

# City of Glenn Heights



A VISION FOR OUR FUTURE

*Adopted August 9, 2022*



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# Vision

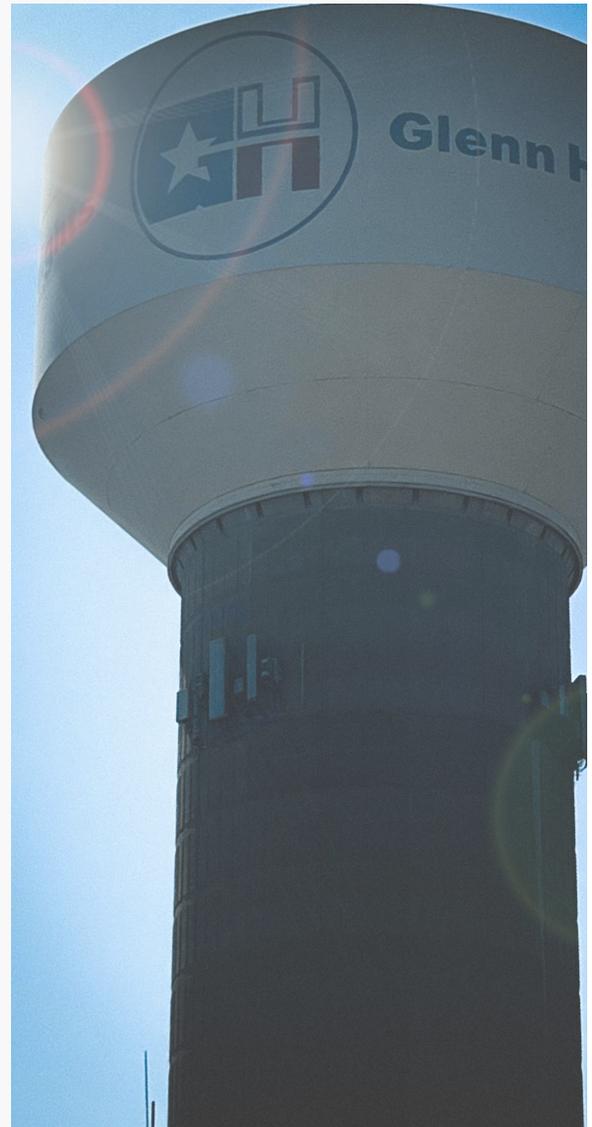
The City of Glenn Heights is a safe, inclusive, and welcoming community that celebrates our small-town charm with urban amenities, where families can live, work, and play.

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# Mission

To provide services, amenities, infrastructure, and an exceptional quality of life that allows diverse citizens to engage and thrive in our community.

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# Goals

## **Improve Infrastructure**

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Ensure that physical infrastructure is planned, funded, and maintained to provide for current and future community needs, in support of commercial, recreational, and environmental requirements and standards, while maintaining fiscal responsibility.

## **Cohesive Governance**

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Promote a local government and city organization committed to meeting the needs of the community, encouraging collaboration and civic participation, and promoting accountability and transparency in the effective delivery of services.

## **Economic Development and Job Creation**

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Create a diversified economic base with a range of employment opportunities by supporting the growth of existing businesses and providing expanded opportunities for new businesses through targeted infrastructure investments that leverage existing community and regional assets.

## **Strengthen Downtown Character**

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Establish a Downtown area as the Heart of the City and center of civic activities by facilitating a mix of residential and commercial activity while preserving our small-town character.

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## Improve Infrastructure

Ensure that physical infrastructure is planned, funded, and maintained to provide for current and future community needs, in support of commercial, recreational, and environmental requirements and standards, while maintaining fiscal responsibility.

STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Complete construction of the Glenn Heights City Center and promote it as an asset contributing to the community.</li><li>• Communicate the value of Capital Asset Management.</li><li>• Build, maintain, and manage capital assets to preserve long-term investment and ensure uninterrupted support services.</li></ul>	<ul style="list-style-type: none"><li>• Plan, construct, and maintain park buildings, trail systems, open spaces, picnic areas, playgrounds, outdoor athletic spaces, and restrooms to foster diverse recreational and cultural opportunities for the city’s residents and visitors.</li><li>• Construct and manage public facilities emphasizing safe, efficient, sustainable, cost-effective, well-maintained, and aesthetically pleasing projects for residents and visitors.</li><li>• Maintain appearance and safety of existing facilities.</li></ul>
<ul style="list-style-type: none"><li>• Manage the transportation network through focused investment of resources to facilitate movement of people, goods, and services, and to respond to emergencies.</li></ul>	<ul style="list-style-type: none"><li>• Prevent and respond to immediate operational life, safety, and property damage hazards.</li><li>• Meet requirements and standards in cooperation with regulatory agencies.</li><li>• Preserve the existing roadway facilities network.</li><li>• Address roadway capacity when necessary to support growth.</li><li>• Exercise responsible financial stewardship when moving forward with roadway projects.</li></ul>

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# Improve Infrastructure

(continued)

STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Create and maintain a transportation network that provides safe, clean, efficient, sustainable, and multi-modal options that support all mobility needs.</li></ul>	<ul style="list-style-type: none"><li>• Plan, design, construct, and operate new streets, pedestrian friendly sidewalks, bicycle lanes, trails, and drainage ways for new residential and commercial development to reduce congestion, improve air quality, encourage infill development, create livable neighborhoods, and promote growth.</li><li>• Maintain existing streets so they are clean, safe, and aesthetically pleasing for all users.</li><li>• Coordinate, permit, and document utilities within city right-of-way and easement areas to minimize roadway disruptions, reduce future roadway cuts, encourage future development, and minimize visual impact for residents and businesses.</li></ul>
<ul style="list-style-type: none"><li>• Evaluate development proposals and transportation investments based on the impacts of land use decisions on the overall transportation system, and the impacts of transportation decisions on land use.</li></ul>	<ul style="list-style-type: none"><li>• Improve linkages between adjacent neighborhoods and integrate nearby land uses to decrease vehicle miles traveled.</li><li>• Provide pedestrian access from residential areas to shopping, parks, public buildings, and neighboring subdivisions.</li></ul>
<ul style="list-style-type: none"><li>• Protect public health and the environment by providing reliable, efficient, and affordable water, wastewater, storm water, and garbage and diversion (recycling, reducing, reusing) services.</li></ul>	<ul style="list-style-type: none"><li>• Optimize regional partnerships to cooperatively utilize new and existing infrastructure, maximizing collection efficiencies minimizing the need for future capital investment, and reducing transportation demands.</li></ul>

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## Cohesive Governance

Promote a local government and city organization committed to meeting the needs of the community, encouraging collaboration and civic participation, and promoting accountability and transparency in the effective delivery of services.

STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Maintain a high-performing and competent employee base.</li></ul>	<ul style="list-style-type: none"><li>• Hire, develop, and retain a top-quality City workforce emphasizing professionalism, results, and performance accountability.</li><li>• Support employee development and leadership growth.</li></ul>
<ul style="list-style-type: none"><li>• Promote volunteerism. Maintain adequate membership on City Boards, Commissions, and Committees.</li></ul>	<ul style="list-style-type: none"><li>• Take immediate action to fill vacancies and maintain an alternate pool of volunteers.</li><li>• Host in-person and online Volunteer Informational Sessions to provide specific Board, Commission, and Committee information, including requirements and time commitments.</li><li>• Offer continued support and training to volunteers.</li></ul>
<ul style="list-style-type: none"><li>• Create and maintain transparent citizen interactions.</li></ul>	<ul style="list-style-type: none"><li>• Enhance utilization of online tools and provide accurate and timely information.</li><li>• Maintain an updated website.</li><li>• Engage residents and update through robust social media campaigns.</li><li>• Host Public Forums and Town Hall Meetings.</li><li>• Develop customer service evaluation tools and feedback methods for City services, programs, and events.</li><li>• Promote visibility and access to existing reporting tools.</li></ul>

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# Cohesive Governance

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<b>STRATEGY</b>	<b>METRIC</b>
<ul style="list-style-type: none"><li>• Have clear, concise, and consistently applied processes and policies that make it easy for stakeholders to interact with the City and Staff.</li></ul>	<ul style="list-style-type: none"><li>• Create written policy documents and adopt a continuous improvement process to maintain responsiveness to ongoing stakeholder engagement.</li></ul>

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## Economic Development and Job Creation

Create a diversified economic base with a range of employment opportunities by supporting the growth of existing businesses and providing expanded opportunities for new businesses through targeted infrastructure investments that leverage existing community and regional assets.

STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Establish Glenn Heights' Competitive Edge.</li></ul>	<ul style="list-style-type: none"><li>• Adopt an investment framework to drive public-private partnerships.</li><li>• Align City incentives to create new jobs and private sector investment and build capacity in existing businesses.</li><li>• Develop marketing and branding materials.</li></ul>
<ul style="list-style-type: none"><li>• Become a hub for creative businesses.</li></ul>	<ul style="list-style-type: none"><li>• Define and manage incentives and services to effectively develop businesses.</li><li>• Tailor programs and marketing to industries with the best growth and branding potential.</li></ul>
<ul style="list-style-type: none"><li>• Support activities that develop and retain a reliable and talented workforce.</li></ul>	<ul style="list-style-type: none"><li>• Engage workforce partners to strengthen workforce programs.</li><li>• Connect businesses with hiring and training resources.</li><li>• Align workforce incentives and programming with current business needs and ensure workforce programming serves diverse business and community needs.</li><li>• Support K-12 initiatives that bridge student and business needs with DeSoto &amp; Red Oak Independent School Districts.</li></ul>

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## Economic Development and Job Creation

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STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Focus on business retention and expansion.</li></ul>	<ul style="list-style-type: none"><li>• Market available small business development grants for business expansion.</li><li>• Enhance communication and collaboration between business owners by supporting the Chamber of Commerce.</li></ul>
<ul style="list-style-type: none"><li>• Ensure community vitality.</li></ul>	<ul style="list-style-type: none"><li>• Promote and foster the development of small/local businesses.</li><li>• Create a Retail Development Strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options.</li><li>• Survey businesses to track changes in business practices and program awareness to better inform program and policy responses.</li></ul>

# Strengthen Downtown Character

Establish a Downtown area as the Heart of the City and center of civic activities by facilitating a mix of residential and commercial activity while preserving our small-town character.

STRATEGY	METRIC
<ul style="list-style-type: none"> <li>• Create a Downtown identity and image by developing a strategic Downtown Plan consistent with the City’s Vision and Mission, making Glenn Heights a preferred place to live in the Dallas-Fort Worth Metroplex.</li> </ul>	<ul style="list-style-type: none"> <li>• Define the boundaries of downtown, how dense it should be, and how it addresses the immediate surrounding neighborhoods.</li> <li>• Continuously market downtown and new downtown events.</li> <li>• Ensure that citizens have continuous opportunities for input and involvement – keeping stakeholders engaged in the process.</li> </ul>
<ul style="list-style-type: none"> <li>• Create a vibrant community with lively areas and a successful commercial core.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote development for a major community and regional destination that has a "unique" draw that is distinctive from other regional downtowns.</li> <li>• Promote the City Center as a successful asset contributing to the Glenn Heights community.</li> <li>• Create and enhance community programs.</li> </ul>
<ul style="list-style-type: none"> <li>• Promote special events and activities emphasizing the diverse, equitable and inclusive character of the city - ensuring the downtown area enhances the City’s social and cultural character.</li> </ul>	<ul style="list-style-type: none"> <li>• Support accessible educational activities that embrace art, dance, music, culture, fitness, nutrition, and sports as a foundation for recreational activities offered at parks and park facilities.</li> <li>• Program new public spaces in the downtown area to maximize activity and engagement with citizens.</li> </ul>

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## Strengthen Downtown Character

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STRATEGY	METRIC
<ul style="list-style-type: none"><li>• Emphasize a multi-modal transportation network connecting downtown to adjacent neighborhoods.</li></ul>	<ul style="list-style-type: none"><li>• Develop a network of shared-use trails and pathways that are safe, convenient, and connected within and between parks.</li><li>• Incorporate all modes of transportation in street design, including pedestrian facilities.</li></ul>