

Vision, Goals, Objectives, and Strategies

Journey to 2035 Vision Statement

"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**."

Journey to 2035 Goals

Comprehensive planning goals translate the vision statement into a strategic framework for implementation of the Plan.

- Goal A:** Encourage a resilient and thriving local business environment.
- Goal B:** Cultivate a thriving community that attracts young families and supports residents across all generations.
- Goal C:** Preserve and enhance parks and green space for multiple functions.
- Goal D:** Promote economic development by marketing Jersey Village successes.
- Goal E:** Create a safe, multimodal transportation network for all users.

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Objectives and Strategies

Community Character and Identity (Goals B, C)

OBJECTIVES

- **Objective:** Strengthen access to support systems and programs tailored to the needs of both young families and senior residents.
- **Objective:** Strategically invest in enhancing community gathering spaces and corridors to reinforce Jersey Village's identity and appeal.

RECOMMENDED STRATEGIES

- **Strategy 1.** Activate underutilized spaces as temporary community spaces to foster family-oriented community events or space to express Jersey Village's identity.
- **Strategy 2.** Improve visual appeal and beautification standards on major thoroughfares and City gateways, including strategic tree planting to enhance pedestrian comfort and aesthetics.
- **Strategy 3.** Leverage the existing golf cart ordinance to designate golf cart parking spaces near retail and restaurant businesses, as well as at City parks, to enhance accessibility to community amenities.
- **Strategy 4.** Develop engagement programs for senior residents that promote intergenerational engagement.
- **Strategy 5.** Foster opportunities for community organizations and businesses that address a wide variety of family needs.

Growth Management and Future Land Use (Goals A, B, C)

OBJECTIVES

- **Objective:** Prioritize mixed-use development along key corridors and in strategic areas to create and enhance walkable, vibrant districts.
- **Objective:** Attract and support a varied mix of high-quality retail and dining establishments that meet community needs and contribute to a distinctive local experience.
- **Objective:** Preserve and enhance the quality and value of existing parks and open space to ensure they remain cherished community assets.

RECOMMENDED STRATEGIES

- **Strategy 1.** Expedite mixed-use development permitting along the US-290 corridor and within the Northwest Big Box and Park-and-Ride area.
- **Strategy 2.** Promote street-fronting commercial retail with parking situated at the rear of development sites.
- **Strategy 3.** Capitalize on Jersey Village's location within Houston's emerging markets to attract new or startup businesses to the vacant commercial space.

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- **Strategy 4.** Amend the existing zoning to establish a parks and green space district that focuses on preserving and enhancing these spaces.
- **Strategy 5.** Enhance the visibility and appeal of existing parks and green space through native plantings and distinctive entry features.

Livable Neighborhoods and Housing (Goals B)

OBJECTIVES

- **Objective:** Evaluate limited opportunities for additional housing types that expand residential choice, enhance neighborhood quality, and align with the established character of Jersey Village.
- **Objective:** Encourage investments in the renovation and modernization of existing homes to meet current demands while preserving neighborhood character.
- **Objective:** Maintain and enhance the continuity of existing neighborhood character through thoughtful design guidelines and preservation strategies.

RECOMMENDED STRATEGIES

- **Strategy #.** Develop resources and programs to encourage and support property owners in the renovation and modernization of existing single-family homes.
- **Strategy #.** Review and update zoning ordinances and design guidelines to ensure the long-term preservation and protection of neighborhood character, parks, and green spaces.
- **Strategy #.** Develop and implement educational programs for residents on design guidelines and preservation best practices.
- **Strategy #.** Conduct comprehensive community engagement and design studies to explore specific, context-sensitive housing options that align with the community's vision for limited residential choice.
- **Strategy #.** Develop a portfolio of pre-approved housing plans that meet established design guidelines and aesthetic standards to streamline the permitting process for developers.
- **Strategy #.** Review and update zoning ordinances to permit accessory dwelling units in single-family residential districts.

Hazard Mitigation and Risk Reduction (Goal C, D)

OBJECTIVES

- **Objective:** Integrate sustainable green infrastructure within parks and appropriate underutilized sites to enhance stormwater management, reduce flooding, and enhance the City's natural assets.
- **Objective:** Continuously improve the effectiveness and capacity of the stormwater drainage network across Jersey Village, prioritizing areas with chronic flooding challenges.

