



## NOTICE OF A MEETING

(In compliance with Sec. 551.041, Et. Seq., Tex. Gov't. Code)

Notice is hereby given of a Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village to be held on Thursday, November 12, 2020, at 7:00 p.m. via videoconferencing. All agenda items are subject to action. The Committee reserves the right to meet in closed session on any agenda item should the need arise and if applicable pursuant to authorization by Title 5, Chapter 551, of the Texas Government Code.

Pursuant to Section 418.016 of the Texas Government Code, on March 16, 2020, the Governor of the State of Texas granted the Office of the Attorney General's request for the temporary suspension of certain provisions of the Texas Open Meetings Act to allow for telephonic or videoconference meetings of governmental bodies that are accessible to the public in an effort to reduce in-person meetings that assemble large groups of people, as a precautionary measure to contain the spread of novel coronavirus COVID-19.

Accordingly, the public will not be allowed to be physically present at this Regular Meeting of the Comprehensive Plan Update Committee of the City of Jersey Village, Texas, but the meeting will be available to members of the public and allow for two-way communications for those desiring to participate via telephone. To attend the meeting via telephone, please use the following toll-free number: **346-248-7799 along with Webinar ID: 927 5580 5324.**

Any person interested in speaking during the public comment item on the agenda must submit his/her request via email to the City Manager at [ableess@jerseyvillagetx.com](mailto:ableess@jerseyvillagetx.com). The request must include the speaker's name, address, topic of the comment and the phone number that will be used for teleconferencing. The request must be received no later than 12:00 p.m. on November 12, 2020.

The following will be observed by the public participating in the meeting:

- Callers will be called upon to speak by the Chairperson.
- Once called upon for public comment, speakers should state their name and address before speaking.
- Callers will mute their phone unless called upon to speak (*to eliminate background noise*).
- Callers should use handsets rather than speakerphone whenever possible.

The agenda packet is accessible to the public at the following link: [https://www.jerseyvillagetx.com/page/cpuc.ags\\_min](https://www.jerseyvillagetx.com/page/cpuc.ags_min).

For more information or questions concerning the teleconference, please contact the Public Works Administrative Assistant at 713-466-2133. The agenda items for this meeting are as follows:

ITEM(S) to be discussed/acted upon by the Committee are listed on the attached agenda.

### AGENDA

A. Call the meeting to order and announce a quorum is present. *Dr. Courtney Standlee*

## B. CITIZENS' COMMENTS

Any person who desires to address this Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.

C. Consider approval of the Minutes for the Regular Meeting held on October 29, 2020. *Harry Ward, Public Works Director*

D. Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances. *Austin Bleess, City Manager*

E. Adjourn.

## CERTIFICATION

I, the undersigned authority, do hereby certify in accordance with the Texas Open Meeting Act, the Agenda is posted for public information, at all times, for at least 72 hours preceding the scheduled time of the meeting on the bulletin board located at City Hall, 16327 Lakeview, Jersey Village, TX 77040, a place convenient and readily accessible to the general public at all times, and said Notice was posted on the following date and time: November 9, 2020 at 9:00 a.m. and remained so posted until said meeting was convened.



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Harry Ward  
Public Works Director

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending City Council meetings. Request for accommodations must be made to the City Secretary by calling 713 466-2102 forty-eight (48) hours prior to the meetings. Agendas are posted on the Internet Website at [www.jerseyvillagetx.com](http://www.jerseyvillagetx.com)

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly." posted on the Internet Website at <http://www.jerseyvillagetx.com/>

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE  
COMPREHENSIVE PLANNING UPDATE COMMITTEE**

**October 29, 2020 – 7:00 p.m.**

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on October 29, 2020, at 7:00 p.m. via videoconference.

**A. The meeting was called to order by Dr. Courtney Standlee, Chairperson at 7:03 p.m. and roll was taken. The following Committee members were present for the meeting:**

Courtney Standlee	Ashley Hart
Peter Jessup	Amy Weyer
Judy Tidwell	Brittany Davies
Gabriella Hall	Anthony Martin

Jennifer McCrea, and Debra Mergel were not present at this meeting.

City Staff in attendance: Austin Bless; City Manager, Harry Ward; Director of Public Works, Christian Somers; Building Official, Danielle Cordova; Administrative Secretary, and Robert Basford; Director of Parks and Recreation.

Also in attendance: Council Liaison Drew Wasson.

**1. Designate alternate members to serve in place of any absent Committee Members.**

No action was taken.

**B. Citizen's Comments**

No action was taken; there were no comments from citizens.

**C. Consider approval of the Minutes for the Regular Meeting held on October 15, 2020.**

Ashley Hart moved to approve the minutes of the meeting held on October 15, 2020. Peter Jessup seconded the motion.

All were in favor; the motion carried.

**D. Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.**

The Committee held discussion on Chapter 6: Parks, Recreation, and Open Spaces of the City's 2016 Comprehensive Plan. Committee members identified the following changes to the chapter:

- Include a brief overview of the golf course in the background introduction
- Add the verbiage “to engage the community and visibility” to the last bullet point of the background section
- Identify the three categories of City parks and open spaces in the parks summary section
- Utilize consistent verbiage referencing park category/classification throughout the chapter
- Update acreage of parks inventory
- Update Table 1 to reflect Welwyn Park has a gazebo, slide, and playground
- Correct typo in the word Splash Pad in Table 1
- Update Table 1 to reflect Clark Henry Park has a sandbox and trashcans
- Update Table 1 to reflect the parks that have trashcans
- Modify Table 1 to include a row for total acreage and total trail miles
- Relocate Table 6.2 to the beginning of the chapter
- Correct typo in the word Description in Table 6.2
- Highlight trails at Carol Fox Park, Philippine Park, and Clark Henry Park on park system map
- Point out adjacent private trails not maintained by the City on the regional trail system map
- Correct spelling of Philippine throughout text
- Correct spelling of Clark Henry Park (no E in Clark)
- Update page title to Jersey Meadow Nature Preserve Trail and Dog Park
- Mention catch and release fishing, kayaking, kite flying, and similar activities under nature preserve park section
- Rephrase the verbiage “drinking fountains for humans and dogs” under nature preserve park section
- Replace “wetland” with “wetlands” under nature preserve park section
- Keep Figure 14 image name consistent, replace “Jersey Meadow Dr.” with “Jersey Meadow Golf Course,” replace image with aerial view that includes view of the dog park, move label for Rio Grande Dr. to the road, and label bayou weir on Figure 14
- Add pickleball court, handball, and Easter egg hunt to list of available amenities at Clark Henry Park
- Add asterisk indicating swimming pool requires entrance fee
- Indicate concession stand and pavilion are available for rent
- Add dashed line to outline dog park, label the Beltway, Post Elementary parking area and streets, label covered basketball as Multi Use Athletic Pavilion, highlight potential connection point from White Oak Bayou Hike and Bike Trail to trail system, and highlight trails leading to Philippine Park and Clark Henry Park on Figure 20
- Update pictures to include new covered shade structure (Calvin III) and handicap accessible swing at Carol Fox Park
- Add water fountain by volleyball park, walking path around playground, benches and trashcans to available amenities of Carol Fox Park

- Incorporate street names, play structure names, parking locations, and walking trails in Figure 21
- Correct typo in “park” under Philippine Park section
- Remove mention of Village Learning Center under Philippine Park section
- Label White Oak Bayou Wastewater Treatment Plant on Figure 26 and remove label for Village Learning Center
- Highlight trail from sidewalk to gazebo and direction leading to Clark Henry Park on Figure 26
- Remove reference of Jersey Village Baptist Church under mini parks section
- Add borders around mini park images
- Narrow Tables 2 and 3 down to top cities with similar characteristics as Jersey Village and incorporate/cross check with NRPA data
- Remove the phrase “of park land” and replace with “below the medium” in the sentence “To meet this standard, Jersey Village would need to acquire an additional 37.8 acres of park land” in the Level of Service Analysis section
- Remove facilities the City does not have from Table 4 graph
- Indicate per NRPA, Jersey Village has a need for another basketball court and rectangular field in Level of Service Analysis section
- Reference Parks Master Plan and include link to website in Level of Service Analysis section
- Trim down Table 5 to include only cities nearby
- List the golf course as a public facility and indicate you must pay to play
- Replace Figure 30 with Figure 6.1 of the 2016 Comprehensive Plan and outline City limits
- Utilize Figure 6.3 from the 2016 Comprehensive Plan
- Remove pages 34 and 35

The Committee expressed the intent to pick up on page 36 during the next scheduled meeting. With no further discussion, Chairperson, Dr. Standlee proceeded to the following agenda item.

