



JERSEY VILLAGE COMPREHENSIVE PLAN

Journey To 2035

Comprehensive Planning Upcoming Committee

April 28, 2025



TODAY'S AGENDA



- **PROJECT STATUS REVIEW**
- **PLAN PROGRESS**
- **INTERACTIVE EXERCISES**
 - Confirm Vision, Goals, and Key Objectives
- **NEXT STEPS**

MEETING RESOURCES:

- Public Meeting #1 Summary
- Stakeholder Interview Summary
- Jersey Village Today (*Chapter 3 – Draft*)





PROJECT STATUS REVIEW

PROJECT SCHEDULE



SEP 2024

✓Project Kickoff Meeting

OCT 2024

✓Project Website
✓Community Survey
✓Assessment Begins

NOV 2024

✓CPUC Meeting #1
✓Community Survey
Ends

DEC 2024

✓Pop Up Event

FEB 2025

Draft Vision Statement,
Goals, and Objectives

APR 2025

✓Public Meeting 1: Existing
Conditions, Visioning &
Goals
✓Stakeholder Interviews
✓CPUC Meeting #3

MAY 2025

✓Public Meeting 2: Future
Land Use Workshop
✓CPUC Meeting #4

JUL 2025

✓CPUC Meeting #5
✓Preliminary Draft
✓Preliminary Draft Presentation

SEP 2025

✓CPUC Meeting #6
✓Public Meeting #3: Final Plan
Presentation

NOV 2025

✓Comprehensive Plan
Adoption





PLAN PROGRESS

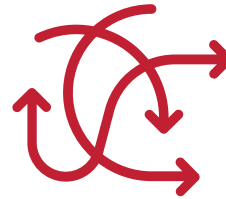
PLAN PROGRESS



**JERSEY VILLAGE
TODAY
(DRAFT)**



**PUBLIC MEETING #1
& STAKEHOLDER
INTERVIEWS**



**TRANSPORTATION
ELEMENTS
(DRAFT)**



**ECONOMIC
DEVELOPMENT
ELEMENTS
(DRAFT)**



**PLAN DATA
COLLECTION**



Public Meeting #1



OVERVIEW

- Attended by 40 people (estimate; primarily residents).

PURPOSE:

- Review key takeaways and general characteristics of Jersey Village today.
- Facilitate conversations about the community's vision for the future and to identify and prioritize opportunities.

COMMON THREADS

- Strong preference for preserving safe and family-friendly community; desire for vibrant spaces to connect.
- Significant interest in enhancing quality of life amenities and addressing environmental resilience.
- Emphasis placed on infrastructure and streets improvements.
- Placemaking seen as less critical at this stage in terms of increased City budget investments.



Stakeholder Summary



10
STAKEHOLDERS
INTERVIEWED

COMMON STRENGTHS

- **City parks are highly utilized**, with Clark Henry as a focal point.
- Jersey Village has a very proud and **successful local business community**.
- Jersey Village is multi-racial and multi-generational. Many young people raised here have chosen to return after leaving, drawn back by its **strong sense of community**.

COMMON CHALLENGES

- Investments in aging infrastructure without increasing tax base.
- Park amenities are aging and need modernization.
- Limited shared civic space and lack of community centers.
- Not enough retail, restaurants, and entertainment.
- People often leave the City to gain access to amenities.






**CONFIRM VISION,
GOALS, & KEY OBJECTIVES**

VISIONING AND GOALS



Collaborative Process to help define shared vision and long-term goals for Jersey Village. The visioning process helps a community:

- **Reach for Goals.** A good vision can help Jersey Village achieve goals beyond what might be expected.
- **Discover Possibilities.** A visioning process can help Jersey Village discover new possibilities.
- **Motivate People.** A good vision can motivate people to take action together.
- **Build Consensus.** A visioning process can help people realize that they share many same long-term goals, even if they have differences.

VISIONING AND GOALS



QUESTIONS CONSIDERED:

- Where do we want the City to go?
- What can we realistically achieve?
- What problem does the City intend to solve?
- What are the changes we believe the City can make for individuals?
- How will things be different if the vision is realized?
- What phrases or keywords describe the type of City and outcome we want?



