village looking well kept with more crape myrtle and oak trees.”
 - » “....planting of native tree and plants; ”
 - » “1. Beautification projects (landscaping of common areas, esplanades. parks, etc.)”
 - » “Nicely kept city landscaping (as it is now).”
 - » “Grounds and street maintenance”
 - » “Clean. Nice landscaping”
 - » “I’d like to see the village looking well kept with more crape myrtle and oak trees”

Community Character Recommendations

The following are action items related to community character based on input throughout the planning process.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

Historical Accomplishments Since 2016:

- Completion of the Gateway and Wayfinding Master Plan which created uniform branding standards for the city and uniform sign standards.
- Upgrade City's Logo and Branding
- City Street Signs have been updated with city logo and unique background color.
- Phase 1 of the Gateway and Marquee Signs have been completed
- New Wayfinding Signs have been designed and installed

STRATEGIES

Improve the City's entrances with landscaping and monumentation.

- ~~• Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.~~
- ~~• Clean up existing entries after TxDOT 290 work is complete until a new landscape master plan can be developed.~~
- ~~• Incorporate City logo into entrance sign designs.~~
- ~~• Design and implement Hwy 290 gateways according to TxDOT standards to highlight the entrance to the City.~~
 - Complete Phase 2 of the Gateway and Marquee Sign Project

STRATEGIES

Improve the landscape character of commercial business properties.

- Create landscape ordinance that requires new properties, and major renovation projects to be landscaped to a minimum standard for areas adjacent to public rights-of-way.

- Create commercial development guidelines to encourage new development to build to minimum landscape standards.
- Create signage ordinance for local businesses that is consistent with the overall signage master plan.
- Coordinate with local businesses to encourage a uniform sign design standard.
- Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.
- Sponsor a beautification award for businesses to encourage landscape development of their properties.
- Review code enforcement procedures for their effectiveness, and make necessary changes.

STRATEGIES

Reduce visual clutter.

- Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character.
- Create architectural design guidelines to encourage minimum design standards.
- Remove overhead power lines as new infrastructure projects are implemented.
- Reduce the number of billboards that are in the City.

STRATEGIES

Improve the character of corridor character throughout the community.

- Review and improve landscape maintenance procedures for City crews.
- Partner with Trees for Houston or other organizations that can provide assistance in planting trees.
- Create a more stringent tree preservation ordinance to protect existing tree resources.
- Promote increase canopy along streets, parks, and open spaces.
- Expand thematic street light standards to all City streets.

STRATEGIES

~~Upgrade City's logo and branding.~~

- ~~• Conduct a branding study to reinforce the City's community character and marketing approach.~~
- ~~• Explore potential logo application to proposed city entrance signage.~~

GOAL ~~2~~7.

Invest in infrastructure, activities, and opportunities that will revitalize the Highway 290 corridor to maximize its visual appeal, sense of place, and economic value.

~~INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.~~

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Partner with local property owners and CenterPoint Energy to identify back-of-lot utility easements to provide options for removing overhead lines from the 290 frontage.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

Historical Accomplishments Since 2016:

- ~~• Ability to report ordinance violations via city's website and Mobile App. Residents can track the status of the request and receive updates as the problem is resolved.~~
- ~~• Creation of the monthly Farmer's Market~~

STRATEGIES

Encourage housing and property maintenance to maintain neighborhood integrity.

- Develop a recognition/reward program to encourage homeowners to enhance or maintain their properties through lawn maintenance, and exterior upgrades and upkeep.
- Provide and coordinate programs to prevent the deterioration of homes.
- 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.
- Develop an annual or semi-annual neighborhood clean up to promote community pride.

STRATEGIES

Enhance existing neighborhood infrastructure when possible.

- Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.

GOAL ~~48~~. PRESERVE, PROTECT, AND ENHANCE THE CITY'S IDENTITY AND SENSE OF COMMUNITY BY IMPLEMENTING WAYFINDING IMPROVEMENTS THROUGHOUT THE CITY.

STRATEGIES

Create a consistent, identifiable signage design throughout the city.

~~• Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.~~

- Develop commercial signage guidelines to encourage existing business to follow as well as control future commercial development application.

GOAL ~~97~~. **Promote infill and redevelopment of vacant or underutilized parcels along with the appropriate mix of land uses within the city limits and extraterritorial jurisdiction.**

~~PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.~~

STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

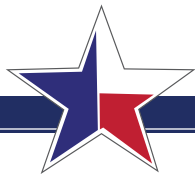
- Ensure property and building maintenance codes are up to date and compatible with current City values.

~~GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.~~

STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

- 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.



