



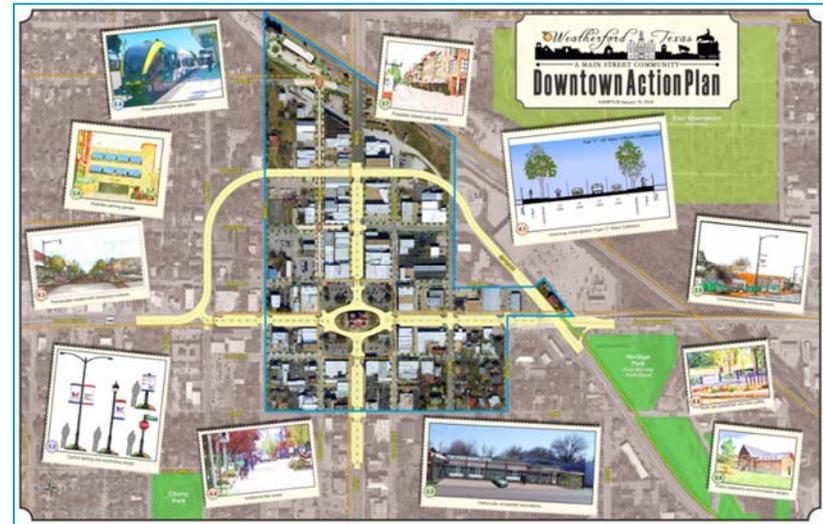
11. PLANNING AREA STRATEGIES

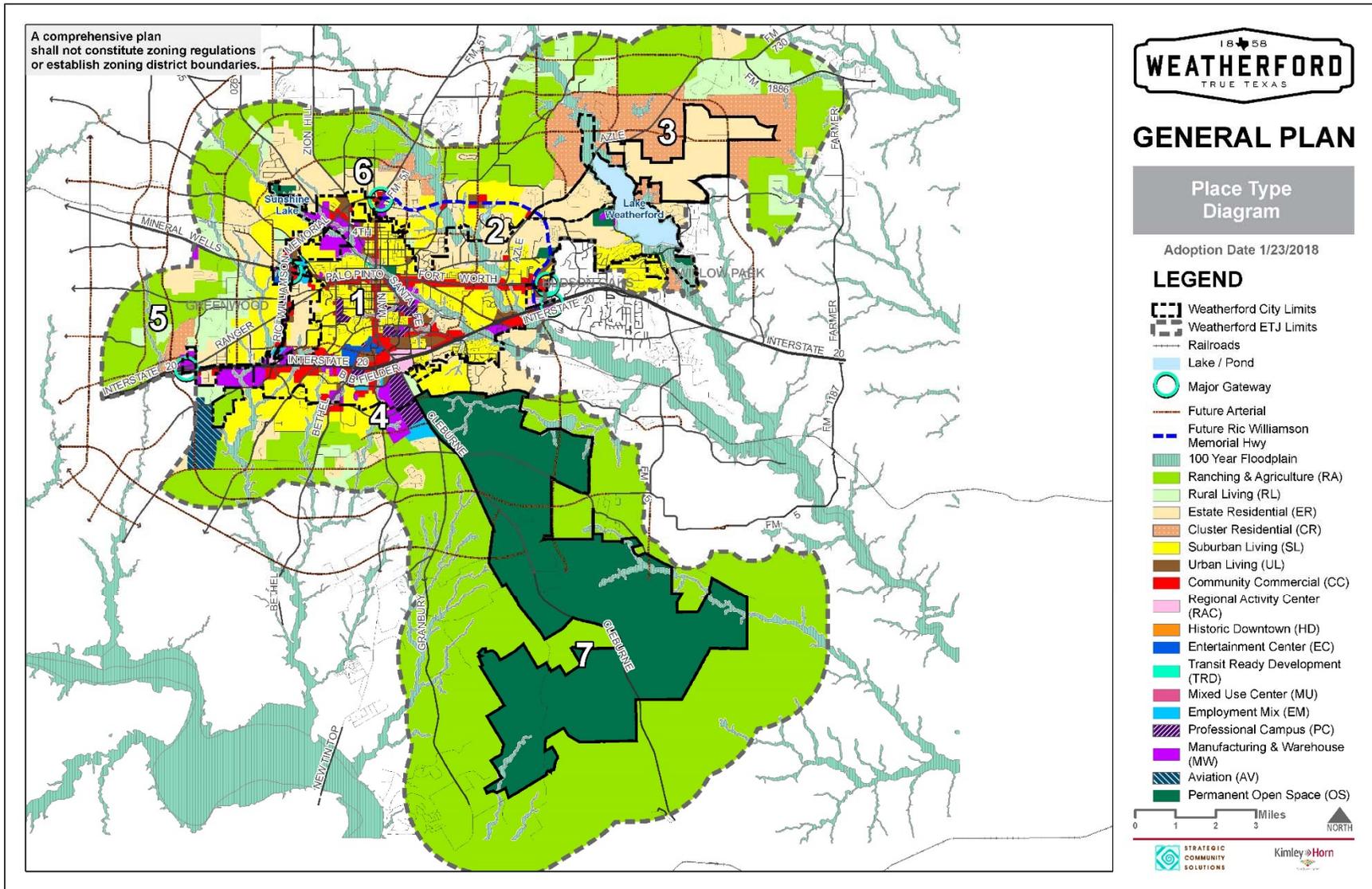
CHAPTER 11: PLANNING AREA STRATEGIES ELEMENT

OVERVIEW OF PLANNING AREAS

As part of the long-term planning strategies, the City of Weatherford has been divided up into seven different “planning areas” that better reflect the different areas of Weatherford. Following is a discussion of each planning area with additional highlights about the unique character that each possesses. A map with a boundary of each planning area is included along with a section on the “strategic direction” for the area and specific planning area action items. These discussions were developed as a guide for each planning area and anticipate future planning at the individual area level. As meetings in an area are held, names that mean more to residents and property owners and better describe a planning area can be adopted. Also, area boundaries can be amended to reflect area identity and more in-depth discussions of amendments to the overall place type map can be discussed. Finally, a more detailed list of possible action items can be adopted. In some cases, design guidelines and historic protection may need to be discussed. The 2013 Downtown Action Plan is an example of a starting point that could be utilized for other planning areas. The following are the

starting points for more detailed and specific “Planning Area Plans.”





