



Envision Bullard

 2030 Comprehensive Plan
City of Bullard, TX

Executive Summary

Envision Bullard 2030

Bullard is a special place - a friendly small town with a rich history in East Texas. Our citizens enjoy living in Bullard because of the small town atmosphere and quality family values.

Envision Bullard 2030 builds upon the history and character of the community to reflect the aspirations of residents and to prepare for the future. The Guiding Principles of the Plan express the values and vision expressed by residents and provide direction to the community's leadership.

Identifiable Bullard Town Center

Downtown Bullard will continue to serve as the community's activity center in a traditional, pedestrian-oriented gathering place.

Distinctive Community Design

A vibrant community in 2030 will be achieved by planning and designing the built environment to create unique places with lasting value, strong civic character, and a compatible mix of uses.

Healthy Neighborhoods

As neighborhoods mature, the community will rise to the challenge of keeping them stable and healthy. This includes providing and maintaining high-quality public infrastructure such as sidewalks, streets, lighting, and utilities.

Strategic Infrastructure Investments

Bullard will facilitate a thriving economic engine through public-private partnerships, strategic infrastructure investments, and wise stewardship of community assets.





Purpose of the Plan

Envision Bullard 2030 is intended to guide policy decisions and provide recommendations for future actions involving community development, and it serves as the legal basis for sound land use decisions. The Plan strives to achieve the goals of directing the community's physical growth, ensuring adequate infrastructure and services, ensuring that social needs are met, outlining a common vision for the future, and establishing a sound legal foundation for the municipality's land development ordinances.

Relationship to Zoning

One of the primary ways in which a municipality regulates the development of land within its jurisdiction is through the implementation of a zoning ordinance. Here again, the comprehensive plan serves as the basis upon which all zoning decisions are made. Chapter 211 of the Local Government Code requires that all zoning decisions must be consistent with a municipal comprehensive plan. However, this Plan does not constitute zoning regulations nor does it establish zoning district boundaries.

Updates to the Plan

The Plan sets the framework for land use decisions. Over time community growth occurs and circumstances change. Therefore the Plan should be reviewed and updated on a periodic basis. Minor updates may occur annually, while major updates to the Plan should occur at least every five to ten years.

Conclusion

Through 2030 and beyond, Bullard will be a warm and friendly place to live, work and play. *Envision Bullard 2030* outlines a vision for the future and identifies goals, policies, and an initial implementation program to guide the community towards its envisioned future. The Plan builds on Bullard's assets and desires for the future to strategically guide investment for future success.



Acknowledgements

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Thank you to all City staff, residents, and stakeholders for their participation and contributions to the 2030 Comprehensive Plan!

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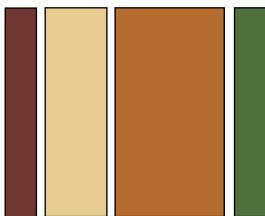
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Chapter 1

Introduction



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Envision Bullard 2030

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2030 Vision

Bullard is a growing community with a rich history in the East Texas area. Our community reflects the friendliness of a small town with a growing population in close proximity to larger communities.

Our citizens enjoy living in Bullard because of the small town atmosphere. Quality family values are the cornerstone of the community which creates a warm and friendly place to raise children.

We are a progressive and forward thinking town making preparation for the future.

The Vision expresses the aspirations of Bullard's residents. It inspires and initiates a call to action to those committed to the community's future success. The Vision highlights the dreams and possibilities desired for the future and provides a shared image for those working to create it.

From the start, involvement by residents and community leaders in the planning process was crucial. Bullard's residents, business owners, and appointed and elected officials joined together to share ideas and dreams for the future.

Introduction

Guiding Principles

The community involvement process led to the creation of four Guiding Principles that serve as the framework for the Comprehensive Plan. These Guiding Principles provide direction for Bullard's community leadership by integrating the values and vision expressed by residents, and provides structure for decision making as conditions evolve over the years.

Identifiable Bullard Town Center

By strengthening its historic town center, Bullard will maintain a hometown character while evolving into a larger more diverse community. Downtown Bullard will continue to serve as the community's activity center in a traditional, pedestrian-oriented mixed-use environment. An attractive, enduring, small town character will be maintained through an appropriate mix of retail and residential uses, park and gathering spaces, context sensitive architecture and urban design for the built environment, and streetscape enhancements.

Distinctive Community Design

Placemaking emphasizes creating vibrant community places, whether they are public parks or plazas, streets, or buildings that enhance the quality of life in Bullard. A vibrant community in 2030 will be achieved by planning and designing the built environment to create unique places with lasting value, strong civic character, and a compatible mix of uses. This includes planning for the character of growth along primary thoroughfares that is orderly, maintains value, and contributes to the distinctive Bullard character.

Healthy Neighborhoods

Bullard has a variety of livable neighborhoods making it a special place to live. Maintaining healthy neighborhoods with a range of housing choices (types, sizes and price points) for all generations is critical to ensuring a long-term sustainable community. As neighborhoods mature, the community will rise to the challenge of keeping them stable and healthy. This includes providing and maintaining high-quality public infrastructure such as sidewalks, streets, lighting, and utilities.

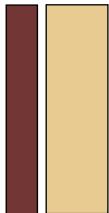


Photo Credit: Susie Moore

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Strategic Infrastructure Investments

Well designed and maintained transportation network and utility systems are key components in helping Bullard achieve its long-term growth potential. Careful planning of these major capital improvements is essential to serving current developments as well as future growth areas. Bullard will facilitate a thriving economic engine through strategic investments, partnerships, and wise stewardship of these assets. Streets and streetscapes will be designed appropriately based on the context in which they are located, with flexible standards ranging from urban to rural environments.



Goals and Policies

The 2030 Comprehensive Plan is the official public policy and plan of record recommended by the Planning and Zoning Commission and adopted by City Council for the physical development and redevelopment of the community. The Comprehensive Plan (also referred to as “the Plan”) indicates, in general, how citizens want Bullard to improve and grow in the short-, intermediate- and long-term. The Plan is a rational and comprehensive guide for physical development that fosters conservation and preservation of natural resources, sustainable, quality growth, quality housing and neighborhoods, appropriate infrastructure to support a growing community, and context sensitive development strategies that preserve the community’s identity and small town character.

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A significant part of the planning process is the creation of far reaching and workable goals and policies based on the community vision and the Guiding Principles. These serve as the guide for the community, framing physical procedures that can be used to achieve these desires. The Goals represent the community’s aspirations for the future and the Policies are the means to achieve the goals.

Community Character

Goal: Maintain Bullard’s small town charm and atmosphere.

- Maintain downtown Bullard as the community’s town center and a primary civic gathering place.
- Promote orderly growth at gateways to Bullard and along primary thoroughfares consistent with a distinctive Bullard character.
- Locate and manage commercial uses so that they do not negatively impact residential areas.

Goal: Revitalize and grow downtown Bullard creating high-quality, walkable environments containing a mix of uses and amenities.

- Encourage a unique theme and sense of place that differentiates downtown from highway commercial areas.
- Provide a distinctive community civic gathering place.
- Promote a broad mix of unique uses serving residents and visitors in a walkable pedestrian environment, while directing strip commercial centers and high traffic highway oriented-uses to the US 69 Hwy corridor.
- Increase the number of local retail businesses in downtown.
- Protect and preserve historic structures.
- Promote new “infill” development that is sensitive to the context and character of downtown.

Introduction

Land Use and Community Development

Goal: Strategically Plan for Growth.

- Revise City zoning and development regulations to ensure consistency with the community vision and small town character of Bullard.
- Coordinate capital improvement funding for infrastructure and utilities with the direction provided by the Future Land Use Map.
- Ensure infrastructure and utilities capacity to accommodate growth.

Goal: Diversify the local economic base and strengthen the tax base to maintain viability during fluctuating economic times.

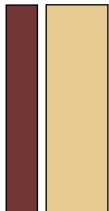
- Consider economic development objectives in the evaluation of public improvement projects.
- Consider the economic benefits of public improvements on private development.
- Pursue public-private partnerships to provide facilities and services for residents and to avoid duplication of these efforts.
- For industrial activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate to ensure such activities are consistent with the small town character of Bullard.

Goal: Encourage a full-service array of retail and service opportunities, thus limiting the necessity by residents and employees to purchase goods and services outside of Bullard.

- Encourage residents to shop locally.
- Direct larger, regional retail and automotive oriented retail uses to the US 69 Hwy corridor.
- Encourage smaller neighborhood and community serving commercial, retail and office uses in the Bullard downtown town center area and the FM 2493 (Houston St.) corridor.

Goal: Incorporate sustainable practices within the built and nature environments by creating durable, long-lasting places that can be passed on to future generations in as good or better condition than when they were inherited.

- Promote places and buildings that are long-lasting and adaptable in order to respond to changing economic, social, technological, and environmental conditions.
- Promote building styles consistent with the East Texas vernacular and reinforce the sense of Bullard through distinctive community design maintaining Bullard's small town charm.
- Ensure Bullard's development standards include sustainable concepts and best practices to protect land, water, and air resources.
- Encourage the beautification of Bullard by incorporating appropriate streetscape elements along major thoroughfares, at major intersections, and at key gateway entrances to the city.



Goal: Ensure a range of housing alternatives for residents to accommodate various lifestyle stages.

- Consider the impact of housing product types on Bullard's existing and future demographic profile when evaluating development proposals.
- Encourage the development of housing product types that diversify Bullard's existing housing stock.
- Encourage owner-occupied dwellings for moderate and higher density housing areas.

Goal: Protect and revitalize existing neighborhoods.

- Protect the character, scale, and function of established neighborhoods through land use regulations, development standards, and effective code enforcement measures.
- Protect neighborhoods from non-residential intrusions.
- Improve or redevelop properties that are inappropriate, obsolete, or otherwise detract from the quality of life of the surrounding neighborhood.
- Provide neighborhood infrastructure and other improvements that enhance the safety and value of the neighborhood.
- Support home ownership opportunities in new multi-dwelling housing.

Goal: Provide a citywide parks and trails system.

- Improve existing park and open space areas.
- Identify future parks sites.
- Provide a citywide trails system.
- Ensure recreational opportunities are available for all age groups.

Goal: Acquire additional parkland and open space to meet the needs of a growing and increasingly diverse population.

- Ensure adequate park and open space is provided to serve a growing population and new residential development areas.

Infrastructure

Goal: Use Infrastructure investment to support development, redevelopment, and revitalization.

- Improve the quality of the city's water and sewer systems.
- Coordinate infrastructure planning to maximize the overall impact of public expenditures.
- Pursue additional public and private funding sources for infrastructure and roadway network projects.

Goal: Improve the quality of the City's street network.

- Improve community streets to an established baseline maintenance standard.
- Enhance walkability and improve connections providing continuous routes to destinations throughout Bullard.
- Improve traffic flow and traffic safety for vehicle trips through Bullard, particularly through downtown and neighborhoods in the center of the community.

Introduction

Community Visioning Process

In order to engage the community, a participation structure of residents, landowners, community stakeholders, developers, community leaders, and appointed and elected officials provided input and direction for principles and specific recommendations of the Plan. The planning process provided people with different perspectives a way to articulate the sort of community they would like to live in now and leave for future generations. Summaries of the community input process are provided in Appendix A.

The planning process included the following:

- An appointed Steering Committee of community members provided a broad representation of the community's interests. The Committee served as the primary decision-making body for the planning process, up to the point at which the final draft Plan was submitted to the Planning and Zoning Commission and City Council for adoption.
- Individual stakeholder meetings were conducted with persons interested in the planning process. These individuals provided input and supporting documentation about how to best plan for Bullard's future. These meetings included school representatives, landowners, developers, economic development and Chamber of Commerce representatives, and citizens at-large.
- A Town Hall meeting was conducted to provide ideas, goals and a long-term vision for the future of Bullard and to prioritize critical planning issues. The meeting was attended by approximately 40 members of the community, as well as members of the Planning and Zoning Commission, the Mayor and members of the City Council, and City staff.
- An Open House was conducted to review the results of the planning process and the recommendations of the draft Plan. Display boards and a presentation overview provided residents with the opportunity to ask questions and to provide feedback.



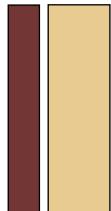
An interactive Town Hall meeting was conducted in May 2011 at the First Baptist Church.



Small groups of community members discussed their ideas and opinions about Bullard community planning issues and priorities for the future.



Residents participated in an Open House with display boards and a presentation reviewing the highlights of the Plan.

