

PICTURE

WILMER

2040

Comprehensive Plan Advisory Committee Meeting #1

May 11, 2023

AGENDA

- Introductions
- Planning Process
- Engagement Recap
- Community Conditions
- Building Blocks
- Character Context Zones
- Visioning Exercises
 - Building Block Key Themes
 - Scenario Development Mapping
- Next Steps



PROJECT TEAM halff



BRENNAN KANE,
ASSOC. AIA
PRINCIPAL-IN-CHARGE



KENDALL HOWARD, AICP
PROJECT MANAGER



KELSEY MCNIECE
DEPUTY PROJECT MANAGER



MATT BUCCHIN, AICP
PLANNING OVERSIGHT /
QA/QC



ASPEN WILKINS
PLANNING SUPPORT

TECHNICAL SPECIALISTS



JASON CLAUNCH
MARKET ANALYSIS



FELIX LANDRY, AICP
FISCAL & SCENARIO
MODELING



JJ ZANETTA
ILLUSTRATIVE
VISUALIZATION



An aerial photograph of a town street, overlaid with a semi-transparent blue filter. The street runs from the foreground towards the background, curving slightly to the right. On the left side of the street, there are several buildings, including a long, low white building and a taller structure with a red roof. In the background, a prominent water tower stands against a clear blue sky. On the right side, a church with a steeple is visible. The overall scene is a typical small-town street view.

PLANNING PROCESS

PLANNING PROCESS



PART ONE: 2040 VISION PLAN

WHAT IS A VISION PLAN?

- Strategic document that develops a long-term vision for the community
- Involves input from city leadership, staff, and citizens
- Determines community values

HOW IS A VISION PLAN USED?

- To guide subsequent planning and implementation initiatives
- To measure how the City is progressing towards achieving the strategic directions



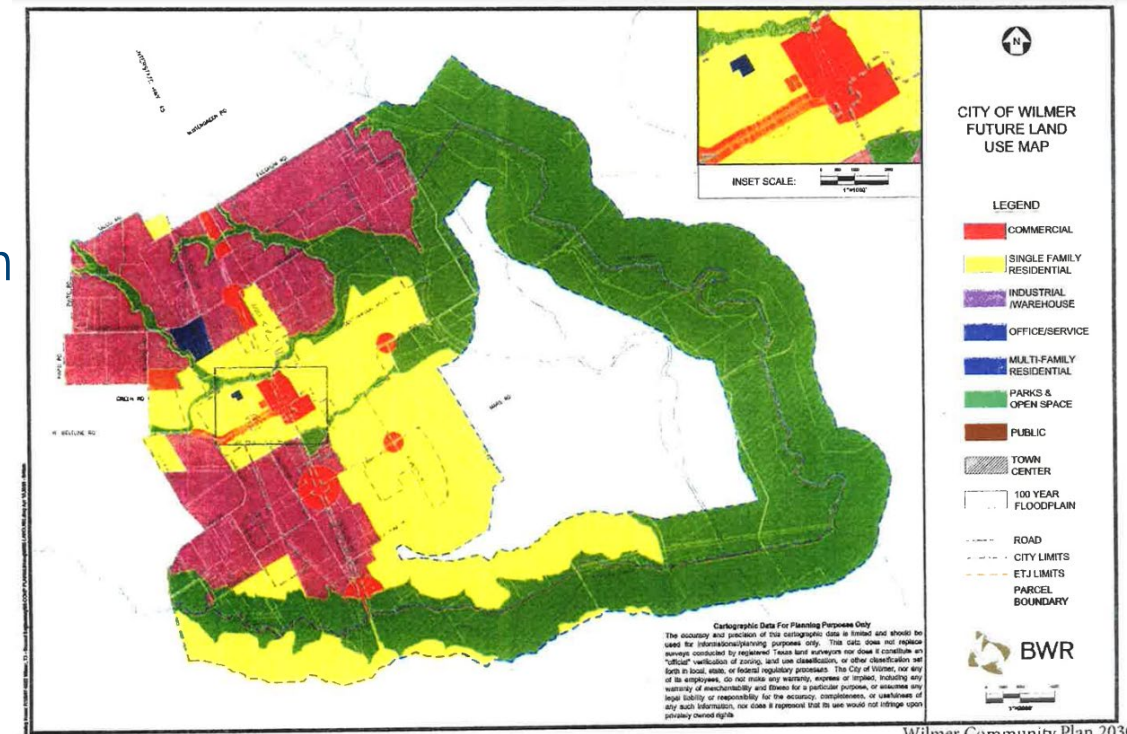
PART TWO: COMPREHENSIVE PLAN

WHAT IS A COMPREHENSIVE PLAN?

- Policy document that guides future growth and development
- Opportunity to set a long-term community vision
- Last plan was adopted in 2009

