JERSEY VILLAGE COMPREHENSIVE PLAN

Journey To 2035

ADOPTED OCTOBER 20, 2025

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Journey To 2035

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ADOPTED OCTOBER 20, 2025

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Executive Summary

As a small, family-oriented community of approximately 7,900 residents spanning 3.5 square miles, the City of Jersey Village is uniquely situated adjacent to the sprawling Houston metropolitan area. This context presents both opportunities and unique challenges, particularly concerning persistent flood vulnerability, the need to modernize aging infrastructure, and the desire to balance economic growth with a strong sense of small-town character.

Recognizing the evolving needs of the community and building upon the foundation of the City's previous Comprehensive Plan adopted in 2016 and updated in 2020, the *Journey to 2035* Comprehensive Plan was initiated to address these contemporary challenges and opportunities. This plan serves as a forward-looking strategy to guide Jersey Village through these complexities and shape a resilient, connected, and prosperous future.

This Plan is the culmination of a collaborative, community-driven effort, which synthesizes public input and technical analysis of existing conditions into a cohesive framework for action over the next decade.

Proactive planning allows the City to mitigate risks, optimize resource allocation, and strategically guide development to align with community values. Without it, the community risks overburdened infrastructure, continued exposure to natural hazards, diminished community character, and a decline in overall livability. Conversely, strategic investment and policy alignment can improve public safety, enhance Jersey Village's economic vitality, and reinforce the City's unique identity as a desirable place to live, work, and raise a family.

VISION AND FRAMEWORK

The Plan's foundation is a comprehensive understanding of current conditions, built through robust public engagement and analysis. It reflects a clear community vision for the City's future, developed by synthesizing feedback from residents, stakeholders, and local leaders. This vision is supported by five overarching goals that serve as core principles for the entire Plan. These goals directly reflect the community's expressed values, aspirations for quality of life, and identified needs.

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."***

OVERARCHING GOALS

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's successes.***

GOAL E: ***Create a safe, multimodal transportation network for all users.***

KEY FINDINGS

Jersey Village maintains a stable population with a median age of 39 and a strong presence of young families. The community is growing more diverse and generally enjoys a high median household income of $93,983, although a portion of owner-

occupied homes are considered cost-burdened. Land use is predominantly residential, including many established subdivisions surrounding the Jersey Meadow Golf Course.

The housing stock is nearly evenly split between owner- and renter-occupied units, though the overall vacancy rate for rental properties is approximately 3% higher than averages in Harris County and across the state of Texas. Demand projection shows the need for at least 79 new housing units by 2035. Mobility is shaped by regional access via US-290, but local connectivity is impeded due to identified gaps in the pedestrian and bicycle network and multiple identified safety concerns.

Flooding remains the City's most significant environmental risk. Past events such as the 2016 Tax Day Flood and a high ranking on FEMA's National Risk Index highlight ongoing vulnerability. At the same time, the City benefits from a robust parks and green space system that offers recreational and flood mitigation benefits. Economic indicators—particularly strong sales tax performance—suggest a resilient local economy, with further opportunities to attract commuters to live and invest in Jersey Village.

STRATEGIC RECOMMENDATIONS

The Plan proposes 53 actionable strategies organized by key focus categories, which are summarized as follows:

- ★ **Future Land Use and Community Character:** Promote mixed-use development and activate public spaces to reflect community identity.
- ★ **Livable Neighborhoods & Housing:** Expand housing choice, encourage rehabilitation of aging units, and support inclusive residential development.
- ★ **Hazard Mitigation & Risk Reduction:** Integrate green infrastructure, enhance flood management, and pursue regional collaboration.
- ★ **Access to Recreation and Green Space:** Upgrade amenities, ensure equitable access, and link recreational spaces with mobility and resilience goals.
- ★ **Transportation and Mobility:** Improve walkability and trail connections, address safety hotspots, and implement Vision Zero principles.
- ★ **Business and Economic Growth:** Activate commercial corridors, support small businesses, foster business incubation, and encourage context-sensitive growth.
- ★ **Municipal Services & Utilities:** Modernize infrastructure, enhance emergency response, and align capital investments with growth areas.

IMPLEMENTATION AND NEXT STEPS

The implementation chapter provides a structured, adaptable framework to turn strategy into action. It outlines responsibilities, prioritization criteria, and funding considerations. The Implementation Matrix serves as a practical tool by organizing actions with timeframe, cost, responsible parties, performance metrics, and funding resources.

To ensure lasting impact, City leadership must actively champion the Plan's vision, embed its goals into decision-making, and pursue early wins—especially in flood resilience and infrastructure modernization. Coordinated investment in public facilities, transportation, and utilities will support livability and economic

vitality. The Plan is designed as a dynamic document that can remain responsive and relevant to changing circumstances through periodic reviews and performance tracking conducted with the City Council, the Comprehensive Plan Update Committee, and the public.

Ongoing collaboration across departments, with regional partners, and with residents will be key to maintaining momentum and ensuring broad support for implementation throughout the Plan's lifecycle. Through diligent effort and continued leadership, *Journey to 2035* provides a clear roadmap to preserve Jersey Village's character while preparing for a dynamic, prosperous, and resilient future.

Source: City of Jersey Village Website

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ACRONYMS

AARP - American Association of Retired Persons
ADU - Accessory Dwelling Unit
BMP - Best Management Practice
BRT - Bus Rapid Transit
CIP - Capital Improvement Plan
CPUC - Comprehensive Plan Update Committee
EAL - Expected Annual Loss
ETJ - Extraterritorial Jurisdiction
FEMA - Federal Emergency Management Agency
FLUM - Future Land Use Map
GLO - Texas General Land Office
HCFCD - Harris County Flood Control District
H-GAC - Houston-Galveston Area Council
HMGP - Hazard Mitigation Grant Program
HUD - U.S. Department of Housing and Urban Development
JCHS - Joint Center for Housing Studies of Harvard University
JVFD - Jersey Village Fire Department
JVPD - Jersey Village Police Department
LOS - Level of Service
LTS - Level of Traffic Stress
METRO - Metropolitan Transit Authority of Harris County
MS4 - Municipal Separate Storm Sewer System
NCD - Neighborhood Conservation District
NFIP - National Flood Insurance Program
NRPA - National Recreation and Park Association
RCP - Resilient Communities Program
ROW - Right-of-Way
TCEQ - Texas Commission on Environmental Quality
TIRZ - Tax Increment Reinvestment Zone
TOD - Transit-Oriented Development
TPL - Trust for Public Land
TXDOT - Texas Department of Transportation
WWTP - Waste Water Treatment Plant

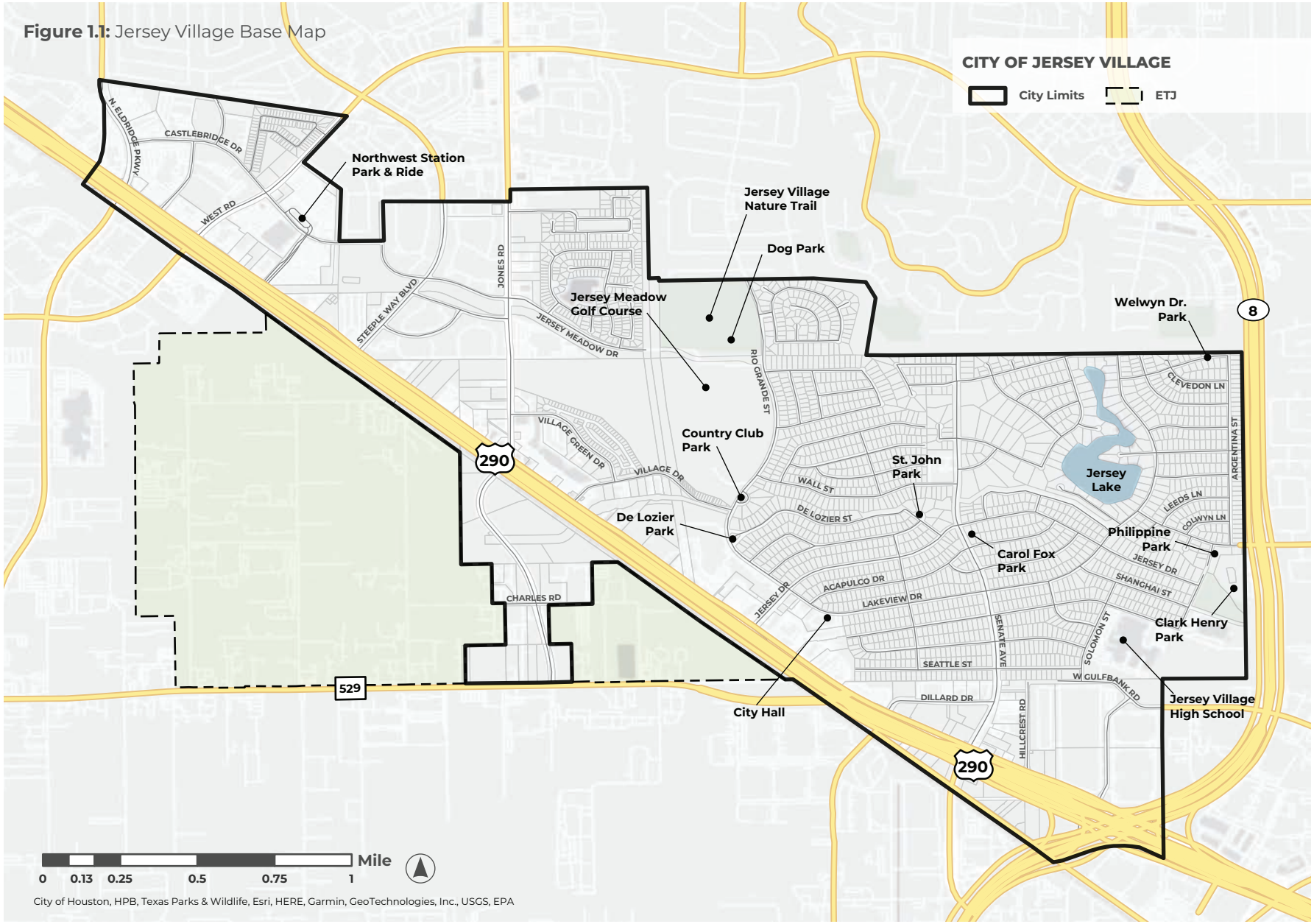
1. Introduction

PURPOSE

A comprehensive plan offers an opportunity for a community to unite for the common purpose of planning for its future: fostering dialogue, promoting investment, and guiding decision-making to align with the community's vision and established priorities. The document outlines recommendations that serve as critical launching points for a city's consideration when moving forward with capital investments, land use decisions, and policy strategies. Comprehensive plans are considered living documents, and, as such, should be revisited and adjusted as priorities and regional trends shift.

The City of Jersey Village ("City" or "Jersey Village"), as depicted in **Figure 1.1**, has embarked on a comprehensive planning process to chart a resilient and sustainable future for its residents. Entitled *Journey to 2035*, this Comprehensive Plan ("Plan") is a collaborative effort guided by the City and its residents, supported through the Resilient Communities Program ("RCP") of the Texas General Land Office ("GLO"), and developed by Antero Group, TJKM, and Ash + Lime ("Consultant Team"). Antero Group served as the lead urban planning and consulting firm, with TJKM providing specialized expertise in transportation, and Ash + Lime focusing on place management and economic development. The Comprehensive Plan Update Committee ("CPUC") has played a vital role in shaping this process to ensure that the Plan reflects the community's values and priorities.

Figure 1.1: Jersey Village Base Map



The imperatives for this Plan include the need to mitigate the persistent threat of flooding, foster long-term community well-being, and build upon Jersey Village's unique identity. The City's history, marked by significant flooding events—most notably the Tax Day flood of April 2016—underscores a vulnerability to natural hazards. With the funding opportunity provided by the Texas General Land Office's Resilient Communities Program, this Plan aims to proactively address flood risk through strategic capital investments, informed land use policies, and robust mitigation strategies. Furthermore, this Plan acknowledges Jersey Village's reputation as an attractive community for young families, its multi-generational character, and its desire to balance growth with the preservation of its small-town feel. *Journey to 2035* seeks to build upon these strengths to ensure a thriving and sustainable future for all residents.

PLANNING PROCESS

The development of *Journey to 2035* followed an iterative planning process that encompassed four critical phases, culminating in its adoption by the Jersey Village City Council. **These phases included:**

ENVISIONING JERSEY VILLAGE
Vision Statement & Goal

The visioning process integrated input from City leaders and residents to establish a clear vision statement and guiding principles for the Plan. This involved leveraging community engagement through a survey and initial public meeting to capture broad perspectives and define the desired direction for the City's future.

JERSEY VILLAGE TODAY
Existing Conditions

This phase involved a thorough analysis of the City's current state across various aspects, including demographics, economy, housing, transportation, infrastructure, and natural hazards. This data-driven assessment identified key takeaways that provide a factual basis for the Plan's recommendations.

JERSEY VILLAGE 2035
Recommendations

This phase built upon the vision and existing conditions analysis, combining community feedback and input from City staff and leadership to develop recommendations for specific project opportunities and policy strategies in each Plan element.

JOURNEY TO 2035
Prioritization & Implementation

This final phase focused on outlining how the identified projects and policies would be implemented. This included prioritizing actions within each element of the Plan and developing a matrix to align decisions with established goals and objectives.

Throughout this process, the Comprehensive Plan Update Committee, comprising engaged residents and stakeholders, played a crucial role in guiding the consultants, ensuring transparency, and championing the Plan within the community for the purpose of building consensus.

ROLES OF COMMITTEE, MUNICIPAL STAFF, AND ELECTED OFFICIALS

Planning for *Journey to 2035* was a collaborative effort involving various stakeholders and interested parties.

Comprehensive Plan Update Committee. The CPUC was tasked with overseeing the Plan from start to finish. Their role involved regular meetings with the Consultant Team over the course of the project to align the plan with City priorities, as well as championing its implementation and advocating for its priorities within the community.

Municipal Staff. City staff played a significant role by providing insights into opportunities for improvement within City operations and helping to prioritize issues and potential solutions.

Elected Officials. Charged with promoting the best interests of residents and the community, the City Council ultimately voted for the Plan's adoption and will oversee the final Plan's recommendations.

Comprehensive Plan Update Committee Project Kickoff Meeting. September 2024.

COMMUNITY ENGAGEMENT STRATEGY

Community engagement was an integral part of developing Journey to 2035. Designed to serve the community's needs, the Plan was created with diverse input from the residents living in Jersey Village. The final recommendations and priorities within this Plan are strongly influenced by successful public engagement.

PUBLIC MEETINGS

The community engagement strategy utilized in-person public meetings where the Consultant Team discussed the Plan's intention and received vital input through interactive exercises. Three public meetings touched on all aspects of the planning process. The public meetings and their purpose are listed below:

Public Meeting #1: The first meeting presented key findings from the existing conditions analysis and gathered input regarding the community's desired vision for the future and overarching goals for the Plan.

Public Meeting #2: The second meeting established the specific vision statement, detailed goals, and measurable objectives for the Plan, alongside identifying future projects and land use policies that directly supported the visioning process.

Public Meeting #3: The third meeting reviewed and confirmed all identified project opportunities and policy strategies. Participants then prioritized these strategies through interactive exercises to develop a projected timeline of events over the next 10 years.

COMMUNITY SURVEY

At the onset of the planning process, a community survey was developed in collaboration with the CPUC and City Staff to gather input regarding the future of Jersey Village. This opportunity encouraged residents of the City to submit feedback, which was incorporated into the vision and goals for *Journey to 2035*. A total of 375 total responses were received from the initial survey. To ensure responses were from verified residents, physical addresses were collected, establishing a significant sample size of community members. These responses reflected a desire to see a future that balances growth while preserving the City's unique character, with continued focus on connectivity, safety, beautification, and community engagement. A more detailed overview of these survey responses is provided in **Chapter 2**. An additional survey was conducted after the second public meeting to ensure residents who were otherwise unable to attend had the opportunity to review and respond to draft goals and objectives; this second survey received 206 total responses.

STAKEHOLDER INTERVIEWS

Stakeholder interviews were a key aspect of fulfilling the community engagement strategy for *Journey to 2035*. This layer of engagement brought a diverse collection of voices into the discussion regarding the City's future. Community stakeholders represented a broad cross-section of local leaders, including local business owners, long-time residents, public servants, local advocacy groups, and religious leaders. The interviews occurred over the course of two months, from March to April 2025. These interviews provided an interdisciplinary understanding of Jersey Village's needs, potential opportunities, and challenges, all of which informed the Plan.

HISTORICAL OVERVIEW

A review of Jersey Village's history is crucial for understanding the influences that have shaped its unique identity and future potential. Established as a residential community nearly a century ago, Jersey Village has undergone several transformations that have shaped its character today. **The following outlines key events in the City's history:**

Source: City of Jersey Village Website

1930–1960

- ★ **1936:** Clark W. Henry established the F&M Dairy and his Jersey cattle ranch on 1,236 acres northwest of Houston. His success with Jersey cattle ultimately led to the naming of the future City, rooting its identity in this agricultural beginning.
- ★ **1953:** Clark W. Henry and his partner, Mr. Leroy Kennedy, formed the Jersey Village Development Company, and a vision for the community began to take shape.
- ★ **1956:** April 16th was a pivotal day for the community. Jersey Village was officially established when all 58 residents voted to incorporate the community. The City's initial civic infrastructure included a city hall at the site of the current fire station. A volunteer police force was also created.

1970–1980

- ★ **1972:** The opening of Jersey Village High School signified the growth of the community and the importance of local education.
- ★ **1975:** Jersey Village City Council demonstrated early investments in recreational amenities for residents when it authorized the construction of the swimming pool at Clark Henry Park.
- ★ **1976:** The Wall Street neighborhood was developed, expanding the residential fabric of the young city.
- ★ **1980:** The construction of the shopping center at US-290 and Jones Road marked a significant step in establishing local commercial services, alongside the creation of an emergency dispatch system for police and fire operations.

1986–1989

- ★ **1986:** Voters approved a home rule charter for the City. This established the Council-Manager form of government that it uses today.
- ★ **1988:** The City adopted the "Texas Star Community" slogan and reinforced the City's identity as a desirable place to live, drawing on the positive connotations of the Texas Star.
- ★ **1989:** The adoption of the first comprehensive plan by the City Council marked the community's early commitment to long-term planning and shaping its future.

1990–2000

- ★ **1991:** The Kube Court and Kevindale Court neighborhoods were constructed, expanding residential options within the City.
- ★ **1992:** Senate Avenue Park was renamed "Carol Fox Park" to honor Mrs. Carol H. Fox, a dedicated public servant who contributed her time and expertise to the City in various positions, including Acting City Manager and Deputy Court Clerk from 1975 to 1991.

2000–2010

- ★ **2000:** The Jersey Meadow Golf Course was purchased by the City in a proactive demonstration of its desire to preserve the green space and maintain a key recreational amenity.
- ★ **2001 and 2002:** The significant flooding events of Tropical Storm Allison and widespread flooding served as stark reminders of the region's vulnerability and the ongoing need for resilience. 500 homes were flooded during Tropical Storm Allison in 2001, causing $5 million in damages countywide. Moreover, 200 homes were damaged due to flooding the next year.
- ★ **2004 and 2007:** The development of the Lakes of Jersey Village and Wyndam Lake subdivisions continued the City's residential growth.

2010–2020

- ★ **2010:** The City adopted form-based ordinances—a type of zoning regulation that emphasizes building form, design, and public realm elements over traditional land uses—near US-290, signaling an interest in guiding development towards denser, more transit-oriented forms.
- ★ **2016:** Jersey Village adopted a new comprehensive plan after 27 years, marking a renewed commitment to strategic planning for the City's evolving needs.
- ★ **2016:** Over 230 homes were damaged in Jersey Village during the Tax Day Flood, causing $35 million in property damage countywide. Twenty-five percent of the total claims paid by the National Flood Insurance Program for the Tax Day Flood event were for properties in Jersey Village, underscoring the persistent flood risk and the urgency for effective mitigation strategies.
- ★ **2017:** Hurricane Harvey hit the Houston metropolitan area but left Jersey Village unaffected by major flooding. During this year, the City Council adopted the Long-Term Flood Recovery Plan to demonstrate its commitment to addressing the challenges posed by these events.
- ★ **2019:** The first Federal Emergency Management Agency ("FEMA")-funded home elevations marked a tangible step towards building resilience within the community.

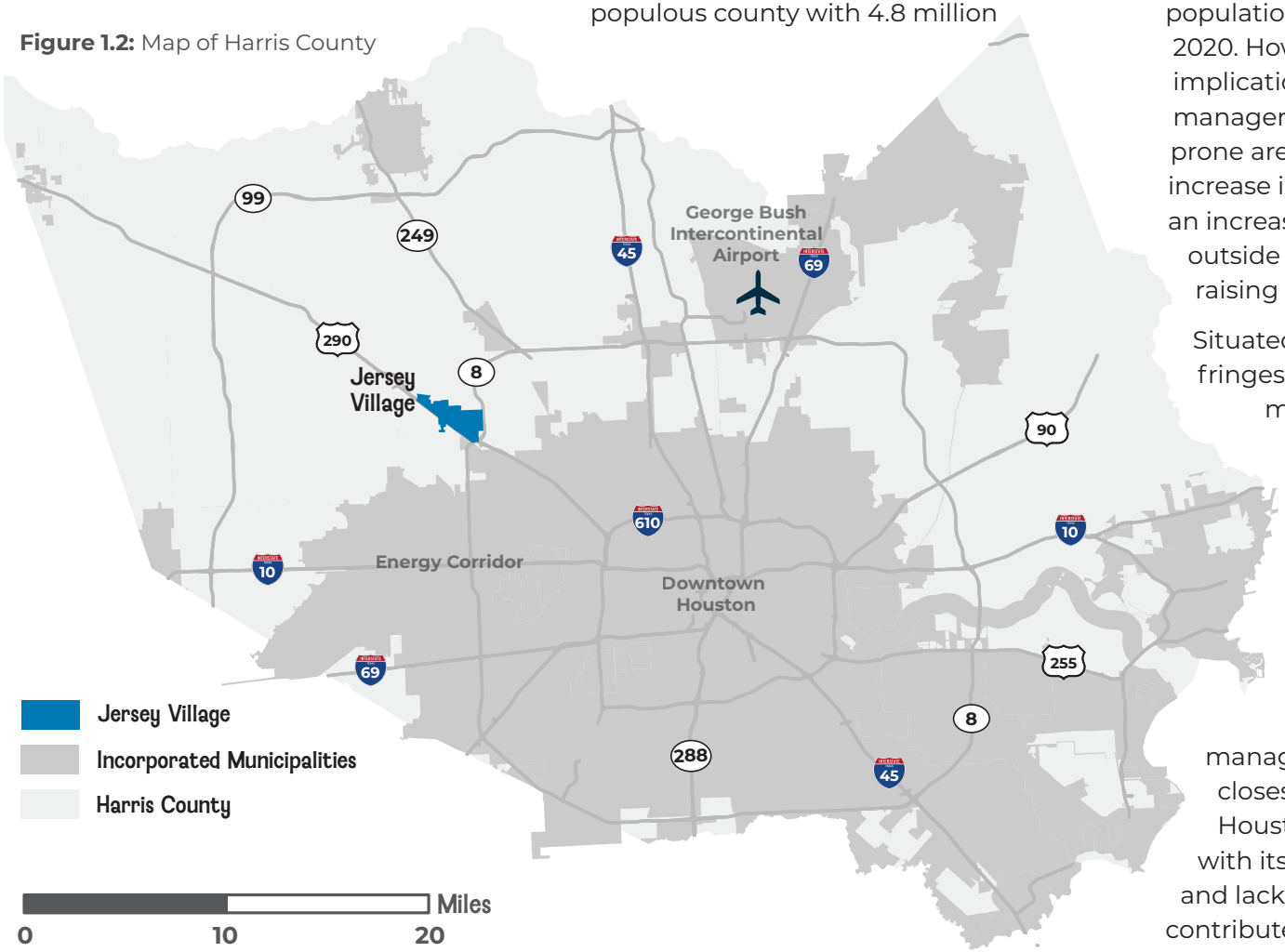
2020–PRESENT

- ★ **2023:** The adoption of Ordinance No. 2023-13, a new zoning ordinance for residential and business districts, is aimed to modernize existing regulations, enhance design standards, and promote development that aligns with the community's vision for its evolving character and economic vitality, specifically addressing one of the key goals outlined in the 2020 Comprehensive Plan.
- ★ **2023:** FEMA selected the City of Jersey Village to receive home elevation grants totaling $9 million, funding the elevation of 28 homes.
- ★ **2024:** The adoption of new building codes aimed to ensure the safety and quality of both new and existing structures.

REGIONAL CONTEXT

In identifying existing opportunities and challenges, regional context matters significantly for Jersey Village. **Figure 1.2** illustrates this unique setting within a fast-growing region. Located within Harris County, the nation's third most populous county with 4.8 million people, Jersey Village is part of a dynamic and expanding metropolitan area. Harris County experienced a 16% population increase between 2010 and 2020. However, this growth has implications for regional stormwater management, particularly in flood-prone areas like Jersey Village. This increase in development coincided with an increase in impervious surfaces outside of the core urban areas, raising flooding risks.

Figure 1.2: Map of Harris County



Source: Antero Group

Situated on Houston's northwest fringes along US-290 and maintaining a population of less than 10,000, Jersey Village occupies a unique position: a small town adjacent to a major urban center with differing development philosophies. Harris County comprises 33 incorporated cities, each with unique strategies for managing growth. Jersey Village's closest neighbor, the City of Houston, stands in stark contrast with its limited regulatory processes and lack of zoning. This adjacency contributes to the City's distinctive set of opportunities and challenges.

CONNECTING JERSEY VILLAGE TO THE REGION

The City's location provides strong regional access via major transportation corridors. The US-290 corridor is a primary artery connecting Jersey Village to the broader Houston metropolitan area, carrying significant traffic volumes that exceeded 193,000 per day in 2023.[1] This high regional traffic count highlights the corridor's importance for regional travel and economic activity, but also presents local challenges related to congestion and safety. This regional access is further supported by nearby Beltway 8 and FM 529, which also serve as critical routes for commuters and commerce.

While Jersey Village itself does not have extensive local public transit options, its regional connectivity is enhanced by its proximity to key Park & Ride facilities owned by the Metropolitan Transit Authority of Harris County ("METRO"). The Northwest Park & Ride, located within the City limits, serves as a major transportation hub for commuters heading to downtown Houston and other regional employment centers via express bus services.

Despite its proximity to Houston, Jersey Village has cultivated a strong and desirable identity, attracting young families and earning recognition as one of the most desirable places to live in Texas according to Niche.com, a popular platform that helps households find the best neighborhoods to move to. The Texas Municipal League highlights its appealing urban-suburban mix, drawing young professionals and seniors. This established character, marked by a small-town feel and family-friendly atmosphere, coexists with its convenient access to Houston's urban amenities and employment centers, including the Energy Corridor and downtown Houston, both within a short drive and home to numerous Fortune 500 companies including Shell Oil Company, BP America, CITGO, and Sysco. Overall, 24 Fortune 500 companies are headquartered in the Houston region.[2] Furthermore, the region's connectivity is enhanced by George Bush Intercontinental Airport, currently the 17th busiest airport in the world and a major international hub located north of Houston near the suburbs of Aldine and Humble.

1 *https://www.txdot.gov/data-maps/traffic-count-maps.html*
2 *https://www.houston.org/houston-data/fortune-500-companies*

DOCUMENT STRUCTURE

Journey to 2035 is structured to logically guide the reader through the comprehensive planning process and its outcomes. The progression of the document mirrors the planning process, moving from establishing a community vision to understanding the present context to developing future strategies to finally outlining the steps for implementation. The remaining chapters of this Plan are as follows:

CHAPTER 2. ENVISIONING JERSEY VILLAGE

This chapter details the visioning process, including the vision statement and the overarching goals and objectives that provide the framework for *Journey to 2035*.

CHAPTER 3. JERSEY VILLAGE TODAY

This chapter presents a detailed analysis of the City's existing conditions across various sectors, providing the data and context that underpin the recommendations outlined in subsequent chapters.

CHAPTER 4. JERSEY VILLAGE 2035

This chapter articulates the Plan and its recommendations by outlining specific strategies for each element, including community character, growth management, housing, hazard mitigation, mobility, economic development, and municipal facilities.

CHAPTER 5. JOURNEY TO 2035

This chapter focuses on the practical implementation of the Plan and details strategies for plan ownership, prioritization methodologies, and an implementation matrix that provides a phased approach to achieving the City's long-term vision.

CHAPTER 6. CONCLUSION

This concluding chapter synthesizes the key findings of the planning process, overarching goals, and strategic recommendations presented throughout *Journey to 2035* by revisiting the community's vision and reinforcing the Plan's purpose.

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2. Envisioning Jersey Village

This chapter details Journey to 2035's visioning process, explaining its development through public engagement, stakeholder input, and feedback from the CPUC. As an integral part of a comprehensive plan, the visioning process facilitates open discussions to establish a long-term vision for Jersey Village. This vision serves as a foundational framework, guiding decisions related to land use, economic development, and capital improvements, while ensuring alignment with the City's priorities and aspirations.

Recognizing that establishing a clear vision is a functional imperative for any successful planning effort, the visioning discussion was introduced early in *Journey to 2035*'s planning process. This process established a consensus-led vision statement, along with the goals and objectives reflected throughout the Plan. Moreover, CPUC members emphasized the importance of ensuring the community's voice was reflected in the vision statement.

KEY COMPONENTS OF THE VISIONING PROCESS

1. **Vision Statement**
   A concise statement defining a shared vision for Jersey Village's future, encapsulating how the City aspires to change while preserving its identity.
2. **Goals**
   Broad statements aligning with the shared vision for the City, informing potential priorities and providing direction for decision-making.
3. **Objectives**
   Specific and measurable statements that define how the goals should be achieved.

These components not only inform the content of Chapter 4 but will also guide the implementation of this Plan through recommended strategies.

COMMUNITY FEEDBACK

Journey to 2035 relies on robust input from the community to develop an actionable plan that both residents and community leaders can support. This feedback was captured through various channels designed to enhance access, transparency, and detailed engagement.

From September 2024 through November 2025, the Project Team facilitated three public meetings, conducted two community surveys, and held recurring meetings with the CPUC to guide the Plan. A dedicated project website, jerseyvillagejourney.org, was established as the primary communication hub for residents during the planning process. The website is available in English, as well as Spanish and Vietnamese, to effectively communicate with the non-English speakers of Jersey Village. The website provides an overview of the planning process, shares key milestones to track progress, includes details of meetings and workshops to encourage ongoing community engagement, and serves as a repository for meeting resources and community feedback for a fully transparent planning process.

COMMUNITY SURVEYS

Two community surveys were conducted collect community feedback, which was used to inform the development of the Plan's vision statement, goals and objectives. To ensure non-residents did not significantly influence this Jersey Village-focused effort, each survey began with a qualifying question to determine the home address of the respondent.

COMMUNITY INPUT SURVEY #1

The first community input survey collected responses from Jersey Village residents from October 29th, 2024, through December 16th, 2024. Published on the project website, this survey included 35 multiple-choice and open-ended questions on a broad range of topics intended to establish a baseline understanding of community priorities and inform a tailored approach to in-person engagement activities. Responses provided insights on topics including community perceptions of quality of life, housing, transportation, natural disaster preparedness, desired parks and amenities, and potential economic development opportunities. Full survey results are available in **Appendix A**.

Quality of Life

Quality of life is a broad term used to understand a community's overall well-being. Residents were asked to rate the overall quality of life in Jersey Village on a scale of 1 through 5, 1 equaling poor and 5 equaling excellent. Responses to this question, as depicted in **Figure 2.1**, were overwhelmingly positive with a weighted average rating of 4.22.

Responses also highlight the community's gratitude for the City's police and emergency response personnel and emphasize overall safety and security as priorities. Moreover, residents favor the City's small-town feel and community-oriented culture, they support community events that foster a sense of belonging, and they value a spirit of transparency among residents, City staff, and City stakeholders.

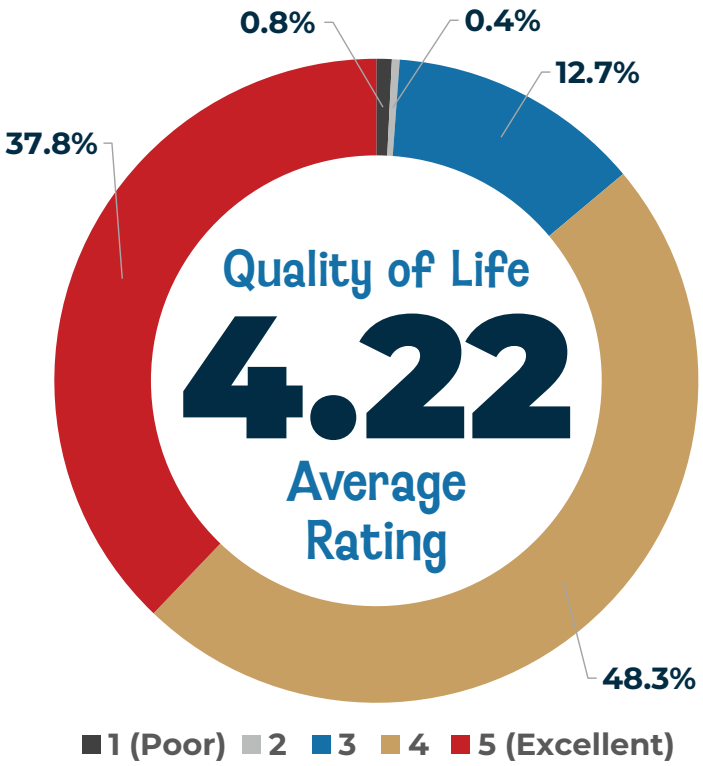
Commercial and Business

Residents were asked about potential commercial and business developments. Restaurants and cafés, along with small local businesses, were the predominant preferences; however, there was also significant interest in entertainment and professional services.

Transportation

Driving is the dominant form of transportation in Jersey Village, followed by walking, biking, and golf cart use. The City Council's unanimous 5-0 vote in June 2020 to permit golf cart operation on City streets reinforces Jersey Village's small-town character and adds to its unique local identity.

Figure 2.1: Quality of Life Responses



Source: Jersey Village Community Input Survey #1 (Antero Group)

Overall, residents support transportation improvements that include more sidewalks, bike paths, and improved traffic flow and signal timing, especially given the community's proximity to the increasingly congested US-290 highway and surrounding urban areas.

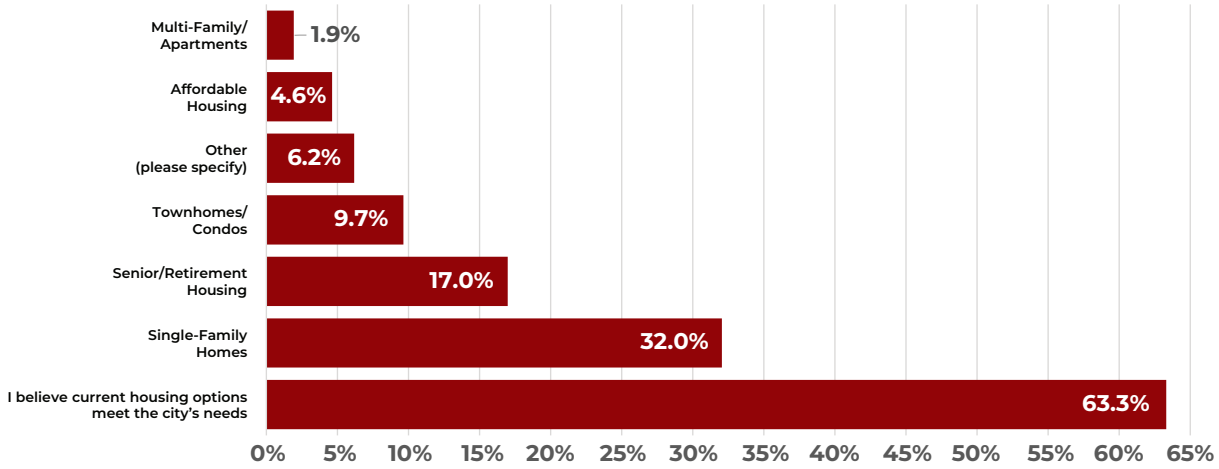
Natural Preparedness and Emergency Response

Regarding the City's disaster preparedness and the impact of natural disasters, residents most often voiced concern about floods and hurricanes impacting property and life, with 58% reporting impacts from weather-related events in the last five years. Damages primarily included roof damage, fallen trees, burst pipes, power outages, fence replacements, and general foundation or property damage from hail, extreme winds, freezing temperatures, and flooding.

Housing

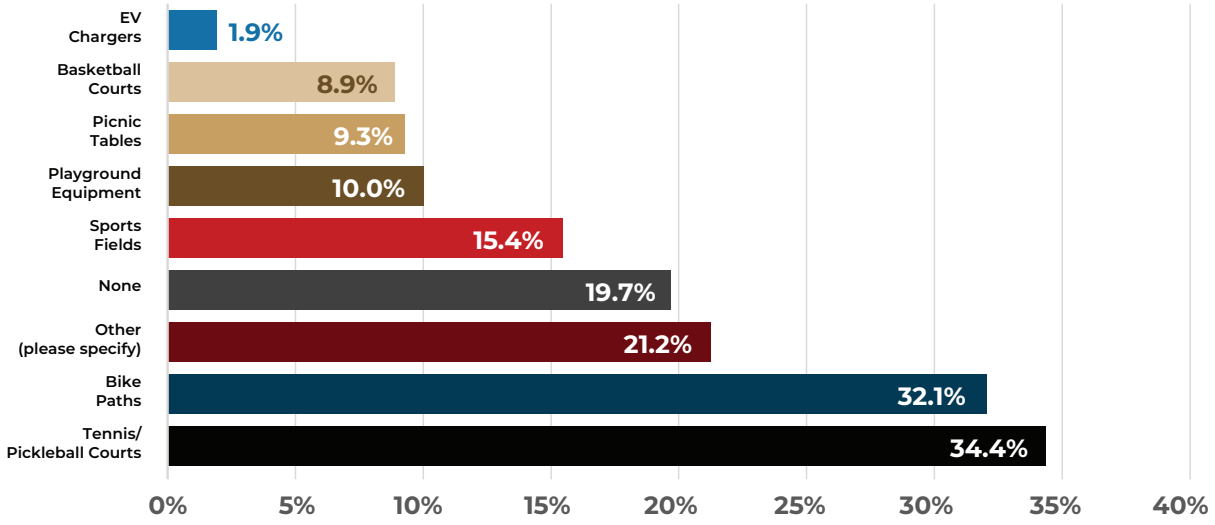
The survey included questions about existing housing options and preferences for future housing developments in Jersey Village. Many residents expressed concern about proposed multi-family housing developments infringing on the existing community character.