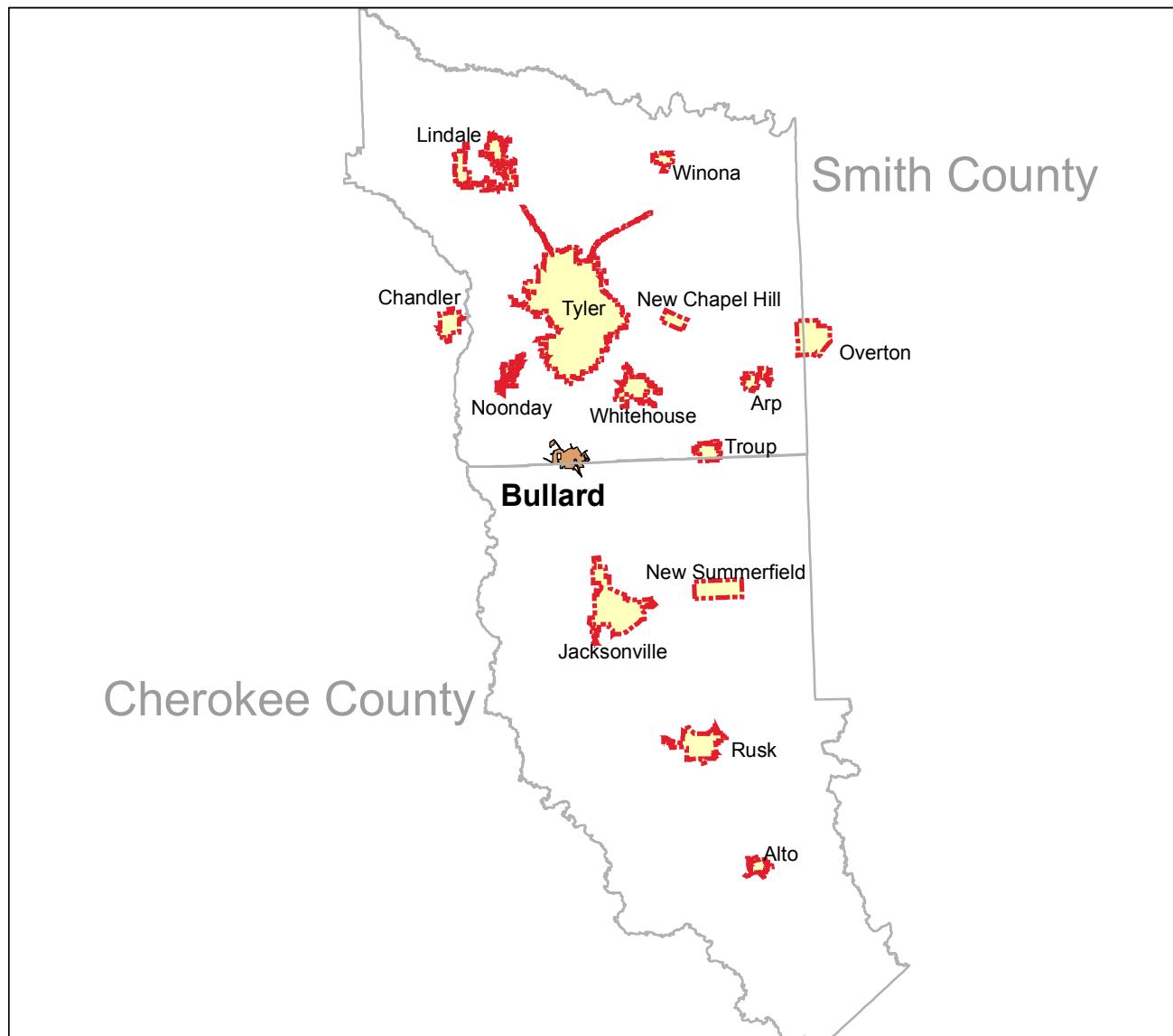


Bullard Region

Bullard is located approximately 8 miles south of Tyler in the southern portion of Smith County and the northern portion of Cherokee County at the intersection of US 69 Hwy and Farm-to-Market Roads 2493 and 344.

The Smith County portion of the city is part of the Tyler Metropolitan Statistical Area, while the Cherokee County portion is part of the Jacksonville Micropolitan Statistical Area.

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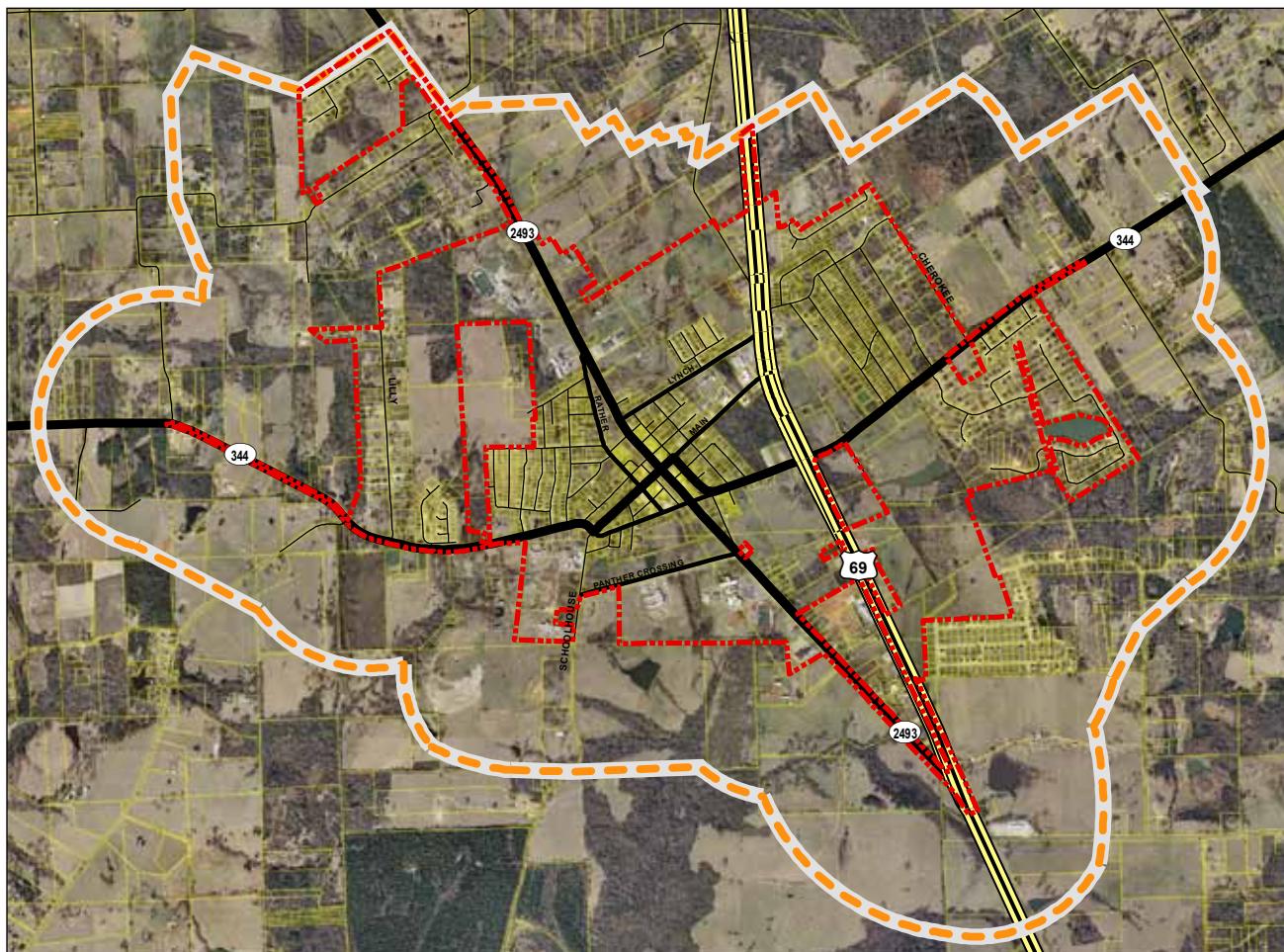
Introduction

Bullard Planning Area

Bullard's planning area includes land within the city limits as well its extraterritorial jurisdiction (ETJ) which extends one-half mile from the city limits.

The land within the ETJ is governed by Bullard's subdivision regulations. This limited land use control outside of the city boundary allows city government some ability to plan for future physical development and prevents conflicts with neighboring municipalities over annexation. The northern boundary of Bullard's ETJ is established by mutual agreement with the City of Tyler and reflects Tyler's ETJ southern boundary.

Over time Bullard's ETJ is expected to expand outward to the west, south, and east as land is annexed to the city. In 2011 the City of Bullard land area was 3.74 square miles. The city's 2011 ETJ was 10.88 square miles in land area.



 City Limits
— Bullard ETJ-2011



Bullard Historical Overview

Bullard was earlier known as Etna and Hewsville. The town is named for John H., a Confederate soldier, and Emma Eugenia (Erwin) Bullard. John and Emma Bullard arrived about 1870 and a new post office named Hewsville opened in 1881 in a store operated by the Bullard's. In 1883 the Etna post office, near Hewsville, was closed and the Hewsville office was then renamed Bullard.

The bypassing of the railroad brought about the demise of Etna and the rise of Bullard. When the Kansas and Gulf Short Line Railroad extended a route from Tyler to Lufkin it passed through Bullard and a depot was constructed. In 1890 Bullard had a population of 200 residents, and had most essential businesses including a doctor and a telegraph office.

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The railroad through Bullard was renamed several times - becoming the St. Louis, Arkansas and Texas Railway and then the Tyler and Southwestern Railway. By 1914 Bullard's population had doubled to 400 and the railroad changed names again to the St. Louis Southwestern Railroad.

The 1920s saw the opening of a theater and the forming of a community band. The town gained notoriety for its unique holding tank, a 7-foot diameter wooden tub with bars mounted on a wagon frame. When full, the contraption was driven to Tyler for emptying.

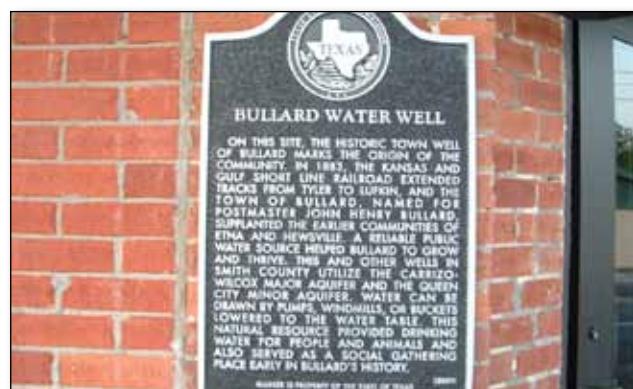
The city was incorporated in the mid 1940s, and the city's population was still approximately 450 after World War II. By the mid 1960s the population had declined to approximately 300, but rebounded over the next three decades and grew to 890 by 1990. During the 1990s and 2000s population growth accelerated reaching 1,150 in 2000 and then more than doubling in size to 2,463 residents by the 2010 Census.



In the early 1900s the buildings around the intersection of Main and Houston Streets provided essential business for residents, such as banking, hardware and furniture, drugstore goods and dry goods and groceries.



Several early 1900s buildings in downtown continue to define the character and charm of Bullard today.



The site of the historic town well of Bullard marks the origin of the community.

Introduction

Demographic Snapshot

In order to understand the existing context for the planning process, it was necessary to analyze Bullard's demographic profile and identify probable scenarios for population changes in the future. The following is a snapshot of some of the key demographic information used in developing the Plan.

- From 2000 to 2010 Bullard's population more than doubled from 1,150 to 2,463.
- Bullard's population growth over the last decade was a 114 percent increase.
- From 2000 to 2010 the population in Texas grew 20.6 percent.
- In the last decade Bullard's population has become more diverse, with large percentage increases in Hispanic and Black residents.
- By 2020, Bullard's population is projected to double and exceed 5,000 residents.

Three annual growth rates were considered for Bullard's 2020 population projections ranging from low (2.6%), moderate (7.9%), and high (12%). In the most likely growth scenario, Bullard's population will reach 5,275 residents by 2020. The low and high scenarios range from 3,102 to 7,650.

