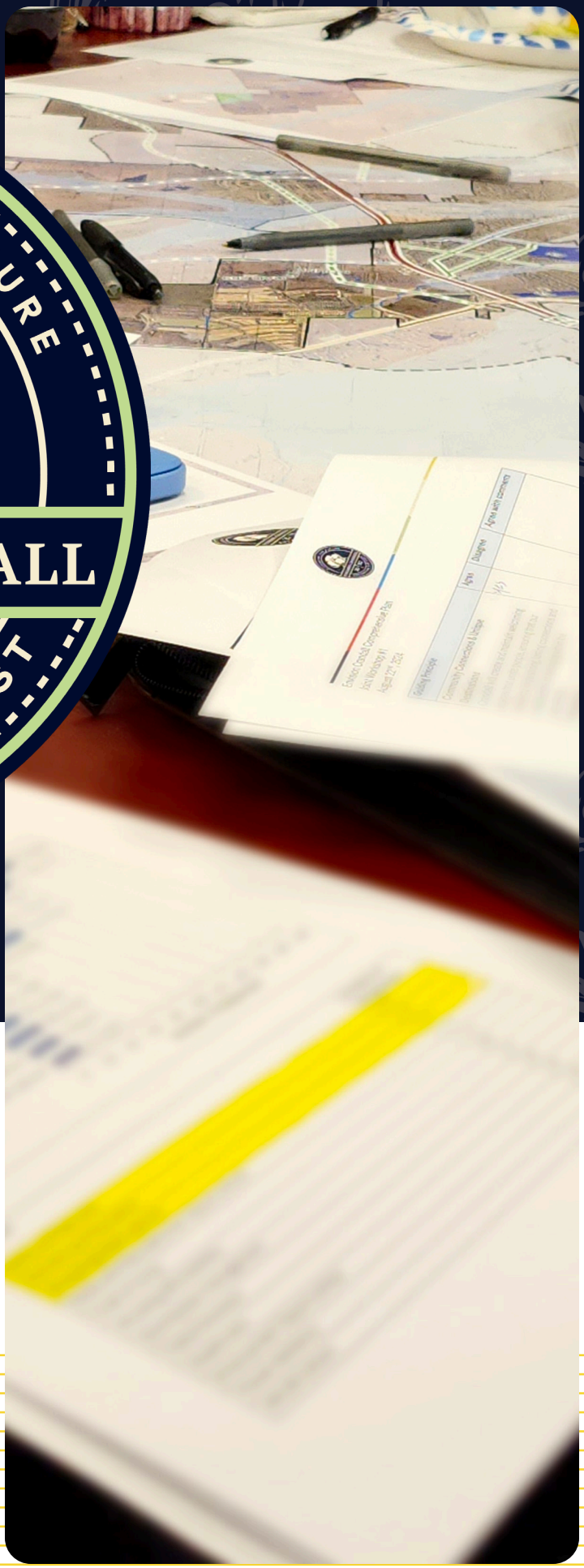
PIONEERING OUR FUTURE

ENVISION CRANDALL

20 | 50

PRESERVING OUR PAST



City of Crandall

COMPREHENSIVE PLAN

July 2025

Prepared for:



Prepared by:

Kimley»Horn

Expect More. Experience Better.



ACKNOWLEDGMENTS

CRANDALL CITY COUNCIL

Mayor David Lindsey
Mayor Pro Tem Scott Rogers
Caleb Allen
Tim Atkins
Adam Holden

PLANNING AND ZONING COMMISSION

Chairman Craig Baker
Vice Chairman John Garvin
Shannon Barnes
Patricia Branson
Lear Dobbins
Paul Hoffmeyer
George Martinez

COMPREHENSIVE PLANNING ADVISORY COMMITTEE

David Lindsey
Casey Bingham
Brandon Barber
AJ Murry
Beth Maroney
Shelly Evans

CRANDALL CITY STAFF

Jerry Dean
Tamara Chappell
Emma Hislop
David Sanchez

KIMLEY-HORN AND ASSOCIATES, INC.

Haley Carruthers, AICP
Reid Cleeter
Mark Bowers, AICP
Rogelio Lopez
Adolfo Gonalez
Ethan Harwell, AICP
Carissa Cox, AICP
Leanne Nunez
Jaric Jones, AICP
Lisa Wang, PE
Brennan Packenham, EIT
Kendall Autrey

TABLE OF CONTENTS

CHAPTER 1: CRANDALL TODAY 2

- Envision Crandall Comprehensive Planning Process 3
- How to Use this Document 5
- Community Profile 7

CHAPTER 2: COMMUNITY VISION AND STRATEGIC DIRECTION 16

- Engagement Snapshot 16
- Online Engagement 18
- Representational Involvement 18
- In-Person Involvement 19
- Engagement Takeaways 21
- Strategic Direction 24

CHAPTER 3: FUTURE LAND USE 36

- Introduction 36
- Future Land Use Plan 37
- Understanding Crandall's Growth and Preserving Its Character 51
- Action Items 57

CHAPTER 4: MOBILITY 60

- Introduction 60
- Existing Conditions 60
- Vision for Mobility 65
- Action Items 72

CHAPTER 5: DOWNTOWN 74

- Introduction 74
- Existing Conditions 75
- Downtown Crandall Vision and Framework Plan 82
- Action Items 101

CHAPTER 6: ECONOMIC DEVELOPMENT 104

- Introduction 104
- Overview 105
- Market Analysis 106
- Market Strategy 107
- Socioeconomic/Psychographic Analysis 112
- Market Demand 113
- Economic Development Tools 123
- Action Items 125

CHAPTER 7: PUBLIC INFRASTRUCTURE 128
Introduction 128
Water 128
Wastewater 131
Action Items 134

CHAPTER 8: PARKS, TRAILS, AND OPEN SPACE 136
Introduction 136
Park and Trail Master Plan 136
Action Items 158

CHAPTER 9: HAZARD MITIGATION AND RESILIENCE 160
Introduction 160
Existing Conditions 161
Hazard Mitigation Strategy 169
Action Items 172

CHAPTER 10: IMPLEMENTATION 174
Introduction 174
Implementation 176
Implementation Matrix 177
Future Land Use Actions 178
Mobility Actions 180
Downtown Actions 182
Economic Development Actions 183
Public Infrastructure Actions 184
Parks, Trails, and Open Space Actions 185
Hazard Mitigation and Resilience Actions 186

APPENDIX A-1
Appendix A – City Staff Diagnostic Workshop Recap A-1
Appendix B – Splash Into Summer Recap A-13
Appendix C – Fall Recap A-17
Appendix D – Joint Workshop #1 Recap A-21
Appendix E Joint Workshop #2 Recap A-31
Appendix F – Open House #1 Recap A-35
Appendix G – Open House #2 Recap A-53
Appendix H – Survey Recap A-77
Appendix I – UDC Diagnostic Report A-101

LIST OF EXHIBITS

Exhibit 1.1: Developable Land in Crandall 10
Exhibit 1.2: Crandall Zoning Map 12
Exhibit 2.1: Future Land Use Plan 30
Exhibit 3.1: Crandall Residential Status 38
Exhibit 3.2: Crandall Land Use 52
Exhibit 3.3: Crandall Areas of Focus 56
Exhibit 4.1: Crandall Crash Heat Map 62
Exhibit 4.2: Crandall Thoroughfare Plan 66
Exhibit 5.1: Downtown Area 76
Exhibit 5.2: Existing Zoning in Downtown Crandall 78
Exhibit 5.3: Downtown Land Value 80
Exhibit 5.4: Downtown Crandall Framework Plan 84
Exhibit 5.5: Character Areas 86
Exhibit 5.6: Downtown Mobility 90
Exhibit 5.7: Downtown Gateways 92
Exhibit 5.8: Catalyst Sites 96
Exhibit 7.1: Crandall Water Infrastructure 130
Exhibit 7.2: Crandall Wastewater Infrastructure 132
Exhibit 8.1: Existing Park and Trail Inventory in Crandall 138
Exhibit 8.2: Existing Parks in Crandall 142
Exhibit 8.3: Existing Trails in Crandall 146
Exhibit 8.4: Floodplain in Crandall 148
Exhibit 8.5: Crandall Park and Trails Master Plan 152
Exhibit 9.1: City of Crandall Floodplain 162
Exhibit 9.2: Critical Facilities in Crandall 164
Exhibit 9.3: SVI in Crandall 166
Exhibit 9.4: Wildfire Urban Index in Crandall 168

