

AGENDA

Anna 2050 Joint Work Session



**City Council, Planning & Zoning Commission,
Parks Advisory Board and EDC/CDC**

Tuesday, August 11, 2020 @ 5:30 PM

**Sue E Rattan Elementary School
1221 S. Ferguson Parkway, Anna, TX 75409**

The City Council, Planning & Zoning Commission, Parks Advisory Board, and EDC/CDC of the City of Anna will meet in a Joint Session at 5:30 PM, on August 11, 2020, at Sue E Rattan Elementary School, 1221 S. Ferguson Parkway, Anna, TX 75409, to consider the following items.

Welcome to the Joint meeting. Please sign the Sign-In-Sheet as a record of attendance. If you wish to speak on an open-session agenda item, please fill out the Opinion/Speaker Registration Form and turn it in to the City Secretary before the meeting starts.

1. **Call to Order, Roll Call and Establishment of Quorum.**
2. **Invocation and Pledge of Allegiance.**
3. **Neighbor Comments.**

At this time, any person may address the City Council regarding an item on this meeting agenda that is not scheduled for public hearing and any item that is not on this meeting agenda. The public will be permitted to offer public comments electronically, as provided by the agenda and as permitted by the presiding officer during the meeting. We are encouraging neighbors, who wish to speak, to complete a [Speaker Registration Form](#) and submit to City Secretary Carrie Land (cland@annatexas.gov) by 5:00 PM so it may be read into the record. Each person will be allowed up to three (3) minutes to speak. No discussion or action may be taken at this meeting on items not listed on this agenda, other than to make statements of specific factual information in response to a citizen's inquiry or to recite existing policy in response to the inquiry.

4. **Anna 2050 Joint Workshop**

Question and comments regarding the Comprehensive Plan should be sent to Lauren Mecke, Planner II (LMECKE@annatexas.gov).

5. **Adjourn.**

This is to certify that I, Carrie L. Smith, City Secretary, posted this agenda at a place readily accessible to the public at the Anna City Hall and on the City Hall bulletin board at or before 5:00 p.m. on August 7, 2020.

Carrie L. Land, City Secretary

1. The Council may vote and/or act upon each of the items listed in this agenda.
2. The Council reserves the right to retire into executive session concerning any of the items listed on this agenda, whenever it is considered necessary and legally justified under the Open Meeting Act.
3. Persons with a disability who want to attend this meeting who may need assistance should contact the City Secretary at 972 924-3325 two working days prior to the meeting so that appropriate arrangements can be made.

Joint Workshop

Pre-workshop Workbook

August 5, 2020

Preparing for the Joint Workshop

- On August 11th, workshop participants will work together to address two key parts of the Anna 2050 plans:
 - Guiding Principles
 - Alternatives for the Alternatives Analysis
- At the workshop, you will be part of a 6-person team
- Your team will focus on 2 Guiding Principles and one part of the Anna 2050 Study Area
- Your team will work together and share your results with the whole group
- Please use this workbook to write down your own ideas in preparation for this discussion

Strategic Direction

Anna
2050

Anna 2050 Vision Statement

Based on heritage
and built on innovation,
by 2050 Anna is
a balanced, diverse and vibrant community
where neighbors of all ages
can live, work and play.

If you'd like to suggest changes, write them below:



Guiding Principles for Anna 2050

- Today's leaders in Anna want this community to grow. But they want growth that benefits Anna's current and future neighbors.
- What does this mean?
 - 12 proposed Guiding Principles to describe the growth desired by the Anna neighbors

DRAFT!!

Guiding Principles for Anna 2050

Desirable Growth:

1. Occurs where and when it can be supported by the public facilities and services (including schools) that Anna's neighbors need.
2. Maintains a balance between business and residential, old and new, big-city amenities and small-town feeling.
3. Builds on Anna's heritage and history as the foundation of a unique 21st century identity.

If you'd like to suggest changes, write them below:



Guiding Principles for Anna 2050

Desirable Growth:

4. Offers many diverse, vibrant and distinctive destinations for work and play.
5. Attracts and keeps neighbors who are multi-cultural and multi-generational.
6. Creates a community with strong communication and connection between neighbors, as well as between neighbors and the City government.

If you'd like to suggest changes, write them below:



Guiding Principles for Anna 2050

Desirable Growth:

7. Includes businesses that serve and provide jobs to Anna's residents, expand the tax base and establish Anna as an important long-term employment center for the DFW region.
8. Makes Anna an education and training hub for people in Anna and the surrounding region.
9. Continues the health and vitality of existing Anna neighbors, neighborhoods, businesses and infrastructure.

If you'd like to suggest changes, write them below:

DRAFT!!

Guiding Principles for Anna 2050

Desirable Growth:

10. Provides neighbors with flexible, practical and appropriate mobility choices to their destinations using all modes of travel (car, bike, walk, transit, and others).
11. Is resilient and adaptable in response to change and innovation, and responsive in times of emergency or disaster.
12. Is efficient and effective in its use of resources – fiscal, energy, water and natural assets.

If you'd like to suggest changes, write them below:



What features or characteristics of the topics below are important so Anna can have the kind of growth that follows these principles?

- Future Land Use

- Downtown

- Parks, Trails & Open Space

What features or characteristics of the topics below are important so Anna can have the kind of growth that follows these principles?

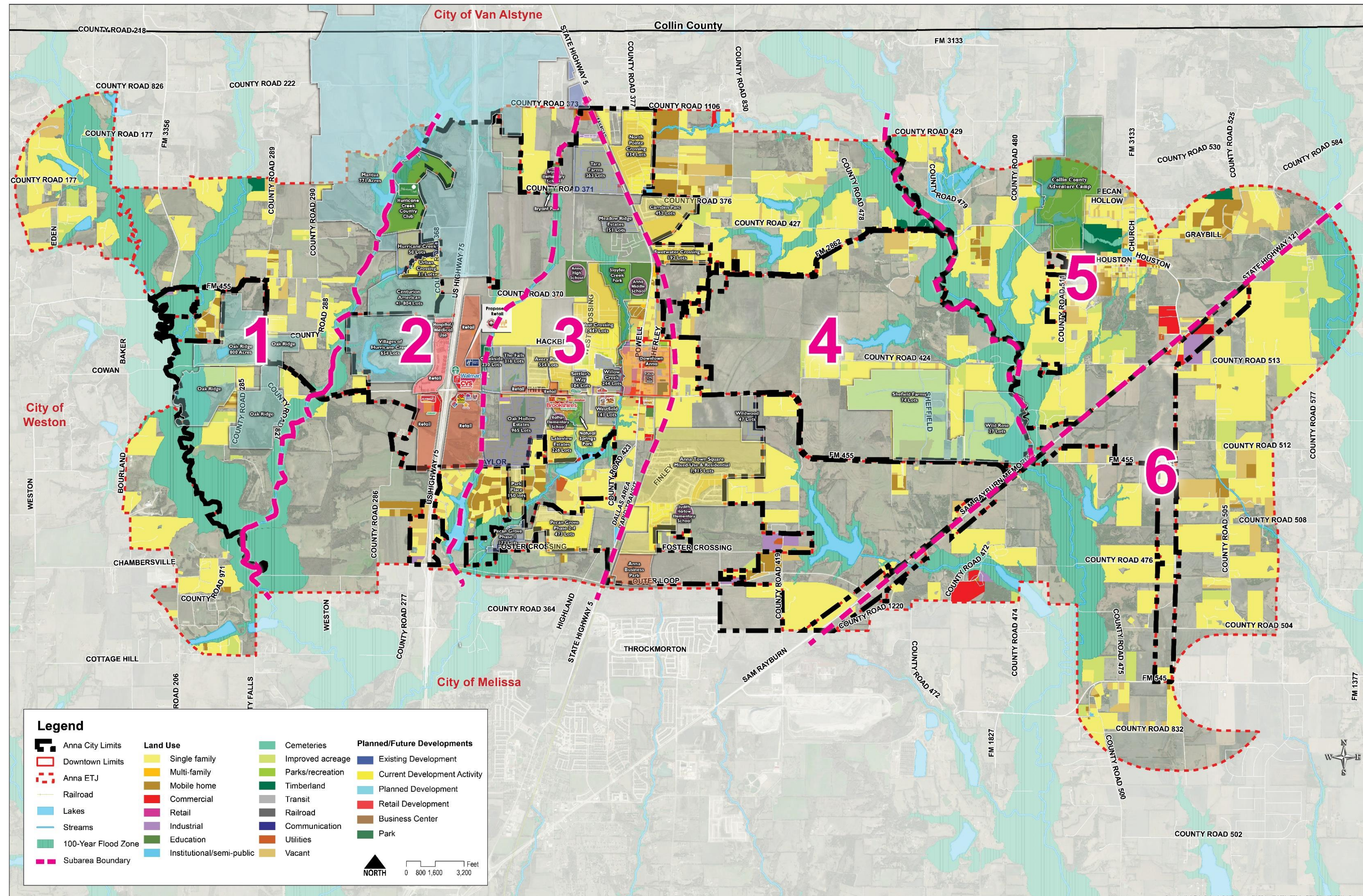
- Housing
- Placemaking/Urban Design
- Mobility
- Economy

Alternatives Analysis

Anna
2050

Each team will focus on one of the subareas shown on this map

Anna 2050 Study Area



Alternatives Analysis Concepts

1. Baseline

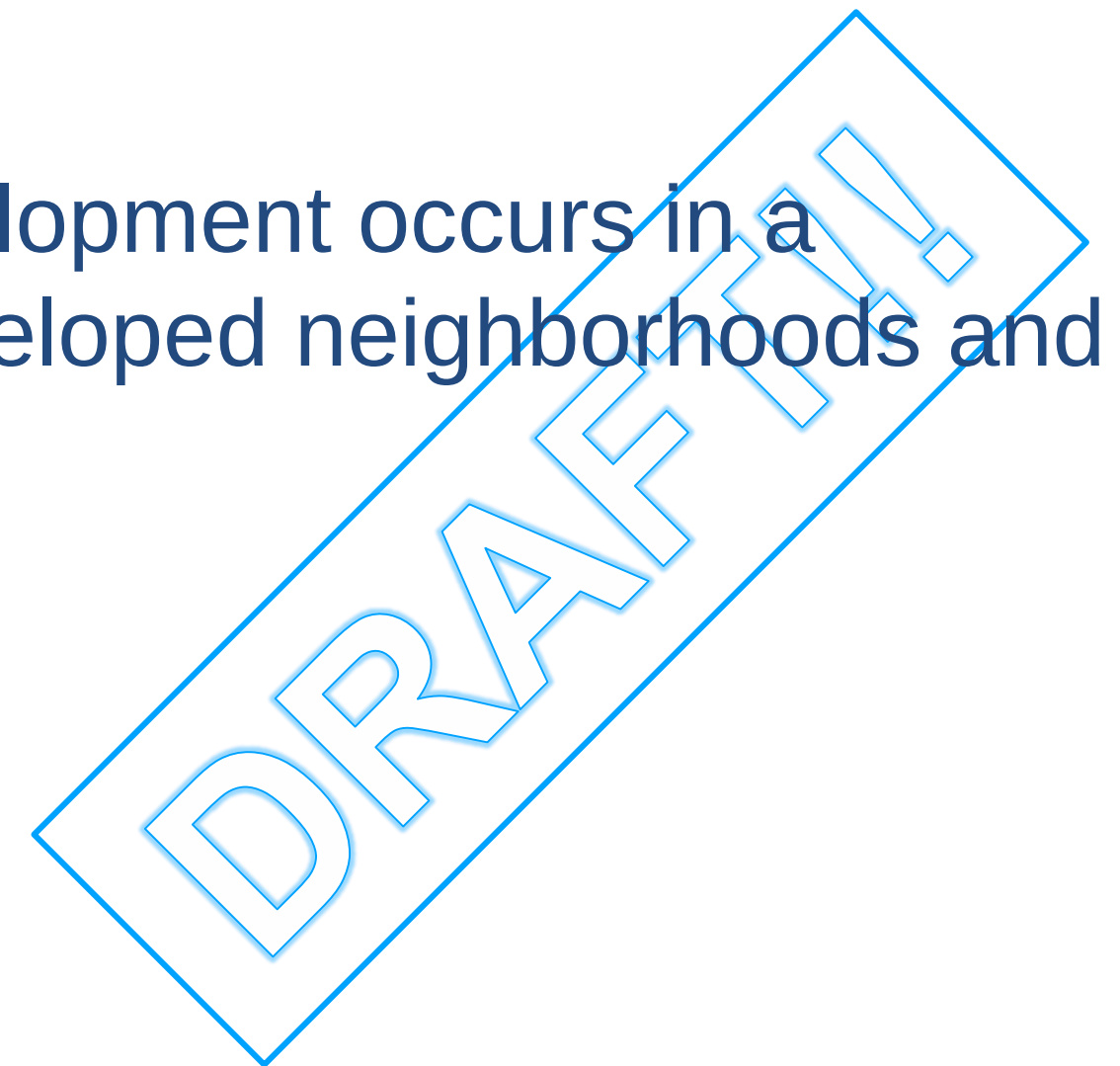
- What Anna will be like in 2050 if current trends continue.

2. Centers

- What Anna will be like in 2050 if development occurs in a series of centers, at varying intensities, that serve neighborhoods, the Anna community and regional markets.

3. Compact

- What Anna will be like in 2050 if development occurs in a compact pattern close to existing developed neighborhoods and in corridors close to major highways.



Alternative #2: Centers

The intent of this scenario is to examine what Anna will be like in 2050 if development occurs in a series of centers, at varying intensities, that serve neighborhoods, the Anna community and regional markets. It assumes:

- Regional centers are located at a few major interchanges on US 75 and Highway 121.
- Downtown becomes a major community center, with some regional attractions included.
- Smaller neighborhood centers are located at major arterial intersections where they exist today and in similar locations throughout the Study Area (city and ETJ)
- Higher density residential development is part of the mix of uses in these centers, at densities compatible with the other uses
- Existing neighborhoods remain unchanged
- Currently agricultural areas become lower-density residential areas, at typical suburban or estate densities

For Alternative #2: Centers

- What types of housing would be most dominant?
- Where would local-serving retail locate?
- Are there major employment areas?
Where?

For Alternative #2: Centers

- How will parks, trails and open space fit in this alternative?
- Are there entertainment, historic or natural destinations? Where?
- Are there other notable features that are different between scenarios?

Alternative #3: Compact

The intent of this scenario is to examine what Anna will be like in 2050 if development occurs in compact pattern close to existing developed neighborhoods and in corridors close to major highways. It assumes:

- A mix of more intensive uses (retail, office, employment, hotel and residential) in corridors on both sides of US 75 and Highway 121
- A focus on infill development in and around Downtown
- Additional development in currently-undeveloped areas between major development where water and sewer service is available
- Beyond those areas, future development remains rural and agricultural

For Alternative #3: Compact

- What types of housing would be most dominant?
- Where would local-serving retail locate?
- Are there major employment areas?
Where?

For Alternative #3: Compact

- How will parks, trails and open space fit in this alternative?
- Are there entertainment, historic or natural destinations? Where?
- Are there other notable features that are different between scenarios?

Which PlaceTypes are particularly important or dominant for this scenario?

PlaceType	Centers Scenario	Compact Scenario
Ranching & Agriculture		
Rural Living		
Estate Residential		
Cluster Residential		
Suburban Living		
Urban Living		
Community Commercial		
Regional Activity Center		
Downtown		
Entertainment Center		
Transit-Ready Development		
Mixed Use Center		
Employment Mix		
Professional Campus		
Manufacturing & Warehouse		

Joint City Council, P&Z, EDC/ CDC and Parks Advisory Board Workshop

Anna 2050 Background Materials

August 5, 2020

Table of Contents

- Background on Process
 - What is a comprehensive plan?
 - Anna 2050 process and products
 - Anna 2050 schedule
- Research to Date
 - Mapping of assets and existing conditions – City-Wide
 - Mapping of assets and existing conditions – Downtown
 - Parks research and assessment
 - Market analysis
- Overview of Strategic Direction
 - Components of strategic direction
 - Input to date
 - Drafts for Anna 2050
- Alternatives Analysis
 - Analysis process
 - Proposed alternative scenarios

Background on Process

Anna
2050

BACKGROUND ON PROCESS

What is a Comprehensive Plan?

What is a Comprehensive Plan?

- A comprehensive plan is a document that states a community's desired vision for the future.
- It consists of a single plan or coordinated set of plans organized by subject, geographic area or strategy but with each aspect inter-related with the others.
- It includes but is not limited to provisions for future land use, transportation and public facilities.
- While a comprehensive plan states the community's vision for the future, it does not constitute zoning regulations or establish zoning district boundaries.

How is a Comprehensive Plan Used?

- A comprehensive plan is used to coordinate and guide the future establishment of development regulations.
- It is used to provide a basis for future zoning decisions.
- It also helps to guide public investments in transportation and other infrastructure improvements to aid in guiding future development.
- It is a policy document that serves as the basis for decisions about implementation priorities.

Why Prepare a Comprehensive Plan?

- Texas Local Government Code requires zoning regulations to be adopted in accordance with a comprehensive plan.
- The current plan was originally adopted in 2010; Anna has grown and changed significantly since then.