Figure 2.2: Housing Preferences



Source: Jersey Village Community Input Survey #1 (Antero Group)

Figure 2.3: Desired Park Amenities



Source: Jersey Village Community Input Survey #1 (Antero Group)

Although the community appears generally satisfied with current housing options, responses also indicate a desire for a broader variety of housing types. For instance, residents expressed a need for more single-family homes, senior/retirement housing, and additional affordable housing options. The housing preferences identified in the survey are depicted in **Figure 2.2**.

Parks and Recreation

The survey asked respondents about their frequency of visitation to parks and recreation facilities as well as their desired amenities. While the results indicate an overall desire to use existing parks and recreation facilities, 30% of respondents reported not using them very often. The survey also indicated various preferred amenities, including bike paths, tennis and pickleball courts, and sports fields. Additionally, a new, improved, or re-opened pool was the most popular open-ended suggestion. The park amenity preferences identified in the community survey are depicted in **Figure 2.3**.

COMMUNITY INPUT SURVEY #2

The second community input survey collected responses from May 15, 2025, through June 2025. The survey was conducted through the project website where residents answered 38 questions about the Plan's goals and objectives as well as a proposed future land use map. This survey supplemented feedback received during the second public meeting, providing an opportunity for those who could not attend to have a voice. Giving the community a chance to respond to the Plan's draft goals and objectives is crucial to ensuring that each goal reflects the community's vision. While the draft's goals significantly aligned with the community's input, further adjustments were made afterwards to synthesize the community's feedback.

Survey responses to the proposed objectives revealed strong community consensus on key priorities such as preserving and enhancing parks and open space, improving stormwater drainage, bolstering public safety, and upgrading utility networks. High levels of agreement were also shown for enhancing sidewalks, crosswalks, and nature trails, and for improving citywide traffic safety. Conversely, objectives concerning expanding missing-middle housing options and fostering multi-family development received disagreement, highlighting community apprehension regarding changes to housing density. This data provided insights that significantly shaped strategy recommendations for implementing the Plan. Full survey results are available in **Appendix B**.

STAKEHOLDER INTERVIEW INSIGHTS

Several stakeholders of Jersey Village provided passionate stories about what the City means to them and what makes it unique. These stakeholders identified common threads of values, challenges, and opportunities that complemented the community input collected for the Plan. The stakeholders included long-time residents, business owners, school principals, and regional planning partners like the Texas Department of Transportation ("TXDOT") and the Houston-Galveston("H-GAC").

COMMUNITY VALUES

Through the stakeholder interviews, several themes were identified and substantiated in subsequent engagement activities. These core principles make Jersey Village unique and a desirable place to live.

Public Safety

Families choose Jersey Village for a multitude of reasons; however, a strong sense of public safety is consistently at the forefront. Jersey Village is a family-oriented City where neighbors know each other, and multiple generations of families continue to live.

Community Gatherings

Events that bring together the community are a hallmark of the City. Community events like Restaurant Week, Founders Day, and Brewfest provide opportunities for city-wide social gatherings to highlight local businesses and reinforce Jersey Village's identity. Residents value these community gatherings and other opportunities to connect in person within Jersey Village.

Small-Town Feel

While many residents work in Houston, they choose to live in Jersey Village for a better quality of life. Residents enjoy hyperlocal activities as well as golf cart travel, enhancing access to neighborhood-level social ties. The typical Jersey Village resident values convenient access to desired amenities within their community and expects a high quality of life for their family.

"Residents say they live here because of public safety, but that can change in an instant."

Danny Keele,
Jersey Village Police Chief

"Jersey Village is the OG suburb of Houston."

Andrew Mitcham,
Senate Avenue Brewing Company Owner

CHALLENGES AND OPPORTUNITIES

As a small community within the Houston metropolitan area, Jersey Village has forged a strong identity from which to build upon. The City is very successful at bringing the community together by hosting community events throughout the year. The highly valued relationship between the City and its residents significantly contributes to the City's overall identity.

Several common opportunities were identified by stakeholders and have been incorporated into the Plan's objectives and the strategies. **These opportunities include:**

- ✓ **Expanding recreation options with modernized playing fields, courts, and recreation centers.**
- ✓ **Enhancing access to resources for local businesses, such as workforce training programs.**
- ✓ **Attracting a full-service grocery store to serve as a community anchor and meet daily resident needs.**

Likewise, several common challenges were identified through stakeholder interviews, helping to provide a stronger understanding of the issues in Jersey Village. These challenges provided additional material for developing Plan goals and objectives. **Key challenges identified include:**

- ✓ **Limited shared civic space and community centers make it more difficult for residents to gather and connect.**
- ✓ **Traffic congestion creates unsafe conditions on the road and creates barriers to efficient movement and access for all modes of travel.**
- ✓ **Finding ways to attract businesses that increase sales tax revenue.**

VISION STATEMENT

The vision statement is the guiding star for ***Journey to 2035***, directly influencing the development of its goals and objectives. It's designed to foster unity and consensus within the community.

Transparency and public feedback were prioritized in developing this vision. During the first public meeting, residents participated in several visioning exercises. These activities included choosing among three draft vision statements and answering forward-looking questions about their ideal future for Jersey Village. The community was also asked to prioritize broad goals and potential objectives, helping to identify potential methods for achieving these aims.

The draft vision statements were then reviewed and discussed with CPUC members to establish a consensus for a preferred 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."

GOALS AND OBJECTIVES

The goals and objectives for *Journey to 2035* are the result of an inclusive process involving community members, stakeholders, and the CPUC. Each goal and objective was vetted through public meetings, with the community feedback considered by CPUC members and finalized through committee discussions.

The Plan's goals and objectives are designed to facilitate strategies that reflect community values. The five overarching goals serve as core principles for the entire Plan, while 22 specific, measurable objectives outline how they'll be achieved. These objectives correspond to specific policies and actions recommended within **Chapter 4** to support the broader goals.

GOALS

The goals are rooted in the community's established values and aspirations. As overarching statements, they support Jersey Village's vision. Some goals extend from or overlap with the 2020 comprehensive plan, reflecting the ongoing nature of planning and the enduring importance of certain priorities.

The five overarching goals that serve as core principles for this Plan are:

GOAL A: ***ENCOURAGE A RESILIENT AND THRIVING LOCAL BUSINESS ENVIRONMENT.***

Cultivating a local business environment is strongly supported by the community. This goal aims to create opportunities for residents to shop locally and enable business owners to contribute to the City's economic prosperity.

GOAL B: ***CULTIVATE A THRIVING COMMUNITY THAT ATTRACTS YOUNG FAMILIES AND SUPPORTS RESIDENTS ACROSS ALL GENERATIONS.***

Family institutions are foundational to Jersey Village's prosperity. This goal promotes family-focused services and businesses and recognizes their role in fostering a flourishing, family-oriented culture.

GOAL C: ***PRESERVE AND ENHANCE PARKS AND GREEN SPACE FOR MULTIPLE FUNCTIONS.***

This goal recognizes the role of parks and green space within the community. They serve as vital gathering places and are an integral part of the ecological system. By acknowledging the connection between community and nature, this goal aims to promote and preserve parks and green space as essential community assets.

GOAL D: ***PROMOTE ECONOMIC DEVELOPMENT BY MARKETING JERSEY VILLAGE'S SUCCESSES.***

This goal seeks to recognize Jersey Village's local achievements and unique identity, actively promoting the City as a premier community for living, raising a family, and conducting business.

GOAL E: ***CREATE A SAFE, MULTIMODAL TRANSPORTATION NETWORK FOR ALL USERS.***

The safety of residents, workers, and visitors is a major priority for the City. This goal aims to optimize the transportation network for maximum safety and promote alignment with existing and future plans for an improved transportation network.

OBJECTIVES

Objectives are focused statements that reinforce the goals and provide a clear path for policy implementation. These are organized into seven specific categories identified in **Chapter 4**: **Future Land Use and Community Character**, **Livable Neighborhoods & Housing**, **Hazard Mitigation & Risk Reduction**, **Access to Recreation and Green Space**, **Transportation and Mobility**, **Business and Economic Growth**, and **Municipal Services and Utilities**. This framework provides clarity and aligns with the visioning process and existing conditions analysis, which is critical for communicating responsibilities and prioritizing implementation actions. The categories and accompanying objectives are listed below in further detail.

FUTURE LAND USE AND COMMUNITY CHARACTER

Objective: Prioritize Mixed-Use development along key corridors and in strategic areas to create 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.

Objective: Enhance 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.

LIVABLE NEIGHBORHOODS & HOUSING

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.

HAZARD MITIGATION & RISK REDUCTION

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.

ACCESS TO RECREATION AND GREEN SPACE

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.

TRANSPORTATION AND MOBILITY

Objective: Enhance safety, accessibility, and connectivity of sidewalks and crosswalks throughout the City.

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.

BUSINESS AND ECONOMIC GROWTH

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.

MUNICIPAL SERVICES & UTILITIES

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.

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.

With the community's shared vision, goals, and objectives firmly established through extensive public engagement and stakeholder input, the next step in charting Jersey Village's path forward is to better understand its current landscape. Chapter 3 will delve into a detailed analysis of the City's existing conditions across key sectors, providing the essential data and context that will underpin the strategic recommendations outlined in the chapters to follow.

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3. Jersey Village Today

This chapter will detail the existing conditions of Jersey Village, presenting facets of its demographics, economy, housing, transportation, and infrastructure. The key takeaways and overall findings from this chapter will inform the priorities and goals for the Plan. In combination with public survey results, input from the Comprehensive Plan Update Committee, stakeholder interviews, and public input, analyzing Jersey Village's existing conditions moves the Plan forward toward identifying priorities, challenges, and opportunities.

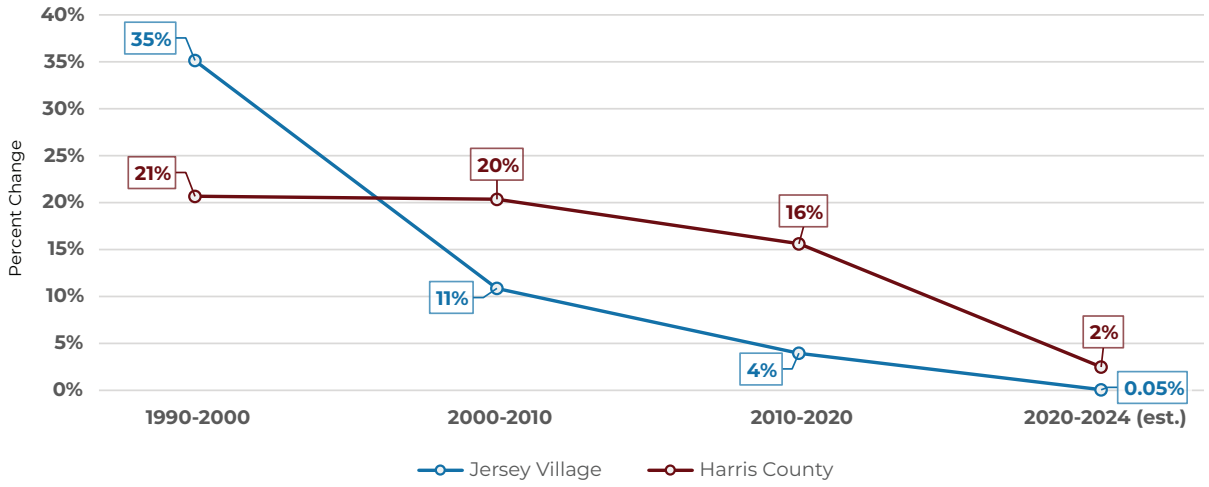
CURRENT IDENTITY

The demographic composition of a community contributes significantly to its character and potential priorities. Assessing a community's current population is a way to understand what its vision and goals could be. It is also imperative to account for population and demographic trends when planning future projects and investments.

Jersey Village is composed of a unique population that has experienced periods of growth and stabilization. The 2024 population estimate from the Texas Demographic Center is 7,925. While Jersey Village grew 35% from 1990 to 2000, the rate of population growth steadily declined as the Village's residential areas were built out and development pressure decreased. **Figure 3.1** illustrates the percentage change in population compared with Harris County. The chart shows that Jersey Village grew faster than the County overall through the 1990s and then slowed over time.

Much of the County's population growth is attributed to growth in unincorporated Harris County and the City of Houston. Considering the challenges to development in Jersey Village that limit opportunities for growth, the population is expected to continue stabilizing. Potential growth opportunities include: the redevelopment of existing properties or vacant parcels for higher density use or the potential annexation of land within the extraterritorial jurisdiction ("ETJ") for development.

Figure 3.1: Population Change, Jersey Village and Harris County (1990-2024)

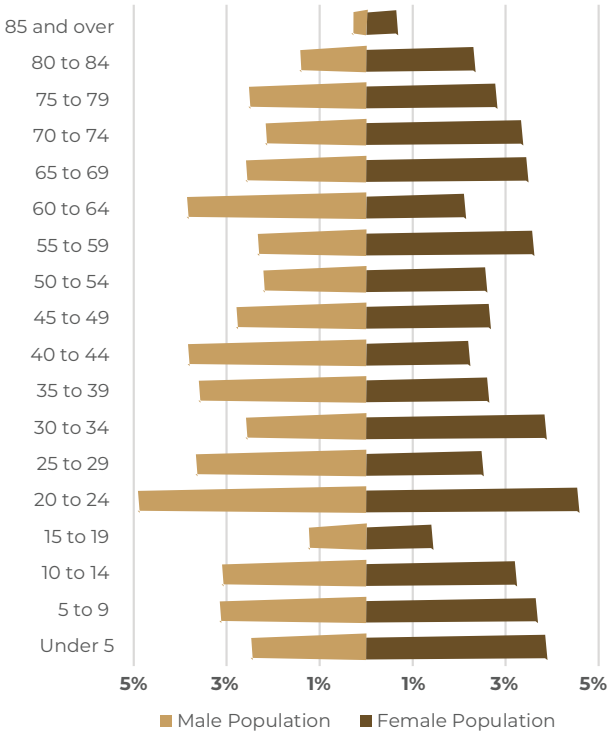


Sources: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023; Texas Demographic Center

YOUNG AND STABLE

The median age in Jersey Village is approximately 39 years old which is reflective of the nation's median age and slightly older than the state of Texas (36) and Harris County (35), according to the 2020 U.S. Census. The population pyramid in **Figure 3.2** illustrates a stable population with a relatively equitable

Figure 3.2: Age and Sex Distribution



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

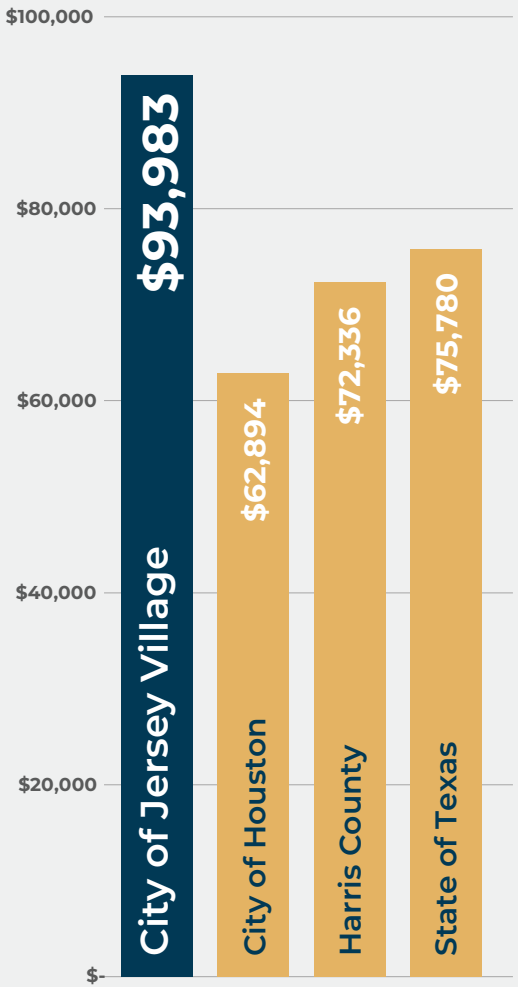
age distribution. The largest age cohort, at 9% of the population, is the 20–24-year group, followed by the 5–9-year age cohort at 7%. The remaining population is largely evenly distributed, with a slight increase in residents over 60 years old.

Jersey Village's age distribution is characteristic of many small residential suburbs, with a significant youth population that points to a prevalence of young families and college-age adults. This mirrors a national trend, where a recent 2022 study conducted by The Harris Poll indicates that 44% of 18–25-year-olds have chosen to live with their parents.[3]

MEDIAN HOUSEHOLD INCOME

Figure 3.3 illustrates a comparison of median household incomes at the city, county, and state level. The 3,241 households in Jersey Village have a median household income of $93,983, which is 30% higher than Harris County's median household income and 24% higher than Texas' median household income.

Figure 3.3: Median Household Income Comparison



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

While household income is high in Jersey Village, rising housing costs can limit disposable income for households. Households that are cost-burdened spend more than 30% of their income on housing costs and, in 2022, over 42 million households in the US were considered cost-burdened.[4] In Jersey Village, nearly 40 percent of owner-occupied and renter occupied units are considered cost-burdened.[5] This can impact how families spend money within the community and can negatively impact a community's economic well-being. Providing housing choices that reduce this burden on residents can improve the overall economic status of Jersey Village.

EDUCATIONAL ATTAINMENT

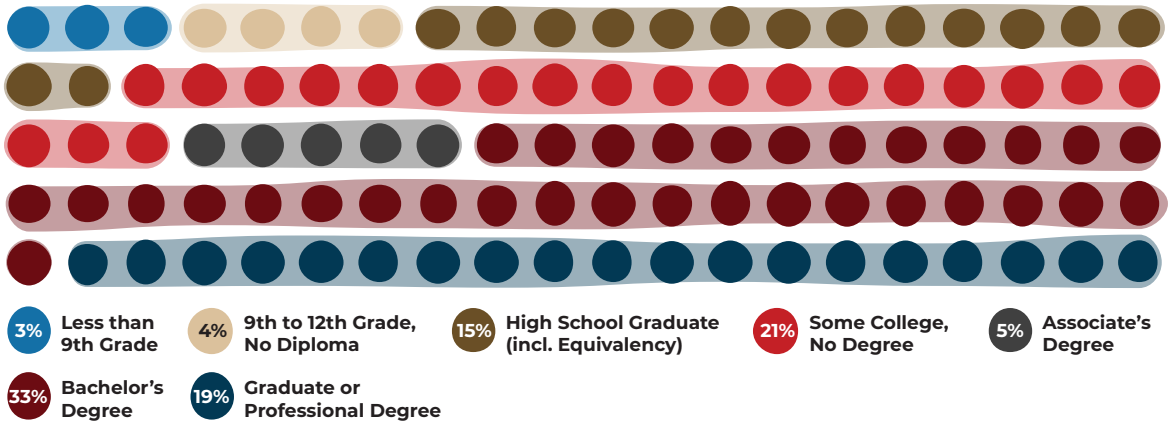
Levels of educational attainment vary in Jersey Village. According to the 2023 American Community Survey 5-year estimates, 52% of Jersey Village residents, 25 years of age and older, hold a bachelor's degree or higher. High school graduates and those with some college education experience comprise 15% and 21% of the population, respectively. Additionally, less than 10%

3 *https://www.prnewswire.com/news-releases/current-economic-climate-drives-more-than-half-of-gen-z-to-live-with-their-parents-301678724.html*
4 *https://www.jchs.harvard.edu/sites/default/files/reports/files/Harvard_JCHS_The_State_of_the_Nations_Housing_2024.pdf*
5 *U.S. Census Bureau, U.S. Department of Commerce. "Selected Housing Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04, https://data.census.gov/table/ACSDP5Y2023.DP04?q=Jersey+Village+city,+Texas&t=Financial+Characteristics. Accessed on 19 Jun 2025.*

of residents 25 years and older have no diploma. **Figure 3.4** depicts the levels of educational attainment in Jersey Village.

Analyzing Jersey Village's levels of educational attainment, especially among residents categorized within the workforce, is critical to guiding and anticipating the types of employment opportunities, businesses, or services that may be needed as Jersey Village plans for the future.

Figure 3.4: Educational Attainment

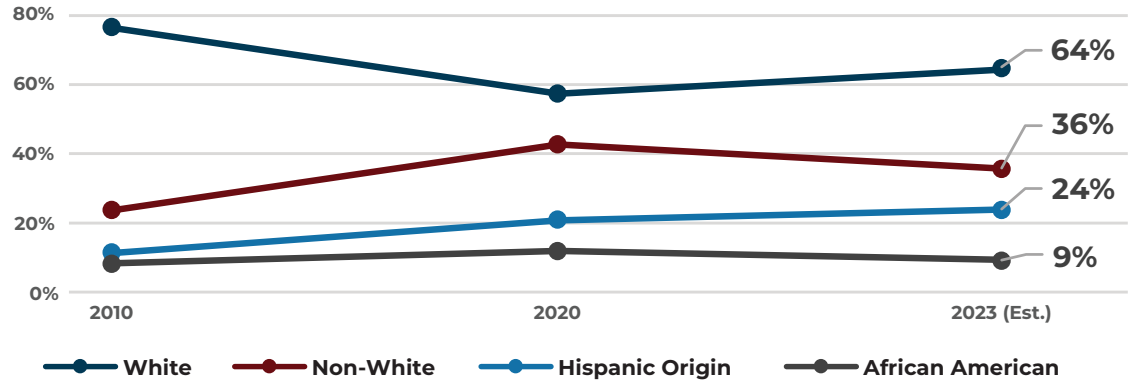


Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

DIVERSITY

Today Jersey Village continues changing in population composition. As depicted in **Figure 3.5**, the White population consists of approximately 64% of the population, declining from 76% in 2010. Non-White, Hispanic in origin, and African American populations have all grown since 2010. The Hispanic population has grown the most over this time, increasing from 11% of the population to 24%.

Figure 3.5: Racial Composition



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

The diversifying population signals a community that offers attractive amenities, a sense of place, and a resilient economy that attracts various populations.

POPULATION PROJECTIONS

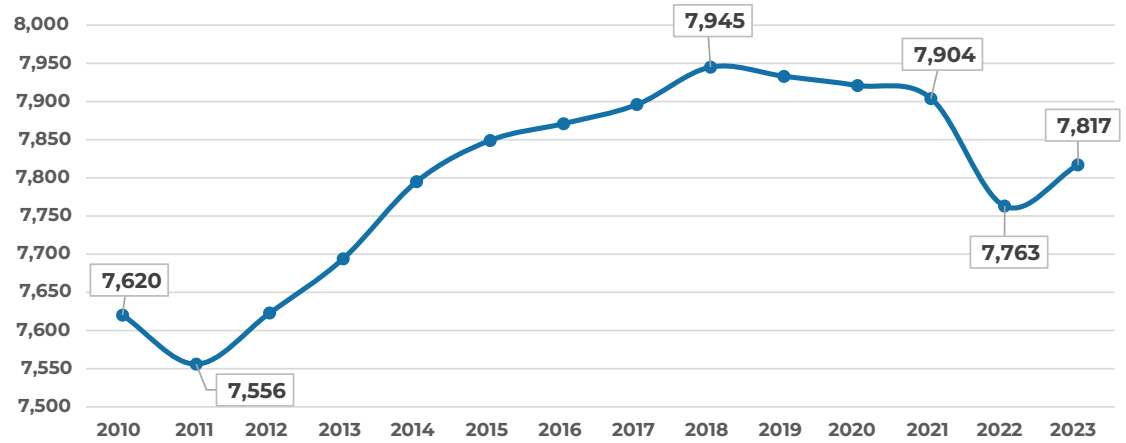
Population projections are a critical component of any comprehensive plan as they provide a data-driven foundation for future land use, infrastructure, and service planning. Developing accurate projections for communities like Jersey Village, which have experienced periods of varied growth, presents unique challenges. A review of Jersey Village's historical population trends (2010-2023) reveals non-linear growth, exhibiting

both steady increases and slight fluctuations. This growth pattern is illustrated in **Figure 3.6**.

The City's 2020 comprehensive plan utilized a fixed Compound Annual Growth Rate (CAGR) methodology for its population projections, assuming that anticipated annexation and mixed-use development would sustain a higher growth trajectory. This method projected the 2024 population at approximately 8,759 based on a 2% CAGR, a figure now notably higher—by about 800 residents—than the most recent estimated population of 7,925 in 2024.

To address the limitations of fixed CAGR models and better reflect the current reality where the anticipated annexation and growth did not materialize, the analysis in this Plan applies trendline methodologies to Jersey Village's population data from 2010 to 2023. This approach better reflects recent demographic dynamics, including fluctuations, and provides a more relevant baseline for short-to-medium term projections. Two common trendline models were examined to estimate the projected population in Jersey Village through 2045: exponential and power.

Figure 3.6: Population Growth, 2010-2023



Sources: U.S. Census Bureau, Decennial Census (2010, 2020); ACS 5-Year Estimates, 2018-2023

EVALUATION OF PROJECTION MODELS

An analysis of the 2010-2023 historical data yielded the following results for 2024:

- **Exponential Trendline:** This model projected the 2024 population to be approximately 7,940.
- **Power Trendline:** This model projected the 2024 population to be approximately 7,924.

The power trendline's projection of 7,924 for 2024 demonstrates the closest alignment with the observed estimated population of 7,925. This strong correlation indicates that the power model more accurately reflects the City's recent growth trajectory and nuances present in the historical data. The model's ability to capture the specific curvature of recent population changes makes it a more suitable predictive tool than a simple linear or fixed CAGR approach in this context.

Furthermore, the previous comprehensive plan estimated a maximum build-out capacity for Jersey Village of approximately 9,089 residents. The growth projected by the power trendline is generally more moderated than that of linear or high-CAGR models. This moderated growth is more likely to remain within, or realistically approach, the estimated maximum capacity, providing a more practical planning horizon compared to models

Figure 3.7: Population Projection Modeling, Jersey Village (2024-2045)

	EXPONENTIAL	POWER
YEAR	CAGR 0.21%	CAGR 0.19%
2024	7,940	7,924
2025	7,962	7,932
2026	7,984	7,941
2027	8,007	7,949
2028	8,029	7,956
2029	8,052	7,964
2030	8,074	7,970
2031	8,097	7,977
2032	8,120	7,983
2033	8,142	7,989
2034	8,165	7,995
2035	8,188	8,000
2036	8,211	8,005
2037	8,234	8,011
2038	8,257	8,015
2039	8,280	8,020
2040	8,304	8,025
2041	8,327	8,029
2042	8,350	8,034
2043	8,374	8,038
2044	8,397	8,042
2045	8,421	8,046

Source: Antero Group

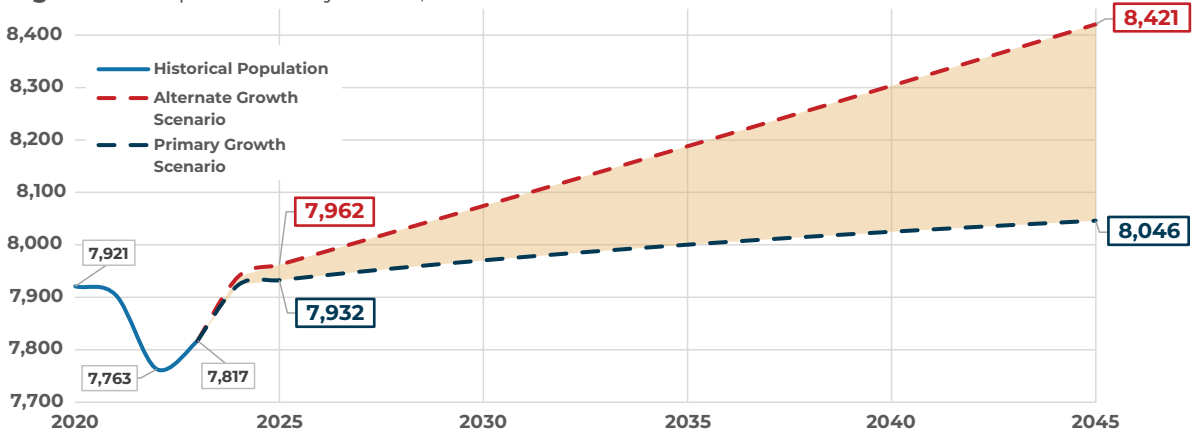
that might overestimate growth or prematurely suggest a need for infrastructure or policy changes beyond the City's current development potential. **Figure 3.7** shows the population of Jersey Village based on the two projection models evaluated. These scenarios are also illustrated in **Figure 3.8**.

RECOMMENDED PROJECTION SCENARIO

While both models present likely growth scenarios based on existing conditions, the power trendline projection's alignment with recent historical data makes it the recommended primary scenario for forecasting Jersey Village's population through 2045.

This approach offers a data-driven and empirically supported projection that acknowledges the City's unique growth patterns and provides a realistic foundation for future planning decisions. It is important to note, however, that all projections are estimates and should be re-evaluated regularly to ensure their continued relevance as conditions in the City change.

Figure 3.8: Population Projections, 2024-2045



Source: Antero Group

KEY TAKEAWAYS

- **Young Families and Generation Z:** The median age in Jersey Village is 39 years old. A substantial portion of the population are young adults and young children. Studies also show an increasing number of Generation Z living with their parents compared to previous generations when they were the same age. The City has a strategic opportunity to retain these college-age adults who could form families and enhance its overall economic and social well-being.
- **Population Stabilization:** After two growth periods in the 1970s and 1990s, Jersey Village's population has stabilized. Planning for a successful future will require balancing the needs of an aging population while retaining its youthful demographic, an ongoing challenge and priority for the City.
- **A Diverse Population:** The 2020 Census indicated a growth in the non-White population and a corresponding decrease in the White population since 2010. This growing demographic diversity will be a vital factor in informing the Plan and ensuring it accounts for the desires of a heterogenous community.

CURRENT ZONING

Zoning plays an important role in defining a city's character through policies that regulate building size, height, aesthetics, function, and parcel layout. It creates the framework for development within a city, neighborhood, street block, or city parcel. There are ten unique zoning districts within Jersey Village, as identified in **Figure 3.9**.

Figure 3.9: Jersey Village Zoning Districts

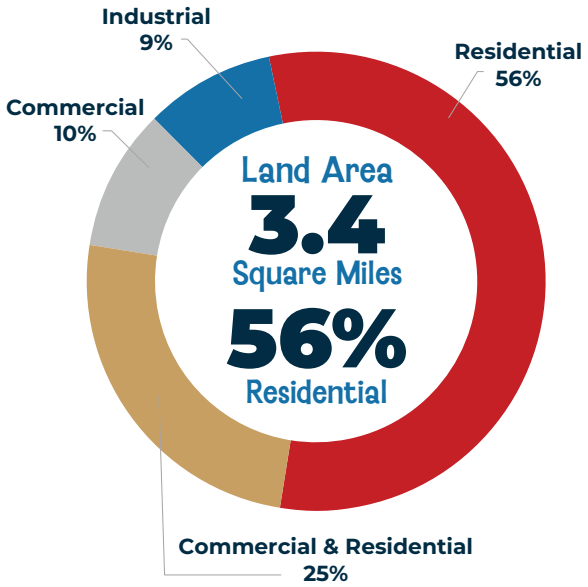
NAME	CHARACTERISTICS
Single-Family Dwelling District "A"	Tree streets with sidewalks and lots with front, side, and backyards.
Single-Family & Patio Home District "B"	Similar to Zone "A" with the addition of patio homes which can share one wall with a neighbor.
Patio Home & Townhouse District "C"	This district is composed of homes that may share a wall with neighbors and have smaller lot sizes and setbacks from the ROW.
Multi-Family Dwelling District "M"	This district is composed of apartments and other multi-family developments.
First Business District "F"	Retail and professional services focused commercial district.
Second Business and Townhome District "G"	This commercial district allows auto shops and other retail and professional services.
Industrial District "H"	Allows for manufacturing, light industrial, and complementary businesses.
Third Business District "J"	A commercial district that allows for more big box style businesses and warehouses.
Fourth Business District "J-1"	This district is an extension of J with the addition of other uses not permitted in J.
Fifth Business District "K"	This is a commercial district allowing for storage and warehousing facilities.

Source: Antero Group

ZONING COMPOSITION AND DEVELOPMENT PATTERNS

Figure 3.10 summarizes the current zoning by consolidating the zoning districts into four zoning categories based on land use. The land area of Jersey Village is about 3.4 square miles or 2,200 acres. Approximately 56% of this land is zoned for residential, encompassing many established subdivisions, including those surrounding the Jersey Meadow Golf Course. The commercial and residential categories collectively make up approximately 35% of the land area.

Figure 3.10: Zoning Distribution



Source: City of Jersey Village GIS

The industrial zone, located south of US-290, comprises 9% of the land area and was rezoned in March 2025. This area is expected to accommodate several new industrial uses, benefiting from direct access to US-290 for ingress and egress.

Historical suburban development patterns have contributed Jersey Village's small-town residential character. Low-density neighborhoods make up most of the land area. Specifically, residential districts A and B contain 1,150 acres, equating to approximately 50% of the total land area. When Jersey Village was incorporated in 1956, it had only 5 miles of roads and utilities along with a few homes along Jersey Drive. The City began as a residential community and continues in a similar style, while now accommodating residential growth with commercial amenities, public parks, and economic opportunities for businesses located along the US-290 corridor.

EXISTING ZONING AND ETJ

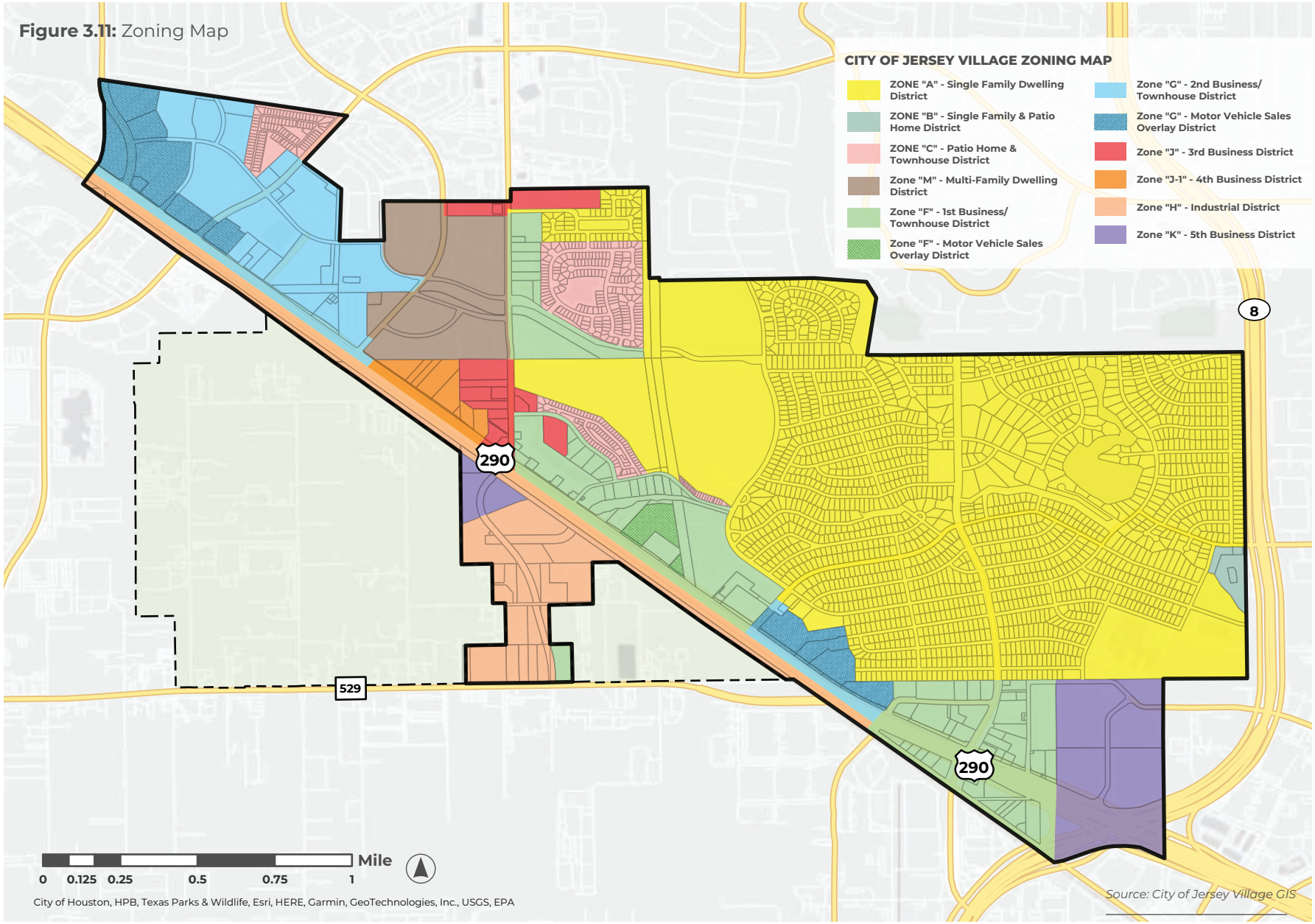
Figure 3.11, displayed on the following page, depicts the existing zones in Jersey Village including the extraterritorial jurisdiction. The ETJ is a designated buffer area located outside of the city limits that defines potential future growth and service boundaries. While zoning and city ordinances are not regulated in the ETJ, the land division process is, which helps support utility improvements and other public infrastructure outside the city's limits.

Zoning in Jersey Village impacts all aspects of the built environment and is central to where various housing types are located. The following section will detail the current state of housing in Jersey Village, while identifying trends that will inform a direction for *Journey to 2035*.

KEY TAKEAWAYS

- ★ **Residential- and Business-Friendly:** Jersey Village's current zoning allows for commercial in 35% of its land area in six different zoning districts. While Jersey Village is composed of several single-family residential neighborhoods, the various zoning districts promote commercial development throughout the City.
- ★ **Industrial Opportunities:** There are several districts allowing for industrial and warehouse businesses throughout the City. Districts H, J, and K all allow industrial and some form of manufacturing and sales.

