



Town of Fairview Comprehensive Plan's Goals and Objectives

Recommended Text Amendments

1. Remove Objective 1d.

“Establish financial incentives that encourage the restoration of historic structures in the community and the preservation of existing family farms, ranches, and equestrian facilities (similar to Objective 4e)”.

2. Remove Objective 1g.

“If a property owner has property larger in size than the land use density recommended in the Future Land Use Plan within this Comprehensive Plan, and where feasible, the town officials will zone the land to the lowest density available zoning district. By lowering densities where feasible, negative impacts on road and utility systems can be reduced, and can also aid in maintaining and enhancing the open space perspective in Fairview. This policy will only apply to the Residential Zoning Districts RE-1, RE-1.5, RE-2 and RE-3. This policy will not apply to the Planned Center (PC), Planned Development District (PD) or the Commercial Planned Development District (CPDD) Zones”.

3. Revise Objective 2f.

Existing Objective 2f - “Restrict the use of on-site storage units, outdoor appliances, and storage of vehicles on property”.

Proposed Objective 2f - “Restrict outside storage, or the use of onsite storage units for the storage of retail goods, construction materials and equipment, vehicles, and appliances”.

4. Remove “equestrian trail” from Objective 2h.

“Support the connectivity of residential subdivisions to other subdivisions and Fairview’s Town Center through equestrian trail, bicycle trails, and foot paths”.



5. Revise Goal 4 and associated objectives.

Existing Objective 4c - "Establish financial incentives to encourage the restoration of historic equestrian structures in the community and the preservation of existing family farms, ranches, and equestrian facilities (similar to Objective 1d)".

Proposed Objective 4c - "Encourage preservation and restoration of historic equestrian structures in the community and the preservation of existing family farms, ranches, and equestrian facilities".

6. Revise wording of Goal 6.

Existing - "Promote a network of open space as the town works with property owner's rights".

Recommended – "Promote a network of open space encompassing private and public development within the town".

7. Add Objective 7j.

"Identify areas within the tree protection ordinance that can be strengthened or supplemented in order to maximize the preservation of existing trees".

8. Remove from Objective 8a, the following:

"Create a new and unique town center".

9. Remove Goal 9.

"Support and encourage the development of commercial property in accordance with the Future Land Use Plan, planning concepts, and development standards for defined areas".

10. Remove Goal 10.

"Consider the development of other areas of town outside the CPDD that may be suitable for low impact commercial tax revenue generating projects limited to professional offices or retail villages built to generally residential appearance standards in selected areas while preserving and enhancing residential areas".



11. Amend Goal 17.

Amend “Promote a high quality of Public Safety” to read as “Promote high quality public safety services”.

12. Add Objective 19i.

“Implement best management practices for reviewing and updating the Comprehensive Plan, Capital Improvements Program, and other long-term planning documents”.

13. Identify an alternative to the word “rural” within all sections of this document.

Rural was eliminated from this component of the document by either removing it without replacement, or by replacing “rural” with the terms “country” or “small town”.

14. Move the Vision Statement and Values to the front of the document.



Community Vision Statement

“Keeping it Country” is the theme in Fairview. The Town of Fairview provides a lifestyle choice treasured by its citizens. The Fairview way of life places a tremendous value on maintaining its country atmosphere, preserving its natural assets, and welcoming commercial investment that fits with the community’s values. A close and supportive relationship with nature translates into a collection of shared community values that is at the heart of the town’s identity. The Fairview Comprehensive Plan encodes these community values with a plan that will guide the town’s growth, development, and sustainability, and ensure a continuation of its country heritage. The statements below set forth these values that will define the goals guiding Fairview’s growth and character:

Community Values

1. A sustainable town that provides a strong sense of community.
2. A community balanced in its appreciation of the north Texas ecosystem, in maintaining its spacious residential way of life, and in supporting its planned commercial districts.
3. Small town, country qualities.
4. Community that reveres its surrounding landscape, skies, water features, wetlands, and wildlife.
5. Safe, clean, and well maintained residential neighborhoods.
6. Blending of the community’s residential neighborhoods with the surrounding expansive landscape.
7. Safe network of roadways throughout Fairview while placing an equal emphasis on retaining the small town, country qualities inherent in the town’s roadway character.
8. High quality public institutions and infrastructure.
9. Attractive and engaging pedestrian- friendly, mixed-use civic center.
10. High quality public parks and trails for pedestrian connections.