BACKGROUND ON PROCESS

Anna 2050 Process and Products

Anna 2050 Process

- The future Comprehensive Plan is developed with a balanced approach
- The vision is formed at the nexus of physical opportunities, market potential and community aspirations
- This approach assures that the final plan is aligned with Anna's unique physical and market opportunities and is supported by Anna's neighbors



Anna 2050 Work Products

- Comprehensive Plan Strategies Addressing:
 - Future Land Use
 - Housing
 - Mobility
 - Placemaking / Urban Design
 - Economic Development
- Downtown Master Plan
- Parks, Trails and Open Space Master Plan

BACKGROUND ON PROCESS

Anna 2050 Schedule

Schedule

- Project Management (On-going)
 - Project Initiation
 - Advisory Task Force Meetings (3 plus 2 joint meetings)
 - Web-based Engagement
 - Engagement through Community Event (Harvestfest)
- State of the City (June – Aug. 2020)
 - Data Collection & Mapping
 - Demographic & Market Analysis
 - Parks Inventory & Needs Assessment
 - City Staff “State of the City” Session
 - Key Stakeholder Interviews
 - Initial Input from Anna Neighbors (Online)

Schedule

- Vision Framework (Sept. – Dec. 2020)
 - Draft Comprehensive Plan Elements
 - Draft Downtown Master Plan
 - Draft Parks, Trails and Open Space Master Plan
 - Community Open House
- Implementation & Final Plans (Nov. 2020- Mar. 2021)
 - Implementation Strategies for all three Plans
 - Comprehensive Plan Documentation
- Adoption (March – April 2021)
 - Parks Advisory Board
 - Planning and Zoning Commission Recommendation
 - City Council Adoption