### **E. Adjourn**

Chairperson, Dr. Courtney Standlee adjourned the meeting at 9:16 p.m. The next meeting is scheduled for November 12, 2020 at 7:00 p.m.

Respectfully submitted,

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Danielle D. Cordova  
Administrative Secretary, City of Jersey Village

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Harry O. Ward, P.E.  
Director of Public Works, City of Jersey Village

**COMPREHENSIVE PLANNING UPDATE COMMITTEE  
CITY OF JERSEY VILLAGE, TEXAS  
AGENDA REQUEST**

**AGENDA DATE:** November 12, 2020

**AGENDA ITEM:** D

**AGENDA SUBJECT:** Discuss and take appropriate action regarding a review of the City's 2016 Comprehensive Plan in order to recommend changes to the planning and zoning commission in accordance with Section 14-23(d)(4) of the Code of Ordinances.

**Department/Prepared By:** Austin Bless, City Manager **Date Submitted:** November 9, 2020

**EXHIBITS:** 2016 Comprehensive Plan  
<https://www.jerseyvillagetx.com/page/open/1499/0/2016%20Comp%20Plan.pdf>  
Chapter 6 Edits  
Chapter 7 Edits

**CITY MANAGER APPROVAL: AB**

**BACKGROUND INFORMATION:**

As of November 9, 2020 9am we have had 127 people take the survey. We are hoping for about 380 responses.

We have a few more pages for Chapter 6 remaining for review tonight. Chapter 7 is included for the committee to review tonight as well. Chapter 7 has proposed changes from staff for your review this evening.

**RECOMMENDED ACTION:**

No formal action required at this meeting.

## Recreation by Others

An inventory was conducted of the recreation resources provided by entities other than the City of Jersey Village within 20 minute drive from City Hall. This analysis is aiming at mapping out the resources available in the region and providing a reference to identify the gaps in terms of local recreational needs. The inventory is inexhaustive accounting of available recreation resources and providers such as yoga studios, gyms, parks, and more. The analysis captured a total of 109 recreation facilities and more than 24 different types of recreation amenities.

The table at right shows the number of amenities provided by others in the study area. The top 5 amenities are:

- Trails
- Rectangular Field
- Diamond Field
- Indoor Basketball
- Water Park

24 facilities have trails available within the study area. This include all trails within public parks and designated hike and bike trails. "Rectangular fields" and "Diamond Fields" represent fields for soccer, football, lacrosse, baseball, and softball.

"Indoor Basketball" is mostly provided by schools, community centers and private gyms. "Water Parks" include splash pads, and swimming pools that have play structures.

A total of 9 facilities listed as "Others" include recreation amenities that are unique in the study area such as "Outdoor Learning Area", "Roller Skating", "Gymnasium", "Trampoline", "Dodge ball", "video arcade", "Camping ground", "Go-kart Track", "Laser tag", "Mini golf", and "Outdoor shower".

Among all 109 facilities, 73 facilities are privately owned, which also include HOA and MUD district-owned facilities. A total of 16 facilities are County-owned, 16 by school districts, and 6 facilities are owned by other municipalities. Private owned facilities are the main recreation providers in the area.

## Recreation Provided By Others

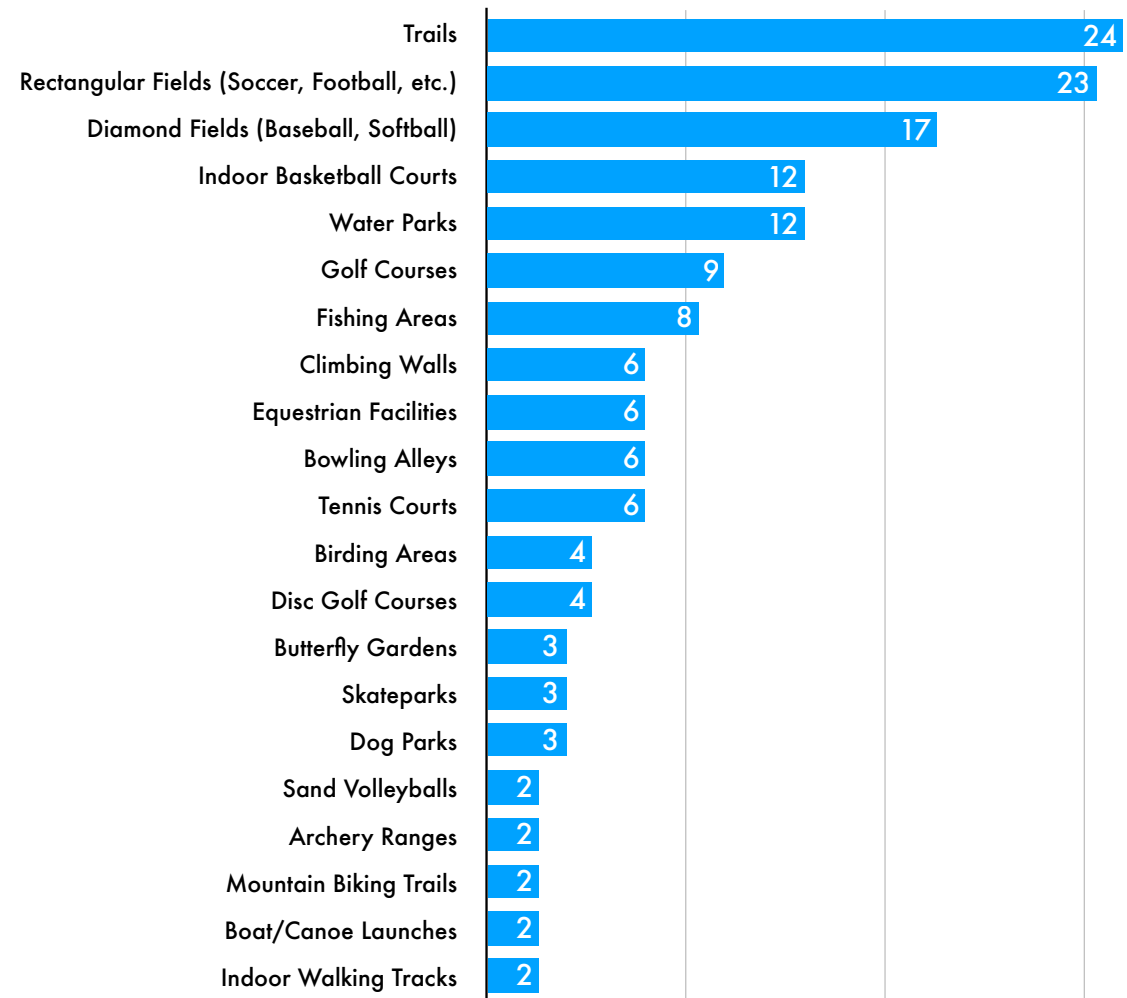


Figure 34. Summary of recreation amenities provided by other entities identified within a 20 minute drive of Jersey Village.

