

GAP STRATEGIES



P&Z Meeting – May 10th, 2022

# UNIVERSITY PARK CENTENNIAL MASTER PLAN

**WHERE  
WE'VE BEEN**

**AND WHERE WE'RE GOING**

# COMMITTEE MEMBERS

Bob Begert, *Chair*

Dawn Moore, *Vice Chair*

Claire Baker

Alex Bell

Kelley Brown

Brad Cheves

Rita Clinton

Stephen Hudson

Francie Johnsen

Darrell Lane

Michael Malone

Dan McKeithen

Jenny Merkle

Jamie Slagel

John Stull

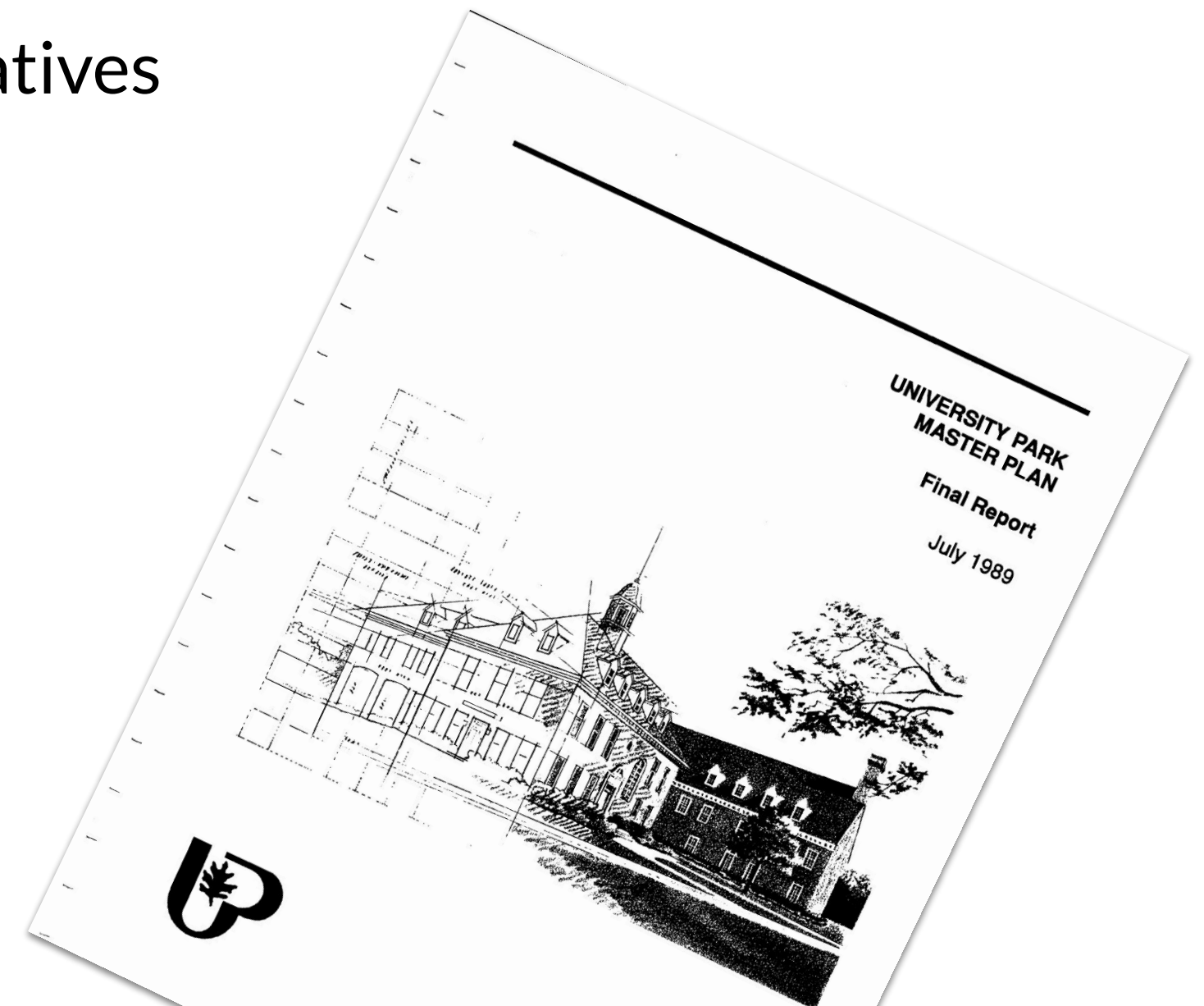
Laura Walsh

Chris Wright



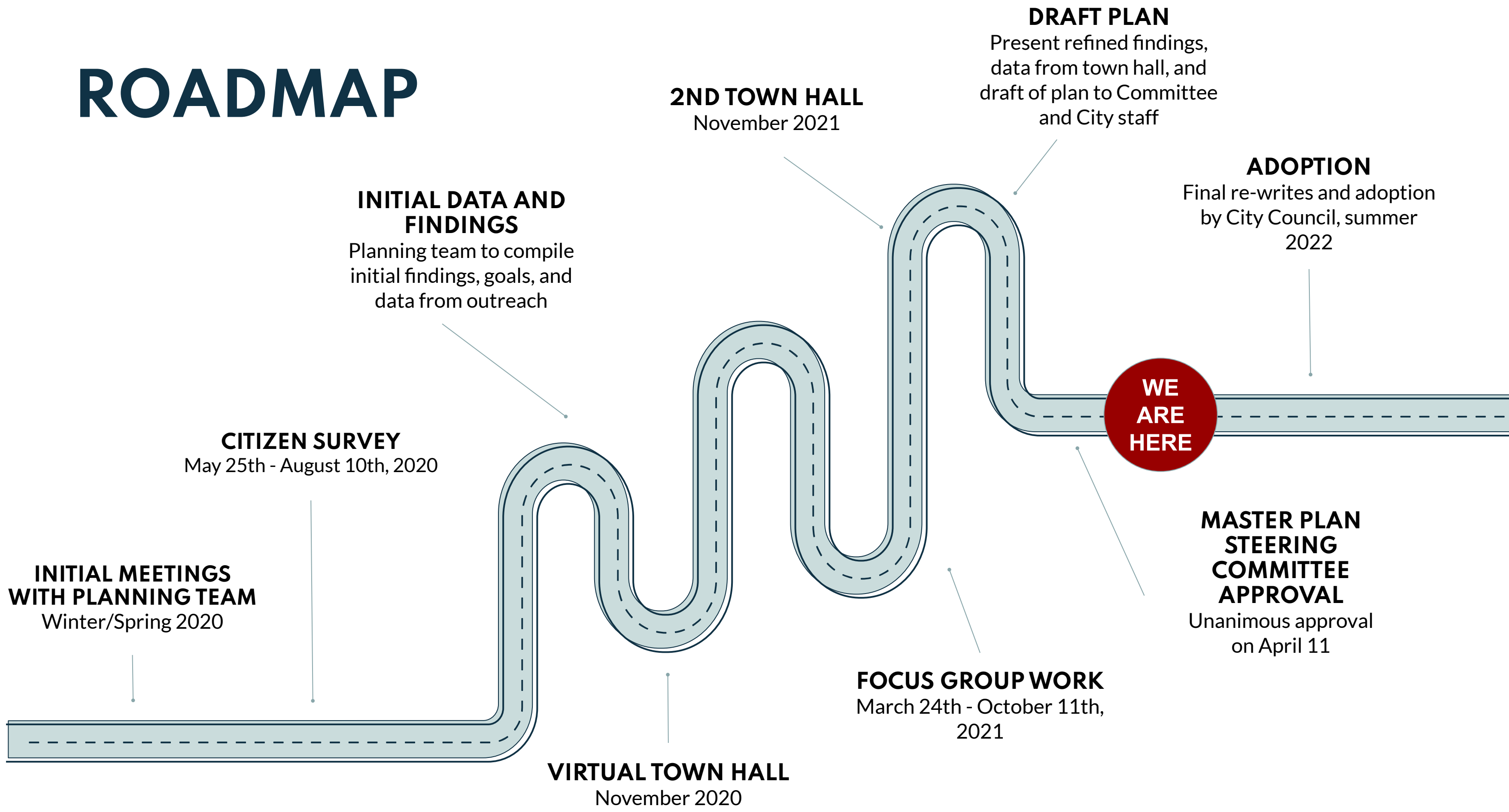
# WHAT IS A MASTER PLAN?