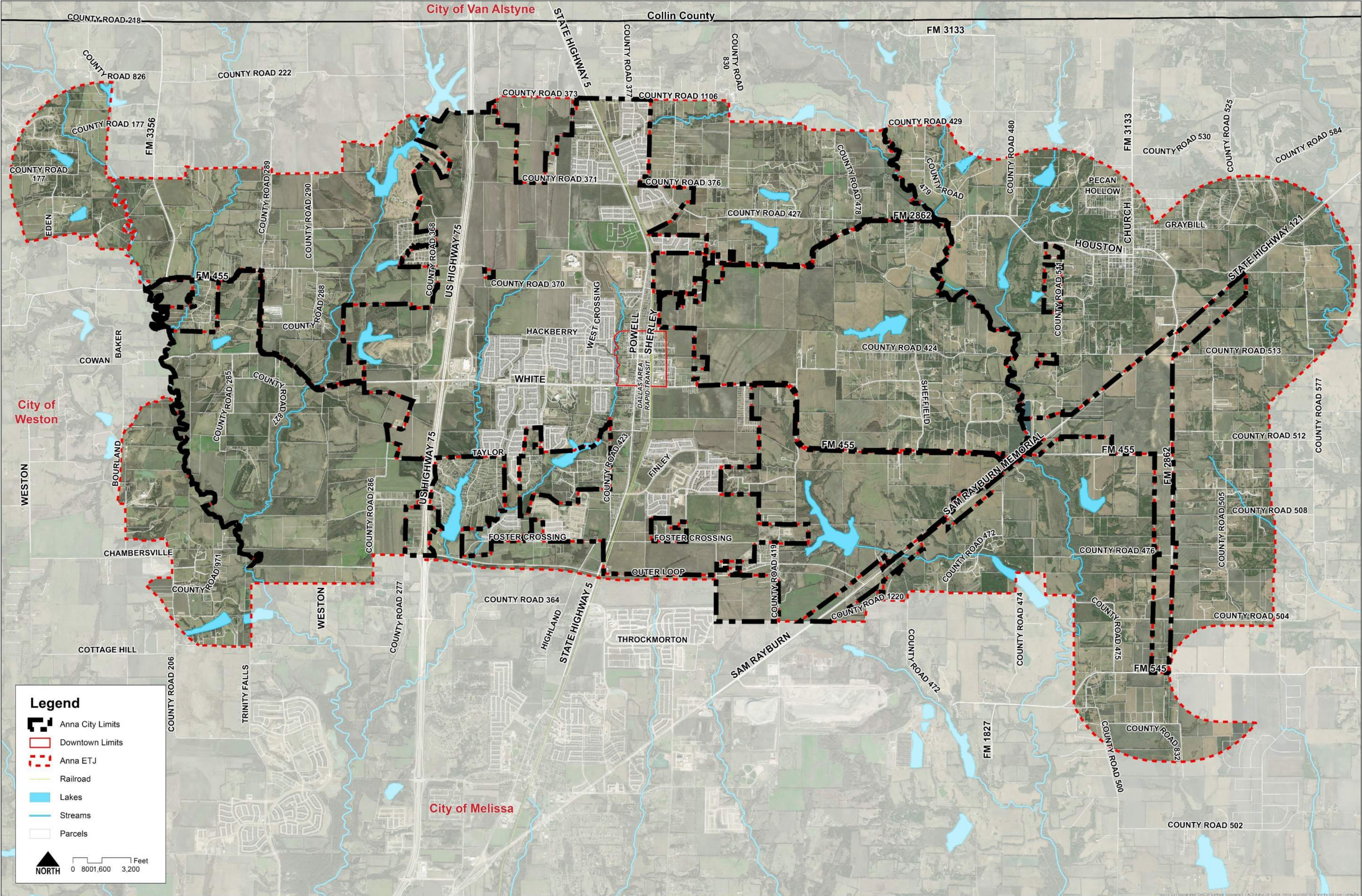
Research to Date

Anna
2050

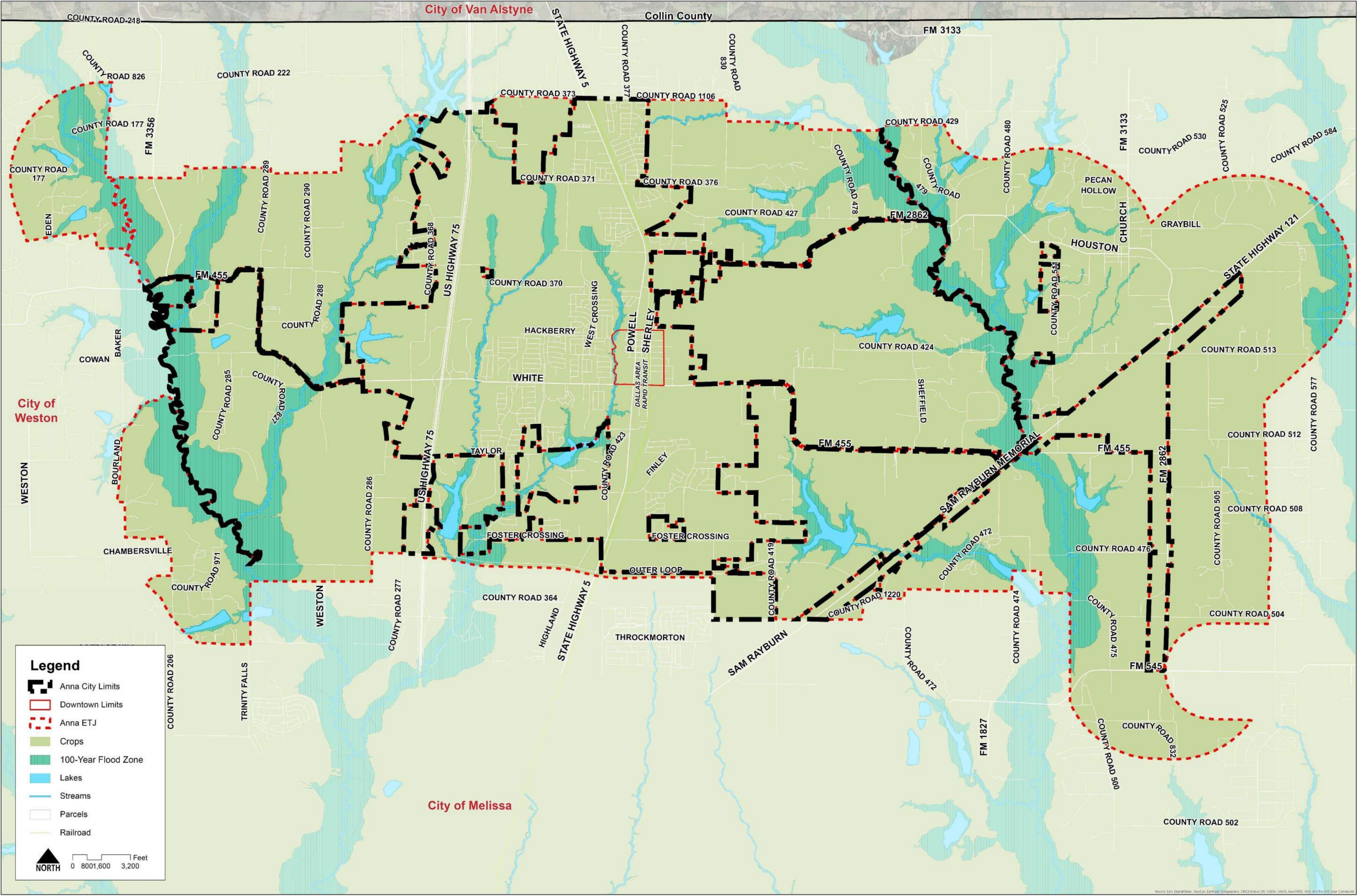
RESEARCH TO DATE

Mapping of Assets/Existing Conditions - City-Wide

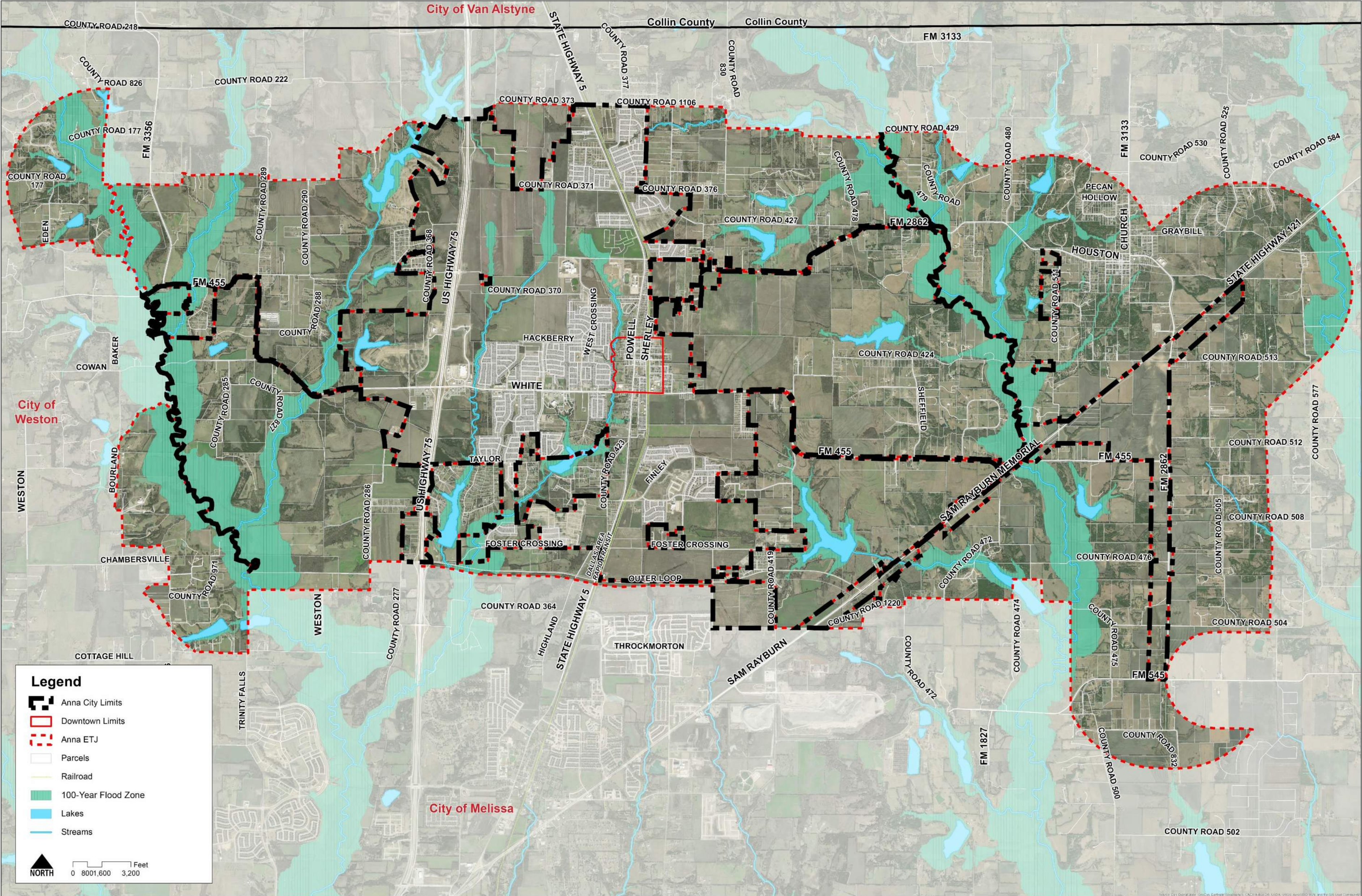
Existing Aerial



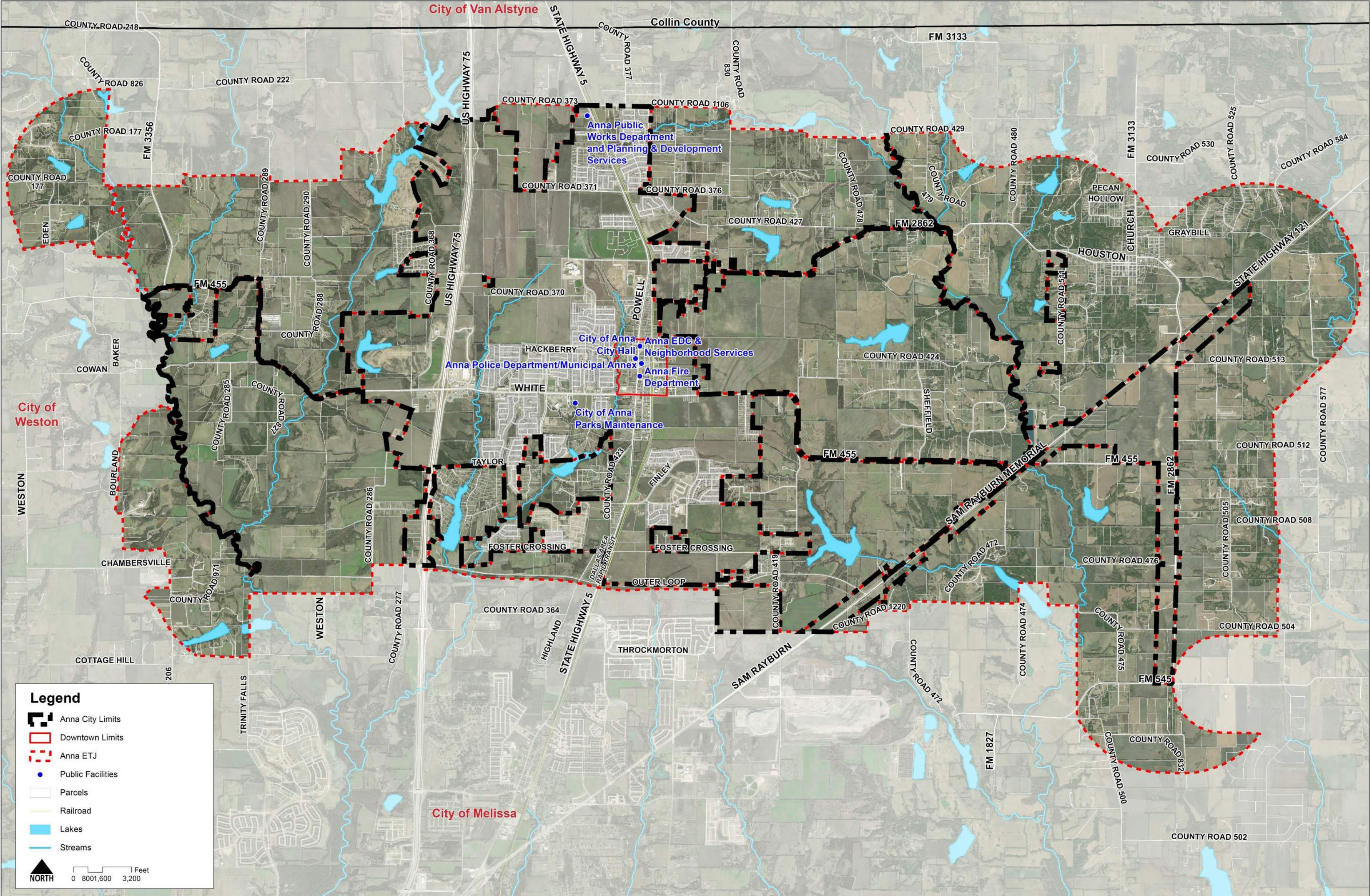
Natural Systems



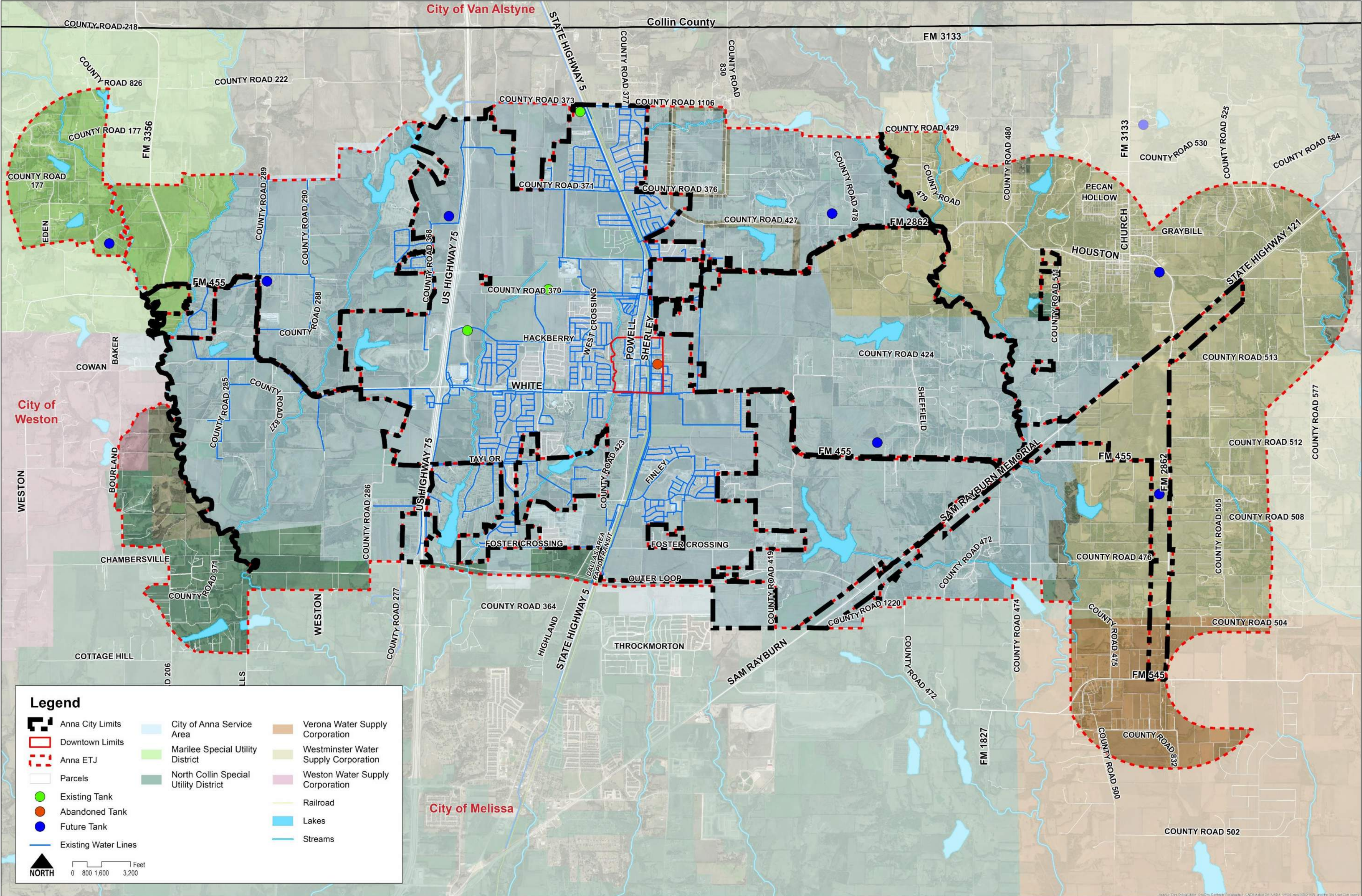
Existing Floodplain



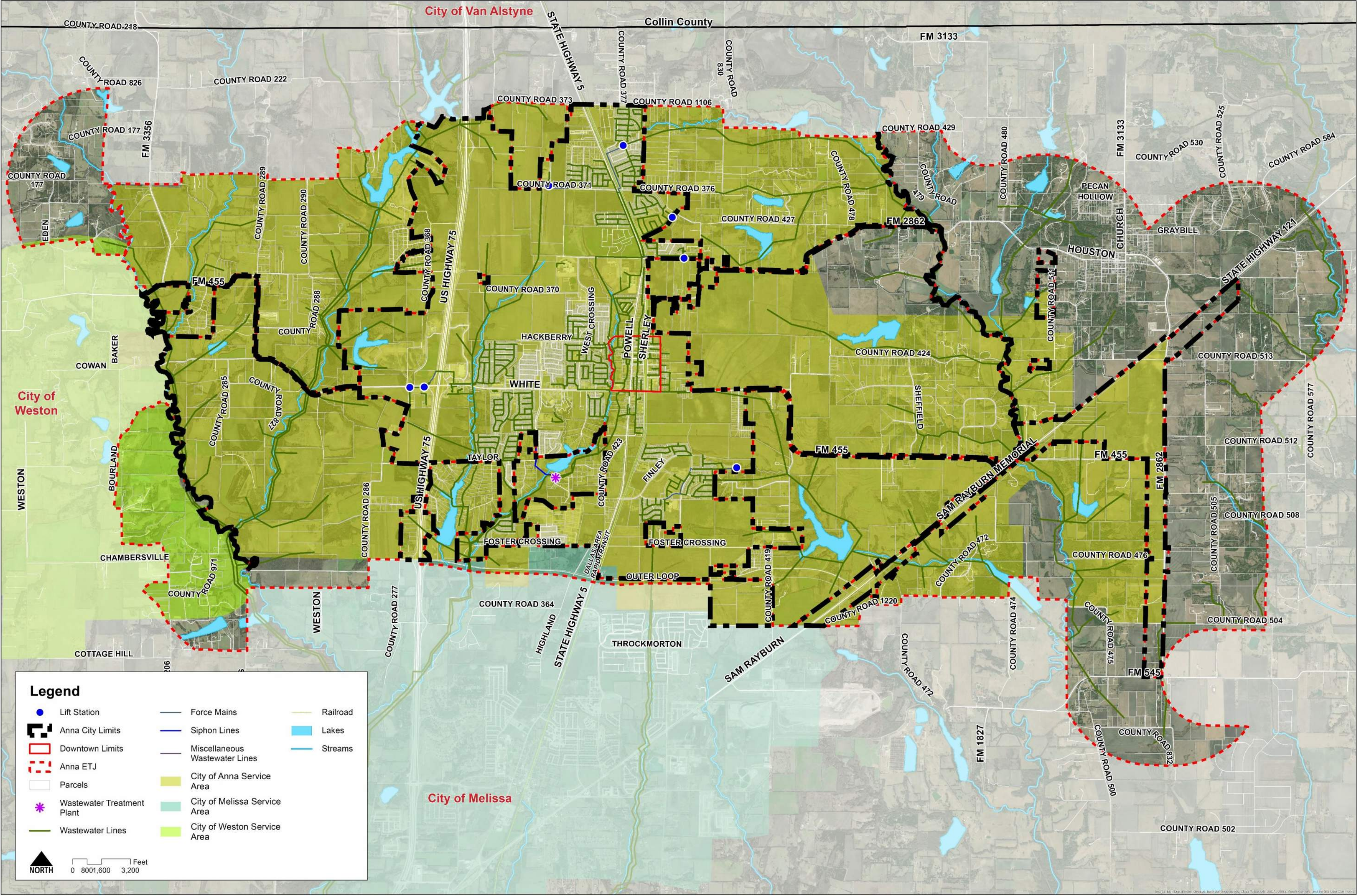
Existing Public Facilities



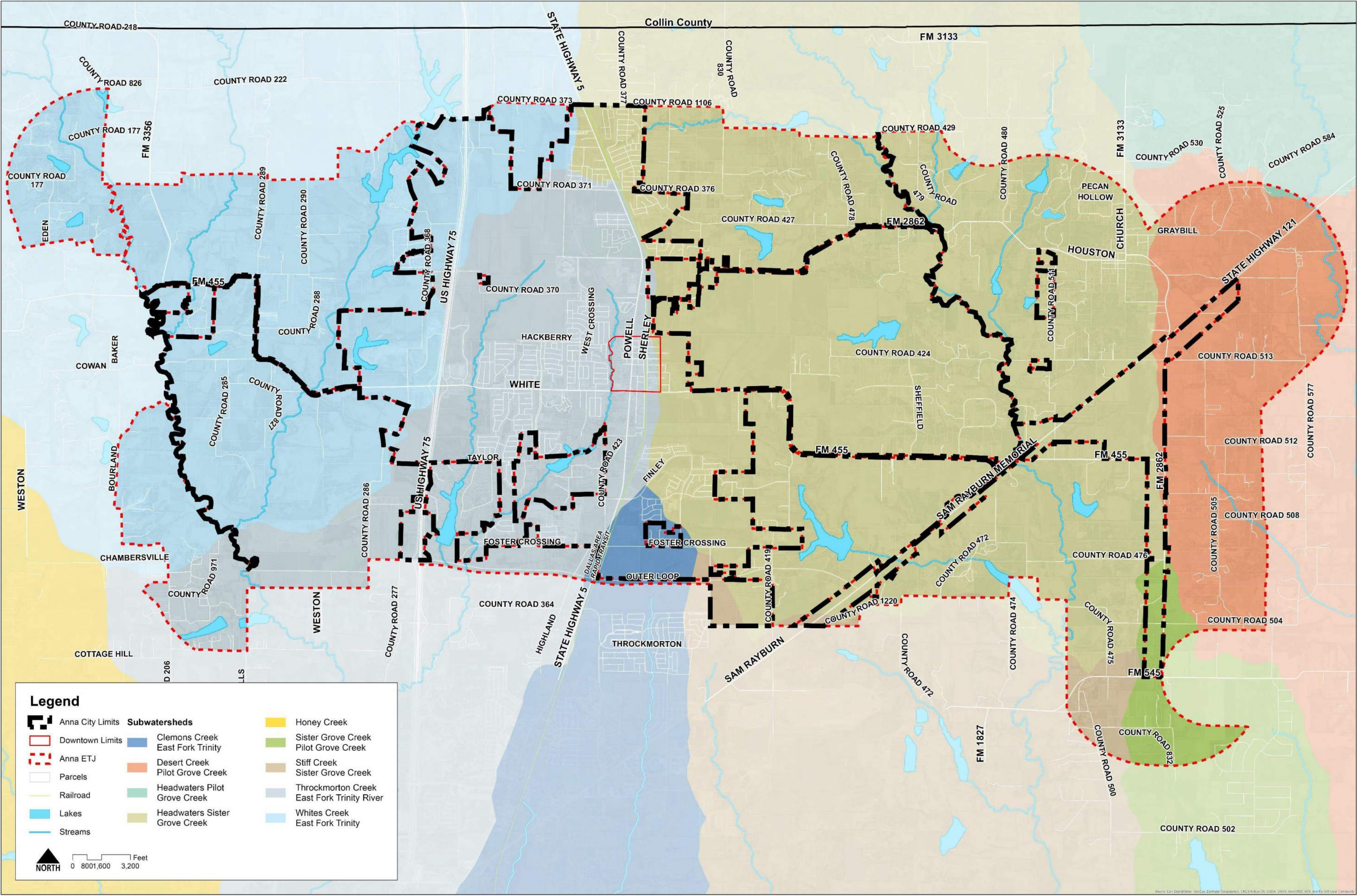
Existing Water System



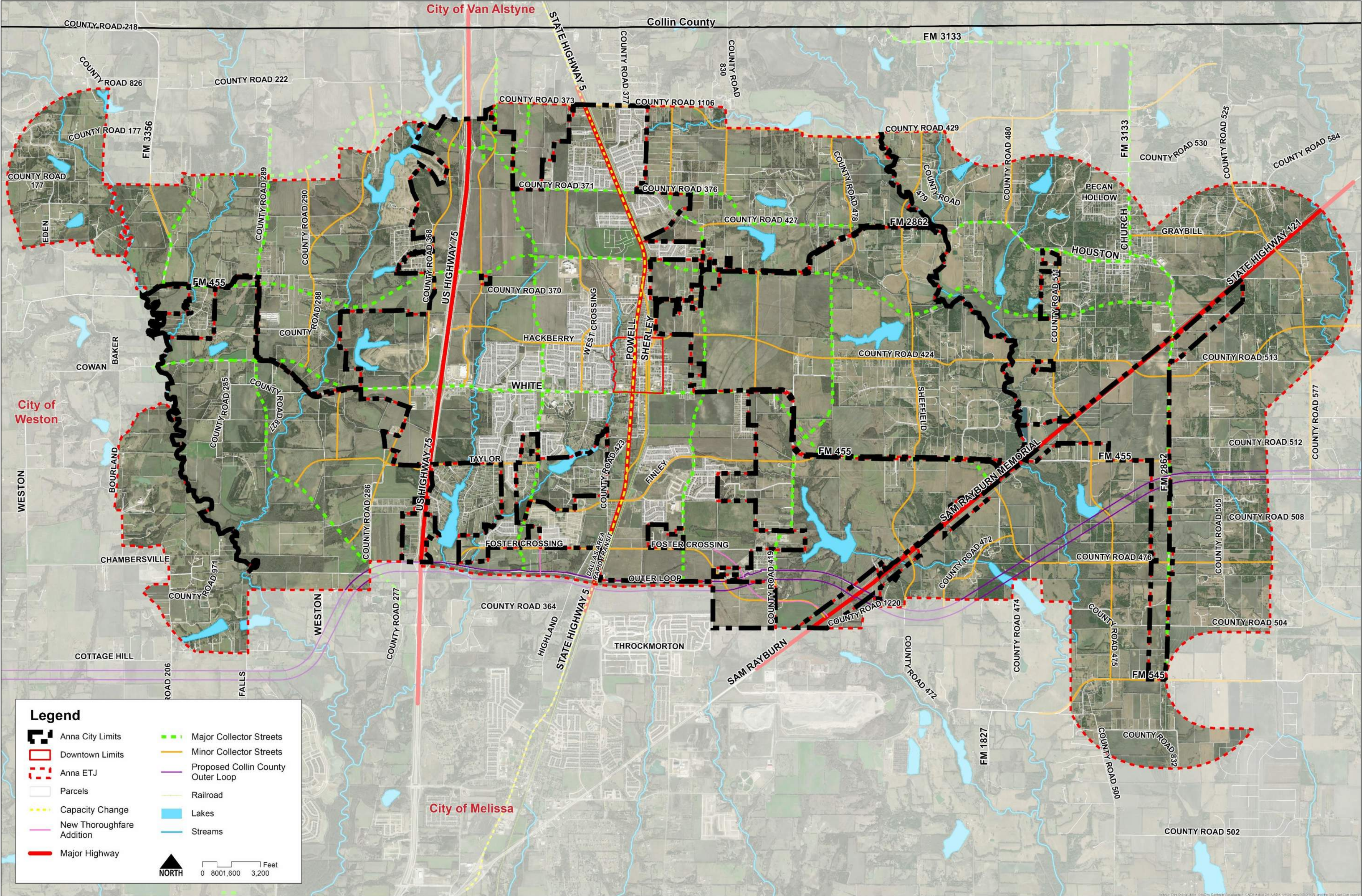
Existing Wastewater System



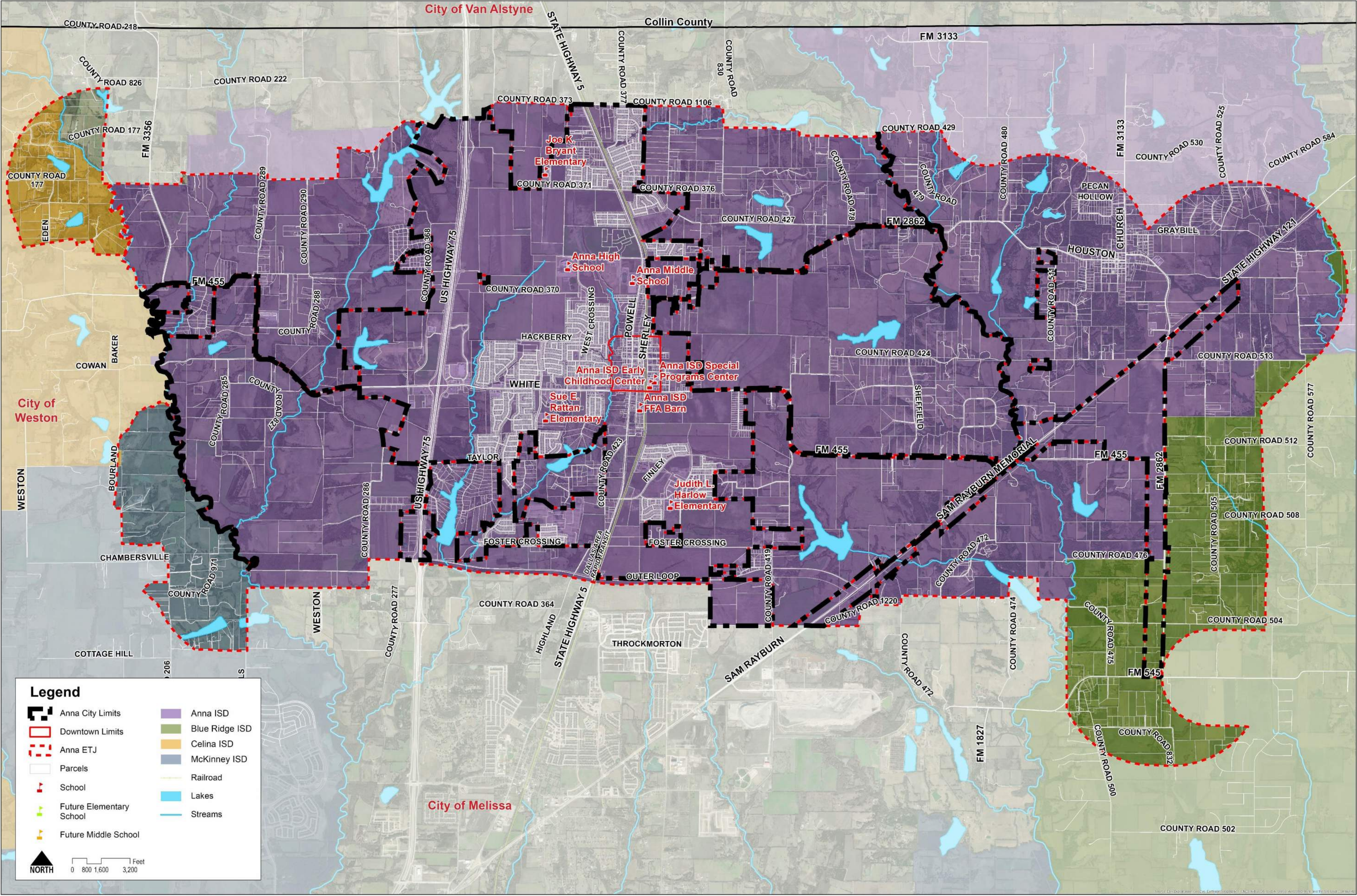
Existing Watersheds



