



LAND USE ELEMENT
OF THE
KELLER MASTER PLAN

November 20, 1998

PREPARED BY KIMLEY-HORN AND ASSOCIATES, INC.

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PREFACE:

Like the rest of Northeast Tarrant County, as well as the Metroplex, the City of Keller has experienced considerable growth, especially in recent years. For Keller to properly plan for the future, it is necessary to be in a continually evolving process of land use and facilities planning. The last land use plan prepared for the City of Keller was adopted in April of 1990. Since that time, the growth of Keller has created new opportunities and challenges, as well as new desires for the future of the community.

It is the intent of this document to serve as an update to the Land Use Element of the 1990 Keller Master Plan. Since this is an update, several sections that were addressed in the 1990 document will not be re-addressed in this report. In particular, these sections are: "Relationship to the Region," and "Physical Factors Influencing Development and Populations Projections." In some cases, this information will be covered in other sections of this document. "Relationship to the Region" has not changed since the initial report, and is therefore not addressed.

TABLE OF CONTENTS:

ITEM	PAGE #
I. Introduction	1
II. Goals and Objectives for Community Development 1	2
III. Inventory and Analysis	3
A. Residential	3
B. Non-Residential	4
C. Existing Zoning	5
D. Summary	6
IV. Existing Land Use	8
V. Demographic Analysis	10
A. Population Characteristics	11
IV. Economic Base Study	12
A. Introduction	12
B. Existing Conditions	12
C. Conclusions	13
VII. Future Land Use	15
A. Land Use Categories	15
B. Recommended Development Practices	19
C. Master Thoroughfare Plan	31
D. Rezoning	32
E. Community Facilities	32
VIII. Corridor Guidelines	34
A. Introduction	34
B. Guidelines	35
IX. Implementation of the Plan	51
A. Use of the Plan	51
B. Implementation of the Plan	51
X. Appendices	1
Appendix A: End Notes	1
Appendix B: Methodology/Public Meeting Summaries	1

I. INTRODUCTION:

The City of Keller, Texas has been involved with the Comprehensive Plan process since 1971. Since that time, two additional plans/updates have been completed - one in 1984 and the other in 1990. The Master for the City serves as a tool for the community by helping the citizens realize the forces acting upon the present growth potential as well as the future growth potential. The Plan addresses such issues as the physical factors and man-made constraints which influence development, the demographic makeup of Keller, the area, character, density, and intensity of existing land use patterns, and the opportunities for continued growth and development in the future.

The Metroplex as a whole has enjoyed continued growth and prosperity for the last three decades. However, not all communities have been immediately influenced by this growth. The City of Keller, like others, remained virtually unchanged in character, representing the rural/semi-rural North Texas landscape of years gone by.

The late 1990's have brought North Texas out of the post-oil boom recession and put full steam into a very powerful economic up-swing. Public and private development alike has come on strong in the area, and Keller is experiencing its share of development. The recommendations that follow are in response to the needs of Keller in regards to current and anticipated growth.

This report also contains a set of goals and objectives, developed as a result of public meetings with the Citizens of Keller. These goals and objectives, together with recommended planning principles, were used in formulating the Future Land Use Plan.

II. GOALS AND OBJECTIVES:

In order to provide a proper guide to land use planning, it is essential that stakeholder consensus be reached regarding the establishment of community goals and objectives. During the course of the neighborhood sector meetings, the Technical Advisory Committee members carefully listened to what the citizens had to say about their desires for Keller. When the TAC met with city officials and consultants, the following goals and objectives were discussed and developed:

1. *Preserve positive aspects of the community.*

- Protect natural vegetation and topographical features when it is feasible and when such actions are in accordance with the Parks and Open Space Master Plan.
- Maintain a thoroughfare system which protects residential areas and the scenic character of the community, without sacrificing the ability to promote sound economic development.

2. *Provide for different housing types within the community.*

- Maintain a predominance of low to medium density single-family housing in accordance with the Future Land Use Map.
- Provide for alternative higher density housing within the context of mixed-use development.

3. *Encourage non-residential development in certain areas of the community.*

- Provide for commercial, retail, office, or industrial development only along FM 1709, US 377, Davis Boulevard and Rufe Snow Drive.
- Provide for smaller, neighborhood-oriented businesses at major intersections to maximize convenience and minimize traffic congestion.

4. *Facilitate growth in an orderly manner.*

- Encourage development of a “Town Center” for municipal, commercial, retail, office and residential uses.
- Seek to attract high quality, non-residential uses which will be an aesthetic asset to the community, as well as add to the tax base.
- Minimize potential conflicts between activities through the use of landscape buffers, setbacks and screening. Adopt the all recommendations of the Corridor Guidelines which are presented within this report.

III. INVENTORY AND ANALYSIS:

The City of Keller occupies an area of approximately 18.3 square miles, or about 11,719 acres. Of this area, approximately 62.1% is developed. Table III-1 shows the breakdown of developed land area by category. The remaining 37.9% of the land area is undeveloped and, therefore, has a potential for development.

For purposes of this report, land use has been divided into two categories - vacant and developed. Whereas vacant land presents opportunities for growth and development, developed land primarily establishes the current character of the community.

A. Residential

Current residential land use has been divided into five categories:

1. Single Family Low Density: lots 20,000 s.f. and greater
2. Single Family Medium Density: lots with 12,000 – 19,999 s. f.
3. Single Family High Density: lots less than 12,000 s. f.
4. Duplex/Townhome
5. Multi-Family

With the exception of vacant land, at 27.2%, Low Density Residential is the predominate land use category in the City. Of this category, a majority is located in the northern half of the City, primarily north of Johnson Road. Most of these residences typify the “ranchette” style of development sited on five to ten acre lots which are used for livestock and/or passive open space.

The second largest land use category in the City is High Density Residential at 16.7%. This development is the most recent in the area and is currently the most active residential development in Keller. This style of development is more typical of what one generally sees in the Metroplex. Although the lots are smaller, the homes are generally the same or larger in size when compared to both the Low and Medium Density Residential categories.

Medium Density residential accounts for approximately 10.3% of the total area of Keller. By typical housing standards of the Metroplex, these are still large lots, with many approaching half of an acre in size. By a small margin, the majority of this housing type is located south of Johnson Road. A few older Medium and High Density Residential neighborhoods are located north of Johnson Road.

The remaining residential land use designations, Duplex/Townhome and Multi-family are among the smallest categories in the City, accounting for only 0.1% each of the total land area. The Duplex/Townhome uses are centered mainly in an area surrounding the intersection of F.M. 1709 and Pate Orr Road. There are some Multi-family uses in this area, with the remaining uses located farther west, just to the south of Keller Junior High along Lorine St.

B. Non-Residential

Quality and location of non-residential development can have a substantial impact on the quality of life within a community. For this reason, the categories of retail, office, and industrial identified in this plan were evaluated against the projected households in the City of Keller. Using standard assumptions based on a per dwelling-unit basis, it has been determined that there could be a potential demand for approximately 2.7 million square feet retail, 1.1 million square feet of office and 1.4 million square feet of industrial uses in the City. These nonresidential demand estimates could actually be as much as 100% higher or more due to inefficient or substandard existing commercial development and competition. These figures represent the potential for increased demand for commercial development and/or commercial rezoning, due to inadequate supply. Given this potential demand, Keller is in a good position to require high-quality commercial development and redevelopment consistent with its previously stated goals and objectives.

Following is further discussion of individual non-residential development.

Retail/Office

The Retail/Office land use category accounts for only 1.7% of the total land area in the City of Keller. The volume of this use is generally considered to be a function of the number of residential units in the trade area in addition to a roadway network which provides the traffic volumes needed to support a business.

Retail/Office uses in Keller have occurred in two main areas of the City. The first area is at the original center of the community, along Main Street (U.S. 377) from about Olive Street north until just past Johnson Road. This area consists primarily of service providers - banks, office supply, restaurants, etc. - but also contains more intense uses such as auto/body repair.

The remaining area of Retail/Office is along F.M. 1709/Price Street. This area is an extension to the east from the original Retail/Office area along Main Street. The primary uses in this area include banks, professional offices, and grocery-anchored shopping centers. As the population of Keller increases, this area will expand considerably in order to meet market demands.

Commercial/Industrial

The Commercial/Industrial Land Use category is quite small, constituting less than 1% of the land area of Keller. The existing uses in this category are varied and are in some cases in poor locations when compared to their adjacent land uses.

The Commercial component of the Commercial/Industrial Land Use is located along U.S. 377, between Rapp Road and Bursey Road. Included in this area are tank manufacturing, metal fabrication and truck/trailer rentals.

The Industrial component of the Commercial/Industrial Land Use category accounts for a very small portion of the total area of Keller; only 0.1%. The three areas containing these uses are located along F.M. 1709 at Pate Orr Road, along U.S. 377, between Johnson Road and Mt. Gilead Road, and along Roanoke Road in the far north portion of the City.

C. Existing Zoning

This document provides recommendations for future land uses consistent with the goals and objectives established through this process. It is existing zoning, however, that guides the development review process. Discrepancies between zoning and future land use will only be addressed if a developer or the City rezone the appropriate properties, as development consistent with existing or “straight” zoning will go through the current land development review process. Therefore, the City should, at a minimum, consider future land use when reviewing rezoning requests. In addition, the City may want to consider updating the zoning map, and modifying existing zoning, to provide more consistency with the goals and objectives for future development.

Following is a summary of existing zoning by category, acreage, and percentage of total. This breakdown takes into account area by zoning category only, and does not reflect whether the zoned area is developed or undeveloped.

EXISTING ZONING BY CATEGORY

Zoning	Area (AC)	Percent of Total
SF-LD	5,602.9	47.9
SF-30	0.0	0.0
SF-25	0.0	0.0
SF-20	871.0	7.5
SF-15	166.7	1.4
SF-12	550.1	4.7
SF-10	0.0	0.0
SF-8.4	2,347.3	20.2
SF-6	100.9	0.8
2F	19.1	0.1
MF	89.3	0.7
O	48.1	0.4
NS	38.2	0.3
R	373.3	3.2
TC	329.8	2.9
C	502.8	4.3
IP	447.3	3.8
LI	25.9	0.2
Patio Home	13.3	0.1
Golf Course	193.0	1.6
Total:	11,719.0	100.0

Table III-1

D. Summary

The uses noted in this discussion do not encompass the land area of Keller in its entirety. As stated in Table IV-1, other land use categories include Parks and Open Space, and Public/Semi-Public. Although these categories are essential to the function and character of Keller, they do not have the same direct economic effect on the City, and therefore have been left out of this discussion.

IV. EXISTING LAND USE:

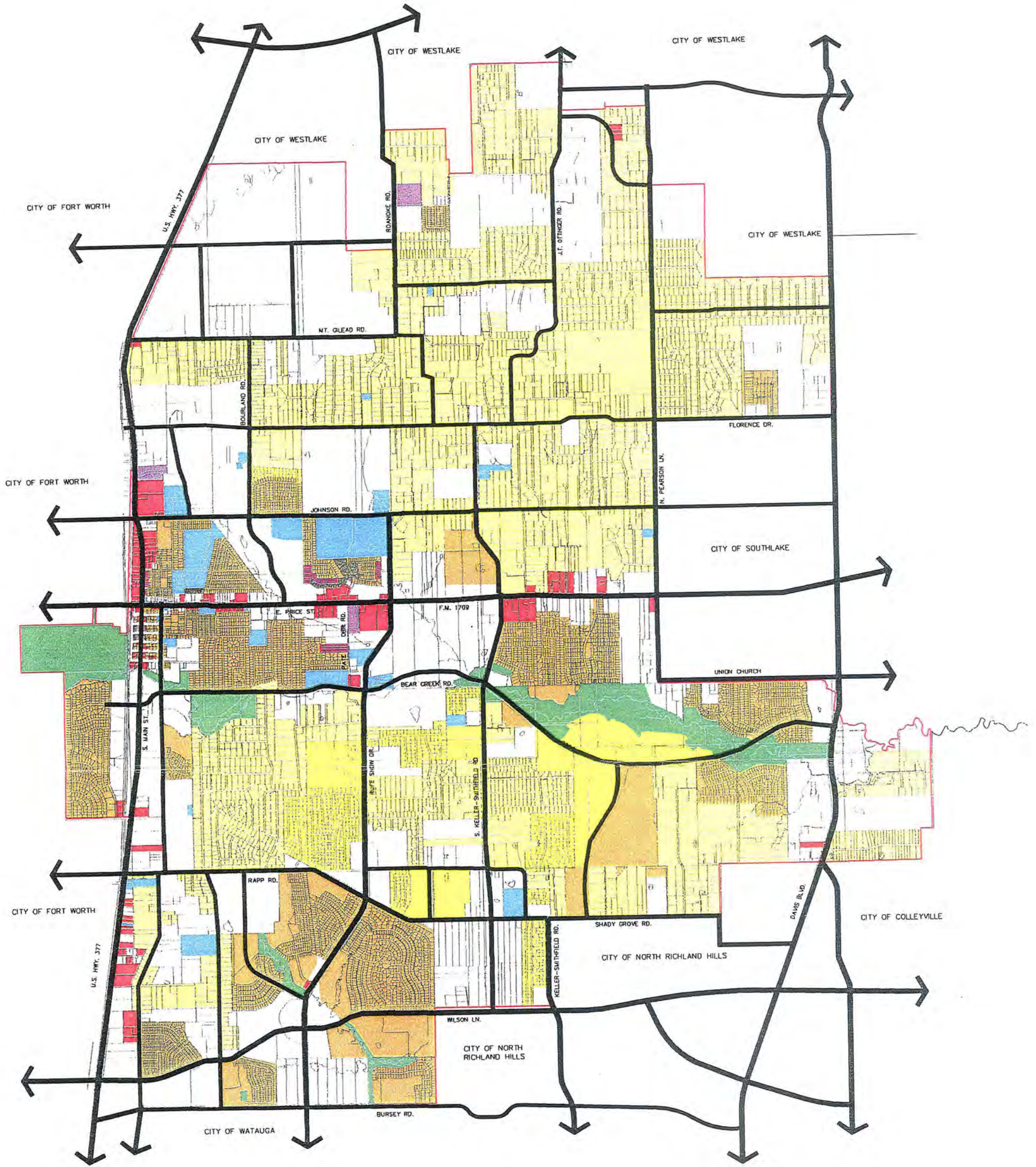
To effectively plan for the future land use patterns of the City of Keller, it is important to recognize the current uses of the land. Understanding these land uses is also helpful to analyze spatial relationships and buffering requirements between uses, appropriate land use intensities, and provide the data necessary for future economic planning. Though economics should never be a primary focus when dealing with land use planning, understanding historical development trends is an effective tool for future land use planning.

Following is a table which illustrates the existing land uses in the City of Keller. These were established using the Existing Land Use Map shown on the following page.

EXISTING LAND USE BY CATEGORY

Land Use	Area (AC)	Percent of Total
Single-Family Low Density	3,778.2	32.3%
Single-Family Medium Density	540.8	4.6%
Single-Family High Density	2,020.8	17.2%
Duplex/Townhouse	12.9	0.1%
Multi-Family	13.7	0.1%
Parks And Open Space	436.2	3.7%
Public/Semi-Public	249.7	2.2%
Retail/Office	196.7	1.7%
Commercial/ Industrial	32.6	0.2%
Undeveloped	4,437.4	37.9%
Total:	11,719.0	100.0

Table IV-1



LAND USE LEGEND

- SINGLE-FAMILY LOW DENSITY (20,000 S.F. AND GREATER)
- SINGLE-FAMILY MEDIUM DENSITY (12,000 TO 19,999 S.F.)
- SINGLE-FAMILY HIGH DENSITY (LESS THAN 12,000 S.F.)
- DUPLEX/TOWNHOUSE
- MULTI-FAMILY
- PARKS AND OPEN-SPACE
- PUBLIC AND SEMI-PUBLIC (CITY AND K.I.S.D. PROPERTY)
- COMMERCIAL (INCLUDES RETAIL AND OFFICE)
- INDUSTRIAL
- UNDEVELOPED



NORTH
NOT TO SCALE

EXISTING LAND-USE MAP



V. *DEMOGRAPHIC ANALYSIS:*

The City of Keller has witnessed astounding growth in the past thirty years. This has primarily been due to the growth of the Dallas-Ft. Worth region and its burgeoning economy. Since 1970, the population has increased by over 1400%, from 1,474 to an estimated population of 20,775 in 1997. It is anticipated that by the year 2020, the population will grow to approximately 39,850. This is an increase of 2700% over the 1970 population, and nearly double the 1997 estimated population (Table I-2)

POPULATION AND HOUSING DATA

Year	Population	Housing Units
1970 Census	1,474	103
1980 Census	4,155	1,423
1990 Census	13,683	4,792
1991 Estimate	14,150	5,067
1992 Estimate	14,950	5,247
1993 Estimate	15,965	5,593
1994 Estimate	16,710	5,853
1995 Estimate	17,800	6,226
1996 Estimate	19,300	6,601
1997 Estimate	20,775	7,103
1998 Estimate	22,475	7,673
2000 Estimate	23,500	8,003
2005 Estimate*	26,900	9,607
2010 Estimate*	30,535	10,905

Table V-1

* These estimates based on Future Land Use Plan proposed in this report.

