



## 4. POPULATION, LAND USE, AND DEVELOPMENT

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# 4. LAND USE AND DEVELOPMENT ELEMENT

## INTRODUCTION

The Land Use and Development Element is one of many important tools for identifying a path forward for the City that ensures fiscal stability and a high quality of life for residents. This Element provides more detail about the physical development pattern that will achieve the Overall Policy Direction established in Chapter 2. It is intended to assist City leaders in making important decisions regarding the future land use pattern of the community, including decisions about zoning, capital improvements and other significant investments that will determine Weatherford's long-term success. These land use decisions will impact the City's infrastructure, municipal services and economic resiliency. This Element establishes an overall framework for the preferred pattern of development within Weatherford by designating various geographical areas within the City for particular Place Types. This development pattern is depicted in graphic form as the "Place Type Diagram" for the entire General Plan Study Area. Detailed Place Type Diagrams for each of the seven Planning Areas are found in Chapter 10, along with other aspects of the strategies for each of these areas.

Chapter 212 of the Texas Local Government Code states,

"A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries." The Place Type Diagram and supporting Planning Area Place Type Diagrams are not zoning maps which deal with specific development requirements on individual parcels. Rather, they are high-level policy documents designed to help guide decision-making related to rezoning proposals and for assessing the appropriateness of particular land uses at specific locations within the community."

A property owner may choose to develop under the existing zoning regulations regardless of the Place Types on this Place Type Diagram. However, if a property owner makes an application for rezoning, the General Plan, and particularly this chapter, should be an important consideration in the City's approval or disapproval of the proposal.

This chapter begins with the policies that direct decisions related to Land Use and Development. Next, the Place Types used in this General Plan are defined. Third, the Place Type Diagram applies these Place Types to the area within the City and its ETJ. The implications of this Place Type Diagram are described in the fourth part of this chapter. In the fifth section, decision-making criteria are provided for special locations and uses. Finally, the last section of the chapter explains the most important Action Steps for implementing these policies.

## LAND USE AND DEVELOPMENT POLICIES

These policies should guide decisions related to new development, redevelopment or the reuse of existing buildings, design of the public realm, and the public investments that support the desired character of each part of the Weatherford community. These policies are particularly important to rezonings, subdivisions, site plans and other development approvals.

Each of these policies establish the direction that should be followed unless there are compelling reasons to do otherwise. The policies explain what approach is needed and what entity must act to achieve the Plan's Vision for Weatherford's future.

- LU1. The City of Weatherford will use this General Plan as its primary policy document for decisions related to the physical development and the desired future character of the Weatherford community. Decisions on rezoning, subdivision, project design, provision of incentives and other aspects of development should be made consistent with this General Plan unless the City Council determines there are compelling reasons to do otherwise.
- LU2. If decisions by City Council show a consistent pattern that is not consistent with this General Plan, the City should conduct a review of the General Plan to determine if community values, market conditions or other factors warrant a change to the General Plan vision, guiding principles and policies.
- LU3. Investments by the public and private sectors should be consistent with the General Plan's direction in terms of the scale, mix and design of land uses in new development, redevelopment and reuse of existing structures.
- LU4. New development and redevelopment in Weatherford, including public project development, should be consistent with this General Plan to create a diverse mix of housing opportunities for people at all stages of their lives, people with varying levels of income, and people who have special needs because of their abilities or age.
- LU5. New development and redevelopment in Weatherford should be consistent with this General Plan to create a range of locations for businesses that provide jobs for Weatherford residents, opportunities for business growth and success, long-term economic viability and the goods and services desired by people in Weatherford and Parker County.
- LU6. The City will encourage property owners and developers to provide new housing and business opportunities on infill properties (those sites within the developed fabric of the City that are vacant or underutilized).
- LU7. The City will use the decision-making criteria in this Land Use and Development Element to determine whether individual development proposals are consistent with the Plan and will create the community envisioned by Weatherford's residents and stakeholders.
- LU8. Investments by the City, property owners and developers should support the continued vitality of existing neighborhoods so they continue to appeal to new generations of residents.
- LU9. New public and private investments should be designed so they are consistent with and sensitive to the context in which they are located.
- LU10. Private and public projects should incorporate green infrastructure and high-performance design to maximize their efficiency of energy and resource use and use natural assets as amenities and identifying features for the project, the Planning Area and the Weatherford community.

LU11: Private and public projects should support a healthy lifestyle for residents by including trails and other facilities that encourage active living and exercise and by offering access to healthy, locally grown food through opportunities such as Farmers’ Markets, Community-Supported Agriculture (CSO) and initiatives with grocery and retail stores.

LU12: The City will discourage development in areas where steep slopes, flooding, exposure to toxins or pollutants, or other hazards pose a threat to the people who will live or work in the area and to the investment they have made in their properties.

LU13: The City will encourage property owners and developers to retain, protect and enhance cultural and historic assets. New design features and assets should reflect Weatherford’s historic cultural character while creating new amenities and future landmarks.

LU14: The City and the school districts serving Weatherford will coordinate planning for new residential development and new educational facilities.

LU15: The City will participate in regional programs and initiatives that result in a more successful, sustainable future development pattern for North Texas, and will use its General Plan to position Weatherford to contribute and succeed within the region.

PLACE TYPES – COLOR PALETTE’ FOR PAINTING POSSIBLE FUTURES

Place Types represent the different sorts of places that could exist in the Weatherford community of the future. Instead of referencing a single land use, they describe the character of the place – the mix of land uses, the scale, how a pedestrian experiences the area, and other features. Place Types are valuable because they communicate what’s important – the character or quality of the place to be created. They give the community more flexibility in addressing development proposals for specific properties and in responding to changing market conditions. The Place Types are used as the ‘color palette’ for the Place Type Diagram that depicts desired development patterns within the entire Study Area.

The General Plan uses seventeen (17) Place Types to represent the places that could be a part of Weatherford’s future. Each of these Place Types is described below. For each Place Type, the description includes:

- Place Type name and abbreviation;
- A color tile to show the color for this Place Type on the graphic diagram;
- A brief description of the intent behind this Place Type;
- Discussion of the land uses that are expected to be primary or secondary components of the place that is created;
- Where appropriate, information on the range of development density or intensity expected; and
- Supporting images that illustrate the character represented by the Place Type.



RANCHING AND AGRICULTURE (RA)

CHARACTER & INTENT

Agricultural areas are characterized by very large tracts of undeveloped land utilized for agricultural production, wildlife management, or ranching, including the raising of livestock. They provide much of the open space and Western character enjoyed by the community. There are opportunities for additional uses that support the character and economic viability of agriculture.



LAND USE CONSIDERATIONS

- Primary Land Use: Farming, ranching, wildlife management
- Secondary Land Use: Single-family detached homes and supporting structures, agriculture-related tourism, local food production, distributed energy generation. Cluster Residential may be permitted within a larger Ranching and Agriculture property if the criteria in this Element are met.

