



CITY OF
FARMERS BRANCH
TEXAS

Comprehensive Plan

City Council Study Session | May 7, 2024



Vision:

In twenty years, Farmers Branch is a welcoming, diverse, and evolving city that has everything our residents need.

Our unique City in a Park identity is realized through our continued emphasis on high quality parks, trails, and services. Even in the heart of the Metroplex, Farmers Branch retains a small-town feel that everyone can call home.

Guiding Values:

Seven guiding values established by the community to help the City reach the vision.

Uses:

- Evaluation of applications.
- Support identified City-led projects.
- Implementation plan to identify future projects.



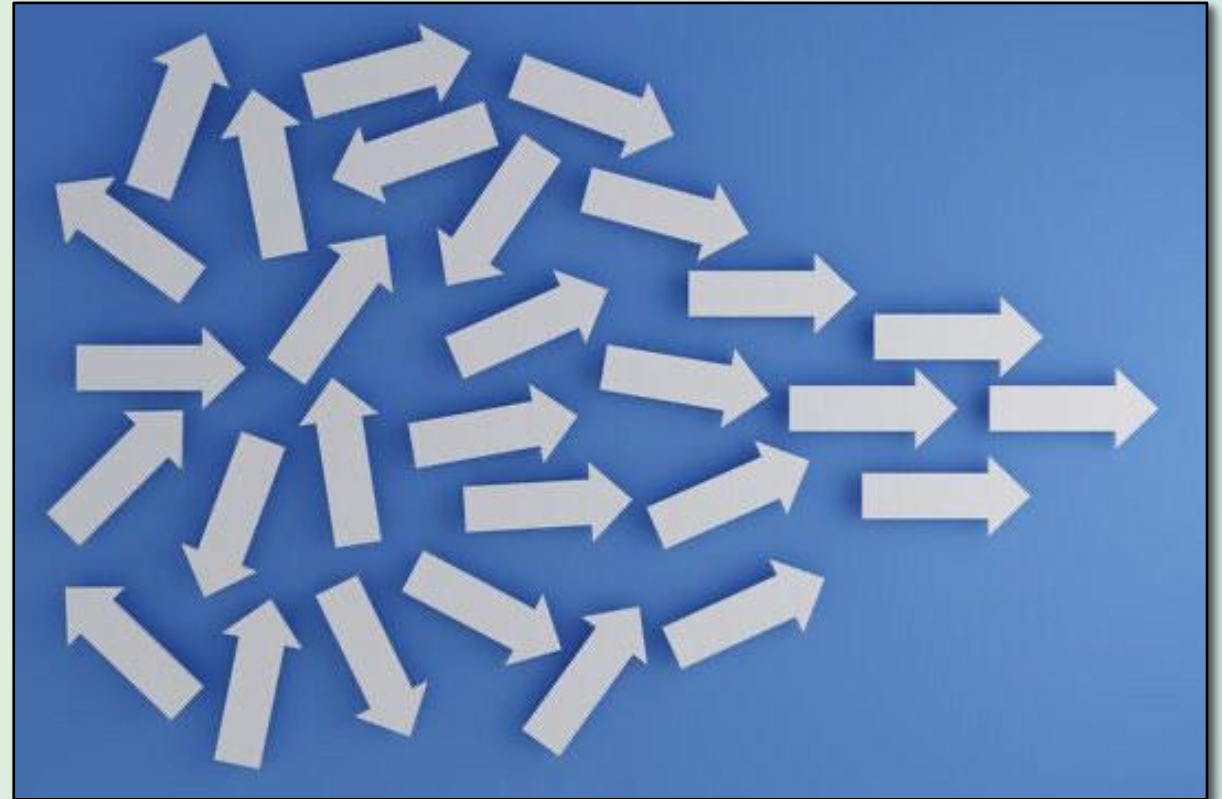
FARMERS BRANCH 2045

Farmers Branch Comprehensive Plan



Implementation:

- Undertaking projects that align with the guiding values will move the city closer to the vision established by the community.
- Policy may need to be established or modified to align with the vision and guiding values.
- The implementation section assigns timeframes to projects listed in the Comprehensive Plan:
 - ❖ Short-Term (0-7 years post-adoption)
 - ❖ Mid-Term (8-14 years post-adoption)
 - ❖ Long-Term (15-20 years post-adoption)