## Recreation Resources By Ownership

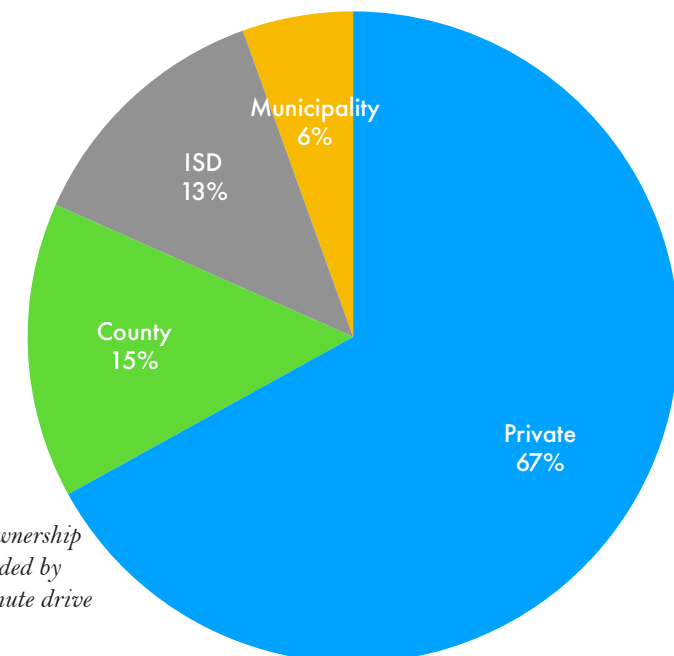


Figure 35. Distribution by ownership of recreation amenities provided by other entities within a 20 minute drive of Jersey Village.



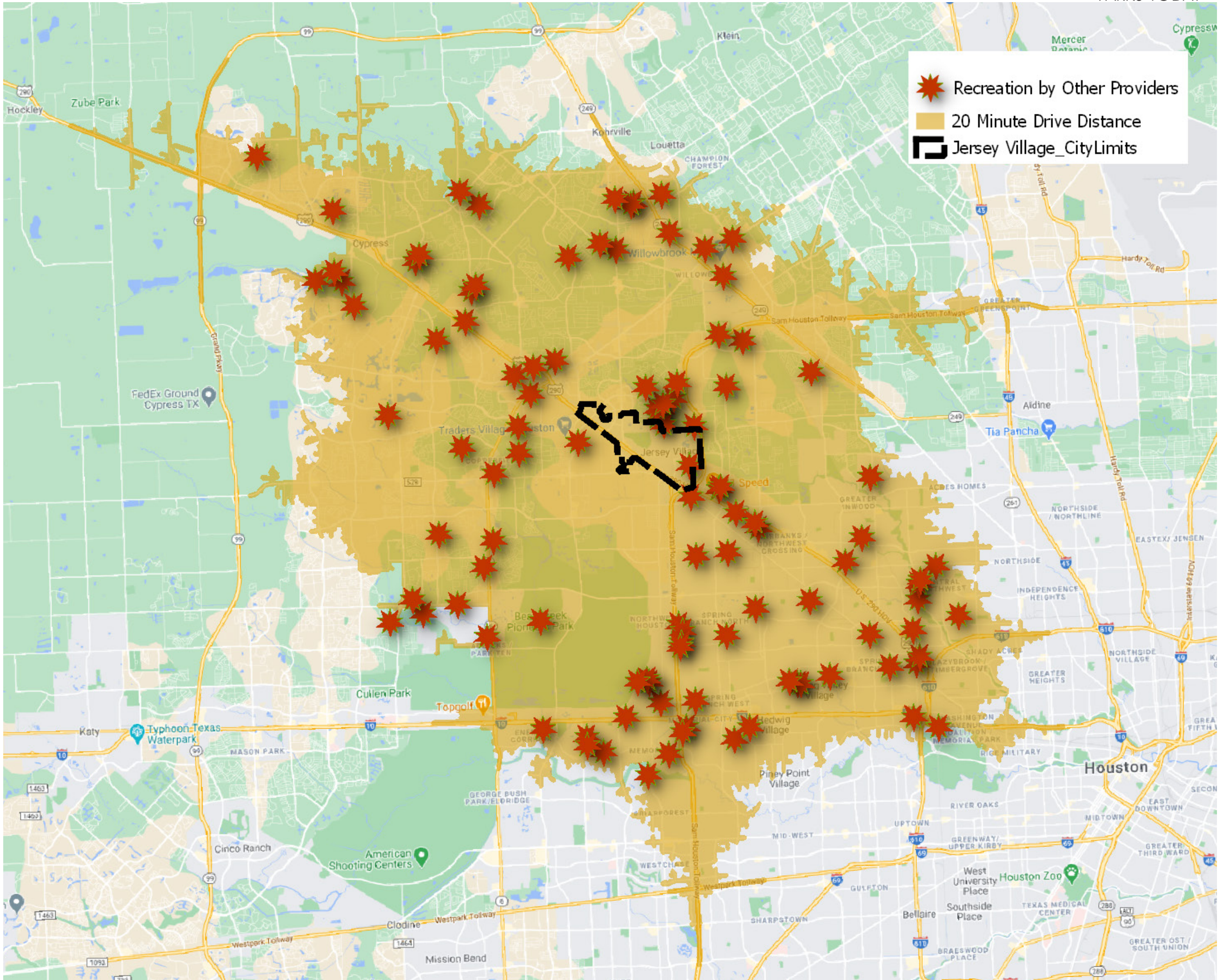


Figure 36. Location of recreation amenities provided by other entities identified within a 20 minute drive of Jersey Village.



## Sports, Programs, and Events

### League Sports

Currently, The sports demand in Jersey Village is fulfilled by private organizations. I-9 Sports offers soccer league play for boys and girls at age of 3 to 5 and baseball league play for ages 3 to 6. Both leagues use fields at Clark Henry park.

### Recreation Programs



Jersey Village began to offer a number of new recreational programs in 2019. These programs will include youth and adult sports, camps, art classes, fitness in the park and more.

Figure 37. Residents participated in an art class in March of 2020.



### Community Events

Jersey Village has a vibrant community atmosphere, where a variety of community events bring residents together each year. Jersey Village Parks and Recreation is providing 12 annual community events based on the local interests.

The following popular events are offered:

- Bingo Nights (NEW in 2020!)
- Health Expo with Jersey Village Senior Outreach (NEW in 2020!)
- Concerts in the Park Series (NEW in 2020!)
- Spring Fling Nature Festival
- Easter Egg Hunt
- Adult Easter Egg Hunt (NEW in 2020!)
- Independence Day Parade
- Movies in the Village
- Eats in the Streets Food Truck Festival
- Fall Frolic Trunk-or-Treat
- Texas State Arbor Day
- Holiday in the Village
- Farmer's Market

Most events are held in the open space and covered basketball court at Clark Henry Park. The events are scheduled through out the years and have a high level participation in the community.

Figure 38. Residents participating in a Bingo Night event at the Civic Center.



## Conclusion

The City of Jersey Village has significant parks and open space facilities when the private facilities and golf course are included in the overall analysis. Jersey Village is competitively positioned against several other communities in the Houston area and around the state.

As part of the Parks Master Plan over 380 people completed surveys providing feedback on improvements that should be made, and potential projects. Rather than duplicating the work for this review interested parties can view the Parks Master Plan on the city website under the “Plans and Studies” page located <https://www.jerseyvillagetx.com/page/city.plansandstudies>

## Parks, Recreation and Open Space Recommendations

The following are action items related to parks, recreation and open space.