INDICATORS & ASSUMPTIONS

- Lot size typically greater than 10 acres
- Platting and utility exceptions probable



RURAL LIVING (RL)

CHARACTER & INTENT

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high degree of separation between buildings. Lots are typically larger than 5 acres in size. Residential home sites are located randomly throughout the countryside, which helps to maintain the rural character and scale of the overall area.

Lots typically utilize private well water and septic systems.



LAND USE CONSIDERATIONS

- Primary Land Use: Single-family detached homes
- Secondary Land Use: Agricultural land, civic and institutional uses, parks, open space, local food production

INDICATORS & ASSUMPTIONS

- Lot size (range) 2-10 acres
- Platting and utility exceptions possible



ESTATE RESIDENTIAL (ER)

CHARACTER & INTENT

Estate Residential areas are dominated by single-family housing on the urban fringe in large lot development. Unlike rural living, home sites may be in platted subdivisions that have water service, though they may have septic wastewater treatment. Residential uses are oriented interior to the site. Lots may or may not have farm and livestock restrictions. Lot sizes in the Estate Residential Place Type range from ½ acre to 2 acre lots.



LAND USE CONSIDERATIONS

- Primary Land Use: Single-family detached homes
- Secondary Land Use: Agricultural land, civic and institutional uses, parks and open space

INDICATORS & ASSUMPTIONS

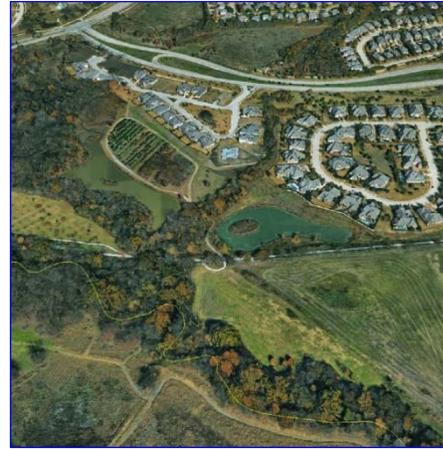
- Lot size (range) 1/2 -2 acre lots
- Platting and utility exceptions unlikely to be granted



## CLUSTER RESIDENTIAL (CR)

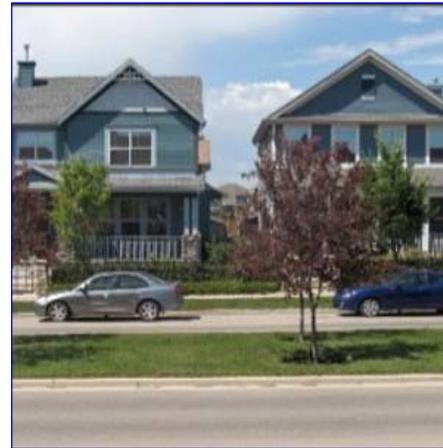
### CHARACTER & INTENT

Cluster residential neighborhoods are intended to provide a clustering of smaller residential lots, surrounded by large areas of green/open space. Overall residential densities are comparable to those in Estate Residential or Rural Living. These neighborhoods are generally formed as subdivisions with residential uses oriented interior to the site, typically buffered from surrounding ranching and agricultural operations or other nearby development by natural areas preserved as green belts, natural open spaces or landscaped areas. Lot sizes are typically less than 1 acre and utilize centralized water and wastewater services, such as package treatment plants, that serve the cluster but do not require extension of municipal facilities.



### LAND USE CONSIDERATIONS

- Primary Land Use: Single-family detached homes, townhomes and other single family attached homes
- Secondary Land Use: Civic and institutional uses, parks and open space



### INDICATORS & ASSUMPTIONS

Lot size (range) less than 1 acre, but overall development densities are comparable to Estate Residential or Rural Living

SUBURBAN LIVING (SL)

CHARACTER & INTENT

Predominantly single-family housing on detached lots. Home sites are in platted subdivisions with all utilities, residential streets, and sidewalks.



LAND USE CONSIDERATIONS

- Primary Land Use: Single-family detached homes
- Secondary Land Use: Civic and institutional uses, parks and open space, neighborhood-serving retail and office

INDICATORS & ASSUMPTIONS

- Lot size less than 1 acre
- Platting and utilities required



URBAN LIVING (UL)

CHARACTER & INTENT

Urban Living areas support a variety of different housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike, or on foot. Housing types can include small lot single family detached, townhomes, duplexes, condominiums, or apartments, with some local retail and neighborhood services to serve the neighborhood.



LAND USE CONSIDERATIONS

- Primary Land Use: Small lot single family detached homes, townhomes, duplexes, condominiums, apartments
- Secondary Land Use: Civic and institutional uses, parks and open space, retail and commercial to meet the needs of surrounding neighborhoods and local small businesses.



INDICATORS & ASSUMPTIONS

- Densities of 6-40 units per acre

COMMUNITY COMMERCIAL (CC)

CHARACTER & INTENT

Community Commercial development is typically characterized by small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Community Commercial developments primarily provide services for residents of surrounding neighborhoods. Business types may include restaurants, local retail, medical offices, banks, and other retail and services.



LAND USE CONSIDERATIONS

- Primary Land Use: Retail and commercial
- Secondary Land Use: Civic and institutional uses

INDICATORS & ASSUMPTIONS

- Lot Size: N/A
- Typically 5 acres or less; 1 or 2 stories



REGIONAL ACTIVITY CENTER (RAC)

CHARACTER & INTENT

A Regional Activity Center is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. Regional Activity Centers are accessible primarily by one mode of travel – the automobile. Buildings are typically set back from the road behind large surface parking lots, with little or no connectivity between adjacent businesses. A small amount of multi-family residential development may occur in these areas.



LAND USE CONSIDERATIONS

- Primary Land Use: Retail, commercial, apartments and condominiums, offices, business park, hotels, entertainment centers, retail, service and office uses
- Secondary Land Use: Civic and institutional uses, parks and open space



INDICATORS & ASSUMPTIONS

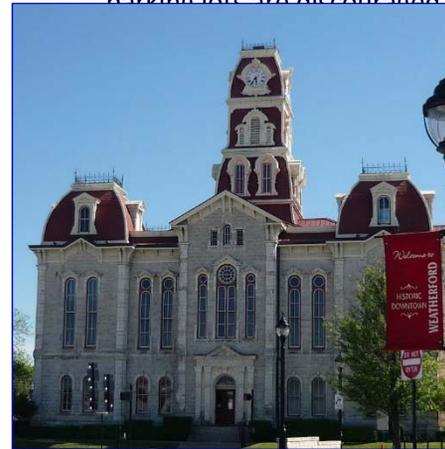
- Lot Size: N/A
- Typically 5 - 10 acres; 1 or 2 stories

HISTORIC DOWNTOWN (HD)

parking lots are discouraged in this Place Type

CHARACTER & INTENT

The Historic Downtown is the heart of Weatherford, an historic area of economic, entertainment, and community activity for the city, Parker County and surrounding areas. Downtown is also a destination for residents of surrounding neighborhoods. Buildings are typically two or more stories in height. Condominiums, apartments or offices may be located on the floors above storefronts. The design and scale of the development encourages active living, with a comprehensive and interconnected network of walkable streets. The historic character of Downtown is preserved and existing single family homes may be retained.



