

MINUTES

**LANCASTER CITY COUNCIL AND THE PLANNING AND ZONING
COMMISSION SPECIAL JOINT MEETING OF OCTOBER 7, 2013**

The City Council of the City of Lancaster, Texas, met in a special joint meeting with the Planning and Zoning Commission at the Lancaster Recreation Center on October 7, 2013 at 7:02 p.m. with a quorum present to-wit:

Councilmembers Present:

Mayor Marcus E. Knight
 Carol Strain-Burk
 Stanley Jaglowski
 Marco Mejia
 Mayor Pro Tem James Daniels
 LaShonjia Harris
 Deputy Mayor Pro Tem Nina Morris

Planning and Zoning Commissioners Present:

Quinnie Wright, Chair
 Genevieve Robinson
 Lawrence Prothro
 Tom Barnett Jr.
 Roosevelt Nichols

City Staff Present:

Opal Mauldin Robertson, City Manager
 Aretha Adams, Assistant City Manager
 Austin James, Community Relations Team Leader
 Dori Lee, Human Resources Director
 Thomas Griffith, Fire Chief
 Cheryl Wilson, Police Chief appointee, unconfirmed
 Rona Stringfellow, Managing Director Public Works and Development Services
 Jim Brewer, Assistant Director Public Works and Development Services
 Ed Brady, Economic Development Director
 Kevin Moore, Recreation Superintendent
 Dolle Downe, City Secretary

Call to Order:

Mayor Knight called the special joint meeting to order at 7:02 p.m. on October 7, 2013.

Planning and Zoning Commission Chair Wright called the Planning and Zoning Commission to order at 7:03 p.m. on October 7, 2013.

1. **Receive and discuss a presentation from Jacobs Engineering Group [Planning Consultant] regarding the City's Comprehensive Land Use Plan; consider a resolution accepting the Market Analysis Study from the Planning Consultant as part of the Comprehensive Land Use Plan update.**

Managing Director Stringfellow stated that the City's current Comprehensive Plan was adopted in 2002 and since adoption of the plan, the City's population has increased by 40%, real estate trends have changed significantly across the DFW Metroplex, the southern sector of Dallas County has become a major hub for logistics and the Dallas Campus of the University of North Texas has been established. Director Stringfellow commented on the value to the community of updating the Comprehensive Plan and introduced the Jacobs team, noting the presentation will cover the project planning process, market potential, physical opportunities, stakeholder aspirations and strategic opportunity areas.

Mark Bowers with Jacobs Engineering introduced members of the project team: Anne Ricker and Karen Walz.

Mr. Bowers discussed the planning process highlighting the vision elements: market potential, physical opportunities and stakeholder aspirations. With that foundation, Ms. Ricker reviewed findings with regard to the market opportunities, highlighting maps and charts for the Lancaster trade area, employment and household data, and parcel ownership, citing a low number of parcels with out of state ownership. The demographic overview presented data with regard to the trade area's college-educated residents, incomes and ethnic profiles compared to the Metroplex.

Ms. Ricker gave an overview of the psychographic data explaining that psychographics is a term used to describe the characteristics of people and neighborhoods which instead of being purely demographic, speaks more to attitudes, interests, opinions and lifestyles. She briefly highlighted certain segments of the 65 distinct market segments, commenting that commercial retail and residential developers are interested in understanding the community's psychographics as it indicates residents' propensity to spend across select retail categories and may suggest preferences for certain housing products. Ms. Ricker noted that the Lancaster trade area is dominated by middle class psychographic segments. Ms. Ricker reviewed emerging trends, highlighting development trends and noting the opportunities to "tell the story" to shape the market as opposed to doing nothing and letting the market "happen".

Mr. Bowers presented the next vision element related to physical opportunities including existing development, parcel sizes, sanitary sewer, thoroughfares, parks and open space, public facilities, natural features, topography, and special districts [Campus, Historic, Lanport, Medical and Mills Branch districts].

Ms. Walz presented the third vision element, stakeholder aspirations, noting the importance of understanding and taking advantage of the other two market elements of physical opportunities and market potential. Ms. Walz outlined the public and stakeholder involvement plan, touching on stakeholder interviews and the community charrette and open house. Ms. Walz discussed the civic assets including the historic downtown, the UNT Dallas campus, existing neighborhoods, public facilities and programs and the economic base in logistics and at the airport.

Ms. Ricker continued with discussion regarding strategic opportunity areas and what the comprehensive plan process will focus on including existing asset areas, core strengths, areas either undeveloped or ripe for re-investment and developing multiple scenarios for the areas along with potential tax base implications. A brief discussion of the northwest quadrant of the City highlighting the existing logistics development, the campus district, and potential near-term logistics opportunities was provided as a preview.

