

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
AGENDA

November 17th, 2016; 7:00 p.m.

Civic Center

- I. Call to Order**
- II. Recognition of Citizens and Visitors**
- III. Business Items for Discussion and Possible Action**
 - A. Update regarding Collin College Campus**
 - B. Consideration and possible action regarding Eisenberg and Associates marketing services.**
 - C. Discussion with possible action regarding fiber-optic cable for the City of Farmersville**
 - D. Receive update on Tax abatement**
 - E. Appoint EDC 4A Board member for planning engineer evaluation board.**
 - F. Review Key Initiative Area Goals (KIA's)**
 - G. Consideration and possible action regarding items for payment**
 - H. Consideration and possible action regarding financial statements for October 2016, and required budget amendments.**
 - I. Consideration and possible action regard meeting minutes for September 29th, 2016 and October 20th, 2016,**
- IV. Adjournment**
 - No action may be taken on comments received under "Recognition of Visitors".
 - The Board may vote and/or act upon each of the items listed in the Agenda.

The Farmersville Economic Development Board (4A) reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any matters listed on the agenda, as authorized by the Texas Government Code, including, but not limited to, Sections 551.071 (Consultation with Attorney), 551.072 (Deliberations about Real Property), 551.073 (Deliberations about Gifts and Donations), 551.074 (Personnel Matters), 551.076 (Deliberations about Security Devices), 551.087 (Economic Development), 418.175-183 (Deliberations about Homeland Security Issues,) and as authorized by the Texas Tax Code, including, but not limited to, Section 321.3022 (Sales Tax Information)

Persons with disabilities who plan to attend this meeting and who may need assistance should contact the City Secretary at 972- 782-6151 or Fax 972-782-6604 at least two (2) working days prior to the meeting so that appropriate arrangements can be made. Handicap Parking is available in the front and rear parking lot of the building.

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building for Farmersville, Texas, in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted November 14th, 2016 by 5:00 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.


Daphne Hamlin/EDC Liaison



Farmersville
DISCOVER A TEXAS TREASURE

TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE November 17th, 2016
SUBJECT: Update regarding Collin College Campus

ACTION: Informational only



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Eisenberg and Associates

Discussion with possible action regarding Eisenberg and Associates marketing services

Action: Approve or Deny



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Fiber Optic Cable

Discussion with possible action regarding fiber-optic cable for the City of Farmersville

ACTION: Approve or Deny



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Tax Abatement

Receive update on tax abatement

ACTION: No action informational purpose only

**CITY OF FARMERSVILLE, TEXAS
RESOLUTION # R-2014-0325-001**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERSVILLE, TEXAS, ADOPTING TAX ABATEMENT GUIDELINES AND CRITERIA; PROVIDING A SEVERABILITY CLAUSE; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, Chapter 312 of the Texas Tax Code authorizes the City of Farmersville, Texas, to participate in tax abatement agreements; and

WHEREAS, the City of Farmersville, Texas, has previously elected to participate in tax abatement agreements pursuant to Chapter 312 of the Texas Tax Code, as amended, and intends to continue to participate in said tax abatements; and

WHEREAS, the City of Farmersville, Texas, will, on a case-by-case basis, give consideration to the granting of property tax incentives to eligible commercial, and industrial development projects; and

WHEREAS, the City Council of the City of Farmersville, Texas, is of the opinion that the City of Farmersville, Texas, should establish these guidelines and criteria, a copy of which is attached hereto as *Exhibit A*, governing tax abatement agreements for the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERSVILLE, TEXAS, AS FOLLOWS:

Section 1. That the foregoing recitals are hereby found to be true and correct legislative findings of the City of Farmersville, Texas, and are fully incorporated into the body of this Resolution.

Section 2. The City Council hereby establishes and adopts the "City of Farmersville, Texas, Tax Abatement Guidelines and Criteria" attached hereto as *Exhibit A*. These adopted guidelines and criteria are effective for two (2) years until March 25, 2016.

Section 3. It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs and sections of this Resolution are severable, and if any phrase, clause, sentence, paragraph or section of this Resolution shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs and sections of this Resolution, since the same would have been enacted by the City Council without the incorporation of this Resolution of any such unconstitutional phrase, clause, sentences, paragraph or section.

Section 4. This Resolution shall become effective from and after its passage.

DULY RESOLVED by the City Council of the City of Farmersville, Texas on this the 25th day of March, 2014.

Joseph E. Helmberger, P.E., Mayor

ATTEST:

Edie Sims, City Secretary

Exhibit "A"

City of Farmersville, Texas Tax Abatement Guidelines and Criteria COMMERCIAL/INDUSTRIAL AREAS Effective March 25, 2014

I. GENERAL PURPOSE AND OBJECTIVES

The City of Farmersville is committed to the promotion of high quality development in all parts of the City and to an ongoing improvement in the quality of life for its citizens. Insofar as these objectives are generally served by the enhancement and expansion of the local economy, the City of Farmersville will, on a case by case basis, give consideration to providing tax abatement as a stimulus for economic development in Farmersville.

It is the policy of the City of Farmersville that said consideration will be provided in accordance with the procedures and criteria outlined in this document. According to Texas law, Property and Redevelopment and Tax Abatement Act, V.T.C.A., Tax Code, Chapter 312, the City of Farmersville may grant a tax abatement on the increment in value added to a particular property for a specific development proposal which meets the economic goals and objectives of the City

The tax abatement shall not apply to any portion of the inventory, land value, or supplies of the project. Tax abatement may be offered on improvements to real property owned by the applicant and/or on new personal property brought to the site by the applicant. Tax abatement will not ordinarily be considered for projects that would be developed without such incentives unless it can be demonstrated that higher development standards or other development and community goals will be achieved through the use of the abatement. Projects that are developed involving leased real property shall be governed under special terms and conditions, which may be set forth in the agreement governing specific tax abatements.

Nothing herein shall imply or suggest that the City of Farmersville is under any obligation to provide tax abatement to any applicant. All applicants shall be considered on a case-by-case basis after approval of submitted application.

II. CRITERIA FOR TAX ABATEMENT

Any request for tax abatement shall be reviewed by the City Council. The Council's considerations shall be based upon a subjective evaluation of the following criteria which each applicant must address in narrative format in the Application for Tax Abatement and the Tax Abatement Questionnaire.

A. A breakdown of types and numbers of jobs along with total annual payroll.

- B. A summary of real and personal property value added to the tax roll; direct sales tax generated from purchases by the applicant; community and applicant investment in infrastructure; projected annual facility budget; whether or not the applicant proposes new construction, rehab or reuse of existing facilities, or some combination. This information must be provided in sufficient detail to accommodate an analysis of the fiscal impact on the community.
- C. A summary of the relocation of employees and projections of employment from the local or regional labor market including any plans for the enhancement of locally hired job skills and the resultant wage earnings capacity.
- D. Description of the project's environmental impacts from operation including impacts to air, water, and noise.

III. VALUE OF INCENTIVES

The subjective criteria outlined in SECTION II will be used by the City Council in determining whether or not it is in the best interests of the taxing entity to offer tax abatement to a particular applicant. Specific considerations will include the degree to which the individual project furthers the goals and objectives of the community, as well as the relative impact of the project.

Once a determination has been made that tax abatement should be offered, the value and term of the abatement will be determined by referencing the following table:

<u>INCREASED VALUE OF OF STRUCTURE, PERSONAL PROPERTY, AND VALUE OF ANNUAL PAYROLL</u>	<u>YEARS OF ABATEMENT</u>	<u>PERCENT OF ABATEMENT</u>
\$5,000,001 - \$20,000,000	5	50
\$2,000,001 - \$5,000,000	4	50
\$500,000 - \$2,000,000	3	50

An additional number of years of abatement or an increased percentage of abatement may be granted to a project, subject to negotiation with the City, if the applicant meets one (1) or all of the following criteria:

- A. The applicant is an existing business in the City of Farmersville which is expanding its operation; for these expansions, the City Council may also choose to consider a tax abatement based on threshold values of new structures, personal property, and the value of annual payroll that are fifty (50) percent of the values listed in the chart above;
- B. The applicant presents a plan consistent with that established by the equal Employment Opportunity Commission for the local hiring of the disadvantaged and under-employed persons in Farmersville; and/or

- C. The applicant meets certain unique circumstances as specified in the tax abatement agreement.

Tax abatement shall become effective January 1 of the calendar year immediately following the issuance of a certificate of occupancy; however the City may delay the first year of tax abatement until January 1 of the second calendar year immediately following the issuance of a certificate of occupancy when deemed appropriate.

IV. PRELIMINARY APPLICATION STEPS

- A. Applicant shall complete the City of Farmersville Tax Abatement Questionnaire which shall be considered by the City Council as the basis for granting tax abatement and which shall be used in the preparation for any subsequent Tax Abatement Agreement.
- B. Applicant shall address all criteria questions outlined in SECTION II, above, in narrative format.
- C. Applicant shall provide a plat, site plan or map showing the precise location of the property, all roadways and existing zoning within five hundred feet (500') of the site.
- D. If the property is described by metes and bounds, a complete legal description shall be provided.
- E. Applicant shall complete and submit all forms and information detailed in items A through E above to the City Manager, City of Farmersville, 205 South Main Street, Farmersville, TX 75442.

V. APPLICATION REVIEW STEPS

- A. All information in the application package detailed above will be reviewed for completeness and accuracy. Additional information may be requested as needed.
- B. The application package will be distributed to the appropriate City departments for internal review and comments. Additional information may be requested as needed.
- C. Copies of the complete application package and staff comments will be provided to the City Council

VI. CONSIDERATION OF THE APPLICATION

- A. The City Council may consider a resolution calling for a public hearing to consider establishment of a tax abatement zone.

- B. The City Council may hold the public hearing and determine whether the project is "feasible and practical and would be of benefit to the land to be included in the zone and to the municipality."
- C. The City Council may consider adoption of an ordinance designating the area described in the legal description of the proposed project as a commercial/industrial tax abatement zone with approval requiring a majority vote at a regularly scheduled meeting.
- D. The City Council shall request that the governing bodies of Collin County and Collin County Community College District consider adoption of and participation in the tax abatement agreement between the City of Farmersville and the applicant.

VII. AMENDMENTS TO THIS POLICY STATEMENT

The policy statement adopted herein shall not be amended or repealed except by three-fourths (3/4ths) vote of the City Council.

VIII. EFFECTIVE DATE

The policy statement adopted herein shall be effective from March 25, 2014 and remain effective for two (2) years from the date of adoption, unless otherwise repealed by a three-fourths (3/4ths) vote of the City Council.

TIME LINE GRANTING TAX ABATEMENT

DATE	ACTION TO BE TAKEN
Initial presentation	Council to consider terms of Tax Abatement Agreement
Council Meeting	Adopt Resolution # XX Calling for Public Hearing to consider adopting reinvestment zone for the granting of a tax abatement. Only if property is <u>not</u> within an existing reinvestment zone.
Approx 14 days prior to Public Hearing	Send Notice of Public Hearing to Farmersville Times for publication at least 7 days prior to hearing. Only if property is <u>not</u> within an existing reinvestment zone.
Approx 10 days prior to Public Hearing	Send letters with notice at least 7 days prior to hearing to all taxing entities (F.I.S.D., Collin County Commissioners, and Collin Co Community College District) that City of Farmersville is considering establishing a reinvestment one for the purpose of granting tax abatement. Only if property is <u>not</u> within an existing reinvestment zone.
Public Hearing and, if desired, Adoption of Reinvestment Zone	Public Hearing regarding the adoption of Reinvestment Zone for Tax Abatement. Adoption of Resolution creating Reinvestment Zone may be done at this time. Only if property is <u>not</u> within an existing reinvestment zone.
Approx 10 days prior to adoption of Abatement Agreement at a regularly scheduled Council meeting	Send Notice of Intent to Execute Tax Abatement Agreement to all taxing entities along with Agreement at least 7 days prior to adoption.
Council Meeting (regularly scheduled)	Adoption of Ordinance for Tax Abatement Agreement
ASAP after adoption	Executed Ordinance and Agreement is forwarded to Collin County Commissioners Court via registered mail and to Collin County CCD via registered mail. Give attention to which has the earliest regularly scheduled meeting.
Collin County Commissioner's Court meeting	Collin County considers for adoption Tax Abatement on same terms as granted by City of Farmersville
Collin College Trustee meeting	Collin College District considers for adoption Tax Abatement on same terms as granted by City of Farmersville
On completion of improvements	Tour of facilities so that Certification of Completion may be issued. Certificate is attached to Ordinance and Agreement and forwarded to Central Appraisal District of Collin County.
January 1 of year following execution of abatement	Entity applies to Central Appraisal District of Collin County for property tax abatement exemption. Deadline is May 1. To be renewed, application must be filed in each of the abatement's terms. Send courtesy letter reminding entity of same.
Date to be determined	File Tax Abatement Zone with TX Department of Economic Development
March 31 of following year	City to report reinvestment zone to Comptroller of Public Accts.

CITY OF FARMERSVILLE
TAX ABATEMENT QUESTIONNAIRE

1. Name, title, address, telephone and fax number of entity applying for tax abatement:

This entity is referred to as the "applicant" of the project for the remainder of this questionnaire.

2. Name, title, address, telephone and fax number of applicant's representative:

3. Form of organization of applicant (check one):

☐ corporation ☐ sole proprietorship ☐ other
☐ partnership ☐ joint venture

4. Location of property/project, street address:

(attach map, site plan, or plat)

5. Project Site:

(a) Indicate approximate acreage of land and square feet of buildings to be constructed and/or renovated;

(b) Identify existing buildings or structures;

(c) Identify present use of project site; and

(d) Identify current ownership of project site.

6. If the applicant is not the owner of the project site, does the applicant lease or intend to lease the project site or any buildings on the site?

7. Does the project include the construction of any new buildings?

If yes, indicate the number, square footage, type and estimated construction cost.

8. Describe the expansion, addition or renovation of any existing buildings including the square footage and estimated construction cost.
9. Describe the intended use or type of business to be conducted on the project site.
10. If any portion of the project site is available for lease, indicate the total square footage of available lease space, the amount of square footage under lease to any tenant or proposed tenant, and the use or type of business to be conducted by such tenants.
11. Has construction work begun on this project?
If yes, indicate the percentage of completion:
12. Indicate average daily consumption of water, as well as the peak demand in gallons per minute, and the time of day and length of time peak demand requirements need to be met.
13. Indicate average daily discharge of wastewater, as well as the peak flow in gallons per minute and the time of day and length of time peak demand requirements need to be met. Also provide a chemical analysis of wastewater.

14. Describe any public infrastructure improvements needed to serve the project site including streets, water, sewer, or other City services.

15. Indicate the number and type of jobs to be created as well as the proposed annual payroll.

16. State the estimated value of tangible personal property to be added to the project site:

- (a) Furniture and fixtures: \$
- (b) Machinery and equipment: \$
- (c) Inventory: \$
- (d) Supplies: \$
- (e) Fixed assets: \$
- (f) Other: \$

17. Indicate the length of time and the percentage of tax abatement requested.

18. Attach an audited financial statement or other information sufficient for the City to determine the financial status or viability of the applicant.

19. Is project site properly zoned for the intended use(s)?

If no, indicate any requested zoning changes and/or variances required:

20. If the project site must be rezoned for the intended use(s), will the new zoning be compatible with the surrounding properties and be consistent with the Comprehensive Plan of the City?

21. In order for the applicant to be successful in securing tax abatement, the applicant must show the proposed improvements will result in creation of a substantial number of jobs for low to moderate income persons; emphasis should be placed on non-agricultural enterprises and on low water usage and it must be shown that tax abatement will result in a substantial economic stimulus to the City of Farmersville and the surrounding area. With these thoughts in mind, please submit a summary of why the proposed project should be granted tax abatement. (Attach additional pages as necessary.)

Eastern Area: Beginning at the NE corner of CR 653 and US Hwy 380 north to CR 655, SW to the Collin/Hunt County line to a point one half mile north of US 380, south to a point one-half mile south of US Hwy 380, west on a line parallel to US Hwy 380 to FM 547, north to US Hwy 380, east to point of beginning at CR 653.

Central Area: Beginning at the SW corner of Main Street and Farmersville Parkway south to the NW corner of Main Street and Santa Fe Street, west to the NW corner of Santa Fe Street and Johnson Street, south to the NW corner of Haislip, west to the NW corner of Hamilton Street; northwest on a line drawn from the Haislip/Hamilton Street corner to the NE corner of Hwy 78 and Raymond Street, northeast to the SE corner of Hwy 78 and Farmersville Parkway, east to the place of beginning to the SW corner of Main Street.

Western Area: Beginning at the northeast corner of US Hwy 380 and CR 560, north to a point one half mile north of US Hwy 380, east on a line parallel to US Hwy 380 to CR 611/612, south to the right angle in CR 611, east along CR 611 (also known as Old McKinney Road and Farmersville Parkway) to Hwy 78, southwest along Hwy 78 to the corner of CR 606/607, northwest to the right angle turn in CR 607, northeast along CR 607 to US Hwy 380, west along US Hwy 380 to place of beginning.

Southern Area: Beginning at CR 606/607 and Hwy 78 southeast one-half mile on a line drawn to the intersection of CR 558 and the Kansas City RR, south and SW on a line one-half mile east of and parallel to Hwy 78 to Lake Lavon, west to a point one-half mile west of Hwy 78, north and northeast on a line parallel to Hwy 78 to CR 606, east point of beginning on Hwy 78.



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Planning Engineer Evaluation

Appoint EDC 4A Board member for planning engineer evaluation board

Action: Approve or Deny



TO: Economic Development Corporation

FROM: Daphne Hamlin, Finance Director

DATE: November 17th, 2016

SUBJECT: Key Initiative Area Goals

.
Review Key Initiative Area Goals (KIA's)

ACTION: No action informational purpose only

Economic Development Corporation 4A - Active SMART Goal

Primary – George Crump

Secondary's – Robby Tedford, Jason Lane

Property Inventory

Specific Goal –

Secure property inventory of Farmersville including commercial, industrial, buildings, developable land in city, ETJ and annexable property. Identify each utility that is included on the property, i.e.: water, electric, sewer.

Measurable –

Develop clear understanding of acreage within the specific goal and include the estimated cost and the location.

Action –

Primary and secondaries will contact local/regional realtors, City Manager and CCAD searches to accrue data.

Result –

4A will develop data base of usable and marketable property inventory for marketing and presentation to companies and large brokers.

Time – Due date will be December 31, 2016 or sooner.

Notes:

Economic Development Corporation 4A - Active SMART Goal

Primary – Kevin Meguire

Secondary – Randy Smith / Diane Piwko

Business Retention

Specific –

Develop connectivity with current business owners with presentation of growth plans and development plans in City of Farmersville.

Measurable —

Minimum of 10 on site visits targeting larger corporations.

Action –

Face to face visitation and presentation of ongoing initiatives of the City including sewer, electric, water, fiber, etc.

Result –

This will lead to stronger relationships between city and business owners, leading to higher percentage of retention. This goal is not measurable at this time.

Time line – December 31 2016

Notes:

Notes:

**Economic Development Corporation KIA Key Initiative Areas
on Hold until January 2017 Meeting**

Primary: Kevin Meguire

Secondary: Ben White

Business Targeting

**Waiting on completion of “Property Inventory” initiative due
December 31 2016.**



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Items for Payment

Items for Payment:

- 1.) I Wire 365 – Study - \$20,000.00

ACTION: Approve or Deny 4A EDC Items for Payment as presented



iWire365
Redefining Communication Infrastructure

Invoice

Date	Invoice #
9/30/2016	1193

Bill To
City of Farmersville c/o Ben White 205 S. Main Street Farmersville, TX 75442

P.O. No.	Terms	Project
	Net 30	

Quantity	Description	Rate	Amount
	WILLIAM HADALA		
4	Planning meeting	120.00	480.00
21	Research	120.00	2,520.00
7	Development of report	120.00	840.00
	BUDDIE BARNES		
5	Administration	95.00	475.00
	JOHN CHAMBERS		
4	Planning meeting	75.00	300.00
16	Research	75.00	1,200.00
27	Development of report	75.00	2,025.00
	JIL JOHNSON		
1	Preparation of invoice	55.00	55.00
	MATT LEACH		
2	Planning meeting	45.00	90.00
2	Development of report	45.00	90.00
	JANET DAVIS		
2	Planning meeting	35.00	70.00
3	Administration	35.00	105.00
	Adjustment of funds not to exceed \$20,000	-432.50	-432.50
150.2	Travel Expenses	0.54	81.11
	Office supplies	150.00	150.00
	Percent of project complete %100		
		Total	\$8,048.61

700 N. Glenville Drive, Richardson, TX 75081
www.iWire365.com



iWire365
Redefining Communication Infrastructure

Invoice

Date	Invoice #
8/31/2016	1191

Bill To
City of Farmersville c/o Ben White 205 S. Main Street Farmersville, TX 75442

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	WILLIAM HADALA		
3.5	Kick off meeting - travel	120.00	420.00
3.5	Planning meeting	120.00	420.00
4	Site visit - travel	120.00	480.00
3	NCS meeting - travel	120.00	360.00
44	Research	120.00	5,280.00
10	Development of report	120.00	1,200.00
4.5	Utility meeting - travel	120.00	540.00
	BUDDIE BARNES		
3.5	Kick off meeting - travel	95.00	332.50
4	Administration	95.00	380.00
	JOHN CHAMBERS		
3.5	Kick off meeting - travel	75.00	262.50
8	Feasibility study preparation, development of report	75.00	600.00
	JIL JOHNSON		
3	Preparation of invoice tracking	55.00	165.00
	MATT LEACH		
3.5	Kick off meeting - travel	45.00	157.50
3.5	Planning meeting	45.00	157.50
4	Site visit - travel	45.00	180.00
3	NCS meeting - travel	45.00	135.00
8	Development of report	45.00	360.00
	JOHN NAHHAS		
3.5	Planning meeting	35.00	122.50
8	Development of report	35.00	280.00
	JANET DAVIS		
1.5	Administration of meeting setup	35.00	52.50
1.5	Preparation of marketing materials	35.00	52.50
3.5	Kick off meeting - travel	35.00	122.50
3.5	Planning meeting	35.00	122.50
566.4	Travel Miles	0.54	305.86
	Percent of project complete - 69%		
		Total	\$12,488.36

700 N. Glenville Drive, Richardson, TX 75081

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iWire365
Redefining Communication Infrastructure

Invoice

Date	Invoice #
8/31/2016	1191

Bill To
City of Farmersville c/o Ben White 205 S. Main Street Farmersville, TX 75442

41
Judy

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	WILLIAM HADALA		
3.5	Kick off meeting - travel	120.00	420.00
3.5	Planning meeting	120.00	420.00
4	Site visit - travel	120.00	480.00
3	NCS meeting - travel	120.00	360.00
44	Research	120.00	5,280.00
10	Development of report	120.00	1,200.00
4.5	Utility meeting - travel	120.00	540.00
	BUDDIE BARNES		
3.5	Kick off meeting - travel	95.00	332.50
4	Administration	95.00	380.00
	JOHN CHAMBERS		
3.5	Kick off meeting - travel	75.00	262.50
8	Feasibility study preparation, development of report	75.00	600.00
	JIL JOHNSON		
3	Preparation of invoice tracking	55.00	165.00
	MATT LEACH		
3.5	Kick off meeting - travel	45.00	157.50
3.5	Planning meeting	45.00	157.50
4	Site visit - travel	45.00	180.00
3	NCS meeting - travel	45.00	135.00
8	Development of report	45.00	360.00
	JOHN NAHHAS		
3.5	Planning meeting	35.00	122.50
8	Development of report	35.00	280.00
	JANET DAVIS		
1.5	Administration of meeting setup	35.00	52.50
1.5	Preparation of marketing materials	35.00	52.50
3.5	Kick off meeting - travel	35.00	122.50
3.5	Planning meeting	35.00	122.50
566.4	Travel Miles	0.54	305.86
	Percent of project complete - 69%		
		Total	\$12,488.36

700 N. Glenville Drive, Richardson, TX 75081

www.iWire365.com



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Consideration and possible action regarding financial statement for October 2016, and required budget amendments.