In order to gain a better understanding of the nature of the population of Keller, it is helpful to review a portion of the information gathered in the 1990 Census:

A. Population Characteristics

<u>Sex</u>	<u>Population</u>	<u>% of Total Population</u>
Male	6,796	49.7%
Female	6,887	50.3%

<u>Race</u>	<u>Population</u>	<u>% of Total Population</u>
White	13,000	95.0%
Black	88	0.6%
American Indian	106	0.8%
Asian	93	0.7%
Hispanic	396	2.9%

<u>Age Distribution:</u>	<u>% of Total Population</u>
0 - 18 years	31.3%
19-59 years	61.0%
60+ years	7.7%

Median Age: 29.7 years

Income:

Median Household Income:	\$55,050.00
Per Capita Income:	\$20,231.00

This data paints a favorable picture for the City of Keller; one that shows a very solid foundation of constituents as a basis for considerable growth in the coming years. Over time, as the population increases, a better balance may be achieved in the age distribution. If the population had stagnated at the 1990 Census levels, there would have eventually been a very large number of the population who would be in their senior years at the same time. This can be offset by the influx of new citizens, most of which are considerably younger when searching for a new community in which to live.

As salary levels increase over time, so too will the Per Capita Income, which was already quite high by the time of the 1990 Census. This should have the benefit of providing for the City of Keller a citizenship with ample time and money to spend on their families and themselves.

VI. ECONOMIC BASE STUDY:

A. Introduction

Analysis of economic indicators was used to guide the update of the Land Use Element of the Keller Master Plan. This analysis was used to identify the economic strengths and weaknesses of the community from a historical and future growth perspective. This data helped guide the development of goals and objectives for community development. Economic sectors for the City of Keller were divided into two broad categories.

The first category includes the facilities and activities that are typically the focus of business attraction and retention efforts. This includes manufacturing plants, distribution facilities, information processing, and research and development. These businesses and industries provide goods and services to multi-state, national, and international markets. The choice of sites for individual facilities is based on access to these markets, and the location of other company facilities. The ability of Keller to attract and keep such industry depends primarily on its competitive position with regards to the factors typically analyzed by corporate site seekers, such as labor market conditions, access to raw materials and markets, and utility services.

The second category of activities includes key elements of the expanding non-manufacturing sector of the economy: retail trade, services, health care, and tourism. The growth of these activities is driven by market opportunities within a multi-county area, which in turn depend on existing and expected demand and supply patterns for specific goods and services.

Additional demographic indicators were analyzed to establish historical baselines and projection of future growth. These indicators included population, income, sales tax, property tax, and total revenue for Keller.

B. Existing Conditions

1. Trends

The State of Texas experienced a 9.8% increase in total population during 1990-1995. Anglo was the single largest population component while the "Other" category had the single largest increase of 28% during 1990-1995. Personal income per capita during 1993 was \$19,145. The single largest industry for gross sales during 1994 was by far Trade (wholesale and retail) followed by Manufacturing. The labor force unemployment rate for Texas during 1994 was 6.0%. The single largest industry for employment in 1994 was Trade followed very closely by Services. Even though Trade was the single largest employer, Services was the leader in industry wages by \$10 billion.

Tarrant County experienced a 10.9% increase in total population during 1990-1995. Anglo was the single largest population component while the "Other" category had the single largest increase of 25% during 1990-1995. Personal income per capita

during 1993 was very similar to the State level at \$21,501. The single largest industry for gross sales during 1994 was Trade (wholesale and retail) followed by Manufacturing. The labor force unemployment rate for Tarrant County during 1994 was 5.6%. The single largest industry for employment in 1994 was Trade followed closely by Services. The single largest industry for wages was manufacturing followed by Services. These indicators tracked very closely to the State level statistics with a few exceptions that occurred at a local level.

The City of Keller has experienced a 100% increase in population since 1989. The predominant racial category is Anglo at 95% of the total population. Sales tax revenue and Ad Valorem tax revenue has increased 59% and 67% respectively during 1989-1998. The existing land use inventory only contains 2% commercial with 40% vacant and the remaining 58% being residential. Total taxable assessed valuation of real estate has increased 54% during 1989-1998. The predominant growth of assessed valuation has occurred through the impact of increased value for new construction. Keller ranks 8th in a comparison of tax rate with sixteen adjacent municipalities. Sales tax collection in Keller is \$45 per capita as compared to an average of \$87 per capita for 12 surrounding cities.

2. Major employers

The Alliance Airport corridor is a significant employment base for manufacturing and distribution based companies and represents the majority of employment opportunities. The non-manufacturing sector is relatively non-existent as compared to the manufacturing sector that exists adjacent to Keller. The top 12 companies in the immediate vicinity of Keller is comprised of approximately 4,500 employees. Only 1/3 of this employment base is located within the City of Keller while the remaining 2/3's is located outside of Keller and predominately to the northwest in the Alliance Airport corridor. The employment base in and around Keller is limited to manufacturing or distribution types of corporations with a small percentage of the total employment actually occurring in Keller. The Alliance Airport Corridor is expected to continue a rapid development pace which will expand the employment opportunities around Keller. Commercial development within Keller has not been a priority in prior land use plans and is reflected by the disproportionate allocation in the existing inventory. The minor amount of commercial development that has occurred in Keller is limited to Retail or public sector/city/school district employment opportunities.

C. Conclusions

Economic conditions at a State, County, and City level are all indicative of the expanding market that the country has been experiencing for the last decade. This is especially evident at the City level in Keller with the doubling of population within the last decade and significant increase in all other demographic and economic indicators. The question that remains is how long will this market expansion continue and how should Keller plan its future land use to achieve the goals

and objectives identified in this plan. Three specific factors have been identified to maximize the future land use for Keller based on the forecasted economic environment and inventory of existing land use.

- *Allocate sufficient single family land use to take advantage of the expanding residential real estate market in Keller.* This will allow the continued expansion of the total taxable assessed valuation in Keller. Over 64% of the increase for this statistic were directly attributable to new construction of residential units. This factor will balance the goals and objectives of the Land Use Element with the economic conditions.
- *Increase the allocation of Commercial in the Future Land Use Plan.* This economic factor needs to be carefully balanced with the stated goals and objectives. The increase in allocation of Commercial activity in the Future Land Use Plan will offset the drop in total taxable assessed valuation when the residential market either stops expanding or becomes built out. As a general rule, commercial land use will generate revenue by a factor of 10 as compared to residential.
- *Do not focus on the expansion of manufacturing types of land use.* There may be an opportunity to capture some synergy of the Alliance Airport Corridor in the extreme north west corner of Keller. A mixed-use type of land use could accommodate non-residential development in this area, while allowing flexibility for residential with market forces determining use viability.

VII. FUTURE LAND USE:

A. Land Use Categories

Based upon information identified in sections I - VI, as well as input from the four Sector meetings and the Technical Advisory Committee, a Future Land Use Map has been drafted (refer to page 20). It is important to note that the categories have changed in some cases, as well as the definitions of some remaining categories. The changes to the categories are as follows:

- Single-Family Low Density is defined as lots greater than 25,000 square feet (*Amended by Res. No. 1317 on December 7, 1999*).
- Single-Family Medium Density is defined as 15,000 square feet to 25,000 square feet lots (*Amended by Res. No. 1317 on December 7, 1999*).
- Single-Family High Density is defined as 12,000 square feet to 15,000 square feet lots (*Amended by Res. No. 1317 on December 7, 1999*).
- The Patio Home Duplex/Townhouse and Multi-Family categories are included in the Mixed-Use category.
- Office and Retail uses comprise separate categories.

With the exception of the introduction of the Mixed-Use category, the changes made are minor in nature. All changes and additions were made in the interest of maintaining lower densities and the ease of maintaining fewer land use categories. Following is a general discussion of each category:

Residential

1. Single-Family Low Density:

Single-Family Low Density is defined as a land use including detached residential housing with a minimum lot size of greater than 25,000 square feet (*Amended by Res. No. 1317 on December 7, 1999*). Also permitted within this category are uses included in the Parks and Open Space and Public/Semi-Public land use categories (parks, schools, municipal, state or federal uses, etc.). Predominate lot sizes are one-half to one acre.

2. Single-Family Medium Density:

Single-Family Medium Density is defined as a land use including detached residential housing with a lot sizes of ranging from 15,000 to 25,000 square feet (*Amended by Res. No. 1317 on December 7, 1999*). This land use is and will continue to be predominant in the southern half of the City of Keller. Also permitted within this category are uses included in the Parks and Open Space and Public/Semi-Public land use categories.

3. Single-Family High Density:

Single-Family High Density is defined as a land use including detached residential housing with a lot sizes of ranging from 12,000 to 15,000 square feet (*Amended by Res. No.*

1317 on December 7, 1999). As with Single-Family Medium Density, this land use can be found in its greatest concentrations in the southern portions of the city, predominantly the southwest quadrant. Also permitted within this category are uses included in the Parks and Open Space and Public/Semi-Public land use categories.

Commercial

1. Office:

This land use category has been designed to facilitate and permit general business and professional offices. Per the Corridor Guidelines included in this report, such office developments should be subject to enhanced standards for site configuration and architectural and landscape design.

2. Retail:

The retail land use category includes lower to medium intensity neighborhood service-type retail ($\pm 1-8$ ac) and “anchored” retail shopping center ($\pm 9-20$ ac) activities. Uses included in the Office land use category are also permissible in this designation. As with all of the non-residential land use categories, the City desires to encourage high-quality, attractive retail development that is compatible and with adjacent residential uses, and future development should comply with the attached corridor guidelines.

3. Industrial/Commercial:

This land use category includes manufacturing, processing, packaging, assembly, storage, warehousing and distribution of products. It is important that industrial development be of high quality and attractive, and be free of noise, odor, glare, unsightliness, etc., and is compatible with adjacent residential and non-residential uses.

Mixed-Use

The new category, Mixed-Use, has been introduced to allow Keller to maintain its low density residential character by meeting the demand for higher density residential and non-residential in an efficient and creative manner. It is also intended to allow for land development of superior quality through the encouragement of flexibility and creativity in design options that:

- Permit creative approaches to the development of land reflecting changes in the technology of land development;
- Allow for the efficient use of land, which can result in smaller networks of utilities and streets and thereby lower development costs;
- Encourage a broad range of services (shopping, employment, recreation, etc.) in close proximity to their need;

- Allow for a juxtaposition of land uses both horizontally and vertically, not otherwise allowed;
- Allow design options that encourage an environment of stable character, compatible with surrounding land uses; and
- Permit the enhancement of neighborhoods through the preservation of natural features, the provision of underground utilities, and the provision of recreation areas and open space.¹

The uses permitted in this category follow:

- Industrial/Commercial
- Retail
- Office
- Detached Residential Units *(Amended by Res. No. 1245 on July 6, 1999)*

Mixed-Use development submittals must be considered under a planned development review process.

Public and Semi-Public

This land use represents land uses which are not in private ownership. School and city properties, as well as properties owned by state and federal agencies, are included in this category.

Parks and Open Space

The Parks and Open Space category denotes areas of land designated for both passive and active recreation. Parks, hike/bike trails and athletic complexes all fall into this use. This plan shows park land that has been dedicated or is currently planned. For information related to possible future park locations, refer to the Parks and Open Space Master Plan Update.

Following is a table identifying the proposed breakdown of future land uses by category:

PROPOSED LAND USE BY CATEGORY		
Land Use	Area (AC)	Percent of Total
Single-Family Low	4,967.7	42.4%
Single-Family Medium Density	1,653.7	14.1%
Single-Family High Density	2,294.9	19.6%
Mixed-Use	960.4	8.2%
Office	190.6	1.6%
Retail	645.7	5.5%
Industrial/Commercial	265.5	2.3%
Public/Semi-Public	222.1	1.9%
Parks and Open Space	518.4	4.4%
Total:	11,719.0	100.0

Table VII-1

As can be seen on the map, the proposed land uses closely follow the existing patterns. The northern portion of the City is comprised almost entirely of the Single-Family Low Density, whereas the southern portion contains the majority of the Single-Family Medium and High Density uses. S.H. 377, F.M. 1709 and Davis Blvd. are the primary thoroughfares which will be responsible for supporting most of the non-residential land uses in Keller. The entirety of the Commercial/Industrial shall occur along S.H. 377. Retail uses will primarily be located along S.H. 377 between Bear Creek Parkway and the proposed extension of Bancroft Road. Pockets of neighborhood Retail are shown to occur at major intersections of the larger arterials in the community to accommodate adjacent residential. Office uses will be located along the south side of F.M. 1709, just to the west of Pearson Lane and on Pearson Lane south of F.M. 1709. There are also some Office uses indicated along Rufe Snow Drive, just north of F.M. 1709.

B. Recommended Development Practices

As outlined in Section II, Keller has a number of identified goals and objectives for future planning and development including:

- Preservation of positive community aspects including natural vegetation and existing visual quality.
- Provision of varying housing types consistent with Keller's relatively low density and sensitive to the town's existing character.
- Encouragement of quality non-residential development of appropriate size and location.
- Facilitation of orderly, attractive and appropriate growth.

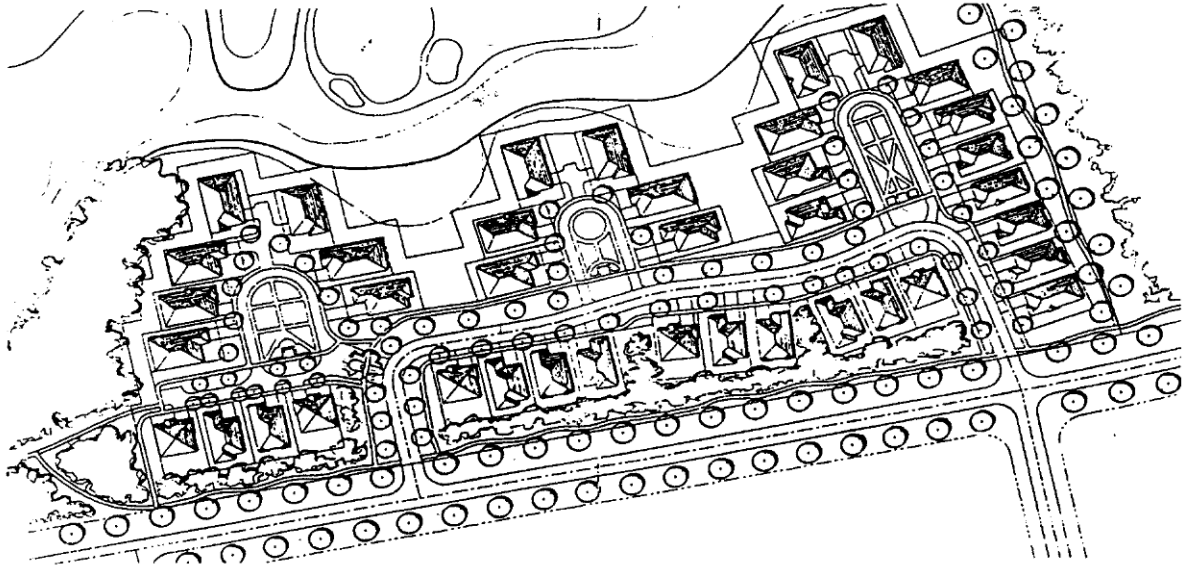
To help the City realize development consistent with the goals and objectives, a number of development practices should be encouraged. Recommendations for these practices have been grouped into Land Use, Transportation, and Environmental categories. Following is a discussion of these recommendations.