PLANNING AREA 1 (CENTRAL WEATHERFORD)

Planning Area 1 is the heart of the Weatherford community. It generally encompasses the historic civic and commercial center of Weatherford and the earliest neighborhoods that developed around that center. Major roads in the area include Palo Pinto Street, N. Main Street, S. Main Street and Fort Worth Highway. These roadways converge at the Parker County Courthouse, which is the location of the Historic Downtown Square. Town Creek runs along the northern edge of this area, as does an existing rail line. The western boundary of the area is Bowie Drive, and the Eastern boundary is Jack Borden Way / Foster Lane.

STRATEGIC DIRECTION: DOWNTOWN FOCUS

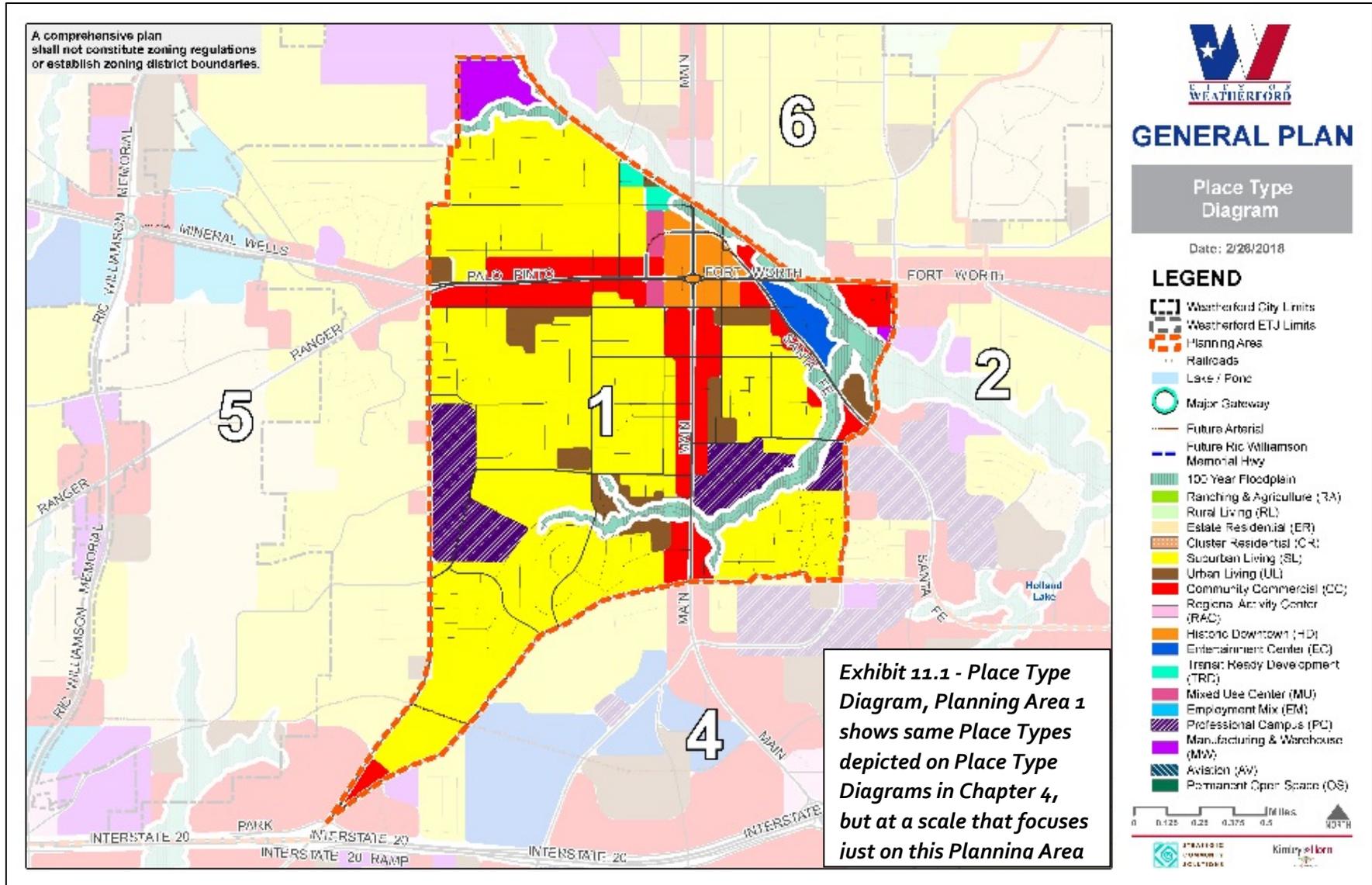
The strategic direction for Planning Area 1 includes two related concepts. First, the character of the historic Downtown and its surrounding historic neighborhoods must be retained and enhanced. Second, this historic character should be the foundation for compatible new development and adaptive reuse. Together, these strategies should create the compact, walkable and urbane places for living, working and playing that are desired by Millennial generation residents and by 'empty-nester' Baby Boomer residents.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

- Action 11.11 Downtown Reinvestment.** Revise the City's zoning, subdivision regulations and economic development incentives to increase support for desirable reuse, redevelopment and new development in Downtown.
- Action 11.12 Design Guidelines.** Establish design guidelines for Downtown and the surrounding neighborhoods.
- Action 11.13 Small Area Plan.** Complete a land use and design study for the areas designated for Mixed Use (MU) and Transit Ready Development (TRD).
- Action 11.14 Gateways.** Designate gateways into the Downtown and develop gateway use and design standards.
- Action 11.15 Traffic Reduction.** Reduce through traffic in Downtown and recreate the pedestrian environment of the historic Square.