LIST OF TABLES

Table 1.1: Developable vs. Undevelopable Land Acreage in Crandall City Limits and ETJ 9
Table 3.1: Historical City Population 53
Table 3.2: Population Projections 53
Table 5.1: Acreage by Zoning Category in Downtown Crandall 77
Table 6.1: Comparison of Type A and Type B EDCs in Texas 105
Table 6.2: Kaufman County Retail Demand (2024 – 2050) 115
Table 6.3: Housing Comparison 116
Table 6.4: Crandall and Kaufman County Housing Prices Comparison 116
Table 6.5: Most Desired Neighborhood Factors 118
Table 6.6: Kaufman County Office Demand (2024 – 2050) 122
Table 8.1: Park Inventory 141
Table 8.2: Trail Inventory 145
Table 8.3: Park Benchmarking Communities 149
Table 8.4: Identifying Benchmark Communities – Trails 150
Table 8.5: City Limits Park System LOS 150
Table 8.6: City Limits and ETJ Park System LOS 150
Table 8.7: Park Type Service Area 151
Table 8.8: City Limits Trail System LOS 151
Table 8.9: City Limits and ETJ Trail System LOS 151
Table 8.10: City Limits and ETJ Recreation Facility LOS 154
Table 8.11: Grant Opportunities 157
Table 9.1: Floodplain in Crandall City Limits and ETJ 161
Table 9.2: Critical Facilities in Crandall 163
Table 9.3: Wildfire Urban Index in Crandall 167

LIST OF FIGURES

Figure 1.1: Regional Context Map 2
Figure 1.2: Historic Community Population Timelines – Crandall City Limits 8
Figure 1.3: Historic Community Population Timelines – Crandall City Limits and ETJ 8
Figure 1.4: Developable Land by Acreage 9
Figure 2.1: Timeline of Engagement 16
Figure 2.2: “What One Word Would You Use to Describe Your Vision of Crandall in 2050?” Results 21
Figure 2.3: Jar Activity Results 22
Figure 2.4: “Select the Three Options that are Most Important to You or Your Family” Results 22
Figure 2.5: “Which Type of Development Would You Like to See More of in Crandall?” Results 22
Figure 2.6: “How Satisfied are You with the Quality of Parks and Recreation in Crandall?” Results 22
Figure 2.7: Comprehensive Plan Structure 24
Figure 3.1: Character Context Zone to PlaceType Flow Chart 40
Figure 3.2: Historic Community Population Timelines – Crandall City Limits and ETJ 51
Figure 4.1: Major Roadways in Crandall 60
Figure 4.2: Mobility Characteristics for Crandall 61
Figure 4.3: Crash Severity in Crandall 61
Figure 4.4: “How Important is it for the City of Crandall to Address the Following Transportation Issues?” Results 63
Figure 4.5: Major Arterial Cross Section 67
Figure 4.6: Minor Arterial Cross Section 68
Figure 4.7: Collector Cross Section 68
Figure 4.8: Downtown Cross Sections 69
Figure 4.9: Neighborhood Cross Section 70
Figure 5.1: “What are Some Opportunities Crandall can Capitalize on the Future?” Results 74
Figure 5.2: Catalyst Site 1 97
Figure 5.3: Catalyst Site 2 99
Figure 6.1: Media Coverage about Kaufman County Growth 108
Figure 6.2: Household Income Comparison 110
Figure 6.3: Age Comparison 111
Figure 6.4: Issued Building Permits by Year 118
Figure 6.6: Workforce Industry Comparison 120
Figure 6.5: Crandall Inflow-Outflow 120
Figure 6.7: Employment Commute Times 121
Figure 7.1: NTMWD Water System Process 128
Figure 8.1: How Satisfied are you with the Quality of Parks and Recreation in Crandall? 137
Figure 9.1: Hazard Mitigation Planning Process 160


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 1

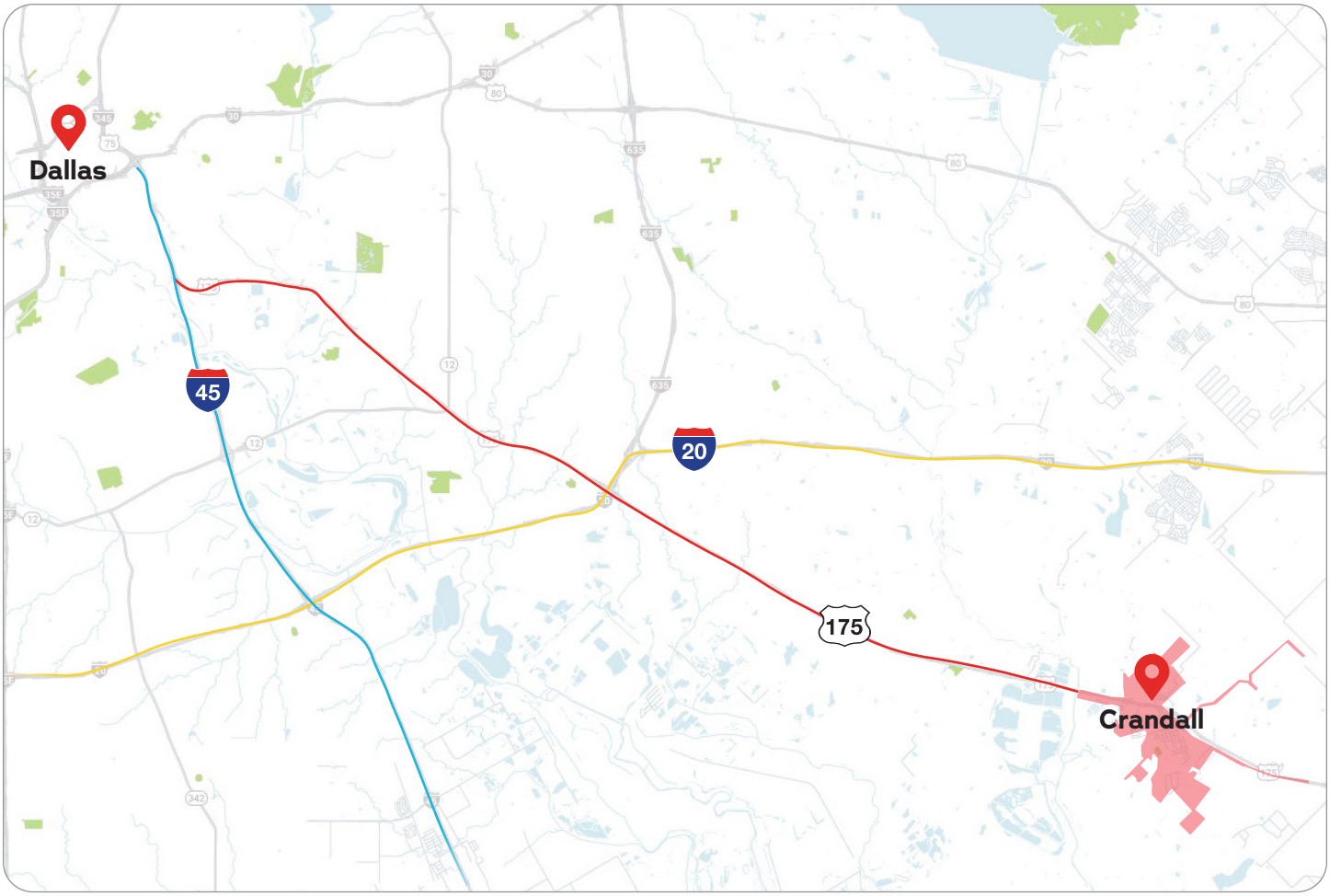
CRANDALL TODAY

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

CHAPTER 1:
CRANDALL TODAY

The City of Crandall, located in Kaufman County, experienced significant growth in recent years as part of one of the nation's fastest-growing counties. Crandall's strategic location, approximately 25 minutes southeast of Downtown Dallas, positions the city for excellent regional connectivity. **Figure 1.1** displays the regional context of Crandall. U.S. Highway 175 (US-175) is a critical transportation corridor that enhances accessibility and promotes economic development opportunities. This prime location along a major highway positions Crandall as an attractive destination for new businesses and residents. The city has seen significant population growth driven by ongoing residential developments in the ETJ and cost of living. These growth dynamics emphasize the need for a new comprehensive plan to effectively manage and guide future development and infrastructure pressures.

Figure 1.1: Regional Context Map



ENVISION CRANDALL COMPREHENSIVE PLANNING PROCESS

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a long-range planning document designed to guide a city's growth and development over the next 30 years. Its primary goal is to provide a clear direction for accommodating future growth and development, thus ensuring a well-organized future which benefits the city. A comprehensive plan articulates a vision for the community, sets goals and objectives, and recommends specific actions for implementation.

A comprehensive plan does not create zoning regulations or define zoning boundaries. However, the State of Texas Local Government Code states that zoning regulations must align with a comprehensive plan to ensure the health and safety of the city's residents. **Chapter 3: Future Land Use** outlines a foundation for future land use in Crandall that will help inform future zoning. Overall, the plan serves as a guide for long-term decision-making within the community, helping to ensure that policy aligns with the community's shared vision and goals.

THE ENVISION CRANDALL PLANNING PROCESS

The Envision Crandall planning process was customized to address the unique opportunities and challenges of the city. The project team structured this process into multiple phases and community engagement was held throughout, ensuring the plan reflected the community's feedback and ideas. The overview and timeline of the engagement process can be found in **Chapter 2: Community Vision and Strategic Direction**. The following phases were conducted to develop the plan over the course of one year.