Land Use Practices

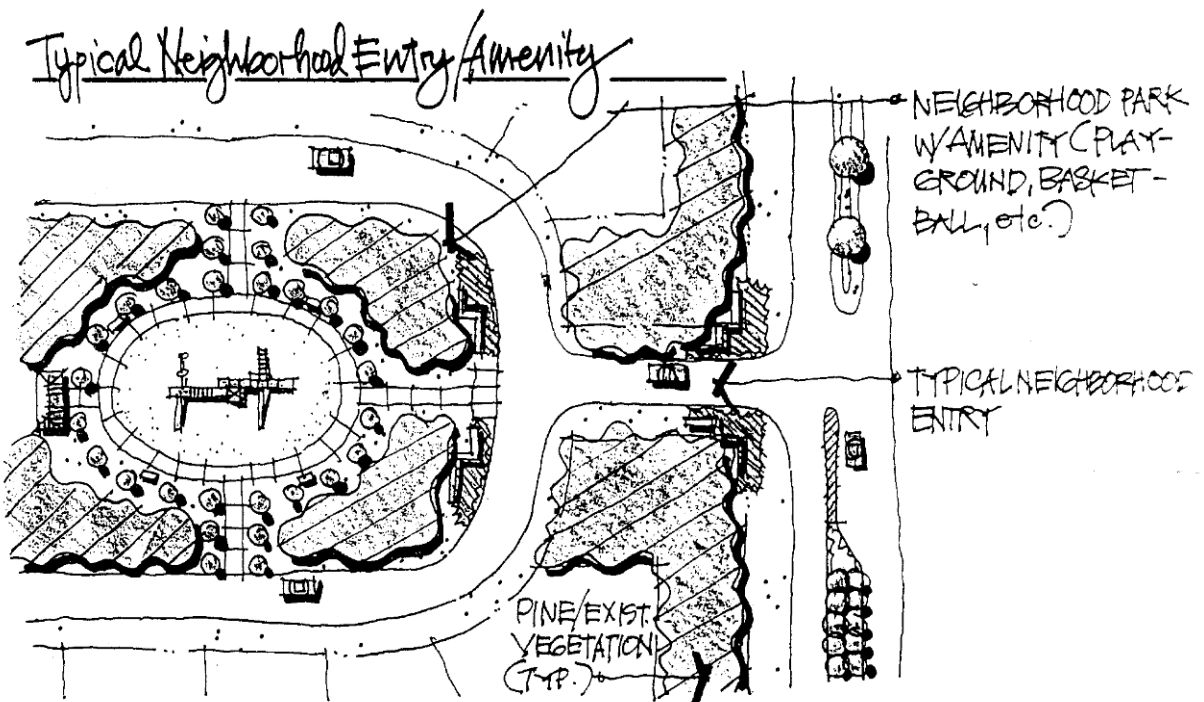
1. *Subdivisions should be neighborhoods with centralized, meaningful open spaces and discernible edges.* Many contemporary suburban subdivisions lack a sense of community and neighborhood, with parks and open spaces and shopping accessible only by car. In contrast, neighborhoods should be designed with high quality public spaces in central, rather than leftover, spaces. Ideally, these open spaces should be within easy walking distances from residents (1,200' or less), and be bordered by houses for security purposes.² In addition, these spaces should be high quality with pedestrian amenities and adequate sun/shade to encourage use (refer to Exhibits next page). While these public spaces are less applicable to lower density subdivisions predominant in some areas of Keller, they are very applicable in those communities where smaller lot sizes create a neighborhood character less consistent with the City's image goals.

To ensure adequate provision of these open spaces, new residential and commercial development should be required to set aside open space at levels corresponding to the proposed density/intensity. This requirement should be on a sliding scale from 10-20% of gross acreage, with 10% being a minimum provision for the lowest density/intensity development, increasing incrementally to 20% for higher density/intensity. This requirement should be addressed in more detail as the City's land development regulations are updated in the future.

Neighborhoods should also have discernible, attractive edges, to provide definition between each other and adjacent non-residential uses. Attractive edges should be more than just walls or fences; they should have substance. These could include either natural edges (upland preserves, creeks, etc.) or man-made (lakes, open space, recreational corridors, etc.).



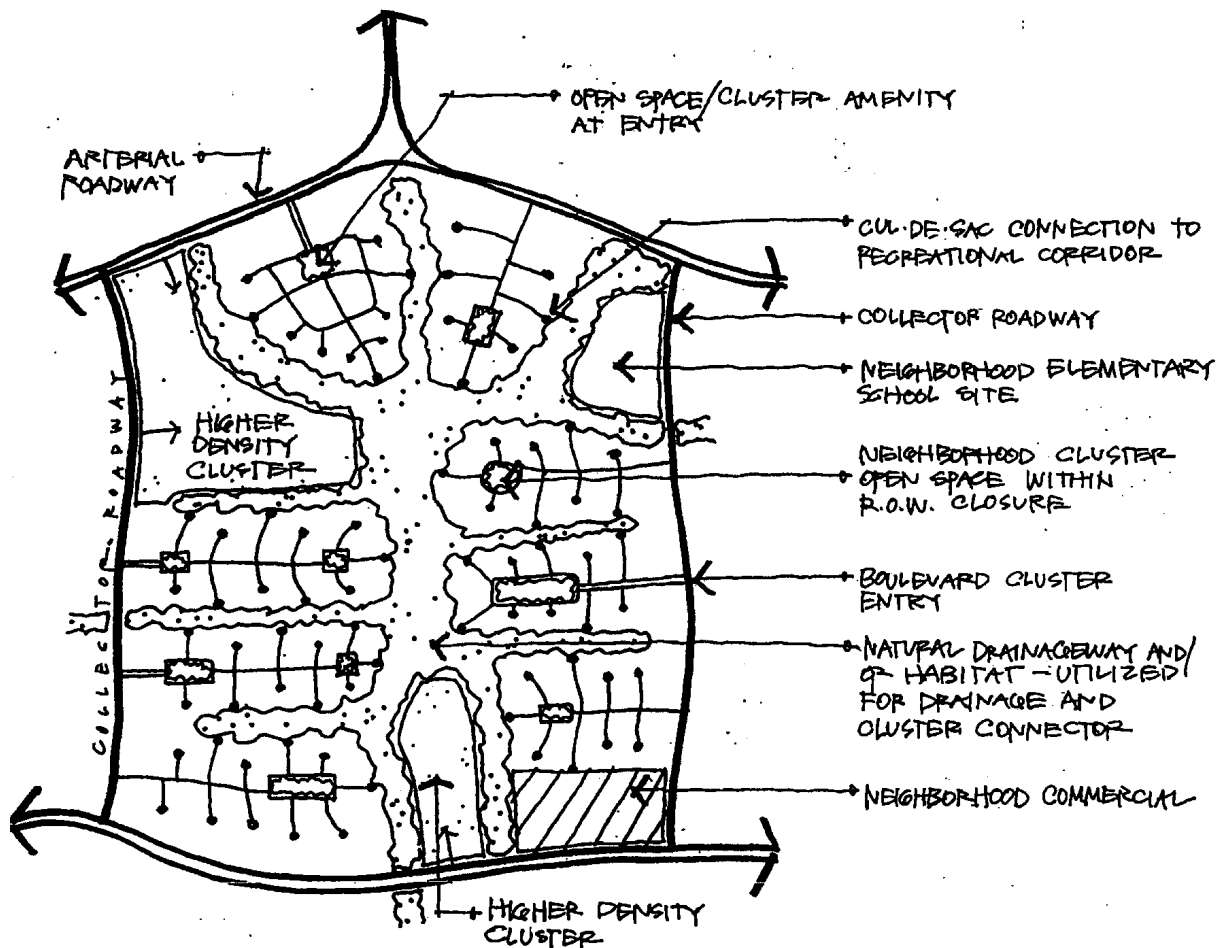
Residential lots clustered around common open space as an alternate to traditional cul-de-sac development seen in many parts of Keller. (Source: Florida Department of Community Affairs, Best Development Practices, 1996.)



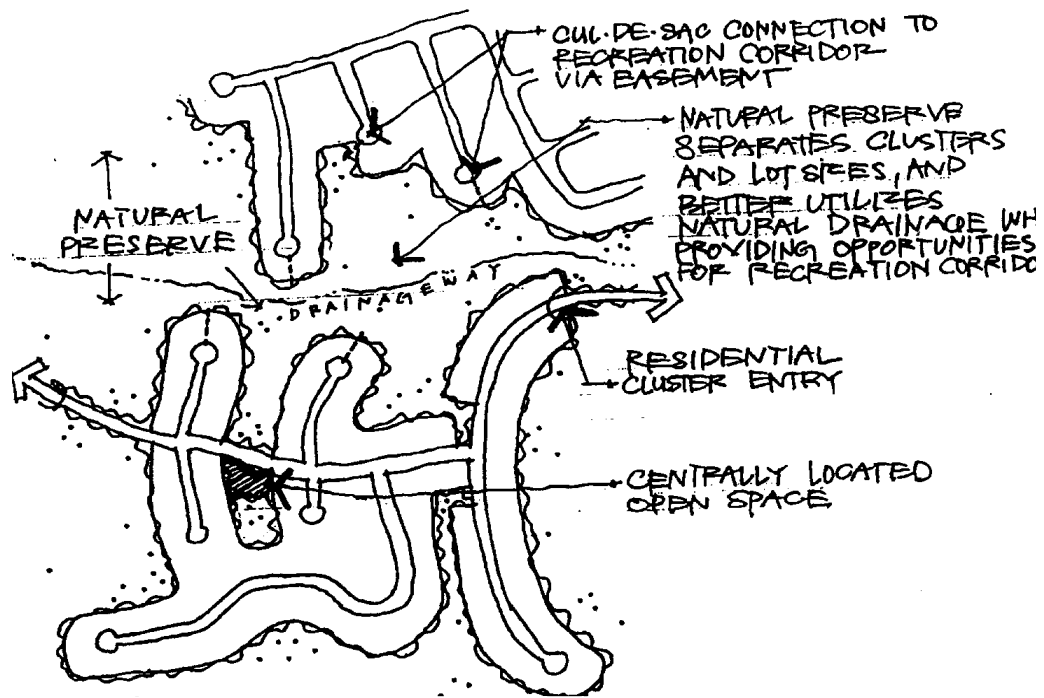
Neighborhood entry featuring a traffic loop and small neighborhood park. This feature immediately sets the tone for the neighborhood, as well as calming traffic and providing community open space.

2. *Utilize cluster development to preserve natural vegetation and topography, and maintain affordability.* Cluster development can be appropriate where substantial natural features or constraints occur, and allows development at lower gross densities, while preserving natural features through clustered, smaller lots. Preservation of their natural features can help Keller maintain its natural beauty. This style of development can also be cost effective as site clearing and grading can be confined to smaller areas by reducing linear footage of roads and utilities, and even through better utilization of natural drainage, thereby reducing the amount of curb, gutter, and storm sewer.

Cluster developments can also be designed around man-made open spaces. Clusters separated by parks, common greens, or recreational corridors can enhance neighborhood identity and accomplish higher net densities while minimizing the "claustrophobia" present in many small lot subdivisions.



Conceptual cluster neighborhood diagram. Shape of the parcel and preserve configuration would vary based upon actual site conditions.



Enlargement of residential cluster around natural preserves.

3. *Implement a balanced mix of housing to the extent the market will bear, including "life-cycle" housing.* Providing a good mix of housing types, sizes, and price ranges meets the variety of needs that are present in a community. Maintaining this diversity allows people to "age in place, rather than moving at each stage of the life cycle... because diversity breeds vitality in all systems, natural and man-made."³ This will better allow families in Keller with different generational needs to remain a part of the community.

"Life-cycle" housing can be offered within single developments, and cluster development offers a good opportunity to mix sizes and types. Individual clusters can provide this diversity, with natural separation between the clusters, while still providing connection through community amenities and open spaces.

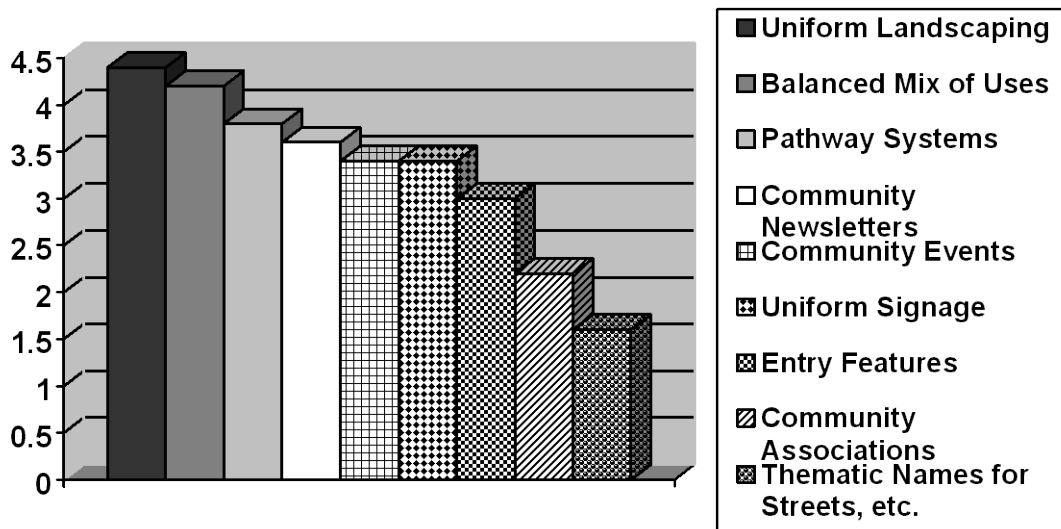
4. *Utilize cost effective site development practices.* As previously discussed, cluster development can reduce construction costs and preserve natural habitat. In addition, lot frontage and setbacks can have a substantial impact on cost. Smaller frontages and setbacks can reduce development costs by reducing utility and infrastructure footages.

These reductions can also have a substantial impact on other desirable aspects within a neighborhood. They make streets more walkable and create visual enclosure within a street space.⁴ In addition, reduced setbacks may improve street security as residents have a more "protective attitude" toward a street.⁵

While these site development practices may not be appropriate for many of the lower density developments in Keller, they should be promoted within the higher density and mixed-use areas, as they can help provide the previously discussed balanced mix of housing and lot sizes, thereby helping to preserve high visual quality and lower density for the balance of the community.

5. *Within mixed-use development districts, provide as "fine-grained" a mix of land uses as the market will allow. An effective mix of land-uses, properly connected, can have a number of advantages, including enhanced walkability and increased internal capture of automobile trips. This not only reduces impacts on external roads, but also promotes a stronger sense of community (refer to Exhibit below).*⁶

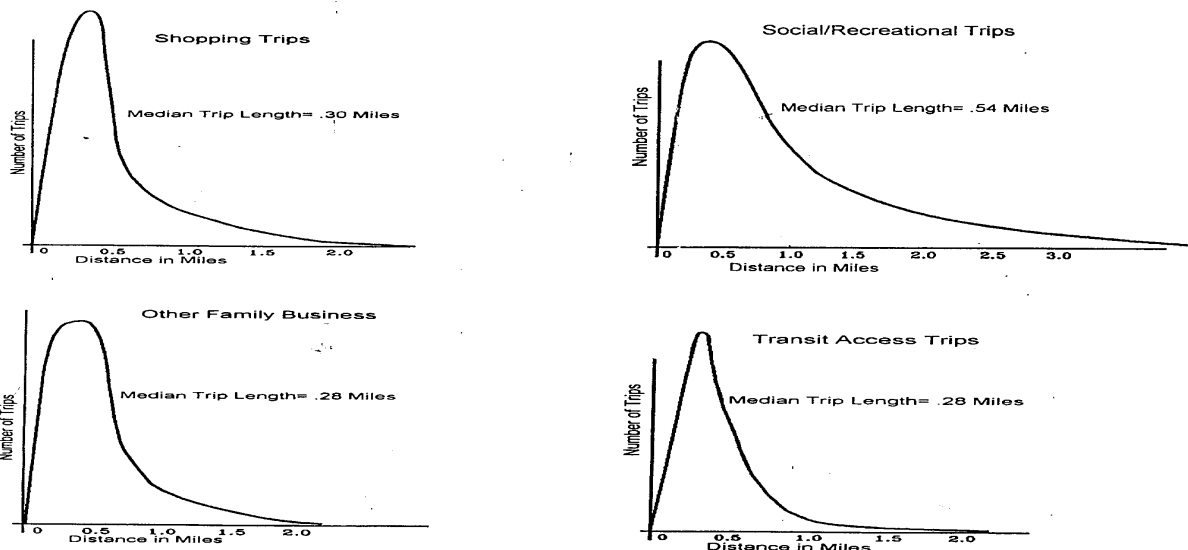
Contributions To Sense Of Community



Source: R. Ewing, *Developing Successful New Communities*, Urban Land Institute, Washington, D.C., 1991, p. 66.