GATEWAYS

City gateways are typically located at major entry points, providing an iconic built element that indicates you are entering a specific and unique place. The orientation of U.S. 290 and Beltway 8 provide ideal major gateway locations for Jersey Village although existing conditions present challenges to overall size and orientation. Due to the elevated nature of both highways, height of these gateways are key, providing visibility for both travelers on the main lanes of each highway as well as the frontage roads.

An on-site review of existing conditions of the gateway locations proposed in the 2016 Comprehensive Plan required some alteration of signage hierarchy and location. Narrow medians, tight building lines and rights-of-ways crowded with existing signage and utilities provide challenges to developing extensive gateways. Three configurations of gateway signage are proposed including a tall narrow large gateway monument at major entry points and where space allows, a shorter gateway monument at secondary entry points and where space is limited, as well as a horizontal entry monument that could be used at municipal facilities (buildings or parks) or as an option at Senate Avenue if adjacent property was acquired.

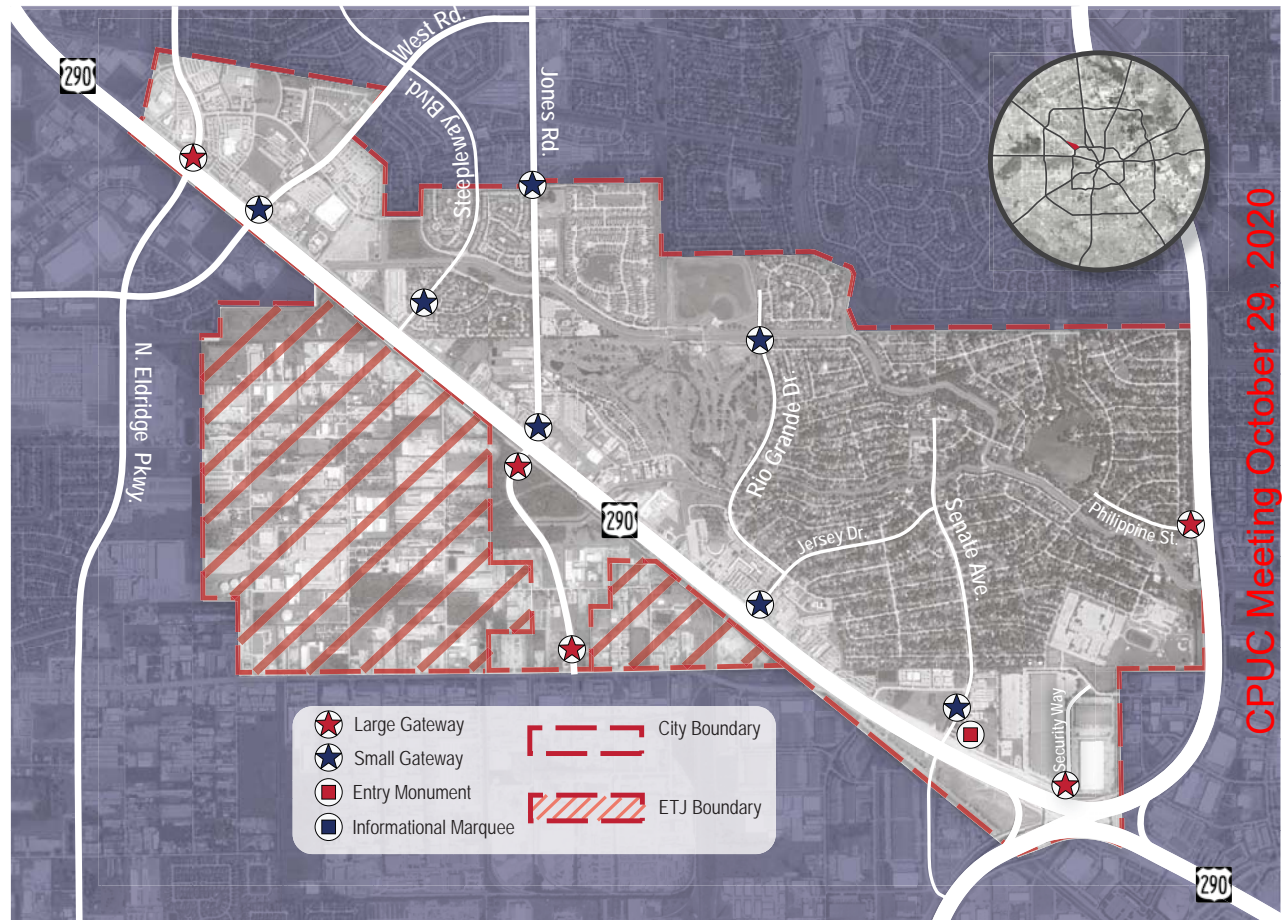
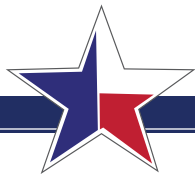


Figure 3 - Gateway Signage Locations



WAYFINDING

Elements of the proposed City gateways can also be utilized to create consistent wayfinding signage throughout the City. Wayfinding signage includes street signage, informational kiosks or marquees, and location or building identifiers. Current street signs are blue (a shade that is inconsistent with most versions of the City star logo) within City-maintained right-of-ways and do not contain a logo or special City identifier. Roadways maintained by Harris County typically showcase the standard county signage which is green or a mix of county and city signage.