Splash into Summer Event – Community Engagement



Phase 1: Project Initiation | *April 2024 – March 2025*

Phase 1 established project management processes, initiated stakeholder engagement, and developed a community engagement plan. This phase created the foundation for efficient project execution and community input.



Phase 2: Data Collection | *April 2024 – July 2024*

Phase 2 focused on data collection, base mapping existing conditions, and alignment with existing planning documents. The project team conducted a tour of Crandall to identify the existing strengths and weaknesses of the community. The project team also held a workshop with City staff to understand the existing constraints from the City's prospective. Additionally, the project team developed a market analysis to assess economic trends and growth potential, which provided a data-driven foundation for future components of the plan.



Phase 3: Strategic Direction | *June 2024 – October 2024*

Phase 3 synthesized the engagement heard during Phases 1 and 2 and created the building blocks of the plan. This includes the creation of the plan's Vision Statement and Guiding Principles. This phase ensured that community priorities and concerns were integrated into the Strategic Direction and guided the next steps of the planning process.



Phase 4: City Wide Vision | *October 2024 – December 2024*

Phase 4 crafted the comprehensive strategy to guide Crandall's future growth and development. The core plan components included future land use; mobility; economic development; downtown; parks, trails, and open space; public infrastructure; and hazard mitigation. The Community Vision and Guiding Principles were integrated into each of the plan components to ensure that the actions recommended in each chapter reflected the community's needs.



Phase 5: Code Diagnostic | *January 2025 – February 2025*

In Phase 5, the project team worked with the City to conduct a comprehensive review of the existing City code to identify gaps, inconsistencies, and areas for improvement. This diagnostic process assessed how current regulations aligned with the City's long-term goals and the recommendations outlined in the Comprehensive Plan. Based on this analysis, a strategy was developed to ensure that the proposed updates to the City code align with the goals of the Comprehensive Plan.



Phase 6: Implementation Strategy and Adoption | *March 2025 – June 2025*

Phase 6 prioritized plan actions, identified priority projects, engaged with various stakeholders from the community, and formally adopted the Comprehensive Plan. This phase focused on finalizing the report, presenting the Comprehensive Plan for review and feedback, and completing the formal adoption process to ensure the strategies align with Crandall's vision.

HOW TO USE THIS DOCUMENT

RELATIONSHIP TO OTHER PLANNING DOCUMENTS

The Envision Crandall Comprehensive Plan serves as a framework that integrates and aligns with other planning documents. It is designed to be adaptable, building upon and taking into consideration existing planning documents, such as the Comprehensive Master Plan (2010), Parks and Recreation Master Plan (2013), and Master Drainage Plan (2020). While the Comprehensive Plan does not supplant zoning regulations, development codes, or other regulatory documents, it functions as a guiding document for the revision and enhancement of these regulations and tools. The following documents are relevant to the implementation of Envision Crandall:

COMPREHENSIVE MASTER PLAN, 2010

The Comprehensive Master Plan established a framework for managing Crandall's growth. The plan focused on key infrastructure, public services, and guiding sustainable development. However, it is outdated given that it was adopted in 2010, particularly related to the annexation of the Heartland development.

PARKS AND RECREATION MASTER PLAN, 2013

The Parks and Recreation Master Plan is a series of maps and PDFs that include recommendations for trails, community parks, and neighborhood parks. It also covers park demographics, trail conditions, and service area analysis.

MASTER DRAINAGE PLAN, 2020

The Master Drainage Plan outlines 16 projects in Crandall, each recommending improvements to the storm sewer system. The total estimated cost for these projects is around $4 million.

ENVISION CRANDALL CHAPTER OVERVIEW



Chapter 1: Crandall Today

Crandall Today provides a snapshot of the city's current conditions and describes changes that occurred in recent decades. The chapter also describes the comprehensive planning process, the plan's timeline, and how to use the document.

Chapter 2: Community Vision and Strategic Direction

Community engagement and feedback is paramount to the planning process. The recommendations made in the subsequent Envision Crandall chapters were informed by direct engagement from residents and stakeholders. This chapter outlines the Vision Statement and Guiding Principles that served as the foundation for the remainder of the plan. In-person and virtual engagement offerings are described, with an outline of key takeaways and priorities.



Chapter 3: Future Land Use

This element is the foundation for many of the recommendations made regarding future development and changes to the built environment in Crandall. Using a place-based approach, the future land use map uses PlaceTypes to provide more flexibility for future development. This chapter presents the land use scenario for Crandall and its extraterritorial jurisdiction (ETJ), which will guide land use patterns and policy recommendations.

Chapter 4: Mobility

This chapter reviews existing conditions and the current local and regional master thoroughfare plan (MTPs). The Vision for Mobility section charts the path forward through community engagement takeaways, an updated MTP, identifying priority projects, and creating recommendations for transportation-related issues and opportunities.



Chapter 5: Downtown

The Downtown strategy includes an assessment of Crandall's Downtown area, including an inventory of assets, an analysis of land use patterns, and the connectivity of the Downtown area. The framework for Crandall's Downtown vision is outlined through character zones and recommendations for enhancements in each zone. The chapter considers placemaking and infrastructure complementary to creating a vibrant and sustainable downtown. Priority projects and investment strategies are outlined in detail to help bring action items to fruition.

Chapter 6: Economic Development

This chapter provides an overview of economic development in Crandall with a market analysis that considers regional context, population growth, and socioeconomic and psychographic analyses. Market demand is outlined for retail, residential, corporate, hospitality, and industrial land uses. The plan also identifies economic development tools and catalyst areas that align with economic recommendations.



Chapter 7: Public Infrastructure

This chapter outlines a strategic direction for Crandall's services, such as the provision of water, electricity, and sanitary sewer. Considerations are made to plan for continued population growth and how growth may impact infrastructure needs. The infrastructure plan addresses the maintenance and long-term health of existing infrastructure with a plan for providing facilities and infrastructure to newly served areas within the City and its ETJ.

Chapter 8: Parks, Trails, and Open Spaces

This chapter outlines goals related to parks, trails, and recreation in Crandall. The existing conditions review includes an inventory, review of asset accessibility, and service level analysis for parks, trails, and recreation amenities. The vision for the chapter leads into Crandall's Park and Trail Master Plan, which makes specific recommendations to guide the future of these City resources. Strategies for land acquisition and priority projects are proposed and outline specific Guiding Principles and action items.



Chapter 9: Hazard Mitigation and Resilience

This chapter emphasizes the importance of establishing resilience to natural hazards in Crandall. It assesses the risk of flooding, wildfires, hurricanes, and other weather events. A strategy is outlined for improving conditions of social vulnerability and protecting critical facilities through best practices in Crandall. Recommendations are made with consideration of other plan elements.



Chapter 10: Implementation

This chapter serves as an outline of short-, medium-, and long-term implementation measures, with associated costs and partnerships, to achieve the desired goals of the City and community.

COMMUNITY PROFILE

The development of Crandall was primarily driven by the routing of the Texas Trunk Line Railway through the area in 1880, which served as a catalyst for community growth. The City is named after Reverend C. F. Crandall (1827-1906), a Methodist minister who migrated from Indiana to Texas in 1877. Reverend Crandall's pivotal role in the city's history began with his generous contribution to the Texas Trunk Line Railroad. He established a crucial transportation link by granting the railroad a right-of-way (ROW) through his property and providing a financial bonus for rail service. This development facilitated the rapid emergence of a community, which was subsequently named in his honor. In 1881, Reverend Crandall became the first postmaster when a post office branch was inaugurated. By 1884, Crandall evolved into a settlement featuring essential infrastructure such as a gristmill, a cotton gin, a church, and a school, which supported a population of 50 residents. The formal recording of the townsite plat in 1889 marked a significant milestone in its development

As Crandall entered the early 20th century, it continued to grow and experience diversification of its services. The presence of a lumber yard, multiple retail stores, three physicians, and three banks were the cornerstones of Crandall's expansion into a well-rounded and self-sustaining community. These developments exemplified Crandall's importance as a regional shipping point for area farmers, solidifying its role in the local economy. By the mid-1920s, Crandall's population grew to an estimated 750 residents, with 50 businesses, including two banks. However, the economic downturn of the Great Depression led to a slight decline in population. World War II saw some residents relocate to urban centers for employment opportunities, resulting in a population of 500 by 1943. By 1988, the population reached 1,207, with 15 businesses. The 1990 census recorded 1,652 residents, which grew to 2,774 by 2000. In 2010, Crandall's population was 3,014, growing to 3,877 by 2020. As of 2024, the population increased to approximately 4,321 people. This steady growth reflects Crandall's alignment with Kaufman County's rapid growth (David Minor of Texas State Historical Association and HMdb.org., ERI).