To enhance walkability and internal capture, uses should be effectively connected with pedestrian and bicycle routes, and as close to residential as practical (1,200' or less is ideal).

Walking Distances For Different Purposes



Source: Tabulations from the 1990 Nationwide Personal Transportation Survey (NPTS). Walking distances were estimated from reported travel times, assuming everyone walked at the NPTS average speed of 3.16 mph. Curves were smoothed to account for people's tendency to round off travel times.

Determination of the mix of uses should likely be driven by the market, as a variety of opinions exist on what the ideal mix of uses is. The following Exhibit indicates several opinions on that ideal mix.

<i>Three Views of the "Ideal" Land Use Mix</i>		
Alexander et al.	Calthorpe (Urban Transit Oriented Developments)	Traditional Towns (Average of Four)
Housing - 26%	Housing - 20-60%	Housing - 41%
Shops and Restaurants - 7%	Shops, Offices, Etc. - 30-70%	Commercial - 10%
Community Functions - 15%	Public - 5-15%	Civic - 12%
Hotels - 5%		Parks/Open Space - 15%
Offices - 16%		Rights-of-Way - 22%
Manufacturing - 12%		
Parking - 19%		
Sources: C. Alexander et al., <i>A New Theory of Urban Design</i> , Oxford University Press, New York, 1987, P. 34; P. Calthorpe, <i>The Next American Metropolis - Ecology, Community, and the American Dream</i> , Princeton Architectural Press, New York, 1993, p. 63; and R. Ewing, <i>Best Development Practices - Doing the Right Thing and Making Money at the Same Time</i> , American Planning Association, Chicago, IL, 1996, in press.		

What is clear is that many vital traditional towns and contemporary mixed-use developments include a broad mix of residential and non-residential uses, and should also include civic uses where practical, as these uses are the "glue that binds a community together."⁷ In addition, higher density housing is very appropriate in close proximity to commercial centers, thereby further enhancing internal trip capture, improving viability of commercial, and providing increases accessibility for non-automobile users. This land use arrangement is also consistent with Keller's goals for lower densities throughout much of the community while providing a broad mix of housing opportunities. Care should be taken to provide an effective, complementary mix of uses within the City's mixed-use districts.

6. *Incorporate smaller, neighborhood oriented businesses in close proximity to residential development.* Properly located, effectively connected neighborhood retail can encourage pedestrian and bicycle use and reduce vehicular trips, thereby reducing pressures on transportation infrastructure. In addition, studies have shown that proper design of these neighborhood shops can encourage non-motorist use as compared with traditional automobile-oriented strip centers.⁸ Appropriate uses adjacent to and within residential neighborhoods include non-automobile oriented, low-pollution uses such as retail, convenience, or service-oriented business. Those that are more appropriate along commercial corridors (consistent with the Corridor Guidelines) include those automobile-oriented uses such as gas stations, drive-in restaurants or banks, car repair shops, car wash facilities, etc. Site size should be considered a function of the use and also be consistent with the Corridor Guidelines.

7. *Create shopping centers and business parks that are all-purpose activity centers.* Providing an effective mix of uses within one center or business park can consolidate trips within one location, reducing impacts to the transportation network. The inclusion of uses with complementary peak hour traffic patterns can also reduce the need for parking, minimizing the "sea of parking" common in most contemporary shopping centers. The addition of civic uses and well-designed public spaces can also enhance the vitality of centers and parks, providing a place for interaction of community residents and business people (refer to Exhibit below).



Commercial centers should also be developed in compact centers or districts, rather than linear strips. Not only are linear strips often unattractive, they are typically so spread out as to require driving to different destinations rather than allowing and encouraging pedestrian movement.

Keller's planned town center development provides a perfect opportunity to implement such a balanced business, shopping, and community center.

Transportation Practices

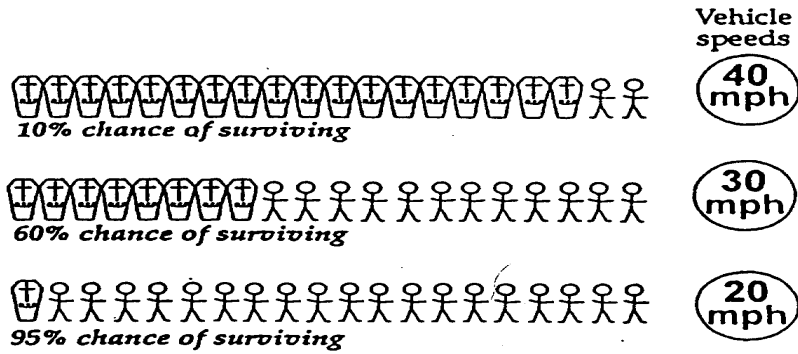
The corridor guidelines within this document address many of the transportation and site planning issues related to commercial development. For residential development, transportation issues are often overlooked with regards to the substantial impact they can have on the sense of neighborhood. General recommendations include:

1. *Design the street network with multiple connections and relatively direct routes.* Traditional town street grids and contemporary cul-de-sac subdivisions both have their advantages and disadvantages. The traditional street grid provides a more even spread of traffic volumes and direct connections, thereby reducing vehicle miles, to destinations for automobiles, pedestrians and bicyclists. Contemporary cul-de-sac subdivision layouts, however, allow flexibility in working around existing natural features, provide safe places for children to play at cul-de-sac ends, and can help reduce crime by limiting access.⁸

Residential neighborhood street layout should be a combination of both design types, balancing direct connections with resident safety. Consideration must also be given to interconnection to adjacent neighborhoods and commercial centers, providing effective connections to both existing and future development. Many long, narrow tracts currently exist within Keller. The City should require developers to either develop several adjacent properties at one time, or submit master development plans with other developers in order to provide for cohesive, creative design which optimizes circulation, links effectively to the region transportation network, and is in context with the surrounding land uses.

2. *Allow residential streets to be as narrow as possible.* There is a growing consensus that local streets are often over-designed at substantial cost to society.⁹ Wide streets encourage higher speeds, while narrow streets calm traffic. In addition to enhanced safety through reduced speeds, narrower streets reduce development costs, which in turn can be passed along the home buyers. The City should consider development proposals which propose narrower street widths than City standards as long as the proposal includes adequate provisions for emergency services access throughout the neighborhood.
3. *Keep speeds on local streets to 20-30 m.p.h. or less, and utilize traffic calming measures as appropriate.* Most residents consider 20 m.p.h. speeds in neighborhoods acceptable, with speeds of 30 m.p.h. unacceptable.¹⁰ Reduced speeds have a substantial impact on the livability and safety of a neighborhood. In fact, pedestrians have a substantially higher chance of surviving a pedestrian/automobile accident at these reduced speeds.

Chances of a Pedestrian Surviving a Traffic Accident

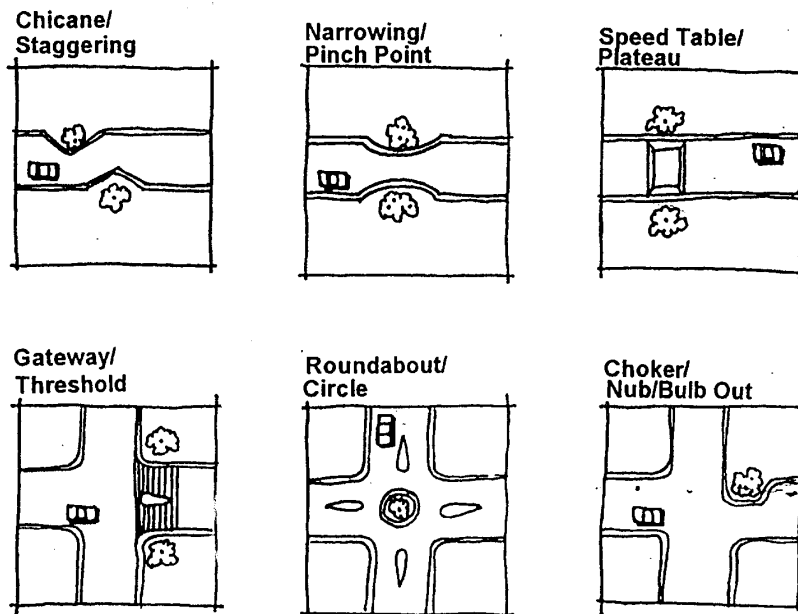


Source: M. Durkin and T. Pheby, "York: Aiming To Be the UK's First Traffic Calmed City," In Traffic Management and Road Safety, FTRC Education and Research Services Ltd., London, England, 1992, pp. 73-90.

Effective use of traffic calming measures can also enhance the safety and livability of a neighborhood by reducing both the speed and volume of traffic in neighborhoods. The result can be an increased likelihood of residents walking, bicycling, and playing along these streets. To be effective, traffic calming must be designed into neighborhood streets, so that streets are self-enforcing. No amount of signage and traffic control devices can compensate for poor roadway design.

A Variety of Neighborhood Traffic Calming Methods

Source: Florida Department of Community Affairs



Source: Florida Department of Community Affairs

As previously mentioned, narrow streets are one calming measure that should be utilized in community design. In addition, shorter cul-de-sac lengths and implementation of traffic calming devices can contribute to slower traffic and enhanced livability.

4. Design an effective and direct pedestrian and bicycle system into neighborhoods. These systems should be as effective as the automobile network within a neighborhood or mixed-

use development. Neighborhoods should be designed with shortcuts for non-motorists to encourage use, and these systems connected not only to schools and parks, but also to commercial centers where possible.



Bicycle cut-through at cul-de-sac.



Pedestrian cut-through into neighborhood with pocket park.

Additional features that enhance pedestrian safety that should be considered in neighborhood design include properly marked and located crosswalks, and reduced corner radii to minimize both crossing distance and motorist speed.

Environmental Practices

Effective environmental design incorporated into neighborhood planning can have a substantial impact on both community function and aesthetics. Subdivision design and governmental review should attempt to effectively balance development pressures with broader community goals for habitat protection, scenic quality, and appropriate drainage design.

1. *Preserve areas of high-quality habitat where possible and practical.* Preservation of both uplands and lowlands can not only preserve Keller's existing rural, scenic qualities, but can also enhance development quality and value. Cluster development, as previously mentioned, can be an effective way of meeting gross density goals and preserving habitat. Habitat preservation areas should be as large as possible, and maintain natural connections where practical. In addition, development should be encouraged in site areas where natural disturbance has already occurred, such as farming or mining activities. Incentives such as density transfer should be utilized to allow higher density clusters while maintaining lower overall gross densities.
2. *Detain runoff with open, natural drainage systems.* Open drainage systems not only allow infiltration, thereby reducing overall drainage loads, but also can provide habitat and reduce pollution levels of the runoff. Rather than providing unnatural, unattractive detention as often seen in commercial centers, effective drainage design can provide drainage areas with environmental, aesthetic, and recreational value.



Natural drainage lake as neighborhood amenity.

Consistent with natural drainage system design standards and previously stated goals and objectives, land development should be sensitive to existing topography and natural features. Development should be designed to work with, not against, natural systems, thereby reducing development costs and preserving community scenic quality.

C. Master Thoroughfare Plan

The current thoroughfare plan, adopted by the city of Keller on April 16, 1996, was evaluated against the future land use map to identify any potential shortfalls in transportation service based on the revised future land uses. In general, the existing plan should accommodate the future land uses; however, several areas are worthy of further study.

In areas where land use changed considerably, or where it appeared that further study may be warranted, preliminary trip generations were calculated, based upon the future land uses. The following areas showed signs of potential shortfall, and should be further analyzed by the City of Keller:

1.) **Johnson Road, East of Keller-Smithfield Road:**

With the future expansion of Davis Boulevard. (FM 1938) to a 6-lane state roadway, which will carry significant volumes north to S.H. 114 , it may be appropriate to increase the capacity of Johnson Road from a 2-lane undivided to a 4-lane undivided roadway. This may negate any potential “bottleneck” conditions of easterly traffic traveling on Johnson Road.

2.) **Unnamed Collector West and South of Rufe Snow/Rapp Road Intersection:**

Based on the amount of medium and high-density, single-family housing proposed in this area, the noted collector likely cannot handle these volumes as a 2-lane undivided roadway. Increasing the section to 4-lane undivided may be sufficient in handling the proposed volumes.

3.) **North-West Corner of City:**

Based upon the nature of the proposed land use for this area (mixed-use), the Thoroughfare Plan for this area should be evaluated at the time of development to maintain future development flexibility. There is a high probability that the east-west connection to Keller-Haslet Road will need to be revised, but the connection should be maintained. Likewise, the two north-south connections to Mount Gilead Road should also be reevaluated at the time of development. The need for reevaluation of these thoroughfares stems from the fact that this area will be planned and evaluated through the planned development process, and the current grid pattern of the thoroughfares may or may not appropriately and effectively serve the proposed land uses for the future development.

The Future Land Use Plan indicates appropriate locations for nonresidential development. As a general rule, higher volume thoroughfares such as FM1709, 377, and Davis Boulevard (FM1938) should accommodate higher intensity uses such as retail/office/commercial, and industrial. Secondary thoroughfares such as Rufe Snow Drive should accommodate neighborhood/community services and are also acceptable for medium to high density residential uses. Refer to Recommended Development Practices and the Corridor Guidelines for additional recommendations regarding nonresidential development, residential development, and transportation.

D. Rezoning

Keller's goals and objectives state a desire to facilitate growth in an orderly manner, while encouraging high-quality development and preserving Keller's rural and scenic character. To ensure consistency with these stated goals, the town should have a rezoning process that facilitates meaningful public and staff review. It is recommended that all rezoning requests be subject to a planned development review process. This process would impose heightened review criteria to better ensure consistency, in exchange for consideration of the applicants' request for increased entitlements.

Residential

Residential rezonings should become mandatory Planned Residential Developments (PRD), for reasons previously identified. These PRD's should require the following:

- Minimum PRD size of 25 acres (infill tracts may be submitted if smaller than 25 acres)
- Minimum lot size of 8,400 square feet with detached product only
- Site plan submittal
- General consistency with the Recommended Development Practices as previously outlined.

Commercial

Commercial development will have a substantial impact on the visual quality of Keller, particularly because of its prominent location. As discussed in the inventory and analysis portion of this document, it is likely that potential demand for commercial development puts Keller in a good position to require high-quality commercial development and redevelopment consistent with its previously stated goals and objectives.

Future non-residential development that does not require rezoning should be evaluated for consistency with this document. For future non-residential development requiring rezoning, these requests should be handled as mandatory Planned Commercial Districts (PCD), and should also be evaluated for consistency with Recommended Development Practices and the Corridor Design Guidelines contained in this document. Consideration could be given to eliminating PCD's if enough guidelines and criteria are incorporated into the zoning and subdivision ordinances.

E. Community Facilities

When establishing future land uses, it is important to recognize the impacts these uses and their levels of intensity will have on community services and facilities. As the community grows, public facilities such as libraries and parks, as well as police, fire and ambulance services, will be called upon to expand with the growing needs of the community. The levels of service of these

categories should be evaluated on an annual basis against both local and national standards. As the need for expansion grows, the city should initiate such expansion through dedication, bond programs, sales taxes, or ad valorem taxes.

An update to the Parks and Open Space and Trails Master Plan was developed concurrently with this Land Use Update. Based in part on the recommendations of the Land Use Plan, a Citizen Survey was conducted to identify the needs and desires of the community, and then analyzed based upon *National Recreation and Park Association Standards for Park Development*. The resulting Parks and Trails Update identifies and prioritizes future park development recommendations for the City of Keller. For detailed information regarding park facilities in Keller, please refer to the Parks and Open Space Update.