### **\*Goal 2**

**Enhance and expand parks, open spaces, trails, and recreational opportunities and experiences.**

#### **Historical Accomplishments:**

- Completed a Parks Master Plan
- Added play structures at Carol Fox Park
- Added a Splash Pad
- The Jersey Meadow Golf Club has seen a massive increase in play and has record setting level of play and revenues in recent years.
- Jersey Meadow Golf Club is being sought after by several large golf tournaments
- The City has worked with i9 Sports to bring in youth sport leagues to Jersey Village.

#### **Comprehensive Plan Goals & Strategies:**

- Explore expanded recreational opportunities.
- Update existing parks and open spaces.
- Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.
- Encourage programs and events that engage the community.
- Improve maintenance of parks and open spaces.
- Increase community connectivity by connecting existing sidewalks and trails to trail system along White Oak Bayou

Explore expanded recreational opportunities.

- Review TPWD and other grant opportunities.

- Improve public access to city facilities such as golf course clubhouse and community center.
- Explore future funding potential to acquire additional park space based on parks and open space master plan.
- Conduct a long range feasibility study on the viability of increasing public open space opportunities by converting the golf course to a public park. Include in this study potential revenue generation to offset future maintenance costs.
- Convert FEMA acquired flood properties into usable park space.
- Review underutilized open spaces and convert to local mini-parks.

## STRATEGIES

Update existing parks and open spaces.

- Continue to conduct playground safety inspections of all parks to determine high priority repairs and/or maintenance items.
- Continue to Update playground equipment at parks to current safety standards.
- Review and incorporate additional park improvements such as a splash pad and dog parks.
- Update City's pool facility with new equipment, slides, a potential splash pad, and buildings.
- Increase annual park budget to include funds to improve existing parks.

## STRATEGIES

Develop strategic partnerships among schools, community groups, businesses, and individuals in order to maximize resources and opportunities.

- Identify potential corporate sponsorships to provide additional recreational opportunities.
- Explore potential environmental education programs with CFISD centered around the bayous and water quality.

- Explore potential community volunteer opportunities to support the parks and recreation program.
- Support the current parks and recreation committees activities.
- Engage CFISD to open up use of recreational amenities to public use.
- Allocate resources for parks and recreation committee to advertise special events and opportunities through social media and other outlets.

#### STRATEGIES

Encourage programs and events that engage the community.

- Create a city league for adult sports.
- Consider sponsoring a “Farmers Market” on a regular basis.
- Continue to target park grants funding sources.
- Provide new funding for parkland acquisitions.

#### STRATEGIES

Improve maintenance of parks and open spaces.

- Review procedures to solicit community feedback on maintenance of parks and open spaces.
- Conduct a parks facilities analysis to determine high priority improvements focusing on safety and health issues that do not comply with applicable state, local, and federal regulations.
- Increase maintenance funding for parks and recreational facilities.

#### STRATEGIES

Increase community connectivity.

- Coordinate with HCFCD on future trail connectivity along White Oak Bayou.
- Build bridge to Jersey Meadow Nature Trail to increase access.



GOAL 6. ENCOURAGE QUALITY FAMILY-ORIENTED RETAIL, RESTAURANT, AND ENTERTAINMENT OPPORTUNITIES TO PROVIDE THE GOODS AND SERVICES VALUED BY JERSEY VILLAGE'S RESIDENTS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Expand marketing of the golf course for tournaments and other special events.

GOAL 7. PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.

STRATEGIES

Market Jersey Village to targeted businesses.

- Consider upgrades to the Jersey Meadow Golf Club clubhouse and related facilities/services

## Community Character 7

### Overview

Jersey Village has a unique history in northwest Houston having been incorporated in 1956 and establishing itself as one of the stable, attractive communities in the area. In the mid 80's Highway 290 ended at Gessner Road with a stop sign and very little development occurred along the Hwy 290 corridor past Jones Road. As the northwest continued to grow beyond the city the edges and entrances that once defined the city began to become 'blurred' by this development (see Figure 7.1, Existing Jersey Village Land Use).

This section addresses the less tangible aspect of community character. Community character is less quantifiable than other aspects of the comprehensive plan such as parks and open spaces, but it is equally important to the vitality of the community. Community character can be defined as the combined effect of the built environment, history, demographic, and social context within a neighborhood. It encompasses the physical built environment and social attributes that make one neighborhood different from another. This chapter introduces two planning concepts, "wayfinding" and "sense of place" and how these are important to the City of Jersey Village.

### Wayfinding and Sense of Place

Describing, let alone trying to improve upon, a community's character is a difficult task. Communities all have a certain feel about them. Certain communities you know when you have arrived without having to see a sign and others you might pass right through without even knowing you were there. When you visit a community you receive visual cues from the built environment, many you are not even aware of. These visual cues help shape your view of what you see and experience. It can be the building architecture, the types of materials, and the age of the buildings. Street could be nicely landscaped or just concreted over. There could be traffic jams on crowded, boulevard streets, or there could be light traffic on a smaller street with lots of pedestrian wandering about in small boutique shops. All of these visual cues, and much more, together suggest a "Sense of Place" (The term is widely attributed to author Kevin Lynch in his 1960 book, "The Image of the City"). These visual cues are collectively called "wayfinding". Kevin Lynch defines wayfinding further by defining it as "...a consistent use and organization of definite sensory cues from the external environment." More simply explained, anything in built environment that you see, hear, smell, can touch, or experience (see Fig 7.2, Examples of Wayfinding Components, on the following page) The physical environment can influence how we feel about ourselves, our community, and our surroundings. Wayfinding elements can evoke positive or they can just as easily give off negative feelings. This is what makes a discussion about community character a very subjective endeavor that is very much rooted in a community's history, culture, and expectations.

Regional development can affect a community's character in a positive or negative way depending on the manner in which the growth occurs. Factors such as architectural style, building

development, freeway expansion, streetscape, buffers, scale, and accessibility can all influence whether development is distinctive and build on the community's character, or lack authenticity or are out of character.

### Summary of Community Character Issues

During the development of this Comprehensive Plan, CPAC and citizens comments created goals action items related to community character. The participants of the public process helped to shape a distinct series of themes that were important to them. The themes, described below, [en-summary-summarize](#) the community's understanding of the important aspects of wayfinding that are important to the future of Jersey Village.

The following description elaborates on those themes:

- Improved Gateways, Entrances, and Wayfinding Signage
  - Reinforcement of the entrances into the City of Jersey Village.
- Freeway Corridor Landscaping
  - The freeway edges of Highway 290 and Beltway 8 are considered important to improving the character of the community and to better define the 'edges' of the city.
- Community Landscaping
  - Many residents feel that the streets and open spaces should be well landscaped and brought up to the quality that is found along Senate Street.
- Code Enforcement
  - The importance of maintaining a minimum level of expatiation for residences and businesses to maintain their properties to protect the overall value of the community.
- Pedestrian Mobility
  - Reinforcement of a walkable community that is interconnected with sidewalks, trails, and open spaces.
- Wayfinding Signage
  - Street signage is an effective way of identifying and helping residents and visitors navigate throughout the city.

### GATEWAY ENTRY ANALYSIS

Gateway entrances serve as the residents and visitor first impression of the city. As the 2016 Comprehensive Plan found the entrances are inconsistent in their landscape and signage approach which was also identified as a potential negative impact on the community. The following issues were highlighted as part of the 2016 Comprehensive Plan

## Identified Issues

### 1. Quality of Landscape

» Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements

### 2. HWY 290 Construction Activity Impact

» The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs are scheduled to be removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape

will be needed, but this could also be an opportunity for the city to create a comprehensive vision for the gateway entrances throughout the city. See Figure 7.4, Highway 290 Construction Activities, below.

### 3. Inconsistent of Signage Design and Materials

» Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.

Hwy 290 Frontage Road East of Senate

Hwy 290 Frontage Road West of Senate

Beltway 8 Frontage Road North of Phillipine

Beltway 8 Frontage Road South of Phillipine

### 4. Logo and Font Consistency Lacking

» The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project it's brand.