The Goals and Objectives section establishes the intentions and purposes expressed by Fairview's citizens for maintaining and enhancing Fairview's growth and development. This section serves as the basis for the comprehensive plan and provides Fairview's town staff, elected and appointed officials, citizens, and investors guidance in implementing the plan through future town policies, studies, and ordinances.

The goals are qualitative statements that serve as the vision for the community. Many are broad in scope, each with varying times of commitment. At some point, some goals may even conflict with other goals requiring a weighing of community values through community meetings, public hearings, and a final resolution. The objectives are achievable activities and measurable means that relate to the implementation and progress for attaining the goal.

What are they and how are they to be used?

Fairview's goals and objectives are based on the community values. These community values are captured in the Town of Fairview Comprehensive Plan's Community Vision Statement. These values were expressed by citizens through stakeholder interviews, community meetings, public hearings, letters and emails, and in general discussions with planners, town staff, and town officials. The initial draft vision statement and goals were presented to the planning and zoning commission reviewing the comprehensive plan process in May 2004. Commissioners directed planners with HNTB and town staff regarding what was appropriate, what needed modifications, and what needed to be revisited or abandoned.

A revised set of draft goals was reconsidered by commissioners and utilized in the development of the alternative scenarios that eventually lead to the sub-component plans for land use, transportation, and parks and recreation. In December, 2008 and May, 2014, the town amended the goals and objectives section of the comprehensive plan in order to better reflect how the needs of the town have evolved since the plan was first adopted.

The comprehensive plan's different elements include land use, transportation, and parks and recreation. These elements are developed as a means to achieve the town goals and objectives. There are twenty-two goals in all, most with multiple objectives identified to help make the goals achievable. The goals and objectives fall into six different categories including Built Qualities, Environmental Stewardship, Economic Development, Parks and Recreation, Town Government, and Transportation.

The twenty-two goals and six categories are listed below:



Built Qualities

1. Preserve Fairview's small town and country qualities.
2. Maintain attractive and safe residential neighborhoods.
3. Maintain and enhance the town's distinct visual image and identity.
4. Encourage and promote equestrian center activities as part of the town heritage.

Environmental Stewardship

5. Provide for the preservation of Fairview's environmental resources.
6. Promote a network of open space encompassing private and public development within the town.
7. Promote the creation of an 'Environmental Overlay' in the town.

Economic Development

8. Support and encourage the development of the Fairview Commercial Planned Development District (CPDD) in accordance with approved plans and development standards for this designated area.

Parks and Recreation

9. Provide a system of outstanding parks and open space areas which are responsive to the leisure needs of a growing community and sensitive to the conservation of our natural resources.
10. Offer a variety of facilities, programs and park areas to meet the recreational needs of a diverse population with various levels of ability and skill.
11. Provide an equitable geographic distribution of parks and recreational facilities.
12. Encourage cooperation with school districts, Collin County, adjacent municipalities and other agencies, as well as community organizations, to provide cost-effective services and optimize benefits to citizens.

Town Government

13. Develop high quality utility infrastructure systems that promote an efficient operation and ensure adequate service needs.
14. Ensure that the town government will provide a high level of services, administration, and communication through efficient operation.
15. Promote high quality public safety services.
16. Promote effective intergovernmental relations without compromising the town's values.
17. Encourage active participation and open discussion to engage community input from all Fairview residents, employers, and investors.
18. Annex and zone all appropriate land.
19. Ensure town government is fiscally sound and professionally managed.

Transportation

20. Provide a Master Thoroughfare Plan that meets adequate traffic flow, safety, and provides for aesthetically pleasing "country" roadways.
21. Promote a Master Thoroughfare Plan with the larger volumes of traffic consigned to the periphery of the town.
22. Promote a Master Thoroughfare Plan that provides mobility with a focus on access and not heavy cross-town movements.



Town of Fairview Comprehensive Plan's Goals and Objectives

Built Qualities

Goal 1 Preserve Fairview's small town and country qualities.

- Objective 1a** Identify areas within the town that reflect the country aspects important to the community.
- Objective 1b** Establish design guidelines that protect and embrace the country aspects that define the community's natural resources and its built structures.
- Objective 1c** Protect the historic resources and the community's country character by determining the appropriate zoning and land development guidelines.
- Objective 1d** Preserve Fairview's country character, open areas, water resources, and riparian environments through future land use and development patterns.
- Objective 1e** Provide zoning that allows and promotes for open space conservation developments.