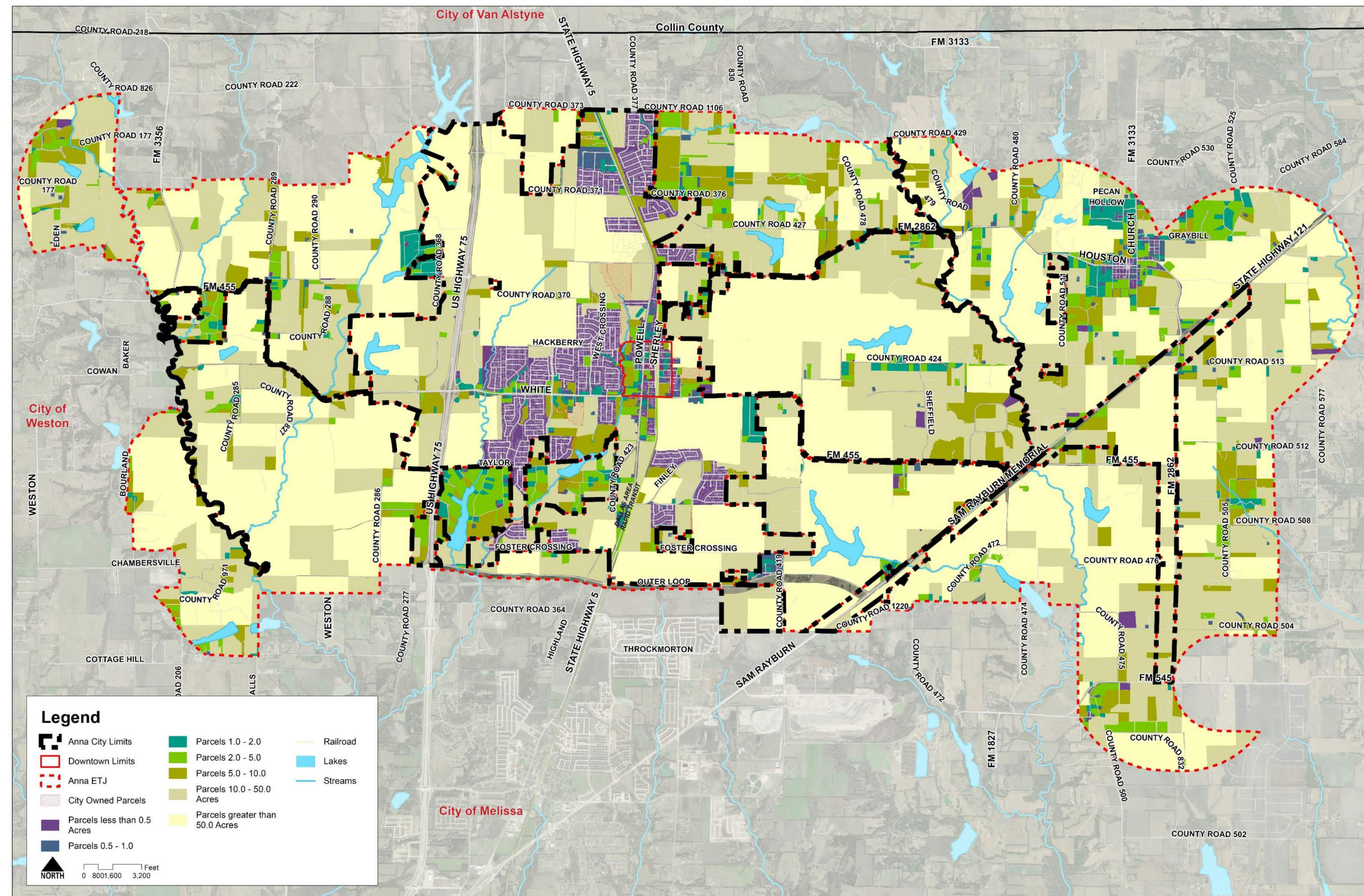
Existing Thoroughfare Plan



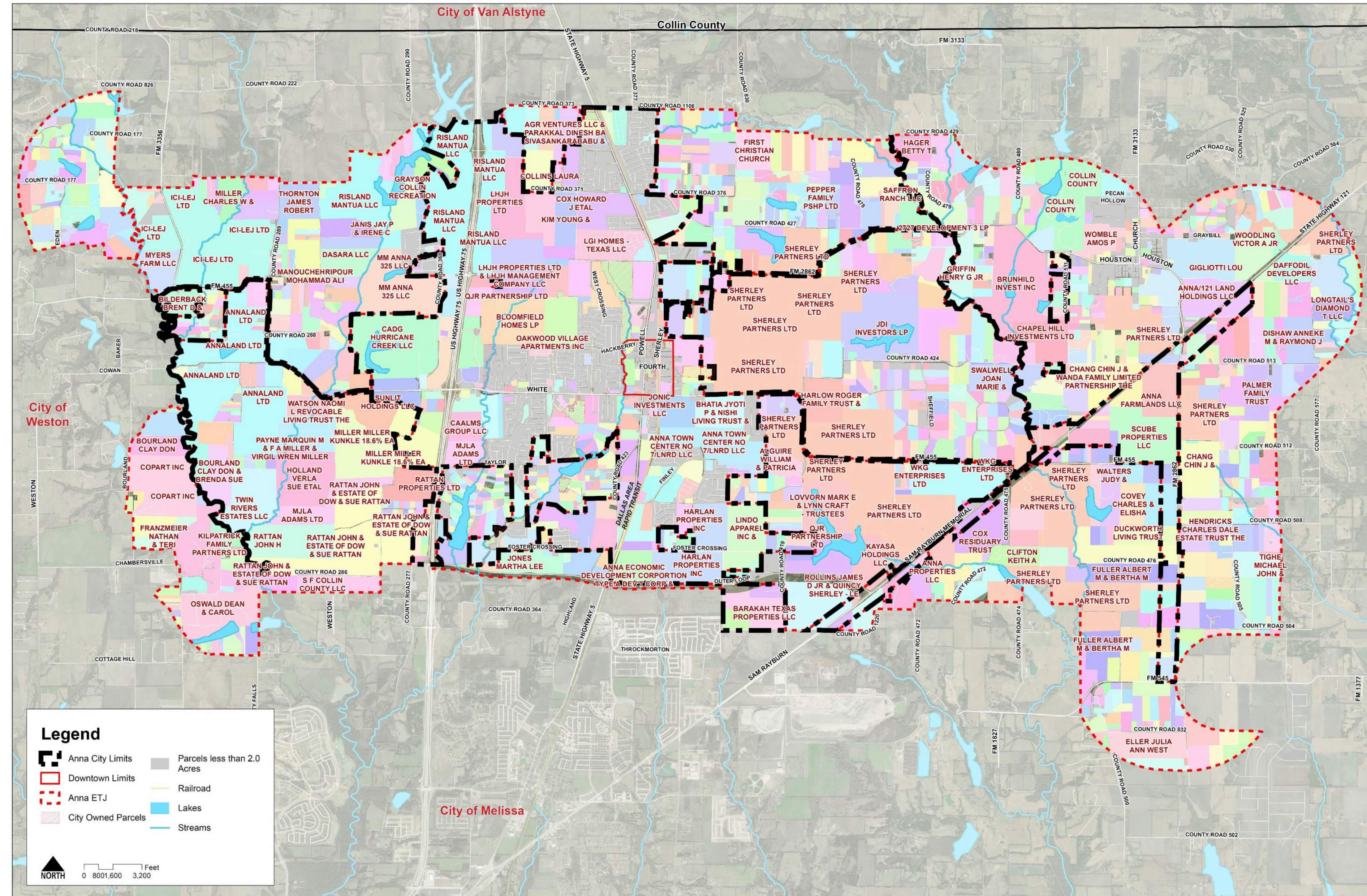
Existing Educational Facilities



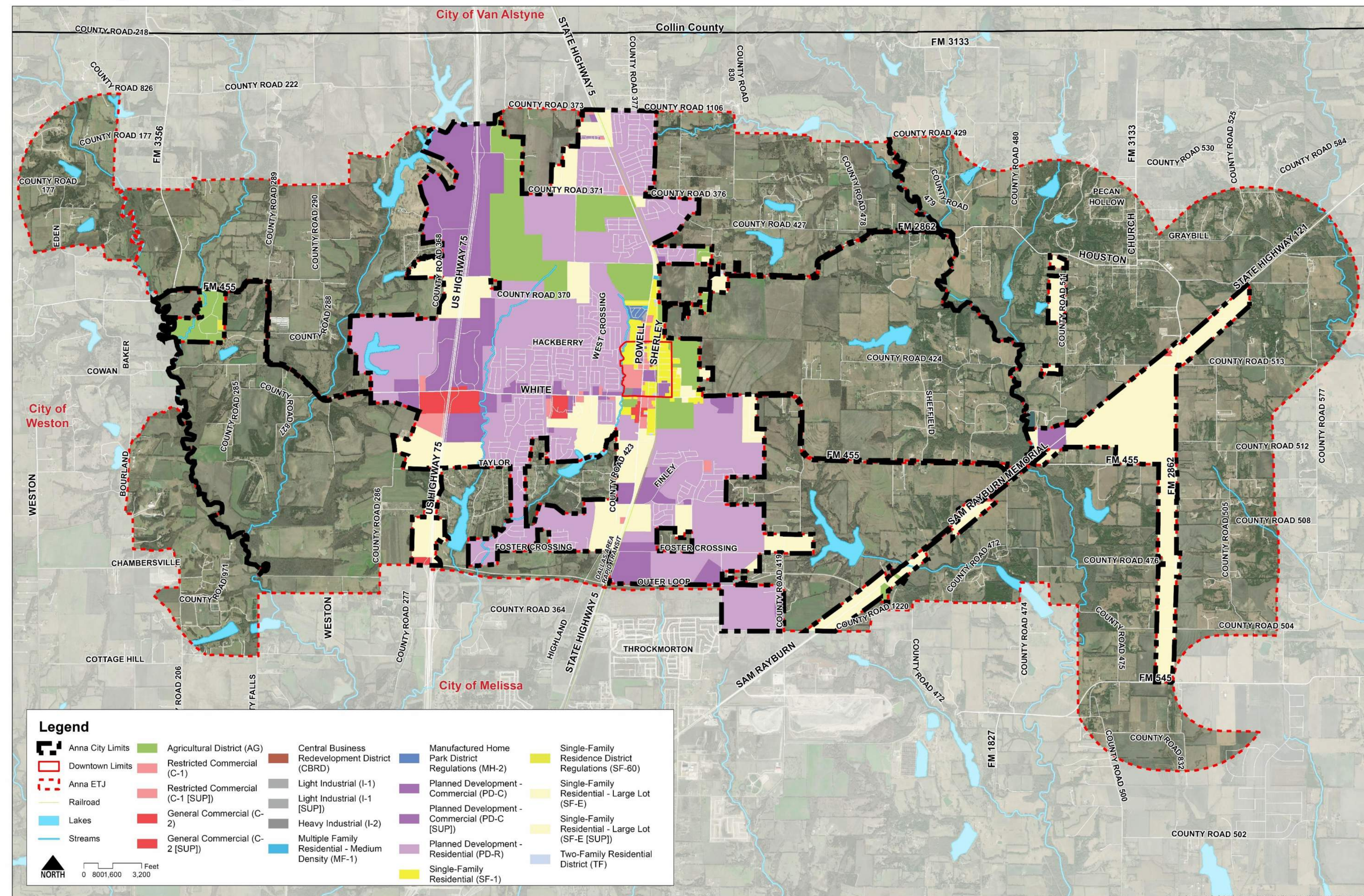
Parcel Size



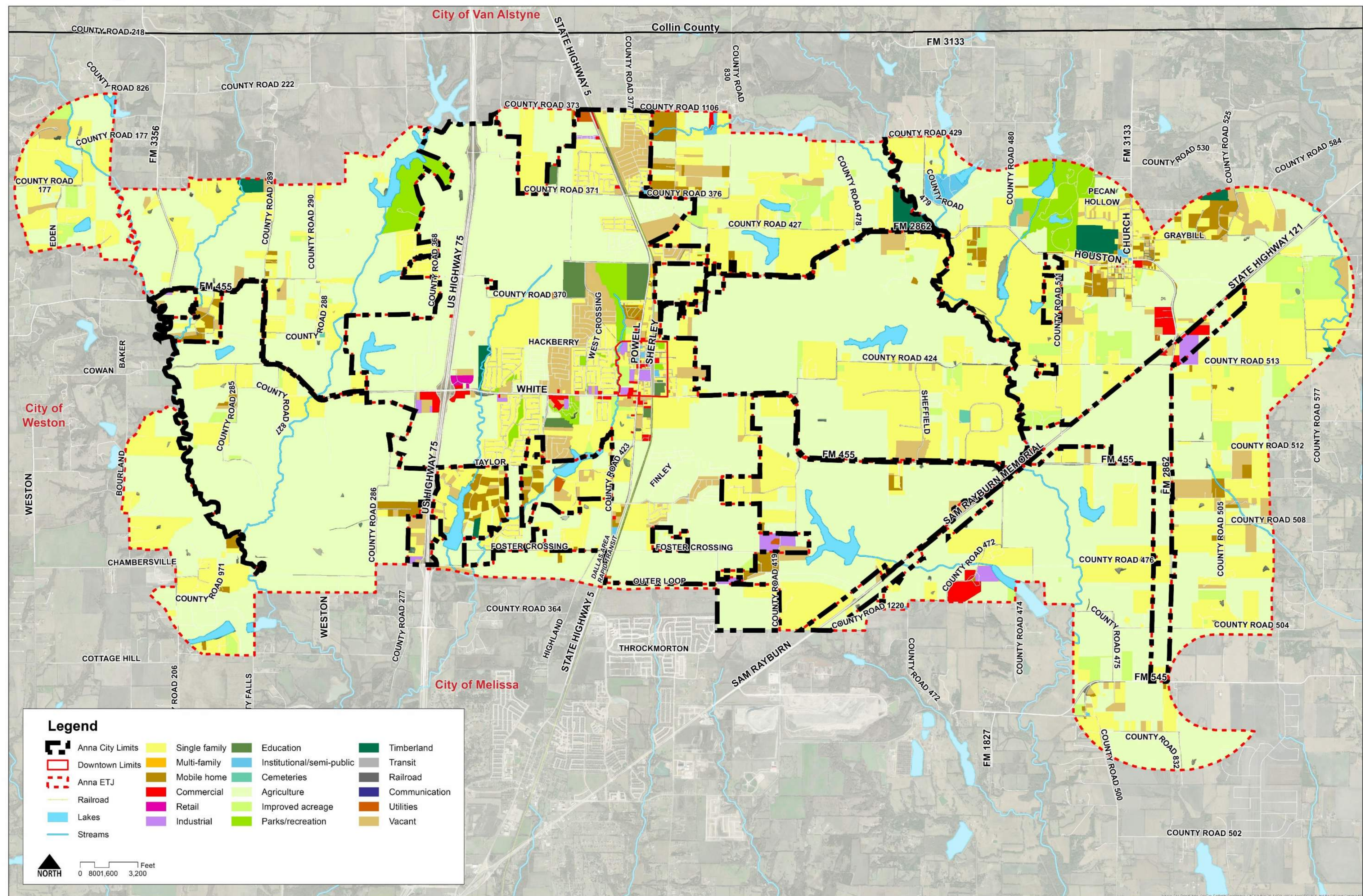
Parcel Ownership



Existing Zoning



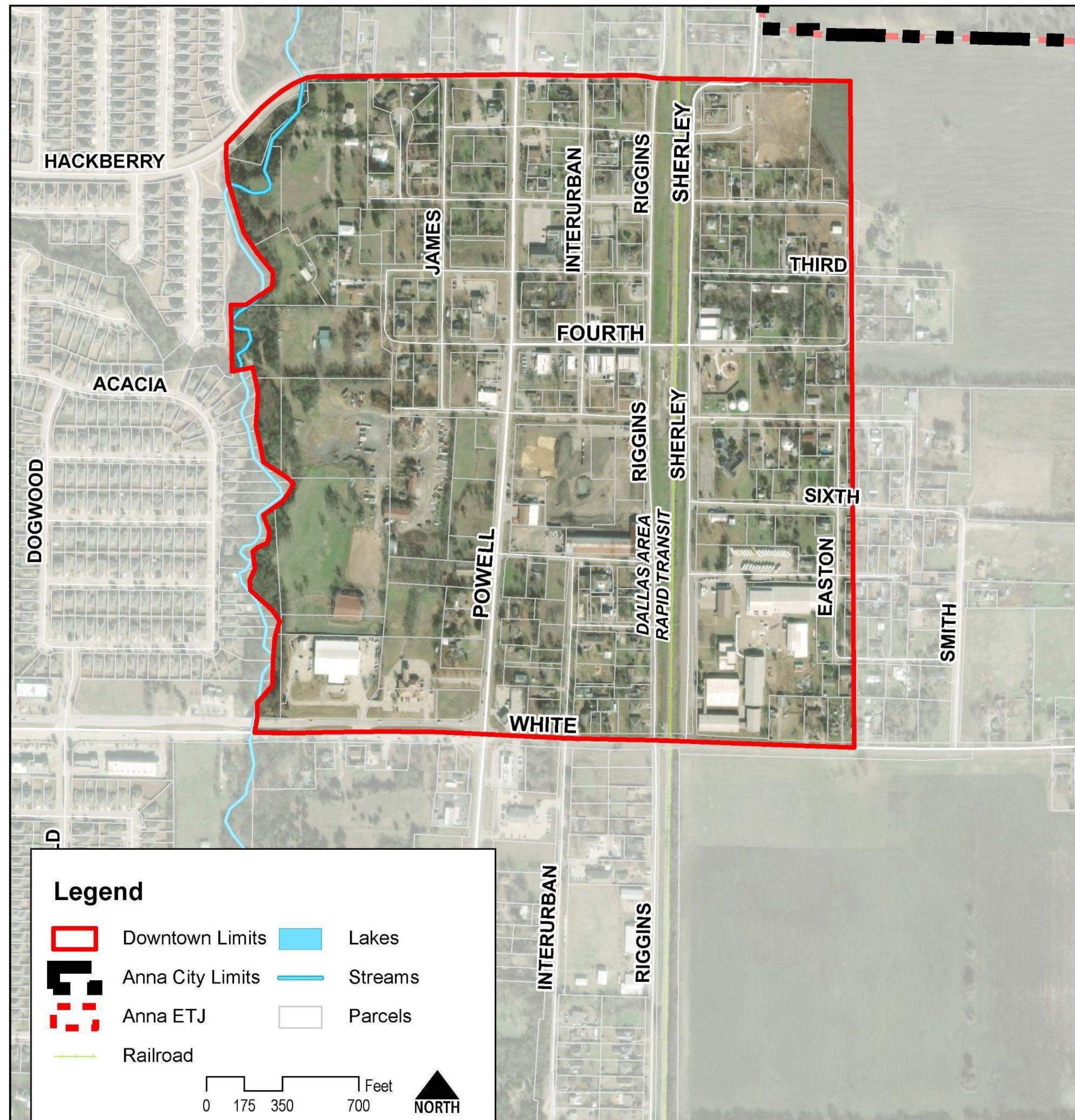
Existing Land Use



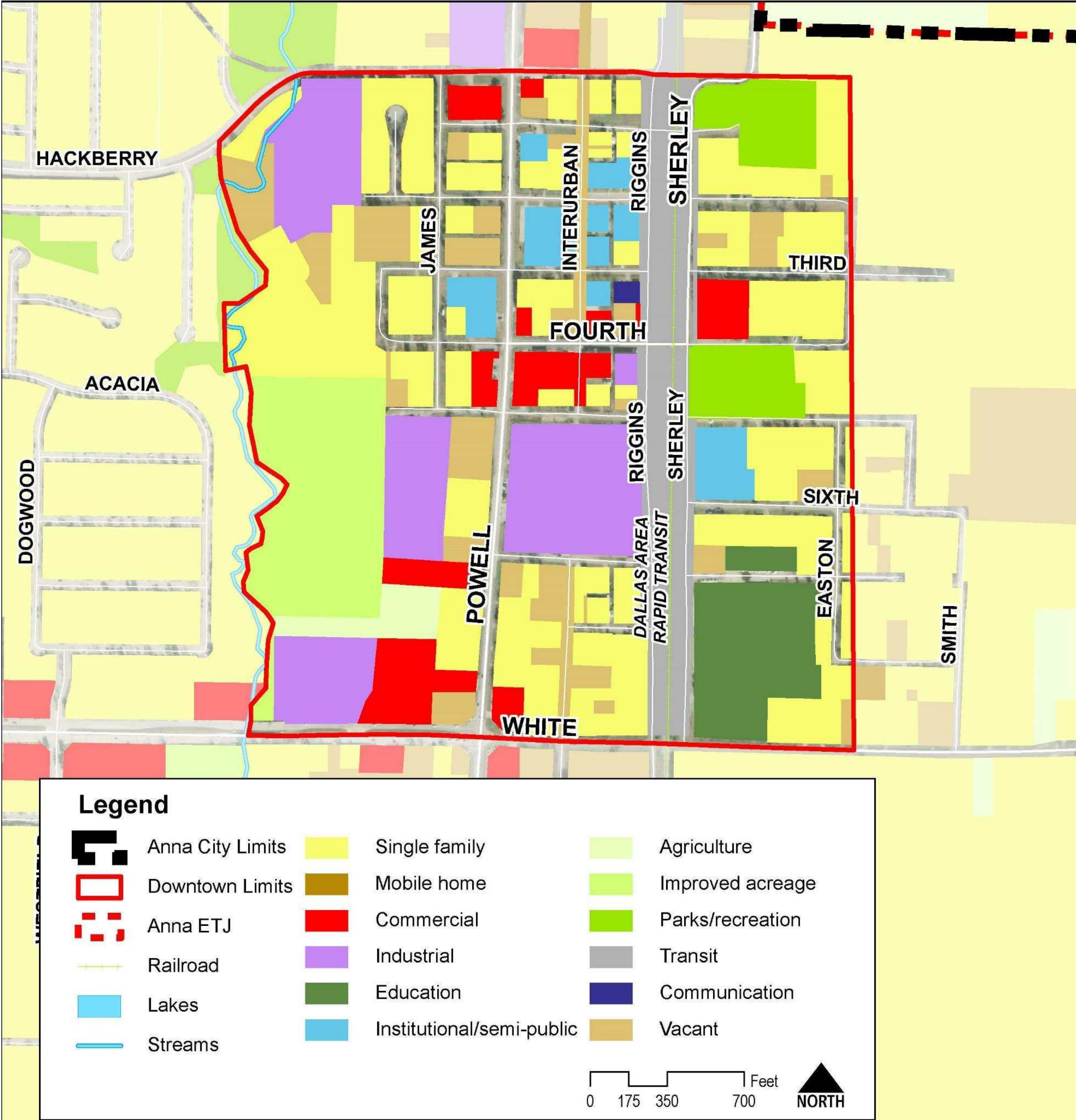
RESEARCH TO DATE

Mapping of Assets/Existing Conditions - Downtown

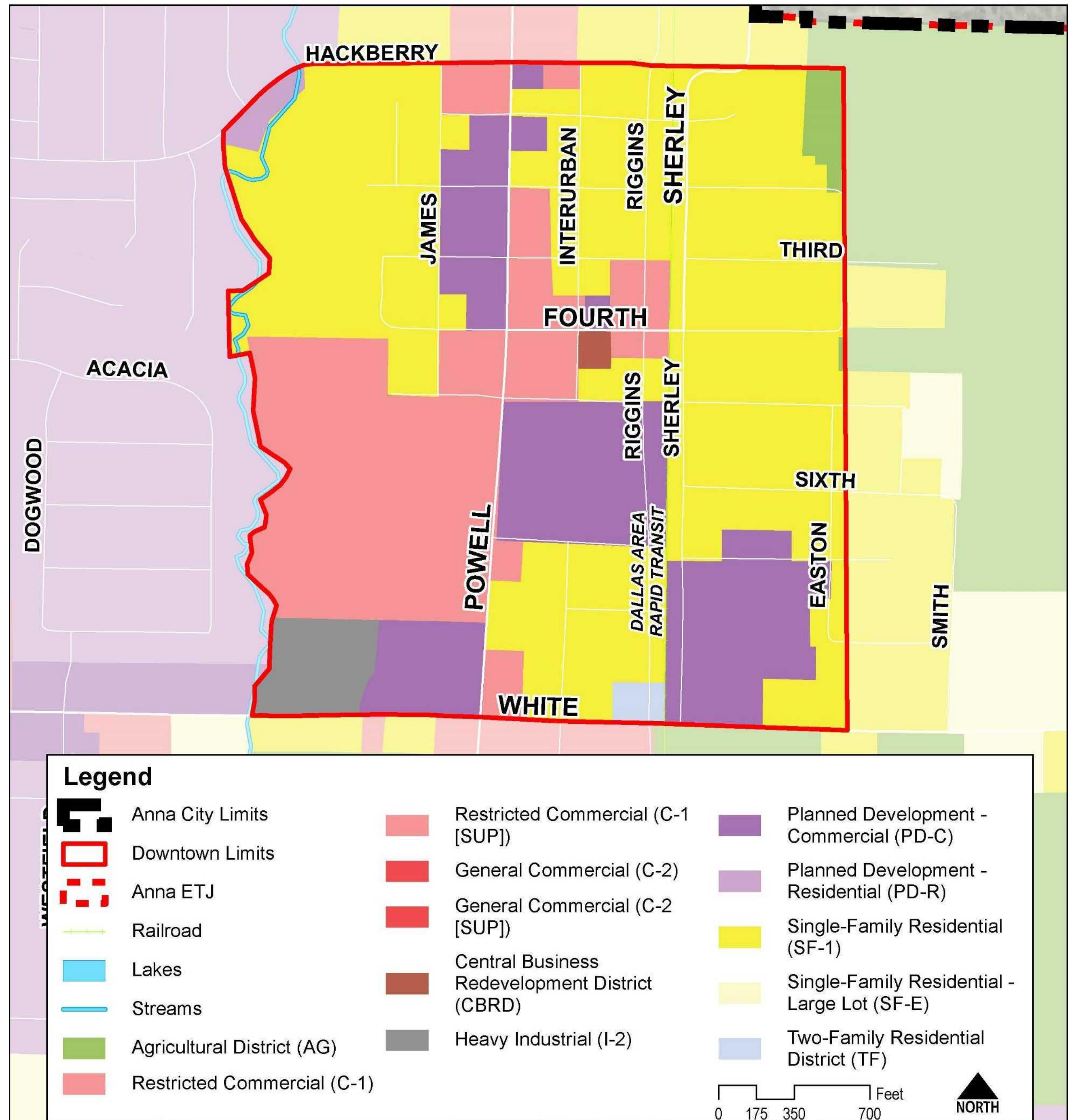
Existing Aerial



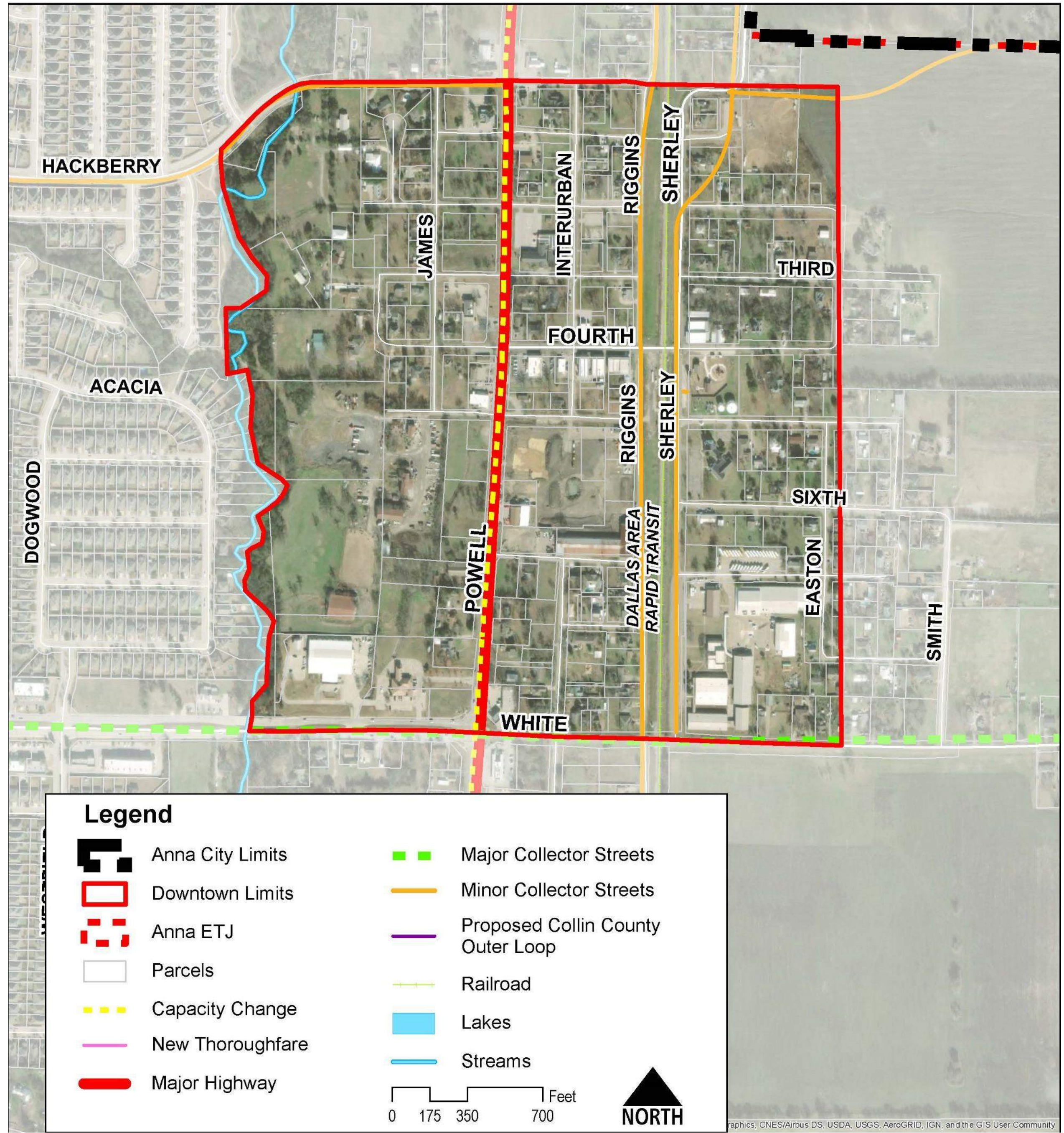
Existing Land Use



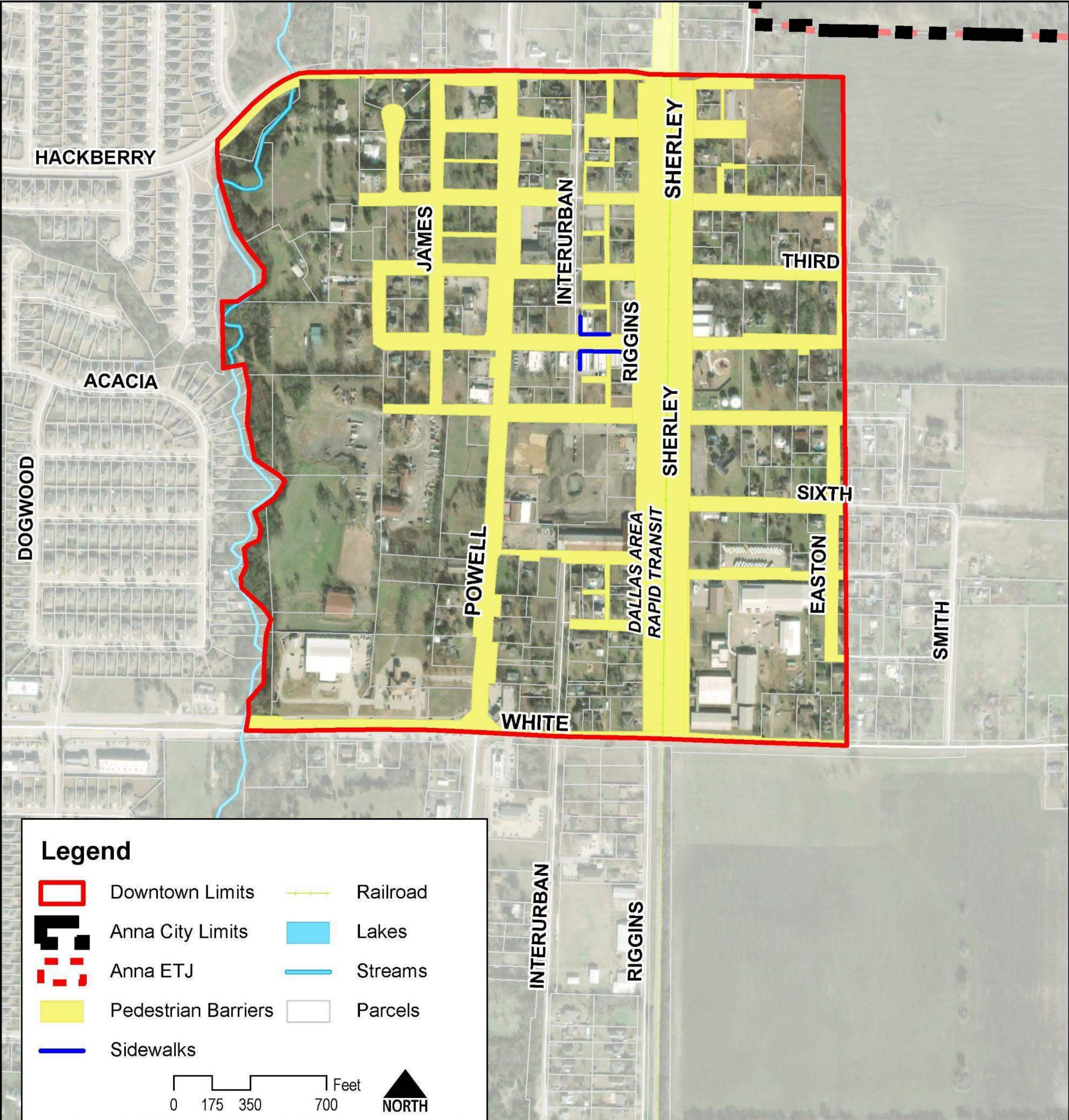
Existing Zoning