VISIONING AND GOALS



PUBLIC MEETING FEEDBACK

#2

Jersey Village will be a safe and connected community that cherishes its small-town atmosphere and fosters a strong sense of belonging. We will prioritize pedestrian-friendly streets, enhance community gathering spaces, and promote a vibrant and diverse local business environment."



JV will be a thriving community that fosters a strong sense of belonging, protects our environment, and enhances amenities and infrastructure where residents and businesses thrive together.

#3

Jersey Village will be a premier community that celebrates its unique character and heritage while providing exceptional amenities and infrastructure. We will enhance our visual appeal, expand recreational opportunities, foster quality economic development, prioritize public safety, and strategically invest in the revitalization of key corridors and underutilized spaces."



VISION STATEMENT PREFERENCE

- Vision Statement #3
57%
- Vision Statement #2
40%
- Vision Statement #1
Received Very Few Votes



VISIONING AND GOALS



VISION STATEMENT CONFIRMATION

VERSION #1

"Jersey Village will be a **premier community** that celebrates its unique **character and heritage** while providing exceptional **amenities and infrastructure**. We will enhance our **visual appeal**, expand **recreational opportunities**, foster **quality economic development**, prioritize **public safety**, and **strategically invest** in revitalizing **key corridors and underutilized spaces**."

VERSION #2

"Jersey Village will be a **vibrant and safe** community that celebrates its **small-town feel** and fosters a **sense of belonging**. We will prioritize quality **economic development**, community **gathering spaces**, and investments in **public infrastructure** that make Jersey Village a desirable location to live, work, and play."



Which version of the vision statement best represents the vision for Jersey Village?

Version #1



Version #2



VISIONING AND GOALS



DRAFT GOALS

GOAL A

Encourage a diverse and thriving local business environment.

GOAL B

Continue to attract young families.

GOAL C

Preserve and enhance family-focused land uses.

GOAL D

Preserve and enhance parks and green space for multiple functions.

GOAL E

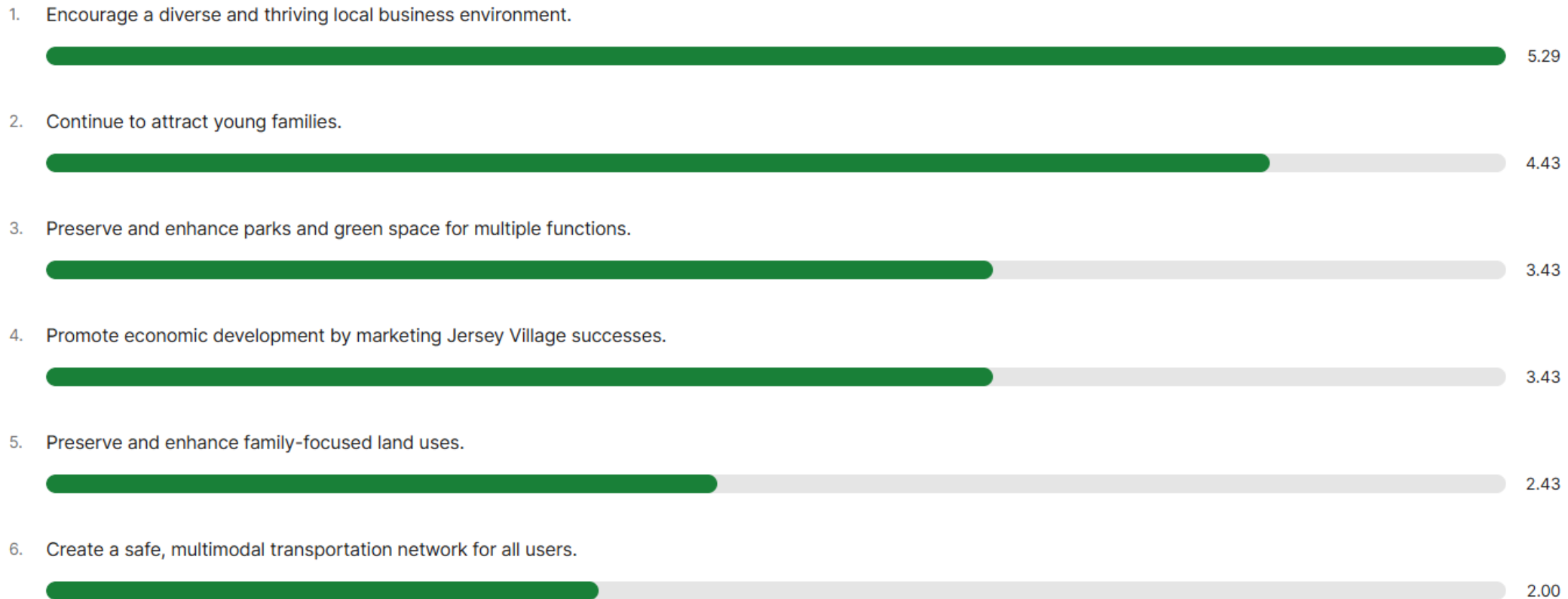
Promote economic development by marketing Jersey Village successes.

