

A LETTER FROM THE CHAIRMAN

First, thank you for your interest in this project! The Future Land Use Plan Update is a significant undertaking, and we need your help and input to make this a cohesive and representative success.

Best Practices prescribe that cities' land use plans, zoning maps, Codes of Ordinances, and other visioning and planning documents should be updated every five years or so to ensure they reflect changes in both market conditions and citizen desires. However, while most of Keller's plans have kept up with that schedule over the years, our current Future Land Use Plan has grown nearly 20 years old.

Task 1 has begun: establishing a baseline for Keller. It is critical that we all realize where we are and how we arrived here in order to convey an understandable story — Our Story — up until this point in Keller's history.

We've hired one of the best engineering and planning firms in the business, Freese and Nichols, Inc., to work alongside city leadership and staff throughout this process, and they've begun collecting data and studying demographics, historic trends, existing land uses, physical and environmental factors, and economic characteristics that have shaped our city and defined our community.

Once this is complete and can be articulated, we will embark on the most important aspect of this process: Public Involvement. It is here that we will need *your* vision as we work together to craft a *shared* vision of a Future Keller that reflects our greatest desires, dreams, goals and aspirations. Not just for ourselves, but for the next generation. This is the part I am most excited about and will be the most fun; a myriad of interactions with our residents, creative and interactive exercises, multimedia and collaborative outreaches with one goal in mind: Hearing from YOU!

Our Visioning process will include community input meetings that will be identical in content and activities, but offered in different venues around our city on different days of the week to help accommodate citizens' varied schedules. Each one will be televised and recorded so that even if you are unable to attend, you can stay informed and share your feedback with us.

In addition to the formal meetings, you'll encounter a number of FLUP-focused discussions throughout town in the months ahead. We'll be making ourselves available to speak to civic organizations, HOAs, clubs and professional groups — and you may even see a FLUP Update-focused booth at some of our community events!

Our goal is an unprecedented 8,000 unique interactions with the men and women who have made Keller what it is and are invested in helping shape our future. We cannot even imagine reaching that goal without your help, so I encourage you to share this page and other updates on the FLUP project, start the conversation with your friends, neighbors and coworkers, and stay involved. Keller's story would not be the same without you, and neither will this plan.

Warmest Regards, Tag Green
Keller City Council, Place 6