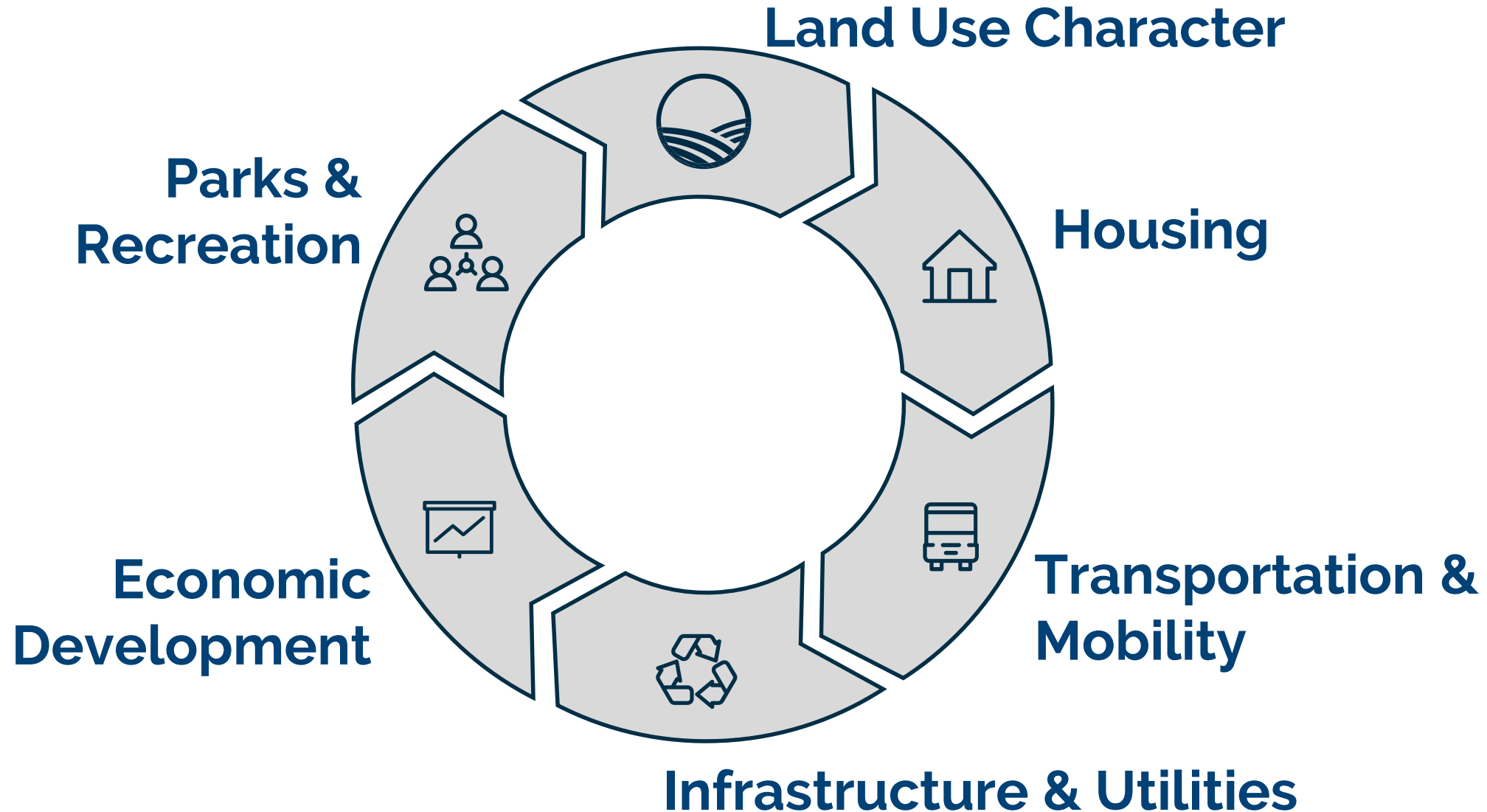
HOW IS A COMPREHENSIVE PLAN USED?

- Updates to zoning ordinance and subdivision regulations
- Policy & program changes
- Future budgets and capital improvements