Figure 3.11: Zoning Map



HOUSING

Housing is a fundamental component of any developed area. As a community grows in terms of businesses, employment opportunities, and commercial activities, so does the demand for housing. However, modern-day housing challenges, including ongoing pressures that limit supply, can make it difficult for people to secure suitable housing. Jersey Village, like many established communities, faces the challenge of balancing housing needs with its limited developable land. The City is constrained by its boundaries with Houston and the surrounding highways, with most vacant parcels located within established residential neighborhoods or requiring significant redevelopment. **This section provides an overview of the current state of housing in Jersey Village.**

HOUSING TENURE

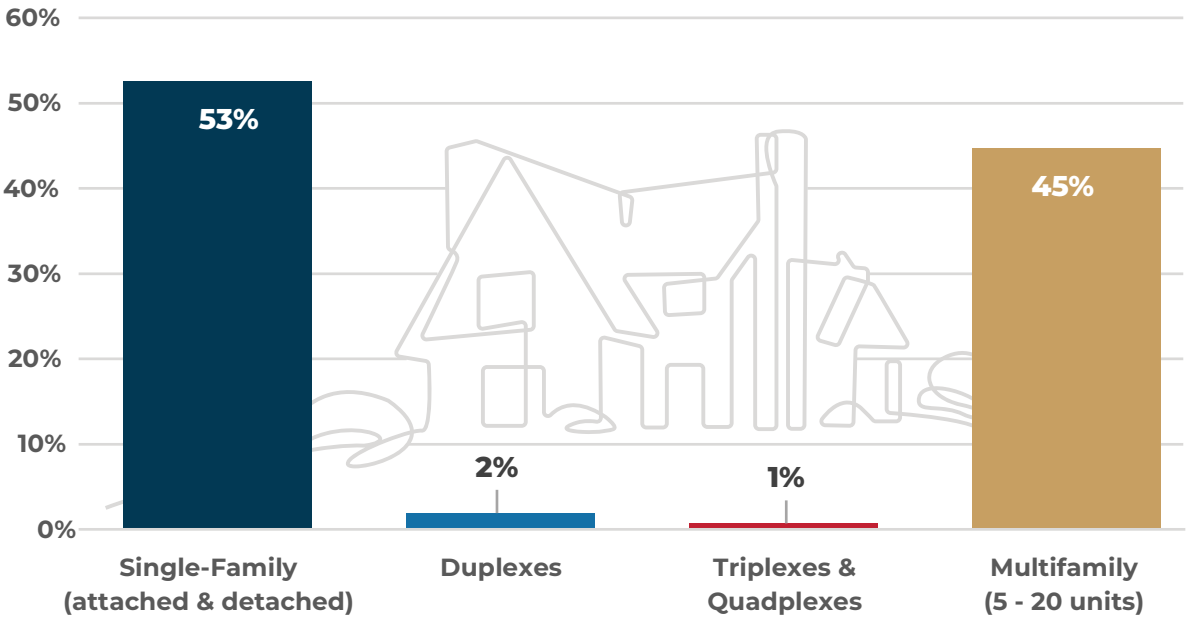
The 2023 5-year estimates identify 3,658 housing units with an average household size of 2.41, which is smaller than Harris County's average of 2.7. As depicted in **Figure 3.12**, housing tenure is nearly divided, with renters occupying 48% of all units. The renter-occupied share has increased by 8% since the 2013 ACS 5-year estimates.

Figure 3.12: Household Occupant Type

HOUSING VACANCY

Housing vacancy can be an indicator of the housing market and the demand for new housing. According to the ACS 2023 5-year estimates, housing vacancy in Jersey Village is estimated at 11%. This is 3% higher than Harris County's and is approximately equal to the state of Texas (10%). The vacancy rate is primarily driven by rental units, which have a 12.3% vacancy rate, significantly higher than the 1.3% vacancy rate for owner-occupied units. The rental vacancy in Jersey Village is an identified housing issue that requires consideration within this Plan, and further analysis will be necessary to determine recommendations.

Figure 3.13: Housing Inventory



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

EXISTING HOUSING

The City's housing inventory is dominated by single-family and multi-family housing types, as depicted in **Figure 3.13**. Single-family homes comprise 53% of the housing units and occupy approximately 54% of the land area. In contrast, multi-family housing makes up 45% of the housing units but occupies only 4% of the land area. This efficient use of land by multi-family housing highlights its greater potential to support future growth given the City's limited developable land.

MISSING MIDDLE HOUSING

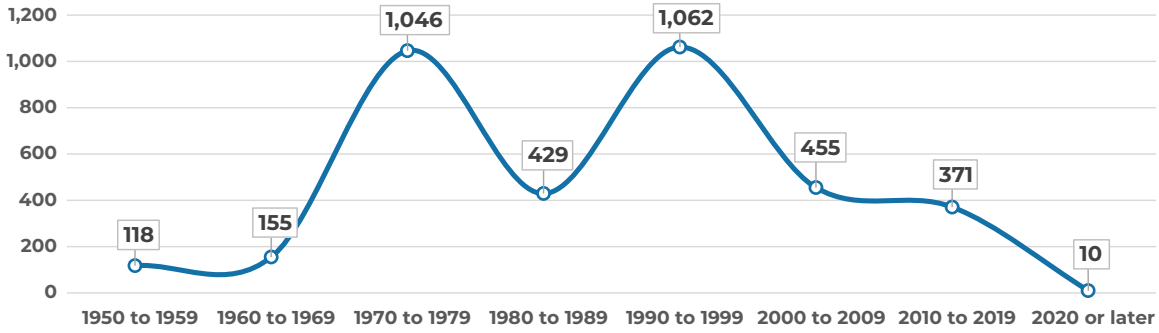
Jersey Village contains few duplexes, triplexes, and quadplexes. These housing types, often referred to as "missing middle" housing, can accommodate populations that fall into middle-income categories. Missing middle housing supports social ties within the community by providing greater density in a design that promotes community interaction and walkable neighborhoods. These homes are typically developed as infill projects near community amenities like local retail and parks. They also offer local economic benefits by reducing infrastructure costs and potentially increasing sales tax revenue. The demand for missing middle housing is expected to grow as single-family housing becomes less affordable for a larger portion of the population.

HOUSING DEVELOPMENT

Housing in Jersey Village has grown over time, primarily serving residents

and homeowners, as depicted in **Figure 3.14**. Since the City's incorporation in 1956, approximately 3,646 housing units have been built. Housing construction peaked in the 1970s and again in the 1990s, with an estimated 92% of all housing development occurring after 1970.

Figure 3.14: Housing Units Built, 1950-2023



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

HOUSING PROJECTIONS

Housing projections are a critical step for understanding current and future housing needs, which is essential for planning infrastructure improvements, making informed land-use decisions, and enhancing resident access to amenities. Data-driven housing projections enable the City to ascertain its specific housing requirements.

These projections build upon existing housing and population data to help identify anticipated housing needs by 2035. The projections utilize Census data for key inputs, including average household size, current vacancy rates, and the distribution of owner-occupied and renter households.[6] These data points, combined with population projections, facilitate a housing needs assessment that identifies the projected housing needs for Jersey Village by housing type.

Based on this assessment, a total of 80 additional housing units are projected to be necessary in meeting Jersey Village's anticipated needs by 2035. The projection incorporates target vacancy rates for both renter- and owner-occupied units, accounting for household mobility. These target vacancy rates are set at a manageable 5% for rental units and 1% for owner-occupied units. The assessment of housing needs across both tenure categories contributes to a more accurate projection. **Figure 3.15** depicts the results of this housing needs assessment with the distribution of housing types informed by the current ratio of housing types in Jersey Village.

These housing projections form a foundational basis for housing policy and development over the next ten years. They represent an ongoing effort to ensure housing provision aligns with population growth, serving both current and future residents effectively. Delineating projected housing needs by type allows the City to adjust to changing needs and preferences, fostering a balanced approach to affordability and growth.

Figure 3.15: Projected Housing Needs, 2035

YEAR	SINGLE-FAMILY	TOWNHOMES & 2-4 UNIT HOMES	MULTI-FAMILY (5+ UNITS)
2035	40	4	36

Sources: U.S. Census Bureau, ACS 5-Year Estimates, 2019-2023; Antero Group

6 *U.S. Census Bureau, U.S. Department of Commerce. "Occupancy Characteristics." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2501, 2023; U.S. Census Bureau, U.S. Department of Commerce. "Selected Housing Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP04.*

KEY TAKEAWAYS

- **Housing Rentals are Increasing:** Renting in Jersey Village is becoming more popular with an 8% increase since 2013. Although renters enjoy the option to move and be more transient with housing, rent prices are rising with approximately 40% of renters spending more than 30% of their income on rent according to the ACS 2023 5-year estimates. This has led to a higher rental vacancy rate of 12%. Renters typically enjoy convenient smaller housing types such as multi-family housing with walkable neighborhoods and urban amenities.
- **The Value of Multi-Family:** Multi-Family housing comprises 4% of the total land area in Jersey Village while contributing 45% of total housing units. This efficient use of land promotes fiscal stability and preserves opportunities for the future development of land.
- **Missing Middle Housing and Infill Development Opportunities:** There are approximately 131 housing units in Jersey Village (City of Jersey Village GIS) that could be considered "missing middle housing." These are the single-family-attached duplexes, triplexes, and quadplexes. This type of housing is allowed in several zoning districts and can promote walkable neighborhoods. Infill development opportunities exist throughout the City and are valuable opportunities to investors and the community. Moreover, they can reduce the upfront costs of development by utilizing existing infrastructure.
- **Housing in Jersey Village is like other suburban communities with significant housing dedicated to single-family housing.** Alongside understanding the existing housing context, it is important to consider the transportation network. The transportation network and its existing challenges are documented in the following section.

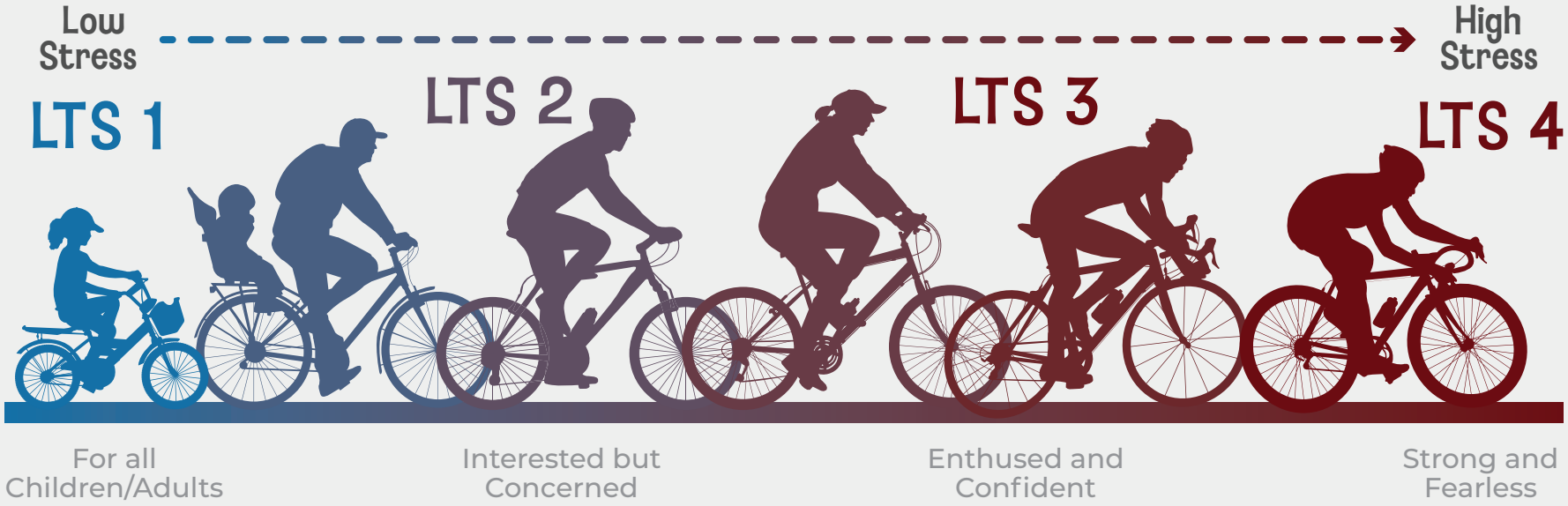
MOBILITY NETWORK

This section provides an understanding of the current conditions of the transportation network, including pedestrian and bicycle infrastructure, transit options, and roadway stress levels. These efforts aim to enhance the City's transportation system by addressing accessibility, safety, and efficiency for all users.

In identifying the gaps between current transportation services and community needs, this analysis will highlight areas requiring improvement and provide decision-makers with a clear picture of where investments are most needed—whether in infrastructure upgrades, enhancements, or connectivity improvements—to ensure that the transportation network effectively supports the growth and vitality of Jersey Village.

The analyses reveal accessibility gaps in the pedestrian, bicycle, and transit networks. In addition, the analysis found that while many intersections perform well in terms of safety and connectivity, a considerable number of local road segments do not meet the acceptable Level of Traffic Stress ("LTS"). In addition, a comprehensive collision analysis was conducted examining crash data from 2019 to 2023. Areas along Jones Road and West Road have been collision hot spots—specifically at local intersections and the access ramps to US-290—and are reviewed as part of this analysis.

Figure 3.16: Graphic Depiction of the Level of Stress Analysis



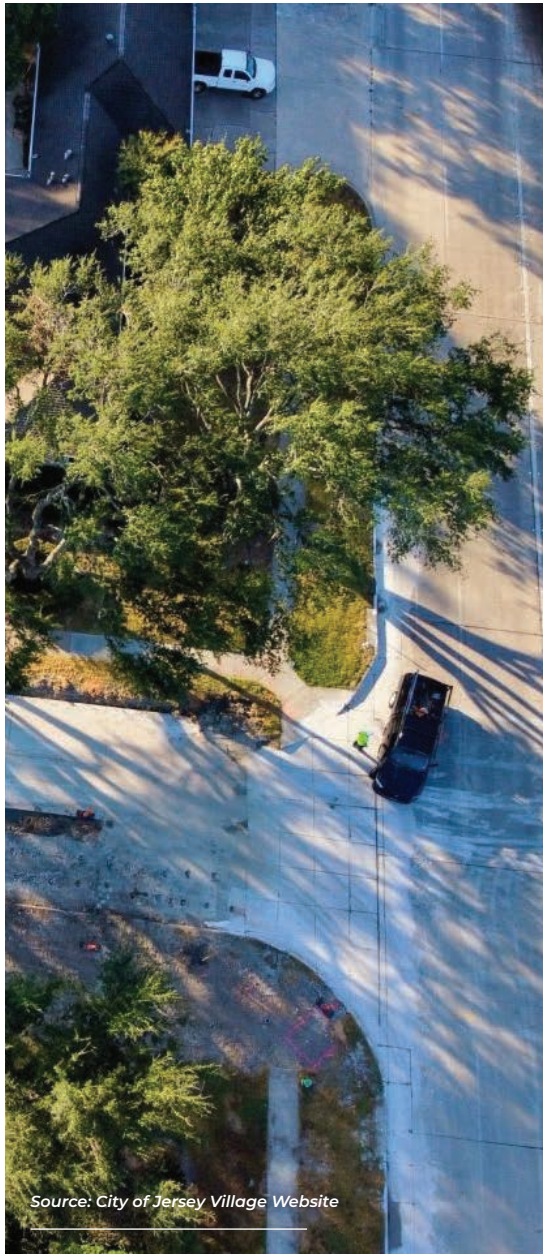
Source: Antero Group

LEVEL OF TRAFFIC STRESS ANALYSIS

An LTS analysis quantifies the amount of discomfort people feel when bicycling close to traffic. A lack of bicycle and pedestrian infrastructure can lead to higher levels of stress and discomfort while using the Right-of-Way ("ROW"). **Figure 3.16** depicts the scoring method for the Level of Traffic Stress Analysis.

The following categories reflect the amount of stress that diverse types of cyclists can tolerate:

- ✓ **LTS 1 – Very low traffic stress.** Most children feel comfortable bicycling.
- ✓ **LTS 2 – Low traffic stress.** The mainstream adult population feels comfortable bicycling.
- ✓ **LTS 3 – Moderate traffic stress.** Bicyclists who are considered "enthused and confident" but still prefer having their own dedicated space feel comfortable while bicycling.
- ✓ **LTS 4 – High traffic stress.** Only "strong and fearless" bicyclists feel comfortable while bicycling. These routes have high speed limits, multiple travel lanes, limited or non-existent bicycle lanes and signage, and large distances to cross at intersections.



Source: City of Jersey Village Website

BICYCLE AND PEDESTRIAN GAP ANALYSIS

The goal of a Bicycle and Pedestrian Gap Analysis is to identify segments within the transportation network that are not served by pedestrian or bicycle infrastructure yet have the capacity for it. In addition, it examines issues such as missing sidewalks, poorly designed crosswalks, inadequate lighting, and long walking distances to destinations.

Jersey Village currently lacks bike lanes or designated bike routes; however, it possesses the capacity for this infrastructure as depicted in **Figure 3.17**, showing the existing ROW and average street widths as measured in feet. For this preliminary Bicycle and Pedestrian Gap Analysis, LTS scores were calculated for various roadway segments.

The LTS for each roadway segment is determined by several factors including prevailing speed, average daily traffic, type of bike lanes, number of roadway lanes, on-street parking, lane blockages, and roadway classification. Most roadway segments in Jersey Village were rated as LTS 4, the most stressful, due to the absence of on-street bike lanes. Bike and pedestrian improvements along the ROW will improve this score. New infrastructure, such as dedicated on-street bike lanes on high-stress roads and signs indicating shared roadways on lower-stress roads, would promote a safer and more comfortable environment for pedestrians and cyclists using the ROW.

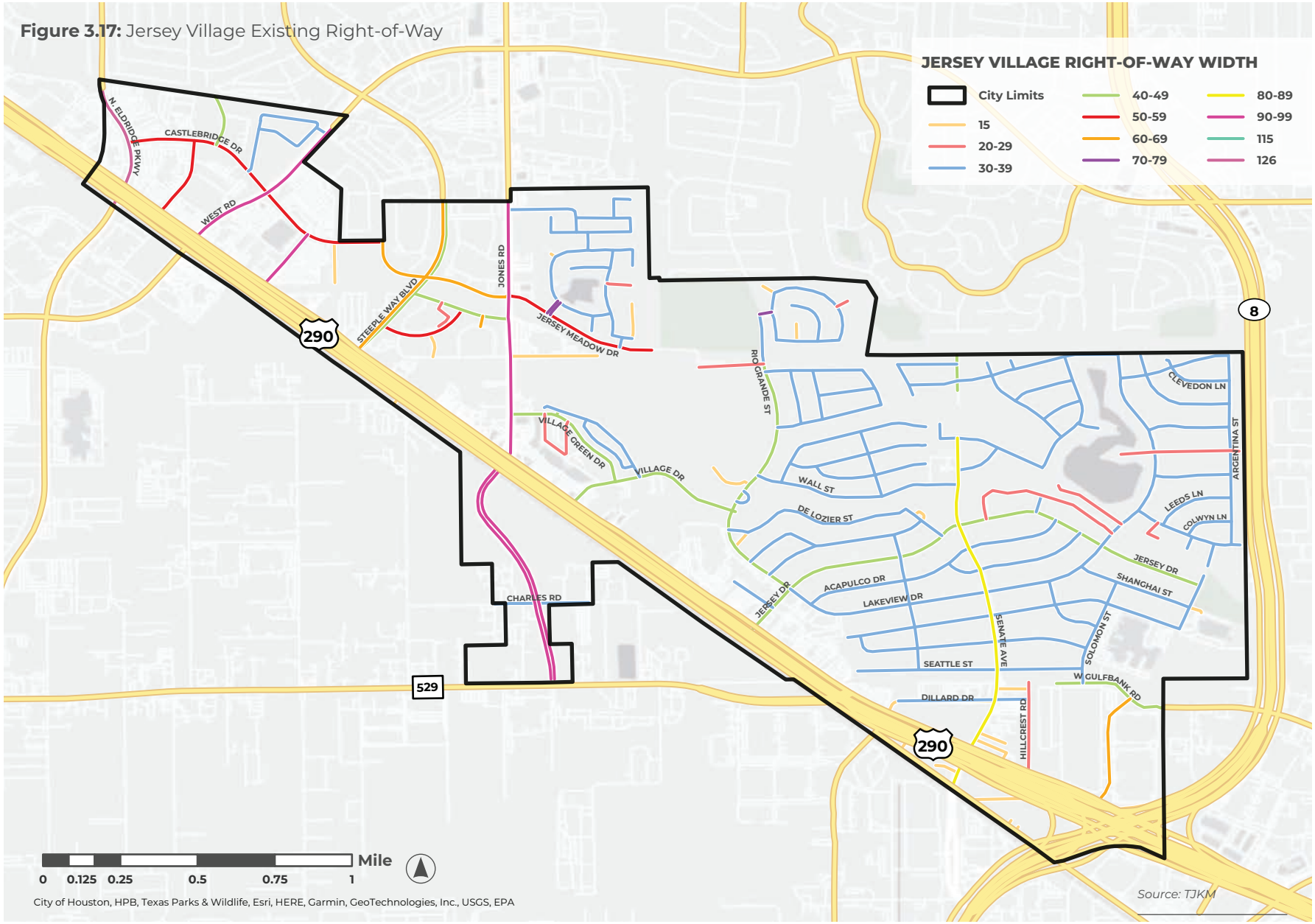
PEDESTRIAN GAPS

Examples of pedestrian gaps include issues with sidewalks and other physical infrastructure, such as traffic signals, street design, and lighting. Ensuring safety and connectivity for all roadway users is a priority, and these components are essential to achieving this goal. There are several areas where sidewalks are either completely missing or absent over long stretches of roadway. **The following roadways have been identified with missing sidewalks on one or both sides:**

- ✓ Portions of Eldridge Parkway, Northwest Station, West Road, NW Station PR 1 Drive, Steeple Way Boulevard, Jones Road, Village Drive, Jersey Drive, Dillard Drive, Hillcrest Road, West Gulf Bank Drive, and Rio Grande Street.

While sidewalks exist in some sections, they are often only present on one side of the road. Other significant issues identified include the lack of tactile ramps at intersections, which

Figure 3.17: Jersey Village Existing Right-of-Way



Source: City of Jersey Village

guide pedestrians onto the sidewalk, as well as high-visibility crosswalks at several locations, including major intersections, which signal drivers to be aware of pedestrians crossing the street and promote safety through enhanced awareness. For example, the intersection of Solomon Street and West Gulf Bank Drive, near a school, would benefit from high-visibility crosswalks.

A detailed inspection of sidewalks, crosswalks, signage, and streetlights should be conducted to be able to prepare inventory, which will help the City identify the specific locations and exact numbers of the missing elements for improvement in pedestrian connectivity.

BICYCLE GAPS

A Bicycle Gap Analysis identifies the absence of bike lanes, unsafe intersections for cyclists, and a lack of bike parking facilities, assessing the missing bike infrastructure and connectivity within traffic roadways.

The biggest gap in bicycle infrastructure in Jersey Village is the absence of bike lanes on main neighborhood connecting streets, including Senate Avenue, Jones Drive, Rio Grande, and Steeple Way Boulevard. Implementing bike infrastructure would enhance sustainability and neighborhood connectivity to active business and community spaces around the City. In addition, there is a need to develop bike infrastructure such as bike stations, shared facilities, and bike parking stations, as well as bike paths near schools.

Streets in Jersey Village were rated with a Level of Traffic Stress of four due to the lack of bike lanes and other infrastructure that would reduce conflicts with other roadway users. However, this rating could be reduced on certain roadways where there is sufficient space to implement bike lanes and other bike infrastructure, and the average daily traffic is low.

TRANSIT GAP ANALYSIS

A Transit Gap Analysis identifies gaps in transit services. Jersey Village benefits from the proximity to two key transit stations connecting residents to the greater Houston metropolitan area. The Northwest Park & Ride, located within Jersey Village's city limits, serves as a major transit hub for commuters heading to downtown Houston. Additionally, the West Little York Park

& Ride, situated near the southeastern edge of Jersey Village, provides another option for residents, enhancing regional connectivity. Despite these advantages, the Northwest Station Park & Ride faces service, capacity, and accessibility challenges that limit its overall effectiveness.

One significant gap is the limited service frequency outside of peak hours. The 216 West Little York/Northwest Park & Ride route operates primarily during weekday morning and evening rush hours, with little to no service during midday, late evenings, and weekends. This restricts access for individuals with non-traditional work schedules or those traveling during off-peak times. Additionally, the focus on downtown Houston as the primary destination creates a gap in connectivity to other employment centers or metropolitan areas, necessitating additional transfers and extending travel times for many commuters. Enhancing transit service in Jersey Village would provide realistic transportation options for residents commuting to work or elsewhere in the region. In addition, improving these services reduces vehicle trips in the City and region, improving safety and enhancing sustainability efforts by reducing emissions.

Although the current parking availability at the park-and-rides meets existing needs, it may become a concern over time as demand increases. The Houston Next Moving Forward Plan, which outlines strategies to accommodate the region's projected growth to over ten million people by 2040, highlights a proposed Bus Rapid Transit ("BRT") route at the W. Little York Park & Ride that will provide a connection to Missouri City. In addition, the Houston Mobility: Northwest Study, conducted in 2015, noted that demand at this Park & Ride location was expected to rise due to the closure of other facilities.

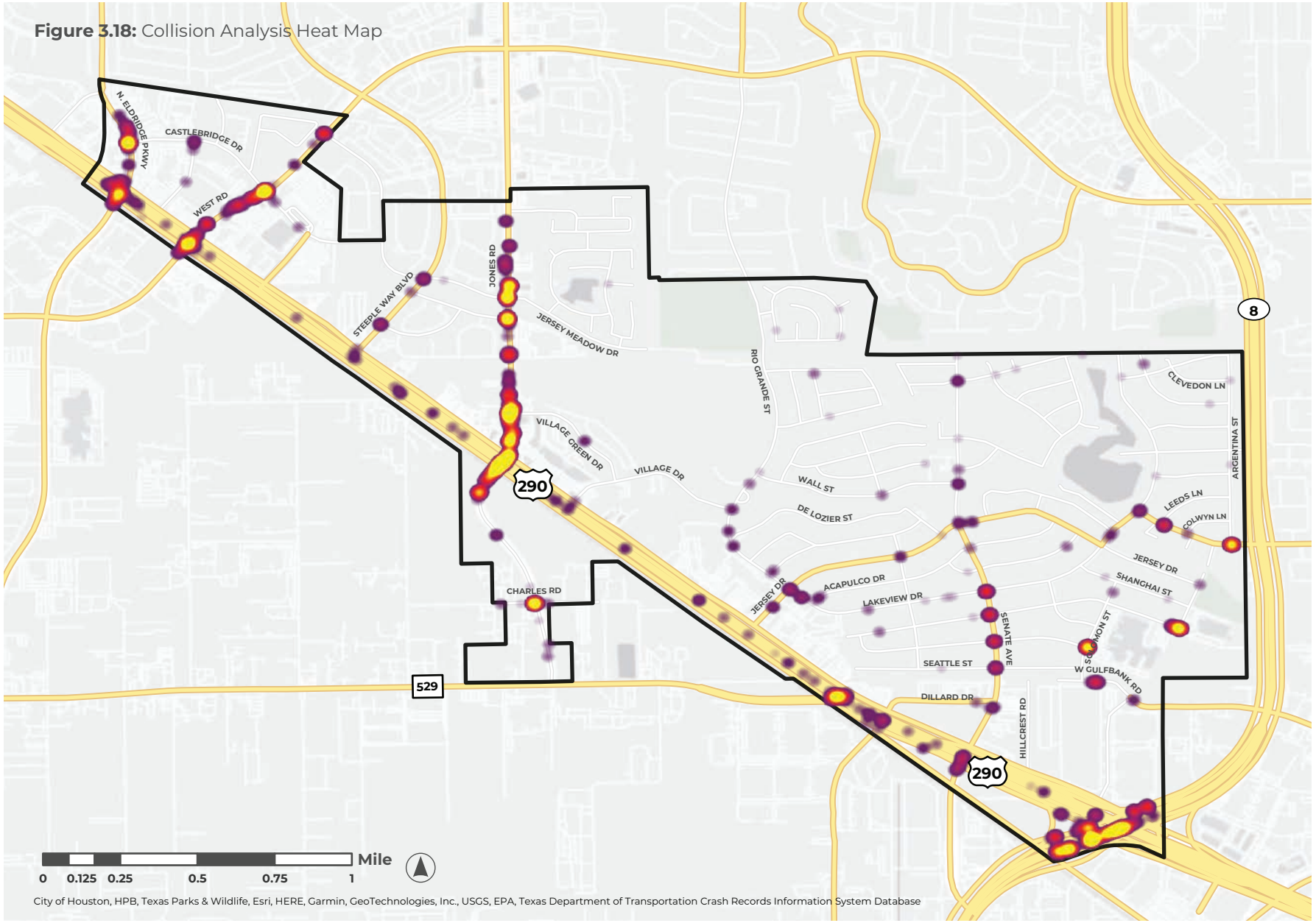
Lastly, the stations' connectivity to surrounding neighborhoods is limited, particularly for those without access to personal vehicles. Feeder bus routes are sparse, and the pedestrian and cycling infrastructure around the station is insufficient, creating significant first-mile/last-mile barriers. These gaps hinder equitable access to the facility for residents who rely on alternative modes of transportation.

Additional operational gaps include limited amenities, such as shaded waiting areas, real-time bus arrival displays, and secure bicycle storage, which could improve the overall user experience. Furthermore, the reliance on personal vehicles and the cost of Park & Ride fares may exclude lower-income residents, highlighting equity concerns.

COLLISION ANALYSIS

A comprehensive Collision Analysis for Jersey Village was conducted, examining crash data from 2019 to 2023. The study identified a total of 3,278 collisions over the five-year period, with an overall 8% decline in crashes between 2019 and 2023. During this time, there were six fatal crashes and 140 collisions resulting in suspected serious injuries. The analysis also revealed a high concentration of collisions along major roadways, particularly Jones Road and West Road, highlighting key areas for potential safety improvements. Data was compiled from the Texas Department of Transportation's Crash Records Information System Database. **Figure 3.18** depicts the concentration of collisions between 2019 and 2023. The study identifies roadways where incidents are more frequent and concentrated and highlights the need for improved intersection management and traffic management for accessing US-290.

Figure 3.18: Collision Analysis Heat Map



WALKSHED ANALYSIS

A Walkshed Analysis was conducted to assess the street network and walking conditions in Jersey Village. A walkshed is an area reachable on foot for the average person. The analysis measures the effectiveness of pedestrian infrastructure and access to places like schools, parks, transit stops, and businesses. Walkshed analyses highlight where pedestrian connections should be focused, with the intent of creating overall connectivity and mobility.

A walkshed analysis typically begins with a central location—a place where people are likely to walk to and from—such as a transit stop, school, park, or commercial hub. The analysis then extends outward, considering the street network, pedestrian infrastructure, and barriers to movement.

For this analysis, two walksheds were created using the park & ride facility and the local high school as starting points. These locations were chosen because they serve as key community destinations. Commuters rely on the park & ride for transit access, while students, staff, and parents frequently walk to and from the high school. Analyzing pedestrian accessibility from these points will inform priority improvements like sidewalks, crossings, and traffic-calming measures to enhance walkability and connectivity. **Figure 3.19** identifies pedestrian-accessible areas surrounding the Northwest Park & Ride and high school.

STANDARD WALKSHED DISTANCES FOR SUBURBS

10-minute walk (~0.5 miles)
Represents the most accessible areas for pedestrians, typically covering residential neighborhoods near schools, parks, or small retail areas.

15-minute walk (~0.75 miles)
Captures a broader area, often reaching local commercial centers, bus stops, or civic amenities.

20-minute walk (~1 mile)
Represents the outer limit of practical pedestrian access in suburban areas, where walking becomes less convenient due to discontinuous sidewalks, wide roads, and limited crossings.

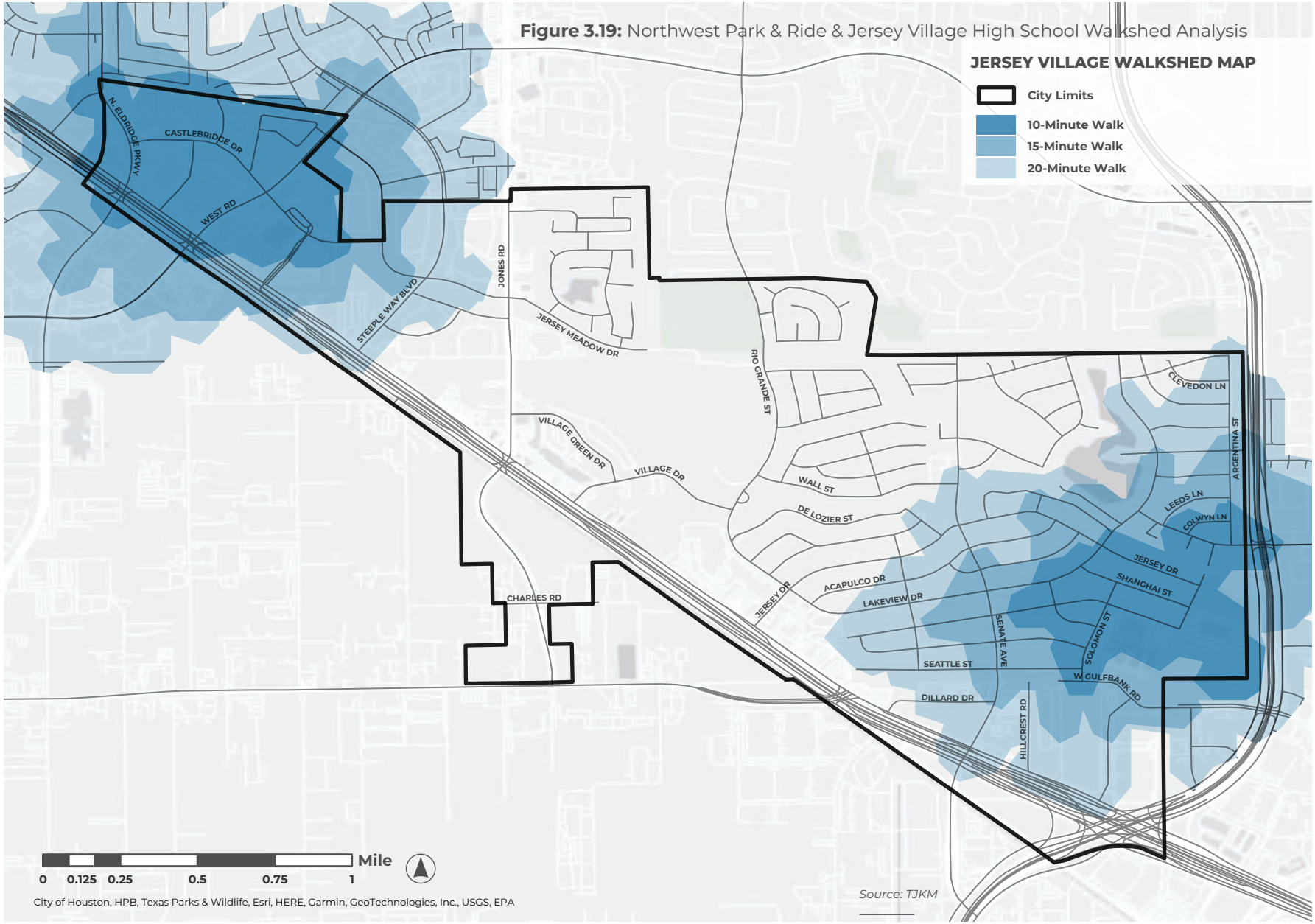


Figure 3.19: Northwest Park & Ride & Jersey Village High School Walkshed Analysis

KEY TAKEAWAYS

- ★ **Bicycle and Pedestrian Infrastructure Gaps:** Jersey Village currently lacks significant bicycle infrastructure. According to the Department of Energy, about 52% of all vehicle trips are less than 6 miles. Incorporating bike and pedestrian planning into Jersey Village and promoting non-motorized travel to nearby active areas can reduce vehicle trips, promote healthy living, and support a vibrant community.
- ★ **Access to US-290:** The collision analysis revealed concentrations of vehicle collisions at intersections near US-290. The urban context nearby creates several opportunities for conflicts and, therefore, accidents. Further study is needed to identify strategies to improve safety in these areas.

PARKS, OPEN SPACE, AND FLOODING

Parks and open spaces are critical assets to urban and suburban communities, offering opportunities to gather and engage with nature and serving as places of refuge. They provide multiple direct and indirect benefits to the community that enhance quality of life. Aside from enhancing property values, parks and natural infrastructure act as sponges that can absorb heavy rainfall and reduce urban flooding. Parks and open spaces help infiltrate stormwater while also providing habitats for diverse ecosystems.

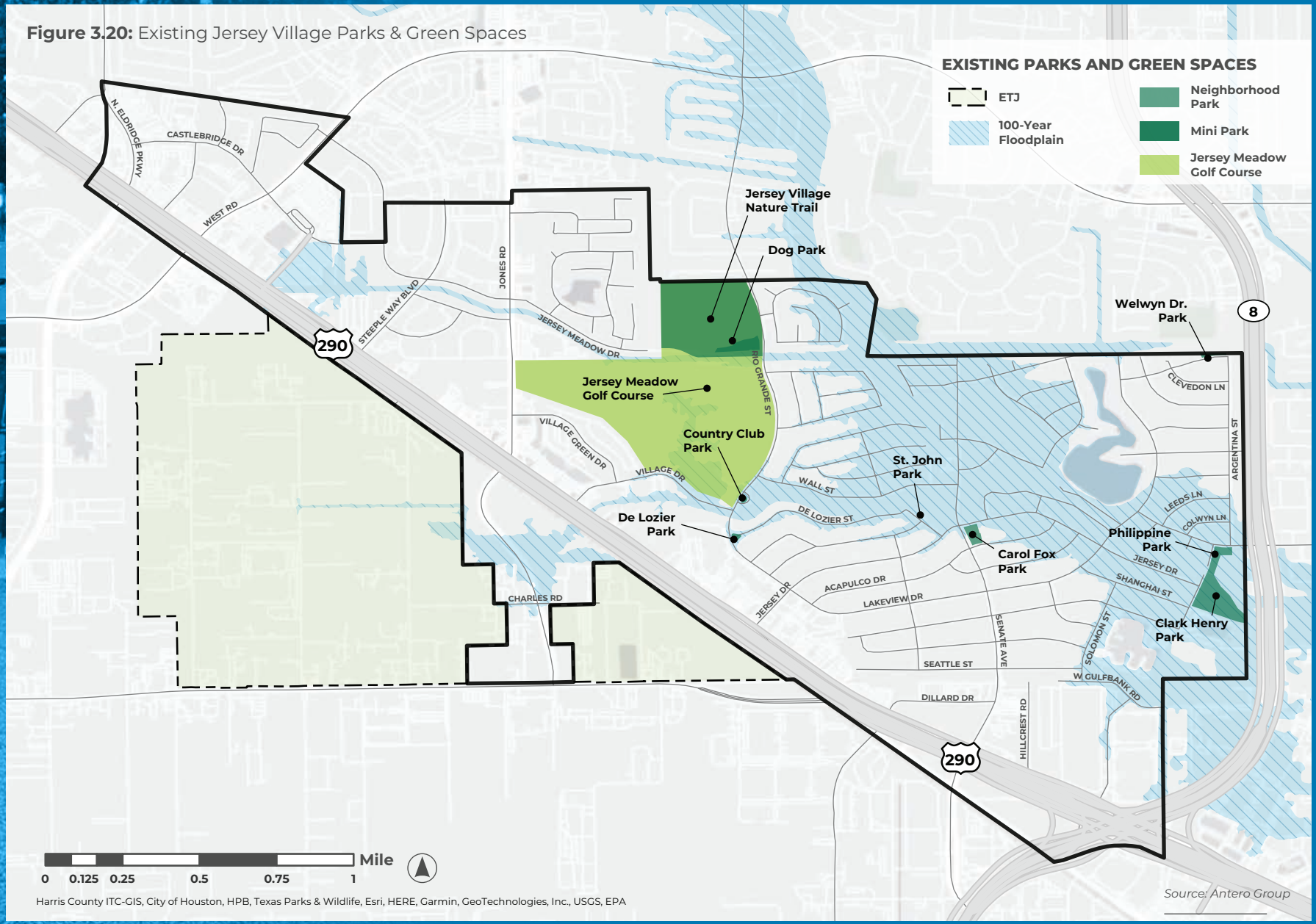
In Jersey Village, parks are spread throughout residential areas, providing access to most residents. Jersey Village utilizes its parks to work as central gathering spaces for the community, which facilitates a sense of community and enhances the overall character of a place.