PLANNING AREA 2 (EASTERN WEATHERFORD)

Planning Area 2 generally encompasses the area east of Downtown Weatherford that developed post-World War II. The area is bounded by Area 1 and Area 6 on the west, the City’s ETJ boundary on the north, Area 3 and the City of Hudson Oaks on the east, and IH 20 on the south. Major roadways in this area include the Fort Worth Highway, E. Bankhead Drive, Santa Fe Drive, Old Dicey Road, FM 730, Upper Denton Road, and IH 20. Town Creek, Willow Creek and the Clear Fork of the Trinity River are major natural features in this area.

STRATEGIC DIRECTION: CONCENTRATED RETAIL, RESIDENTIAL CHOICE

The desirability of the existing neighborhoods in this Planning Area must be maintained, and infill development at an appropriate scale should strengthen the fabric of these communities.

Two major development nodes along the future Ric Williamson Memorial Highway (at I-20 and near Dillingham Road) offer important new locations for regional-scale retail and event venues.

Other parts of this Planning Area offer a wide variety of residential options, from existing suburban neighborhoods to new estate, suburban and urban neighborhoods, to compact neighborhood surrounded by open space or equestrian facilities.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

Action 11.21 Infill Support. Review the City’s zoning, subdivision regulations, fees and economic development incentives to make appropriate infill more feasible.

Action 11.22 Regional Retail Guidelines. Establish use and design guidelines for the major nodes along the future Loop.

Action 11.23 Major Gateway. Establish land use, design and public art components of a major Gateway into Weatherford at Highway 180.

Action 11.24 Clustered Communities. Establish the zoning, subdivision, infrastructure and conservation requirements for clustered development within protected agricultural or open space areas.

Action 11.25 Ranching Support. Work with the ranching community to create tools (such as economic incentives) to help ranching and agriculture remain successful



Exhibit 11.2 - Place Type Diagram, Planning Area 2 shows same Place Types depicted on Place Type Diagrams in Chapter 4, but at a scale that focuses just on this Planning Area



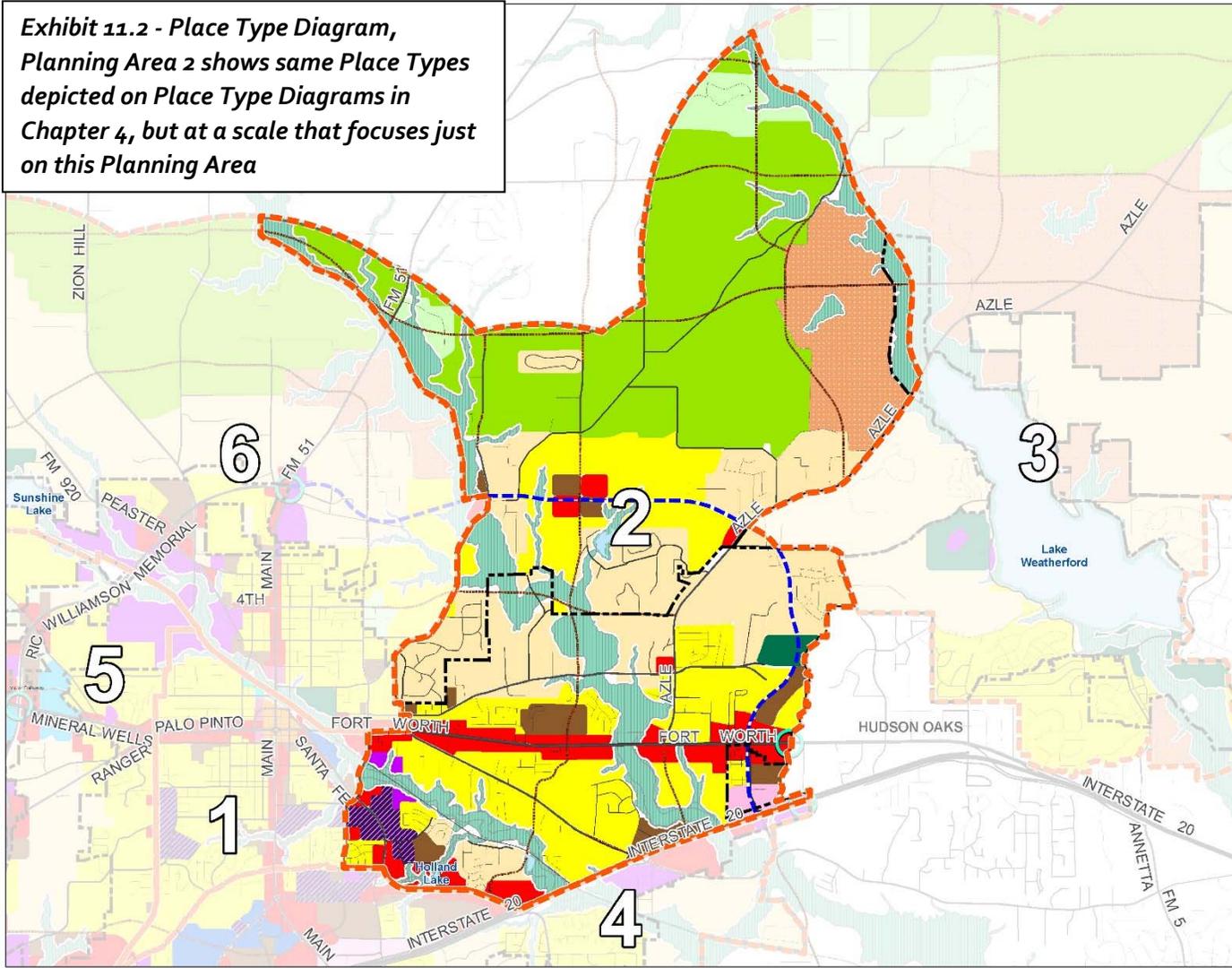
GENERAL PLAN

Place Type Diagram

Date: 2/26/2018

LEGEND

- Weatherford City Limits
- Weatherford ETJ Limits
- Planning Area
- Railroads
- Lake / Pond
- Major Gateway
- Future Arterial
- Future Ric Williamson Memorial Hwy
- 100 Year Floodplain
- Ranching & Agriculture (RA)
- Rural Living (RL)
- Estate Residential (ER)
- Cluster Residential (CR)
- Suburban Living (SL)
- Urban Living (UL)
- Community Commercial (CC)
- Regional Activity Center (RAC)
- Historic Downtown (HD)
- Entertainment Center (EC)
- Transit Ready Development (TRD)
- Mixed Use Center (MU)
- Employment Mix (EM)
- Professional Campus (PC)
- Manufacturing & Warehouse (MW)
- Aviation (AV)
- Permanent Open Space (OS)



PLANNING AREA 3 (LAKE WEATHERFORD)

Planning Area 3 generally encompasses the far eastern portions of Weatherford surrounding Lake Weatherford. The area is bounded by Area 2 on the west, the City’s ETJ boundary on the north, Hudson Oaks on the south and Willow Park on the south and east. Major roadways in this area are FM 730 and FM 1886. The major natural feature and asset influencing the existing development pattern in this area is Lake Weatherford.