Goal 2 Maintain attractive and safe residential neighborhoods.

- Objective 2a** Develop subdivision design requirements that incorporate the town's country qualities.
- Objective 2b** Develop conservation design guidelines for riparian corridors and pasture lands within new residential developments.
- Objective 2c** Study the effectiveness of town supported programs and fees that would offset the tax burden for land either conserved as natural areas, agricultural production, or equestrian activities.
- Objective 2d** Encourage development that promotes open space through site design.
- Objective 2e** Define and protect scenic vistas within proposed developments.
- Objective 2f** Restrict outside storage, or the use of onsite storage units for the storage of retail goods, construction materials and equipment, vehicles, and appliances.
- Objective 2g** Support the underground placement of electric, telecommunication, cable, and other utilities distribution lines.
- Objective 2h** Support the connectivity of residential subdivisions to other subdivisions and Fairview's Town Center through bicycle trails and foot paths.
- Objective 2i** Develop residential site plans that avoid tract lot configurations while encouraging 'neighbor-to-neighbor front door views' to enhance neighborhood cohesiveness and security.
- Objective 2j** Develop a landscape ordinance that encourages both the town's country character and promotes neighborhood security.
- Objective 2k** Reserve an adequate supply of open space lands, outside the required roadway right-of-way and other public/private easements.
- Objective 2l** Provide buffering to separate residential areas from incompatible uses.



Goal 3 Maintain and enhance the town’s distinct visual image and identity.

- Objective 3a** Identify and inventory local assets that represent Fairview’s “Keeping It Country” heritage to serve as a basis for developing community design guidelines.
- Objective 3b** Develop standards for landscaping and building design to enhance the appearance of public facilities, public institutions, roadways, rights-of-way, bridges, parks, and gateways that complement the local open space landscape.
- Objective 3c** Encourage property owners to incorporate landscaping that complements the local open space landscape.
- Objective 3d** Identify and protect visual corridors and vistas that are important to maintaining the town’s character.
- Objective 3e** Develop fixed signage standards used for identifying town facilities, grounds, streets, and town boundaries.
- Objective 3f** Establish periodic reviews for updating current regulatory standards related to site design for developments within the town.
- Objective 3g** Create design standards for concealing the placement and development of utilities and infrastructure that will enhance the town’s country heritage and Dark Skies policy.

Goal 4 Encourage and promote equestrian center activities as part of the town heritage.

- Objective 4a** Inventory and map all equestrian facilities, trails, and equestrian lifestyles within the community that should be preserved and promoted.
- Objective 4b** Identify which land uses are compatible to preserve and promote equestrian facilities and activities.
- Objective 4c** Encourage preservation and restoration of historic equestrian structures in the community and the preservation of existing family farms, ranches, and equestrian facilities.



Environmental Stewardship

Goal 5 Provide for the preservation of Fairview’s environmental resources.

- Objective 5a** Identify, protect, and establish guidelines for lands critical to sustaining surface and groundwater quality.
- Objective 5b** Identify and protect scenic vistas.
- Objective 5c** Develop design guidelines that provide for the migratory movement of wildlife within the community.
- Objective 5d** Promote awareness of the town’s environmental resources through workshops, presentations, and community outreach programs through partnerships with Lovejoy Independent School District (ISD), McKinney ISD, Allen ISD, and the Heard Museum.

Goal 6 Promote a network of open space encompassing public and private development within the town.

- Objective 6a** Identify and inventory local opportunities to develop a continuous network of natural open spaces based on publicly owned open space, wetland areas, steep and unstable slopes, animal migration corridors, and grazing lands.
- Objective 6b** Work with private property owners to preserve open space along stream bank corridors and pasture lands to provide visual and physical linkages and maintain the natural integrity of the local drainage system.
- Objective 6c** Develop a town supported incentive program that supports and rewards open space linkages between subdivisions and established public open spaces.
- Objective 6d** Incorporate into the town’s transportation plan broad buffers as open space along thoroughfares to insure an open space visual corridor that can be used either for equestrian trails, bicycle trails, or foot paths.
- Objective 6e** Working with local support groups and non-profits, the town should promote a series of public walking events and/or equestrian riding happenings throughout the year.



