



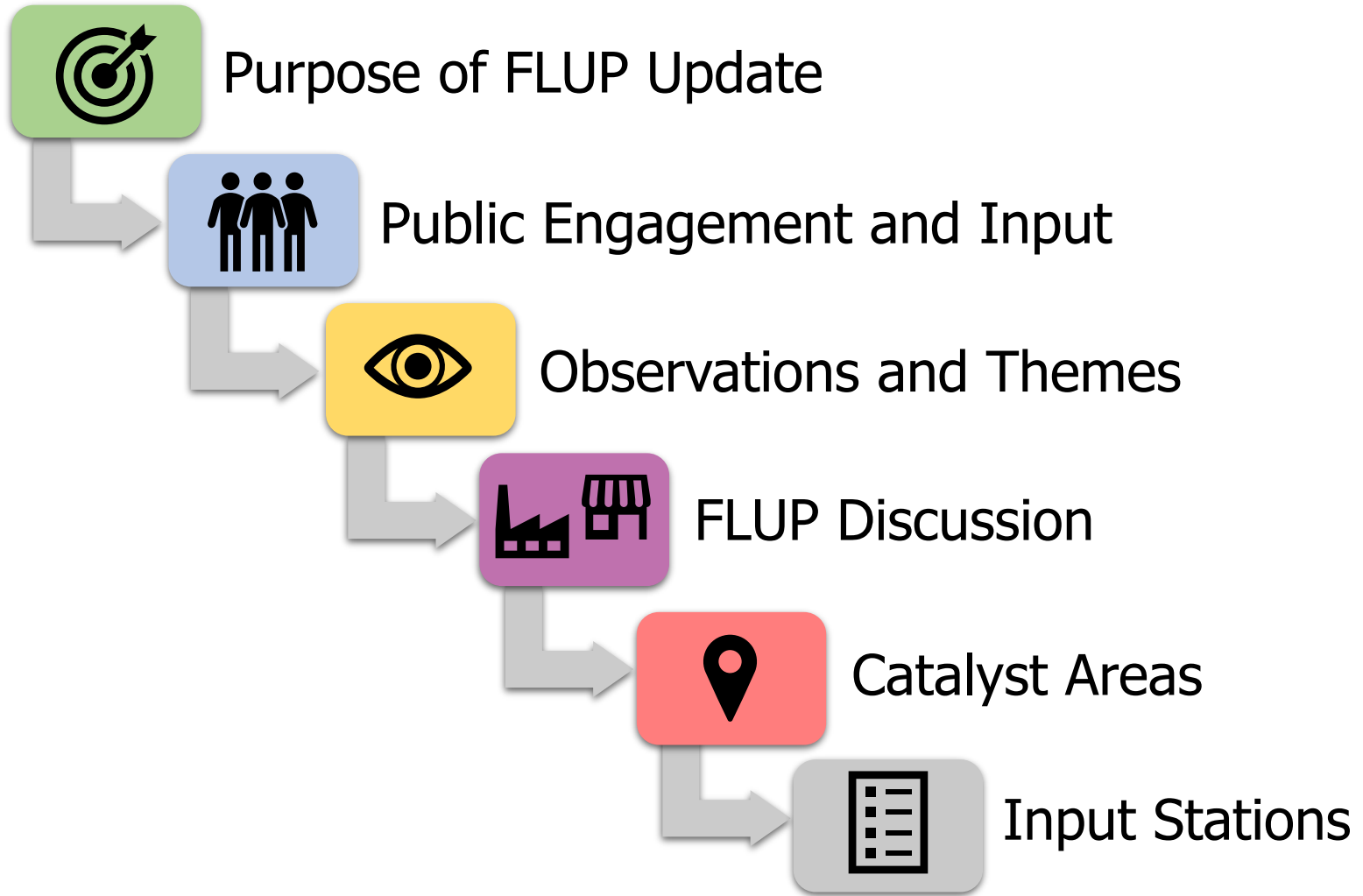
PROGRESS THROUGH PARTICIPATION

CITY OF KELLER

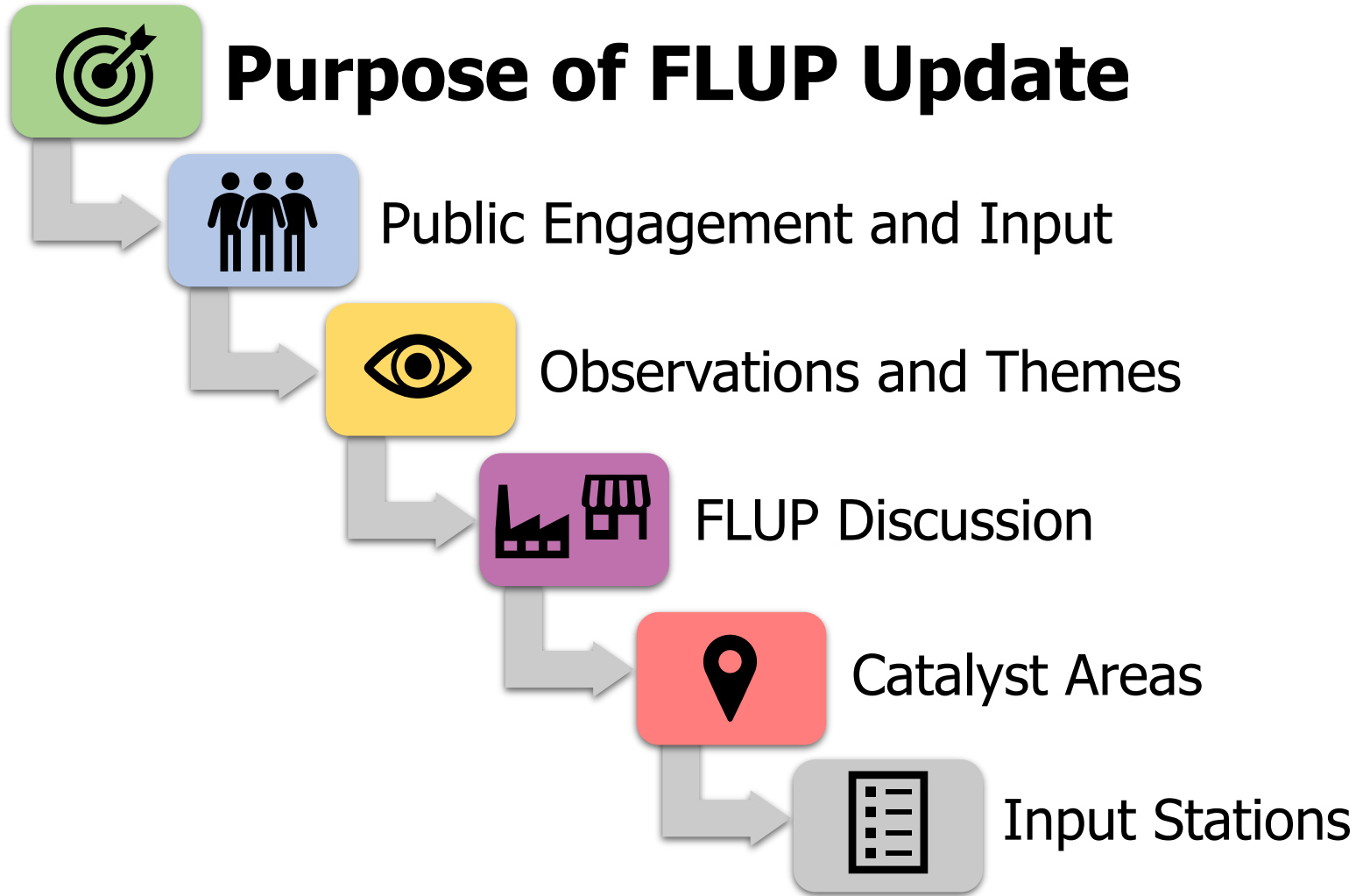
Future Land Use Plan Update

Public Meeting – 9/25/2018

Meeting Agenda



Meeting Agenda



Why Update the FLUP?



- ***Current FLUP (1998) is outdated***
- ***Alignment needed with current development patterns***
- ***Inconsistencies between the current FLUP and Zoning***
- ***Clarity needed for development related decision making***

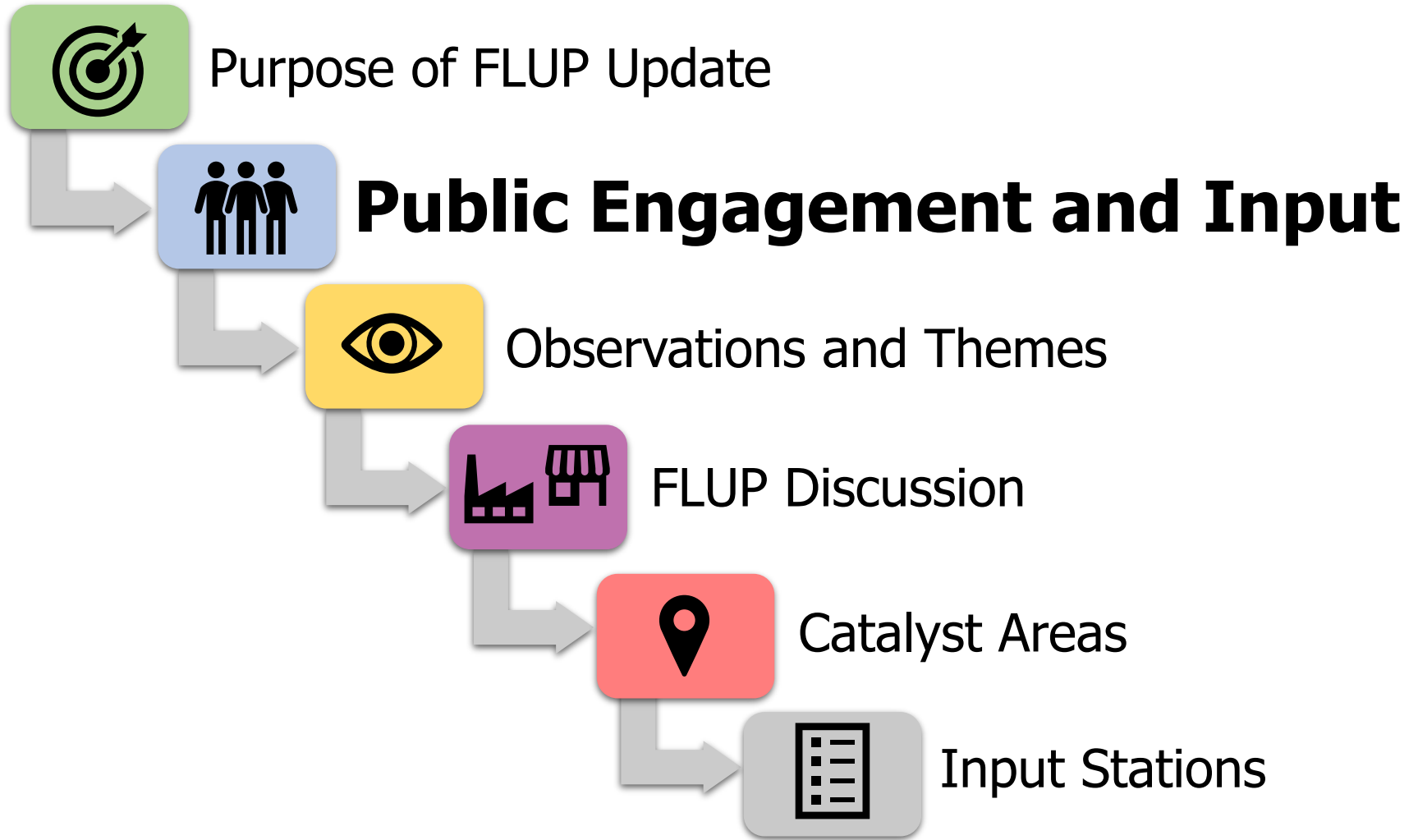


Project Schedule



MEETING/EVENT	DATE	COMPLETE
Joint Council and P&Z Kick Off <i>Purpose: Discuss project goals and collect visioning input from Council</i>	March 12, 2018	✓
Website Launch <i>Council input on survey completed one week prior to launch.</i>	March 27, 2018	✓
Meetings-In-A-Box Delivered <i>Council input on boxes completed one week prior to launch.</i>	April 9, 2018	✓
Public Input Meeting #1 <i>Purpose: To solicit community input (meeting location: Ridgeway Elementary)</i>	April 4, 2018	✓
Public Input Meeting #2 <i>Purpose: To solicit community input (meeting location: Hidden Lakes Elementary)</i>	April 10, 2018	✓
Public Input Meeting #3 <i>Purpose: To solicit community input (meeting location: Willis Lane Elementary)</i>	April 12, 2018	✓
Online Survey Open	April 12, 2018	✓
Keller Crawfish Krawl	April 14, 2018	✓
Public Input Meeting #4 <i>Purpose: To solicit community input (meeting location: Keller Town Hall)</i>	April 16, 2018	✓
Public Input Meeting #5 <i>Purpose: To solicit community input (meeting location: Keller Library)</i>	April 19, 2018	✓
KellerFest	April 28, 2018	✓
Online Survey Close	May 14, 2018	✓
Task Force Meeting <i>Purpose: To review public input results with the Task Force</i>	June 7, 2018	✓
City Council Work Session Preparation <ul style="list-style-type: none"> • FNI emails City Council Work Session meeting materials for City Staff review <i>July 23, 2018</i> • City Staff emails City Council Work Session meeting material revisions to FNI <i>July 27, 2018</i> • FNI emails the revised meeting materials to City Staff <i>July 31, 2018</i> • City Staff prepares City Council Work Session packet <i>August 1, 2018</i> 	July 23, 2018 - August 1, 2018	✓
City Council Work Session <i>Purpose: To present summary of public input, findings, goals and objectives, and preliminary FLUP map in preparation for Public Meeting #1 (90 minutes)</i>	August 7, 2018	✓
Public Meeting #1 <i>Purpose: To present summary of input, findings, goals and objectives, and preliminary FLUP map to the community (90 minutes)</i>	September 25, 2018	
Posting of Draft FLUP Map for Public Comment	September 26, 2018 – October 24, 2018	
Public Meeting #2 <i>Purpose: To present draft FLUP to the community (90 minutes)</i>	October 24, 2018	
Public Hearing with P&Z <i>Purpose: P&Z recommendation</i>	November 12, 2018	
Public Hearing with City Council <i>Purpose: Council adoption</i>	December 4, 2018	

Meeting Agenda



Public Engagement



5 Community Meetings	124 attendees*
KellerFest and Crawfish Krawl	9,000 attendees
Online Survey	1,196 respondents
Survey Open-ended questions	5,694 comments
26 Meetings-2-Go boxes	14 participants
Utility Bills	15,716 customers
Project Page	2,451 pageviews

*Duplicate names removed

Public Engagement



News Items

- Meeting Notification 1 – **1,683** subscribers, opened by 420
- Meeting Notification 2 – **25,609** subscribers, opened by 4,077
- Online Survey Notification – **12,861** subscribers, opened by 2,360

Weekly Newsletter

- March 30 – **4,874** subscribers, opened by 1,157
- April 6 – **4,974** subscribers, opened by 1,247
- April 13 – **4,974** subscribers, opened by 1,259
- April 20 – **4,973** subscribers, opened by 1,300
- April 27 – **4,971** subscribers, opened by 1,379
- May 4 – **4,963** subscribers, opened by 1,329
- May 11 – **5,056** subscribers, opened by 1,372

Public Engagement



Social Media:

	Postings	Impressions
Twitter	4 days	17,330 impressions
Facebook	6 days	27,355 impressions
Next Door	5 days	13,378 impressions

