



# MCLENDON-CHISHOLM COMPREHENSIVE PLAN 2021-2040

APPROVED BY CITY COUNCIL ON  
SEPTEMBER 29, 2021

**City of McLendon-Chisholm**

1371 W FM 550  
Rockwall, TX 75032

(972)-524-2077

[www.McLendon-Chisholm.com](http://www.McLendon-Chisholm.com)



# **McLendon-Chisholm Comprehensive Plan**

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### Mayor and Council

Keith Short, Mayor  
Lorna Kipphut, Mayor Pro Tem  
Norman Willis, Place 2  
Trudy Woessner, Place 3  
Brian Davis, Place 4  
Dan Tucker, Place 5

### Planning and Zoning Commission

Lesley Schwalje, Chairperson  
Mark Kipphut  
Robert Rohde  
Daniela Swindoll  
Shari London  
Jody Wright, Alternate  
Brad Martin, Alternate

### Comprehensive Plan Advisory Committee

Mark Kipphut, Chairman  
Shari London  
Christian Giadolor  
Gary Nickel  
Frances Egan  
Rebecca Freeze  
Stephen Doll  
Michael Davis  
Ashley Maxfield  
Bob Hermann  
Chris Dorward  
Beverly Stibbens



## City Staff

Lisa Palomba, City Administrator  
Shelly Green, City Secretary  
Judy Hamby, Administrative Assistant  
Jim Simmons, Fire Chief  
Mark Woodruff, Code Enforcement  
Michael Halla, City Attorney

## Project Consultants

Kimley-Horn:  
Abra Nusser, AICP  
Madison Graham, AICP  
Jake Gutekunst, P.E.





## Overview

McLendon-Chisholm is a one-of-a-kind city, with residents who fiercely try to protect a peaceful way of life and wide open, green spaces. This Comprehensive Plan was created by the community utilizing relevant information from the previous Comprehensive Plan adopted in 2016, feedback from multiple sources outlined in the pages that follow, and the direction provided by the Comprehensive Plan Advisory Committee (CPAC).

The Comprehensive Plan for the City of McLendon-Chisholm is a guide for future development and redevelopment of the city and a tool to adopt policies and take actions in line with an envisioned future shared by the community. Most of the property in the City is in large lot residential, undeveloped, or agricultural uses. There are multiple subdivisions that provide for a variety of single family detached housing neighborhoods, from relatively small lots (ex. some as small as approximately 7,500 square feet in Sonoma Verde) to very large lots (ex. some as large as five acres or more), as well as a wide variety of properties for farms, ranches, and agricultural uses.

The City of McLendon-Chisholm is located between the City of Rockwall in Rockwall County and the City of Terrell in Kaufman County (the city limits and Extra-territorial Jurisdiction, or "ETJ," are almost all within Rockwall County, but a small portion in the south is within Kaufman County). Nearby communities include the City of Heath to the west and south and the cities of Rockwall and Fate to the north and west. State Highway 205 (SH 205) runs through the center of McLendon-Chisholm and connects Interstate 30 in Rockwall and US Highway 80 in Terrell. This transportation linkage is bringing traffic, development, and increased population to all of the land along SH 205 and McLendon-Chisholm is no exception. The commercial uses in the city are mainly along SH 205, and this corridor holds the city's best location potential for sales tax-generating uses (ex. shopping, dining, etc.).

The growth in value and numbers of the residential portions of the community has been significant. Over the last several years, the new growth and the evolution of McLendon-Chisholm as a city has resulted in new municipal facilities, including a new City Hall and a Public Safety Building, expanded fire protection services, and interest in the potential provision of law enforcement (in addition to the protection afforded by the Rockwall County Sheriff's Department) and in the potential of parks, recreation, and trails.

The national, State and local transportation systems provide relatively convenient access to the community and to surrounding employment centers, shopping, recreation, and entertainment. The city has steadily grown, due in no small measure to its proximity to major employment centers, its location within drivable commuting distance to and from Dallas, and its commitment to maintain a less dense, rural lifestyle.



## Chapter 1: Introduction & Plan Context

### Comprehensive Plan Purpose

Chapter 213 of the Texas Local Government Code establishes the foundation for the adoption of the Comprehensive Plan. The main purposes of the Comprehensive Plan are:

- To promote sound development of the municipality;
- To promote the public health, safety and welfare;
- To preserve characteristics that are valuable to the community while creating a vision for the near-term future of McLendon-Chisholm, as well as almost 20 years into the future through year 2040; and
- To bring the community closer to its envisioned future.

Specific objectives the Comprehensive Plan aims to accomplish include:

- Identify desired current and future public services, including essential services, and their efficient delivery;
- Encourage the development and implementation of public and private investment strategies;
- Minimize potential conflicts between existing and future land uses;
- Manage growth in an orderly manner;
- Ensure cost-effective public investments; and
- Ensure future decisions are data driven and rational for the benefit of the overall community.

***This Comprehensive Plan does not and shall not constitute zoning regulations or establish zoning district boundaries with this municipality.***

### Brief History of McLendon-Chisholm

The City began as two separate settlements, McLendon's and Chisholm, each of which was named for a prominent landowning family in the early 1850s. McLendon's was named for P. A. McLendon, a local landowner who about 1870 built a combination store, cotton gin, and blacksmith shop that remained in continuous operation until 1975. A schoolhouse and church were constructed at the same time. A post office was opened in 1880 and remained in operation until 1905. By 1896 the farm settlement had 150 residents and nine businesses.

Chisholm derived its name from Enoch Parson Chisholm, who settled on 200 acres in 1856, and from his brother, B. Frank Chisholm, a colonel in the Civil War. Enoch was not only a farmer and landowner, but a licensed preacher in the Methodist Episcopal Church, South, as well. He organized the Chisholm Methodist Church in his home in 1871 and by 1875 had constructed a small chapel, called Chisholm Chapel by the congregation, which was still standing in the 1980s. The community had two small school buildings, which were combined to form Berry Creek Academy in 1886. In 1898 this school had four rooms, four teachers, and 301 students; it was the second-largest school in the county. A Chisholm post office was opened in 1891 and remained in operation until 1905. The community's first store was built in 1890. Over the 19<sup>th</sup> Century, two prominent families emerged from Enoch Parson Chisholm, a farmer, landowner, and Methodist preacher, and P.A. McLendon, the landowner and



businessman who advanced the area by building a cotton gin, blacksmith shop, and combination store. The area steadily grew with the addition of two community schools, a post office, and a few small businesses. The City was incorporated in 1969 after the residents decided to seek rural zoning protections for their territory.

## Context for Planning

### *City Government*

McLendon-Chisholm is a Type A General Law form of government in Texas, and this Comprehensive Plan’s legal authority is bound by the McLendon-Chisholm city limits and its Extraterritorial Jurisdiction (ETJ) as displayed on the map on the following page. There are different levels of authority and governance associated with the city limits versus the ETJ, and the City’s zoning cannot be applied to the ETJ—only within the city limits.







## *New Development and the ETJ*

Recent legislative changes at the State level have amended the powers of cities and the way that cities may annex and plan. Annexation is the process of how cities may expand their boundaries into their Extraterritorial Jurisdiction (ETJ) or within a mutually agreed upon area between jurisdictions. What was once a voluntary or involuntary process, annexation now largely requires the property owner to request the annexation or for provisions within a previously executed non-annexation agreement to trigger annexation.

While some developments or property owners may not choose to be within the city's limits, there are positives to being annexed within cities. Services such as law enforcement, centralized sewer, parks, and recreation (just to name a few) are not currently offered by the City, but they could be in the future. The McLendon-Chisholm ETJ is partially controlled by Rockwall and Kaufman Counties for several administrative processes, including site development permitting within the ETJ. Areas within the city limits receive some services from the respective Counties as well, such as the Rockwall County Sheriff.

Recent legislative changes have increased powers of municipal utility districts (MUD's) and other special districts and lessened the powers of cities. Whereas the City had leverage to more easily necessitate developments to come into the city limits if they were proposed in its ETJ before, and thereby be able to control the developments on its fringes, cities are now required to pick between two non-preferred options when development is proposed in the ETJ (where a MUD is now commonly proposed since the changes) as outlined below:

1. MUD or special district outside of the city limits: Allow the MUD to develop outside of the city's limits while those residents enjoy all of the City's amenities and publicly available infrastructure (ex. roads, etc.) without paying any City property taxes, and the City will have no guarantee of the development's design or infrastructure quality.
2. Development inside the city limits with incentives: Negotiate with the developers to annex and construct the development inside the city limits, usually utilizing an incentive package as leverage, and then be forced to stretch way past where development should be with services and infrastructure extensions (ex. fire protection/stations, trash service, roads, sewer capacity, etc.) but securing the property tax and *some control* of the design of the development and its infrastructure. Under this option, negotiations are limited, and lot sizes can be requested but are usually smaller than half an acre and market driven.

Developments coming in under these two non-preferred options, either partially or completely within the ETJ, have fueled wide confusion within the community about why and how smaller lots were approved contrary to the 2016 Comprehensive Plan's policy of 1.5-acre minimum lot size. The smaller lots would have, and will almost certainly be, in the location in question in these scenarios, regardless of what the City wants or requests, under the lessening authority provided to cities in Texas by the State. In McLendon-Chisholm, where police and centralized sewer are not currently provided by the City (outside of the limited capacity on the North Texas Municipal Water District's Buffalo Creek Interceptor Line), and water-related leverage is also not available since the City is not the water provider within the city limits or ETJ, the smaller lots are even more difficult to control than in other cities in Texas with more services to negotiate with as leverage.

Until such a time that McLendon-Chisholm adds City services, such as municipal police protection, water and sewer, and parks and recreation, McLendon-Chisholm's negotiation leverage with developers will remain limited.



There may be times when it is in the City's best interest to compromise on lot sizes, density, or other requirements or standards when negotiating with developers who control large tracts, either partially or entirely within the city's ETJ, in an attempt to obtain a greater outcome overall (ex. amenities provided, design considerations, school sites, etc.), but that does not mean that the City cannot ask for the vision that McLendon-Chisholm wants to see in its undeveloped areas.

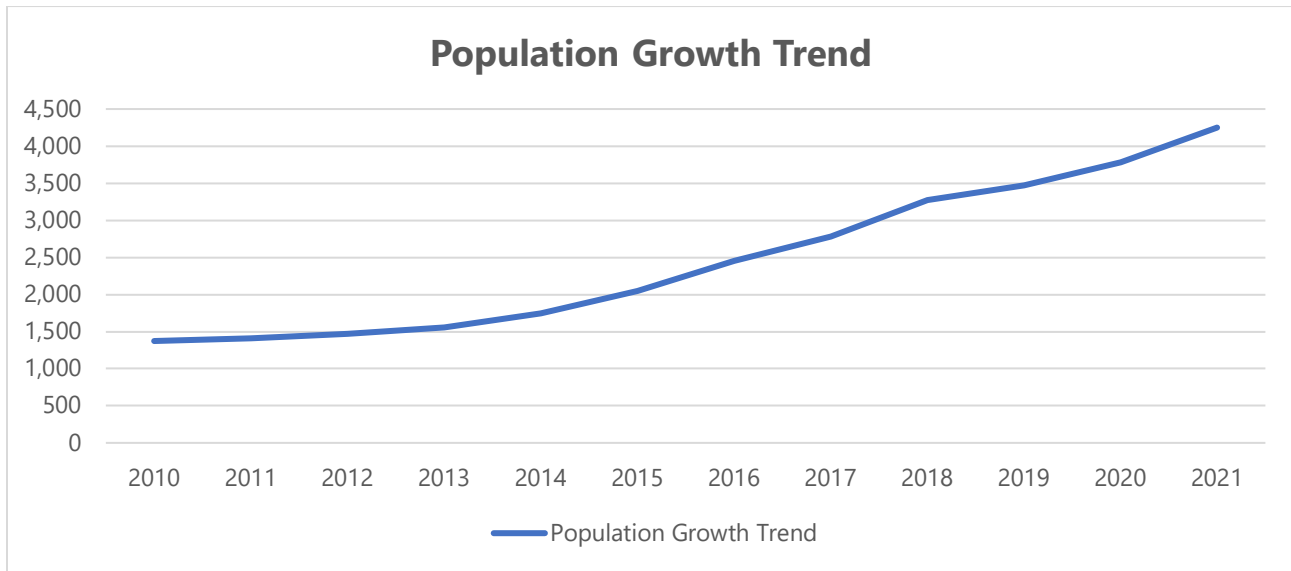
## Demographics and Population

### *Population Growth*

The City of McLendon-Chisholm has grown from its humble beginnings as two farming communities to an attractive residential community, while attempting to maintain a housing inventory that is more focused on larger lots and encouraging a more rural atmosphere. Although some lots smaller than one acre are zoned and could potentially be constructed, most community members would like for any new residential development to be on a minimum of one-acre lots or at a maximum of one dwelling unit per acre (see *Land Use & Design* for more details).

Population is growing rapidly in McLendon-Chisholm, although it is at a slower rate than some of the surrounding communities. The entire region is urbanizing, and growth is pushing out from the cores of Dallas and Fort Worth to find open land. There are a few large tracts of land undergoing active planning by their property owners for development within the McLendon-Chisholm city limits and ETJ that could change the population dramatically. The City's population in 1990 was 548 according to the 1990 US Census. The population in 2000, according to the U.S. Census Bureau, was 914. In 2010, the population grew to 1,373. In 2020, the North Central Texas Council of Governments (NCTCOG) estimated population was 3,780, and January 1, 2021's estimate was 4,250 (NCTCOG population estimates are utilized to have a more accurate and local estimate of population). Within approximately one year, the population increased by 12.4 percent. Between 2010 and 2020, the population more than doubled. Growth of residential uses and families within the city limits and the ETJ continues to grow. As the city continues to grow, the community wants to remain committed to a balance of governing policies and land use to ensure McLendon-Chisholm remains a highly sought-after community that provides a rural retreat from the growing urbanization across DFW.

Shown on the following page is a graph illustrating the past growth trends for McLendon-Chisholm in the past 10 years using NCTCOG annual population estimate data.

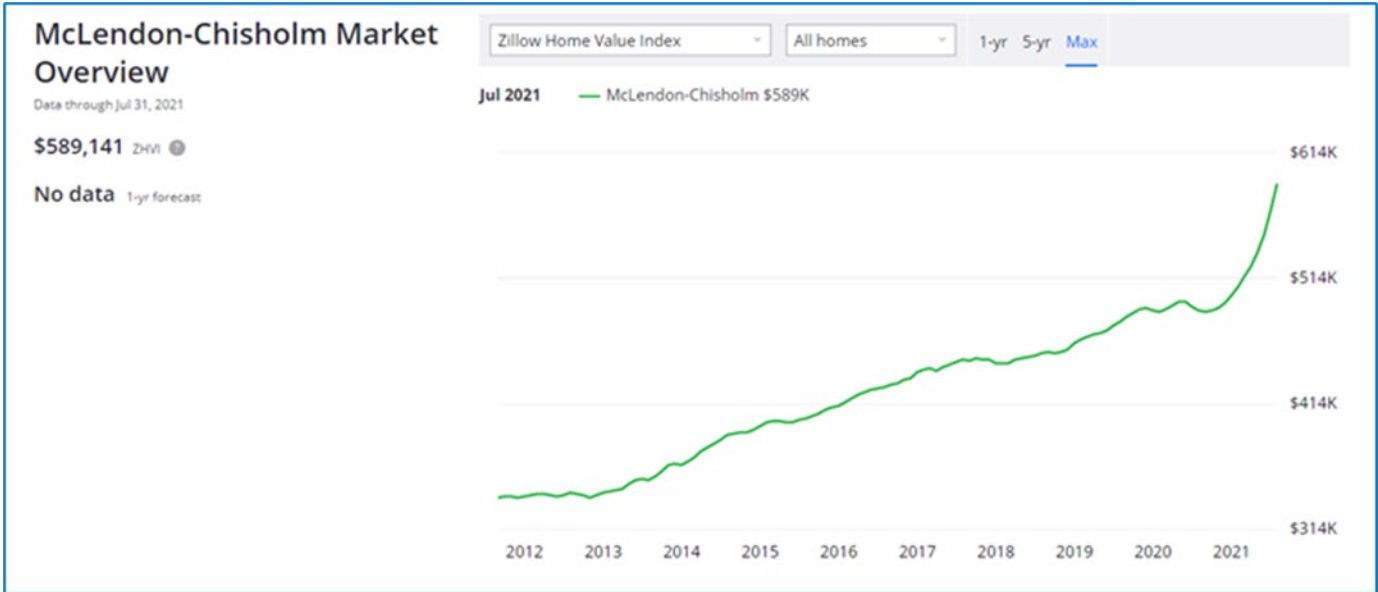


In the 2010 Census, the average persons per household (PPH) was 3.0, and in 2019, it was down slightly to 2.92. In addition to the already approved developments within the city limits, there is a substantial portion of the ETJ that will likely result in increased residential and commercial growth inside or outside of the city's limits due to very limited authority of the City to control it (see previous section regarding the State restricting City authority more and more with each legislative session), and some of that development is in active planning stages by developers and property owners.

A population of more than 25,000 by 2040 is not out of the question without unanticipated measures by State officials to give cities back powers to control growth in the ETJ, The City should actively start communicating the complexities in the ETJ to community members to manage expectations, as well as establishing standard Master Planned Community design and engineering requests of developers. This exponential growth is not consistent with what the community is expecting or what it wants, but it is the reality of what is on the horizon. The City can control all land wholly within the city limits, however, with full zoning powers.

### *Property Values*

Property values in McLendon-Chisholm have steadily increased since incorporation, even in some difficult economic times. According to Zillow.com in 2021, "The typical home value of homes in McLendon-Chisholm is \$589,141. This value is seasonally adjusted and only includes the middle price tier of homes. McLendon-Chisholm home values have gone up 20.6% [between 2020 and 2021]," and they have skyrocketed since 2013, and especially since 2020, as reflected in data shown from Zillow.com on the following page.