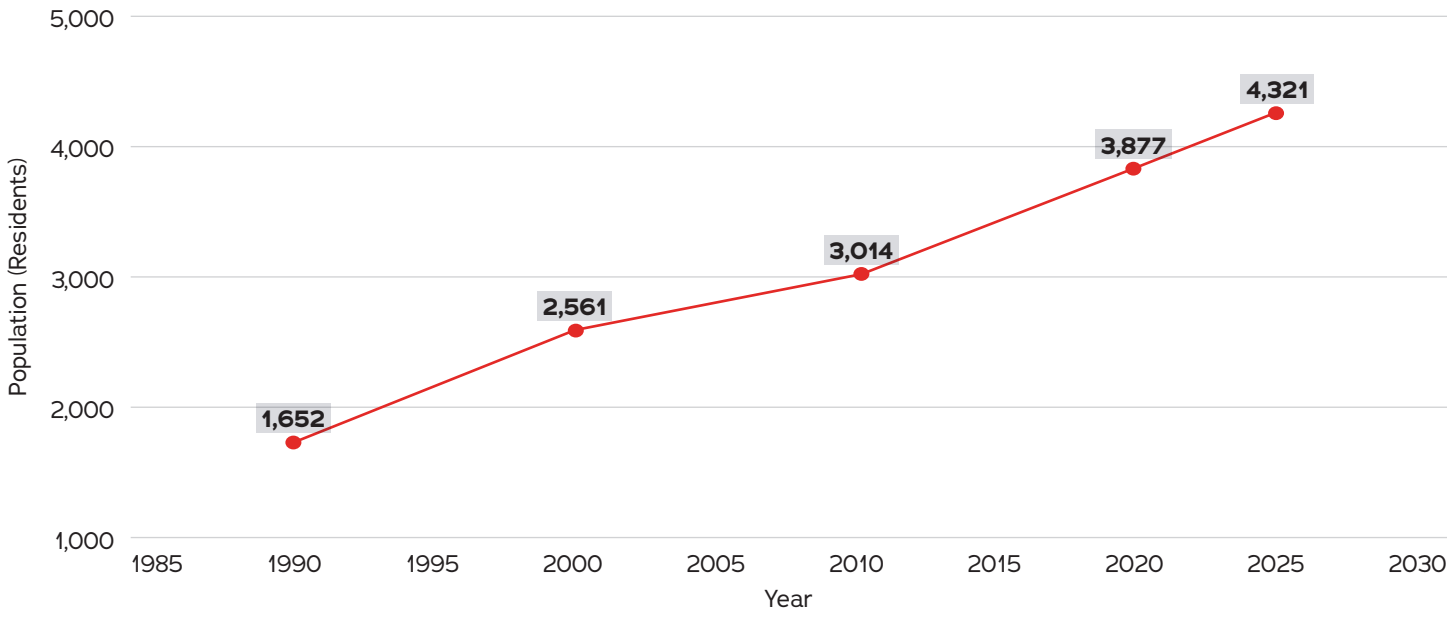


Recent Development in the Crandall Area

While the 4,321 people only reflects the population within the City Limits, much of the demand for updated infrastructure is due to the growth happening within Crandall's ETJ. Crandall experienced a population increase of 8.2% between 2023 and 2024, while its ETJ demonstrated a higher growth rate of 10.7% (ESRI, 2024). This elevated growth in the ETJ is consistent with the influx of single-family residential developments in the surrounding areas. These figures align with the broader growth dynamics in Kaufman County, which ranked as the fastest-growing county in the United States in 2023, with a growth rate of 7.6% (ACS, 2023). This population growth can be attributed to Crandall's proximity to the Dallas metropolitan area and the new residential developments.

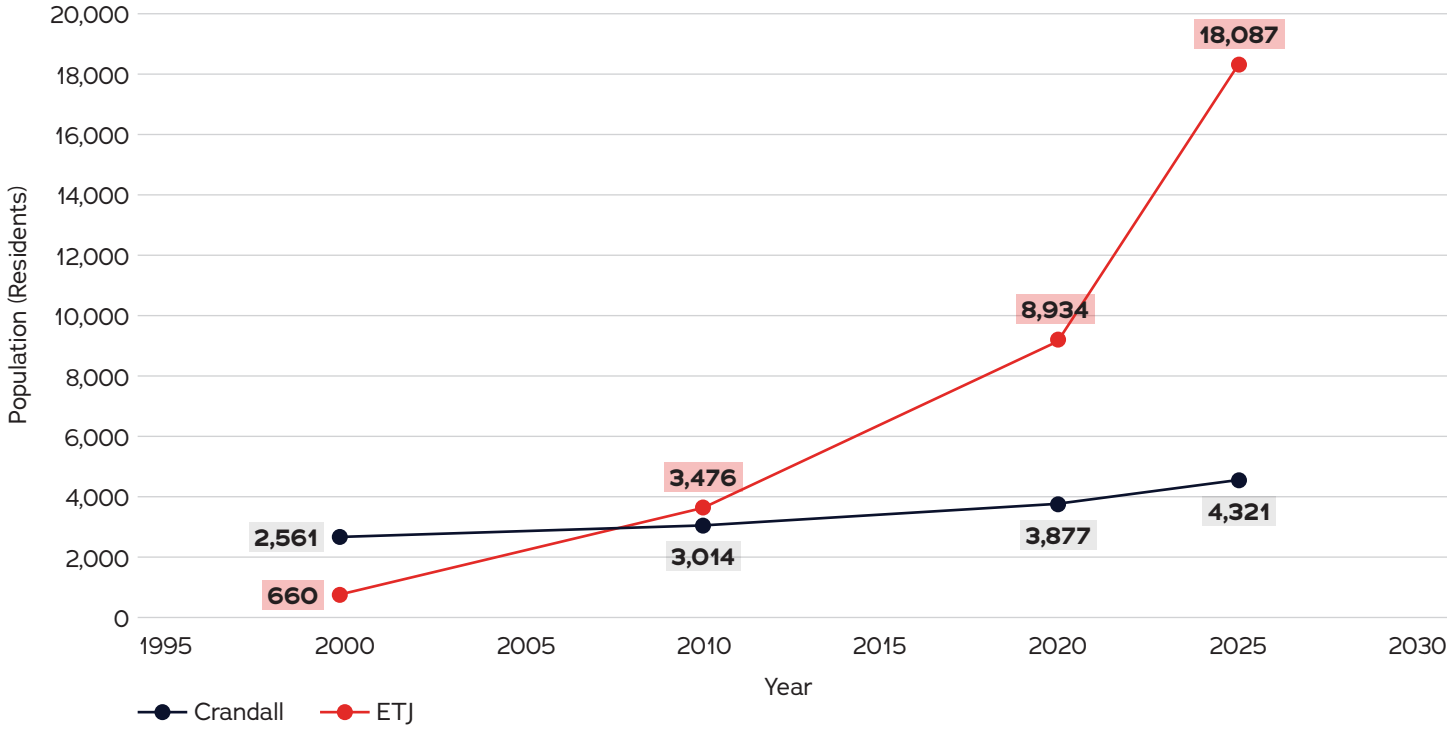
Over the past five years, Crandall experienced a projected population increase of 444 residents within the City Limits. This growth is primarily attributed to the rise in single-family residential development. Since 2018, Crandall issued an average of 70 single-family permits per year, representing approximately 7% of Kaufman County's total issued permits. In 2023, Crandall issued 213 permits, accounting for over 19% of the County's total permits. This indicates a significant push to capture the many residents moving into one of the fastest growing counties.

Figure 1.2: Historic Community Population Timelines – Crandall City Limits



Source: ESRI 2024

Figure 1.3: Historic Community Population Timelines – Crandall City Limits and ETJ



Source: ESRI 2024

PLANNING AREA

The City of Crandall is 4,318.15 acres and 8,203.09 acres in the ETJ. While the City has land left to develop, it will face challenges and pressures to its infrastructure if left unmitigated. This opportunity for growth can help the City tap into its existing resources and reach its full potential. The floodplain poses an existing constraint to how the City develops the land and how the City thinks about future opportunities for economic capture. The specific uses and economic impact will be discussed in **Chapter 3: Future Land Use** and **Chapter 6: Economic Development**.