PARKS AND OPEN SPACE

Jersey Village's parks and open spaces today are a mixture of neighborhood parks, nature trails, and mini parks. The neighborhood parks act as gathering spaces for Jersey Village residents and provide opportunities to view nature, participate in recreational activities, and enjoy the outdoors with family and friends. Mini Parks are dispersed within a few neighborhoods granting access to "passive" and "active" green space while also having a drainage purpose. Passive green space provides a natural setting with limited development while active green spaces are parks that are designed for activity with playgrounds and space to recreate. **Figure 3.20** depicts the parks and open spaces in Jersey Village.

Source: Jersey Village Facebook

Figure 3.20: Existing Jersey Village Parks & Green Spaces



Source: City of Jersey Village Website

NEIGHBORHOOD PARKS

Carol Fox Park

A 1.4-acre active neighborhood park located along Senate Avenue. The park has several off-street parking spaces on Jersey Drive and Acapulco Drive as well as accessible sidewalks connecting to the park. This park has several amenities including an extensive playground, gazebo, and sand volleyball court. This park serves as a prime gathering place for the neighborhood with active amenities and a central location. The gazebo is rented out for parties and gatherings and has been rented out 186 times in the past three years.

Clark Henry Park

A 7.3-acre active neighborhood park located adjacent to the Post Elementary School on Equador Street. This park serves as a gathering space for Jersey Village, hosting community-sponsored events, and has extensive amenities including the City Pool, the Jersey Village Hike and Bike Trail, and several sports and recreation facilities. The City Pool is currently closed, and residents will vote on a bond for a new pool in November 2025. Despite its closure, the amenity remains popular, demonstrated by the 348 resident day passes sold to children and adults in 2023.

Philippine Park

A 1.7-acre passive neighborhood park is located on Philippine Street and is connected to Clark Henry Park by a pedestrian bridge. This neighborhood park serves the community with its natural infrastructure and as a peaceful oasis. Both Philippine Park and Clark Henry Park are adjacent to major flood canals. Opportunities to improve drainage capacity should be explored to reduce flooding impacts on surrounding residents.

COMMUNITY PARKS

Jersey Meadow Nature Trail and Dog Park

A 41-acre passive park located across the street from Jersey Meadow Golf Club along Jersey Meadow Drive with two additional access points on Rio Grande Drive. The park acts as a stormwater detention basin for the surrounding neighborhoods. There is a 1.1 mi trail encompassing the detention basin, which is designed to carry water before, during, and after storm events. The wetland created attracts wildlife and supports a natural ecosystem attracting residents seeking out nature. The dog park was later developed to serve a community need. The meadow and nature trail has received awards including the 2014 Houston Area Urban Forestry Project of the Year.

Jersey Meadow Golf Course

A 131-acre public golf course centrally located within Jersey Village on Jersey Meadows Drive. The golf course was established in 1956 along with the incorporation of the City. The Golf Course is a public amenity for the community and has served several functions over the years. Today the park hosts an 18-hole course suited to all levels of golf. In addition, a convention center is located on-site and hosts special gatherings and corporate or community events. The golf course also serves to reduce flood risk in Jersey Village as a large open green space that can detain stormwater during flood events. The project has won awards from the Houston-Galveston Area Council, the Texas Recreation and Park Society, and the ICMA Community Sustainability Award. The project helped reduce flood impacts by pumping over 3 million gallons of stormwater into the course which would otherwise have impacted residential areas. The Jersey Meadow Golf Club Berm Project is a flooding mitigation project initiated by Jersey Village—a result of the Long-Term Flood Recovery Plan in 2017—to contain stormwater at the golf course and reduce flooding in residential streets.

MINI PARKS

De Lozier Park

A mini park located at the intersection of De Lozier Street and Rio Grande Street. This park is a passive park with a sidewalk along Rio Grande Street. The park was built to take advantage of a preexisting open space. The City's most recent Oktoberfest event was hosted by De Lozier Park and was considered successful. Future community gatherings at De Lozier Park are expected to continue.

St. John Park:

A small cul-de-sac mini park with a bench and a few trees.

Welwyn Dr. Park

A mini park located on Welwyn Drive in the northern part of Jersey Village. The park abuts the drainage canal to the north and boasts a gazebo, a swing set, benches, and a picnic table. The park has several native fauna and a few large trees which help with flood mitigation and blend well into the neighborhood context.

Country Club Park

A small cul-de-sac mini park like St. Johns Park provides for flood mitigation and a place to relax.

FLOODING

The history of flooding in Jersey Village is marked by several significant events over the past 25 years. Flooding events in 1998, 2001, 2002, and 2016 collectively damaged approximately 1,130 homes. Most recently, the Tax Day Flood in April 2016 brought between 10-15 inches of rain in less than 12 hours, damaging 230 homes and accounting for 25% of the total claims paid by the National Flood Insurance Program ("NFIP") in Jersey Village (Jersey Village Long-Term Flood Recovery Plan 2017). Additionally, flood Insurance statistics from the Harris County Multi-Hazard Mitigation Action Plan indicate approximately $46 million in insurance claims were paid as of 2019 in Jersey Village.

THE WHITE OAK BAYOU

The White Oak Bayou watershed spans approximately 111 square miles and encompasses 146 miles of open waterways. As one of the largest watersheds within the Houston metropolitan area, it is a site of repeated flooding. The White Oak Bayou is approximately 90% developed, with an estimated population of 433,250. Jersey Village is situated toward the middle of the watershed, directly alongside the bayou's major

channel.[7] Flood mitigation within the watershed requires collaborative effort among many stakeholders. The Harris County Flood Control District ("HCFCD") facilitates stormwater management projects to improve drainage throughout Harris County and is a key stakeholder in maintaining area waterways.

THE JERSEY VILLAGE FLOODPLAIN

Persistent flooding in Jersey Village is largely attributable to the existing floodplain extending into the City from the White Oak Bayou. A floodplain is defined by FEMA as any land area susceptible to being inundated by floodwaters from any source. There are three common types of floodplains designated by FEMA. These designations, based on statistical estimates of rainfall amounts, serve as models to understand the probability of flooding in a given area. It is important to note that homes and other infrastructure located outside these designated floodplains still have the potential to flood.

Floodway: The floodway is the actual channel of a river or waterway and its adjacent land areas where development must be regulated to prevent increases in upstream flood elevations. This area is specifically designed to convey the 100-year flood.

100-year floodplain: This is an area that has a 1% chance of being equaled or exceeded by a flood in any given year. Also known as the base flood or 100-year flood, it has approximately a 26% chance of occurring over a 30-year mortgage period.

500-year floodplain: This is an area that has a 0.2% chance of being equaled or exceeded by a flood in any given year. Alternatively, the 500-year floodplain has a 6% chance of occurring over a 30-year mortgage period.

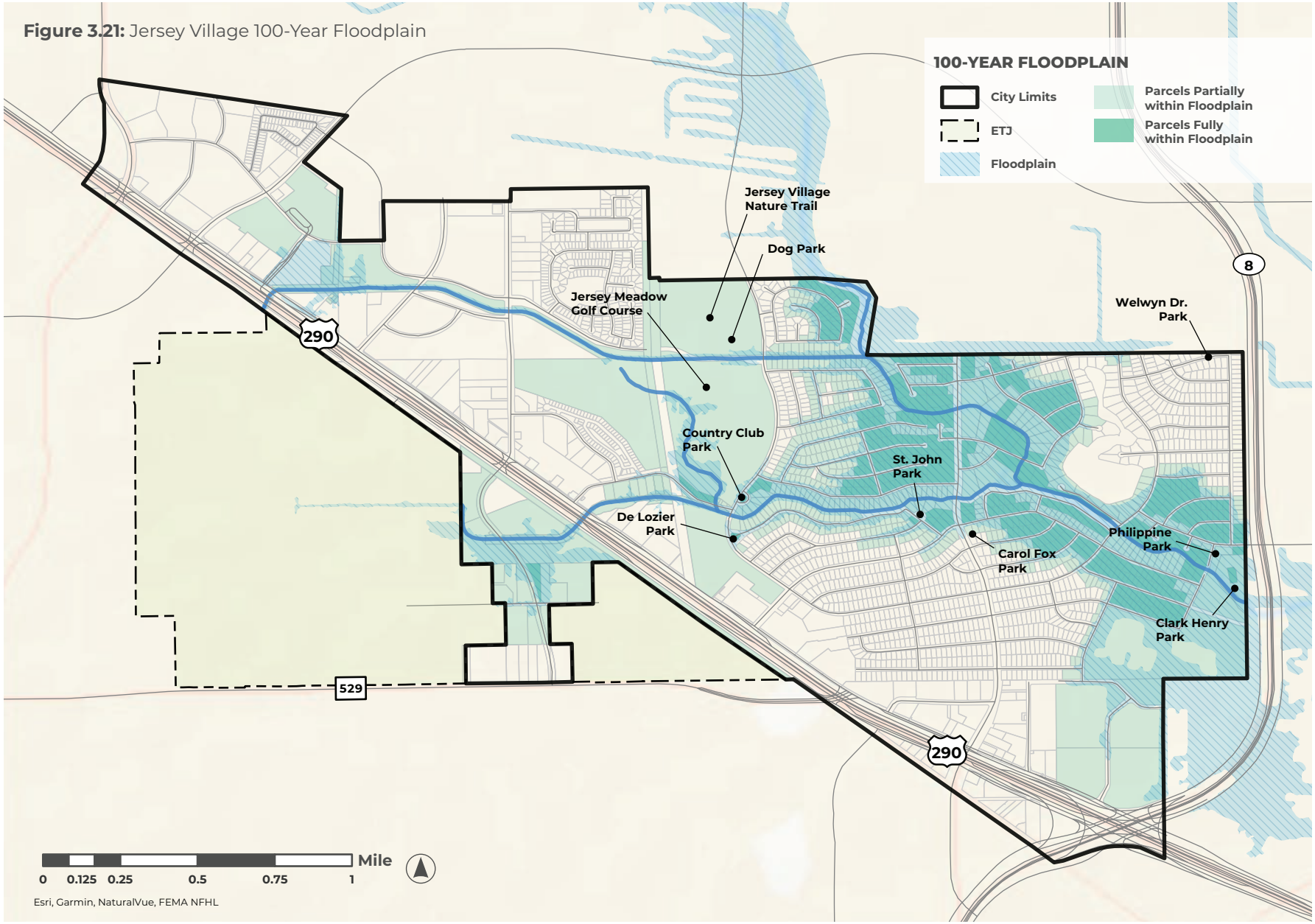
Figure 3.21 depicts the 100-year floodplain in Jersey Village as determined by FEMA in 2014. The figure illustrates that several residential areas within Jersey Village are situated in the floodplain and are susceptible to flooding during high precipitation events.

KEY TAKEAWAYS

- ★ **Park Variety:** The parks in Jersey Village offer a wide range of activities and uses. There are several passive parks and open spaces serving as public spaces while also providing a flood mitigation role. Parks like Clark Henry Park and Carol Fox Park are neighborhood focal points where social ties are made and maintained. De Lozier Park and Philippine Park serve as unique places of refuge and as community spaces for events. This variety of park space promotes a high-quality life and a strong sense of place for residents and should be celebrated.
- ★ **Flood risk is a reality for Jersey Village:** Many of Jersey Village's residential neighborhoods sit within the 100-year floodplain and experience flooding with high precipitation events. This has led to a higher frequency of nuisance flooding and in various cases flooding that causes damage to property. Managing flood risk in Jersey Village is a major challenge that will require additional investment, time, and resources.
- ★ **Significant investment in flood mitigation:** Jersey Village has taken substantial steps in reducing flood risk through several actions. Investments in flood risk reduction projects total over $28.7 million since 2017. Additionally, Jersey Village is facilitating the elevation of private homes through participation in FEMA grants.

7 *https://houstonconsortium.com/p/report*

Figure 3.21: Jersey Village 100-Year Floodplain



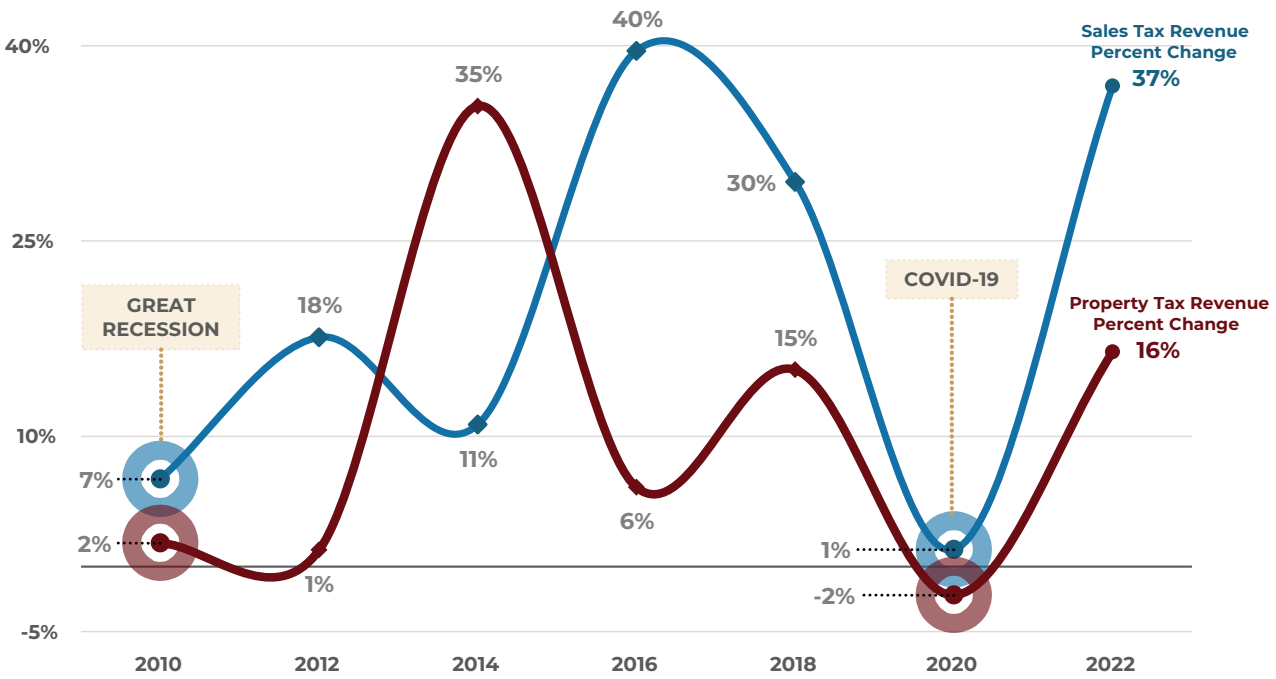
ECONOMIC MIX

Planning for a diverse mix of population and industries can help to leverage economic strengths and improve overall economic resilience. In addition, the existing economic mix of a city impacts the tax revenue that funds public services and its competitiveness within the region. It also fosters diverse economic interactions and activities that benefit the community and surrounding economy.

SALES AND PROPERTY TAX REVENUE

It is important to look at historical tax revenue fluctuations within the context of larger economic trends. **Figure 3.22** depicts fluctuations in tax revenue from 2009 to 2022. Tax revenue in Jersey Village has changed over the years but has also shown resilience in the face of harsh economic conditions. The City adopted property tax increases in 2014, 2021, and again recently in 2024. Sales tax revenue growth has steadily increased since 2010 after the Great Recession following the housing bubble and after the COVID-19 pandemic. The property and sales tax changes and resiliency over time indicate a strong demand for services within Jersey Village. In addition, this revenue is

Figure 3.22: Jersey Village Tax Revenue



YEAR	SALES TAX REVENUE	PROPERTY TAX REVENUE
2010	$1,680,715	$3,961,709
2012	$1,976,593	$4,012,083
2014	$2,192,087	$5,430,698
2016	$3,060,036	$5,761,306
2018	$3,963,894	$6,631,718
2020	$4,015,865	$6,486,769
2022	$5,497,765	$7,555,671

Source: City of Jersey Village Financial Reports

necessary to fund critical infrastructure projects including street maintenance, parks improvements, and flood mitigation projects.

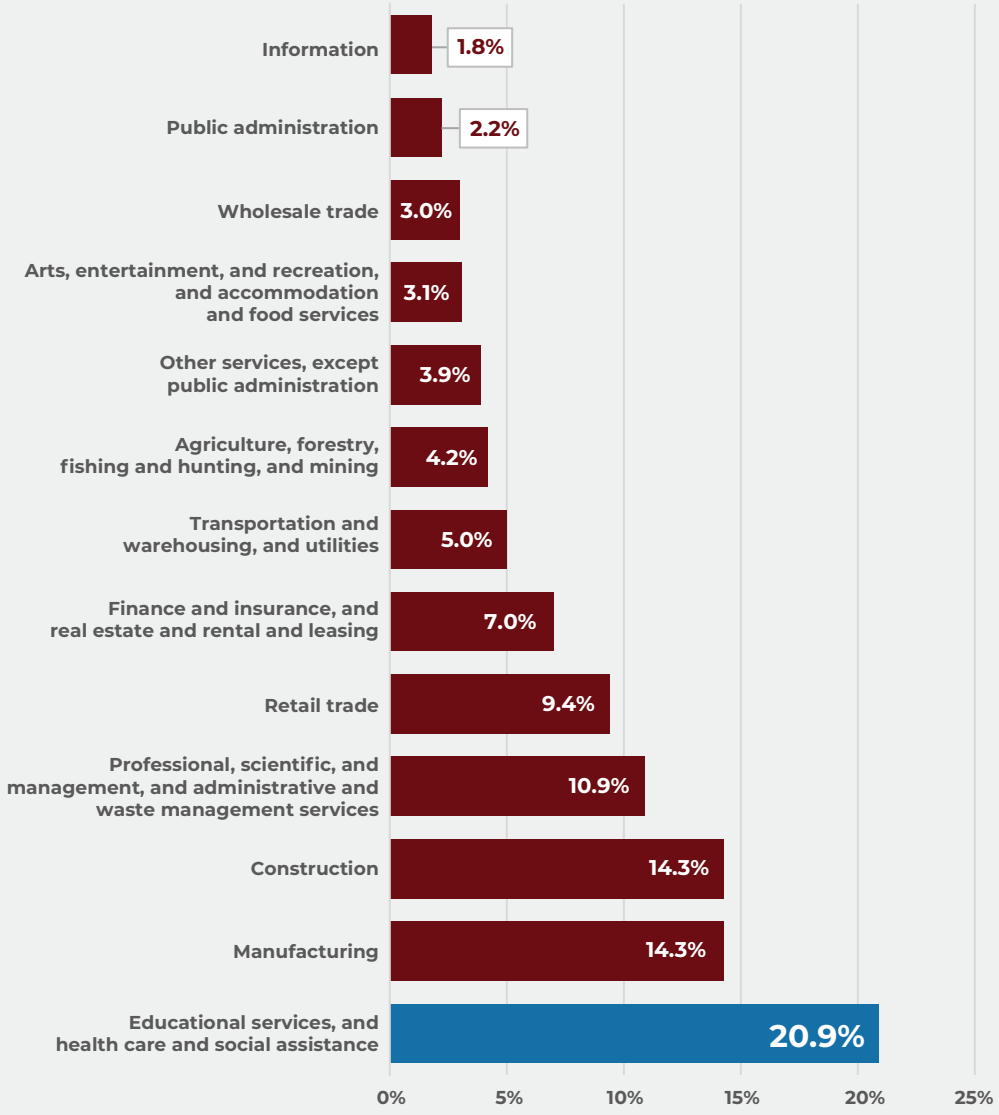
EMPLOYMENT BY INDUSTRY AND OCCUPATION

Local employment patterns can be indicators of an economy's health. Analyzing the employment of a community by industry further characterizes the population and identifies its potential needs and economic opportunities. **Figure 3.23** depicts the industries in which City residents are currently employed. The data indicates that about half of employed residents are employed in three industry sectors: educational services and health care and social assistance, manufacturing, and construction. The highest category, "Educational services, and healthcare and social services," employs about 21% of residents. The top three occupations in this industry sector are public and private school teachers, registered nurses, and post-secondary teachers. In 2022, the average salary within this industry sector was approximately $61,000 with an estimated job growth of 9% over the next 10 years.[8]

The Construction and Manufacturing Industry sectors together account for about 30% of the employed residents in Jersey Village. In 2022, both sectors had an average salary of approximately $75,000. Looking ahead, the construction industry is expected to grow by 1.5% over the next 10 years, contrasting with a projected 1% decline in manufacturing.[9]

8 *https://datausa.io/profile/geo/harris-county-northwest-jersey-village-city-between-beltway-tx-8-fm-1960-puma-tx*
9 *https://datausa.io/profile/geo/harris-county-northwest-jersey-village-city-between-beltway-tx-8-fm-1960-puma-tx*

Figure 3.23: Employment by Industry



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

Figure 3.24 depicts the current mix of major occupation groups within Jersey Village. These groups are a broad mixture of occupations that are grouped by the Census to understand employment trends. The two largest occupation groups in Jersey Village are indicated in the chart as management, business, science, and arts (52%) and sales and office (30%). These major occupation groups include:

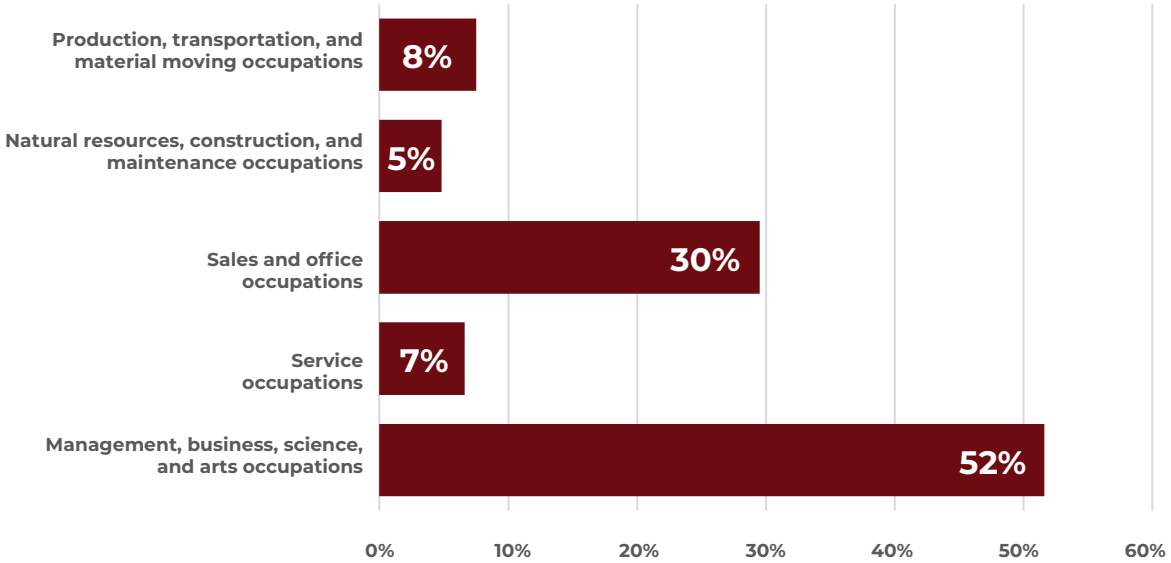
Management, business, science, and arts:

- ✓ Elementary and secondary school;
- ✓ General medicine, physician offices, other healthcare services;
- ✓ College university and professional schools; and
- ✓ Computer systems design

Sales and Office:

- ✓ Car dealers;
- ✓ General merchandise;
- ✓ Department stores; and
- ✓ Restaurants and food services

Figure 3.24: Major Occupation Groups, Jersey Village



Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

COMMUTING PATTERNS

Commuting patterns reveal a valuable perspective on employment in Jersey Village. **Figure 3.25** depicts the City's inflow and outflow commuting patterns, revealing how many workers travel to Jersey Village for work, how many leave Jersey Village to work elsewhere, and how many live and work in Jersey Village. Data collected from the 2022 U.S. Census Bureau OnTheMap indicates that only 104 employees live and work in Jersey Village, while 5,546 employees commute to Jersey Village from elsewhere. Of the 5,546 employees traveling to Jersey Village, 32% work in the "Goods Producing Industry" and 35% work in the "Trade, Transportation, and Utilities Industry." These workers are mostly middle-aged, as 52% are between the ages of 30 and 54. Industrial and manufacturing jobs

Figure 3.25: Inflow/Outflow Commuting Patterns

Source: U.S. Census Bureau, OnTheMap 2022

contribute significantly to this economic activity. The data reveals several insights about the Jersey Village job market and opportunities to support workers from outside of the City with services like restaurants and retail, while also reinforcing the need for additional housing and community infrastructure, such as parks and recreational facilities. Additionally, people working in Jersey Village but living outside may choose to move to Jersey Village if there were services or housing choices that fit their needs.

Understanding how residents commute to work is another metric that provides insights into Jersey Village's employment and transportation landscape. **Figure 3.26** depicts the means of transportation to work in Jersey Village. This data reveals that 73% of workers drive alone, a common pattern in American suburban areas where personal vehicle use is prevalent for most trips. In addition, working from home is common in Jersey Village and can lead to short trips outside of regular commuting. Carpooling is also a significant mode of commuting, suggesting community connections and the presence of workers traveling to the same locations.

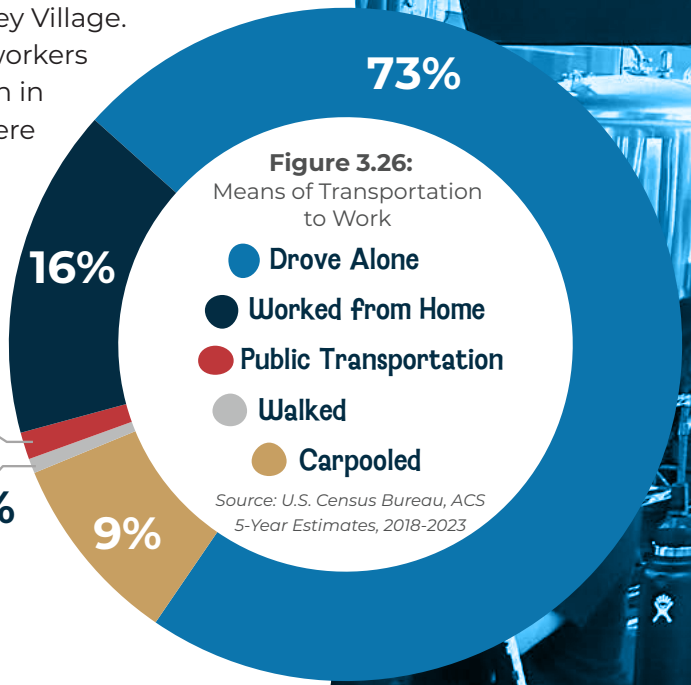


Figure 3.26:
Means of Transportation to Work

Source: U.S. Census Bureau, ACS 5-Year Estimates, 2018-2023

ECONOMIC DEVELOPMENT OPPORTUNITIES

To better understand the City's economic development opportunities, it is helpful to examine its multiple commercial and civic areas and assess the potential for each. At present, the City does not have a downtown nor any other clearly defined central commercial area. Rather, it has various smaller hubs and shopping centers, each with its own characteristics and opportunities. Each district is worthy of separate consideration to craft a broader economic development strategy.

DISTRICT: SENATE AVE AT 290 AND THE SHOPPING CENTER AT JERSEY VILLAGE PLAZA

Source: www.littlekitchenhtx.com

Character: Neighborhood business district with locally focused dining, entertainment, and family-friendly common space.

Opportunities: Senate Avenue Brewing, Little Kitchen HTX, and Mr. Donut & Kolache are neighborhood staples serving as "Third Place" anchors for this district. A Third Place is a common location, such as a coffeehouse or pub, which serves as a "home away from home" and supports socialization and lingering. There is an opportunity to build on this particular local business district by supporting other local businesses in this area, such as by utilizing vacant spaces for pop-up events as well as sharing space for business operations.

The district has walkable access with sidewalks along Senate Avenue and is connected to adjacent residential areas. Residents regularly walk to these establishments, contrasting with other business districts in Jersey Village. Vacant parcels and buildings in this area offer opportunities for new development, particularly given their prime access to Houston via US-290.

Challenges: This corridor faces several challenges, including limited commercial uses. Its auto-oriented design creates barriers to establishing a pedestrian-scaled subdistrict and hinders the cultivation of a vibrant community hub. Furthermore, the community's sentiment regarding multifamily housing presents an obstacle. The concept of mixed-use development, while potentially desirable for most developers, also faces challenges in gaining community understanding and acceptance.

Summary: ***This district is beginning to grow. Little Kitchen HTX and Senate Avenue Brewing Company both opened in 2020. These locally owned businesses focus on community and public engagement by linking local businesses to family-friendly community spaces.***

DISTRICT: CIVIC CORE (CURRENT CITY HALL/ CHURCH AT JERSEY VILLAGE AREA)

Character: A civic core district containing municipal functions and community-oriented recreation center spaces and buildings.

Opportunities: The current and future City Hall buildings offer opportunities for both civic and commercial uses. The Civic Core area includes the half-acre De Lozier Park, a green space for community events, and is connected to a single-family residential neighborhood with walkable sidewalks. The strong neighborhood connection and the existing municipal functions create a potential opportunity for a fully developed civic district with active community facilities, parks, and commercial and retail spaces that serve the district.

Challenges: The buildings are difficult to repurpose as they were used for specific functions in the past and adapting them would require significant funding. Identifying appropriate new uses for these buildings is the key challenge to building on the existing successes of this district.

> **Summary:** ***The district features a cluster of municipal buildings and public-serving, community-oriented spaces. When fully developed, it has the potential to become an active community district fulfilling functional, commercial, and community roles.***

Source: City of Jersey Village

DISTRICT: VILLAGE CORE

Character: The district has been the subject of several planning studies for development, and the current land use includes several vacant parcels and industrial uses. The City has indicated it is in the process of selling most of the property within this area. The Tax Increment Reinvestment Zone ("TIRZ") was formally shut down in September 2025.

Opportunities: The site encompasses 45 acres, making it larger than all other available parcels in the City and presenting a district-scale opportunity that could reshape the entire area. A TIRZ was previously created to facilitate this redevelopment, which generates funds from property appraisal increases resulting from new development to finance public improvements within the district. However, with the City selling much of the land, this large-scale opportunity is evolving. Notably, a group is considering purchasing approximately 10 acres for youth sports-related functions.

Challenges: While the potential for this district is significant, gaining consensus for a large development in a small community can be a challenge, especially given the overall sentiment to preserve the small-town character of Jersey Village. The cessation of the TIRZ and the piecemeal sale of land also present new challenges for comprehensive redevelopment. Additional challenges include economic uncertainty and inflation, which can discourage development and investment.

> **Summary:** ***The district presents a great opportunity for impactful development; however, the City's sale of most of the property and the dissolution of the TIRZ, alongside existing barriers like securing funding and inflation, will significantly reshape the opportunities and challenges for this area.***

Source: Jersey Village website

DISTRICT: JONES ROAD CORRIDOR AND ASSOCIATED SHOPPING CENTERS

Character: The Jones Road Corridor is best characterized as a thoroughfare with fragmented development patterns and activity centers hosting a variety of businesses.

Opportunities: The corridor experiences a significant traffic count of 44,000 vehicles per day, which is sufficient to attract commercial uses of varied sizes. Its proximity to US Highway 290 further suggests development potential. The corridor's activity center includes 8805 Jones Road, which houses popular businesses such as The Cuppo Coffee & Tea. The active shopping center at 8301 Jones Road is mostly leased and contains several unique businesses. This center could be branded as a creative hub with larger spaces potentially shared by multiple businesses as co-working and studio space.

Challenges: The district is heavily auto-oriented and lacks sidewalks and connections to residential neighborhoods. The corridor ranks high in the collision analysis, which identifies Jones Road as the most accident-prone in Jersey Village.

Summary: ***Several activity centers exist along Jones Road, each with distinct characteristics and business types. 8805 Jones Road features a variety of professional services and coffee shops that function as community spaces. 8301 Jones Road offers spaces with more creative uses, including a dance studio and an axe-throwing bar. The diversity of businesses along this corridor indicates opportunity and demand for a variety of different commercial ventures.***

DISTRICT: BIG BOX RETAIL AREA, VACANT LOTS, AND PARK & RIDE LOTS (NW OF TOWN)

Character: This district is characterized by large parcels with warehouse-style retail, including Sam's Club.

Opportunities: Several vacant lots in this area offer a strong opportunity to attract new sales tax revenue-generating businesses. Highway access makes this a prime location for retail, specifically warehouse-style retail with large inventories and customer bases. This area could also be suitable for office, entertainment, restaurant, and overall mixed uses, fostering a more "human-scaled" district. This approach may maximize taxable land while supporting quality of life. One specific opportunity is to develop on one of the Northwest Station Park & Ride lots, which are both underutilized (particularly post-COVID) and well-

located. This is one of 28 Park & Ride facilities designed to support commuter access to express bus services. While the Park & Ride itself is an important city asset, the lots themselves—with 2,361 parking spaces—also represent a significant development opportunity. Developments may range from mixed-use "Transit-Oriented Development" projects to complement the transit use and benefit from the proximity to US 290 and other large footprint retailers like Sam's Club. Further recommendations can be developed based on stakeholder priorities.

Source: City of Jersey Village

Challenges: One challenge the City faces in this district is the prevalence of auto dealerships. These businesses occupy large parcels with extensive parking lots for their inventory while contributing minimally to the average resident's daily life. In addition, the large parcels within this district encourage development that prioritizes automobile access over pedestrian access. The existing pattern of large-format, auto-centric development can make it difficult to create a more integrated and vibrant district.

Summary: ***To establish a strong foundation, the City would benefit from focusing attention on this area, exploring partnerships options for Harris County Transit service, and defining clear targets for desired land uses. The several vacant parcels and underutilized parking lots in this district present development opportunities for potential big-box retailers, pop-up food truck events, and mixed-use developments.***

DISTRICT: ETJ

Character: The Jersey Village ETJ is bordered by unincorporated Harris Country and the City of Houston city limits. The area is mostly composed of light industrial businesses with limited residential and retail.

Opportunities: There is a 704-acre area southwest of US-290 that the City may consider pursuing for annexation. With a creative approach, this area could be a significant economic and cultural asset for the City.

Challenges: The City has limited jurisdiction within the ETJ and would need to undertake annexation, which is a lengthy process with numerous variables and potential obstacles, including the costs associated with infrastructure construction.

Summary: ***The process of annexing land in the ETJ will require time, political will, and community organizing. However, this opportunity offers a potential economic benefit through the tax revenue of existing businesses in the ETJ and the potential for strategic growth and development on several vacant lots.***

KEY TAKEAWAYS

★ **Sales Tax Revenue is Resilient:** Since 2010, there have been several economic shifts caused by national crises such as the Great Recession and COVID-19. These shifts often negatively impact economic activity on the nationwide level, which then impacts local economies with reduced sales tax revenue and reduced demand for goods and services. Jersey Village has maintained sales tax growth and has shown resiliency, which can be seen from its 40% increase in sales tax revenue from 2015 to 2016 and 37% increase from 2021 to 2022.

★ **Commuter Patterns Indicate Potential Demand for Economic Growth:** Commuting patterns in Jersey Village show approximately 5,546 people working and not living in Jersey Village. This data point reveals an opportunity to further attract this population to choose Jersey Village as a place to live. Potentially barriers to their establishing residency in Jersey Village include limited housing options and a lack of retail and restaurants.

★ **Locally Focused Economic Development Opportunities:** The economic development opportunities in Jersey Village are focused on cultivating locally owned businesses and places people consider community spaces. Places like Senate Avenue Brewing Company and The Cuppo Coffee & Tea extend the living room to the community. A desire for places to go and socialize outside of the home was identified in the community survey, indicating there was an unmet demand for businesses that serve as restaurants but also as family-friendly community spaces.

Source: Ashley Dedear

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4. Jersey Village 2035

Source: Ashley Dedear

This chapter translates the community's aspirations and needs identified through the public engagement process and the detailed analysis of the City's existing conditions into actionable strategies. It presents a strategic framework for the future of Jersey Village, outlining the seven key categories and priorities that organize the Plan's core recommendations and align with its established goals and objectives.

Within each key category, relevant goals and objectives are organized to illustrate their intended impact. The chapter provides historical context and analysis to support the recommended strategies, explaining their relevance and value to the City and how they contribute to achieving the Plan goals.

To guide the decision-making process, various analytical tools and real-world examples are introduced. For example, the AARP Livability Index is presented as a resource to inform strategies aimed at enhancing housing, transportation, and green spaces for residents, particularly seniors. Real-world examples of successful projects such as the revitalization of a riparian corridor in Houston, are highlighted to illustrate the value of nature-based infrastructure. The recommended strategies are designed to be flexible and can be re-evaluated to align effectively with evolving City priorities.

KEY CATEGORIES

1. Future Land Use and Community Character
Aligns the City's growth management and development with its values and vision for the built environment and aesthetic character.

2. Livable Neighborhoods and Housing
Identifies ways to improve neighborhood quality and expand housing choices for all residents.

3. Hazard Mitigation and Risk Reduction
Highlights strategies to protect the community from weather-related risks and builds upon the City's successful stormwater management efforts.

4. Access to Recreation and Green Space
Recommends policies to protect parks and green space while improving access to recreational opportunities.

5. Transportation and Mobility
Proposes improvements to the transportation system to increase safety, connectivity, and ease of travel throughout the community.

6. Business and Economic Growth
Proposes methods to support local businesses, strengthen the economy, and create more opportunities for residents and entrepreneurs.

7. Municipal Facilities and Utilities
Presents recommendations to enhance the efficiency of and meet future demands of the City's current facilities and utility systems.