### *The People of McLendon-Chisholm: Consumer Profiles*

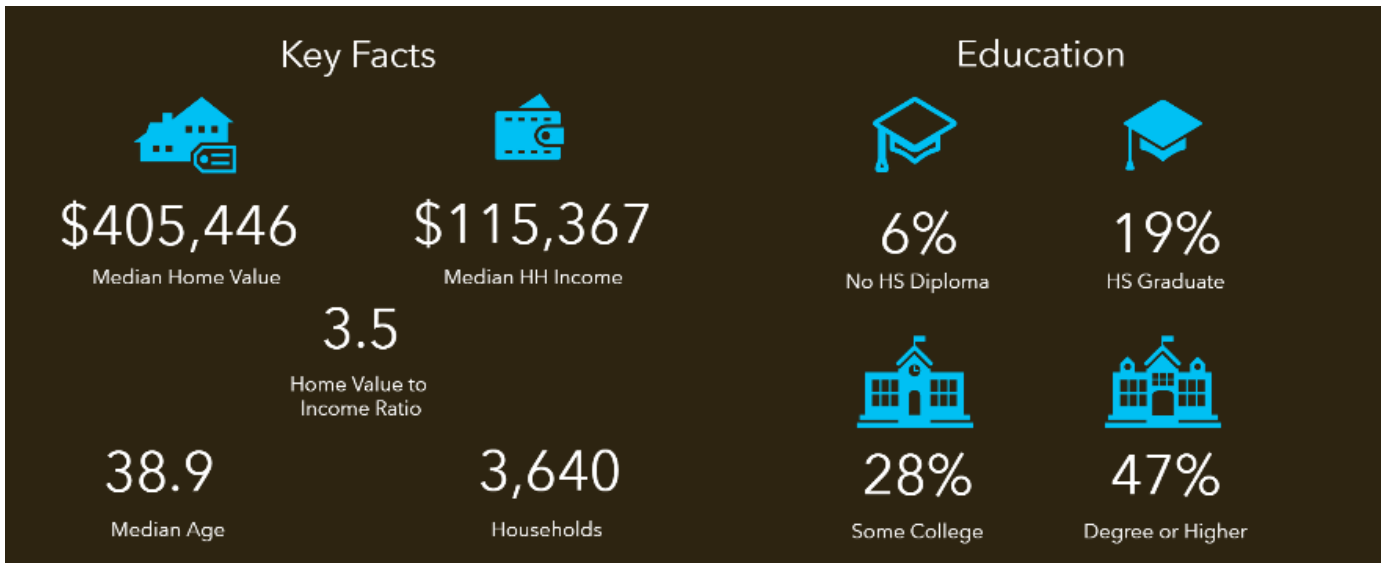
Knowing who lives in McLendon-Chisholm is important to understand just what actions the City and community members may want to take over the coming years. Provided below is a summary of McLendon-Chisholm's Tapestry Segments by ESRI. People have unique needs, spending patterns, and backgrounds, and understanding those profiles of the city's residents inform the customization of the Plan to who lives in the city. Tapestry Segmentation classifies US neighborhoods into 67 unique segments based on demographics and socioeconomic characteristics. There are three main ESRI Tapestry Segments represented in McLendon-Chisholm, including Soccer Moms, Professional Pride, and Green Acres. The descriptions are broad generalizations, and more information on each can be found in Appendix A. Below are summaries of each segment from ESRI:

1. **Soccer Moms:** Soccer Moms is an affluent, family-oriented market with a country flavor. Despite its name, this category includes more than just moms—it includes men who fit the demographic as well. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. People in this category typically enjoy more suburban environments to escape the hectic pace of being in families with two working parents and growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.
2. **Professional Pride:** Professional Pride consumers are well-educated, career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income is more than twice the US average. They take pride in their newer homes and spend valuable time and energy upgrading them. Their homes are furnished with the latest in-home trends, including finished basements, or separate areas of the house here in Texas, equipped with home gyms and in-home theaters.



- 3. Green Acres: The Green Acres lifestyle features country living and self-reliance. People in this category are avid do-it-yourselfers, maintaining and remodeling their own homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking, camping, and golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Provided below are additional characteristics of the local population per ESRI in 2021:



While data sources on home values may vary, it is important to note that McLendon-Chisholm’s residents are well-educated, actively engaged, and have personal incomes and home values well above County, State and National averages.

### Community Engagement

Community Engagement is an essential part of the development of the Comprehensive Plan. The planning process involved extensive collaboration with the community through a Community Survey, an in-person Community Forum, a Digital Community Forum, stakeholder interviews, three meetings with the Comprehensive Plan Advisory Committee (CPAC), and several meetings with the Planning and Zoning Commission and City Council. CPAC also met informally throughout the duration of the project with groups of local citizens, led by the CPAC Chairman. Each section of the Comprehensive Plan starts with a brief summary of the community feedback about the section topic but does not provide the totality of feedback on each issue. Provided below is an illustrative timeline of the planning process, which was completed in approximately six months from start to finish.

#### Project Timeline



### Community Survey

- Active on the Digital Project Hub from March 29 – April 20, 2021
- Community Survey Report produced

### CPAC Meeting 1

- April 12, 2021
- Covered comprehensive planning process and gathered feedback

### Community Forums

- In-Person Community Forum occurred on May 15, 2021
- Digital Community Forum was active on the project website from May 17 – May 23, 2021

### CPAC Meeting 2

- June 23, 2021
- Discussed Vision Statement, draft Future Land Use Plan, and draft Master Thoroughfare Plan

### Stakeholder Interviews

- Occurred between April and June 2021
- 10 Stakeholder interviews completed

### TxDOT Focus Group

- June 9, 2021
- Discussed design and options relating to SH 205 expansion

### CPAC Meeting 3

- July 12, 2021
- Discussed draft Comprehensive Plan Concepts and Highlights

### P&Z and City Council Meetings

- Multiple meetings with elected and appointed officials were held throughout the planning process.

## *Community Survey*

A Community Survey was completed to better understand the community's perceived strengths, weaknesses, opportunities, and threats of McLendon-Chisholm, as well as levels of satisfaction, communication preferences, and general feedback. The Community Survey was open for three weeks and gathered 343 total responses (nine percent of the population), which is very high compared to the healthy city minimum response rate of two percent.

According to the Survey results, McLendon-Chisholm is a community with high levels of satisfaction that takes pride in the city's rural/country lifestyle and the extensive open space and undeveloped agricultural land. Major



strengths of McLendon-Chisholm reported by the Community Survey include the rural/country feel, large lot residential properties, and public safety. As the city continues to grow, attracting new businesses is seen as a positive, but respondents want growth to be done in a planned and strategic way. Respondents were worried that current infrastructure and utility constraints could hinder growth in the future and want the City to stay on top of public safety, planning, and fiscal sustainability. Respondents wanted more restaurants, a grocery store, and retail so that travelling outside of town to run basic errands is not necessary.

Many Survey respondents were open to new businesses but ultimately do not want the city to lose its small-town, rural feel. SH 205 was at top of mind on respondents, and it is a desired improvement in terms of capacity, design, and adjacent development. Parks and recreation, including trails and bike lanes, was highly desired among many Survey respondents. McLendon-Chisholm has some opportunities to explore common ground on what is desired for the City to provide, what the services or improvements cost, and the methods to fund them. Below is an illustrative and generalized summary of the top Strengths, Weaknesses, Opportunities, and Threats identified in the Survey:



**TOP STRENGTHS**

- 1 RURAL/ COUNTRY FEEL/ OPEN SPACE
- 2 LARGE LOT RESIDENTIAL/ LOW DENSITY
- 3 PUBLIC SAFETY (INCL. NEW FIRE DEPT. UPGRADES)



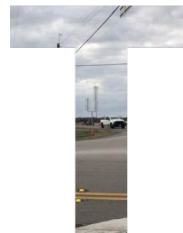
**TOP WEAKNESSES**

- 1 INFRASTRUCTURE (INCL. DRAINAGE, ROADS, & TRAFFIC)
- 2 LAND USE MIX/ LACK OF COMMERCIAL
- 3 GROWTH/ DEVELOPMENT/ PLANNING



**TOP OPPORTUNITIES**

- 1 LAND USE MIX/ MORE COMMERCIAL
- 2 AMENITIES/ PARKS/ RECREATION
- 3 INFRASTRUCTURE (INCL. DRAINAGE, ROADS, & TRAFFIC)



**TOP THREATS**

- 1 INFRASTRUCTURE (INCL. DRAINAGE, ROADS, & TRAFFIC)
- 2 SMALLER RESIDENTIAL LOT SIZES/ HIGHER DENSITY
- 3 OVER-DEVELOPING/ OVER-POPULATING

*Community Forums*

Two Community Forums were held, including one in-Person Community Forum and one digital Community Forum which took place on [www.PlanMCTX.com](http://www.PlanMCTX.com). Several stations in both Community Forums summarized information about the project to orient attendees as they walked in and online attendees when they visited the digital Community Forum.

The in-person Community Forum was held on May 15, 2021, at McLendon-Chisholm City Hall from 10:00 am to 2:00 pm, come-and-go. Fifty-four people signed in for the in-person event, but more people may have attended and did not sign in. Some stations asked participants to collaborate and identify priorities, place a dot on a map



for location-based feedback, and/or write a comment response or start a discussion. Other stations were informative on several themes that emerged from the 2021 Community Survey including (but not limited to):

- Lot Size and Density:
  - This station focused on the relationship between lot size and open space by presenting two development patterns that offer the same number of lots in each subdivision but utilize minimum lot size or maximum density.
  - There was a strong positive association with low density development.
  - Concerns with the maximum density approach related to potential development in the future happening in reserved green space, and discussion with facilitators outlined options to mitigate this concern, such as zoning and deed restrictions.
  - Strong positive association with the green spaces and tree preservation opportunities with the maximum density approach.
  
- Parks and Recreation:
  - The in-person Community Forum attendees voted 31 to 11 in favor of a need for city parks, greenspaces, and gathering spaces. If parks were to be developed, people prefer to include walking trails, bike paths, connectivity of neighborhoods, water features, and children’s equipment. Of the responses gathered, some comments were:
    - A desire for smart fiscal spending
    - Require commercial development to incorporate green spaces
    - Wait to develop City parks until the tax revenue is generated to maintain them
    - Town square park development is desirable
    - Utilizing parks in the surrounding areas is sufficient
    - Utilizing private residences for open space is preferred
  - The comments above are a sampling and do not represent consensus or frequency of comments.
  
- Mobility Priorities:
  - The Mobility Jars of the Future activity was designed to gather the community’s priorities for mobility, connectivity, and transportation.
  - Participants discussed the traffic on State Highway 205 and its impact on their commute to work and regular trips to amenities and destinations within the area. Generally, people were interested in expansion of the road network so long as it limited congestion and was safe for passengers.
  - The top three priorities identified from this activity include (1<sup>st</sup>) Commuter Delay and (tied for 2<sup>nd</sup>) Health & Safety and Recreation



- Public Safety and Emergency Services:
  - Participants were presented with three potential options for addressing public safety service in the future, and feedback reflected support for the City entering into a paid contract for Police services with the County or similar arrangement, but some wrote in comments about smart City spending and expressed wanting a gradual transition to the City creating a Department of Public Safety and cross-training employees to serve Police, Fire, and EMS purposes, so that the City can create a Public Safety department without a perceived sudden increase on taxpayers.
- Popular Destinations:
  - Most respondents indicated that they choose to shop and eat out in Rockwall and Heath. Sit down and family style restaurants, as well as grocery stores and home improvement stores were popular. Some other destinations near McLendon-Chisholm were the Chisholm Country Store and Café, and Italian Village.
  - Attendees for the in-person Community Forum came from various parts of the city and ETJ and represented most developed areas and indicated they work in Dallas, Plano, DFW, Las Colinas, Rockwall, and Rowlett. The second most popular working location was from home.

The digital Community Forum was held on May 17-23, 2021, on [www.PlanMCTX.com](http://www.PlanMCTX.com). The Forum was set up to complement, not duplicate, the in-person Forum. The Forum was interactive and engaging and addressed the most prominent challenges and popular topics that emerged from the 2021 Community Survey and first Comprehensive Advisory Committee meeting including (but not limited to):

- Downtown Development:
  - Respondents primarily supported a Downtown, and feedback generally noted a Downtown designed for McLendon-Chisholm should:
    - Locate along SH 205 and FM 550
    - Tie in the rural nature and environment
    - Include small and unique shops and uses
  - Feedback noted creating a special destination for the community that is successful without having to attract large crowds, including:
    - Small shops and businesses
    - Gathering spaces and trails
    - Local events and traditions
- Housing:
  - The Minimum Lot Size and Maximum Density board from the in-Person Community Forum was provided with a housing survey in the digital Community Forum. Each question included a comment box for each respondent to describe why they chose their specific answer.
  - Many respondents liked the rural feel of larger lots and natural, preserved open land. Many respondents expressed a strong desire to preserve a country feel and sought to reduce traffic, maintain high property values, and keep crime low. Most respondents preferred to see no increase in housing density, while some were open to the idea if administered properly.

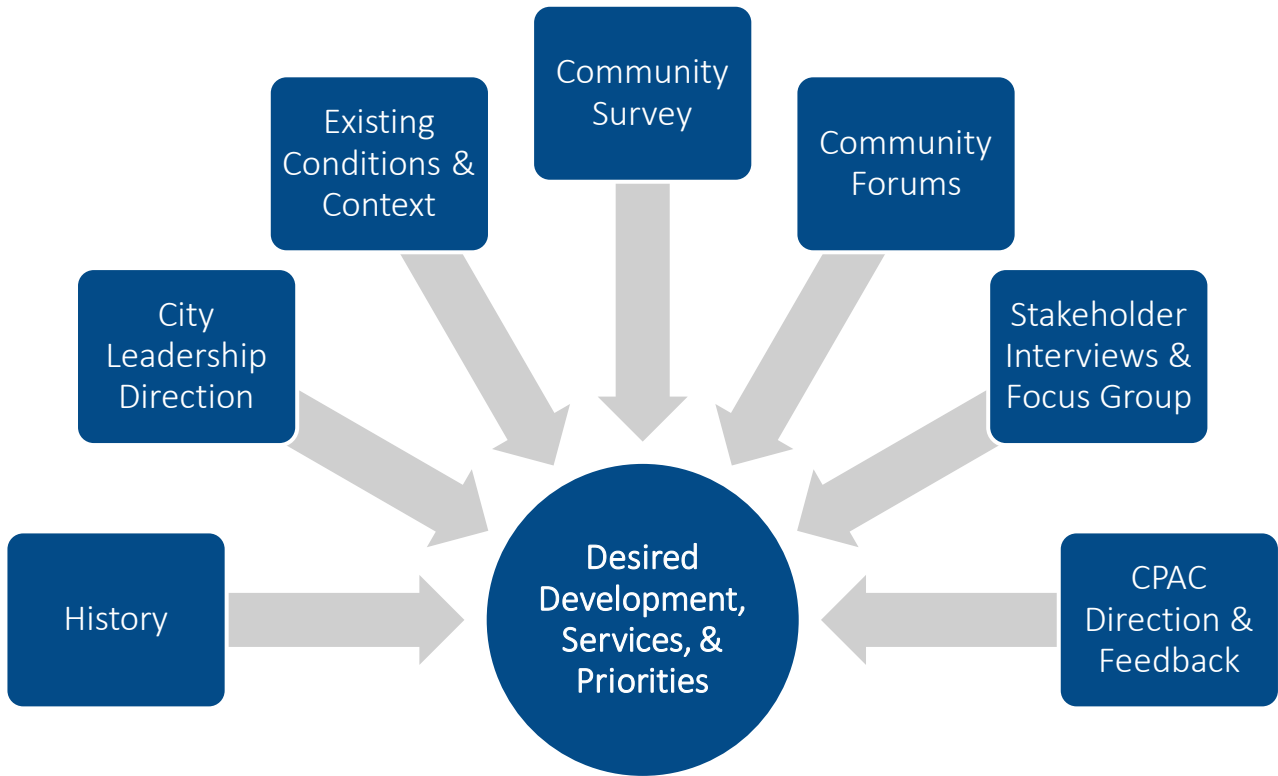


- Location-Based Feedback:
  - The Collaboration Map in the digital Community Forum included the opportunity to add specific comments on geographic locations within McLendon-Chisholm. This map provided a space for participants to comment on something they like, something they think needs improvement, a comment or idea, and/or an area specific comment. Below are some topics within each category from the Collaboration Map that were discussed by participants:
    - Something I like:
      - Low density residential
      - Sustainable agricultural businesses including plant nursery and tree farm
      - Privately owned open/green space
    - Comment or Idea:
      - Grocery store
      - Small, local shops
      - Low density residential
    - Needs Improvement:
      - Residential developers leaving roads in poor condition
      - Public road maintenance
      - Private road maintenance assistance
    - Area Specific Comment:
      - FM 550 at SH 205 – dining, coffee shop, retail, outdoor farmers market
      - Better signage for businesses along SH 205
      - Ensure new developments are low density



## Vision Framework

The Vision Framework, or Vision Statement, for a comprehensive plan is a key result from the planning process. In McLendon-Chisholm, the following factors informed the Vision Framework:



The Vision Framework contains three components, or “spheres,” shown on the following page: what McLendon-Chisholm is deeply passionate about, what it can be the best at, and what fuels the City’s economic engine. Decisions and priorities for McLendon-Chisholm should be evaluated utilizing the Vision Framework. Where developments, actions, expenditures, and priorities are at the intersection of the spheres, the most effectiveness results.



## Comprehensive Plan Vision Framework



Provided below are short explanatory statements for each of the Vision Framework elements, which generally represent the desired development, services, and priorities. The statements are meant to provide elaboration but not entirely describe all facets of each item. The Vision Framework should grow and evolve with McLendon-Chisholm, and conversations should continue about its contents to further refine the vision together over the coming years.

### *Deeply Passionate About*

#### Rural Heritage, Green Spaces & Natural Areas

Green spaces and natural areas are critical to our rural and country atmosphere that we treasure. We will preserve our agricultural land, green spaces, and natural areas to stay true to our rural heritage and the original reason that McLendon-Chisholm decided to incorporate.



### Neighborly Kindness

We care about being hospitable. We feel that being kind and helpful, to keep the small-town feel we have, is essential. Policies and development should foster high quality and family-oriented neighborhoods.

### Maintaining Country Feel

McLendon-Chisholm is full of wide-open areas, and we aim to support developments that promote the character of the existing community. The design of our community should showcase country living and our rural atmosphere and have limited commercial development.

### Low Density Residential Development

Ensuring that new residential development or redevelopment is at least one-acre lot sizes (exclusive of floodplain or rights-of-way) or a maximum of one dwelling unit per acre (depending on which Future Land Use Designation) is very important to us. We do not want McLendon-Chisholm to be overcrowded.

### Being Great Fiscal Stewards

The City will spend money wisely on services necessary to continue the McLendon-Chisholm way of life. Limited government spending on essential expenditures, in addition to strategic economic development efforts to sustain revenues, is key to our success.

### Community Safety & Security

We are passionate about the safety and security in McLendon-Chisholm. We support providing a safe environment for all that live, work, or visit here.

## *The Best At*

### Planned & Controlled Development

Development will be consistent with the community's existing character, look, and feel or otherwise positively contribute to the McLendon-Chisholm brand. Agriculture, farmland, and green spaces will be preserved, and we will apply our vision to potential developments within and outside the city limits to ensure we are always pushing for the best quality we can get.

### Peaceful & Quiet Retreat from Urban Life

We will continue to be an oasis from the more urban environments. Our way of life places high value on space, nature, and serenity.

### Dark Sky Community Designated

Our rural and country feel will be best protected by ensuring that we become designated as a Dark Sky Community. The IDA's Five Principles for Community Outdoor Lighting will be required and applied. *(further described below)*

### Scenic City Certified

We strive to become certified as a Scenic City through earning points for standards relating to landscaping, tree planting, and sign regulation. This differentiator will promote the beauty of our community and will contribute to maintaining the city's rural heritage and charm. *(further described below)*

### Grassroots Community Events

As a community of limited spending, our residents, organizations, and businesses take pride in hosting events for the community through independent efforts, in partnership with the City through advertisement on City mediums as applicable. Our events positively contribute to our quality of life and community bonds.



### Transparency & Community Engagement

We value sharing our story within the community and beyond, as well as providing meaningful collaboration and feedback opportunities. We provide timely, accurate, and relevant information proactively for the community to keep informed on City matters.

### *Fuels Economic Engine*

#### Conservative Spending

The City will continue to be conservative in spending of taxpayer funds. Priorities consistent with our Vision will be assessed on an annual and longer-term outlook to ensure fiscal vitality.

#### Brand & Identity

McLendon-Chisholm will emphasize the City brand by creating gateway features and branding elements that highlight our rural Texas traditions. The City's brand showcases who we are, our identity, through development, improvements, design, and communications.

#### Country Living Activity Centers

Small pockets of peaceful, quiet, and charming activity will provide opportunities for commercial or gathering spaces. Country Living Activity Centers can take the form of a small park, a plaza, an open pavilion, or a small group of shops or businesses (among other options).

#### Commercial Opportunities along SH 205 and FM 550

SH 205 and FM 550 will be the main locations for commercial uses, although mixed uses are encouraged as described further in the plan throughout other areas. Commercial development should be modest, quaint, and small.

#### Diversified Tax Base

We diversify our tax base by encouraging small, locally-owned businesses and other desirable uses to locate in McLendon-Chisholm to complement our predominantly residential uses. Diversifying the tax base can reduce burden on residential taxpayers and contribute to a great quality of life for residents and visitors alike.

