



City Goals & Initiatives 2018



CITY OF FORNEY VISION STATEMENT

Forney is a vibrant hometown community of opportunity and connectivity without limits.

MISSION STATEMENT

Forney is community of family values who are dedicated to a safe environment and quality growth.

VALUE STATEMENT: “V I T A L”

- **Visionary:** We are open to new ideas and creating solutions to all challenges.
 - **Integrity:** Our behavior and attitude are characterized by honesty, ethical conduct, and trust.
 - **Teamwork:** We help each other to serve the community and be the best we can be in a positive, encouraging, and authentic manner; we will also seek new team members who will enhance and enrich the organization by their unique contributions and talent.
 - **Accountable:** We understand that our responsibility is the effective and efficient delivery of service to our citizens and that we should implement policy decisions with diligence.
 - **Leadership:** We are servant leaders seeking to serve our community, organizations, and our fellow employees with humility, empowerment, professionalism, and enthusiasm.
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GOALS AND INITIATIVES

- Improve Understanding and Communication
 - Manage Growth
 - Expand Parks and Recreational Opportunities
 - Diversify Opportunities and Influence and Support Gateway Development
 - Redefine and Re-establish Downtown
 - Modernize Transportation and Regional Connectivity
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ADDITIONAL DETAILS

- Planning
 - Additional Ideas
 - Finance
 - Current Issues
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INTRODUCTION

The City of Forney City Goals and Initiatives document is a tool to identify and communicate some of the city's ideas and proposals. The city can then develop and prioritize these goals and initiatives to advance its overall vision and discover specific projects or initiatives for major strategies. The strategic planning process focuses primarily on what the city needs to accomplish to achieve success. Good strategic planning addresses the issues that challenge the community today and, more importantly, those that will present challenges tomorrow.

Business Model

The City of Forney must maintain a sense of creativity in order to “put the city on the map”; however, the city should maintain focus on priorities while looking at the big picture.

IMPROVE UNDERSTANDING AND COMMUNICATION

The City of Forney seeks to promote understanding and communication for the entire community to increase resident and business engagement.

Comprehensive Communications and Community Engagement

The city must have and present a unified voice that reflects the following qualities:

- Honesty
- Integrity
- Loyalty
- Openness and Vulnerability
- Consistency and Follow-through

The city must possess and exhibit an ethical stance that presumes good intentions, keeps its word, and supports residents and businesses.

Pace of Information

The city must provide more notice as the Council would like feedback, informed debates, and strong collaboration with residents, commercial businesses, and the Forney ISD.

MANAGE GROWTH

The City of Forney seeks to promote a balanced composition of commercial businesses to ensure quality that is unique and attracts new residents and businesses. The city must have high standards in land use and address the challenges of growth and change in the physical landscape.

Planning Enhancements

The city should plan and prepare for the following:

- Land usage to ensure a diversified tax base
- Unbalanced growth (i.e., too much residential, not enough business to diversify the tax base)
- Development that outpaces plans and strategies

The city must manage plans and concentrate on its business model to attract the right type of development.



EXPAND PARKS AND RECREATIONAL OPPORTUNITIES

The City of Forney seeks to enhance the quality of life for residents, visitors, and businesses through parks, entertainment, and recreational opportunities.

Entertainment Options

The City of Forney should offer diverse entertainment options for residents and visitors including:

- Amphitheaters
- Pro sports options
- Park expansions
- Mix of active and passive spaces with something for everyone in the active community

Planning Entertainment Options

The city must evaluate program offerings to generate a broad appeal for residents and visitors.

Planning should include:

- Strong amphitheater plan
 - Pro sports study
 - General entertainment study
 - Entertainment overlay district review
 - Parks Board meetings to determine their thoughts on appropriate uses
 - Information review to meet community needs (i.e., process reviews)
 - Designer/Engineer requirements
 - Assessments of land, acreage, connections, trails, and open/active spaces
 - Partnership to improve natural resource management
 - Needs assessment for new facilities, trails, land acquisitions, and features
 - Front-end open space assessment from developers
 - Work sessions
 - User fee exploration for new parks
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DIVERSIFY OPPORTUNITIES

The City of Forney seeks to cultivate an environment for strong and successful commercial development to create and sustain a strong tax base.

Commercial Development in Forney

The Gateway and Hwy 80 commercial corridor is an expansive mixed use area that houses high-quality jobs that drive the county and region. The city would like to expand retail development along 548 in front of the Gateway.