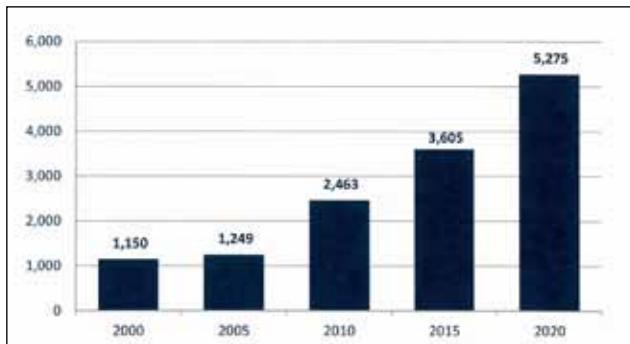
Bullard Population Characteristics

Race	2000	2010	Change	Percentage
Total Population	1,150	2,463	1,313	114.17%
White	1,100	2,232	1,132	102.91%
Black	17	79	62	364.71%
Hispanic	15	182	167	1113.33%
Non-Hispanic	1,135	2,265	1,130	99.56%
White Non-Hispanic	1,100	2,152	1,052	95.64%
American Indian and Alaska Native	4	27	23	575.00%
Asian	6	12	6	100.00%
Native Hawaiian and Other Pacific Islander	0	0	0	0.00%
Other	13	84	71	546.15%
Two or More Races	10	29	19	190.00%

Source: U.S. Census

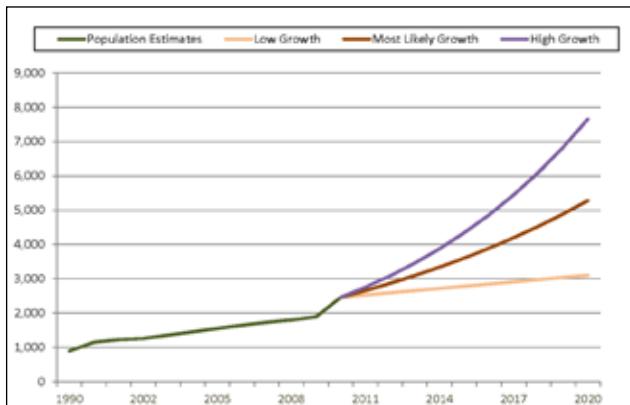
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Bullard Population Forecast



Source: U.S. Census Estimates; Lochner Projections based on Historical Annual Growth Rates

Bullard Population Projections



Source: U.S. Census Estimates; Lochner Projections based on Historical Annual Growth Rates



Policy Overview

The Comprehensive Plan is intended to guide policy decisions and provide recommendations for future actions involving community development, and it serves as the legal basis for sound land use decisions. The Plan is the basis upon which the zoning ordinance and subdivision regulations are enacted and amended by the City Council upon recommendations from the Planning and Zoning Commission.

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The 2030 Comprehensive Plan is the official public policy and plan of record to guide physical and economic development of the community over the next 20 years.

The Plan in coordination with the City's code of ordinances will determine the type, quantity, quality and character of new and existing development within the community. More specifically, the Plan:

- serves as a "database" for the City's long-term planning activities. This database includes information regarding population, economic development, housing, utilities, land use, the natural environment, public facilities, and transportation;
- documents the community's goals and objectives for the future;
- identifies specific actions that the City should take to realize its goals and objectives;
- depicts in the text and graphically in the maps the future arrangement of land uses and open space, and the required road network and utility infrastructure to accommodate those uses;
- identifies recommended changes that should be made to the City's ordinances and policies to fulfill the goals and objectives; and
- provides a basis for consideration and evaluation of future development, subdivision, and annexation requests.

The process of preparing the Plan itself serves another important function which is to obtain community input through a participation process that identifies long-term goals and objectives. These goals and objectives represent the community's common understanding of what growth is expected and the strategies necessary to preserve the special characteristics unique to Bullard while positioning the City to take advantage of expected growth.

Introduction

Basis in State Law

Comprehensive Planning has a basis in Texas law in Chapter 213 of the Local Government Code. This chapter reads in part:

Sec. 213.002. COMPREHENSIVE PLAN.

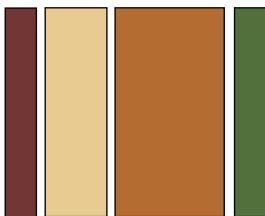
- a. The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality. A municipality may define the content and design of a comprehensive plan.
- b. A comprehensive plan may:
 1. include but is not limited to provisions on land use, transportation, and public facilities;
 2. consist of a single plan or a coordinated set of plans organized by subject and geographic area; and
 3. be used to coordinate and guide the establishment of development regulations.
- c. 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.
- d. Land use assumptions adopted in a manner that complies with Subchapter C, Chapter 395, may be incorporated in a comprehensive plan.

The importance of adopting a comprehensive plan is best understood through its relationship to other municipal functions. The comprehensive plan sets the framework for all land use decisions made by a municipality and enables a municipality to enact development impact fees in accordance with Chapter 395 of the Local Government Code on the basis of the land use assumptions in the plan.

One of the primary ways in which a municipality regulates the development of land within its jurisdiction is through the implementation of a zoning ordinance. Here again, the comprehensive plan serves as the basis upon which all zoning decisions must be made. Chapter 211 of the Local Government Code requires that all zoning decisions must be consistent with a municipal comprehensive plan. That chapter reads in part:

Sec. 211.004. COMPLIANCE WITH COMPREHENSIVE PLAN.

- (a) Zoning regulations must be adopted in accordance with a comprehensive plan and must be designed to:
 - (1) lessen congestion in the streets;
 - (2) secure safety from fire, panic, and other dangers;
 - (3) promote health and the general welfare;
 - (4) provide adequate light and air;
 - (5) prevent the overcrowding of land;
 - (6) avoid undue concentration of population; or
 - (7) facilitate the adequate provision of transportation, water, sewers, schools, parks, and other public requirements.



Chapter 2

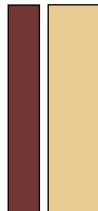
Land Use Element



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Introduction

The Future Land Use Plan is the City's primary policy tool for guiding growth and development in an orderly fashion. The Plan establishes the City's land use planning policies and graphically depicts how the community wants to grow. It is not intended to be a parcel-specific guide to development, since that level of planning is achieved through the City's Zoning Ordinance and Zoning Map. Instead, the Land Use Plan should be used as a generalized guide representing the appropriate type and character of development within the City's planning area.

The following Goals from the Bullard 2030 Vision expressed in Chapter 1 are related to implementation of the Future Land Use Plan:

2 - 2

- Maintain Bullard's small town charm and atmosphere.
- Revitalize and grow downtown Bullard creating high-quality, walkable environments containing a mix of uses and amenities.
- Strategically plan for growth.
- Diversify the local economic base and strengthen the tax base to maintain viability during fluctuating economic times.
- Encourage a full-service array of retail and service opportunities, thus limiting the necessity by residents and employees to purchase goods and services outside of Bullard.
- Incorporate sustainable practices within the built and nature environments by creating durable, long-lasting places that can be passed on to future generations in as good or better condition than when they were inherited.
- Ensure a range of housing alternatives for residents to accommodate various lifestyle stages.
- Protect and revitalize existing neighborhoods.
- Provide a citywide parks and trails system.
- Acquire additional parkland and open space to meet the needs of a growing and increasingly diverse population.



Improving Bullard's historic town center with amenities suitable for community events will strengthen the area as a destination and the town's center of activity.



Maintaining healthy livable neighborhoods with a range of housing choices for all generations is critical to ensuring a long-term sustainable community.



A vibrant community will be achieved by designing and constructing the built environment with lasting value, strong civic character, and a compatible mix of uses.

Land Use

Land Use Organizing Principle

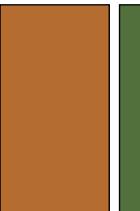
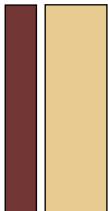
Land use planning requires an understanding of how various types of uses and the intensities of those uses relate to one another within the context of a complete community. One of the best ways to understand these land use relationships is through the rural-to-urban transect depicted below. The transect concept was borrowed from ecology to describe changes in habitat such as a change in topography or distance from a water body. In community planning this organizing principle is used to describe the human habitat along a continuum from natural, undeveloped land to the most intense urban environment.

By understanding a community's form in this way it is then possible to identify appropriate development patterns based upon the intensity of uses and the zone the development occurs. For instance, it would be appropriate to expect a farm house and narrow streets in a rural setting, but not a large apartment complex. In contrast, a downtown or town center is expected to include a collection of appropriately scaled buildings, streets with on-street parking, wide sidewalks and open spaces with a mix of retail, office, residential and civic uses. This rural to urban framework enables the community to plan for great places and the appropriate urban design characteristics and infrastructure standards suitable for the context of the development in that zone.

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The Rural to Urban Planning Context of Bullard





Future Land Use Plan

The goal that unifies all the elements of the Bullard 2030 Comprehensive Plan is to preserve the best qualities of the city while responding positively and creatively to the pressures of change and growth.

The Bullard 2030 Future Land Use Plan is based on the principles of the rural to urban planning context, with each land use category corresponding to the rural to urban planning context zones depicted on page 2-3.

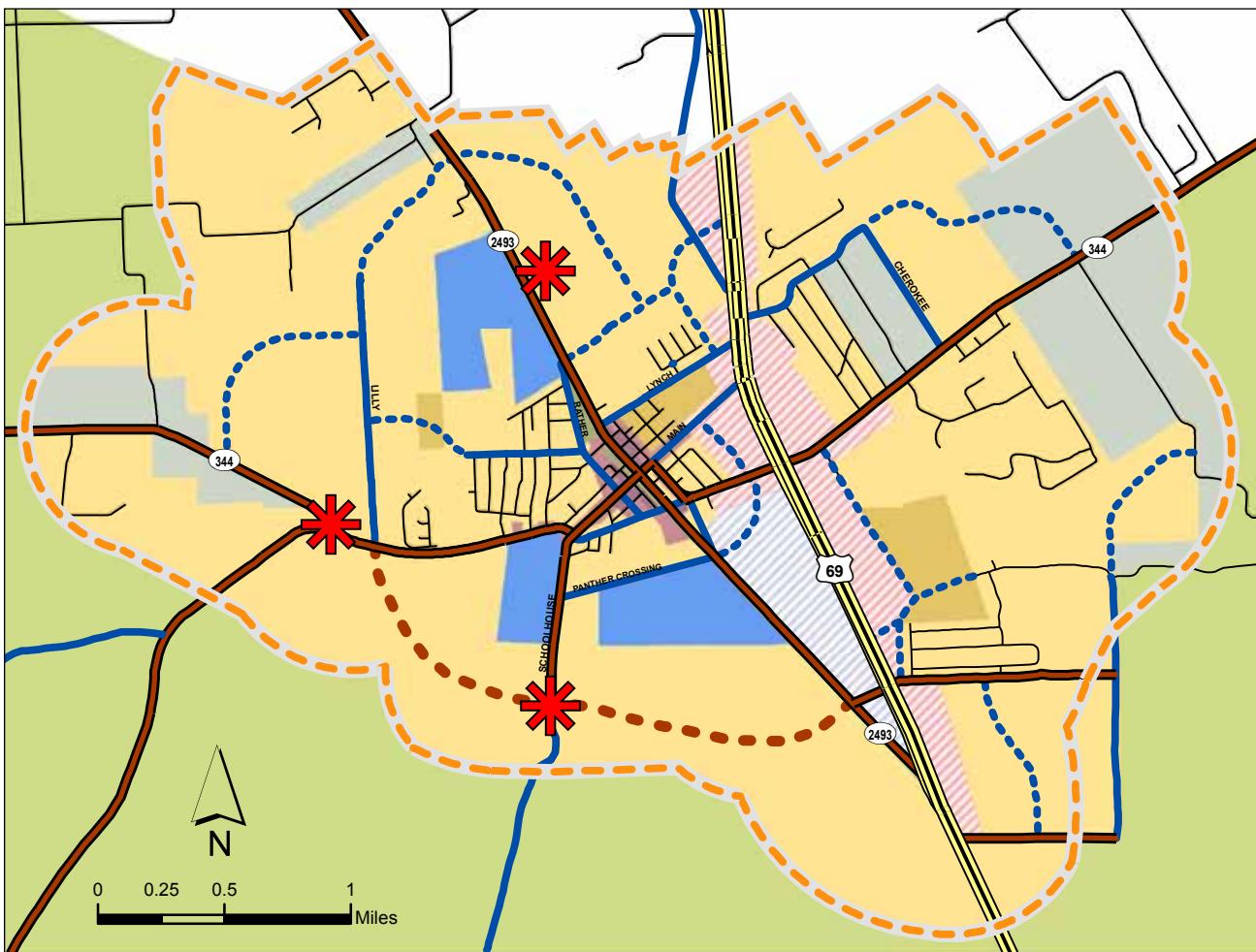
Using the Future Land Use Plan

The Future Land Use Plan serves as the framework for future development and redevelopment decisions, zoning decisions, and planning for infrastructure investments throughout Bullard. It is intended to guide appropriate land use, character, scale and intensity of future development.

The Plan will not change the zoning or use of existing properties. However, the Plan serves as the policy framework for future rezoning actions. Any rezoning of property must occur through a separate process in accordance with City and State procedures for notice and public hearing.

Future Land Use Plan Map

2 - 4



A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.

Land Use

Land Use Categories

The following land use categories are provided on the Future Land Use map. Descriptions of each land use category are provided on the following pages, beginning on page 2-8.



Agriculture



Park and Open Space



Rural / Estate



Residential Neighborhood



Urban Residential Neighborhood



Mixed-Use Neighborhood Center



Town Center



Special District: Educational Campus



Special District: Highway Corridor



Special District: Industrial / Employment



Future Mixed-Use Neighborhood Center



Bullard ETJ - 2011

Street Classification

- Collector
- Future Collector
- Thoroughfare
- Future Thoroughfare

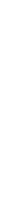
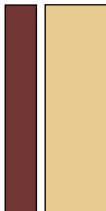
Future Centers of Activity

The Future Land Use Plan identifies areas that may be appropriate for long-term future centers of activity. These places are anticipated to include neighborhood serving businesses and social gathering places for nearby neighborhoods, and where people will find the civic activities and the “small town atmosphere” they cherish.