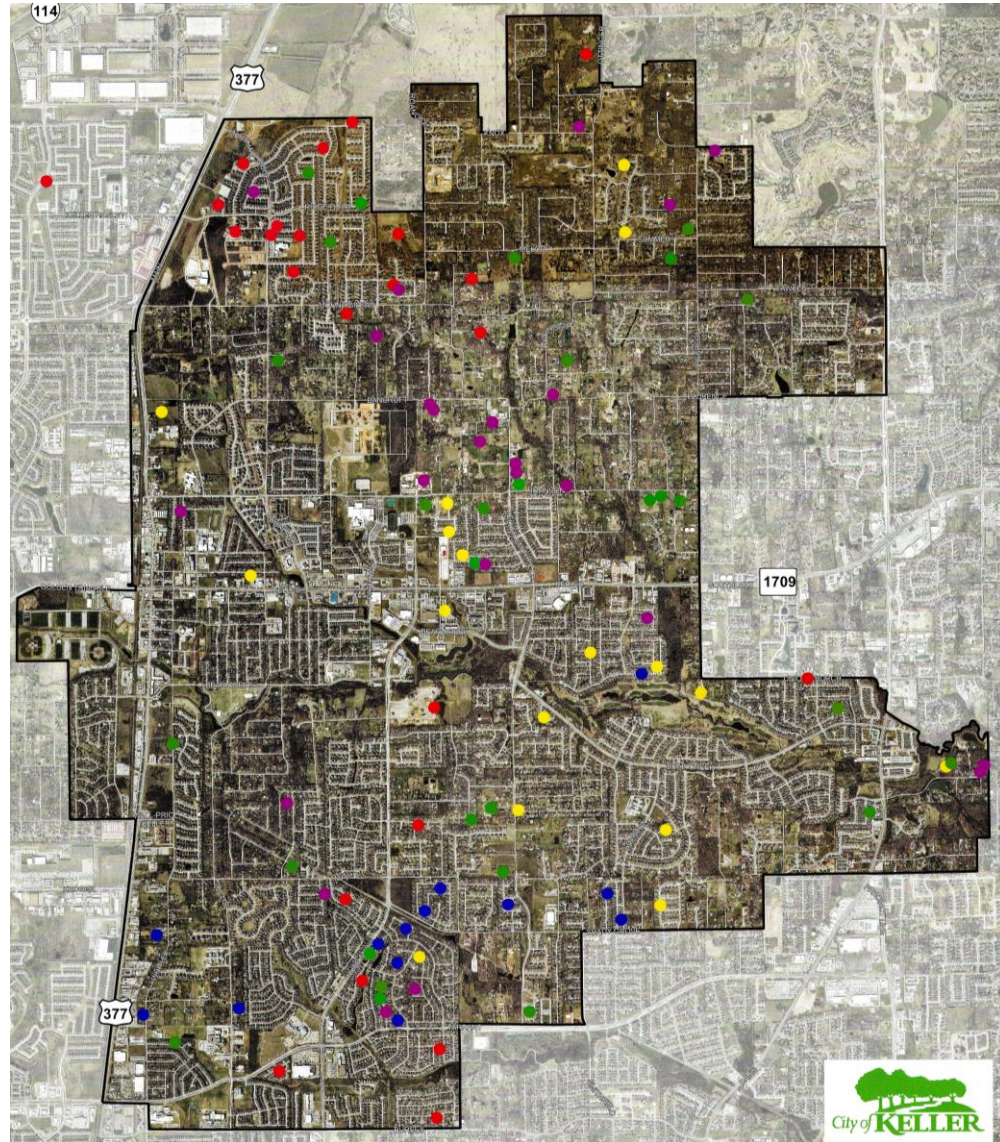
Public Input Results



Community Meeting – Who Participated?

Where Meeting Participants Live

- Meeting 1: Ridgeview Elementary
- Meeting 2: Hidden Lakes Elementary
- Meeting 3: Willis Lane Elementary
- Meeting 4: Keller Town Hall
- Meeting 5: Keller Library



Public Input Results



Community Meeting - Vision



QUALITY RETAIL



PARKS, GREEN, AND OPEN SPACE



SMALL TOWN FEEL



Public Input Results

Community Meeting – Greatest Assets

Top Responses

- Trees, parks, trails, and open space
- Small town feel, sense of security
- Schools and education opportunities

The image shows three overlapping hand-drawn cards, each titled "What is Keller's greatest asset that should be maintained?". Each card has a lightbulb icon and a sub-header: "HELP US IDENTIFY PLACES, SPACES, QUALITIES, AND CHARACTERISTICS THAT MAKE KELLER A GREAT PLACE TO LIVE BY LEAVING YOUR COMMENT BELOW".

- Top Card:** Lists "Knowledge, Creativity, Spirit", "Openness", "Green spaces", "Small town feel/traditions/historic architecture", "Ability to get most of what is wanted with less than the rest", "Natural areas and walking trails", "Large lots in northern part of city", "Security by new gateway - school that is nearby to come to", "Family friendly", "Bear Creek Park", "Keller Sports Center".
- Middle Card:** Lists "The Keller Parks", "Green Space", "MORE PARKS", "Expand trail system", "Streets", "Parks", "The Birch", "Park & trail development", "The Youth like Bear Creek", "Increase in water frontage", "Residential Green Space".
- Bottom Card:** Lists "Use of green spaces that help maintain that country feel", "Parks", "Low Density AND OPEN SPACE", "Schools", "Parks", "Clean the TREES", "Country feel + trees!", "Country feel forever!".

At the bottom right of the cards, there are logos for "CITY OF KELLER" and "FRESE NICHOLS".

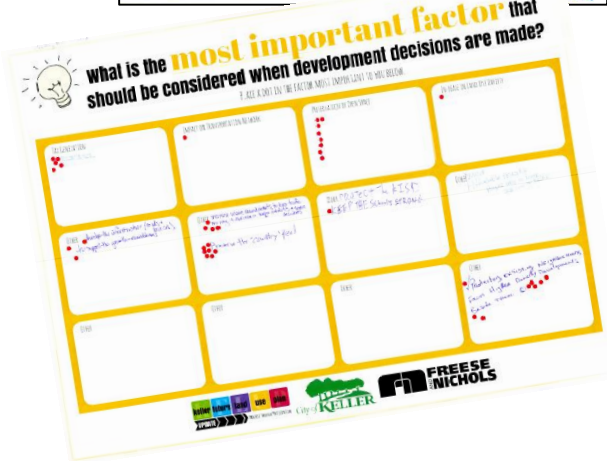
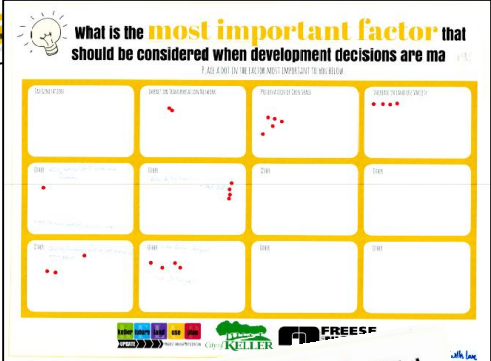
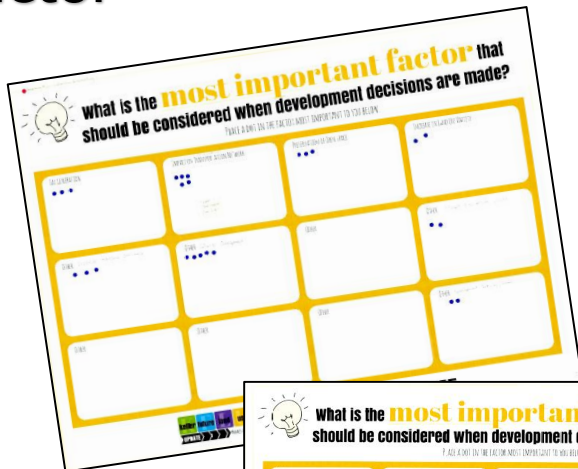


Public Input Results

Community Meeting - Most Important Factor

Top Responses

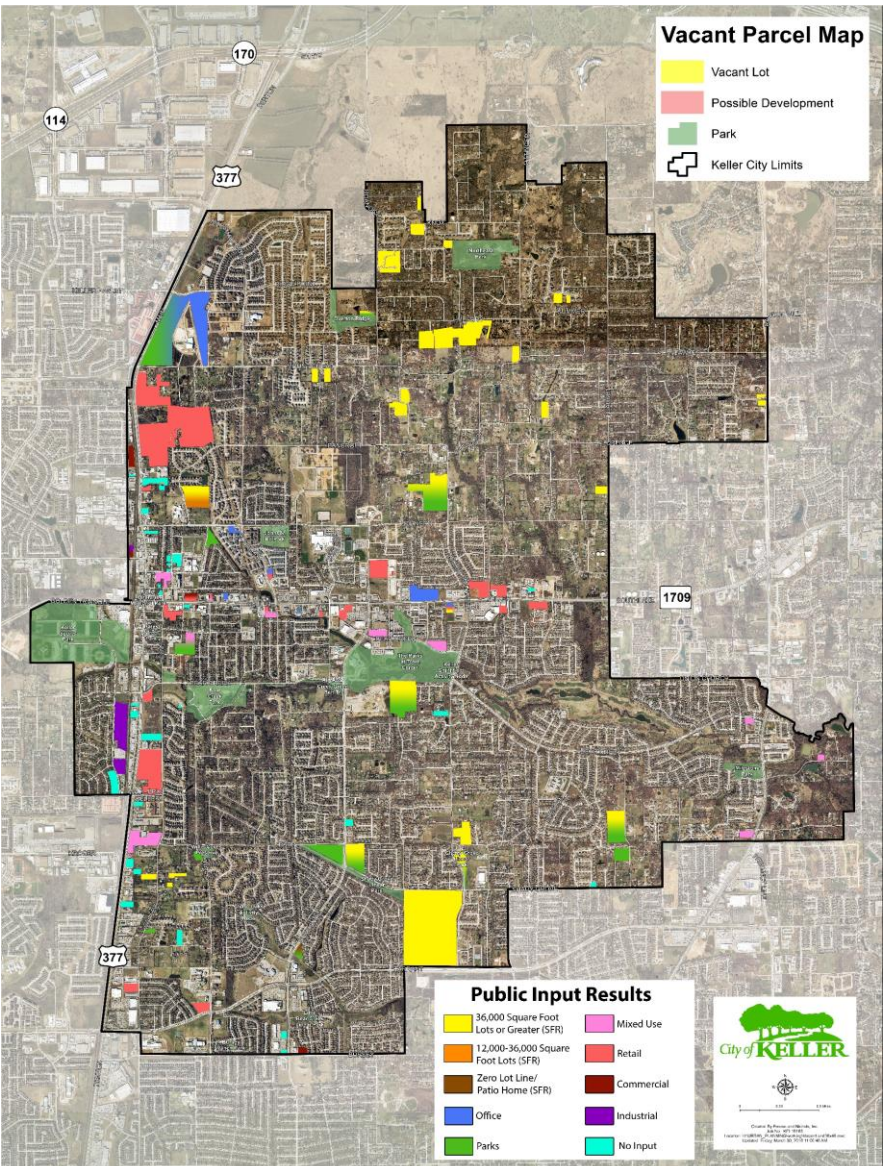
- Preserving open space
- Protecting existing neighborhoods
- Tax generation





Public Input Results

Community Meeting - Land Use and Location



Participants identified preferred uses on undeveloped parcels

Highest frequency of land use types:

- 36,000 sq ft single family lots
- Retail
- Mixed Use
- Parks
- Office
- Commercial
- Industrial



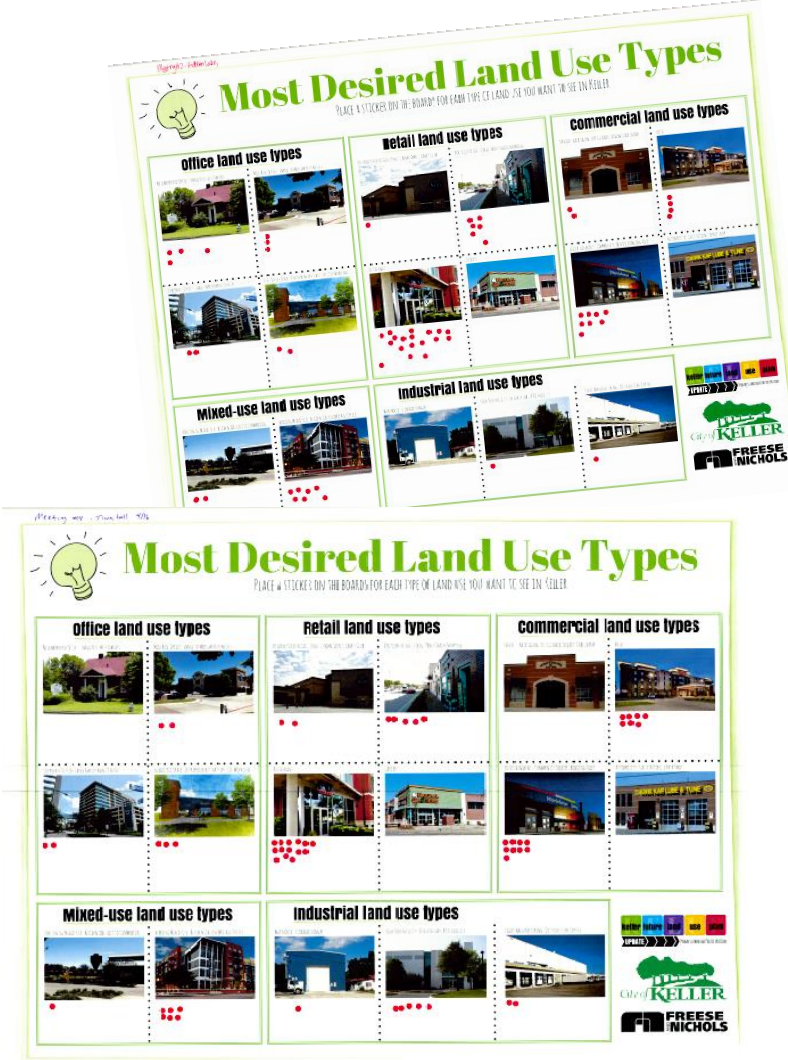
Public Input Results

Community Meeting - Land Use and Location

Top 3 Responses

- Retail (Restaurants)
- Commercial (Entertainment)
- Vertical Mixed Use

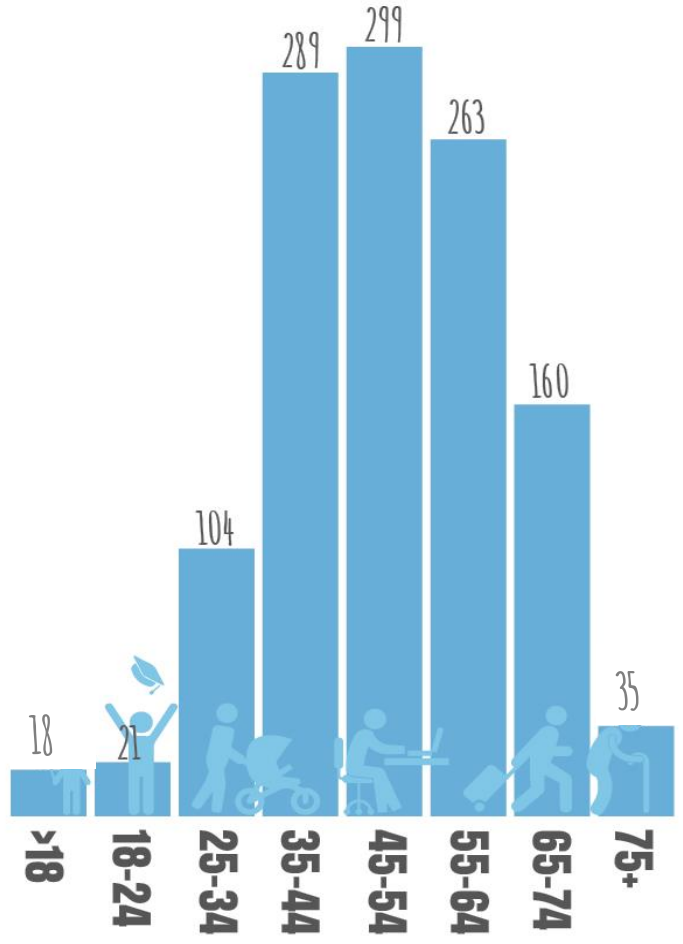
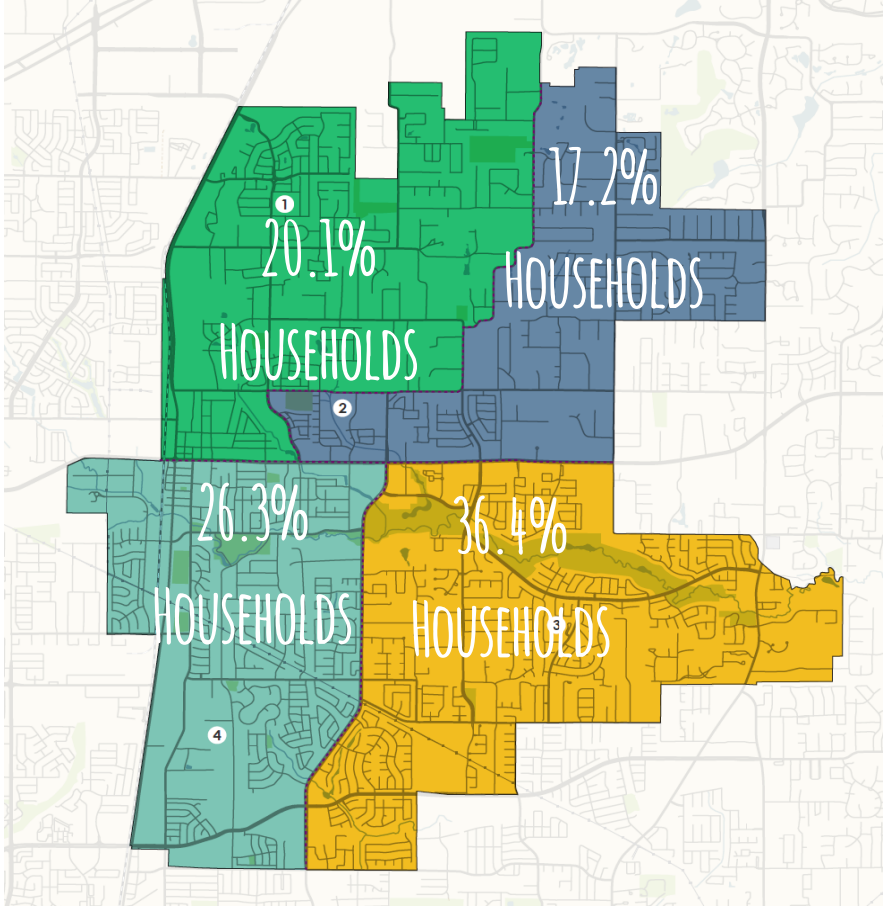
* All options provided were nonresidential land uses



Public Input Results



Online Survey – Who Participated?