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RECOMMENDED STRATEGIES

- **Strategy 1.** *Implement rebate and incentive programs to encourage the installation of rain gardens and other green infrastructure features on public and private properties.*
- **Strategy 2.** *Establish a stormwater utility program to dedicate revenue to public stormwater system maintenance and expansion projects.*
- **Strategy 3.** *Strengthen partnership with the Harris County Flood Control District to expand flood mitigation programming and education in Jersey Village.*

Access to Quality Recreation and Green Space (Goal B, C, D)

OBJECTIVES

- **Objective:** Improve the quality and range of recreational facilities and programs within City parks to support residents of all ages and abilities.
- **Objective:** Enhance safe and convenient pedestrian access to parks through improved sidewalk connections, clear directional signage, and accessible crossings.
- **Objective:** Integrate natural stormwater management features within parks to enhance their drainage functions, reduce flood risk, and improve environmental quality.

RECOMMENDED STRATEGIES

- **Strategy 1.** *Invest in upgrading and diversifying recreational facilities and programs within City parks to foster active and inclusive opportunities for all residents.*
- **Strategy 2.** *Implement ongoing improvements to neighborhood parks and green spaces.*
- **Strategy 3.** *Investigate the feasibility of utilizing recreation fields as integrated stormwater retention basins.*

Mobility and Safety (Goals B, E)

OBJECTIVES

- **Objective:** Enhance the safety, accessibility, and connectivity of sidewalks and crosswalks throughout the City to support convenient and enjoyable walking for residents.
- **Objective:** Improve safe and convenient access to nature trails and enhance their connections to create a comprehensive trail network.
- **Objective:** Improve traffic safety citywide, focusing on conflict reduction and safety enhancements for pedestrians and bicyclists.
- **Objective:** Explore and implement enhanced local mobility options that serve Jersey Village residents, promote connectivity, and reduce reliance on personal vehicles for short trips.

RECOMMENDED STRATEGIES

- **Strategy 1.** *Maintain and expand the inventory of sidewalk conditions to prioritize repairs and identify areas requiring repeated work.*

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- **Strategy 2.** Prioritize sidewalk repairs utilizing permeable pavers and implementing solutions to mitigate tree root damage.
- **Strategy 3.** Develop a trails master plan focused on improving access points and enhancing connections to internal and adjacent trail networks.
- **Strategy 4.** Develop a citywide traffic calming strategy.
- **Strategy 5.** Prioritize intersection improvements to enhance safety for pedestrians and bicyclists.
- **Strategy 6.** Explore and pilot enhanced local mobility options for residents.
- **Strategy 7.** Apply for competitive funding programs to support traffic safety and local mobility implementation.
- **Strategy 8.** Prioritize public safety measures and new technologies that deter crime for all new developments or major rehabilitations.

Business and Economic Growth (Goals A, B, D)

OBJECTIVES

- **Objective:** Activate commercial areas and corridors through strategic economic development initiatives that attract high-quality, community-aligned businesses and create vibrant destinations.
- **Objective:** Strengthen the local business ecosystem by facilitating access to marketing, networking, and growth resources for all businesses in Jersey Village.

RECOMMENDED STRATEGIES

- **Strategy 1.** Foster the creation of vibrant commercial centers and gathering spaces.
- **Strategy 2.** Prioritize the revitalization of existing commercial properties and vacant lots.
- **Strategy 3.** Develop and promote a clear vision for desired business types and quality standards.
- **Strategy 4.** Connect businesses with essential resources and guidance.
- **Strategy 5.** Establish a centralized entity for local business support.
- **Strategy 6.** Enhance opportunities for business-to-business collaboration and community engagement.

Municipal Services and Utilities (Goals B, C, D)

OBJECTIVES

- **Objective:** Enhance public safety through strengthened interdepartmental partnerships and effective resource deployment by Police, Fire, EMS, and Public Works.
- **Objective:** Foster a community-wide commitment to public safety through transparent education, accessible engagement, and resident-led collaborative initiatives.

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- **Objective:** Strategically modernize and enhance the capacity of the existing utility network through fiscally responsible capital improvement projects that prioritize infrastructure resiliency and reliable service for all residents.

RECOMMENDED STRATEGIES

- **Strategy 1.** *Implement a streamlined process for residents to report code enforcement issues to enhance interdepartmental response.*
- **Strategy 2.** *Actively cultivate trust between the community and local law enforcement through ongoing engagement and monitoring of community trust levels.*
- **Strategy 3.** *Improve and expand water, sanitary sewer, and stormwater system capacity through long-term funding mechanisms that prioritize critical and aging infrastructure.*