VIII. CORRIDOR GUIDELINES

A. Introduction

Throughout the Metroplex, a city's image and character are often determined by the appearance of its thoroughfares. As visitors and residents travel these corridors, a perception of the "quality of life" within that community develops. Thoroughfares are traveled daily; and it is important to recognize that the appearance of the corridors is one of the most prominent public image zones within a City.

Thus the type, quality and character of these corridors have a dramatic affect on how a city is judged in comparison with neighboring cities. The corridors of Keller are changing from that of a once predominately rural community, to corridors of expanding business and residential growth.

These corridors provide access, visibility, and recognition for the City of Keller and its citizens. Therefore, these ***Corridor Development Guidelines*** were developed for the primary corridors (F.M. 1709, U.S. Hwy. 377, Davis Blvd. and Rufe Snow) to encourage an aesthetic, cohesive design to unify the street image zones and edges. These Design Guidelines will address items such as access, buffers, architecture, and street beautification.

Goals

1. To encourage high quality, compatible development within Keller's corridors.
2. To buffer uses with landscaping to complement building design, and enhance the attractiveness of the corridor.
3. To ensure a unified appearance and enhance the attractiveness of Keller's primary corridors.

B. Guidelines

Section 1. Site Planning

Purpose:

It is important to address certain criteria, to ensure a consistent appearance of development. To create a positive overall development character, all structures within developments along these corridors should share an attractive and uniform appearance. Key issues include:

- a) High level of quality and appearance within the corridor
- b) Unified identification within proposed development
- c) Consistency in the overall design and appearance

Guidelines:

The architectural design of all structures should comply with these requirements; except for single family and two-family dwellings and their accessory structures. The review and approval of all architectural design should be conducted by the City as part of the development review process. Such approval should include, but not be limited to, roof design, materials, colors, building orientation and signage. The City will require the submission of architectural plans, elevations, and material/color samples as determined necessary to evaluate compliance.

- *Commercial / Industrial Development.* The appearance of shopping centers and other related developed should be consistent and compatible with each other as determined by which structures are developed first. Such coordination of appearance should apply to roof design and materials, wall finishes and colors, freestanding and wall signage, and other significant details. In addition, the rear facades should be consistent with the architectural treatments of the front facades.
- *Multi-Family Development.* Structures in multi-family developments should incorporate full architectural treatments on all sides of all multi-family structures. Such treatment should include, but not be limited to building finishes, roof design and materials, window and door styles, and architectural details and colors.
- *Loading Docks, Service Areas and Trash Collection.* Such facilities should be located a minimum of 100 feet from the thoroughfare right-of-way and visually screened, with a screen wall and landscape plantings, from surrounding streets and residential developments.
- *Orientation and Design.* Structures that are situated on corner lots, through lots or by the nature of the site layout are clearly visible from the corridor

right-of-way or public areas of adjoining properties should be designed with full architectural treatment on all visible sides. Such considerations should include roof design, wall materials, colors and landscape buffering.

Section 2. Architecture

Purpose:

To create a positive, unified overall corridor development character, the architectural structures within a single development as well as within the corridor, should have an attractive and uniform architectural treatment. Key issues include:

- a) Consistency of architectural design among structures
- b) Consistency of colors and materials

Guidelines:

- *Roofs.* The design of visible roof structures, from the corridor, shall be of shed, hip, gambrel, mansard and gable styles. Roofs should be of such height, bulk and mass as to appear structural even when the design is non-structural. Flat roofs should be considered when incorporated with the design of a shed, hip, gambrel, mansard or gable roof system is provided; when viewed from the corridor perspective the flat roof is not visible.
- *Exterior Walls.* Front facades shall be constructed of finished materials such as brick, stone, stucco, finished concrete, or similar materials. Exposed concrete block or metal finishes should not be permitted.
- *Colors.* The extensive use of bright or garish colors on buildings as commercial identity or signage should not be permitted. Preferred colors of buildings and accessory structures are earth tones and pastels. Preferred color selections include the following.
 - a. Any tint or tone of brown, including beige, tan and olive
 - b. Any tone of green
 - c. Any tone of orange (warm red and yellow base)
 - d. Any warm or cool shade of gray
- *Fences & Walls.* Any fence or wall that is visible from the corridor right-of-way shall be designed as an integral feature of the architectural design of the principal structure (also refer to buffering requirements). Such considerations should include the use of similar materials, colors, and finishes.

Section 3. Access

Purpose:

To provide safe and efficient access to development; and minimize any potential vehicular conflicts. Key issues include:

- a) Number and location of entry drives
- b) Location of median breaks along thoroughfares
- c) Traffic visibility

Guidelines:

- *Entry Drive Locations.* Entry drives should typically be spaced between 80 to 150 feet from the right-of-way of intersecting primary thoroughfare or adjacent entry drive. If the frontage of the proposed development does not allow for the desired number of access drives; then drives should be designed as “shared access drives” with adjoining developments/property owners
- *Maximum Driveway Frontage.* The combined width of driveway cuts or entrances should not exceed fifty percent (50%) of the frontage.
- *Entry Drive Spacing.* The spacing and location of driveways should be related to both existing adjacent driveways and proposed locations. The following driveway spacing according to vehicular speed is recommended:

<i>Thoroughfare Design Speed (MPH)</i>	<i>Minimum Driveway Spacing (FT)</i>
30	90
35	100
40	120
45	150

- *Median Openings.* The “continuous left turn lanes” should be replaced with medians, designed to accommodate landscaping. This will not only enhance both the level of service of the corridor but also the attractiveness of these corridors. Main entrance drives should be located in conjunction with median openings; providing left turn access to and from the site; limit access to median openings, to promote shared access drives.
- *Corner Visibility.* No walls, buildings or other obstructions of view more than two feet (2') in height should be placed within the visibility triangle, except for trees that are pruned high enough to permit unobstructed vision.

Section 4. Landscape Buffers And Screens

Purpose:

The intent of buffers and screens is to provide a visual separation between land uses and to diminish the visual impact of less attractive elements. The key issues include:

- a) Visual separation between land uses
- b) Unification of corridor character
- c) High quality of construction

Guidelines:

The corridor guidelines for buffering and screening requirements should apply to all new development along F.M. 1709, U.S. Hwy. 377, Davis Blvd. and Rufe Snow. The following requirements should be provided along the entire length of these right-of-ways. Driveways may extend through these buffers if they meet the City's requirements for location, design, and safe sight lines.

Landscape Buffers. A minimum landscape buffer of thirty feet (30') should be provided adjacent to the right-of-way for all nonresidential uses. A minimum of thirty-five feet (35') should be provided adjacent to the right-of-way for all residential uses. This is to provide an area large enough to accommodate landscape planting and sidewalks adjacent to the thoroughfares. An option should be made available for nonresidential uses to reduce the landscape buffer and building line setback if parking is provide behind the buildings. Landscaping guidelines for buffers is covered in **Section 5 - Street Beautification**.

- *Parking Area Screening.* All parking lots and vehicular use areas adjacent to the street right-of-way should be screened from public streets. Landscape screening should include a combination of evergreen shrubs, earth berming, and/or masonry or stone walls obtaining a minimum height of three (3') feet. Architectural screens should be an extension of the development's architectural treatment in color, design and materials.
- *Screening between land uses.* A minimum of a twenty-five (25') foot wide landscape buffer should be provided on the rear and side yards of the development to separate any nonresidential use from a residential use or between varying residential uses. A masonry or stone screen wall should be constructed between uses having a minimum height of six feet (6') and a maximum height of eight feet (8'). Avoid extensive monotonous sections by

having breaks and bends and incorporating landscaping within these areas. A fifteen (15') foot high landscape buffer should also be provided on the residential side to soften views. However, if parking areas are provided behind buildings, the screen will not be required but the rear and side yard buffers will be increased to thirty-five (35') feet and the landscaping will consist of some combination of canopy trees, ornamental trees, shrubs and vines and berming (refer to the site plan sketches).

Section 5. Street Beautification

Purpose:

The location and design of landscaped areas, entrances and edges should reinforce the “vision” for Keller’s Primary Corridors. The key issues include:

- a) Unification of corridor character
- b) Create a sense of place along these corridors
- c) Beautification

Guidelines:

- *Front Yard Landscaping.* The minimum front yard landscaping should be one (1) large canopy tree every twenty (25’) feet on center and two (2) ornamental trees and six (6) shrubs for every fifty (50’) linear feet of frontage. The front yard is defined as the area between the building line and the front property (right-of-way) line.
- *Median Plantings.* A minimum of one (1) large tree and two (2) ornamental trees should be installed for every seventy-five (75’) feet of median. It is preferred that these plantings occur in formal masses rather than a linear planting pattern.
- *Special Landscape Treatments.* These improvements should be considered to highlight and identify intersections and entrances. This should include but not be limited to specialty paving, accent plantings and low decorative signage.
- *Foundation Plantings.* The front and side faces for nonresidential buildings adjacent to the primary corridors, foundation planting should be provided. This foundation planting areas should be a minimum width of five (5’) feet and consist of a combination of groundcovers, shrubs, and ornamental trees.
- *Landscape Planting Theme.* The intent of this requirement is to develop a unified appearance for the corridor edge, and separate the image of Keller from other communities along F.M. 1709 and U.S. 377.
- *Entry & Intersection Paving.* Pavers, stamped concrete, or colored concrete “banding” should be installed at drive entries and intersections to enhance these image areas. Consideration should be given to establishing a standard color and material.

- *Traffic Signals.* The standard traffic signal fixture should be painted to enhance the appearance. Decorative street name signs, possibly incorporating the City's logo should be designed and mounted to all traffic signals within the primary corridors. Possible color combinations include a dark brown or black fixture with a blue or green street name sign. This will be the responsibility of the City; or a joint effort between the City and the project developer.

Section 6. Miscellaneous Provisions

Purpose:

To ensure that the development along the Primary Corridors is compatible with the Design Guidelines.

Guidelines:

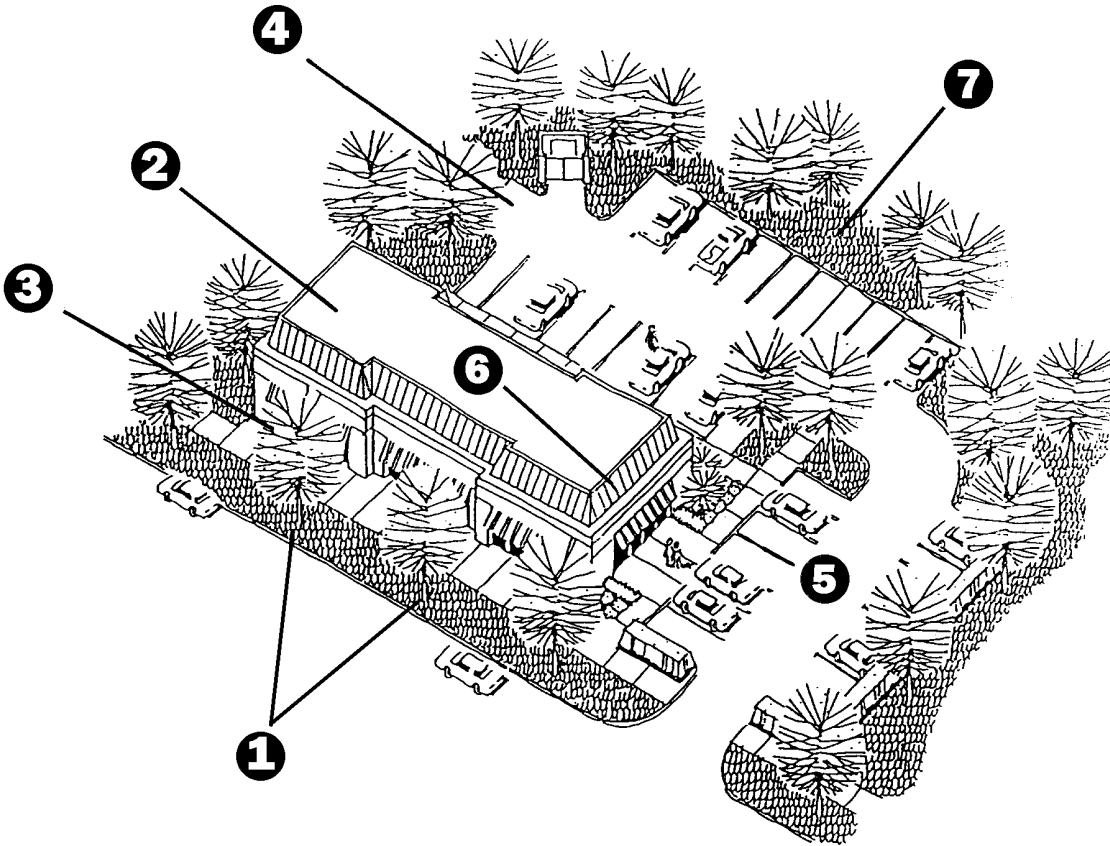
Individual non-residential development should comply with the following provisions:

- *Minimum Lot Area:* – 33,000 S.F.¹
- *Minimum Lot Width* – 150 Feet
- *Minimum Lot Depth* – None
- *Minimum Landscape Buffer* – 30 Feet from right-of-way
- *Minimum Rear Yard* – Minimum of 20 Feet
- *Maximum Height* – 50 feet from residential district: 1-2 stories,
– 200 feet from residential district: 3-4 stories
- *Land Uses* – Office (O)
– Neighborhood Service (NS)
– Retail (R)
– Town Center (TC)
– Light Industrial (LI) - restricted to 377
– Industrial Park (IP) - restricted to 377
– Any Residential Use

¹ Exception: if proposed development is part of an integral master planned commercial development (refer to Commercial Center with Outparcel graphic)

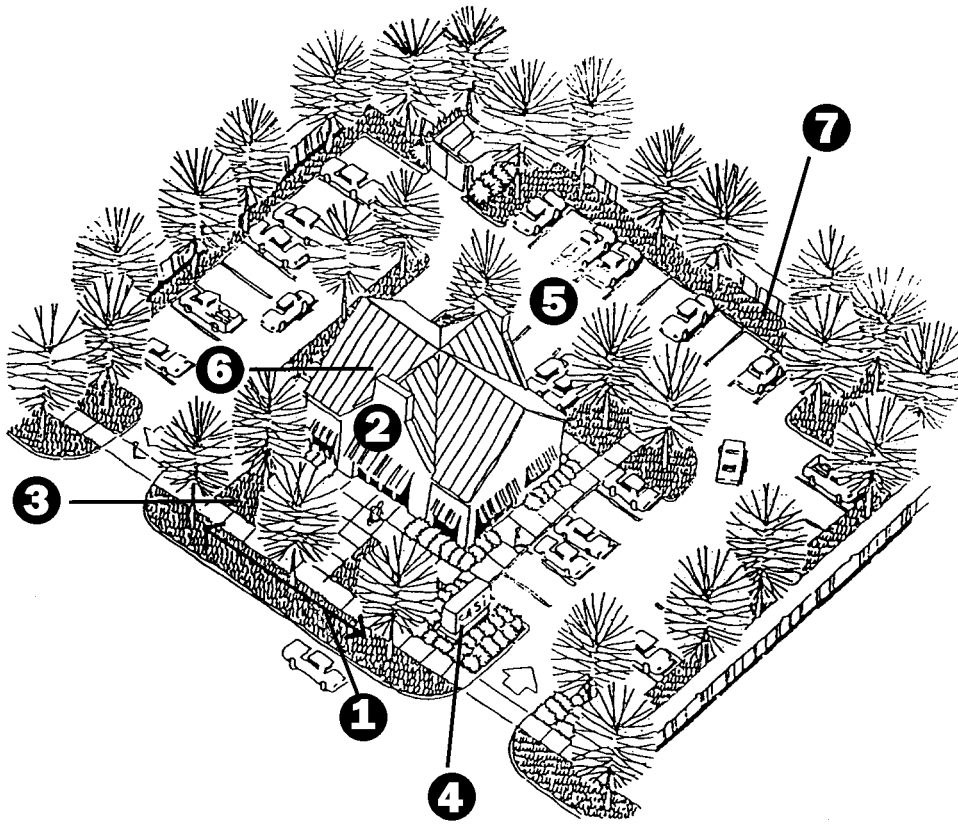
In addition, the Old Town Keller District shall be exempt from these guidelines and subject to the Old Town Keller Design Guidelines.