#### Data-driven Decision-making

We will utilize data, including community feedback and collaboration, as policies and issues are developed and addressed. We recognize that injecting data and tangible feedback into our conversations will better inform our decisions for maximum efficiency and greatest resident satisfaction.

As part of the Vision Framework, "Dark Sky Community Designated" and "Scenic City Certified" are two application processes and associated standards that the City can pursue to achieve some of its objectives relating to agricultural heritage, safety, and rural/country feel. Provided below are summaries of each:

#### [Dark Sky Community Designated](#)

The International Dark-Sky Association (IDA) is an organization aimed to reduce light pollution in city night skies. Their International Dark Sky Places designation is a program that encourages communities, parks, and protected areas around the globe to protect and preserve dark sites through responsible lighting policies and public education. An IDA International Dark Sky Community is a town, city, municipality, or other legally organized community that has shown



exceptional dedication to the preservation of the night sky through the implementation and enforcement of a quality outdoor lighting ordinance, dark sky education and citizen support of dark skies. Dark Sky Communities excel in their efforts to promote responsible lighting and dark sky stewardship and set good examples for surrounding communities.

The IDA has five principles for community outdoor lighting to reduce light pollution:

1. Install lighting only when and where it is needed.
2. Shield your lights so they shine down on the ground, which reduces harmful glare and decreases skyglow.
3. Light should be no brighter than necessary.
4. Use controls such as timers, dimmers, and motion sensors on outdoor lights.
5. Use warm color lights where possible. Limit the use of harmful blue wavelength lighting.

Source: [International Dark-Sky Association](#)

### Scenic City Certified

The mission of the Scenic City Certification Program is to support and recognize Texas municipalities that implement high-quality scenic standards for public roadways and spaces. The Scenic City Certification Program provides a proven, highly regarded tool to Texas cities for assessment, evaluation, and recognition of infrastructure standards. The benefits of becoming Scenic City Certified include obtaining expert third-party evaluation of existing standards, forming a basis for continual review and analysis of development plans, creating a platform to educate citizens on the impact of local regulations, and supporting economic development efforts. Any Texas city can apply to become Scenic City certified through a review of municipal infrastructure ordinances as they relate to public roadways and public space. Official certification can be earned by cities through assessments relating to the three major categories in the Program:

- Landscaping,
- Tree planting, and
- Sign regulation.

Source: [Scenic City Certification Webpage](#)



## Chapter 2: Fiscal & Economic Vitality

### Feedback Summary

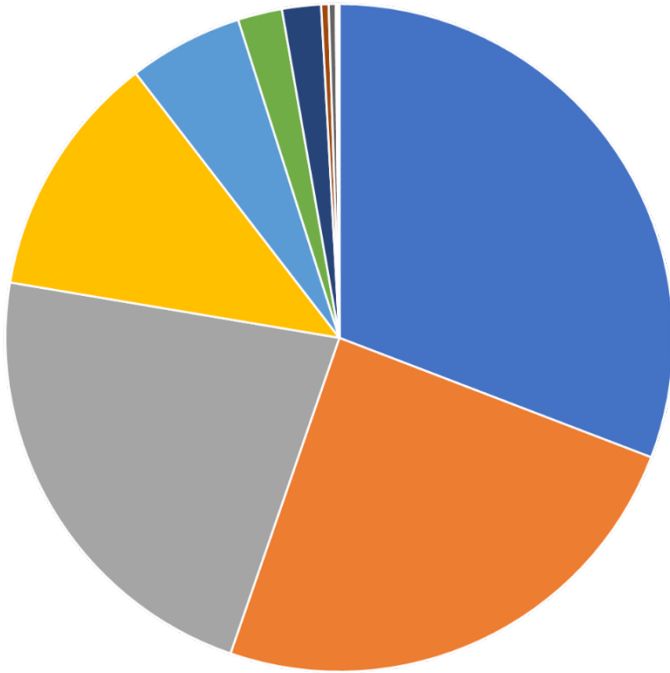
Fiscal and economic vitality are important to the community. Strategically placed commercial development is desired along SH 205 and FM 550, most community members prefer mostly large lot residential development throughout the city to remain fairly rural and to preserve the existing open space. Conservative spending and prudent use of taxpayer dollars was a frequent theme that came up throughout the planning process. Key tenets of economic and fiscal vitality (i.e. "fiscal rules of thumb") were discussed in the planning process, such as housing diversity, growth in the core (instead of the fringes), diversification of the tax base, and mixed-use development, but there is significant resistance by many within the community to fully implement these concepts for fear of losing or adversely affecting McLendon-Chisholm's green spaces and rural feel.

### Existing Conditions

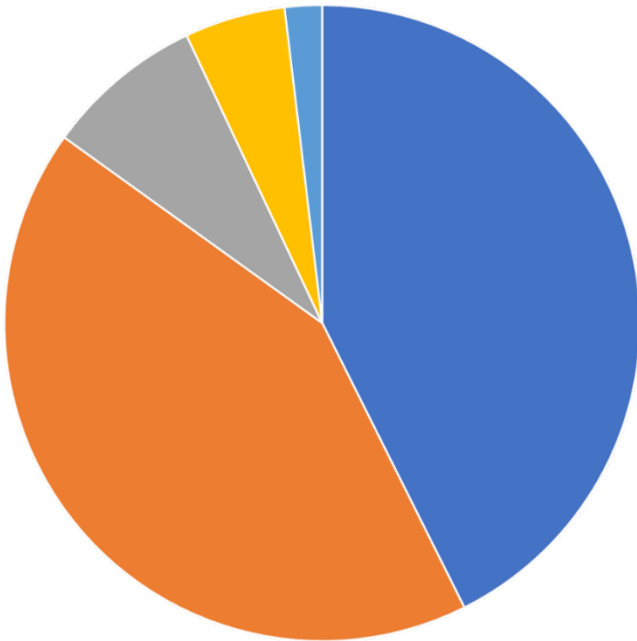
Below is a list of observations made from the existing conditions of McLendon-Chisholm's economic and fiscal conditions:

- The tax base is heavily reliant on a homogenous, single-family residential housing type.
- Economic development expenditures are limited due to the property tax refund program with sales tax revenue.
- Sales tax revenue is constrained due to limited commercial zoning and development.
- The growth rate is uncontrolled due to limited authority of cities in Texas to influence development partially or completely in the ETJ.
- Existing zoning does not permit or encourage market adaptation to community vision for diversification of tax base.
- Approximately 80 percent of City expenditures are dedicated to operation of limited essential services for the city, with 20 percent dedicated to capital expenses, debt services, and occupancy expenditures.
- The largest revenue the City has is from property taxes and building permit income, followed by sales tax revenue. The top three categories make up approximately 85 percent of the City's total revenue budget. Sales tax comprises approximately 16 percent of the City's revenue, but 25 percent of sales tax revenue is dedicated for property tax relief.
- The City does not have centralized sewer and it does not own/operate its own water supply and service. Purchasing the Certificate of Convenience and Necessity (CCN) and providing the associated infrastructure assets to own the water supply and service would cost significantly and would necessitate capital construction and growth in City Staff numbers to manage the various components of the system, billing, construction, and maintenance. Similar constraints are present relating to providing centralized sewer in terms of cost, construction, growth in City Staff numbers, etc. The City is exploring logistics, costs, and operational considerations to mitigating current water and sewer challenges, including purchasing the associated CCN's, which may be necessitated to serve existing and future residents and businesses.

*McLendon-Chisholm FY 2021-2022 Approved Budget Summary*



McLendon-Chisholm Fiscal Year 2022 Revenue			
Pie Chart Color	Revenue Item	Dollar Amount	Percentage
Blue	Ad Valorem Tax	\$ 1,113,267.00	30.8%
Orange	Sewer Utility Revenue	\$ 883,569.00	24.5%
Grey	Building Permit Income	\$ 808,000.00	22.4%
Yellow	Sales Tax Revenue	\$ 430,000.00	11.9%
Light Blue	Franchise Income	\$ 200,000.00	5.5%
Green	County Contract	\$ 77,500.00	2.1%
Dark Blue	Development Income	\$ 68,000.00	1.9%
Brown	Septic Fees	\$ 13,000.00	0.4%
Dark Grey	Interest Income	\$ 12,161.00	0.3%
(N/A)	Hotel Occupancy Tax	\$ 3,400.00	0.1%
(N/A)	Credit Card Fee Revenue	\$ 1,750.00	0.0%
(N/A)	Food Enforcement	\$ 1,200.00	0.0%
<b>Total:</b>		<b>\$ 3,611,847.00</b>	<b>100%</b>



McLendon-Chisholm Fiscal Year 2022 Expenditures			
Pie Chart Color	Revenue Item	Dollar Amount	Percentage
Blue	Operating Expenditures	\$1,243,549.00	42.6%
Orange	General & Administrative Expenditures	\$1,234,448.00	42.3%
Grey	Capital Expenditures	\$235,000.00	8.1%
Yellow	Debt Service	\$149,463.00	5.1%
Light Blue	Occupancy Expenditures	\$55,300.00	1.9%
<b>Total:</b>		<b>\$2,917,760</b>	<b>100%</b>



## Analysis

Although several of the “fiscal rules of thumb” are not consistent with some community feedback, there were some areas of consensus when it comes to fiscal matters. It will be important for McLendon-Chisholm to implement other areas of this Plan, such as rezoning consistent with the updated Future Land Use Plan, for maximum fiscal benefit. In terms of water and sewer service, adequate water service for fire flows can be potentially affected if water supply for residents and the city overall are not addressed. Insurance rates for residents and growth control can be positively impacted by securing water service and infrastructure at a minimum.

## Vision

McLendon-Chisholm promotes a civic lifestyle that encourages community activities and interactions, connecting residents through digital, cultural, and social interactions. To achieve this, community differentiators have been identified to carry this vision. The vision for Fiscal and Economic Vitality incorporates the City’s community differentiators identified in the Vision Framework, including:

- Planned and Controlled Development: Growth will be strategically placed along key corridors to preserve existing open space and agricultural land uses that exist throughout the city;
- Peaceful and quiet retreat from urban life – maintaining a rural lifestyle by developing in a low density and low intensity;
- Grassroots community events; and
- Governmental transparency and community engagement.

McLendon-Chisholm will implement fiscal vitality best practices, such as allowing mixed-use zoning to benefit from higher revenues per acre. Mixed land uses, either in one building or on one property, encourage walkable development, reduce automobile dependency, and reduce traffic congestion. The City will be able to gather higher sale tax revenues from local businesses and boutiques that are supported by the people who live nearby.

McLendon-Chisholm will focus commercial growth in the core of the city along key corridors. SH 205 will be widened in the future, and once that project is complete, the City can capitalize on regional traffic by lining the street’s frontage with modest businesses that provide a quaint and country feel. Focusing commercial growth and activity nodes on the City’s main corridors (SH 205 and FM 550) will diversify the tax base and bring additional sales tax revenues to the City to reduce burdens on residential taxpayers and provide stability during times of economic instability.



## Actions

- Planned and Controlled Development
  - Develop a set of standards that are typical for developments proposed partially or completely within the ETJ, including parkland dedication and development requirements, internet fiber, walkability and connectivity, water supply/service, sewer treatment/service, and illustration of compliance with the Vision Framework.
  - Create a Heritage Park using the City land around City Hall for a communal gathering space.
  - With each year's annual budget process, include an evaluation of the desired set of City services and improvements for the next five years as part of a long-range budget outlook. The five-year evaluation should include a Capital Improvements Program (CIP) for any large/expensive City construction or equipment. Assistance from a consulting planner and engineer may be required for associated technical components and cost estimates.
  - Create an economic development policy and strategies to bring in at least 10 new businesses consistent with the Vision Framework by 2031 (**"10 in 10"**).
  - Establish a set of tools, in consultation with the City Attorney, that the City can utilize in negotiations with developments partially or completely within the ETJ.
  
- Peaceful and Quiet Retreat from Urban Life
  - Develop a City slogan compatible with "quiet rural living" in McLendon-Chisholm (or something similar to reflect the essence of McLendon-Chisholm) for use in City-wide brand and identity efforts.
  - Revise the zoning and subdivision ordinances to promote the sustained preservation of peaceful quality of life and rural elements, such as:
    - Ecological diversity through green infrastructure and restoration of environmentally sensitive areas regulations;
    - Tree preservation and native plant list for residents to use and developers to follow;
    - Dark sky lighting standards consistent with pursuing the associated Dark Sky Community Designation;
    - Flexibility in administrative approval for emerging low-intensity agricultural industry uses, such as limited scale aquaponics, clean/light industrial, and agricultural research uses; and
    - Regulations consistent with pursuing Scenic City Certification.
  - Apply for Dark Sky Community Designation upon completion of associated ordinance updates.
  - Apply for Scenic City Certification upon completion of associated ordinance updates.
  
- Grassroots Community Events
  - Establish a Community Events Committee to lead planning and implementation efforts for four community-led events per year.
  - Re-establish at least one signature community event celebrating the city's rural heritage or relating to an agritourism experience (ex. pumpkin patch or Christmas on the Farm, etc.).



- Transparency and Community Engagement
  - Formalize a tradition to hold two Town Hall meetings per year to discuss community happenings and answer questions, to include streaming online.
  - Upgrade the audio/visual equipment and associated software in City Hall to improve sound and video quality for streaming public meetings live and on-demand online.
  - Create a list of homeowner's association and neighborhood group leaders to be registered with the City and contacted directly, concurrent with public notice, when significant public hearing items are on the agenda for any board or commission.
  - Establish an online suggestion form on the City website and respond to and discuss comments regularly with City Leadership as applicable.



## Chapter 3: Land Use & Design

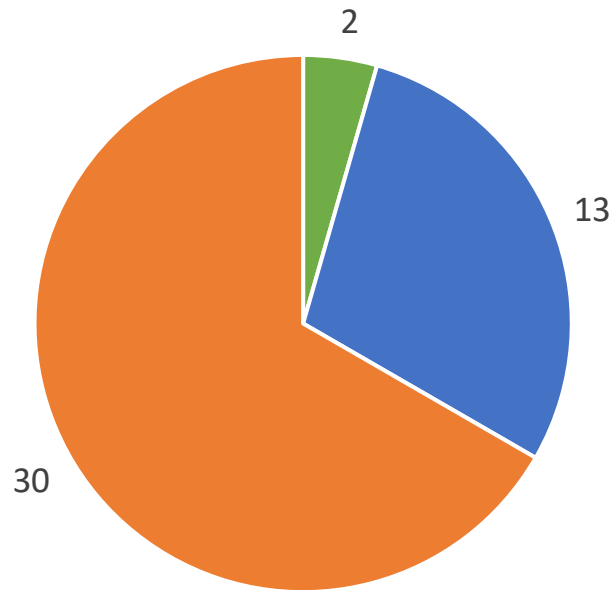
### Feedback Summary

As McLendon-Chisholm continues to grow, it's important to plan for what level of development the community wants and what associated priorities are desired to fund with limited resources. The "McLendon-Chisholm has Choices" activity held at the in-person Community Forum was an interactive station that asked participants to choose their preferred level of urbanization for McLendon-Chisholm and that provided a corresponding number of coins for illustrative spending. This station helped to represent the varying level of City tax dollars that can be generated based on level of development and choices of services and amenities the City can fund based on each to help connect expectations with development choices. Participants were asked to choose "Fairly Rural (two coins in a coin pack)," "Moderately Developed (four coins in a coin pack)," or "More Urbanized (eight coins in a coin pack)" for levels of development intensity and each had a description.

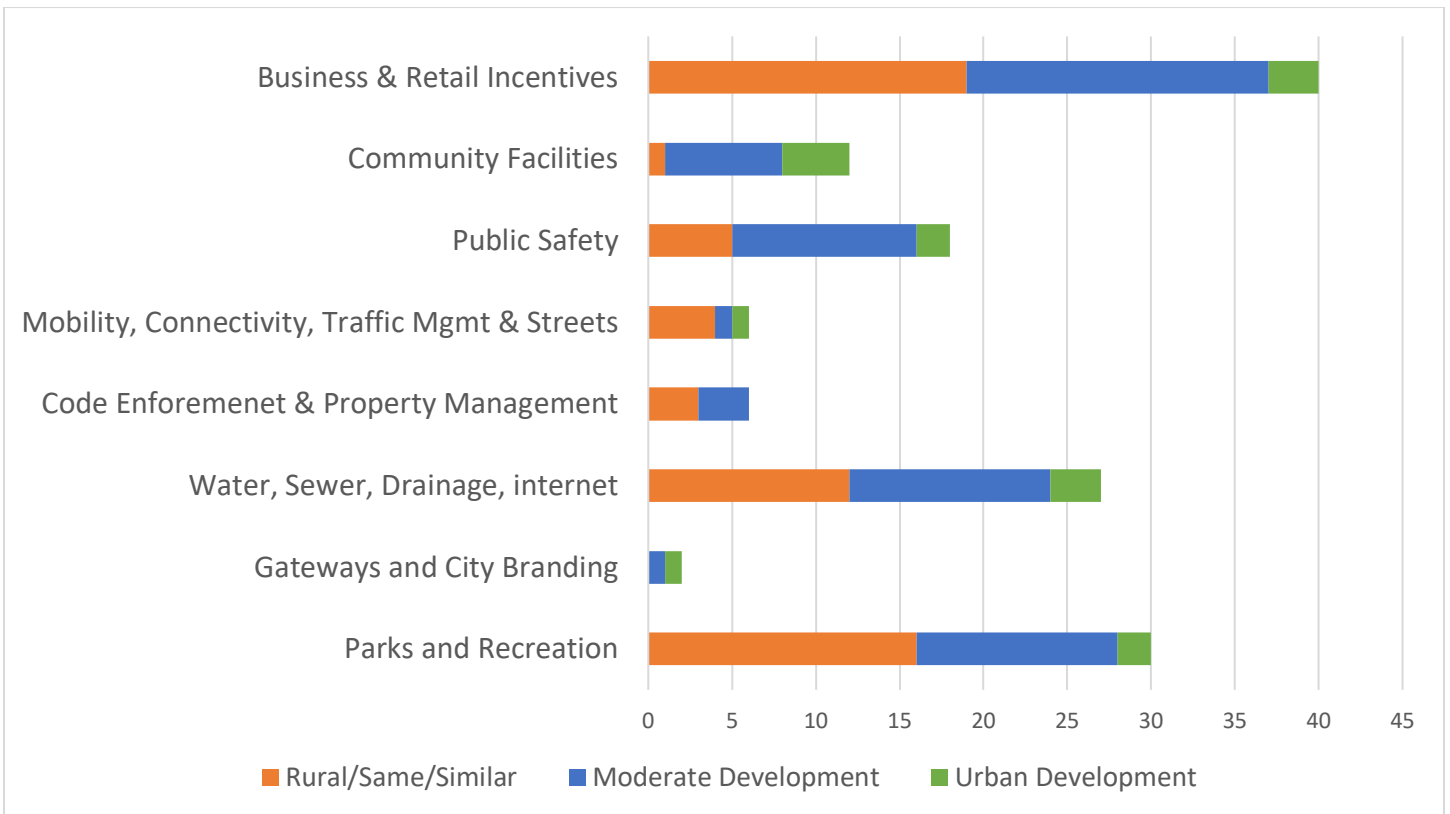
The top priority identified for funding, once the levels of development were selected by the participants, was "Business & Retail Incentives," and second was "Parks & Recreation." The spending priorities do not entirely coincide with most urgent priorities for essential services, such as infrastructure maintenance, utilities, and public safety, and the community's continued restriction of expenditures. Continued expectations management is essential moving forward regarding development patterns, revenues, and expenditures, but there also seems to be a disconnect between the top "vote-getters" and most community members who were most vocal in the planning process. Results of this activity are shown on the following page. The first pie chart shows the level of urbanization coin packs that were chosen, and the second graph shows the results of how participants distributed their funds.