2009 Future Land Use Map

COMPREHENSIVE PLAN ELEMENTS



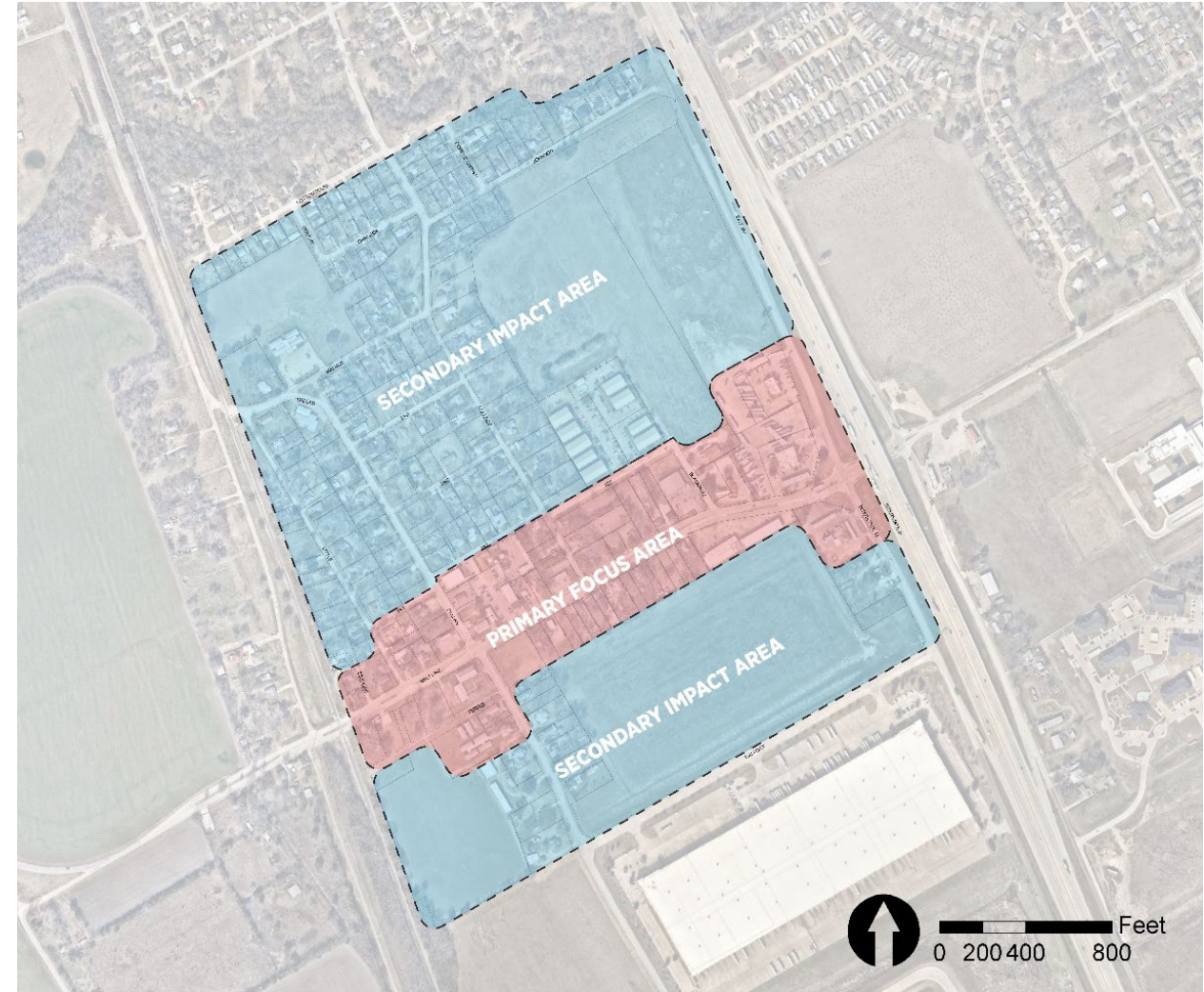
PART THREE: CORRIDOR STUDY

STUDY BOUNDARIES

- **Primary Focus Area:** Belt Line Rd. between I-45 and railroad
- **Secondary Impact Area:** Areas immediately to the north and south

WHY IS A CORRIDOR STUDY NEEDED?

- Provide a conceptual plan, design guidelines, and cost estimates for the town center area
- Develop implementation actions and priorities in order to establish a town center for Wilmer



PROJECT TIMELINE

Phase 1

2040 Vision Plan

Fall 2022 - Spring 2023

- Project Initiation
- Community Visioning
- Workshop 01
- Vision Plan & Adoption

Phase 2

Comprehensive Plan

Spring - Winter 2023

- Existing Conditions
- Scenario Planning
- Future Growth
- Draft Blueprint
- Review & Adoption

Phase 3

Corridor Study

Summer 2023 - Early 2024

- Project Initiation
- Community Engagement
- Market Analysis
- Draft Design Elements
- Corridor Study Document
- Review & Adoption

ROLE OF CPAC

Purpose

Guide outcome of the plan, provide intermediary reviews of concepts and board recommendations, and help ensure the plan aligns with goals of the community.

Phase 2 | Comprehensive Plan

Meeting 1 | Introduction to the planning process and visioning session

Meeting 2 | Review future growth scenarios

Meeting 3 | Present draft plan and recommendations for review

Phase 3 | Belt Line Corridor & Town Center Study

Meeting 4 | Visioning process for the Belt Line Corridor & Town Center

Meeting 5 | Review draft design elements and corridor concept plan

Meeting 6 | Present draft plan and recommendations for review

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ENEGAGEMENT RECAP

VISION PLAN ENGAGEMENT OPPORTUNITIES

Issues & Opportunities Work Session:

Met with city staff to identify the key issues and opportunities Wilmer faces today.

Stakeholder Listening Sessions:

Key community stakeholders were invited to share concerns they see in the community today.

Community Kick-Off Meeting:

Wilmer residents were invited to learn about the planning process and provide input on issues and opportunities.

Workshop 01 | Foundation for Tomorrow:

A workshop including Councilmembers, Planning & Zoning Commissioners, and City Staff was held to provide education about the planning process and to participate in exercises towards developing the strategic direction for Wilmer.

ENGAGEMENT KEY FINDINGS

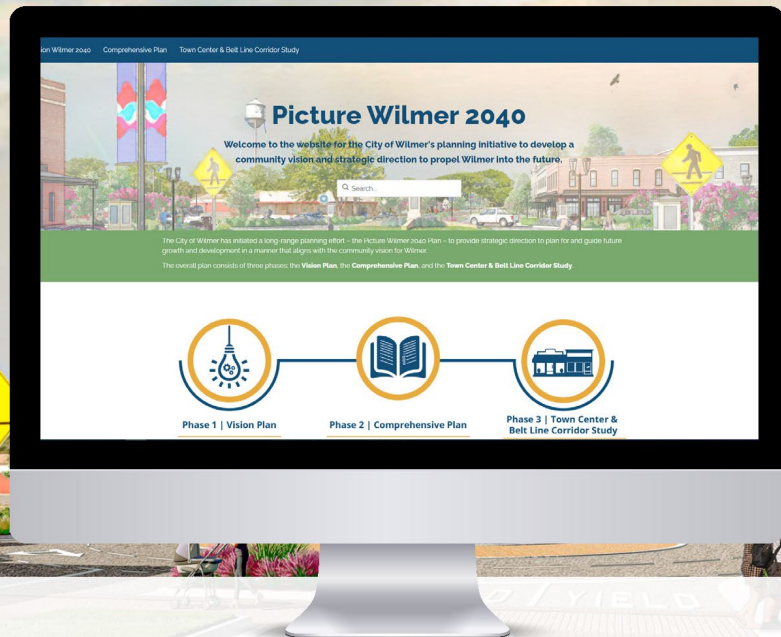


Key Issues & Opportunities:

- Need for **more residential development** to include diverse housing options
- Need for **more retail and services** within the City to meet the daily needs of residents
- **Belt Line Road Corridor** presents an opportunity for new development
- **Vacant land**, particularly in the ETJ, can be developed to address gaps in current land use patterns

PICTURE WILMER WEBSITE

THE PICTURE WILMER WEBSITE IS
LIVE!