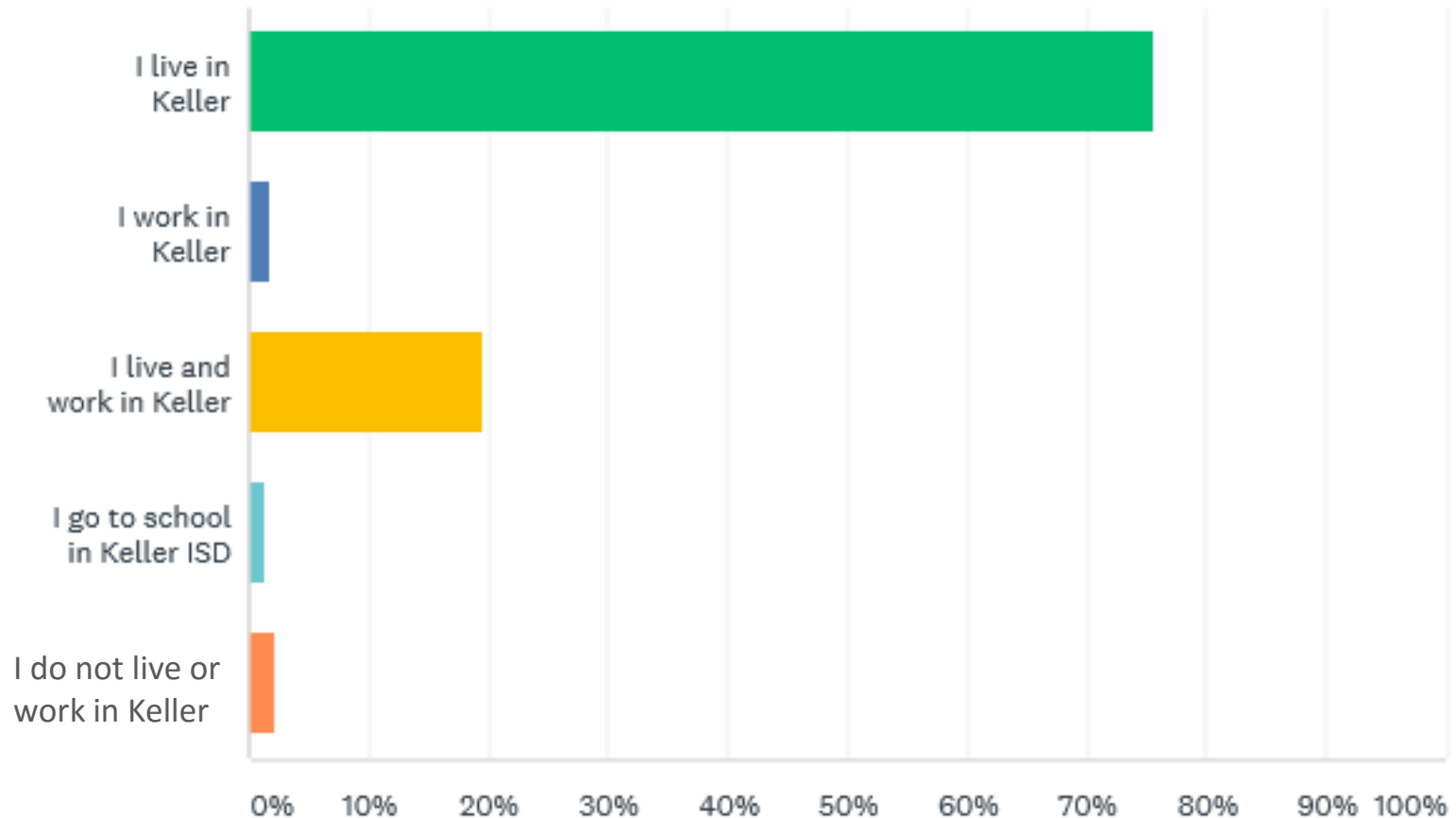
Public Input Results



Online Survey – Who Participated?

Which best describes you?

Answered: 1,193 Skipped: 3



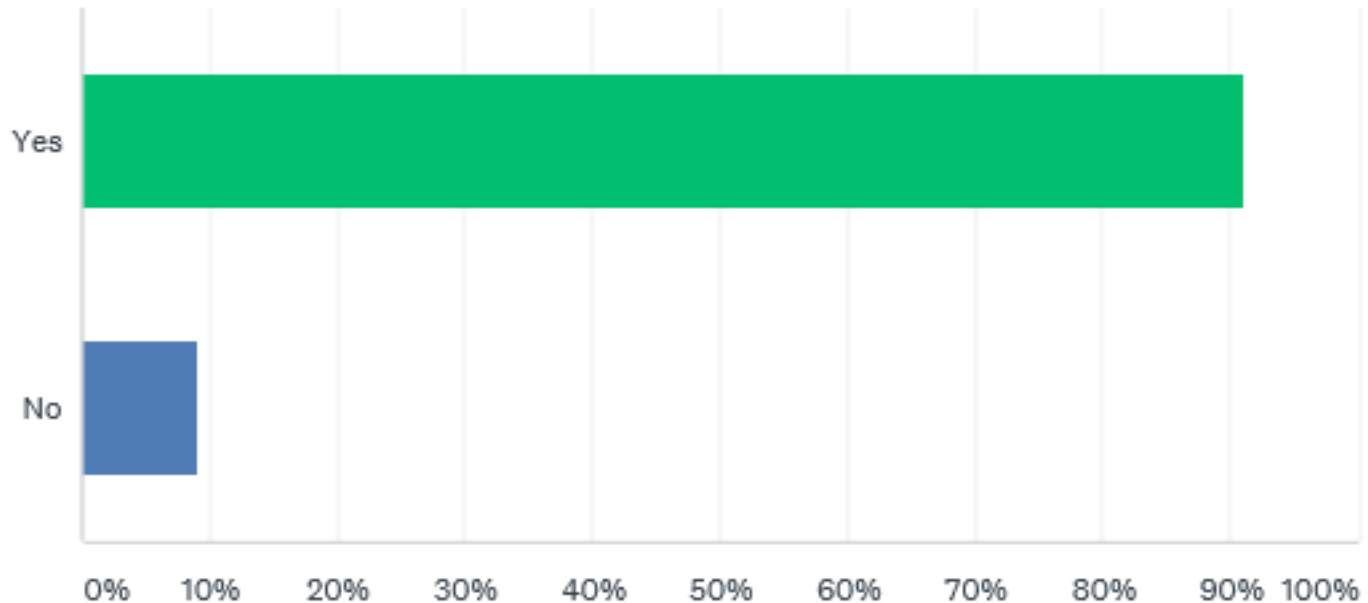
Public Input Results



Online Survey – Who Participated?

Do you own a home in the City of Keller?

Answered: 1,191 Skipped: 5



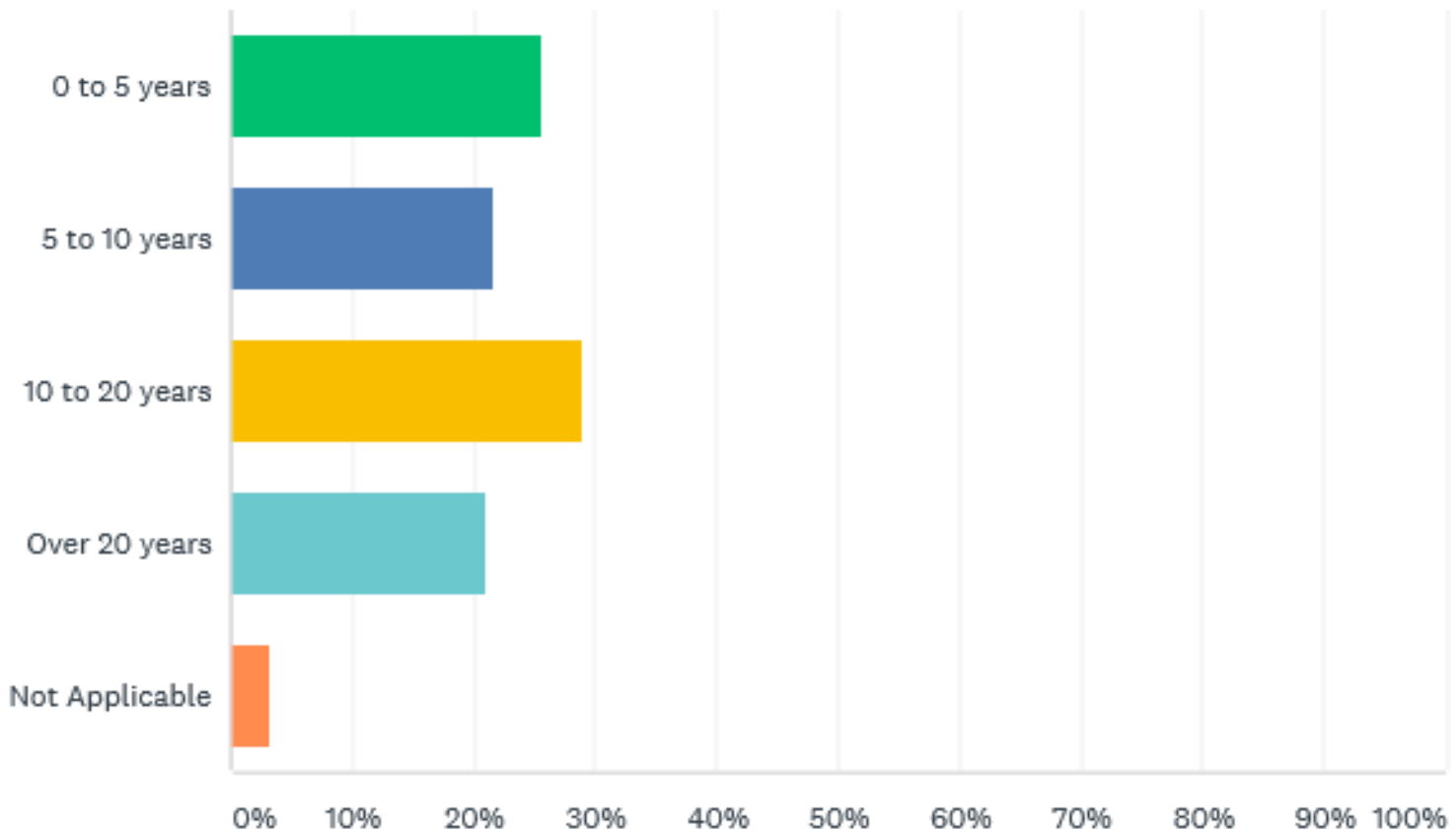
Public Input Results



Online Survey – Who Participated?

How long have you lived in the City of Keller?

Answered: 1,194 Skipped: 2



Public Input Results



Online Survey

TOP THREE FACTORS FOR DECIDING TO LIVE IN KELLER:



**SELECTION OF
HOUSING/
HOUSING
PRICES**



**SCHOOLS/
EDUCATION**



**PROXIMITY
TO JOB
OPPORTUNITIES**

Public Input Results

Online Survey



KELLER'S TOP THREE GREATEST ASSETS

24.14%



SCHOOLS

22.99%



PARKS AND
TRAILS

19.37%



EXISTING
NEIGHBORHOODS

Public Input Results



Online Survey

TOP THREE GREATEST CHALLENGES FACING KELLER TODAY

24.4%



**ECONOMIC
DEVELOPMENT/
COMMERCIAL
AREAS**

21.7%



**TRAFFIC OR
PEDESTRIAN
MOBILITY**

16.5%



**DIVERSITY OF
HOUSING
CHOICES**

Public Input Results



Online Survey

WHAT MAKES KELLER ATTRACTIVE AND DISTINGUISHABLE FROM SURROUNDING COMMUNITIES?



23.07%

PARKS & TRAILS



17.6%

NEIGHBORHOODS

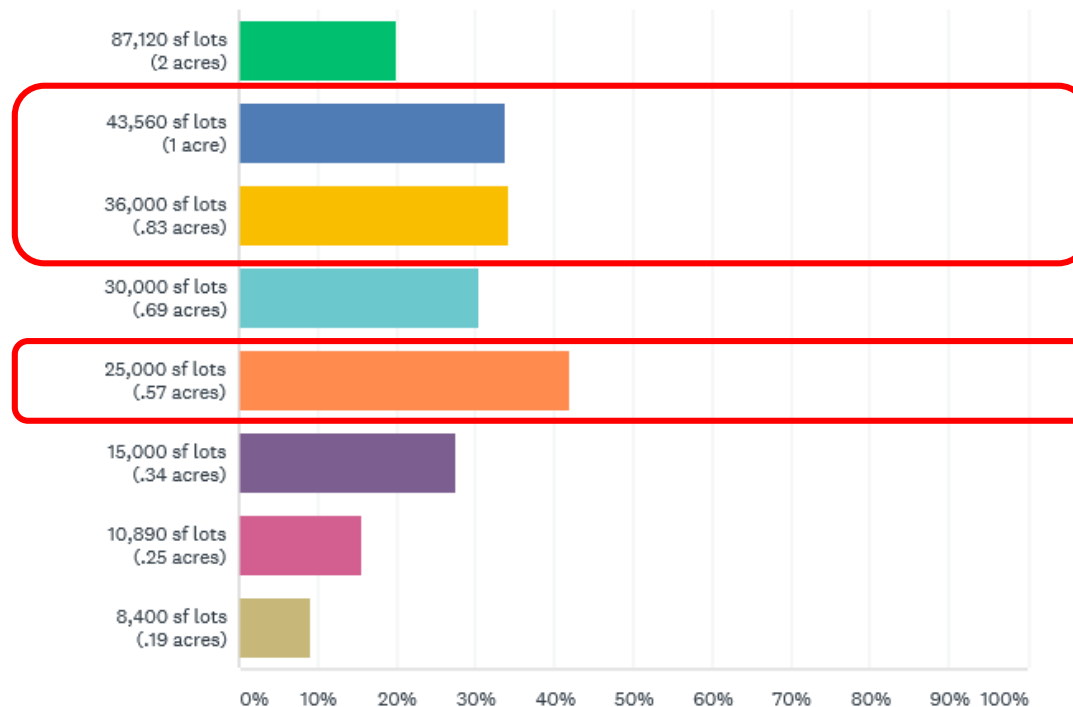
Public Input Results



Online Survey

Currently, 76% of the City's residentially developed land is .57 acres (25,000 square feet) or larger; 23% is 15,000 square feet and smaller. Among the city's vacant parcels, 48% are currently zoned for larger-lot residential development. What minimum lot sizes would you consider appropriate on Keller's remaining single-family residential land? (Select all that apply)