LAND USE CONSIDERATIONS

- Primary Land Use: Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, and service and office uses
- Secondary Land Use: Civic and institutional uses, parks and open space, single family homes

INDICATORS & ASSUMPTIONS

- Lot Size varies from very small lots in historic area to larger lots where properties have been assembled
- In this unique area, on-street parking meets the needs of many smaller businesses. For larger developments and the area as a whole, off-street parking may be needed. Shared parking garages serving multiple properties and uses are encouraged. Large surface

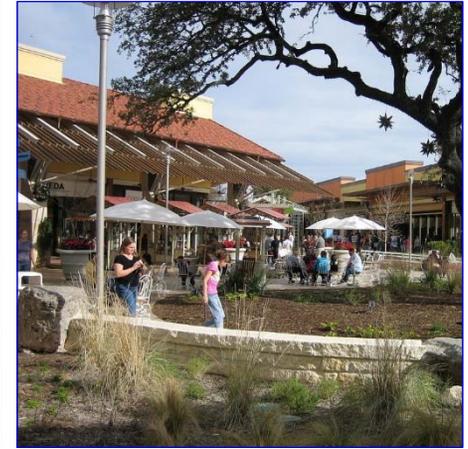


## ENTERTAINMENT CENTER (EC)

## CHARACTER &amp; INTENT

Entertainment Centers are emerging commercial centers planned or developed on large sites, including movie theaters or event venues, and based on an overall master plan. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, entertainment use, and commercial uses that serve a regional market. These centers may include a variety of housing types.

The master plan for a regional entertainment center reinforces the interdependence of uses in the development, even though the uses are typically designed as separate pods or neighborhoods. The regional entertainment center may have a traditional shopping mall, event center or lifestyle area as an anchor of the Place Type.



## LAND USE CONSIDERATIONS

- Primary Land Use: Retail, commercial, offices, hotels, entertainment centers; services and office uses
- Secondary Land Use: Condominiums, apartments, work force housing, civic and institutional uses



## INDICATORS &amp; ASSUMPTIONS

- Lot Size (range) Large site (10 acres or more) master planned

TRANSIT-READY DEVELOPMENT (TRD)

CHARACTER & INTENT

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity located within walking distance of an existing or planned transit station or stop. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets. The development intensity and pattern focus on a potential future location for transit.



LAND USE CONSIDERATIONS

- Primary Land Use: Retail, commercial, townhomes, work force housing, condominiums and apartments, offices, business park, hotels, entertainment centers, retail and service and office uses
- Secondary Land Use: Civic and institutional uses, parks and open space



INDICATORS & ASSUMPTIONS

- Lot Size: N/A (varied)
- This Place Type is used only within walking distance of future public transportation stations

## EMPLOYMENT MIX (EM)

## CHARACTER &amp; INTENT

Employment Mix provides a location for businesses offering a range of professional and service jobs. Buildings are typically on smaller sized parcels with lower intensities than those found on a professional campus. This type of development may support a variety of non- residential uses including offices, research and development facilities, medical clinics, and business incubators. These uses are typically located with access to arterial thoroughfares. The street frontages of the businesses are appealing and have an increased level of aesthetic design and landscaping.



## LAND USE CONSIDERATIONS

- Primary Land Use: Offices, professional service uses, office parks, flex office
- Secondary Land Use: Civic and institutional uses, parks and open space

## INDICATORS &amp; ASSUMPTIONS

- Lot Size (range) varied, including smaller sites
- While site sizes may vary, these uses tend to locate in close proximity to one another.





PROFESSIONAL CAMPUS (PC)

CHARACTER & INTENT

The Professional Campus Place Type generally provides office jobs and is the location for major employers as well as smaller office or professional service companies. This Place Type features large, master-planned campuses. The sites are typically well-landscaped and provide opportunities for many employment uses such a corporate headquarters, institutional facilities, university campuses, and medical campuses. They typically locate near major transportation corridors and may include office parks or technology centers.



LAND USE CONSIDERATIONS

- Primary Land Use: Higher education, research and technology, professional offices, medical, restaurant, retail
- Secondary Land Use: Civic and institutional uses, parks and open space



INDICATORS & ASSUMPTIONS

Lot Size (range) Large site, master planned

MANUFACTURING & WAREHOUSE (MW)

CHARACTER & INTENT

Manufacturing and Warehouse areas provide basic jobs and locations for a range of companies that produce or distribute products. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They typically locate near major transportation corridors (e.g., highways and railways) and include manufacturing centers, warehousing, or logistic hubs.



LAND USE CONSIDERATIONS

- Primary Land Use: Manufacturing, distribution centers, technology/data centers, flex office
- Secondary Land Use: Logistics, retail and office uses, training facilities, civic and institutional uses, parks and open space



INDICATORS & ASSUMPTIONS

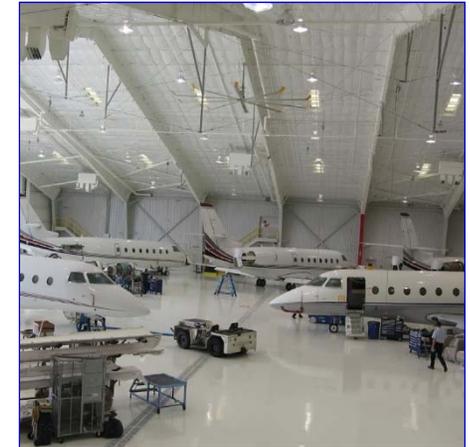
- Lot Size: N/A



AVIATION (AV)

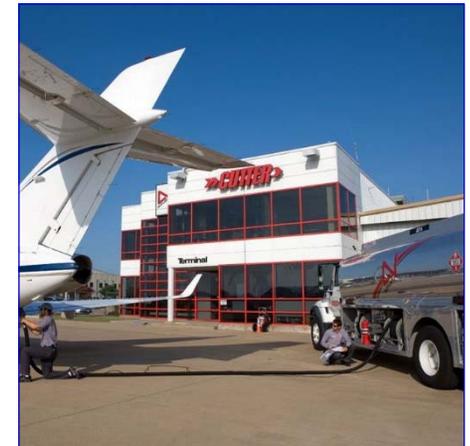
CHARACTER & INTENT

The Aviation Place Type emphasizes employment types and uses that are related to and supportive of local aviation. Proximity to airports is essential to meet the companies' transportation and logistics needs. Aviation uses can range in scale and intensity and can vary in employment types. Large buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.