Non-residential development should also be designed using sound, crime-prevention planning methods to minimize the potential for crime and vandalism. For more information on these methods, refer to “Crime Prevention through Environmental Design,” by Timothy Crowe, Butterworth Architecture Publishing, July, 1991.



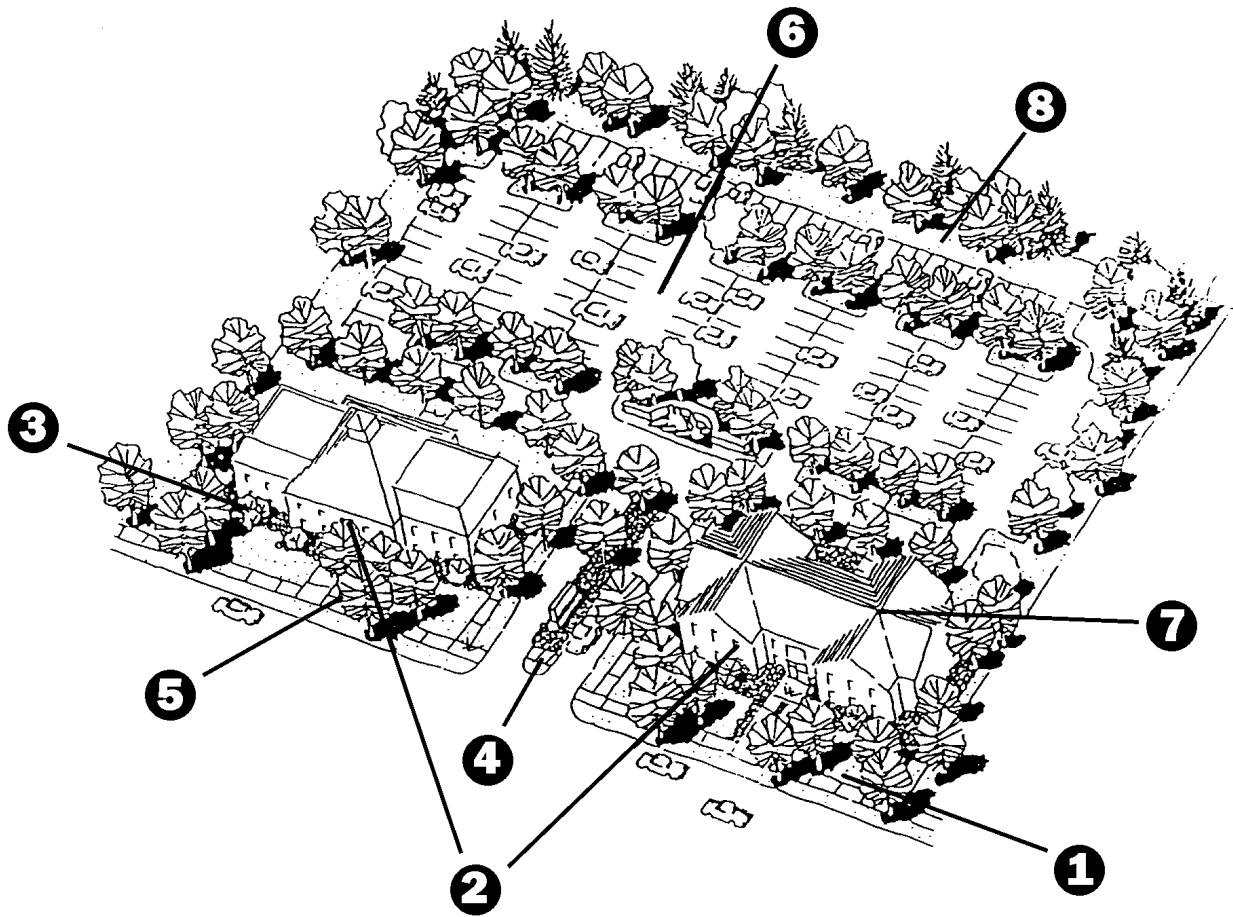
Restaurant

- 1** Formal Streetscape Program Along Primary Thoroughfare Frontage
- 2** Compatible Architectural Styles
- 3** Create Street Edge with Architecture
- 4** Shared Access - Reduce Curb Cuts
- 5** Parking to Side and/or Rear of Building Preferred
- 6** Hip or Mansard Roof
- 7** Rear and Side Yard Landscaping Required



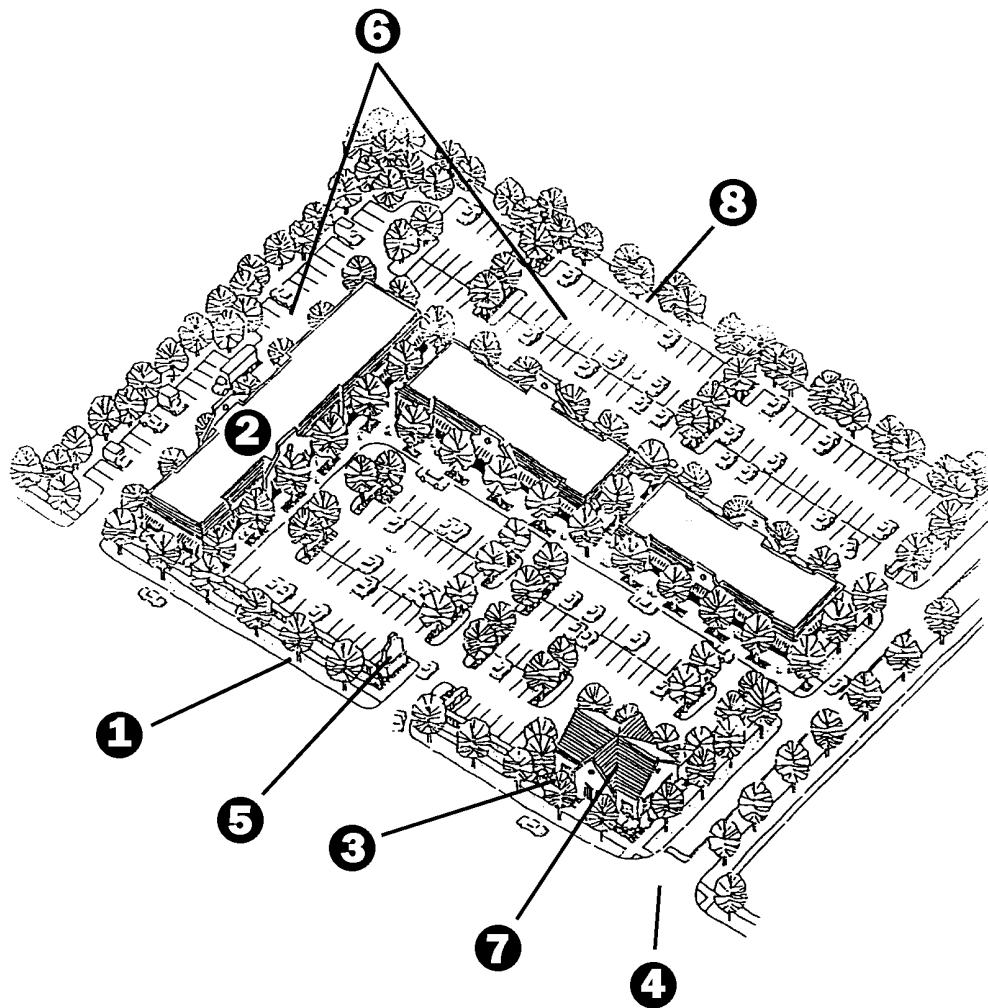
Fast Food Outlet with Drive-Thru

- 1** Formal Streetscape Program Along Primary Thoroughfare Frontage
- 2** Compatible Architectural Styles
- 3** Create Street Edge with Architecture
- 4** Low Monument Signs Within 30' Landscape Buffer
- 5** Parking to Side and/or Rear of Building Preferred
- 6** Hip or Mansard Roof
- 7** Rear and Side Yard Landscaping Required



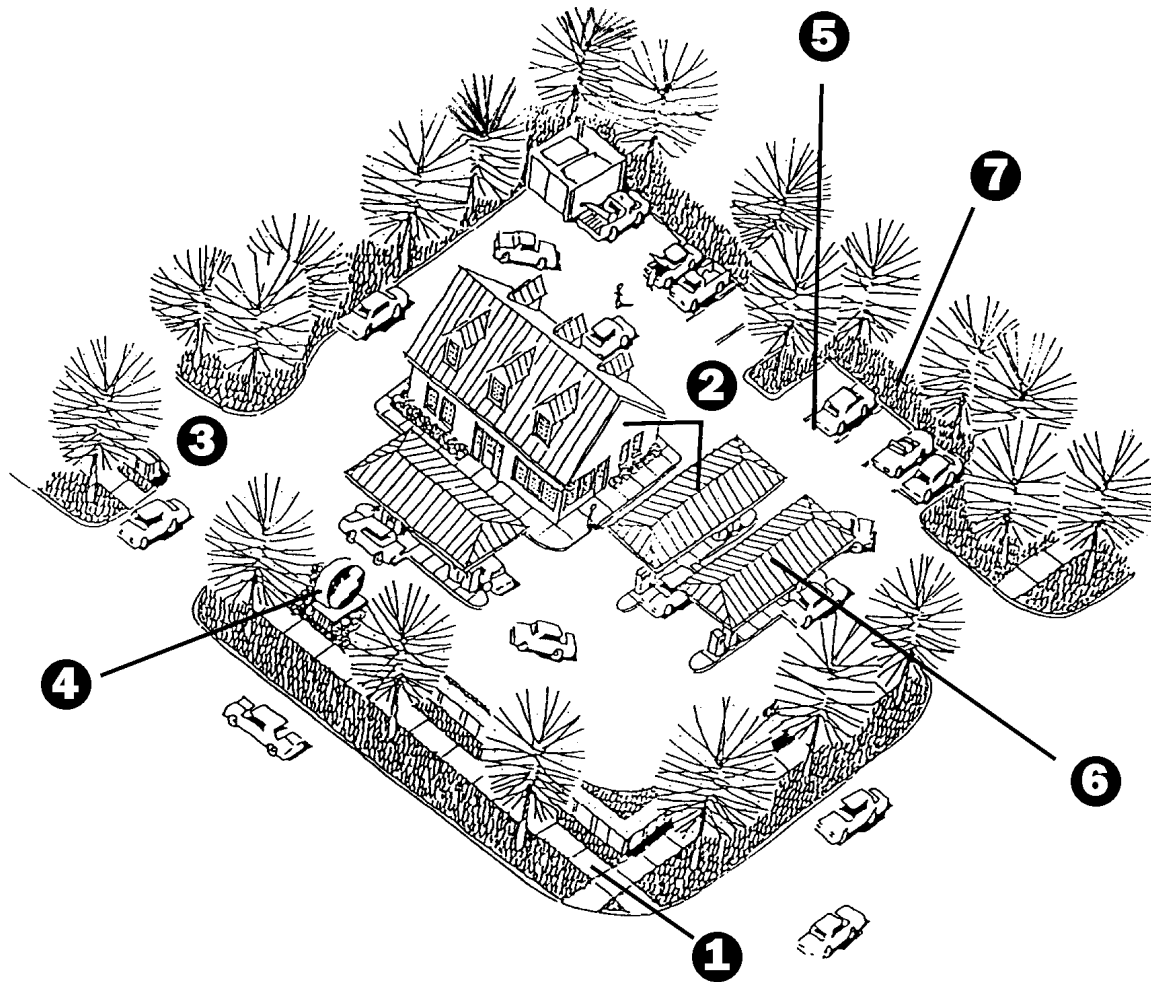
Garden Office Development

- 1** Formal Streetscape Program Along Primary Thoroughfare Frontage
- 2** Compatible Architectural Styles
- 3** Create Street Edge with Architecture
- 4** Shared Access - Reduce Curb Cuts
- 5** Low Monument Signs Within 30' Landscape Buffer
- 6** Parking to Side and/or Rear of Building Preferred
- 7** Hip or Mansard Roof
- 8** Rear and Side Yard Landscaping Required



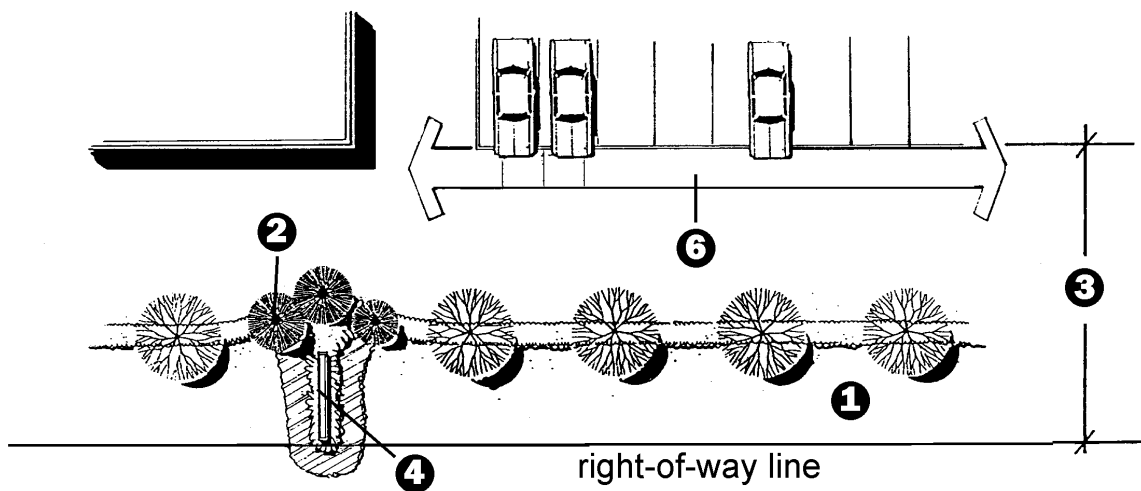
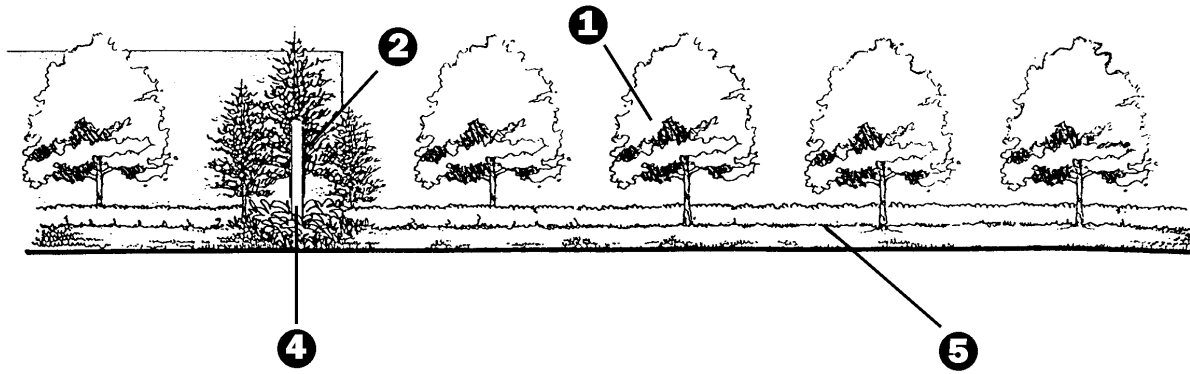
Commercial Center with Outparcel

- 1** Formal Streetscape Program Along Primary Thoroughfare Frontage
- 2** Compatible Architectural Styles
- 3** Create Street Edge with Architecture
- 4** Shared Access - Reduce Curb Cuts
- 5** Low Monument Signs Within 30' Landscape Buffer
- 6** Parking to Side and/or Rear of Building Preferred
- 7** Hip or Mansard Roof
- 8** Rear and Side Yard Landscaping Required



Gas/Service Station

- 1** Formal Streetscape Program Along Primary Thoroughfare Frontage
- 2** Compatible Architectural Styles
- 3** Shared Access - Reduce Curb Cuts
- 4** Low Monument Signs Within 30' Landscape Buffer
- 5** Parking to Side and/or Rear of Building Preferred
- 6** Hip or Mansard Roof
- 7** Rear and Side Yard Landscaping Required