Answered: 961 Skipped: 235



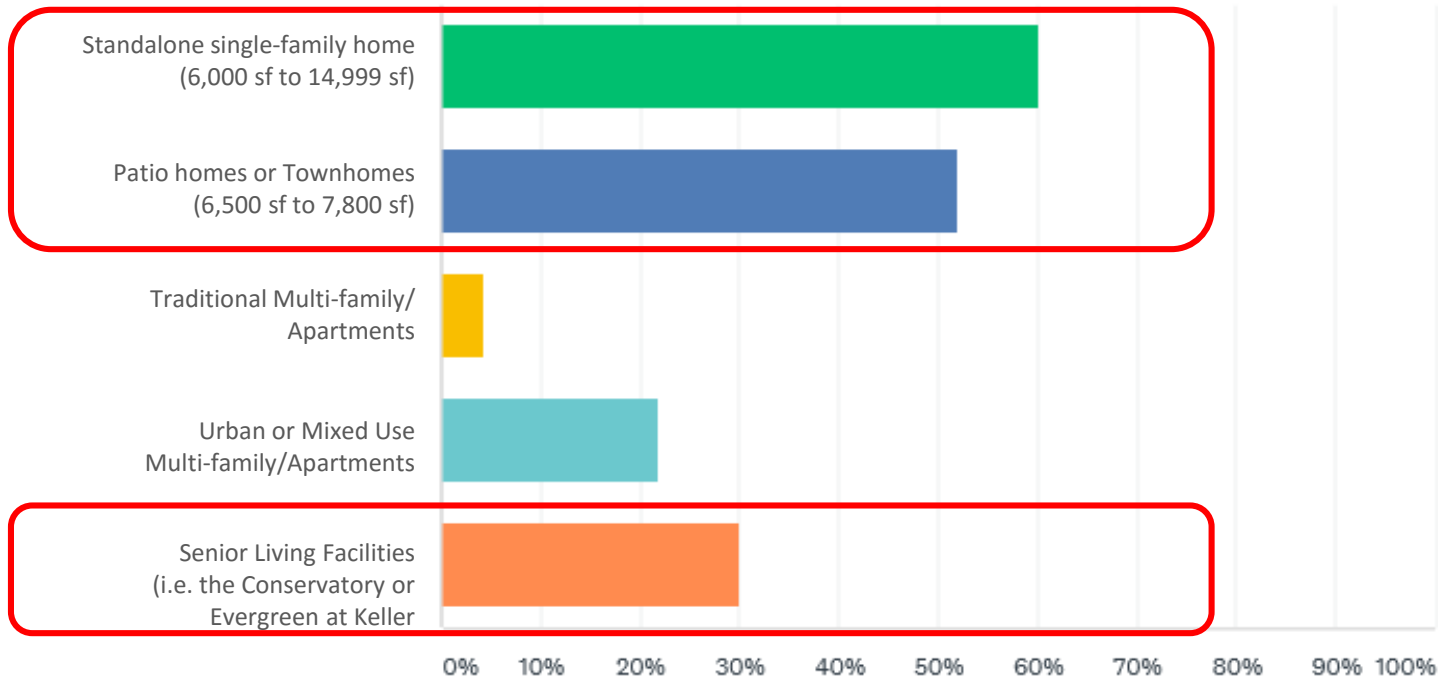
Public Input Results



Online Survey

Among the city's vacant parcels, 7% are zoned for smaller-lot residential. What would you consider appropriate on Keller's remaining smaller-lot residential land? (Select all that apply)

Answered: 961 Skipped: 235



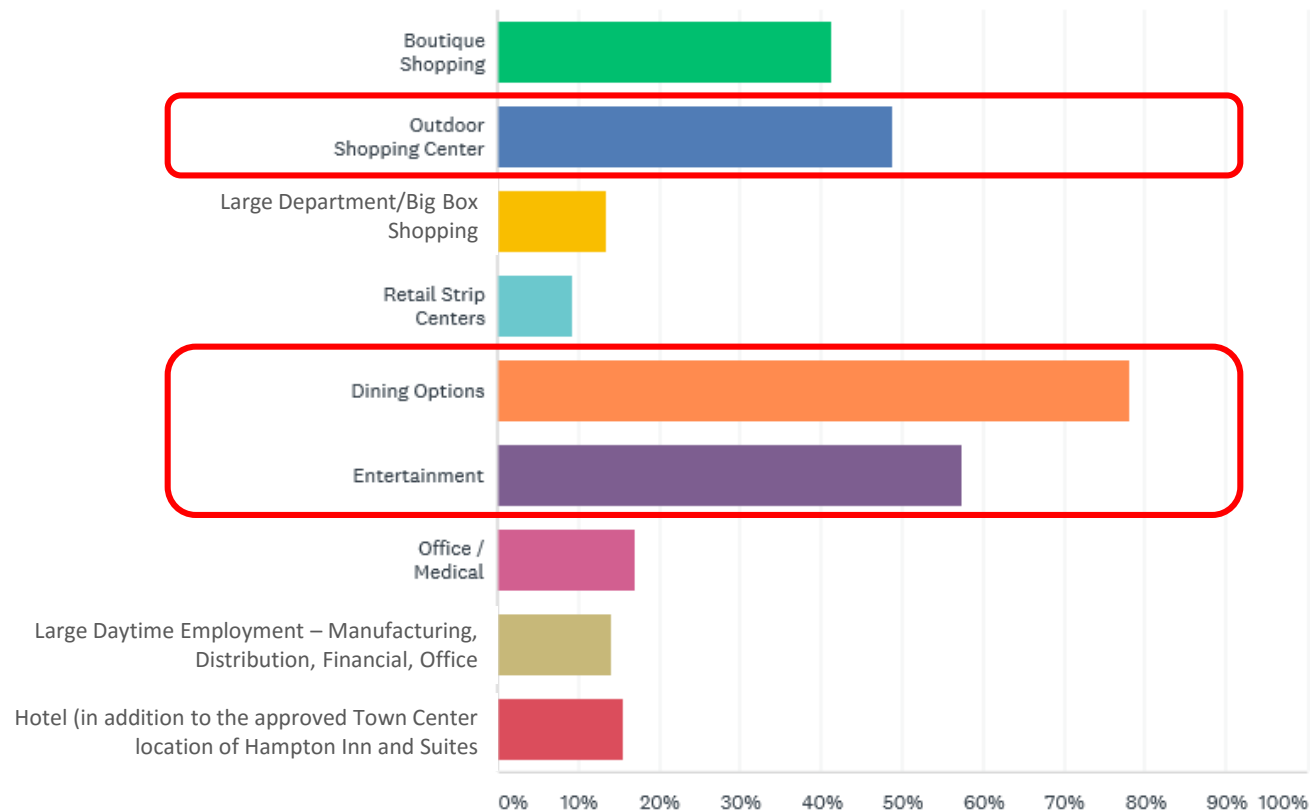
Public Input Results



Online Survey

Among the city's vacant parcels, 45% are currently zoned for nonresidential development. What type of development would you like to see on that remaining land? (Select all that apply)

Answered: 958 Skipped: 238



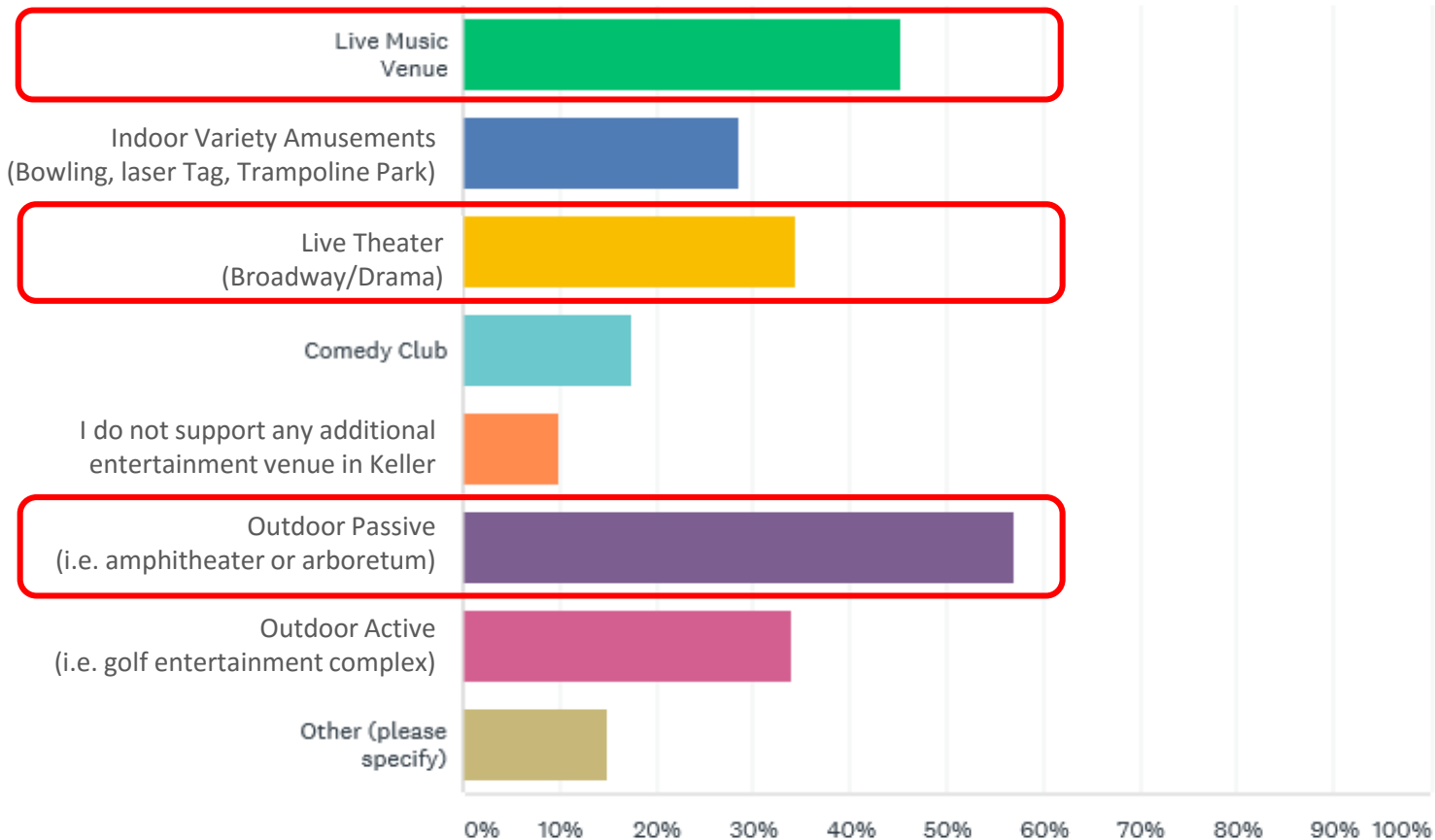
Public Input Results



Online Survey

What kind of entertainment venue(s) do you want to see in Keller? (select all that apply)