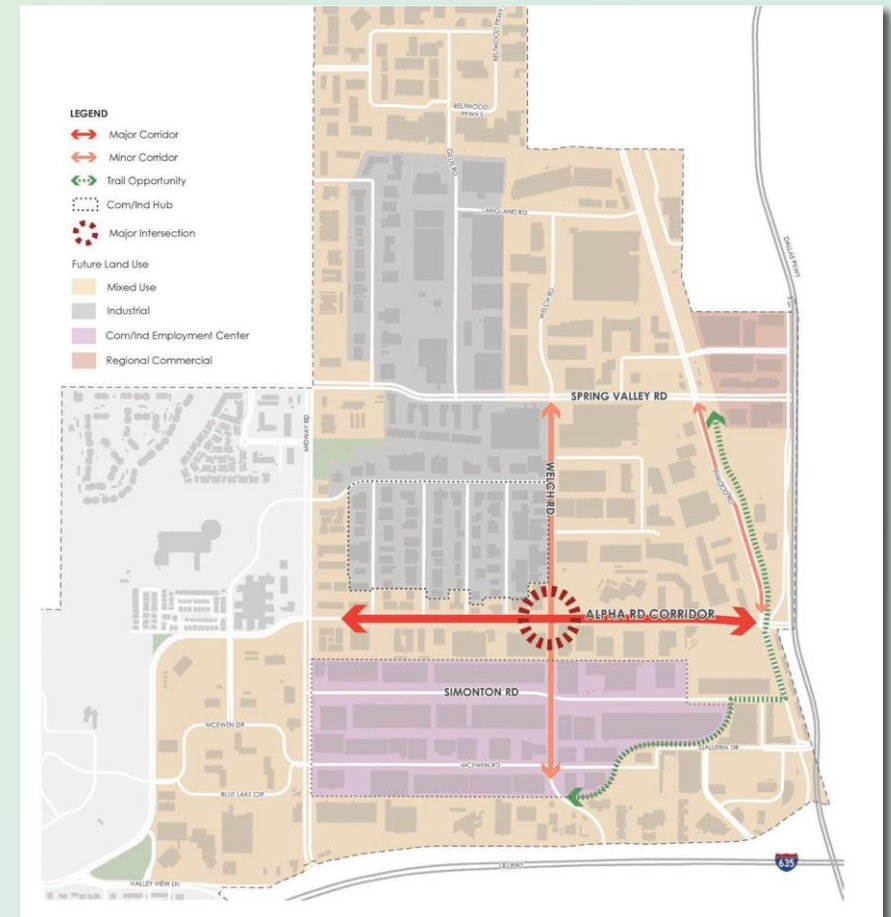
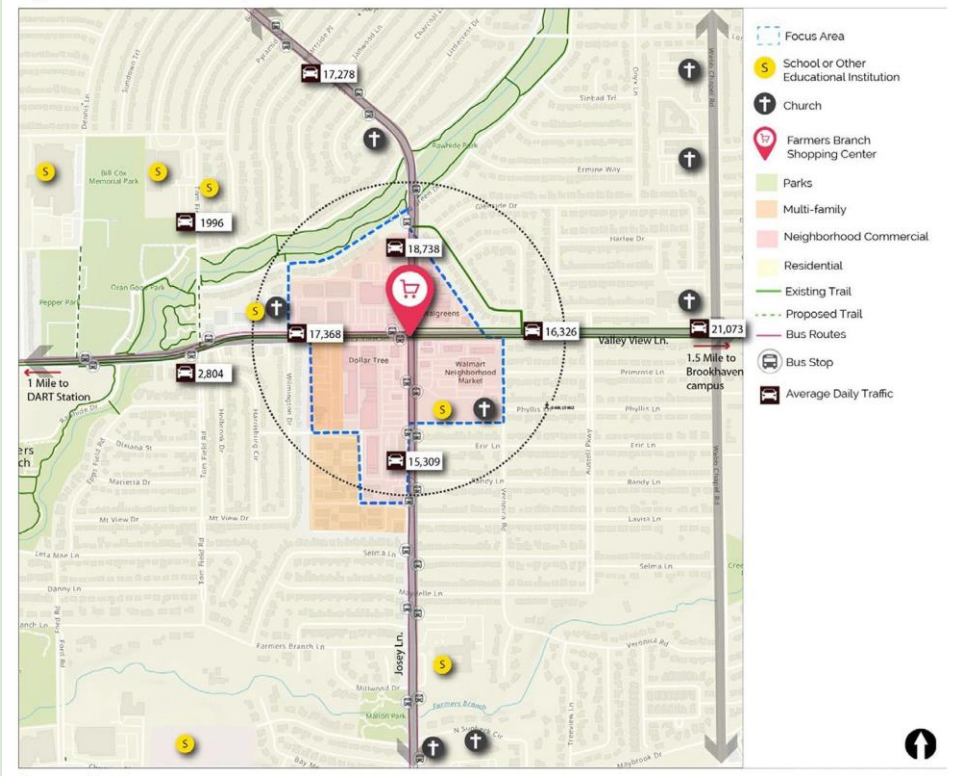


Potential Short-Term Projects – Economic Development (Catalyst Sites)