ACTION: Approve or Deny 4A EDC Financial Statements for October 2016 as presented

**Farmersville Economic Development Corp 4A
Investment and Budget Report**

October 2016

Prepared by: Daphne Hamlin

Farmersville Economic Development Corp 4A
October 2016

Statement Balance 10-03-2016	\$173,140.08
Deposits:	
Sales Tax:	\$29,345.45
Cking Int .05%	\$7.77
CD Interest	\$71.72
Transfer to Texpool	
Cleared Checks 2128	\$(539.03)
Statement balance 10-31-2016	\$202,025.99

Outstanding Transactions

Sales Tax	
Transfer to Texpool	
CD Interest	
check 1282	\$(49.98)
Balance 11-08-2016	\$201,976.01

[illegible]



TO: Economic Development Corporation
FROM: Daphne Hamlin, Finance Director
DATE: November 17th, 2016
SUBJECT: Consideration and possible action regarding meeting minutes for September 29th, 2016 and October 20th, 2016

ACTION: Approve or Deny

- 1.) September 29th, 2016 minutes**
- 2.) October 20th, 2016 minutes**

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES
September 29th, 2016

The Farmersville EDC met in special session on September 29th, 2016 at 6:10 p.m. in the City Council Chambers of City Hall with the following members present: Kevin Meguire, Robbie Tedford, Randy Smith, George Crump, and Jason Lane. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, 4B CDC President Donna Williams.

CALL TO ORDER

Chairman Meguire convened the meeting at 6:10 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, 4B CDC President Donna Williams.

INTRODUCTION OF EDC 4A BOARD MEMBERS

Chairman Meguire asked that each EDC 4A Board member give a brief introduction describing their education, work history, and why they wanted to serve on the EDC 4A Board.

Chairman Meguire acknowledged the introductions from each EDC 4A Board member, stating there is a lot of talent and experience here on this board to offer and attain EDC 4A Goals.

RECEIVE UPDATE ACKNOWLEDGING EDC 4A BOARD FIVE YEAR ACCOMPLISHMENTS.

Mr. White submitted a presentation to the EDC 4A Board of the past five year accomplishments. Attached (exhibit "A")

RECEIVE UPDATE ON IMPACT OF THE EDC 4A BOARD REGARDING THE COMPREHENSIVE PLAN

Mr. White handed out the Comprehensive Plan approved by the Planning and Zoning Commission on January 24th, 2013. Attached (exhibit "B").

Mr. White stated key elements are vision, demographics, land use, transportation, utilities, infrastructure, public facilities, parks and open space.

Mr. White stated the comprehensive plan update is scheduled for winter 2017, after the re-write of the zoning ordinance, which was approved by EDC 4A in the amount of 85K.

Chairman Meguire asked how the EDC 4A tie into the Comprehensive Plan. Mr. White stated some of the goals already attained are the utilities and the wastewater system.

MAP REVIEW OF CITY LIMITS AND ZONING

Mr. White provided several maps of the City including zoning, wastewater, water system, City limits, and TIRZ district.

Mr. White explained the TIRZ was developed in 2011 to help economic development and to pay for economic growth. TIRZ district runs along Highway 380 and State Highway 78.

City water system currently has 4 water towers, City of Farmersville is a member City and providing water for growth is not an issue.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS (SWOT) ANALYSIS DISCUSSION.

Chairman Meguire opened up the EDC 4A Board for discussion to find out what our strengths, weaknesses, opportunities and threats are. Attached (exhibit "C") are the results of this discussion.

ROUNDTABLE DISCUSSION REGARDING SPECIFIC, MEASURABLE, ATTAINABLE, REALISTIC, TIMELY (SMART) GOALS.

Item tabled due to time restraints.

EXECUTIVE SESSION

On a motion by George Crump, the EDC 4A Board convened the executive session at 8:13 p.m., second by Jason Lane, all in favor.

On a motion by George Crump to reconvene from executive session at 9:05 p.m., second by Randy Smith, all in favor.

ACT ON MATTERS DISCUSSED IN EXECUTIVE SESSION

No action taken

ADJOURNMENT:

Kevin Meguire, President

ATTEST:

George Crump, Secretary



Farmersville Economic Development Corporation (EDC) Planning Session

29 September 2016

Agenda

- Board Member Introductions
- FEDC Accomplishments
- Comprehensive Plan Overview
- Map Review
- Tax Increment Reinvestment Zone Essentials
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Time Permitting: Key Initiative Areas (KIA)
- Time Permitting: Set Goals that are SMART (Specific, Measurable, Attainable, Realistic, Timely)

Board Member Introductions

- In 60 seconds tell a little about yourself as it relates to the FEDC
 - For example
 - Business background
 - Educational background
 - Why did you want to be a part of the FEDC Board?

FEDC Accomplishments

- Annually
 - Collin College scholarship fund contribution (\$7.5K)
 - Farmersville Chamber Support (\$1K)
 - Small Business Conference, TAMUC (\$0.5K)
 - Marketing (various levels of support from \$2.4K to \$10.4). Cancelled in 2016
- 2012
 - Façade grants (Dairy Queen, Tedford Chevrolet, Farmersville Grain \$74.4K)
 - Implemented a Tax Increment Reinvestment Zone (TIRZ) (\$34K)
 - Started Comprehensive Plan Development (\$6K)
 - Electrical Utility planning and engineer funding (\$40.4K)

FEDC Accomplishments (Cont.)

- 2013
 - Facade grants (Austin's Cleaners, Methodist Church \$33.5K)
 - Electrical system planning and engineering funding (\$40.0K)
 - Continued Comprehensive Plan (\$17K)
- 2014
 - Facade grants (100 McKinney St, Dyer Drug \$35.3K)
 - Electrical system planning and engineering funding (\$28.0K)
 - City paid back \$6.6K in 2016 by agreement
 - Completed Comprehensive Plan (\$23K)

FEDC Accomplishments (Cont.)

- 2015
 - Towne Centre project planning cancelled (\$0.4K)
 - Wastewater Treatment Plant project plan (\$87.3K)
 - Facade grants (Candy Kitchen, Doug Laube, Fiber Circle \$75.0K)
- 2016
 - Wastewater Treatment Plant preliminary engineering (\$144K)
 - Zoning Ordinance rewrite resolution (budgeted \$85K)
 - Facade grants (Crowder \$8.6K)
 - Cancelled future budget for waste water support
 - Fiber optic study (budgeted \$20K)
 - Fiber optic cable installation (budgeted \$33K)
 - East side industrial park water and sewer line agreement

Comprehensive Plan

- Completed January 2013
- Key elements
 - Vision
 - Demographics
 - Land use
 - Transportation
 - Utilities/Infrastructure/Public Facilities
 - Parks and Open Space
 - Strategic Implementation Plan

Tax Increment Reinvestment Zone (TIRZ)

- Why
 - Increase and incentivize investment in the City
 - Funds infrastructure projects: **streets**, **storm water**, water, sanitary sewer, etc.
- The taxes on increases in real property tax value in the TIRZ zone after year 2011 are allocated to the City via the TIRZ fund.
 - City split **100/0** (0.73/\$100)
 - County split **50/50** (0.208/\$100)
- TIRZ funds are managed by the City via the TIRZ Board
- Largest by land area in Collin County
- The creation of a TIRZ does not increase taxes

As approved by the Planning
and Zoning Commission on
January 24, 2013



Comprehensive Plan

January 2013



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North Farmersville Tower





Farmersville

DISCOVER A TEXAS TREASURE



Acknowledgements

CITY COUNCIL

Mayor: Joseph E. Helmberger, P.E.

Councilman: Russell Chandler (Place 1)

Councilman: Michael Carr (Place 2)

Councilman: Billy Long (Place 3)

Mayor Pro Tem: Jim Foy (Place 4)

Councilwoman: Pansy Hundley (Place 5)

PLANNING AND ZONING COMMISSION

Bill Nerwich

Mark Vincent

Craig Overstreet, Vice Chair

Betty Sergent

Lee Warren

Tom Waitschies, Chair

Bruce Thompson

City Council Liaison: Councilman Michael Carr

Staff Liaison: Edie Sims

ECONOMIC DEVELOPMENT CORPORATION (EDC) BOARD MEMBERS

Bob Collins

Robbie Tedford, Chair

Stefanie Hurst, Vice Chair

Chris Lair, Secretary/Treasurer

Kevin Meguire

Ex Officio Member: City Manager Ben White

Council Liaison Member: Mayor Joe Helmberger

City Staff Liaison: Daphne Hamlin

COMMUNITY DEVELOPMENT CORPORATION (CDC) BOARD MEMBERS

Leaca Caspari (Secretary/Treasurer)

Jim Dawkins

Diane Piwko (President)

David Reynolds (Vice President)

Del Sergent

Dick Seward

Phil Weiss

City Council Liaison: Councilman Billy Long

Staff Liaison: Adah Leah Wolf

CITY STAFF

Ben White, City Manager

Edie Sims, City Secretary

CONSULTANTS

Daniel & Brown Inc.

Kimley-Horn and Associates

Tharp Planning Group

PHOTOS

Debra Helmberger

Kimley-Horn and Associates

Bottom cover photos by Debra Helmberger



Introduction

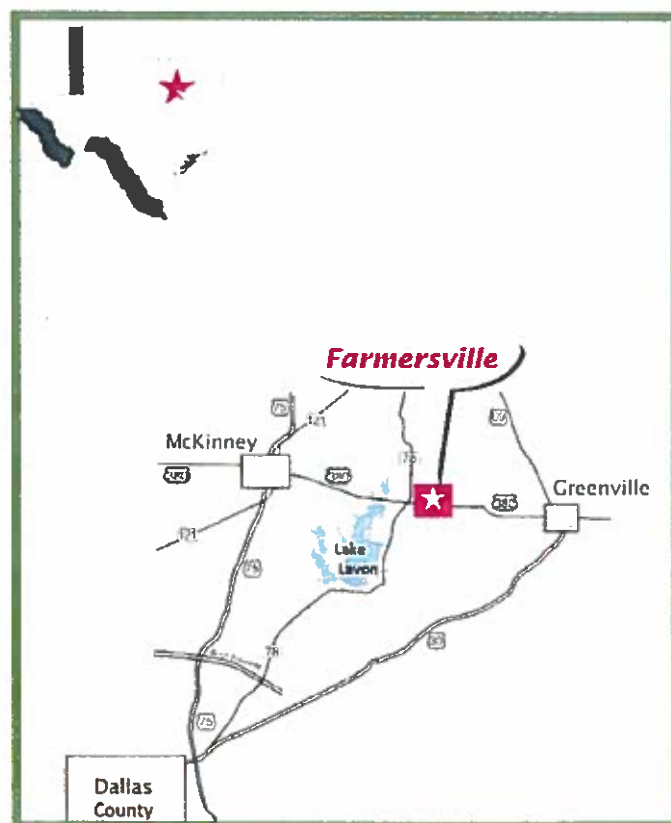
Farmersville residents are passionate about their community. Residents and stakeholders value the rich history of the area and the small town feel where people know one another and establish deep relationships. They also value their ability to establish roots, raise a family, and enjoy the many amenities offered in this rural setting. With a focus on providing a high quality of life, the Farmersville community provides a steady economy, family-friendly neighborhoods, low crime rates and many outdoor amenities to its current and future residents. In addition, educational offerings are expanding with the planned Collin County Community College campus located along the western edge of Farmersville.

Farmersville is strategically located at the intersection of two major highways (US 380 and SH 78) in Collin County. With growth moving north and east in the Dallas-Ft. Worth Metroplex and in Collin County, Farmersville is poised to have significant growth over the next twenty to thirty years. Residents have expressed a desire to retain the existing small town feel as growth occurs. In 2012, Farmersville leaders embarked on a citizen-driven process to update the 1996 Farmersville Comprehensive Plan to provide guidance and direction on where and how the city grows in the future.

One of the most valued qualities in Farmersville is the generosity of residents to volunteer for community leadership, events and civic duties. More than anything, the people of Farmersville are committed to the values of trust, honesty, and helpfulness, making it easy to settle in, to get acquainted, and to become an active and valued member of the community. This plan reflects the input and generosity of Farmersville's residents.

A. Why plan?

The primary purpose of the Comprehensive Plan is to reflect the residents' and stakeholders' shared vision for the future and provide a road map to guide decisions about how to grow to achieve that vision. The plan provides guidance on a variety of topics important to Farmersville's health and vitality, including land use, transportation, parks, open space, the environment, and utilities and services.



Farmersville is located in northeast Collin County, northeast of Dallas and north of Dallas County.

INTRODUCTION



The comprehensive plan provides a citizen driven shared vision for the future that can be used as the city experiences increased growth. In addition, the comprehensive plan provides a framework for consistent decision making as city leadership changes.

B. A blueprint for the future

Successful implementation of the plan will involve city and community leaders, area businesses, residents, property owners, staff and developers. The intent of the Plan is to ensure that planning tools, such as recommendations for appropriate regulations, public strategies and investments, and incentives to encourage private investment and public-private partnerships are available to these stakeholders and leaders. Recommendations for these tools are included in the Goals, Strategies and Actions in Chapters 3, 4, 5, and 6.

Although in itself the Comprehensive Plan is not a regulatory document, it is the City's blueprint for long-term future development. Once adopted it will be used to guide City leader's decisions about land use, transportation, and other development decisions. Additionally, the Planning and Zoning Commission and City Council will consider the plan before adopting, approving or enacting local laws, ordinances or regulations.

This plan presents the goals identified through citizen input as well as strategies and actions to guide development related decisions that are made by City leaders, appointees, staff and the development community. As new development or redevelopment is considered, it should be weighed against the key goals, strategies, and actions to ensure that it is consistent with the community's vision.

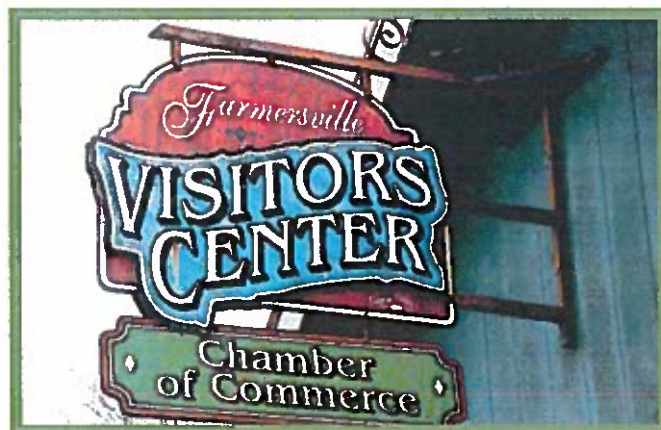
The vision and plan provide:

- A way to express the citizens' shared values and aspirations. This vision is formed through input by citizens and stakeholders to identify the issues they hold dear as well as describe the place they would like the community to be in the future. The vision establishes the citizens' goals for the

future and provides the framework for this plan. The vision should be revisited regularly to ensure that through its policy actions, the city is moving towards the vision.

- A guide for future decision-making. The goals, strategies and actions in the plan work together to achieve the citizens' vision of the future, based on the desires expressed during the public workshops. This policy framework established by the plan should be used to guide short- and long-term decisions by elected and appointed leaders, City officials, and other members of the community on a continuing basis.
- An implementation plan that sets priorities for short- and long-term action.

C. Regulatory Authority



Chamber Visitor Center Sign
Source: Debra Heimberger

This plan complies with Chapter 213 of the Texas Local Government Code which grants powers to municipalities for the purpose of promoting development that will protect the health, safety and welfare of its citizens. Chapter 213 provides that:

- The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality.
- A municipality may define the content and design of a comprehensive plan.



- A comprehensive plan may:
 - Include but is not limited to provisions on land use, transportation, and public facilities;
 - Consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
 - Be used to coordinate and guide the establishment of development regulations.
- A municipality may define, in its charter or by ordinance, the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.
- Land use assumptions adopted in a manner that complies with Subchapter C, Chapter 395, may be incorporated in a comprehensive plan.

D. Historical Context

Farmersville was founded in 1849 by local farmers who relocated from a previous settlement just a few miles away. The town was named for its residents' primary occupation, farming and raising cattle. Early Farmersville began as a trading center for the farmers who were rapidly settling the area. In the early days the settlement was a major railroad shipping point for cotton, onions and bois d'arc posts. In later years, corn, maize and cantaloupe became major crops.

Farmersville historically had several holidays and festivals to draw people to the downtown area. The Onion Shed remains as an historical reminder of the onions shipped from several such sheds in the past, from this "Onion Capital of North Texas". Currently, the town still holds the annual Audie Murphy Day Parade, in honor of the decorated WW2 hero. Murphy was born not far from Farmersville and used his sister's Farmersville address as his own during his time serving in the United States Army.

There are several historical landmark homes found in Farmersville. These include the Bain-Honaker House and the Honaker-Holsonbake House. Other historic sites found in Farmersville are the Aston Building, the Masonic Lodge, and the Independent Order of Odd Fellows (I.O.O.F.) and Huson Cemeteries. The I.O.O.F. Cemetery houses graves marked as early as the 1850s.

The public school system in Farmersville was founded in the 1890's and is currently the largest employer for the city. The weekly local newspaper, The Farmersville Times, was founded in 1885. Today it continues to provide news through both digital and hard copies.

Farmersville Timeline

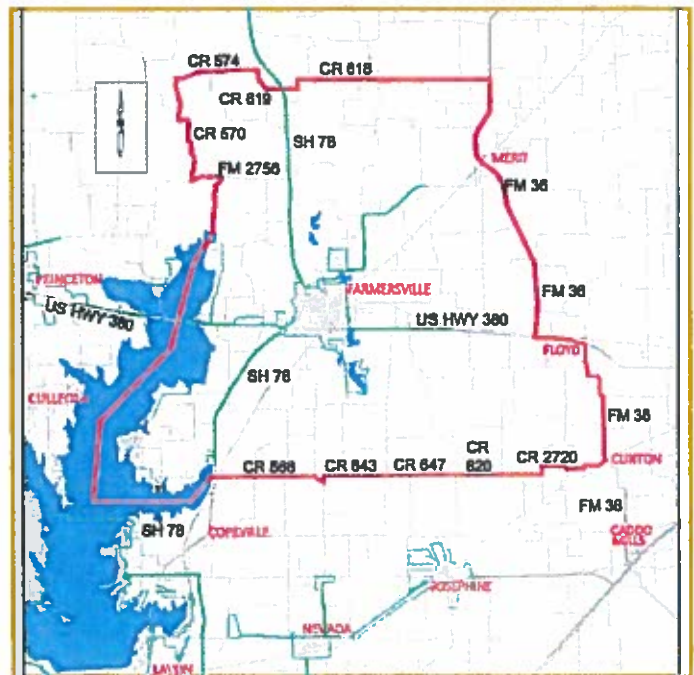
- 1830 - First settlers in area
- 1849 - Founded
- 1856 - Post Office established
- 1859 - Gotcher Donated land for downtown
- 1873 - Incorporated
 - First Mayor - John S. Rike
 - Aldermen - James Church, Ben King,
John Murchison, Tom Tatum,
John P. Utt
 - Town Marshall - Jeff Hines

INTRODUCTION



E. Regional Context

The future of Farmersville is believed to be largely influenced by regional economic forces and population trends. Farmersville is located in east central Collin County, within the Dallas-Fort Worth Metropolitan Statistical Area. Two major highways link the city to the surrounding region – United States Highway 380 and Texas State Highway 78. The city benefits from travelers to and from surrounding communities such as McKinney and Greenville. The Kansas City Southern Rail line runs through the historic downtown connecting it to the surrounding region. Lake Lavon is located to the southwest separating Farmersville from surrounding large population centers. Lake Lavon serves as the primary source of water for the North Texas Municipal Water District.



Farmersville ultimate boundary proposal

Collin County has seen tremendous growth over many decades, with the largest population increases occurring between 1970 and 2000. Growth has slowed some since 2000, but continues at a pace faster than the overall Dallas-Fort Worth region. Other cities in Collin County have captured population surging north from Dallas along direct highway connections. However, Lake Lavon has acted largely as a growth barrier between Farmersville and other major cities in the region. The expansion of US 380 through the city and population trends continuing to grow north along SH 78 indicates that growth is soon to follow.

Unlike western Collin County, there are still large areas of unincorporated land surrounding Farmersville allowing for opportunities for future growth. The North Central Texas Council of Governments (NCTCOG) projects the population of eastern Collin County to grow to 91,285 by 2040, at an average annual growth rate of 10.6%. The majority of the growth is expected south of US 380. The land east of Farmersville in Hunt County also remains rural and could be a long range growth opportunity for the city.

After informal conversations with surrounding cities, the boundary shown on the map inset on this page depicts potential ultimate city limit lines for Farmersville. At an appropriate time the City of Farmersville should execute annexation agreements with surrounding cities.

F. Planning Background

This Comprehensive Plan updates the 1996 Farmersville Comprehensive Plan. In addition, the city has the following planning tools: Chapter 65: Subdivision Ordinance (2007) and Chapter 77, Zoning Ordinance (2008), a Zoning map, a Thoroughfare Plan Map (2011) and a Future Land Use Map (2004). These documents provided a basis for the development of this plan.

The Farmersville ISD has a 2011-2012 District Improvement Plan. This plan looks to continue to improve the current education system, which was identified by citizens during the planning process to be of importance to the future of Farmersville.

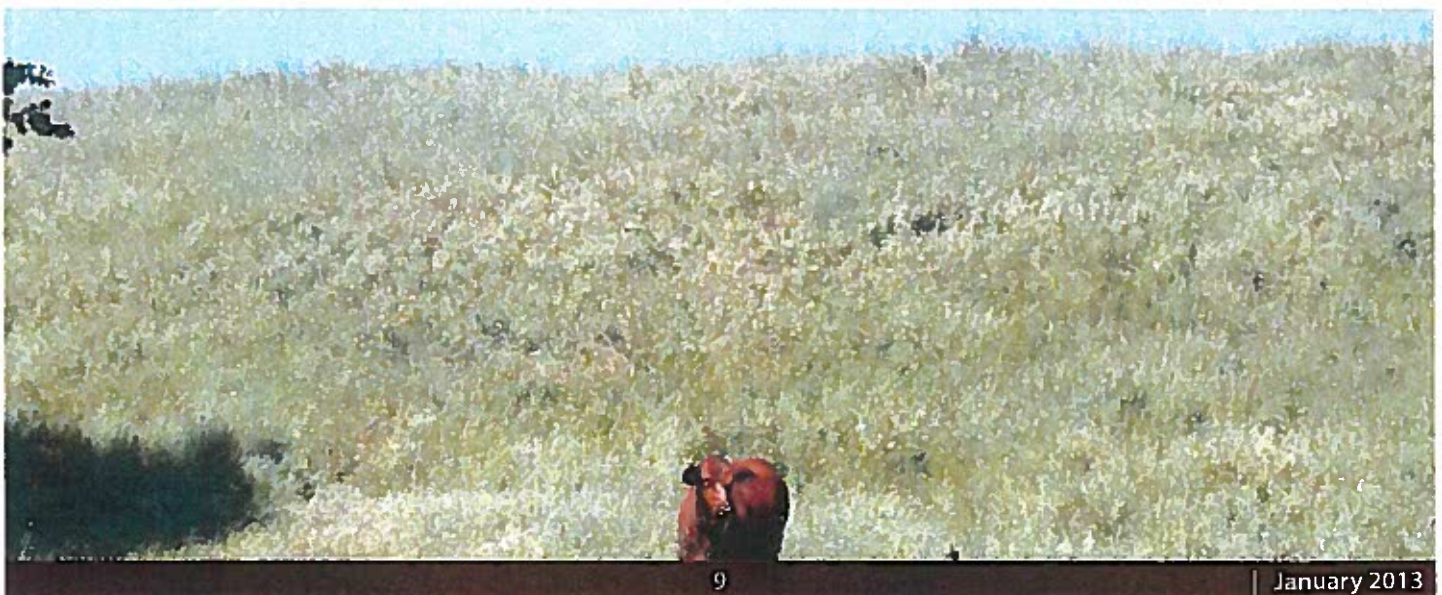


G. Elements of the Comprehensive Plan

The comprehensive plan is comprised of the following chapters:

- Chapter 1: The Farmersville Vision - A description of the planning process and the resulting citizens' shared vision for Farmersville
- Chapter 2: A Look at Farmersville's Demographic Trends
- Chapter 3: Land Use - providing background and land use goals, strategies and actions
- Chapter 4: Transportation - providing background information and transportation goals, strategies and actions
- Chapter 5: Utilities / Infrastructure / Public Facilities - providing background information and goals, strategies and actions
- Chapter 6: Parks and Open Space - providing background information and goals, strategies and actions
- Chapter 7: Strategic Implementation Plan - providing a matrix of all of the goals, strategies and actions, along with a recommendation for timing and responsible organization

North Lake Dam



INTRODUCTION



Chapter 1 : The Farmersville Vision

This vision chapter summarizes the public engagement efforts and key input gathered during the planning process and describes the community's vision used to shape the goals, strategies and actions recommended in the plan.