Landscape Buffering

- ① Large Canopy Trees at 25 Feet on Center - Formal Planting
- ② Ornamental Trees - 2 for each 100 Linear Feet of Frontage - Informal Groupings
- ③ 30 Foot Setback/Buffer Required along Primary Thoroughfares - refer to Section 4
- ④ Low Monument Sign
- ⑤ Low Berm with Shrubs to Screen Parking Area
- ⑥ Pedestrian Connector Behind Berm

Development Standard Comparison

	NS Neighborhood Service	R Retail	TC Town Center	C Commercial	Recommended Corridor Overlay
Site - General					
Min. Lot Area	7,000 S.F.	7,000 S.F.	N/A	10,000 S.F.	33,000 .S.F (see Section 6)
Min. Lot Width	60 Ft.	60 Ft.	N/A	60 Ft.	150 Ft.
Site Landscaping					
Min. Front L.S. Width	15 Ft. adj. to R.O.W.	15 Ft. adj. to R.O.W.	20 - 30 Ft. adj. to R.O.W.	15 Ft. adj. to R.O.W.	30 Ft. adj. to R.O.W.
Min. Side Yard	10 Ft., 25 Ft. if adj. to street or residential use	No interior side yard; 25 Ft. adj. to residential use	40 Ft. adj. to street	15 Ft., 25 Ft. if adj. to street	Interior side yard 10 Ft.; 25 Ft. adj. to residential use
Min Rear Yard	20 Ft., 25 Ft. if adj. to a residential use	25 Ft.	20 Ft., Subdistrict A, cell 2 only	20 Ft., 30 Ft. if adj. to a residential use or zoning	25 Ft. or 35 Ft. (see Section 4)
L.S. Material Req.	1 large tree per 40 L.F.	1 large tree per 40 L.F.	1 large tree per 30 L.F.	1 large tree per 40 L.F.	1 large tree per 25 L.F, 2 small trees & 6 shrubs per 50 L.F.
Parking Area Screening (min. height)	3 Ft. Screening for 75% of parking area frontage	3 Ft. Screening for 75% of parking area frontage	3 Ft. Screening for 75% of parking area frontage	3 Ft. Screening for 75% of parking area frontage	3 Ft. Screening for 100% of parking area frontage
Min. Perimeter L.S Width	5 Ft. between edge of parking and property line	Ft. between edge of parking and property line	5 Ft. between edge of parking and property line	5 Ft. between edge of parking and property line	10 Ft. between edge of parking and property line
Screen wall Req.	6 Ft. wall next to SF and 2F, no landscaping	6 Ft. wall next to SF and 2F, no landscaping	6 Ft. wall next to SF and 2F, no landscaping	6 Ft. wall next to SF and 2F, no landscaping	6 Ft. wall, with landscaping (see Section 4)
Architecture					
Min. Building Setback	25 Ft.	25 Ft.	40 Ft.	25 Ft.	30 - 40 Ft.
Max. Building Height	1 story or 20 Feet	2 stories	2 - 4 stories	2 stories, 3 w/ add. setback	1-4 stories (see Section 6)

IX. IMPLEMENTATION

A. Use of the Plan

It is obvious that the area contained within Keller's present City Limits provides enough acreage to accommodate growth for many years to come. At the present time, it is very important to make decisions that will not adversely affect the developing pattern of land uses in the City and hinder future development and expansion. Decisions made today will impact the form of the City for many years; what may appear to be small and insignificant concessions could have large and far-reaching influences on the overall patterns of land use in the future.

This Future Land Use Plan should be used in a practical sense. It is intended to guide and direct development in general terms and suggests appropriate land use relationships and intensities. Recommended Development Practices have been provided, based upon solid planning practice, to illustrate the "spirit and intent" of the quality of development and redevelopment that Keller has both identified in its goals and objectives, and deserves. While these recommendations are not mandatory, they should be utilized by potential developers to better understand the quality desired by the citizens and City staff.

The Plan can also assist City officials in day-to-day activities. It helps officials make daily decisions, such as assisting in the evaluation of zoning requests, and provides long-range direction. The Plan also shifts responsibilities for changes in land uses proposed in the Plan to the developer requesting a specific zoning change. Each land use decision should be evaluated in conjunction with the recommendations of the Land Use Plan. Without an official Plan, individual rezoning requests are difficult to evaluate for compatibility with surrounding uses. This plan will allow the City to review proposals and rezoning requests for consistency with adjacent uses and the Goals and Objectives identified by Keller.

Maps and illustrations contained herein, such as the Future Land Use Map and Recommended Development Practices, are intended to act as guides for development. In the future, development and redevelopment may attempt to vary from these recommendations. As this occurs, each development or zoning request should be evaluated on its own merits. If the requested variance from the Plan is appropriate and in keeping with the intent of the overall objectives of the Plan, deviation from these recommendations may be warranted. If the change in land use or intensity is warranted, the relevant portion(s) of the Plan should also be considered for amendment to assist in future decision making. If these minor amendments are incorporated on an as needed basis, this document can grow with the city and be an effective tool for many years to come.

B. Implementation

As previously noted, this plan contains data and recommendations to help guide both developers and Keller officials. To ensure the effectiveness of this document and the quality of development in the future, the following actions should be considered by the City:

1. Adopt the Land Use Plan as presented.
2. Adopt a resolution supporting the “spirit and intent” of the “Recommended Development Practices” and “Corridor Guidelines” sections of the plan; and empower staff to analyze future development proposals for consistency with these documents.
3. Update the City’s land development regulations, including:
 - a. Creation of a Mixed-Use ordinance.
 - b. Adoption of a Tree Preservation ordinance and an Open Space Preservation ordinance.
 - c. Enhancement of other ordinances related to development quality (signage, landscape, lighting, etc.) to be consistent with this document.
 - d. Creation of Crime Prevention Through Environmental Design guidelines, or an ordinance, to encourage development consistent with these principles.
4. Adopt a rezoning process that analyzes rezoning requests consistent with the Planned Development process. (Residential as PRD, Commercial as PCD). This process should be developed to be “pro-active” in nature, and emphasize public/private partnering to ensure development of the quality identified in this document.
5. Further analyze Keller’s Thoroughfare Plan for consistency with this document.
6. Re-analyze this document as appropriate in the future. Amendments should be added yearly, or as needed, as implementation presents opportunities to streamline and improve its use. A Land Use Plan Update should occur in three to five years, or as necessary, by the City of Keller.

X. APPENDIX

A. Endnotes:

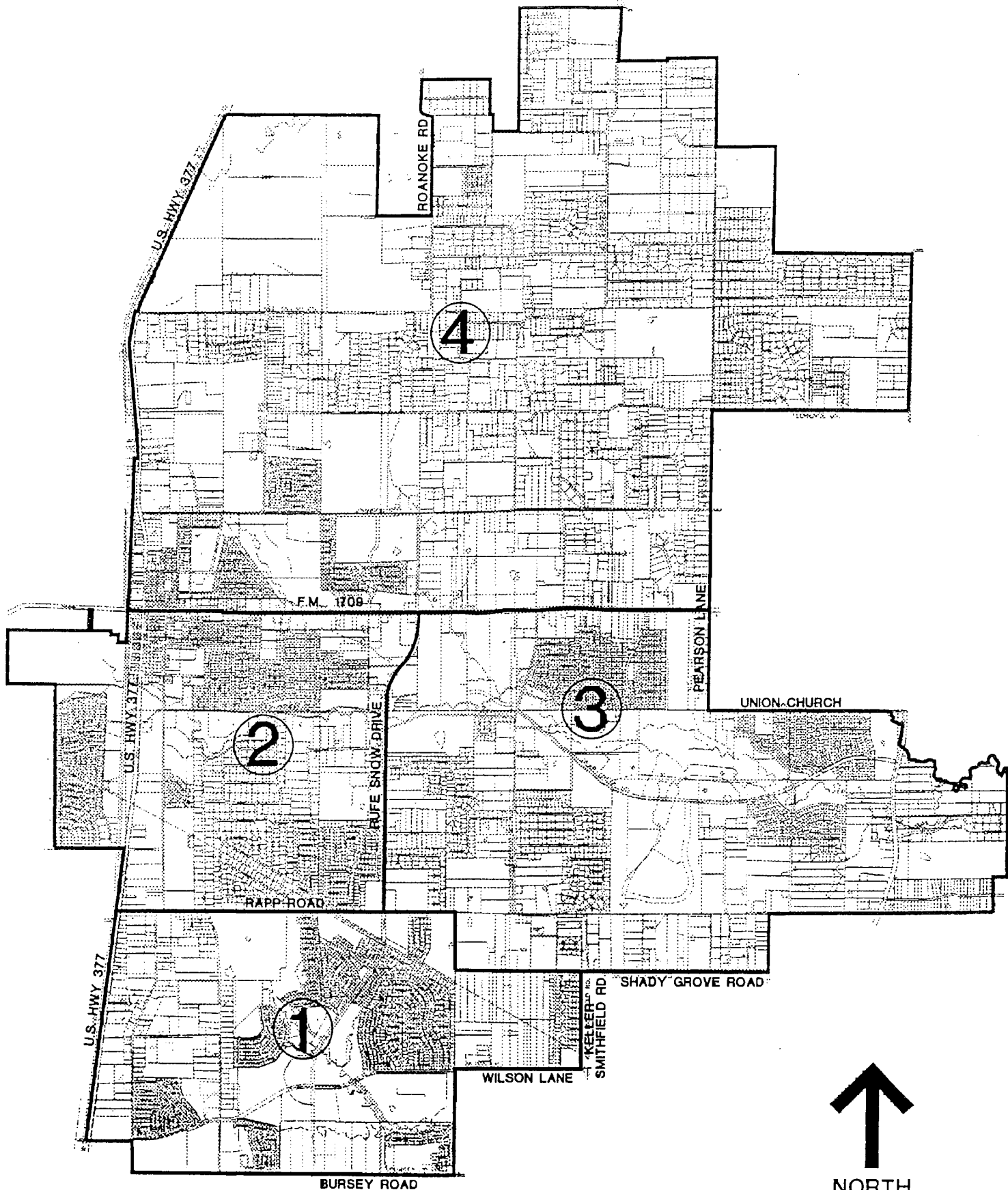
1. St. Lucie County, FL, *Land Development Code*, 1997, p. 389.
2. Florida Department of Community Affairs (FDCA), *Best Development Practices*, 1996, pp. 32-34.
3. Ibid, pp. 21-23 and 130-132
4. Ibid, pp. 137-138
5. O. Newman, *Design Guidelines for Creating Defensible Space*, U.S. Department of Justice, Washington, D.C., 1976, p. 77.
6. FDCA, *Best Development Practices*, pp. 21-23.
7. Ibid, p.22; and Appendix: Pedestrian- and Transit-Friendly Design, pp. 5-10.
8. Michael Bernick and Robert Cervero, *Transit Villages for the 21st Century*, McGraw Hill, New York, NY, 1997, pp. 88-89.
9. FDCA, *Best Development Practices*, pp. 52-57.
10. Ibid, pp. 62-69.
11. D.T. Smith and D. Appleyard, *Improving the Residential Street Environment - Final Report*, FHWA, Washington, D.C., 1981, pp. 116-119.

B. Methodology / Public Meeting Summaries

It has been the desire of the City of Keller staff, as well as Kimley-Horn and Associates to provide the citizens of Keller with a Land Use Update that reflects the needs and desires of the citizens. At the beginning of the process, City staff appointed thirteen citizens to the Technical Advisory Committee (TAC). This committee was formed to act as a liaison between the citizens, staff, and the consultant.

In the first phase of the project, four Community Sector meetings were held. In each meeting, citizens from one of the four sectors attended and were asked to participate in an exercise that identified needs and desires of the community related to land use, density, and parks and open space preferences. A map of the four sectors and the results of each meeting follow this page.

Once the information was gathered from the citizens, a series of public meetings were held with staff and the TAC to formulate goals and objectives, gain a common understanding of land use principles and to formulate a land use plan. Prior to presentation of the Land Use Update to the Planning and Zoning Commission and the City Council, it was rigidly reviewed by staff and the TAC. Based upon the review, comments were addressed in such a way as to provide an Update which truly reflects the overall needs and desires of the citizens of Keller.



CITIZEN SURVEY SECTOR MAP



Community Input from the Public Meeting on Dec. 4, 1997

QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 1?

Overall*	Retail Suggestions	377 Corridor	Rufe Snow Corridor	Rapp Road Corridor
Large Buffers Between MF/SF and Residential/Retail-Commercial	Wilson/Rufe Snow Retail: - Unique to Keller - High Quality Architecture and Landscape - "Front Door" to Keller	Limit Number of Access Points onto 377	Keep Southern Rufe Snow From Being an Extension of the Retail/Commercial Area in Watauga	Park Land at or Across from School
Office Park		Keep Retail/Commercial Along 377 Corridor	Keep Zoning as it Exists - Don't Add More Retail	<u>Maintain</u> Single-Family Zoning
More Office to Lure Restaraunts		Increase/Enforce Setbacks and Landscape Requirements	Keep Retail Uses Off of Rufe Snow- It Should be a Residential Collector	
Avoid Rezoning SF to Retail of MF		Eliminate Possibility of Industrial Park "Feel" on 377		
Minimum Density Should Be SF 8.4		What about MF Uses Along 377?		
Without Enough Business and MF, No Upscale Restaraunts will come to Keller.				

* Citywide Goals

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Community Input from the Public Meeting on Dec. 4, 1997

QUESTION: What Recreational Facilities would you like to see that are not currently in Sector 1?

Overall*	Parks Criteria	Linkages	Perfect Parks
Initiate Shared Use Agreement Between KISD and Keller Parks Dept. (Burse Rd. KISD Property)	Covered Picnic Tables	Can Existing Parks Be Linked Prior to Purchase/Development of New Parks?	<u>Small:</u> - Playground - Picnic Areas
High Priority on Land Aquisition	Open Space for "Pick-Up" Games	Link <u>All</u> Parks with Trails!	<u>Large:</u> - Fields - Picnic Tables - Passive - ±15 Acres
Community Pool of Low Priority	More Neighborhood Parks within Riding Distance from Home (1/2 mile)	Below Grade Crossings at Major Thoroughfares	
High Interest in Recreation Center for Entire Community	Pocket Parks at: -Chase Oaks -Highland Meadows -Ridgewood -others	Link to North Richland Hills' Planned Park South of Wilson Lane	
	More Parks in this Sector	Connect Pocket Parks to Bear Creek [Park]	
		Bridges to Connect Trails	
		Linear Parks - Will They be Included in the Plan?	

* Citywide Goals

Community Input from the Public Meeting on Dec. 10, 1997

<i>QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 2?</i>				
Set Aside & Connect More Park Land	Encourage More Upscale & Attractive Development Along 377	Contain Multi-Family to Areas Already So Designated	Upgrade Old Town to Keep Old Town Image	Develop 1709 Corridor As Originally Planned
Make the Δ NS at Rapp into Park	Bigger Lots Next to "C" Area N. of Rapp, E. of Whitley	Single-Family in Center Area - Good	Old Town Antique & Specialty, Pedestrian Friendly	More Retail Area (McD. Area 1709)
Change Office By Library into Park/Community Center	Grocery/Shopping - 377	No Multi-Family	More Parking in Old Town	Commercial Office on North Rufe Snow
Widen Roads to Include Bike Trails	Restaurants - 377	Multi-Family in Center	More Retail Downtown	
Corner of Chisholm & Wall-Price - Park Land?	Nursery (Landscape) - 377	Maintain Multi-Family Only Current Zoning	Pack Nodes in Old Town	
Connect Johnson & Bear Creek Parks	Commercial 377 & Rafe Snow - Fine	Residential on Johnson Road Only, Single-Family/Multi-Family	Water Tower - Improve, Relocate?	
Expand Park by Library	<i>Real Restaurants</i>			
Extend Trail System to Johnson Rd. Park & North	One-Story Office - 377			
Chisholm Trail Park Land				
Chisholm Trail Nature Center				

Community Input from the Public Meeting on Dec. 10, 1997

<i>QUESTION: What Recreational Facilities would you like to see that are not currently in Sector 2?</i>			
Enhance Park Amenities	Promote Buildings for Community Activities	Update, Expand, Connect & Complete Trail System	Create Public Performance Facility
Public Areas in Old Town (Restrooms, Etc.)	Indoor Ice Skating - Citywide	Consistent Connected Trail System	Stage - Bear Creek
Benches, Shaded Areas	Develop Equestrian Multi-Purpose Center	Bike Trails Citywide	Citywide Ancient Greek Ampitheater
Duck Ponds	Swimming Pool Near HS - City & School Joint Use	Complete Trail System Citywide	Develop City Nature Center
Additional Bathrooms Johnson & Bear Creek	Community Center Citywide	More Bike Paths (Grade Separated)	Chisholm Trail Nature Center/Wildlife Preserve
Citywide Park Sculptures	Citywide Inline Hockey Rink	More Trails Citywide, Also Equestrian	
Marquee - Each Park	Citywide Swimming Pool - Indoor/Outdoor	Whole Park System inter-connected with trails, etc.	
More Wild Flowers	Swimming Pool Indoor? Citywide	Downtown Parks and Trails Tie-in	
Lights in Trees	Extend Johnson Road Park		
Pond with Paddle Boats & Fishing			

Community Input from the Public Meeting on Dec. 17, 1997

QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 3?