McLendon-Chisholm has Choices Engagement Results



More Urbanized Moderately Developed Fairly Rural





Another feedback opportunity in the digital Community Forum asked residents' opinions on a future Downtown for McLendon-Chisholm. Respondents primarily supported a Downtown, and feedback generally noted a Downtown designed for McLendon-Chisholm should be located along SH 205 and/or FM 550, tie in the rural nature and environment, and include small and unique shops and uses. Another question asked what types of land uses would be desirable for a future Downtown if it were in a location that is appropriate, and it is designed well. Feedback noted creating a special destination for the community that is successful without having to attract large crowds, including small shops and businesses, gathering spaces and trails, and local events and traditions.

Most residents of McLendon-Chisholm would like to see the City stay a low-density, residential community. There is significant passion surrounding the preservation of green and open spaces to maintain a *Peaceful and Quiet Retreat from Urban Life*. The top opportunity in the Community Survey was diversifying the land use to add more commercial and retail opportunities with integrated and open gathering spaces for residents. Overall community feedback seeks to keep McLendon-Chisholm a rural community with low-density residential developments and plenty of open space that concentrates commercial growth on mixed-use land uses along key corridors, including SH 205 and FM 550.

## Existing Conditions

The City has rolling topography with large open expanses of pastureland and a number of drainage areas (floodplains and creeks). There are large areas of agricultural uses, including farming and ranching, and also large undeveloped areas. Retail and other commercial uses are mainly located along SH 205, but there are not very many of them. The development pattern is predominantly agricultural, undeveloped, and large lot residential.

2021 Rockwall and Kaufman County Appraisal Districts data was used to display state code land uses for the parcels within the city limits on the map on the next page. Below is a table summarizing the existing land use percentages for each land use code:

2021 Existing Land Use Mix		
Land Use	Parcel Count	Square Miles
Single Family Residential	1293	2.40
Commercial	15	0.08
Agriculture/Farm	302	9.17
Vacant Lots	143	0.43
Vacant Commercial Lots	9	0.03
Not Categorized	44	0.30
<b>Total</b>	<b>1806</b>	<b>12.41</b>





## Analysis

Existing floodplain and heavily wooded forest areas will remain undeveloped in the Future Land Use Plan (FLUP). Residents of McLendon-Chisholm are deeply passionate about green spaces and natural areas, as noted in the Vision Framework. In the FLUP, these areas will be designated and protected to remain natural areas vital for the ecosystem of the City. Rockwall and Kaufman Counties require a lot size of at least one acre for on-site sewage/septic permits, down from one-and-a-half acres minimum in years past. Designating existing residential neighborhoods as Existing Neighborhoods on the Future Land Use Plan (FLUP) will help protect existing residents and homeowners from redevelopment inconsistent with their neighborhood in the future. Clear direction from the public feedback reflects focusing future growth along key corridors in McLendon-Chisholm. SH 205 and FM 550 are the major thoroughfares in the city, so commercial and mixed-use developments should be concentrated along these roads where appropriate. Future development plans, approved or not approved at the time of this Comprehensive Plan, have been considered for the FLUP. A vision for the future has already been established in some of these areas, and these plans will be conceptually incorporated into the overall vision of the City where they are consistent with community feedback.

The prevalent housing type is detached single family dwellings located mostly on larger lots, farms, and ranches. Over the course of the Comprehensive Plan Update, the Planning and Zoning Commission, the City Council, and the Comprehensive Plan Advisory Committee (CPAC) considered different housing types. As a result of these discussions, the CPAC agreed that McLendon-Chisholm will maintain a maximum residential density of one dwelling unit per acre, exclusive of floodplains and rights-of-way, in most areas while encouraging development of multiple-acre lots to maintain the city's open spaces and rural appeal. Other areas have minimum lot size or lower maximum density. These standards will help to preserve floodplains, green spaces, and large lot, rural, country estates within undeveloped areas of the city, which distinguish McLendon-Chisholm as a place of unique attributes, vistas, and high quality of life. Within some Future Land Use Designations, there is a minimum lot size of one acre, and maximum density is not utilized, which was done to blend differing community feedback, while also applying best practices for green space preservation.



## Vision



McLendon-Chisholm's Future Land Use Plan incorporates feedback heard through the public engagement process and is applied through multiple principles including, but not limited to:

- Moving toward a design-based Future Land Use Plan through:
  - Having a focus on height, intensity, and function first instead of rigid use parameters only;
  - Allowing for a strategic, branded, and low-intensity mixture of uses in undeveloped areas to allow the market to innovate and to diversify the tax base, realizing there are many ways to get a rural/country feel with future development;
  - Focusing on protecting existing neighborhoods; and
  - Developing compatibly with surrounding development and in a manner responsive to market needs while putting current residents first.
- Protecting green spaces and natural systems by:
  - Preserving floodplains; and
  - Providing green space buffers and beautiful screening and landscaping with new development;
- Blending mobility and future land use together to create high quality design and reduce commuter delay so that McLendon-Chisholm can:
  - Understand the function of regional corridors; and
  - Capitalize on key intersections and encourage nodes of potential activity.

An issue consistently mentioned by residents is the preservation of the rural nature of McLendon-Chisholm. Residents hold the desire to ensure that as future development decisions are made such that new development and change will be compatible with the qualities of the community today. Through the maintenance of predominantly rural residential development and limiting commercial development to the primary corridors through the city, McLendon Chisholm intends to balance its rural nature with competitive market pressure for new development.



The McLendon-Chisholm Future Land Use Plan (FLUP) is pictured on the next page. A description of each Future Land Use Designation is provided after the FLUP and should be utilized when considering development proposals and updating zoning districts with more detailed standards. Following the Future Land Use Designations, policies are provided for overall evaluation of development proposals and other land use and design improvements.





McLendon-Chisholm is a predominantly residential community where individuals and families come together to prosper and to enjoy a slower, more rural, and traditional Texas lifestyle. The residents prefer the look and feel of a community that embraces open spaces, with large country estates with varied size, type, views, and orientation of homes. Non-residential, including commercial, should be distinctively rural Texas architecture, pedestrian-oriented, and have trails that connect to adjacent properties and neighborhoods. Low intensity building heights with mass and scale respectful to existing surrounding development and properties. The Future Land Use Plan incorporates six types of development: Agriculture, Existing Neighborhoods, Heritage Center, SH 205 Corridor, Neighborhood Mixed-Use and Master Planned Community.

### ***Important note regarding residential densities and lot sizes:***

The Future Land Use Designations have a variety of residential intensity standards that are different from each other intentionally. There are four main categories:

- (1) Minimum lot size of one acre, exclusive of floodplains and rights-of-way (Master Planned Community),

Intended to be the majority of new development in McLendon-Chisholm in predominantly residential areas.

- (2) Maximum density of one dwelling unit per acre, exclusive of floodplains and rights-of-way (SH 205 Corridor, Neighborhood Mixed-Use, and Heritage Center),

Designed for areas of low intensity commercial or mixed-use development to provide very limited residential uses in a commercial-type context.

- (3) Maximum density of one dwelling unit per five acres, exclusive of floodplains and rights-of-way (Agriculture), and

Intended to allow for innovative and traditional revenue streams on a farm but not intended to be a housing development or neighborhood.

- (4) Consistent lot size and development pattern within an existing neighborhood (Existing Neighborhood) with overall development not to exceed a maximum density of one dwelling unit per acre, exclusive of floodplains and rights-of-way, except in the case of replacement of a home for a different home or reconstruction on a previously existing homesite in a development with higher existing density.

New homes or lots must be generally consistent in lot size, height, and setbacks to maintain the neighborhood's character.



McLendon-Chisholm is known for its large lot developments, and the community is united in maintaining this image. The City encourages future and existing residential developments designed to preserve open spaces while reinforcing the feeling of a rural community. The residents require residential development that essentially equates to a maximum of one dwelling unit per acre of developable land. As defined in the six Future Land Use Designations, developable land area excludes land that is in the regulatory floodplain and land within rights-of-way.

### *Agriculture*

This Future Land Use Designation is predominantly farm land or agriculture-related uses that preserve McLendon-Chisholm's rural/country feel and heritage.

#### Anticipated Land Uses:

- Detached single family residential dwellings associated with the farm or use and meant for operation owner-type occupants only;
- Parks, trails, crops, livestock areas, open/green space, and/or ponds or creeks;
- Accessory commercial uses associated with farming, agriculture, or agritourism, such as farm-to-table restaurants, farm-related event space or shops, produce stands, horse riding, or bed-and-breakfasts; and/or
- Agriculture and farm-related uses, including raising cattle, horses, sheep, donkeys, chickens, goats, etc., along with the shelters or barns to house them, as well as crop fields and the necessary barns for storing agriculture-related equipment and supplies.

#### Desired Development Characteristics:

- Maximum density of one dwelling unit per five acres for residential uses, exclusive of floodplain and rights-of-way.
- Future construction or activity should be rural in nature and related directly to the farm or agriculture primary use.
- Barns and other accessory structures are expected and should be compatible and high-quality architecture designed to contribute to the McLendon-Chisholm brand.
- Texas native landscaping, rural appeal, and green spaces with trees and attractive amenities.
- One story typical, maximum two stories.

### *Existing Neighborhoods*

This Future Land Use Designation is predominantly comprised of low-density, single family, detached, residential dwellings in established residential neighborhoods, serviced by one or more shared roads for each neighborhood.

#### Anticipated Land Uses:

- Detached single family residential dwellings;
- Parks, trails, open/green space, and shared ponds or creeks; and/or



- Neighborhood-oriented, low-intensity commercial in specific instances when compatible with adjacent residential uses.

Desired Development Characteristics:

- Reflects residential density and lot size for existing land use within each neighborhood with overall development not to exceed a maximum density of one dwelling unit per acre, exclusive of floodplains and rights-of-way, except in the case of replacement of a home for a different home or reconstruction on a previously existing homesite in a development with higher existing density. Drainage areas and waterways should be within HOA-maintained common areas and not included on individual lots where applicable. Future construction or activity should be consistent with what is existing in the neighborhood as it relates to lot size, height, setbacks, and character.
- Accessory structures are anticipated but should respect the existing look and feel of the neighborhood and be in the rear of existing structures if installed.
- New low intensity home occupation uses, in residential structures, may be acceptable if allowed in the governing zoning district, when compatible with adjacent residential uses in noise, activity, smell, and traffic and when not associated with storage of business-related vehicles or outside storage of business-related items.
- Where Existing Neighborhoods are located near future commercial or mixed-use areas, sensitive transitions between the uses should be provided to preserve and protect the character of the Existing Neighborhood, but sidewalk and trail connections should be constructed where possible/relevant to contribute to walkability and bikeability.
- Texas native landscaping, rural appeal, and green spaces with trees and attractive amenities.
- Maximum two stories for non-residential uses, regardless of existing structures or uses.

*Heritage Center*

This Future Land Use Designation is located on land with the new City Hall and Fire Station, in addition to private and School District-owned land and is intended to be a node of development that showcases the City's *Rural Heritage, Green Spaces, and Natural Areas* in a *Country Living Activity Center*.

Anticipated Land Uses:

- Institutional uses associated with the City, County, and/or School District;
- Mixed-use development (combinations of residential, office, restaurant/retail, entertainment, and arts/culture) with a rural/country feel;
- Uses relating to McLendon-Chisholm's heritage and/or history or arts and culture; and/or
- Parks, trails, open/green space, and ponds or creeks.

Desired Development Characteristics:

- Maximum density of one dwelling unit per acre for residential uses, exclusive of floodplains and rights-of-way. Drainage areas and waterways should be within HOA-maintained common areas and not included on individual lots where applicable.



- Conservation development that groups buildings/structures and provides beautiful green/natural areas which showcase McLendon-Chisholm's *Country Feel*.
- Development that *Diversifies the Tax Base* and provides areas for people to enjoy *Grassroots Community Events* or entertainment.
- Extensive, shaded, lighted, and landscaped trail system to connect the Country Living Activity Center.
- One story typical with two stories maximum.

### *SH 205 Corridor*

This Future Land Use Designation is the heart of McLendon-Chisholm's commercial development opportunities, intended to preserve the rural/country feel, provide residents with local retail, employment, recreation, and entertainment, and capture valuable sales tax dollars along the regional corridor of State Highway 205, which connects Highway 30, Highway 80, future Rockwall County Outer Loop, and other corridors through McLendon-Chisholm.

#### Anticipated Land Uses:

- Mixed-use development (combinations of residential, office, restaurant/retail, entertainment, and arts/culture) with a rural/country feel;
- Sales tax-generating uses (ex. restaurant, retail, etc.);
- Boutique tourism/destination uses (ex. bed and breakfasts, travel-related, farm experiences, etc.);
- Entertainment uses that provide fun and relaxing experiences; and/or
- Parks, trails, open/green space, and ponds or creeks.

#### Desired Development Characteristics:

- Maximum density of one dwelling unit per acre for residential uses, exclusive of floodplains and rights-of-way. Drainage areas and waterways should be within HOA-maintained common areas and not included on individual lots where applicable.
- One story typical with two stories maximum.
- Large building footprint buildings should be prohibited to protect the quaint and rural feel of the city.
- Main Street-type development that provides pleasant walkability with a *Brand & Identity* consistent with McLendon-Chisholm.
- Peaceful and quiet design that *portrays a retreat from urban life* through various elements, such as water features, calm colors, sophisticated architecture, and luxurious "off spots" for informal sitting and/or dining.
- Development that *Diversifies the Tax Base* and provides areas for people to enjoy *Grassroots Community Events* or entertainment.
- Extensive, shaded, lighted, and landscaped trail system to connect destinations and neighborhoods.
- Design should portray a country feel design and, when appropriate, transitions are made to surrounding properties.
- Residential protections that create a buffer between incompatible uses and any associated nuisances through the utilization of walls, landscaping, setbacks, etc.



- Existing residential structures can remain indefinitely as long as they are not vacated for longer than six months or building code-type issues necessitate demolition or like action. Existing residential properties can rebuild their homes and other continuation of their residential use when present with associated communication to the City.

### *Neighborhood Mixed-Use*

This Future Land Use Designation is intended to serve McLendon-Chisholm residents with low-intensity, neighborhood-oriented mixed uses.

#### Plan Highlight:

- The SH 205 Corridor and Neighborhood Mixed-Use future land use designations are similar in that they are intended to be commercial in nature, but a major difference is that Neighborhood Mixed-Use is lower intensity and is intended to be mainly resident-serving, whereas the SH 205 Corridor can have more entertainment-focused development and is intended to capture regional sales tax dollars, in addition to serving residents. The design and branding of the two designations can also differ as SH 205 can have gateway monumentation, more commercial activity in evening hours, and be more destination-focused.

#### Anticipated Land Uses:

- Mixed-use development (combinations of residential, office, restaurant/retail, entertainment, and arts/culture) with a rural/country feel;
- Sales tax-generating uses that serve McLendon-Chisholm residents (ex. restaurant, retail, etc.);
- Low intensity commercial development consistent with the current neighborhood character; and/or
- Parks, trails, open/green space, and ponds or creeks.

#### Desired Development Characteristics:

- Maximum density of one dwelling unit per acre for residential uses, exclusive of floodplains and rights-of-way. Drainage areas and waterways should be within HOA-maintained common areas and not included on individual lots where applicable.
- Uses should be low intensity and neighborhood-scale.
- Main Street-type development that provides pleasant walkability with a *Brand & Identity* consistent with McLendon-Chisholm. Peaceful and quiet design that portrays a retreat from urban life through various elements, such as water features, calm colors, sophisticated architecture, and luxurious "off spots" for informal sitting and/or dining.
- Compatible development that *Diversifies the Tax Base* and provides areas for people to enjoy *Grassroots Community Events* or entertainment where the noise or activity can be appropriately distanced and/or mitigated from residential uses.
- Extensive, shaded, lighted, and landscaped trail system to connect destinations and neighborhoods.
- One story typical with two stories maximum. Design should portray a country feel design and, when appropriate, transitions are made to surrounding properties.



## *Master Planned Community*

This Future Land Use Designation is for areas anticipated to develop as planned developments or master planned communities of varying sizes, types, and uses.

### Anticipated Land Uses:

- Conservation development with primarily single family residential uses with one or more neighborhood centers for gathering space, parks, and/or low-intensity commercial uses;
- Some limited areas of mixed-use development (combinations of residential, office, restaurant/retail, entertainment, and/or arts/culture) with a rural/country feel; and/or
- Farming or agrihood-type uses.

### Desired Development Characteristics:

- Minimum lot size of one acre for residential uses, exclusive of floodplains and rights-of-way. Drainage areas and waterways should be within HOA-maintained common areas and not included on individual lots where applicable.
- Minimum 150-foot lot width for residential uses;
- Preserved open space integrated into the neighborhood, including use of floodplains and existing greenbelts to create attractive common areas that showcase a rural feel;
- Where commercial uses are included, at least 90 percent of gross land area per development should be residential and/or green space/floodplain/park;
- Peaceful and quiet design that portrays a retreat from urban life through various elements, such as water features, calm colors, sophisticated architecture, and luxurious "off spots" for informal sitting and dining;
- Development that *Diversifies the Tax Base* and provides areas for people to enjoy *Grassroots Community Events* or entertainment where the noise or activity can be appropriately distanced from residential uses;
- Shaded, lighted, and landscaped trail system to connect destinations and neighborhoods.
- One story typical with two stories maximum.

**IMPORTANT NOTE:** Many of the areas on the Future Land Use Plan that are designated Master Planned Community are partially or completely in the ETJ. See discussion regarding these ETJ properties on pages 11-12.

## *Floodplain*

The Floodplain Future Land Use Designation protects green areas and environmentally sensitive areas near creeks, lakes, ponds, and waterways designated as Federal Emergency Management Agency ("FEMA") Floodplain.

### Anticipated Land Uses:

- Undeveloped or restored land for open/green space;
- Passive recreational uses;
- Agriculture;
- Parks, trails, open/green space, and ponds or creeks; and/or



- Multi-functional drainage features that provide green infrastructure, stormwater management/filtration, creature habitat, and/or recreation purposes.

#### Desired Development Characteristics:

- No new vertical structures permitted without an associated building permit in compliance with floodplain standards. New construction in the floodplain is strongly discouraged unless structure is open-air without impervious surface on the foundation. Passive park and recreation amenities are acceptable.
- Peaceful and quiet design that portrays a retreat from urban life through various elements, such as water features, country feel, enjoyable recreation, and luxurious “off spots” for informal sitting and/or nature experiences.
- Land Use and Design Actions:
  - Rezone areas of the city with standards to be developed and detailed to be consistent with the Future Land Use Plan and Vision Framework.
  - Approach property owners within the ETJ to request them to annex or to sign non-annexation agreements to protect additional areas from higher density development.
  - *Cross reference:* Establish a set of tools, in consultation with the City Attorney, that the City can utilize in negotiations with developments partially or completely within the ETJ.

### **Overall Land Use and Design Policies**

Provided below are standards to be utilized in the review of development proposals and improvements within the city, in addition to those provided within each Future Land Use Designation above and other components of the Plan contained herein. The City, the community, and developers should consider the entire Comprehensive Plan as a vision and utilize the policies below to further guide decisions for McLendon-Chisholm’s future:

- A. Proposed developments should generally conform to the Comprehensive Plan.
- B. Lots larger than one acre are highly encouraged with new development.
- C. Positively contribute to the City’s character and vision through design and land use.
- D. Incorporate existing natural systems, such as mature trees and green infrastructure, into design elements. Ensure new development preserves and enhances all floodplain, creeks, and high-quality tree stands/wooded areas.
- E. Provide elements and design that can positively contribute to the rural and country feel.
- F. Provide multimodal connections, such as trails and sidewalks throughout the development and to any adjacent properties. Ensure new development provides a continuous pedestrian and biking system, extensive landscaping consistent with native Texas foliage, and access between properties.
- G. Promote tree preservation and landscaping to positively contribute to McLendon-Chisholm’s green spaces.
- H. Provide high quality and unique development, including amenities, that promotes the uniqueness of the City.