A. Overview of the planning process

The Farmersville Comprehensive Plan is rooted in the wisdom of the city's engaged leaders and citizenry. A strong public engagement effort was conducted involving a wide range of citizens. These residents and stakeholders contributed through a combination of interviews, focus groups, and a city-wide public workshop.

REACHING OUT TO THE CITIZENS

Several outreach methods were used to reach a wide spectrum of residents and stakeholders including posting and handing out flyers, posting materials on the city's website, and sending e-blasts to a large database of residents. In addition, the Farmersville Times Newspaper ran regular stories about the planning process.

LISTENING TO RESIDENTS AND STAKEHOLDERS

The involvement of Farmersville stakeholders ensured broad representation and offered key local insight. Through these efforts Farmersville residents shared their histories, their ideas, and their future visions. Stakeholders from a variety of public and private entities, developers, school board representatives, elected and appointed officials, the chamber of commerce, library representatives, as well as business and property owners participated in the formation of the plan.

STAKEHOLDER FOCUS GROUPS

Three stakeholder meetings were held with residents who have an investment in the continued growth and quality of life of Farmersville. Stakeholders were asked to share their perspectives on Farmersville's opportunities and challenges, the city's positive attributes, their overall views on living in Farmersville, and their hopes for the future.

PUBLIC WORKSHOP

Residents and stakeholders also attended a city-wide workshop that gave them the opportunity to share their ideas about where new growth should and should not occur within the city and what it might look like and feel like. Participants were also encouraged to show what types of transportation options were needed.



Example of poster advertising workshop



B. Guiding Principles

Guiding principles are developed to ensure that planning recommendations and strategies reflect and support the citizens' core values and desires. Having a clear understanding and consensus of shared values and desires ensures that the recommendations and strategies within the Plan are consistent with these values and will move the City towards the residents' and stakeholders' collective vision and goals for the future. The Farmersville guiding principles were established through citizen and stakeholder input at the beginning of the planning process.

GUIDING PRINCIPLES FOR ASSETS TO BUILD ON:

High priority principles:

- Retain the small town feel/sense of community
- Enhance the unique downtown
- Promote community spirit and volunteerism

Medium priority principles:

- Invest in rural, natural, open spaces such as North and South Lake and the Lake Lavon area

GUIDING PRINCIPLES FOR FUTURE DEVELOPMENT:

High priority principles:

- Focus on industrial development
- Make responsible growth – growth that fits into the community and is an asset
- Allow and promote a variety of jobs/mix of small employers
- Emphasize development in the downtown area and at the US 380/SH 78 intersection

Medium priority principles:

- Provide recreation facilities for youth and children
- Maintain current character, values, sense of place
- Preserve historic structures and places
- Diversify housing types

GUIDING PRINCIPLES ABOUT STAKEHOLDERS' LONG-TERM DREAMS FOR THE FUTURE:

High priority principles:

- Farmersville as a great place to live, work and receive an excellent education
- More jobs and diverse industry
- Maintain current character/historic preservation/revitalize downtown
- Improve the looks of the city
- Farmersville outdoor amenities to be a recreational destination

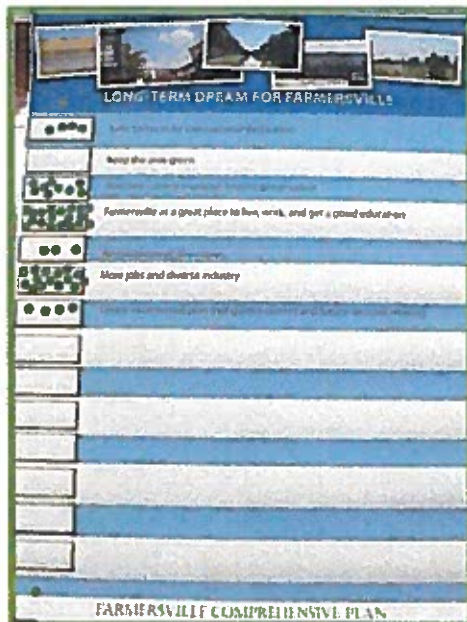
Medium priority principles:

- Link US 380 with the downtown
- Create a consensus plan that guides current and future decision making for the City

C. Key Themes

Eight key themes were developed out of the input from the focus groups and workshops. The majority of participants supported the following themes which were used to guide development of the Vision Statement and the Goals, Strategies and Actions provided in Chapters 3 through 7. Key themes include:

1. Retaining the small town feel and sense of identity of the city;
2. Continuing to enhance the city's high quality of life, with emphasis on parks, trails, natural areas and open space;
3. Creating quality jobs in the city so people can live, work, and play within Farmersville, and the city's youth will remain in the City.;
4. Supporting infrastructure improvements to provide a solid basis for future growth;
5. Protecting and enhancing the unique historic center;
6. Providing linkages between central Farmersville and other areas of the city;
7. Continuing to enhance the educational system at a variety of levels – public education, job training, and community college;
8. Providing an environment where community spirit flourishes and people want to continue to volunteer and be involved in the community.



Example of guiding principle poster and voting



Map with consolidated workshop input

D. The Farmersville Vision

VISION STATEMENT

Farmersville seeks to build on its rich history of community connections and retain its small town feel while looking forward to a future of responsible commercial and residential growth and revitalization. The city strives to offer a variety of housing types and jobs built around a culture of an active, healthy, family-friendly lifestyle where residents have many natural area recreation opportunities in their day-to-day living.



Workshop participants work together to provide their ideas on Farmersville's vision for the future.



Workshop participants present their ideas to other stakeholders.

WHAT DOES THE VISION LOOK LIKE?

Throughout the planning process Farmersville citizens and stakeholders clearly expressed their shared vision for the future. The Farmersville envisioned by participants has the following characteristics:

A STRONG, CONNECTED DOWNTOWN

Downtown Farmersville will maintain its historical character and continue to see restoration and revitalization built on this historic framework. As revitalization continues, office and retail uses, such as antique stores, restaurants, gift shops and art galleries will thrive. Also integral to the historic downtown area are improved connections to US 380 and connections to the proposed Collin County Community College and other educational facilities to the west. Neighborhoods surrounding downtown will see infill and reinvestment, with a variety of housing, mixed use and supporting commercial uses available. Development surrounding the downtown area will be compatible with the historic downtown, creating an expanded government center, an exhibition/recreation area, and arts district.



Infrastructure Improvements

PLANNED INFRASTRUCTURE THAT SUPPORTS NEW QUALITY EMPLOYMENT CENTERS

In addition to a well-connected transportation system and future connections to a regional transit system, Farmersville has up-to-date water, wastewater and electric utilities that will serve future light industrial, commercial, and residential growth. The city attracts light industrial and logistic campuses in designated industrial areas, and has new mixed use areas with strong employment centers where residents can live close to their places of work.



Downtown Farmersville
Source: Debra Helmberger

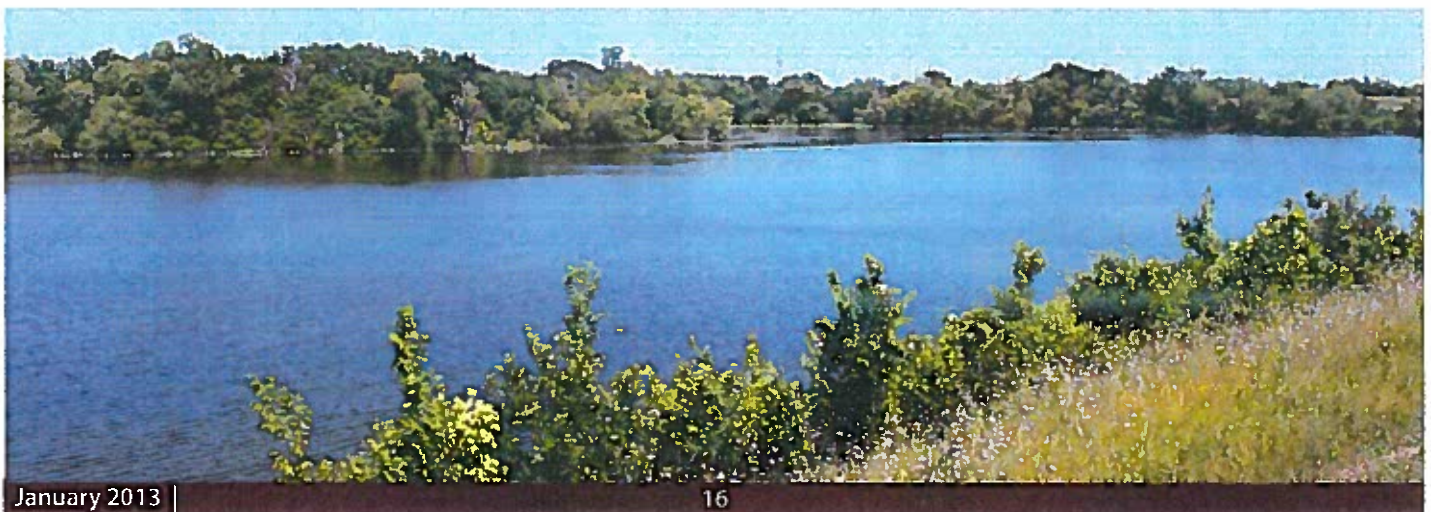
A HEALTHY ENVIRONMENT WITH MULTIPLE PARK, TRAIL AND OPEN SPACE OFFERINGS

Farmersville continues to be known regionally for its many parks and trail offerings. The Chaparral Trail, connecting Farmersville to New Boston, Texas, and beyond, has been improved with amenities placed along the trail. People come from across the state and beyond to enjoy this amenity. The trail is connected to other parts of the city through an improved trail system. Residents have access to improved recreational facilities at South Lake, including boating facilities and playing fields. A trail system around North Lake provides in-town recreational opportunities such as walking, biking and fishing.

A CITY WHERE RESIDENTS HAVE ACCESS TO MULTIPLE LEVELS OF EDUCATION – PUBLIC EDUCATION, JOB TRAINING, AND COMMUNITY COLLEGE WITH READINESS FOR ONE OF THE MANY COLLEGE OR UNIVERSITIES IN THE REGION

The city and the school district continue to work together to provide high quality education to students. The Northeast Collin County Campus of the Collin County Community College works with local businesses to provide advanced education and training needed to obtain jobs with Farmersville's industries and businesses. Youth are prepared to pursue higher education opportunities, and look forward to returning to Farmersville to raise their families.

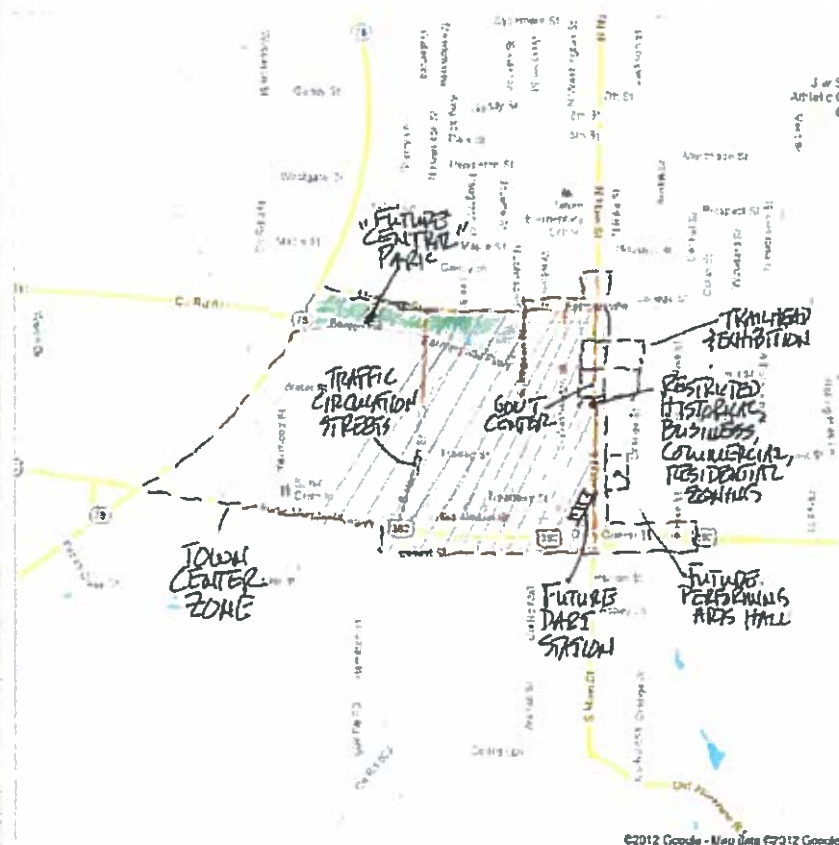
North Lake, Farmersville



Example of Community Input

This graphic shows one citizen's input on how a small area plan could affect Farmersville's long-term growth. In this plan, an emphasis is placed on preserving the historic downtown area while at the same time integrating it into business and residential areas along Main Street, US 380, McKinney Street and SH 78. The major traffic circulation arteries are shown in orange. The area would include an expanded government center, an expanded exhibition and recreation area including the onion sheds and the existing trailhead, a future DART station and performing arts hall. The properties fronting on Main Street and US 380 would have specific uses and development standards applied and over the long term development would be consistent and attractive within this zone. The major highlight of the center would be the development (again over the long term) of a central park (highlighted in green) within the town center that would encompass the areas between Farmersville Parkway and McKinney Street from Johnson Street to SH 78.

Example Town Centre Plan provided by J. Robert Collins, PhD



Chapter 2 : A look at Farmersville's Demographic Trends

A. Farmersville Within the Context of the Region

As of the 2010 U.S. Census, the population of Farmersville was 3,301. Unlike the cities of Plano, Frisco, McKinney, and Wylie, which have already seen population booms, Farmersville has shown slow, but steady growth for much of its recent history. The greatest average annual growth rate occurred during the 1990s, but still remained below the average growth for the state.

In the last 20 years Farmersville has experienced a 25% increase in growth, consistent with the national growth rate. However, this growth is significantly less than the state's, region's and county's growth, as shown in the chart below.

Area	1990	2000	2010	Number	Percent
U. S.	248,709,873	281,421,906	308,745,538	60,035,665	24%
Texas	16,986,335	20,851,820	25,145,561	8,159,226	48%
DFW MSA	3,989,294	5,161,544	6,371,773	2,382,479	60%
Collin County	264,036	491,675	782,341	518,305	196%
Farmersville	2,640	3,118	3,301	661	25%

B. Population Projections

The state projects that from 2010 to 2030 Texas' population will grow by 17% and Collin County is projected to grow by 11%. Given that many parts of Collin County and the northern part of the DFW Metroplex have experienced tremendous growth over the last 20 years, it is likely that this growth will continue to move in the northeastern direction, with Farmersville experiencing a larger proportion of the county's future growth. Regional growth continues to move towards the north and east – with these communities experiencing high recent growth. It is anticipated that this trend will continue as people who work in the DFW Metroplex seek rural, affordable, and high-amenity communities in which to live, raise their families, and recreate.

Of the top 100 fastest-growing suburbs in the nation, five cities from Collin County are included: Frisco (7th), Wylie (8th), McKinney (13th), Sachse (22nd), and Allen (33rd).

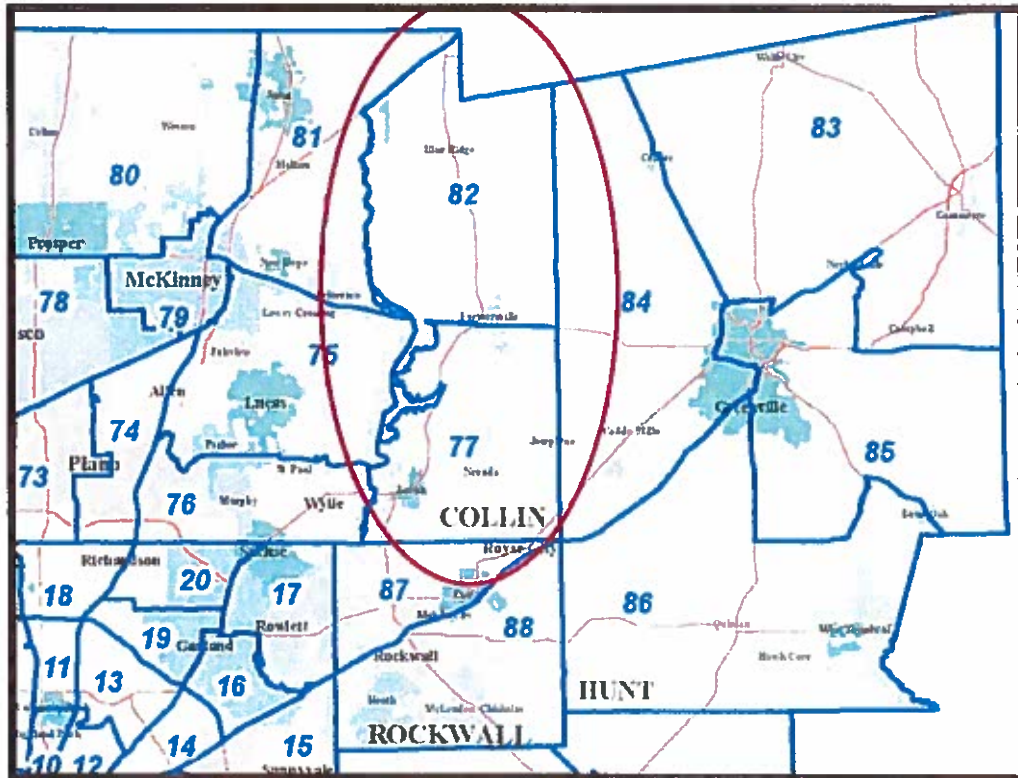


Farmersville's future population
Source: Debra Helmberger



Collin County is divided into Market Areas for the purpose of population projections. Farmersville is located on the boundary of two of these areas: 82, which includes most of Farmersville and Blue Ridge and 77, which includes portions of Farmersville, Lavon, Nevada, Josephine and a part of Royse City.

Collin County Planning Area



The North Central Texas Council of Governments has made the following population projections for these planning areas.

Year	Market 82 Population	Market 77 Population	TOTAL Population
2005	9,449	9,865	19,314
2035	22,221	60,418	82,639

Based on these regional projections, low, medium and high growth projections were developed for Farmersville. Given the high levels of growth occurring in surrounding cities, the level of amenities available in Farmersville, the economic development initiatives (including the Tax Increment Reinvestment Zone (TIRZ), Community Development Corporation (CDC) and Economic Development Corporation (EDC)

CHAPTER 2



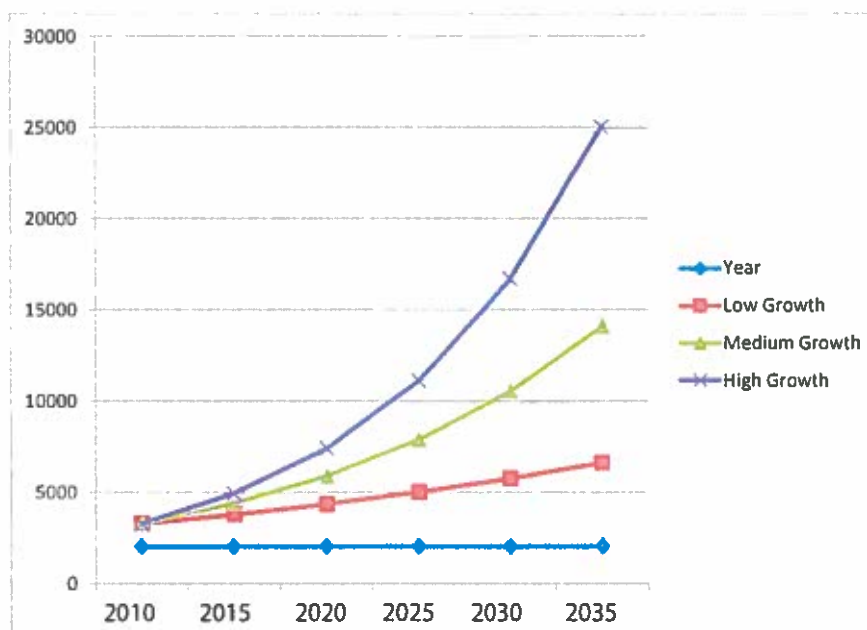
initiatives) ongoing marketing efforts and land availability, it is anticipated that Farmersville will grow at the higher or between the medium and higher growth levels.

Year	Low Growth		Medium Growth		High Growth	
	Population	Percent Change from 2010	Population	Percent Change from 2010	Population	Percent Change from 2010
2010	3,301		3,301		3,301	
2015	3,796	15%	4,415	34%	4,952	50%
2020	4,366	32%	5,904	79%	7,427	125%
2025	5,020	52%	7,896	139%	11,141	238%
2030	5,773	75%	10,561	220%	16,711	406%
2035	6,639	101%	14,124	328%	25,067	659%

COMPARISON OF STATE PROJECTIONS FOR COLLIN COUNTY AND STATE

The medium growth scenario shows Farmersville capturing a larger proportion of Collin County's population as the County increases in density and population continues to move to the northeast region.

Year	Farmersville	Collin County	% of Collin County	State
2010	3,301	782,341	.42%	25,145,561
2020	5,904	831,269	.71%	27,373,633
2030	10,561	871,342	1.21%	29,289,940





C. Current Demographics

According to the 2010 Census, Farmersville is 79% white, 8% black and 13% other. Twenty-four percent of the population is Hispanic or Latino. The median household income in the city was \$41,869 in 2010, compared with \$48,259 for the state of Texas as a whole. This can be attributed to several factors, including a lower percentage of people in the labor force, and lower education attainment. Of the population age 16 years and over, 57% are currently employed according to the 2010 Census, as compared to Collin County at 69.9% and the State of Texas at 60.5%. The unemployment rate for Farmersville is 8.2%, Collin County's is 5% and Texas is 7%.

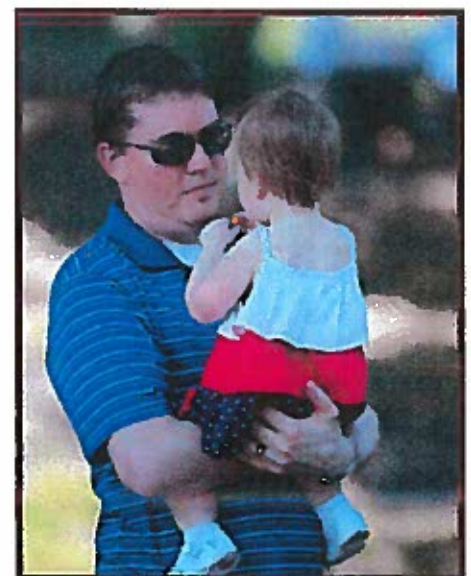
According to the census data for Farmersville, 39.6% of the population has either received a high school diploma or its equivalent; 12% have a Bachelor's degree, and approximately 1.5% hold a graduate or professional degree. These percentages are based on the population age 25 years and older. At the County and State level, residents holding a high school diploma or equivalent total 79% and 73.8%, respectively.