Answered: 1,023 Skipped: 173



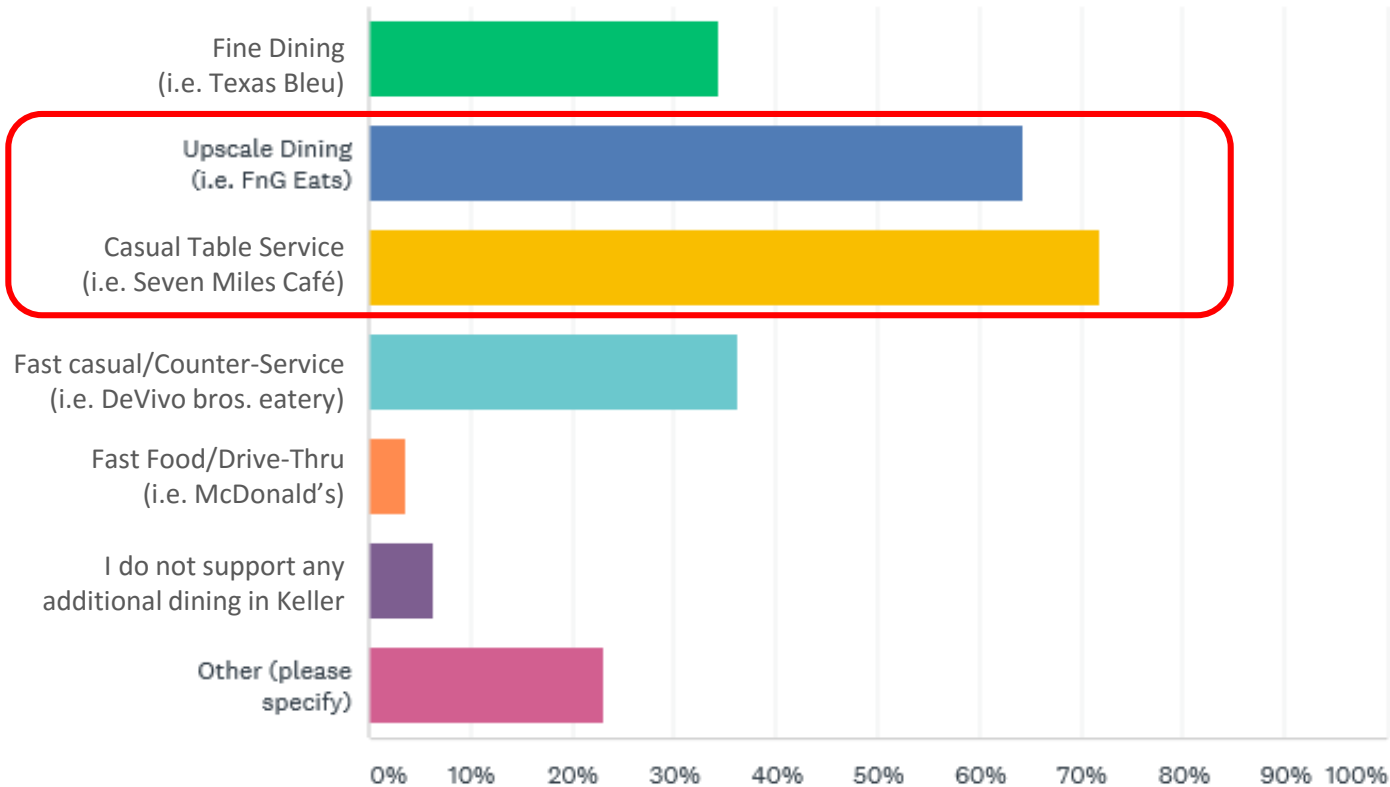
Public Input Results



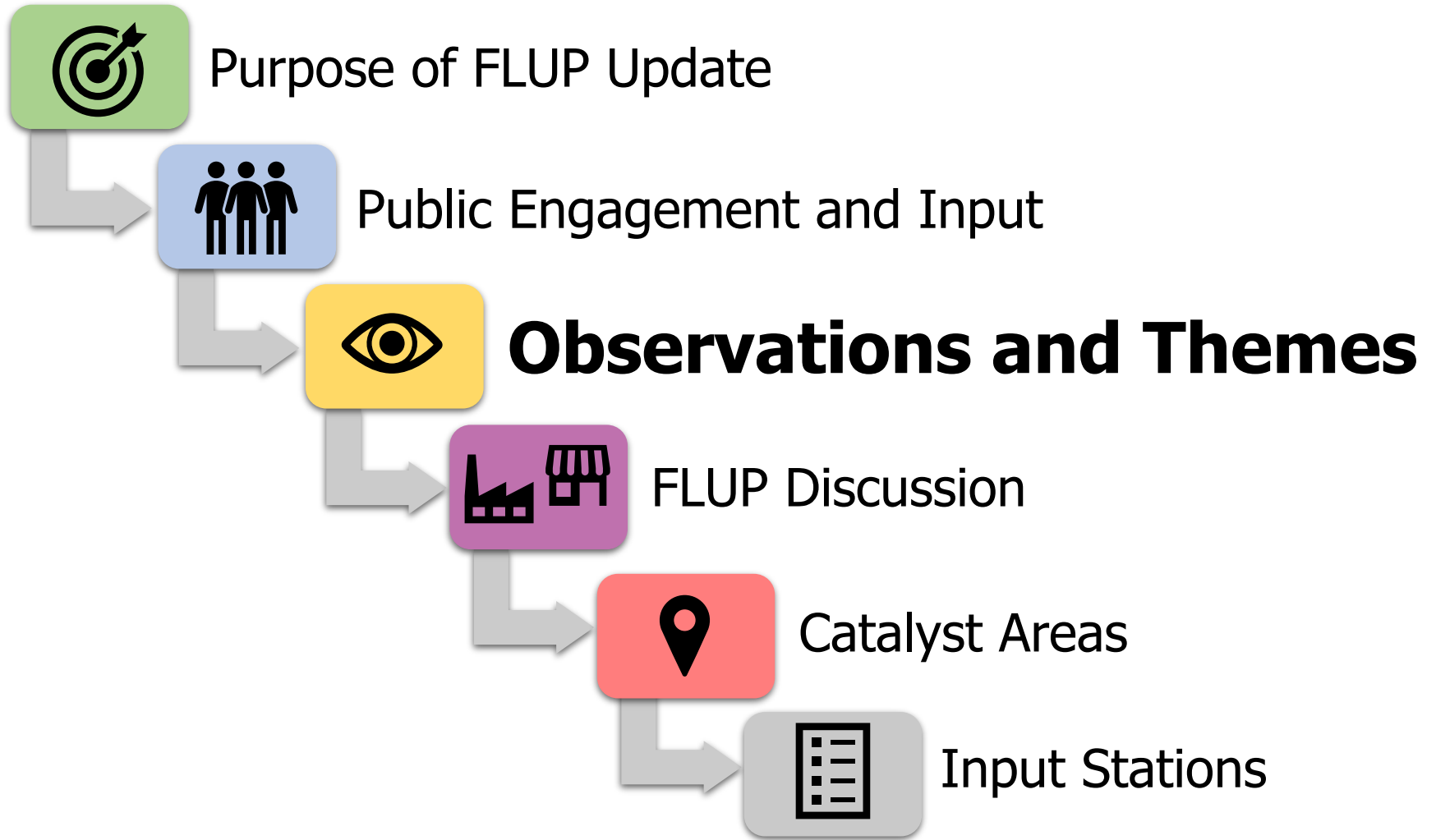
Online Survey

Having options to dine out is an important lifestyle element in today's society. What kinds of dining do you want to see more of in Keller? (select all that apply)

Answered: 1,050 Skipped: 146



Meeting Agenda





Public Input Results



Observations



Overarching Themes

Housing



Quality of Life



**Economic
Development**



**Connectivity
and Circulation**



Observations and Themes



Housing Theme



- Protecting large residential lots and character in Keller is very important.
- Community recognizes existing neighborhoods as an asset for the community.
- Moderate desire for housing variety and smaller lot sizes in appropriate places.

Observations and Themes



Quality of Life Theme

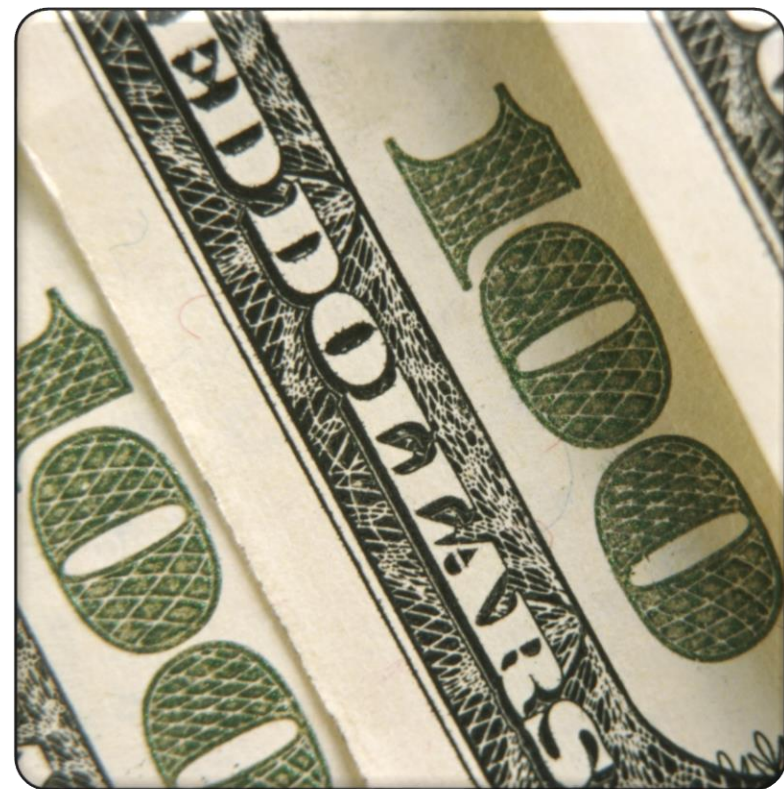


- Parks and open spaces are important and differentiates Keller from surrounding communities.
- The small town feeling is recognized as an asset and should be preserved.

Observations and Themes



Economic Development Theme



- Town Center and Old Town are distinguishable areas that should continue to infill.
- Increase standards and level of quality for remaining retail/commercial uses, particularly along 1709.
- Retail and commercial uses are most appropriate along major corridors (mainly 1709 and 377).
- FLUP must be adhered to minimize conflict and developer uncertainties.

Observations and Themes

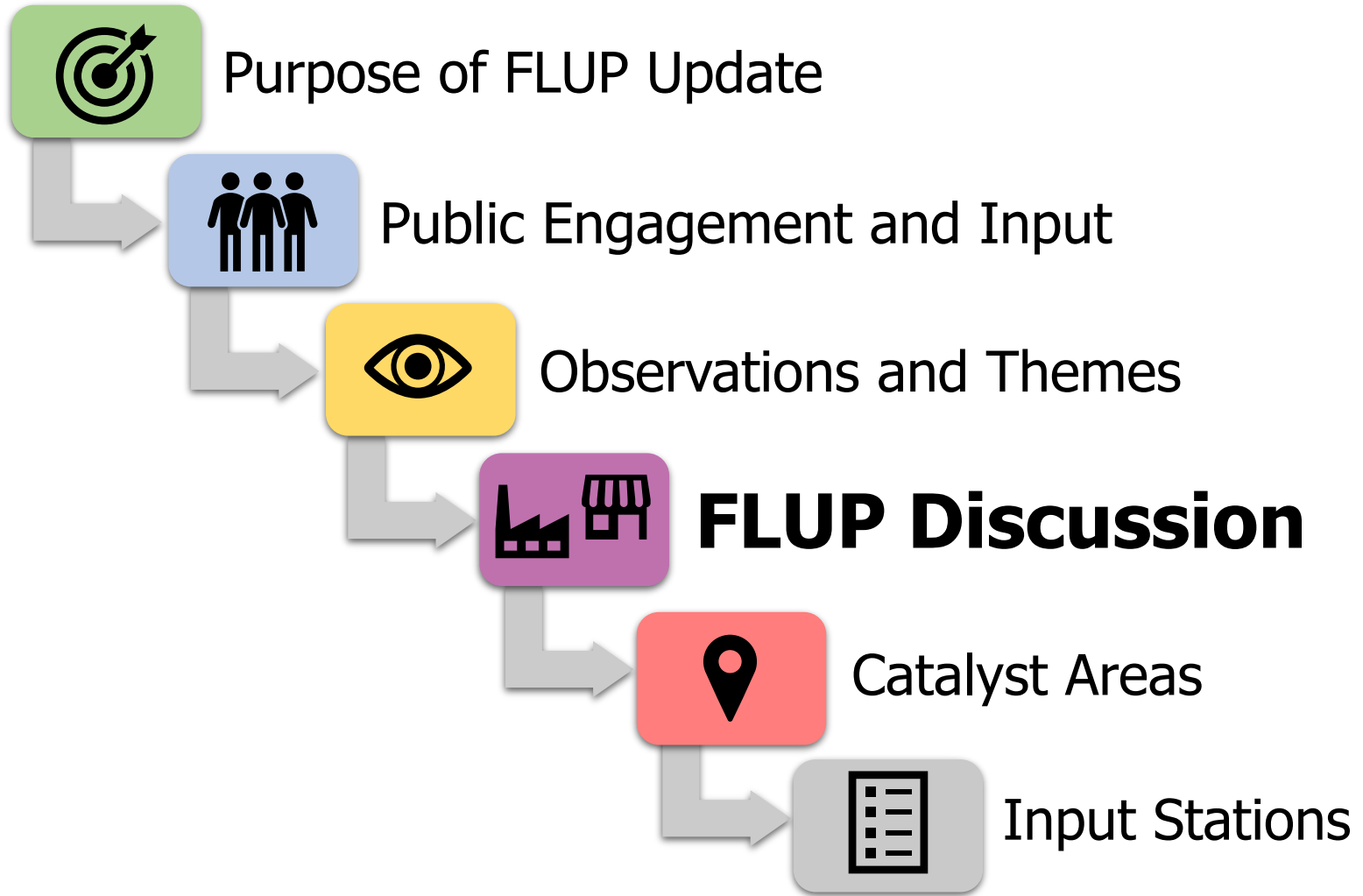


Connectivity and Circulation Theme

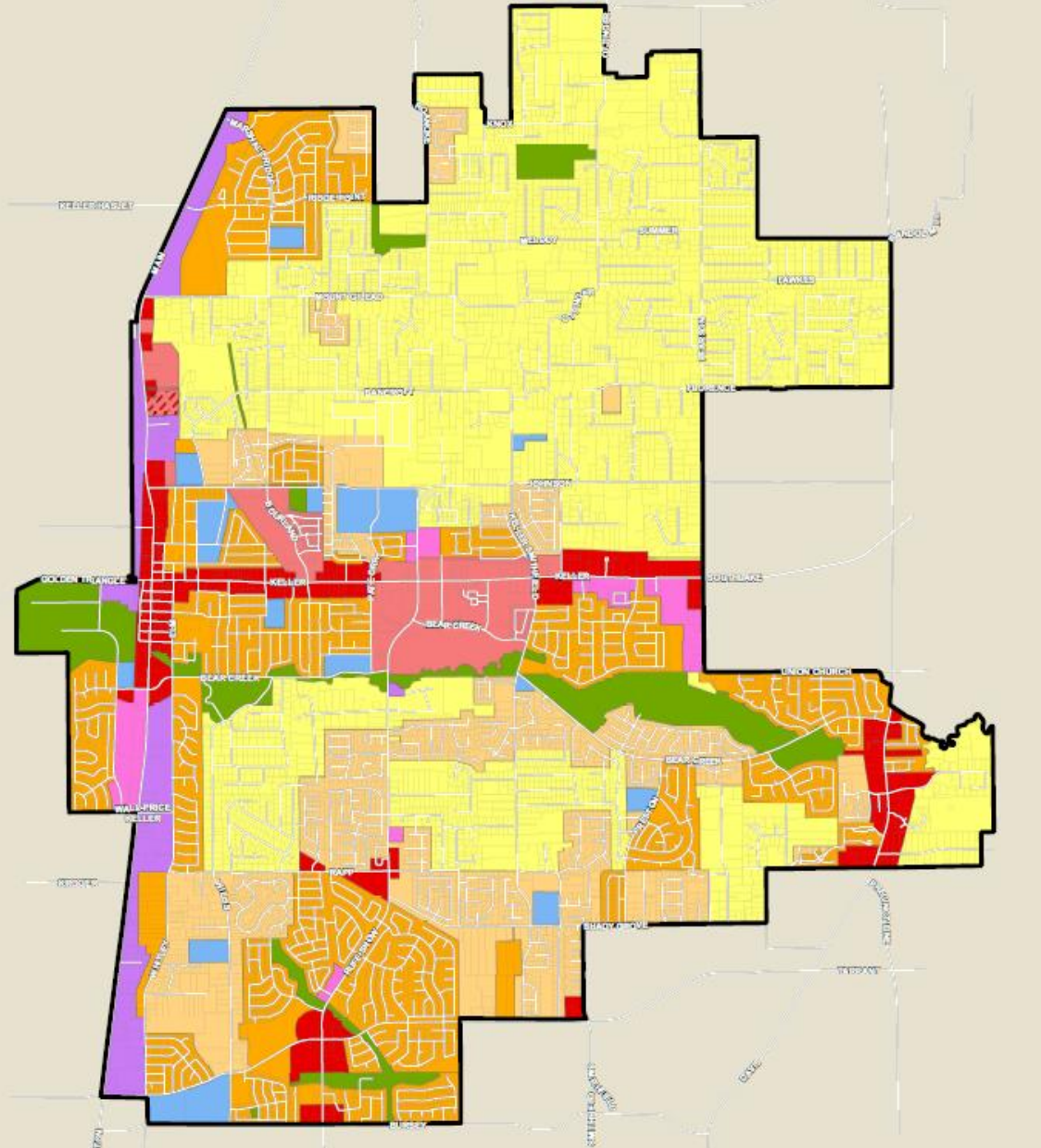
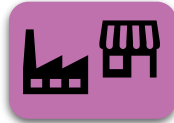








- Mobility has been identified to be one of the greatest challenges facing Keller today.
- Connectivity to greenbelts and sidewalks is important.

Meeting Agenda



Current FLUP



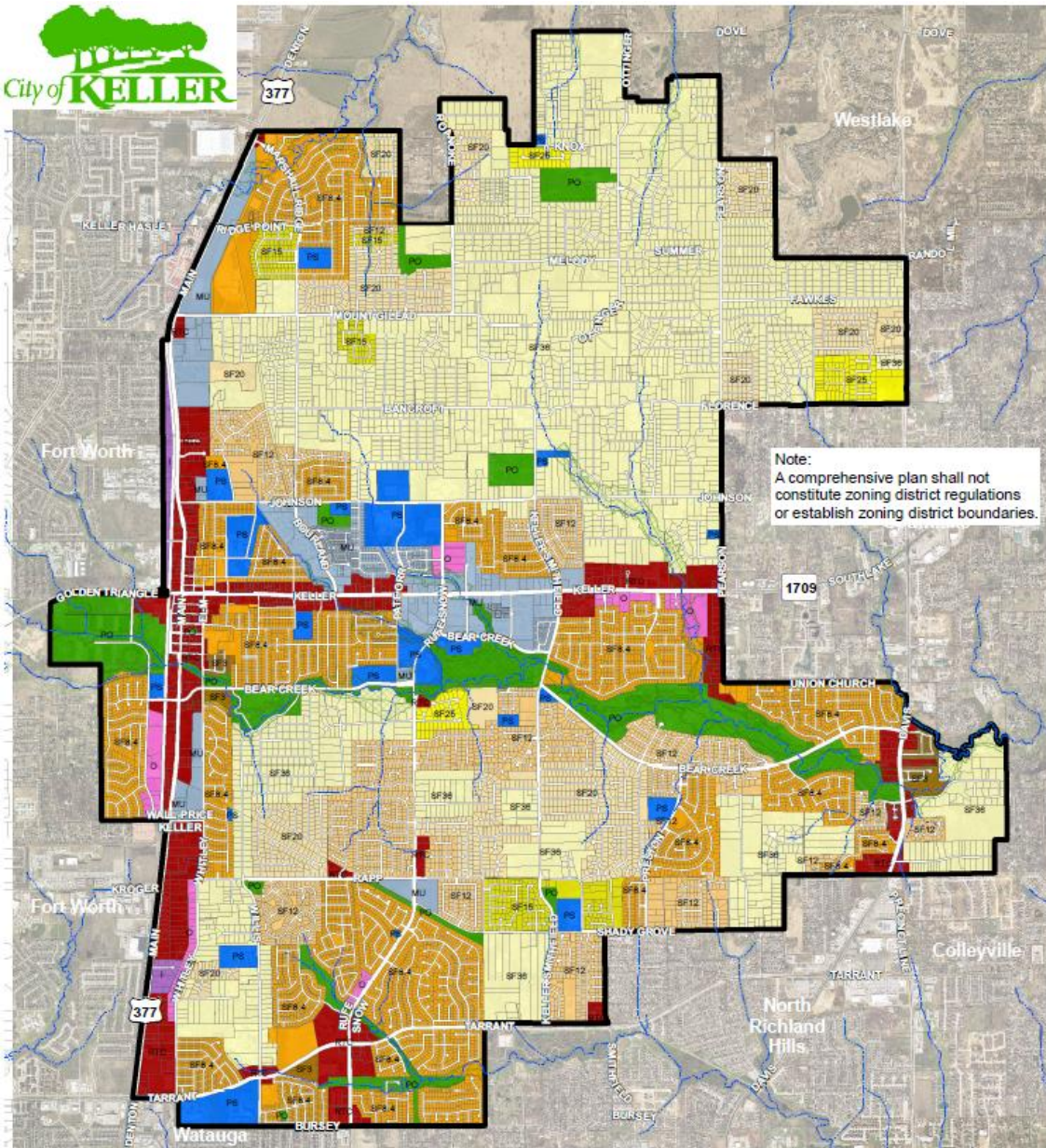
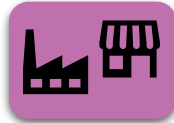
-  LD-SF - Low Density - Single Family (25,000 S.F. and greater)
-  MD-SF - Medium Density - Single Family (15,000 S.F. and greater)
-  HD-SF - High Density - Single Family (12,000 S.F. to 14,999 S.F.)
-  MU - Mixed Use
-  MU-IC - Mixed Use or Industrial/Commercial
-  O - Office
-  RT - Retail
-  RT-IC - Retail or Industrial/Commercial
-  IC - Industrial/Commercial
-  PS - Public and Semi-Public
-  PO - Parks and Open Space

Factors for FLUP Changes



- Existing development pattern surrounding vacant parcels (lot sizes, uses)
- Current Zoning
- Existing Land Use
- Public Input

Proposed FLUP



Note:
A comprehensive plan shall not constitute zoning district regulations or establish zoning district boundaries.