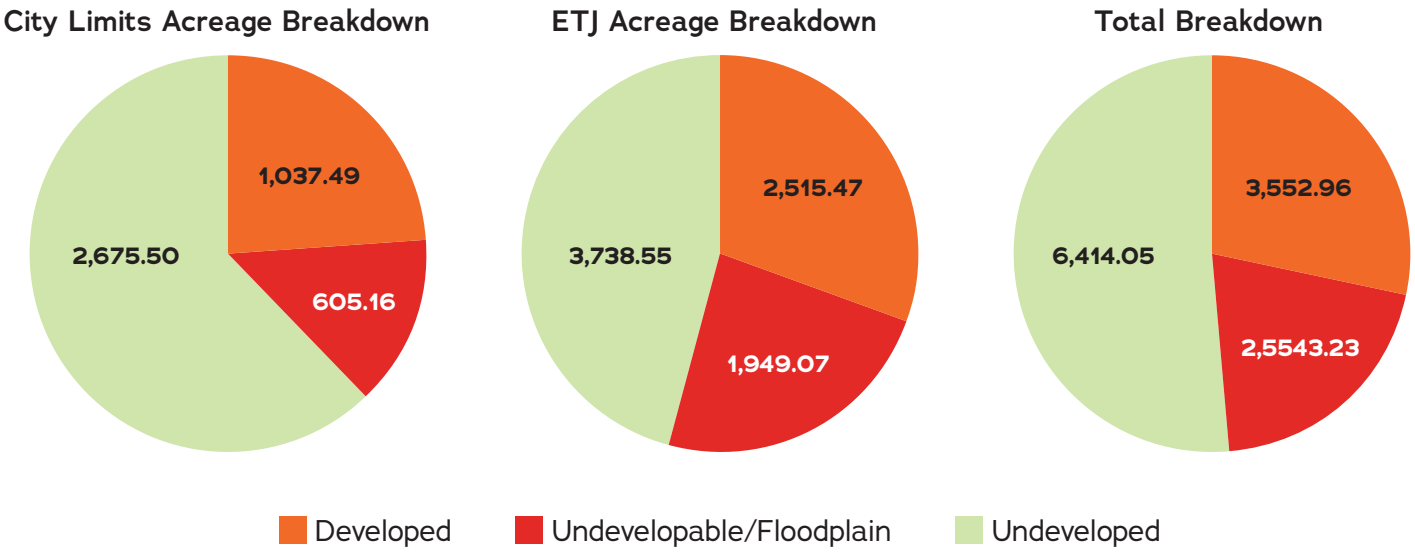
DEVELOPABLE LAND IN CRANDALL

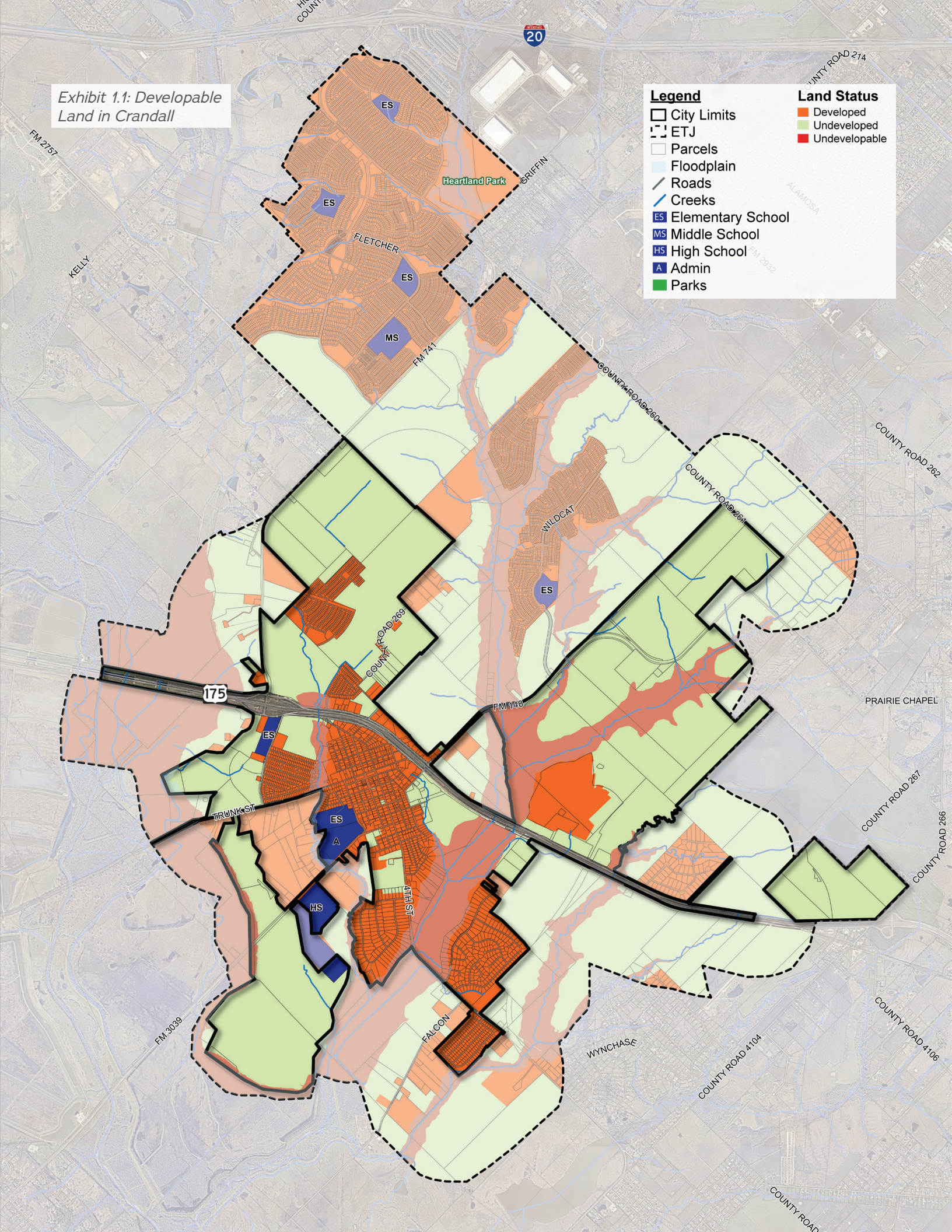
Crandall's current acreage is 4,318.15 and the ETJ acreage is 8,203.09 The floodplain constrains how the City develops sustainably within its limits and ETJ. The total developable land in the City Limits and ETJ is 6,414.05 acres. However, based on what is already developed or accounted for in existing planned development agreements, the City has 2,675.50 acres of land in the City Limits and 3,738.55 acres of land left to develop in the ETJ. **Table 1.1** displays a summary of the above information

Table 1.1: Developable vs. Undevelopable Land Acreage in Crandall City Limits and ETJ

	City Limits	ETJ	Crandall Total
Developed	1,037.49	2,515.47	3,552.96
Undevelopable/Floodplain	605.16	1,949.07	2,554.23
Undeveloped	2,675.50	3,738.55	6,414.05
Total	***4,318.15***	***8,203.09***	***12,521.24***

