WELCOME

UNIVERSITY PARK
VIRTUAL TOWN HALL
WELCOME TO THE VIRTUAL TOWN HALL

What are our goals for this town hall?

- Introduce you to the concept of a master plan
- Briefly lay out our path forward
- Summarize nine focus areas central to this plan
- Hear your opinions through two interactive exercises
WHAT IS A MASTER PLAN?

- Big-picture document focused on creating a vision for key aspects of City management and City character
- Guides growth, development, and major initiatives over several years or even decades
- Includes recommendations for the City’s future land use plan, infrastructure, economic development, transportation, facilities — and critical services such as public safety
- Based on public input, best planning practices, and analysis of current social, economic, development and demographic trends
The 1989 Master Plan relied on extensive community feedback and outlined six key principles.

1. Promote individual initiative in forging the community future
2. Continue to operate the City on a sound, fiscally-conservative basis
3. Preserve and enhance neighborhood character
4. Maintain and improve safety and security
5. Rejuvenate aging streets and utilities
6. Expand two-way communication
SURVEY RESULTS

- Earlier this year, the Master Plan Committee kicked off this new plan with a community survey
- Posted on the City’s website, project website, on social media, and in ads
- Paper copies were made available at City Hall
- Open from May 25th to August 10th
- Total respondents: 2,218
SURVEY RESULTS: VALUES

We asked: “What do you value most about living in University Park? Select up to three.”

- Public Schools
- Police and Fire
- Connectedness and sense of community
- Park Cities aesthetic and streetscape
- Tree canopy and greenery
- City heritage and reputation
- Ease of access to major highways and Love Field
- Access to museums, cultural activities, and sporting events
- Proximity to SMU
- Ease of access to corporate campuses
- Proximity to private schools
- Other

Services like public schools, police, and fire are highly regarded
SURVEY RESULTS: REDEVELOPMENT

We asked: “Which of the following options would be a good way to allow for redevelopment in University Park? Check all that apply.”

- I think redevelopment should be restricted by city ordinances
- I do not wish to restrict growth, but I don’t think the City should encourage it
- Mixed-use development, allowing for residential and commercial units to exist in the same building
- An increase in vertical development, both residential and commercial
- More multi-family units; apartments, townhouses, and condominiums

Many residents have concerns about redevelopment and city growth.
SURVEY RESULTS: WHAT YOU WANT

We asked: “What would you like to see more of in University Park? Check all that apply.”

- Greater enforcement of on-street parking regulations
- More circle driveways to get parked vehicles off streets
- Additional parking in commercial areas
- Retail Stores
- Restaurants and entertainment
- Mixed-use development
- Rules preserving trees on private property
- Rules preserving trees on public property
- More central channels of communication
- Collaboration with SMU
- More funding for the Mile-per-year program, which replaces deteriorated water and sanitary sewer mains
- More allowance for accessory dwelling units (garage apartments, casitas, etc.)
- Small apartments built above businesses in certain districts
- Greater flexibility to build larger homes on your lot -- up to, or very near to, the edge of your property line
- Multi-family homes in select areas (townhomes, condos, duplexes, etc.)
- More single family lots divided to make room for additional homes
- Other
- None of the above

Parking, retail/restaurant options and tree preservation are highly valued
SURVEY RESULTS: TAXES

We asked: “University Park currently has no city debt. Which of the following would you support even if it resulted in raising taxes or issuing bonds? Check all that apply.”

- I don’t support raising taxes
- I don’t support issuing bonds or debt
- Mile-Per-Year program to replace water and sanitary sewer mains
- Park rehabilitation and expansion
- Drainage improvements
- Parking expansion in commercial areas
- Other

Many residents don’t support raising taxes or issuing debt.
SURVEY RESULTS: KEY ISSUES

We asked: “Of the issues described below, please give a 1-5 ranking (1 being most important, 5 being least important) of which you believe to be the most important issue for the city to consider when making long-term plans?”

Most important issues include parking, maintaining the City’s aesthetic, and maintaining environmental quality.
SURVEY RESULTS: LOOKING FORWARD

We asked: “In 30 years, where would you like to see the City of University Park?”