STRATEGIC DIRECTION: LAKESIDE LIVING

This Planning Area’s future is based on a lake and rivers that provide recreation and amenities for residents of nearby neighborhoods and visitors to Weatherford.

Effective long-term management of environmental resources is vital to this Planning Area’s growth and vitality. New development here must be designed to protect or enhance these natural assets, and to incorporate them as amenities in new neighborhoods.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

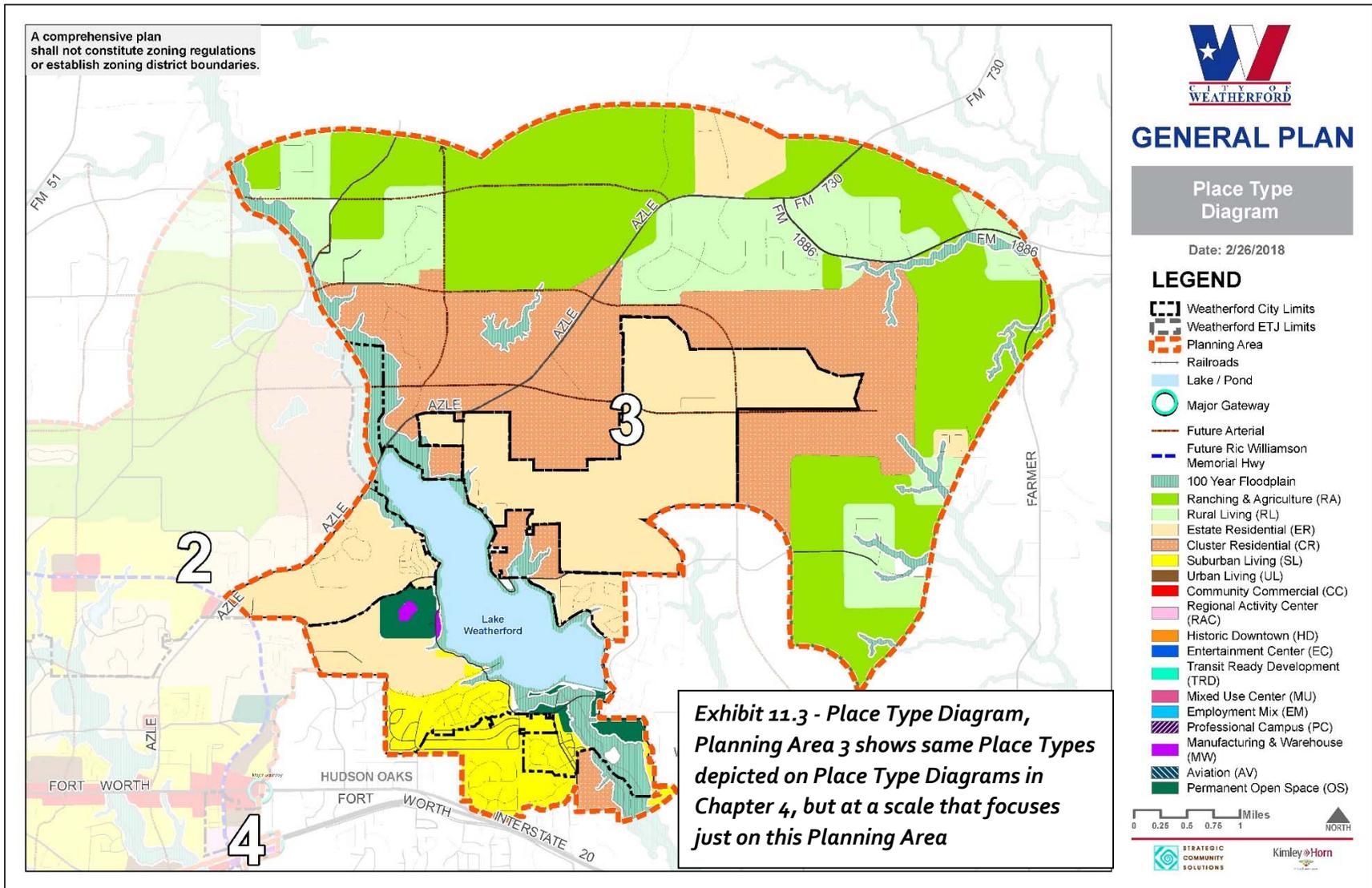
Action 11.31 Watershed Planning. Conduct a ‘greenprint’ or similar planning study for the watershed around Lake Weatherford.

Action 11.32 Tourism Initiatives. Expand or enhance efforts to attract visitors for sailing, boating, fishing, nature enjoyment, lakeside dining and other lake-related activities.

Action 11.33 Clustered Communities. Establish the zoning, subdivision, infrastructure and conservation requirements for clustered development within protected agricultural or open space areas.

Action 11.34 Ranching Support. Work with the ranching community to create tools (such as economic incentives) to help ranching and agriculture remain successful.





PLANNING AREA 4 (SOUTHERN WEATHERFORD)

Planning Area 4 generally encompasses all the areas of Weatherford immediately south of IH 20. The area is bounded by Areas 1, 5 and 2 on the north, Weatherford’s ETJ on the east, west and much of the south, and area 7 on the southeast. A small portion of the area extends north of IH 20 and extends to Santa Fe Drive and E Park Avenue on the north. Major roadways in this area include Old Dennis Road, Dennis Road, Bethel Road, Tin Top Road, SH 171, Granbury Highway and IH 20. Town Creek, Folley Branch, Three Mile Branch, and Burgess Creek are major natural features in this area.