The appropriate location and size of these neighborhood activity centers, including the mix of uses, has not been determined. However the Future Land Use Map suggests general areas where they may be appropriate. It is the recommendation of this Plan that such areas are not appropriate for highway commercial strip centers, freestanding pad sites, intensive uses requiring outdoor display or sales yards, apartment complexes, or other medium-to-large scale developments serving travelers and clientele from the region that would otherwise be found in the US 69 Hwy corridor.

The Future Land Use Map recommends three general areas for Future Mixed-Use Neighborhood Centers, with the actual location, size, and mix of uses to be determined when market and development conditions are appropriate for such development:

- FM 344 generally west of Lilly Ln.
- FM 2493 generally east of the Brook Hill School campus.
- School House Rd. generally in proximity to the intersection with a future thoroughfare corridor.



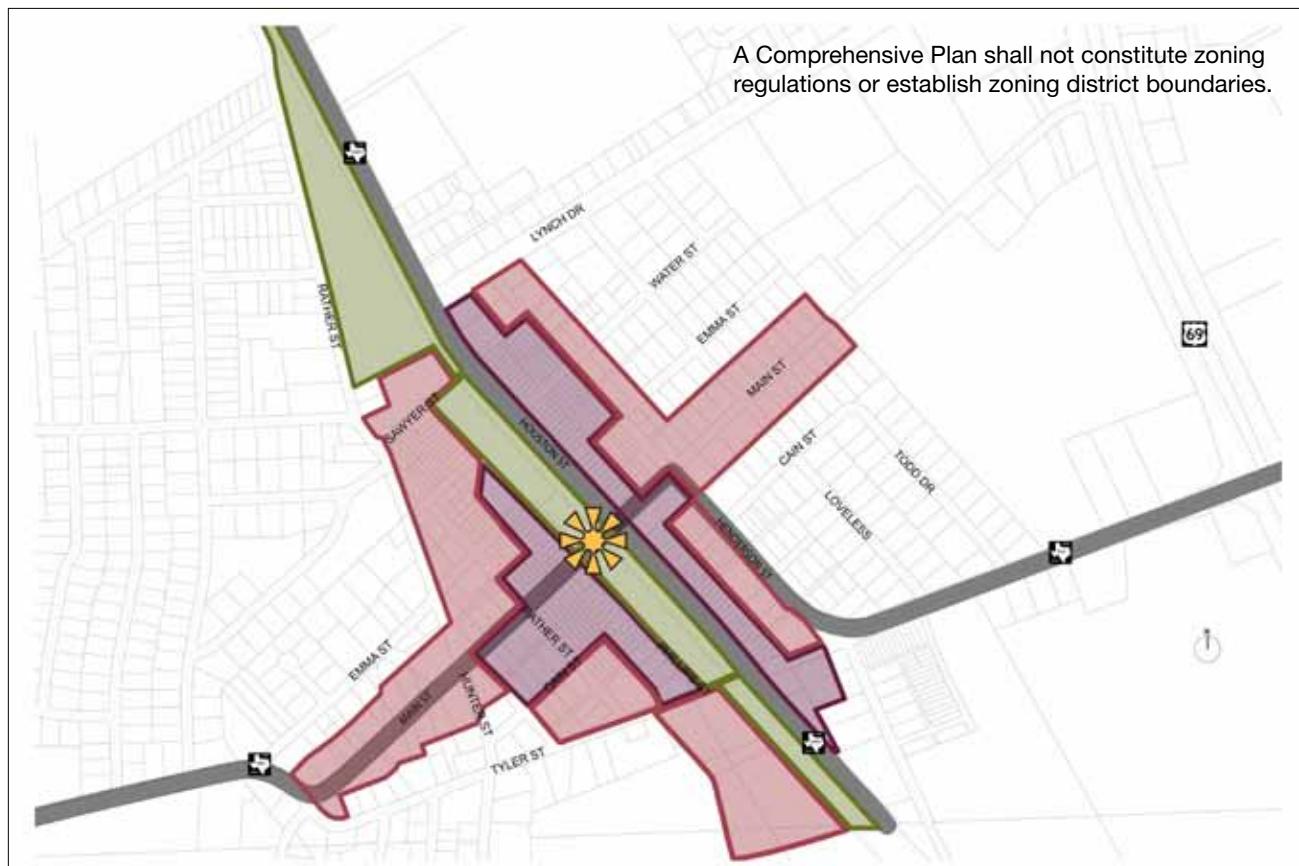
Bullard Downtown Area

The map below is an enlarged view of the downtown area and land use classifications depicted on the Future Land Use Plan. This Town Center serves as the heart of Bullard, acting as the community's living room. Just like when preparing your house for visitors the living room receives the most attention, when preparing the community for economic development, the town center should get the most attention to ensure it is in top notch condition.

The Future Land Use Plan envisions downtown Bullard as several unique pieces. Each piece is important and adds to the overall experience for residents and visitors. The Bullard downtown area can be distinguished by four distinct planning areas:

- Town Center Core
- Mixed-Use Neighborhood
- Park and Open Space
- Gateways

2 - 6



Park and Open Space



Town Center



Mixed-Use Neighborhood



Primary Gateway

Land Use

Detailed descriptions of the Town Center and Mixed-Use Neighborhood areas are provided on pages 2-13 and 2-14. However the qualities and characteristics of this Downtown center of activity include:

- vibrant, pedestrian-oriented commercial areas with stores, offices, and services;
- well-integrated public civic space for area residents and workers;
- a unique identity with public art and architecture reflecting local history, culture and other sources of community pride;
- a diverse mix of uses with a variety of housing types, including residential above retail and medium to higher density urban residential dwellings;
- housing suitable for a diverse mix of residents of varied ages, incomes, and cultures, including housing for retirees;
- a strong cohesive relationship between residential and commercial uses with adjacent established neighborhoods;
- community facilities, including education, civic buildings and outdoor gathering spaces, and human services; and
- bicycle and pedestrian facilities with good circulation and connections with surrounding neighborhoods.



Downtown Bullard's linear park corridor offers great opportunities to create a series of civic gathering places and amenities for residents of all ages.

Policies for the Downtown Area:

- Encourage a unique theme and sense of place that differentiates downtown from highway commercial areas.
- Provide a distinctive community civic gathering place.
- Promote a broad mix of unique uses serving residents and visitors in a walkable pedestrian environment, while directing strip commercial centers and high traffic highway oriented-uses to the US 69 Hwy corridor.
- Increase the number of local retail businesses in downtown.
- Protect and preserve historic structures.
- Promote new "infill" development that is sensitive to the context and character of downtown.

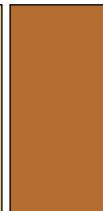
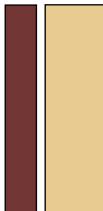
2 - 7

Action Strategies for the Downtown Area:

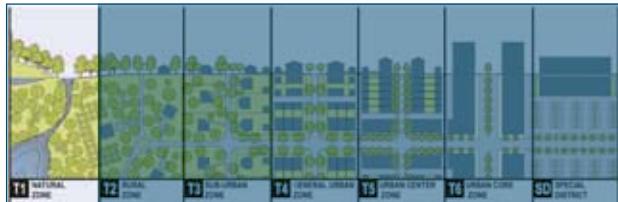
- Prepare a downtown area master plan, including recommendations for land use and urban design, streetscape enhancements, civic / gathering space amenities, and financing strategies for implementation.
- Construct distinctive streetscape improvements in the downtown area.
- Implement a plan for a distinctive downtown "square" park / civic gathering place community with destination amenities.



Distinctive streetscape improvements will help strengthen Bullard's unique character.



 Agriculture
(T-1 Natural Zone)



Purpose:

To provide areas for agricultural production, grasslands, woodlands and other non-recreational open lands.

Uses:

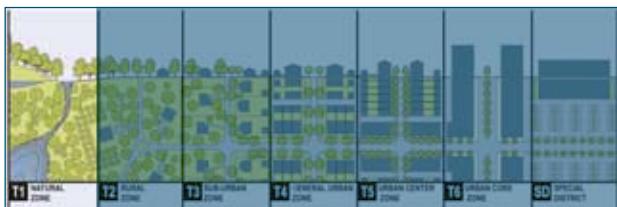
Agriculture, farming, cultivation and other compatible or ancillary uses including homesteads.

2 - 8



Land Use

Park and Open Space (T-1 Natural Zone)



Purpose:

To provide areas for active and passive recreation, resource conservation and preservation and flood control.

Uses:

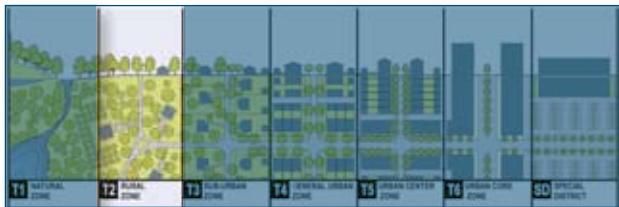
Parks, civic spaces, greenbelts, recreation facilities, golf courses, environmentally sensitive and natural resource areas, and any other lands reserved for permanent open space purposes.

2 - 9





Rural / Estate (T-2 Rural Zone)



Purpose:

To provide areas for small-scale agricultural uses and very low density single-family home sites (typically more than 5 acres per dwelling unit) that are served by on-site sewage treatment (septic).

Uses:

Agriculture, single-family detached dwellings.

2 - 10



Land Use

Residential Neighborhood (T-3 Sub-Urban Zone)



Purpose:

To provide areas of low to medium density single-family neighborhoods (typically an average of 2-4 dwelling units per acre) including appropriately scaled civic and institutional uses that function as an integrated neighborhood.

Uses:

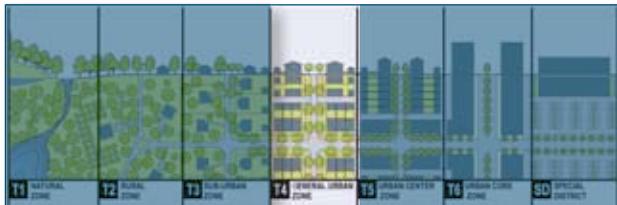
Single-family detached, clustered single-family dwellings. This category is also appropriate for planned two-family attached dwellings and public and semi-public uses designed to be compatible with residential uses such as schools, religious institutions, and civic uses. However, such uses should be permitted only to the degree that the scale, specific location, and design does not significantly impact or impair the residential character of the area.

2 - 11





Urban Residential Neighborhood (T-4 General Urban Zone)



Purpose:

To provide areas for a wide variety of medium and higher density residential uses (typically more than 4 dwelling units per acre) that serve the needs of residents seeking alternatives to lower density residential housing. These areas may serve the needs of first-time home owners, empty nesters seeking to downsize and smaller households.

2 - 12

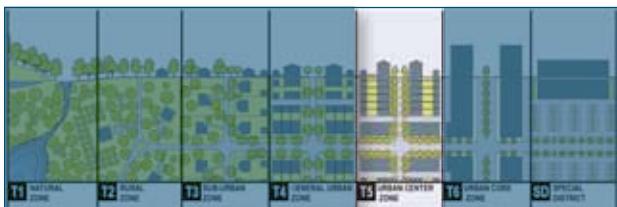
Uses:

Single-family detached and attached dwellings, townhomes, and small-scale apartment / condominium buildings. This category is also appropriate for planned public and semi-public uses designed to be compatible with residential uses, such as schools, religious institutions, and civic uses. However such uses should be permitted only to the degree that the scale, specific location, and design does not significantly impact or impair the residential character of the area.



Land Use

Mixed-Use Neighborhood Center (T-5 Urban Zone)



Purpose:

To provide areas for low and medium-density attached residential uses, neighborhood serving retail, restaurant and personal service uses that maintain the residential character of the area. Such areas are compatible with and serve the daily shopping, dining and service needs of nearby lower density residential neighborhoods.

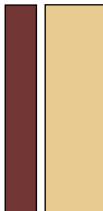
Uses:

Single-family detached and attached dwellings, townhomes, office and personal services, limited retail and restaurant, civic, and institutional uses primarily intended to serve nearby neighborhoods.

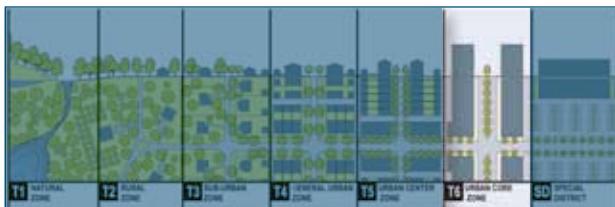
2 - 13

This district is not intended for highway commercial strip centers, freestanding pad sites, intensive uses requiring outdoor display or sales yards, or apartment complexes.