Goal 7 Promote the creation of an ‘Environmental Overlay’ in the town.

- Objective 7a** Identify and map what types, characteristics, and qualities of natural areas that the town wants to protect and/or conserve.
- Objective 7b** Identify other local municipalities, state, or federal regulations related to natural resources either in Fairview or adjoining Fairview’s town limits.
- Objective 7c** Inventory and map all natural resources within the community that should be protected and/or conserved from development impacts.
- Objective 7d** Determine the different levels for significant environmental natural areas, such as a protection zone and/or a conservation zone.
- Objective 7e** Identify what land uses are compatible with a protection zone and a conservation zone.
- Objective 7f** Determine if significant environmental natural areas are sufficiently protected by provisions in local storm water management, floodplain, shoreline (as applicable), and/or tree ordinances.
- Objective 7g** Guide development toward those areas that do not fall within the overlay district.
- Objective 7h** Develop performance standards that would apply to any development within a protection zone and/or conservation zone.
- Objective 7i** Develop a management plan establishing the process and responsible parties to keep the natural resource protection zone lands healthy.
- Objective 7j** Identify areas within the tree protection ordinance that can be strengthened or supplemented in order to maximize the preservation of existing trees.



Economic Development

Goal 8 Support and encourage the development of the Fairview Commercial Planned Development District (CPDD) in accordance with approved plans and development standards for this designated area.

Objective 8a Implement the Town of Fairview Economic Development Strategic Plan by taking specified actions in support of the Plan's approved economic development strategies, which include:

- Retain existing desired local businesses within the town.
- Increase the town's non-residential tax base.
- Increase the town's name recognition in the Dallas-Ft. Worth metropolitan area (and beyond) to help support the commercial growth of the community.
- Create and improve within the town's designated commercial area an infrastructure system needed to attract and sustain desired commercial development.
- Attract new businesses to locate within the town that complement the community's existing image and quality lifestyle.
- Provide dining, shopping and entertainment opportunities within the town for residents, workers and visitors.
- Provide a variety of quality housing opportunities within the CPDD.

Objective 8b Recognize and add emphasis to the role the town's excellent residential housing (both existing and future) plays in the overall economic development of the community.

Objective 8c Increase coordination between the town's boards, commissions, and council to promote consistent release of relevant development information and seamless processing of applications for development in the CPDD.

Objective 8d Increase communication and enhance efforts of coordination by both town staff and elected/appointed officials with neighboring cities, county, regional and state officials to promote actions which would foster economic development within the Fairview geographical area.

Parks and Recreation

Goal 9 Provide a system of outstanding parks and open space areas which are responsive to the leisure needs of a growing community and sensitive to the conservation of our natural resources.

Objective 9a Increase quality recreational opportunities for Fairview citizens.

Objective 9b Seek the donation of land for parks, trails, open space, greenways and floodplains.

Objective 9c Administer development and construction guidelines which result in minimal destruction of native and wildlife habitat and creek corridors.

Objective 9d Provide for strategic green belt linkages and reclamation of historic areas if/as applicable.



Goal 10 Offer a variety of facilities, programs and park areas to meet the recreational needs of a diverse population with various levels of ability and skill.

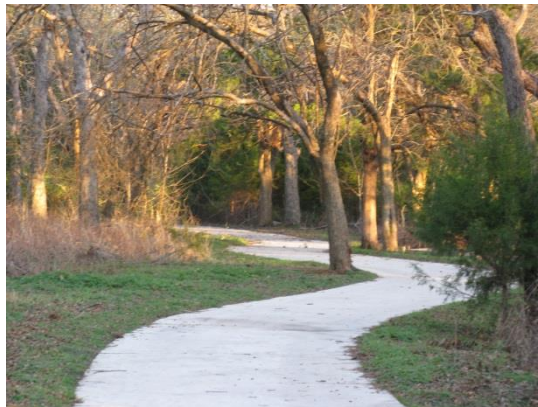
Objective 10a Recognize the special needs of youth, teens, adults, the elderly and handicapped when designating and providing recreational facilities.

Objective 10b Provide for as many locally determined priority needs as possible.

Objective 10c Maximize the use of development funds for basic park and recreation opportunities.

Goal 11 Provide an equitable geographic distribution of parks and recreational facilities.