Four Corners

East Side

Figure 5-6: Market Context Map – Four Corners

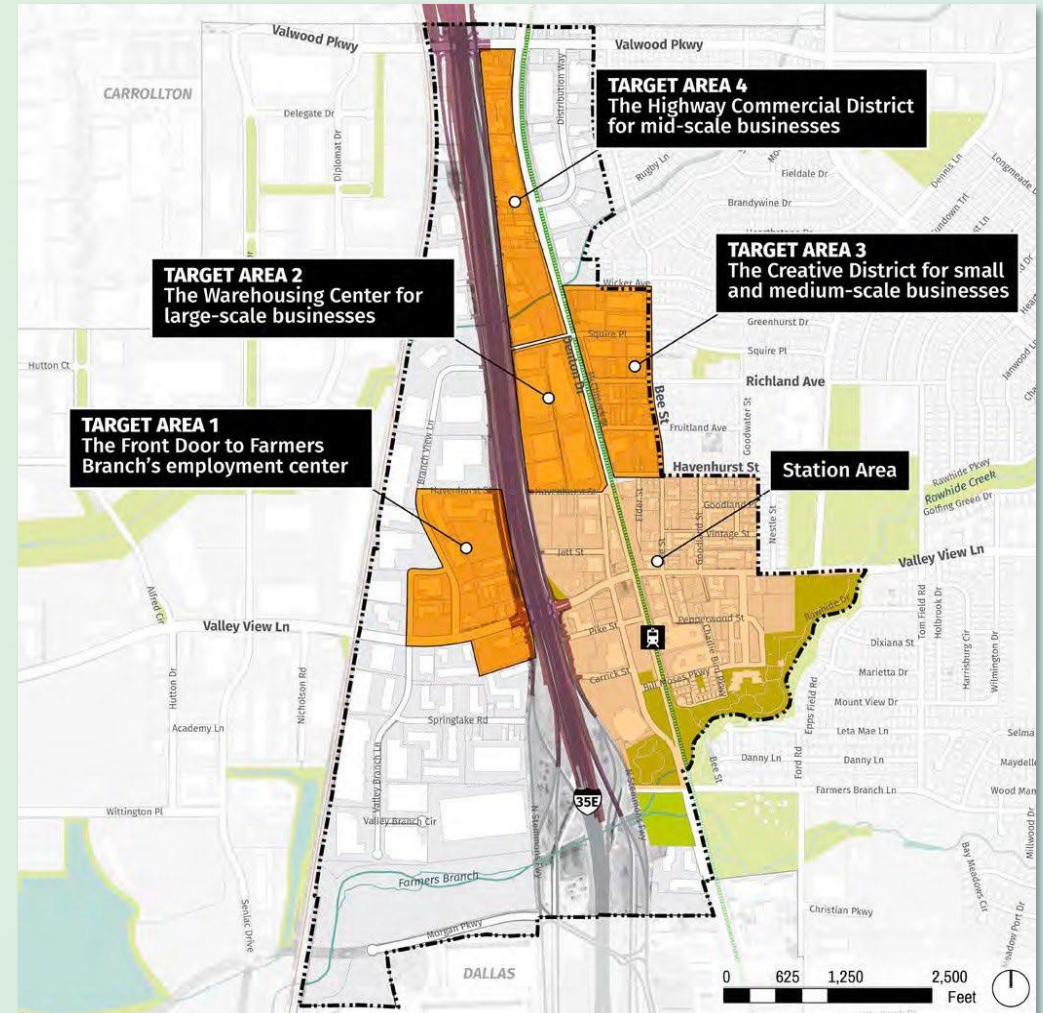


Recommended (over time):

- Conceptual Master Plan
- Zoning, site design and building design standards
- Public Realm Improvements

Potential Short-Term Projects – Land Use:

- Review and revise residential zoning districts in the CZO:
 - To allow for development of missing middle housing.
- Continue Implementation of the IH-35E Corridor Vision Study:
 - Target Area Rezonings:
 - *Target Areas 2, 3, & 4 are identified for rezoning.*
 - *Work on Target Area 2 is underway.*



Potential Short-Term Projects – Housing:

- Builders of Hope Program.
- Dallas County Housing Replacement Program.



Potential Short-Term Projects – Mobility:

- Update the Trails Master Plan.
 - ❖ Identify non-motorized connections linking neighborhood and mixed-use areas.
- Initiate sidewalk gap infill program.
- Develop a program to scope, design and implement livable streets retrofits.
- Establish a safe streets campaign.
- Implement a Neighborhood Safety Improvement Program:
 - ❖ Annual crash analysis and speed data if available.
 - ❖ Traffic Calming toolkit.



Metrics and Monitoring:

- Will allow ongoing monitoring of progress on implementation items and their impact.
- Will add existing programs that support guiding values.
- Staff suggests yearly reporting to Council.



Program Area	Guiding Value(s)	Project	Timeline	Metric	2023-2024 FY
Housing	Housing Options Redevelopment	Update the Demo Rebuild Program.	Short-Term	<ul style="list-style-type: none"> • Number of approved applications. • Increase in tax revenue generated. 	
Housing	Housing Options Diversity	Establish a Community Land Trust Program.	Mid-Term	<ul style="list-style-type: none"> • Number of homes in the program. 	
Housing	Housing Options Diversity	Expand the Home Rehabilitation and Repair Program.	Mid-Term	<ul style="list-style-type: none"> • Funds allocated to Metrocrest for home rehabilitation program. • Number of applications approved. 	
Department-Specific	Great Place to Do Business	Establish a process for customer feedback and process/service delivery improvement for public-facing departments.	Short-Term/Ongoing	<ul style="list-style-type: none"> • Customer satisfaction rating. • Number of identified improvements implemented. 	

Questions/Discussion