STRATEGIC DIRECTION: REGIONAL COMMERCIAL DESTINATIONS

The northerly boundary for most of this Planning Area is IH 20, so this Planning Area includes much of the regional and highway-serving retail now developing in the City’s TIRZ districts. The continuing success of these retail centers is essential to this Planning Area’s future.

In addition, this area should provide additional economic anchors for the City. A future airport and other business and office parks should allow Weatherford to diversify its economy and add good-paying jobs in professional, manufacturing and distribution sectors.

Lastly, some parts of this Planning Area may be appropriate for new neighborhoods that expand the range of available housing choices.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

Action 11.41 Infrastructure Expansion. Plan, phase and construct the infrastructure needed to support new non-residential and residential development.

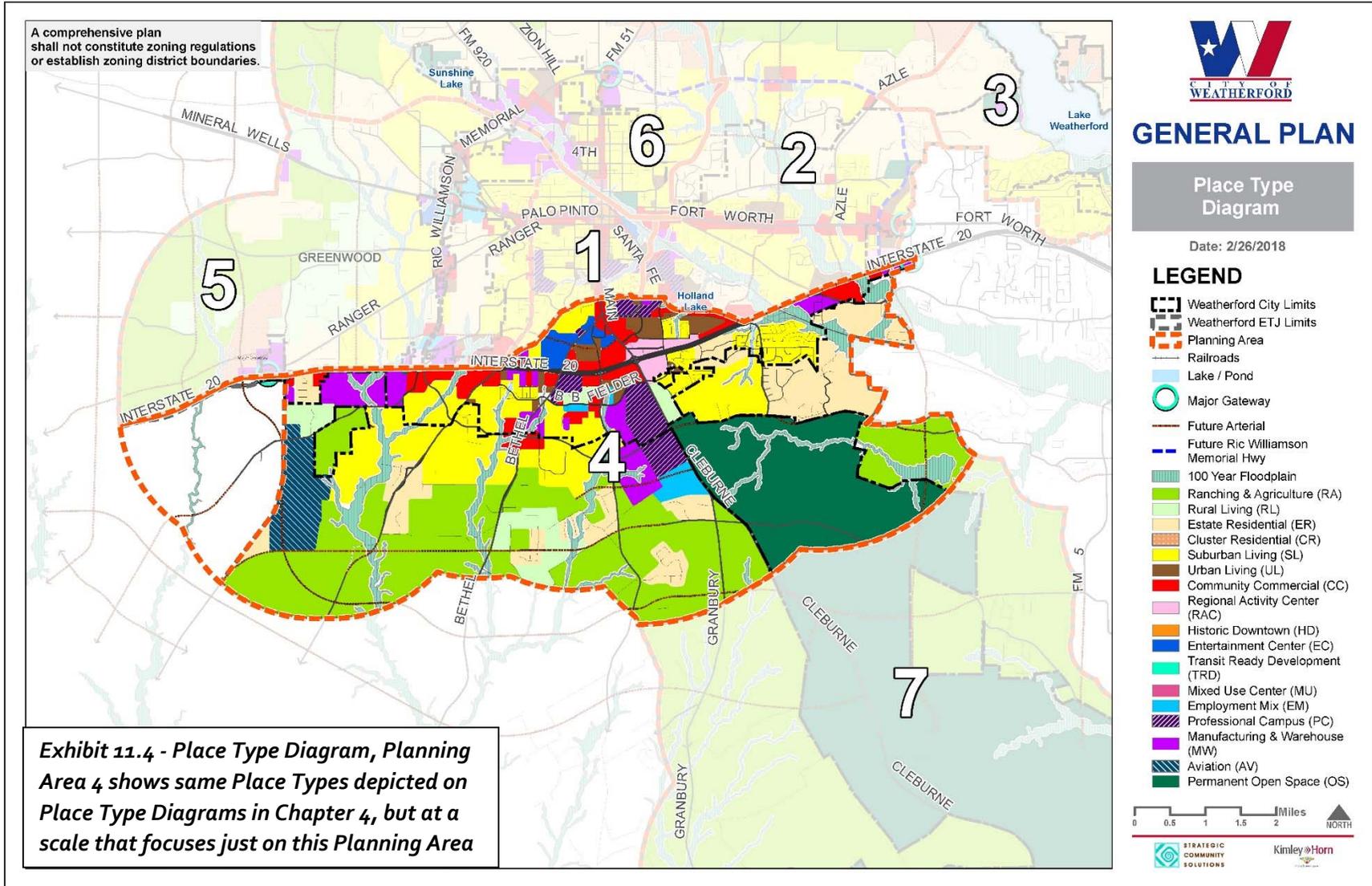
Action 11.42 TIRZ Success. Monitor occupancies, rents and other aspects of the development within the designated TIRZ districts and adjust plans and incentives as necessary so the value of development in the districts continues to grow.

Action 11.43 Business Centers. Use design guidelines, public investments and incentives to attract companies that add diversity, jobs and economic resilience.

Action 11.44 Aviation-Related Initiatives. Evaluate and potentially construct a general aviation airport and surrounding business park for companies that support or benefit from aviation.

Action 11.45 Major Gateways. Create major Gateways into Weatherford at IH 20 and FM 51.





PLANNING AREA 5 (WESTERN WEATHERFORD)

Planning Area 5 generally encompasses the area west of Downtown Weatherford. The area is bounded by Area 1 on the east, Area 6 on the north, the City’s ETJ boundary on the west, and Area 4 and IH 20 on the south. Major roadways in this area include the Mineral Wells Highway, Ranger Highway, IH 20 and Ric Williamson Memorial Highway.

STRATEGIC DIRECTION: NEW JOBS AND NEIGHBORHOODS

The strategic direction for Planning Area 5 is similar to that for Planning Area 2. The future Ric Williamson Memorial Highway offers locations for concentrated regional-serving retail and event/conference centers at major intersections. Between these intersections, other employment-generating uses are encouraged.

