

DEPARTMENT MEMO

DEPARTMENT: Development Services

FROM: Mandy Clark

MEETING: July 6, 2020

SUBJECT:

Consider approval of a resolution for Guidelines and Criteria for City Participation or Incentives for Master Planned Communities. *(Staff Presenter: Mandy Clark, Development Services Director) (The Planning and Zoning Commission recommended approval by a unanimous vote.)*

SUMMARY:

Master Planned Communities (MPCs) are different from traditional communities in Burleson in that they generally exceed typical design standards and integrate open spaces, landscaping, gathering spaces, and social activities into a cohesive community with a specific identity. With the availability of large undeveloped tracts and the construction of Chisholm Trail on the west side, the City has an opportunity to guide development in a way that is attractive to businesses and new residents.

On April 28 and May 12, 2020, staff presented to the City Council and Planning and Zoning Commission, respectively, information related to Master Planned Communities and potential policies related to City participation and incentives to encourage their development. In these presentations, the following MPC elements were recommended for development of various sizes:

Element	Under 200 acres	200-400 acres	Over 400 acres
Enhanced landscaping	*	*	*
Architectural standards	*	*	*
Enhanced walls/fencing	*	*	*
Open space in excess of minimums	*	*	*
Trails that facilitate connectivity		*	*
Variety of lot sizes		*	*
Buffers		*	*
Amenity Centers		*	*
Themes, uniqueness, sense of place			*
Commercial elements			*
Neighborhood activities			*

Based on elements provided above, the attached guidelines include a list of potential city participation or incentives that may be considered. The following are tools that the City may use in furthering the public benefit of Master Planned Communities:

- City participation
- City infrastructure extension
- Establishment of a Public Improvements District (PID)
- 380 Agreement
- Tax Abatements
- Type A Incentives
- Other
- Impact Fees

The Guidelines and Criteria are intended to be flexible and provide a baseline for staff and board discussion with respect to MPCs and the City's role.

OPTIONS:

- 1) Approve as presented
- 2) Approve with changes
- 3) Deny

RECOMMENDATION:

Staff recommends approval of a resolution for Guidelines and Criteria for City Participation or Incentives for Master Planned Communities.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

The Planning and Zoning Commission recommended approval at their June 23, 2020 meeting with the following discussion:

- Clarify the policy and presentation related to the development size requirements for the second tier of MPC elements. The draft policy and presentation include "up to 400 acres". This has been changed to "200 – 400 acres".
- Discussion occurred with respect to the intent for flexibility and ensuring that consistency and fairness are considered. No changes were recommended and this was just a general discussion.
- There was some discussion about tax abatement applicability to attraction of "new industry or business". Clarification that this would not apply across all MPCs was mentioned.

FISCAL IMPACT:

There is no specific fiscal impact with respect to establishing a policy. There will be substantial fiscal impact as the policy is used which will be identified with each specific development.

STAFF CONTACT:

Mandy Clark
Development Services Director
mclark@burlesontx.com
817-426-9684