2010 Summary	Texas	Collin County	Farmersville	McKinney	Wylie
Population	25,674,681	782,341	3,301	136,067	43,001
Households	9,869,239	276,234	1,316	44,807	13,841
Occupied Housing Units	8,667,807	283,759	1,179	41,584	13,004
Vacant Housing Units	1,201,432	17,201	137	3,223	837
Average Household Size	2.79	2.96	2.66	2.95	3.00
Median House Value	\$125,800	\$202,000	\$103,642	\$185,600	\$156,600
Median Age	40.8	35	35.6	32.7	31.7
Median Household Income	\$48,259	\$82,758	\$41,869	\$80,855	\$75,070
Per Capita Income	\$25,548	\$37,825	\$19,925	\$32,528	\$27,484

D. Age of Population

Farmersville's population consists of a large number of youth (under 18) and people over 35. A smaller proportion of people between 20 and 25 live in Farmersville, which could indicate that people leave the city for education and jobs, and are slow to return to the city.

Age Group	Number	Percent
under 18	895	27.1%
18-24	322	9.8%
25-34	397	12.0%
35-49	682	20.7%
50-64	578	17.5%
65 & over	427	12.9%



Farmersville Residents
Source: Debra Helmberger



E. Employment

The major areas of employment by Farmersville residents are in education, health and social services; construction; manufacturing; retail trade and professional, scientific, management and administrative industries.

2010 Employment by Industry for Civilian Population (Age 16+)	Farmersville		Texas		United States	
Educational, Health and Social Services	320	15.78%	2,406,056	21.40%	31,705,830	22.14%
Construction	283	13.95%	897,708	7.99%	9,982,202	6.97%
Manufacturing	271	13.36%	1,145,386	10.19%	17,078,738	11.93%
Retail Trade	245	12.08%	1,145,060	10.19%	14,346,753	10.02%
Professional, Scientific, Management, Administrative, etc.	215	10.60%	1,223,952	10.89%	14,935,847	10.43%
Transportation and Warehousing, and Utilities	152	7.50%	705,603	6.28%	7,992,800	5.58%
Other Services	116	5.72%	608,802	5.42%	7,373,033	5.15%
Finance, Insurance, Real Estate and Rental and Leasing	113	5.57%	781,683	6.95%	9,894,999	6.91%
Information	92	4.54%	341,615	3.04%	4,210,964	2.94%
Arts, Entertainment, Accommodation and Food Services, etc.	83	4.09%	857,560	7.63%	12,115,678	8.46%
Public Administration	68	3.35%	518,151	4.61%	7,044,144	4.92%
Wholesale Trade	47	2.32%	376,514	3.35%	4,371,371	3.05%
Agriculture, Forestry, Fishing and Hunting, and Mining	23	1.13%	232,773	2.07%	2,134,305	1.49%

F. Units in Structure

The predominant type of unit in Farmersville is single family homes, with 75.5% of the housing stock. This is higher than in DFW and Texas. Farmersville has few housing options in 2 to 9 unit structures, but a larger selection of housing units in structures with 20 or more units.

	Number	%	DFW	TX
1-unit, detached	993	75.5%	63.6%	65.6%
1-unit, attached	28	2.1%	2.9%	2.6%
2 units	8	0.6%	1.5%	2.1%
3 or 4 units	31	2.4%	3.3%	3.2%
5 to 9 units	28	2.1%	7%	5%
10 to 19 units	62	4.7%	8.2%	6.6%
20 or more units	134	10.2%	9.3%	7.2%
Mobile Home/other	32	2.4%	4.2%	7.7%



Farmersville Homes



G. Year Structure Built

Farmersville's housing stock is on the whole older than that of the region's and state's. Over half of the housing in Farmersville was built before 1970.

	Farmersville Number of Units	Farmersville % of total	DFW % of total	Texas % of Total
2005 or later	26	2%	7.1%	6.7%
2000 to 2004	107	8.1%	14.3%	12.3%
1990 to 1999	98	7.4%	17.1%	15.9%
1980 to 1989	215	16.3%	20.3%	18.4%
1970 to 1979	157	11.9%	15.9%	18.2v
1960 to 1969	205	15.6%	10.1%	10.4%
Pre 1959	508	35.6%	15.2%	18.1%

H. Access to Transportation

Farmersville households that do not have a vehicle are 11%, as compared to 1.3% for Collin County and 2.5% for Texas. This points to an area that will, over time, require additional attention to ensure that alternative means of transportation are available for those without private transportation options.

Vehicles Available	Farmersville #	Farmersville %	Collin County %	Texas %
No vehicles available	130	11.0%	1.33%	2.5%
1 vehicle available	399	33.8%	19.37%	22.54%
2 vehicles available	502	42.6%	51.41%	44.80%
3 or more vehicles available	148	12.6%	27.88%	30.20%

I. Commuting Patterns

A large proportion of workers who live in Farmersville – over 70% - travel more than 30 minutes to their jobs – and about a quarter of Farmersville's residents travel over an hour to their place of work.

2010 Travel Time to Work	Farmersville		Texas		United States	
Travel Time Less than 15 Min	306	15.66%	2,563,080	23.67%	34,641,939	25.26%
Travel Time 15-29 Min	255	13.05%	3,878,021	35.81%	49,562,476	36.15%
Travel Time 30-59 Min	919	47.03%	3,477,037	32.11%	40,350,740	29.43%
Travel Time 60+ Min	474	24.26%	911,625	8.42%	12,563,392	9.16%



Source: Debra Helmberger



Source: Debra Helmberger



Chapter 3 Land Use

A. Land Use Summary

This chapter summarizes Farmersville's existing land uses and presents land use goals, strategies and actions consistent with the citizens' and stakeholders' guiding principles. The conceptual land use plan reflects resident input and provides a general direction to guide future land use decisions.

B. Existing Land Use

The City of Farmersville has approximately 3.24 square miles of land within the city limits and approximately 20 square miles within its Extraterritorial Jurisdiction (ETJ). The existing land uses in the city limits are shown in the following map and delineated in the Table below.

Land Use Type		Acres	% of Total
Residential	Single Family	556	23.38 %
	Multi-Family	24	0.99%
	Group Quarters	2	0.09%
Retail/Commercial/Office		98	4.13%
Civic/Institutional		89	3.76%
Industrial		74	3.11%
Utilities		13	0.55%
Parks and Open Space		228	9.61%
Undeveloped		1,059	44.54%
Roads, Railroad ROW, other		234	9.84%
Total		2,400	100.0%

RESIDENTIAL

Residential uses are on approximately 582 acres and are comprised primarily of single family as well as a small number of multi-family units and group quarters. The census describes group quarters as a place where people live or stay, in a group living arrangement, that is owned or managed by an entity or organization providing housing and/or services for the residents. Residential uses are the second most prevalent land use in Farmersville after undeveloped land. Residential land uses in central Farmersville are on smaller lots, with most of the residential uses located on streets in a historic grid pattern. Several recent developments, both in the city as well as in the extra territorial jurisdiction are on larger lots and are in a more suburban land use pattern.





PARKS AND OPEN SPACE

Parks are the third highest use in the city, with 228 acres of park land. Park land is scattered throughout the city, with the city's oldest park located downtown. Other park facilities include Ramblers Park and Splash Pad located in the historic area, a large amount of park land located at South Lake Park, an athletic complex and riding arena. Also included as open space on the land use map are approximately 17 acres of land in cemetery uses in north Farmersville.



Robbin Lamkin Memorial Splash Pad



South Lake

CIVIC/INSTITUTIONAL

Civic and institutional uses, which cover 89 acres of the city is the fourth largest category of uses, and include land owned by the school district and governmental agencies and include city offices, libraries and schools.



Farmersville High School



Farmersville City Hall
Source: Debra Helmberger

RETAIL/COMMERCIAL/OFFICE

The 98 acres of retail, commercial and office uses are primarily located in or adjacent to Central Farmersville and along US 380. Outside of the central area retail uses are generally located on corners of intersections or in strip shopping centers.



Sonic Drive-In



Historic Downtown (Source Debra Helmberger)

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INDUSTRIAL

The 74 acres of industrial uses are primarily on the eastern and western ends of US 380. The industrial uses include:

- Advanced Fixtures, Inc.: Design, manufacture and install retail store fixtures, cabinet, and millwork packages
- Gerdau Ameristeel: Rebar fabrication
- Champion Container Company: Corrugated boxes and related packaging products
- SpecChem, LLC: Concrete construction chemicals
- American Acrylic & Injection Company: Manufacturer of bathtub and shower enclosures
- JD Russel: Manufacturers and distributors of quality construction materials and landscape edging products
- Wylie Drilling and Drainage Inc.: Auger, caisson, and rock drilling services
- Macala Company: Sheet metal fabrication
- Universal Transformer Company: Manufacturer of electrical power and audio transformers



Feed and Grain Store
Source: Debra Helmberger



Local Retail

UTILITIES

Comprising 13 acres, the utility designation includes utility facilities scattered throughout the city.

UNDEVELOPED

1,059 acres within the city limits is undeveloped. This land is scattered throughout the city and provides ample opportunity for future development in the near term.

ROAD AND RAILROAD RIGHT-OF-WAY

Right-of-way comprises the remaining 234 acres of the city's land uses.



Chaparral Trail Head



Rural Farmersville



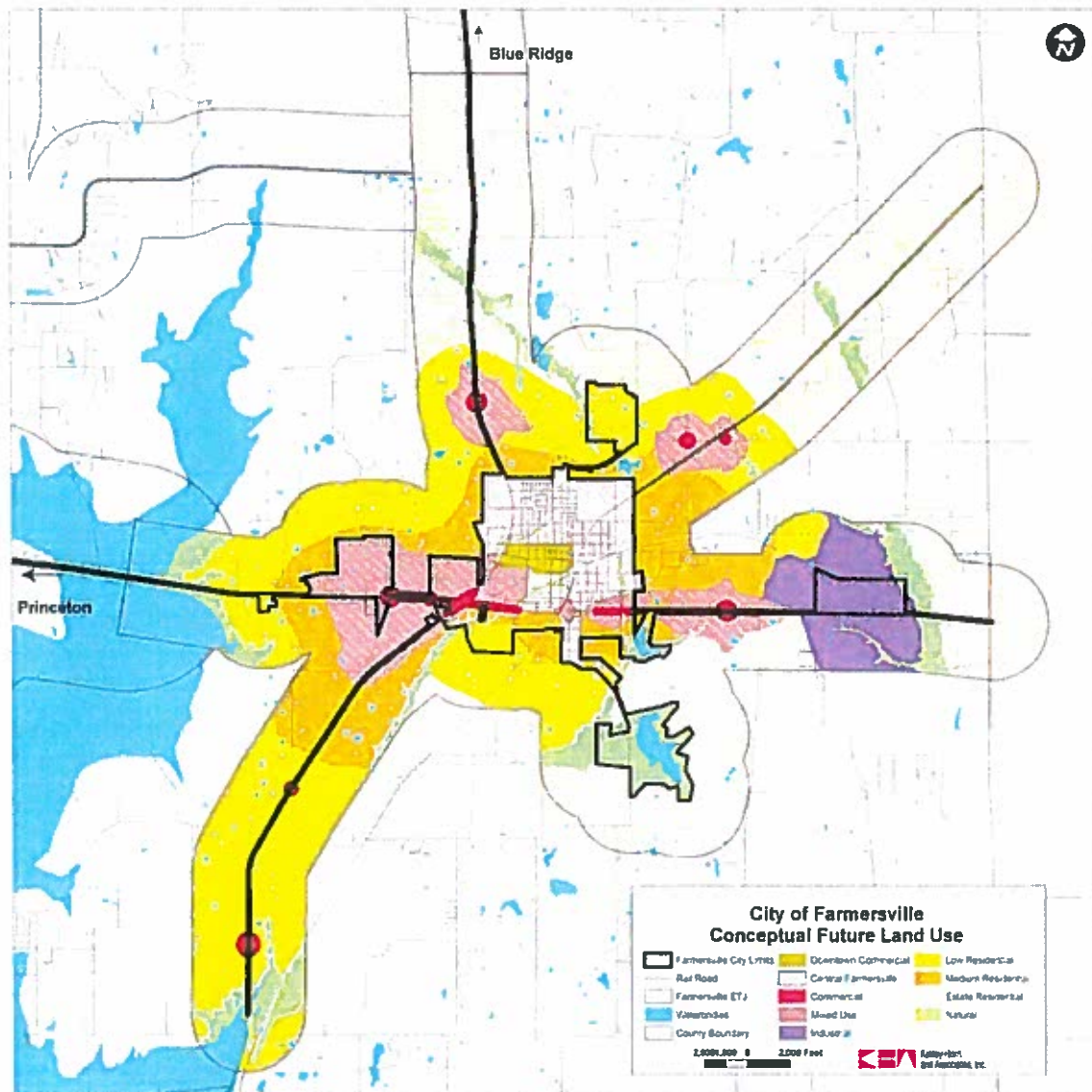
SF-2, Single-Family Dwelling	407
SF-3, Single-Family Dwelling	31
2F, Two-Family Dwelling	0
MF-1, Multiple-Family Dwelling	9
MF-2, Multiple-Family Dwelling	0
P, Parking District	0
O, Office District	0
NS, Neighborhood Service	5
GR, General Retail	0
C, Commercial	178
HC, Highway Commercial	164
CA, Central Area	11
LI, Light Industrial	156
I-2, Heavy Industrial	0
PD, Planned Development	95
SUP	<1

C. Conceptual Land Use Plan

The Conceptual Land Use Plan shows the desired future land use pattern based on the citizen input provided throughout the planning process. This concept provides a framework for future land use decisions and is categorized by generalized development types, rather than specific zoning or land use districts. The conceptual land use plan is centered on a strong and vibrant city center, healthy neighborhoods and ample recreational opportunities. While providing guidance for future decision, the conceptual plan also retains flexibility for the city to make decisions based on local land use issues, market trends, and other site specific factors.

The concept map builds on new creative ways to accommodate future development while respecting and preserving historic development patterns.

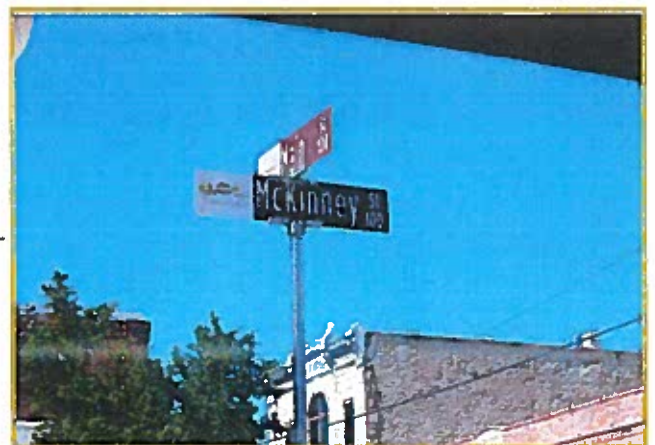
Type of Future Land Use	CITY		ETJ	
	Acres	% of Total	Acres	% of Total
Commercial	110	3.69%	183	1.08%
Downtown Commercial	85	2.82%	85	0.50%
Historic Center	962	32.12%	962	5.69%
Industrial	156	5.22%	739	4.37%
Natural	335	11.18%	1,531	9.06%
Mixed Use	442	14.75%	1,644	9.73%
Estate Residential	600	20.02%	6,792	40.19%
Low Residential	159	5.32%	2,946	17.43%
Medium Residential	146	4.87%	2,019	11.95%
Total	2,994	100%	16,900	100%



The following paragraphs describe the types of uses provided on the future land use map.

COMMERCIAL CENTERS OR CORRIDORS

Commercial centers and corridors are located at major intersections and along areas of US 380 and SH 78. These areas primarily function as service and job destinations and are easily accessed by automobiles. Buildings in these areas tend to be on separate parcels and are typically one to three stories with offices, restaurants and a range of retail and commercial uses. Design standards that are in place ensure that commercial buildings will blend with the community character.



DOWNTOWN COMMERCIAL

The Downtown Commercial area is comprised of the historic town center that is a model example of the traditional American "main street". Historically main streets provided a place for working, shopping and living. The Farmersville historic downtown currently hosts retail, restaurants, office and service uses.

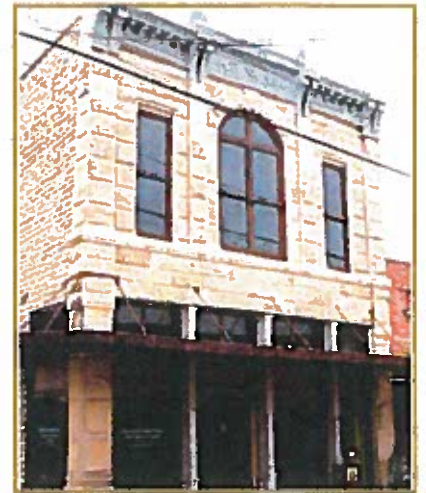
CENTRAL FARMERSVILLE

Central Farmersville is predominantly single family residential uses, with multifamily, institutional, commercial, and industrial uses scattered throughout.



Historic Downtown area

The area is laid out in a historic grid pattern and reflects the cultural values of the past. In the future it is anticipated that this area will remain predominately single family residential or duplex uses on smaller lots. Higher density townhomes, multifamily, and commercial uses may be appropriate if they are consistent with the layout and character of the area. The intent of any new development in this area should be to maintain the existing development patterns, provide compatible infill development and enhance and stabilize existing neighborhoods. Residential uses in this area are generally to not exceed an average of 12 dwelling units per gross acre.



Farmersville Times Building
Source: D. Helmberger

INDUSTRIAL

The industrial area offers important employment opportunities, with the largest area to the east of Farmersville, on the north side of US 380. These areas are envisioned as housing environmentally-friendly light industrial uses with logistics, warehousing, assembly, fabrication and light manufacturing uses in a business park environment. Business activities should take place inside the building or be screened from view of the public.



Example of an industrial park



South Lake

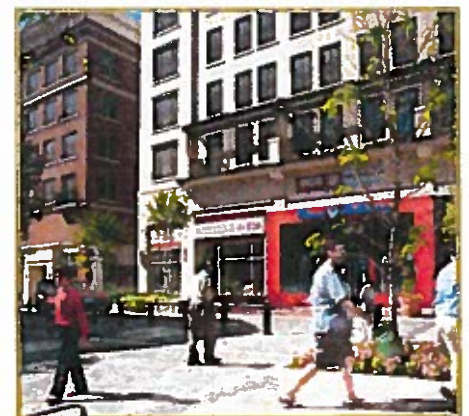
NATURAL

Natural areas include parks, trails, floodplains and open spaces that should be preserved for recreational uses. These areas should be maintained as important green spaces.

MIXED USE

Mixed use areas include a mix of residential and employment uses. These areas are clustered around employment centers and are

characterized by enhanced walking and biking facilities. The areas provide residents a lively blend of opportunities to live, work, shop and recreate within a closely defined area. Buildings range from one to two story offices, shops and townhomes to three to five story mixed use or residential buildings. Mixed use areas should not exceed an average of 25 dwelling units per gross acre.



Example of Mixed Use

ESTATE RESIDENTIAL

This area is intended to be retained in low density rural residential uses, characterized by natural areas, agricultural or pasture uses and large lot residential (1 acre or more in size). The intention is for these areas to transition to residential subdivisions or other appropriate uses as they are served by infrastructure.



Example of Estate Residential



Example of Low Residential Neighborhood

LOW RESIDENTIAL

These areas refer to single family detached units in suburban type developments and large-lot subdivisions and are typically located on the edges of the city. Generally these subdivisions should not exceed 6 dwelling units per gross acre. Ancillary retail and service uses are expected at primary intersections.



Example of Medium Density Neighborhood

MEDIUM RESIDENTIAL

Medium residential areas are generally adjacent to the downtown center and mixed use areas and should not exceed 10 dwelling units per gross acre. A range of housing types are permitted in this area, including single family detached and attached, cottage homes, zero lot lines and small multifamily units.

D. Land Use Guiding Principles

The following land use guiding principles were used in developing the Conceptual Land Use Plan and the following Goals, Strategies and Actions:

- Retain the small town feel/sense of community;
- Enhance the unique downtown/ preserve historic structures and places;
- Emphasize development in the downtown area and at the US 380/SH 78 intersection;
- Allow and promote a variety of jobs/mix of small employers;
- Maintain current character, values, sense of place;
- Diversify housing types; and
- Grow responsibly — make growth that fits into the community and is an asset a priority.



E. Goals, Strategies and Actions

The land use goals and corresponding strategies and actions are based on public input provided during the course of the planning process. Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future
- Strategies are the methods to achieve these goals
- Actions are steps needed to implement the strategies

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are not arranged in any order of priority.

Land Use Goal 1: Guide future growth so that Farmersville develops in an orderly and sustainable pattern that provides residents with a balance of land uses - housing, jobs, shopping and recreation areas.

Strategy 1.1: Plan for future growth, preserve environmentally sensitive areas, and follow the adopted Farmersville Comprehensive Plan when evaluating development requests.

Action 1.1.1: Use the Farmersville Comprehensive Plan and Conceptual Land Use Map to guide development decisions.

Action 1.1.2: Adopt guidelines to use when evaluating development requests and their compliance with the Comprehensive Plan.

Action 1.1.3: Establish procedures for amending the Comprehensive Plan on a regular basis to adjust to changing conditions.

Strategy 1.2: Concentrate development in the downtown area, the historic center and along US 380 and SH 78.

Action 1.2.1: Promote compatible infill residential development in established neighborhoods to stabilize and enrich these areas.

Action 1.2.2: Continue to work with the Main Street Program, the CDC, the EDC and the private sector to direct and incentivize development in the downtown core.

Action 1.2.3: Strive to locate businesses along the US 380 and SH 78 corridors that are high quality employers, that are consistent with the desired quality of development and serve to pull employees and visitors into the downtown area.

Strategy 1.3: Align zoning and subdivision ordinances with desired development patterns to ensure that zoning requirements promote (rather than prohibit) desired land uses as shown on the conceptual land use map.

Action 1.3.1: Analyze subdivision and zoning ordinances and amend as required to bring into conformance with the comprehensive plan.

Action 1.3.2: Consider the following types of amendments to the zoning.



ordinance:

- Reviewing development standards to ensure that they are market-friendly and obtain the desired development.
- Adding mixed-use walkable districts to allow mixed use development by right in desired locations. Consideration should be given to:
 - o Allowing the integration of uses in multi-story mixed use or in separate use buildings on a single site – designed to support one another;
 - o Discouraging strip development in these mixed uses areas which in turn discourage walkable mixed use development;
 - o Adopting design guidelines requiring buffering, transitions and compatibility requirements between mixed use and adjacent existing uses.
- Allowing as an alternative cluster development that preserves the natural character and open space and environmentally sensitive areas. Include incorporation of development standards to provide:
 - o That development is compatible with surrounding uses;
 - o Appropriate open space ratios and development patterns;
 - o Standards for average minimum lot areas, open space ratios, and gross densities;
 - o For dedicating the open space into perpetuity to a nonprofit organization;
 - o Long-term maintenance requirements.
- Incorporating development standards to ensure that industrial uses are adequately buffered and screened from adjacent uses and public view.

Strategy 1.4: Proactively implement zoning changes in targeted areas to encourage desired investment.

Land Use Goal 2: Maintain the small town feel and protect downtown's historic character

One of the most valuable assets that Farmersville has is its intact Main Street that reflects the character of years past. Over the last ten years significant reinvestment has occurred in this area through the Main Street program, Farmersville's CDC and EDC and private investment. The Main Street program and others actively promote festivals and activities to bring life to the downtown area and spur interest and investment in the area. Without careful planning, many small communities lose their downtowns to highway development as rapid regional growth occurs.

Strategies to maintain the unique character and small town feel of downtown include:

Strategy 2.1: Continue supporting and investing in the Main Street Program and encouraging reuse and rehabilitation of historic structures.

Action 2.1.1: Continue to incentivize reinvestment.



Adapted from Townscape, Inc.
Example of an Entranceway Monument/Gateway marker. New markers along US 380 and SH 78 could point tourists to the downtown area.

Strategy 2.2: Consider historic preservation ordinances to protect the character of Main Street and to ensure preservation of the historic character as future development pressures occur.

Action 2.2.1: Document the city's historic resources.

Action 2.2.2: Incorporate preservation districts into the zoning ordinance.

Action 2.2.3: Use nonprofit resources, such as the National Trust for Historic Places, to kick off a preservation program.