Objective 11a Acquire necessary parkland and open space at the time of development review in accordance with the classification of parks identified by the Parks, Recreation, and Open Space Master Plan.



Goal 12 Encourage cooperation with school districts, Collin County, adjacent municipalities and other agencies, as well as community organizations, to provide cost-effective services and optimize benefits to citizens.

Objective 12a Promote the development of school/park sites with the Lovejoy and McKinney Independent School Districts.

Objective 12b Seek joint financing of parks and open space within Collin County and the Town of Fairview.

Objective 12c Maximize community support and private contribution.

Objective 12d Cooperate with developers on providing public or semi-public recreational facilities.

Objective 12e Coordinate with the U.S. Army Corps of Engineers regarding Lake Lavon.

Objective 12f Work with the cities of Allen, McKinney and Lucas on joint recreation projects.





Town Government

Goal 13 Develop high quality utility infrastructure systems that promote an efficient operation and ensure adequate service needs.

- Objective 13a** Evaluate the town's utility infrastructure facilities to determine cost effective strategies for maintenance, renovation, accessibility, and maintaining or exceeding acceptable levels of service.
- Objective 13b** Ensure an adequate water supply.
- Objective 13c** Ensure and monitor the cost-effective delivery of water.
- Objective 13d** Meet all local, state, and federal water quality standards.
- Objective 13e** Ensure the integrity of the town's sanitary sewer system.
- Objective 13f** Identify current and future drainage problems and seek alternatives to resolve drainage problems that incorporates the town's country character.
- Objective 13g** Minimize the amount of impervious surface.
- Objective 13h** Meet all local, state, and federal storm water discharge standards.
- Objective 13i** Develop alternative design methods for town infrastructure that maintains the town's country character, such as incorporating road-side swales/ ditches and other biofiltration storm water quality/quantity control facilities.
- Objective 13j** Minimize increased stormwater runoff in high density residential and commercial areas.
- Objective 13k** Prohibit development in the town's floodplains to reserve natural areas for releasing flood waters.



Goal 14 Ensure that the town government will provide a high level of services, administration, and communication through efficient operation.

- Objective 14a** Encourage opportunities for citizen participation in decision-making.
- Objective 14b** Promote fiscal soundness and viability of town government operations.
- Objective 14c** Maintain or upgrade the town's bond rating.
- Objective 14d** Study options for alternative revenue sources for the town.
- Objective 14e** Study all town services for operational efficiencies and responsiveness to improve service levels.
- Objective 14f** Periodically review all town boards and commissions to identify possible changes to improve performance, monitor accountability, eliminate overlaps, and define responsibilities.
- Objective 14g** Identify activities in town government where citizen and organization volunteers could supplement town services and town employees.
- Objective 14h** Identify private funding sources to help realize town goals.
- Objective 14i** Update and create town ordinances that support the recommendations of the Comprehensive Plan.
- Objective 14j** Develop a capital improvement program for community facilities based on growth and maintaining levels of service.

Goal 15 Promote high quality public safety services.

- Objective 15a** Provide a level of service for fire, emergency medical service, and police protection that aligns with the town's development pattern and fiscal responsibility.
- Objective 15b** Foster an increased community awareness and understanding of public safety through education and public information.
- Objective 15c** Ensure periodic training and testing for the town's police, fire, and emergency medical service personnel.



Objective 15d Ensure continued coordination between the town manager and the town’s engineer, police chief, fire chief, and planning director regarding emergency response requirements and future development plans.

Goal 16 Promote effective intergovernmental relations without compromising the town’s values.

Objective 16a Coordinate additional joint activities and partnerships concerning matters such as land use planning, transportation plans, annexations and boundary resolutions, open space, trail management, water resources, and other timely issues with Collin County, Texas Department of Transportation, U.S. Army Corps of Engineers, North Texas Municipal Water District, Dallas Area Rapid Transit, Allen Independent School District, Lovejoy Independent School District, McKinney Independent School District, City of Allen, City of McKinney, City of Lucas, and other entities as issues arise.

Objective 16b Establish periodic meetings with town boards during the town’s fiscal year.

Objective 16c Establish periodic meetings with other governmental agencies, as appropriate, during the town’s fiscal year.

Objective 16d Fairview should coordinate its efforts with the appropriate public agencies and private conservation organizations through the sharing and facilitation of technical and financial information to avoid duplication in the promotion of preservation efforts.