LAND USE CONSIDERATIONS

- Primary Land Use: Primary flex industrial/office space
- Secondary Land Use: Retail, civic and institutional uses, parks and open space



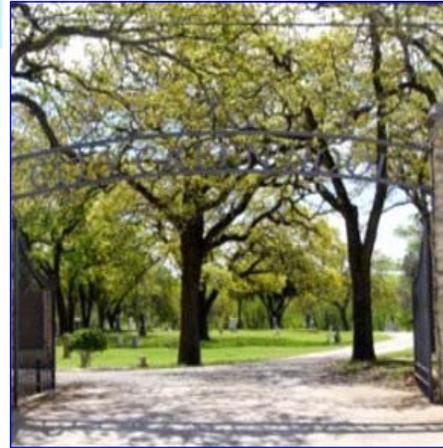
INDICATORS & ASSUMPTIONS

- Lot Size: N/A

PERMANENT OPEN SPACE (OS)

CHARACTER & INTENT

Permanent Open Space is used to indicate areas that are in public or non-profit ownership and that will be dominated by open space over time. Examples include large public parks, floodplains in public ownership, cemeteries and properties subject to long-term conservation easements or similar protections. These areas are not expected to develop with other uses.



LAND USE CONSIDERATIONS

- Primary Land Use: Parks, open space, public golf courses, cemeteries, ranching, agriculture, wildlife management
- Secondary Land Use: Civic uses



INDICATORS & ASSUMPTIONS

- Lot Size: N/A

## PLACE TYPE DIAGRAM

**Exhibit 4-1** is the Place Type Diagram for future development throughout the Study Area. It uses the Place Types described previously to illustrate the future development pattern that reflects the community's vision and guiding principles. **Exhibit 4-2** shows the Place Type Diagram for the current incorporated City of Weatherford. The most detailed depictions of the Place Type Diagram are found in each of the Planning Area Strategies, where the development pattern for that Planning Area is shown.

The Place Type Diagram is based on the Preferred Scenario discussed in Chapter 2. The scenario applies the Place Types at the level of a 5-acre grid in many parts of the community, particularly in the ETJ. For the Place Type Diagram, the scenario was refined to show floodplain areas where development is not generally anticipated. Then the Place Types were applied based on factors such as street pattern, location of rivers and streams and the generalized distribution of existing land uses. As a result, the Place Type Diagram is a more specific decision-making tool, though still not intended to represent precise property ownership or other distinctions such as those found in a zoning map.

In all cases, the Place Type Diagram is a generalized depiction of the desired pattern. It is not a parcel-specific map; it should be used along with the principles and policies in the General Plan as the basis for City decision-making and investment.

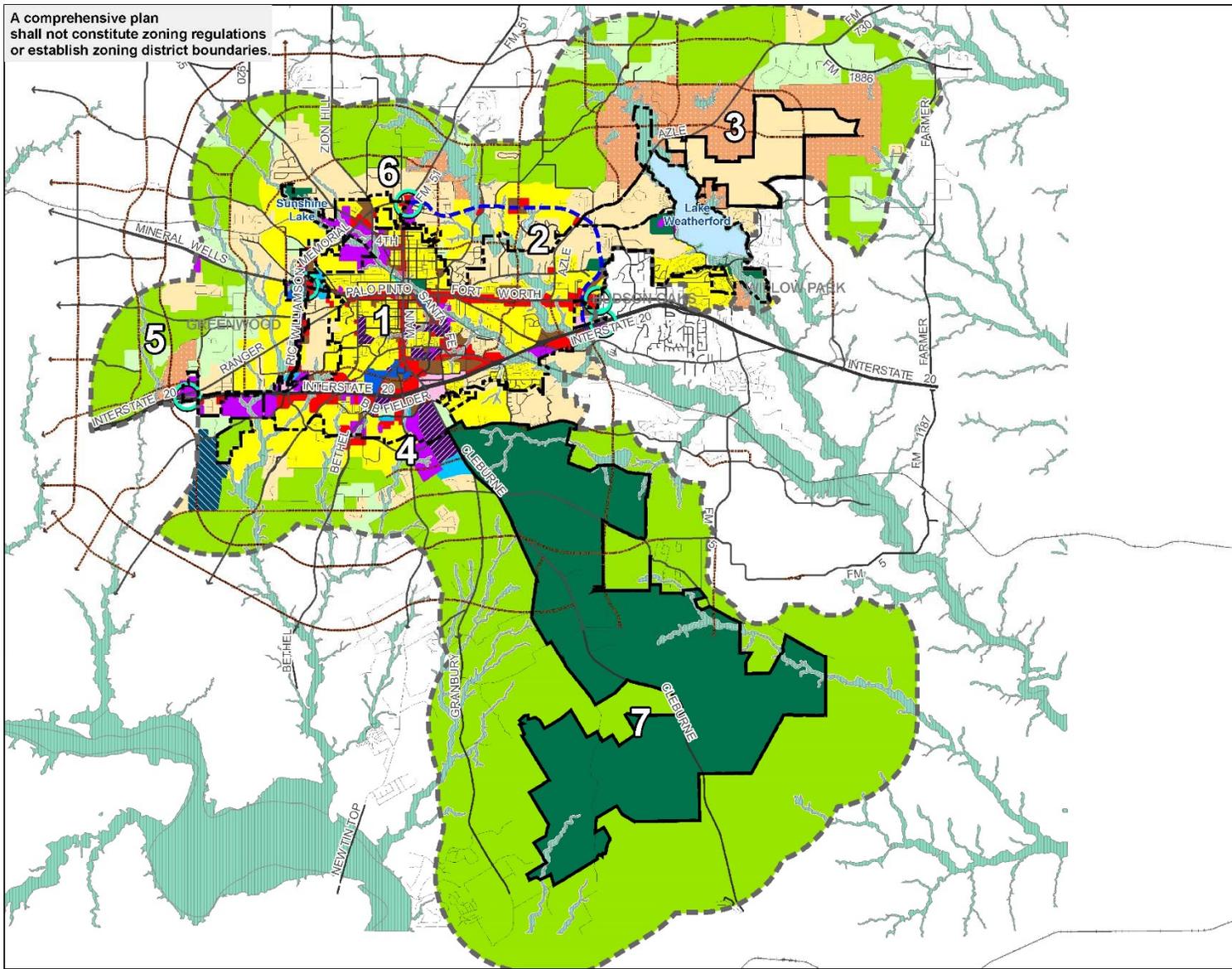
## DEVELOPMENT IMPLICATIONS

A plan for Weatherford's future should provide ample opportunity for accommodating the growth expected for the community during the timeframe of the plan. The Place Type Diagram has been evaluated to determine whether it has the capacity to handle growth expected through 2050 and how well balanced the mix of uses is. The results of this evaluation are presented below.