Action 2.2.4: Leverage funding and tax credit opportunities that result in designation of historic districts and programs.



Strategy 2.3: Develop an education program for property owners on the value of preservation and the resources available to aid in rehabilitation and reuse of historic structures.

Land Use Goal 3: Position downtown to become Farmersville's cultural, educational and governmental center and connect Main Street with other parts of the central area.

As growth moves into northeastern Collin County, Farmersville will start to experience tension between new development and preserving the existing character of the historic area. Establishing a vision for the central area and planning for change will ensure that central Farmersville can accommodate new development but continue to reflect the citizens' desires.

Strategy 3.1: Conduct a Central Farmersville small area plan to prepare for future growth and enhance downtown Farmersville's role as the area's historic, cultural and business center.

Strategy 3.2: Establish gateways into the central area along US 380 and SH 78 to bring visitors into the central area and to tie these areas together with the hub of the city.

Action 3.2.1: Provide additional entranceway signs (as currently located along SH 78) to create these entranceways.

Action 3.2.2: Consider additional placemaking gateway treatments to emphasize the connections to downtown.

Strategy 3.3: Improve pedestrian and bike access between downtown and adjacent uses, such as the Collin County Community College site, high schools, and future mixed use centers.

Strategy 3.4: Encourage infill to support existing development patterns by ensuring development standards allow desired development.

Strategy 3.5: Pursue code enforcement to ensure that structures are safe and an asset to the community.

Action 3.5.1: Explore securing funding through grants or CDBG to provide home improvement grants and loans to low income homeowners.

Action 3.5.2: Continue to proactively enforce standards on rental properties to ensure compliance with minimum standards.

Land Use Goal 4: Encourage a range of housing types – both in style and size - with a variety of scales and costs to reflect the needs and desires of residents.

Strategy 4.1: In established neighborhoods, allow for and encourage infill housing of a similar scale, orientation, and form as nearby residential structures. Accessory units, duplexes, and triplexes are one way of maintaining the scale of single-family areas, while allowing additional housing opportunities.



Strategy 4.2: Review zoning districts to ensure that a range of housing types that meet the needs of different segments of the population such as seniors, young professionals and growing families, are allowed.

Action 4.2.1: Identify areas that could accommodate a mix of housing types.

Action 4.2.2: Actively encourage the following uses in these target areas:

- Mixed use residential
- Compact development
- Cottage style housing
- Live-work housing
- Cluster development

Action 4.2.3: Regularly review and update regulations to ensure that developers can build innovative and desirable housing types as the needs change in Farmersville, and as new housing trends evolve.

Strategy 4.3: Manage the zoning capacity to encourage the market to build needed housing types.

Action 4.3.1: Match the capacity of Farmersville's zoning (the number of units that could potentially be built under current regulations) with the city's forecasted growth to ensure that desired growth is permitted in desired locations.

Action 4.3.2: Make zoning changes that ensure zoning meets the city's needs particularly for a diverse housing stock.

Strategy 4.4: Encourage public/private partnerships to achieve desired housing.

Action 4.4.1: Partner with interested developers using financial incentives to encourage mixed-use and compact neighborhood development.

Action 4.4.2: Incentivize desired residential uses by providing needed infrastructure.

Land Use Goal 5: Plan for mixed-use centers to allow people to live close to work, shopping and recreation.

Strategy 5.1: Prepare small area plans for mixed use centers to establish desired development patterns and to guide future development decisions and capital improvement plans.

Strategy 5.2: Generally plan for concentrated uses in the center of the mixed use area with transitions to less density the farther away from the centers.

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Strategy 5.3: Ensure than new mixed use centers are compatible with existing residential areas, and protect the integrity of such existing residential areas.

Strategy 5.4: Create pedestrian friendly environments through careful planning and design of streets, sidewalks, trails, lighting, parking areas, pedestrian amenities and building placement. Ensure that people can easily walk from their home to a range of uses within a 5-minute walk. Streets should reflect and be consistent with Farmersville's traditional street patterns.

Land Use Goal 6: Plan for regional industrial and logistical uses on the eastern periphery of the ETJ.

Strategy 6.1: Continue to be aware of and involved in planning work for the Regional Outer Loop which was studied by NCTCOG in 2012. Because the recommended projects had no funding identified in the regional long-range transportation plan, Mobility 2035, progress will be dependent on additional federal, state, and or local funding becoming available. Future work on advancing the recommended projects will be coordinated with local and regional transportation partners and Farmersville representatives should be involved in that work.

Strategy 6.2: Continue to explore the location of a Collin County Intermodal Logistics Hub in the eastern Farmersville region. Farmersville has access to rail, major roadway facilities, and available land. The North East Texas Rural Rail Transportation District and the North Central Texas Council of Governments brought forward the concept of an intermodal facility at the intersection of the regional outer loop and the KCS rail line. Farmersville was the chosen location for the logistics hub. A report is available at the Collin County website, <http://www.co.collin.tx.us>. The city should continue to pursue creating an Intermodal industrial park as well as similar concepts as opportunities arise.

Land Use Goal 7: Plan for future Annexations.

When Farmersville's population reaches 5,000 it will be important for the city to become a home rule city. This will better enable the city to grow in accordance with the comprehensive plan and ensure that development occurs consistent with the citizens' and stakeholders' vision and the adopted plan.

Strategy 7.1: Continue to pursue ETJ agreements with adjacent cities.

Action 7.1.1: Formalize ETJ agreements with each of the adjacent cities to enable future planning of these areas.

Strategy 7.2: Develop a program to identify and pursue annexation of high priority areas, such as ETJ areas surrounded by the city, or strategic locations on the edge of the city to ensure predictability of future development and equity in the financing and provision of services and infrastructure.



Action 7.2.1: Identify strategic locations that are under development pressure and where new development which could impact the city could occur:

- Areas surrounded by incorporated Farmersville
- Areas already receiving Farmersville services
- Existing development that is using city infrastructure and services
- Potential development areas – properties with regional access where higher density development and tax base could be constructed
- Areas where additional development controls are desired by city or adjacent owners

Action 7.2.2: Lay out a proactive approach and strategy to discuss benefits of annexation with property owners to encourage property owners to annex.

Action 7.2.3: In critical places where annexation cannot be achieved, consider use of agreements in lieu of annexation as provided by Chapter 212, Subchapter G of the Local Government Code. This allows the City Council to enter into a written contract with owners of land within the ETJ to extend land use and environmental authority, and enforcement of certain land use regulations and to provide for infrastructure development. This allows for annexation to be delayed until a future point in time when annexation is agreeable to all parties.

Strategy 7.3: Develop a long term strategy to pursue desired annexation within the ETJ.

Action 7.3.1: Monitor city growth and establish home rule status as soon as the city reaches a population of 5,000.

Action 7.3.2: Develop a long-term strategy to finance and build an infrastructure program to serve areas in the ETJ.

Strategy 7.4: Apply standards in Farmersville's ETJ to promote quality development consistent with the city's objective of maintaining a small town atmosphere, growing the tax base and promoting economic development.

Action 7.4.1: Develop preliminary regulations as allowed by state law to maintain consistent development objectives prior to annexation. Include regulations addressing characteristics of the following:

- Density and setbacks
- Quality of development
- Standards for streets and infrastructure improvements

Action 7.4.2: Use the preliminary regulations as a basis for entering into agreements in lieu of annexations where annexation is not possible.

Strategy 7.5: Explore additional ways to apply user fees for city services and benefits received by residents living in the ETJ. Currently water fees and wastewater fees are adjusted for those living in the ETJ. Examples of additional services that should be reviewed include: road maintenance fees for roads requiring servicing as a result of ETJ use; park and recreation fees; library fees, etc.

Local housing and commercial development





Chapter 4 Transportation

Farmersville's transportation goal is to provide safe and efficient movement using a network of streets that complement land uses. In addition to handling current and future vehicular movement, the city desires the transportation system to be both livable and sustainable by treating the public streets as part of the urban fabric of the city. The transportation system should also accommodate multiple modes of transportation so that residents have choices in how they get around the city.

Farmersville residents rely on the roadway system to take them to other areas of the region, as well as to get around town on a daily basis. Because of the large number of people commuting to adjacent cities to work, it is important that the City has strong local and regional connectors. Farmersville's Master Thoroughfare Plan serves as a tool to enable the City to preserve future corridors for roadway development as the need arises.

The purpose of this plan is to develop a strategy that will integrate street, transit, pedestrian, and bicycle trail systems with the future growth and development of Farmersville.

A. Transportation Summary/Existing Conditions

Farmersville's network of streets is based on a traditional grid system. The primary mode of transportation within the city and region is the vehicle. Most of the streets, other than residential, are designed for higher speeds that move traffic through the area.

Currently, two important highways connect Farmersville with the region – SH 78 and US 380, also referred to as Audie Murphy Parkway. SH 78 connects Farmersville to Dallas, while US 380 is the East/West connection for Farmersville, connecting the City to Greenville the east, and McKinney and the DFW Metroplex to the west. Traffic counts completed in 2009 show 5,200 vehicles travel SH78 north of US 380 and 10,000 vehicles travel US 380 past SH 78 toward Greenville in a 24 hour period.

These two highways intersect in the southwest corner of Farmersville with a recently upgraded highway interchange. SH 78 is currently a two lane undivided road with a paved shoulder. US 380 is similarly constructed on the east side of the intersection with Raymond St as a two lane divided arterial with paved shoulders. However, on the west side of the intersection with Raymond, US 380 is a four lane divided road. Improvements are planned for the remainder of Highway 380.

In addition to the roadway system, Farmersville participates in a 55 mile trail system on an abandoned rail line – the Chaparral Trail, which starts in downtown Farmersville and goes to Paris, Texas and beyond.

B. Master Thoroughfare Plan

A Master Thoroughfare Plan (MTP) designates the location and types of roadways.

The roadway system consists of a variety of roadway classifications ranging from major thoroughfares that serve high volume and higher speed traffic to local and collector streets that provide increased access to residences and commercial areas.



The current Thoroughfare Plan uses the following designations:

- Major Thoroughfare Type B with 120' of right-of-way
- Secondary Thoroughfare Type C with 100' of right-of-way
- Collector Thoroughfare Type D with 65' of right-of-way

The proposed Master Thoroughfare Plan provides the following designations, consistent with the County Thoroughfare Plan Map.

Principal Thoroughfares are typically highways and tollways and are limited access roadways designed for high speed, long distance travel, and large traffic volumes. These roadways are the jurisdiction of regional, state and federal agencies. In the proposed Farmersville MasterThoroughfare Plan these roads are listed as P6D, P4D or P4U.

- Principal 6 Lane Divided with 120' of right-of-way (P6D)
- Principal 4 Lane Divided with 100' of right-of-way (P4D)
- Principal 4 Lane Undivided with 70' of right-of-way (P4U)

Major Thoroughfares are relatively high-speed, long-distance surface streets designed to move large volumes of traffic across an urbanized area and to provide access to a highway and/or tollway. In the proposed Farmersville MasterThoroughfare Plan these roads are listed as M6D, M4D or M4U.

- Major 6 Lane Divided with 120' of right-of-way (M6D)
- Major 4 Lane Divided with 100' of right-of-way (M4D)
- Major 4 Lane Undivided with 70' of right-of-way (M4U)

Regional Arterials are medium-speed, moderate-distance surface streets used primarily to move traffic into and out of the city, to and from residential areas, places of employment, retail, and entertainment venues. These are categorized as RA4 and RA2 on the proposed Farmersville MasterThoroughfare Plan.

- Regional Arterial 4 Lane with 100' of right-of-way
- Regional Arterial 2 Lane with 90' of right-of-way

Collector (Residential and Commercial) Streets are relatively low-speed, low-volume streets used for neighborhood and commercial circulation and access to private property. They are also used to collect traffic from local streets and distribute to the thoroughfare system.

- Collector Thoroughfare 65' of right-of-way

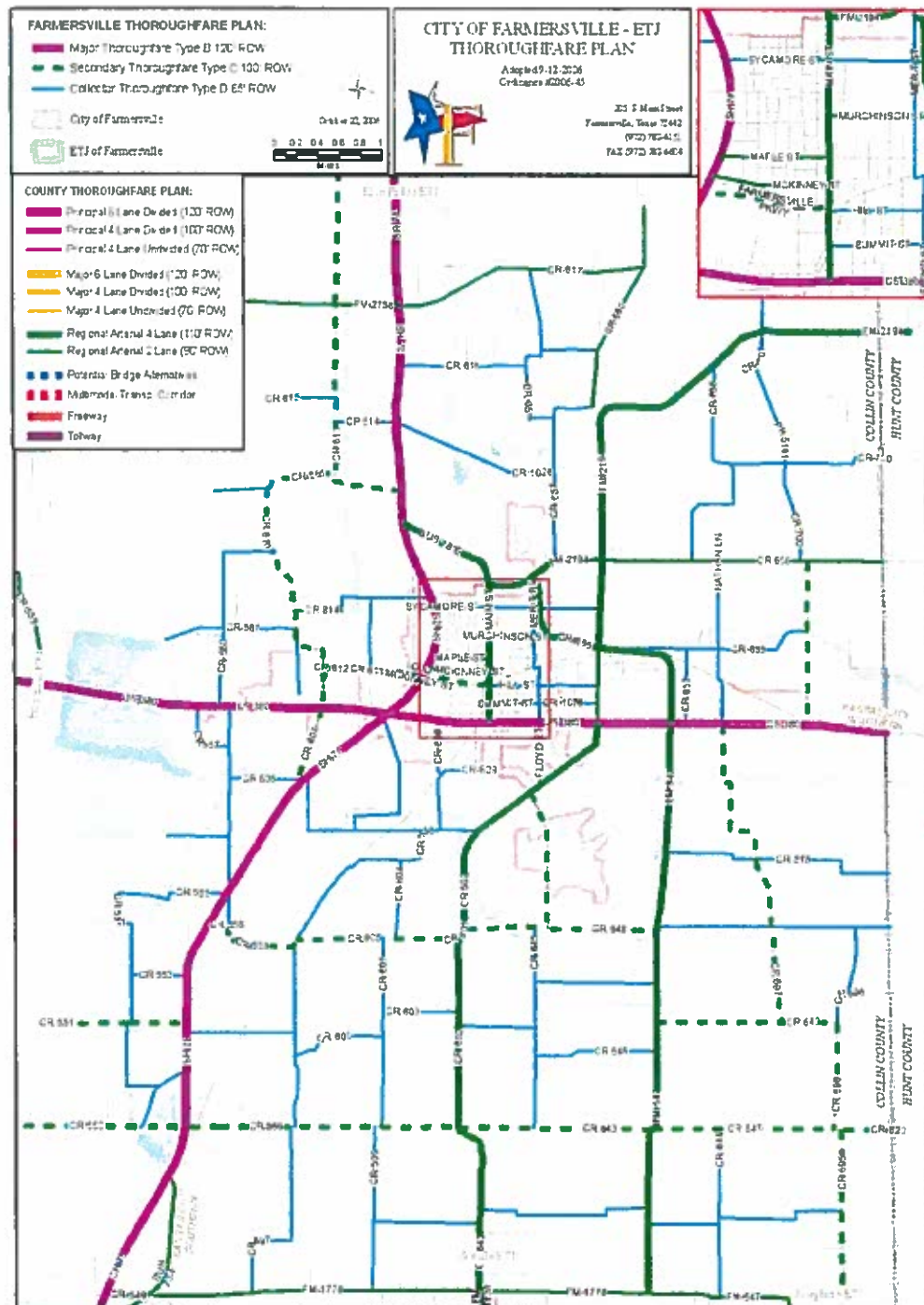
Local Streets are low speed, low volume roadways primarily providing access directly to residences. Local streets provide multiple driveways and on-street parking.

Local Street 50' of right-of-way



Farmersville's existing thoroughfare plan is shown below:

EXISTING THOROUGHFARE PLAN

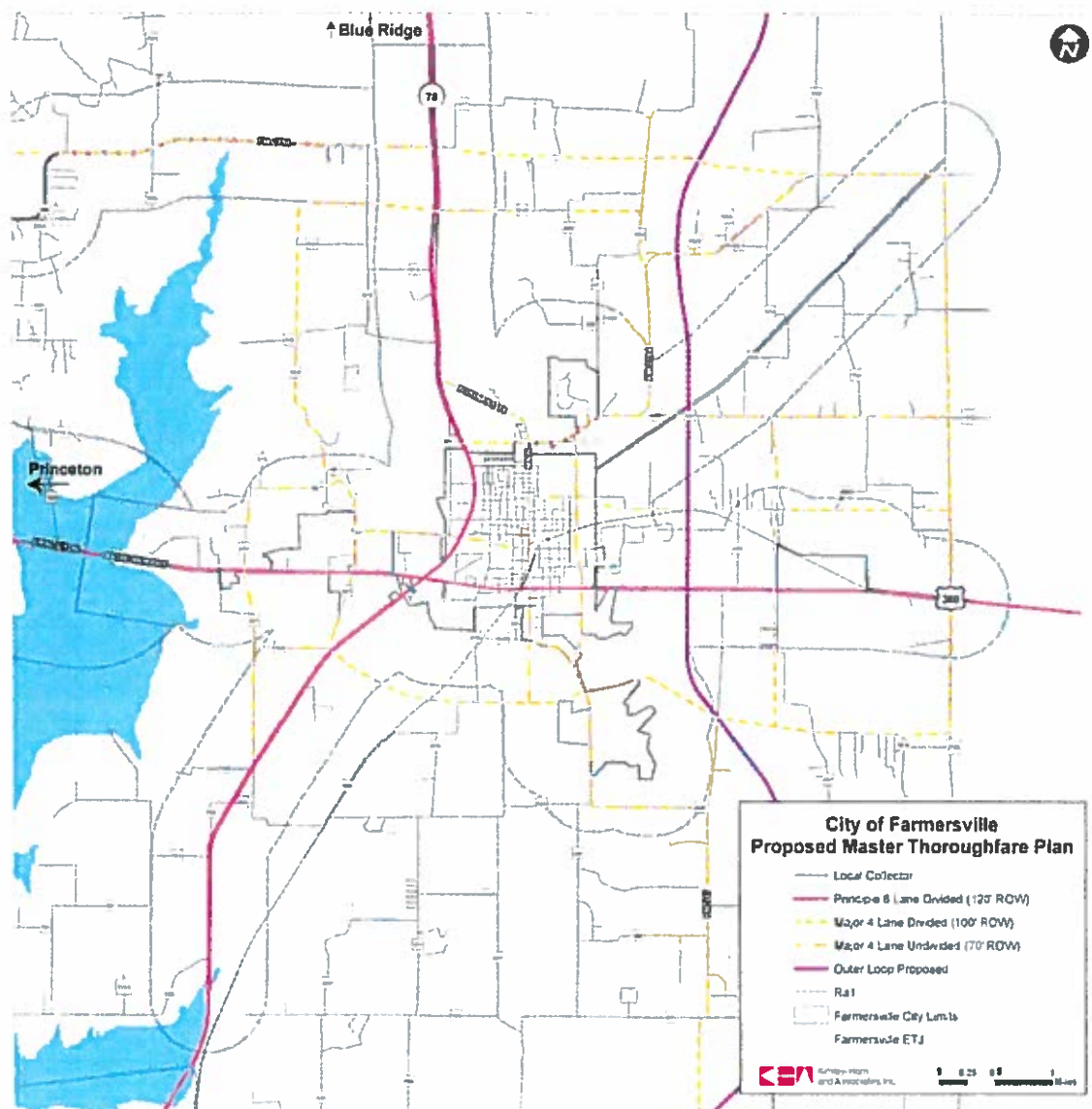


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PROPOSED THOROUGHFARE PLAN

The following proposed Master Thoroughfare Plan shows desired improvements and new roadway connections proposed by stakeholders. Once adopted, this Thoroughfare Plan will guide future roadway improvements.



Future development in Farmersville should continue to integrate context sensitive design with transportation improvements. Communities which appeal to a range of people are usually easily accessible by several different transportation modes. It is important that Farmersville continues to focus on the coordination between land use planning and transportation connections. Context sensitive design refers to an approach in street and transportation design that considers the context around transportation improvements. Context Sensitive Design goes beyond simply the street function to consider how the surrounding community will interact with streets, sidewalks, crossings and other design elements.

C. Farmersville Maintenance Authority Map

The Farmersville Maintenance Authority Map shows local roads and alleys and defines who is responsible for maintenance of these facilities.

D. NCTCOG Regional Thoroughfare Plan

The North Central Council of Governments (NCTCOG) produces Mobility 2035, a plan to help identify the projected growth needs for the region. Mobility 2035: The Metropolitan Transportation Plan for North Central Texas helps to define the connections



needed between municipalities and the regional transportation needs. It is a blueprint for the regional multimodal transportation system. The plan makes recommendations regarding mobility, quality of life, system sustainability and implementation - all important to growth of the region, as well as the individual communities that comprise the area.

NCTCOG has also provided other documents to assist in planning for the growth of the region, Collin County in particular. The following map shows the Thoroughfare Plan for Collin County as developed by the Council of Governments. This map identifies lane types and widths.

Providing connections throughout Collin County will play an important role in Farmersville's growth and development.

REGIONAL OUTER LOOP

The Regional Outer Loop is planned to connect all of the major communities within Collin County, including Farmersville. However, this planned road has not been authorized and is still in the planning stages. At this time, no funding has been identified, so any progression with development will be dependent on additional federal, state, and/or local funding becoming available. Farmersville is a part of the Outer Loop's 2, 4 & 5 segments of development.

E. Pedestrian Facilities

Providing for modes of transportation other than the personal automobile is an old notion that has only recently been "rediscovered" as a prominent tool for improving the health and quality of life of a community. Creating a pedestrian realm that promotes the concept of walking by making it safer and more enjoyable is an important aspect of transportation planning. The pedestrian realm is the area adjacent to the roadway that typically includes a curb, buffer, sidewalk and storefront or private yard.

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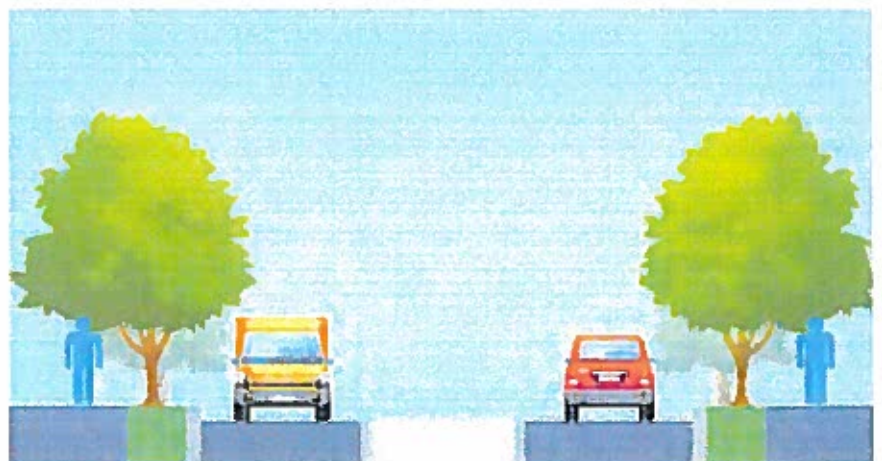
Farmersville has already planned and constructed a high quality roadway with pedestrian enhancements on Farmersville Parkway. This roadway emphasizes the pedestrian realm and connections between the downtown and new development occurring to the west.

As new development occurs, it is important for the city to continue to emphasize areas of opportunity for increased pedestrian activity in strategic locations. This plan prioritizes improving and expanding sidewalks, increasing the size of buffer zones, and providing better lighting for pedestrians in areas that experience higher pedestrian traffic.