Land Use Categories

- Estate Residential (2 acres and greater, cannot be subdivided)
- Single Family Residential 36 (36,000 S.F. and greater)
- Single Family Residential 25 (25,000 S.F. to 35,999 S.F.)
- Single Family Residential 20 (20,000 S.F. to 24,999 S.F.)
- Single Family Residential 15 (15,000 S.F. to 19,999 S.F.)
- Single Family Residential 12 (12,000 S.F. to 14,999 S.F.)
- Single Family Residential 8.4 (8,400 S.F. to 11,999 S.F.)
- Single Family Residential 3 (3,000 S.F. to 8,399 S.F.)
- MU - Mixed Use
- O - Office
- RTC - Retail/Commercial
- I - Tech/Flex Industrial
- PS - Public and Semi-Public
- PO - Parks and Open Space

Residential Category

Estate Residential



Single-family homes in rural setting
(2 acres or greater)

Single-Family 36



Single-family homes on large lots
(36,000 sq. ft or greater)

Single-Family 25/20



Suburban single-family homes
(SF 25 – 25,000 to 35,999 sq. ft)
(SF 20 – 20,000 to 24,999 sq. ft)

Single-Family 15/12



Smaller suburban single-family homes
(SF 15 – 15,000 to 19,999 sq. ft)
(SF 12 – 12,000 to 14,999 sq. ft)

Single-Family 8.4



Compact single-family homes
(8,400 to 11,999 sq. ft)

Single-Family 3



Patio homes/Zero lot line homes
Townhomes
(3,000 to 8,399 sq.ft)

Nonresidential Category

Mixed Use - MU



Mix of higher density residential and
nonresidential uses

Office - O



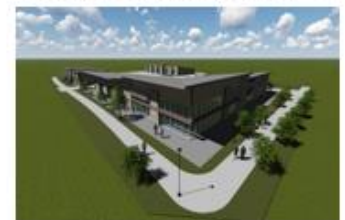
Low intensity office and
professional uses

Retail/Commercial – RTC



Variety of restaurants, shops, grocery
stores, hotels, big box retailers

Tech/Flex Industrial - I



Industrial space that supports offices,
showrooms, and clean/modernized
industrial activities

Public/Semi-Public



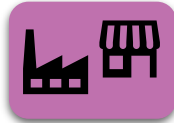
Government, educational, and
recreational facilities

Parks and Open Space

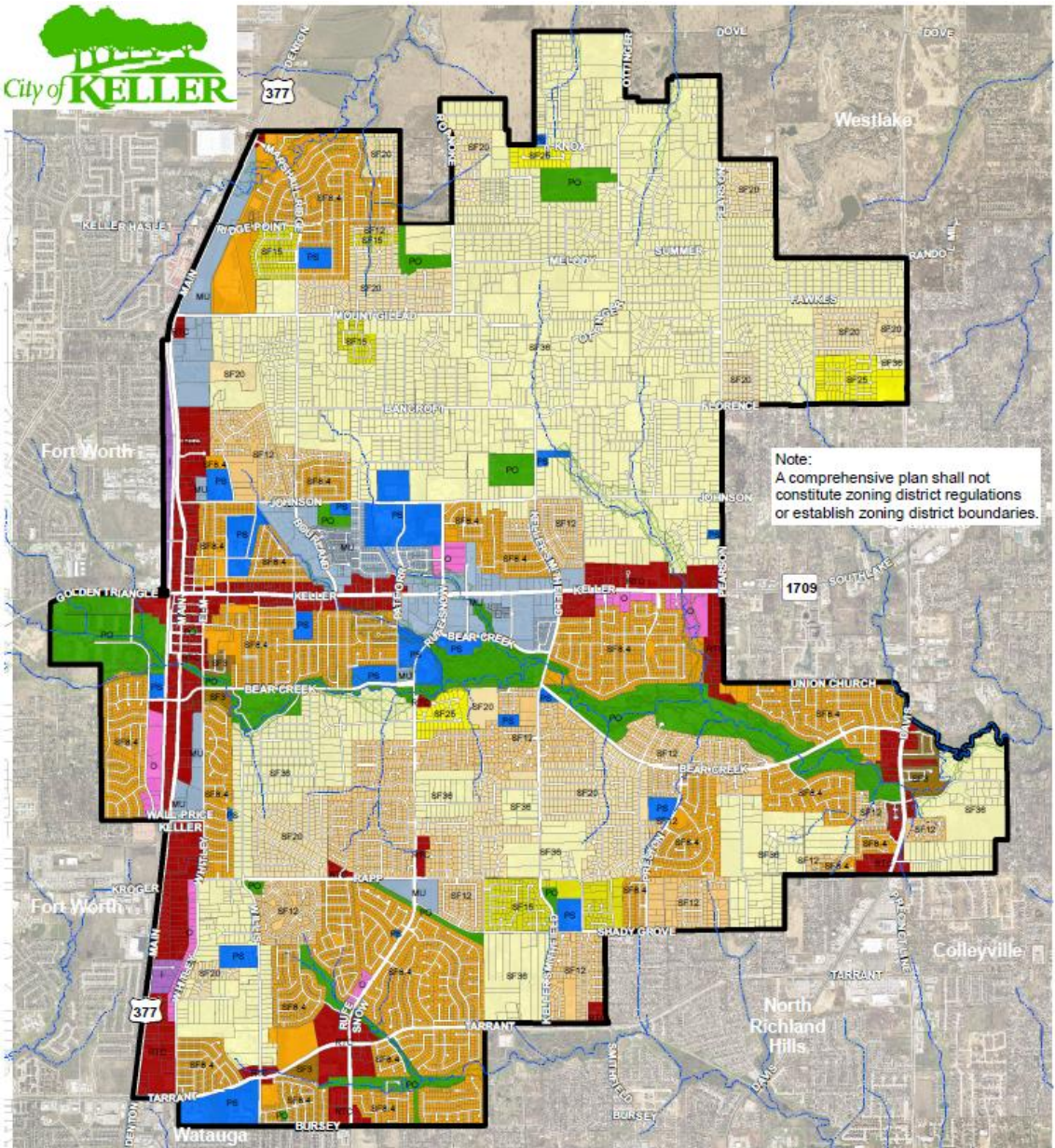


Parks, recreational amenities,
and open spaces

Future Land Use Categories



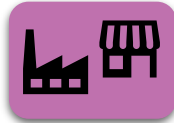
Key FLUP Changes



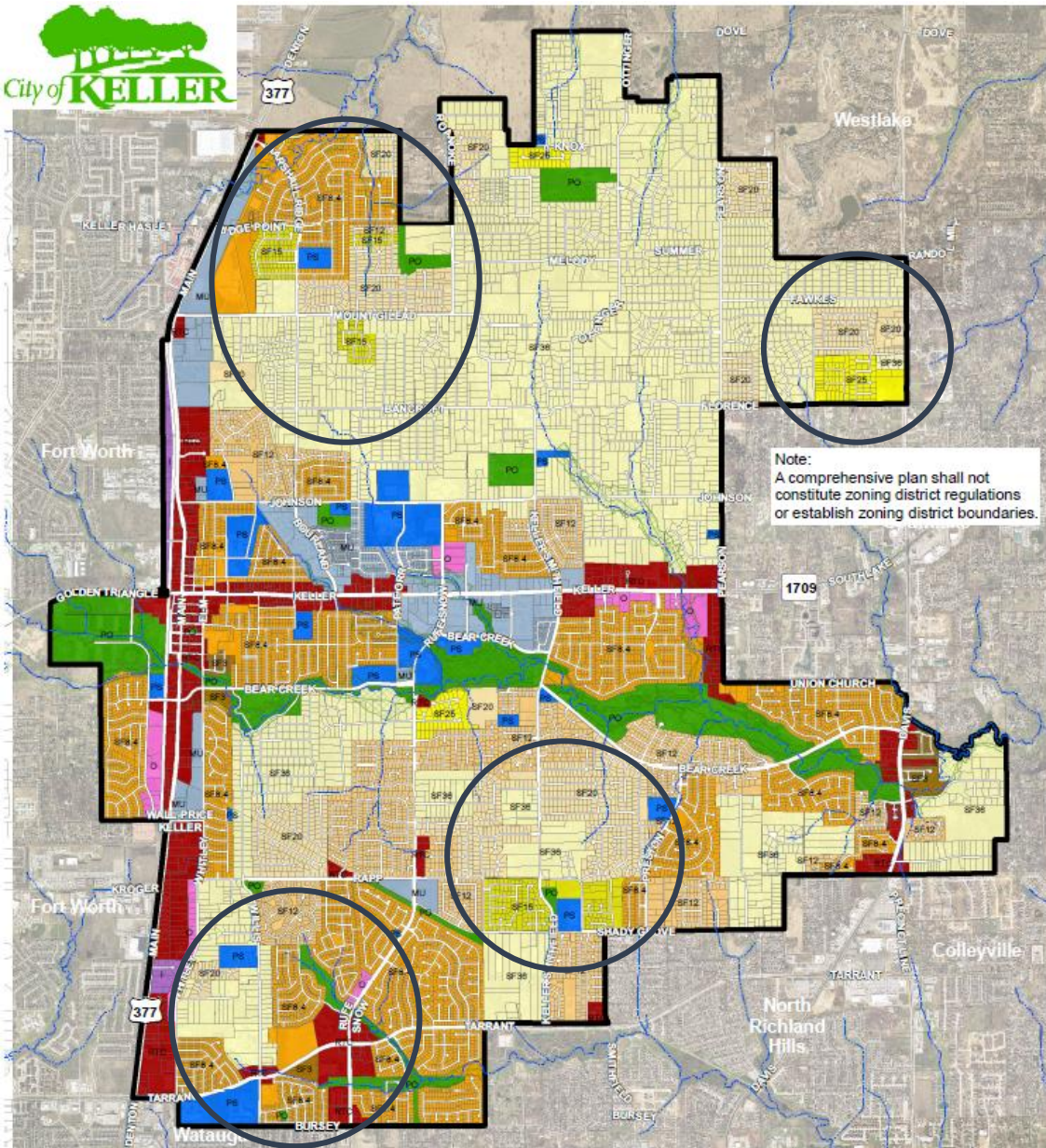
- Added residential categories for larger lots to preserve large lot residential neighborhoods

Land Use Categories

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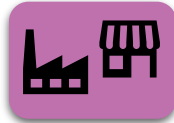
Key FLUP Changes



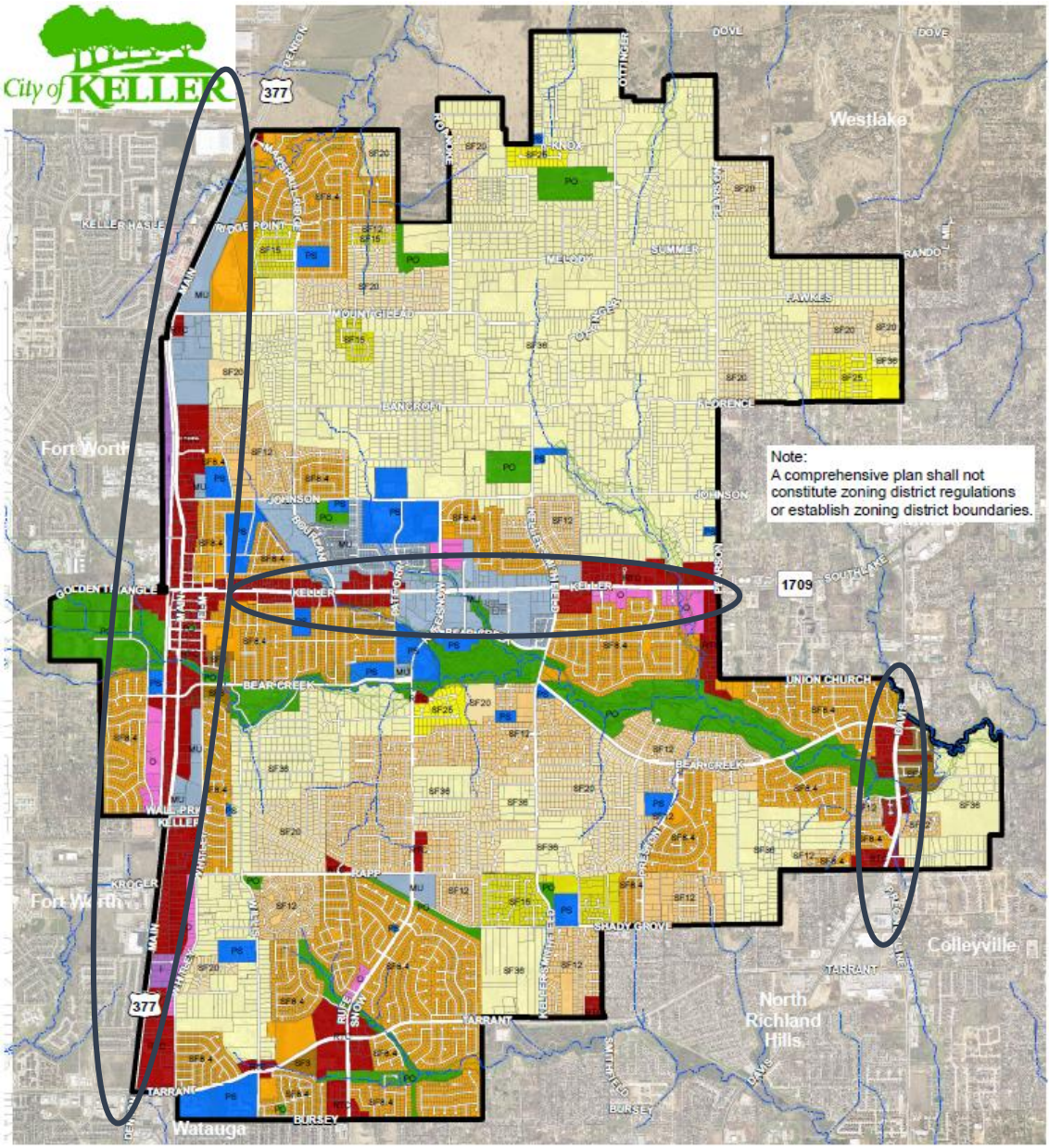
- Dispersed diverse residential categories throughout the City to provide housing variety and smaller lot sizes in appropriate places

Land Use Categories

	Estate Residential (2 acres and greater, cannot be subdivided)
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	Single Family Residential 25 (25,000 S.F. to 35,999 S.F.)
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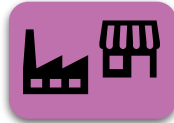
Key FLUP Changes