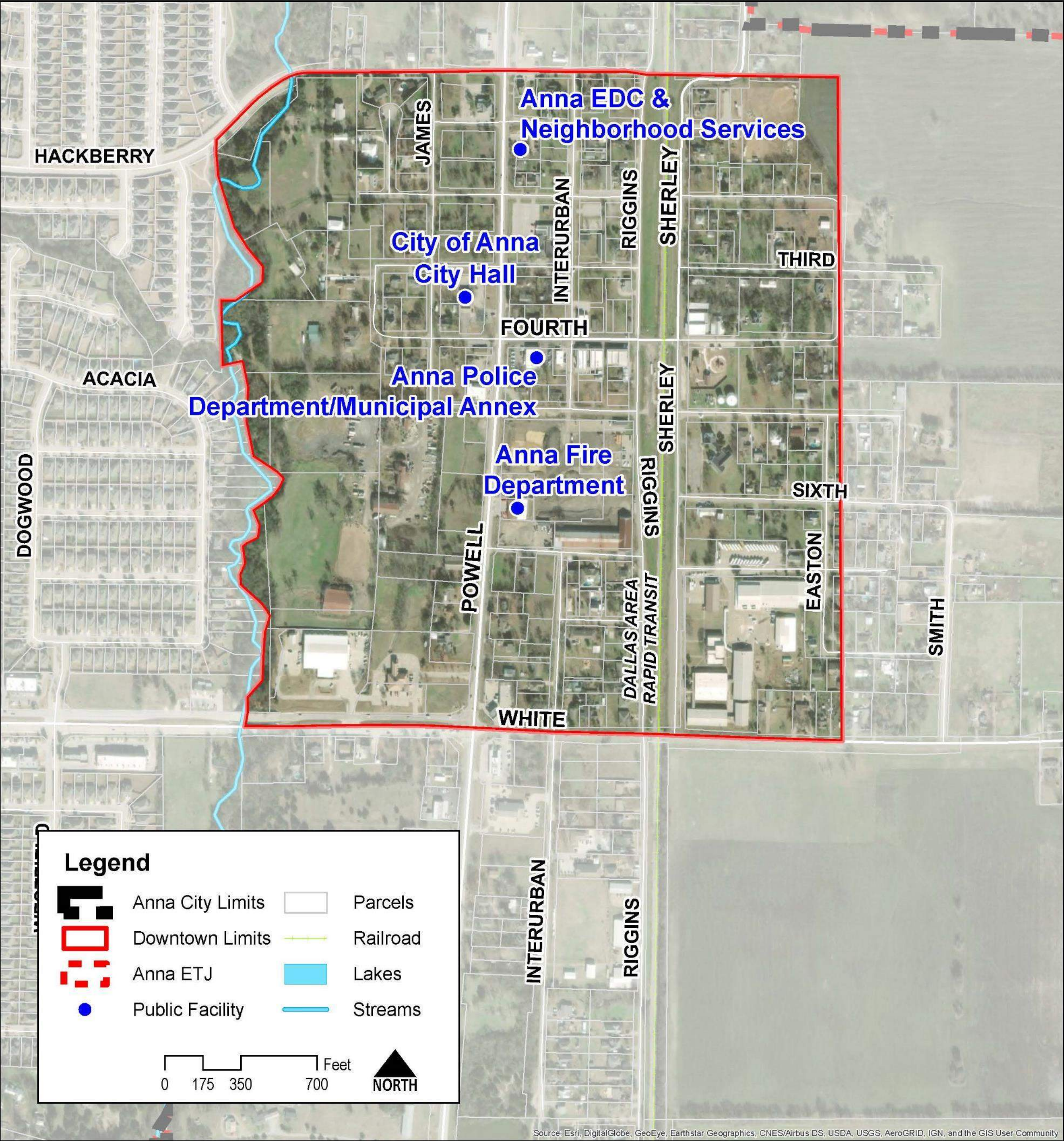
Existing Thoroughfare Plan



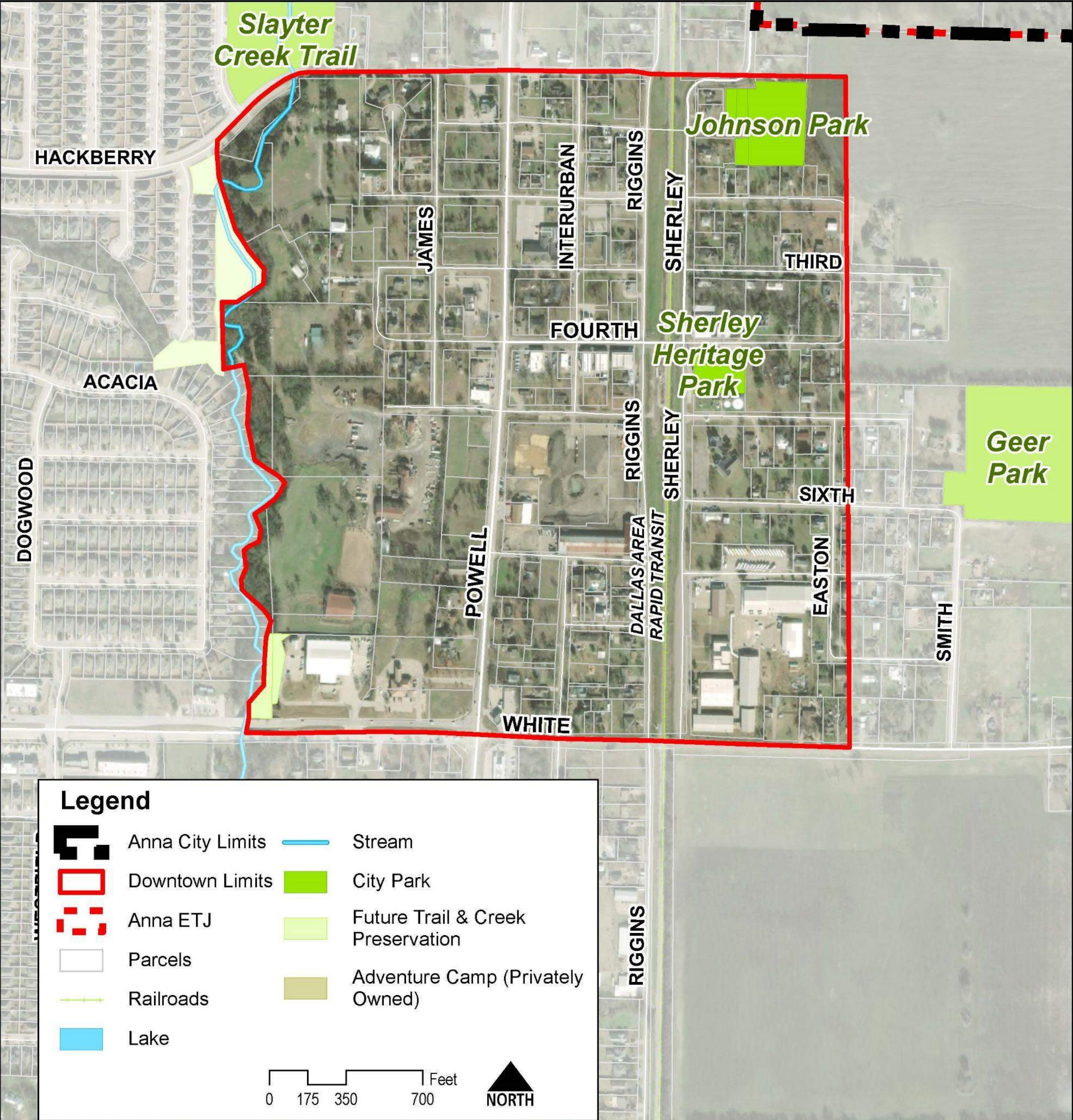
Pedestrian Circulation



Existing Public Facilities



Existing Parks & Open Space



RESEARCH TO DATE

Parks Research/Assessment

Anna Parks – Existing Conditions

Parks : +/- 117 Acres

Slayter Creek Park

Natural Springs Park

Sherley Heritage Park

Johnson Park

Greer Park

Bryant Park

Lake View Estates Park

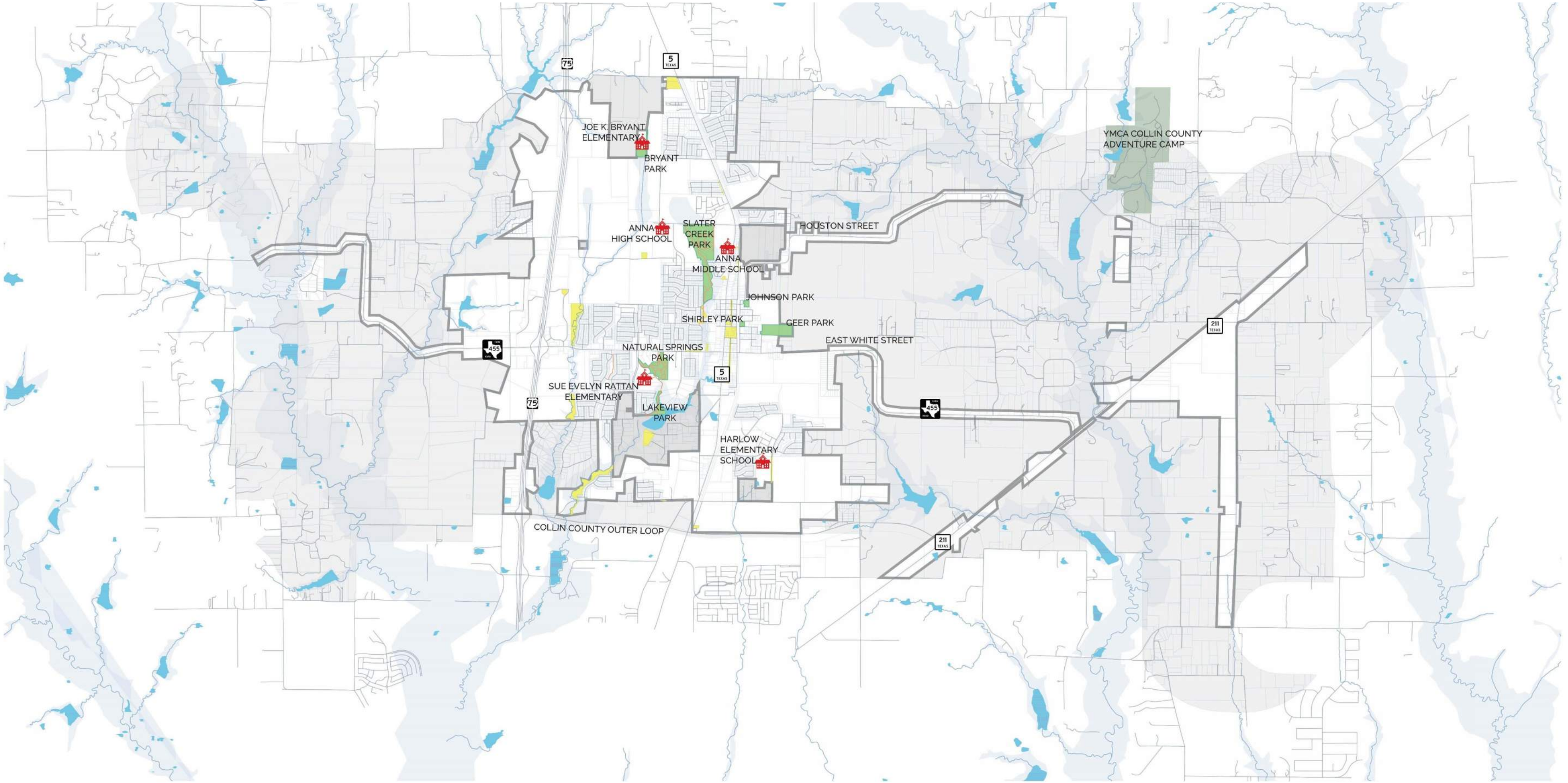
Trails: +/- 3 Miles

Slayter Creek Trail: 1.2 mi

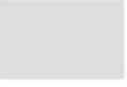
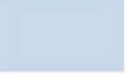
Natural Springs Trail 1.2 mi