Farmersville Parkway Complete Street



Example of a current cross section for the Farmersville Parkway Complete Street



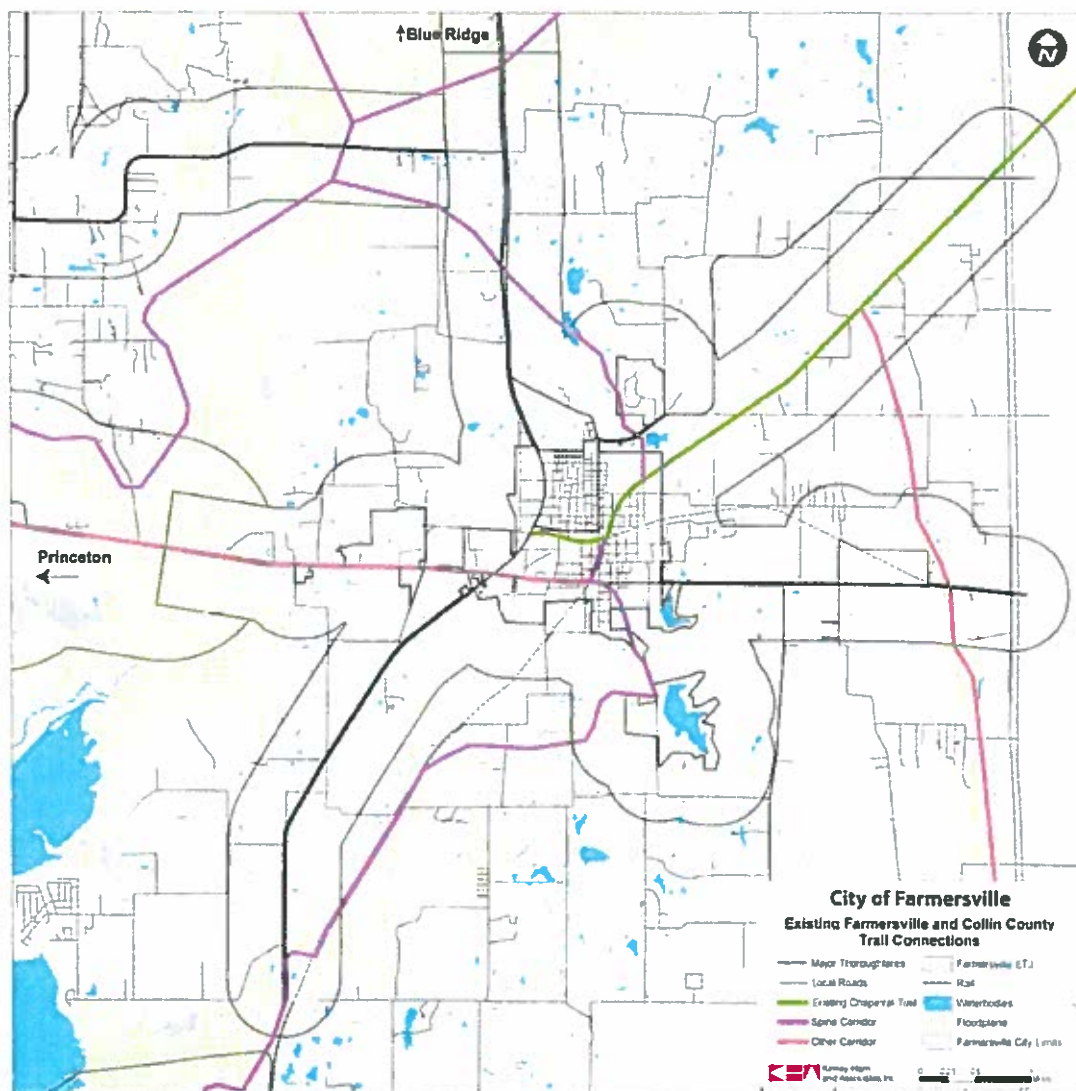
F. Trail System

Farmersville has a beautiful natural environment within and surrounding the city. The city has invested in these natural areas and trail systems which is a priority expressed by residents in the planning process.

With the future construction of the Northeast Collin County Campus of the Collin County Community College in Farmersville, residents expressed a desire to improve pedestrian and bicycle access to this site. Providing a trail from the college to downtown Farmersville will connect these areas and the new mixed use developments occurring to the west of downtown.

The Trail system is maintained within the Farmersville Parks Departments with oversight provided by the Parks Board. Farmersville's current trail master plan is shown below.

CURRENT TRAIL MASTER PLAN



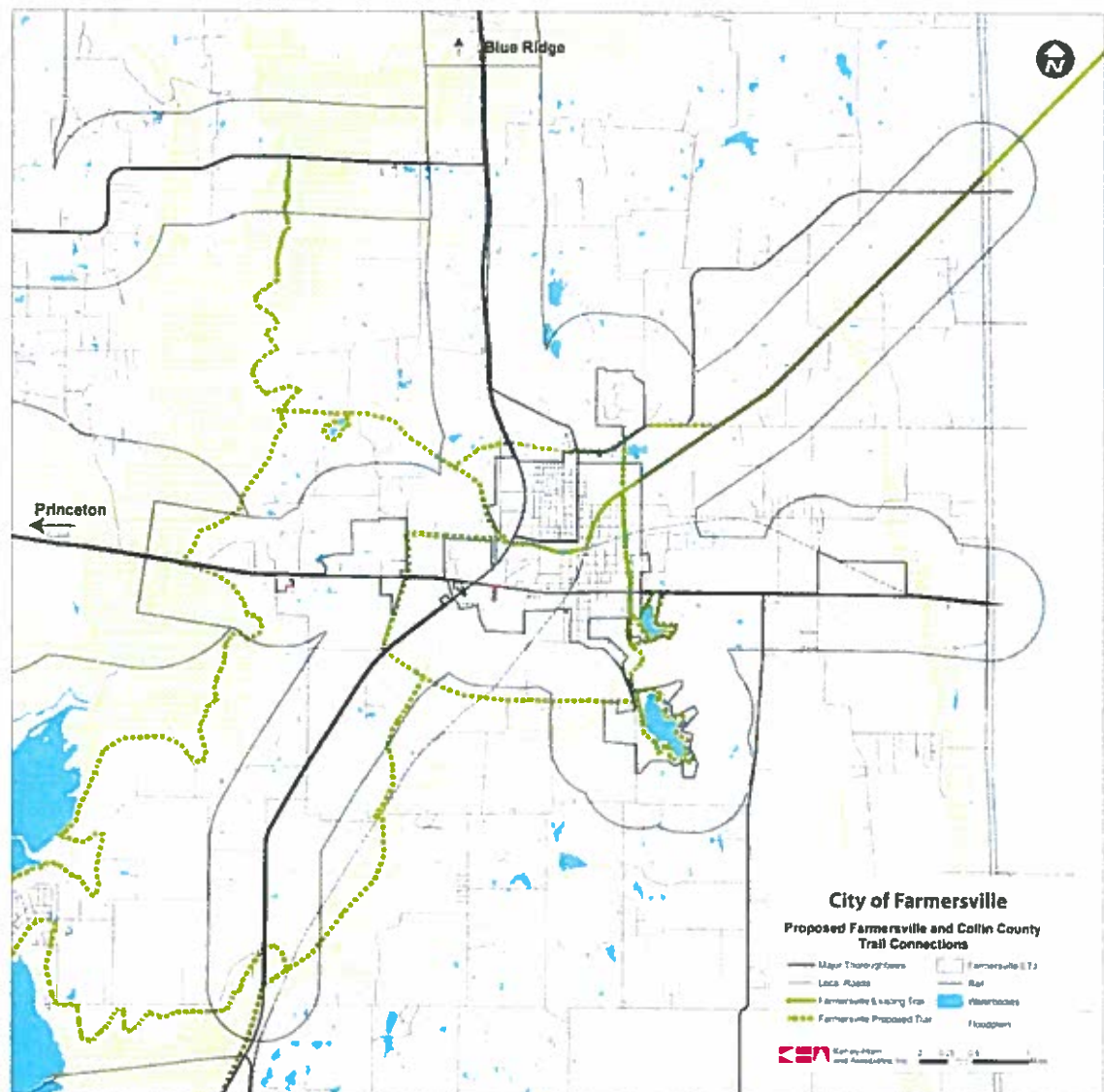
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Through public input citizens also expressed a desire for bike connections. They recognized the tremendous asset the city has in the Chaparral Trail, and want to continue to make Farmersville known throughout the region as a city with multimodal connections. Potential bike facilities range from on-street bike routes to off-street trails. Specific areas identified for a new trail system included:

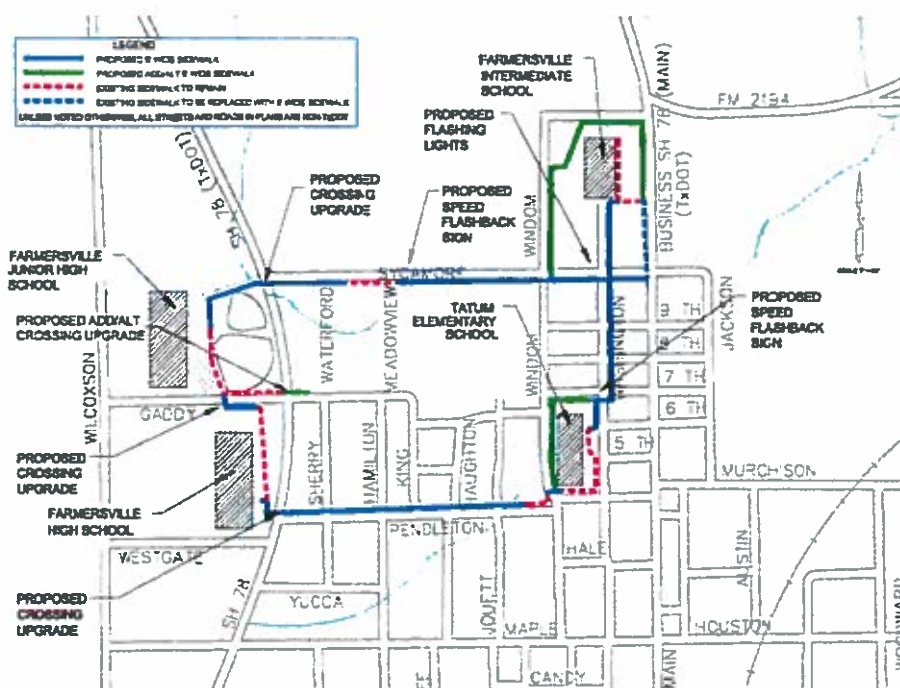
- A trail linking the future Northeast Collin County Campus of the Collin County Community College and Downtown
- A trail connecting the downtown area to South Lake on the south side of the city
- A trail linking northwest Farmersville to the Chaparral Trail

PROPOSED TRAIL MASTER PLAN



G. Safe Routes to School

The national Safe Routes to Schools program is designed to decrease traffic and pollution and increase the health of children and the community. The program includes educating children and the public, partnering with local traffic enforcement, and developing plans to create safer streets to access schools by walking and biking. Grants are available for the engineering and construction of pathway and sidewalk improvements, including safety improvements at street crossings and managing traffic in proximity to schools. In 2011 Farmersville obtained a grant to implement a Safe Routes to Schools program to provide sidewalks between the Farmersville ISD campuses located within the City including the High School, Junior High School, Intermediate School and Tatum Elementary.



Safe Route to School Improvement Map

H. Transportation Guiding Principles

The following transportation guiding principles were used in developing the Future Thoroughfare Plan and the following Goals, Strategies and Actions.

- Retain the small town feel/sense of community;
- Maintain current character, values, sense of place;
- Improve the looks of the city;
- Provide recreation facilities for youth and children;
- Invest in rural, natural open spaces;
- Focus on industrial development;
- Emphasize development in downtown; and
- Link Lake Lavon to U.S. 380.



I. Goals, Strategies and Actions

The transportation goals and corresponding strategies and actions are based on public input provided during the course of the planning process. Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future
- Strategies are the methods to achieve these goals
- Actions are steps needed to implement the strategies

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are not arranged in any order of priority.

Transportation Goal 1: Adopt and begin implementation of the Proposed Master Thoroughfare Plan.

- Strategy 1.1: Adopt the proposed Thoroughfare Plan and develop a transportation system that is friendly to vehicles, bicycles and pedestrians.
- Strategy 1.2: Create a street connectivity enhancement plan which focuses on internal connectivity as well as connecting Farmersville to other communities and the region.
- Strategy 1.3: Develop and adopt a Bike Plan component of the Thoroughfare Plan.
- Strategy 1.4: Develop and adopt a Pedestrian Plan component of the Thoroughfare Plan.

Transportation Goal 2: Adopt and begin implementation of the Proposed Trails Plan.

- Strategy 2.1: Adopt the proposed Trails Plan and develop a trail system that connects Farmersville's parks to population centers and the region.
- Strategy 2.2: Create a trail system plan delineating the types of trails desired, as well as phasing and potential funding sources.
- Strategy 2.3: Develop a program to ensure that right-of-way for the future trail system is secured as development occurs.
- Strategy 2.4: Continue to work with region to ensure connections and to secure funding for creation of trail system.

Transportation Goal 3: Maintain and Enhance Farmersville's Existing Transportation System.

- Strategy 3.1: Continue to evaluate the transportation needs and effectiveness of the current system and update the Thoroughfare Plan as needed to accommodate changing conditions.



Action 3.1.1: As development occurs, analyze impact on capacity and modify plans as needed.

Action 3.1.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.

Strategy 3.2: Continue to use cost effective techniques to maintain and improve roads, trails and pedestrian facilities. Explore multiple funding sources including:

- Using TIRZ funded projects;
- Consideration of implementing Transportation Impact Fees;
- Planning future bond programs to support maintenance and improvement projects; and
- Pursuing grants from regional and state organizations.

Strategy 3.3: Continue to review and update cross sections to ensure desired street designs as new development occurs.

Strategy 3.4: As roadway maintenance and improvements occur, improve sidewalk amenities by:

- Creating continuous sidewalks;
- Planning for wider sidewalks and pedestrian facilities in high-pedestrian zones;
- Repairing and replacing existing sidewalks.

Strategy 3.5: Implement Safe Routes to Schools program.

Action 3.5.1: Use Safe Routes to Schools grant to connect school campuses with each other through neighborhoods.

Action 3.5.2: Implement public education on safe routes to schools.

Transportation Goal 4: Develop Bike and Pedestrian Standards.

Strategy 4.1: Update the City-wide Standard Details with cross-sections for pedestrian realm design standards for widths, lighting, buffers and other amenities.

Action 4.1.1: Update sidewalk and trail standards.

Action 4.1.2: Update lighting and landscaping requirements.

Strategy 4.2: Design streetscape enhancements.

Action 4.2.1: As streets develop, install trees and landscaping consistent with development requirements, as appropriate.



Action 4.2.2: Develop way-finding signage to move travelers along US 380 and SH 78 into Farmersville.

Transportation Goal 5: Coordinate with regional entities to plan for future passenger and freight rail connections.

Strategy 5.1: Provide safe and efficient infrastructure to support desired land uses including:

- Downtown retail and commercial
- Mixed Use Centers
- Collin County Community College
- Local educational facilities
- Retirement centers
- Industrial Campuses
- Intermodal facility

Strategy 5.2: Coordinate with NCTCOG and regional transit agencies to plan for long-term transit service to Farmersville.

Action 5.2.1: Participate in NCTCOG and regional long range transportation planning to ensure that consideration is given to expanding service to Farmersville over the long-term, with emphasis on providing service to the city center area and the planned community college campus.

Action 5.2.2: Begin preparation for future service by exploring ways to link Farmersville with existing and proposed transit facilities such as a bus connector service .

Strategy 5.3: Plan for future needs of an intermodal facility east of Farmersville.

Action 5.3.1: Ensure that adequate infrastructure is in place for a future intermodal facility to provide required rail and ground linkages.

Transportation Goal 6: Coordinate with regional agencies to plan for future road and trail connections.

Strategy 6.1: Coordinate with the Texas Department of Transportation to further develop the state highway system.

Strategy 6.2: Coordinate with Collin County to further develop the County road system.

Strategy 6.3: Coordinate with the Northeast Texas Trail Coalition (NETTC) to develop the Chaparral Trail.



Chapter 5: Utilities and Public Facilities

The Farmersville Utilities and Public Facilities goal is to provide safe, efficient and cost effective utilities and facilities that provide high quality service to existing residents as well as for future growth of the city.

Farmersville is a Charter Member City of the North Texas Municipal Water District. The city provides water distribution, sewer treatment, and electric power. The sewer system treatment plants are an activated sludge and trickling filter systems.

A. Water Facilities

Farmersville provides water utility service to 1,350 connections (2011), with approximately 2.44 persons per connection. The city is rated a Superior water system by the Texas Commission on Environmental Quality (TCEQ). The City is a purchase only water system and has no water production facilities. The existing water purchase contract is with the North Texas Municipal Water District of which the City is a Member City.

The City of Farmersville's water system consists of two pressure planes (east and west) separated by an electrically actuated butterfly valve. The west pressure plane is served by the west elevated tank located on Tedford Drive and the east pressure plane is served by the remaining three elevated tanks. In addition to the 500,000 gallon ground storage tank owned by the City at the NTMWD take point site, the NTMWD owns a 1,000,000 gallon ground storage tank which can, in an emergency situation, provide a feed to the City's ground storage tank.

No improvements are required for the existing system to meet the peak hour flow for system usage. In order to optimize fire flows in areas which currently have undersized or no existing waterlines some improvements to existing lines will be needed.

Farmersville has adopted and is following a drought contingency water plan.

B. Sewer Facilities

The City's sewer system consists of a gravity collection system with force mains and thirteen lift stations. The elevation across the City's sewer service area ranges from approximately 682' above mean sea level (msl) to approximately 575' msl at the wastewater treatment plant outfall. The existing sewer system will accommodate the current flows under normal conditions; however, during peak flows or during significant inflow and infiltration periods, there are some bottlenecks located within the sewer collection system. Despite recent sewer system improvements, the City's sewer system is plagued by excessive inflow and infiltration. The sewer system contains an unknown amount of clay sewer lines which are considered to be a major source of inflow and infiltration. The City is currently in the TCEQ's Sanitary Sewer Overflow Initiative program. The program allows the City to make repairs to the sewer system to reduce I&I and sewer overflows without being placed into TCEQ enforcement.

The City's wastewater treatment plants are older facilities and the City's sewer flows are approaching capacity. The City has participated in a regional wastewater treatment plant study with NTMWD to identify the costs and possible locations associated with a regional treatment facility that would be owned and operated by the NTMWD.



C. Electric Facilities

Farmersville Electric System provides electric service to the City of Farmersville. The system purchases electricity from a wholesale service provider, has contracts in place for backup sources, and contracts for operations and maintenance of the system. Farmersville Electric currently serves 1,500 customers.

The city is currently in the process of evaluating services and standards for the provision of safe, reliable, and efficient capacity.

D. Broadband Facilities

Global communications today practically mandate that connectivity is critical for economic prosperity. Obtaining high speed quality access to the internet can be a challenge in rural areas. Current service in northeast Collin County is inconsistent across the county. The FCC has described the importance of broadband service in the following quote:

"Broadband can be the great enabler that restores America's economic well-being and opens doors of opportunity for all Americans to pass through, no matter who they are, where they live, or the particular circumstances of their individual lives."

— FCC Commissioner Michael Copps April 8, 2009

One of the challenges in Farmersville, as in many rural areas and small towns, is ensuring access to technology. High quality broadband service improves municipal services, and directly benefits residents and businesses. Access to the latest technology is a top requirement for attracting businesses and industries to the city.

E. Public Facilities

Farmersville supports the following public facilities, most of which have historic significance:

The Freedom Plaza with the Audie Murphy Memorial is on the town square and includes the Farmersville War Veterans Memorial and a state historical marker celebrating Audie Murphy's homecoming to Farmersville on June 15, 1945.



Freedom Plaza

The Onion Shed is a focal point in Downtown Farmersville. By 1930, Farmersville was well known as the "Onion Capital of North Texas," annually shipping over 1,000 carloads of "East Collin Sweets." In 2002, the Main Street Program restored the Onion Shed, built in 1935, and once used to process and store onions. The restored shed, located in City Park, is used for numerous activities, including the Farmers & Fleas Market held the first Saturday of each month.

The Onion Shed Museum is proposed for a second onion shed, located adjacent to City Park.

The Farmersville Visitors Center houses the Farmersville Chamber of Commerce and was once the Farmersville Police Department.

Farmersville City Hall housed the original town generator which is now located in City Park, and is home to the city and council offices.



Visitor's Center

The Charles J. Rike Memorial Library provides a full service library including a wide selection of books, videos, public access computers and internet access. The library has an online catalog, a genealogy section, and copy and fax facilities. In addition, the library houses a display of Audie Murphy memorabilia.



Onion Shed (Source: Debra Helmberger)

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The Senior Citizens Center offers meals, games and activities for area seniors. Meals are served by Meals on Wheels.

The Best Center provides meeting space in downtown Farmersville, with numerous city meetings held there.

Downtown Gazebo has a sound system and provides a meeting place for public outdoor functions.

O. E. Carlisle Civic Center provides facilities for gathering, meetings and other large functions.

Charles R. Curington Public Safety Building houses police, fire and emergency medical services.



Mural by Jerry Bycosters in Post Office

The Post Office houses a painting called "Soil Conservation in Collin County" 1941 by artist Jerry Bywaters.

F. Farmersville Reinvestment Zone for Tax Increment Financing

In 2012 Farmersville created Tax Increment Reinvestment Zone (TIRZ) No. 1 along the US 380 corridor pursuant to the Tax Increment Financing Act, Texas Tax Code Annotated Chapter 311. The City created this TIRZ to encourage accelerated development and redevelopment along US 380 and other high priority areas in an effort to stimulate new higher value, higher density development which would benefit and be incentivized from the proposed public infrastructure improvements. The intent is to encourage an increase in tax revenue generated within the district to provide funds for public infrastructure that will encourage accelerated development and redevelopment along the US 380 corridor. TIRZ No. 1 consists of approximately 3,065 acres.

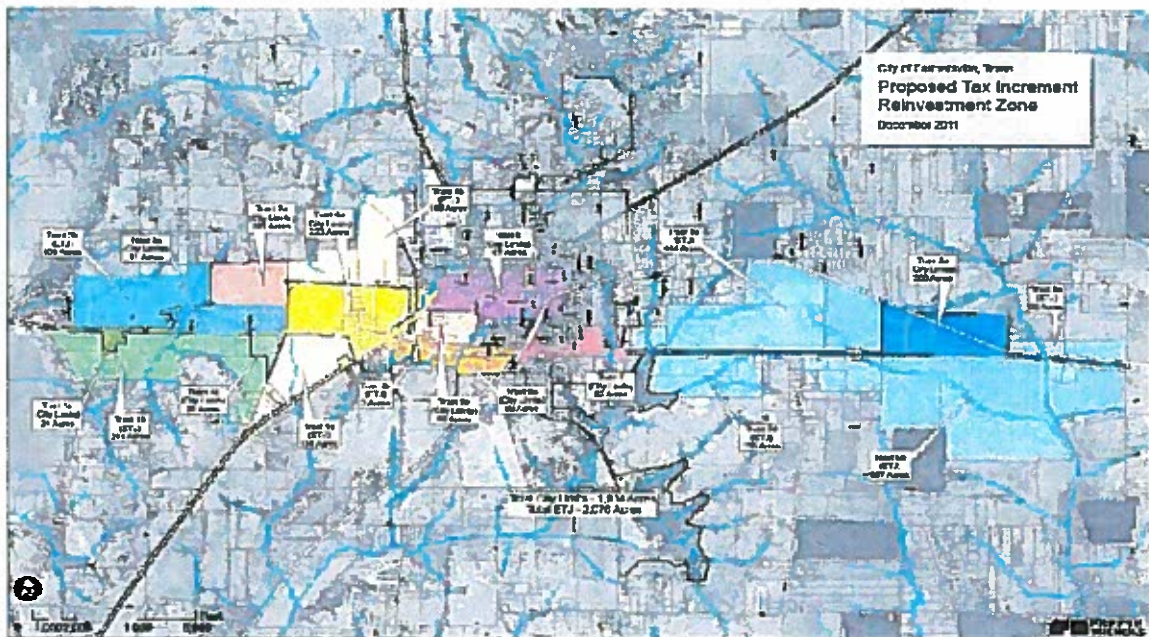
The US 380 corridor is a primary development corridor through the City of Farmersville. The TIRZ was created to stimulate growth along the corridor, and to expand the types of desired future development, beyond highway retail type uses. The TIRZ was put in place to create a funding source for infrastructure projects to serve development in the TIRZ area. The TIRZ is expected to provide funding for the following types of infrastructure:

- Roadways & Storm Sewer
- Sanitary Sewer (including lift stations)
- Water
- Park Upgrades

G. Utilities and Public Facilities Guiding Principles

The following utilities and public facilities guiding principles were used in developing the Future Thoroughfare Plan and the following Goals, Strategies and Actions.