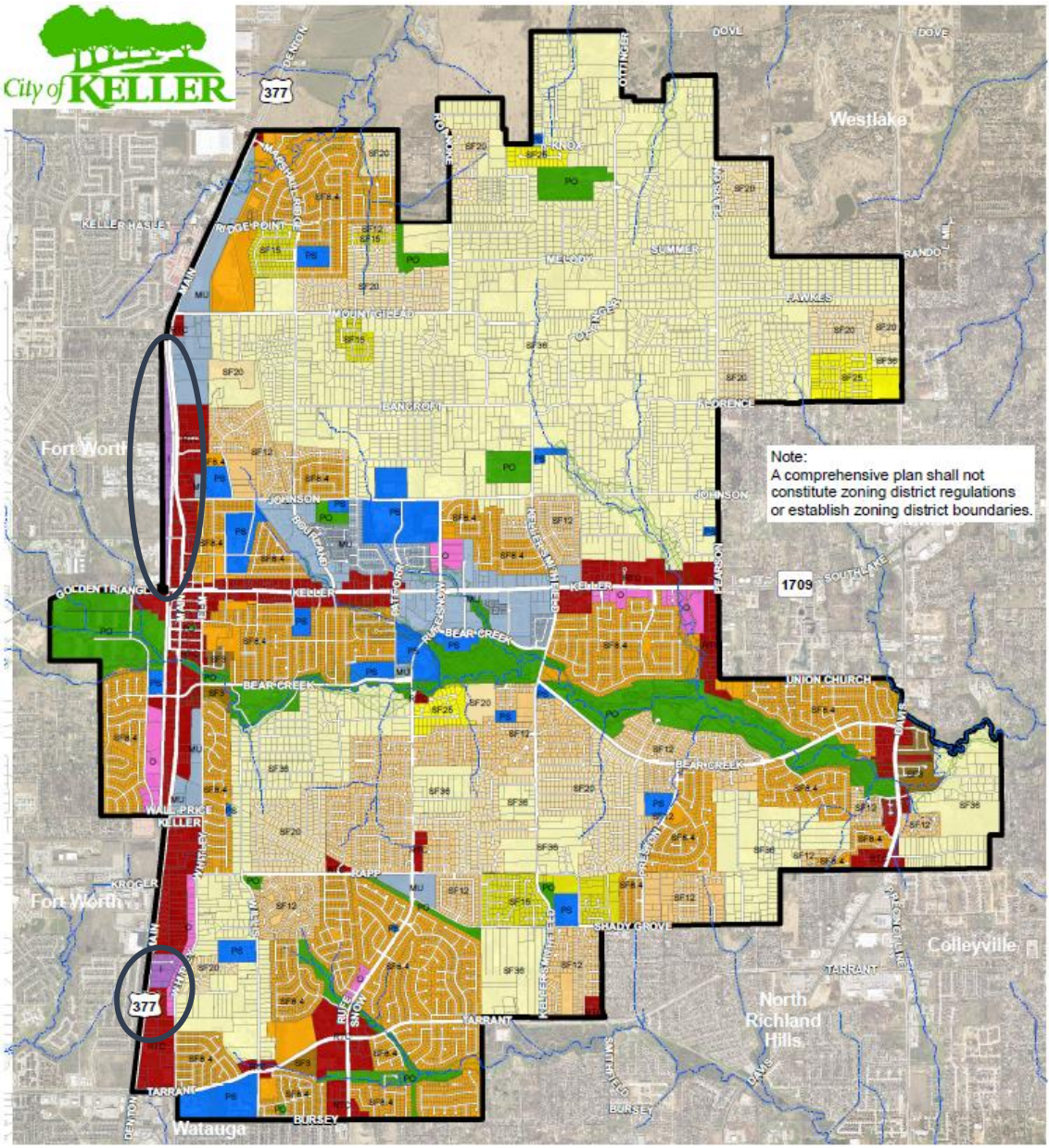
- Continued to focus commercial activities along main corridors to encourage more retail/commercial/entertainment options along the highest capacity roadways

Land Use Categories

	MU - Mixed Use
	O - Office
	RTC - Retail/Commercial
	I - Tech/Flex Industrial
	PS - Public and Semi-Public
	PO - Parks and Open Space



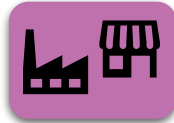
Key FLUP Changes



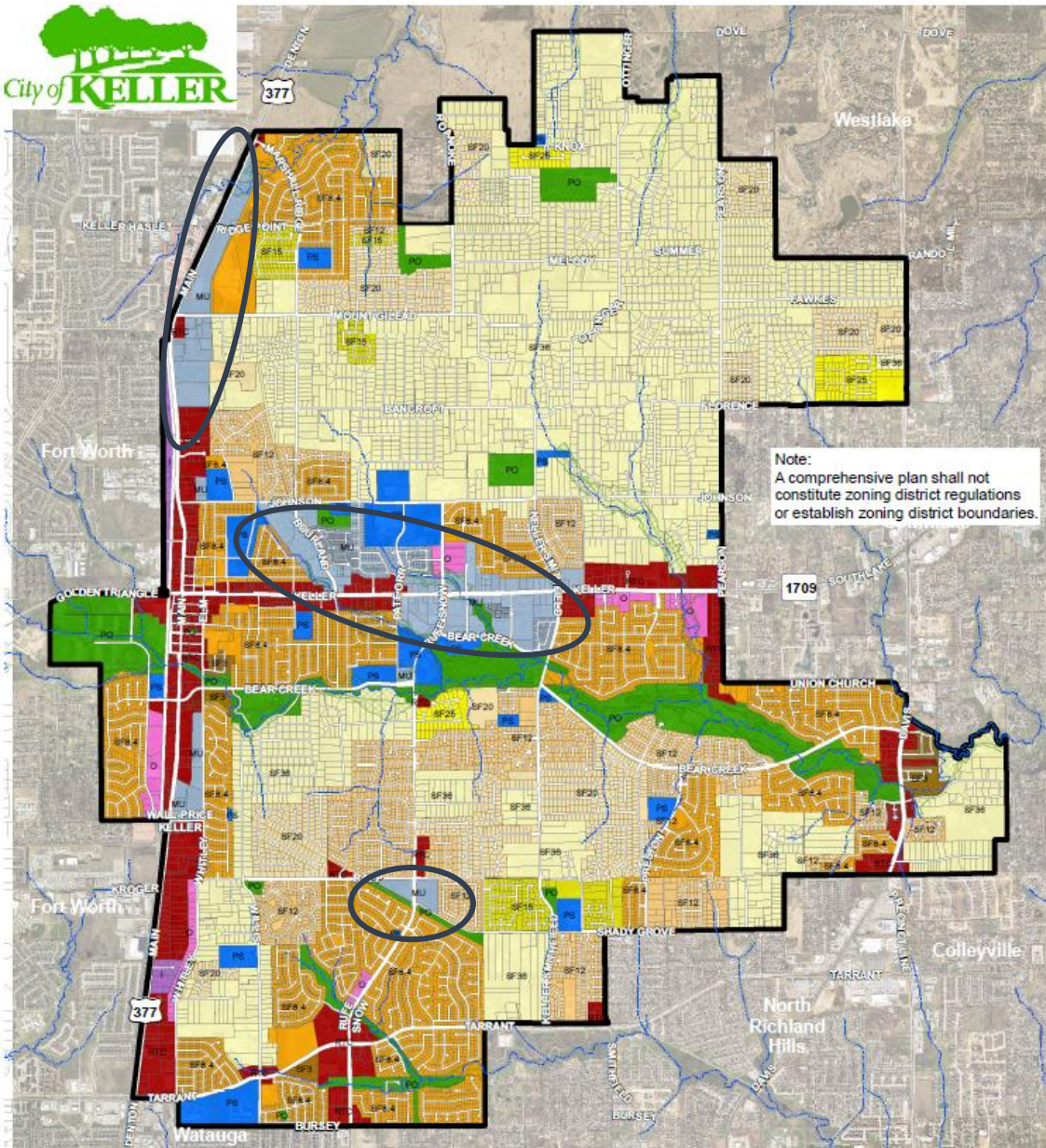
- Changed the Industrial Category to allow for clean industrial uses such as R&D, tech, and flex spaces

Land Use Categories

	MU - Mixed Use
	O - Office
	RTC - Retail/Commercial
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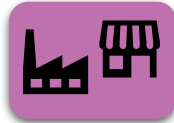
Key FLUP Changes



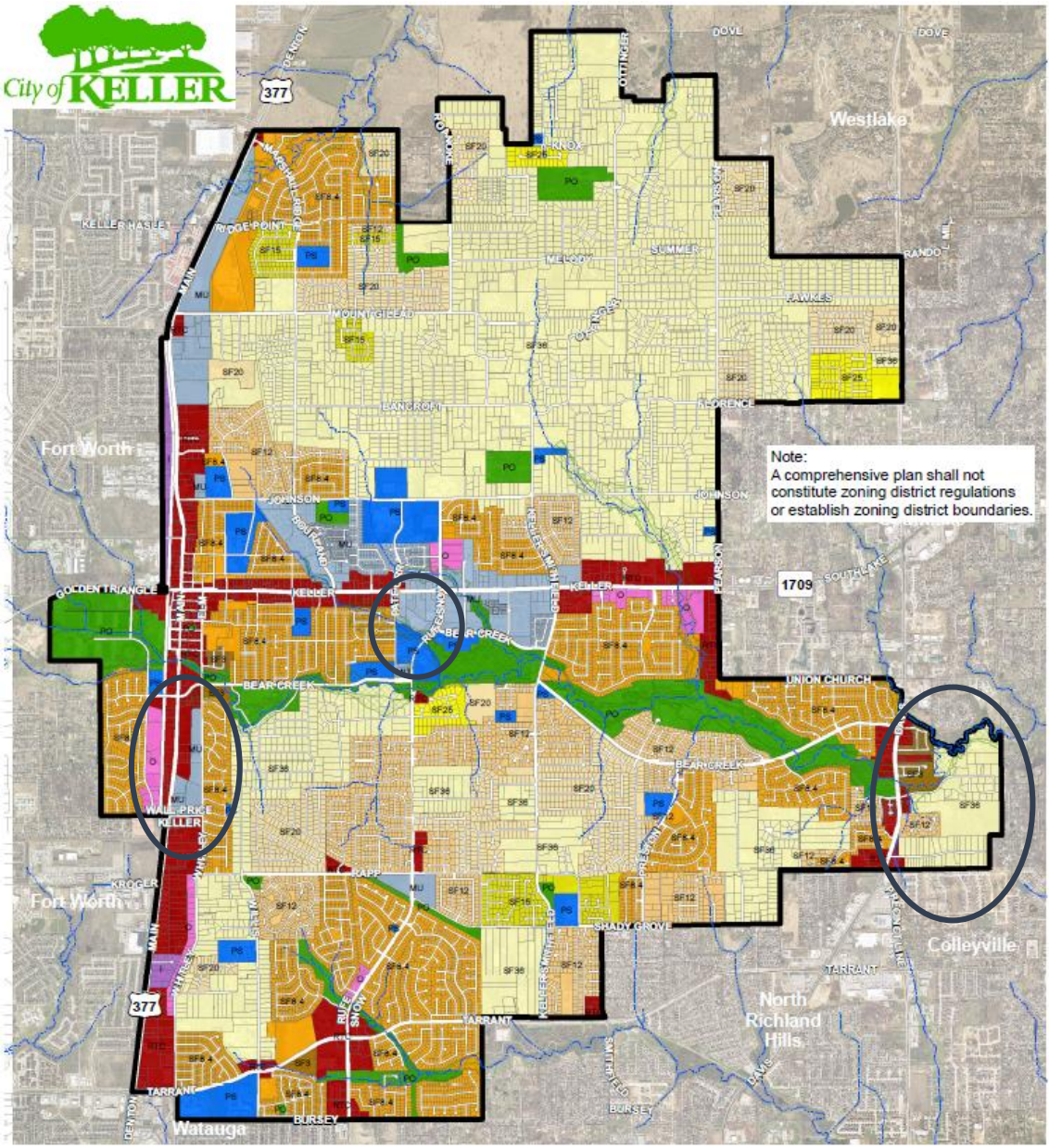
- Expanded Mixed-Use development opportunities to continue to promote the creation of unique and distinguishable destinations

Land Use Categories

	MU - Mixed Use
	O - Office
	RTC - Retail/Commercial
	I - Tech/Flex Industrial
	PS - Public and Semi-Public
	PO - Parks and Open Space

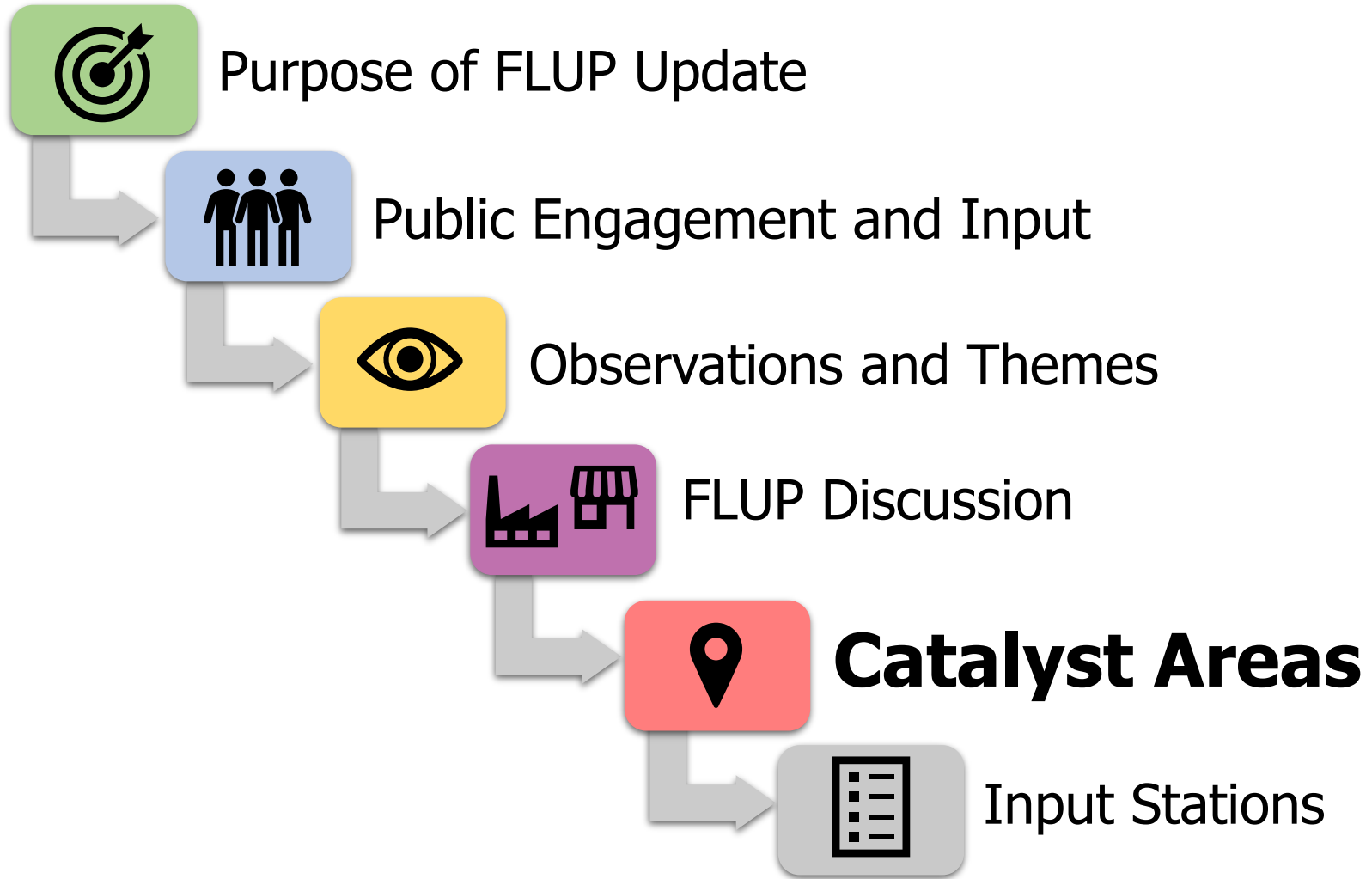


Key FLUP Changes



- Introduced Catalyst Areas to assess the fiscal impact of infill development scenarios