Town Center (T-6 Urban Core Zone)



Purpose:

To provide areas of high intensity mixed-use development consisting of both neighborhood and community serving retail and office uses, and medium to higher density urban residential dwellings (typically greater than 8 dwelling units per acre) such as upper story residential units above commercial uses. This area provides an opportunity to create a regional destination with unique retail, restaurant and cultural destinations and housing options offering a more mixed-use urban lifestyle.

Uses:

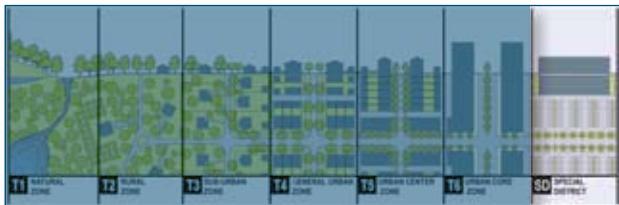
Retail, restaurant, office, entertainment, townhomes and other similar urban (attached) residential dwellings, civic and institutional uses.

This district is not intended for highway commercial strip centers, freestanding pad sites, intensive uses requiring outdoor display or sales yards, or apartment complexes.



Land Use

 Special District:
Educational Campus
(SD Special District Zone)



Purpose:

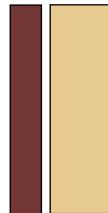
To provide areas for educational campuses.

Uses:

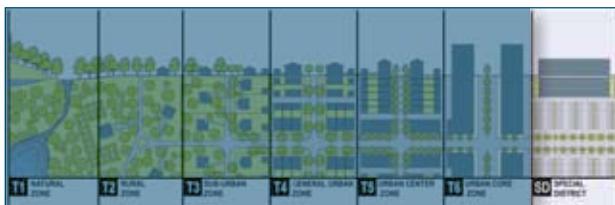
Schools and related recreational facilities.

2 - 15





Special District: Highway Corridor (SD Special District Zone)



Purpose:

To provide areas within the community for conventional higher intensity regional commercial and office uses dependent upon good transportation access and higher traffic volumes. These areas are primarily intended for medium-to-large scale developments serving travelers and clientele from the region, and typically experience high volumes of ingress and egress by auto traffic.

Uses:

Medium to large scale regional commercial uses, hotels, office buildings, restaurants, higher density multi-family residential, and other uses dependent upon access to high volume transportation infrastructure.

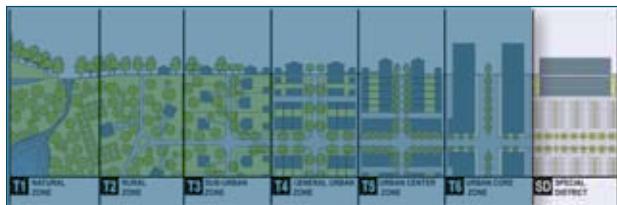
2 - 16



Land Use



Special District:
Industrial / Employment
(SD Special District Zone)



Purpose:

To provide areas for employment and light industrial activities typically dependent upon good transportation access to highways.

Uses:

Medium to large scale warehousing, light manufacturing, wholesale storage and distribution, office/warehouses, offices, and ancillary retail, service and restaurant uses.

2 - 17



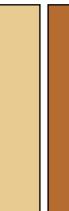
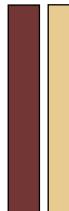
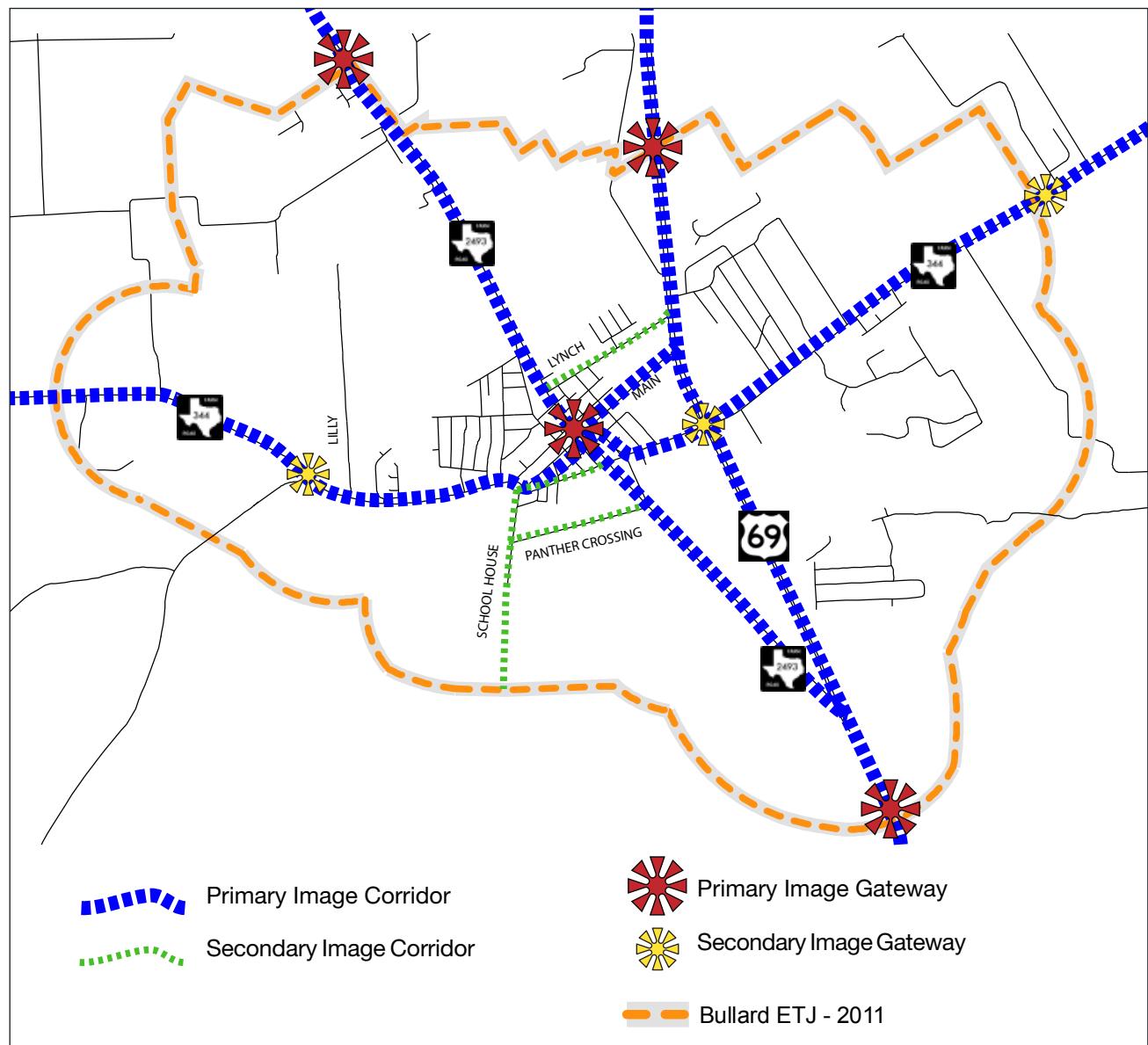


Image Streets and Gateways

The physical appearance of public and private development is a major factor in the perception of Bullard and the quality of life of its residents. Throughout the planning process, residents expressed a desire to reinforce and enhance the small town character and sense of pride in Bullard's neighborhoods, downtown and retail districts, and public spaces.

The Image Streets and Gateways map identifies the key areas and corridors in the community where emphasis should be focused to establish or improve the image of the entire community. Enhanced urban design measures and investment in both public and private improvements are critical to Bullard's identity and the character of future growth. Development standards in these areas should include appropriate land uses, site and architectural design, building materials, landscaping, lighting, and signage.

2 - 18



Land Use

Image Streets

Image Streets set the tone by establishing higher standards for visual and aesthetic treatments, and provide a unifying theme for the scale and character of adjoining land uses.

Private development along these corridors should be held to the highest design and aesthetic standards to create a distinctive Bullard image. Aesthetic improvements in the highway right-of-way of these corridors will require close coordination with TxDOT in order to provide enhancements that create distinctive eye pleasing infrastructure and streetscapes.

Distinctive image street improvements may include:

- Landscape themes including trees, shrubbery and flowers
- Public art
- Distinctive street lighting poles and fixtures
- Enhanced and durable / low maintenance fencing, when fencing is required along public right-of-way
- Distinctive highway bridge structures with enhancements such as attractive columns, railings, retaining wall / pavement texture and color, and decorative lighting
- Limited overhead / above-ground utilities
- More restrictive signage and prohibit billboards

Primary Image Streets

Primary image streets provide a positive first impression and a memorable sense of place unique to Bullard. Private development in these areas should be held to the highest design and aesthetic standards to create a distinctive image.

Secondary Image Streets

Secondary image streets perform the same function as Primary image streets but may be somewhat less embellished. These corridors should also promote a unifying theme for Bullard.



The public streetscape may include distinctive street lighting, pavement textures, and landscape themes.



2 - 19

Key intersections should be framed by private buildings and site amenities that create a focal point .



Local street and state highway infrastructure may include public art and other enhancements unique to Bullard.

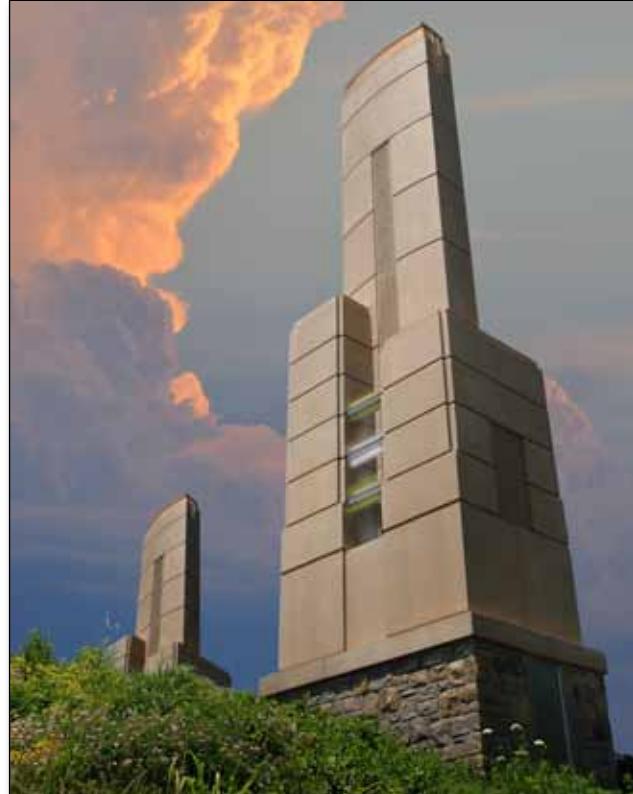


Gateways

Gateways provide a focal point and a visual “announcement” to an area by serving as an anchor for Bullard’s unique character and identity. Two types of gateways are proposed to identify important areas of the community. Examples of gateway features may include, but are not limited to entry monuments, sculpture, water features, distinctive street lighting, enhanced landscaping and landscape medians, and other pedestrian and streetscape amenities. Gateway identity should be reinforced through enhanced private development design and public infrastructure.

- Private development around gateway intersections should consist of enhanced architectural design, detail and amenities. These focal point areas should include a vertical architectural feature, public art, and/or exceptionally-designed public plaza and landscape amenities.
- High visibility building corners should have enhanced architectural features and may project higher than surrounding structures, such as through a vertical element or similar treatment.

2 - 20



Primary gateways should include distinctive features to be seen from a distance.

Primary Gateways

Primary gateways serve as focal points typically located at major entrances to Bullard and the downtown area. These gateways should include the most elaborate streetscaping and/or the largest and most distinctive features to be seen from a distance and to create a sense of place. Private development around these areas should create a distinctive image and be held to the highest design and aesthetic standards.

Secondary Gateways

Secondary gateways are smaller than primary gateways, and are located at secondary entrances to the city or highlight significant intersections. These gateways should also reinforce Bullard’s unique character.



Gateways may include distinctive streetscape features unique to the character in which they are located.

Land Use

Land Use Policies and Action Strategies

Planning for Growth Policies:

- Revise City zoning and development regulations to ensure consistency with the community vision and small town character of Bullard.
- Coordinate capital improvement funding for infrastructure and utilities with the direction provided by the Future Land Use Map.
- Ensure infrastructure and utilities capacity to accommodate growth.

Action Strategies:

- Update the city zoning ordinance as appropriate to ensure zoning classifications and regulations that reflect the type and character of development desired in Bullard, and to eliminate unnecessary zoning districts and other regulations which are not consistent with the city's vision.
- Update the city zoning ordinance as appropriate to ensure appropriate land uses and regulations for the downtown area and adjoining corridors connecting to downtown (FM 344, Main Street, and FM 2493).
- Update landscape and screening standards as appropriate to ensure high quality character for future development at gateways to Bullard and along primary thoroughfares within Bullard.
- Continue to collaborate with Bullard ISD, Brook Hill School officials, and other community groups to jointly develop and operate civic facilities such as park and recreation sites, meeting places, etc.