## PROJECTED GROWTH

**Exhibit 4-3** shows the population growth projected for the Study Area through 2070. By that time, the population could range from 111,600 to 160,700 persons. The exhibit also shows the population that could be accommodated by this Place Type Diagram at 'build-out' – if all land within the Study Area was developed according to the Place Types shown on the diagram. This calculation estimates the capacity of the Place Type Diagram by assuming that most existing development remains in place, that vacant land will develop consistent with these Place Types, and that the City's policies, incentives and investments result in the desired development pattern in key areas such as the Downtown, along the Loop and in currently- agricultural locations. Exhibit 4-3 also includes the planning assumptions about population growth used in the other Weatherford plans and studies referenced in this General Plan. The wastewater impact fee study, as well as the plans for Library and for Parks, Recreation and Open Space focus on shorter timeframes than does this General Plan

A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



## GENERAL PLAN

### Place Type Diagram

Adoption Date 1/23/2018

### LEGEND

- Weatherford City Limits
- Weatherford ETJ Limits
- Railroads
- Lake / Pond
- Major Gateway
- Future Arterial
- Future Ric Williamson Memorial Hwy
- 100 Year Floodplain
- Ranching & Agriculture (RA)
- Rural Living (RL)
- Estate Residential (ER)
- Cluster Residential (CR)
- Suburban Living (SL)
- Urban Living (UL)
- Community Commercial (CC)
- Regional Activity Center (RAC)
- Historic Downtown (HD)
- Entertainment Center (EC)
- Transit Ready Development (TRD)
- Mixed Use Center (MU)
- Employment Mix (EM)
- Professional Campus (PC)
- Manufacturing & Warehouse (MW)
- Aviation (AV)
- Permanent Open Space (OS)