PICTURE WILMER REPRESENTS A SERIES OF PLANNING
PROJECTS TO SHAPE THE FUTURE OF THE CITY.

COME VISIT US AT:

WWW.PICTUREWILMER.COM

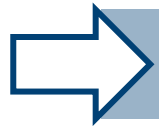
- Updated throughout planning process
- Provide residents with input opportunities during the Comprehensive Plan and Belt Line Corridor and Town Center Study phases
- Living record of the planning process and outcomes

COMMUNITY ENGAGEMENT OPPORTUNITIES



Community Kick-off Meeting:

- Introduce the community to the planning process
- Gather “big ideas” for future growth and development from residents

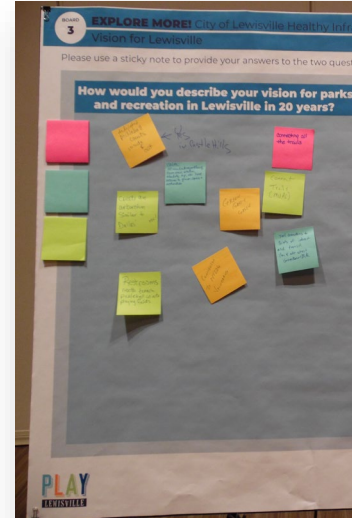


Community Meeting #2:

- Present draft Comprehensive plan
- Receive feedback

Community Charrette

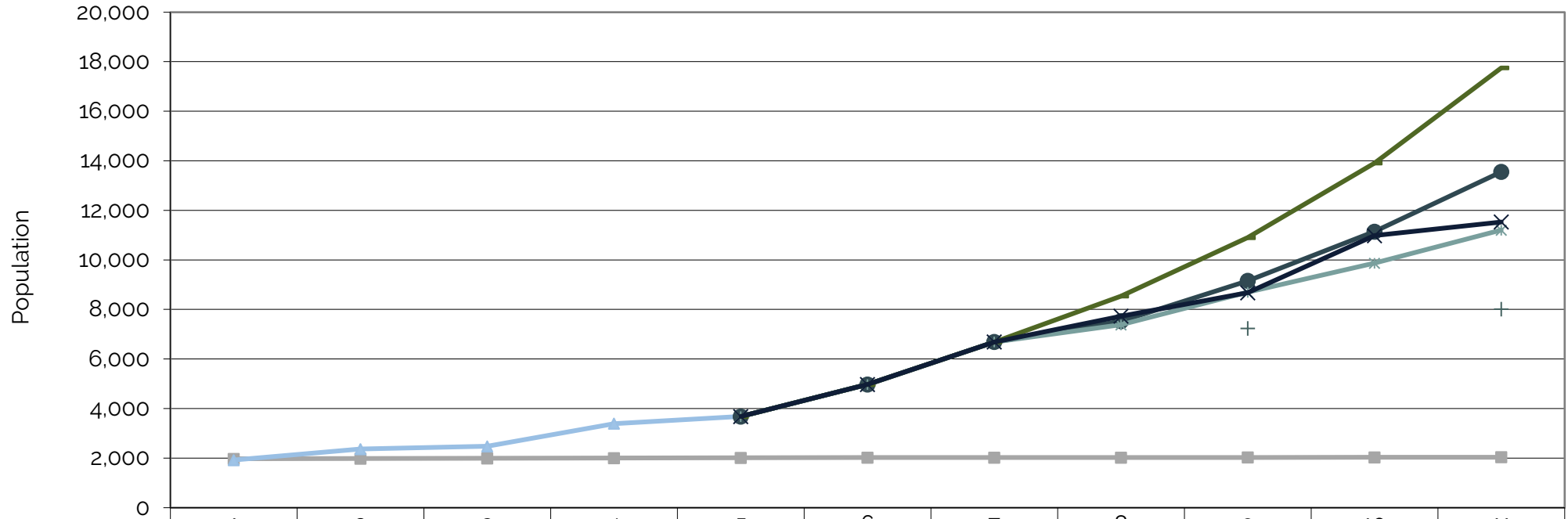
- Introduce Town Center and Corridor Planning Process
- Receive ideas about desired future development
- Provide input on goals for the study area