- I. Encourage low intensity retail, restaurant, entertainment, and office uses along SH 205 and FM 550, in addition to modest and quaint pockets in master planned communities, as outlined in each associated Future Land Use Designation or the particular property or properties.
- J. Ensure new development is compatible with existing and adjacent land uses in terms of height, noise, traffic, and screening.
- K. Preserve agricultural or heritage-related resources whenever and wherever possible. Partner with developers and property owners to encourage highlighting these resources for the community. Create and maintain a vibrant community that retains and improves property values, enhances the quality of life for the citizens, and retains the rural visual feel.
- L. Providing and maintaining green zones and buffers to protect established residential areas.

When a request for development is inconsistent with the Future Land Use Plan (FLUP), a request to the City must first be made to amend the FLUP with an associated public hearing at the Planning and Zoning Commission with a recommendation to approve or deny and then an associated public hearing by the City Council to approve or deny the request. The amendment must wait for the annual Comprehensive Plan review described below, to be incorporated in an associated community forum for public review. Then, if the FLUP is amended, the application may be submitted for development consideration.

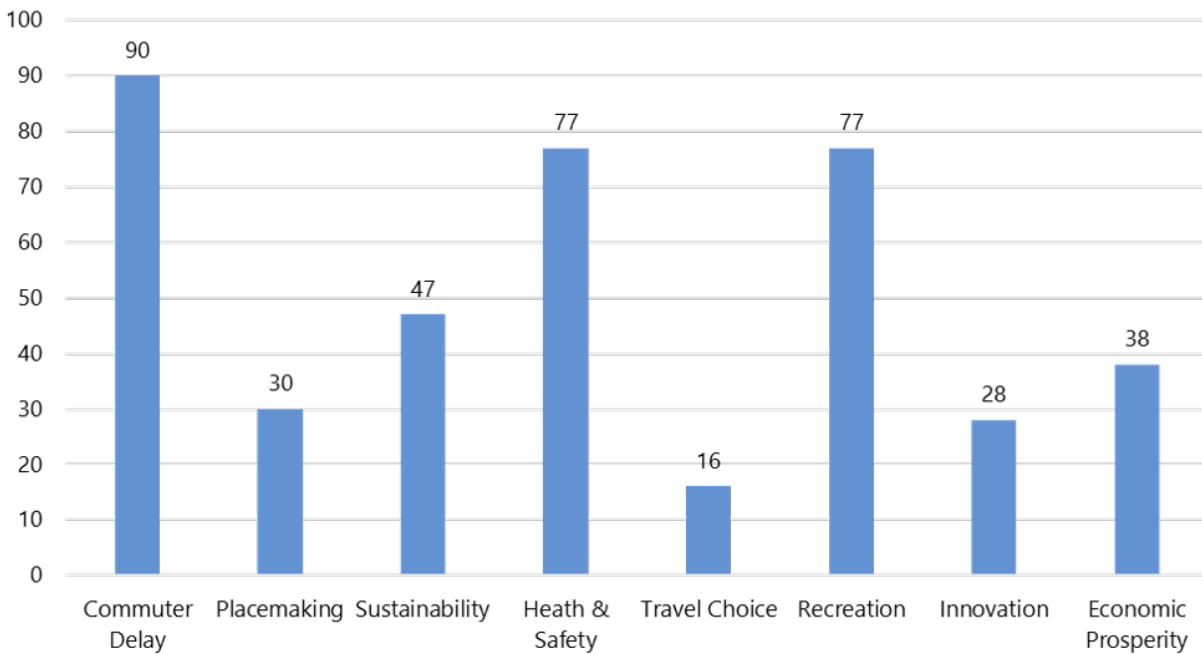
Further, if a request to change zoning is inconsistent with the Comprehensive Plan, the applicant should request a Comprehensive Plan amendment. If the Comprehensive Plan is amended by the City Council, then the applicant should request a change in zoning that is consistent with the amended Comprehensive Plan. Future updates to the Comprehensive Plan will ensure the City's vision remains focused on the will of the residents and those updates should include feedback from the community, City staff, members of City commissions and committees, and governmental associations, including County working groups and other entities. The Comprehensive Plan will be reviewed annually, but not later than August of each calendar year, by the Planning and Zoning Commission, and the findings will be forwarded to City Council for recommendations of changes. Should any changes be proposed by a property owner, developer, or the City, a community forum or town hall meeting will be held to discuss the changes and understand any community feedback.



## Chapter 4: Mobility & Connectivity

### Feedback Summary

Reduction of commuter delay is the top mobility priority for many residents in McLendon-Chisholm. The Community Survey identified infrastructure (including drainage, roads, and traffic) as the number one weakness and threat in the community, with comments throughout the planning process regarding congestion and safety issues on State Highway 205 during daily trips to essential services and work. The same concerns about the mobility network were communicated by Survey respondents as an opportunity for improvement with many requesting that the local road network be built out to handle any future traffic that might be generated with a growing population. When asked to prioritize City spending on mobility topics at the in-person Community Forum, attendees selected addressing Commuter Delay, Health & Safety, and Recreation for the top three options with all option results illustrated below:





## Existing Conditions

McLendon-Chisholm is comprised of a mix of roads operated and maintained by Texas Department of Transportation (TxDOT), the City of McLendon-Chisholm and private neighborhood streets that are the responsibility of various homeowners associations (HOA's). Many of the local city and HOA roads will need to be repaired or need maintenance work within the next five years. Throughout the planning process, maintenance concerns for City and private streets were brought up multiple times, and it is clear that there is no dependable upkeep of private streets in many, if not most, of the subdivisions with this responsibility.

There are some areas where increased development may have adverse impacts on the capacity of the existing transportation system, for instance FM 1139 tends to be at or over capacity at certain times of the day but has minimal traffic at other times of the day. State Highway 205 is the high-volume corridor between Terrell and Forney and Heath and Rockwall and is in serious need of increased capacity.

*Rockwall County Outer Loop* is a seven-mile segment of the regional Outer Loop project being completed by North Texas counties. It will be a six-lane, divided, controlled-access highway with continuous frontage roads, and allowance for additional lanes in the future from FM 1138 in Collin County to SH 276. The project alignment generally runs north-south, just outside the eastern side of McLendon-Chisholm's ETJ. FM 550 is anticipated to be the main east-west connection between McLendon-Chisholm and future Rockwall County Outer Loop to the east.

*SH 205* is a highway that connects IH 30 to the north and US 80 to the south through McLendon-Chisholm. It is currently constructed as a two-lane rural section roadway with no median or shoulder. The thoroughfare is approaching 60 percent completion on design by the Texas Department of Transportation (TxDOT) as of 2021, with plans for an urban curbed designed six-lane highway with a median through McLendon-Chisholm. TxDOT has plans to widen SH 205 from US 80 in Terrell to the junction of SH 205 at John King Boulevard (South Goliad Streets), which will pass through the cities of Rockwall, McLendon-Chisholm and Terrell. It is possible that TxDOT will stripe the facility as a four-lane highway with wide shoulders and then restripe it as a six-lane facility when demand requires it, but it is unclear from conversations with TxDOT when the demand would reach that point and if it already has. The project also includes rebuilding and replacing all existing traffic lights. A new traffic light is being discussed for the entrance of Sonoma Verde (SH 205 at Via Toscana Lane), and there will be 10-foot wide sidepaths on both sides of the roadway.

TxDOT's SH 205 expansion project presents a significant opportunity for the City of McLendon-Chisholm if immediate action is taken to influence the design of the ultimate roadway. All TxDOT improvement projects must dedicate one percent of the total project budget to aesthetic improvements as requested by cities within the project boundary. The City should continue to coordinate with TxDOT in order to come to an agreement about potentially constructing aesthetic improvements, specifically at the intersection of SH 205 and FM 550, within the median, and along the sidepaths. Constructing a unique and pedestrian-oriented crosswalk at the intersection of SH 205 and FM 550 would further attract unique development and could serve as a branding opportunity for McLendon-Chisholm. Funding has not yet been allocated to construct the project, but construction is expected to begin by 2025 or possibly earlier if funding is obtained.



## Vision

The Thoroughfare Plan is a blueprint that establishes a set of terminology, standards, and general principles that guide decision-making for roadway planning, funding, construction/reconstruction, operation, and maintenance of the roadway system in the City and Extra-territorial Jurisdiction ("ETJ"). As a long-range planning tool, it is intended to identify the envisioned major roadways for the next 20 years and establish a desirable thoroughfare system for undeveloped areas and redevelopment areas, based on anticipated development patterns and existing needs, with the goals of health, safety, and reduction of commuter delay.

Over the long term, the Master Thoroughfare Plan (MTP) minimizes the cost of building roads and their impact on adjacent properties since they are thoughtfully designed and planned instead of reactionary as development comes in. Land use decisions and the transportation system are directly linked to one another. Failure to consider the current and future transportation requirements as the city develops would be a critical mistake, from which the City might never be able to fix. Administratively, the MTP serves a number of functions and purposes as described below.

### Functions:

- Identifies general alignment of thoroughfares. Alignments are subject to change when the roadway goes under design.
- Specifies right-of-way requirements and protects right-of-way through the zoning, platting, and building permit processes.
- Identifies the relative importance of thoroughfares and their role in providing mobility.
- Establishes a philosophy for the development of the thoroughfare system on a citywide basis and for particular areas with special concerns.

### Purposes:

- To facilitate communication between City Staff, elected and appointed officials, land developers, property owners, the community, and others who may have an interest in the City's transportation system.
- To facilitate effective design, operation, and maintenance of the primary road system which includes the entire roadway system in the City, including local streets.
- To assist community members and stakeholders in making decisions about the location of their homes or businesses and the future uses of property.
- To incrementally remove sharp turns in existing roadways where possible.
- To add connections around natural features, existing homes, and along parcel/tract lines where possible to reduce commuter delay.
- To upgrade roads where right-of-way and/or pavement exists and function necessitates improvements.
- To provide more walking and biking opportunities through infrastructure improvements.
- To partner with surrounding communities, Rockwall County, Kaufman County, and the North Central Texas Council of Governments to develop and implement transportation systems that positively affect the City of McLendon-Chisholm and others.
- To provide transportation solutions that contribute to the overall health, safety, and welfare of people who live, visit, or travel to/through McLendon-Chisholm.



## *Functional Classifications*

Functional Classifications are groupings of roadway types according to the character of service they are intended to provide. Since most travel involves movement through a network of roads, it is necessary to determine how travel can be channeled within the network in a logical and efficient manner. Functional classification identifies the role that any particular road will play in serving the flow of trips through a street network.

There are three distinct elements of every trip on the street network: main movement, distribution/collection, and access. These elements translate directly into the Functional Classifications used in this Plan and are summarized as follows:

1. Arterial streets provide the links between areas of the city. They typically define neighborhoods and serve the main function of movement from one part of the city to another.
2. Collector streets provide the links between the local streets and arterials. They serve the function of collecting or distributing traffic between the arterials and local streets.
3. Local streets are usually contained within a neighborhood and provide access to adjacent property which is the origin or destination of every trip. The local streets serve the function of internal circulation for all types of development.

Related to the idea of functional classification is the dual role that the roadway plays in providing access to property and travel mobility. The primary function of local streets is to provide access to adjacent property, while arterial streets emphasize a high level of mobility for through traffic movement. Regulation of access is necessary on arterials to enhance their primary function of mobility. Collector streets provide a balance between access to adjacent properties and traffic mobility.

The arterial street system is divided into two sub-classifications, "principal" arterials and "minor" arterials. Arterials represent those thoroughfares that are used by the traveling public to travel between neighborhoods and communities within the City. Ideally, arterial thoroughfares define neighborhood boundaries and do not cross into neighborhoods. The spacing of arterials is closely related to the location, function, and connections they are intended to serve.

### Principal Arterials

Principal arterial streets are the backbone of the City's street system, in this case FM 550 and FM 548. Although SH 205 is functioning as the city's most major Principal Arterial currently, it is slated to become a highway within the plan horizon and is therefore designated as such on the Master Thoroughfare Plan (MTP). They serve the major centers of "to and through" and traffic coming to and from adjacent cities via McLendon-Chisholm residents, visitors, or commuters who may not even stop in McLendon-Chisholm. Principal Arterials accommodate the longest trips and carry a high proportion of total area travel on a small percentage of total system mileage.

The network formed by Principal Arterials is fully interconnected and provides links to the freeway system (existing and future) and to areas outside the city. Geometric design and traffic control measures are used to



enhance the movement of through traffic on these roadways, while access to abutting property may be restricted, or managed, to protect the traffic carrying capacity of the roadway. Access to abutting land is subordinate to the provision of travel service for major traffic movements. Access should be controlled and driveways should be minimized along these arterials to reduce commuter delay and provide trip efficiency.

### Minor Arterials

Minor arterial streets interconnect with and augment the Principal Arterial network. If Principal Arterials are the backbone of the system, Minor Arterials are the limbs. They serve traffic within smaller geographic areas of influence, accommodate trip lengths of moderate length, and offer greater opportunities for emphasis on land access more than the Principal Arterials. These roadways carry significant through traffic volumes and are needed to provide route and spacing continuity for the arterial system. Minor Arterials are the most significant opportunities to reduce commuter delay, per the community's stated priorities, within the system, outside the expansion and improvement of SH 205 by TxDOT.

### Major Collectors

Major Collectors provide both land access service and traffic circulation around and between residential neighborhoods and commercial areas and can also provide main "to and through" in large developments or subdivisions. They differ from the Arterial system in that Collectors distribute trips from the arterials to the local street system and vice versa. Conversely, Collectors also take traffic from local streets in neighborhoods and channel it into the Arterial system. Collectors should accommodate short trip lengths, and do not typically extend across Arterial thoroughfares, except in certain circumstances, or carry a high percentage of through trips. These roadways can serve as a "relief valve" when the Arterial system is congested.

### Local Streets

While local streets are not a part of the MTP, they do provide the single most important part of the transportation system: they provide access to and from neighborhoods and other developments to connect with the Collector and Arterial system. Local streets within the city can be developed with curb and gutter or with shoulders and/or bar ditches depending upon the character of the development.

The MTP includes six specific Functional Classifications:

Functional Classifications	Right-of-Way Requirement
Highway, 6-Lane Divided Thoroughfare	150' to 200'
Principal Arterial, 4-Lane Divided Thoroughfare	100' to 150'
Minor Arterial, 4-Lane Divided Thoroughfare	100' to 120'
Minor Arterial, 4-Lane Undivided Thoroughfare	100' to 120'
Major Collector, 2-Lane Undivided Thoroughfare	60' to 80'

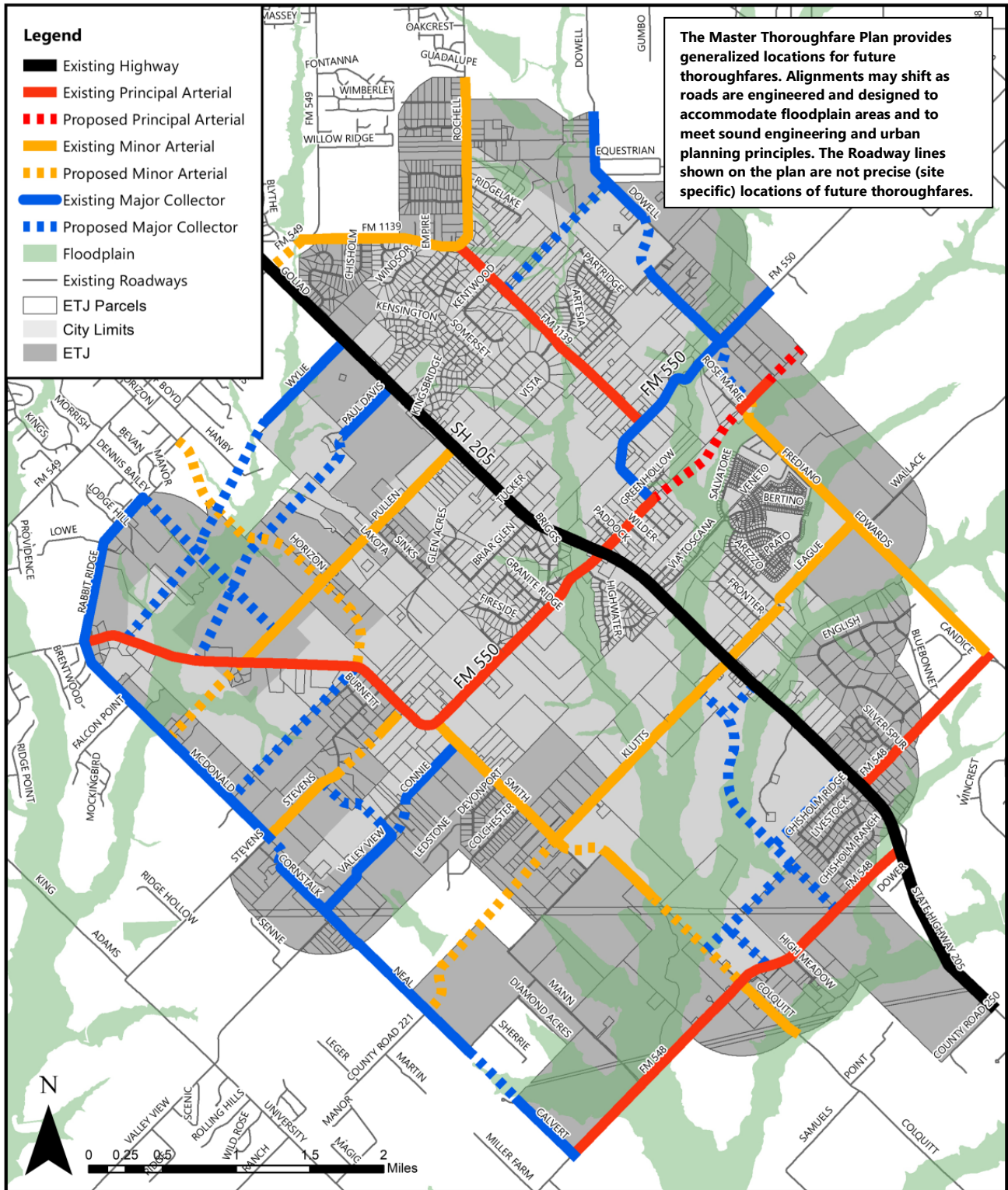


The Master Thoroughfare Plan provided on the next page shows solid and dashed lines. Solid lines indicate either an ultimate condition of the roadway (ex. a Minor Arterial is constructed as a Minor Arterial with appropriate design) or an interim condition of the roadway but existing pavement (ex. an unstriped and narrow asphalt road but not constructed in its ultimate design or capacity). Dashed lines indicate proposed roads where no pavement exists.