Exhibit 4-1: Place Type Diagram, Study Area



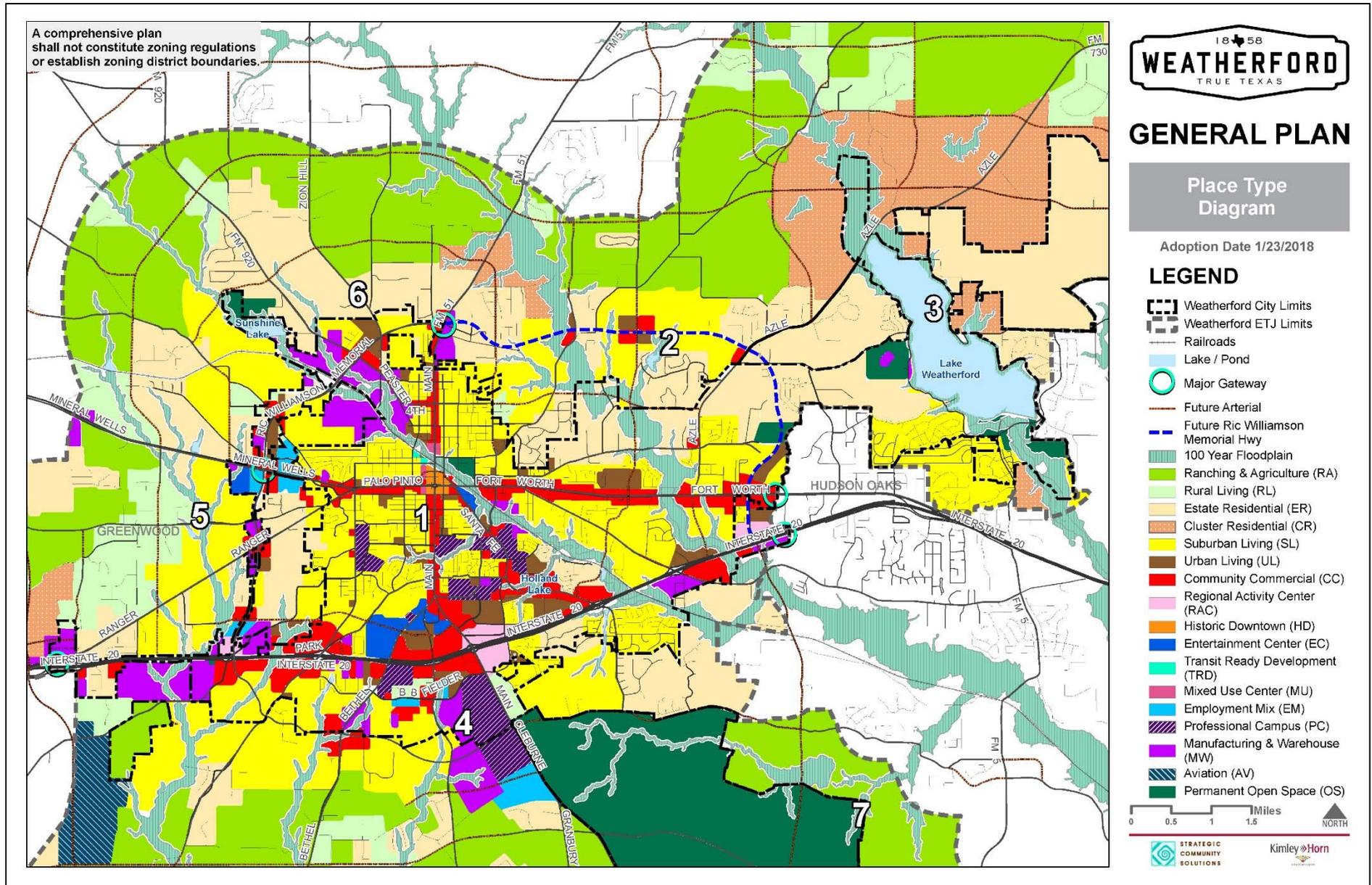


Exhibit 4-2: Place Type Diagram, City

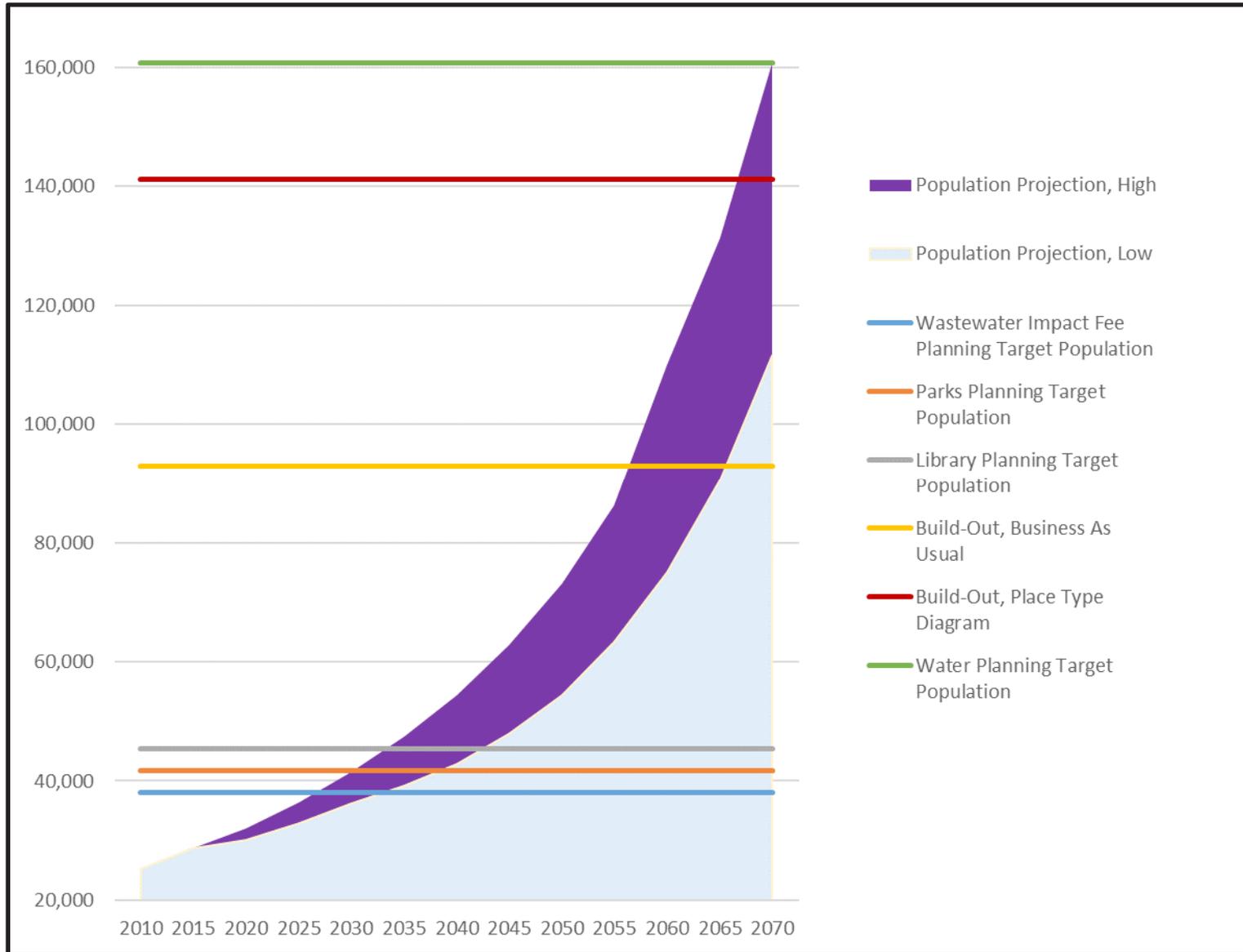


Exhibit 4-3: Projected Growth Study

through 2026 (wastewater and parks) or 2035 (library). Exhibit 4-3 shows that the growth expected by these plans is fully consistent with the range of population projections for these timeframes used for this General Plan. These plans will need to be updated over time to address the later years covered by the General Plan. The Water Plan's build-out population is identical to the high end of the General Plan's growth projections for 2070.

way to design and build infrastructure and facilities in an orderly and fiscally-responsible manner. It means that some parts of the Study Area might not see urban or suburban development until after 2050. Importantly, it enables the city's departments, the property owners and the taxpayers to identify areas that are appropriate for development in the short term and then to invest in these areas in a focused way, creating a critical mass of development that is more likely to succeed and avoiding over-extension of infrastructure.

## DEVELOPMENT CAPACITY AND PHASING

Based on these calculations, this Place Type Diagram has the capacity to accommodate 141,175 residents. If the timing of growth followed the path shown in **Exhibit 4-3**, the 'build-out' of the Study Area would occur some time after 2065 if growth follows the higher projection and some time after 2070 if growth follows the lower projection. By 2050 – the Plan's time horizon – only 39% to 52% of the Study Area would be developed and the estimated population would be 54,484 to 73,066 residents.

Clearly, this Place Type Diagram more than accommodates projected future population growth. Since so much of the area's development capacity will not be needed in the next twenty to thirty years, it will be essential for the City to phase the expansion of its infrastructure, facilities and services. If expansions occurred throughout the Study Area before 2050, these public facilities would be in place long before there was enough customer demand in each Planning Area to use them. As a result, property values will not be high enough to fund all the construction, operation and maintenance that would be required with reasonable tax user fee rates. Phasing gives the City a

## DEVELOPMENT MIX

At build-out, the Weatherford community will look much different than it does today. Consistent with the Plan's Guiding Principles, it will offer a wider variety of choices in terms of housing and business development. Based on the development assumptions for all Place Types, the mix of residential and non-residential uses at build-out is described on the following page.

PLACE TYPE MIX

**Exhibit 4-4** compares the mix of Place Types in Weatherford today with the mix of Place Types if the entire Study Area were built out according to this Place Type Diagram. The biggest change is in ranching and agricultural use. Since much of the future urban and suburban development occurs on land that is in agricultural use today, the share of land in ranching and agricultural use declines from 61% today to approximately 40% at build out. Even with this growth, however, ranching and agriculture is still the most dominant Place Type at build out.

Place Type	2017 Place Type Mix, General Plan Study Area		Build-Out Place Type Mix, General Plan Study Area	
	Acres	% of Study Area	Acres	% of Study Area
Agricultural	73,346.27	56.1%	52,872.83	40.5%
Rural Living	5,009.03	3.8%	5,631.41	4.3%
Estate Residential	7,329.33	5.6%	13,373.93	10.2%
Cluster Residential	0.00	0.0%	5,586.39	4.3%
Suburban Living	4,496.03	3.4%	11,660.86	8.9%
Urban Living	260.56	0.2%	954.90	0.7%
Community Commercial	1,196.64	0.9%	2,316.95	1.8%
Regional Activity Center	170.18	0.1%	274.37	0.2%
Historic Downtown	39.02	0.0%	44.41	0.0%
Entertainment Center	69.02	0.1%	255.84	0.2%
Transit Ready Development	0.00	0.0%	8.70	0.0%
Calculations reflect the city limits and ETJ as of Summer 2017				
<b>Exhibit 4-5: Place Type Mix</b>				

Place Type	2017 Place Type Mix, General Plan Study Area		Build-Out Place Type Mix, General Plan Study Area	
	Acres	% of Study Area	Acres	% of Study Area
Mixed Use Center	0.00	0.0%	23.46	0.0%
Employment Mix	55.62	0.0%	337.04	0.3%
Professional Campus	383.43	0.3%	789.14	0.6%
Manufacturing & Warehouse	582.90	0.4%	1,611.98	1.2%
Aviation	0.00	0.0%	636.03	0.5%
Permanent Open Space	19,841.81	15.2%	19,833.26	15.2%
Vacant	2,896.73	2.2%	0.00	0.0%
Right of Way	2,951.33	2.3%	2,416.45	1.8%
Floodplain	12,022.05	9.2%	12,022.05	9.2%
Total	130,649.95	100.0%	130,650.00	100.0%
Calculations reflect the city limits and ETJ as of Summer 2017				
<b>Exhibit 4-4: Place Type Mix</b>				

RESIDENTIAL MIX

Guiding Principle #4 supports a development pattern that offers diverse housing to Weatherford’s future residents. The mix of housing units expected with this Place Type Diagram follows this principle. **Exhibit 4-6** compares the housing mix today and at build-out. Single family detached homes on relatively small suburban lots are the most common housing type in Weatherford today and they continue to be the most common in the future, increasing their share of the total housing supply from 40% to 49%.