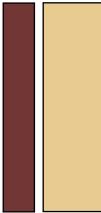
Economic Tax Base Policies:

- Consider economic development objectives in the evaluation of public improvement projects.
- Consider the economic benefits of public improvements on private development.
- Pursue public-private partnerships to provide facilities and services for residents and to avoid duplication of these efforts.
- For industrial activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate to ensure such activities are consistent with the small town character of Bullard.

Action Strategies:

- Evaluate new development submittals from a fiscal impact perspective, quantifying both short-term and long-term City operating and capital revenues and expenditures.
- Develop an economic development recruitment program that identifies and prioritizes specific recruitment targets
- Identify and develop collaborations to fill gaps in the central markets that fund business start-up, retention, relocation and expansion.

2 - 21



Economic Development Policies:

- Encourage residents to shop locally.
- Direct larger, regional retail and automotive oriented retail uses to the US 69 Hwy corridor.
- Encourage smaller neighborhood and community serving commercial, retail and office uses in the Bullard downtown town center area and the FM 2493 (Houston St.) corridor.

Action Strategies:

- Encourage master development plans for development and redevelopment within the US 69 Hwy corridor including appropriate access points to the highway, supporting street network, utilities and infrastructure to support higher intensity development, and related site and building design guidelines.

Sustainable Community Policies:

- Promote places and buildings that are long-lasting and adaptable in order to respond to changing economic, social, technological, and environmental conditions.
- Promote building styles consistent with the East Texas vernacular and reinforce the sense of Bullard through distinctive community design maintaining Bullard's small town charm.
- Ensure Bullard's development standards include sustainable concepts and best practices to protect land, water, and air resources.
- Encourage the beautification of Bullard by incorporating appropriate streetscape elements along major thoroughfares, at major intersections, and at key gateway entrances to the city.

Action Strategies:

- Update City ordinances as necessary to facilitate sustainable practices.
- Prepare gateway concept plans for key north, south, east, and west entries to Bullard, addressing issues such as signage or monuments, landscaping, public art, distinctive street lighting, and architectural standards.
- Adopt architectural guidelines that define the recommended distinctive Bullard character.

Land Use

Housing Diversity Policies:

- Consider the impact of housing product types on Bullard's existing and future demographic profile when evaluating development proposals.
- Encourage the development of housing product types that diversify Bullard's existing housing stock.
- Encourage owner-occupied dwellings for moderate and higher density housing areas.

Action Strategies:

- Promote the addition of new housing in the downtown area appropriate for a mixed-use environment.

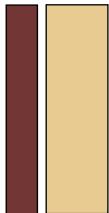
Neighborhoods Policies:

- Protect the character, scale, and function of established neighborhoods through land use regulations, development standards, and effective code enforcement measures.
- Protect neighborhoods from non-residential intrusions.
- Improve or redevelop properties that are inappropriate, obsolete, or otherwise detract from the quality of life of the surrounding neighborhood.
- Provide neighborhood infrastructure and other improvements that enhance the safety and value of the neighborhood.
- Support home ownership opportunities in new multi-dwelling housing.

2 - 23

Action Strategies:

- Invest in infrastructure improvements for existing established neighborhoods.
- Encourage home ownership in multi-dwelling housing through the creation of condominiums, cooperatives, housing associations, and limited equity cooperatives.
- Support efforts in older neighborhoods related to maintenance, repair and renovation, increased home ownership, and neighborhood preservation.



Parks and Trails Policies:

- Improve existing park and open space areas.
- Identify future parks sites.
- Provide a citywide trails system.
- Ensure recreational opportunities are available for all age groups.

Action Strategies:

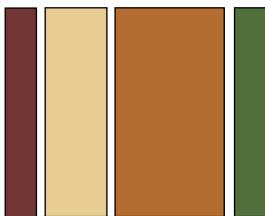
- Prepare a citywide parks and trails master plan.
- Prepare a master plan for a downtown park / civic space and improvements for the linear park corridor along FM 2493 (Houston St.)
- Seek grants for park development and trail construction.
- Explore funding options for park and recreation facility development and ongoing maintenance.

Parkland Policies:

- Ensure adequate park and open space is provided to serve a growing population and new residential development areas.

Action Strategies:

- Explore options for parkland acquisition and development in future residential development areas.
- Develop a capital improvements program for park improvements and park land acquisition.



Chapter 3

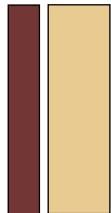
Transportation and Infrastructure



3 - 1

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Transportation & Infrastructure Policies and Action Strategies	3-14



Introduction

A well designed transportation system and utility infrastructure are key components for helping Bullard achieve its overall development goals. Land uses dictate the type of supporting transportation systems needed by citizens to travel within the community and to travel from Bullard to regional destinations. Similarly, transportation system improvements absent land use controls can impact the way adjacent land is developed. By planning the City's transportation and utility systems to support its land use goals, the City will manage and support growth appropriately while providing high quality services for existing developed areas.

Bullard's transportation system does not exist in isolation. The roadway network in Bullard is impacted by decisions made by other jurisdictions and at other levels of government. Some of the major transportation system components in Bullard's planning area include the Federal highway system, the State transportation network, the County road system, and the city street system.

In order to achieve Bullard's land use and mobility goals, the following core principles will guide the City as it plans its future transportation system:

- Provide a multi-modal transportation network that considers the needs of pedestrians and bicyclists in addition to motor vehicles
- Connect neighborhoods and centers of activity
- Implement roadway system improvements in the context of the City's land use goals and future growth areas
- Design roadway facilities to respect the context of the area and enhance the character of adjacent land uses

Future roadways in Bullard will:

- Balance safety, mobility, community, and environmental goals in all projects;
- Address all modes of travel (vehicles, pedestrians, bicycles);
- Use the context of adjacent buildings and land uses (existing or future) to define the character of the roadway;
- Apply flexibility in street design standards;
- Reserve right-of-way for the ultimate width of thoroughfares based on long-term needs and the desired community character;
- Incorporate aesthetics as an integral part of roadway design; and
- Involve the public, stakeholders, and an interdisciplinary team of professionals early and continuously throughout the planning and project development process.

Transportation and Infrastructure

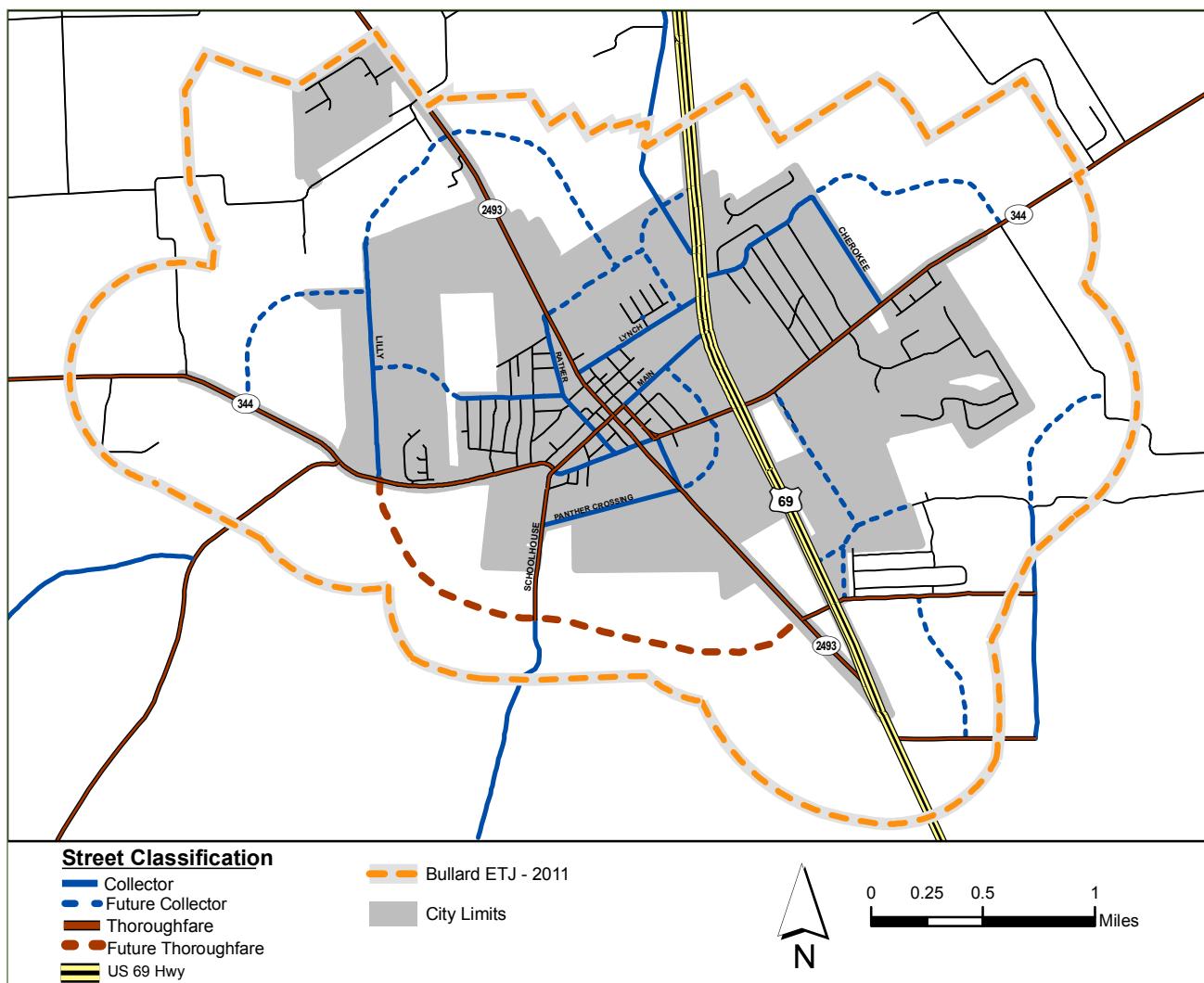
2030 Transportation Plan

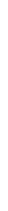
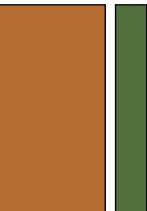
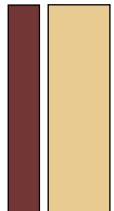
The Bullard 2030 Plan transportation system balances regional, community, and neighborhood functions to achieve the desired community form and character. These functions include roadways, trails, and pedestrian systems. The 2030 Transportation Plan includes recommended “future” corridors for roadway connections to support future growth and provide connectivity between development areas.

A complete transportation network should function as a system of roadways consisting of vehicular, pedestrian, and bicycle facilities that together support the needs of the community, future growth, and Bullard’s desired urban form. The future major roadways identified by the Plan will increase the overall connectivity of Bullard’s thoroughfare system.

3 - 3

2030 Thoroughfare Plan Map





Transportation System Components

The Bullard Transportation Plan relies upon multiple modes of transportation to provide a complete transportation system. The primary modes of transportation outlined in the Plan include:

- Pedestrian network
- Bicycle network
- Vehicle / roadway network

Pedestrian Network

Walking is one of the most cost-effective and sustainable modes of transportation. A key component of the transportation system is the pedestrian realm, which is a three and four-dimensional experience. The first two dimensions of the pedestrian realm are depicted on engineering drawings and consist of the width and length of the ground plane. The third dimension of the pedestrian realm contains the vertical elements: building wall or building activity edge, building signing, trees, landscape areas and landscape

planters, lighting, and the curb edge to the street which may or may not have parking. The fourth dimension is the experiential aspect gained from moving along the sidewalk over time.

Development patterns since the proliferation of the automobile have decreased walking as a viable transportation mode in many communities, including Bullard. For walking to be an effective mode of transportation, it is important to provide pedestrian facilities with direct and convenient routes to destinations in comfortable and safe pedestrian environments. A widely-used rule of thumb for a comfortable walking distance is $\frac{1}{4}$ -mile. As an example, a reasonable walking distance from Downtown Bullard at the intersection of FM 2493 (Houston St.) and FM 344 (Main St.) is approximately a 3-block radius. Enhanced sidewalk and trailway corridors can significantly improve the distance residents are willing to walk to destinations.

3 - 4

Downtown Pedestrian Shed



Transportation and Infrastructure

Pedestrian Realm Guidelines

- The curb edge should buffer the pedestrian from traffic. In neighborhoods this may include a landscaped planting strip between the sidewalk and the street curb. In the downtown area, wider sidewalks may be adjacent to the curb and include streetscape enhancements such as landscaping, street furniture (benches, planters, trash containers, and public art).
- Sidewalks should be sufficiently wide to accommodate pedestrian flow, particularly in Downtown Bullard where businesses may also include outdoor seating and merchandise displays.
- Pedestrian crossings at major roadways should include high visibility crosswalks. Major crossing locations may also include curb bulbs (to reduce the width of the crossing), signalized crosswalks and audible signals.
- Illumination should provide adequate light levels. Light poles and fixtures in downtown should be attractive and in scale with the pedestrian environment.
- Screening should be provided between off-street parking and the sidewalk located along roadways (landscaping or low screen wall).
- Street trees and landscaping between the sidewalk and the street edge helps provide a sense of comfort and safety for pedestrians. Street trees should be of proper type, height, foliage, and trunk sizes when placed along the street.
- Improvements are required to comply with the standards of the Americans with Disabilities Act (ADA).