1. FUTURE LAND USE AND COMMUNITY CHARACTER

This key category focuses on addressing Goals A, B, and C. These goals aim to encourage a robust local business environment, cultivate a thriving multi-generational community, and preserve or enhance parks and green space. **Specifically, this section addresses the following objectives:**

Objective 1.1: Prioritize mixed-use development along key corridors and in strategic areas to create and enhance walkable, vibrant districts.

Objective 1.2: Attract and support a varied mix of high-quality retail and dining establishments that meet community needs and contribute to a distinctive local experience.

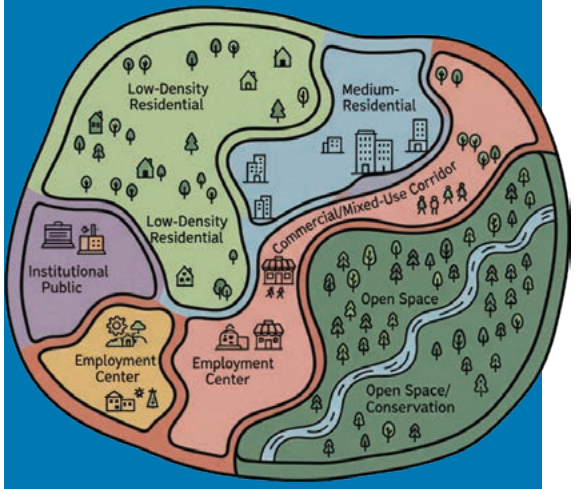
Objective 1.3: Preserve and enhance the quality and value of existing parks and open space to ensure they remain cherished community assets.

Objective 1.4: Strengthen access to support systems and programs tailored to the needs of both young families and senior residents.

Objective 1.5: Strategically invest in enhancing community gathering spaces and corridors to reinforce Jersey Village's identity and appeal.

Land Use and community character are interrelated facets crucial for a community-aligned Plan. Future Land Use serves as a vital tool for making informed decisions about future development, depicting how a community intends to grow and change by defining what to build and where. This guidance informs the strategic placement of housing, neighborhood businesses, and shopping areas, while also providing mechanisms for protecting undisturbed land for open space and parks. This section specifically connects to findings outlined in **Chapter 3**, particularly the identified need for sales tax revenue-generating businesses and more community gathering spaces. In order to address these goals and objectives, this section recommends several strategic updates to the Future Land Use Map and the implementation of policies that reinforce Jersey Village's unique identity.

The Future Land Use Map ("FLUM") is a community-driven document that provides the long-range framework for land regulations such as zoning and special use districts. It guides decisions regarding land use functions,



***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.*

built character, utility coordination, population growth, and the strategic allocation of commercial and mixed-use functions. Planning through the FLUM enhances the City's capacity to adapt to and foresee challenges and opportunities arising from population changes and new development.

Recommended strategies for future land use and community character are developed through a comprehensive approach, synthesizing key takeaways from **Chapter 3** and public engagement to identify a path forward aligned with the community's vision.

Updating the FLUM is essential for accomplishing the goals and objectives of Jersey Village 2035. The FLUM is an integral part of the Plan, providing a guiding framework for subsequent zoning and development decisions. While zoning is a regulatory tool that divides a city into districts and prescribes specific site design and development regulations for the purpose of public health, safety, and welfare, including the protection of historical and cultural areas (Tex. Loc. Gov't Code § 211.001), future land use is broader, serving as a long-term vision that aligns with the City's aspirations.

Development patterns are driven by several factors, including access to transportation, land value, market demand, and environmental considerations. Future land use planning impacts the physical, social, and economic conditions of a city, serving as a useful tool for coordinating utility improvements, determining appropriate zoning regulations to stimulate growth in desired areas, and preserving other areas.

LAND USE CLASSIFICATIONS AND EXISTING LAND USE STRATEGIES

Land use classifications are organized into categories representing the physical, social, and economic character of the area. Understanding existing land use and underlying community character is essential for effectively planning future land use and guiding Jersey Village's desired evolution.

The 2020 Comprehensive Plan established foundational land use strategies for Jersey Village, emphasizing:

- ✓ Compatibility with existing land uses,
- ✓ Maximization of non-residential land uses, and
- ✓ A balanced land use pattern.

The FLUM was then updated in 2023, and its analysis and recommendations are reflected within this Plan. The approach for *Journey to 2035* builds upon these prior considerations, integrating the comprehensive planning process undertaken for this document.

EXISTING LAND USE CLASSIFICATIONS

The land use classifications for Jersey Village described below are derived from the FLUM 2023 designations:

Single-Family Residential: This category primarily encompasses single-family homes, with a limited number of duplexes where zoning permits. Characterized by one- to two-story structures, this classification serves young families, long-time residents, and predominantly homeowners. Single-Family Residential is Jersey Village's largest geographic land use and represents the City's core neighborhoods.

Multi-Family Residential: This category includes a mixture of two- to three-story apartment dwelling structures, primarily concentrated in the northwest portion of the City bordering Jones Road and Steeple Way Boulevard. While occupying a small portion of the total land area, this classification accommodates a significant segment of the population.

Mixed-Use: The Mixed-Use land use classified in the 2023 FLUM is located along Jones Road south of US-290 and is currently undeveloped. This classification promotes development that integrates diverse activities, including residential and commercial uses within the same area.

Common in core activity areas, mixed-use development typically fosters a pedestrian-friendly environment.

Commercial: This category encompasses a wide range of establishments and activities providing general sales and services, including retail, automobile sales/service, finance and insurance, business, professional, scientific and technical services, food services, and personal services. While present throughout the City, commercial land use is concentrated along high-traffic travel corridors like Jones Road and the US-290 corridor. It features a diverse array of commercial structures, from small to large-scale strip mall formats containing retail and other professional services, to unique lots supporting specialized business operations.

Public/Institutional: This category includes a wide range of activities related to social and civic-oriented public services, such as educational, medical, places of worship, government, utility services, and public safety functions. This classification is found in various locations throughout the City and is characterized by various building types unique to their public service roles.

Industrial: This category includes manufacturing, assembly, warehousing, and waste management activities. Characterized by large structures designed for efficient loading, unloading, movement, and storage of goods, this land use classification is located near US-290, facilitating access for freight movement and accommodating industrial operations on suitable land.

Transportation-Utilities: This classification includes truck and freight transportation and private utility functions. Primarily located within the City's ETJ, its direct impact on in-city future land use decisions is limited due to its geographic position.

Parks-Open Space: This category comprises developed or undeveloped land supporting a range of activities including leisure recreation, community events, and serving as stormwater infrastructure and passive green space. In Jersey Village, this category encompasses diverse forms, such as the Jersey Meadow Golf Course, which offers recreational activities, and the Jersey Meadow Nature Trail, which provides passive natural open green space.

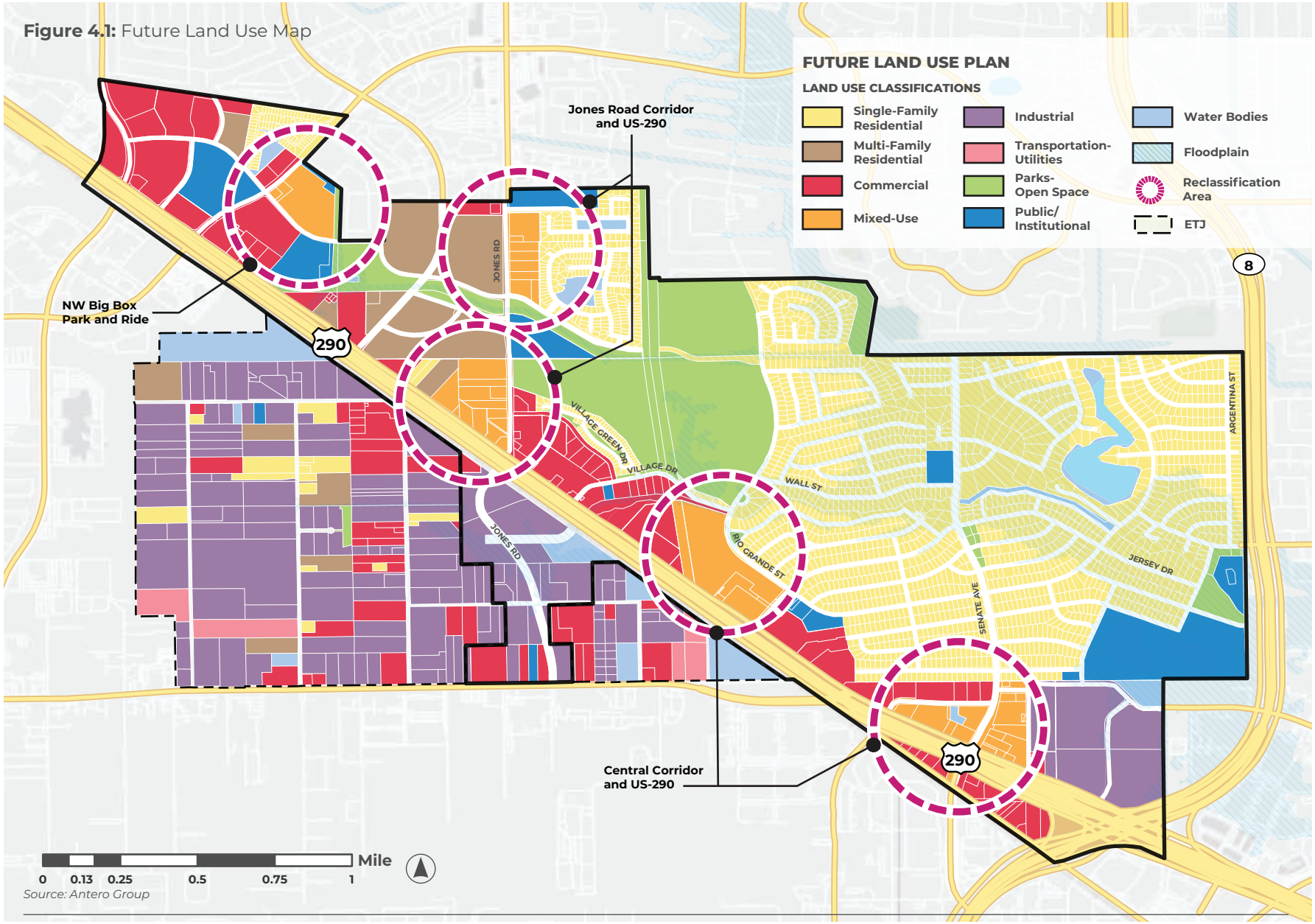
Water Bodies: This land use classification includes all bodies of water located in Jersey Village, such as Jersey Lake and other neighborhood-oriented water features.

PROPOSED FOCUS AREAS FOR RECLASSIFICATION

A key component of establishing a FLUM involves identifying and shaping areas with the greatest potential for change to align with the community's character and vision. The Proposed Reclassification Focus Areas, depicted in **Figure 4.1** on the following page, represent contiguous blocks and parcels identified as having significant development or redevelopment potential.

These focus areas were initially identified through public engagement and insights from the Existing Economic Development Opportunities section in **Chapter 3**, which outlined various strategies for transformation. Further refined through discussions with the CPUC, these areas are strategically located along major City gateways, including the **Northwest Big Box and Park and Ride area**, the **Jones Road Corridor and US-290**, and the **Central Corridor and US-290**.

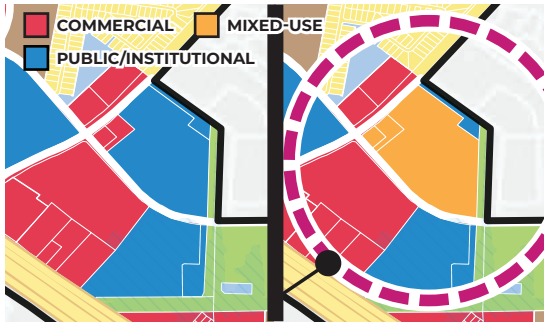
Figure 4.1: Future Land Use Map



Source: Antero Group

RECOMMENDED LAND USE RECLASSIFICATIONS

The following recommended land use reclassifications are informed by extensive public input and feedback from the CPUC. These recommendations integrate an evaluation of the existing conditions, including adjacent land uses and development patterns, to align with the City's vision. Ultimately, updating the FLUM will enable the City to encourage growth and development consistent with its priorities and in strategic locations.



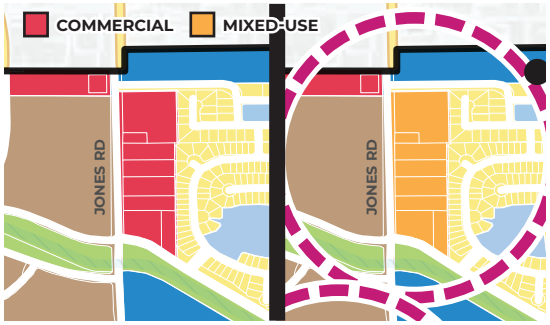
NORTHWEST BIG BOX AND PARK AND RIDE

Current Condition: Northwest Park and Ride station and parking lot.

2023 FLUM Classification: Public/ Institutional; Commercial

Proposed Classification: Mixed-Use

Rationale: The area's local roads form a connective network for enhancing access, a key feature for thriving mixed-use development. Adjacent to the area there is a mix of commercial, multi-family, and single-family residential within walking distance. These surrounding uses promote pedestrian-centered activities and necessitate safe pedestrian infrastructure connecting to the proposed mixed-use district. Developing a vibrant community hub here would establish a gathering center on the west side of Jersey Village, which currently lacks adequate park space and community gathering areas. Furthermore, the Northwest Park and Ride is an underutilized public transportation station with developable land. Reclassifying this area to Mixed-Use could cultivate a transit-oriented development ("TOD") district that activates the area, including the existing station.



JONES ROAD CORRIDOR AND US-290

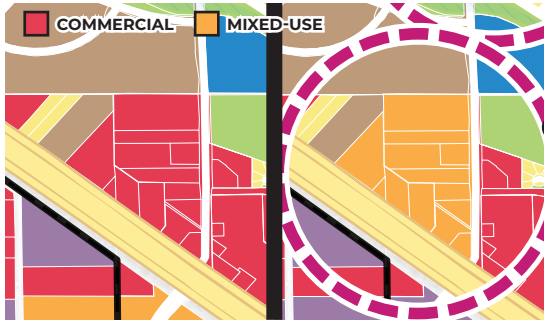
Sub-Area #1: East of Jones Road, North of Jersey Meadow Drive

Current Condition: Several vacant lots and a few auto-oriented retail businesses, including a CVS Pharmacy.

2023 FLUM Classification: Commercial/ Retail

Proposed Classification: Mixed-Use

Rationale: This area possesses the potential to bridge connectivity between the City's east and west sides, enhancing access to a variety of amenities. Introducing Mixed-Use development here would encourage designs that prioritize pedestrian safety and foster community connection and gathering. Increased activity would necessitate enhanced pedestrian infrastructure along Jones Road, potentially including traffic calming measures and safe crossings. With several underutilized parcels and developable land, this area is well-positioned for activation, supported by its surrounding context of established residential single-family, multi-family, and commercial/retail uses that would generate demand for both mixed-use retail and residential components.



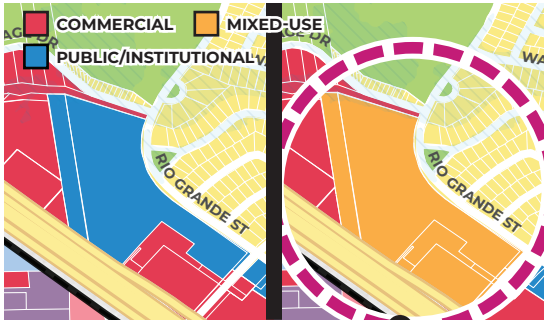
Sub-Area #2: West of Jones Road, North of US-290

Current Condition: Vacant and underutilized lot(s), motel, and auto-oriented retail.

2023 FLUM Classification: Commercial/ Retail

Proposed Classification: Mixed-Use

Rationale: This area holds significant potential for activation, despite its current underutilization for commercial/retail. Its proximity to major transportation infrastructure, including the intersection of Jones Road and US-290, creates opportunities for a variety of land uses, particularly mixed-use developments that prioritize gathering spaces and walkability. This location is ideally situated to become a vibrant community hub, offering amenities accessible to adjacent multi-family neighborhoods west of Jones Road.



CENTRAL CORRIDOR AND US-290

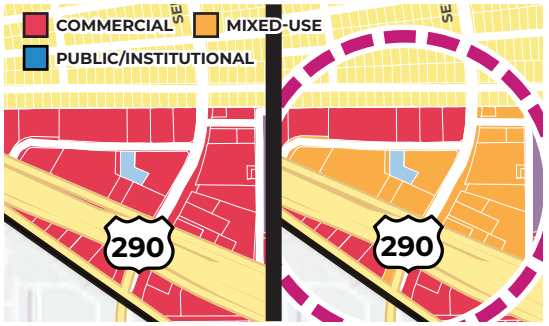
Sub-Area #1: Civic Campus Area

Current Condition: Includes religious and civic institutions, restaurant retail, and motel services, directly adjacent to US-290 Frontage Road west of Jersey Drive.

2023 FLUM Classification: Public/ Institutional

Proposed Classification: Mixed-Use

Rationale: The City's acquisition of six buildings for a new civic campus offers a significant opportunity to centralize operations and create a vibrant hub. Adopting a Mixed-Use designation for this area would encourage integrated development with retail and residential components. This land use change would allow for a complete site redesign, moving away from the current auto-oriented patterns. By incorporating enhanced beautification and design standards, the area can become more pedestrian-friendly, balancing parking needs with green spaces and buffers from US-290. This approach would transform the site into a lively civic center supported by diverse residential and retail uses.



Sub-Area #2: Senate Avenue / US-290 Intersection

Current Condition: Several vacant parcels and a mixture of neighborhood restaurant and retail, auto-oriented retail, and storage functions.

2023 FLUM Classification: Commercial/ Retail

Proposed Classification: Mixed-Use

Rationale: Senate Avenue is a key thoroughfare connecting the most-established single-family neighborhoods to amenities in the City's south and west. Introducing Mixed-Use development provides a significant opportunity

to create a vibrant neighborhood community hub. This approach will give residents walkable access to amenities and alternative gathering spaces beyond parks. Additionally, it will improve the overall design and beautification of an area bordered by US-290 and industrial uses.

Industrial Reclassification

Current Condition: All Mixed-Use Future Land Use Classifications south of US-290, including in the ETJ.

2023 FLUM Classification: Mixed-Use

Proposed Classification: Industrial

Rationale: Reclassifying these areas to industrial will ensure land use is aligned with likely and practical uses based on the City's preference for this area, providing a more focused approach for future development.

ALIGNED WITH CITY VISION AND OBJECTIVES

These proposed FLUM changes support the following objectives:

- ✓ Prioritize mixed-use developments along key corridors and in strategic areas to create and enhance walkable, vibrant districts.
- ✓ Attract and support a varied mix of high-quality retail and dining establishments that meet community needs and contribute to a distinctive local experience.
- ✓ Activate commercial areas and corridors through strategic economic development initiatives that attract high-quality, community-aligned businesses and create vibrant destinations.

These reclassifications will accommodate existing commercial/retail uses while strategically introducing the potential for integrated mixed-use residential and retail hub developments.

RECOMMENDED STRATEGIES

FUTURE LAND USE

Strategy 1.1.1. Implement targeted initiatives to encourage and attract mixed-use developments along the US-290 corridor and within the NW Big Box and Park and Ride areas.

- ★ By implementing targeted initiatives—such as marketing opportunities, providing clear pre-application guidance, and offering process-based support—the City can actively encourage and attract high-quality, mixed-use projects. This directly responds to the community's desire for more walkable "third places" and revitalized corridors.

Strategy 1.2.1. Promote street-fronting commercial retail with parking situated at the rear of development sites.

- ★ This strategy necessitates code changes or design guidelines for commercial areas within these strategic locations. These policy updates will facilitate site planning that actively fosters walkable, vibrant retail environments, attracting both residents and visitors.

Strategy 1.2.2. Establish and market Jersey Village as a boutique community within Houston's emerging markets to attract startup sales business to the vacant retail space.

- ★ The thriving Houston startup ecosystem, characterized by a talented labor pool and approximately $6 billion in venture capital funding over the past 5 years, presents a regional opportunity. This strategy aims to leverage this growth to attract sales businesses to Jersey Village, aligning with objectives to foster diverse commercial districts that serve a growing economy.

***Strategy 1.3.1.* Amend the existing zoning to establish a parks and green space district that focuses on preserving and enhancing these spaces.**

★ Establishing a dedicated parks and green space district within the zoning code will preserve the public use nature of this land, preventing incompatible or nuisance uses. Furthermore, this zoning district can enhance development and landscaping requirements through specified design guidelines within the ordinance.[10]

COMMUNITY CHARACTER

***Strategy 1.4.1.* Utilize the AARP Livable Communities guidelines to foster universal design practices.**

★ By adopting and applying universal design principles from these guidelines, the City can improve the physical accessibility of its infrastructure and facilities. This not only directly benefits the City's growing senior population but also supports young families by making public spaces, parks, and businesses more accessible for those with strollers or young children. Ultimately, these practices will create a more inclusive and cohesive community, reinforcing the City's family-oriented character.

***Strategy 1.4.2.* Develop engagement programs for senior residents that promote intergenerational engagement.**

★ This strategy involves coordinating with neighborhood leaders to develop programs and courses that foster interaction and education between older and younger generations. Non-profit organizations like the Jersey Village Senior Outreach can play a key role in promoting and developing these programs.

***Strategy 1.4.3.* Foster opportunities for community organizations and businesses that address a wide variety of family needs.**

This strategy aims to meet the demand for family-oriented services and aligns with Jersey Village's cultural identity. It will foster opportunities for businesses and organizations providing childcare, medical needs, convenience retail, pre-kindergarten education, and other family-valued activities and services.

***Strategy 1.5.1.* Enhance the visibility and appeal of existing parks, green space, and City buildings through native plantings and distinctive entry features.**

★ Investing in public places communicates their value and enhances their visibility within neighborhoods. This strategy aims to establish these public spaces and municipal facilities as attractive destinations that encourage walking and extended visitation.

***Strategy 1.5.2.* 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.**

★ Building upon the existing golf cart ordinance, this strategy aims to implement dedicated parking at public parks and common destinations, enhancing the convenience and accessibility of these amenities. This supports the small-town character and neighborhood connectivity valued by residents.

10 *https://planning-org-uploaded-media.s3.amazonaws.com/document/PAS-Report-228.pdf*

Strategy 1.5.3. ***Activate underutilized spaces as temporary community spaces to foster family-oriented community events or space to express Jersey Village's identity.***

★ This strategy recommends hosting public events in community spaces to foster a family-friendly culture and provide opportunities for local businesses. This approach encourages creative, temporary uses of space that are not intended as permanent installations.

Strategy 1.5.4. ***Prioritize visual appeal and beautification standards on major thoroughfares and City gateways, including strategic tree planting to enhance pedestrian comfort and aesthetics.***

★ Enhancing the visual appeal and beautification standards of critical corridors signals a high-quality environment. This will improve aesthetics and pedestrian comfort, contributing to a stronger sense of place and community pride among residents.

JV Brewfest, De Lozier Park. Source: Eric Henao

2. LIVABLE NEIGHBORHOODS & HOUSING

This key category specifically addresses Goal B, which aims to cultivate a thriving community that attracts young families and supports residents across all generations. **To achieve this, the section focuses on the following objectives:**

Objective 2.1: Evaluate limited opportunities for additional housing types that expand residential choice, enhance neighborhood quality and align with the established character of Jersey Village.

Objective 2.2: Encourage investments in the renovation and modernization of existing homes to meet current demands while preserving neighborhood character.

Objective 3.3: Maintain and enhance the continuity of existing neighborhood character through thoughtful design guidelines and preservation strategies.

This section identifies opportunities for housing that are best aligned with community needs and desires. The objectives and strategies presented here are directly informed by community feedback and findings from **Chapter 3**. Specifically, the analysis highlights the increasing share of renters in the community, the existing limited housing choice, and the community's strong desire to maintain its neighborhood character. Neighborhood character refers to the unique qualities of a place, encompassing its physical, social, and economic attributes. These characteristics include architectural style, street layout, economic characteristics such as employment and income levels, and demographic composition. To address these needs and ensure a high quality of life, this section recommends strategies that foster housing choice, support existing neighborhoods, and integrate thoughtful design and preservation tools.

Planning for housing and livable neighborhoods presents opportunities to foster an environment of participation and empowerment for neighborhood flourishing. Livable neighborhoods establish a foundation for residents to enjoy a great quality of life. This includes providing housing choice, access to convenience retail, enhanced social connections, and opportunities for civic engagement.

GOAL B: CULTIVATE A THRIVING COMMUNITY THAT ATTRACTS YOUNG FAMILIES AND SUPPORTS RESIDENTS ACROSS ALL GENERATIONS.

These factors are key to strengthening community resilience and expanding public benefits that improve the lives of Jersey Village residents.

EXISTING TRENDS

Single-family homes are the predominant type of housing in Jersey Village, contributing to its distinct community character. Maintaining this family-oriented housing while strategically introducing supplementary housing options offers opportunities to preserve the City's unique identity alongside accommodating future change.

Housing development in Jersey Village has slowed in recent years. Since 2020, only ten housing units have been constructed, representing the lowest number of new homes built over a five-year period since the City's incorporation.[11] This trend is partially due to the limited land parcels available for development and the area's zoning. While maintaining the City's existing housing character is a priority, a community's resiliency also depends on its ability to adapt and change.

SUBURBAN HOUSING AND RETAIL

Cultivating a thriving business retail environment in Jersey Village is an ongoing effort with both successes and challenges. Existing small-scale retail and restaurant businesses, such as Little Kitchen HTX, Senate Avenue Brewery, and Good Eatz, demonstrate local success. However, challenges in developing a central commercial hub or attracting anchor retailers like grocery stores mean residents currently travel outside the City for those amenities. Attracting desired amenities to retain local spending may necessitate incremental changes that balance community character with diversified housing options.

The relationship between housing and retail in suburban areas is symbiotic. Retail businesses often struggle to meet profit margins without sufficient proximate housing, while communities with ample housing but limited retail may lack desired amenities, leading to a diminished quality of life. Beyond transactional functions, retail also serves as a vital social component within neighborhoods, acting as places for connection, informal gatherings, or flexible remote working environments.[12]

Current housing options in Jersey Village today are divided primarily between multi-family and single-family housing, with few existing duplexes, triplexes, or quadplexes contributing to the overall housing mix. While the community's desire for retail options is well-documented, successful retail often requires more varied housing options within its immediate geographic area. A varied mixture of housing fosters an environment with a broader range of needs and desires, allowing retail to thrive. By encouraging strategic, incremental change over time, Jersey Village can cultivate thriving neighborhoods residents envision.

11 U.S. Census Bureau, U.S. Department of Commerce. "Physical Housing Characteristics for Occupied Housing Units." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2504, https://data.census.gov/table/ACSST5Y2023.S2504?q=housing+&g=160XX00US4837612. Accessed on 18 Jun 2025.

12 https://www.chicagobusiness.com/equity/retail-and-affordable-housing-are-interdependent-opinion

INCREMENTAL HOUSING

Incremental housing is an emerging approach to address changing housing conditions and enhance livability across various communities. This approach allows for new housing, such as duplexes or Accessory Dwelling Units ("ADUs") to be developed by right within existing single-family zoned neighborhoods. This strategy promotes gradual, market-driven changes that incrementally shape neighborhoods over time.

The City of Lubbock, Texas, for example, relaxed zoning regulations on single-family zoned land, permitting the construction of duplexes, triplexes, and fourplexes in areas previously restricted to single-family homes. This policy change did not imply an overnight transition of existing single-family neighborhoods, as provisions restricted the proximity of these new housing types to existing single-family homes, and developers could still build new subdivisions exclusively for single-family residences. Lubbock responded to market demand, as developers expressed a growing interest in building these housing types despite limited available space. This policy represents a step towards unlocking housing options for Lubbock while promoting livable neighborhoods that favor walkability, affordability, and a variety of retail.[13]

DESIGN STANDARDS AND DESIGN GUIDELINES

Design Standards and Design Guidelines are additional regulatory options that ensure new developments and rehabilitations are compatible with a neighborhood's character. Design standards are fixed, quantitative measures of various design elements, including building height, façade, steps or stoops materials, and several others. Design standards are characterized by precise language and are rigid and mandatory.[14] While they foster predictable and consistent development, the standards should be limited to addressing the most critical aspects of the neighborhood to ensure a streamlined design review process.

The City of San Antonio, Texas has successfully implemented several Neighborhood Conservation Districts ("NCD"). These are geographically designated areas with design standards to protect neighborhood character from incompatible residential infill and rehabilitation design. The Monte Vista Terrace NCD of San Antonio regulates several elements of residential buildings and lots with quantified measurements with the intent to maintain the neighborhood character. For example, the NCD states that all residential structures shall be no taller than 2 ½ stories and 35 feet in height.[15] The full design standard document can be found in **Appendix C**.

Design guidelines are flexible and offer direction while encouraging diverse perspectives and creative opportunities. They provide an opportunity for new developments to move beyond basic compliance and serve an aspiration for high-quality design. Design guidelines establish a framework for desired development outcomes, while retaining flexibility within the decision-making process.

The City of Princeton, Texas, has recently enacted a resolution for design guidelines with the intent of establishing a consistent guide for residential development. These guidelines are a policy document that provides preferred solutions to design

13 *https://apps.texastribune.org/features/2024/texas-housing-affordability-zoning*
14 *https://planning-org-uploaded-media.s3.amazonaws.com/publication/download_pdf/PAS-Report-591.pdf*
15 *https://docsonline.sanantonio.gov/DSDUploads/NCD-10FinalDocument.pdf*

challenges and serve as a supplemental document to the comprehensive plan and the zoning code. Princeton's design guidelines offer suggestions for building materials and building façades, as well as neighborhood and lot design guides.[16] The full design guideline is attached in **Appendix D**.

LIVABLE COMMUNITIES

Livable communities recognize the importance of age-friendly places that support neighborhood-level services, amenities, and features promoting a high quality of life for people of all ages. The American Association of Retired Persons ("AARP") and the Joint Center for Housing Studies of Harvard University ("JCHS") assess neighborhood livability through their Livability Index, which measures how key aspects of the built, economic, and social environments contribute to community and individual well-being.

A Livable Community is defined by AARP as: "one that is safe and secure, has affordable and appropriate housing and transportation options and offers supportive community features and services. These resources enhance personal independence, allow residents to remain in their homes and communities as they age, and foster residents' engagement in the community's civic, economic, and social life."

THE LIVABILITY INDEX

The Livability Index gives a score for a location's performance on forty metrics and twenty policies across seven categories of livability. Overall livability scores range from 0-100 and are based on an average of the overall scores for the individual categories. The individual categories are described below in **Figure 4.2**.

The seven categories listed, while not exhaustive, outline common characteristics of a Livable Community. The scoring criteria capture the complexity of livability by drawing on multiple dimensions that contribute to individual and community well-being. Locations scoring highest on the index typically perform well in neighborhood, transportation, and health categories, and possess diverse population age ranges and housing stock. The index provides communities with metrics and criteria to guide improvements, serving primarily as a resource for comparative insights into what makes a place livable.[17]

Using the Livability Index, Jersey Village achieved an overall livability score of 44, slightly below the average city score of

Figure 4.2: AARP Livability Index Categories

CATEGORY	DESCRIPTION
Housing	Physical accessibility, affordability, and presence of different housing types
Neighborhood	Proximity to destinations, presence of mixed uses, and safety and quality
Transportation	Convenience, cost, accessibility, and resilience
Environment	Water and air quality, energy efficiency, and resilience
Health	Access to and quality of health care and healthy behaviors
Engagement	Civic and social participation, equal rights, as well as Internet access
Opportunity	Income equality, economic and educational opportunities, multigenerational communities, and local fiscal health

Source: AARP Livability Index

16 *https://www.princetontx.gov/DocumentCenter/View/3520/Residential-Design-Guidelines---March-2025*
17 *https://livabilityindex.aarp.org/methods-sourcesMethods and Sources – AARP Livability Index™*

48. The detailed report is included in **Appendix E**. In summary, Jersey Village scored relatively well in the Housing, Neighborhood and Health categories. Metrics related to access to parks and jobs by both auto and transit scored within the top third nationally.

Beyond its function as a scoring and comparative tool, the Livability Index platform and its associated resources offer valuable, prescriptive guidance for communities seeking to improve their scores. These resources include toolkits and guides on topics directly relevant to Jersey Village's goals. These guides provide communities with best practices and design standards for creating a diverse and accessible housing stock that supports residents of all ages. For instance, the AARP offers detailed guides on universal design and ADU construction, providing photo-filled examples and legislative recommendations for integrating new housing options that are compatible with existing neighborhoods.18 The principles and examples from these resources directly inform the strategies in this section to expand residential choice while maintaining neighborhood character, particularly for young families and seniors.

RECOMMENDED STRATEGIES

The recommended strategies for Livable Neighborhoods and Housing outline approaches to enhance community well-being. These recommendations seek to introduce varied housing types through a long-term process designed for community acceptance. They also aim to encourage civic engagement and the development of resources that align with community values and needs. The recommended strategies are designed to fulfill the stated objectives, incorporating insights from the existing conditions analysis, current housing trends, and recent approaches to housing and neighborhoods.

Strategy 2.1.1. Develop a portfolio of voluntary pre-approved housing plans that meet established design guidelines and aesthetic standards to offer an option for developers streamline the permitting process.

★ This strategy aims to preserve the small-town character of Jersey Village while facilitating appropriate development. By aligning with pre-approved housing plans, the permitting process can be streamlined, encouraging consistent design.

Strategy 2.1.2. Develop a resource for constructing accessory dwelling units in suburban residential neighborhoods, providing residents with a how-to-guide and best practices.

★ Findings from the existing conditions analysis highlight limited housing choice and a strong desire to maintain the community's identity. This strategy reduces informational and procedural barriers for interested homeowners, actively encourages accessory dwelling unit development, and helping to cultivate a diverse and multi-generational housing stock. This approach is informed by resources such as the AARP's universal design guidelines, ensuring that new housing options are compatible with neighborhood character while enhancing overall livability.

18 *https://www.aarp.org/content/dam/aarp/ppi/2019/04/accessory-dwelling-units-design-development-guide.pdf*

Strategy 2.1.3. 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.

★ This strategy ensures extensive community input guides the exploration of housing options, aligning potential changes with Jersey Village's vision.

Strategy 2.2.1. Develop resources and programs to encourage and support property owners in the renovation and modernization of existing single-family homes.

★ Providing resources for homeowners to repair or modernize their homes fosters neighborhood engagement and preserves existing character. The City could develop these resources to encourage high-quality renovations throughout Jersey Village.

Strategy 2.3.1. Review and update zoning ordinances and design guidelines to ensure the long-term preservation and protection of neighborhood character, parks, and green spaces.

★ Establishing a robust, long-term regulatory framework is crucial for preserving a community's character. This strategy will focus on the physical and functional aspects of neighborhoods and will integrate community input as preservation strategies are implemented.

Strategy 2.3.2. Develop and implement educational programs for residents on design guidelines and preservation best practices to maintain existing neighborhood character.

★ Providing a library of resources on design guidelines and preservation best practices will empower the community and facilitate more robust discussions during future workshops. These resources should be tailored to reflect Jersey Village's unique suburban character.

Source: City of Jersey Village website

3. HAZARD MITIGATION & RISK REDUCTION

This key category addresses Goals C and D from **Chapter 2**. Goal C focuses on preserving and enhancing parks and green space for multiple functions, which directly relates to integrating green infrastructure for flood management. Goal D, which aims to promote economic development by marketing Jersey Village successes, is intrinsically linked to hazard mitigation as a community's resilience to natural disasters is a significant factor in its economic stability and attractiveness for investment and business retention.

This section pursues these goals through the following objectives:

Objective 3.1: Integrate sustainable green infrastructure within parks and appropriate underutilized sites to enhance stormwater management. Reduce flooding and enhance the City's natural assets.

Objective 3.2: Continuously improve the effectiveness and capacity of the stormwater drainage network across Jersey Village, prioritizing areas with chronic flooding challenges.

Hazard mitigation describes the opportunity to prevent damage to property and protect lives where there is a known risk from weather-related hazards. Reducing risk through strategic interventions is a proactive approach that can significantly reduce property damage and save money in the long run. It is imperative to plan for long-term risk reduction in Jersey Village, as there is a known flood risk impacting residential and commercial areas throughout the City. In order to address these goals and objectives, this section recommends strategies that enhance the City's flood resilience through both structural and non-structural measures, and leverage these efforts to support economic stability and community well-being.

This section connects to findings and key takeaways outlined in **Chapter 3**, where several opportunities for risk reduction and hazard mitigation were identified, along with ongoing flooding issues impacting the community.

FLOOD RISK IN TEXAS

The State of Texas experienced several major natural disasters from 2015 to 2018, resulting in billions of dollars in damage to private and public property and significant loss of life. Notably, in 2017, Hurricane Harvey delivered up to

GOAL C: ***PRESERVE AND ENHANCE PARKS AND GREEN SPACE FOR MULTIPLE FUNCTIONS.***

GOAL D: ***PROMOTE ECONOMIC DEVELOPMENT BY MARKETING JERSEY VILLAGE'S SUCCESSES.***

60 inches of rain over five days in parts of the Houston Metroplex, marking it as the largest rainfall event in U.S. history. Jersey Village was directly impacted by these events, experiencing several high-impact floods that damaged homes, displaced families, and compromised critical infrastructure. Therefore, reducing risk to Jersey Village residents through clear, actionable recommendations and fostering an informed and educated public is a paramount priority.

TEXAS GENERAL LAND OFFICE

The Texas GLO supports hazard mitigation and risk reduction through various funding channels and resources for communities, organizations, and residents. The GLO released a State of Texas CDBG Mitigation Action Plan in 2018 and has updated that plan four additional times, most recently in 2024. This action plan details the proposed use of funds while promoting local control through programs that enhance community resilience.

Hazard mitigation and risk reduction are key concepts that define solutions to reduce the impact of natural disasters. Within the CDBG Mitigation Action Plan, the U.S. Department of Housing and Urban Development ("HUD") defines mitigation as: "Those activities that increase resilience to disasters and reduce or eliminate the long-term risk of life, injury, damage to and loss of property, and suffering and hardship, by lessening the impact of future disasters."