Housing Type	Existing		Build-Out	
	# of Units	% of Total	# of Units	% of Total
Large Lot Single Family	6,787	36.1%	13,206	21.0%
Single Family Detached	7,820	41.6%	30,933	49.3%
Town/ Rowhouse	2,779	14.8%	11,396	18.1%
Apartment or Condominium	1,423	7.6%	7,269	11.6%
Total	18,808	100.0%	62,804	100.0%

**Exhibit 4-6: Residential Mix**

Large lot residential development is a smaller share of the housing mix than it is today, declining from 37% to 21%. Its share has declined because so much of the future development is expected to be suburban single family detached housing or one of the more compact, walkable housing type. This trend reflects the economics of increasing land and development costs and consumer preferences, as well as the community’s preferred scenario.

Townhomes, row houses, apartments and condominiums are a larger share of the housing supply under this Place Type Diagram than they are today. These housing types are all important if Weatherford is to appeal to a wide range of future residents. They meet the market demand of young people beginning their adult lives, Millennials who want to walk to restaurants, shops and entertainment, empty-nesters who no longer want the demands of a house and yard, and people whose age or abilities make it difficult for them to drive. At build-out, townhomes and row houses comprise almost 18% of the housing

units and apartments and condos comprise 12% of the housing supply.

**NON- RESIDENTIAL MIX**

This Place Type Diagram illustrates a development pattern that follows Guiding Principle #6 supporting a robust, sustainable and resilient economy. At build-out, this development pattern could accommodate over 102,000 jobs. **Exhibit 4-7** compares the mix of jobs represented by the Place Type Diagram with the mix of jobs in the Study Area today. Currently, almost half of jobs are in the service sector. At build out, the Place Type Diagram illustrates a pattern with a more even balance of jobs.

This change in employment mix reduces reliance on a single sector, thus making the economy more resilient in responding to economic changes over time. These Place Types offer Weatherford’s future residents a wider range of job possibilities, including better opportunities for jobs with higher pay and career potential.

Job Type	Existing		Build-Out	
	# of Jobs	% of Total	# of Jobs	% of Total
Industrial	4,965	18.0%	21,813	21.2%
Office	2,875	10.4%	22,283	21.7%
Service	13,611	49.3%	27,052	26.3%
Retail	6,133	22.2%	31,636	30.8%
Total	27,584	100.0%	102,784	100.0%

**Exhibit 4-7: Non-Residential Mix**



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## BALANCE OF JOBS AND RESIDENTS

One measure of a successful and sustainable community is the balance between residents (and residential development) and jobs (and non-residential development). If a community is largely residential, residents must commute elsewhere to jobs, increasing travel demand during rush hour and causing congestion. From a fiscal standpoint, homeowners have a heavier property tax burden and revenue from sales tax will be lower. On the other hand, communities dominated by non-residential uses are often focused on a single industry sector or company. If the economy changes and that sector or company declines, the community may experience declining business investment and tax revenues as well. It may become less desirable, leading current residents to move and potential future residents to choose other communities. Therefore, a community with a balance between residents and jobs (or residential and non-residential uses) is more likely to remain desirable and thriving over time.

One measure of a balanced community is the ratio between jobs and residents. The community is balanced if it has as many jobs as residents in the labor force. Not all residents are in the labor force, so a balanced community has fewer jobs than residents. In the Dallas-Fort Worth region, the current ratio is 0.48 jobs per resident. Since 49% of DFW residents are employed, the region is essentially balanced.

In Weatherford today, there are 0.65 jobs per resident. This ratio makes sense because Weatherford is the County seat and the

business center for the surrounding area, so people who live elsewhere buy goods, use services and hold jobs here. Also, the ratio suggests that revenue from non-residential development likely reduces the tax burden residential owners would otherwise face.

It also means that workers commute in to Weatherford for jobs, a dynamic further supported by the fact that the daytime population in the Study Area is higher than the residential population. At build out, the community's balance shifts slightly more towards jobs and non-residential development. With a jobs per resident ratio of 0.73, a somewhat higher share of workers will be commuting in to the community. This is still a reasonable balance for a community within a major metropolitan area. As long as issues such as traffic congestion and employee parking do not place severe burdens on residents, these workers help Weatherford's businesses thrive and reduce the tax burden on residents.

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## RETAIL SPACE PER CAPITA

Another way to measure a community's balance is to consider whether its retail can be supported by its residents. If there is significantly more retail (existing or planned), it is unlikely that residents alone will provide a sufficient market for the retail, leading to empty storefronts and less desirable uses in former retail buildings. If there is too little retail per capita, residents must go outside the community to shop, leading to 'tax leakage' and lower economic value in the community.

The national average is 46 square feet of retail space per capita. In the DFW region, the current average is 52 square feet per capita. Weatherford today has an estimated 340 square feet of retail per capita. This factor is obviously higher than the regional or national average. Several factors probably contribute to this difference. First, Weatherford is a regional commercial center for an area much larger than the city itself. The retail market analysis discussed in Chapter 5 demonstrates that the primary retail trade area for Weatherford (the location for customers who shop in Weatherford on a regular basis) includes over 176,000 people, four times the number who live in Weatherford and its ETJ. Shoppers from this trade area help support Weatherford's retail. A second factor is the extensive commercial development along I-20 that is supported by the business of people traveling through the community. A third factor could be that Weatherford's current retail supply includes some businesses that are less intensive than typical retail – with fewer employees, sales and revenues per square foot than an average national or regional retailer. It does appear that Weatherford has fewer employees per square foot than is typical for retail in general, so it is also possible that retail sales per square foot are lower than typical market averages, meaning that consumer purchasing is spread over more stores and that each individual retailer is likely less profitable than in the national or regional market overall.

At build out, this Place Type Diagram is estimated to have about 216 square feet of retail per capita. This is a reduction of the current high level of retail, suggesting a shift towards a more sustainable amount of retail within the community

## CITYWIDE DECISION-MAKING CRITERIA

In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets a majority of the following criteria for it to be considered compatible with this Place Type Diagram.

The project should:

1. Help Weatherford achieve the General Plan's Vision and Guiding Principles;
2. Advance the Planning Area's intent;
3. Demonstrate compatibility with the Planning Area's identity;
4. Include primary uses identified for the site's Place Types as depicted on the Place Type Diagram;
5. Include secondary uses (if any are proposed) identified for the site's Place Types or uses comparable in character and impact to these secondary uses;
6. Leverage and protect natural and built amenities and infrastructure;
7. Strengthen or create connections to activity centers within and beyond the Planning Area;
8. Create a positive fiscal impact for the City through the timeframe of the Plan (2050);

9. Demonstrate that the project’s travel demand estimates can be accommodated by the planned transportation network;
  10. Demonstrate that the project’s demand on other public infrastructure can be accommodated by planned facilities;
  11. Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan’s fiscal responsibility policies.
2. Neighborhood-serving commercial uses are intended to serve approximately 7,000 to 10,000 residents and employees within an area of approximately a 1-mile radius.
  3. Neighborhood-serving commercial may be considered at intersections of two Major Arterials or a Major and a Minor Arterial.
  4. Neighborhood-serving commercial projects should be designed with vehicular access from adjacent arterials and with non-vehicular access to surrounding residential neighborhoods.
  5. Neighborhood-serving commercial projects should demonstrate future market support, after considering other existing and previously-approved projects in their service area.
  6. The design of neighborhood-serving commercial projects should enhance the identity of the Planning Area in which they are located.