- Big picture document focused on creating a vision for key aspects of City management and City character
- Guides growth, development, and major initiatives
- Includes recommendations on:
  - Future land use
  - Economic development
  - Infrastructure
  - Transportation
  - City services



# ROADMAP

University Park



**WE ARE HERE**

# OUTREACH

**PUBLIC ENGAGEMENT  
AND FEEDBACK**

# ROBUST AND ONGOING OUTREACH

- Kicked off during COVID
- Multiple ways to participate from May 2020 through November 2021
- In-person and virtual engagement
- **Accessible** for those with disabilities or inability to participate in-person or in real-time

# TAKEAWAYS FROM RESIDENTS

- People love living in University Park
- Parks, trails, and greenspace; public safety; and, transportation and infrastructure ranked as **most important areas to study** in November 2021 town hall
- Supermajority of participants thought plan was “**headed in the right direction**” at the November 2022 town hall



# PLANNING CONTENT

KEY THEMES EMERGE  
FROM PLANNING

# DEVELOPING THE PLAN

- Starting point was **Standing Committees + citizen and staff comments**
- Master Plan Committee brought in **80+ citizen volunteers** to work in **10 Focus Groups**
- **47 formal Focus Group meetings** to explore detailed community issues
- Each Focus Group had **support** from planning team and City staff
- Developed **127 specific goals** for the plan
- Staff review and multiple rounds of MPC review cut and condensed the priorities to **several dozen goals organized into 5 Themes**
- Final plan further organizes this to **5 Themes representing 24 Goals**, each Goal with one or more “Action Items” (currently 72, but subject to slight change)

# HOW THE “GUTS” ARE STRUCTURED

- **Themes** – Broad categories of related issues and big-picture vision
- **Goals** – Overarching summary of community initiatives to support Themes
- **Action Items** – Specific proposals to support and implement Goals
- **Description** – More detail about actions and proposals
- **Background** – Context for why Goals and Action Items are being considered
- **Examples** – Where appropriate, includes examples from other cities or similar programs

# 5 THEMES

1. AFFIRMING SENSE OF PLACE
2. ASSURING CONNECTIVITY
3. INNOVATIVE GOVERNANCE
4. TECHNOLOGICAL INTEGRATION
5. PREPARING FOR THE FUTURE

# INNOVATIVE GOVERNANCE

## Goal: Diversification of Revenues

- *Action Item 1.1 Create a “City Fund for Excellence” to allow for funding on targeted projects or departments in the City*
- *Action Item 1.2 Form a Chamber of Commerce and Economic Development Corporation*
- *Action Item 1.3 Create a new community program to coincide with public improvements that seek to revitalize existing retail centers.*

Overarching Goals: **4**

Total Action Items: **15**



# TECHNOLOGICAL INTEGRATION

## Goal: Increase Communication between City Departments / Services and Residents

- *Action Item 3.1 Make it easier for citizens to communicate with the City through phone apps and other innovative measures, simplifying ways to report routine infrastructure problems, questions, or to handle utility billing and payment*
- *Action Item 3.2 Evaluate the Health Data Exchange (HDE) Pilot Program between UPFD and Texas Health Presbyterian Hospital Dallas for use with other health care institutions throughout University Park*
- *Action Item 3.3 Review and implement the latest technology to enhance communications between officers, departments, and the public.*

Overarching Goals: **3**

Total Action Items: **9**



# DESIGN PREVIEW

HOW RESIDENTS WILL  
SEE THE FINAL PLAN

# DESIGN NOTES

- Two versions of the plan — print and online
- InDesign report template and preview
- Mockup of project website
- Check-in about direction — How are you feeling about the plan so far?





# COMMITTEE CONSENSUS

FINAL RECOMMENDATIONS  
FROM THE COMMITTEE

# UNANIMOUS SUPPORT

- Centennial Master Plan Steering Committee reviewed the final draft in a meeting on April 11
- Made small amendments
- **Unanimous support** from 12 members present to endorse plan and forward it to P&Z and City Council (2 members who were not present voted via email to endorse)

# NEXT STEPS

MOVING  
FORWARD

# KEY DATES IN THE PROCESS

|                |   |
|----------------|---|
| March 10       | “Deep Dive” with City staff                                     |
| March 22       | Review meeting with Committee Chair, Vice Chair, and the Mayor  |
| April 11       | Final Centennial Master Plan Steering Committee meeting         |
| April 20       | Standing Committees briefing                                    |
| April 26       | P&Z workshop  |
| <b>May 10</b>  | <b>P&amp;Z public discussion and tentatively scheduled vote</b> |
| <b>May 24</b>  | <b>City Council workshop</b>                                    |
| <b>June 21</b> | <b>City Council meeting for tentative adoption</b>              |