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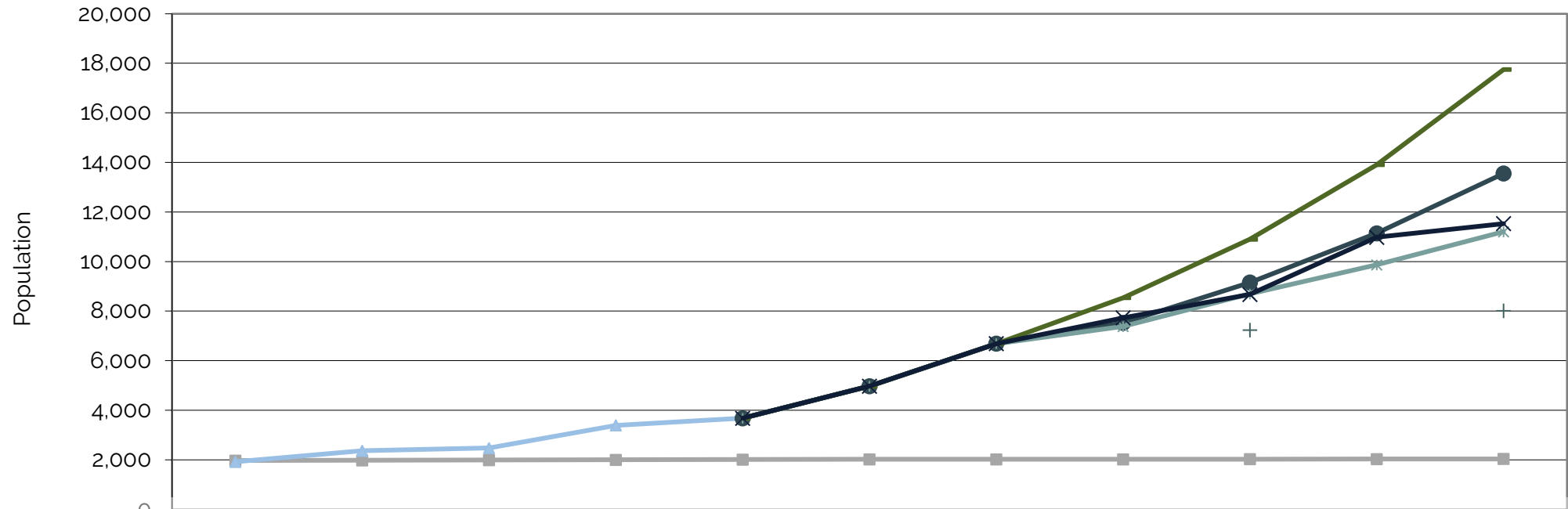
COMMUNITY CONDITIONS

GROWTH TRENDS



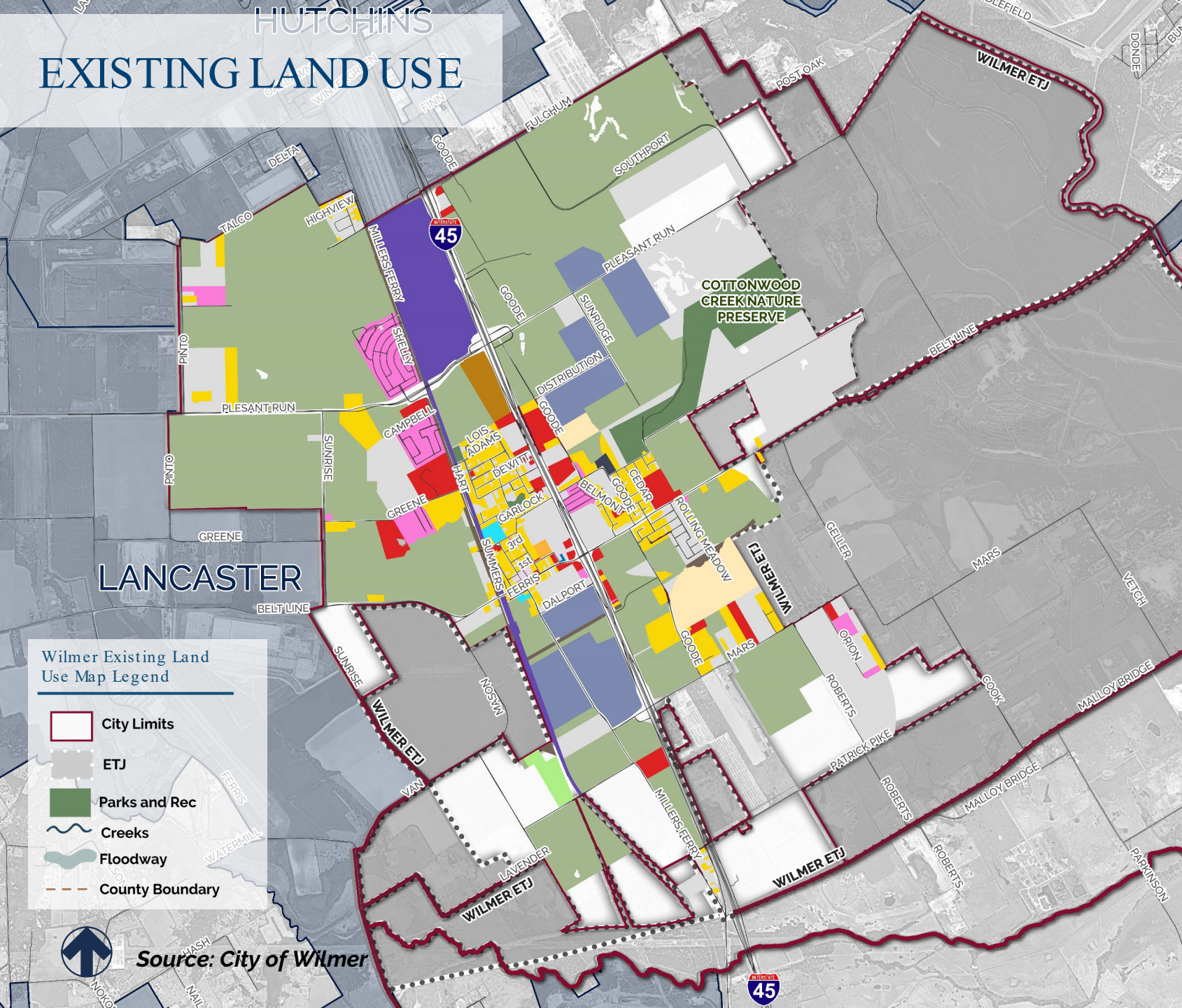
Year	1	2	3	4	5	6	7	8	9	10	11
Year	1970	1980	1990	2000	2010	2020	2022	2025	2030	2035	2040
Historical Data	1,922	2,367	2,479	3,393	3,682	4,974	6,690				
County Step Down (Fixed)					3,682	4,974	6,690		7,237		8,016
CAGR - 4%					3,682	4,974	6,690	7,525	9,156	11,139	13,552
Linear Regression					3,682	4,974	6,690	7,381	8,695	9,869	11,202
Growth Indicators - Recent Growth (16% CAGR)					3,682	4,974	6,690	8,538	10,897	13,908	17,751
Midpoint Projection					3,682	4,974	6,690	7,732	8,677	10,980	11,530