Councilmember Strain-Burk noted that walkability had been discussed but there is great need to link through DART or rail to the campus district. Mr. Bowers noted that is a very critical part of the plan and that Kimley Horn is a partner with Jacobs looking at such mobility opportunities.

Councilmember Strain-Burk asked about tools to help change mindsets about residential strategies and outside perceptions of the community. Ms. Walz stated they realize many outside the community do not understand and there would be strategic discussions about how to craft the image of the community as well as share that vision.

Mayor Knight commented on the importance of working hard to self-educate our own community about Lancaster's assets and how citizens can help to create an improving and collectively dynamic community.

P&Z Commissioner Nichols noted that the community was settled one way and now there are new generations. There was discussion regarding the need to get those new generations involved.

Deputy Mayor Pro Tem Morris commented that she is definitely looking forward to seeing the positive synergy particularly since the logistics firms are near residential areas.

P&Z Commissioner Robinson asked about attracting better retailers. There was discussion about bigger and longer term strategy for attracting retailers. Ms. Ricker commented that they will identify potential uses and there will be a need to help educate stakeholders as to other commercial uses that may produce the desired income. Mr. Bowers stated that a revitalization strategy for commercial corridors is not at all a hostile takeover, but an opportunity to let the dollars speak to the developers so they can see the return on investment.

City Manager Mauldin Robertson thanked the team for the presentation.

MOTION: Deputy Mayor Pro Tem Morris made a motion, seconded by Councilmember Strain-Burk, to approve a resolution accepting the Market Analysis Study from the Planning Consultant as part of the Comprehensive Land Use Plan update. The vote was cast 7 for, 0 against.

Mayor Knight called a brief recess at 8:54 p.m. Mayor Knight reconvened the meeting at 9:01 p.m.

With no further Planning & Zoning Commission business, Chair Wright called for a motion to adjourn the Planning and Zoning Commission.

MOTION: Commissioner Prothro made a motion, seconded by Commissioner Nichols to adjourn the Planning and Zoning Commission meeting. The vote was cast 5 for, 0 against. The Planning and Zoning Commission meeting was adjourned at 9:02 p.m.

Mayor Knight continued with the remaining City Council business.

- 2. Discuss and consider a resolution establishing a Comprehensive Plan Advisory Committee for making recommendations regarding the Comprehensive Land Use Plan.**

City Manager Mauldin Robertson commented on the importance of establishing an Advisory Committee to engage the public in the review and input process and outlined the suggested criteria and number of committee members.

MOTION: Councilmember Strain-Burk made a motion, seconded by Councilmember Jaglowski, to approve a resolution establishing a Comprehensive Plan Advisory Committee for making recommendations regarding the Comprehensive Land Use Plan. The vote was cast 7 for, 0 against.

3. Discuss and consider appointments to the City of Lancaster Comprehensive Plan Advisory Committee.

Mayor Knight asked about the frequency of the meetings and schedule suggesting that potential members of the committee will need to be made aware of the time needed to participate as a member of the committee and the schedule. It was noted that there will be at least one meeting per month and perhaps additional meetings, as needed, during stakeholder interviews and the community charrette.

Mayor Pro Tem Daniels asked why the City Manager made a specific recommendation for the appointment of Councilmembers Strain-Burk and Mejia stating that in his opinion, the City Manager should not have made a recommendation and the entire Council should consider who among them should be appointed. There was further discussion regarding the City Manager making recommendations for the committee. City Manager Mauldin Robertson indicated that the recommendations were solely her suggestions for the committee and the ultimate appointment of two councilmembers to the committee remains with the City Council; she apologized if in making a recommendation, it offended anyone.

MOTION: Councilmember Mejia made a motion, seconded by Mayor Pro Tem Daniels, to postpone appointments to the Comprehensive Land Use Advisory Committee until the regular Council meeting of October 14, 2013. The vote was cast 7 for, 0 against.

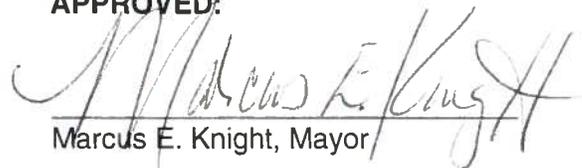
MOTION: Deputy Mayor Pro Tem Morris made a motion, seconded by Mayor Pro Tem Daniels, to adjourn. The vote was cast 7 for, 0 against.

The special meeting was adjourned at 9:31 p.m.

ATTEST:


Dolle K. Downe, City Secretary

APPROVED:


Marcus E. Knight, Mayor