### CRITERIA FOR SPECIFIC USES AND LOCATIONS

The criteria below address special locations and uses that should occur as part of Weatherford’s future development, but that must be located and designed appropriately to ensure that they support the community’s desired development pattern and economic vitality. These Criteria for Specific Uses and Locations apply in addition to the Citywide Criteria. These criteria apply across all the Place Types that include these potential uses.

### CRITERIA FOR DESIGN OF HIGHER DENSITY RESIDENTIAL COMMUNITIES

1. These criteria apply to proposals for neighborhood commercial developments within areas shown as Suburban Living or Urban Living on the Planning Area’s Land Use Diagram.

### CRITERIA FOR DESIGN OF HIGHER DENSITY RESIDENTIAL COMMUNITIES

1. Several Place Types include a range of housing options that offer Weatherford residents choices that are accessible, attainable and appealing. Most of the development in the Urban Living, Transit-Ready Development and Mixed Use Center Place Types include these housing choices; other Place Types include a smaller component of this housing.
2. Higher density residential development should be located in areas designated for Place Types including this use. Appropriate locations include sites close to retail and employment uses and with ready access to schools, parks and trails.
3. The planned roadway network must be shown to have adequate capacity for the traffic generated by proposed higher density residential uses.
4. A higher density residential development project is encouraged to offer a mix of housing products (detached units, attached units, single and multi-story, etc.), densities (generally above 6 units per acre) and ownership options (fee simple, condominium, rental).
5. Higher density communities should be designed for pedestrian appeal, community interaction and the creation of a distinctive sense of place.
6. The design of garages and vehicular access should be secondary to this primary design objective. Garages should be located at the rear of the buildings.
7. Higher density residential projects are encouraged to include neighborhood-serving non-residential or public uses of a design and scale compatible with the overall project.
8. Higher density residential projects should include plazas, open spaces or other features that create gathering places and community identity.
9. Higher density residential projects should provide connections for pedestrians and cyclists within the project and to destinations in the surrounding community.
10. The design of higher density residential projects should create identifiable places within the project and should reinforce the identity of the Planning Area in which they are located.

### CRITERIA FOR BLENDED ESTATE RESIDENTIAL AND SUBURBAN LIVING DEVELOPMENT

1. Developments over 40 acres in size that include areas identified with both Estate Residential and Suburban Living Place Types may propose a mix of these two residential Place Types within a single project.

2. The overall project density must be consistent with the development potential of the Place Types shown in the Planning Area Place Type Diagram.
3. The design, character and mobility components of the proposed project should provide a consistent overall community character and connectivity between areas of various development types.
4. The overall project design should use natural systems as part of a green infrastructure system and retain waterways as part of the project's character and the trail and open space system it provides.
5. Development clusters may include a small amount of neighborhood-serving non-residential use or public uses; plazas, open spaces or other features that create gathering places and community identity are encouraged.
6. The development cluster must be served with on-site wastewater treatment, such as a package treatment plant; it should not require an extension of the City's utilities.
7. Design using low impact development (LID) or green infrastructure is encouraged to retain the area's natural assets and habitats, and to reduce infrastructure and maintenance costs for stormwater management, mobility and other facilities.
8. The area outside the development cluster must be preserved in ranching, agriculture or permanent open space use. Conservation easements, deed restrictions and similar tools must be used to demonstrate the long-term nature of this preservation commitment.

#### CRITERIA FOR CLUSTER RESIDENTIAL DEVELOPMENT

1. These criteria apply to development projects in areas shown with the Cluster Residential Place Type, or in Ranching and Agriculture Areas where cluster development is an option.
2. The overall project density must be consistent with the Place Type shown in the Planning Area Place Type Diagram.
3. The density within the cluster of residential units may be comparable to Suburban Living.
4. A mix of residential types, styles and ownership patterns comparable to Suburban Living may be included in the cluster.
9. The area outside the cluster should include trails and similar connections for pedestrians and cyclists within the project and to destinations in the surrounding community.
10. Agricultural operations may be continued in the area outside the cluster.

## CRITERIA FOR PROJECTS AT GATEWAY LOCATIONS

1. These criteria apply to projects and investments at locations formally designated as citywide, Planning Area or Downtown gateways.
2. Uses included in projects at designated citywide Planning Area or Downtown gateways should be consistent with the Place Types shown in this General Plan. These uses should enhance the gateway's distinctive identity, contribute to the character of the place celebrated by this gateway, and offer residential and employment opportunities that support the overall development objectives for this part of Weatherford as described in Chapter 11 of this General Plan. Uses that do not contribute in this way, or are found to be detrimental to the future character and identity of an area with a designated gateway should be discouraged in these locations.
3. For Downtown gateways, appropriate uses are those that support Downtown's historic character as a gathering place for people and commerce. Proposed uses should demonstrate that they contribute to Downtown's appeal as Weatherford's central pedestrian-oriented place by: announcing the entrance into this special part of Weatherford; providing visual interest; offering a mix of the goods, services, restaurants and entertainment that local residents and employees use frequently; maintaining or increasing the intensity of development on sites in and at the entrances to Downtown; and retaining or reflecting the historic design elements of Downtown.
4. Project design should include distinctive architecture, signage or public art that communicates the arrival into Weatherford, introduces the Planning Area's unique identity, or celebrates the historic character of downtown.
5. Gateways should include elements that communicate to people arriving on foot or by bicycle as well as in vehicles.
6. Private investment at gateways should connect to planned networks of trails and public spaces and should include those elements designated for the project area.

**SHORT- TERM ACTIONS OR INVESTMENTS**

The following actions are color coded as either *Short Term* or *Long Term*. All others are important to a Department or other public agency. This list is not all-inclusive, and the reader is encouraged to refer to the list of references below for a complete list of recommendations.

**Action 1. Proactive Rezoning.** Consider proactive, City-initiated rezonings for areas where such rezoning will remove an important barrier to development or revitalization.

**Action 2 Communication with Developers.** Continue to work with the North Texas development community, property owners, realtors, brokers and other stakeholders to inform these stakeholders about the new opportunities resulting from this General Plan's development policies.

**Action 3 Fiscal Impact Analysis.** Establish and utilize a fiscal impact analysis process for major new development and redevelopment, so decision-makers can consider the costs and benefits to the City and the community when they make decisions on proposed projects.

**Action 4 Senior Housing.** Review zoning and other development regulations to streamline development of the full range of housing for seniors.