Lake View Trail: .6mi

Existing Parks

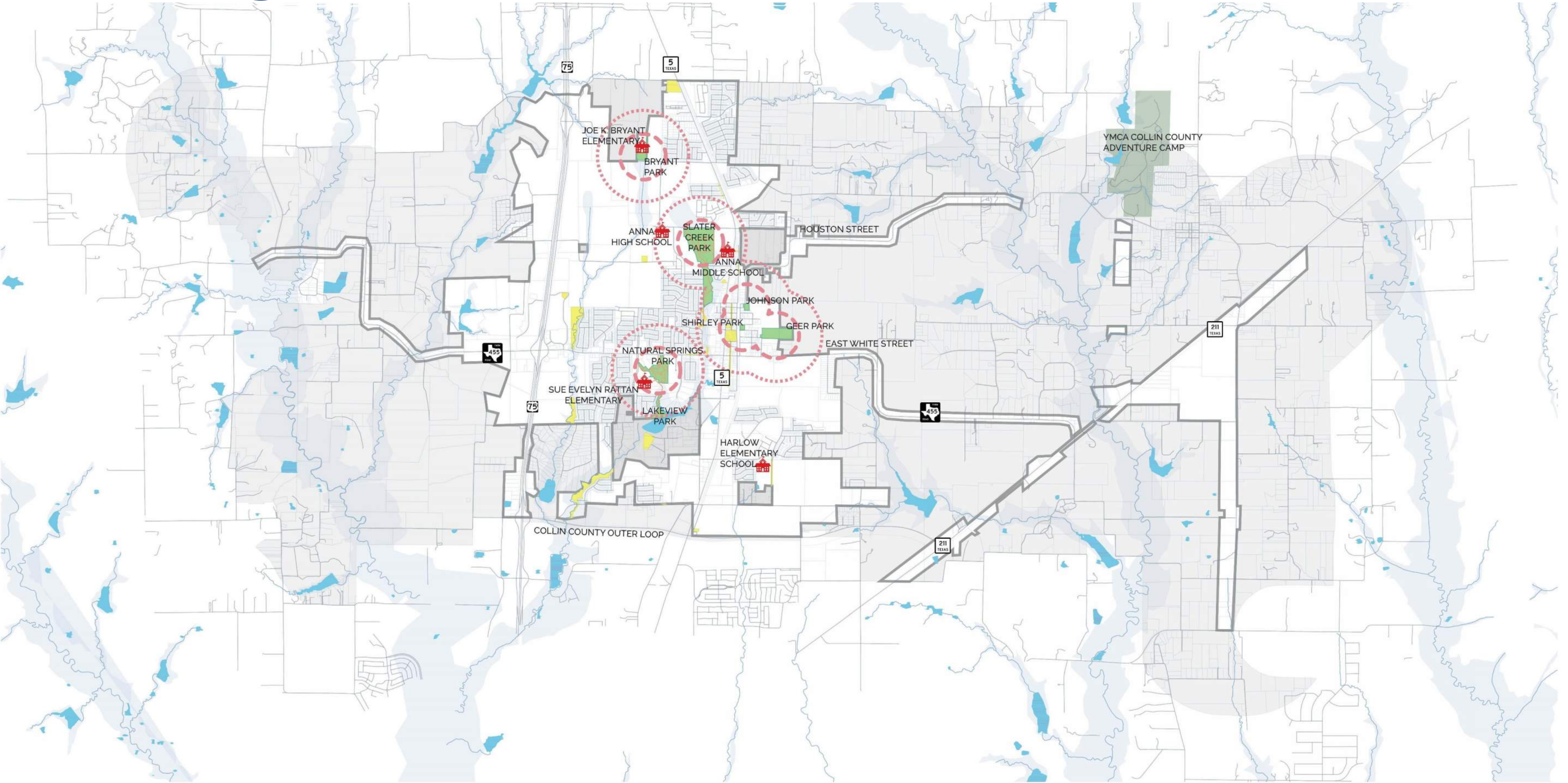


LEGEND

	CITY LIMITS		CITY PARKS		SCHOOL
	ETJ		PRIVATE PARKS		TRAILS
	WATER		OTHER		

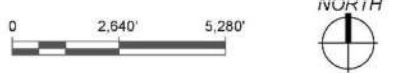


Existing Park Pedestrian Shed



LEGEND

- | | | | |
|-------------|---------------|----------------|---------------|
| CITY LIMITS | CITY PARKS | SCHOOL | 5 MINUTE WALK |
| ETJ | PRIVATE PARKS | TRAILS | |
| WATER | OTHER | 10 MINUTE WALK | |



Existing Conditions

Slayter Creek Park :

- +/- 46 Acres
- Community Park
- Lighted Ball Fields
- Walking Trail
- Skate pad
- Playground
- Spray ground
- Horseshoes
- Disc golf pavilion
- Restrooms



Existing Conditions

Sherley Heritage Park:

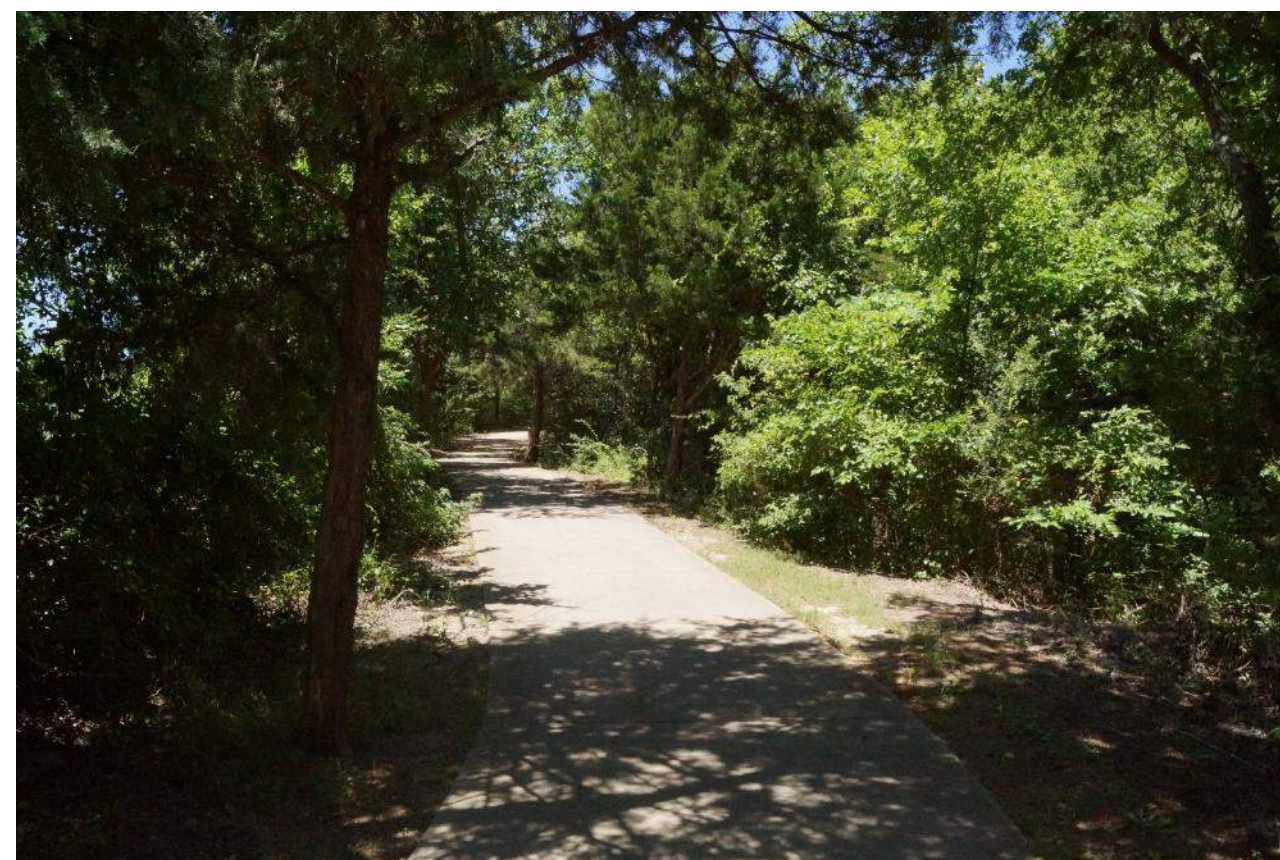
- +/- 1.0 Acre
- Historical park
- Rail depot Museum
- Playground



Existing Conditions

Natural Springs Park:

- +/- 28 Acres
- Walking Trails
- Pond
- Fishing Pier
- Open Space
- Dog Park



Existing Conditions

Johnson Park:

- +/- 2.5 Acres
- 2 Softball Fields
- Playground
- Parking lot



Existing Conditions

Greer Park:

- +/- 25 Acres
- 2 Backstops
- Undeveloped



Existing Conditions

Bryant Park:

- +/- 5 Acres
- Undeveloped
- Adjacent to Bryant Elementary School



Existing Conditions

Lakeview Estates Park:

- +/- 9.5 Acres
- Playground
- Walking Trails
- Open space
- Lake
- Restroom



Existing Conditions

Slayter Creek Trail:

- +/- 1.2 miles
- Connections to neighborhoods
- Historic markers
- Parking



RESEARCH TO DATE

Market Analysis

Background

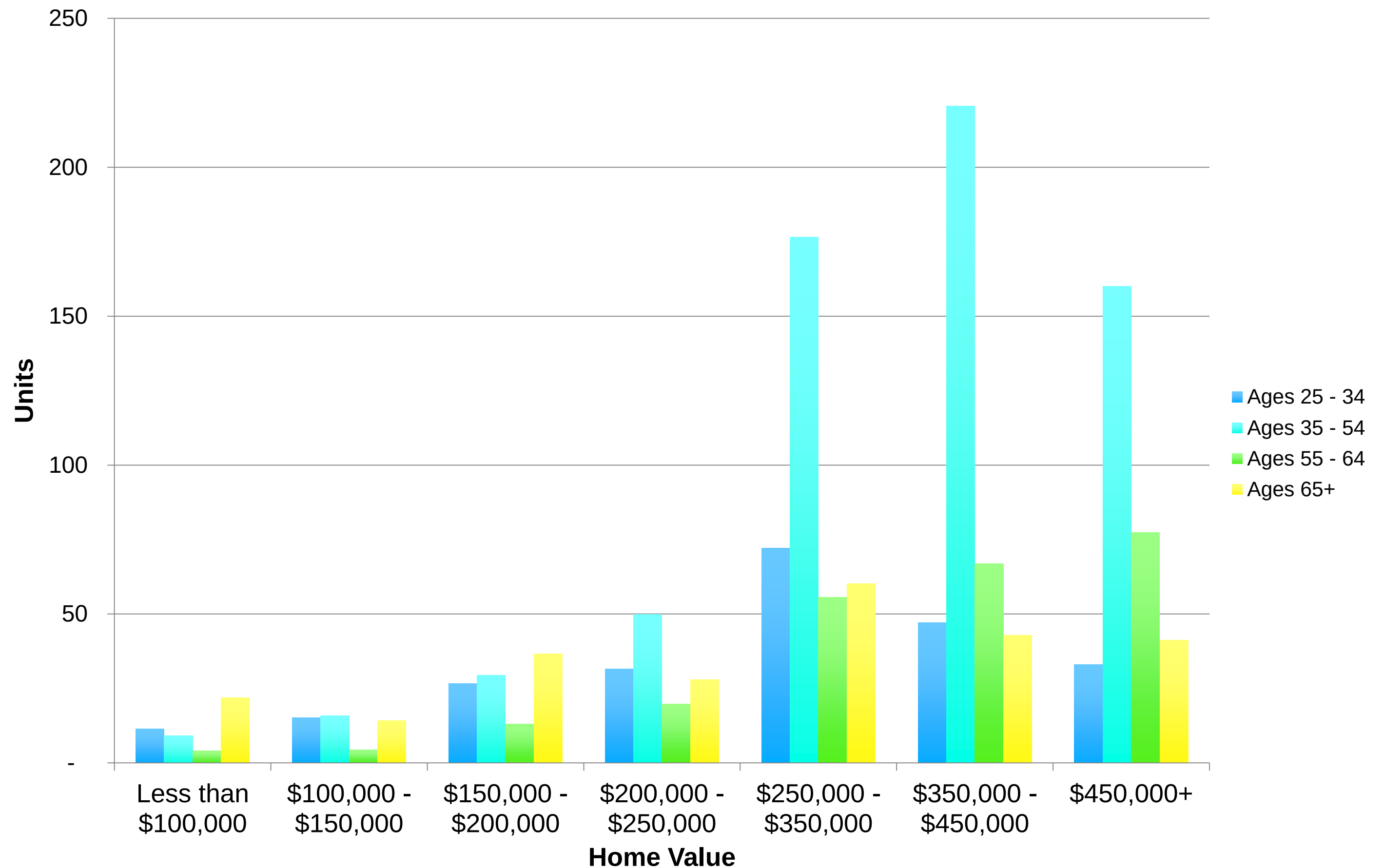
- Anna's 2020 population is estimated at 16,72 and anticipated to grow at an annual rate of 4.73% to reach a 2025 population of 21,068. (ESRI)
- Anna is currently home to 5,343 households and anticipated to add another 1,353 over the next five years. (ESRI)
 - 89% are currently owner-occupied
 - Median home value of \$221,701 is 6.3% cheaper than the DFW median
- Anna's median household income of \$81,734 is well above the DFW median of \$70,779 (ESRI)
- Anna has a relatively young population with a median age of 32.0, which is younger than Collin County at 36.2 (ESRI)
 - Anna shows a growing number of young children
- Anna's racial makeup is 74.4% Caucasian, 9.4% African American, 1.6% Asian Alone, 1% American Indian Alone, and 9.5% Two or More Races or Other (ESRI)
 - Racial makeup is expected to continue diversifying over the next 5-years
 - Ethnically, Anna is 22.4% Hispanic, and anticipated to continue diversifying

Psychographics

- Psychographics study personality, values, opinions, attitudes, interests, and lifestyles in concert with traditional demographic factors. The top segments within the PTA are summarized as follows:
 - **Up and Coming Families (36%)** - Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.
 - **Middleburg (24.6%)** - Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.
 - **Green Acres (21.4%)** - The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Residential Demand

Anna Annual Single Family Demand

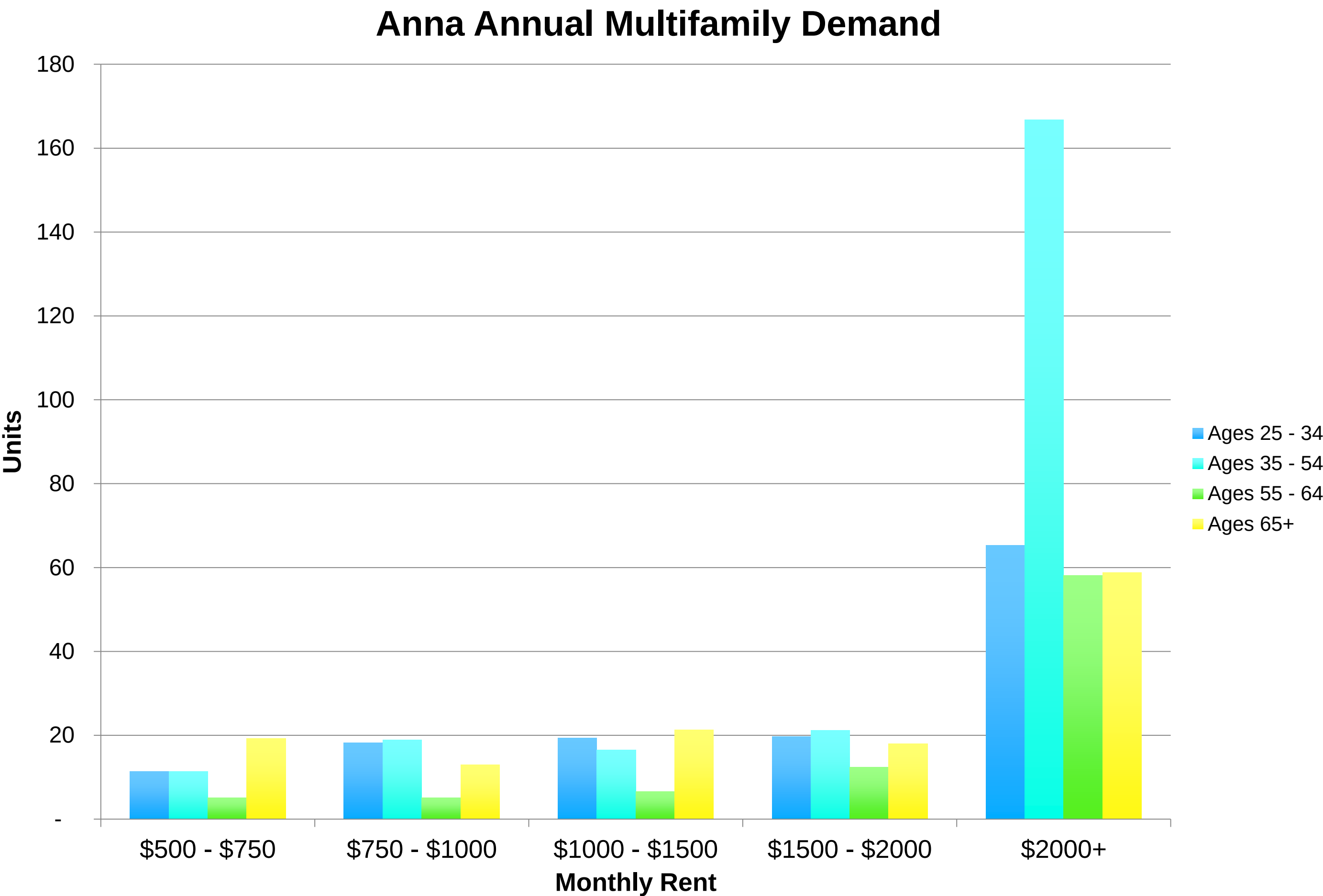


- Across all income categories, our projections show that Anna has the potential to capture over **1,385 new units annually** based on a conservative capture rate, of which, there is demand for over 75% of total new homes valued above \$250,000. Income levels also show a moderate need for housing under \$250,000.

Harnessing the Opportunity

- **Harnessing new homebuyers** - Homebuyers ages 25 – 34 tend to be first time buyers and represent a growing cohort that constitutes 557 total units of demand.
- **Attracting the move-up market** - Buyers in the 35 - 54 cohort typically purchase the highest priced homes of all buyers and have the largest square footage and most bedrooms, generating demand for over 660 units.
- **Harnessing mature professionals** - Purchasers in the age group of 55 – 64 tend to have higher median incomes and are more likely to have children under 18 still in the home. The mature professional's cohort will drive demand for over 240 units.
- **Catering to Seniors and Retirees** - These homebuyers are likely to have retired or scaled back their work demands and have the lowest median home incomes and can support 243 units.

Multifamily Demand



- Across all income categories, our projections show that Anna has the potential to absorb over **585 new rental units annually** based on a conservative capture rate. Of the total demand, there is demand for over 71% of units to support market rate product (\$1,500+/month rents). Income levels also show a less significant need for units priced under \$1,500.

Harnessing the Opportunity

- **Catering to the creative class** - There is a need for connectivity and access to transportation, especially to large employment hubs, while there is also a desire for amenity packages such as a luxury pools, event rooms, dog parks, and other amenities.
- **Harnessing to mature wage earners** - These residents are typically single or unmarried, and without children, which allows them the freedom of living in the suburbs in quality developments, without the strain or commitment to home ownership.
- **Capturing active adults** - The cohort of 55 – 65 can best be characterized by the moderate incomes, draw on retirement savings, and propensity for smaller units.
- **Seniors** - Amenity-rich and age-restricted developments are amongst the most targeted product types in this cohort, while access to entertainment, active living, and shopping are all critical components.