# Master Thoroughfare Plan

Source: Kimley-Horn, 2021





## Actions and Policies

- General Policies for the Master Thoroughfare Plan
  - Whenever a property is being platted or a request is made for a change in zoning, rights-of-way should be requested and required by associated regulations for those roadways shown on the Master Thoroughfare Plan.
  - Master Thoroughfare Plan roadways shall be periodically evaluated for traffic congestion and capacity improvements.
  - Requests for commercial platting should always include fire lanes and mutual access easements to reduce the number of driveways connected to roadways identified on the Master Thoroughfare Plan.
- SH 205-Related
  - Represent to the Rockwall County Road Consortium McLendon-Chisholm design considerations for ensuring State Highway 205 expansion supports the City's vision, goals, and objectives.
  - Coordinate, schedule, and hold a Town Hall Meeting to discuss specific State Highway 205 design features under consideration with the schematic design process.
  - With the assistance of a consultant, prepare a list of design and technical modification requests for TxDOT's expansion of State Highway 205 to reflect the look, feel, and brand consistent with the community's Vision of McLendon-Chisholm.
- Reduce Commuter Delay
  - Revise the Subdivision Ordinance to reduce maximum block length from 1,600 feet to 1,000 feet to promote additional connections and more walkability.
  - Review previously prepared cross sections for relevance and technical applicability in an associated Subdivision Ordinance update. Until that is completed, the cross sections in the 2016 Comprehensive Plan apply.
  - Revise the Subdivision Ordinance to require associated cross section design for the Functional Classifications included in the Master Thoroughfare Plan. (Cross sections will not be included in the Comprehensive Plan moving forward.)
  - With the assistance of a planning and engineering consultant, create a five-year Capital Improvements Plan (CIP) and prioritization matrix that includes any infrastructure, facilities, and large equipment.
  - Establish a Roadway Maintenance Strategy with funding allocated for the entire lifespan of anticipated construction, maintenance, expansion, and replacement of all new City roads as they are constructed, and update the project list every five years, to coincide with the update of the future CIP, to account for inflation, labor, or supply chain cost increases.
  - Prepare a Roadway Impact Fee Study to adopt an associated Roadway Impact Fee.
  - Create a Roadway Ownership and Maintenance layer in GIS to assist with contact information and the Road Planning and Maintenance Working Group and City Capital Improvements Planning.



- Health and Safety
  - Coordinate with developers, homeowner associations, and neighborhood associations to eliminate any overgrown landscaping or neighborhood treatment elements from the sight triangle along all major roadways.
  - Revise the Subdivision Ordinance to require a licensed structural and geotechnical engineer review and seal/approve all proposed bridges and culverts for adherence to the most recent Manual for Assessing Safety Hardware (MASH) Standards prior to and after construction.
  - Create a citywide policy to actively reduce the number of 90 degree turns or sharp bends on existing roads that are classified as minor arterials or higher. The policy should also prohibit the construction of sharp turns on new MTP streets.
  - Create a volunteer "Road Planning and Maintenance Working Group" as part of the Roadway Maintenance Strategy to collaborate and assist individual HOA's with guidance for road design and maintenance standards to promote safe community standards across the city.
  
- Recreation
  - Revise the Zoning Ordinance and Subdivision Ordinance to require sidewalks on both sides of the street with new development and redevelopment, and a minimum 10-foot wide sidepath with adequate shading and tree foliage on the sides of any system roadway on the Master Thoroughfare Plan.
  
- Branding
  - Design locations and features to brand the two City gateways on State Highway 205 at its north and south ends, in conjunction with applicable Manual for Assessing Safety Hardware (MASH) Standards.
  - Construct two City gateways on State Highway 205 at the city's north and south limits.

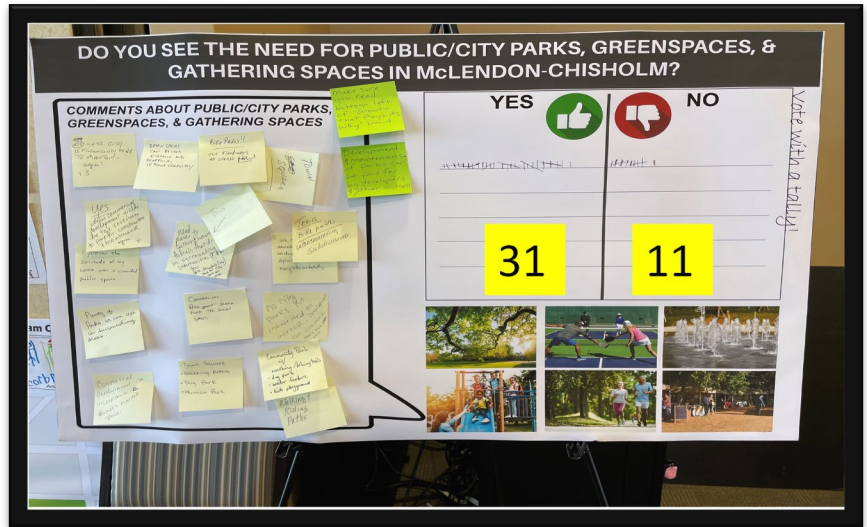


## Chapter 5: Public Utilities & Services

### Feedback Summary

The planning process brought forward themes of fiscal conservatism and limited government, but there were also themes throughout the planning process via multiple feedback methods noting the need for the City to own and maintain its own sanitary sewer and water. Internet speeds and water pressure were noted in the Community Forum as being less than preferred as well. Levels of satisfaction with infrastructure in McLendon-Chisholm are generally low across all categories including Parks and Recreation, Street Maintenance, Traffic, Drainage and Flooding, and Trails.

While nearly 74 percent of people at the Community Forum saw a need for “public City parks, greenspaces, and gathering spaces,” not all members of the community view it as essential City spending and prefer to put the financial burden on developers to create public gathering spaces for all to enjoy in the future or mention that the large lots of residents should provide ample opportunity for residents to provide their own amenities on their property.



### Existing Conditions

#### Utilities

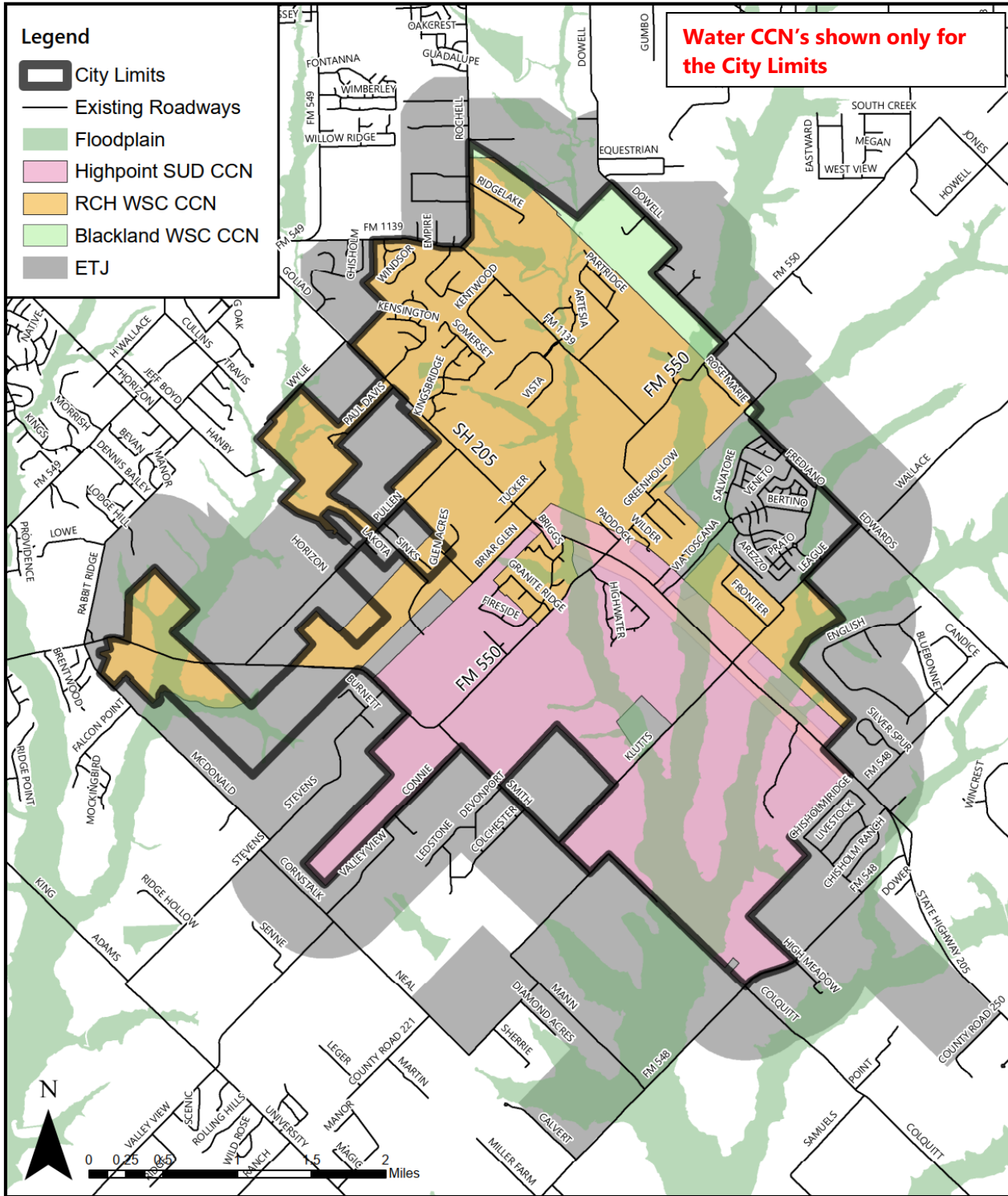
#### Water

Existing infrastructure information available for water is limited in McLendon-Chisholm. Water services are not owned or maintained by the City, and service is provided to residents through RCH Water Supply Company, High Point Special Utility District (SUD), or Blackland Water Supply Company, depending on where the property is, and which Certificate of Convenience and Necessity (CCN) applies (see map of CCN’s on the following page). Where water supply services are not available, the alternative is to source well water, which is not practical for large water users long term. Water demand is generally high during the summer months due to irrigation of open space and manicured lawns for large lot development in McLendon-Chisholm.



# Water Certificates of Convenience and Necessity

Source: Public Utility Commission of Texas, 2021





## Sanitary Sewer

Sanitary sewer service is available and installed in the Sonoma Verde subdivision through negotiated capacity on the Buffalo Creek Interceptor Line and there is a sewer line in the retail area, but the rest of the city is served by on-site septic systems—there are no Certificates of Convenience and Necessity (CCN) for wastewater within the McLendon-Chisholm ultimate municipal boundary (i.e. within the limits of the ETJ). On-site septic permits through the County require a minimum of one acre of land.

## Storm Sewer

Stormwater infrastructure is designed to move stormwater runoff (i.e. rain water) away from residential and paved areas to detention or retention ponds, lakes, creeks, or rivers. Stormwater infrastructure can include curbs, gutters, drains, pipes, or collection systems. Data for existing infrastructure in McLendon-Chisholm is limited, but there is no documented stormwater infrastructure outside of visible bar ditches in the city.

## Internet

Internet is considered a key part of infrastructure, especially in the adapting virtual environment. Residents and stakeholders noted throughout the planning process the need to improve broadband and internet services and provider options in McLendon-Chisholm.

## *Services*

### Police

The City does not have a police department, and police services are currently provided at no direct charge to the City or the residents from the Rockwall County Sheriff's Department. Response times can be long and have been noted as a potential challenge to overcome in the future. There are also questions of long term viability of County police services without contract or payment and associated responsibilities of the County vs. the City. The City does not have routine police patrols or traffic control.

### Fire & EMS

Fire and Emergency Medical Services (EMS) are provided to the City of McLendon-Chisholm residents and properties within the ETJ through partnership with the Rockwall County Sheriff's Department, Rockwall County Emergency Medical Services, and the McLendon-Chisholm Fire Rescue. The City Fire Department currently operates as a combination career/volunteer department. A Chief plus six firefighter positions are full-time. Full-time staff is supplemented with part-time and a couple of volunteer staff to meet required standards. Response times and service delivery can be impacted at times by staffing, equipment, facilities, road deterioration, connectivity within the city limits and fire district, and limited funding for serving the unincorporated areas of the fire district. The Fire Station upgrade and service improvement in progress in 2021 has been well received.



## Parks & Recreation (including Library Services)

The City does not currently have a parks and recreation department to construct or maintain parks or establish recreational programming. McLendon-Chisholm also does not have a public library, but there is a Rockwall County Library. There are some trails and sidewalks throughout the community, but more trails are of interest, in addition to parks, recreation, and gathering spaces.

## Code Enforcement

Code enforcement helps maintain aesthetics and maintenance of neighborhoods and properties, as well as contributes to safety and sanitation/cleanliness. The Homeowners Associations (HOA's) provide oversight in various areas of aesthetics and property maintenance, and the City also has a Code Enforcement Officer on Staff.

## **Analysis**

The City does not have centralized sewer and it does not own/operate its own water supply and service. Purchasing the Certificate of Convenience and Necessity and providing the associated infrastructure assets to own the water supply and service would cost significant money and would necessitate capital construction and growth in City Staff numbers to manage the various components of the system, billing, construction, and maintenance. Similar constraints are present relating to providing centralized sewer in terms of cost, construction, growth in City Staff numbers, etc. Aside from the cost, it is becoming increasingly apparent that the City owning and maintaining its water could be on the horizon to maintain safe and adequate service to residents and businesses.

In terms of Police, Fire, and EMS, there is further study and evaluation required to determine existing levels of service, desired levels of service, County responsibilities, and options to implement what the community identifies as necessary for its safety and financial viability. Future actions can tackle a detailed analysis of what is currently being provided and the County's long-term statutory responsibility for law enforcement services (or potential lack thereof) will lay the foundation for the future actions. Next will come the identification of what the community feels is necessary from a services standpoint and associated funding, staffing, and/or contracting options are available to achieve that desired level of service, which will be a multi-faceted analysis to include the City's services currently being provided outside the city limits.

McLendon-Chisholm has rolling hillsides to large open expanses of farm and ranch land to residential subdivisions designed to provide the residents with recreational opportunities. Most developed recreational facilities in the City are privately owned and operated by property/homeowners associations or private property owners.

At least four major floodways cross the city essentially from the northeast draining to the southwest ultimately ending up in Lake Ray Hubbard. These floodways and floodplains make up about 2.78 square miles of the 12.41 square miles of the City or 22 percent of the land surface in the City. These floodways and floodplains provide an opportunity to incorporate these mostly undevelopable areas into an open space environment and/or



recreational assets that can positively contribute to quality of life and priorities within the Vision Framework. Floodplain areas should be preserved as open space and natural habitat moving forward but can continue to be held in private ownership.

City parks and recreation is considered desirable by many in McLendon-Chisholm, and several stakeholders, survey respondents, and Community Forum participants expressed a desire for community gathering spaces that cater to the friendly, hometown spirit present in McLendon-Chisholm. Parkland Dedication and Development Fees can offset costs and ensure growth pays for itself, and the associated study required can make McLendon-Chisholm eligible for Texas Parks and Wildlife Department (TPWD) Grant funding. Unless or until appropriate funding mechanisms for the continued construction, operation, and maintenance of parks and trails is allocated or secured, the City will continue to rely on property owners and developers to provide recreational opportunities for the community.

## **Vision**

As of 2021, the City is exploring options and logistics to fully understand what taking and having control of water and sewer would mean (monetarily and operationally). If a city controls their own water and sewer systems, they are better able to control the placement and incentives of future development. They also will be able to charge fees and permitting rights for water, which would help build revenue for the city. Because the City does not control its water or sewer infrastructure or services, McLendon-Chisholm also cannot prohibit or influence the creation of new CCNs or special districts forming within the ETJ. Therefore, although McLendon-Chisholm has not completed analysis on what it would take to purchase water or sewer systems supply/control/maintenance, the implications to future development could be significant if the ownership/supply is adjusted.

An objective of the City has been to minimize the cost of government while ensuring that necessary and desired services are provided. In that vein, increasing public facilities necessarily become a financial liability that the City views with a very keen eye toward, not only the cost of acquisition and construction, but the cost of operations, maintenance, and replacement equipment. Although construction costs and maintenance are concerns of some community members as it relates to potential parks and trails, the community voiced strong support for parks and recreation. Exploring standard fees on new development, standard amenity requirements on new development, and public-private partnerships can help ensure that recreation, enjoyment of McLendon's natural areas, and a gathering place for community events can be possibilities.

McLendon-Chisholm consistently reinforces the maintenance of a high quality of life in the city. Further, the community places a high priority on the maintenance of property values and the desire to maintain a rural atmosphere that restricts urbanization. To that end, continued Code Enforcement and significant HOA accountability for maintenance and enforcement of community standards should be in place.

## **Actions**

- With the assistance of a planning and engineering consultant, create a five-year Capital Improvements Plan (CIP) and prioritization matrix that includes any infrastructure, facilities, and large equipment.



- Water
  - Establish bi-annual standing meetings with Highpoint SUD, Blackland WSC, and RCH WSC (separate meetings), in addition to any other utility providers serving McLendon-Chisholm, to discuss anticipated construction, extensions, upgrades, maintenance issues, and economic development priorities.
  - With the assistance of legal counsel, determine the legal authority the City has to get location data for water lines and other water assets owned and maintained by the utility districts and service corporations within the City's limits and ETJ.
  - Research the American Rescue Plan Act and apply for funding for the City. Use funds and partner with Rockwall and Kaufman Counties for water, wastewater, and broadband improvements.
- Sanitary Sewer
  - Evaluate the authority the City has over the sanitary sewer collection and treatment within the city limits and within the ETJ with an attorney.
  - Map existing sanitary sewer lines in McLendon-Chisholm.
- Storm Sewer and Drainage
  - Establish an impervious surface ordinance amendment to reduce excessive stormwater runoff and system constraints.
  - Map existing stormwater infrastructure in McLendon-Chisholm.
- Internet
  - Evaluate options for Fiber to the Premises/Home (FTTP/FTTH) and Fiber to the Cabinet (FTTC), micro trenching, and pushable fiber and determine the best option for budgetary constraints.
  - Explore options for public-private partnerships with developers, corporations, and providers to expand broadband access across the city.
- Public Safety
  - Utilize the Rockwall County Emergency Services Corporation Board to discuss needed improvements for potential partnership and unified resources to support the City's growing public safety needs.
  - Evaluate County responsibilities for provision of public safety and associated options to provide adequate response times and patrols. Determine appropriate public safety option (ex. contract with the County, City personnel, etc.) accordingly.
  - Evaluate provision of Fire and EMS services outside of the City Limits to analyze financial and service viability. Determine appropriate Fire and EMS level of service, staffing, and funding options and implications accordingly.
  - Review Fire Safety ISO Ranking criteria and determine any improvements that can be made with available resources to improve the City's ISO Ranking. Repeat this action annually with the budget and future CIP process.
- Parks and Recreation



- Complete a Parks and Recreation Study to identify existing and desired future levels of service for parks and recreation consistent with Texas Parks and Wildlife Department (TPWD) standards for grant eligibility.
  - Adopt Parkland Dedication and Parkland Development Fees, in association with a future completed Parks and Recreation Study, through a prepared fee methodology and relevant Code of Ordinances updates.
  - Revise the Subdivision Ordinance to require developers to include dedication language in the associated plat for school sites that would require public access to open spaces and athletic fields within the city limits or ETJ.
  - Revise the Subdivision Ordinance to require developers of Master Planned Communities to provide recreational facilities that include parks, open space, and other amenities to serve the communities that they develop.
- HOA Maintenance and Accountability
    - Develop a list of roadways, drainage facilities, and other infrastructure in need of HOA maintenance and rehabilitation and send letters to the HOA and associated residents of the deficiencies and responsibilities of the HOA. Residents should lead this effort through the aforementioned volunteer Road Planning and Maintenance Working Group.