Other commercial development initiatives include:

- Alternative routes and smoother commutes
- Improved thoroughfares and being proactive with traffic congestion
- Fully developed utility infrastructure
- Time limits on developers
- Revisiting standards and incentives to attract retail
- Education and job training
- Review zoning

Commercial Growth Development

In order to implement a long-term commercial development strategy, the city should develop priorities and standards for businesses including the following:

- Revisit Master plan (Summer/Fall 2018)
 - Update Masterplan (Fall 2018)
 - Create an Infrastructure Growth Plan
 - Perform an Impact Fee Study (2018)
 - Develop Incentive Plan (End of 2018)
 - Hold a Gateway Work Session (Summer 2018)
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REDEFINE AND RE-ESTABLISH DOWNTOWN

The City of Forney seeks to update the downtown area to ensure it is vibrant, nostalgic, and historic.

Downtown Area Goals

The city would like Downtown to be exciting, entertaining, and aesthetically appealing. The outcome/target for Downtown includes:

- A walkable downtown area
- Rooftop dining
- Unique boutiques
- Historic buildings (brick and mortar)
- Building out available spaces
- Additional parking

Planning for Downtown

In order to attain the goals for the City of Forney Downtown area, the city should perform the following planning activities:

- Define downtown boundaries
 - Understand focal uses
 - Create zoning
 - Develop standards
 - Review school property
 - Locate pocket lots for parking and encourage pedestrian traffic
 - Create Marketing plans
 - Hire consultants if or when necessary
 - Obtain a list of vacant properties
 - Encourage and maintain relationships with DTBA and FAC (fire, police, public safety and parking)
 - Utilize relationships with Eno's and Crumbzz
 - Communicate long-range plans
 - Review Water and Sewer expansion
 - Review zoning
 - Review requirements for green spaces, open areas, and connecting trails
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MODERNIZE TRANSPORTATION AND REGIONAL CONNECTIVITY

The City of Forney seeks to continue planning and investing in infrastructure, facilities, transportation, and technology.

Thoroughfare Plan

The City of Forney seeks to develop, approve, and continually review a thoroughfare plan that includes the following:

- Multi-year maintenance of existing roads
- Eventual designation of bike lanes
- Possible expansion of Hwy 80 to east side of Forney
- Walking trails system

Infrastructure

The city seeks to manage an aging infrastructure by performing the following functions:

- Enhance and maintain infrastructure and government facilities
- Create an up-to-date traffic plan
- Manage deferred maintenance plans
- Ensure that residents and visitors enjoy exceptional mobility (i.e., multi-modal, well-maintained streets that are appropriately-sized and located)

Expand City Facilities and Staff Tools

In order to provide safe and adaptable services to residents and businesses, the city seeks to:

- Increase staff and create new departments
- Expand and improve city facilities
- Improve technology (e.g., Chamber and Agenda process)
- Provide four fire stations
- Ensure the municipal facilities reflect the dynamism of the community (i.e., attractive, appropriately sized and placed, and sustainable)

In order to enact these goals, the city should:

- Conduct a long-term facilities plan with needs assessment
 - Identify multi-use capabilities
 - Identify locations (both currently-owned and potential sites)
 - Determine long-term philosophy for City Hall (e.g., retain it as part of downtown or relocate it to help spur other development)
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PLANNING

In order to enact these goals and initiatives, the city would like to offer the following plans within the estimated timeframes:

- Workshop dates – time sensitive and agenda entry (April/May 2018)
 - Parks Initiative
 - Entertainment/Park Expansion (April/May 2018)
 - Thoroughfare Plan (July/August 2018)
 - Parking – alternative feasible timelines
 - Zoning changes
 - Facilities Study and Plan (July/August 2018)
 - Complete Plan (July/August 2018)
 - Downtown Expansion (July/August 2018)
 - Acquire Needed Right-of-Way (2019)
 - Bond Package and needed committees (Late 2019 or early 2020)
 - Bid Projects (2020)
 - Break Ground (2020/2021)
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ADDITIONAL IDEAS

Some additional ideas for the City of Forney include:

- Better roads with grade separations
 - Airport
 - Higher Education
 - Community Center
 - More Retail
 - Major Employment center/base
 - River walk
 - Marketplace
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FINANCE

The City of Forney would like to maintain financial integrity by:

- Having more than adequate funding to do what is needed
 - Identifying revenue
 - Ensuring low taxes, low debt (balanced budget)
 - Remaining within the budget
 - Providing financial accountability
 - Mitigating costs
 - Conducting reviews of costs and finances
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CURRENT ISSUES

Some of the current issues for the City of Forney include:

- Limited space to expand
 - Overspending
 - Lack of staffing and roles
 - Lack of a vision (e.g., lack of strategic planning, not following adopted plans)
 - In-action (not being proactive)
 - Negative relationships
 - Negative inter-government relations
 - Unaware of effects on the Forney ISD
 - Lack of communication with other governing bodies to understand how council decisions are affecting them
 - Out-of-date technology
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