Commercial Opportunities - Office

- Anna has an emerging medical cluster of Class A offices being developed along US-75 at the NWC of intersection FM 455, including the near completion of a 23,000 SF surgery center, and an additional 40,000 SF of planned office and hospital. Anna can expect ~10,000 SF of office product to be absorbed per year.
- The relocation trend of large companies to the DFW market of Texas has been unprecedented and is expected to continue for some time. Several key factors that corporations consider when relocating include:
 - Distance to airports
 - Access to major transportation networks
 - Incentives
 - Presence / Synergies of similar industry makeup
 - Needed infrastructure (fiber, water, etc.)
 - Availability and price of land
 - Design / features of development
 - Innovative areas
 - Access and composition of a broad range of quality housing

Commercial Opportunities

Industrial Attraction

- Industrial is dependent on access to infrastructure (water, sewer, roads, fiber, gas). These factors are available in Anna and Anna's location and factors are prime to activate the Anna Business Park and additional infill areas within the City. Based upon regional activity, Anna could absorb approximately 50,000-100,000 square feet of industrial per year.

Hospitality & Tourism

- Hotel development is dependent on two major sources producing room nights in a market; Corporate and Group, both of which have been greatly curtailed due to COVID-19. Anna's exposure to I-75 and additional commercial density and increasing the visitor rate could create greater demand and offset weak market conditions in the future.

Commercial Opportunities

Industrial Attraction

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Commercial Opportunities - Retail

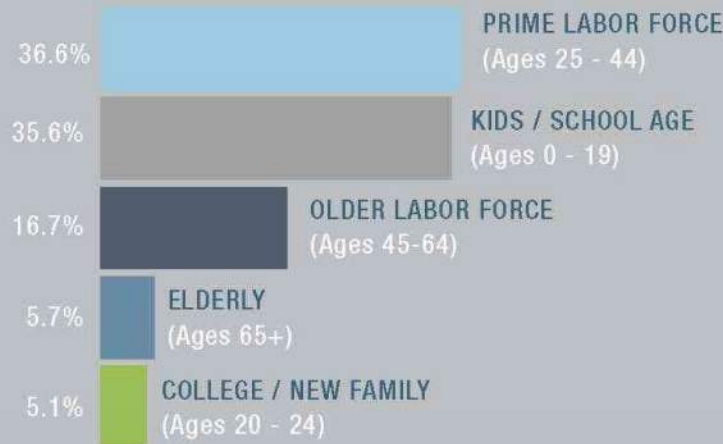
- The PTA represents the customer base of Anna, including a residential population of 47,106 across 15,785 households. The MHI of \$82,971 within the PTA is very similar to the MHI observed within the City.
- Based on the categorical demand generated by the residential, commuter, and workforce components, there is nearly 205,000 square feet of unmet retail demand. To harness this demand, several key categories have been identified in the following bullets, while the whole analysis can be observed below:
- Department Stores – 69,599 SF
- Clothing Stores – 16,443 SF
- Shoe Stores – 12,528 SF
- Sporting Goods Stores – 11,817 SF
- Specialty Food Stores – 11,198 SF
- Furniture Stores – 8,662 SF

Creating Successful Districts

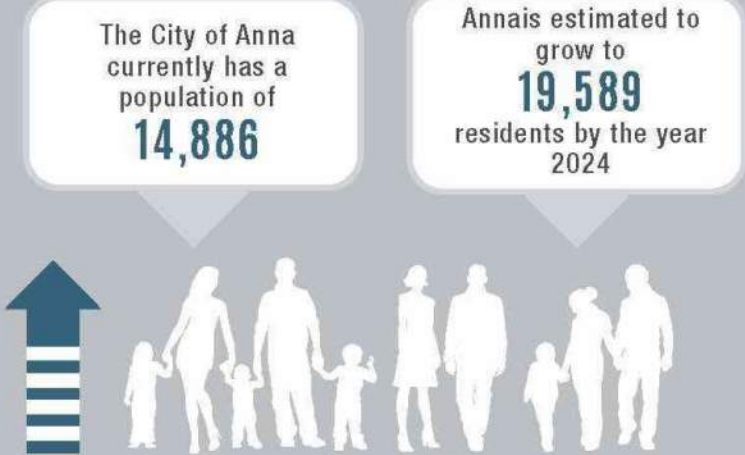
Some of the hallmarks of quality retail developments throughout the DFW area include:

- High Quality Design
- Experiential Elements
- Regional Accessibility
- Mixed - Use
- Merchandise Options
- Activation

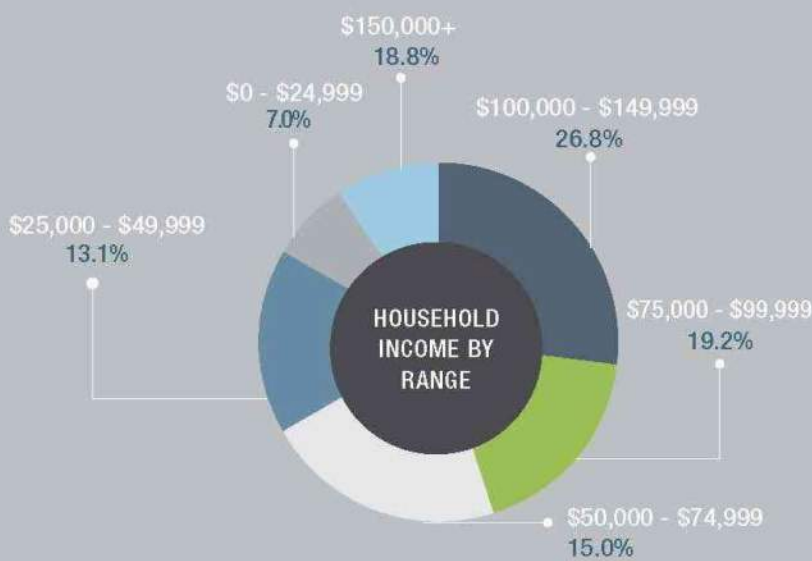
GENERATIONAL DISTRIBUTION



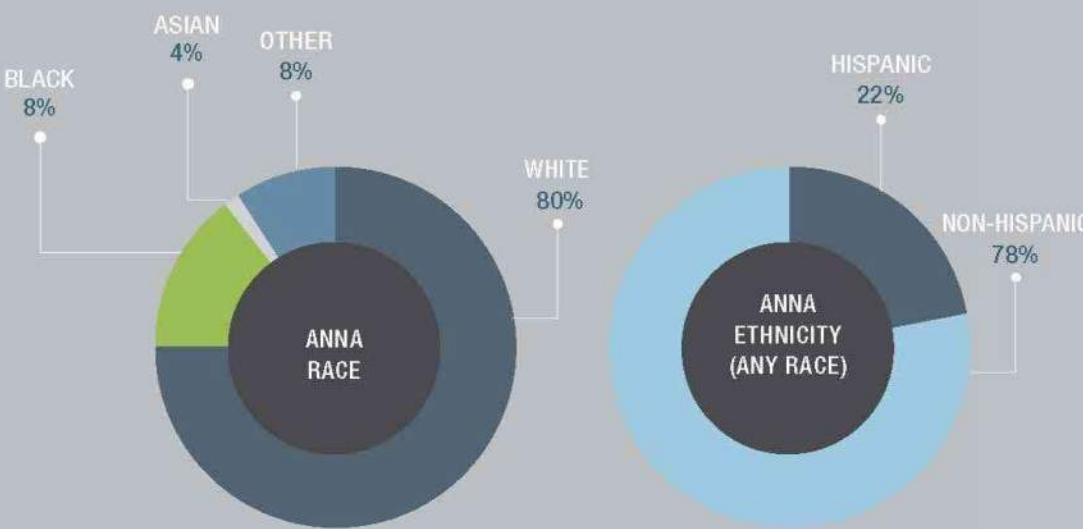
POPULATION



HOUSEHOLD INCOME BY RANGE



RACE / ETHNICITY



TOP PSYCHOGRAPHIC SEGMENTS (PTA)



ANNA SPENDING PATTERNS



Anna residents spend **13% less** on retail goods than the US Average

ANNA	\$1,249	\$1,690	\$1,231	\$807
US AVERAGE	\$1,383	\$1,948	\$1,070	\$722
	Food Away From Home Per Year		Food AT Home Per Year	
			Entertainment	
				Apparel and Services

Overview of Strategic Direction

Anna
2050

OVERVIEW OF STRATEGIC DIRECTION

Components of Strategic Direction

Overall Strategic Direction

A Comprehensive Plan's Overall Policy Direction should include three important components:

- A Vision Statement
- A set of Guiding Principles
- A Preferred Scenario

Vision Statement

The Vision Statement describes the future that is desired by the Anna community, in terms of its physical, social and economic conditions. It is an aspirational statement. It is not intended to describe the current situation; instead, it is designed to create an inspiring image of the future that participants seek to achieve.

A Vision Statement should:

- Describe where the community wants to go (i.e., the result, not the process to get there)
- Be succinct and memorable
- Not be a laundry list of individual topics

Guiding Principles

Guiding Principles provide overall guidance across plan components. They explain the most important general principles that should be followed in order to achieve the Vision.

These Guiding Principles apply at both the citywide level and for smaller geographic parts of the community (like Downtown).

They shape the more detailed principles that apply to each topical area, such as mobility or urban design.

Preferred Scenario

The Preferred Scenario is the graphic depiction of the future Anna community as it would exist if these Guiding Principles are followed and this Vision is realized. As with the Guiding Principles, the Preferred Scenario provides overall guidance for investors and decision-makers.

By illustrating the general geographic development pattern the Anna community hopes to achieve, the Preferred Scenario establishes the basic framework for the strategies for individual areas within the current City and its ETJ.

The Preferred Scenario uses a set of PlaceTypes to depict the desired future character of places within the community.

PlaceTypes

PlaceTypes represent the different sorts of places that could exist in the Anna community of the future.

They do not depict single land uses.

Instead, they describe the desired character of the places:

- Mix of land uses
- Scale
- Parks, plazas and other public spaces
- Pedestrian experience
- Other aspects

OVERVIEW OF STRATEGIC DIRECTION

Input to Date

Relevant Approved Vision Statements

- Economic Development Corporation Strategic Plan Vision
 - Anna has created a balanced and sustainable tax base that invites high quality jobs, facilitates excellent quality of life with well-maintained and first-rate infrastructure, and offers a wide range of housing and public facilities that build community identity and pride and engage neighbors in meaningful ways.
- City of Anna Strategic Plan 2019 – 2024 – 2034
 - Anna Vision 2034
 - Anna 2034 is a community of families that is safe and beautiful.
 - Anna 2034 has a vibrant downtown, great housing opportunities and a dynamic business community.
 - Anna 2034 is a fun community for all and has convenient mobility options.
 - THE PREMIER COMMUNITY IN COLLIN COUNTY!

Ideas from CPATF

What words or phrases describe the Anna you hope to experience in 2050?

- Positive Energy
- Neighborly
- Family friendly
- Community
- Don't want to leave
- Balanced = live + work + play + transportation (light rail)
- Active Community
- Culture -> Pride
- Welcoming
- Inviting
- Activities
- Retire
- Thrive
- Educational
- Engaging
- Connected
- Citizen base understands how the City works and makes decisions
- Housing for All
- A city that has a balanced mix of uses and activities, not just an amenity – Live and work and play

Ideas from Joint Workshop Participants

Please share a short sentence describing Anna, as you would like it to be in 2050 in the best possible future.

- A racially diverse community with an active business environment and diverse housing options
- A vibrant and active community that is a destination for living and visiting
- Aesthetically attractive with great infrastructure and well regulated growth.
- All the conveniences with a small town feel
- Anna is a progressive city with amenities and infrastructure cognizant of its future population's needs..
- Anna is community-driven city encompassing the future while keeping grasp of our historic past.
- Anna, my hometown.

Ideas from Joint Workshop

Participants, continued

Please share a short sentence describing Anna, as you would like it to be in 2050 in the best possible future.

- By 2050 I would like to see Anna as a destination to dine, work and play.
- Great place to raise a family and enjoy life.
- Great town with activities for both kids and adults
- Having multiple vibrant locations within the city where residents as well as visitors can come shop, dine and be entertained.
- I see Anna being a true multi-cultural city with parks and amenities that would fit a growing town.
- I would like for Anna to be innovative and cutting edge with a hometown feel, rich in history but geared for the future
- I would like to see an active, welcoming, diverse community with plenty of recreational, retail, jobs and entertainment options to where people can stay in Anna to fulfill their needs.

Ideas from Joint Workshop

Participants, continued

Please share a short sentence describing Anna, as you would like it to be in 2050 in the best possible future.

- I would like to see planned growth with updated infrastructure and public programs.
- I would like to see us respect our history, have intelligent planning and zoning of development, and have a good income from businesses to lessen the burden on homeowners
- In 2050, I would hope the people here would see the impact of good decisions that are made today.
- Innovative and using smart growth strategies that will strengthen our economy, build local assets and improve the quality of life for the community
- Most thriving city in the metroplex.
- premier community in collin county
- Preserving our heritage and building our future.

Ideas from Joint Workshop

Participants, continued

Please share a short sentence describing Anna, as you would like it to be in 2050 in the best possible future.

- Self- sustaining, vibrant and inclusive
- The best city to live, work, and play in North Texas
- The biggest little town in North Texas
- The epicenter of N TX
- Welcome to Anna, the most beautifully maintained, family friendly, thoughtfully zoned city, full of all the amenities necessary to live fully locally.
- When I see Anna in 30 years, I can see Anna being a city that is thriving and bustling with young families who are just starting out; that can find a great value in their home; who doesn't necessarily want the "metro" lifestyle; but appreciate the eclectic and artistic expression of someone with a dream and wanting to make it.

Ideas from Joint Workshop Participants

How important is this issue or approach to the best possible future for the Anna community?

Rank	Issue or Topic	VI	SI	N	NVI	VU	INS
1	Having quality schools(kindergarten through college)	96.8%	0.0%	3.2%	0.0%	0.0%	0.0%
2	Being economically sustainable (desirable or resilient) over the long term	90.3%	9.7%	0.0%	0.0%	0.0%	0.0%
3	Being prepared to respond quickly and effectively to emergencies and disasters	90.3%	9.7%	0.0%	0.0%	0.0%	0.0%
4	Keeping up with growth in population and jobs	83.9%	12.9%	3.2%	0.0%	0.0%	0.0%
5	Growing the tax base	80.6%	19.4%	0.0%	0.0%	0.0%	0.0%
6	Supporting small and local businesses	80.6%	19.4%	0.0%	0.0%	0.0%	0.0%
7	Having high-quality City services and facilities	80.6%	16.1%	3.2%	0.0%	0.0%	0.0%
8	Using energy, water and other resources efficiently	80.6%	16.1%	0.0%	0.0%	3.2%	0.0%
9	Having a balance of jobs and housing	80.6%	12.9%	6.5%	0.0%	0.0%	0.0%
10	Maintaining existing City infrastructure (streets, parks, buildings, etc.) over time	80.6%	12.9%	0.0%	3.2%	3.2%	0.0%

Ideas from Joint Workshop Participants, continued

How important is this issue or approach to the best possible future for the Anna community?

Rank	Issue or Topic	VI	SI	N	NVI	VU	INS
11	Having recreational programs and services for children and youth	77.4%	22.6%	0.0%	0.0%	0.0%	0.0%
12	Attracting major new companies	77.4%	16.1%	6.5%	0.0%	0.0%	0.0%
13	Having a strong and diverse employment base	77.4%	12.9%	6.5%	0.0%	3.2%	0.0%
14	Ensuring that Anna has a distinctive character or identity	74.2%	19.4%	0.0%	6.5%	0.0%	0.0%
15	Ensuring that people of diverse races, ethnicities and backgrounds feel welcome and included	74.2%	12.9%	6.5%	3.2%	3.2%	0.0%
16	Managing traffic congestion	67.7%	22.6%	6.5%	3.2%	0.0%	0.0%
17	Managing growth in the currently-undeveloped areas of the City and ETJ	64.5%	32.3%	3.2%	0.0%	0.0%	0.0%
18	Retaining natural areas	64.5%	22.6%	12.9%	0.0%	0.0%	0.0%
19	Having housing choices for people at all stages of their lives	64.5%	22.6%	9.7%	3.2%	0.0%	0.0%
20	Making Downtown a popular destination for Anna residents	64.5%	22.6%	6.5%	6.5%	0.0%	0.0%

Ideas from Joint Workshop Participants, continued

How important is this issue or approach to the best possible future for the Anna community?

Rank	Issue or Topic	VI	SI	N	NVI	VU	INS
21	Providing facilities for group sports	61.3%	22.6%	12.9%	3.2%	0.0%	0.0%
22	Creating connected biking and walking routes	58.1%	25.8%	12.9%	0.0%	3.2%	0.0%
23	Being environmentally sustainable (desirable or resilient) over the long term	54.8%	32.3%	9.7%	0.0%	3.2%	0.0%
24	Designing so residents can live healthy lifestyles	51.6%	45.2%	0.0%	3.2%	0.0%	0.0%
25	Having recreational programs and services for seniors	51.6%	35.5%	12.9%	0.0%	0.0%	0.0%
26	Keeping existing neighborhoods vital	51.6%	32.3%	16.1%	0.0%	0.0%	0.0%
27	Having a cool restaurant scene	51.6%	32.3%	16.1%	0.0%	0.0%	0.0%
28	Making Downtown a successful shopping and dining destination for North Texas residents	48.4%	38.7%	3.2%	9.7%	0.0%	0.0%
29	Creating walkable places with a mix of uses	48.4%	25.8%	25.8%	0.0%	0.0%	0.0%
30	Having health or other emergency assistance available to lower-income or disabled residents	48.4%	25.8%	22.6%	0.0%	3.2%	0.0%

Ideas from Joint Workshop Participants, continued

How important is this issue or approach to the best possible future for the Anna community?

Rank	Issue or Topic	VI	SI	N	NVI	VU	INS
31	Maintaining the current quality of life	43.3%	26.7%	26.7%	0.0%	3.3%	0.0%
32	Having a park or open space within walking distance of all residents	41.9%	35.5%	12.9%	6.5%	3.2%	0.0%
33	Maintaining a small town feel	41.9%	19.4%	25.8%	9.7%	3.2%	0.0%
34	Growing outwards into the ETJ	38.7%	41.9%	12.9%	3.2%	3.2%	0.0%
35	Retaining agricultural heritage, traditions or businesses	38.7%	32.3%	19.4%	9.7%	0.0%	0.0%
36	Providing mobility choices to destinations in Anna	35.5%	32.3%	16.1%	9.7%	3.2%	3.2%
37	Having life-long learning opportunities	32.3%	22.6%	38.7%	3.2%	0.0%	3.2%
38	Supporting people working from home	29.0%	35.5%	25.8%	9.7%	0.0%	0.0%
39	Having mobility choices in addition to the car	22.6%	32.3%	9.7%	25.8%	9.7%	0.0%
40	Providing mobility choices to regional destinations	22.6%	25.8%	16.1%	25.8%	9.7%	0.0%

OVERVIEW OF STRATEGIC DIRECTION

Drafts for Anna 2050

DRAFT!!

Anna 2050 Vision Statement

Based on heritage
and built on innovation,
by 2050 Anna is
a balanced, diverse and vibrant
community
where neighbors of all ages
can live, work and play.

DRAFT!!

Guiding Principles for Anna 2050

- Today's leaders in Anna want this community to grow. But they want growth that benefits Anna's current and future neighbors.
- What does this mean?
 - 12 proposed Guiding Principles to describe the growth desired by the Anna neighbors



Guiding Principles for Anna 2050

Desirable Growth:

1. Occurs where and when it can be supported by the public facilities and services (including schools) that Anna's neighbors need.
2. Maintains a balance between business and residential, old and new, big-city amenities and small-town feeling.
3. Builds on Anna's heritage and history as the foundation of a unique 21st century identity.
4. Offers many diverse, vibrant and distinctive destinations for work and play.
5. Attracts and keeps neighbors who are multi-cultural and multi-generational.
6. Creates a community with strong communication and connection between neighbors, as well as between neighbors and the City government.