Mitigation strategies take various forms. The Texas CDBG Mitigation Action Plan has prioritized several infrastructure resilience mitigation strategies, including:

- ✓ Elevating critical systems, facilities, and roadways above the 100-year floodplain;
- ✓ Installing backup power generators for critical systems (e.g., water, sewer);
- ✓ Avoiding increases in impervious cover by limiting projects to original footprint and encouraging building practices that promote pervious surfaces;
- ✓ Incorporating natural or green infrastructure strategies, such as wetlands, land barriers, or mimicking such systems (e.g., permeable pavements and amended soils) to improve infiltration and pollutant removal;
- ✓ Replanting with native vegetation to preserve the natural environment;
- ✓ Implementing stormwater management solutions, including installing retention basins, larger culverts and debris guards, and erosion control;
- ✓ Establishing backup communication systems;
- ✓ Enhancing building codes and Land Use Plans;
- ✓ Participating in multi-jurisdiction hazard mitigation plans to qualify for Hazard Mitigation Grant Program ("HMGP") funds; and
- ✓ Participating in the National Flood Insurance Program.

FEMA NATIONAL RISK INDEX

The FEMA National Risk Index ("Risk Index") is a tool developed by FEMA in collaboration with local, state, and federal agencies, as well as academic institutions, to identify communities most susceptible to 18 natural hazards. The Risk Index informs policy makers at the local, regional, and state levels regarding hazard mitigation planning and the prioritization of projects that reduce risk for vulnerable communities.

The Risk Index calculates an overall risk rating for a state, county, or community by utilizing the Expected Annual Loss ("EAL") and integrating social

vulnerability and community resilience factors. The EAL represents the average economic loss in dollars resulting from natural hazards each year. The overall hazard risk for a large portion of Jersey Village is rated as relatively high, placing it in the 96th percentile for risk. **Figure 4.3** illustrates the specific area within Jersey Village to which these FEMA Risk Index ratings apply.

The top three hazards identified for this area in Jersey Village are riverine flooding, hurricanes, and tornadoes. This tract ranks within the 99.6th percentile nationally for riverine flooding risk. Furthermore, the EAL ranking for riverine flooding is at the 99.9th percentile, indicating that only 0.1 percent of the nation incurs a higher EAL due to riverine flooding. The Risk Index estimates an EAL in this area of Jersey Village of $4,396,319.

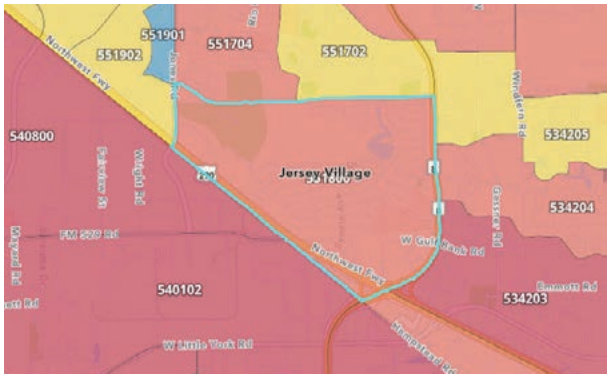
The FEMA Risk Index offers a comprehensive assessment of hazards in Jersey Village, particularly for riverine flooding, hurricanes, and tornadoes. This data serves as critical evidence supporting the significant need for flood mitigation efforts and can inform potential funding applications.

Figure 4.3: FEMA National Risk Index

RISK INDEX

Score: **96.88**

*The Risk Index rating is **Relatively High** for **Census tract 48201551800** when compared to the rest of the U.S.*



NATIONAL PERCENTILE
96.88
PERCENTILE WITHIN TEXAS
94.90
0 100

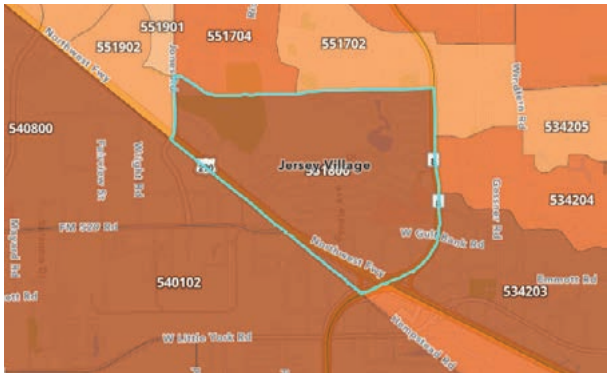
97% of U.S. Census tracts have a lower Risk Index
95% of Census tracts in Texas have a lower Risk Index

RISK INDEX LEGEND: Very High | Relatively High | Relatively Moderate | Relatively Low

EXPECTED ANNUAL LOSS

Score: **99.21**

*In **Census tract 48201551800**, expected loss each year due to natural hazards is **Very High** when compared to the rest of the U.S.*



NATIONAL PERCENTILE
99.21
PERCENTILE WITHIN TEXAS
98.80
0 100

99% of U.S. Census tracts have a lower Expected Annual Loss
99% of Census tracts in Texas have a lower Expected Annual Loss

EXPECTED ANNUAL LOSS LEGEND: Very High | Relatively High | Relatively Moderate | Relatively Low

Source: FEMA

LOCAL AND REGIONAL PLANNING EFFORTS

Planning for large-scale environmental issues requires local and regional collaboration to prioritize actions and coordinate improvements. Jersey Village is situated within a region that has several active hazard mitigation plans, ranging from the county to local levels. Integrating these in this Plan is crucial for ensuring consistency and alignment across all planning efforts.

HARRIS COUNTY MULTI-HAZARD MITIGATION ACTION PLAN

The 2020 Harris County Multi-Hazard Mitigation Action Plan was developed by Harris County and participating municipalities and special purpose districts to reduce risk from all hazards. The plan identifies resources, information, and strategies for risk reduction and is designed to be a dynamic, ongoing process that responds to the needs and capabilities of Harris County and all its stakeholders.

The City of Jersey Village has already initiated various projects consistent with this county-wide plan, demonstrating its commitment to proactive hazard mitigation.

Completed Projects

- ✓ **Golf Course Water Detention Upgrade:** The Jersey Meadow Golf Club Berm Project, completed in April 2022, successfully contained floodwaters within the golf course, thereby reducing flooding on nearby residential streets. Flood mitigation berms were constructed along Wall Street to further reduce flood risk to residential areas.
- ✓ **Tree Maintenance Program:** The City has established a tree maintenance program as part of the zoning ordinance. The ordinance focuses on the maintenance of trees with canopies overhanging the Right-of-Way ("ROW") and includes requirements for pruning and tree removal.
- ✓ **Heat Index Information:** The City provides access to National Weather Service tools that inform the public about heat indexes for Jersey Village.
- ✓ **Business Pre-Plans Digitization:** All business pre-plans have been digitized.
- ✓ **Updated Building Codes for Glazing Enhancements:** In alignment with the Harris County Multi-Hazard Mitigation Action Plan, the City has adopted new ordinances for window glazing, improving both energy efficiency and resilience to environmental hazards. The City has also updated all building and fire codes.

In-Progress Projects

- ✓ **Modernization of Water and Wastewater Treatment Facilities:** The City is currently developing a master plan to assess the water and wastewater systems. A Capital Improvement Plan ("CIP") was developed in 2023 to evaluate all City-owned water and wastewater facilities. The CIP is slated for implementation over the next decade.
- ✓ **Integration of Hazard Mitigation into City Plans and Ordinances:** All new City plans and ordinances affecting land use and community resources will incorporate the Harris County Multi-Hazard Mitigation Action Plan. Aligning these regional plans is crucial for the success of all City planning initiatives.
- ✓ **Development of a Detailed Pipeline Risk Map:** The City is implementing a new application to help staff visualize all pipelines within city limits. Procedures and protocols for its use are currently being developed.

- ✓ **Retrofit Critical Infrastructure with Backup Generation:** The City has secured grant funding to install new backup generators at critical facilities. While new generators are being installed, additional units will be required to ensure backup power for all essential City functions.

JERSEY VILLAGE LONG-TERM FLOOD RECOVERY PLAN

The Jersey Village Long-Term Flood Recovery Plan, completed in 2017, was designed to assess existing conditions and create a long-term improvement strategy. This plan supplemented broader regional hazard mitigation efforts by focusing specifically on flood mitigation and recovery within Jersey Village.

The plan included a benefit-cost analysis, identified potential funding sources, and provided detailed analysis for various alternatives. It featured detailed models and alternatives for key infrastructure projects aimed at protecting the City from future flooding.

Short-Term Recommendations

Jersey Meadow Golf Course: This project transformed the 131-acre golf course into a self-contained detention area for excess water during heavy rainfall. The construction of a berm has limited water flow to surrounding neighborhoods and successfully reduced localized flooding. The project's public benefits include an estimated $1.2 million in avoided damages and the protection of 68 homes from flooding during various events, including 100- and 500-year floods.

Wall Street Neighborhood Improvements: Improvements to the storm sewer system in the Wall Street neighborhood have been completed since 2022. The project upgraded the system along all connecting streets and was funded through federal sources, including FEMA and the Community Development Block Grant (CDBG) program, as well as the City.

Long-Term Recommendations

Non-Structural Alternatives: Non-structural alternatives include potential home buyouts, structure elevations, and modifications to City ordinances.

White Oak Bayou Federal Plan Channel Improvements: In collaboration with the Harris County Flood Control District (HCFCD) and federal funding, this project aims to significantly reduce flood risk for Jersey Village residents by improving the White Oak Bayou channel. It is projected to reduce flood risk for approximately 650 homes during various flood events and is expected to be completed in late 2025.

Public Education on Flood Mitigation and Home Elevation Grant Programs: In 2023, 28 homes secured $9 million in funding for elevation. While elevating homes above the floodplain is a crucial measure for impacted residents, the renovations can be substantial, with costs estimated at approximately $115 per square foot of home being elevated in Jersey Village (Dawson Foundation Repair).

JERSEY VILLAGE MITIGATION EFFORTS

In collaboration with the HCFCD and federal partners, the City has successfully implemented several key structural flood mitigation projects. These include improvements to the White Oak Bayou, the E-127 Canal, and the Jersey Meadow Berm Project. The success of the berm project was formally recognized with a Certificate of Recognition from H-GAC.

The City has also taken proactive steps to facilitate home elevations for repeat-loss properties. The Long-Term Flood Recovery Plan identified 165 homes with a history of repeated flooding, even after other flood mitigation projects are completed, as candidates for elevation.

Since 2017, Jersey Village has secured a total of $28.7 million in grant funding to support these and other flood mitigation efforts.

FLOOD MITIGATION OPPORTUNITIES

Since the 2017 Long-Term Flood Recovery Plan, Jersey Village has made significant progress in its flood mitigation efforts. However, additional opportunities exist to enhance these improvements along strategic ROWs and within public spaces. These opportunities build on past successes of structural improvements by proposing non-structural enhancements, such as natural drainage improvements to promote water infiltration and conveyance.

Approximately 500 parcels are located completely within the 100-year floodplain. While most of these parcels are single-family residential properties, they also include several public areas like Clark Henry, Philippine, Country Club, and De Lozier Park. As shown in **Figure 4.4** on the following page, these are key opportunity zones for natural infrastructure improvements, including native plantings and bioswales. Furthermore, these areas could also be considered for future detention projects and prioritized for reducing impervious surfaces through permeable pavement.

RECOMMENDED STRATEGIES

Strategy 3.1.1. Adopt rainwater harvesting methods at municipal facilities and nature-based stormwater management practices at underutilized green spaces.

★ This strategy promotes the installation of rainwater harvesting systems at municipal facilities to reduce water consumption and demonstrate sustainable practices. By prioritizing nature-based stormwater management in green spaces, the City can also improve drainage and reduce flood risk in a fiscally responsible manner.

Strategy 3.2.1. Establish a stormwater utility program to dedicate revenue to public stormwater system maintenance and expansion projects.

★ This strategy provides a dedicated revenue source for the stormwater system, specifically targeting prioritized capacity improvements and green infrastructure to mitigate flood risk.

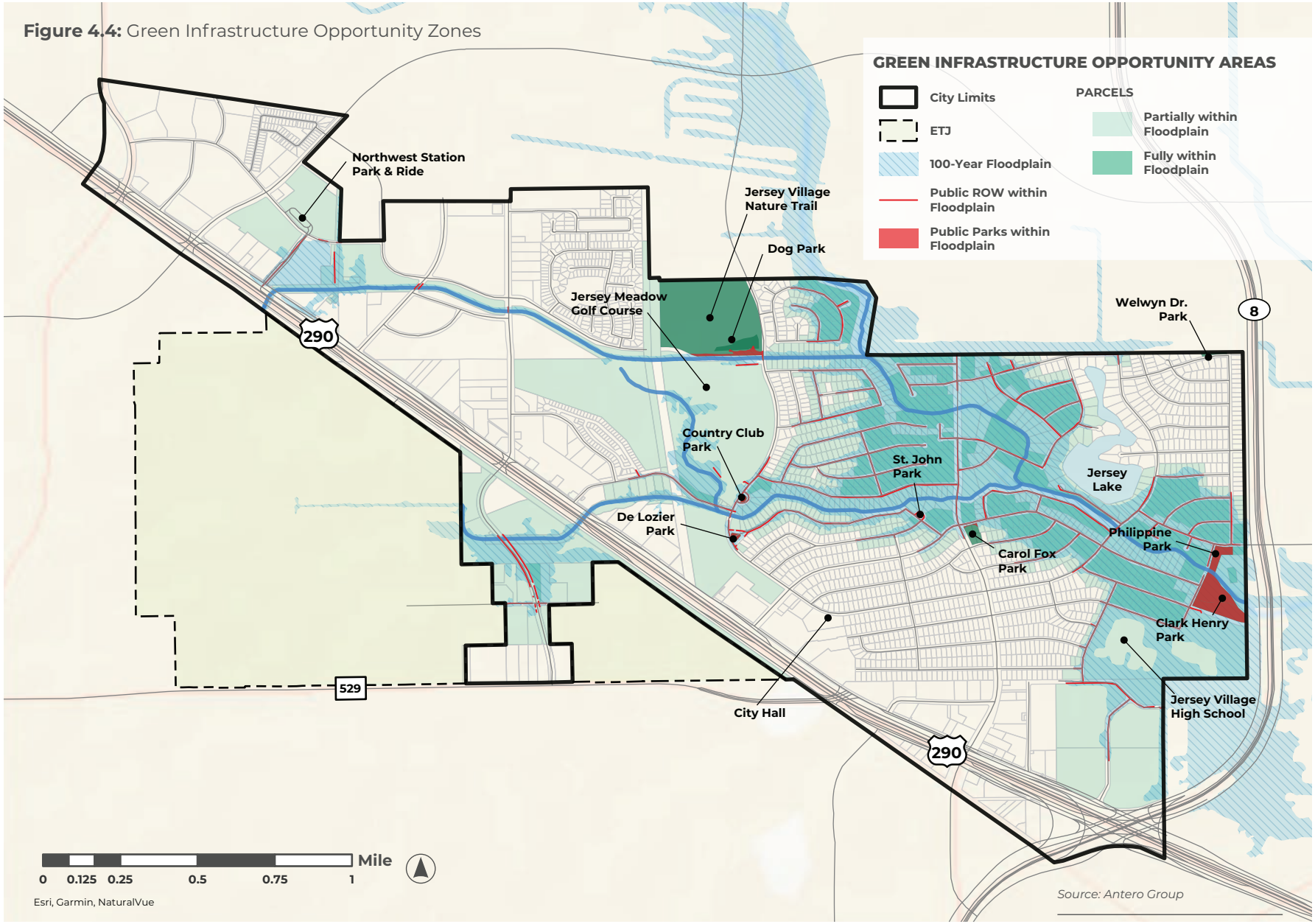
Strategy 3.2.2. Strengthen partnership with the Harris County Flood Control District by sponsoring collaborations and joining HCFCD programs to expand flood mitigation programming and education in Jersey Village.

★ This strategy continues the ongoing collaboration with the HCFCD to expand flood mitigation options in Jersey Village. Significant opportunities exist to introduce nature-based flood mitigation within the HCFCD ROW adjacent to the White Oak Bayou, and continued discussion of such projects will strengthen this partnership.

Strategy 3.2.3. Improve Community Rating System level through FEMA.

★ This strategy focuses on improving the current rating of 5 by the FEMA Community Rating System. Improving the rating would help residents with discounted flood insurance for property owners located within the 100-Year Floodplain.

Figure 4.4: Green Infrastructure Opportunity Zones



4. ACCESS TO RECREATION AND GREEN SPACE

Access to public space is a consistent theme identified in **Chapter 3** and through extensive community engagement. This key category addresses Goals B, C, and D, which aim to cultivate a thriving multi-generational community, preserve/enhance parks and green space, and promote economic development. **The following objectives are designed to achieve these goals:**

Objective 4.1: Improve the quality and range of recreational facilities and programs within City parks to foster active and inclusive opportunities for all residents.

Objective 4.2: Enhance safe and convenient pedestrian access to parks through improved sidewalk connections, clear directional signage, and accessible crossings.

Objective 4.3: Integrate natural stormwater management features within parks to enhance their drainage functions, reduce flood risk, and improve environmental quality.

Parks and green spaces provide essential opportunities for families and residents to gather, socialize, relax, and exercise outdoors. Access to these recreational opportunities is a priority for Jersey Village, which already features a robust and well-used park system. This section builds upon the success of the existing park system by reassessing current needs, identifying opportunities to improve access and functionality, recommending strategies to maintain premier park facilities, promoting additional access to new green spaces, and enhancing their function as gathering spaces and neighborhood connectors. The strategies presented are directly linked to the key takeaways from **Chapter 3** and align with the community feedback received during the planning process.

PUBLIC HEALTH BENEFITS

Public parks and green space play a unique and multifunctional role in communities, with a significant impact on individual and collective public health. Understanding these benefits is crucial for developing effective planning strategies that best serve the community. Common physical health benefits include lower Body Mass Indexes (BMI) among individuals residing in neighborhoods with greater access to walk-promoting destinations

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'S SUCCESSES.***

like public parks.[19] Moreover, exposure to green space is linked to reduced stress, blood pressure, and heart rate, which collectively lower the risk of chronic disease. Parks are central to communities, offering opportunities for social connection and recreation. National data shows that 90% of U.S. adults consider parks and recreation an important local government service, as they enable participation in community events and strengthen social ties.[20]

While access to parks and public recreation benefits everyone, specific populations, including youth and the elderly, may receive additional advantages. Parks are vital for children outside of school hours. Over 80% of parks and recreation agencies offer out-of-school programs, youth sports, and summer camps. Coordinated efforts between local schools and parks can improve access to after school programs and learning opportunities for children. Time spent in nature is critical for a child's development, as time spent in these environs can enhance cognitive functioning and bolster resilience to external stressors.[21] In contrast, individuals in areas with limited green space are more likely to experience chronic physical inactivity.

2020 PARKS MASTER PLAN

Jersey Village completed a Parks Master Plan in 2020, which outlined a vision to address community needs and ensure the continued provision of parks, facilities, and programs that enhance the City's overall livability. The plan's recommendations were based on a multi-layered approach that included comprehensive assessments of existing parks and facilities, analysis of community needs, and extensive community engagement. The plan identified key priorities for improving existing parks and facilities while also proposing new parks and green spaces to serve the community.

LEVEL OF SERVICE ANALYSIS

The plan used a level of service ("LOS") analysis based on National Recreation and Park Association ("NRPA") standards, which recommend a national median of 11.1 acres per 1,000 residents for jurisdictions with populations under 20,000. The analysis determined that Jersey Village provides 6.51 acres per 1,000 residents, indicating a need for an additional 37.8 acres of parkland.[22]

10-MINUTE WALK ANALYSIS

The plan utilized a Trust for Public Land ("TPL") analysis to study practical walking patterns and understand residential access to parks and green space. in an effort to identify service gaps and inform the location selection of proposed new parks. While 90% of Jersey Village residents live within a 10-minute walk of a park, an current analysis shows that residential areas northwest of the City, particularly those west of Jones Road, are considered very high priority for new parks due to limited access to the amenities located on the east side of the City. These priority areas are identified in **Figure 4.5** on the following page.

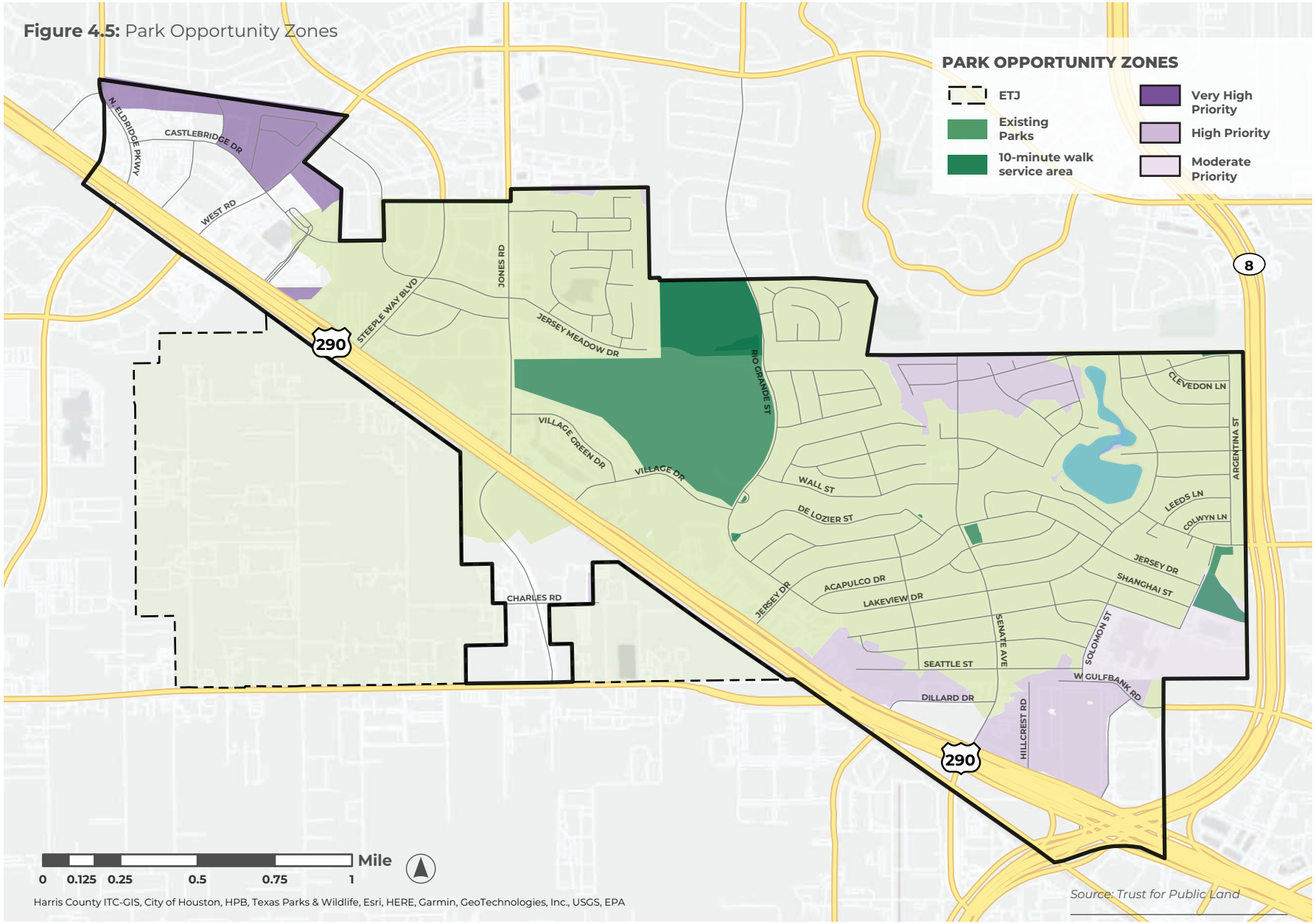
DEMAND AND NEEDS ASSESSMENT

The plan's demand assessment incorporated robust public feedback, which identified demand for specific recreation types. Significant findings from the feedback included:

- ✓ Carol Fox Park is the most popular park in Jersey Village.

19 *https://hsph.harvard.edu/wp-content/uploads/2024/11/Arboretum-lit-review_complete_18-Dec-2020.pdf*
20 *Parks and Recreation Is Essential | National Recreation and Park Association https://www.nrpa.org/our-work/building-a-movement/parks-and-recreation-is-essential*
21 *Parks and Recreation Is Essential | National Recreation and Park Association https://www.nrpa.org/our-work/building-a-movement/parks-and-recreation-is-essential*
22 *Parks and Recreation Is Essential | National Recreation and Park Association https://www.nrpa.org/our-work/building-a-movement/parks-and-recreation-is-essential*

Figure 4.5: Park Opportunity Zones



- ✓ Walking, hiking, biking, and running are among the most popular activities, with trails being the most desired outdoor amenity.
- ✓ Senior-related activities were the most frequently requested programs.

The needs assessment identified that the HCFCD ROW along the bayous are a significant resource that can help close the identified service gaps.

POTENTIAL PARK PROJECTS

The 2020 Parks Master Plan recommends a series of improvements, including new parks and trails, while prioritizing enhancements to existing parks. **Figure 4.6** summarizes the 2020 Parks Master Plan projects and their current status.

ONGOING PROJECTS

Bike Repair Station Project: Bike repair stations are slated for installation at Clark Henry, Carol Fox, and Jersey Meadow Dog Park, providing a functional amenity for cyclists.

Flower Bed Remodel Project: This citywide beautification effort involves renovating flower beds throughout the City; the first phase, focusing on Senate Avenue, is complete.

Figure 4.6: 2020 Parks Master Plan Current Project Status

PARK	IMPROVEMENT(S)	STATUS
Carol Fox Park	Restrooms, Shade over play areas and grills, walking paths, exterior lighting	Restrooms complete
Clark Henry Park	Improved grass soccer and baseball fields, 175-foot diamond backstop, seating along hike and bike trails, landscape enhancements near playground, concrete sidewalks	Seating along hike and bike trails complete
Jersey Village Dog Park	Shade structures, internal waking path within the fences	Pending
Jersey Meadow Nature Trail	Boardwalks and pedestrian bridges leading to the islands, educational signs along the trail at key locations	Pending
St. Johns Park	New site furnishings, picnic tables, benches, lighting, bike racks	Pending
De Lozier Park	Benches, bike racks, lighting, crushed granite plaza, seat walls, picnic shelter, pathways, landscaping	Pending
Philippine Park	Outdoor learning center, walking paths, nature themed playground, picnic tables, bike racks, benches	Pending
Proposed Neighborhood Park (Pleasant Colony Drive)	New 6.5 acres of parkland featuring walking paths, tennis and basketball courts, and a plaza with a pavilion	Pending
Proposed Passive Open Space Park	New open space passive park adjacent to the ROW along the White Oak Bayou featuring walking paths, picnic areas, and shade trees	Pending
Recreation at Civic Center	Expanded green space and improved sidewalk connectivity	Pending
Trails along White Oak Bayou	Proposed 2.7 miles of trails along the HCFCD ROW	Pending

Sources: 2020 Parks Master Plan, City of Jersey Village

Clark Henry Park Fence Project: This project added fencing near the playground area adjacent to the Post Elementary school parking lot, improving playground safety by creating a barrier to the roadway.

GREEN INFRASTRUCTURE AND GREEN SPACE

Optimizing existing parks and green spaces for green infrastructure is a key strategy for combining public recreation with flood mitigation.

Green infrastructure refers to a network of open spaces and green stormwater systems that mimic natural processes to manage stormwater where it is generated.[23] Parks in Jersey Village, especially those within the 100-year floodplain, are ideal locations for introducing these elements.

Potential green stormwater options in Jersey Village include:

- ★ **Bioretention Areas:** These depressed, flat-bottomed systems collect, filter, and infiltrate stormwater runoff, allowing it to naturally soak into the soil. Their flexible design makes them suitable for various community landscapes.
- ★ **Bioswales:** These are linear bioretention channels designed to collect stormwater runoff from small drainage areas. They are ideal for placement along streets, sidewalks, and parking lots.
- ★ **Vegetated Buffers:** Healthy, vegetated buffers adjacent to waterways improve water quality and stream health by filtering and slowing stormwater runoff.

In 2023, Houston's Parks and Recreation Department began an effort to restore riparian corridors in parks adjacent to bayous and tributaries. This effort revitalizes these corridors by removing invasive species and planting native trees and shrubs to reduce flood risk, promote native habitats, and improve public access. **Figure 4.7** illustrates the dramatic transformation of Milby Park in Houston, showing the before-and-after revitalization of the bayou's buffer and the reforestation of the adjacent area. The figures are based on Google Earth Imagery from 2017 and 2025.

Figure 4.7: Milby Park Riparian Corridor Restoration (Houston, TX)

Source: Google Earth

ENHANCING ACCESS TO PARKS AND GREEN SPACE

The 2020 Parks Master Plan identified several project opportunities aimed at improving access to parks and green spaces. The benefits of these amenities are significantly reduced when they are not easily accessible. Research shows that regular use of a park declines significantly when it is more than a half-mile walk away, and unsafe paths are a major deterrent.[24] Building on the Master Plan, this Plan emphasizes that safe and convenient access to parks and green space directly improves residents' quality of life and increases overall use of these vital community amenities.

RECOMMENDED STRATEGIES

Strategy 4.1.1. Invest in upgrading and diversifying recreational facilities and programs within City parks to foster active and inclusive opportunities for all residents.

- ★ These public facilities are crucial for fostering social ties, promoting an active community, and supporting Jersey Village's community culture. Families in the City have expressed a desire for a variety of recreational opportunities, including courts, fields, and other facilities.

23 https://planning-org-uploaded-media.s3.amazonaws.com/document/Great-Urban-Parks-Convening-Report.pdf
24 https://www.nrpa.org/contentassets/f768428a39aa4035ae55b2aaff372617/park-access-report.pdf

Strategy 4.1.2. Implement ongoing improvements to neighborhood parks and green spaces.

★ Continuous implementation of planned improvements identified in the 2020 Parks Master Plan is essential to meet evolving community needs and maintain high-quality recreational amenities.

Strategy 4.2.1. Develop a comprehensive sidewalk improvement plan that enhances pedestrian connectivity to all Jersey Village schools, including Cook Middle School.

★ A comprehensive sidewalk improvement plan provides a targeted approach to enhancing connectivity, particularly for the community's youth by focusing on Jersey Village schools to address the need for safe and convenient routes to education.

Strategy 4.3.1. Assess the feasibility of integrating nature-based green infrastructure within parks and public spaces to enhance stormwater drainage and management functions.

★ By assessing the feasibility of implementing nature-based solutions—such as rain gardens, bioswales, and vegetated buffers—in a range of parks and public spaces, the City can identify the most suitable locations for enhancing drainage and reducing flood risk. This approach serves as a critical first step toward integrating green infrastructure into the City's assets.

5. TRANSPORTATION AND MOBILITY

This key category focuses on transportation and mobility opportunities in Jersey Village. It addresses Goals B and E, which aim to cultivate a thriving multi-generational community and **create a safe, multimodal transportation network for all users through the following objectives:**

Objective 5.1: Enhance the safety, accessibility, and connectivity of sidewalks and crosswalks throughout the City to support convenient and enjoyable walking for residents.

Objective 5.2: Improve safe and convenient access to nature trails and enhance their connections to create a comprehensive trail network.

Objective 5.3: Improve traffic safety Citywide, focusing on conflict reduction and safety enhancements for pedestrians and bicyclists.

Objective 5.4: Explore and implement enhanced local mobility options that serve Jersey Village residents, promote connectivity, and reduce reliance on personal vehicles for short trips.

An effective and inclusive transportation system is essential for Jersey Village's long-term livability, safety, and economic development. This section of *Journey to 2035* builds on a detailed assessment of existing transportation conditions—including roadway classifications, crash data, and access to pedestrian, bicycle, and transit infrastructure. It then charts a course for improved connectivity, safety, and equity for all users. **Chapter 3** highlighted specific challenges, such as traffic congestion along US-290 and limited access to bicycle infrastructure. To address these issues and enhance mobility, this section recommends strategies to improve safety for all users, expand multimodal options, and strengthen connectivity within the City and to the broader region.

STRATEGIC VISION FOR MOBILITY

The transportation and mobility element of this Plan establishes a long-term vision for a safer, more accessible, and better-connected transportation system. It fundamentally **prioritizes traffic safety**, ensuring that the design and operation of streets protect the lives of all users, whether walking, biking, driving, or taking transit. This

GOAL B: ***CULTIVATE A THRIVING COMMUNITY THAT ATTRACTS YOUNG FAMILIES AND SUPPORTS RESIDENTS ACROSS ALL GENERATIONS.***

GOAL E: ***CREATE A SAFE, MULTIMODAL TRANSPORTATION NETWORK FOR ALL USERS.***

section advocates for a people-centered approach that integrates principles of traffic calming, safe crossings, and Complete Streets principles into all levels of infrastructure planning.

Complete Streets are designed to provide safe and accessible transportation options for all users regardless of age, ability, income, or mode of travel. This approach considers the full right-of-way and incorporates sidewalks, bike lanes, public transit facilities, and accessible pedestrian infrastructure to ensure streets function safely and efficiently for everyone. The benefits are significant: Complete Streets can reduce traffic-related injuries by up to 70% when coupled with safety measures like reduced speeds, pedestrian refuge islands, and protected bike lanes.[25]

While **Complete Streets** principles provide a valuable framework for designing roadways that accommodate pedestrians, bicyclists, drivers, and transit riders, they should be viewed as a guiding philosophy rather than a one-size-fits-all solution. The City's goal needs to focus on traffic safety and the creation of a secure environment for everyone using the transportation network. Complete Streets elements such as sidewalks, bike lanes, curb extensions, and pedestrian crossings serve as tools to achieve this goal, but their application must be grounded in site-specific analysis. Each intersection, crosswalk, or corridor requires careful evaluation to determine the most effective safety improvements. Simply adopting Complete Streets design features without context-sensitive planning may overlook the unique needs and challenges of a particular location.

In addition to enhancing safety, this element addresses Jersey Village's dual mobility challenges: improving **connectivity within the City**—linking neighborhoods, schools, parks, and local destinations—and strengthening r**egional connectivity** to job centers, transit nodes, and the greater Houston area. Through thoughtful investments in sidewalks, bicycle corridors, and transit partnerships, the City will expand local travel options and reduce reliance on personal vehicles, particularly for short trips.

By advancing strategies rooted in Vision Zero—a strategy that aims to eliminate all traffic fatalities and serious injuries while increasing safe, healthy, and equitable mobility for all—Jersey Village aims to develop a multimodal transportation system that supports community well-being, economic opportunity, and sustainable growth.[26]

PUBLIC BENEFITS

Investing in transportation and mobility improvements generates a wide array of public benefits that extend well beyond moving people from one place to another. These projects enhance quality of life, strengthen public safety, and support broader economic, environmental, and social goals. As Jersey Village plans for future growth and resilience, prioritizing investments with measurable public benefits will be key to building a livable and inclusive community.

SAFETY

Improving the design and operation of streets reduces crashes and saves lives. Projects such as traffic calming, upgraded crossings, and Vision Zero safety treatments help lower vehicle speeds and reduce conflict points, especially near schools and high-pedestrian areas. These safety improvements benefit all roadway

25 *Smart Growth America. (2023). "The Benefits of Complete Streets." Retrieved from https://smartgrowthamerica.org*
26 *Vision Zero Network. (2023). "What is Vision Zero?" Retrieved from https://visionzeronetwork.org*

users—drivers, pedestrians, cyclists, and transit riders.

HEALTH & ENVIRONMENT

Encouraging walking, biking, and transit through expanded infrastructure reduces reliance on single-occupancy vehicles, lowering greenhouse gas emissions and improving air quality. Safe routes to schools and parks promote physical activity, benefiting community health and reducing long-term healthcare costs. Tree planting and Complete Streets elements also enhance the environmental quality of streetscapes.

ACCESSIBILITY & EQUITY

Investments in transit, sidewalks, and ADA-compliant facilities ensure that transportation systems serve residents of all ages and abilities. Enhanced access to the Northwest Park & Ride, school zones, and neighborhood destinations reduces mobility barriers for youth, seniors, and people with disabilities. Equitable transportation planning promotes access to jobs, services, and educational opportunities for all residents, regardless of income.

COMMUNITY COHESION

Walkable streets, clear wayfinding, and vibrant public spaces foster a stronger sense of place. These investments support social interaction, improve neighborhood connectivity, and help reinforce Jersey Village's identity. Public spaces become safer and more inviting when designed with pedestrians in mind.

ECONOMIC VITALITY

Improved infrastructure increases access to commercial areas and boosts foot traffic for local businesses. Streets designed for people—not just cars—can attract new investment, increase property values, and reduce long-term maintenance costs. Transportation investments often unlock redevelopment potential and encourage reinvestment in underutilized corridors.

THOROUGHFARE PLAN

This Plan's Thoroughfare Plan, updated from the 2020 Thoroughfare Plan, establishes a long-range vision for Jersey Village's street network. It is important to note that the City's previous Comprehensive Plan and Thoroughfare Plan were developed prior to the current planning effort. This Plan simply updates that information to better reflect current conditions, align with community goals, and guide future decision-making.

FUNCTIONAL CLASSIFICATION

The Jersey Village street network is categorized by functional classifications according to each roadways' intended purpose of service to balance mobility and access. Higher functional classifications prioritize mobility for longer-distance, higher-speed trips, while lower classifications emphasize access to adjacent land uses. This system aligns with the City of Houston's functional classifications and includes:

Freeways and Tollways

These are grade-separated routes with the highest level of mobility and full control of access. Jersey Village is served by U.S. 290, a key regional corridor connecting to central Houston and points west, and Beltway 8, which provides access to regional destinations like George Bush Intercontinental Airport.

Thoroughfares

These routes facilitate major traffic movements within urbanized areas, linking major nodes, residential areas, and suburban centers. They are characterized by medium to higher travel speeds with principal thoroughfares offering higher travel speeds with limited traffic signals, and minor thoroughfares offering medium travel speeds with more frequent

signals, at-grade intersections, and access to driveways for adjacent land uses.

Collectors

These streets gather traffic from local neighborhood streets and channel it to the thoroughfare system. They prioritize access to private property, offer lower travel speeds, and serve shorter-distance trips.

Major collectors emphasize land access with closer spacing for intersections and driveways. Minor collectors include both residential and industrial types. These streets are designed to facilitate neighborhood access and encourage alternative transportation modes such as biking and walking for short trips.

Local Streets

This system provides the highest level of land access and the least mobility, serving as the primary access for all parcels within the community.

PROPOSED ROAD SEGMENTS

The updated Thoroughfare Map found in **Figure 4.8** reflects a focused and intentional approach to future roadway network expansion. Based on community input and the City's vision, the road segments within the City's ETJ in the previous thoroughfare plan have been removed from this Plan, with the exception of a single segment connecting Taylor Road to N. Eldridge Parkway. This targeted approach ensures that future investments in the ETJ are strategic, limited, and aligned with the City's long-term priorities.