- Support infrastructure improvements to provide a solid basis for future growth;



TIRZ Boundaries

- Improve the looks of the city; and
- Provide an environment where community spirit flourishes and people want to continue to volunteer and be involved in the community.

H. Utilities and Public Facilities Goals, Strategies and Actions

The utilities and public facilities goals and corresponding strategies and actions are based on public input provided during the course of the planning process. Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future
- Strategies are the methods to achieve these goals
- Actions are steps needed to implement the strategies

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are not arranged in any order of priority.

WATER FACILITIES GOALS, STRATEGIES AND ACTIONS

Water Goal 1: Provide a safe and dependable water system that provides high quality service to existing residents and plans for future growth.

Strategy 1.1: Continue to review and update existing city standards for consistency with NCTCOG and TCEQ.

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- Strategy 1.2:** Make necessary improvements to comply with established local, NCTCOG and TCEQ standards.
- Action 1.2.1:** As development occurs, analyze impact on capacity and modify as needed.
- Action 1.2.2:** Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.

Strategy 1.3: Improve water line capacity along US 380 and SH 78.

Strategy 1.4: Continue to improve water system to support current and future improved Insurance Service Organization (ISO) ratings.

Strategy 1.5: Construct additional water towers to support future growth.

Water Goal 2: Explore funding mechanisms to efficiently pay for needed improvements.

Strategy 2.1: Update Water Impact Fees.

Strategy 2.2: Consider TIRZ funding as available.

Strategy 2.3: Take advantage of the opportunity to joint venture with developer/others for water improvements as appropriate.

SEWER FACILITIES GOALS, STRATEGIES AND ACTIONS

Sewer Goal 1: Provide a dependable sewer system that provides high quality service to existing residents and plans for future growth.

Strategy 1.1: Continue to review and update existing city standards to provide for consistency with NCTCOG and TCEQ.

Strategy 1.2: Make necessary improvements to comply with established local, NCTCOG and TCEQ standards.

Action 1.2.1: As development occurs, analyze impact on capacity and modify as needed.

Action 1.2.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.

Strategy 1.3: Fully utilize existing permitted sewer plant capacity.

Action 1.3.1: Construct package plant to maximize existing permitted discharge capacity.

Strategy 1.4: Continue to improve sewer collection system and identify sources of I&I.

Action 1.4.1: Identify and eliminate sources of I&I.

Action 1.4.2: Prepare action plan to address sources of I&I.

Action 1.4.3: Replace clay tile pipe with PVC pipe as required. Replace clay pipe as part of the City's annual maintenance budget over a period of years.

Strategy 1.5: As growth continues construct new wastewater treatment plant for the City at a location downstream of the existing plant.

Action 1.5.1: Pursue the potential of participating in a future regional sewer treatment plant.



Action 1.5.2: Begin the process for identifying the location of a new sewer treatment plant and obtaining a new wastewater discharge permit for the City, to be located in the Lake Lavon area.

Sewer Goal 2: Explore funding mechanisms to efficiently pay for needed improvements.

Strategy 2.1: Update Sewer Impact Fees.

Strategy 2.2: As available, consider TIRZ funding.

Strategy 2.3: As appropriate, take advantage of the opportunity to joint venture with developer/ others for a regional sewer treatment plant.

ELECTRIC FACILITY GOALS, STRATEGIES AND ACTIONS

Electric Goal 1: Provide a safe and efficient electric system that provides high quality service to existing residents and plans for future growth.

Strategy 1.1: Continue to review and update services and standards to provide for safe, reliable and efficient capacity.

Action 1.1.1: Develop inventory of electric system and determine value of system.

Action 1.1.2: Model electric system to determine capabilities and effectiveness of system.

Action 1.1.3: Evaluate effectiveness and quality of system .

Action 1.1.4: Determine requirement improvements and updating needs, including new subsystem and line needs.

Action 1.1.5: Develop a plan for improving electric system.

Action 1.1.6: Periodically review and update rates, fees and surcharges.

Strategy 1.2: Provide cost effective service.

Action 1.2.1: Periodically review wholesale contract agreements and update contracts as needed.

Action 1.2.2: Provide for efficient back up supply and emergency connections.

Strategy 1.3: Provide cost effective and efficient maintenance and operations of electric system.

Action 1.3.1: Assess maintenance needs and costs.

Action 1.3.2: Review and update maintenance agreements and determine whether to continue outsourcing or pursue internal processes.

BROADBAND GOALS, STRATEGIES AND ACTIONS

Broadband Goal 1: Incorporate technology across the City. Plan for and provide high-speed internet access and the most up-to-date digital infrastructure.

Strategy 1.1: Develop a strategic plan for broadband deployment that includes creating a



comprehensive business proposal to broadband providers. Such a plan could demonstrate to broadband providers that deployment is a sound business decision that would benefit both the providers and the community. Examples of what to include in a strategic planning process include the following elements and strategies:

- Educating the community about the potential benefits of broadband service.
- Creating partnerships among community organizations and institutions that might benefit from broadband deployment.
- Systematic assessment and prioritization of the community's needs for broadband service.
- Consolidating demand within the community to make service profitable for broadband providers. Participants could include individual consumers, businesses, educational institutions, health care facilities, and government agencies.
- Identifying an anchor tenant with adequate demand to spur infrastructure investment in broadband.

Strategy 1.2: Examine state, federal and private funding sources to implement consistent, quality broadband service across the city. Pursue public and private funding opportunities through such entities as:

- The Broadband Technology Opportunities Program (BTOP), administered by the National Telecommunications and Information Administration in consultation with the Federal Communications Commission.
- The Broadband Initiatives Program, administered through the Rural Utilities Service of the US Department of Agriculture.
- Non-profits.
- Local businesses.

PUBLIC FACILITY GOALS, STRATEGIES AND ACTIONS

Public Facility Goal 1: Preserve and maintain existing public facilities, provide high quality service to existing residents and plan for future growth.

Strategy 1.1: Continue to analyze the current public service system, identify needs and gaps, and prepare to update and expand system as needed.

Strategy 1.2: Continue to preserve and maintain historic structures and make best use of them.

Strategy 1.3: Update the Public Works Facility and duplicate fire, police and EMS services throughout Farmersville as growth occurs.

Strategy 1.4: As the city grows, explore locating City Hall into a larger facility in the central area and continue to use the Old Electric Generating Plant as a public facility.



Chapter 6: Parks and Open Space

A. Summary of Existing Farmersville Parks

Farmersville's parks, trails, recreation facilities and open spaces define the city as a rural, family-oriented community rich with outdoor recreational opportunities to promote healthy living.

The city has rich natural assets – with floodplains and open spaces, and a culture of valuing open space and recreation. These assets provide an important component of the community's quality of life. The parks and trails system is key to attracting the type of development and lifestyle desired by Farmersville residents as well as contributing to retaining the rural atmosphere so valued by residents and visitors.

The existing and proposed trail systems, outlined in the Transportation Chapter, provide alternative transportation and recreation opportunities – walking, jogging, biking and horse riding to continue the high quality of healthy living opportunities that Farmersville has to offer. In addition, preservation of open space is critical to retaining future sustainable development opportunities.

The following facilities serve as the backbone of Farmersville's parks and open space system:

City Park is the City's oldest park with playground equipment, benches, restrooms, a Civil War Monument dating to 1917, and the original generator that provided Farmersville with power until 1933.

Future Southlake Park is a natural setting where residents can bird watch, have family gatherings under the pavilion, exercise on hike and bike trails and fish. This lake area provides many opportunities for future park and recreational facilities such as soccer fields and other recreational opportunities.

Northlake Park is an unimproved lake with potential as a high amenity residential area.

The J. W. Spain Athletic Complex has five ball fields, a football area, restrooms and is located along the Chaparral Trail.

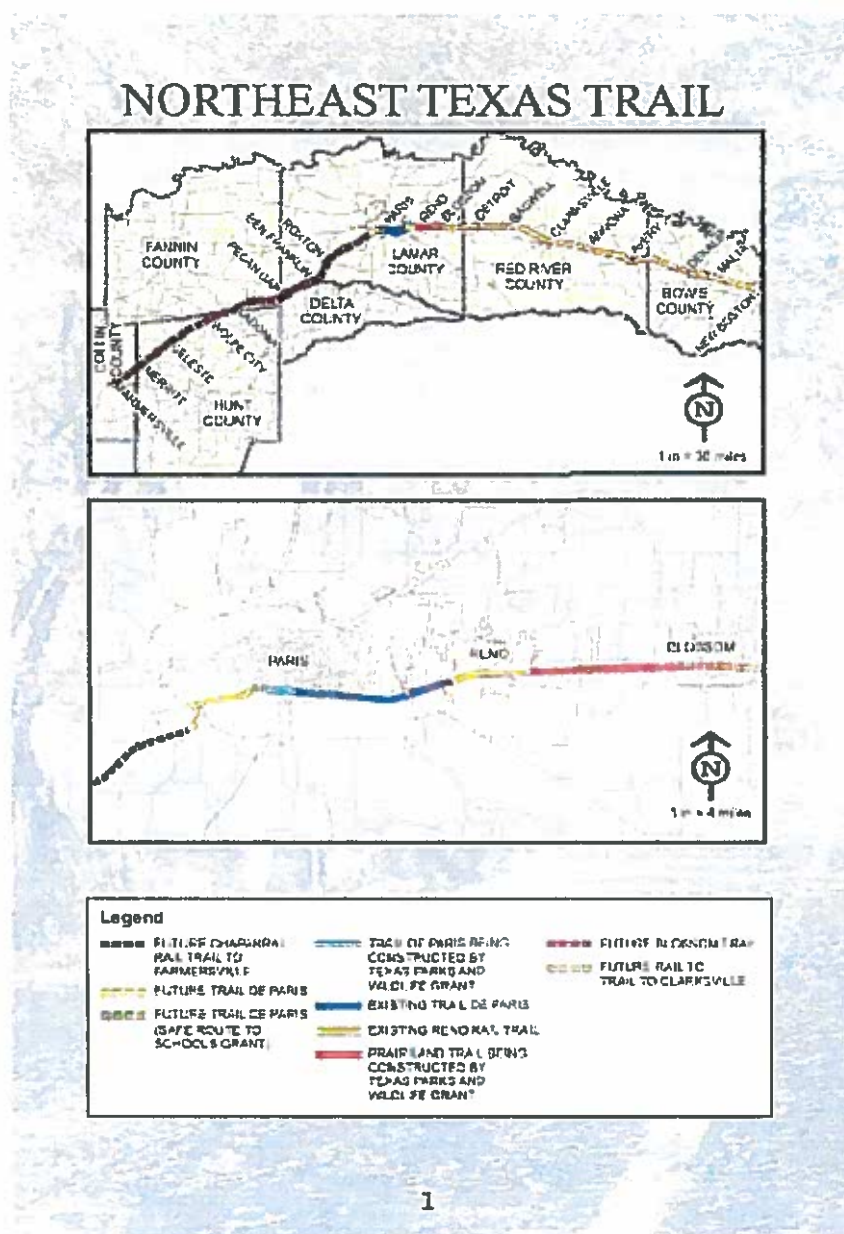
The Riding Arena provides local horse riding and rodeo events, and with additional development provides a unique asset to Farmersville.

Rambler's Park provides playground and recreational facilities for small children and contains the Robbin Lamkin Memorial Splash Pad.

The Chaparral Trail Audie Murphy Trailhead begins at the Historic Onion Shed and the City Park in downtown Farmersville. Farmersville maintains a 3.5-mile paved trail and is currently expanding this maintenance area to its current 5.6 mile portion of the trail. The trail is built on abandoned railroad right-of-way owned by the city and links downtown Farmersville with New Boston, Texas, 130 miles away. Parking, a covered pavilion with picnic tables and restroom facilities are located at the Audie Murphy trailhead.

Summary

Currently, Farmersville maintains a rural character with a broad range of open space offerings. The historic downtown area is home to a well-used park. The area around Farmersville is also home to native Blackland Prairies, which have slowly been built over elsewhere in Collin County. Collin County has implemented a Strategic Plan to maintain parks and open space. Following this desire is in keeping with Farmersville's wish to keep open space while allowing for new development. The strategic plan can be used as a guide for adding new parks and open space to the area as new businesses and retail enter the community.



B. Parks Guiding Principles

- Continue to enhance the city's high quality of life, with emphasis on parks, trails, natural areas and open space;
- Invest in rural, natural, open spaces such as North and South Lake and the Lake Lavon area
- Provide recreation facilities for youth and children; and
- Improve the looks of the city and develop Farmersville as a regional recreational destination.



C. Parks Goals, Strategies and Actions

The parks goals and corresponding strategies and actions are based on public input provided during the course of the planning process. Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future
- Strategies are the methods to achieve these goals
- Actions are steps needed to implement the strategies

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are not arranged in any order of priority.

Parks Goal 1: Prepare a comprehensive park, open space and trail system plan to guide where and how parks and trails will be built.

- Strategy 1.1:** Coordinate with Collin County and NCTCOG parks and trail initiatives.
- Strategy 1.2:** Differentiate between rural urban areas, both of which will be served by parks and trails in Farmersville. Tie requirements for more active recreational areas to more intense development in the central area and along US 380 and SH 78.
- Strategy 1.3:** Coordinate the Park and Trail System Plan with the City's land use plan, zoning and Farmersville future land use plan.
- Strategy 1.4:** Avoid development in environmentally sensitive areas by enacting regulations that allow density transfers from environmentally sensitive areas such as floodplains and wetlands to unconstrained lands.

Parks Goal 2: Create consistent and clear development program to ensure that park and trail linkages are provided as development occurs.

- Strategy 2.1:** Establish consistent standards for private development to provide onsite open space and trails and a requirement to connect to the regional trail system.
- Strategy 2.2:** Establish a policy for trail systems in rural areas of the town, to include working with property owners to identify potential locations of trails and open space as well as trail alignments and standards.
- Strategy 2.3:** Develop public/private implementation programs where development is not likely to occur or where the nature of development does not lend itself to developers providing the trail system.
- Strategy 2.4:** Explore a wide range of funding mechanisms and partners to implement park, open space and trail plans, including open space dedication requirements, fee in lieu of programs, pursuit of open space grants, and working with nonprofits such as the Trust for Public Lands, Chaparral Rails for Trails, and other similar opportunities.

Parks Goal 3: Coordinate with the Northeast Texas Trail Coalition.





Chapter 7: Strategic Implementation Plan

Steps to Achieve the Vision

The preceding chapters of the Farmersville Comprehensive Plan have outlined required implementation and action items to achieve the citizens' vision. Implementing the plan's vision will require an effective partnership between the public and private sectors and the members of the community. This section provides a road map for the city to follow that prioritizes those relationships based on a series of action items that should be implemented immediately, over the short-term (within 1 to 2 years), mid-term (3 to 5 years), and long-term (6+ years). Action items address specific recommendations required to bring this plan to life.

The timing of specific action items may change based on the availability of funding from outside sources and the ability of the City to leverage private, public, and nonprofit funding. Regular updates to this implementation plan will be necessary to keep the City's vision current, up-to-date and headed in the right direction.

Each goal has specific strategies and actions:

- Goals reflect the desired results that the community wants to see in the future.
- Strategies are the methods to achieve these goals.
- Actions are steps needed to implement the strategies. (Not all strategies have actions.)

These goals, strategies and actions provide direction to city leaders when making future development, investment and policy decisions. The goals, strategies and actions are organized by topic and are not arranged in any order of priority.

KEY TO TIMING COLUMN:

- Immediate
- Short-term (1-2 years)
- Mid-term (3-5 years)
- Longer-term (6+ years)
- Ongoing

Land Use

Land Use Goal 1: Guide future growth so that Farmersville develops in an orderly and sustainable pattern that provides residents with a balance of land uses - housing, jobs, shopping and recreation areas.

Strategy	Action	Timing	Responsibility
1.1 Plan for future growth, preserve environmentally sensitive areas, and follow the adopted Farmersville Comprehensive Plan when evaluating development requests.	1.1.1 Use the Farmersville Comprehensive Plan and Conceptual Land Use Map to guide development decisions.	Ongoing	Elected and appointed city representatives
	1.1.2 Adopt guidelines to use when evaluating development requests and their compliance with the Comprehensive Plan.	1-2 years	City Council
	1.1.3 Establish procedures for amending the Comprehensive Plan on a regular basis to adjust to changing conditions.	1-2 years	City Council

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1.2	Concentrate development in the downtown area, the historic center and along US 380 and SH 78.	1.2.1 Promote compatible infill residential development in established neighborhoods to stabilize and enrich these areas.	1-2 years	City Planning and Zoning Commission and City Council
		1.2.2 Continue to work with the Main Street Program, the CDC, the EDC and the private sector to direct and incentivize development in the downtown core.	Ongoing	Economic Development Corporation, Community Development Corporation, Main Street
		1.2.3 Strive to locate businesses along the US 380 and SH 78 corridors that are high quality employers consistent with the desired quality and ability to pull people into the downtown area.	Ongoing	City Planning and Zoning Commission and City Council, Economic Development Corporation
1.3	Align zoning and subdivision ordinances with desired development patterns to ensure that zoning requirements promote (rather than prohibit) desired land uses as shown on the conceptual land use map.	1.3.1 Analyze subdivision and zoning ordinances and amend to bring into conformance with the plan.	1-2 years	City Planning and Zoning Commission
		1.3.2 Consider the following types of amendments to the zoning ordinance: <ul style="list-style-type: none"> • Reviewing development standards to ensure that they are market-friendly and obtain the desired development. • Adding mixed-use walkable districts to allow mixed use development-by-right in desired locations. • Consideration should be given to: • Allowing the integration of uses in multi-story mixed use or in separate use buildings on a single site; • Discouraging strip development in mixed use areas which discourage walkable mixed use development; • Adopting design guidelines requiring buffering, transitions and compatibility requirements between mixed use and adjacent existing uses. • Allowing as an alternative cluster development that preserves the natural character, open space and environmentally sensitive areas. • Incorporating development standards to ensure that industrial uses are adequately buffered and screened from adjacent uses and public view. 	1-2 years	City Planning and Zoning Commission and City Council
1.4	Proactively implement zoning changes in targeted areas to encourage investment.		Ongoing as appropriate	City Planning and Zoning Commission and City Council



Land Use Goal 2: Maintain the small town feel and protect downtown's historic character.

Strategy	Action	Timing	Responsibility
2.1 Continue supporting and investing in the Main Street Program and encouraging reuse and rehabilitation of historic structures.	2.1.1 Continue to incentivize reinvestment.	Ongoing	Main Street, Economic Development Corporation, Community Development Corporation, City Council
2.2 Consider historic preservation ordinances to protect the character of Main Street and to ensure preservation of the historic character as future development pressures occur.	2.2.1: Document the city's historic resources.	Ongoing	Main Street Program and Farmersville Historical Society
	2.2.2 Incorporate preservation districts into the zoning ordinance.	3-5 years	City Planning and Zoning Commission and City Council
	2.2.3: Use nonprofit resources, such as the National Trust for Historic Places, to kick off a preservation program.	1-2 years	Main Street Program and Farmersville Historical Society
	2.2.4 Leverage funding and tax credit opportunities that result in designation of historic districts and programs.	3-5 years	Main Street Program and Farmersville Historical Society
2.3 Develop an education program for property owners on the value of preservation and the resources available to aid in rehabilitation and reuse of historic structures.		1-2 years	Main Street Program and Farmersville Historical Society

Land Use Goal 3: Position downtown to become Farmersville's cultural, educational and governmental center and connect Main Street with other parts of the central area.

Strategy	Action	Timing	Responsibility
3.1 Conduct a Central Farmersville small area plan to prepare for future growth and enhance downtown Farmersville's role as the area's historic, cultural and business center.		3-5 years	City Council

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3.2	Establish gateways into the central area along US 380 and SH 78 to bring visitors into the central area and to tie these areas together with the hub of the city.	3.2.1 Provide additional entranceway signs (as currently located along SH 78) to create these entranceways.	1-2 years	Economic Development Corporation
		3.2.2 Consider additional placemaking gateway treatments to emphasize the connections to downtown.	1-2 years	Economic Development Corporation
3.3	Improve pedestrian and bike access between downtown and adjacent uses, such as the Collin County Community College site, high schools, and future mixed use centers.		6+ years	City Public Works Department
3.4	Encourage infill to support existing development patterns by ensuring development standards allowing desired development.		Ongoing	City Planning and Zoning Commission and City Council
3.5	Pursue code enforcement to ensure that structures are safe and an asset to the community.	3.5.1 Explore securing funding through grants or other funding opportunities to provide home improvement grants and loans to low income homeowners.	1-2 years	City Manager
		3.5.2 Continue to proactively enforce standards on rental properties to ensure compliance with minimum standards.	Ongoing	Code Enforcement

Land Use Goal 4: Encourage a range of housing types – both in style and size - with a variety of scales and costs to reflect the needs and desires of residents.

Strategy	Action	Timing	Responsibility
4.1 In established neighborhoods, allow for infill housing of a similar scale, orientation, and form as nearby residential structures.		Ongoing	City Planning and Zoning Commission and City Council



4.2	Review zoning districts to ensure that a range of housing types that meet the needs of different segments of the population such as seniors, young professionals and growing families, are allowed.	4.2.1 Identify areas that could accommodate a mix of housing types.	1-2 years	City Planning and Zoning Commission
		4.2.2 Actively encourage the following uses in these target areas: • Mixed use residential • Compact development • Cottage style housing • Live-work housing • Cluster development	Ongoing	City Planning and Zoning Commission and City Council
		4.2.2 Regularly review and update regulations to ensure that developers can build innovative and desirable housing types as the needs change in Farmersville, and as new housing trends evolve.	Ongoing, every 3-5 years	City Planning and Zoning Commission and City Council
4.3	Manage the zoning capacity to encourage the market to build needed housing types.	4.3.1 Match the capacity of Farmersville's zoning (the number of units that could potentially be built under current regulations) with the city's forecasted growth to ensure that desired growth is permitted in desired locations.	6+ years	City Manager
		4.3.2 Make zoning changes that ensure zoning meets the city's needs particularly for a diverse housing stock.	Ongoing	City Planning and Zoning Commission and City Council
4.4	Encourage public/private partnerships to achieve desired housing.	4.4.1 Partner with interested developers using financial incentives or explore using density bonuses to encourage mixed-use and compact neighborhood development.	6+ years	Economic Development Corporation, Community Development Corporation, City Council
		4.4.2 Incentivize desired residential uses by providing needed infrastructure.	Ongoing	City Council

Land Use Goal 5: Plan for mixed-use centers to allow people to live close to work, shopping and recreation.

Strategy	Action	Timing	Responsibility
5.1 Prepare small area plans for mixed use centers to establish desired development patterns and to guide future development decisions and capital improvement plans.		3-5 years	City Manager as authorized by City Council
5.2 Plan for concentrated uses in the center of the mixed use area with transitions to less density the farther away from the centers.		Ongoing	City Planning and Zoning Commission and City Council
5.3 Ensure than new mixed use centers are compatible with existing residential areas, and protect the integrity of such existing residential areas.	5.3.1 Plan for adequate transitions between mixed use and residential uses.	Ongoing	City Planning and Zoning Commission and City Council

5.4	Create pedestrian friendly environments through careful planning and design of streets, sidewalks, trails, lighting, parking areas, pedestrian amenities and building placement. Ensure that people can easily walk from their home to a range of uses within a 5-minute walk. Streets should reflect and be consistent with Farmersville's traditional street patterns.		Ongoing	City Public Works
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Land Use Goal 6: Plan for regional industrial and logistical uses on the eastern periphery of the extra territorial jurisdiction.