There are currently five informational marquees located within the City along major roadways. These signs are beginning to show their age and will need to be replaced in the near future. Developing consistent marquee signage with electronic displays would streamline City notifications and reduce staff time allocated for changing out the existing traditional signage. Pedestrian wayfinding and building identifier signage should also be installed at City properties including park sites, City Hall, and police and emergency services departments, creating a consistent message and brand.

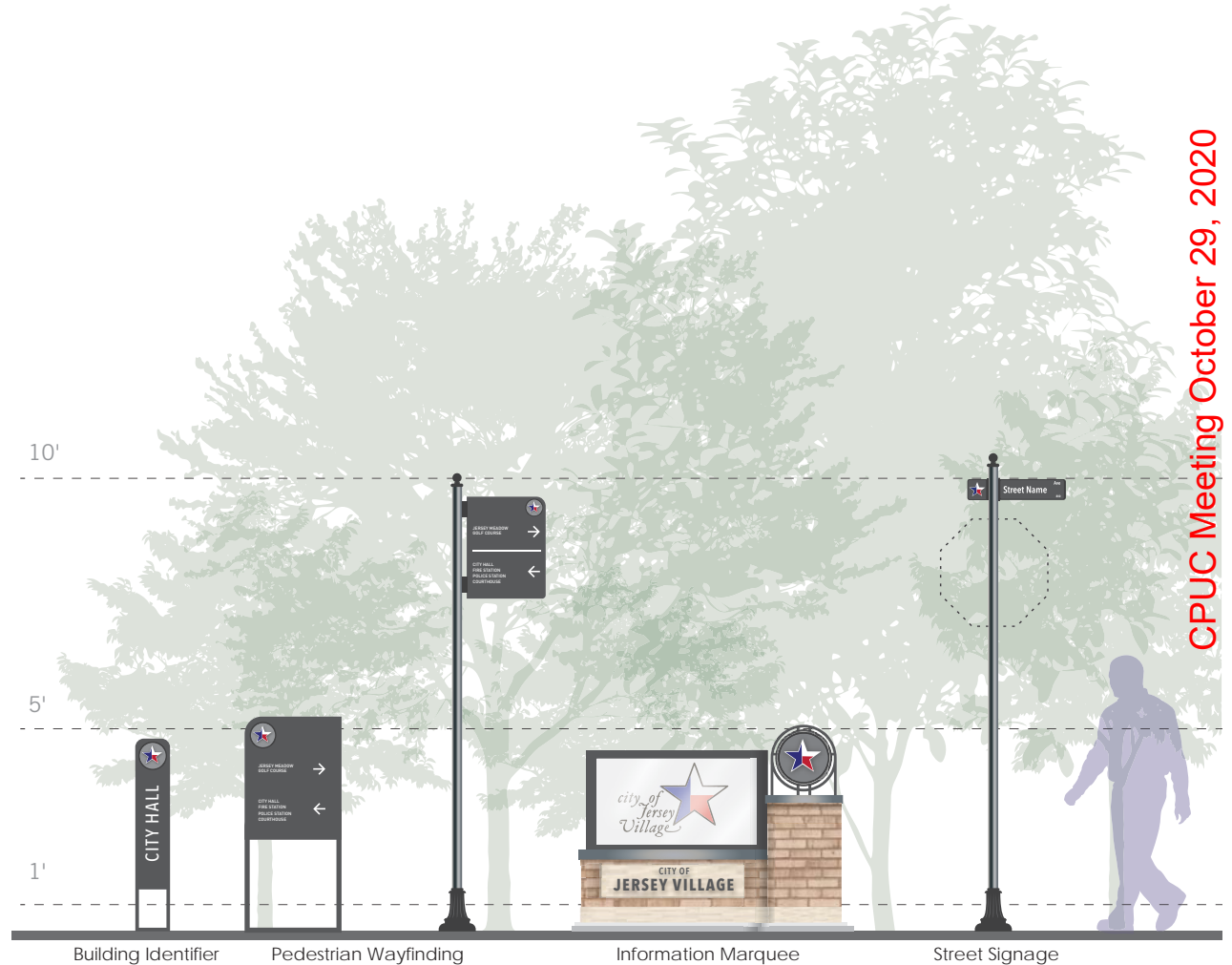


Figure 5 - Wayfinding Signage