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EXISTING LAND USE



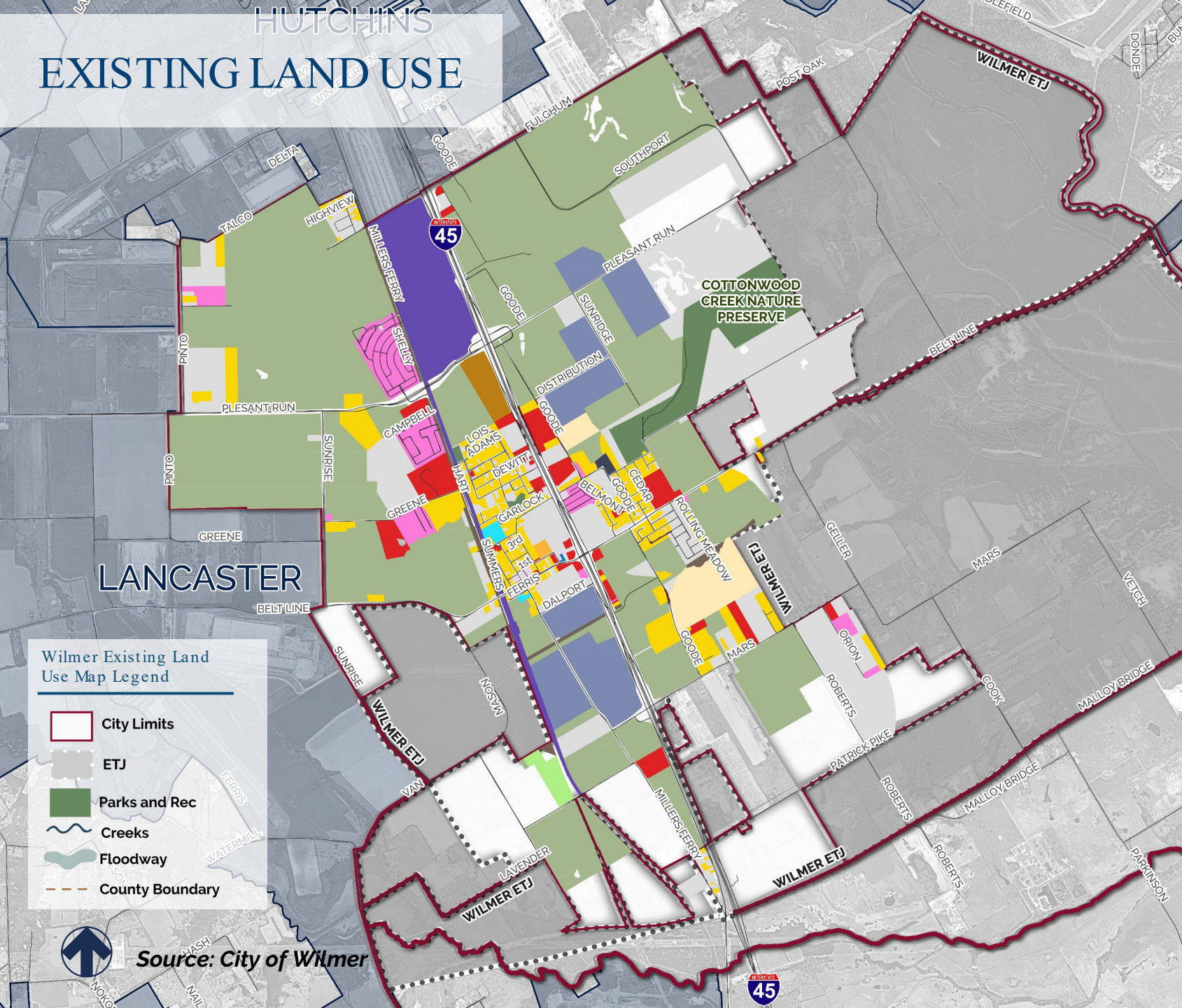
Land Use	Percentage
Cemetery	0.08%
Commercial	2.7%
Education	0.1%
Farmland	0.41%
Industrial	5.8%
Mobile Home	2.8%
Multi-Family	0.07%
Office	0.01%
Parks/Recreation	3.5%
Railroad	4.3%
Ranchland	50.9%
Residential Acreage	1.8%
Semi-Public	0.1%
Single Family	6.3%
Transit	0.6%
Utilities	0.6%
Vacant	18.8%