Objective 16e Explore areas for shared services with neighboring municipalities, local school districts, and Collin County government.

Goal 17 Encourage active participation and open discussion to engage community input from all Fairview residents, employers, and investors.

Objective 17a Enhance opportunities for Fairview residents to be active participants through all stages of town planning to ensure all concerns are considered.

Objective 17b Identify and target citizens, employers, and investors affected by town planning.

Objective 17c Publicize various ways that citizens, employers, and investors can become involved in the town's future.

Objective 17d Ensure accessibility, accountability, accuracy, consistency, fairness, honesty, and responsiveness from the town in all communications with the public.



Goal 18 Annex and zone all appropriate land.

Objective 18a Identify land areas where annexation could occur.

Objective 18b Research and clarify areas of extra-territorial jurisdiction (ETJ) boundaries with neighboring communities.

Objective 18c Work with adjoining municipalities to ensure cooperation with regard to annexation by the town and in providing services.

Objective 18d Evaluate the cost and benefits the town would realize in providing services to annexed areas.

Objective 18e Prioritize areas identified for future annexation.

Goal 19 Ensure town government is fiscally sound and professionally managed.

Objective 19a Balanced tax base.

Objective 19b Manageable debt service.

Objective 19c Fiscal accountability.

Objective 19d Periodic communication to community regarding town's financial status.

Objective 19e Internal checks for providing cost effective delivery of town services.

Objective 19f Develop a focused commercial tax base.

Objective 19g Financial policies that encourage high financial reserves.

Objective 19h Establish levels of qualifications for town employment positions.

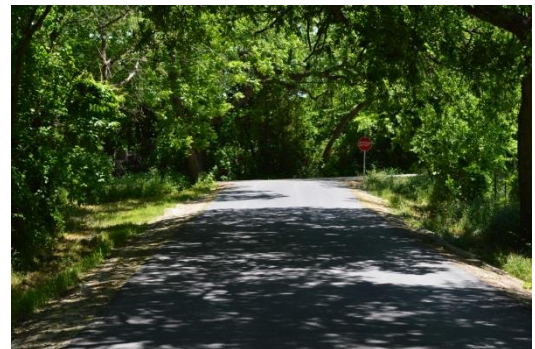
Objective 19i Implement best management practices for reviewing and updating the comprehensive plan, capital improvements program, and other long-term planning documents.



Transportation

Goal 20 Provide a Master Thoroughfare Plan that meets adequate traffic flow, safety, and provides for aesthetically pleasing “country” roadways.

- Objective 20a** Identify and protect scenic country roads and corridors in Fairview.
- Objective 20b** Provide safe and adequate pedestrian and bike paths that link the community together.
- Objective 20c** Maintain a high quality local roadway system.
- Objective 20d** Provide a convenient, safe, attractive, and interconnected trail network throughout the town.
- Objective 20e** Provide a transportation and open space environment that links residential areas and commercial areas and promotes non-motorized transportation choices, such as walking, bicycling, and horseback riding.
- Objective 20f** Working with state transportation officials, develop transportation safety programs to educate the general public on issues to help minimize conflicts between motorized and non-motorized modes of travel.
- Objective 20g** Eliminate barriers that discourage non-motorized movement.
- Objective 20h** Develop street design standards that meet national and state levels of service, but maintains Fairview’s “Keeping It Country” image.



Goal 21 Promote a Master Thoroughfare Plan with the larger volumes of traffic consigned to the periphery of the town.

Objective 21a Identify streets and roadways in the town where truck and commercial bus traffic would be prohibited while maintaining or improving roadway safety where needed.

Objective 21b Work with state, regional, and county transportation planners and transportation engineers to develop major highway and thoroughfare plans that avoid crossing through Fairview and funnels traffic outside the town's periphery.

Goal 22 Promote a Master Thoroughfare Plan that provides mobility with a focus on access and discourages cross-town movements.

Objective 22a Encourage connector roads or a continuous combination of streets that link interior residential streets to the town's major thoroughfares while discouraging the inappropriate use of residential streets for cut-through traffic.

Objective 22b Improve thoroughfares entering and leaving Fairview to provide state, federal, and North Central Texas Council of Governments recommended levels of service for Fairview's residents while discouraging cross-town choices through Fairview for non-residents.