Figure 1.4: Developable Land by Acreage

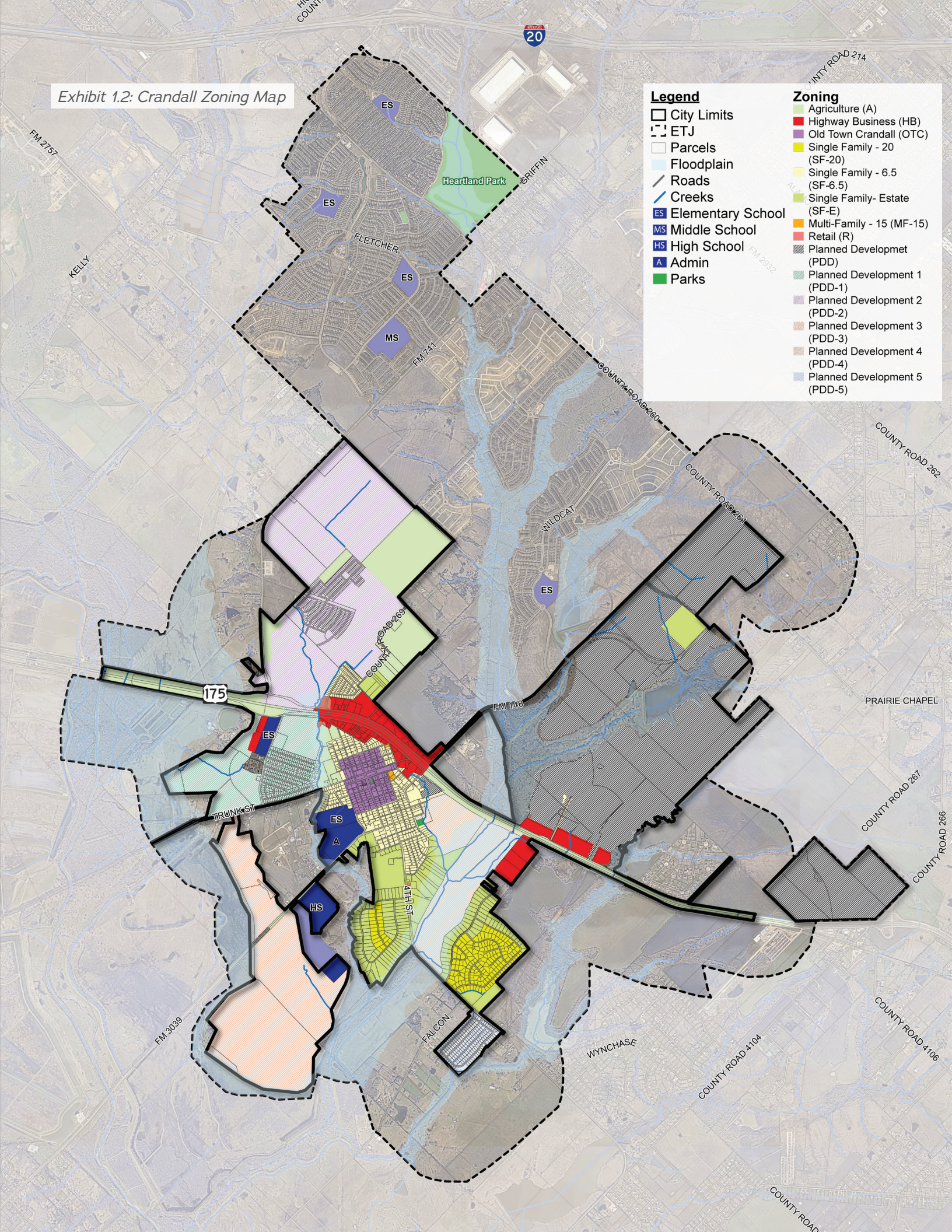



Exhibit 1.1: Developable Land in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Land Status
Developed
Undeveloped
Undevelopable
20
175
FM 2757
KELLY
GRIFFIN
Heartland Park
FLETCHER
ES
MS
FM 741
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
HS
A
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ALAMOSA
FM 2932

CURRENT ZONING

Crandall's zoning framework is primarily structured around a series of planned development districts, which are segmented into six distinct planned development categories. The residential zoning includes three primary classifications: Single-Family-6.5, Single-Family-20, and Estate, which support different densities and lot sizes. Notably, only two parcels are designated for multi-family use, highlighting the limited allocation for higher-density housing within the City. Retail zoning also has a minor role, representing a small proportion of the overall zoning mix. A key economic driver is the Highway Business classification, strategically positioned along US-175 to capitalize on its commercial potential. The Old Town Crandall zoning district is specifically dedicated to the Downtown core and is focused on preserving and enhancing the area's unique character and functionality.

Exhibit 1.2: Crandall Zoning Map



MUNICIPAL UTILITY DISTRICTS

A municipal utility district (MUD) in Texas is a special-purpose governmental entity that provides public services to a defined geographic area, such as water, wastewater, drainage, and sometimes even parks and recreation facilities. MUDs are created by the Texas Legislature and are typically formed to finance and operate infrastructure in areas that are not served by existing municipal or county services. While MUDs are commonly established in unincorporated areas where municipal services may not be available, they can also be formed within incorporated cities or towns. The decision to create a MUD within an incorporated area is typically driven by the need for additional services or infrastructure that the existing municipality may not be able to provide.

MUDs have become a popular mechanism for providing essential services in rapidly growing areas of Texas, like Kaufman County, where existing municipal or county services may not be sufficient. They offer a means to finance and develop necessary infrastructure while allowing residents to have a say in the governance of their community.

Reasons for MUD developments include:

1. **Rapid Growth:** MUDs are commonly established in fast-growing areas where existing municipal or county services may not be able to keep up with the demand. MUDs provide a mechanism to develop and maintain necessary infrastructure to accommodate the population growth.
2. **Infrastructure Development:** MUDs are created to finance and construct infrastructure such as water and wastewater treatment facilities, pipelines, and drainage systems. These services are essential for residential, commercial, and industrial development in an area.
3. **Local Control:** MUDs offer residents the opportunity to have a say in the governance and provision of services in their community. The elected board of directors, typically composed of residents within the district, can make decisions and set rates and fees that directly impact the community.
4. **Financing Mechanism:** MUDs have the authority to issue bonds to fund the construction of infrastructure. These bonds are repaid by property owners within the district through assessments or taxes. This financing mechanism allows the district to develop and maintain infrastructure without relying solely on tax revenue from the broader municipality or county.

Overall, MUDs are developed to address the need for essential services and infrastructure in growing areas, provide local control, and offer a financing mechanism for development and maintenance. However, the development of MUDs can present several challenges from a public-sector perspective, including:

1. **Fragmentation of Services:** The establishment of MUDs can lead to fragmentation of services within a jurisdiction. This means that different areas within the same municipality or county may have different service providers and standards, which can complicate coordination and consistency in service delivery.
2. **Lack of Accountability:** MUDs operate independently with their own elected board of directors. This can create challenges in terms of accountability and oversight, as the board may not be directly accountable to the broader municipal or county government. This can result in potential conflicts or discrepancies in decision-making and resource allocation.
3. **Unequal Distribution of Resources:** MUDs often have the authority to issue bonds and collect assessments or taxes within their boundaries. This can lead to an unequal distribution of resources, as areas with higher property values or larger tax bases may have more financial resources available for infrastructure development and maintenance. This can create disparities in service levels and access to amenities within a jurisdiction.


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 2

COMMUNITY VISION AND STRATEGIC DIRECTION

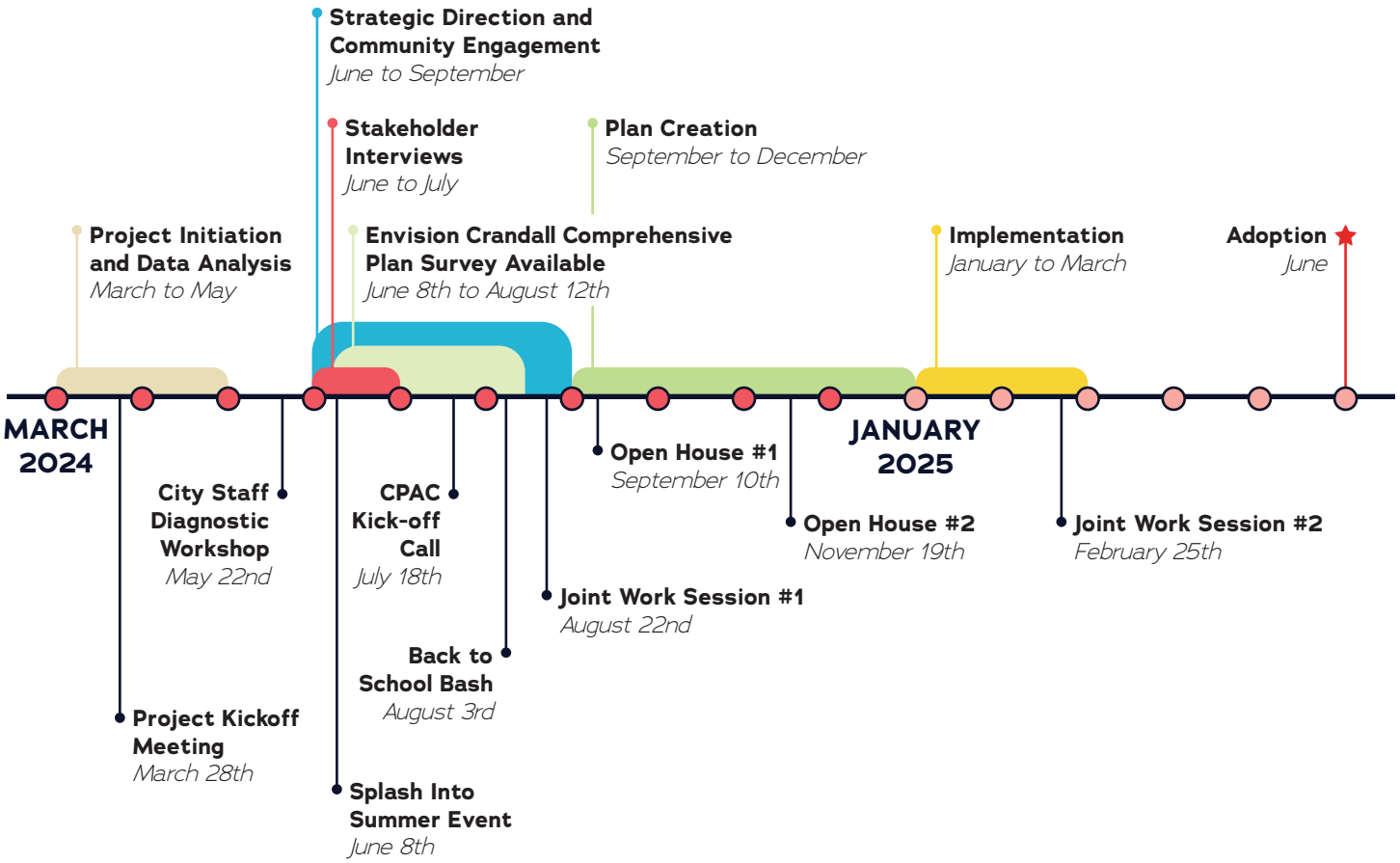
CHAPTER 2:
COMMUNITY VISION AND STRATEGIC DIRECTION

This chapter serves as a summary of the Envision Crandall Comprehensive Plan engagement process and an outline of the community vision; provides information about the plan's themes and components; and explains what factors impacted the Envision Crandall Vision. This chapter outlines the full engagement process, including information gathered online, heard through representational involvement, and collected through in-person events. Using the data collected during the engagement process, the Strategic Direction was developed to ensure that the future of Crandall aligns with the needs of the community.