Wilmer Existing Land Use Map Legend

- City Limits
- ETJ
- Parks and Rec
- Creeks
- Floodway
- County Boundary

Source: City of Wilmer

EXISTING LAND USE



Wilmer Existing Land Use Map Legend

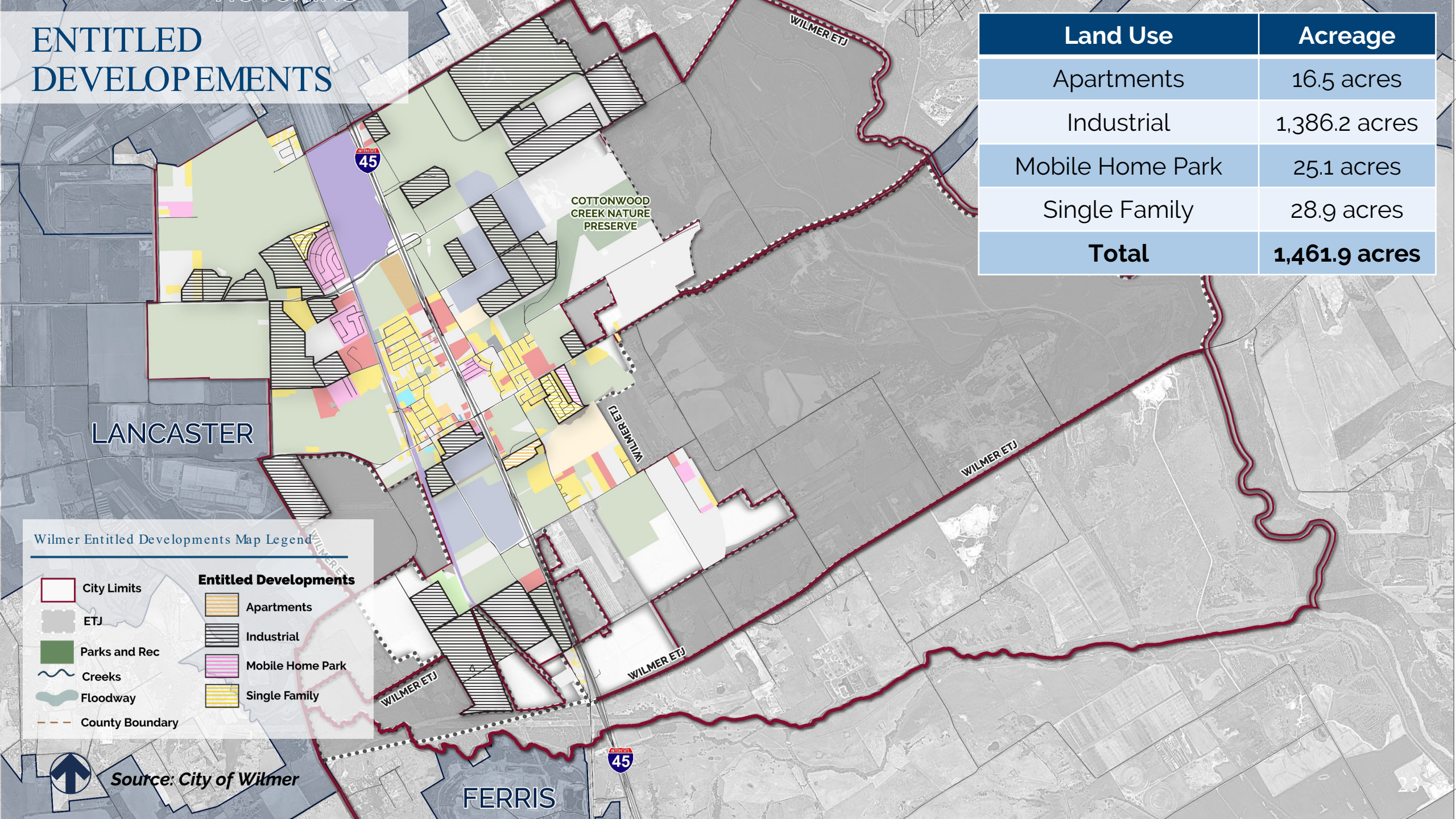
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ENTITLED DEVELOPEMENTS

Land Use	Acreage
Apartments	16.5 acres
Industrial	1,386.2 acres
Mobile Home Park	25.1 acres
Single Family	28.9 acres
Total	1,461.9 acres



LANCASTER

COTTONWOOD
CREEK NATURE
PRESERVE

CL BENTON

WILMER ETJ

WILMER ETJ

WILMER ETJ

Wilmer Entitled Developments Map Legend

- City Limits
 - ETJ
 - Parks and Rec
 - Creeks
 - Floodway
 - County Boundary
- Entitled Developments**
- Apartments
 - Industrial
 - Mobile Home Park
 - Single Family



Source: City of Wilmer

FERRIS

MARKET DEMAND

Residential Demand:

- Demand for **20 units of single-family detached housing** annually and additional **4 units of alternative single-family housing** (townhomes, duplex, triplex, fourplex, condos)
- It is estimated that the City of Wilmer could capture and absorb **31 units annually** of renter-occupied housing in the form of **multifamily residential**. There is additional demand for **9 units of alternative renter-occupied housing** (duplex, triplex, fourplex, build-to-rent)

Retail Demand:

- It is estimated that the City of Wilmer currently has demand for an **additional 3,500 square feet of retail**

Industrial Demand:


- Large **industrial parks** are scattered throughout Wilmer, totaling 13.8M square feet of industrial inventory with an additional 8.2M under construction. There currently is a **18.4% vacancy rate**

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BUILDING BLOCKS

ORGANIZATIONAL FRAMEWORK

Building Blocks– Reflect overarching community values that tie to the traditional elements of a comprehensive plan and other city planning initiatives.



Goals¹ – Reflect desired end state towards which planning efforts should be directed.



Strategies¹ – Associated polices and actions that advance the intent of the goals and are measurable.

¹ To be defined during the Comprehensive Plan Phase

PICTURE WILMER BUILDING BLOCKS

A series of **community-wide building blocks** were developed reflecting the **core values** and **strategic direction** of Wilmer as the community grows and develops in the future.



Education



Recreation



Fiscally Responsible



Resilient Infrastructure



Growth



Safety



Prosperous



Welcoming

PICTURE WILMER BUILDING BLOCKS



Education

Wilmer will focus on education as a pillar for the community. Wilmer will invest in education opportunities for residents through school and community initiatives.