- The same as it is now, mostly residential
- Trending towards a more urban environment with mixed-use development
- Other

A majority of residents are pleased with the City as it is now, mostly residential
AREAS OF FOCUS FOR THE MASTER PLAN
FOCUS AREAS - INTRODUCTION

• These nine focus areas form the backbone of the Master Plan

• Decided by the Centennial Master Plan Committee — a group of two dozen local residents, appointed by council — based on recommendations by staff and an outside planning team

• Incorporated input from the community survey and stakeholders

• Final focus areas will include goals and strategies for each

• Not set in stone: this is a work in progress; your feedback in this town hall, and in future meetings will help determine the final body of the plan
FOCUS AREAS SUMMARY

CITY CHARACTER AND AESTHETICS

PARKS, TRAILS AND GREEN SPACE

PUBLIC SAFETY

PUBLIC WORKS AND INFRASTRUCTURE

UTILITIES AND COMMUNITY CONNECTIVITY

ZONING, DEVELOPMENT, AND LAND USE

GENERAL QUALITY OF LIFE

FINANCIAL DEVELOPMENT

BIG BETS: LOOKING TO THE FUTURE
FOCUS AREAS: A CLOSER LOOK

CITY CHARACTER AND AESTHETICS

Focus on creating a strong character and spirit of community in University Park, as well as ensuring aesthetic standards are maintained.

PARKS, TRAILS AND GREEN SPACE

Focus on creating, updating and improving green spaces, trails, and parks throughout University Park.
FOCUS AREAS: A CLOSER LOOK

PUBLIC SAFETY
Address public safety concerns through security infrastructure and community safety programs, and review technology and community initiatives across emergency services departments

PUBLIC WORKS AND INFRASTRUCTURE
Focus on maintaining and improving public infrastructure including roads, and parking lots; address flood-preparedness and environmental resiliency
FOCUS AREAS: A CLOSER LOOK

UTILITIES AND COMMUNITY CONNECTIVITY

Use cutting-edge technology to streamline existing utility services, and improve connectivity within the community through transportation solutions.

ZONING, DEVELOPMENT, AND LAND USE

Focus on managing land use and regulating development while keeping in consideration the unique character of University Park.
FOCUS AREAS: A CLOSER LOOK

GENERAL QUALITY OF LIFE

Implement strategies on improving the quality of life in University Park, such as cultural and community events for all residents, as well as future generations.

FINANCIAL SUSTAINABILITY

Maintain strong, fiscally-conservative financial position while implementing additional long-range, life-cycle planning and budgeting.
FOCUS AREAS: A CLOSER LOOK

BIG BETS: LOOKING TO THE FUTURE

Focus on the challenges and opportunities in the future of University Park, such as dramatic advances in technology or shifts in the regional economy or climate.
MOVING FORWARD

INITIAL DATA AND FINDINGS
Planning team to draft out initial findings, goals, and data from outreach

PUBLIC/STAKEHOLDER EFFORTS
Community Survey
Focus Area Group Meetings
Jurisdictional Coordination

VIRTUAL TOWN HALL
YOU ARE HERE
Present findings and goals to public and gather feedback

NEXT STEP: DRAFT PLAN
Present refined findings, data from town hall, and draft of plan to Committee and City staff

PLAN REVISIONS
Revisions with Committee and City staff

ADOPTION
Final re-writes and adoption by City Council

University Park
VOTING EXERCISE

WHERE YOU’D LIKE TO SEE YOUR TAX DOLLARS SPENT
ABOUT THE VOTING EXERCISE

Coming up, we’d like you to “vote” on how you want your tax dollars spent

- Click on one of the Focus Areas to enter the exercise. There are 9 Focus Areas and 1 option to “keep it in the bank” — 10 slides total

- You will have 7 “votes” to spend, each representing a fraction of your city tax bill

- You may spend all 7 on one area, or split them in any way you choose

- Spend votes on the Focus Area(s) where you would most like to see city leaders spend your tax dollars
A REMINDER OF THE FOCUS AREAS

- City Character and Aesthetics
- Parks, Trails and Green Space
- Public Safety
- Public Works and Infrastructure
- Utilities and Community Connectivity
- Zoning, Development, and Land Use
- General Quality of Life
- Financial Development
- Big Bets: Looking to the Future
NOW, LET’S BEGIN VOTING

Click below to start the exercise. Don’t worry, there are more instructions and, if you need it, a video tutorial on the next page...
TOWN HALL MEETING – November 16, 2020

UNIVERSITY PARK CENTENNIAL MASTER PLAN