ENGAGEMENT SNAPSHOT

Public engagement is paramount to the successful adoption and implementation of a comprehensive plan. This section describes the community engagement methods that guided the plan from visioning to adoption. Crandall residents, City officials, and key stakeholders were engaged during the planning process to help guide the future direction of Crandall. Engagement opportunities were provided at various times within the week, allowing residents to provide feedback convenient to their schedules. Additionally, an online survey was made available over several months to engage those unable to attend in person.

Figure 2.1: Timeline of Engagement



CREATING THE ENVISION CRANDALL BRAND

The Envision Crandall branding was created in collaboration with City leadership to honor Crandall's history while embracing its future. The creation of a logo is an important part of the comprehensive planning process. The Envision Crandall logo was carefully thought out to represent the essence of the community today and goals for the future. The logo features the following elements:



The logo colors were also chosen to represent the values and sense of place in Crandall, with the green being chosen to represent Crandall's mindset rooted in growth and innovation and the navy evoking a sense of peace and stability amidst the growth.

A circular shape was chosen to represent the community being connected as one and serving each other. Dotted lines were also chosen as an element to further represent the communities connection, active lifestyle, and ties to the Trunk Railroad.





Cotton was selected as an element in the branding to honor the landmark Crandall Cotton Gin. The cotton serves as a symbol of the plan's vision, as the Cotton Gin is a site with rich historical value to the Crandall community, yet has adapted to fit Crandall's modern needs over time.

Text that reads "pioneering our future" and "preserving our past" were chosen to communicate the duality of the City's goals for growth.



Using the logo throughout the duration of the plan, the project team was able to create brand awareness to help residents know what events were for the Comprehensive Plan. This logo can be used after the plan is adopted to symbolize the implementation of future policies and actions that come from the Comprehensive Plan.

ONLINE ENGAGEMENT

Through online engagement, residents and stakeholders could express their thoughts and opinions to the level of detail that they desired, focusing on the issues that were most important to them. Two surveys were deployed and the plan's website provided a centralized location to access plan opportunities and progress updates.

- **Envision Crandall Comprehensive Plan Website.** Information about the Envision Crandall Comprehensive Plan was hosted locally on CrandallTexas.com. The website gave residents and stakeholders the opportunity to learn more about the plan, its purpose, and how to get involved. The website included links to the survey and upcoming events. City staff were able to update the webpage periodically as the plan progressed.
- **Envision Crandall Comprehensive Plan Survey.** The survey was hosted through CVENT and promoted at each public engagement event, in addition to online promotion. The survey consisted of questions about the existing conditions of Crandall, and respondents' visions and priorities for Crandall's future. The survey was launched at the Summer Splash event on June 8th, 2024, and those who took the survey had an opportunity to enter a raffle to win a TV. This event helped generate initial buzz around the plan. The survey was made available in English and Spanish and emailed to community members who expressed interest on the Envision Crandall webpage. The survey was available to the public for over two months. By the survey's closure on August 12th, 2024, over 279 individuals gave feedback. Two examples of the questions asked during the survey are displayed in **Figure 2.4** and **Figure 2.5**.
- **Open House Survey.** To increase outreach for the plan, the first open house was converted into a survey to give people who did not attend the in-person event the chance to provide their feedback. It was distributed through the City website. **Figure 2.2** displays the feedback received for one of the questions on the survey.

REPRESENTATIONAL INVOLVEMENT

Representational involvement includes specific groups of elected and appointed officials, business owners, and additional key stakeholders who represent the interests of the broader community. Stakeholder groups who were engaged during the process are outlined below.

- **Technical Meeting with Staff.** The City Staff Diagnostic Workshop, held on May 22, 2024, featured two activities and operated as an open house format. Thirteen City staff members attended, representing various departments, including the Municipal Court, Building Official, Permit Tech, Public Works, AP and Utilities, Finance, Administration, City, Police Department, and Human Resources. During the workshop, City staff members identified the City's strengths, weaknesses, opportunities, and threats, highlighting key issues to address in the Comprehensive Plan.



Project Team Meeting on May 22nd, 2024

- **Stakeholder Interviews.** During June and July 2024, the Envision Crandall team hosted a series of stakeholder interviews, which gathered responses from stakeholders representing local corporations, land developers, economic development professionals, Crandall ISD staff, and former and current City leadership. The interviews asked participants about Crandall's past and future, its opportunities and issues, and its values as it exists today. Eight individual interviews were conducted. Questions were curated to be relevant to the specific interests and expertise of each group being interviewed.
- **Comprehensive Planning Advisory Committee.** The Comprehensive Planning Advisory Committee (CPAC) was a group of Crandall residents who represented a diverse cross-section of thought, experience, and expertise and served as ambassadors for the ideas of the Crandall community. This group was composed of City staff, local business owners, and Crandall ISD staff. CPAC members were also encouraged to share the plan with their personal and professional network to gain additional contributions to the community engagement efforts. A kick-off meeting was held with the CPAC to start the planning process. They were also included in two joint workshops.
- **Joint Workshop #1.** The first Envision Crandall Comprehensive Plan Joint Workshop occurred on August 22, 2024. Participants gathered from a variety of Crandall stakeholder groups, including but not limited to City leadership, Crandall ISD leadership, local business owners, City Council members, and other municipal board members.
- **Joint Workshop #2.** The second Joint Workshop met with key stakeholders to gather feedback on Crandall's code. This can help align findings from the comprehensive planning process to setting up next steps for a code update.

IN-PERSON INVOLVEMENT

Multiple in-person engagement events were held to receive feedback from a diverse cross-section of the community. These events were intended to be informational and allow opportunities for residents to share their thoughts about the future of Crandall. The in-person involvement included open house sessions and pop-ups at community events.



Joint Workshop on August 22nd, 2024



Joint Workshop on August 22nd, 2024



Crandall Resident Discusses Land Use



Crandall Residents Learn About PlaceTypes



Splash into Summer – Residents Participate in Jar Activity



Back to School Bash – Member of the Project Team Promoting the Envision Crandall Survey



Back to School Bash – Crandall ISD Residents Participate



Cotton Harvest Festival.

COMMUNITY EVENTS

Community events were used to promote information about the Envision Crandall planning process. During the planning process, the Envision Crandall team attended three community events.

- **Splash into Summer Event.** The event, held on June 8th, 2024, featured two activities to gather community feedback. In the first activity, participants wrote down a word or short phrase describing their vision for Crandall in 2050. The second activity involved distributing five coins among 11 priority jars to indicate what they believed should be the City's highest priorities. The responses for this second activity are shown in **Figure 2.3**. Additionally, the event launched the Envision Crandall community survey.
- **Back to School Bash.** The event was held on August 3rd, 2024, at Crandall Middle School and was intended to prepare students for a successful academic year. Members of the Envision Crandall team had a table at the event, answered questions regarding the Comprehensive Plan, promoted the upcoming open house, and encouraged event attendees to take the virtual survey.
- **Cotton Harvest Festival.** The festival was held in Downtown Crandall on November 9th, 2024. The project team attended to receive community feedback and to promote the upcoming Open House event and its associated online survey. Crandall residents spoke about the opportunities and challenges that were their top priorities.

OPEN HOUSE SESSIONS

- **Open House #1.** The first Envision Crandall Open House was held on September 10th, 2024. Stations included exercises related to visioning, Guiding Principles, ranking priorities, PlaceTypes, Downtown, parks, trails, open space, and the mobility and thoroughfare plan. Seventeen people attended the in-person open house and provided feedback. This open house was translated into an online survey for those who were not able to attend in person.
- **Open House #2.** The second Envision Crandall Open House was held on November 19th, 2024. This Open House displayed the findings from the main comprehensive plan components like the Future Land Use Map and the Master Thoroughfare map. This meeting also asked the public to review the action items for the Comprehensive Plan.