Photo Credit: Dan Burden

Neighborhood sidewalks should be setback from the street and buffered from the street by a landscape strip.



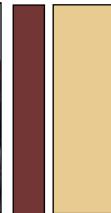
3 - 5

Sidewalks in the Downtown area should be sufficiently wide to accommodate pedestrian activities, outdoor dining, streetscape enhancements, and attractive lighting.



Photo Credit: Dan Burden

Pedestrian crossings at major roadway intersections should be highly visible.



Bicycle Network

Bicycling is a cost-effective and environmentally sustainable mode of transportation. The advantage of bicycling over walking is the distance that can be travelled comfortably on a bicycle far exceeds that of a pedestrian. Bicyclists can typically cover 3 to 4 times the distance of a pedestrian in the same time. Whereas walking typically occurs on sidewalks safely separated from vehicular traffic within a street right-of-way, bicyclists must often share the same street lane with motorized vehicles. Except for the most experienced bicyclists, the need to interact with motorized vehicles can be a disincentive to bicycling.

Bullard's future bicycle network should be designed to accommodate three different types of users:

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- **Children bicyclists:** Generally young individuals with novice handling skills and confidence who bicycle for recreation, social, and educational purposes. Destinations for children typically include schools, parks, trails and recreational areas.
- **Basic bicyclists:** Generally have the same characteristics and challenges as children bicyclists. These bicyclists typically prefer using residential streets, sidewalks, and trails.
- **Advanced bicyclists:** Generally adults over 20 years of age who have the ability to navigate diverse traffic conditions and prefer on-street, through routes. These bicyclists typically use off-street trails only when convenient or practical. Their reasons for bicycling are utilitarian and recreational, with a typical trip length ranging from 1 to 25 miles.



Youth and adults with novice basic bicycling skills often prefer to use sidewalks or paths



Adults with basic bicycling skills may prefer sidewalks and trails, or local neighborhood streets with low traffic volumes.



Advanced adult bicyclists are typically more comfortable with on-street routes and may ride long distances.

Photo Credit: Annie Lux

Transportation and Infrastructure

Pedestrian and Bicycle Network Components

Users of the pedestrian and bicycle system have varying measures of confidence and abilities. Therefore, it is important to provide accommodations for the full range of user needs and capabilities. In addition future improvements must comply with the standards of the Americans with Disabilities Act (ADA).

Many existing roadways in Bullard are not designed or constructed to accommodate safe walk and bicycling. Therefore additional review will need to be conducted to determine the most appropriate means to implement bicycle routes on these roadways and where feasible implemented with other road improvement projects. The following facilities are recommended for a holistic citywide network of pedestrian and bicycle facilities.

Neighborhood Sidewalks

Neighborhood sidewalks generally follow the system of local streets, ultimately connecting to a larger community trail and community destinations.



Photo Credit: Dan Burden

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Multi-Use Sidewalks

Multi-use sidewalks consist of an upgraded walkway typically 8-10 feet in width alongside a street, and typically located within the right-of-way. These sidewalks should be used in places where inadequate roadway pavement width is available for bicyclists and where the corridor is uninterrupted by driveways and intersections for long distances.





Multi-Use Trails

Multi-use trails are public, non-motorized, shared-use paths that connect neighborhoods to local destinations. These “multi-use” facilities are used by a wide range of user groups including walkers, joggers, bicyclists (both children and adults), rollerbladers, wheelchair users, and sometimes equestrians. Such trails are typically 10-14 feet in width and entirely separated from the roadway except at infrequent intersections. Multi-use trails are appropriate for a variety of locations including parks, greenways and riparian corridors (streamside and floodplains), and as a multi-use wide sidewalk parallel to a roadway.



3 - 8

Greenway

A linear open space or park typically along former railroad rights-of-way (such as adjacent to FM 2493) or along a natural corridor such as a creek. Greenways often include multi-use trails and other park amenities and public uses for pedestrians, bicyclists, and equestrians.



Transportation and Infrastructure

Bicycle Lane

A bicycle lane is a specific segment of the roadway dedicated for the preferential or exclusive use of bicycles and designated by striping, signing and pavement markings. Bicycle lanes are located on both sides of the road (except where they are constructed on one-way streets) with traffic moving in the same direction as motor traffic. Bike lanes should be a minimum of 4-feet wide, exclusive of the gutter when the road is curbed. They should be at least 5-feet wide when adjacent to parallel parking. Users of bike lanes are typically advanced or experienced cyclists who are comfortable riding with motor vehicle traffic



Photo Credit: Dan Burden

3 - 9

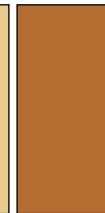
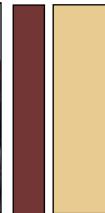
Shared Roadway: Signed Bike Route

Motorists and bicyclists often share the roadway by using widened curb lanes and paved shoulders. These routes are designated by bike route signs. Wider roadways provide additional operating room for bicyclists and offer benefits to motorists, including better accommodations for larger vehicles and trucks as well as turning vehicles. Paved shoulders have advantages for both cyclists and vehicular traffic and pavement management. Wide curb lanes can be signed as "Share the Road." Typically advanced or experienced cyclists use bike routes in higher traffic areas.



Shared Roadway

Local neighborhood streets provide on-street bicycling with no bikeway designation. Such streets typically have low traffic volumes in neighborhood environments and are more suitable for children and less confident adult cyclists.



Vehicle / Roadway Network

Most Bullard residents commute to work or other destinations by the automobile. The vast majority of all transportation planning, engineering and construction resources in Texas and across the country are dedicated to accommodating automobile travel, and the local street network accounts for the single largest publicly owned asset in most communities. The automobile, while extremely flexible in accommodating trips of various lengths and routes, is one of the most expensive modes of transportation per capita. In addition to the economic costs of automobile ownership and maintenance, the environmental costs associated with automobile travel are substantial for the average household. Thus, the Bullard 2030 Plan strives to consider the needs of pedestrians and bicyclists in a multi-modal transportation network. This emphasis also reinforces the goal to enhance the Bullard small town character.

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Some key considerations in planning for automobile traffic include the following:

- Traffic calming measures and reduced vehicle speeds on local streets that enhance the safety of pedestrians and bicyclists, and reduce the severity of vehicle crashes. Reduced speeds are best accomplished through roadway design. Speed control measures can include design elements such as narrower pavement widths, raised crosswalks, raised intersections, textured pavements, neckdowns or curb extensions, traffic circles or roundabouts, center median islands and similar measures. On-street parking also helps to lower vehicle speeds.
- Implement an access management policy to maintain the level of service and carrying capacity of collector and thoroughfare streets. By limited driveway access, providing raised medians and requiring cross-access easements in commercial development, the City will ensure the long-term functionality of its roadways.



Roadways such as FM 344 (Main St and Henderson St) through Bullard's neighborhoods and Downtown is a primary candidate for traffic calming safety enhancements.



Traffic calming in Downtown could include improvements such as paving treatments, narrow traffic lanes, and on-street parking similar to this example in Plano, TX.



Photo Credit: Dan Burden

Traffic calming in residential areas can include simple design features such as medians and narrow traffic lanes, while providing aesthetic enhancements to the area.

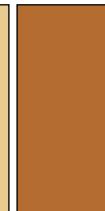
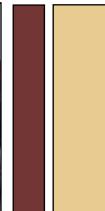
Transportation and Infrastructure

Thoroughfare Planning

The primary organizing principle for roadway planning has conventionally been the functional classification system whereby roads are categorized by function based upon the volume and speed of traffic each roadway is designed to accommodate.

The functional classification system generally consists of local, collector and arterial streets. A brief description of each functional classification is provided below. These roadway types are depicted on the Bullard 2030 Thoroughfare Plan Map on page 3-3.

Functional Classification	Characteristics
Arterial	Designed to carry the highest volumes and speeds of traffic. These roads are designed with limited driveway access and are intended to provide a route for through traffic connecting local and regional destinations.
Collector	Designed to carry moderate volumes of traffic at slower speeds than arterials. These roads provide connections between neighborhoods and provide limited commercial driveway access in proximity to key intersections.
Local	Designed to carry the lowest volumes of local traffic at very low speeds. These roads provide internal circulation for neighborhoods and mixed use centers.



Context Sensitive Solutions (CSS)

The Comprehensive Plan outlines a framework for context sensitive street types which should be used as a guide to update the City's existing and future street design standards with integrated standards for context sensitive solutions. The Plan applies the concepts and principles of context sensitive solutions in the planning and design of thoroughfares and streets for walkable communities. Recommended practices for these concepts and principles are described by the Institute of Transportation Engineers (ITE) in the 2010 manual ***Designing Walkable Urban Thoroughfares: A Context Sensitive Approach***.

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The ITE recommended practice follows the principles of transect planning by defining appropriate thoroughfare types based upon where they occur in the rural-to-urban planning context. The concept of context sensitive design allows the right roadway design to be chosen to complement the nature of the development the roadway serves. While the roadway character (thoroughfare type) will vary significantly between a rural and an urban setting the purpose (functional class) of the road in terms of traffic volumes and speed can be the same. Context sensitive design also ensures that all of the components of a roadway are considered in its design, not just the automobile lanes. This concept is often referred to as "complete streets," which takes into consideration the needs of all users and modes of transportation. For an urban neighborhood, a complete street may include automobile lanes, bicycle lanes, and neighborhood or multi-use wide sidewalks. Whereas a complete street in a rural, large lot neighborhood may consist of narrow automobile lanes and a natural approach to storm water management.

Transportation systems in Bullard should be designed and constructed according to standards sensitive to the context of the neighborhoods and districts through which they pass. Roadways play a key role in creating urban form, and therefore designing roadways to enhance Bullard's character requires understanding the ingredients of creating great places.



Photo Credit: Dan Burden

Street improvements in areas planned for rural / estate housing could take the form of narrow roadways with ribbon curbs.



Street improvements in existing developed areas and future urban and higher density developments should provide sidewalks, curbs, and street lighting.



Higher intensity and mixed-use areas such as Downtown should have on-street parking and more elaborate streetscapes with civic gathering spaces.

Transportation and Infrastructure

Connected Roadway Network

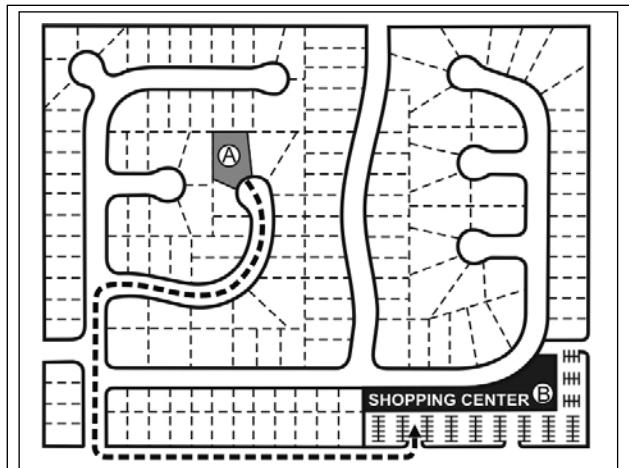
An important planning consideration for Bullard's thoroughfare system is the level of interconnectivity. A high level of connectivity provides direct routes with shorter links between destinations. As connectivity and route options increases, travel distances and trips decreases. The advantages of an interconnected network are many, including alternative routes and reduced response times for emergency vehicles, increased likelihood of walking and biking, and reduced vehicle miles traveled. The 2030 Transportation Plan identifies future major roadways that will increase the overall connectivity of the thoroughfare system. In order to ensure maximum connectivity in new developments, the City's development regulations should include standards for a high level of connectivity.

The graphics below from the Institute of Transportation Engineers (ITE) 2010 manual ***Designing Walkable Urban Thoroughfares: A Context Sensitive Approach*** depict two development patterns resulting in distinctly different levels of connectivity and lengths of trips from origin to destination.

