

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

**August 18, 2020 – 7:00 p.m.**

A quorum of the Comprehensive Planning Update Committee of the City of Jersey Village, Texas, convened on August 18, 2020, at 7:00 p.m. via videoconference.

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

Courtney Standlee	Amy Weyer
Debra Mergel	Judy Tidwell - Alternate
Ashley Hart	Gabriella Cole - Alternate
Brittany Davies	Anthony Martin – Alternate
Peter Jessup	
Jennifer McCrea	

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

Also in attendance: Council Liaison Drew Wasson.

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

No action was taken; all committee members were in attendance.

**B. Consider approval of the Minutes for the Regular Meeting held on August 4, 2020**

Ashley Hart moved to approve the minutes of the meeting held on August 4, 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 continued discussion from the August 4, 2020 meeting on the 2014 drafted developed strategies of the Comprehensive Planning Advisory Committee. Committee members

noted the following additional accomplishments to add to goal four, which had previously been discussed:

- The addition of HTX Kitchen, Cuppo, as well as an increased number of family friendly restaurants and a local brewery scene located within the new business development along Senate Avenue and Highway 290.

Dr. Standlee proceeded the discussion to goal seven: Invest in infrastructure, activities, and opportunities that will revitalize the Highway 290 corridor to maximize its visual appeal, sense of place, and economic value. The Committee recognized the historical accomplishments of goal seven as follows:

- Construction of a visually appealing sound wall along Highway 290 separating commercial and residential districts
- Construction of the Jersey Village Emergency Room along Highway 290 between Jersey and Village Dr.
- New entrance ramp and turn only lane near Highway 290 and Senate Avenue
- Clean up of the Super 7 motel
- Completion of phase one of the main corridor entrance signage

Committee members indicated additional strategies of goal seven for consideration as follows:

- Utilizing the Texas Star Community slogan more
- Clean up of the old car wash and Chevron locations along Highway 290 and Senate
- Beautification of power lines near corridor entrances
- Advertise the farmer's market in the City's main corridors to draw more people in to the event

Council Liaison Wasson notes the primary purpose of goal seven is about maximizing the City's location to Highway 290 and Beltway 8. He suggests economic development goes hand and hand with the idea of Village Crossing and the new businesses along Dillard Dr. More conformed business without blight will allow the City to get more tax dollars from the people that are drawn in to these businesses. City Manager Bless reiterates that goal seven is more business-related, whereas goal five might encompass more of a residential aspect. Accordingly, the Committee reorganizes the following accomplishments and strategies:

- Add as an accomplishment to goal five the addition of new telecom lines and fiber optic cable
- Add as an accomplishment to goal five the addition of distributed antenna system and nodes for cell service
- Add as an accomplishment to goal five JV lights and tour of homes
- Add as an strategy to goal five the improvement of the City golf course and pool
- Add as an accomplishment to goal six the utilization of license plate readers
- Add as an accomplishment to goal seven the addition of anchor tenants to the Northwest Village Shopping Center

Dr. Standlee proceeded the discussion to goal eight: Preserve, protect, and enhance the City's identity and sense of community by implementing wayfinding improvements throughout the City.

The Committee recognized the historical accomplishments of goal eight as follows:

- New design and installation of street signs throughout the city
- Completion of gateway master plan
- Installation of signs at Clark Henry and Carol Fox parks
- Improvement of traffic patterns around schools
- Replacement of stop signs, painting of cross walks and fire hydrants city-wide

Committee members indicated additional strategies of goal eight for consideration as follows:

- Enforcement of non-compliant signage
- Extension of Gulf Bank at dead end near high school
- Installation of directional signage for city facilities (wayfinding signs)
- Identification of city facilities on an interactive map to be made available on the city website and application
- Identification of historical city sites and other points of interest
- Advertise special events on digital marquee signs

The committee considered broadening the scope of goal eight to include protecting and enhancing the community's access to public facilities such as parks, pools municipal buildings and points of interest.

The Committee shifted the discussion to the topic of goal nine: Promote infill and redevelopment of vacant or underutilized parcels.

The Committee recognized the historical accomplishments of goal nine as follows:

- Commitment to the development of Jersey Village crossing
- Provide incentives to retailers to encourage economic development
- Limitation of sexually oriented businesses
- FEMA grants for home elevations
- Demolition of home along Jones Rd. near Wyndham Lake

Committee members indicated additional strategies of goal nine for consideration as follows:

- Persist with growth and economic incentive tools
- Annexation of ETJ
- Maintain effective emergency response times
- Promote commercial redevelopment and utilization to benefit the city tax base
- Continue to strengthen code enforcement regulations

Additionally, the Committee discussed the removal of the previously defined strategy of conducting a study to explore the possibility of a municipal power company as well as developing a city ordinance to establish energy efficiency improvements as the city already utilizes the International Energy Conservation Code.

With no further discussion, Chairperson, Dr. Standlee 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 September 3, 2020 and September 17, 2020 at 7:00 p.m.

**F. Adjourn**

Chairperson, Dr. Courtney Standlee adjourned the meeting at 9:08 p.m.

Respectfully submitted,

s/Danielle Cordova  
Administrative Secretary, City of Jersey Village

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