## Chapter 6: Implementation & Monitoring

### Key Partners

A Comprehensive Plan cannot be implemented without collaboration between key partners. While there are many different individuals, groups, and organizations that contribute to McLendon-Chisholm's success, the following provides a snapshot of those key partners who play vital roles in their area of influence. A list of key partners and collaboration efforts is provided below:

- **Rockwall & Kaufman County:** Rockwall and Kaufman Counties are key partnering agencies when it comes to the Comprehensive Plan's implementation, especially when planning areas in McLendon-Chisholm's extraterritorial jurisdiction (ETJ). The city also relies on police and emergency services from Rockwall County, so continued conversations are essential in the long-term success of planning for public safety and city services.
- **TxDOT:** As SH 205, McLendon-Chisholm's main corridor, is expanded in the upcoming years, continued partnership with TxDOT must occur to negotiate future roadway amenities, such as sidepaths, trails, and driveway connections. When developing along this corridor, coordination is required for continued access and safety.
- **NCTCOG/TML:** Communication with the North Central Texas Council of Governments (NCTCOG) and the Texas Municipal League (TML) will allow the community to understand the region's vision for growth so the City can accurately plan for and respond to it accordingly.
- **Water Companies (High Point WSC, RCH WSC, and Blackland WSC):** The water CCN holders should be acknowledged as key partners in the community due to their control of McLendon-Chisholm's water and wastewater infrastructure and the potential to transition that control in the future.
- **McLendon-Chisholm Homeowner Associations (HOAs):** Partnerships with McLendon-Chisholm HOAs should be established as neighborhoods continue to build out and provide further phases to the master planned areas. HOAs play a critical role in the provision of the aesthetic and functional maintenance of the community, enforcement, and the education of new residents.

### Financing

As seen through the community feedback, many members of the community believe strongly in fiscal conservatism. Financing is crucial to the implementation of the Comprehensive Plan and could pose limitations and delays if not appropriately planned out. Funding can originate from partnerships with private companies and developers, as well as traditional sources such as sales tax and property tax. Below are some specific strategies the City can use to create funding for implementation of the Comprehensive Plan:

- **Impact Fees:** Impact fees can generate revenue from new development in the city. These fees can be used to fund capital costs, such as roadways or city facilities. This is a useful tool that can help offset or reduce the amount of financial impact to the city as it relates to infrastructure improvements.



- **Public Grants and Programs:** Grant funding can be a valuable asset to McLendon-Chisholm as it seeks to encourage development projects and continued growth. Several opportunities exist to obtain funding, such as the American Rescue Plan Act, that can assist the implementation of community-wide projects.
- **Capital Improvement Plan (CIP):** Many of the public realm initiatives will require capital financing through a bond program (for the purchase of parkland and commercial sites), certificates of obligation (for big spends), or other capital financing. McLendon-Chisholm should create a CIP to provide the opportunity to plan for future infrastructure and facility needs. The CIP should consider appropriate funding mechanisms that provide sustainable spending and are appropriately prioritized to meet the goals of the community. It is essential, from a growth management perspective, to ensure the repair, reconstruction, and expansion of infrastructure to that the community is continually positioned to meet its goals.

### Action Prioritization

The Action Prioritization Matrix compiles all actions in the McLendon-Chisholm Comprehensive Plan for the City to use as a checklist over the coming years to monitor progress and implement the Vision. The specified years of priority for each timeframe are listed below, however actions can be completed sooner than the specified timeframes:

- **Short-Term:** represents an action that can be completed within 3 years
- **Mid-Term:** an action that is estimated to be completed over the next 4 to 6 years
- **Long-Term:** an action that is estimated to be completed between 7 to 19 years

Fiscal & Economic Vitality			
Category	Action	Timeframe	Conceptual Cost
Planned and Controlled Development	Develop a set of standards that are typical for developments proposed partially or completely within the ETJ, including parkland dedication and development requirements, internet fiber, walkability and connectivity, water supply/service, sewer treatment/service, and illustration of compliance with the Vision Framework.	Short-term	\$\$
	Create a Heritage Park using the City land around City Hall for a communal gathering space.	Long-term	\$\$\$/Private
	With each year’s annual budget process, include an evaluation of the desired set of City services and improvements for the next five years as part of a long-range budget outlook. The five-year evaluation should include a Capital Improvements Program (CIP) for any large/expensive City construction or equipment. Assistance from a consulting planner and engineer may be required for associated technical components and cost estimates.	Short-term	\$\$



	Create an economic development policy and strategies to bring in at least 10 new businesses consistent with the Vision Framework by 2031 ( <b>"10 in 10"</b> ).	Short-term	\$
	Establish a set of tools, in consultation with the City Attorney, that the City can utilize in negotiations with developments partially or completely within the ETJ.	Short-term	\$
Peaceful and Quiet Retreat from Urban Life	Develop a City slogan compatible with "quiet rural living" in McLendon-Chisholm (or something similar to reflect the essence of McLendon-Chisholm) for use in City-wide brand and identity efforts.	Short-term	\$
	Revise the zoning and subdivision ordinances to promote the sustained preservation of peaceful quality of life and rural elements, such as: <ul style="list-style-type: none"> <li>▪ Ecological diversity through green infrastructure and restoration of environmentally sensitive areas regulations;</li> <li>▪ Tree preservation and native plant list for residents to use and developers to follow;</li> <li>▪ Dark sky lighting standards consistent with pursuing the associated Dark Sky Community Designation;</li> <li>▪ Flexibility in administrative approval for emerging low-intensity agricultural industry uses, such as limited scale aquaponics, clean/light industrial, and agricultural research uses; and</li> <li>▪ Regulations consistent with pursuing Scenic City Certification.</li> </ul>	Mid-term	\$\$
	Apply for Dark Sky Community Designation upon completion of associated ordinance updates.	Long-term	\$
	Apply for Scenic City Certification upon completion of associated ordinance updates.	Long-term	\$
Grassroots Community Events	Establish a Community Events Committee to lead planning and implementation efforts for four community-led events per year.	Mid-term	\$
	Re-establish at least one signature community event celebrating the city's rural heritage or relating to an agritourism experience (ex. pumpkin patch or Christmas on the Farm, etc.).	Mid-term	\$\$
Transparency and Community Engagement	Formalize a tradition to hold two Town Hall meetings per year to discuss community happenings and answer questions, to include streaming online.	Short-term	\$
	Upgrade the audio/visual equipment and associated software in City Hall to improve sound and video quality for streaming public meetings live and on-demand online.	Mid-term	\$\$



	Create a list of homeowner’s association and neighborhood group leaders to be registered with the City and contacted directly, concurrent with public notice, when significant public hearing items are on the agenda for any board or commission.	Short-term	\$
	Establish an online suggestion form on the City website and respond to and discuss comments regularly with City Leadership.	Short-term	\$

### Land Use & Design

Category	Action	Timeframe	Conceptual Cost
Land Use & Design Actions	Rezone areas of the city with standards to be developed and detailed to be consistent with the Future Land Use Plan and Vision Framework.	Short-term	\$\$
	Approach property owners within the ETJ to request them to annex or to sign non-annexation agreements to protect additional areas from higher density development.	Mid-term	\$
	<i>Cross reference:</i> Establish a set of tools, in consultation with the City Attorney, that the City can utilize in negotiations with developments partially or completely within the ETJ.	Short-term	\$

### Mobility & Connectivity

Category	Action	Timeframe	Conceptual Cost
SH 205-Related	Represent to the Rockwall County Road Consortium McLendon-Chisholm design considerations for ensuring State Highway 205 expansion supports the City’s vision, goals, and objectives.	Short-term	\$
	Coordinate, schedule, and hold a Town Hall Meeting to discuss specific State Highway 205 design features under consideration with the schematic design process.	Short-term	\$
	With the assistance of a consultant, prepare a list of design and technical modification requests for TxDOT’s expansion of State Highway 205 to reflect the look, feel, and brand consistent with the community’s Vision of McLendon-Chisholm.	Short-term	\$
Reduce Commuter Delay	Revise the Subdivision Ordinance to reduce maximum block length from 1,600 feet to 1,000 feet to promote additional connections and more walkability.	Mid-term	\$
	Review previously prepared cross sections for relevance and technical applicability in an associated Subdivision Ordinance	Short-term	\$



	update. Until that is completed, the cross sections in the 2016 Comprehensive Plan apply.		
	Revise the Subdivision Ordinance to require associated cross section design for the Functional Classifications included in the Master Thoroughfare Plan.	Mid-term	\$
	With the assistance of a planning and engineering consultant, create a five-year Capital Improvements Plan (CIP) and prioritization matrix that includes any infrastructure, facilities, and large equipment.	Short-term	\$\$
	Establish a Roadway Maintenance Strategy with funding allocated for the entire lifespan of anticipated construction, maintenance, expansion, and replacement of all new City roads as they are constructed, and update the project list every five years, to coincide with the update of the future CIP, to account for inflation, labor, or supply chain cost increases.	Mid-term	\$\$
	Prepare a Roadway Impact Fee Study to adopt an associated Roadway Impact Fee.	Short-term	\$\$
	Create a Roadway Ownership and Maintenance layer in GIS to assist with contact information and the Road Planning and Maintenance Working Group and City Capital Improvements Planning.	Short-term	\$
Health and Safety	Coordinate with developers, homeowner associations, and neighborhood associations to eliminate any overgrown landscaping or neighborhood treatment elements from the sight triangle along all major roadways.	Short-term	\$
	Revise the Subdivision Ordinance to require a licensed structural and geotechnical engineer review and seal/approve all proposed bridges and culverts for adherence to the most recent Manual for Assessing Safety Hardware (MASH) Standards prior to and after construction.	Short-term	\$
	Create a citywide policy to actively reduce the number of 90 degree turns or sharp bends on existing roads that are classified as minor arterials or higher. The policy should also prohibit the construction of sharp turns on new MTP streets.	Short-term	\$
	Create a volunteer "Road Planning and Maintenance Working Group" as part of the Roadway Maintenance Strategy to collaborate and assist individual HOA's with guidance for road design and maintenance standards to promote safe community standards across the city.	Mid-term	\$
Recreation	Revise the Zoning Ordinance and Subdivision Ordinance to require sidewalks on both sides of the street with new development and redevelopment, and a minimum 10-foot	Short-term	\$



	wide sidepath with adequate shading and tree foliage on the sides any system roadway on the Master Thoroughfare Plan.		
Branding	Design locations and features to brand the two City gateways on State Highway 205 at its north and south ends, in conjunction with applicable Manual for Assessing Safety Hardware (MASH) Standards.	Mid-term	\$\$
	Construct two City gateways on State Highway 205 at its north and south ends.	Long-term	\$\$\$

Public Utilities & Services			
Category	Action	Timeframe	Conceptual Cost
Water	Establish bi-annual standing meetings with Highpoint SUD, Blackland WSC, and RCH WSC (separate meetings), in addition to any other utility providers serving McLendon-Chisholm, to discuss anticipated construction, extensions, upgrades, maintenance issues, and economic development priorities.	Short-term	\$
	With the assistance of legal counsel, determine the legal authority the City has to get location data for water lines and other water assets owned and maintained by the utility districts and service corporations within the City's limits and ETJ.	Short-term	\$\$
	Research the American Rescue Plan Act and apply for funding for the City. Use funds and partner with Rockwall/Kaufman counties for water/wastewater/broadband improvements.	Short-term	\$
Sanitary Sewer	Evaluate the authority the City has over the sanitary sewer collection and treatment within the city limits and within the ETJ with an attorney.	Mid-term	\$\$
	Map existing sanitary sewer lines in McLendon-Chisholm.	Long-term	\$\$
Storm Sewer and Drainage	Establish an impervious surface ordinance amendment to reduce excessive stormwater runoff and system constraints.	Short-term	\$
	Map existing stormwater infrastructure in McLendon-Chisholm.	Long-term	\$\$
Internet	Evaluate options for Fiber to the Premises/Home (FTTP/FTTH) and Fiber to the Cabinet (FTTC), micro trenching, and pushable fiber and determine the best option for budgetary constraints.	Mid-term	\$



	Explore options for public-private partnerships with developers, corporations, and providers to expand broadband access across the city.	Mid-term	\$
Public Safety	Utilize the Rockwall County Emergency Services Corporation Board to discuss needed improvements for potential partnership and unified resources to support the City's growing public safety needs.	Short-term	\$
	Evaluate County responsibilities for provision of public safety and associated options to provide adequate response times and patrols. Determine appropriate public safety option (ex. contract with the County, City personnel, etc.) accordingly.	Short-term	\$
	Evaluate provision of Fire and EMS services outside of the City Limits to analyze financial and service viability. Determine appropriate Fire and EMS level of service, staffing, and funding options and implications accordingly.	Short-term	\$
	Review Fire Safety ISO Ranking criteria and determine any improvements that can be made with available resources to improve the City's ISO Ranking. Repeat this action annually with the budget and future CIP process.	Short-term	\$
Parks and Recreation	Complete a Parks and Recreation Study to identify existing and desired future levels of service for parks and recreation consistent with Texas Parks and Wildlife Department (TPWD) standards for grant eligibility.	Short-term	\$\$
	Adopt Parkland Dedication and Parkland Development Fees, in association with a future completed Parks and Recreation Study, through a prepared fee methodology and relevant Code of Ordinances updates.	Short-term	\$
	Revise the Subdivision Ordinance to require developers to include dedication language in the associated plat for school sites that would require public access to open spaces and athletic fields within the city limits or ETJ.	Short-term	\$
	Revise the Subdivision Ordinance to require developers of Master Planned Communities to provide recreational facilities that include parks, open space, and other amenities to serve the communities that they develop.	Short-term	\$
HOA Maintenance and Accountability	Develop a list of roadways, drainage facilities, and other infrastructure in need of HOA maintenance and rehabilitation and send letters to the HOA and associated residents of the deficiencies and responsibilities of the HOA. Residents should lead this effort through the aforementioned volunteer Road Planning and Maintenance Working Group.	Mid-term	\$





## Usage, Updates, and Amendments

As McLendon-Chisholm continues to grow and attract new development, it is crucial to have the necessary tools to manage development in a way that is aligned with the Vision Framework, Strategies, and Actions of the Comprehensive Plan. Providing regular updates will allow the City to remain resilient and relevant as actions are completed as it grows. It is recommended that updates to the Plan be considered every three years, while the City is experiencing growth, so that the Plan can continue to influence and inform key decisions as they are made. Additionally, to ensure the Plan remains relevant with growth and development trends, the Planning and Zoning Commission and City Council will conduct an annual review process of the Comprehensive Plan's content (see Future Land Use section for more details).

The McLendon-Chisholm Comprehensive Plan was created through a carefully crafted, multi-faceted engagement sequence and collaborations that involved key individuals, stakeholders, community members, and leaders at every level. As updates to the Plan are made, continued community engagement is essential to further that progress to ensure the community's vision for the city is in alignment with the Comprehensive Plan. In addition, as the Plan is implemented, it will be essential to ensure strong leadership at all levels to help realize and sustain the Comprehensive Plan. Ensuring that updates to the Plan capture feedback from multiple sources, are grounded in community input, and are administered through strong leadership will ensure the city's vision remains in focus and is ultimately implemented.




## Appendix



## A. ESRI Tapestry Segments in McLendon-Chisholm



LifeMode Group: Family Landscapes

# Soccer Moms

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500



### WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### OUR NEIGHBORHOOD

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

### SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).



Note: The index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

LifeMode Group: Family Landscapes  
**4A Soccer Moms**



**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

**HOUSING**

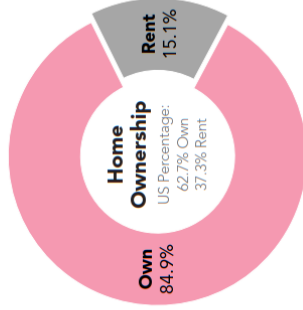
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

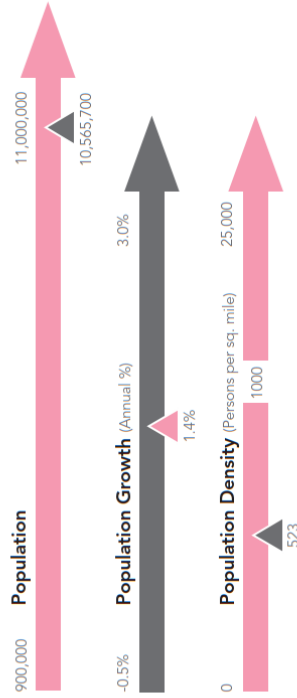
**Median Value:**  
\$257,400

US Median: \$207,300



**POPULATION CHARACTERISTICS**

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



**ESRI INDEXES**

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LifeMode Group: Family Landscapes  
**Soccer Moms**

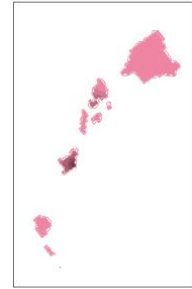
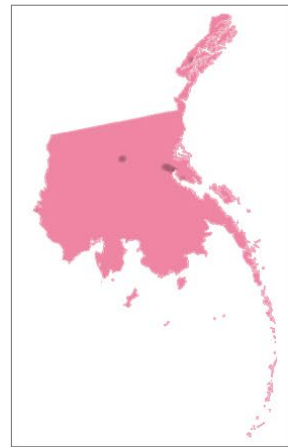
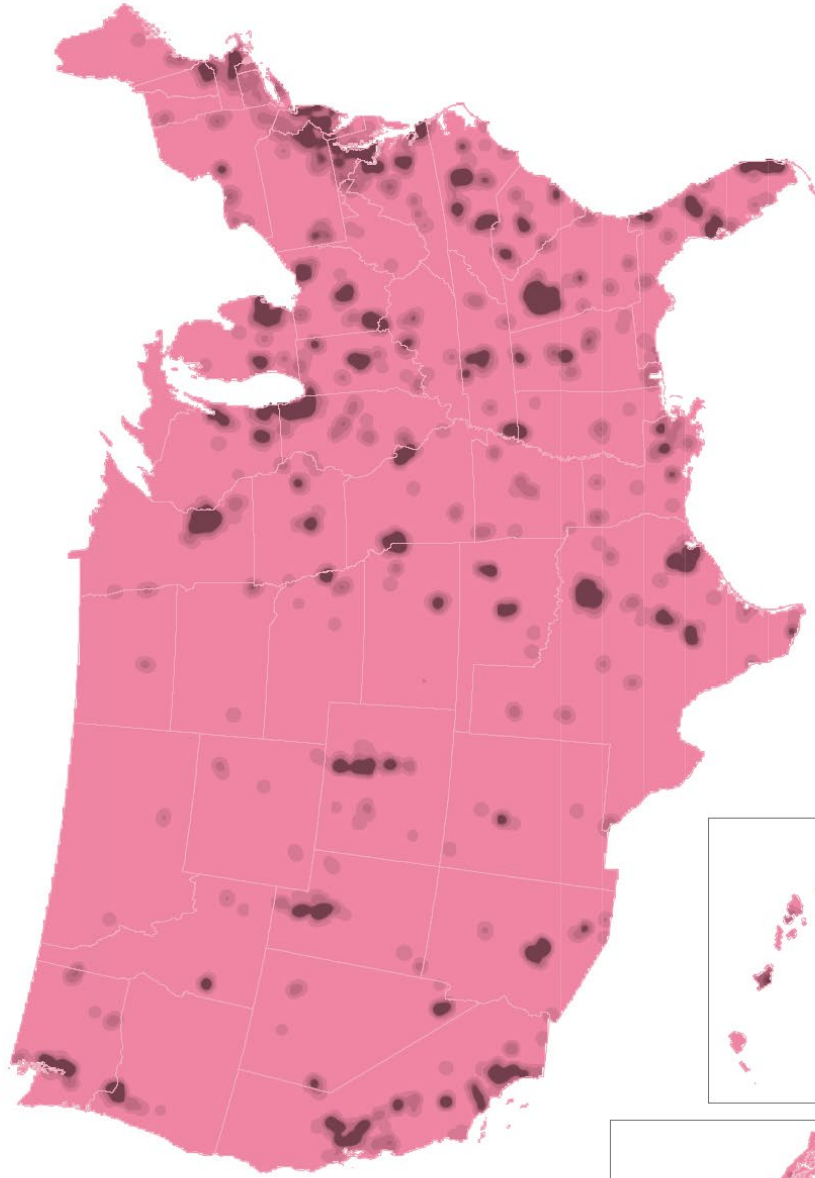
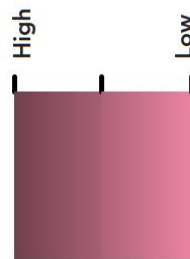
**4A**

**TAPESTRY SEGMENTATION**  
 esri.com/tapestry



**SEGMENT DENSITY**

This map illustrates the density and distribution of the Soccer Moms Tapestry Segment by households.