Thoroughfare classification also informs design standards, which dictate the cross-section of a roadway based on its traffic volume, design capacity, and level of service. While the general roadway cross-sections used in the City's previous plans remain relevant, the City should actively update these design standards to reflect contemporary planning principles and the functional classifications outlined above as recommended in *Strategy 5.2.1*.

RECOMMENDED STRATEGIES

Strategy 5.1.1. Identify and prioritize a network of safe and comfortable pedestrian and bicycle corridors using the Level of Traffic Stress (LTS) and gap analysis.

- ★ This strategy provides a data-driven approach to identify key corridors including Senate Avenue, Jones Road, Steeple Way Boulevard, and Rio Grande, which should be prioritized for upgraded infrastructure, including shared-use paths, protected lanes, and high-visibility crosswalks. This ensures investments in target areas with the greatest need for improved pedestrian and bicycle comfort and safety.

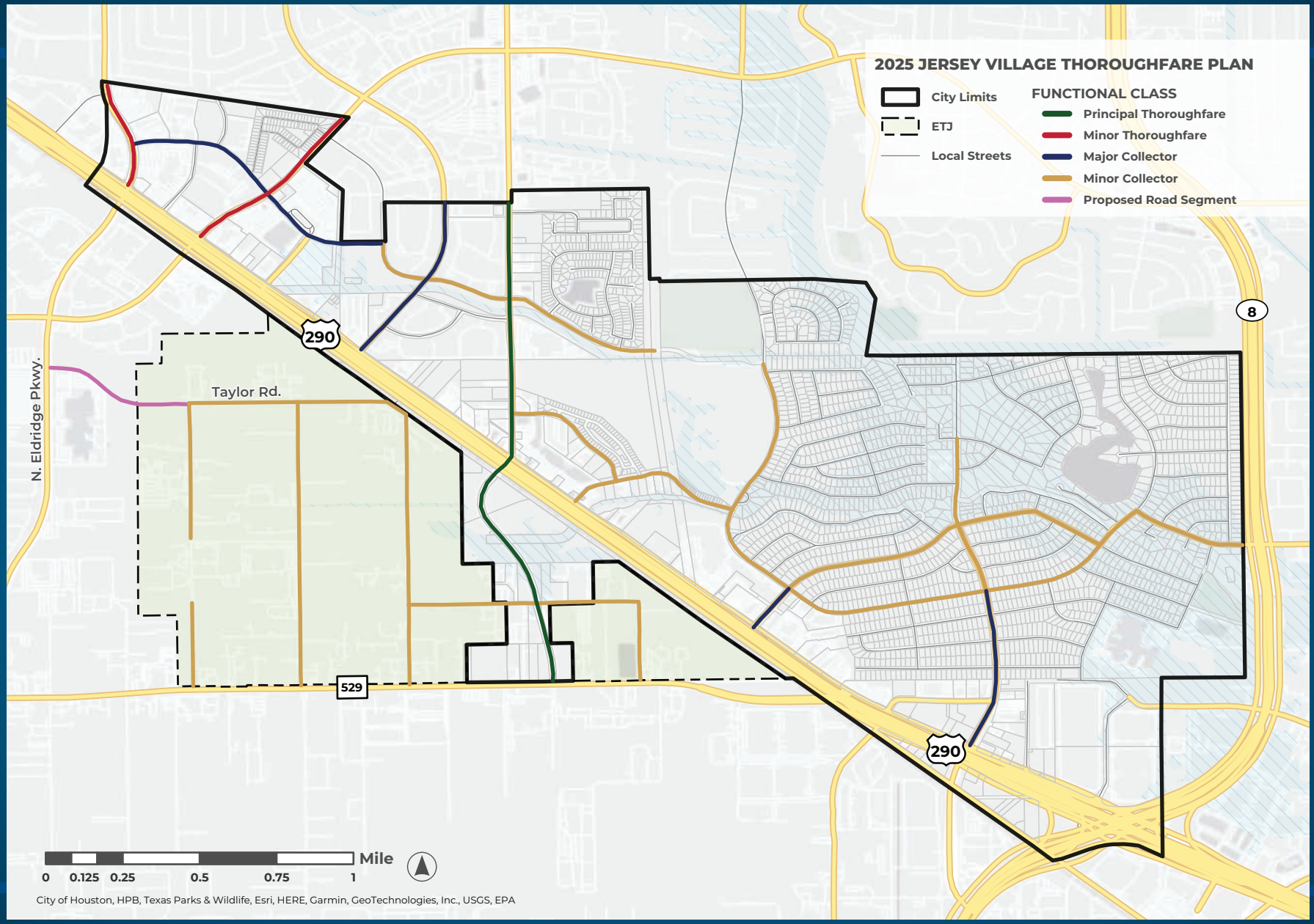
Strategy 5.1.2. Maintain and expand the inventory of sidewalk conditions to prioritize repairs and identify areas requiring repeated work.

- ★ A systematic inventory approach enables efficient maintenance and repair efforts. Prioritizing repairs that utilize permeable pavers and implementing solutions to mitigate tree root damage will enhance longevity and reduce ongoing maintenance costs.

Strategy 5.1.3. Implement pedestrian-first improvements near schools, parks, and high-traffic intersections.

- ★ Prioritizing these improvements enhances safety in vulnerable areas. Such improvements may include high-visibility crosswalks, curb extensions (bulb-outs), raised crosswalks, median refuge islands, school zone signage and speed reduction measures.

Figure 4.8: Jersey Village Thoroughfare Map 2025



Sources: City of Jersey Village; Antero Group

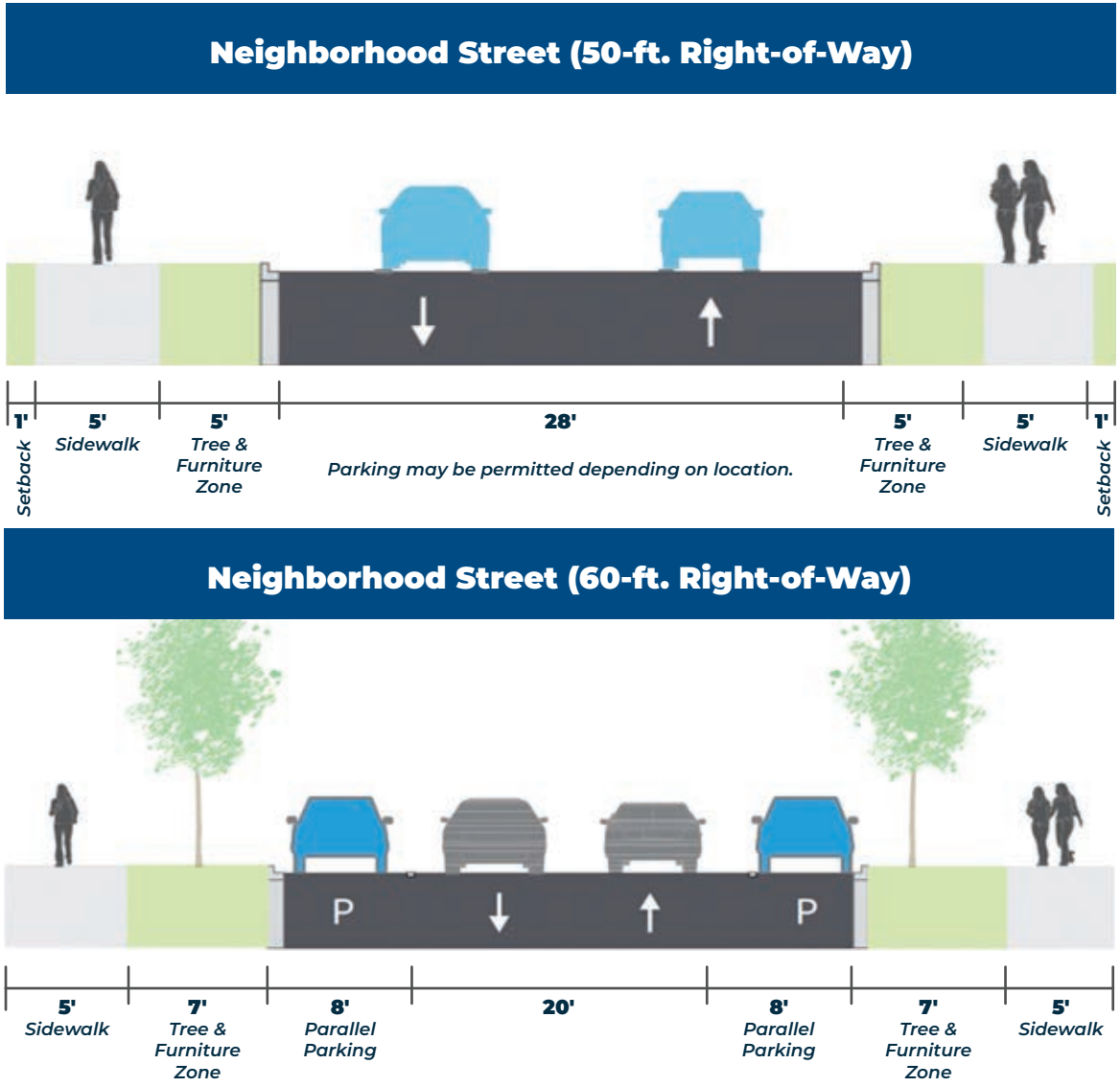
Strategy 5.1.4. Enhance the existing wayfinding system to improve navigation and promote key community destinations.

★ Installing consistent signage and maps throughout Jersey Village will highlight walking and biking distances to parks, schools, the Northwest Park & Ride, retail centers, and public facilities. The system should feature consistent branding, visibility for all ages, and ADA-compliant design to enhance user experience and promote active transportation.

Strategy 5.1.5. Adopt a Complete Streets Policy to guide existing and future development.

★ This policy will reimagine and repurpose the existing ROW to enhance safety, accessibility, and connectivity for all users—pedestrians, bicyclists, transit riders, and motorists—without the need for additional land acquisition. **Figure 4.9** illustrates design approaches for 50' and 60' ROWs.

Figure 4.9: Neighborhood Street Concept Cross-Section, 50' and 60' ROWs



Source: TJKM

Strategy 5.2.1. Update the functional classification system and street design standards.

★ Ensuring the Thoroughfare Plan reflects current and future street functions and includes considerations for local traffic circulation and emergency response. This involves updating classifications (e.g., Principal Arterial, Major Arterial, Minor Arterial, Major Collector, Minor Collector, Local Residential/ Commercial Streets) with typical ROW widths and design features to ensure appropriate design for their intended use. **Figure 4.10** outlines these classifications, typical ROW widths, design features, and example streets in Jersey Village. The designated ROW should not be treated as a rigid requirement; instead, it can include ranges that provide flexibility in implementing improvements. This approach is especially important in constrained areas where acquiring additional ROW may not be feasible, allowing the City to adapt design elements to existing conditions while still meeting mobility and safety goals.

Figure 4.10: Jersey Village Street Classification System

CLASSIFICATION	TYPICAL ROW WIDTH	EXAMPLE STREETS	DESIGN FEATURES
Principal Arterial	120–150 ft	US-290 Frontage, Beltway 8	4–6+ travel lanes, medians, frontage roads, turn bays, sidewalks, drainage
Major Arterial	100–120 ft	Jones Rd, West Rd, Senate Ave	4–6 travel lanes, center turn lanes or medians, sidewalks, bike lanes, utilities
Minor Arterial	80–100 ft	North Eldridge Pkwy, Philippine St (in part), Cypress Creek Parkway (in some sections)	2–4 travel lanes, bike lanes or shoulders, sidewalks
Major Collector	70–80 ft	Village Dr, Philippine St (east end)	2–3 lanes, sidewalks, optional center turn lane or bike lanes
Minor Collector	60–70 ft	Carlsbad St, Jersey Dr, Lakeview Dr, Taylor Rd, Rio Grande Dr, Bunker Hill Road	2 travel lanes, narrow sidewalks, lower volumes
Local Residential Street	50 ft	Tahoe Dr, Carlsbad Dr	2 travel lanes, on-street parking, sidewalks, street trees
Local Commercial Street	60 ft	Light industrial/service area streets	Wider lanes, larger turning radii, minimal or no on-street parking

Source: City of Jersey Village

Strategy 5.2.2. Apply context-sensitive design and prioritize traffic safety in all new and reconstructed roadway projects.

★ Applying this approach to all new and reconstructed roadway projects ensures designs are tailored to the surrounding land use and transportation function. This incorporates Complete Streets principles to support the safety and comfort of all users including pedestrians, cyclists, transit riders, and drivers. Design approaches should be tailored to surrounding land use and transportation function, with an emphasis on reducing crash risk, enhancing walkability, and supporting livable neighborhoods.

Strategy 5.2.3. Prioritize maintenance and reinvestment in existing roadways.

★ Enhancing the existing asset management approach to prioritize traffic and pedestrian safety maximizes the lifespan and efficiency of the roadway network and emphasizes repair over expansion where appropriate.

Strategy 5.2.4. Create and implement a Vision Zero / Safety Action Plan.

★ A comprehensive Vision Zero / Safety Action Plan will provide a data-driven framework for eliminating traffic fatalities and serious injuries. Its implementation will prioritize safety treatments at crash-prone intersections, including improved signal timing, turn restrictions, median enhancements, pedestrian refuge islands, and speed limit reductions.

Strategy 5.2.5. Develop a Citywide Traffic Calming Plan focused on residential streets and areas with high collision rates.

★ The plan should identify priority zones based on crash data, traffic speed, and community feedback. Recommended tools may include speed humps, curb extensions, raised crosswalks, chicanes, mini-roundabouts, and visual narrowing treatments. Public engagement through a transparent process and piloting calming measures before permanent installation will be crucial for community acceptance and effectiveness.

Strategy 5.2.6. Coordinate with TxDOT to improve access management and traffic operations along US-290 ramps.

★ Collaborative efforts with TxDOT are essential for addressing regional traffic impacts. This includes advocating for better signage, lane striping, and potential reconfiguration of intersections to reduce conflict points at major arterial access ramps.

Strategy 5.2.7. Create a Safe Routes to School program.

★ Developing educational campaigns and prioritizing infrastructure investments will make walking and biking to school safe and appealing for students and families.

Strategy 5.2.8. Continue citywide conflict analysis and implement targeted pedestrian and bicycle safety countermeasures.

★ Utilizing crash data and field audits to identify high-risk locations for non-motorized users will allow for prioritization of safety enhancements such as protected bike lanes, pedestrian-scale lighting, and enhanced crossings.

Strategy 5.3.1. Explore phased implementation of a citywide bicycle network.

★ Start with lower-traffic neighborhood streets suitable for shared-lane markings and move toward adding dedicated facilities where right-of-way permits. Provide bike parking at parks, public buildings, and near transit stops.

Strategy 5.3.2. Advocate for Harris County Transit Plus service in Jersey Village.

★ Exploring partnership options for on-demand service with HCT Plus that connect residents to additional regional destinations beyond downtown Houston will further reduce reliance on personal vehicles for longer trips.

Strategy 5.3.3. Support the long-term implementation of a Bus Rapid Transit (BRT) along W. Little York Park & Ride.

★ Leveraging the Houston NEXT Moving Forward Plan to advocate for high-capacity transit will enhance regional accessibility. Ensuring equitable station access through improved sidewalks, ADA connections, and wayfinding signage is crucial for increasing ridership.

Strategy 5.3.4. Explore opportunities to address first-mile/last-mile barriers through micro-mobility options, local shuttles, and public-private partnerships with providers.

★ Piloting a City-sponsored circulator or partnering with ride-share providers to offer flexible service from neighborhoods to major transit stations will improve connectivity to regional transit hubs and reduce reliance on personal vehicles for short trips.

Strategy 5.3.5. Develop an active transportation plan that prioritizes safe, connected, and accessible pedestrian and bicycle infrastructure.

★ This plan will outline a coordinated approach to improving infrastructure and policies that support walking, biking, and other non-motorized modes. The goal is to create a safer, more connected, and accessible transportation system that links neighborhoods to schools, parks, transit, and employment centers for people of all ages and abilities.

Strategy 5.3.6. Apply for competitive funding programs to support traffic safety and local mobility implementation.

★ Proactively seeking external grant opportunities will provide critical funding to implement the wide array of recommended traffic safety improvements and local mobility initiatives identified in this section.

The strategies outlined in this transportation and mobility section provide a comprehensive framework for creating a safer, more connected, and multimodal transportation system in Jersey Village. Effective implementation of these recommendations will be crucial for enhancing the quality of life, fostering economic vitality, and ensuring equitable access for all residents. The specific actions, responsible parties, and timelines for these initiatives are further details in **Chapter 5**.

6. BUSINESS AND ECONOMIC GROWTH

This section addresses Goals A, B, and C by identifying opportunities for pursuit of expanding business and economic growth. **The section focuses on achieving these goals through the following objectives:**

Objective 6.1: Activate commercial areas and corridors through strategic economic development initiatives that attract high-quality businesses and create vibrant destinations.

Objective 6.2: Strengthen the local business ecosystem by facilitating access to marketing, networking, and growth resources for all businesses in Jersey Village.

Effective economic development is crucial for a community's vitality, fiscal health, and quality of life. This section details the recommended strategic vision for economic development in Jersey Village, which moves beyond traditional approaches by proposing a holistic framework that integrates the City's unique advantages with a focus on cultivating resilient and sustainable growth and enhancing community character.

A TAILORED VISION FOR ECONOMIC GROWTH

Economic development, as defined by the International Economic Development Council (IEDC), is a process that influences the growth and restructuring of an economy to enhance the overall economic well-being of a community. Traditional economic development often focuses on recruiting large, external companies through substantial subsidies and tax breaks. This approach can frequently overlook existing business culture, local entrepreneurs, and overall quality of life.

This Plan recommends a more balanced strategy for Jersey Village that augments the traditional targeted recruitment by nurturing local potential and leveraging existing assets. This approach acknowledges the value of attracting industrial employers or large retailers when appropriate, but it also emphasizes the cultivation of organic growth by supporting small and mid-sized businesses and fostering the quality of life that attracts both residents and investment. Furthermore, it also involves identifying overlooked resources, activating underused spaces, and connecting local businesses and residents to available support.

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 D: ***PROMOTE ECONOMIC DEVELOPMENT BY MARKETING JERSEY VILLAGE'S SUCCESSES.***

This holistic framework extends beyond typical metrics like job creation or retention and is rooted in growing businesses that enhance community character. As noted earlier, many stakeholders and community members emphasized the need for more accessible community spaces for social connection and civic engagement. Therefore, the approach to this tailored economic development strategy is largely grounded in leveraging well-used public and private community spaces given their deep connection to overall quality of life.

CONTEXT OF TRADITIONAL ECONOMIC DEVELOPMENT TOOLS

Economic development incentive programs serve as a tool for municipalities to attract and retain businesses, stimulate investments, and encourage job creation. Jersey Village currently offers an assortment of tax abatement and economic development guidelines that were most recently updated in 2023. These incentives include several programs offered on a case-by-case basis as shown in **Figure 4.11**.

While economic development incentives are standard tools for many municipalities, their application in Jersey Village faces distinct contextual considerations that limit their effectiveness.

LIMITATIONS OF CURRENT INCENTIVES

Internally, Jersey Village's approach is shaped by its limited use of active incentives that are often treated as a last resort due to its resource constraints. As a smaller municipality lacking dedicated economic development entities and broad public support for them, large-scale incentive-based development is less suitable for the City.

Jersey Village's developable land is limited and expensive physically and fiscally, which makes the financial viability for desirable developments challenging without compromising the City's character or scale. As its tax base is influenced by a large number of car dealerships and non-taxable public uses, the City would benefit from maximizing

Figure 4.11: Current Incentive Structure

INCENTIVE TYPE	DESCRIPTION
Tax Abatement	The City created a targeted tax abatement program reserved for projects aligning with its overall vision for sustainable growth, community benefit, and job creation. While specific standards vary, it generally focuses on companies investing a minimum of $2 million in new investments or $1 million in expansions.
Sales Tax Reimbursement	This program allows companies to receive a reduced rate of up to 80% of sales tax generated (minimum $100,000 per year), typically for less than 10 years.
Property Tax Reimbursement	This offers up to 100% of the City's portion (minimum $500,000 in new value), typically for less than 10 years.
Hotel Occupancy Tax Reimbursement	Terms are customized based on the nature of the hotel or hospitality project.
Chapter 380 Agreements	Under Chapter 380 of the Texas Local Government Code, the City can provide loans, grants, and other incentives to promote economic development and stimulate business activity. These performance-based agreements are flexible and can be customized to meet the specific needs of a project.

Source: City of Jersey Village

its revenue through other means, making large incentive waivers fiscally unsustainable. For example, forgoing 80% of $150,000 in annual sales tax from a store means losing $120,000—funds that could otherwise be used to hire and leverage support staff to benefit all businesses in Jersey Village.

Broader market dynamics also constrain incentive effectiveness. Incentives can contribute to a "race to the bottom," where competition amongst cities can potentially lead businesses to relocate once benefits expire. The high thresholds of the City's existing incentive structure offer limited benefits to the types of local businesses that typically enhance community character and long-term value. For example, the sales tax reimbursement program requires at least $10 million in annual taxable sales, excluding car sales and most tax-exempt grocery items in Texas. This threshold generally qualifies only multi-tenant commercial developers or large-format businesses such as big-box retailers (e.g., Walmart or Target), home improvement stores, liquor superstores, and high-volume electronics or furniture outlets. These types of companies are more likely to base their location decisions on market fundamentals such as traffic counts, lease rates, and co-tenancy rather than by modest tax reimbursements that expire after ten years.

Given these factors, leveraging these types of incentives as the primary business attraction and retention strategy in Jersey Village is not likely to be effective or sustainable.

STRATEGIC APPLICATION OF INCENTIVES

The City may continue to market incentives on its website, especially for opportunities that offer significant economic, social, or cultural benefits; however, this Plan recommends applying these tools with careful deliberation within a larger, more robust strategy. To that end, the City should consider deemphasizing these tools on its website and instead highlight alternative methods to generally assist all businesses—whether new or existing.

A HUMAN-SCALE APPROACH: THE CITY AS CONCIERGE, CONNECTOR, AND CHAMPION

Given its unique context, Jersey Village is positioned to pursue an economic development approach that capitalizes on its unique community attributes of a tight-knit population, limited developable land, and engaged leadership. The value of these assets was further strengthened in April 2023 with the hiring of a Community Development Manager as the position is largely focused on economic development. These resources enable the City to provide responsive support grounded in local knowledge and direct engagement, a distinct advantage over the conventional, broader methods utilized by larger municipalities.

CULTIVATING BUSINESS VITALITY

With approximately 7,900 residents across 3.5 square miles and limited infill sites remaining, Jersey Village's economic development approach should prioritize targeted, focused interventions over expensive initiatives. This strategy emphasizes leveraging existing strengths such as focused attention, strong community connections, and consistent follow-through.

More broadly, this approach presents an opportunity to prioritize the quality of businesses and their integration into the community rather than solely focusing on job quantity. This aims to cultivate an atmosphere where businesses of all sizes thrive and contribute positively to the community's overall well-being. It promotes a holistic view of business

vitality that encompasses not only economic growth, but also enhanced quality of life, cultural contribution, and long-term local presence.

Current initiatives demonstrate alignment with the City's economic development goals and provide a strong foundation for continued progress. City staff currently engages in regular conversations with local businesses and property owners, participates in networking initiatives, and offers promotional support. Emphasizing and expanding upon these efforts will be crucial for sustained business outreach and engagement.

EXTERNAL ECONOMIC DEVELOPMENT RESOURCES

Beyond the City's direct support, a robust network of external organizations offers significant and often free economic development resources that can greatly benefit Jersey Village businesses. Leveraging these existing assets is a cornerstone of the City's human-scaled approach and enables it to guide businesses toward comprehensive support without having to build new programs from the ground up. These key organizations include:

AMERICA'S SBDC
SMALL BUSINESS DEVELOPMENT CENTER
TEXAS GULF COAST NETWORK
UNIVERSITY OF HOUSTON | BAUER

★ **University of Houston (UH) Texas Gulf Coast Small Business Development Center (SBDC) Network:** With 14 locations, the SBDC Network is a federally funded organization that provides high-impact resources. These include assistance with funding and financial support to connect clients to millions of dollars in funds annually, business planning and strategies, marketing and branding, legal and compliance advisory services, and website and social media support. The effectiveness of SBDCs is well-documented: clients typically experience approximately 15% job growth, significantly outperforming the national average of 2% for small businesses. For example, the UH Texas Gulf Coast SBDC reported that its clients generated $201.2 million in new sales and were responsible for the creation or retention of 4,905 in 2024, contributing an estimated $25 million in additional state and federal taxes.[27] Despite their comprehensive offerings and impact, SBDCs often have a low public profile.

SCORE
FOR THE LIFE OF YOUR BUSINESS

★ **SCORE Houston:** This non-profit organization pairs local business owners with experienced mentors and offers workshops on critical areas like business planning, marketing, and financial strategy. In 2024 alone, SCORE volunteers helped launch nearly 5,500 new businesses and contributed to the creation of over 12,000 jobs statewide.[28] Like the SBDC, SCORE is a free, high-value resource that can be underutilized.

27 *https://www.sbdc.uh.edu/images/sbdc/Impact-Report/2024-Annual-Impact-Report.pdf*
28 *https://www.score.org/houston/about-us/our-impact*

- **Lone Star College-CyFair:** Home to the closest SBDC office, this campus is a key regional resource. Beyond the SBDC, the college offers robust workforce training, business and technology courses, entrepreneurship programs, access to student interns, and assistance with identifying local economic data.

By fostering close relationships with these and other external partners, the City can effectively serve as a connector, making curated connections and ensuring continuity of support for its businesses. This approach minimizes the need for the City to develop extensive internal capacities while maximizing the impact of readily available expertise and also positions it to serve as a resource for identifying and redirecting grant funding opportunities to local businesses.

BUSINESS INCUBATION AND FLEXIBLE RETAIL MODELS

Local businesses and entrepreneurs frequently face significant challenges in traditional real estate markets, especially concerning large spaces and long-term leases. Landlords often prefer "national credit tenants" with established track records which is difficult for unproven concepts or businesses with modest budgets to secure suitable locations.

Business incubation models address these challenges by enabling newcomers with limited capital or high-risk aversion to test innovative ideas. These models are ideally suited for properties that may appear obsolete, overly large, awkwardly shaped, or otherwise difficult to fill through conventional means. Several models can support this flexible approach to business development, including:

- **Coworking Spaces:** These facilities allow small businesses and individuals to rent "micro" offices or work in shared spaces, providing access to shared amenities like common areas, meeting rooms, and office equipment. Traditional coworking models can be operationally intensive. Coworking spaces provide a sustainable approach that often involves operations managed by a real estate firm, economic development organization, or a larger entity headquartered on-site, offering daily customer service and maintenance.
- **Combined Businesses Under One Roof:** This model lowers barriers to entry by hosting multiple, different businesses within a single property. By sharing common resources such as utilities and restrooms, it reduces financial and operational burdens. Spaces can range from simple partitions for a few shops to larger configurations housing numerous "micro-businesses" that could be considered a full business incubator or accelerator.
- **Pop-Up Markets and Retail:** Temporary uses like pop-up markets and retail storefronts provide opportunities to showcase new business ideas, test market demand, and generate immediate activity in underutilized spaces. The City's frequent community events can be leveraged as venues for these temporary activations, offering low-cost opportunities for local entrepreneurs to experiment at little cost and potentially lead to longer-term transformations.

★ **Food Trucks and Micro-Vendors:** Mobile retail options such as food trucks, retail trailers, kiosks, and other small vendors can strategically fill service gaps, add vibrancy, and introduce diversity into otherwise single-use areas. Their placement in key locations, such as the Civic Center, can provide needed activity. The nearby Traders Village Houston, a 100-acre weekend flea market featuring 1,500 vendors less than 1.5 miles from Jersey Village, also represents a rich source of potential micro-vendors appropriate for City integration.

These flexible models encourage creative utilization of space and support a diverse range of businesses. Importantly, the City acknowledges that business success is not solely defined by growth; a high-quality, profitable small business such as a food truck or a specialized retail kiosk that serves the community for decades offers significant value and enhances the overall quality of life for residents. The City's staff will play a key role in curating these opportunities by tracking and monitoring available spaces, shaping an overall vision, and facilitating connections between property owners and suitable tenants.

SUPPORTING COMMUNITY-SCALED DEVELOPMENT

One of the primary challenges identified by City staff is finding suitable developers, particularly for larger projects. While large-scale, mixed-use developments may require engagement with developers from other parts of the Houston area, relying solely on external developers for Jersey Village's limited opportunities is not ideal. In such cases, the City should rather identify local developer groups, such as the Urban Land Institute (ULI) Houston, and build active relationships before releasing relevant RFPs for development.

However, a more effective approach involves identifying local individuals with appropriate skills and resources and providing them with training and coaching to become small-scale developers. This strategy is particularly relevant for sites that have historically been difficult to fill which are often ideal for business incubation. Organizations such as the Incremental Development Alliance (DA) and Neighborhood Evolution (NEVO) have proven records in coaching local individuals and achieving success in areas with fewer resources and less real estate demand than Jersey Village, thereby fostering community-scaled development led by local stakeholders.

RECOMMENDED STRATEGIES

Strategy 6.1.1. Foster the creation of vibrant commercial centers and gathering spaces.

★ This strategy leverages Jersey Village's unique position of high demand and limited commercial supply. By defining a vision for desired commercial character and encouraging community-enhancing businesses including local retail, restaurants, and "third places," the City can create attractive, pedestrian-oriented destinations that become focal points for social and civic engagement. This includes promoting business incubation models such as coworking spaces, combined businesses under one roof, and temporary pop-up markets.

Strategy 6.1.2. Prioritize the revitalization of existing commercial properties and vacant lots.

★ This strategy aims to maximize the use of existing infrastructure, attract new businesses aligned with the desired community character, and contribute to the overall vibrancy and aesthetic appeal of commercial corridors. Given Jersey Village's limited developable land, strategically redeveloping

existing commercial properties and activating vacant infill lots is essential. Initiatives like pop-up retail programs in underutilized assets can help test new concepts and generate activity, demonstrating the potential for long-term transformation.

Strategy 6.1.3. Develop and promote a clear vision for desired business types and quality standards.

★ Developing and maintaining a targeted list of desired business types and quality standards will ensure new businesses align with Jersey Village's community character and needs. This clear vision will guide tenant recruitment efforts and ensure that new enterprises contribute positively to the local economy and quality of life. This also allows the City to be in a strong position to curate its commercial mix and facilitate tailored discussions with potential businesses about available resources and support.

Strategy 6.2.1. Connect businesses with essential resources and guidance.

★ Many local businesses seek support for training, marketing, financing, permitting, staffing, or general business development. This strategy involves proactive outreach to identify specific business needs (e.g., training, marketing, financing, permitting, staffing) and connecting them with relevant external resources. This includes fostering strong relationships with organizations such as the University of Houston Texas Gulf Coast SBDC Network, SCORE Houston, and Lone Star College-CyFair. The City's role as liaison will guide businesses to existing support, minimizing the need for it to duplicate services.

Strategy 6.2.2. Establish a centralized entity for local business support.

★ To enhance Jersey Village's reputation as a business-friendly environment, this strategy aims to establish a Business and Development Navigator role with the City. This single point of contact will streamline guidance for new businesses and developers from concept to completion, providing clarity on zoning, land use, permitting, and regulatory processes. The Navigator will also serve as an internal advocate, resolving delays and facilitating interdepartmental coordination, ensuring a consistent and supportive experience. This function can be supported by concise, accessible resources (e.g., online guides, checklists).

Strategy 6.2.3. Enhance opportunities for business-to-business collaboration and community engagement.

★ Strengthening the local business environment involves fostering internal networks among local businesses and promoting active engagement. This strategy includes exploring the reimagining of the Chamber of Commerce's role

and potentially creating a highly tailored Jersey Village-specific chamber or strengthening ties with regional chambers like the Houston Northwest Chamber of Commerce. It also involves supporting community-scaled development by identifying and coaching local developers, particularly for challenging infill sites, and by leveraging the City's success in community events to create temporary activation opportunities such as pop-up markets that showcase local businesses and foster collaboration. This would also position the City to serve as a resource for identifying and redirecting grant funding opportunities to businesses.

This comprehensive economic development framework aims to build lasting value through businesses that reflect the community, investments that stay rooted in in the City, and a local economy founded on trust, care, and long-term commitment. While the core philosophy already distinguishes the City from other municipalities, these recommendations build upon that foundation.

Source: City of Jersey Village Website

7. MUNICIPAL FACILITIES & UTILITIES

This section addresses Goals B, C, and D by connecting opportunities to improve ongoing issues that limit the full potential for municipal facilities and prioritizing utility improvements where necessary based on need. **This section focuses on addressing the following objectives:**

Objective 7.1: Enhance public safety through strengthened interdepartmental partnerships and effective resource deployment by Police, Fire, EMS and Public Works.

Objective 7.2: Foster a community-wide commitment to public safety through transparent education, accessible engagement, and resident-led collaborative initiatives.

Objective 7.3: 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.

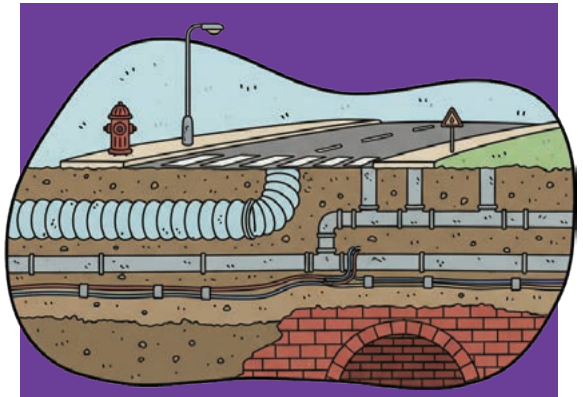
The City is responsible for providing essential services and maintaining infrastructure that underpins the daily functioning and quality of life for Jersey Village residents. These services and facilities encompass the dedicated police and fire departments, fostering a community-oriented approach through strong relationships with residents and stakeholders. To support these critical operations and offer community amenities, the City maintains various facilities, such as recreational buildings, storage buildings, City Hall, the Civic Center, and the Jersey Meadow Golf Course.

COMMITMENT TO PUBLIC SAFETY

A distinguishing feature of Jersey Village is its dedicated police, fire, and emergency response teams. The City's commitment to public safety is evident in the continuous prioritization by residents, City leaders, and stakeholders, demonstrated through personnel, facility improvements, and technology advancements aimed at enhancing quality of life in Jersey Village.

POLICE DEPARTMENT

The Jersey Village Police Department ("JVPD") is located at 16401 Lakeview Drive, Jersey Village. The building, constructed in 1995, is in generally good condition. However, both the 2016 and the 2020 Comprehensive Plans



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'S SUCCESSES.***

identified issues and recommended repairs to critical facilities, including HVAC and other utility systems.

The Police Department actively collaborates with other City departments and stakeholders, including local schools. Its approach emphasizes that upholding the quality of life in Jersey Village is as important as fighting crime, and the department consistently employs proactive strategies to address crime.

Achieving public safety goals requires a collaborative effort within the community, and the JVPD offers valuable insights for City improvement. Key public safety priorities identified by the JVPD include:

- ✓ Maintain optimal staffing levels across all shifts.
- ✓ Sustain customer service orientation and foster strong neighborhood relationships.
- ✓ Invest in crime-deterring infrastructure, such as enhanced sidewalks, improved lighting, video surveillance, and other relevant technology.

FIRE AND EMERGENCY MANAGEMENT SERVICES

The dedicated Jersey Village Fire Department ("JVFD") operates with a comprehensive fleet, including three fire trucks, one rescue truck, two ambulances, one EMS first responder vehicle, one command vehicle, two fire inspector trucks, a rescue boat, and a high-water rescue vehicle. The fire station, built in 1979 and renovated in 2003 and 2008, served as City Hall prior to 2003. The 2020 Comprehensive plan assessed the building as being in fair condition and recommended maintenance for the HVAC system and other critical utilities. To align with the Harris County Mitigation Plan, it is recommended to explore opportunities to establish redundancy in communications and other critical emergency systems.

MUNICIPAL UTILITIES

Jersey Village's municipal utilities represent critical infrastructure requiring ongoing maintenance and updates. The City has developed a 2024 Water and Wastewater Master Plan and the 2023 CIP to guide improvements for all municipal facilities.

WATER

The existing water system comprises three water plants, a distribution system, and other ancillary equipment requiring consistent evaluation. Water supply is sourced from groundwater and surface water from the City of Houston, with groundwater pumped at each plant with active wells. The water distribution system includes 47 miles of waterlines, with the oldest lines dating back to the 1970s. The 2024 Water and Wastewater Master Plan evaluated the existing system and determined it meets or exceeds Texas Commission on Environmental Quality ("TCEQ") minimum criteria. However, a 10-year projection indicates the City will need to increase its water capacity to continue meeting TCEQ minimum criteria. The 2024 Water and Wastewater Master Plan recommends several projects, including:

- ✓ Establishing a new connection to the City of Houston surface water supply;
- ✓ Developing a new Water Facility #4 (Phases 1 and 2);
- ✓ Implementing several water line extensions to support new developments within the City; and
- ✓ Replacing the oldest waterlines in the system, particularly asbestos concrete waterlines prone to breaks.

WASTEWATER

The existing wastewater system comprises two wastewater treatment plants ("WWTPs"), one wastewater collection system, and six lift stations. The City owns, operates, and maintains the Castlebridge WWTP and is a partner in the White Oak Bayou WWTP with several regional entities.

STORMWATER

Jersey Village operates a comprehensive Municipal Separate Storm Sewer System ("MS4") Program, which manages rainwater runoff through a City-owned and operated system of conveyances. Stormwater is precipitation that flows over impervious surfaces like driveways, lawns and sidewalks, rather than soaking into the ground. This runoff then flows directly into the storm sewer system and local water bodies. The City is responsible for maintaining the stormwater system and treating runoff to compliant levels according to stormwater management program regulations, while implementing Best Management Practices ("BMPs").

OPPORTUNITIES

The City has consistently met the permit conditions of the MS4 program and has continued to implement maintenance and improvements to the overall system.

Figure 4.12 provides a map of Jersey Village's existing stormwater and wastewater system overlaid with the 100-year floodplain. The map identifies potential stormwater improvement priorities by illustrating areas within the 100-year floodplain and their associated stormwater infrastructure. Modernizing stormwater infrastructure in these strategic locations would reduce flood risk to the community by increasing system capacity.