## Improved Gateways

The City of Jersey Village limits are irregular in shape and are dominated by the edges of Hwy 290 to the south and Beltway 8 to the east. Jones Road bisects the city but provides two key entrance points into the city to the east and west. Senate at Hwy 290 is widely seen as the main entrance into Jersey Village with Jones Road at Hwy 290 a close second (see Figure 7.3, Corridor and Gateway Analysis Plan, on the following page).

To address each of these items the City has undertaken projects to improve the gateways. The first step in this process was completion of the Gateways and Wayfinding Master Plan. The Gateways and Wayfinding Master Plan addressed branding standards (including colors, materials, and fonts) for the



city, landscape standards, and signage designs. This plan is available on the City Webpage under the “Plans and Studies” page.

Addressing these issues

1. Quality of Landscape

a. The Gateways and Wayfinding Master Plan identified a landscaping palette of ornamental trees and shrubs the city now uses for its landscaping in medians and entrances. Some of these include Natchez Crape Myrtles, Salvia, Plumbago, Bottlebrush, Firecracker Plant, and White Lantana. Knockout Roses in red, white, and blue, to incorporate the official colors of the city, are also utilized.

2. HWY 290 Construction Activity Impact

a. With construction activities completed the city is now able to move forward with entrance monuments at these locations.

3. Inconsistent of Signage Design and Materials

a. The Gateways and Wayfinding Master Plan identified a family of signage materials to be used for city signs. The materials include Clay/Brick Masonry, Cast Stone, Metal, and Limestone. These materials are being used in the new signs that are being built.

b. New Street Signs were designed and installed in 2019 with a consistent look which incorporates the Jersey Village Star.

c. New “Welcome to Jersey Village” signs that are at entrances like Jones Road traveling South, North Eldridge Parkway traveling south, Philippine, Gulf Bank and Steeple Way.

d. Wayfinding Signs were installed in late 2020 providing consistent signs that provide directional assistance for the traveling public.

4. Logo and Font Consistency Lacking

a. The Gateways and Wayfinding Master Plan created a consistent logo and font to be used in all signs. This has been implemented in the design of the new signs.

Another step in addressing these issues was the design and construction of new Gateway and Marquee signage. For budgetary reasons the improvements to the gateways became a phased project and were split over Fiscal Year 2019 and Fiscal Year 2020. The City Council allocated \$1 million each year, for \$2 million total. The types of signs, locations for them, and the phase for each are as follows.

	<u>Sign Location</u>	<u>Sign Type</u>	<u>Project Phase</u>
<u>1</u>	<u>North Eldridge Pkwy and US 290</u>	<u>Large Gateway</u>	<u>Phase 2</u>
<u>2</u>	<u>Philippine and Beltway 8</u>	<u>Large Gateway</u>	<u>Phase 2</u>
<u>3</u>	<u>Jones Road near FM 529</u>	<u>Large Gateway</u>	<u>TBD</u>
<u>4</u>	<u>Jones Road south of US 290</u>	<u>Large Gateway</u>	<u>TBD</u>
<u>5</u>	<u>Jersey Drive at Lakeview near Fire Station</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>6</u>	<u>Senate Ave and Seattle St</u>	<u>Marquee Sign</u>	<u>Phase 2</u>
<u>7</u>	<u>Philippine Street and Equador Street</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>8</u>	<u>Village Drive and Rio Grande</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>9</u>	<u>Jones Road at Jersey Meadow</u>	<u>Marquee Sign</u>	<u>Phase 1</u>
<u>10</u>	<u>Jones Road near Wyndham Lake Blvd</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>11</u>	<u>Senate Ave at US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>12</u>	<u>Jersey Drive at US 290</u>	<u>Small Gateway</u>	<u>Phase 1</u>

<u>13</u>	<u>Jones Road north of US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>14</u>	<u>Steeple Way and US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>
<u>15</u>	<u>West Road and US 290</u>	<u>Small Gateway</u>	<u>Phase 2</u>

Phase 1 of the project was completed in late 2020, and Phase 2 should be completed in 2021.

## **Do we want pictures of each of the gateways still?**

### Primary Gateway

- Hwy 290 at the east and west
- Jones Road at the north and south

### SENATE AT HWY 290

Classification: Major Gateway

### JONES ROAD AT HWY 290

Classification: Major Gateway

### WEST ROAD AT HWY 290

Classification: Major Gateway

### PHILLIPINE STREET AT BELWAY 8

Classification: Secondary Gateway

### JERSEY MEADOWS G.C.

### JERSEY LAKE

### Corridor and Gateway Analysis

Plan January 15, 2015

Figure 7.3, Corridor and Gateway Analysis Plan

### Major Gateway

- Senate at Hwy 290
- Jones Road at Hwy 290
- West Road at Hwy 290

### Secondary Gateway

- Phillipine at Beltway 8

- Jersey Meadow Drive at Jones Road
- Village Green Drive at Jones Road
- Village Drive at Hwy 290

#### Major Intersection

- Jones Road at Hwy 290
- Lakeview at Senate
- Lakes view at Jones
- West Rd at Hwy 290

Jones Road is technically a major intersection, but it also serves as a gateway into the center of Jersey Village and therefore is more prominent.

## ~~GATEWAY ENTRY ANALYSIS~~

~~Gateway entrances serve as the residents and visitor first impression of the city. Currently the entrances are inconsistent in their landscape and signage approach which has been identified as a potential negative impact on the community~~

### ~~1. Quality of Landscape~~

~~» Landscaping at each entry is not consistent in design and/or maintenance. Some entries do not have any landscape improvements~~

### ~~2. HWY 290 Construction Activity Impact~~

~~» The Highway 290 construction activities have negatively impacted the primary entrances into the city, Senate and Jones Road. The two signs are scheduled to be removed by TxDOT sometime during the project. A complete rebuilding of the signage and landscape~~

~~will be needed, but this could also be an opportunity for the city to create a comprehensive vision for the gateway entrances throughout the city. See Figure 7.4, Highway 290 Construction Activities, below.~~

### ~~3. Inconsistent of Signage Design and Materials~~

~~» Each of the entrances have different building materials and configurations which could lend itself to confusion as to whether these are entrances into the city or just another subdivision.~~

~~Hwy 290 Frontage Road East of Senate~~

~~Hwy 290 Frontage Road West of Senate~~

~~Beltway 8 Frontage Road North of Phillipine~~

~~Beltway 8 Frontage Road South of Phillipine~~

#### ~~4. Logo and Font Consistency Lacking~~

~~» The city's branding and logo are not consistently used for each of the gateway entrance signs, if present. This is a missed opportunity for the city to project it's brand.~~

## Freeway Corridor Landscape Design

Freeways by their nature are meant to move people as quickly as possible from place to another. This condition requires a type of landscape that is appropriate for the scale and design speeds along the freeway.

1. Simple, Maintainable Landscape Design - Urban landscapes take a lot of environmental abuse and should be native plantings that are hardy and easy to maintain.
2. Buffer Business and Parking Lots - There currently is a lack of landscape consistency along the highway 290 corridor specifically at local businesses.
3. Enhance Community Edges - A consistent landscape theme along the corridors would help to identify the edges of the city.
4. Reinforce Community Gateways - Freeway landscaped edges will also provide a reinforcement of the gateway entrances into city by providing advance notice of a change in landscape design and approach.

Freeway corridor landscaping need not be elaborate and can be achieved in a number of ways which could include the following: (see Figure 7.5, Potential Landscape Improvements Rendering)

- Landscape Ordinance - An ordinance could be developed to address future business development and include minimal landscape standards.
- Strategic Business Partnerships - Work with local businesses to see what can be done to improve the overall landscape character of their businesses.
- Capital Improvement Projects - Look to fund future landscape projects through city funded revenue sources.