Strategy	Action	Timing	Responsibility
6.1	Continue to be aware of and involved in planning work for the Regional Outer Loop which was studied by NCTCOG in 2012. Because the recommended projects had no funding identified in the regional long-range transportation plan, Mobility 2035, progress will be dependent on additional federal, state, and or local funding becoming available. Future work on advancing the recommended projects will be coordinated with local and regional transportation partners and Farmersville representatives should be involved in that work.	Ongoing	City Manager
6.2	Continue to explore the location of a Collin County Intermodal Logistics Hub in the eastern Farmersville region. Farmersville has access to rail, major roadway facilities, and available land. The North East Texas Rural Rail Transportation District and the North Central Texas Council of Governments brought forward the concept of an intermodal facility at the intersection of the regional outer loop and the Kansas City Southern rail line. Farmersville was the chosen location for the logistics hub. The city should continue to pursue creating an Intermodal industrial park as well as similar concepts as opportunities arise.	Ongoing	City Manager



Land Use Goal 7: Plan for future Annexations

Strategy	Action	Timing	Responsibility
7.1	Continue to pursue extra-territorial jurisdiction agreements with adjacent cities.	7.1.1: Formalize extra-territorial jurisdiction agreements with each of the adjacent cities to enable future planning of these areas.	1-2 years City Manager, Mayor, City Council
7.2	Develop a program to identify and pursue annexation of high priority areas, such as extra-territorial jurisdiction areas surrounded by the city, or strategic locations on the edge of the city to ensure predictability of future development and equity in the financing and provision of services and infrastructure.	7.2.1 Identify strategic locations that are under development pressure and new development which could impact the city: <ul style="list-style-type: none"> • Areas surrounded by incorporated Farmersville. • Areas already receiving Farmersville services. • Existing development that is using city infrastructure and services. • Potential development areas – properties with regional access where higher density development and tax base could be constructed. • Areas where additional development controls are desired by city or adjacent owners. 	1-2 years City Manager
		7.2.2: Lay out a proactive approach and strategy to discuss benefits of annexation with property owners to encourage property owners to annex.	1-2 years City Manager
		7.2.3: In critical places where annexation cannot be achieved, consider use of agreements in lieu of annexation as provided by Chapter 212, Subchapter G of the Local Government Code. This allows the City Council to enter into a written contract with owners of land within the extra-territorial jurisdiction to extend land use and environmental authority, enforcement of certain land use regulations, and to provide for infrastructure development. This allows for annexation to be delayed until a future point in time when annexation is agreeable to all parties.	3-5 years TBD
7.3	Develop a long term strategy to pursue desired annexation within the extra territorial jurisdiction..	7.3.1: Monitor city growth and establish home rule status as soon as the city reaches a population of 5,000.	As soon as population reaches 5,000 City Manager
		7.3.2: Develop a long-term strategy to finance and build an infrastructure program to serve areas in the extra-territorial jurisdiction.	3-5 years City Engineer, Public Works

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7.4	Apply standards in Farmersville's extra-territorial jurisdiction to promote quality development consistent with the city's objective of maintaining a small town atmosphere, growing the tax base and promoting economic development.	7.4.1: Develop preliminary regulations as allowed by state law to maintain consistent development objectives prior to annexation. Include regulations addressing characteristics of the following: Density; setbacks Quality of development Standards for streets and infrastructure improvements	3-5 years	City Council
		7.4.2: Use the preliminary regulations as a basis for entering into agreements in lieu of annexations where annexation is not possible.	Ongoing	City Council
7.5	Explore additional ways to apply user fees for city services and benefits received by residents living in the extra-territorial jurisdiction. Currently water fees and wastewater fees are adjusted for those living in the extra-territorial jurisdiction. Examples of additional services that should be reviewed include: road maintenance fees for roads requiring servicing as a result of extra-territorial jurisdiction use; park and recreation fees; library fees, etc.		1-2 years	City Manager



Transportation

Transportation Goal 1: Adopt and begin implementation of the Proposed Master Thoroughfare Plan.

Strategy	Action	Timing	Responsibility
1.1	Adopt the proposed Thoroughfare Plan and develop a transportation system that is friendly to vehicles, bicycles and pedestrians.	Immediate	City Public Works and City Engineer
1.2	Create a street connectivity enhancement plan which focuses on internal connectivity as well as connecting Farmersville to other communities and the region.	1-2 years	City Public Works and City Engineer
1.3	Develop and adopt a Bike Plan component of the Thoroughfare Plan.	1-2 years	City Public Works and City Engineer
1.4	Develop and adopt a Pedestrian Plan component of the Thoroughfare Plan.	1-2 years	City Public Works and City Engineer

Transportation Goal 2: Adopt and begin implementation of the Proposed Trails Plan.

Strategy	Action	Timing	Responsibility
2.1	Adopt the proposed Trails Plan and develop a trail system that connects Farmersville's parks to population centers and the region.	Immediate	City Council
2.2	Create a trail system plan delineating the types of trails desired, as well as phasing and potential funding sources.	1-2 years	City Parks and Recreation Board
2.3	Develop a program to ensure that right-of-way for the future trail system is secured as development occurs.	1-2 years	City Parks and Recreation Board
2.4	Continue to work with region to ensure connections and to secure funding for creation of trail system.	Ongoing	City Manager



Transportation Goal 3: Maintain and Enhance Farmersville's Existing Transportation System.

Strategy	Action	Timing	Responsibility
3.1	Continue to evaluate the transportation needs and effectiveness of the current system and update the Thoroughfare Plan as needed to accommodate changing conditions.	3.1.1: As development occurs, analyze impact on capacity and modify plans as needed.	Ongoing City Public Works and City Engineer
		3.1.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.	3-5 years City Public Works and City Engineer
3.2	Continue to use cost effective techniques to maintain and improve roads, trails and pedestrian facilities. Explore multiple funding sources including: <ul style="list-style-type: none"> • Using TIRZ funded projects; • Consideration of implementing Transportation Impact Fees; • Planning future bond programs to support maintenance and improvement projects; • Pursuing grants from regional and state organizations. 		3-5 years City Public Works and City Engineer
3.3	Continue to review and update cross sections to ensure desired street designs as new development occurs.		Ongoing City Public Works and City Engineer
3.4	As roadway maintenance and improvements occur, improve sidewalk amenities by: <ul style="list-style-type: none"> • Creating continuous sidewalks; • Planning for wider sidewalks and pedestrian facilities in high-pedestrian zones; • Repairing and replacing existing sidewalks. 		Ongoing City Public Works and City Engineer
3.5	Implement Safe Routes to Schools program	3.5.1: Use Safe Routes to Schools grant to connect school campuses with each other through neighborhoods.	1-2 years City Public Works and City Engineer
		3.5.2: Implement public education on safe routes to schools.	1-2 years City Manager



Transportation Goal 4: Develop Bike and Pedestrian Standards.

Strategy	Action	Timing	Responsibility
4.1	Update the City-wide Standard Details with cross-sections for pedestrian realm design standards for widths, lighting, buffers and other amenities.	4.1.1: Update sidewalk and trail standards.	1-2 years City Public Works and City Engineer
		4.1.2: Update lighting and landscaping requirements.	1-2 years City Public Works and City Engineer
4.2	Design streetscape enhancements.	4.2.1: As streets develop, install trees and landscaping consistent with development requirements, as appropriate.	3-5 years City Public Works, City Engineer and City Council
		4.2.2: Develop way-finding signage to move travelers along US 380 and SH 78 into Farmersville.	3-5 years City Manager

Transportation Goal 5: Coordinate with regional entities to plan for future passenger and freight rail connections.

Strategy	Action	Timing	Responsibility
5.1	Provide safe and efficient infrastructure to support desired land uses including: <ul style="list-style-type: none"> • Downtown retail and commercial • Mixed Use Centers • Collin County Community College • Local educational facilities • Retirement centers • Industrial Campuses • Intermodal facility 	Ongoing	City Public Works, City Engineer
5.2	Coordinate with North Central Texas Council of Governments and regional transit agencies to plan for long-term transit service to Farmersville.	5.2.1: Participate in North Central Texas Council of Governments and regional long range transportation planning to ensure that consideration is given to expanding service to Farmersville over the long-term, with emphasis on providing service to the city center area and the planned community college campus.	Ongoing City Manager, Mayor
		5.2.2: Begin preparation for future service by exploring ways to link Farmersville with existing and proposed transit facilities such as a bus connector service.	6+ years City Manager
5.3	Plan for future needs of an intermodal facility east of Farmersville.	5.3.1: Ensure that adequate infrastructure is in place for a future intermodal facility to provide required rail and ground linkages.	6+ years City Manager

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Transportation Goal 6: Coordinate with regional agencies to plan for future road and trail connections.

Strategy	Action	Timing	Responsibility
6.1 Coordinate with the Texas Department of Transportation to further develop the state highway system.		Ongoing	City Manager and City Engineer
6.2 Coordinate with Collin County to further develop the County road system.		Ongoing	City Manager and City Engineer
6.3 Coordinate with the Northeast Texas Trail Coalition (NETTC) to develop the Chaparral Trail.		Ongoing	City Manager and City Engineer

Utilities and Public Facilities

Water Goal 1: Provide a safe and dependable water system that provides high quality service to existing residents and plans for future growth.

Strategy	Action	Timing	Responsibility
1.1 Continue to review and update existing city standards for consistency with North Central Texas Council of Governments and Texas Commission on Environmental Quality.		Ongoing	City Manager, Public Works and City Engineer
1.2 Make necessary improvements to comply with established local, North Central Texas Council of Governments and Texas Commission on Environmental Quality Standards.	1.2.1: As development occurs, analyze impact on capacity and modify as needed.	Ongoing	City Manager, Public Works and City Engineer
	1.2.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.	3-5 years	City Manager, Public Works and City Engineer
1.3 Improve water line capacity along US 380 and SH 78.		Ongoing	City Manager, Public Works and City Engineer
1.4 Continue to improve water system to support current and future improved Insurance Service Organization (ISO) ratings.		Ongoing	City Manager, Public Works and City Engineer



1.5	Construct additional water towers to support future growth.		6+ years	City Manager, Public Works
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Water Goal 2: Explore funding mechanisms to efficiently pay for needed improvements

Strategy		Action	Timing	Responsibility
2.1	Update Water Impact Fees.		Immediate	City Engineer
2.2	Consider Tax Increment Reinvestment Zone funding as available.	1.2.1: As development occurs, analyze impact on capacity and modify as needed.	Ongoing	City Manager, Public Works and City Engineer
		1.2.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.	3-5 years	City Manager, Public Works and City Engineer
2.3	Take advantage of the opportunity to joint venture with developer/ others for water improvements as appropriate.		Ongoing	City Manager

Sewer Goal 1: Provide a dependable sewer system that provides high quality service to existing residents and plans for future growth.

Strategy		Action	Timing	Responsibility
1.1	Continue to review and update existing city standards to provide for consistency with North Central Texas Council of Governments and Texas Commission on Environmental Quality.		Ongoing	City Manager, Public Works and City Engineer
1.2	Make necessary improvements to comply with established local, North Central Texas Council of Governments and Texas Commission on Environmental Quality standards.	1.2.1: As development occurs, analyze impact on capacity and modify as needed.	Ongoing	City Manager, Public Works and City Engineer
		1.2.2: Review, evaluate and update standards and requirements at least every 3 to 5 years, or as needed to accommodate changes.	3-5 years	City Manager, Public Works and City Engineer
1.3	Fully utilize existing permitted sewer plant capacity.	1.3.1: Construct package plant to maximize existing permitted discharge capacity.	1-2 years	City Manager, Public Works and City Engineer

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1.4	Continue to improve sewer collection system and identify sources of inflow and infiltration.	1.4.1: Identify and eliminate sources of inflow and infiltration.	1-2 years	City Manager, Public Works and City Engineer
		1.4.2: Prepare action plan to address sources of Inflow and infiltration.	1-2 years	City Manager, Public Works and City Engineer
		1.4.3: Replace clay tile pipe with PVC pipe as required. Replace clay pipe as part of the City's annual maintenance budget over a period of years.	Ongoing	City Manager, City Council
1.5	As growth continues, construct new wastewater treatment plant for the City at a location downstream of the existing plant.	1.5.1: Pursue the potential of participating in a future regional sewer treatment plant.	6+ years	City Manager and Mayor
		1.5.2: Begin the process for identifying the location of a new sewer treatment plant and obtaining a new wastewater discharge permit for the City, to be located in the Lake Lavon area.	3-5 years	City Manager and Mayor

Sewer Goal 2: Explore funding mechanisms to efficiently pay for needed improvements.

Strategy	Action	Timing	Responsibility
2.1	Update Sewer Impact Fees.	Immediate	City Engineer
2.2	As available, consider Tax Increment Reinvestment Zone funding.	Ongoing	City Manager
2.3	As appropriate, take advantage of the opportunity to joint venture with developer/others for a regional sewer treatment plant.	Ongoing	City Manger



Electric Goal 1: Provide a safe and efficient electric system that provides high quality service to existing residents and plans for future growth.

Strategy	Action	Timing	Responsibility
1.1 Continue to review and update services and standards to provide for safe, reliable and efficient capacity.	1.1.1: Develop inventory of electric system and determine value of system.	Immediate	City Manager
	1.1.2: Model electric system to determine capabilities and effectiveness of system.	Immediate	City Manager
	1.1.3: Evaluate effectiveness and quality of system.	Immediate	City Manager
	1.1.4: Determine requirement improvements and updating needs, including new subsystem and line needs.	1-2 years	City Manager
	1.1.5: Develop a plan for improving electric system.	1-2 years	City Manager
	1.1.6: Periodically review and update rates, fees and surcharges.	Ongoing	City Manager
1.2 Provide cost effective service.	1.2.1: Periodically review wholesale contract agreements and update contracts as needed.	Ongoing	City Council
	1.2.2: Provide for efficient back up supply and emergency connections.	Ongoing	City Manager and City Council
1.3 Provide cost effective and efficient maintenance and operations of electric system.	1.3.1: Assess maintenance needs and costs.	1-2 years	City Manager
	1.3.2: Review and update maintenance agreements and determine whether to continue outsourcing or pursue internal processes.	1-2 years	City Council

Broadband Goal 1: Incorporate technology across the City. Plan for and provide high-speed internet access and the most up-to-date digital infrastructure.

Strategy	Action	Timing	Responsibility
1.1 Develop a strategic plan for broadband deployment that includes creating a comprehensive business proposal to broadband providers. Such a plan could demonstrate to broadband providers that deployment is a sound business decision that would benefit both the providers and the community. Examples of what to include in a strategic planning process include the following elements and strategies:		3-5 years	City Manager and City Engineer
<ul style="list-style-type: none"> • Educating the community about the potential benefits of broadband service. • Creating partnerships among community organizations and institutions that might benefit from broadband deployment. • Systematic assessment and prioritization of the community's needs for broadband service. • Consolidating demand within the community to make service profitable for broadband • Providers and small participants could include individual consumers, businesses, educational institutions, health care facilities, and government agencies. • Identifying an anchor tenant with adequate demand to spur infrastructure investment in broadband. 			

CHAPTER 7



1.2	<p>Examine state, federal and private funding sources to implement consistent, quality broadband service across the city. Pursue public and private funding opportunities through such entities as:</p> <ul style="list-style-type: none"> • The Broadband Technology Opportunities Program (BTOP), administered by the National Tele-communications and Information Administration in consultation with the Federal Communications Commission. • The Broadband Initiatives Program, administered through the Rural Utilities. • Service of the US Department of Agriculture. • Non-profits. • Local businesses. 		3-5 years	City Manager and City Engineer
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Public Facility Goal 1: Preserve and maintain existing public facilities, provide high quality service to existing residents and plan for future growth.

Strategy	Action	Timing	Responsibility
1.1	Continue to analyze the current public service system, identify needs and gaps, and prepare to update and expand system as needed.	Ongoing	Public Works
1.2	Continue to preserve and maintain historic structures and make best use of them.	1-2 years	Main Street Program and Farmersville Historical Society
1.3	Update the Public Works Facility and duplicate fire, police and EMS services throughout Farmersville as growth occurs.	3-5 years	City Manager and Public Works
1.4	As the city grows, explore locating City Hall into a larger facility in the central area and continue to use the Old Electric Generating Plant as a public facility.	6+ years	City Manager and City Council



Parks and Open Space

Parks Goal 1: Prepare a comprehensive park, open space and trail system plan to guide where and how parks and trails will be built.

Strategy	Action	Timing	Responsibility
1.1 Coordinate with Collin County and North Central Texas Council of Governments parks and trail initiatives.		Ongoing	Parks and Recreation Board
1.2 Differentiate between rural urban areas, both of which will be served by parks and trails in Farmersville. Tie requirements for more active recreational areas to more intense development in the central area and along US 380 and SH 78.		Ongoing	City Council
1.3 Coordinate the Park and Trail System Plan with the City's land use plan, zoning and Farmersville future land use plan.		Ongoing	Parks and Recreation Board, City Manager, City Council
1.4 Avoid development in environmentally sensitive areas by enacting regulations that allow density transfers from environmentally sensitive areas such as floodplains and wetlands to unconstrained lands.		Ongoing	City Planning and Zoning Commission and City Council

Parks Goal 2: Create consistent and clear development program to ensure that park and trail linkages are provided as development occurs.

Strategy	Action	Timing	Responsibility
2.1 Establish consistent standards for private development to provide onsite open space and trails and a requirement to connect to the regional trail system		3-5 years	Parks and Recreation Board
2.2 Establish a policy for trail systems in rural areas of the city, to include working with property owners to identify potential locations of trails and open space as well as trail alignments and standards.		3-5 years	Parks and Recreation Board
2.3 Develop public/private implementation programs where development is not likely to occur or where the nature of development does not lend itself to developers providing the trail system.		3-5 years	Parks and Recreation Board
2.4 Explore a wide range of funding mechanisms and partners to implement park, open space and trail plans, including open space dedication requirements, fee in lieu of programs, pursuit of open space grants, and working with nonprofits such as the Trust for Public Lands, Chaparral Rails for Trails, and other similar opportunities.		3-5 years	Parks and Recreation Board

Parks Goal 3: Continue to enhance the Chaparral Trail and work to extend regional connections.

Strategy	Action	Timing	Responsibility
3.1 Coordinate with the Northeast Texas Trail Coalition.		3-5 years	Parks and Recreation Board and City Manager

EDC 4A Strategic Planning Workshop

SWOT Analysis:

Strengths:

- *Highways, Location, Transportation, Logistics
- *Affordable Land
- *Regional Airport
- *Colleges
- *Chaparral Trail/Greenbelts
- *Lack of Clutter
- *City Center/City Core
- *Available Workforce
- *Culture
- *TIRZ (Tax Increment Reinvestment Zone)
- *Schools
- *Collin County
- *Utilities
- *Banks

Weakness:

- *Homes/Multi-Family Inventory
- *Home Decay
- *Minority Participation City
- *Sewer
- *Utility Cost
- *Shopping
- *County Government
- *Recreational
- *More Government outside Farmersville
- *Streets
- *Band Width

Opportunities:

- *East Collin County Comm. HUB/Town Center
- *Tourism-Historical
- *College
- *Clean Slate
- *Railroad

EDC 4A Strategic Planning Workshop

- *DART
- *Highway 380-Limited access road
- *Outer Loop
- *Medical Center
- *Retirement / 50+ Living

Threats:

- *Money/Debt
- *Decay of Older Neighborhoods
- *Home Rule
- *Wastewater
- *Lack of Zoning / outside of City Limits
- *Zoning
- *Highway 380 move

FARMERSVILLE ECONOMIC DEVELOPMENT CORPORATION
MEETING MINUTES
October 20th, 2016

The Farmersville EDC met in regular session on October 20th, 2016 at 7:000 p.m. in the City Council Chambers of City Hall with the following members present: Kevin Meguire, Robbie Tedford, Randy Smith, George Crump, and Jason Lane. Staff members present were City Accountant Daphne Hamlin, City Manager Ben White. Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, and Ritchie Smissen.

CALL TO ORDER

Chairman Meguire convened the meeting at 7:00 p.m. and announced a quorum was present.

RECOGNITION OF CITIZENS AND VISITORS

Special guest recognized, Mayor Diane Piwko, Councilman Mike Hurst, and Ritchie Smissen.

EXECUTIVE SESSION

On a motion by Kevin Meguire, the EDC 4A Board convened the executive session at 7:10 p.m., second by Jason Lane, all in favor.

On a motion by Kevin Meguire to reconvene from executive session at 8:24 p.m., second by Randy Smith, all in favor.

ACT ON MATTERS DISCUSSED IN EXECUTIVE SESSION

No action taken

UPDATE REGARDING COLLIN COLLEGE CAMPUS

Nothing new to report

WORKSHOP

a) EDC 4A Board began with the review of the Strengths, "Weaknesses, Opportunities, and Threats (SWOT) analysis. After review the next step will be the Key Initiative Areas (KIA's)

b) Discussion began regarding Key Initiative Areas (KIA's). Chairman Meguire stated need to have a primary and secondary for goals. Chairman Meguire asked what our first Key Initiative would be. Mr. Smith stated available buildings. Mr. Crump stated what is needed first is an inventory of available buildings, property, zoning, labor force and infrastructure.

Chairman Meguire stated we want to make sure that the goals we set are achievable.

c) Discussion began regarding Specific, measurable, attainable, realistic, timely, (SMART) goals.

Mayor Piwko suggested the need to concentrate on voter turnout. Need for higher voter turnout in Farmersville. Mr. Smith will assist Mayor Piwko to attain this goal.

Next goal set is an inventory of property, commercial property, Industrial, real estate with in the city limits and ETJ, prices and availability, acreage.

Mr. Crump, Mr. Tedford, and Mr. Lane will assist in collecting information for a database for this goal. Goal set for completion end of year 2016

Chairman Meguire and City Manager Ben White will work on Investor Targeting and the marketing packet. Suggested that 30 contacts be made by end of year 2016. Mr. Crump suggested what we need first is the list of inventory, we need to know what we have available first. Chairman Meguire agreed. Will start back up on January 1, 2017 after inventory of what is available.

Next topic of discussion was retention of current businesses. Chairman Meguire, Mayor Piwko, and Mr. Smith will visit 10 existing businesses per year. Building a relationship finding out what current businesses are needing for retention.

Attached exhibit "A" is the results from this workshop

CONSIDERATION AND POSSIBLE ACTION REGARDING ITEMS FOR PAYMENT

On a motion from Mr. Tedford to approve items for payment as listed, except for I-wire 365, second by Mr. Lane, motioned carried all in favor.

CONSIDERATION AND POSSIBLE ACTION REGARDING FINANCIAL STATEMENTS FOR SEPTEMBER 2016

On a motion from Mr. Crump to approve September 2016 financials as presented, second by Mr. Lane, motioned carried all in favor

CONSIDERATION AND POSSIBLE ACTION REGARDING MEETING MINUTES FROM AUGUST 18TH, 2016 AND SEPTEMBER 15TH, 2016.

On a motion from Mr. Tedford to approve meeting minutes from August 18th, 2016 and September 15th, 2016 as presented, second by Mr. Crump, motion carried all in favor.

DISCUSSION IN CONTEMPLATION OF PLACING ITEMS ON FUTURE AGENDA

Review Tax abatement

KIA

Marketing Company

Collin College

Sewer update

Camden Park update

Fiber optic update

Amin

ADJOURNMENT:

Meeting adjourned at 9:23 pm.

Kevin Meguire, President

ATTEST:

George Crump, Secretary

DRAFT

**Economic Development Corporation KIA Key Initiative Areas
on Hold until January 2017 Meeting**

Primary: Kevin Meguire

Secondary: Ben White

Business Targeting

**Waiting on completion of "Property Inventory" initiative due
December 31 2016.**

Economic Development Corporation 4A - Active SMART Goal

Primary – Kevin Meguire

Secondary – Randy Smith / Diane Piwko

Business Retention

Specific –

Develop connectivity with current business owners with presentation of growth plans and development plans in City of Farmersville.

Measurable –

Minimum of 10 on site visits targeting larger corporations.

Action –

Face to face visitation and presentation of ongoing initiatives of the City including sewer, electric, water, fiber, etc.

Result –

This will lead to stronger relationships between city and business owners, leading to higher percentage of retention. This goal is not measurable at this time.

Time line – December 31 2016

Notes:

