



4.0 GOALS AND OBJECTIVES

The primary purpose of the Comprehensive Plan is to help the people of Irving realize their goals for the future. Each goal and objective should recognize the specific needs, problems and opportunities that exist within the community. The statements should be broad in scope and long-range in commitment. All of the Comprehensive Plan's elements (transportation, land use, parks and open space, etc.) are designed as vehicles to achieve these goals and objectives. It will be important that the goals to be pursued are clearly identified and accepted.

Objectives are actions and activities relating to the implementation of the goal they support. The objective is a means of measuring the progress made toward attaining the goal.

To further the implementation of a goal or objective, a policy statement is appropriate. The policy is an official statement by the City Council setting forth a course of action designed for achieving the goal. Policies for Irving's Comprehensive Plan are included as part of the recommendations and based on these goals and objectives. Policies do not constitute a legal regulatory document, but rather a guidance mechanism for decisions regarding the development of the City. Often, policy statements provide consistency in addressing the issues which may or may not be suitable in an ordinance format.

The following are goals and objectives for consideration for the City of Irving. Each goal is taken from the context of the Baseline Analysis report. Goals and objectives have been identified for the following elements:

- Physical Factors Influencing Development
- Economic Development
- Housing
- Utilities and Infrastructure
- Future Land Use
- Public Facilities and Services
- Urban Design and Community Character
- Parks, Recreation and Open Space
- Transportation
- The Environment



4.1 PHYSICAL FACTORS INFLUENCING DEVELOPMENT

Goal 1: *Ensure that the development of the urban environment is compatible with the natural and man-made features within the City of Irving.*

Objectives:

- 1A. Plan for continuing growth and development which retains or enhances the existing quality of life by improving and upgrading the existing landscaping standards, the existing sign standards, and encouraging or requiring underground utility lines.
- 1B. Preserve the natural character of floodplain areas.
- 1C. Plan for future development which is compatible with the City's natural features.
- 1D. Provide incentives and other design flexibilities to projects that make valuable contributions to preservation of remaining natural resources.
- 1E. Consider special development controls for areas characterized by constrained geologic or soil conditions. Strive for good disclosure of development requirements to the public.
- 1F. Respect areas with steep slopes and scenic views.
- 1G. Pursue the development of regulations and guidelines which will preserve appropriate areas of the City's natural vegetation.

4.2 ECONOMIC DEVELOPMENT

Goal 2: *Irving's economy should provide a stable, high level of employment, and should fully utilize the region's human resources.*

Objectives:

- 2A. Develop an economic development policy that is consistent with the community's desire to manage growth and its effects.
- 2B. Encourage employment of all segments of Irving's population.
- 2C. Develop marketing and other information which promotes various qualities and assets of the community.
- 2D. Develop economic development strategies coordinated closely with land use objectives for various geographic areas of Irving.



- 2E. Develop a generally accepted definition of economic development which defines the City's role and the Economic Development Foundation's role in the economic development process.
- 2F. Reassess the City's policy regarding incentives for economic development.
- 2G. Develop participation policies for infrastructure improvements that match economic development objectives for specific areas.
- 2H. Implement economic development strategies that encourage reinvestment in areas of the City that are historically and culturally significant, such as Historic Downtown Irving and the Bear Creek area.

4.3 HOUSING

Goal 3: Preserve and stabilize existing residential neighborhoods.

Objectives:

- 3A. Identify areas where housing conditions indicate that structures are in need of maintenance, and develop programs to address maintenance needs.
- 3B. Develop strategies and implement programs in areas adjacent to or impacted by the new runway at DFW Airport to prevent or reverse deterioration and/or upgrade affected housing to preserve the desirability of neighborhoods.
- 3C. Identify a housing maintenance program which can maintain or improve housing quality and stabilize neighborhoods.
- 3D. Encourage the preservation of existing single family and multi-family structures.
- 3E. Protect and retain, where possible, the existing stock of affordable housing, and provide incentives for maintaining and upgrading this housing stock.
- 3F. Improve the desirability of multi-family and other rental housing by encouraging longer tenure in these units.



Goal 4: Encourage the construction of new single-family housing units, while providing locations for all housing types.

Objectives:

- 4A. Identify appropriate areas for multi-family and single-family land uses. Become a “Full Life Cycle” community by providing housing types for all income and age needs.
- 4B. Provide adequate areas for residential development in appropriate locations to meet the housing, social needs, and desired standard of living for Irving’s existing and future population.
- 4C. Establish locational criteria for multi-family and single-family uses within the City which recognize the potential effects on land use compatibility, traffic generation, noise levels and aesthetics.
- 4D. Provide for a mixture of housing types, but increase the number of single-family dwelling units within the City, where possible.
- 4E. Improve the City’s single-family housing ratio by increasing the number of single family units.
- 4F. Determine an appropriate mix of single-family to multi-family dwelling units that substantially reduces the 1994 ratio of 57 percent (57%) multi-family units to 43 percent (43%) single-family units, to the maximum extent achievable over the next 20 to 30 years.
- 4G. Encourage home ownership.
- 4H. Provide incentives to encourage development of quality single-family dwelling units within the City.
- 4I. Create programs and policies that provide incentives for “infill” projects for single-family uses in certain areas of the City.
- 4J. Develop programs for assisting and encouraging quality affordable single-family housing.
- 4K. Create new development standards that accommodate innovative housing types.
- 4L. Provide incentives, such as tax abatements and infrastructure improvements, to encourage redevelopment and renovation of certain areas of the City.



4M. Compile a list of long range and short range programs that assist in the redevelopment and/or renovation of multi-family and single-family properties. Identify short term impact projects that are consistent with long term objectives.

4.4 UTILITIES AND INFRASTRUCTURE

Goal 5: Provide infrastructure in the most efficient and equitable manner consistent with sound, environmental and growth management policies.

Objectives:

- 5A. Locate public facilities to optimize services to the community.
- 5B. Maintain an annually updated, City-wide capital improvement program.
- 5C. Locate public facilities in the most efficient manner to allow rapid response times for fire and police services, and to avoid land use conflicts with the service center and other semi-industrial public facilities.
- 5D. Prepare a drainage master plan, and maintain an updated flood control and run-off program for the City.
- 5E. Provide and maintain adequate sewer and water supply facilities to serve both existing and planned growth development.
- 5F. Develop a replacement program for deteriorating and aged utility lines.
- 5G. Develop a comprehensive wastewater master plan based upon proposed residential and nonresidential densities, as recommended in the Comprehensive Plan.
- 5H. Implement an impact fee program to assist in funding of future utilities or facilities to serve new growth.
- 5I. Implement curbside recycling.



4.5 FUTURE LAND USE

Goal 6: Use the Comprehensive Plan's Future Land Use Map to graphically depict the City's desired community form and character.

Objectives:

- 6A. Develop and adopt a Future Land Use Map which specifies land uses for undeveloped areas and areas where redevelopment is desired, and also recognizes appropriate existing land use patterns.
- 6B. Adopt City-wide zoning patterns that coincide with the land use configurations shown on the adopted Future Land Use Map.
- 6C. Identify compatible land uses and appropriate design criteria for areas adjacent to the Airport, railroads and highways, and develop noise criteria for those areas affected by noise.
- 6D. Develop companion policies and guidelines to assist in the review of zoning requests.
- 6E. Preserve and protect single-family development from high traffic volumes, congestion and through traffic generated by commercial, industrial and high density residential areas.
- 6F. In areas appropriate for mixed use and in existing Planned Unit Developments (PUDs), develop land use patterns, criteria and/or guidelines to ensure predictability and compatibility in the development of these areas.
- 6G. Review and act upon new development proposals based upon their consistency with the Future Land Use Map, policies and guidelines.
- 6H. Provide for transitional zones between high intensity or dissimilar development areas and existing or future residential areas.
- 6I. Review and revise the adopted Future Land Use Map, policies and guidelines biannually.
- 6J. Develop Plan policies and guidelines that recognize different types of service, circulation and design requirements for residential, commercial, office and industrial development.
- 6K. Identify objective criteria for determining appropriate land uses, and apply these criteria in determining the Future Land Use Map.
- 6L. Develop guidelines for amending the Comprehensive Plan.



Goal 7: Encourage quality nonresidential development that is aesthetically pleasing.

Objectives:

- 7A. Develop new design guidelines for nonresidential development, and enact mechanisms for utilizing these guidelines to review development proposals.
- 7B. Develop design guidelines for interface of residential areas to nonresidential areas.
- 7C. Encourage the clustering of heavier commercial, industrial, and other high intensity uses in areas where the infrastructure is adequate and their visual impact is minimized.

4.6 PUBLIC FACILITIES AND SERVICES

Goal 8: Provide sufficient infrastructure and services to meet the needs of the citizens while minimizing the cost of government, to the extent practical.

Objectives:

- 8A. Provide adequate water, wastewater treatment, and drainage to meet the future needs of the City.
- 8B. Provide adequate fire and police protection to serve existing and future residents.
- 8C. Provide continued development of a library system which meets the educational needs of the community.
- 8D. Coordinate a cooperative planning effort among school districts to identify any remaining locations for proposed public schools, based upon the neighborhood school concept, and reflect these on the Future Land Use Map.
- 8E. Initiate a comprehensive planning effort for all school districts.



4.7 URBAN DESIGN AND COMMUNITY CHARACTER

Goal 9: Create an interconnected, City-wide transportation and community access system consisting of vehicular, pedestrian, bicycle, and rail linkages.

Objectives:

- 9A. Develop a hierarchy of linkages centered on major north/south and east/west thoroughfares.
- 9B. Develop new and reinforce existing connections to major east/west and north/south thoroughfares from Irving's major neighborhoods and business areas.
- 9C. Create "character zones" along major accessways and other major corridors through a comprehensive landscape, streetscape and signage program.
- 9D. Develop local connectors and neighborhood streets to be more people-oriented.
- 9E. Target infrastructure investment, such as landscaping improvements to existing thoroughfares, to counteract the perceived "divide" between north and south.
- 9F. Maximize the role of commuter rail service along the Trinity Railway Express corridor in achieving community design objectives.

Goal 10: Create identifiable urban neighborhoods and districts within Irving.

Objectives:

- 10A. Reinforce and link the Las Colinas Urban Center and Historic Downtown as Irving's two urban centers.
- 10B. Coordinate land use and access policies to create neighborhood "centers" associated with predominantly lower density residential areas.
- 10C. Define residential neighborhoods focused upon shared amenities, such as walkable shopping areas, local parks, and schools.



Goal 11: Enhance Irving’s visual image and identity.

Objectives:

- 11A. Create visual “gateways” at principal entry points to Irving, and develop a design “theme” that is used throughout the City to create a sense of unity and identity.
- 11B. Develop a unique visual identity for regional transportation corridors that pass through Irving, such as Commuter Rail.
- 11C. Improve the visual quality of Irving’s existing commercial corridors and major thoroughfares by providing landscaping, median treatment, and visual screening of obtrusive uses.
- 11D. Establish locational and visual criteria for new development City-wide.
- 11E. Encourage private participation in beautification.
- 11F. Increase code enforcement efforts throughout the City.
- 11G. Enact more aggressive landscaping requirements within the Zoning Ordinance.

4.8 PARKS, RECREATION AND OPEN SPACE

Goal 12: Provide a parks and open space system that meets the recreational needs of all residents of Irving.

Objectives:

- 12A. Provide a regionally balanced network of parks of varying sizes and functions, distributed throughout Irving, initiated by completion of a new Parks and Recreation Master Plan delineating land and facility standards and developmental needs by planning areas. Require or acquire open space and recreation areas/sites in accordance with uses identified in the Park and Open Space Master Plan.
- 12B. Ensure that people of all interests, age groups, and abilities have access to the recreational, cultural, and leisure facilities and a broad base of recreational activities and programs.
- 12C. Coordinate the provision of City recreational facilities with other providers (e.g., schools).
- 12D. Develop a comprehensive greenway system structured around parks, open spaces, the Trinity River, and other waterways.



- 12E. Develop natural greenbelts with trail systems to provide pedestrian and biking linkages for neighborhoods and community centers (e.g., Delaware Creek, Dry Branch Creek, Bear Creek, and Hackberry Creek).
- 12F. Encourage appropriate public involvement in Parks and Recreation Department activities and programs.
- 12G. Implement an on-going, pro-active, and sustainable design and management program for the parks and open space system.
- 12H. Identify and implement financial, regulatory, and other mechanisms to support development, operation, and maintenance of the parks and open space system.
- 12I. Enhance and tie existing concrete drainage systems into the natural greenbelts.
- 12J. Evaluate citizen needs for recreational programs.
- 12K. Develop and adopt a tree preservation ordinance.
- 12L. Strive for city ownership or permanent dedication of public parks.
- 12M. Consider the creation of new park land in the redevelopment of older neighborhoods.

4.9 TRANSPORTATION

Goal 13: Provide a transportation system that will effectively and economically serve the existing and projected travel needs of the community in a safe and efficient manner.

Objectives:

- 13A. Develop the thoroughfare system consistent with the Comprehensive Plan objectives.
- 13B. Achieve a clearly expressed and visibly consistent hierarchy of the roadway network.
- 13C. Maintain high property values for residential property by minimizing any negative neighborhood impacts of transportation improvements.
- 13D. Maintain the competitive edge of the City of Irving in attracting and retaining top quality businesses by providing a high degree of accessibility.



- 13E. Encourage development patterns on vacant areas of the City (North Irving) which promote transportation efficiency.
- 13F. Account for the impact of development on transportation facilities in the region.
- 13G. Provide safe and efficient ingress and egress to major activity centers such as the Regional Activity District and Texas Stadium.
- 13H. Adopt and enact urban design guidelines for development along all major transportation links to enhance Irving's visual image and identity.
- 13I. Acquire and preserve right-of-way in the most economical manner.
- 13J. Minimize overall energy consumption in the transportation sector.

Goal 14: Ensure that the City of Irving's thoroughfare system is compatible with the regional network.

Objectives:

- 14A. Develop a local transportation planning process that ensures coordination with the regional transportation goals.
- 14B. Support regional and inter-city transportation needs.

Goal 15: Ensure that transportation planning promotes preservation and enhancement of natural resources.

Objective:

- 15A. Review developments affecting natural features such as Elm Fork Trinity River, West Fork Trinity River, and North Lake.

Goal 16: Strive to optimize mobility of residents through enhanced mode choice.

Objectives:

- 16A. Identify opportunities to provide and enhance intermodal connections at DART transit centers and proposed Trinity Railway Express stations.
- 16B. Decrease dependency on single-occupancy vehicles.



4.10 THE ENVIRONMENT

Goal 17: Ensure that the development of the urban environment is conducive to public health that is disease and accident free and characterized by longevity, and not a hindrance thereto.

Objectives:

- 17A. Reduce noise levels in living, working, and recreational environments.
- 17B. Reduce levels of air pollution, due to smog, smoking, and other polluting influences.
- 17C. Maintain the purity of potable water.
- 17D. Maintain and improve levels of waste removal.



PLAN RECOMMENDATIONS

The following Plan Recommendations have been formulated based on the cumulative public input process. During the process, a variety of approaches and alternatives were discussed and evaluated which addressed the issues, goals and objectives developed to guide the Plan's development. The results are the recommendations contained in this section of the Comprehensive Plan. Implementation will occur in the final phase of the overall planning program.

Although there are many perspectives which can be taken when considering the recommendations outlined herein, they were crafted based on overall consensus, objectivity, and fairness based on the vision of Irving's future. They are designed to provide guidance to people who are, and will be, making decisions facing Irving. There are six major elements which contain the basic recommendations:

- Economic Development
- Housing
- Future Land Use
- Urban Design and Community Character
- Parks, Recreation and Open Space Plan
- Transportation

The Parks, Recreation and Open Space Plan has been prepared under separate cover (see *Parks, Recreation and Open Space Master Plan* by Carter & Burgess, October 1996), but has been summarized (and included by reference) in the Parks, Recreation and Open Space element of the Comprehensive Plan.

Each element contains references to issues or data gathered during the Baseline Analysis phase or during the public input process. Recommendations are stated with, as appropriate, policies which the City should follow pertaining to each element.