- Grant Funding - There are a number of state and federal grant programs that may be available to help fund freeway corridor enhancements which could be explored in the future.

### Community Landscape

Residential streetscape design can help define individual neighborhoods, promote safety, and create a transition from public to private spaces. The character of a residential streetscape can vary from one neighborhood to the next, but should be of a similar quality. Senate Avenue is the main corridor within the city and is well maintained and recognizable to residents and visitors alike.

Figure 7.5, Potential Landscape Improvements Rendering

Future landscape development should build-off the recognizable features of this corridor. An integral part of the overall community landscape character requires a partnership between the city owned properties and the individual residences. Residences must be willing to maintain their property's landscape or must be guided in that direction by appropriate levels of code and community enforcement guidelines.

A successful residential streetscape design should generally include the following features:

1. Sidewalks - Sidewalks should be separated from automobile traffic by raised curbs and/or tree lawns; they should also meet all accessibility standards.
2. Street Trees and Landscaping - Street trees and landscaping should provide a natural buffer between pedestrians and automobiles. The city should review city-wide opportunities for additional landscaping opportunities where they are needed.
3. Street Furniture - Street furnishings should be coordinated in design and type with the overall character of the neighborhood.
4. Entry Signage - Entry signage should be coordinated with the unique character of the neighborhood through the use of appropriate materials, colors and architectural elements.
5. Consistent Maintenance - The commitment to long term maintenance of public landscapes is critical to the overall landscape character of the city.

### EXISTING CORRIDORS

There are three main corridors through JV, Senate Road, Jones Road, and West Road. Two minor corridors also play a key role in circulation through the city, Lakeview drive and Jersey Drive. Senate Avenue extends from the south across 290 and terminates at White Oak Bayou. Senate is considered the main entrance and access into the primary residential area of the city.

A successful residential streetscape design should generally include the following features:

- Senate Avenue - This corridor has been upgraded with thematic landscaping, signage, and street lights/banners previously by the city and is currently maintained by the City. The corridor has many desirable landscape features that make it a model for future corridor landscape development.
- Jones Road - This corridor has minimal landscape at the Hwy 290 intersection that was installed and maintained by the city. Previously this intersection/gateway was less important to the city, but with the advent of Jones Road extending to the south and the future development of Jersey Crossing, this intersection has more prominence. There are several other entrances into the city that are served off of Jones Road.
- West Road - This corridor is also isolated from the primary residential areas of the city and is not perceived as a major corridor that is identifiable with Jersey Village
- Lakeview/Jersey Drive - Although these streets are single pavement roadways, these local streets are important to the overall character of the city. Recent improvements by the city included decorative street lights and sidewalks.

#### SENATE AVENUE

Classification: Major Corridor

#### JONES ROAD

Classification: Major Corridor

#### WEST ROAD

Classification: Major Corridor

#### LAKEVIEW DRIVE

Classification: Minor Corridor

### Code Enforcement

The importance of maintaining a minimum level of expectation for residences and businesses to maintain their properties to protect the overall community character has been an underlining theme of the public input process. Code enforcement should not be a punitive measure, but a guideline for a public commitment to the overall quality of life in Jersey Village.

Codes and regulations can help maintain a minimum standard for behavior and action among businesses and residents. As state previously in this section, the development of a landscape code for business development can be a useful partnership tool to enact positive change.

## Pedestrian Mobility

Many residents have stated that they want a walkable community and uninterrupted access to parks, open spaces, and local businesses. While the city has invested heavily into public infrastructure in the past ten years there appears to be gaps in accessibility. Community connectivity as it relates to parks and open spaces is discussed in greater detail in the ~~park and open space section~~ [Parks Master Plan](#).

Pedestrian mobility would ideally include a comprehensive analysis of each community's existing pedestrian conditions and needs with an emphasis on community input throughout the process. The plan would identify pedestrian routes to activity centers and infrastructure improvement projects along these routes. The Pedestrian Master Plan will be a key resource and advantage for the City when seeking grant funding needed to implement pedestrian projects that promote pedestrian safety, walkability, mobility, and neighborhood quality.

A accessible community should have the following attributes:

1. Community Connectivity - Develop a complete pedestrian network that provides direct and convenient connections for neighborhoods, employment centers, transit stations, public places and community destinations.
2. Park and Open Space Connectivity - Multi-modal transportation opportunities along existing streets and/or open space corridors within the city are opportunities that can be explored.
3. Walkability- Create pedestrian facilities that offer amenities to encourage usage and to enhance the pedestrian experience.
4. Safety - The Creation a safe pedestrian network free of barriers and tripping hazards, that has sufficient street crossings, buffer pedestrians from vehicles and has facilities wide enough to accommodate peak pedestrian use
5. Accessibility - Make facilities accessible to pedestrians of all abilities and meet all local, state and federal requirements.

## Wayfinding Signage

~~The goal~~ [Goal](#) of Wayfinding Signage ~~Wayfindingsignage~~, both regulatory and non-regulatory, has the potential to impact the greatest number of people over the entire city. When implemented at major intersections and city 'Gateways', wayfinding signage will be a highly visible design element to project a

collective, positive image of the community. (see Figure 7.6, Sample Wayfinding Signage Plan) The goal of the wayfinding signage system is to reinforce the city's "sense of place as previously discussed, by informing and guiding users as they travel throughout the city, and enhancing the city's visual appeal and identity, and ultimately making the city more memorable to residents and visitors.

#### OBJECTIVES OF WAYFINDING SIGNAGE

1. Celebrate the unique character of the city.
2. Reinforce the city's 'Sense of Place'
3. Reinforce the boundaries of the city.
4. Identify and increase awareness of important activity or destination points within the city.
5. Improve the streetscape character for the city's corridors.
6. Identify and reinforce linkages and pathways between the different parks and open spaces within and out of the city.
7. Effective, low cost design that can be easily implementable on a city-wide basis.

#### EXISTING CITY SIGNAGE

The 2016 Comprehensive Plan found the ~~Currently the~~ city ~~does did~~ not have a comprehensive signage program that is unique to Jersey Village. The city has a definable logo and brand that has been used for some time and it appears that the majority of residents identify with the logo (~~see Figure 7.6, Sample Wayfinding Signage Plan~~).

To improve this issue the city undertook the Gateways and Wayfinding Master Plan. This created a plan that incorporates a common theme and laid the groundwork for the update to existing city signs that have already been completed.

- ~~• Review Appropriateness of a Thematic Signage Program~~
- ~~• Consider Conducting a Thematic Master Plan Study~~
- ~~• Review Context of Surrounding Communities Who Have Implemented Thematic Signage Programs~~

#### Community Input

In drafting the Gateways and Wayfinding Master Plan the citizens were heavily involved in the process. Citizen feedback was received at an Open House Meeting and via online surveys. Citizens evaluated there options for a signage family and voiced their preference for the sign family that has since been implemented.

~~While a detailed demand based analysis was not conducted their is significant community feedback through City Council, CPAC, online survey, and several public meetings that have provided valuable information as to the current state and importance of the parks and open space system in Jersey Village.~~

#### Public Outreach Methods

- ~~• Online survey of 204 residents~~
- ~~• City Council meetings and polling~~
- ~~• CPAC meetings and polling~~
- ~~• Public meetings~~

### COMMUNITY CHARACTER IMPORTANCE

A common refrain during the planning process is that the residents of Jersey Village are proud of their community and want to strengthen the perception of the neighborhood. Because the city is spread out and has grown over the years the land use patterns have expanded. There is a strong concern that the edges and entrances are not clearly defined and that more needs to be done to improve the 'front' door into Jersey Village. Another concern centers on the long term viability of the neighborhood from code enforcement of properties, landscape maintenance, the quality of landscape throughout the neighborhood, and consistency of entrance signs and signage in general.