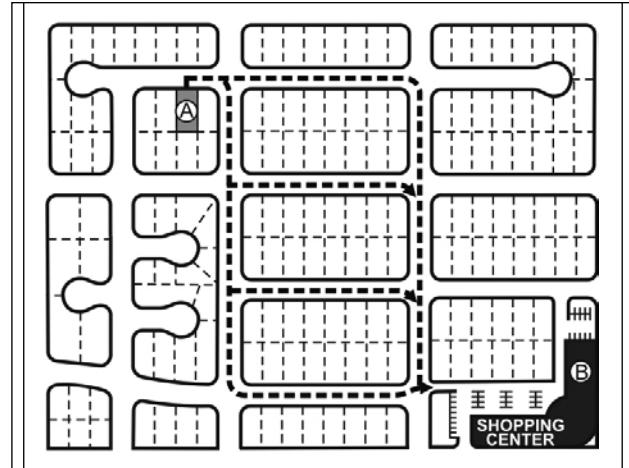
In their 2004 report on street connectivity for the American Planning Association, Handy, Paterson and Butler identified the following best practices to increase network connectivity:

- Minimize dead-end streets, and where they exist limit their length to about 200 feet.
- Where dead-end streets exist, create paths that provide shortcuts for walking and cycling.
- A modified-grid street network with a high degree of connectivity should generally be used in urban areas.
- In new developments use small blocks as much as possible and provide multiple street connections to adjacent future development areas. An ideal for urban residential development is a 300 - 500 foot grid for pedestrians and bicycles networks and a 500 - 1,000 foot grid for motor vehicle streets.
- Identify opportunities to increase connectivity, particularly for non-motorized paths.
- Use traffic calming measures instead of street closures to control excessive vehicle traffic or speeds.

3 - 13

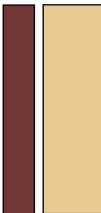


The collector in a typical hierarchical network channels traffic from local streets to the arterial street system. This development design results in longer trips and less connectivity.



A system of parallel roadways provides multiple and direct routes between origins and destinations.

Source: Kimley-Horn and Associates, Inc. and Digital Media Productions.



Transportation and Infrastructure Policies and Action Strategies

Infrastructure Investment Policies:

- Improve the quality of the city's water and sewer systems.
- Coordinate infrastructure planning to maximize the overall impact of public expenditures.
- Pursue additional public and private funding sources for infrastructure and roadway network projects.

Action Strategies:

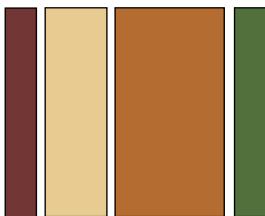
- Update city street and infrastructure design and construction standards to provide flexibility ensuring improvements appropriate for the context in which they are located, ranging from urban to rural districts.
- Update city street and infrastructure design and construction standards to include best management practices (BMPs) and green solutions.
- Periodically reevaluate financing mechanisms and fees necessary to support growth and infrastructure improvements.
- Improve the intersection of FM 2493 (Houston St.) / FM 344 (Main St.) with distinctive streetscaping to serve as the gateway to downtown, enhance traffic control and circulation, and enhance safety for vehicles, pedestrians and bicyclists.

Street Network Policies:

- Improve community streets to an established baseline maintenance standard.
- Enhance walkability and improve connections providing continuous routes to destinations throughout Bullard.
- Improve traffic flow and traffic safety for vehicle trips through Bullard, particularly through downtown and neighborhoods in the center of the community.

Action Strategies:

- Implement safety measures and traffic calming where appropriate to minimize speeds and improve safety throughout the city.
- Strategically target improvements that help interconnect streets, sidewalks, and pathways that link neighborhoods to destinations such as schools, parks, downtown, and retail areas.



Chapter 4

Implementation



4 - 1

Contents

Implementing the Plan	4-2
Implementation Actions	4-3



Implementing the Plan

In order for the citizens of Bullard to realize their goals and objectives as described in this Plan, a sustained effort to implement the Plan's recommendations is required by the City and its citizens. Because the Plan considers a 20-year horizon, many of the goals and policies will take time to realize, however there are others that can be accomplished in the short term.

This chapter summarizes the action items described in the Comprehensive Plan and assigns a time frame for the completion of each strategy. The time frames are organized by on-going, short-, medium- and long-term strategies. In addition to establishing a time frame for completion of each strategy, the Implementation Plan also identifies recommended entities with the primary responsibility for ensuring the action is completed.

4 - 2

Timeframe for Implementation

Execution of the Implementation Plan will be an ongoing process throughout the 20- year planning horizon. The pace at which implementation occurs will be dependent on the City's budget and market conditions. Each element of the Implementation Plan organizes action items by the timeframe in which they are recommended to be undertaken. The timeframes associated with each action are based on input from city staff and effort was made to identify reasonable timeframes for these actions. Some actions have aggressive timeframes for implementation due to their importance in implementing the key recommendations of the Bullard 2030 Plan. As such, it may be necessary to allocate additional resources to meet the specified timeframes for those actions. The timeframes included in the Implementation Plan are:

- Short-term actions are those anticipated to be completed within 0-3 years
- Mid-term actions within 3-5 years
- Long-term actions within 5-10 years, and
- Ongoing actions are part of current standard practices or programs and have no definite completion date.

Implementation Responsibilities

Implementing the Comprehensive Plan will require work and cooperation by the City, other agencies and organizations, the development community and citizens of Bullard. The Implementation Plan identifies which groups will be responsible for each action item. The following describes who may be associated with each of the groups.

- **City:** Includes City Departments, City Council, Boards and Commissions;
- **Agencies:** May include Federal and State departments and agencies, Bullard Chamber of Commerce, Bullard ISD, Smith County and Cherokee County, and other neighboring jurisdictions;
- **Development Community:** May include developers, builders and land owners;
- **Residents:** May include home owner associations, neighborhood groups, and individual citizens.

Annual Monitoring

It is important for the Implementation Plan to be reviewed on an annual basis by City staff, the Planning and Zoning Commission, and the City Council as the City's annual operating and capital improvements budgets are being prepared. This Plan should serve as a guide for annual budgeting and program evaluation, since implementing these actions will assist the City in achieving the community's goals.

This chapter should also be updated regularly to identify which actions have been completed and to modify the projected time frame those actions that have not yet been completed. There will also be new actions that are identified over time to help the community achieve its goals.

Implementation

Land Use and Community Development Implementation Actions

No.	Implementation Actions	Responsible Entities
Short-term Actions (within 3 years)		
1	Prepare a downtown area master plan, including recommendations for land use and urban design, streetscape enhancements, civic / gathering space amenities, and financing strategies for implementation.	CMO, PC, CC
2	Prepare a master plan for a downtown park / civic space and improvements for the linear park corridor along FM 2493 (Houston St.).	CMO, PC, CC
3	Update the city zoning ordinance as appropriate to ensure zoning classifications and regulations that reflect the type and character of development desired in Bullard, and to eliminate unnecessary zoning districts and other regulations which are not consistent with the city's vision.	CMO, PC, CC
4	Update the city zoning ordinance as appropriate to ensure appropriate land uses and regulations for the downtown area and adjoining corridors connecting to downtown (FM 344, Main Street, and FM 2493).	CMO, PC, CC
5	Update landscape and screening standards as appropriate to ensure high quality character for future development at gateways to Bullard and along primary thoroughfares within Bullard.	CMO, PC, CC
6	Develop an economic development recruitment program that identifies and prioritizes specific recruitment targets.	CMO, CC, BEDCO
7	Update City ordinances as necessary to facilitate sustainable practices.	CMO, PC, CC
8	Adopt architectural guidelines that define the recommended distinctive Bullard character.	CMO, PC, CC
Mid-term Actions (3 to 5 years)		
9	Construct distinctive streetscape improvements in the downtown area.	CMO
10	Prepare a citywide parks and trails master plan.	CMO, PC, CC
11	Explore options for parkland acquisition and development in future residential development areas.	CMO, PC, CC
12	Develop a capital improvements program for park improvements and park land acquisition.	CMO, CC
Long-term Actions (5 to 10 years)		
13	Implement a plan for a distinctive downtown "square" park / civic gathering place community with destination amenities.	CMO

4 - 3

Code	Name
BEDCO	Bullard Economic Development Corp.
CMO	City Manager's Office / City Staff

Code	Name
PC	Planning and Zoning Commission
CC	City Council



Continued, Land Use and Community Development Implementation Actions

No.	Implementation Actions	Responsible Entities
Ongoing (standard practices - no definite completion date)		
14	Continue to collaborate with Bullard ISD, Brook Hill School officials, and other community groups to jointly develop and maintain civic facilities such as park and recreation sites, meeting places, etc.	CMO, CC, BEDCO
15	Evaluate new development submittals from a fiscal impact perspective, quantifying both short-term and long-term City operating and capital revenues and expenditures.	CMO
16	Identify and develop collaborations to fill gaps in the central markets that fund business start-up, retention, relocation and expansion.	CMO, BEDCO
17	Encourage master development plans for development and redevelopment within the US 69 Hwy corridor including appropriate access points to the highway, supporting street network, utilities and infrastructure to support higher intensity development, and related site and building design guidelines.	CMO, PC
18	Prepare gateway concept plans for key north, south, east, and west entries to Bullard, addressing issues such as signage or monuments, landscaping, public art, distinctive street lighting, and architectural standards.	CMO
19	Promote the addition of new housing in the downtown area appropriate for a mixed-use environment.	CMO, BEDCO
20	Encourage home ownership in multi-dwelling housing through the creation of condominiums, cooperatives, housing associations, and limited equity cooperatives.	CMO
21	Support efforts in older neighborhoods related to maintenance, repair and renovation, increased home ownership, and neighborhood preservation.	CMO, CC
22	Seek grants for park development and trail construction.	CMO
23	Explore funding options for park and recreation facility development and ongoing maintenance.	CMO

4 - 4

Code	Name
BEDCO	Bullard Economic Development Corp.
CMO	City Manager's Office / City Staff

Code	Name
PC	Planning and Zoning Commission
CC	City Council

Implementation

Infrastructure Implementation Actions

No.	Implementation Actions	Responsible Entities
Short-term Actions (within 3 years)		
1	Update city street and infrastructure design and construction standards to provide flexibility ensuring improvements appropriate for the context in which they are located, ranging from urban to rural districts.	CMO
2	Update city street and infrastructure design and construction standards to include best management practices (BMPs) and green solutions.	CMO
Mid-term Actions (3 to 5 years)		
-	--	--
Long-term Actions (5 to 10 years)		
3	Improve the intersection of FM 2493 (Houston St.) / FM 344 (Main St.) with distinctive streetscaping to serve as the gateway to downtown, enhance traffic control and circulation, and enhance safety for vehicles, pedestrians and bicyclists.	CMO, CC
Ongoing (standard practices - no definite completion date)		
4	Invest in infrastructure improvements for existing established neighborhoods.	CMO, CC
5	Periodically reevaluate financing mechanisms and fees necessary to support growth and infrastructure improvements.	CMO, CC, BEDCO
6	Implement safety measures and traffic calming where appropriate to minimize speeds and improve safety throughout the city.	CMO
7	Strategically target improvements that help interconnect streets, sidewalks, and pathways that link neighborhoods to destinations such as schools, parks, downtown, and retail areas.	CMO

4 - 5

Code	Name
BEDCO	Bullard Economic Development Corp.
CMO	City Manager's Office / City Staff

Code	Name
PC	Planning and Zoning Commission
CC	City Council

ORDINANCE 2011-0913 - 1

AN ORDINANCE OF THE CITY OF BULLARD, TEXAS, ADOPTING THE 2030 COMPREHENSIVE PLAN AND THE LAND USE MAP; AND REPEALING ALL ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT HEREWITH

WHEREAS, Section 213.002 of the Texas Local Government Code provides for the adoption and amendment of municipal comprehensive plans; and

WHEREAS, a Comprehensive Plan Committee was appointed; and

WHEREAS, on March 22, 2011, the City of Bullard did enter into an agreement with Bucher, Willis & Ratliff (H. W. Lochner, Inc.) to prepare a Comprehensive Plan for the City; and

WHEREAS, Steering Committee Meetings were held in May and June, 2011, a Town Hall Meeting in May, 2011, and a Community Open House was held in August, 2011; and

WHEREAS, the Planning and Zoning Commission and City Council conducted a public hearing on September 13, 2011; and

WHEREAS, the City Council on September 13, 2011, did review the recommendations of the Planning and Zoning Commission and comments received at the Public Hearing on the City of Bullard 2030 Comprehensive Plan.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BULLARD, TEXAS, THAT:

Section 1. The facts and recitations contained in the preamble of this Ordinance are hereby found and declared to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied verbatim.

Section 2. The City Council hereby adopts the 2030 Comprehensive Plan attached hereto as Exhibit A, as the Comprehensive Plan for the City of Bullard and the Plan shall be implemented in accordance with City Ordinances, consistent with state law.

Section 3. All Ordinances or portions of Ordinance of the City in conflict with the provisions of this Ordinance are hereby repealed and all other Ordinances of the City not in conflict with the provisions of this Ordinance shall remain in full force and effect.

Section 4. It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs, and sections of this Ordinance are severable, and if any phrase, clause, sentence, paragraph or section of this Ordinance 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 Ordinance, since the same would have been enacted by the City Council without the incorporation in this Ordinance of any such unconstitutional phrase, clause, sentence, paragraph or section.

Section 5. This Ordinance shall become effective in accordance with the provisions of the Ordinances of the City of Bullard.

PASSED AND APPROVED on the 13th day of September, 2011.


PAM FREDERICK, MAYOR

A T T E S T :


DORIS CROCKETT
CITY SECRETARY



Envision Bullard

 2030 Comprehensive Plan
City of Bullard, TX