MUNICIPAL FACILITIES

CITY HALL PLAN

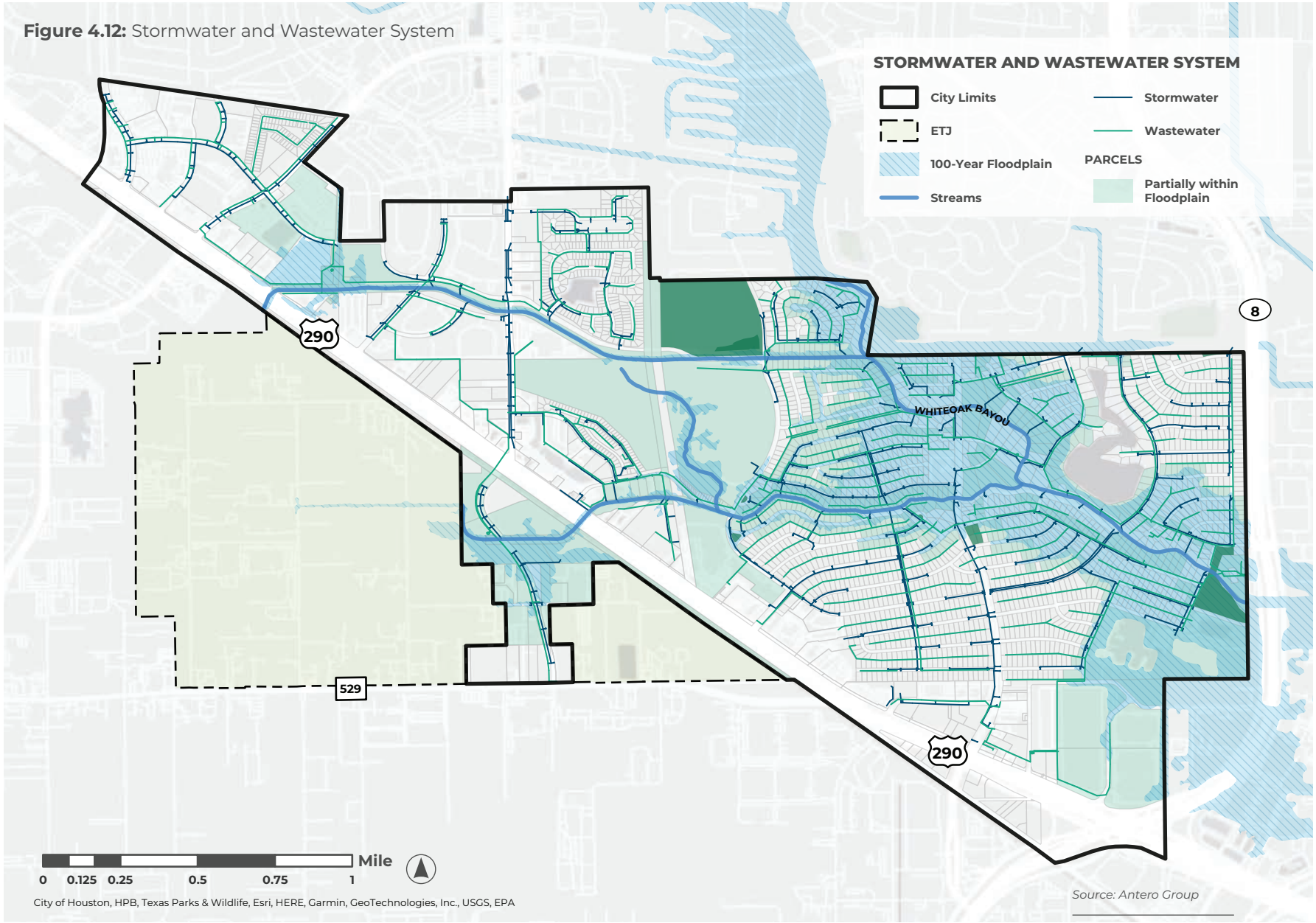
The existing City Hall, located at 16327 Lakeview Drive, was originally constructed as a church in the 1960s and was later purchased by the City in the early 2000s. The building houses all City administration including the City Council Chambers, and most City staff. The 2016 Comprehensive Plan identified several issues with the building, including electrical, structural, and water damage. The water damage was considered severe and presented potential for mold growth. Consequently, the 2016 plan recommended relocating City Hall functions due to the poor condition of the existing facility.

In 2019, the City explored constructing a new City Hall in the planned Village Center on the south side of US-290. However, this plan encountered significant delays and insurmountable obstacles and was ultimately not realized. Following these challenges, the City investigated alternative relocation options. The consistent intent has been to integrate City administration functions with civic spaces, including recreational courts, community gathering spaces for organizations, and other public-facing amenities for residents. In August 2024, the City Council approved the purchase of a potential site for the future of City Hall: a property formerly owned by Champion Forest Baptist Church, comprising six buildings totaling 54,000 square feet.[29,30]

29 Jersey Village City Council weighs plans for proposed city campus | Community Impact. https://communityimpact.com/houston/cy-fair/government/2025/02/14/jersey-village-city-council-weighs-plans-for-proposed-city-campus

30 Jersey Village City Council approves $4.2M land purchase for city hall relocation | Community Impact. https://communityimpact.com/houston/cy-fair/government/2024/08/05/jersey-village-city-council-approves-42m-land-purchase-for-city-hall-relocation

Figure 4.12: Stormwater and Wastewater System



In February 2025, the City Council discussed options to renovate the newly purchased buildings and was presented with three proposals. These options aimed to centralize City departments, potentially saving City staff approximately 30 minutes of travel time daily and over $1,700 in weekly staff time and fuel costs. All proposals included recreational spaces for community events, potential gym facilities, and other programmable and rentable spaces for public use. In May 2025, the City Council approved hiring consultants for designing the City Campus Project. This initiative represents the next step toward replacing the existing City Hall, centralizing operations in a new modern facility, and will incorporate robust opportunities for community engagement to ensure a transparent process. The new City Hall project is expected to improve the efficiency of City functions and enhance public access to amenities.[31]

RECREATIONAL FACILITIES

Jersey Village residents are active community members with strong neighborhood ties who value opportunities for social and physical engagement. Recreational facilities in Jersey Village are primarily centralized in Clark Henry Park, including sports fields and courts, as well as the former community pool.

The community pool at Clark Henry Park, originally opened in 1975, is approaching 50 years of age. The City commissioned a third-party consultant to assess its existing condition, which revealed major structural and mechanical challenges to its operations due to its extended lifespan. While several renovation and replacement options were presented, a bond program vote in November 2024 failed to gain approval. The community pool was subsequently demolished in early 2025. A new pool is not anticipated until at least 2027, as securing funding remains a significant obstacle for the community.[32]

JERSEY MEADOW GOLF COURSE CLUBHOUSE

The new Jersey Meadow Golf Course Clubhouse opened in April 2024. This facility offers several opportunities for generating new revenue streams for the City and enhancing community gathering spaces. It features a new convention center with an auditorium and a greenside patio available for private rentals. The Clubhouse also includes a restaurant, Little Meadow Kitchen and Cocktails. This modernization effort aims to establish a dedicated and centralized civic and gathering space for the community.

RECOMMENDED STRATEGIES

Strategy 7.1.1. Promote public awareness and effective utilization of official code enforcement reporting tools and community standards.

★ This strategy aims to optimize the effectiveness of the City's code enforcement efforts by ensuring residents are well-informed about reporting mechanisms and established community standards. By enhancing public awareness and encouraging proper utilization of available reporting tools, the City can streamline issue identification, facilitate more efficient interdepartmental response, and ultimately contribute to maintaining neighborhood quality, public safety, and overall community well-being.

31 *Jersey Village City Council moves forward with new City Campus project | Community Impact. https://communityimpact.com/houston/cy-fair-jersey-village/government/2025/05/20/jersey-village-city-council-moves-forward-with-new-city-campus-project*

32 *Biggest-Piece-of-Informatiohttps://www.jerseyvillage.gov/DocumentCenter/View/176/Biggest-Piece-of-Information-PDF?bidId=n-PDF*

Strategy 7.2.1. ***Actively cultivate trust between the community and local law enforcement through ongoing engagement and monitoring of community trust levels.***

★ This strategy emphasizes continuing efforts to build strong relationships with community stakeholders and residents. Fostering trust and collaboration between law enforcement and the community is fundamental to maintaining a high quality of life and contributing to overall public safety.

Strategy 7.3.1. ***Improve and expand water, sanitary sewer, and stormwater system capacity through long-term funding mechanisms that prioritize critical and aging infrastructure.***

★ This strategy ensures continuous prioritization of infrastructure improvements that offer long-term savings and deliver the greatest impact to residents. It will enhance the City's overall resilience by focusing on infrastructure improvements where they are most critical.

This chapter has laid out a comprehensive framework for Jersey Village's future, translating community aspirations into tangible strategies for growth, resilience, and enhanced quality of life. Realizing this vision, however, depends on dedicated effort and strategic execution. The next chapter outlines the mechanisms for transforming these strategies into measurable outcomes, establishing ownership, timelines, and evaluation criteria to guide Jersey Village on its *journey to 2035*.

Source: City of Jersey Village Website

5. Journey to 2035

This chapter provides a blueprint for implementing the Plan over the next 10 years, outlining the specific actions, priorities, and metrics needed to evaluate progress toward the desired outcomes.

PLAN IMPLEMENTATION OVERSIGHT & PRIORITIZATION

Effective implementation requires significant oversight, including the ongoing maintenance of a current log of priorities and Plan progress. While the Community Development and Parks and Recreation departments will play significant roles, establishing a specific team or committee is highly recommended to facilitate robust implementation. Regular collaboration with the CPUC and the City Council is crucial to ensure strategies are prioritized effectively.

Strategies will be prioritized based on factors like **timeframe, cost, and coordination requirements**. Those requiring alignment with the **Capital Improvement Plan ("CIP")** will need careful consideration of existing budgets and future project schedules. Annual reviews by City Staff with the CPUC and City Council will allow for necessary adjustments as implementation progresses.

IMPLEMENTATION MATRIX

The implementation matrix that follows is a key decision-making tool that translates the Plan's goals into actionable steps. It is designed to provide a clear, organized framework for guiding implementation efforts over the next decade.

The matrix is systematically organized by the Plan's seven key categories outlined in **Chapter 4**. The marix flows from broad goals to specific actions. The objectives are specific, measurable statements that define how the broader goals will be achieved with clear targets and benchmarks for progress. The strategies are the actionable steps or initiatives recommended to achieve the objectives.

To facilitate implementation, the matrix provides critical information for each strategy:

Priority Level

The priority level designation indicates the urgency for completing the strategy (*Low*, *Medium*, or *High*).

Timeframe

A timeframe provides the estimated completion period for each strategy. These timeframes include *Short-Term (1-3 years)*, *Mid-Term (4-6 years)*, and *Long-Term (7-10 years)*.

Metrics

The metrics enable City staff to measure progress. These can be quantitative (e.g., number of participants) or qualitative (e.g., resident awareness).

Partners

The partners identified in the matrix include potential stakeholders and responsible parties for implementing the strategies.

Cost

This provides a high-level estimate of the cost for implementing a strategy. To provide a high-level overview for prioritization, an estimate is provided for each strategy:

Low-Cost = $
Medium-Cost = $$
High-Cost = $$$

High-cost strategies are typically long-term infrastructure projects, while low- and medium-cost strategies are often completed by City staff or involve a limited scope of work. capital infrastructure and utility upgrades and social services improvements.

Funding Resources

Where practical and applicable, potential funding resources aligned with each strategy are identified to support implementation.

This structured approach ensures that every action is clearly linked to the Plan's vision and provides the necessary context for effective decision-making and progress tracking.

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
1. FUTURE LAND USE AND COMMUNITY CHARACTER						
OBJECTIVE 1.1: Prioritize mixed-use development along key corridors and in strategic areas to create and enhance walkable, vibrant districts.						
Strategy 1.1.1: Implement targeted initiatives to encourage and attract mixed-use developments along the US-290 corridor and within the NW Big Box and Park and Ride areas.	**High**	Short-Term	Number of Mixed-Use development proposals and projects initiated in target areas annually.	Community Development Department	**$**	Self-Funded
OBJECTIVE 1.2: Attract and support a varied mix of high-quality retail and dining establishments that meet community needs and contribute to a distinctive local experience.						
Strategy 1.2.1: Promote street-fronting commercial retail with parking situated at the rear of development sites.	**Medium**	Long-Term	Percentage of new commercial development projects adhering to street-fronting design (post-adoption of relevant guidelines/ code changes).	Community Development Department Planning and Zoning Commission, City Council	**$**	Self-Funded
Strategy 1.2.2: Establish and market Jersey Village as a boutique community within Houston's emerging markets to attract startup sales business to vacant retail space.	**High**	Long-Term	Number of new startup retail and dining businesses established in vacant retail space in targeted areas.	Community Development Department Harris County DEEO, UH SBDC, SCORE Houston, LoneStar College-CyFair	**$**	Self-Funded, Harris County DEEO, HGAC
OBJECTIVE 1.3: Preserve and enhance the quality and value of existing parks and open space to ensure they remain cherished community assets.						
Strategy 1.3.1: Amend the existing zoning to establish a parks and green space district that focuses on preserving and enhancing these spaces.	**Medium**	Mid-Term	Percentage of park acreage protected under new parks and green space zoning district.	Community Development Department City Council, Planning and Zoning Commission	**$**	Self-Funded
OBJECTIVE 1.4: Strengthen the connection between young families and senior residents by promoting a universally designed environment.						
Strategy 1.4.1: Utilize the AARP Livable Communities guidelines to foster universal design practices.	**Low**	Mid-Term	Construction of universal design elements in public spaces and plan to incorporate guidelines in development standards.	Community Development Department	**$**	Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *JVSO = Jersey Village Senior Outreach, NPSOT = Native Plant Society of Texas, TNS = Texas Native Seeds Program, TPWD = Texas Parks and Wildlife Department, DEEO = Department of Economic Equity and Opportunity, SBDC = Small Business Development Center, HGAC = Houston-Galveston Area Council,*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
1. FUTURE LAND USE AND COMMUNITY CHARACTER						
Strategy 1.4.2: Develop engagement programs for senior residents that promote intergenerational engagement.	**Medium**	Short-Term	Increased number of programs that promote intergenerational connections; participation rate and participant satisfaction ratings regarding intergenerational connection.	City Manager's Office Local Businesses, JVSO	**$**	Self-Funded
Strategy 1.4.3: Foster opportunities for community organizations and businesses that address a wide variety of family needs.	**Medium**	Short-Term	Number of family-oriented businesses and organizations established/supported in Jersey Village (by defined category, e.g., childcare, youth education, family entertainment).	Community Development Department	**$**	Self-Funded
OBJECTIVE 1.5: Strategically invest in enhancing community gathering spaces and corridors to reinforce Jersey Village's identity and appeal.						
Strategy 1.5.1: Enhance the visibility and appeal of existing parks, green space, and City buildings through native plantings and distinctive entry features.	**Medium**	Short-Term	Percentage increase in park visitor counts; improvement in resident satisfaction regarding park & municipal building aesthetics and appeal.	Parks & Recreation Department	**$$**	Self-Funded, NPSOT, TPWD, TNS
Strategy 1.5.2: 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.	**Low**	Long-Term	Number of designated golf cart parking spaces implemented in target areas; increase in observed golf cart usage for access to designated amenities (e.g., through user surveys or spot counts).	Assistant City Manager's Office Local Businesses	**$**	Self-Funded
Strategy 1.5.3: Activate underutilized spaces as temporary community spaces to foster family-oriented community events or space to express Jersey Village's identity.	**Low**	Short-Term	Number of community events hosted in activated underutilized spaces; average attendance/ participation per event; Positive feedback ratings on events' contribution to community identity/family focus.	Assistant City Manager's Office Local Businesses	**$**	Self-Funded, Local Businesses

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *JVSO = Jersey Village Senior Outreach, NPSOT = Native Plant Society of Texas, TNS = Texas Native Seeds Program, TPWD = Texas Parks and Wildlife Department, DEEO = Department of Economic Equity and Opportunity, SBDC = Small Business Development Center, HGAC = Houston-Galveston Area Council,*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
1. FUTURE LAND USE AND COMMUNITY CHARACTER						
Strategy 1.5.4: Prioritize visual appeal and beautification standards on major thoroughfares and City gateways, including strategic tree planting to enhance pedestrian comfort and aesthetics.	**Low**	Short-Term	Adoption of enhanced beautification standards and guidelines by City Council. Number of trees and native gardens planted or beautification projects completed during the fiscal year.	Parks and Recreation Department	**$**	Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *JVSO = Jersey Village Senior Outreach, NPSOT = Native Plant Society of Texas, TNS = Texas Native Seeds Program, TPWD = Texas Parks and Wildlife Department, DEEO = Department of Economic Equity and Opportunity, SBDC = Small Business Development Center, HGAC = Houston-Galveston Area Council,*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
2. LIVABLE NEIGHBORHOODS & HOUSING						
OBJECTIVE 2.1: Evaluate limited opportunities for additional housing types that expand residential choice, enhance neighborhood quality, and align with the established character of Jersey Village.						
Strategy 2.1.1: Develop a portfolio of voluntary pre-approved housing plans that meet established design guidelines and aesthetic standards to offer an option for developers streamline the permitting process.	**High**	Mid-Term	Average reduction in permit review time for projects utilizing pre-approved plans compared to baseline; Percentage of new construction utilizing pre-approved housing plans; Compliance rate of new development with established design guidelines for projects utilizing pre-approved plans.	Community Development Department Planning and Zoning Commission, City Council GHBA, ULI, HREC	**$**	Self-Funded, HGAC
Strategy 2.1.2: Develop a resource for constructing ADUs in suburban residential neighborhoods, providing residents with a how-to-guide and best practices.	**Medium**	Mid-Term	Completion and publication of the ADU how-to-guide and best practices document.	City Manager's Office Planning and Zoning Commission, City Council	**$**	Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *GHBA = Greater Houston Builders Association, ULI = Urban Land Institute, HREC = Houston Real Estate Council, HGAC = Houston-Galveston Area Council, THC = Texas Historical Commission*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
2. LIVABLE NEIGHBORHOODS & HOUSING						
Strategy 2.1.3: 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.	**High**	Mid-Term	Completion and adoption of design study recommendations.	City Manager's Office Planning and Zoning Commission	**$$**	Self-Funded
OBJECTIVE 2.2: Encourage investments in the renovation and modernization of existing homes to meet current demands while preserving neighborhood character.						
Strategy 2.2.1: Develop resources and programs to encourage and support property owners in the renovation and modernization of existing single-family homes.	**Medium**	Short-Term	Number of permits issued for major residential renovations/ rehabilitations annually; number of homeowners participating in City-sponsored renovation resource programs.	Community Development Department Building Official, GHBA	**$**	Self-Funded
OBJECTIVE 2.3: Maintain and enhance the continuity of existing neighborhood character through thoughtful design guidelines and preservation strategies.						
Strategy 2.3.1: Review and update zoning ordinances and design guidelines to ensure the long-term preservation and protection of neighborhood character, parks, and green spaces.	**Medium**	Mid-Term	Completion and adoption of updated zoning ordinances and design guidelines related to neighborhood character/ preservation.	Assistant City Manager's Office Planning and Zoning Commission	**$**	Self-Funded
Strategy 2.3.2: Develop and implement educational programs for residents on design guidelines and preservation best practices to maintain existing neighborhood character.	**Medium**	Mid-Term	Percentage of residents demonstrating awareness of key design guidelines and preservation best practices (via survey or quiz).	Community Development Department ULI, GHBA	**$**	Self-Funded, HGAC, THC

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *GHBA = Greater Houston Builders Association, ULI = Urban Land Institute, HREC = Houston Real Estate Council, HGAC = Houston-Galveston Area Council, THC = Texas Historical Commission*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
3. HAZARD MITIGATION AND RISK REDUCTION						
OBJECTIVE 3.1: Integrate sustainable green infrastructure within parks and appropriate underutilized sites to enhance stormwater management, reduce flooding, and enhance the City's natural assets.						
Strategy 3.1.1: Adopt rainwater harvesting methods at municipal facilities and nature-based stormwater management practices at underutilized green spaces.	**High**	Short-Term	Number of green infrastructure installations (e.g., rain gardens, rain barrels) completed at municipal facilities and underutilized green spaces; and total volume of water captured annually from these systems.	Public Works Department HCFCD, Harris County, HGAC	**$**	Local Non-Profits, HCFCD, HGAC, Self-Funded
OBJECTIVE 3.2: Continuously improve the effectiveness and capacity of the stormwater drainage network across Jersey Village, prioritizing areas with chronic flooding challenges.						
Strategy 3.2.1: Establish a stormwater utility program to dedicate revenue to public stormwater system maintenance and expansion projects.	**High**	Long-Term	Adoption of a stormwater utility program ordinance by City Council; Annual revenue generated by stormwater utility program; Percentage of identified critical stormwater system maintenance/expansion projects funded by utility program revenue.	Public Works Department HCFCD City Council	**$$$**	N/A
Strategy 3.2.2: Strengthen partnership with the Harris County Flood Control District through Jersey Village sponsored collaborations and joining HCFCD programs to expand flood mitigation programming and education in Jersey Village.	**High**	Long-Term	Number of joint flood mitigation projects or programs initiated with HCFCD annually; number of residents participating in flood mitigation educational programs.	City Manager's Office HCFCD	**$**	N/A
Strategy 3.2.3: Improve Community Rating System level through FEMA.	**High**	Long-Term	Improved FEMA Community Rating System level.	City Manager's Office HCFCD, FEMA	**$$**	N/A

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *HCFCD = Harris County Flood Control District, HGAC = Houston-Galveston Area Council, FEMA = Federal Emergency Management Agency*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
4. ACCESS TO RECREATION AND GREEN SPACE						
OBJECTIVE 4.1: Improve the quality and range of recreational facilities and programs within City parks to support residents of all ages and abilities.						
Strategy 4.1.1: Invest in upgrading and diversifying recreational facilities and programs within City parks to foster active and inclusive opportunities for all residents.	**High**	Long-Term	Increase in resident satisfaction ratings with the quality and diversity of park facilities and programs; Number of newly introduced facility types or program categories.	Parks & Recreation Department NRPA	**$$$**	TPWD, Self-Funded
Strategy 4.1.2: Implement ongoing improvements to neighborhood parks and green spaces.	**Medium**	Long-Term	Number of capital improvement projects completed in neighborhood parks (e.g., playground replacements, trail resurfacings, new amenities).	Parks & Recreation Department	**$$**	Self-Funded, Darden Foundation
OBJECTIVE 4.2: Enhance safe and convenient pedestrian access to parks through improved sidewalk connections, clear directional signage, and accessible crossings.						
Strategy 4.2.1: Develop a comprehensive sidewalk improvement plan that enhances pedestrian connectivity to Jersey Village schools, including Cook Middle School, which is located within the Houston city limits.	**Medium**	Mid-Term	Completion and adoption of the comprehensive sidewalk network master plan.	Parks & Recreation Department Houston Parks Board, Harris County	**$$**	TPWD, Darden Foundation
OBJECTIVE 4.3: Integrate natural stormwater management features within parks to enhance their drainage functions, reduce flood risk, and improve environmental quality.						
Strategy 4.3.1: Assess the feasibility of integrating nature-based green infrastructure within parks and public spaces to enhance stormwater drainage and management functions.	**High**	Mid-Term	Completion and adoption of a feasibility plan that identifies the most suitable areas and a recommended implementation approach for nature-based solutions in parks and public spaces.	Parks & Recreation Department	**$**	HCFCD, TPWD, Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *NRPA = National Recreation and Parks Association, TPWD = Texas Parks and Wildlife Department, HCFCD = Harris County Flood Control District*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
5. TRANSPORTATION & MOBILITY						
OBJECTIVE 5.1: Enhance the safety, accessibility, and connectivity of sidewalks and crosswalks throughout the City to support convenient and enjoyable walking for residents.						
Strategy 5.1.1: Identify and prioritize a network of safe and comfortable pedestrian and bicycle corridors using the Level of Traffic Stress (LTS) and gap analysis.	Medium	Mid-Term	Percentage increase in pedestrian and bicyclist activity in prioritized corridors.	Public Works Department TxDOT	$$	TxDOT, HGAC
Strategy 5.1.2: Maintain and expand the inventory of sidewalk conditions to prioritize repairs and identify areas requiring repeated work.	High	Mid-Term	Number of sidewalk repair/ improvement projects completed annually in prioritized areas.	Public Works Department Parks & Recreation Department	$	STBG, TxDOT (TA), HGAC
Strategy 5.1.3: Implement pedestrian-first improvements near schools, parks, and high-traffic intersections.	High	Mid-Term	Percentage increase in pedestrian and bicyclist activity in pedestrian-first improvement areas.	Public Works Department Parks & Recreation Department	$$	STBG, TxDOT (TA), HGAC
Strategy 5.1.4: Enhance the existing wayfinding system to improve navigation and promote key community destinations.	Medium	Mid-Term	Increase in observed pedestrian activity at key community destinations with improved wayfinding.	Public Works Department	$	Self-Funded
Strategy 5.1.5: Adopt a Complete Streets Policy to guide existing and future development.	Medium	Mid-Term	Completion and adoption of the Complete Streets Policy.	City Manager's Office City Council TxDOT	$100k	TxDOT, SS4A, RAISE, HGAC
OBJECTIVE 5.2: Improve Traffic Safety Citywide, focusing on conflict reduction and safety enhancements for pedestrians and bicyclists.						
Strategy 5.2.1: Update the functional classification system and street design standards.	Medium	Mid- to Long-Term	Adoption of updated functional classification system and street design standards ordinance.	Public Works Department TxDOT	$	TxDOT
Strategy 5.2.2: Apply context-sensitive design and prioritize traffic safety in all new and reconstructed roadway projects.	Medium	Mid-Term	Percentage reduction in traffic incidents and injuries on new/ reconstructed roadway projects.	Public Works Department TxDOT	Varies	Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *TxDOT = Texas Department of Transportation, SS4A = Safe Streets For All, RAISE = Rebuilding American Infrastructure through Sustainability and Equity, STBG = Surface Transportation Block Grant, HGAC = Houston-Galveston Area Council, STBG (TA) = Surface Transportation Block Grant Transportation Alternatives*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
5. TRANSPORTATION & MOBILITY						
Strategy 5.2.3: Prioritize maintenance and reinvestment in existing roadways.	Medium	Mid- to Long-Term	Percentage reduction in safety-related maintenance deficiencies (e.g., potholes, worn striping) in existing roadways.	Public Works Department TxDOT	**Varies**	Self-Funded
Strategy 5.2.4: Create and implement a Vision Zero / Safety Action Plan	High	Mid-Term	Percentage reduction in traffic collisions, severe injuries, and fatalities citywide.	Public Works Department TxDOT	**$125k**	SS4A, RAISE, HGAC
Strategy 5.2.5: Develop a Citywide Traffic Calming Plan focused on residential streets and areas with high collision rates.	High	Mid-Term	Percentage reduction in traffic collisions on residential streets.	Public Works Department TxDOT	**$100k**	STBG, HGAC
Strategy 5.2.6: Coordinate with TxDOT to improve access management and traffic operations along US-290 ramps.	Medium	Long-Term	Percentage reduction in traffic collisions along US-290 ramps.	Public Works Department TxDOT	**$$**	TxDOT, Self-Funded
Strategy 5.2.7: Create a Safe Routes to School program.	High	Mid-Term	Percentage increase in observed or surveyed youth walking/biking to school.	Public Works Department TxDOT	**$50k**	TxDOT
Strategy 5.2.8: Continue citywide conflict analysis and implement targeted pedestrian and bicycle safety countermeasures.	Medium	Mid-Term	Percentage reduction in pedestrian/bicyclist-involved collisions in areas with implemented countermeasures.	Public Works Department TxDOT	**$100k**	HGAC, TxDOT
OBJECTIVE 5.3: Explore and implement enhanced local mobility options that serve Jersey Village residents, promote connectivity, and reduce reliance on personal vehicles for short trips.						
Strategy 5.3.1: Explore phased implementation of a citywide bicycle network.	Medium	Mid- to Long-Term	Percentage increase in observed bicycle ridership or bicycle mode share for short trips.	Public Works Department TxDOT	**$$**	TPWD, STBG, TxDOT (TA), HGAC
Strategy 5.3.2: Advocate for Harris County Transit plus service in Jersey Village	Low	Mid- to Long-Term	Service area added to HCT plus service map	Community Development Department HCT	**$**	HCT

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *TxDOT = Texas Department of Transportation, SS4A = Safe Streets For All, RAISE = Rebuilding American Infrastructure through Sustainability and Equity, STBG = Surface Transportation Block Grant, HGAC = Houston-Galveston Area Council, STBG (TA) = Surface Transportation Block Grant Transportation Alternatives*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
5. TRANSPORTATION & MOBILITY						
Strategy 5.3.3: Support the long-term implementation of a Bus Rapid Transit (BRT) along W. Little York Park & Ride.	**Low**	Mid- to Long-Term	Percentage increase in BRT commuter rides.	Community Development Department HCT	**$**	HCT
Strategy 5.3.4: Explore opportunities to address first-mile/last-mile barriers through micro-mobility options, local shuttles, and public-private partnerships with providers.	**Low**	Mid- to Long-Term	Number of pilot micro-mobility/local shuttle programs launched; user satisfaction with new first-mile/last-mile options.	Community Development Department Rideshare services such as Lyft, Uber, Waymo, and local entities/volunteers	**$**	HCT
Strategy 5.3.5: Develop an active transportation plan that prioritizes safe, connected, and accessible pedestrian and bicycle infrastructure.	**Medium**	Mid-Term	Completion and adoption of the Active Transportation Plan.	Public Works Department TxDOT	**$150k**	STBG, TxDOT (TA)
Strategy 5.3.6: Apply for competitive funding programs to support traffic safety and local mobility implementation.	**High**	Long-Term	Total amount of competitive grant funding secured for mobility and safety projects annually compared to target.	Public Works Department TxDOT	**$**	HGAC

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *TxDOT = Texas Department of Transportation, SS4A = Safe Streets For All, RAISE = Rebuilding American Infrastructure through Sustainability and Equity, STBG = Surface Transportation Block Grant, HGAC = Houston-Galveston Area Council, STBG (TA) = Surface Transportation Block Grant Transportation Alternatives*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
6. BUSINESS AND ECONOMIC GROWTH						
OBJECTIVE 6.1: Activate commercial areas and corridors through strategic economic development initiatives that attract high-quality, community-aligned businesses and create vibrant destinations.						
Strategy 6.1.1: Foster the creation of vibrant commercial centers and gathering spaces.	**High**	Long-Term	Percentage increase in observed pedestrian activity in target commercial centers and public spaces.	Assistant City Manager's Office	**$**	AARP, H-GAC, TxDOT, TDA

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *AARP = American Association of Retired Persons, HGAC = Houston-Galveston Area Council, TxDOT = Texas Department of Transportation, TDA = Texas Department of Agriculture*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
6. BUSINESS AND ECONOMIC GROWTH						
Strategy 6.1.2: Prioritize the revitalization of existing commercial properties and vacant lots.	**High**	Short-Term	Percentage increase in commercial occupancy rates in targeted revitalization areas; and/or number of permits issued for commercial property renovations/rehabilitations in targeted areas annually.	Community Development Department Local Developers	**$$$**	HGAC, National Endowment for the Arts "Our Town"
Strategy 6.1.3: Develop and promote a clear vision for desired business types and quality standards.	**High**	Short-Term	Publication of marketing resources for business attraction.	Community Development Department	**$**	Self-Funded
OBJECTIVE 6.2: Strengthen the local business ecosystem by facilitating access to marketing, networking, and growth resources for all businesses in Jersey Village.						
Strategy 6.2.1: Connect businesses with essential resources and guidance.	**Medium**	Short-Term	Number of local businesses connected to external growth resources annually; and/or percentage of business utilizing City-facilitated resource connections reporting satisfaction with the guidance received.	Community Development Department UH SBDC, SCORE Houston, Lone Star College-CyFair, HGAC	**$**	Self-Funded
Strategy 6.2.2: Establish a centralized entity for local business support.	**High**	Mid-Term	Establishment of the centralized entity (e.g., Business and Development Navigator); number of businesses utilizing the entity's services annually; and/or business satisfaction ratings with support provided by the entity.	Community Development Department	**$**	Self-Funded
Strategy 6.2.3: Enhance opportunities for business-to-business collaboration and community engagement.	**Low**	Long-Term	Number of City-facilitated business-to-business networking or collaboration events; and/or number of businesses participating in City-sponsored collaboration/engagement initiatives.	Community Development Department	**$**	Self-Funded

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *AARP = American Association of Retired Persons, HGAC = Houston-Galveston Area Council, TxDOT = Texas Department of Transportation, TDA = Texas Department of Agriculture*

	PRIORITY	TIMEFRAME	METRICS	RESPONSIBLE PARTIES/PARTNERS	COST	FUNDING RESOURCES
7. MUNICIPAL FACILITIES & UTILITIES						
OBJECTIVE 7.1: Enhance public safety through strengthened interdepartmental partnerships and effective resource deployment by Police, Fire, EMS, and Public Works.						
Strategy 7.1.1: Promote public awareness and effective utilization of official code enforcement reporting tools and community standards.	**Medium**	Short-Term	Percentage increase in utilization of official code enforcement reporting tools; and/or increase in resident satisfaction ratings with the clarity of code standards and reporting process.	Community Standards	**$**	Self-Funded
OBJECTIVE 7.2: Foster a community-wide commitment to public safety through transparent education, accessible engagement, and resident-led collaborative initiatives.						
Strategy 7.2.1: Actively cultivate trust between the community and local law enforcement through ongoing engagement and monitoring of community trust levels.	**High**	Long-Term	Percentage increase in community participation in police/fire outreach and collaborative public safety initiatives.	Police and Fire Departments	**$**	Self-Funded, H-GAC
OBJECTIVE 7.3: 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.						
Strategy 7.3.1: Improve and expand water, sanitary sewer, and stormwater system capacity through long-term funding mechanisms that prioritize critical and aging infrastructure.	**High**	Long-Term	Percentage of aging/critical infrastructure upgraded or replaced annually compared to total identified aging infrastructure; and/or percentage reduction in service disruptions attributed to aging infrastructure.	Public Works Department	**$$$**	TWDB

Time Frame: *Short-Term = 1-3 years, Mid-Term = 4-6 years, Long-Term = 7-10 years*
Partners and Funding Resources: *HGAC = Houston-Galveston Area Council, TWDB = Texas Water Development Board*

PLAN MONITORING AND UPDATING

***Journey to 2035* is designed as a dynamic and adaptable document, recognizing that community needs and external conditions can evolve. Effective implementation requires continuous monitoring of progress, periodic evaluation of strategies, and a formal process for amendments and updates.**

The implementation matrix serves as the primary tool for tracking progress on specific strategies and their associated metrics. Regular annual progress reports should be prepared by designated City staff and reviewed by the CPUC and City Council. An implementation checklist is provided with this Plan to track progress towards completing the recommended strategies in one easy-to-understand document. This checklist will support the reviews by assessing the effectiveness of implemented strategies, identifying unforeseen challenges, and determining if adjustments to priorities or approaches are necessary.

To ensure *Journey to 2035* remains relevant and effective for guiding Jersey Village's long-term development, it is recommended that the City commit to a formal review and update process. Major updates to the Plan should occur at least every 5 years, or as triggered by significant community changes, regional developments, or substantial shifts in demographic or economic conditions. This process will again involve robust public engagement to ensure the Plan continues to reflect the community's evolving vision and priorities.

This chapter provides the essential framework for implementing *Journey to 2035*, translating its vision and strategies into actionable steps with measurable outcomes. The effectiveness of this Plan hinges on the City's sustained commitment to these outlined responsibilities, prioritization, and monitoring processes. With this clear roadmap for action, Jersey Village is well-equipped to embark on its journey forward. The overarching conclusions and final reflections on the entire planning endeavor are presented in the next chapter.

6. Conclusion

Journey to 2035 is the result of a collaborative and data-driven process that transforms the collective aspirations of Jersey Village into a clear framework for the next decade. Developed through extensive public engagement including community workshops, surveys, and stakeholder interviews, this Plan establishes five overarching goals and 21 defined objectives to provide a strategic blueprint for the City's path forward to 2035.

The Plan is built upon a thorough assessment of Jersey Village's existing conditions as detailed in **Chapter 3**. This analysis identified demographic trends, economic factors, the City's housing landscape, the mobility network, and parks and open space. The analysis underscored the community's persistent vulnerability to flooding. These insights informed the essential background context for the 53 recommended strategies in **Chapter 4**, which cover critical areas like future land use, livable neighborhoods, hazard mitigation, access to green space, mobility and safety, and business and economic growth. Each strategy offers actionable guidance and directly aligns with the established vision, goals, and objectives.

Realizing this vision requires a sustained commitment and proactive leadership. **Chapter 5** outlines the roadmap for turning these strategies into measurable outcomes, establishing clear responsibilities, and setting evaluation criteria.

To effectively guide Jersey Village's development over the next decade, the key recommendations and immediate next steps include:

1. Promoting the Plan's Vision and Strategies

City leadership and staff must actively champion the Plan's vision and integrate its strategies into all policy decisions, work plans, and capital improvement programming to ensure the Plan's long-term success.

2. Prioritizing Flood Resilience

Given Jersey Village's history and vulnerability to flooding, a continuous and accelerated focus on flood mitigation and adaptation strategies is critical.

3. Fostering Balanced and Community-Aligned Growth

The City should prioritize economic development and land use strategies that cultivate a vibrant environment while balancing the preservation of Jersey Village's unique family-oriented character. This includes supporting local businesses and diversifying housing options to meet the community's evolving needs.

4. Investing in Infrastructure and Services

Fiscally responsible investments in modernizing and enhancing the City's municipal infrastructure, recreational facilities, and mobility networks are critical to ensuring reliable service and improving quality of life.

5. Establishing Robust Implementation and Monitoring Processes

The City must commit to utilizing the implementation matrix and regularly tracking progress through defined metrics. This process should include periodic reviews with the City Council to ensure that the Plan remains responsive to changing needs and emerging opportunities.

6. Sustaining Collaborative Engagement

Continue fostering strong collaboration among City departments, regional partners, and—most importantly—with residents. Ongoing public involvement will be vital for informing adjustments and building consensus as the Plan is implemented and adapted over time.

This Plan is a dynamic framework designed for adaptation and adjustment. It is also a testament to Jersey Village's commitment to thoughtful growth and continuous improvement. *Journey to 2035* is not an unchanging process, but it leads to a future that is actively shaped through diligent effort and dedicated implementation. With this Plan, the tangible benefits of resilience, connectivity, and prosperity for all residents throughout Jersey Village will be realized.

Appendices

The technical data, community feedback reports, and external reference documents supporting the analysis and recommendations of the *Journey to 2035* Comprehensive Plan are included as separate attachments. To view the full contents of any appendix, please open the PDF and click on one of the corresponding titles identified below:

Appendix A: Community Input Survey #1 Results

Appendix B: Community Input Survey #2 Results

Appendix C: San Antonio Neighborhood Conservation District Design Standards

Appendix D: City of Princeton Design Guidelines

Appendix E: Jersey Village Livability Index Report

Antero Group