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 1-800-447-9778  
 info@esri.com  
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THE SCIENCE OF WHERE™





LifeMode Group: Affluent Estates

# Professional Pride

1B

Households: 1,878,000

Average Household Size: 3.11

Median Age: 40.5

Median Household Income: \$127,000

## WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.



## OUR NEIGHBORHOOD

- Typically owner occupied (Index 173), single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

## SOCIOECONOMIC TRAITS

- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



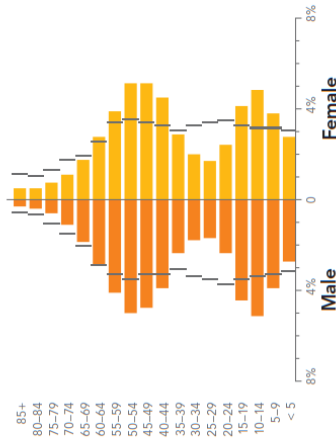
# LifeMode Group: Affluent Estates Professional Pride



## AGE BY SEX (Esri data)

**Median Age: 40.5** US: 37.6

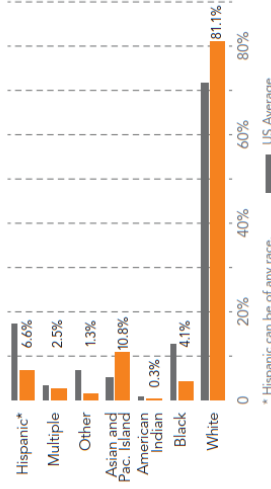
I Indicates US



## RACE AND ETHNICITY (Esri data)

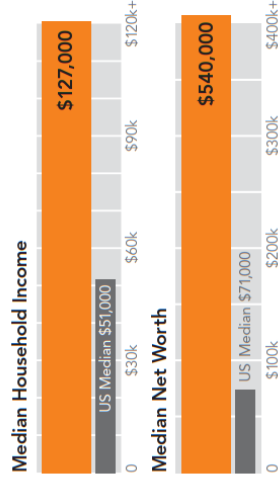
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

**Diversity Index: 41.2** US: 62.1



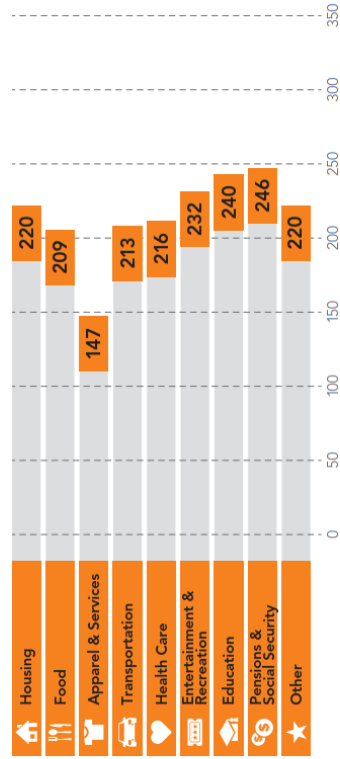
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



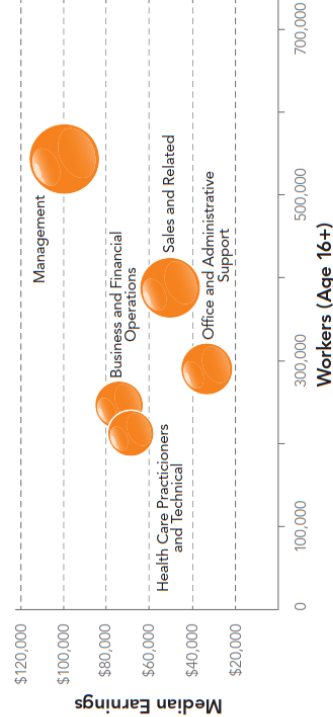
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



# 1B Professional Pride

LifeMode Group: Affluent Estates



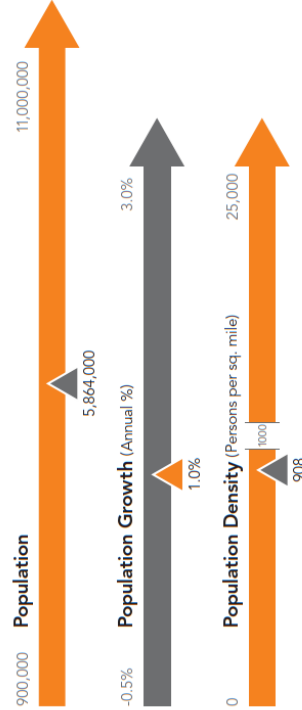
## MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

## POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



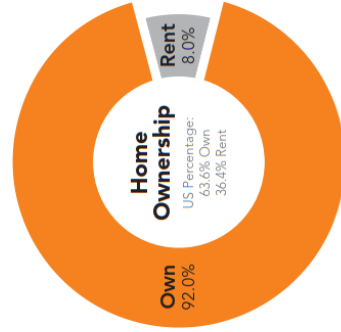
## HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



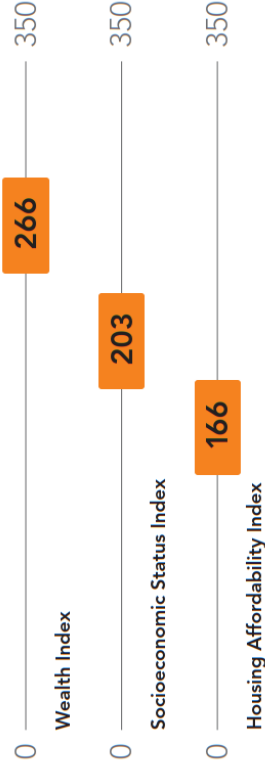
**Typical Housing:**  
Single Family

**Median Value:**  
\$387,000  
US Median: \$177,000



## ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



LifeMode Group: Affluent Estates

1B

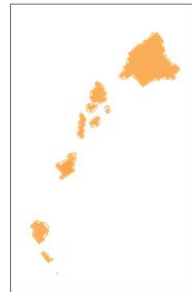
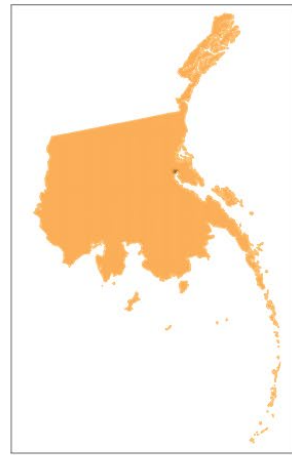
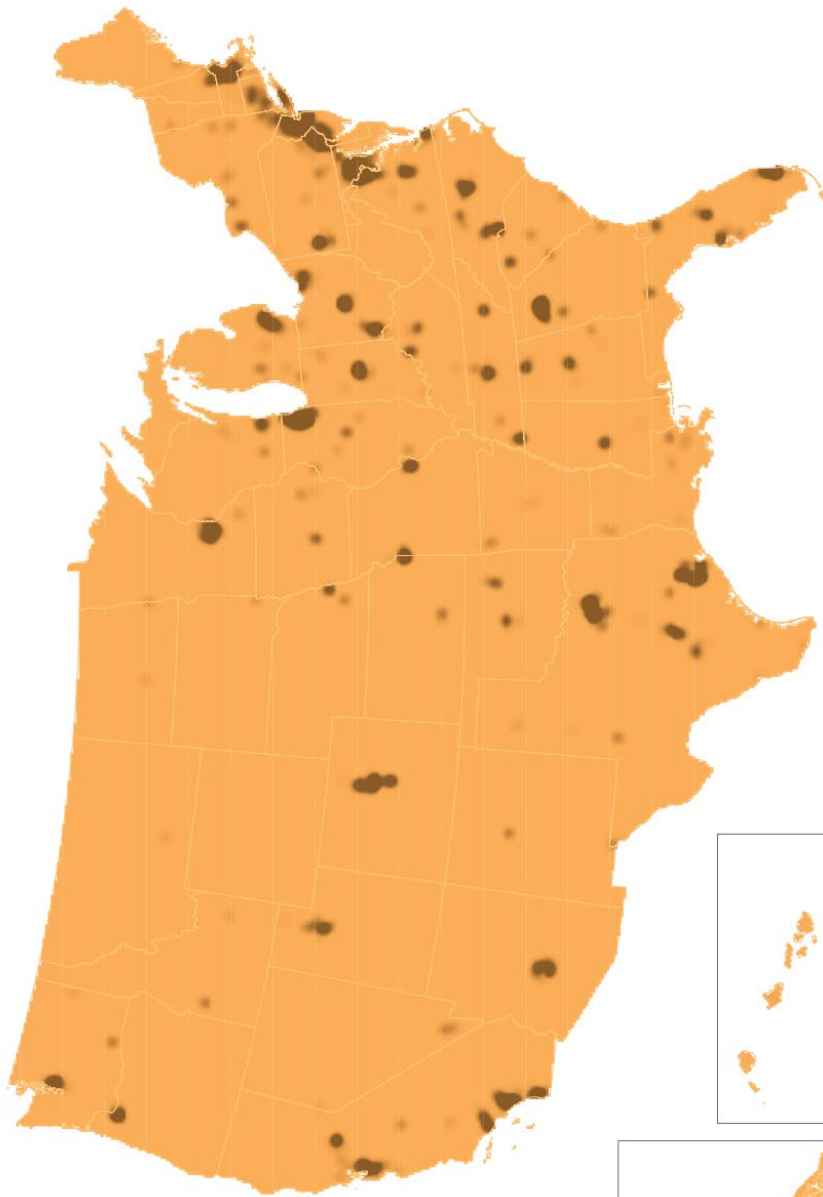
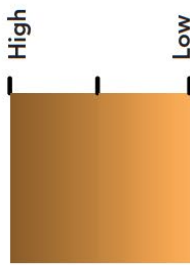
# Professional Pride



TAPESTRY  
SEGMENTATION  
esri.com/tapestry

## SEGMENT DENSITY

This map illustrates the density and distribution of the Professional Pride Tapestry Segment by households.



For more information  
1-800-447-9778  
info@esri.com  
esri.com



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ESRI/2014/148





*Green Acres*



LifeMode Group: Cozy Country Living

# Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

## WHO ARE WE?

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. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

## SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend; banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.





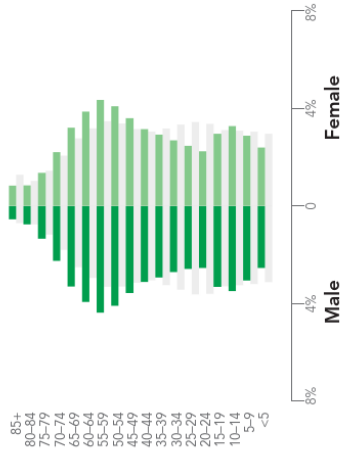
LifeMode Group: Cozy Country Living  
**Green Acres**



### AGE BY SEX (Esri data)

**Median Age: 43.9** US: 38.2

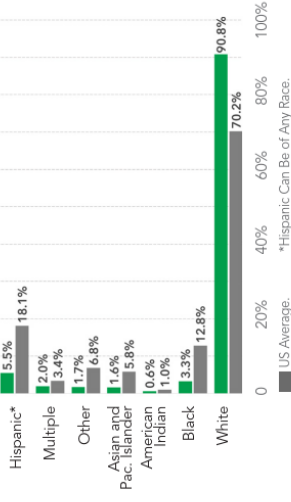
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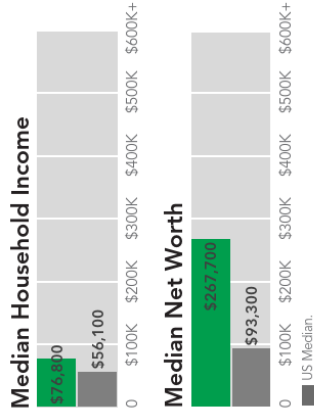
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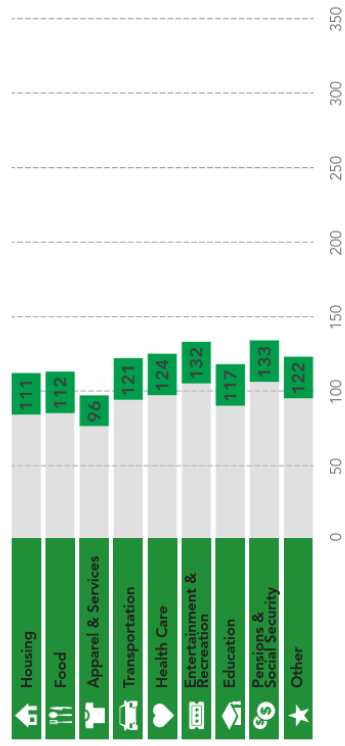
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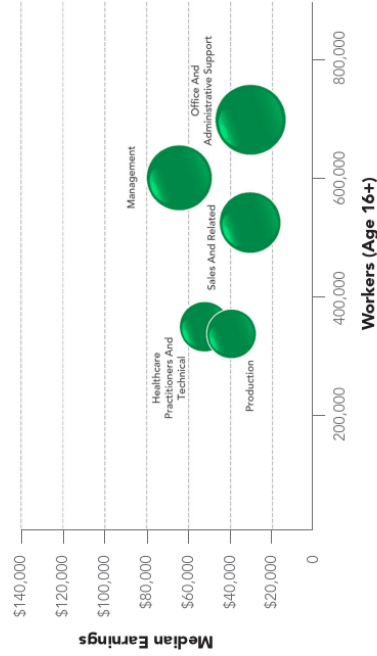
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LifeMode Group: Cozy Country Living  
**6A Green Acres**

**TAPESTRY SEGMENTATION**  
 esri.com/tapestry

**MARKET PROFILE**

(Consumer preferences are estimated from data by GfK MRI)

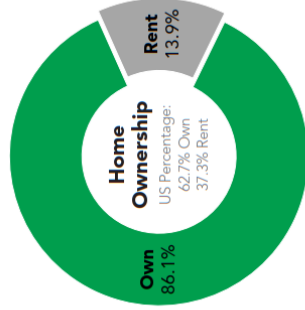
- Purchasing choices reflect Green Acres' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

**HOUSING**

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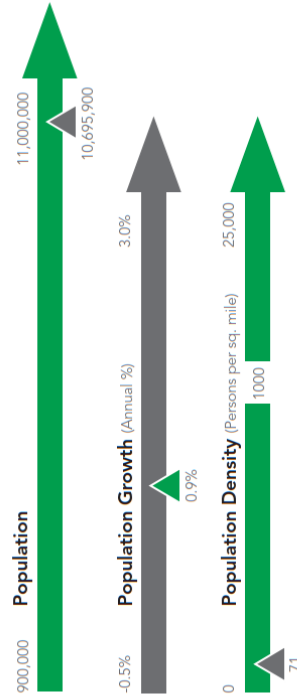


**Typical Housing:**  
 Single Family  
**Median Value:**  
 \$235,500  
 US Median: \$207,300



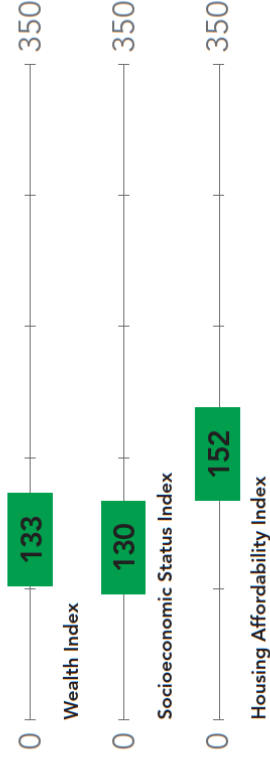
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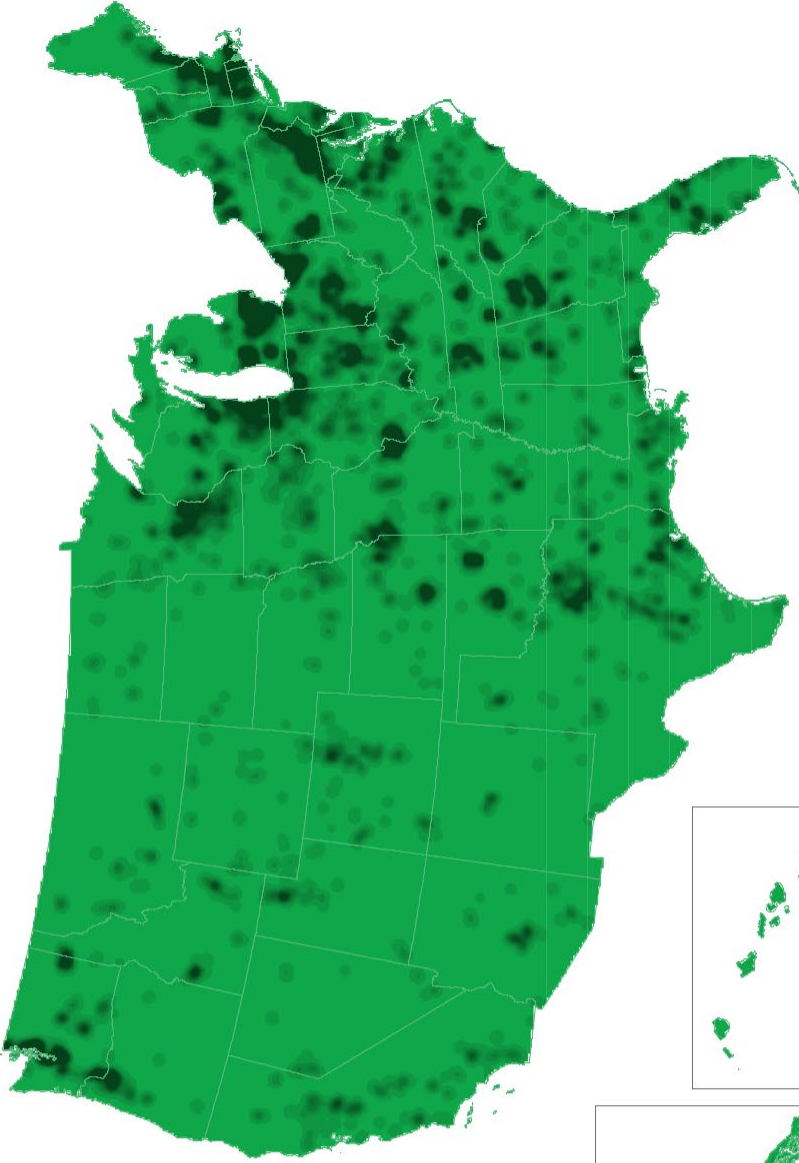


LifeMode Group: Cozy Country Living

# Green Acres

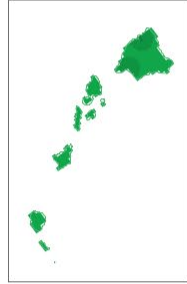
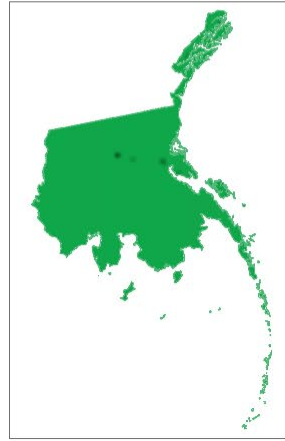
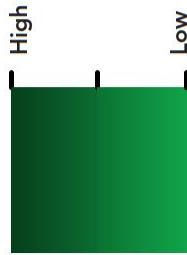


**TAPESTRY SEGMENTATION**  
esri.com/tapestry



### SEGMENT DENSITY

This map illustrates the density and distribution of the Green Acres Tapestry Segment by households.



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