The following are summarized comments from the public outreach conducted as part of the original 2016 Comprehensive Plan:

#### Code Enforcement

- Many citizens are concerned about the lack of code enforcement of individual and business properties.
- The perception that run down properties detract from the quality of the community is a concern.
- Their is a perceived lack of consistent, code enforcement by the city of delinquent properties.
- Typical Comments:
  - » "Keep Jersey Village Beautiful" enforce all codes!!!"
  - » "I am concerned it will become a neighborhood of falling down houses and unkempt yards."
  - » ".....improved schools, code enforced - start with landscape control, attract more high-end business."

- » “We need to keep up the curbside appeal, but many homes don’t keep up yards etc.”
- » “Better enforcement for homeowners mowing their grass”

### Highway 290 and Beltway 8 Landscaping

- With the construction of Hwy 290 there is concern that the quality of the landscape along the freeway needs to be improved.
- The quality of the business properties along Hwy 290 are of concern and landscaping could help to mitigate this issue.
- Typical Comments:
  - » “Better landscaping at retail. 290/Jones is asphalt wasteland”
  - » “More trees around highways”
  - » “Jones/290 area is awful”
  - » “ It would really improve the city’s highway appeal if we had more restaurants and nice features around 290 itself. ”
  - » “ Mixed landscape (i.e. Bellaire—trees are various sizes)”

### Community Entrances

- Jersey Village has numerous entrances throughout the city, but there is a concern that visitors are unclear what is the main entrance.
- The quality and consistency of the landscape entries was noted as a concern.
- Construction impact from highway 290 construction on the Jones Road and Senate entries is a concern.
- Typical Comments:
  - » “Many Jersey Village residents see West Rd./etc. as their access homes”
  - » “More attractive entrance of Jones”
  - » “Visible attractive entry points”
  - » “An updated entrance to the city.”
  - » “Have a billboard that says, “if you lived in jersey village, you’d be home” and place on 290 and the beltway.”
  - » “Too many entrances”



## Pedestrian Mobility

- An overwhelming theme of the public input centered on walkable community from residences to parks, retail, and other destinations.
- Some gaps in sidewalks and quality were noted during the planning stages..
- Typical Comments:
  - » “Walkable”
  - » “Sidewalks or walking paths connecting all segments for walking instead of current breaks. ”
  - » “A safe neighborhood, where you see people walking, enjoying the parks etc. ”
  - » “A walking and biking community. I think this is the future. Being able to bike or walk to restaurants, grocery etc.”
  - » “More pedestrian friendly. Walk or bike to shops”
  - » “Sidewalks or walking paths connecting all segments for walking instead of current breaks.”
  - » “Build sidewalks at all properties that should have sidewalks and repair those that are damaged”
  - » “Better passage for pedestrians (i.e. runners, walkers on bridges that cross bayou system on Rio Grande and Lakeview)”

## Community Landscape

- Maintenance concerns have been brought up on numerous occasions.
- Potential concern that sub-standard parks and open spaces detract from the quality of the neighborhood
- Potentially under utilized parks facilities.
- Typical Comments:
  - » “1) Beautification Projects to all common areas and esplanades. 2) More law-enforcement 3) Have many more community events, similar to the Woodlands”
  - » “I’d like to see the village looking well kept with more crape myrtle and oak trees.”
  - » “....planting of native tree and plants; ”
  - » “1. Beautification projects (landscaping of common areas, esplanades. parks, etc.)”
  - » “Nicely kept city landscaping (as it is now).”
  - » “Grounds and street maintenance”
  - » “Clean. Nice landscaping”
  - » “I’d like to see the village looking well kept with more crape myrtle and oak trees”

## Community Character Recommendations

The following are action items related to community character based on input throughout the planning process.

GOAL 1. HIGHLIGHT THE CITY'S IMAGE AS A SPECIAL COMMUNITY BY ENHANCING THE VISUAL CHARACTER OF THE CITY'S COMMERCIAL AREAS AND COMMUNITY ENTRANCES.

### Historical Accomplishments Since 2016:

- Completion of the Gateway and Wayfinding Master Plan which created uniform branding standards for the city and uniform sign standards.
- Upgrade City's Logo and Branding
- City Street Signs have been updated with city logo and unique background color.
- Phase 1 of the Gateway and Marquee Signs have been completed
- New Wayfinding Signs have been designed and installed

### STRATEGIES

Improve the City's entrances with landscaping and monumentation.

- ~~• Prepare a landscape master plan for the design of City corridors and entrances with a consistent, identifiable character.~~
- ~~• Clean up existing entries after TxDOT 290 work is complete until a new landscape master plan can be developed.~~
- ~~• Incorporate City logo into entrance sign designs.~~
- ~~• Design and implement Hwy 290 gateways according to TxDOT standards to highlight the entrance to the City.~~
  - Complete Phase 2 of the Gateway and Marquee Sign Project

### STRATEGIES

Improve the landscape character of commercial business properties.

- Create landscape ordinance that requires new properties, and major renovation projects to be landscaped to a minimum standard for areas adjacent to public rights-of-way.

- Create commercial development guidelines to encourage new development to build to minimum landscape standards.
- Create signage ordinance for local businesses that is consistent with the overall signage master plan.
- Coordinate with local businesses to encourage a uniform sign design standard.
- Explore strategic public/private partnerships with local businesses to encourage beautification efforts of their properties.
- Sponsor a beautification award for businesses to encourage landscape development of their properties.
- Review code enforcement procedures for their effectiveness, and make necessary changes.

## STRATEGIES

Reduce visual clutter.

- Prepare a visual assessment survey of City corridors to identify problem areas that negatively impact community character.
- Create architectural design guidelines to encourage minimum design standards.
- Remove overhead power lines as new infrastructure projects are implemented.
- Reduce the number of billboards that are in the City.

## STRATEGIES

Improve the character of corridor character throughout the community.

- Review and improve landscape maintenance procedures for City crews.
- Partner with Trees for Houston or other organizations that can provide assistance in planting trees.
- Create a more stringent tree preservation ordinance to protect existing tree resources.
- Promote increase canopy along streets, parks, and open spaces.
- Expand thematic street light standards to all City streets.

## STRATEGIES

~~Upgrade City's logo and branding.~~

- ~~• Conduct a branding study to reinforce the City's community character and marketing approach.~~
- ~~• Explore potential logo application to proposed city entrance signage.~~

GOAL ~~2~~7.

**Invest in infrastructure, activities, and opportunities that will revitalize the Highway 290 corridor to maximize its visual appeal, sense of place, and economic value.**

~~INVEST IN INFRASTRUCTURE, ACTIVITIES, AND OPPORTUNITIES THAT WILL REVITALIZE THE HIGHWAY 290 CORRIDOR TO MAXIMIZE ITS VISUAL APPEAL, SENSE OF PLACE, AND ECONOMIC VALUE.~~

STRATEGIES

Create a sense of place and maximize the visual appeal of the Highway 290 corridor.

- Partner with local property owners and CenterPoint Energy to identify back-of-lot utility easements to provide options for removing overhead lines from the 290 frontage.

GOAL 3. PROTECT THE QUALITY AND INCREASE EXISTING CHARACTER OF RESIDENTIAL NEIGHBORHOODS.

**Historical Accomplishments Since 2016:**

- ~~• Ability to report ordinance violations via city's website and Mobile App. Residents can track the status of the request and receive updates as the problem is resolved.~~
- ~~• Creation of the monthly Farmer's Market~~

STRATEGIES

Encourage housing and property maintenance to maintain neighborhood integrity.