GOAL F

Create a safe, multimodal transportation network for all users.



Please rank the following draft goals to establish prioritization.



VISIONING AND GOALS



GOALS AND OBJECTIVES

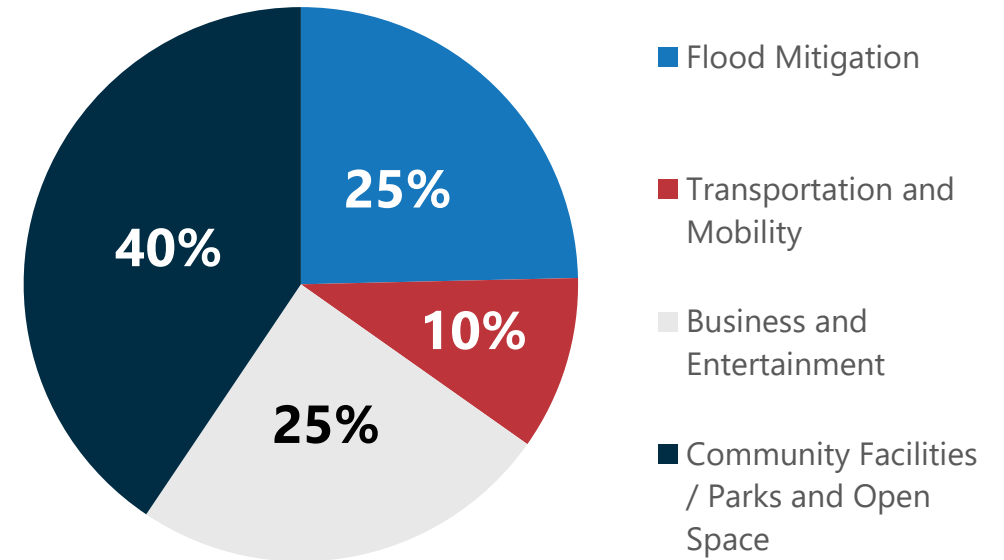
What aspects of Jersey Village do you want to preserve for Future Generations?

★ **I want to preserve our safe and family-friendly community.**

What does Jersey Village aspire to become?

★ **A community with vibrant spaces for people to connect and gather.**

WHAT SHOULD BE PRIORITIZED?



VISIONING AND GOALS



PRIMARY OBJECTIVES

The public prioritized the following key objectives for Jersey Village:

FLOOD MITIGATION

TRANSPORTATION & MOBILITY

BUSINESS & ENTERTAINMENT

COMMUNITY FACILITIES

Instructions: Now place one (1) sticky dot on the small bubble for the feature you desire most from each of the above category.