Guiding Principles for Anna 2050

Desirable Growth:

7. Includes businesses that serve and provide jobs to Anna's residents, expand the tax base and establish Anna as an important long-term employment center for the DFW region.
8. Makes Anna an education and training hub for people in Anna and the surrounding region.
9. Continues the health and vitality of existing Anna neighbors, neighborhoods, businesses and infrastructure.
10. Provides neighbors with flexible, practical and appropriate mobility choices to their destinations using all modes of travel (car, bike, walk, transit, and others).
11. Is resilient and adaptable in response to change and innovation, and responsive in times of emergency or disaster.
12. Is efficient and effective in its use of resources – fiscal, energy, water and natural assets.

Alternatives Analysis

Anna
2050

ALTERNATIVES ANALYSIS

Analysis Process

Alternatives Analysis

For some topics, Anna's preferred direction is fairly clear. For others, Anna will need to consider alternative choices.

Also, the desired direction and future character of development may be different in various parts of the community.

The next step in the Comprehensive Plan creation is to examine three alternatives for areas and issues where different choices in the Comprehensive Plan will lead to different outcomes in the community's future.

These alternatives should:

- Show a geographical pattern that carries out one possible concept for the future.
- Be distinct from one another in key areas.
- Use different mixes of PlaceTypes.

A Preferred Scenario is developed based on the results of this analysis. Typically, it blends the best features of the various alternatives.

Alternatives Analysis

Mapping and analytical tools will be used to summarize key features for each alternative. Indicators will be used to measure or compare impacts across scenarios. These indicators are expected to include:

1. Geographic analysis of the scenario's implications:
 - a. Determine the total population, households and employment.
 - b. Determine the mix of housing types and densities.
 - c. Determine the mix of job types.
2. Assessment of existing and planned infrastructure's ability to adequately serve this development pattern. This could include water, wastewater, transportation, library, electric, parks and recreation.
3. Comparison of the resulting diversity of housing and jobs to the character desired by the Anna community.
4. Compare features such as walkability, access to parks, proximity to trails and recreational resources.

ALTERNATIVES ANALYSIS

Proposed Place Types

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Ranching and Agricultural (RA)

Character & Intent

Agricultural areas are characterized by very large tracts of undeveloped land utilized for agricultural production, wildlife management, or ranching, including the raising of livestock. There are opportunities for additional uses that support the character and economic viability of agriculture.

Land Use Considerations

Primary Land Use

Farming, ranching, wildlife management

Secondary Land Use

Single-family detached homes and supporting structures, agriculture related tourism, local food production, distributed energy generation. Cluster Residential may be permitted within a larger Ranching and Agriculture property if the criteria in this Element are met.

Indicators & Assumptions

Lot size (range) typically greater than 10 acres

Platting and Utility Exceptions probable



Rural Living (RL)

Character & Intent

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high degree of separation between buildings. Lots are typically larger than 5 acres in size and residential home sites are located randomly throughout the countryside, which helps to maintain the rural character, scale, and scenic values of the surrounding area. Typically utilize private well water and septic systems.

Land Use Considerations

Primary Land Use

Single-family detached homes

Secondary Land Use

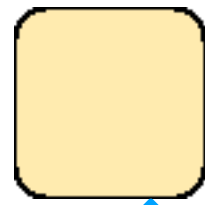
Agricultural land, civic and institutional uses, parks, open space, local food production

Indicators & Assumptions

Lot size (range) 2-10 acres

Platting and utility exceptions possible





Estate Residential (ER)

Character & Intent

Estate Residential areas are dominated by single-family housing on the urban fringe in large lot development. Unlike rural living, home sites may be in platted subdivisions that have water service, though they may have septic wastewater treatment. Residential uses are oriented interior to the site. Lots may or may not have farm and livestock restrictions. Lot sizes in the Estate Residential Place Type range from ½ acre to 2 acre lots.

Land Use Considerations

Primary Land Use

Single-family detached homes

Secondary Land Use

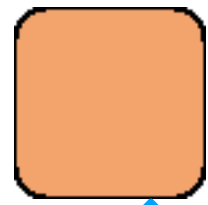
Agricultural land, civic and institutional uses, parks and open space

Indicators & Assumptions

Lot size (range) 1/2 -2 acre lots

Platting and utility exceptions unlikely to be granted





Cluster Residential (CR)

Character & Intent

Cluster residential neighborhoods are intended to provide a clustering of smaller residential lots, surrounded by large areas of green/open space. Overall residential densities are comparable to those in Estate Residential or Rural Living. These neighborhoods are generally formed as subdivisions with residential uses oriented interior to the site, typically buffered from surrounding ranching and agricultural operations or other nearby development by natural areas preserved as green belts, natural open spaces or landscaped areas. Lot sizes are typically less than 1 acre and utilize centralized water and wastewater services, such as package treatment plants, that serve the cluster but do not require extension of municipal facilities.

Land Use Considerations

Primary Land Use

Single-family detached homes, townhomes and other single family attached homes

Secondary Land Use

Civic and institutional uses, parks and open space

Indicators & Assumptions

Lot size (range) less than 1 acre, but overall development densities are comparable to Estate Residential or Rural Living



■ Suburban Living (SL)

Character & Intent

Predominantly single-family housing on detached lots. Home sites are located in platted subdivisions with all utilities, residential streets, and sidewalks.

Land Use Considerations

Primary Land Use

Single-family detached homes

Secondary Land Use

Civic and institutional uses, parks and open space, neighborhood-serving retail and office

Indicators & Assumptions

Lot size less than 1 acre

Platting and utilities required



Urban Living (UL)

Character & Intent

Urban Living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike, or on foot. Housing types can include small lot, single family detached, townhomes, duplexes, condominiums, or apartments, with a small amount of local retail and neighborhood services to serve the neighborhood.

Land Use Considerations

Primary Land Use

Small Lot, single-family detached homes, townhomes, duplexes, condominiums, Apartments

Secondary Land Use

Civic and institutional uses, parks and open space, retail and commercial

Indicators & Assumptions

Densities of 6-40 units per acre



Community Commercial (CC)

Character & Intent

Community Commercial development is typically characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Commercial developments primarily provide services for residents of surrounding neighborhoods. Business types may include restaurants, local retail, medical offices, banks, and other retail and services.

Land Use Considerations

Primary Land Use

Retail and Commercial

Secondary Land Use

Civic and institutional uses

Indicators & Assumptions

Lot Size (Range) N/A

Typically 5 acres or less; 1 or 2 stories



Regional Activity Center (RAC)

Character & Intent

A Regional Activity Center is characterized by big box stores or multitenant commercial uses. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. Regional Activity Centers are accessible primarily by one mode of travel – the automobile. Buildings are typically set back from the road behind large surface parking lots, with little or no connectivity between adjacent businesses. A small amount of multi-family residential development may occur in these areas.

Land Use Considerations

Primary Land Use

Retail, commercial, apartments and condominiums, offices, business park, hotels, entertainment centers, retail, service and office uses

Secondary Land Use

Civic and institutional uses, parks and open space

Indicators & Assumptions

Lot Size (range) N/A

Typically 5 - 10 acres; 1 or 2 stories





Downtown (D)

Character & Intent

Downtown is the traditional core of economic, entertainment, and community activity for the Anna. Downtown would also be an employment center and shopping destination for residents of surrounding neighborhoods. Buildings typically stand two or more stories with condominiums, apartments or offices over storefronts. The design and scale of the development encourages active living, with a Comprehensive and interconnected network of walkable streets. The historic character of Downtown is preserved.

Land Use Considerations

Primary Land Use

Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, and service and office uses

Secondary Land Use

Civic and institutional uses, parks and open space

Indicators & Assumptions

Lot Size (range) varies from very small lots in historic area to larger lots where properties have been assembled





Entertainment Center (EC)

Character & Intent

Entertainment centers are emerging commercial centers planned or developed on large sites, including movie theaters or event venues, and based on an overall master plan. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, entertainment use, and commercial uses that serve a regional market. These centers may include a variety of housing types.

The master plan for a regional entertainment center reinforces the interdependence of uses in the development, even though the uses are typically designed as separate pods or neighborhoods. The regional entertainment center may have a traditional shopping mall, event center or lifestyle area as an anchor of the Place Type.

Land Use Considerations

Primary Land Use

Retail, commercial, offices, hotels, entertainment centers; services and office uses

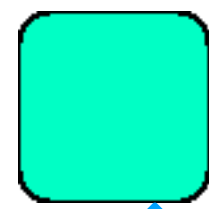
Secondary Land Use

Condominiums, apartments, and work-force housing, civic and institutional uses

Indicators & Assumptions

Lot Size (range) N/A





Transit Ready Development (TRD)

Character & Intent

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets. The development intensity and pattern focus on a potential future location for transit.

Land Use Considerations

Primary Land Use

Retail, commercial, townhomes, and work-force housing; offices, business park, hotels, entertainment centers, retail and service and office uses

Secondary Land Use

Civic and institutional uses, parks and Open Space

Indicators & Assumptions

Lot Size (range) N/A



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■ Mixed Use Center (MU)

Character & Intent

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. This Place Type typically includes a higher intensity of uses developed in an urbane style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.

Land Use Considerations

Primary Land Use

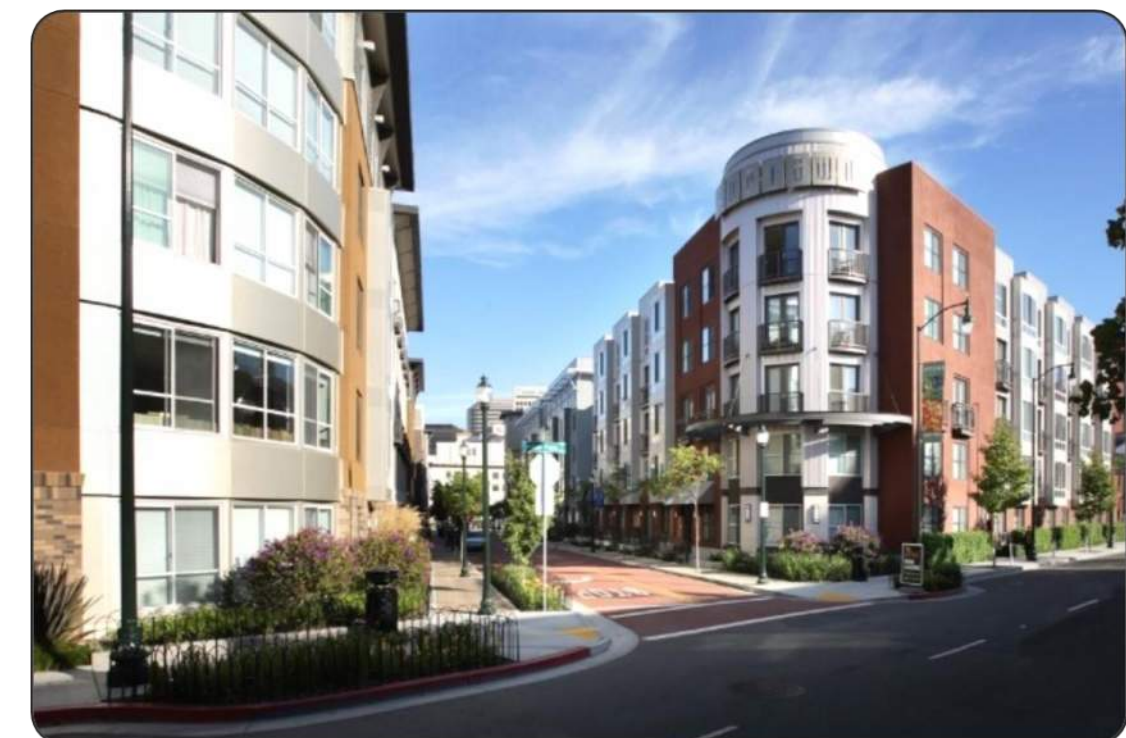
Retail, commercial, townhomes, apartments, offices, hotels, and personal service uses

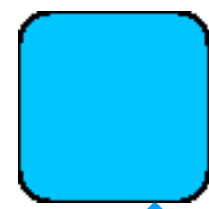
Secondary Land Use

Civic and institutional uses, parks and Open Space

Indicators & Assumptions

Lot Size (range) N/A





Employment Mix (EM)

Character & Intent

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than business Campuses. This type of development may support a variety of occupations including offices, research and development facilities, medical clinics, and business incubators. These uses are typically located with access to arterial thoroughfares, and street frontage of the businesses are appealing and have an increased level of aesthetics and landscaping.

Land Use Considerations

Primary Land Use

Offices, professional service uses, office parks, flex office

Secondary Land Use

Civic and institutional uses, parks and Open Space

Indicators & Assumptions

Lot Size (range) N/A



Professional Campus (PC)

Character & Intent

The Professional Campus Place Type generally provides office jobs and is the location for major employers as well as smaller office or professional service companies. This Place Type features large, master-planned campuses. The sites are typically well landscaped and provide opportunities for many employment uses such as corporate headquarters, institutional facilities, university campuses, and medical campuses. They typically locate near major transportation corridors and may include office parks or technology centers.

Land Use Considerations

Primary Land Use

Higher education, research and technology, professional offices, medical, restaurant, retail

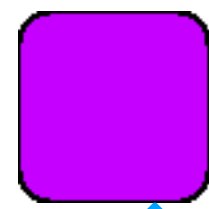
Secondary Land Use

Civic and institutional uses, parks and Open Space

Indicators & Assumptions

Lot Size (range) N/A





Manufacturing & Warehouse (MW)

Character & Intent

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They typically locate near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistic hubs.

Land Use Considerations

Primary Land Use

Manufacturing, distribution centers, technology/data centers, flex office

Secondary Land Use

Logistics, retail and office uses, training facilities, civic and institutional uses, parks and open space

Indicators & Assumptions

Lot Size (range) N/A



ALTERNATIVES ANALYSIS

Proposed Alternative Scenarios

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Alternatives Analysis Concepts

1. Baseline

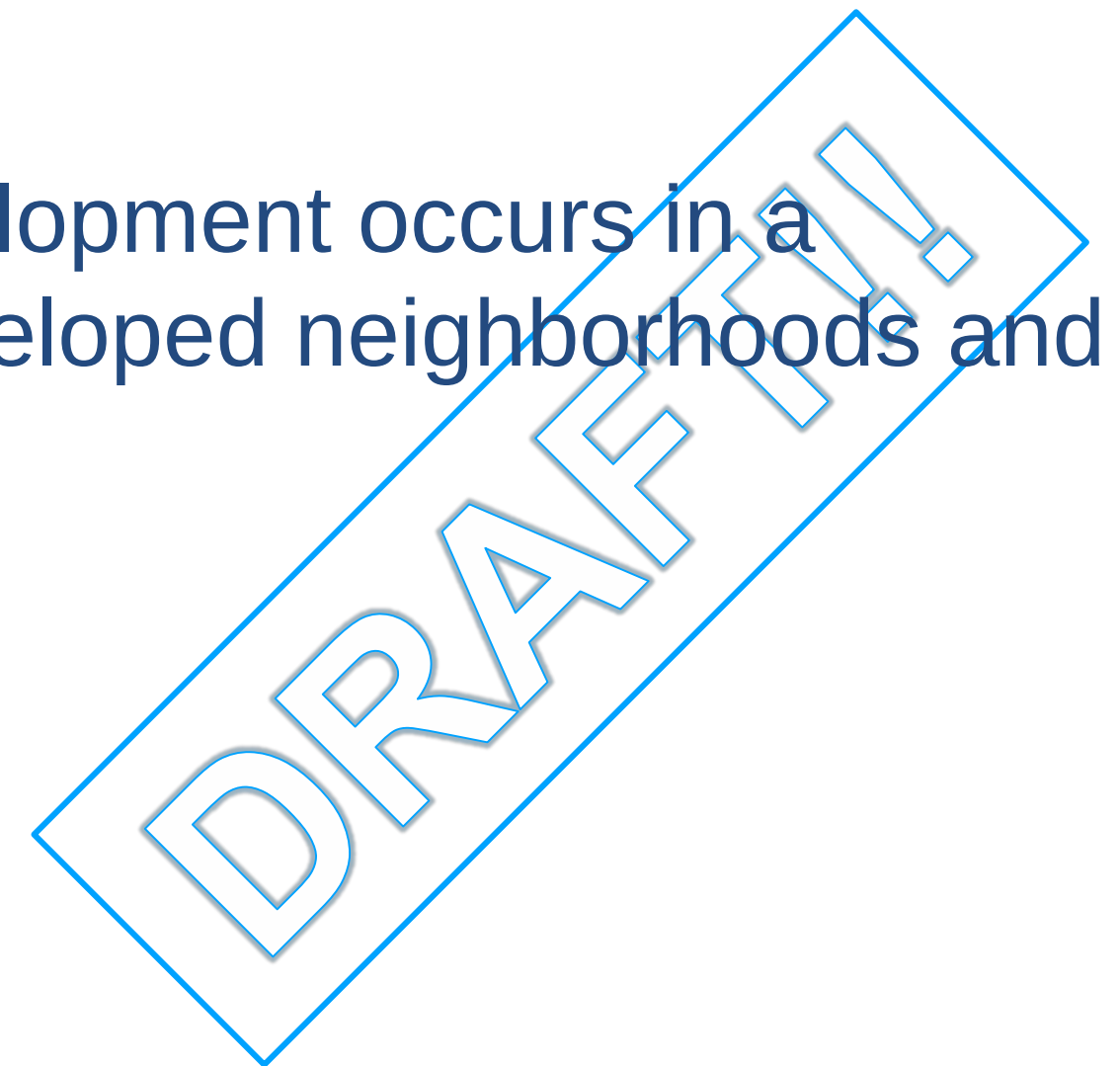
- What Anna will be like in 2050 if current trends continue.

2. Centers

- What Anna will be like in 2050 if development occurs in a series of centers, at varying intensities, that serve neighborhoods, the Anna community and regional markets.

3. Compact

- What Anna will be like in 2050 if development occurs in a compact pattern close to existing developed neighborhoods and in corridors close to major highways.



Alternative #1: Baseline

The intent of this scenario is to examine what Anna will be like in 2050 if current trends continue. It assumes:

- Continued retail development along the frontage of all major roadways
- Continued single family development, at relatively low densities, that expands outwards into the ETJ
- Completion of currently-approved but unbuilt master planned communities according to their current conceptual plans
- Continuation of current levels of service for water, sewer and transportation infrastructure

Alternative #2: Centers

The intent of this scenario is to examine what Anna will be like in 2050 if development occurs in a series of centers, at varying intensities, that serve neighborhoods, the Anna community and regional markets. It assumes:

- Regional centers are located at a few major interchanges on US 75 and Highway 121.
- Downtown becomes a major community center, with some regional attractions included.
- Smaller neighborhood centers are located at major arterial intersections where they exist today and in similar locations throughout the Study Area (city and ETJ)
- Higher density residential development is part of the mix of uses in these centers, at densities compatible with the other uses
- Existing neighborhoods remain unchanged
- Currently agricultural areas become lower-density residential areas, at typical suburban or estate densities

Alternative #3: Compact

The intent of this scenario is to examine what Anna will be like in 2050 if development occurs in compact pattern close to existing developed neighborhoods and in corridors close to major highways. It assumes:

- A mix of more intensive uses (retail, office, employment, hotel and residential) in corridors on both sides of US 75 and Highway 121
- A focus on infill development in and around Downtown
- Additional development in currently-undeveloped areas between major development where water and sewer service is available
- Beyond those areas, future development remains rural and agricultural

Joint City Council, P&Z, EDC/ CDC and Parks Advisory Board Workshop

Thank you for reviewing these background materials related to Anna 2050. We hope they are helpful in providing a context for your discussions at the Joint Workshop. We look forward to seeing you on August 11.