- Develop a recognition/reward program to encourage homeowners to enhance or maintain their properties through lawn maintenance, and exterior upgrades and upkeep.
- Provide and coordinate programs to prevent the deterioration of homes.
- Educate citizens on code enforcement requirements. ~~Communicate status reporting of violations and corrections to the community.~~ Information shared could be related to general types of violations, clearance rates, average time to contact, etc.
- Develop an annual or semi-annual neighborhood clean up to promote community pride.

## STRATEGIES

Enhance existing neighborhood infrastructure when possible.

- Institute an annual program for assessing quality and useful life of neighborhood amenities, and allocate funds for replacement, additions, or remodels as needed.

GOAL ~~48~~. PRESERVE, PROTECT, AND ENHANCE THE CITY'S IDENTITY AND SENSE OF COMMUNITY BY IMPLEMENTING WAYFINDING IMPROVEMENTS THROUGHOUT THE CITY.

## STRATEGIES

Create a consistent, identifiable signage design throughout the city.

~~• Conduct a wayfinding signage master plan to explore potential thematic signs unique to the City to include street signs, directional, and facility signs.~~

- Develop commercial signage guidelines to encourage existing business to follow as well as control future commercial development application.

GOAL ~~97~~. **Promote infill and redevelopment of vacant or underutilized parcels along with the appropriate mix of land uses within the city limits and extraterritorial jurisdiction.**

~~PROMOTE INFILL AND REDEVELOPMENT OF VACANT OR UNDERUTILIZED PARCELS.~~

## STRATEGIES

Promote the highest and best use for vacant or underutilized properties.

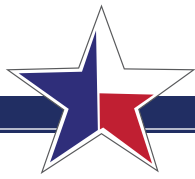
- Ensure property and building maintenance codes are up to date and compatible with current City values.

~~GOAL 8. PROMOTE THE APPROPRIATE MIX OF LAND USES WITHIN THE CITY LIMITS AND EXTRATERRITORIAL JURISDICTION.~~

## STRATEGIES

Revitalize areas of opportunities to attract new investment and activity.

- Promote aesthetically pleasing designs for retail and commercial land uses that are located at major intersections as destinations in their own right, but also as corridor framing uses.



## GATEWAYS

City gateways are typically located at major entry points, providing an iconic built element that indicates you are entering a specific and unique place. The orientation of U.S. 290 and Beltway 8 provide ideal major gateway locations for Jersey Village although existing conditions present challenges to overall size and orientation. Due to the elevated nature of both highways, height of these gateways are key, providing visibility for both travelers on the main lanes of each highway as well as the frontage roads.

An on-site review of existing conditions of the gateway locations proposed in the 2016 Comprehensive Plan required some alteration of signage hierarchy and location. Narrow medians, tight building lines and rights-of-ways crowded with existing signage and utilities provide challenges to developing extensive gateways. Three configurations of gateway signage are proposed including a tall narrow large gateway monument at major entry points and where space allows, a shorter gateway monument at secondary entry points and where space is limited, as well as a horizontal entry monument that could be used at municipal facilities (buildings or parks) or as an option at Senate Avenue if adjacent property was acquired.

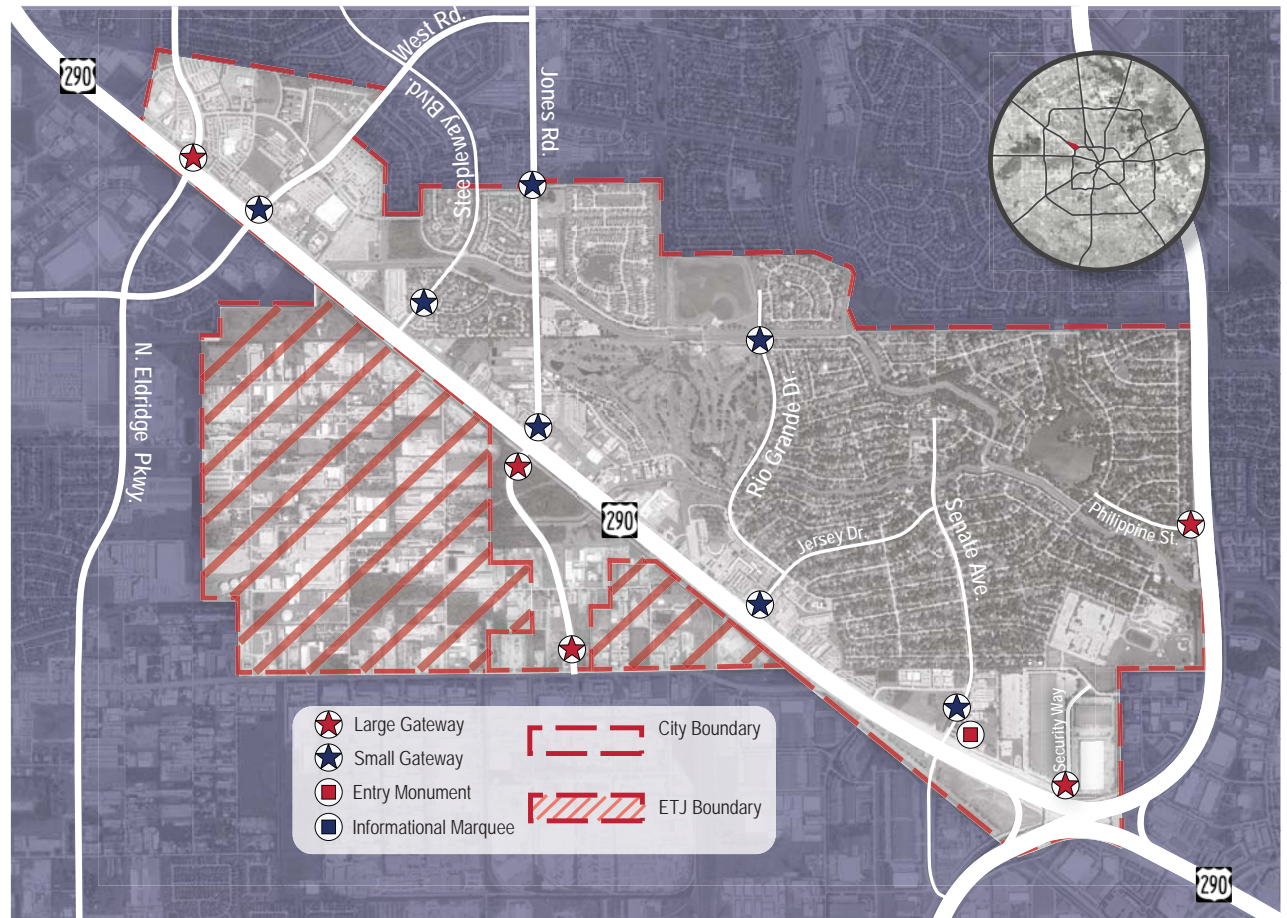
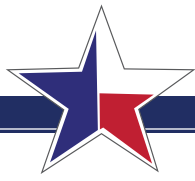


Figure 3 - Gateway Signage Locations

This would be Figure 7.3





## WAYFINDING

Elements of the proposed City gateways can also be utilized to create consistent wayfinding signage throughout the City. Wayfinding signage includes street signage, informational kiosks or marquees, and location or building identifiers. Current street signs are blue (a shade that is inconsistent with most versions of the City star logo) within City-maintained right-of-ways and do not contain a logo or special City identifier. Roadways maintained by Harris County typically showcase the standard county signage which is green or a mix of county and city signage.

There are currently five informational marquees located within the City along major roadways. These signs are beginning to show their age and will need to be replaced in the near future. Developing consistent marquee signage with electronic displays would streamline City notifications and reduce staff time allocated for changing out the existing traditional signage. Pedestrian wayfinding and building identifier signage should also be installed at City properties including park sites, City Hall, and police and emergency services departments, creating a consistent message and brand.



This would be Figure 7.6