

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

July 13, 2020 – 7:00 p.m.

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on July 13, 2020, at 7:00 p.m. via videoconference.

- A. The meeting was called to order by Debra Mergel, Vice Chairperson at 7:01 p.m., and roll was taken. The following Committee members were present for the meeting:**

Debra Mergel	Peter Jessup
Jennifer McCrea	Amy Weyer
Ashley Hart	Judy Tidwell - Alternate
Brittany Davies	Gabriella Cole - Alternate

Chairperson, Courtney Standlee was not present at this meeting.

City Staff in attendance: Austin Bless; City Manager, Danielle Cordova; Administrative Secretary.

Also in attendance: Council Liaison Drew Wasson.

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

With the resignation of Frank Maher, a position is open on the Committee. Alternate No. 2, Judy Tidwell, is rotated to Alternate No. 1 position. Gabriella Cole is rotated to Alternate No. 2 position. Judy Tidwell was designated to serve in place of absent Committee members.

- B. Consider approval of the Minutes for the Regular Meeting held on June 8, 2020**

Jennifer McCrea moved to approve the minutes of the meeting held on June 8, 2020. Peter Jessup seconded the motion.

All were in favor; the motion carried.

- C. Citizen's Comments**

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

- 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 the 2014 drafted developed strategies of the Comprehensive Planning Advisory Committee. City Manager Bleess suggested that the Committee discuss new goals or strategies that can be implemented to recommend changes to the Planning and Zoning Commission. Committee members questioned whether the previous goals and strategies were listed in order of importance. It was indicated that the top items that were listed in the draft came from citizen suggestions during previously held town hall meetings. A status of the previous projects in the 2016 Comprehensive Plan was requested and it was suggested that the community be updated of any progress that has been made. Committee members recommended the following new action items to consider: addressing storage at the car wash business on Senate Avenue near Premier Auto, fining businesses for non-compliance, and setting regulations for new builds and remodels.

Councilmember Wasson inquired of committee members whether it would be helpful to put together a priority list for Council and Staff to assess. Committee members indicated that grouping topics together would be useful in creating a new set of goals. Others noted that many of the listed topics crossover into multiple goals and questioned the Committee's objective. Vice Chairperson Debra Mergel clarified that the Committee's goal for the meeting was to review and determine whether or not previous items should still be considered goals and placing them in order of priority. City Manager Bleess concurred and asked Committee members to consider actions that could be taken to achieve that goal.

The committee engaged in discussion regarding historical accomplishments of the previous Comprehensive Planning Advisory Committee. Accomplishments mentioned include the following: upgrading the city's logo and branding, designing street signs with the current city logo, replacing all street signs within the city limits, the ability to report ordinance violations via the city's website and/or mobile application, the creation of a brewery, and the creation of a periodic "Farmers Market." Committee members suggested adding a section to the upcoming Comprehensive Plan highlighting previous accomplishments.

Members indicated highlighting the City's image, protecting the quality of residential neighborhoods, enhancing parks and open spaces as well as maintaining community safety are goals that are still of significant importance. Some suggested combining the goals of promoting infill and redevelopment of vacant or underutilized parcels and promoting the appropriate mix of land uses within the City limits and extraterritorial jurisdiction as a single goal.

Additional items the committee identified as remaining of significant importance include the following:

- The reduction of visual clutter (i.e. billboards, power lines)
- Strengthening city ordinances to require landscaping along US 290, Jones Road, Eldridge Road, and other roadways to soften commercial images
- Placing entrance landscape and signage that indicates to drivers that they are entering the City of Jersey Village
- Choosing an update visual display marking the beginning of city limits for all major entrances
- Updating the city's sign ordinances to eventually eliminate billboards along US 290

- Ensure there are provisions for meeting and satisfying the needs of residents and potential residents with a variety of single family homes
- Enhance existing neighborhoods infrastructure when possible (i.e. sidewalks, street lighting)
- Complete all missing sidewalks
- Promote community pride and spirit by conducting an annual or semi-annual beautification and clean-up day
- Promote a “JV Pride” day where neighbors clean up their yards followed by a community barbeque
- Create an economic development corporation
- Become more business friendly and possibly simplify the permitting process
- Create a business council or hire a consulting firm to seek out and attract quality businesses

Committee members continued to engage in discussion regarding shifting and prioritizing goals from the Comprehensive Planning Advisory Committee draft. Reconciling and incorporating ideas to come up with measurable goals was suggested.

The committee rearranged and combined goals as follows:

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.

Goal 2: Enhance and expand parks, open spaces, trails, and recreational opportunities and experiences.

Goal 3: Protect the quality and increase existing character of residential neighborhoods.

Goal 4: Encourage quality family-oriented retail, restaurant, and entertainment opportunities to provide the goods and services valued by Jersey Village’s residents.

Goal 5: Ensure that transportation, public services, and utilities are maintained and enhanced to meet the community’s present and future needs.

Goal 6: Provide public facilities to maintain community safety, and serve existing and new development in an efficient and cost effective manner.

Goal 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.

Goal 8: Preserve, protect, and enhance the City’s identity and sense of community by implementing wayfinding improvements throughout the City.

Goal 9: Promote infill and redevelopment of vacant or underutilized parcels and promote the appropriate mix of land uses within the city limits and extraterritorial jurisdiction.

Details of the goals were discussed. Members suggested an economic development corporation could help market the City to targeted businesses while others suggested easing the permitting process.

With no further discussion, the Committee brought the meeting to a close with plans to pick up on goal five at the start of the next meeting. Vice Chairperson Mergel proceeded to the following agenda item.

E. Set date/time for future meetings.

Bi-weekly meetings were suggested as members indicated there is still much to cover. The next two meetings are scheduled for August 4, 2020 at 7:00 p.m. and August 18, 2020 at 7:00 p.m. The method of delivery is to be determined.

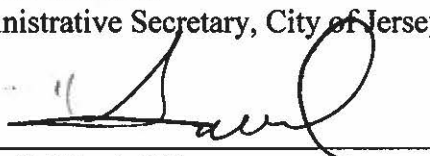
F. Adjourn

With no further business, Vice Chairperson Debra Mergel adjourned the meeting at 9:35 p.m.

Respectfully submitted,



Danielle Cordova
Administrative Secretary, City of Jersey Village



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