Designate 1709 as Quality Community Corridor	Establish Community Parks in Easter Sector 3	Maintain and Expand Trail System	Keep Town Center Mixed Use	Maintain IAC or IAC Density Rural Lots
Theme-Based Commercial Along 1709	Community Center in Town Center	Bike Lanes Along Roads	Keep Town Center	Residential - Large Lots
Commercial North of 1709 Traffic Signal Light	Neighborhood Parks	Horse Trails	Retirement Village (Assisted Care)	Maintain Rural Areas (Livestock, Existing Trails)
Greenbelt Between 1709 and Community/Res.	Park w/ Walking Trails and Small Lake at Creek Rd. and Davis	Preserve Greenbelt Area	Chain Retail at Town Center (Office Depot, Barnes & Noble)	Maintain Rural Setting - Larger Lots (Saddlebrook)
More Commercial, Comm. Office Dev. Along Rufe Snow (greater tax base)	Rec. Center in Hidden Lakes w/ Youth Practice Fields	No Impact to Existing Bike Path	Consolidated City Offices/ School	1+ Acre Lots South of Johnson and West of Pearson
Quality Community Deelopment Along 1709	Make Mr. Black's Property Park Land	Connect Trails Through Sector 3	Move Library and City Hall to Town Center	Preserve Trees
Major Shopping (Wal-Mart, K-Mart, Target) Along 1709	Locate a City Park in Easter Sector 3, 15 AC and Larger	Connecting Trails		
Offices and Retail Along 1709 Only	More Parks and Playgrounds			
No Strip Malls, Cluster Commercial Only				
No Retail on Johnson Road				

**Community Input from the Public Meeting on Dec. 17, 1997
Continued:**

QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 3?

Establish Upper-End Restaurants	Maintain Current Platted Density	Build Community Aquatics Center	Maintain Current MF as in Existing Land Use Plan	
Frequent-Use, Shopping and Dining	Upscale Garden Homes	Community Swimming Pool	No Apartments	
Upscale Restaurant (1709)	Rest of Sector 3, 12K+ SF	4-DA sec. Swimming Pool	No Additional Multi-Family	
Nice Eating Place	Medium-Density Housing 12K-14K		Low-Density Housing	

Community Input from the Public Meeting on Dec. 17, 1997

QUESTION: *What Recreational Facilities would you like to see that are not currently in Sector 3?*

Enhance Park Amenities	Build a Quality/Versatile Recreation Center	Build Neighborhood Sports Fields	Create Neighborhood Parks	Build Outdoor Entertainment Center
Formal Flower Garden	Gym, Racquetball	In-line Skating Facility	Playgrounds (Swings, Slides, Etc.)	Stage in Bear Creek
Aesthetic Park Settings	Community Center	15 Acre Open Space Park	Wooded Family Picnic Areas	Amphitheater
Fountains	Tennis, Pool, Ball Fields, by High School	Sports Field Complex	Pocket Park, 5 AC w/ Pavilions and Picnic Area	Bandstand and Auditorium
Fish Pond	Indoor Basketball	Sports Practice Fields		
Benches	Indoor Ice Rink			
Water Features				

**Community Input from the Public Meeting on Dec. 17, 1997
Continued:**

QUESTION: What Recreational Facilities would you like to see that are not currently in Sector 3?

Build Year-Round Aquatics Center	Preserve, Expand and Complete Trails	Create Shared-Use Opportunities w/ School District	Build Tennis Courts	Preserve Trees
Swimming Pool	Bear Creek Parkway not Impact Existing Trail and Park	Park Land Next to Shady Grove School	Tennis and Playground Combo	Shade
Joint-Use w/ City and Schools	Connected Trail System	Combine School Playground and Park		

Community Input from the Public Meeting on Jan. 7, 1998

QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 4?

Maintain Low-Density \geq 36,000 S.F.	Acquire, Preserve & Develop Open Spaces	Prohibit Thoroughfares	Restrict Commercial to Hwy. 377	No Apartments	Maintain Integrity of Keller
Rural Atmosphere via Low-Density Residential Lots	Open Spaces Zoned as Parks	No Thoroughfares Through Existing Neighborhoods	No Stores or Businesses	No Multi-Family	Less Walled Subdivisions
Keep 36,000 S.F. Lots	Linear Parks (Equestrian Trails)	No Major Thoroughfares	Commercial on Hwy. 377	Minimal Apartments By Commercial/-Industrial Only	
Areas of 1-Acre S.F. + Livestock	Buffers Between Housing & Other	Keep Roads Rural	Hwy. 377 for Retail/Industrial	Limit Apartments to Percent of Population	
Single-Family 36,000 S.F. Lots	Areas of Orchard/Veggie Gardens	Improve Existing Roads	Clean Businesses Using Same Density as Residential		
Low Density, Single-Family Homes	Kid Places: Play Areas, Pools, Day Care	Provide Minor East/West Connections	Promote IP for Economic Base		
Rural Environment	Gravel Pit → Park	Appropriate Roads for Low-Density Housing	Some Light Industrial, Small Businesses		

* Citywide Goals

* Citywide Goals

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**Community Input from the Public Meeting on Jan. 7, 1998
Continued:**

QUESTION: What is the Optimum Land Use Makeup for the Remaining Undeveloped Pieces in Sector 4?

Maintain Low-Density \geq 36,000 S.F.	Acquire, Preserve & Develop Open Spaces	Prohibit Thoroughfares	Restrict Commercial to Hwy. 377	No Apartments	Maintain Integrity of Keller
\geq 2/3 + 1-Acre Lots	Keep Trees & Animals				
Some SF-LD, SF20 (None Smaller)	Open Spaces				
Conform to Current Neighborhood	More Parks				
Appropriate Public Water/Sewer for Low-Density Housing					

Community Input from the Public Meeting on Jan. 7, 1998

QUESTION: What Recreational Facilities would you like to see that are not currently in Sector 4?

Acquire and Designate Nature Areas*	Build Playgrounds*	Develop Multi-Use Trails*	Build Community Center	Acquire and Reclaim Gravel Pit*	Build Swimming Pools
Preserve Existing Nature on Buchanan Property	1 or 2 Large Parks with Ball Fields	Linear Parks (Bike, Hiking, Jogging, Walking, Rollerblading, Equestrian)	Exercise Facilities: Pools, Exercise Areas	Lake for Swimming, Fishing, Paddle Boating, Picnic Tables	Natatorium for School and Community
Nature Preserve	Traditional Playgrounds	Walking/Biking Trails Along Roads	Gym (Indoor Sports)	Fishing, Canoeing, Recreation Pond	Swimming Pool
Gardens	Small Pocket Play Areas	Hike/Bike Trails Connecting Neighborhoods to Parks	Public Meeting Places	Gravel Pit Park	
Park with Flowers, Landscaping, Rocks	Playgrounds	Green Belts Across the Sector	Community Center	Amphitheater	
Minimally Developed Native Land with Trees, Trails					
Minimize Use of Concrete - Natural					

* Citywide Goals

* Citywide Goals

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**Community Input from the Public Meeting on Jan. 7, 1998
Continued:**

QUESTION: What Recreational Facilities would you like to see that are not currently in Sector 4?

Acquire and Designate Nature Areas*	Develop Multi-Use Trails*	Build Playgrounds*	Build Community Center	Acquire and Reclaim Gravel Pit*	Build Swimming Pools
Large Undesignated Land for Walking					
Parks with a Creek or Water Feature					
Camping/Picnic Area in Wooded Area					
Wildlife Preserve					
Natural, Undisturbed Habitat Areas -Wildflowers -Owls					

RESOLUTION NO. 1051

2
4 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KELLER,
6 TEXAS ADOPTING THE LAND USE ELEMENT OF THE KELLER MASTER
PLAN, TO BECOME EFFECTIVE UPON ITS PASSAGE AND APPROVAL.

8 WHEREAS, The Planning and Zoning Commission reviewed
and studied revisions to the Land Use Element
10 of the Master Plan as recommended by the Land
Use Technical Advisory Committee; and

12 WHEREAS, The Planning and Zoning Commission has
concluded that revision of the Plan is in the
14 best interest of the city and is for the
purpose of protecting the health, safety, and
16 general welfare of the city and its citizens;
and

18 WHEREAS, The Planning and Zoning Commission conducted
a public hearing on August 24, 1998, and,
20 after all persons were given an opportunity
to present testimony, did consider and make
22 recommendations to adopt a new Land Use
Element of the Keller Master Plan.

24 NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
26 CITY OF KELLER, TEXAS:

28 Section 1: THAT the land use element of the Keller
Master Plan, including a Future Land Use Plan
30 and Corridor Guidelines, which is attached
hereto and incorporated herein for all
32 purposes, is hereby adopted by the City
Council.

34 Section 2: THAT this Plan is intended to replace and
repeal in its entirety the 1990 Land Use
36 Element of the Master Plan of the City of
Keller, Texas, and will constitute the Land
38 Use Plan of the City of Keller, Texas, for
all matters related to long-range guidance
40 relative to zoning decisions, land
subdivision, and growth management.

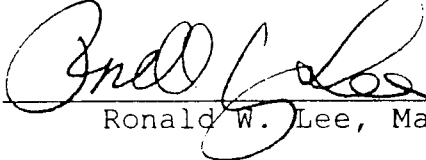
42 Section 3: THAT this resolution shall become and be
effective on and after its passage and
44 approval.

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AND IT IS SO RESOLVED.

Passed by a vote of 5 to 0 this the 31st day of August 1998.

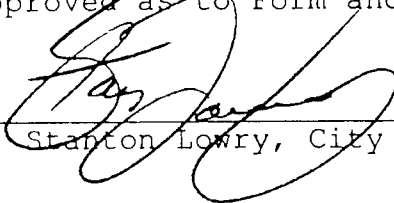
CITY OF KELLER, TEXAS

BY: 
Ronald W. Lee, Mayor

ATTEST:


Sheila Stephens, City Secretary

Approved as to Form and Legality:


L. Stanton Lowry, City Attorney

RESOLUTION NO. 1245

1
2
3 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KELLER,
4 TEXAS, AMENDING RESOLUTION NO. 1051, DATED AUGUST 31,
5 1998, BY AMENDING THE CITY OF KELLER LAND USE ELEMENT OF
6 THE KELLER MASTER PLAN, TO REMOVE THE "ATTACHED
7 RESIDENTIAL UNITS" LAND USE FROM THE MIXED USE CATEGORY
8 DESIGNATION IN THE FUTURE LAND USE PLAN.

9 WHEREAS, the Planning and Zoning Commission reviewed
10 and studied revisions to the City of Keller
11 Land Use Element of the Master Plan and has
12 recommended that the definition of the Mixed
13 Use Category Designation be amended; and

14 WHEREAS, the Planning and Zoning Commission has
15 concluded that said revision of the City of
16 Keller Land Use Element of the Master Plan is
17 in the best interest of the citizens of the
18 City of Keller and is for the purpose of
19 protecting the health, safety, and general
20 welfare of the City and its citizens; and

21 WHEREAS, the Planning and Zoning Commission conducted
22 a public hearing on June 14, 1999, and, after
23 all persons were given an opportunity to
24 present testimony, did consider and make
25 recommendations to amend the City of Keller
26 Land Use Element of the Keller Master Plan,
27 to remove the "Attached Residential Units"
28 land use from the Mixed Use Category
designation in the Future Land Use Plan.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
CITY OF KELLER, TEXAS:

Section 1: THAT, the above findings are hereby found to
be true and correct and are incorporated
herein in their entirety.

Section 2: THAT, the Mayor and City Council of the City
of Keller hereby amends the City of Keller
Land Use Element of the Keller Master Plan as
follows:

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The following uses are permitted in the Mixed Use Category designation in the Future Land Use Plan:

- Industrial/Commercial
- Retail
- Office
- Detached Residential Units

Section 3: THAT, this resolution shall become and be effective on and after its passage and approval.

AND IT IS SO RESOLVED.

Passed by a vote of 3 to 0 on this the 6th day of July, 1999.

CITY OF KELLER, TEXAS

BY:



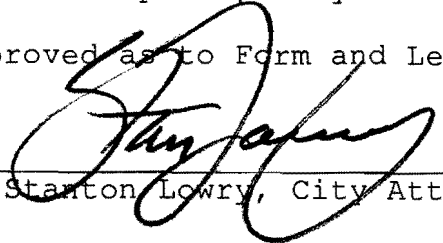
David C. Phillips, Mayor

ATTEST:



Sheila Stephens, City Secretary

Approved as to Form and Legality:



L. Stanton Lowry, City Attorney

RESOLUTION NO. 1317

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KELLER, TEXAS AMENDING RESOLUTION NO. 1051, DATED AUGUST 31, 1998, BY AMENDING THE CITY OF KELLER LAND USE ELEMENT OF THE KELLER MASTER PLAN, BY REDEFINING THE SINGLE FAMILY RESIDENTIAL CATEGORIES IN THE FUTURE LAND USE PLAN/MAP.

WHEREAS, the Planning and Zoning Commission reviewed and studied revisions to the City of Keller Land Use Element (LUP-99-01) of the Master Plan, which recommended that the definition of the Single Family Residential Categories be amended; and

WHEREAS, the Planning and Zoning Commission conducted a public hearing on November 22, 1999, and, after all persons were given an opportunity to present testimony, did consider and made a recommendation to deny revisions to amend the City of Keller Land Use Element of the Keller Master Plan by a vote of 5-0; and

WHEREAS, notice of a public hearing before the City Council was published in a newspaper of general circulation in Keller at least fifteen (15) days before such hearing; and

WHEREAS, the City Council has concluded that said revision of the City of Keller Land Use Element of the Master Plan is in the best interest of the citizens of the City of Keller.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF CITY OF KELLER, TEXAS:

Section 1: THAT, the above findings are hereby found to be true and correct and are incorporated herein in their entirety.

Section 2: THAT, the City Council of the City of Keller hereby amends the City of Keller Land Use Element of the Keller Master Plan as follows:

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Section VII. Future Land Use

A. Land Use Categories, Residential

Single Family Low Density:

Single Family Low Density is defined as a land use including detached residential housing with a minimum lot size of greater than 25,000 square feet.

Single Family Medium Density:

Single Family Medium Density is defined as a land use including detached residential housing with lot sizes ranging from 15,000 to 25,000 square feet.

Single Family High Density:

Single Family High Density is defined as a land use including detached residential housing with lot sizes ranging from 12,000 to 15,000 square feet.

Section 3:


THAT, this resolution shall become and be effective on and after its passage and approval.

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AND IT IS SO RESOLVED.

Passed by a vote of 5 to 0 on this the 7th day of
December, 1999.

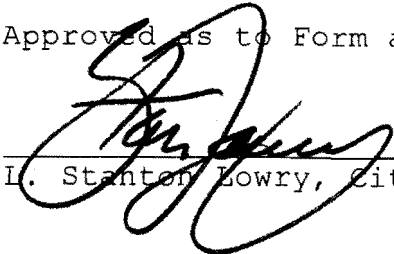
CITY OF KELLER, TEXAS

BY: 
David C. Phillips, Mayor

ATTEST:


Sheila Stephens, City Secretary

Approved as to Form and Legality:


I. Stanton Lowry, City Attorney