The area’s existing neighborhoods should remain desirable. New development must be fiscally responsible – it should not occur in places where the costs of public infrastructure and services cannot be balanced by increases in property values and tax base.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

- Action 11.51 Fiscal Impact Studies.** Evaluate the life-cycle costs and benefits of extending City infrastructure and services; establish criteria for fiscally responsible expansions.
- Action 11.52 Regional Retail Guidelines.** Establish use and design guidelines for the major nodes along the future Loop.
- Action 11.53 Clustered Communities.** Establish the zoning, subdivision, infrastructure and conservation requirements for clustered development within protected agricultural or open space areas.
- Action 11.54 Ranching Support.** Work with the ranching community to create tools (such as economic incentives) to help ranching and agriculture remain successful.
- Action 11.55 Major Gateway.** Create a Major Gateway into Weatherford on US 180 (Mineral Wells Highway).



A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



GENERAL PLAN

Place Type Diagram

Date: 2/26/2018

LEGEND

- Weatherford City Limits
- Weatherford ETJ Limits
- Planning Area
- Railroads
- Lake / Pond
- Major Gateway
- Future Arterial
- Future Ric Williamson Memorial Hwy
- 100 Year Floodplain
- Ranching & Agriculture (RA)
- Rural Living (RL)
- Estate Residential (ER)
- Cluster Residential (CR)
- Suburban Living (SL)
- Urban Living (UL)
- Community Commercial (CC)
- Regional Activity Center (RAC)
- Historic Downtown (HD)
- Entertainment Center (EC)
- Transit Ready Development (TRD)
- Mixed Use Center (MU)
- Employment Mix (EM)
- Professional Campus (PC)
- Manufacturing & Warehouse (MW)
- Aviation (AV)
- Permanent Open Space (OS)

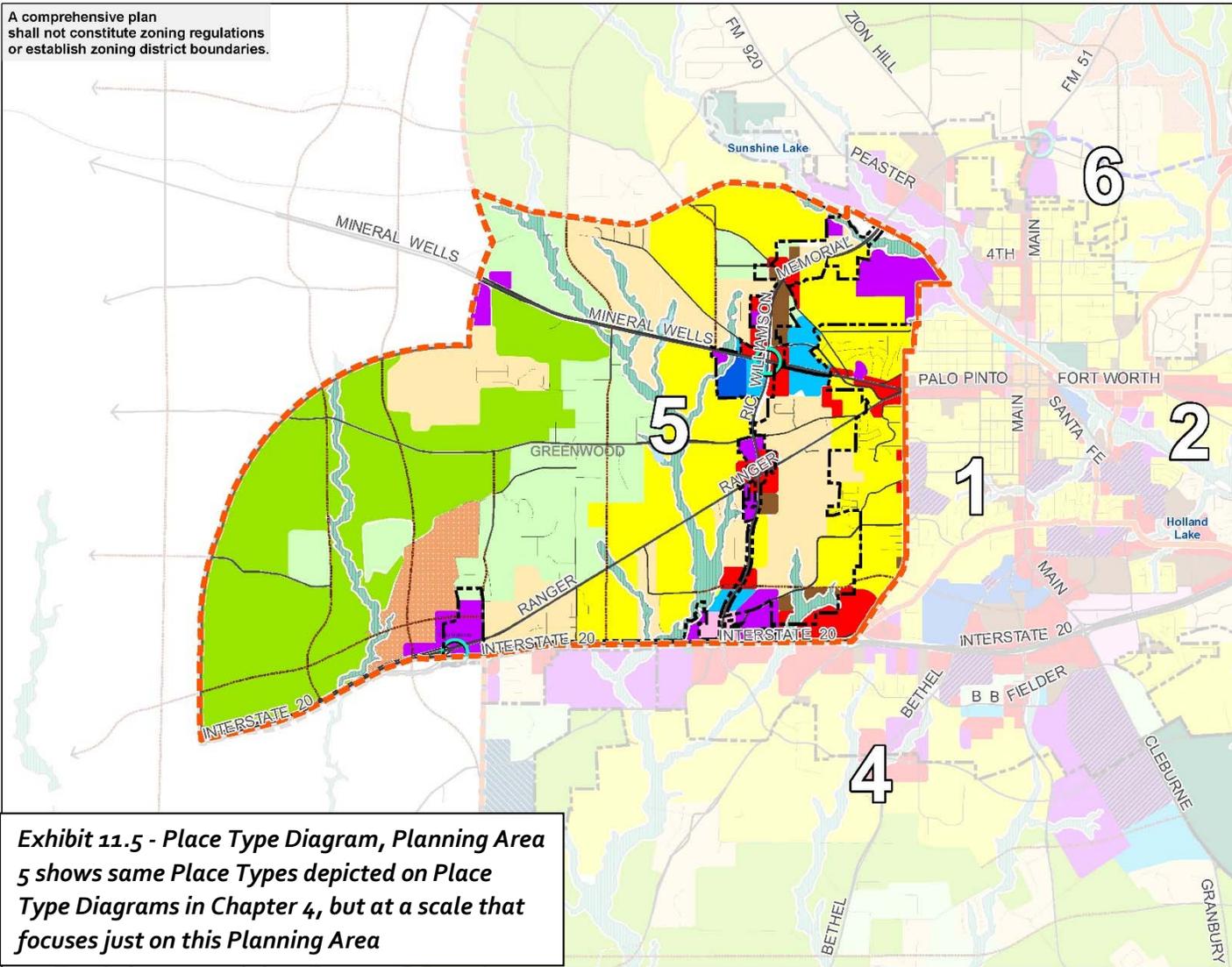


Exhibit 11.5 - Place Type Diagram, Planning Area 5 shows same Place Types depicted on Place Type Diagrams in Chapter 4, but at a scale that focuses just on this Planning Area



PLANNING AREA 6 (NORTHWEST WEATHERFORD)

Area 6 generally encompasses the area north of Downtown Weatherford that developed post-World War II. The area is bounded by Area 1 and 5 on the south, 2 on the east, and the City’s ETJ boundary on the north. Major roadways in this area include North Main Street / FM 51, Zion Hill Road, FM 920, and the Ric Williamson Memorial Loop. Willow Creek, Town Creek, and Sunshine Lake are major natural features in the area.