Meeting Agenda



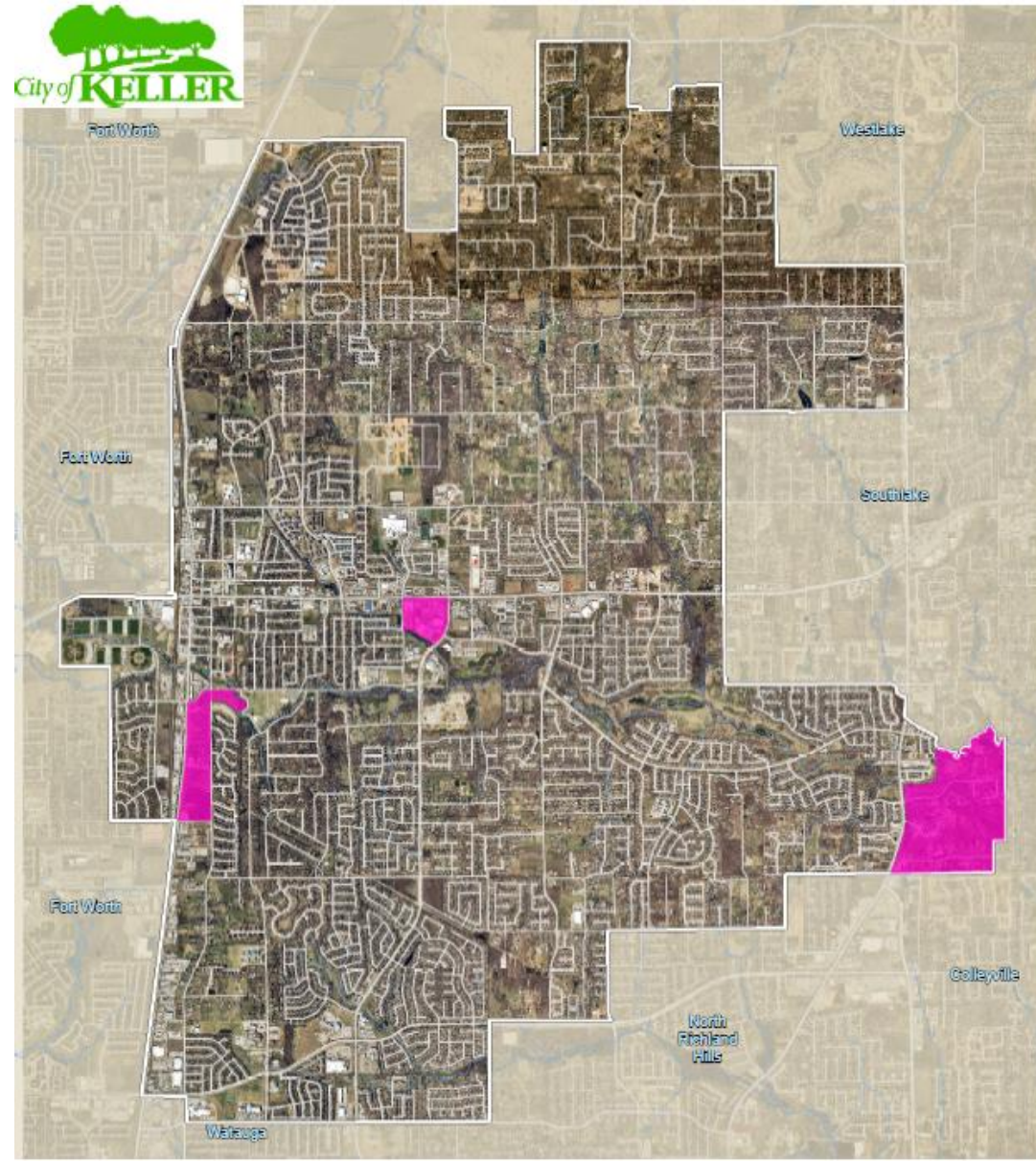
Catalyst Areas



Catalyst sites provide opportunity for mix of uses and something different in Keller.

Designated Catalyst Areas

- Catalyst Area – East
- Catalyst Area – Central
- Catalyst Area - West





Catalyst Areas

- Catalyst Area – East



Estate Homes



Townhomes/Patio Homes



Cluster Design



Retail





Catalyst Areas

- Catalyst Area – East



	Catalyst Area FLUP	Current FLUP	Existing Land Use
Built Out Value (mil)	\$150.4	\$140.8	\$78.2
Added Property Tax	\$642,751	\$602,108	\$334,201
Added Sales Tax	\$108,670	\$624,000	\$23,562
Added Population	1,267	958	374
Added Employees	240	1,377	52
Residential Units	434	328	128
Leasable Commercial/Office Space	36,223	208,000	7,854



Catalyst Areas

- Catalyst Area – Central



Mixed Use



Restaurants/Retail



Open Space

Entertainment





Catalyst Areas

- Catalyst Area – Central

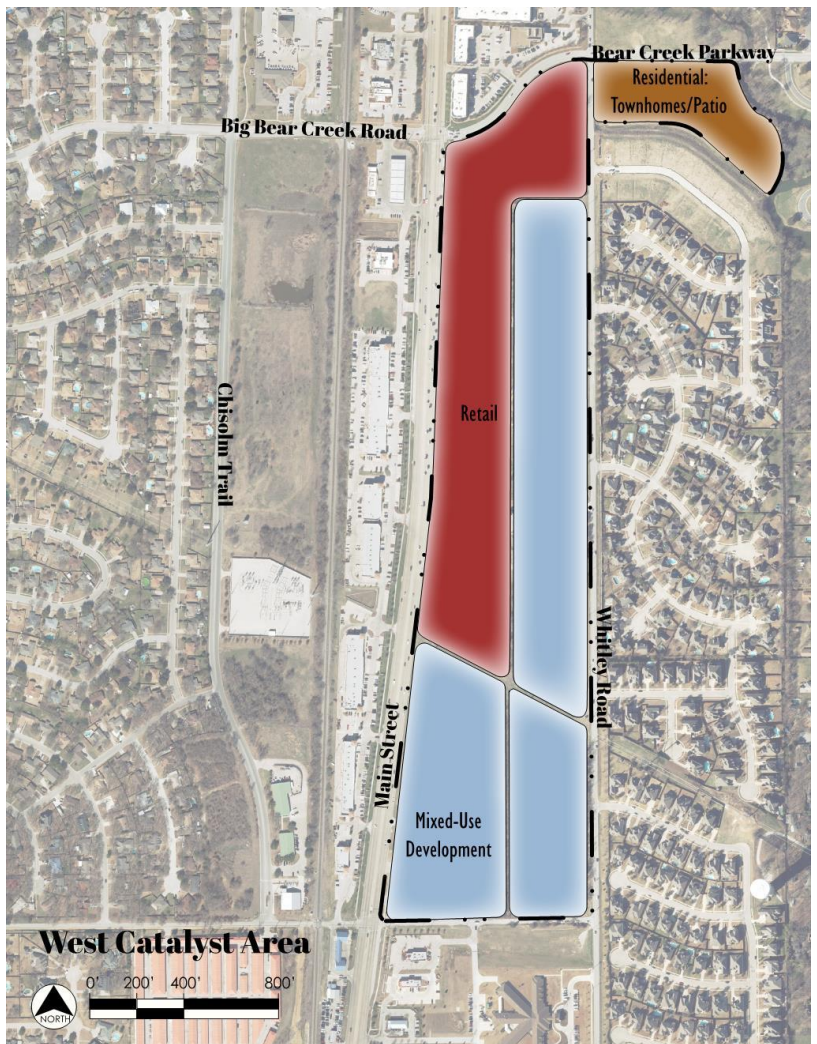


	Catalyst Area FLUP	Current FLUP	Existing Land Use
Built Out Value (mil)	\$32.1	\$33.4	\$6.8
Added Property Tax	\$137,211	\$142,838	\$28,996
Added Sales Tax	\$475,500	\$495,000	\$430,011
Added Population	-	-	-
Added Employees	1,417	1,475	949
Residential Units	-	-	-
Leasable Commercial/Office Space	213,975	222,750	276,737

Catalyst Areas



- Catalyst Area – West



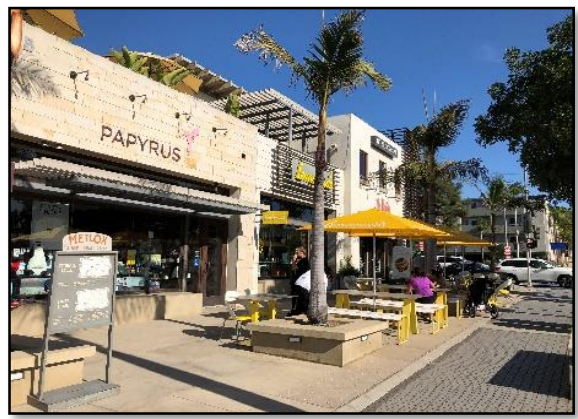
Mixed Use



Townhomes/Patio Homes



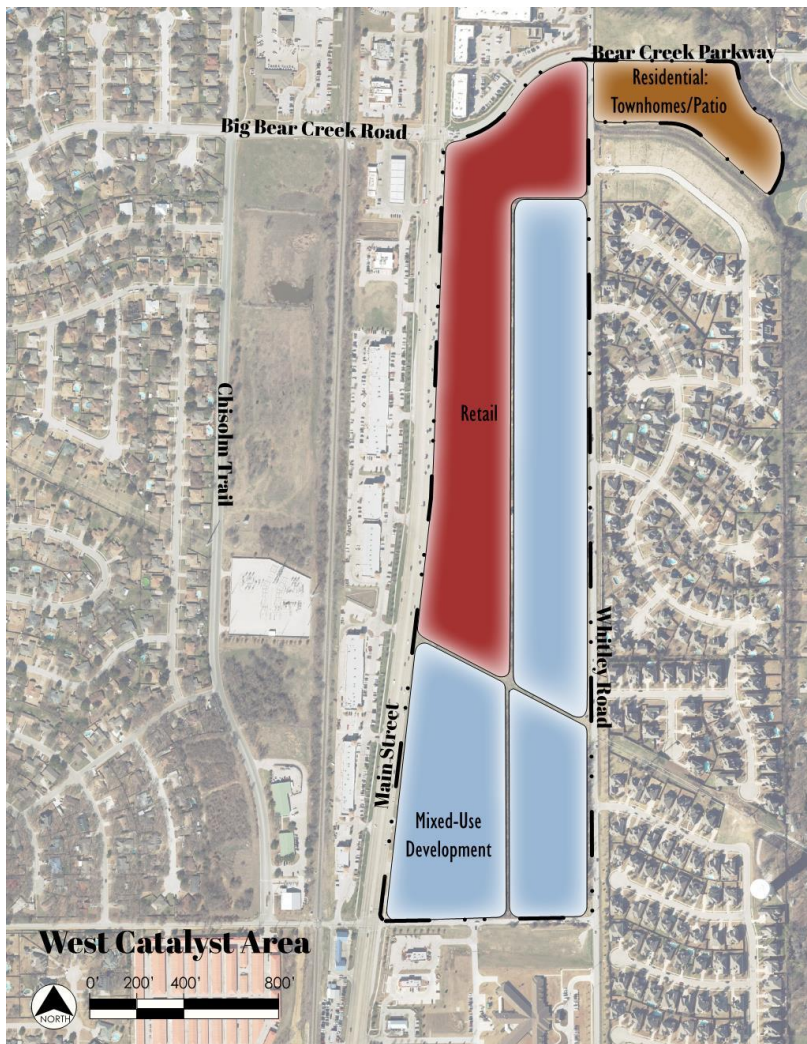
Retail





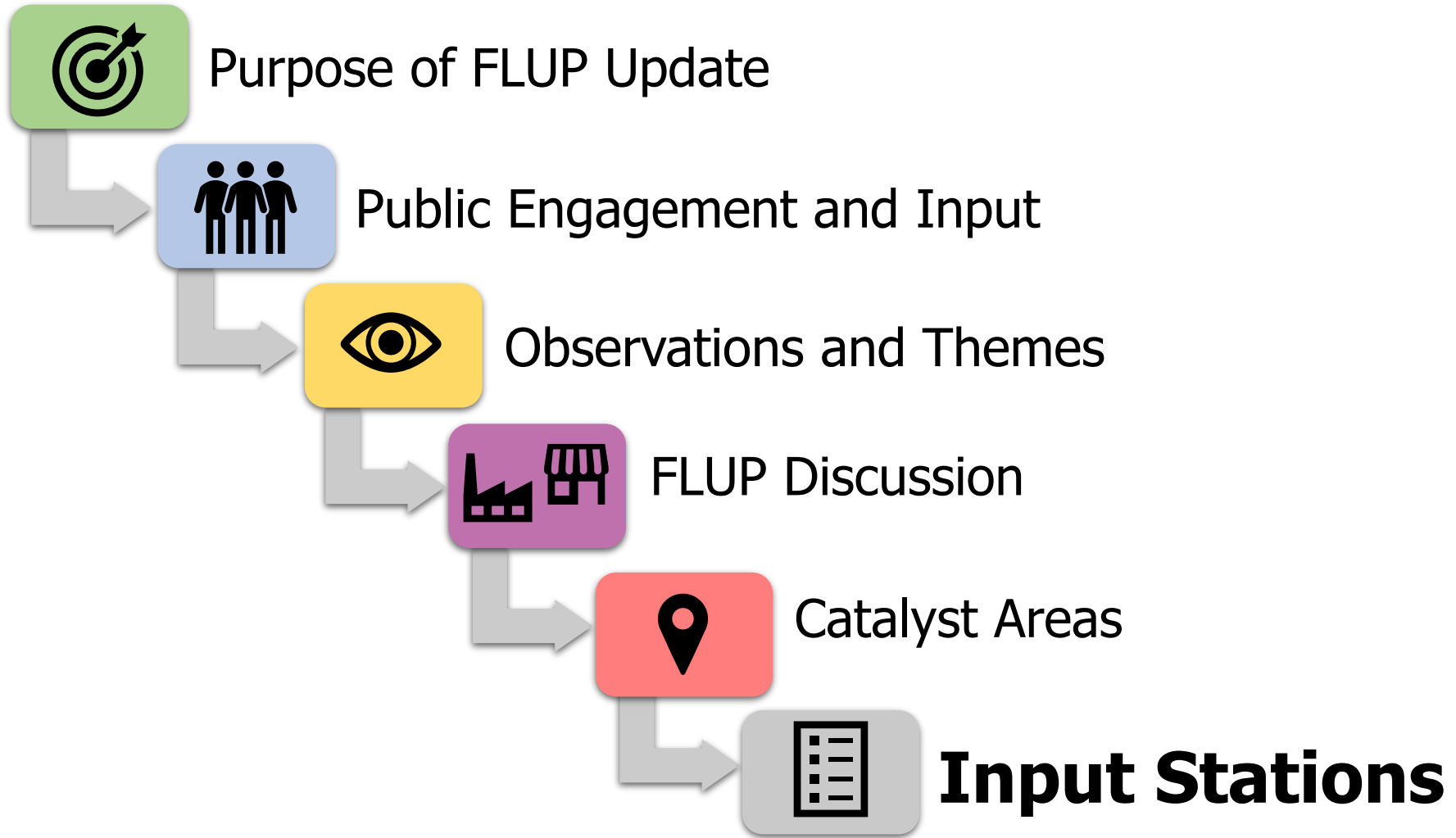
Catalyst Areas

- Catalyst Area – West



	Catalyst Area FLUP	Current FLUP	Existing Land Use
Built Out Value (mil)	\$53.8	\$43.7	\$4.7
Added Property Tax	\$229,906	\$186,946	\$49,994
Added Sales Tax	\$429,118	\$124,500	\$116,619
Added Population	283	-	-
Added Employees	947	1,775	567
Residential Units	97	-	-
Leasable Commercial/Office Space	143,039	791,600	85,690

Meeting Agenda





WE WANT TO HEAR FROM YOU

Tonight: Input Stations

- Proposed FLUP Map
- Land Use Categories
- Input Boards
- Resource Maps



Next Steps

October 24th: Public Meeting #2

November 12th: P&Z Meeting

December 4th: City Council Meeting

September 26th – October 24th:
FLUP Map Posted on Website
(www.cityofkeller.com/FLUP)



PROGRESS THROUGH PARTICIPATION

THANK YOU!
SEE YOU AT THE STATIONS!