Current Issues

- Limited presence of schools within the city
- Reliance on the large, decentralized Dallas Independent School District
- Lack of access to community education programs for youth and adult education
- Community access to telecommunication networks that provide access to educational materials and information

Future Opportunities

- Partnerships with local and regional educational institutions to increase educational opportunities for the community
- Explore methods of spreading information to the community about available programs and services
- Develop a Safe Routes to School Plan and pursue future Funding Opportunities

PICTURE WILMER BUILDING BLOCKS



Fiscally Responsible

Wilmer will be fiscally resilient, no matter how uncertain the times may be. The City will continue to provide high quality services to its residents and be fiscally transparent about decisions and the benefits and trade-offs associated with growth and development.

Current Issues

- There are minimal development fees currently that could be used to offset the City's costs to provide infrastructure
- There is a perception that the City is mismanaged because of history with Wilmer-Hutchins ISD
- Staff is focusing on efforts to be more transparent
- There is lots of undeveloped land that could be more sprawling development

Future Opportunities

- Explore funding mechanisms such as impact fees and TIFs
- Be smart and strategic about taking on additional debt through general obligation bonds
- Choose balanced growth scenario

PICTURE WILMER BUILDING BLOCKS



Growth

Wilmer will develop in a way that promotes a diversity of lifestyles in a sustainable and logical way. The City will encourage a variety of housing types at different price points to create a community where people have choices where they live, work, and play.

Current Issues

- Lack of diversity in available housing options that meet the needs of all existing and potential residents
- Limited retail and commercial development that meets the daily needs of residents
- Recent development has been primarily large industrial development

Future Opportunities

- Update development code to incorporate future development patterns that reflect the desired community character
- Development of the Town Center and Belt Line Corridor to incorporate land uses that are limited or do not exist today
- Undeveloped land within the city and in the ETJ can be developed in a manner that supports future growth and land use needs

PICTURE WILMER BUILDING BLOCKS



Prosperous

Wilmer will have a diverse and vibrant economy and the community will attract and retain talent. There will be a variety of job opportunities for people of all employment levels. The community will continue to be prosperous for existing businesses.

Current Issues

- There is a lack of retail services throughout the City
- Wilmer lacks a full-scale grocery store, creating a food desert
- Residents have to travel to surrounding cities for basic goods and services, including healthcare
- There is a lack of diversity in the types of employment opportunities within Wilmer
- Most residents work outside the city

Future Opportunities

- Seek out more diverse retail services based on the results of the market assessment
- Make improvements to policies and regulations so Wilmer is a more attractive community to start a business
- Explore corporate sponsorship opportunities with the employers that have warehousing and logistics buildings in Wilmer
- Explore Tax Investment Financing (TIFs) for improvements
- Seek out more office space users

PICTURE WILMER BUILDING BLOCKS



Recreation

Wilmer will have a quality and equitable recreation system, with a variety of recreational amenities. Residents will be provided with increased opportunities for passive and active recreation, and enhanced connectivity via trails.

Current Issues

- Existing parks have limited amenities and need updates
- There are limited number of existing parks and recreational trails
- There are no regulations requiring open space within current development code

Future Opportunities

- Work with Dallas County to improve the Cottonwood Creek Preserve
- Explore developing a parkland dedication ordinance
- Utilize allocated funds to improve existing parks
- Develop a systemwide parks master plan to guide future improvements and be eligible for various grant funding opportunities
- Explore diversifying recreation options as Wilmer grows, including sports and an indoor recreation center

PICTURE WILMER BUILDING BLOCKS



Resilient Infrastructure

Wilmer will have an infrastructure system that is efficient, well-maintained, and replaced when needed. Decisions to expand infrastructure will be based on a transparent cost-based analysis.

Current Issues

- Infrastructure in need of upgrades to keep up with projected city growth
- Aging and insufficient water and wastewater lines impacting service demand
- Increased demand on public services as population increases and city service area expands
- Minimal pedestrian and bicycle infrastructure to support non-motorized transportation needs

Future Opportunities

- Coordinate with agencies to assist with infrastructure maintenance and provision of services
- Regularly update the Capital Improvement Plan, utility master plans to identify infrastructure needs
- Utilize funding mechanisms to fund infrastructure improvements and expansion
- Develop an asset management inventory of existing infrastructure to identify timeframe for maintenance and replacement

PICTURE WILMER BUILDING BLOCKS



Safety

Wilmer will be a community focused on maintaining and improving the safety of its residents. The City will be supportive of its residents and continue to provide the services needed to facilitate daily life in a safe manner.

Current Issues

- Past perceptions of the city do not reflect current realities
- Limited access to healthcare or healthy living services
- Existing public safety services will become strained as the city and its population expand

Future Opportunities

- Leverage Wilmer's history and existing assets to promote a community focused identity
- Develop a public safety plan to plan for potential risks and better spread awareness to the community
- Explore expanding the city's police, fire, EMS, and other public safety services to keep up with community growth

PICTURE WILMER BUILDING BLOCKS



Welcoming

Wilmer will be a community that is welcoming and inviting for not only its current and returning residents, but new residents and visitors.

Current Issues

- There is no sense of arrival to Wilmer
- There are few gateways or wayfinding amenities throughout the City
- There is no central gathering place for formal or informal community events
- There is a lack of entertainment and family-oriented uses in Wilmer
- Some residents report negative interactions at City Hall

Future Opportunities

- Work with TxDOT to install signature gateways along I-45
- Develop a community gathering space
- Seek out family-oriented entertainment uses
- Augment existing city staff to improve resident-facing customer service
- Consider establishing a Cultural District downtown