STRATEGIC DIRECTION: MAJOR EMPLOYMENT CENTER

This Planning Area includes a major employment center – the manufacturing area located along FM 920 (the Peaster Highway). The continued vitality of this economic asset is important for the Planning Area and the larger Weatherford community.

The direction for other parts of this Planning Area includes continuing the vitality of existing neighborhoods, retaining vital and economically-thriving ranching and agriculture, and expanding the City’s suburban development pattern in a fiscally responsible way.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

Action 11.61 Manufacturing Support. Use public sector tools to retain and support businesses in this Planning Area’s manufacturing center.

Action 11.62 Fiscal Impact Studies. Evaluate the life-cycle costs and benefits of extending City infrastructure and services; establish criteria for fiscally responsible expansions.

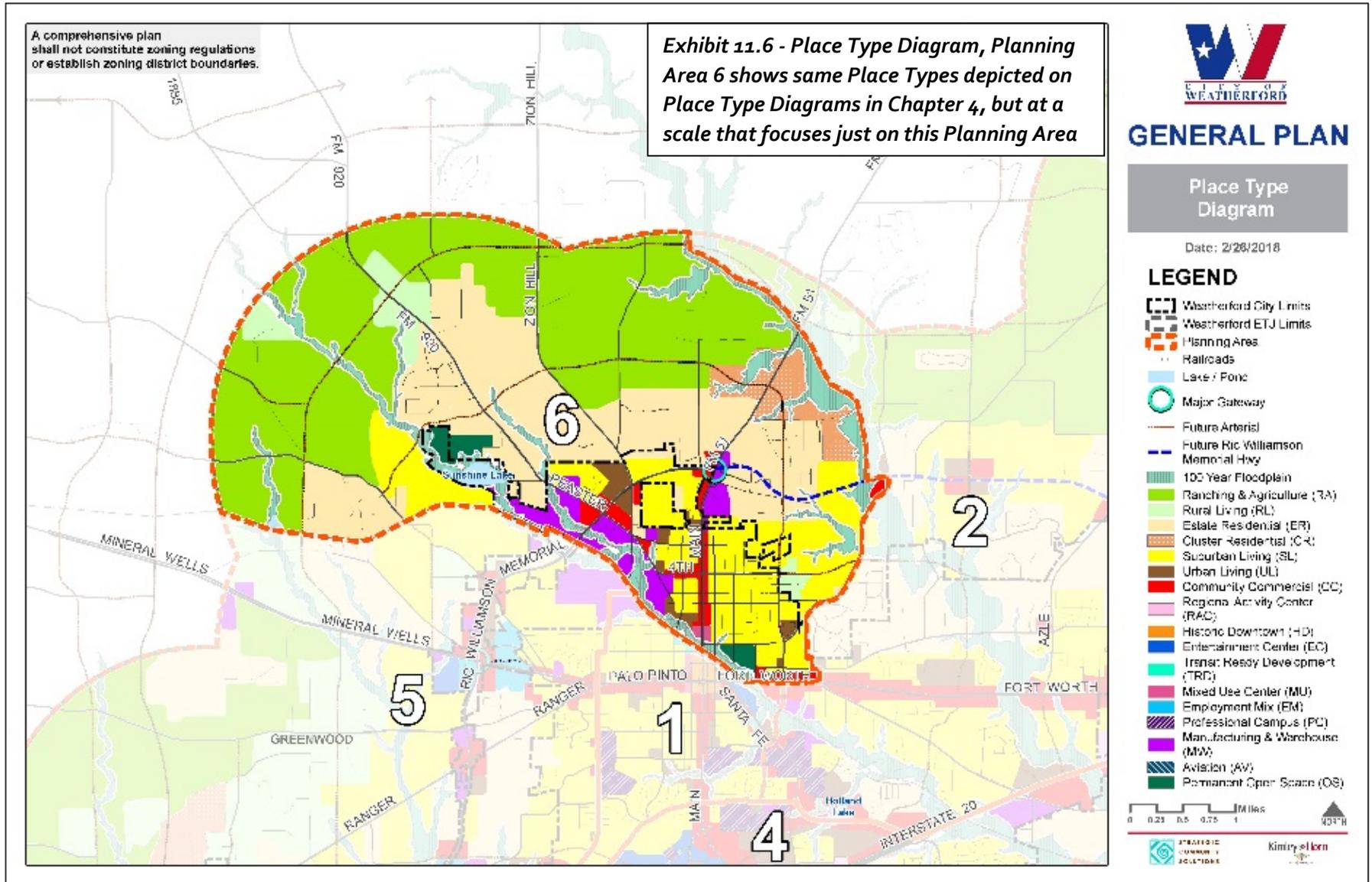
Action 11.63 Regional Retail Guidelines. Establish use and design guidelines for the major nodes along the future Loop.

Action 11.64 Clustered Communities. Establish the requirements for clustered development within protected agricultural or open space areas.

Action 11.65 Ranching Support. Work with the ranching community to create tools (such as economic incentives) to help ranching and agriculture remain successful.

Action 11.66 Major Gateway. Create a Major Gateway into Weatherford on FM 51.





PLANNING AREA 7 (RANCHING HERITAGE)

Area 7 is in the far southeast area of Weatherford. About 50% of the land in this area is within the City limits of Weatherford, and the other 50% is in the ETJ. Major roads in the area include SH 171 (Cleburne Highway) and FM 51 (Granbury Highway). A ridge line runs generally along SH 171 and divides the area into two major watersheds with areas to the west draining to the Brazos River Watershed, and areas to the east to the Trinity River watershed.

STRATEGIC DIRECTION: ECONOMICALLY VITAL RANCHING AND AGRICULTURE

Weatherford’s General Plan celebrates the community’s Western heritage. This Planning Area is particularly well-suited to a continuation of ranching and agriculture since it includes a large area of land that is already protected from development.

