Receive recommendations from representatives of the Future Land Use Plan Advisory Committee regarding their review of the Land Use Element of the Keller Master Plan and portions of the plan to be retained, deleted or reviewed for possible edits.
Background
Commonly referred to as Future Land Use Plan (FLUP)

The plan consists of:
- Written policies for land development, containing nine different land use categories, and
- Map that allocates the nine land use categories to different geographical areas of Keller.

The purpose of the FLUP is “...to guide and direct development...and to suggest appropriate land use relationships and intensities.”
The four primary goals of the FLUP, as stated in the plan, are:

- Preserve positive aspects of the community.
- Provide for different housing types within the community.
- Encourage non-residential development in certain areas of the community.
- Facilitate growth in an orderly manner.
Future Land Use Plan

10 chapters
- Introduction
- Goals and Objectives for Community Development
- Inventory and Analysis
- Existing Land Use
- Demographic Analysis
- Economic Base Study
- Future Land Use
- Corridor Guidelines
- Implementation of the Plan
- Appendices
Future Land Use Plan

- **Adopted November 20, 1998 (Res. #1051)**

- **Two text amendments**
  - City-initiated
  - Changed “Mixed Use” land use designation (amended July 6, 1999 by Res. #1245)
  - Changed lot size ranges for residential land use designations (amended December 7, 1999 (Res. #1317))

- **Multiple map amendments**
  - Landowner / developer-initiated
  - Amendments requested to change land use designation
Future Land Use Advisory Committee
Appointed by City Council on May 21, 2013

Seven members:

- Mayor Pat McGrail (Chair) and Councilman Doug Miller (Vice-Chair)
- Planning and Zoning Commission Chair Jay Brown and Commissioner Paul Frederiksen
- Citizens Melanie Belcheff, Peter Sackleh, and Tom Soulsby.
The Committee shall review the Land Use Element of the Keller Master Plan and make recommendations to City Council within the following scope:

- **Retain** existing content
  - (recommendation not to change existing content)

- **Review** existing content
  - (recommendation to review existing content for retention or amendment)

- **Remove** existing content
  - (recommendation to remove existing content with possible replacement of alternate content)

The recommendations of the Committee shall be finalized and ready to be presented to the City Council no later than **September 17, 2013**.
Conducted seven public meetings over four months

Three of the seven meetings included public hearings

Thirty-five (35) interested citizens spoke during public hearings
Recommendations

FLUP Advisory Committee
City Council has the following options when considering the Committee’s recommendations:

- Direct staff to place this item on a future agenda for discussion and/or consideration
- Reconvene the Committee with clarification of intent and purpose
- Take no action
Discuss the overall format and readability of the Future Land Use Plan
Meeting #1 Findings

- The FLUP is generally organized in a logical manner.

- However:
  - The plan doesn’t flow as well as it should.
  - It seems to be a template plan written by planners for planners.
  - The plan is difficult for citizenry to easily find information about the future growth and development of Keller.
The Committee concluded unanimously, by a vote of 7-0, that the FLUP should be drafted in a manner so that it is easily readable by Keller’s citizenry, staff and potential developers, and that the FLUP should be tailored to Keller rather than be an adaptation of a template plan.
Meeting #2 Topics

Discuss the following chapters of the FLUP:

- Chapter I. Introduction
- Chapter II. Goals and Objectives
- Chapter III. Inventory and Analysis
- Chapter IV. Existing Land Use
- Chapter V. Demographic Analysis
- Chapter VI. Economic Base Study
Meeting #2 Findings

- The actual title of the FLUP as “Land Use Element of the Keller Master Plan” may be misleading or confusing in that there is no overall master plan.

- The goals and objectives were accurate for the time of the plan. They may still be accurate today, but to determine if they are still relevant, the public needs to be surveyed to determine the insight of the community today.

- The framework for demographic and land use data and analyses is good; however, the data needs to be updated and re-analyzed.
Meeting #2 Findings

- There is a relationship between land use and necessary infrastructure to support the land use.
- Economic development objectives should complement and not contradict land use objectives.
- Inconsistencies, conflicts, and contradictions within these sections and the remainder of the FLUP need to be resolved.
The Committee, by a unanimous vote of 7-0, recommended that the first six chapters of the FLUP be reviewed and revised.
Discuss the following chapters of the FLUP:

- Chapter VII. Future Land Use
  - A. Land Use Categories
  - Future Land Use Map
Land uses (categories) and arrangement of land uses on the Future Land Use Map are a primary determinant in what makes up Keller’s quality of life.

The FLUP is Keller’s vision for the future. To match development expectations with FLUP goals and objectives, there needs to be clarity in the relationship of Unified Development Code zoning districts to FLUP land use categories.
The Committee, by a unanimous vote of 7-0, recommended that Chapter VII., Future Land Use, Section A., Land Use Categories, and the Future Land Use Map be reviewed and revised.
Meeting #4 Topics

Discuss the following chapters of the FLUP:

- Chapter VII. Future Land Use
  - B. Recommended Development Practices
  - C. Master Thoroughfare Plan
  - D. Rezoning
  - E. Community Facilities
Meeting #4 Findings

- The recommended development practices are too generic and need to be designed specifically for Keller to better communicate desired development.

- Focus on residential lot size alone, without factoring residential density and neighborhood design, may discourage provision of open space, amenities and other improvements that are expressed goals and objectives for residential development.

- Future Land Uses and the Master Thoroughfare Plan are related; one influences the other and vice-versa.
The Committee, by a unanimous vote of 5-0 (Frederiksen and McGrail absent), recommended that Chapter VII., Future Land Use, Sections B, C, D, and E be reviewed and revised.
Discuss the following chapters of the FLUP:

- Chapter VIII. Corridor Guidelines
- Chapter IX. Implementation of the Plan
- Chapter X. Appendices
Meeting #5 Findings

- The streetscape and urban design of Keller’s major corridors – North Tarrant Parkway, Main Street, Keller Parkway, and Davis Boulevard – often define a visitor’s first impressions of Keller.

- The Corridor Guidelines are overly specific in some aspects, such as lot layouts for different land uses. The guidelines should define a corridor’s general character and theme, but the specific design standards should be within the Unified Development Code.
Meeting #5 Findings

- The FLUP should be reviewed on a periodic basis or at least once every five years.
- The use of community input, including a survey, should strongly be considered if the FLUP is reviewed and revised as recommended.
The Committee, by a unanimous vote of 6-0 (McGrail absent), recommended that the last three chapters of the FLUP be reviewed and revised.
Meeting #6 Topic

- Review alternative/additional components to the FLUP
The content of the FLUP should provide a clear, concise vision of the desire to maintain Keller’s quality of life and reputation as a great place to live.

Whether or not Keller’s FLUP and other master plans are combined into a single comprehensive plan, the plans’ policies should be consistent and integrated.

Further emphasis should be placed in the review and maintenance of Keller’s master plans including the FLUP.
While this topic was related to the FLUP, no vote was taken because it did not directly address contents within the FLUP.
Meeting #7 Topic

- Summarize and finalize the Future Land Use Committee recommendations to City Council.
Overall Conclusions

The overall unanimous conclusion of the Future Land Use Plan Advisory Committee, by a vote of 7-0, is:

- Each section of the Land Use Element of the Keller Master Plan should undergo a review and be revised.

- The Committee feels that the FLUP has served the city well and that many of its principles are still relevant today.
Individual Committee Member Commentary
Certificates of Appreciation
City Council has the following options when considering the Committee’s recommendations:

- Direct staff to place this item on a future agenda for discussion and/or consideration
- Reconvene the Committee with clarification of intent and purpose
- Take no action