Upgraded Drainage Systems



Expanded Detention Ponds



Improved Pump Stations



Enhanced Green Infrastructure at Parks



Optimized Traffic Signals



Dedicated Bike Lanes



Improved Sidewalks & Crosswalks



Improved Public Transportation Options



Variety of Restaurants and Shops



Vibrant Community Hubs



Attractive Storefronts and Signage



Community Events & Festivals



Park Amenity Enhancements



Community Center



Trails & Connectivity



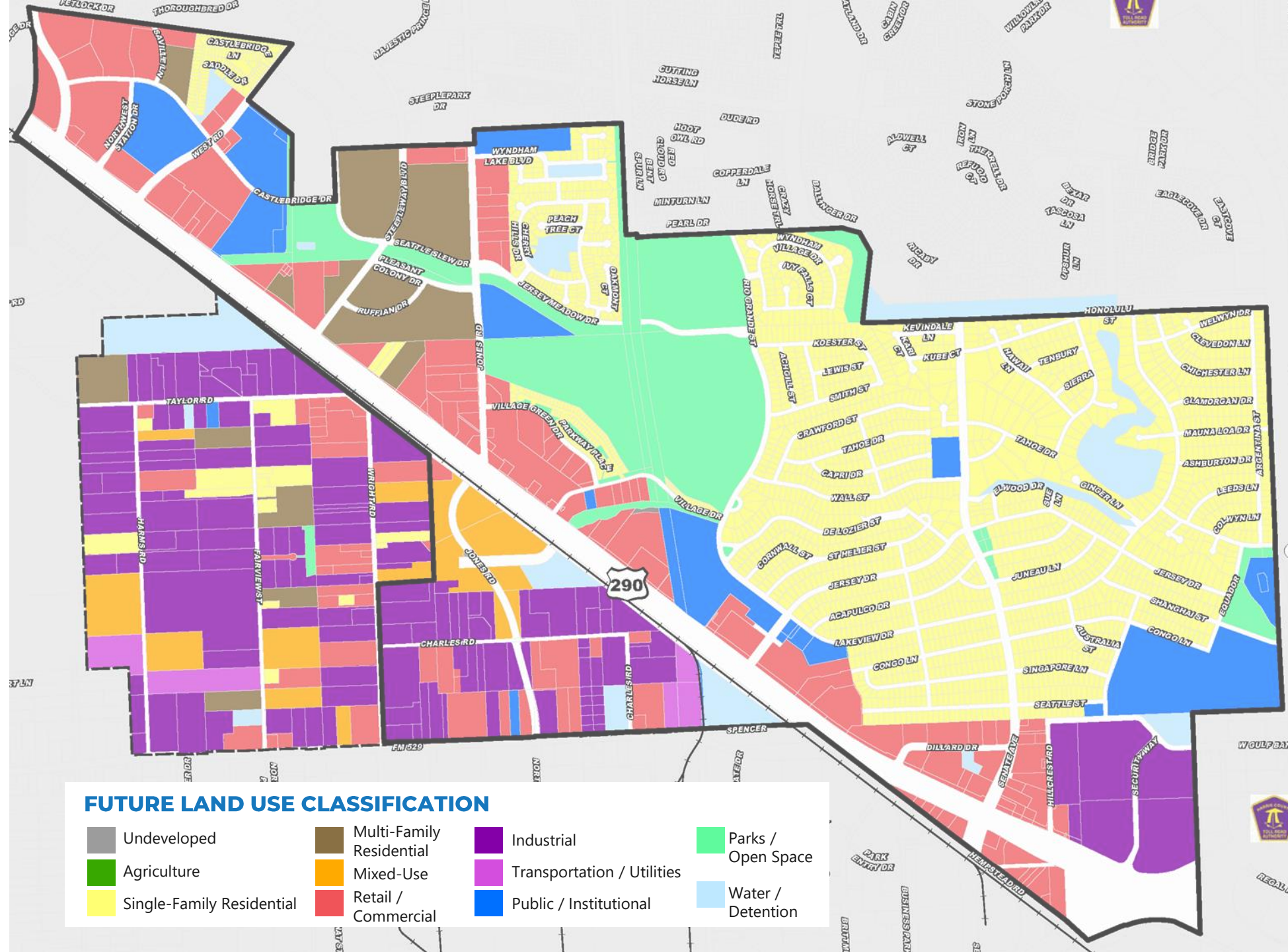
Accessibility & Inclusivity



FUTURE LAND USE

WHY IT MATTERS:

- Helps guide growth where it is desired.
- Fulfills the vision for the City's future.
- Enhances coordination of utilities and infrastructure improvements.
- Promotes flexibility.





WHERE WE'RE GOING

IMMEDIATE NEXT STEPS



★ PUBLIC MEETING #2

- May 13, 2025

★ DRAFT COMPREHENSIVE PLAN

- July 2025
- Submit draft comprehensive plan for feedback





QUESTIONS / FEEDBACK