The strategic direction for this Planning Area continues ranching and agriculture as economically-viable parts of the Weatherford economy and as critical components of the character that will continue to make Weatherford unique.

Picture from area to be inserted here and revised area name, boundary, area map, area plan and area actions listed below after holding meetings in area with stakeholders.

PLANNING AREA ACTION ITEMS

Action 11.71 Clustered Communities. Establish the zoning, subdivision, infrastructure and conservation requirements for clustered development within protected agricultural or open space areas.

Action 11.72 Ranching Support. Work with the ranching community to create tools (such as economic incentives) to help ranching and agriculture remain successful.

Action 11.73 Heritage, Agricultural and Eco-Tourism. Develop programs to attract visitors to Weatherford to enjoy its ranching heritage, locally-produced food, natural open spaces and other amenities.



GENERAL PLAN

Place Type Diagram

Date: 2/26/2018

LEGEND

- Weatherford City Limits
- Weatherford ETJ Limits
- Planning Area
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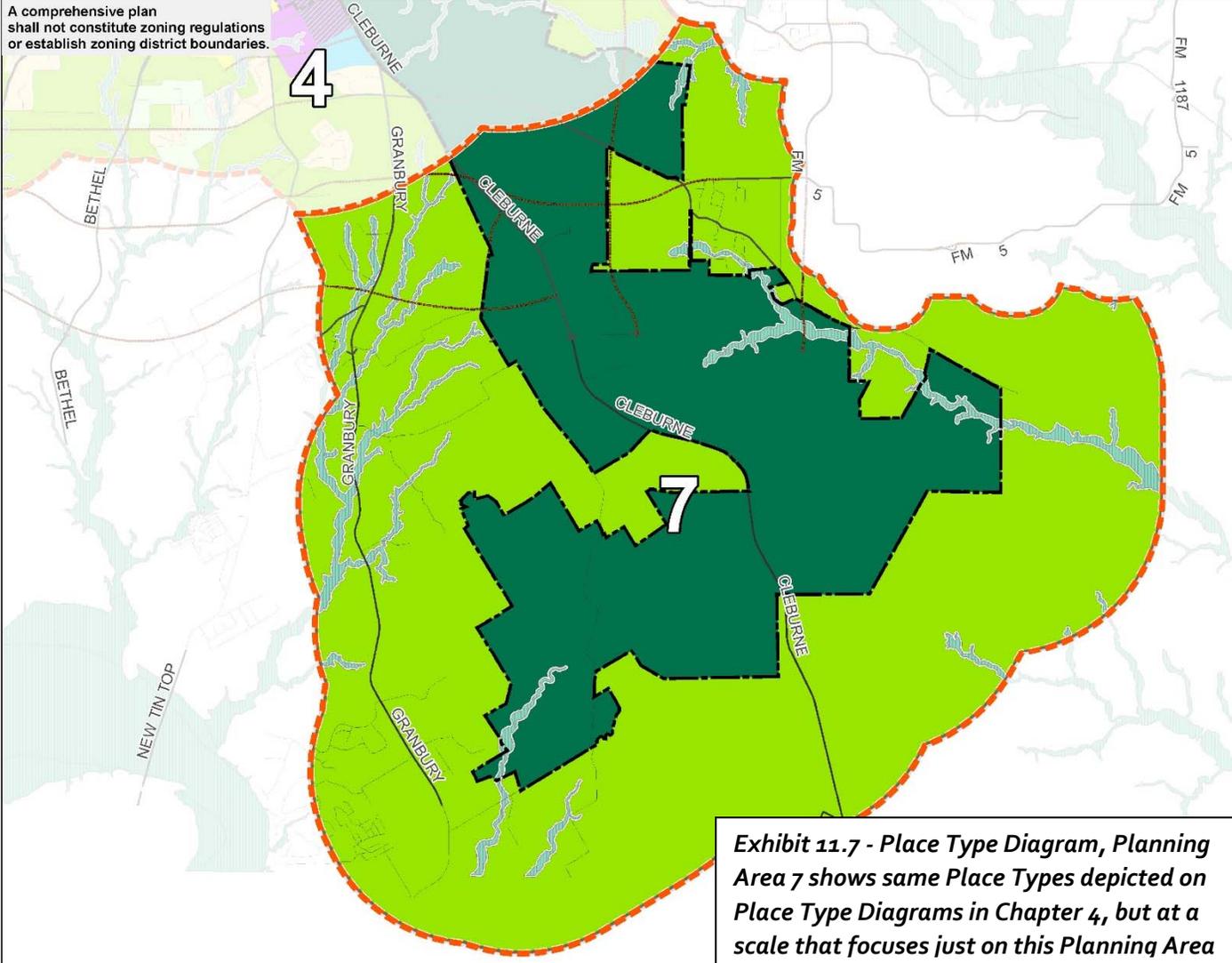


Exhibit 11.7 - Place Type Diagram, Planning Area 7 shows same Place Types depicted on Place Type Diagrams in Chapter 4, but at a scale that focuses just on this Planning Area



QUALITY OF LIFE INFRASTRUCTURE ACTIONS AND INVESTMENTS

Following are actions for the City to initiate planning in the various Planning Areas of Weatherford. All are shown as *Short Term* but depending on growth and/or infill pressures, some areas will take precedence over others.

Action 11.01 Central Weatherford Plan. Hold stakeholder meetings and develop Planning Area 1 (Central Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.02 Eastern Weatherford Plan. Hold stakeholder meetings and develop Planning Area 2 (Eastern Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.03 Lake Weatherford Plan. Hold stakeholder meetings and develop Planning Area 3 (Lake Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.04 Southern Weatherford Plan. Hold stakeholder meetings and develop Planning Area 4 (Southern Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.05 Western Weatherford Plan. Hold stakeholder meetings and develop Planning Area 5 (Western Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.06 Northwest Weatherford Plan. Hold stakeholder meetings and develop Planning Area 6 (Northwest Weatherford) plan including boundary adjustment, identity discussion and specific actions.

Action 11.07 Ranching Heritage Plan. Hold stakeholder meetings and develop Planning Area 7 (Ranching Heritage) plan including boundary adjustment, identity discussion and specific actions.