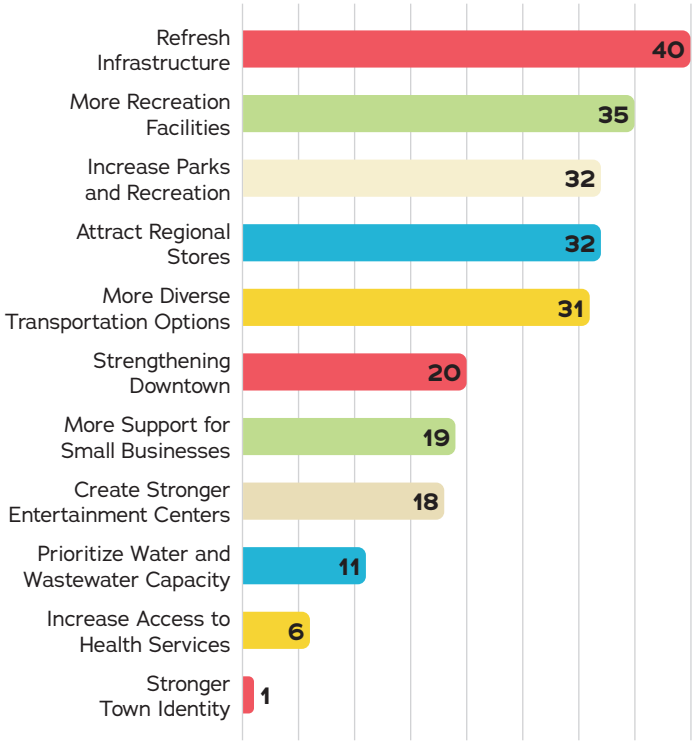
ENGAGEMENT TAKEAWAYS

Stakeholder feedback is the foundation for the Envision Comprehensive Plan. The following figures visualize the key themes heard during the engagement events outlined on pages 19 through 20. This feedback played a pivotal role in the creation of the vision, Guiding Principles, and recommendations made in each of the chapters.

Figure 2.2: "What One Word Would You Use to Describe Your Vision of Crandall in 2050?" Results

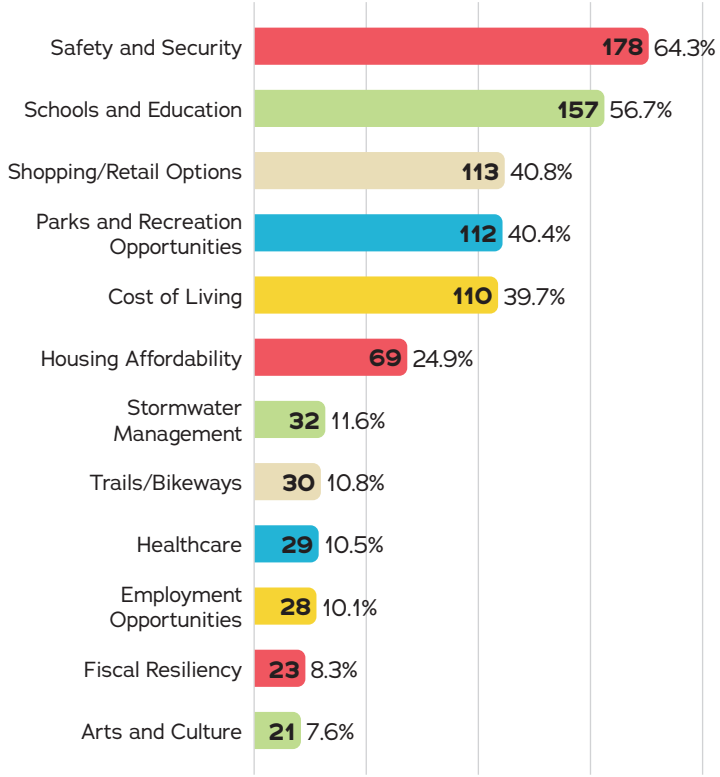


Figure 2.3: Jar Activity Results



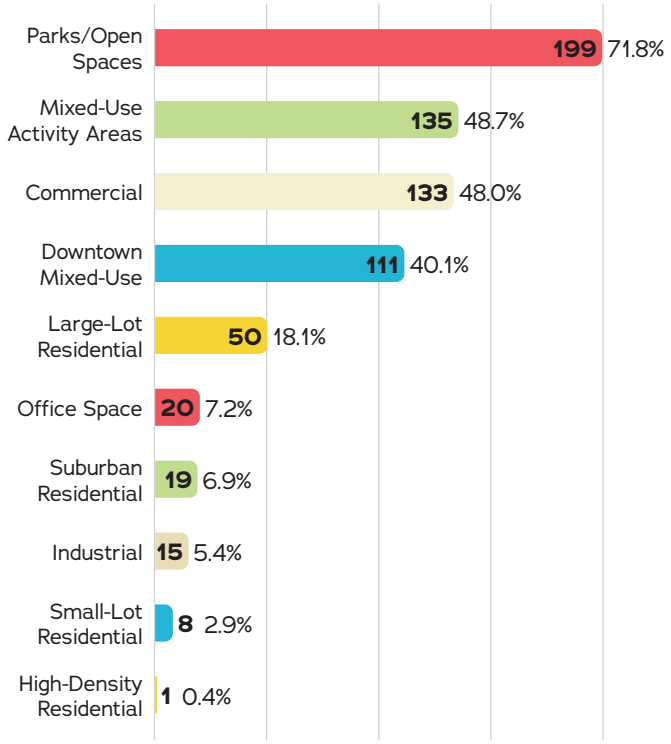
Sourced from Splash into Summer Event

Figure 2.4: "Select the Three Options that are Most Important to You or Your Family" Results



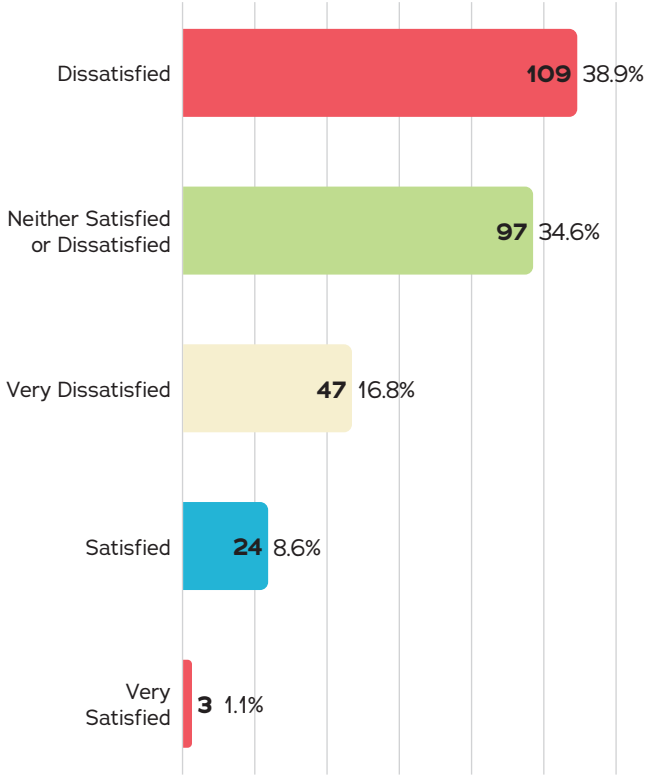
Sourced from Envision Crandall Comprehensive Plan Survey

Figure 2.5: "Which Type of Development Would You Like to See More of in Crandall?" Results



Sourced from Envision Crandall Comprehensive Plan Survey

Figure 2.6: "How Satisfied are You with the Quality of Parks and Recreation in Crandall?" Results



Sourced from Envision Crandall Comprehensive Plan Survey

KEY ENGAGEMENT TAKEAWAYS

The following key topics were major takeaways heard during the engagement process.

Infrastructure Maintenance and Expansion is Urgent. While feelings about Crandall's continued growth may vary, residents share a common understanding that infrastructure needs to be maintained and upgraded to support any extent of growth.

Retail Opportunities are Needed. Engagement respondents expressed a high level of interest in expanding the retail options in Crandall. Whether those are "big box" stores, grocery stores, or general community retailers, those who live in Crandall would like places to shop locally, which would additionally provide local jobs.

Downtown Revitalization is a Focus. The Downtown was identified as the top area of opportunity for revitalization and improvement. While the space cannot be significantly expanded horizontally, residents expressed interest in revitalizing to make it livelier and a place for those in surrounding areas to spend time.

Support for Growth Control. While there is an understanding that growth is imminent, residents want to ensure that their leadership has a plan to guide development in a desirable manner through collaboration and regulation.

Preserve Small Town Charm. Crandall's residents choose to live in Crandall because they enjoy the way the city presents itself. While growth continues to occur, residents want to maintain the small-town feel that made Crandall initially attractive to them.

Address Employment Gaps/Bring Jobs to Crandall. Respondents expressed that current internal employment opportunities are minimal and that the vast majority of them commute to another municipality to work. There is interest in addressing this disparity and bringing employment centers to Crandall, with the understanding that many residents will continue to commute.

Continue to Prioritize Quality Education. Residents identified the education system in Crandall as a primary reason they live in the city, so they want to ensure that Crandall ISD remains a priority and the district can continue to provide high-quality service.

Balance Rural, Suburban, and More Developable Areas. As Crandall continues to change, residents want a natural progression of land uses that allows for a mixture of community contexts within the Crandall area.

Public Safety. The desire to feel safe within Crandall was consistently among the top priorities mentioned in engagement opportunities.

Parks and Recreation. Crandall currently only has one official City park and many community members expressed interest in greater recreational opportunities, such as a sports complex, community garden, or pocket parks.

STRATEGIC DIRECTION

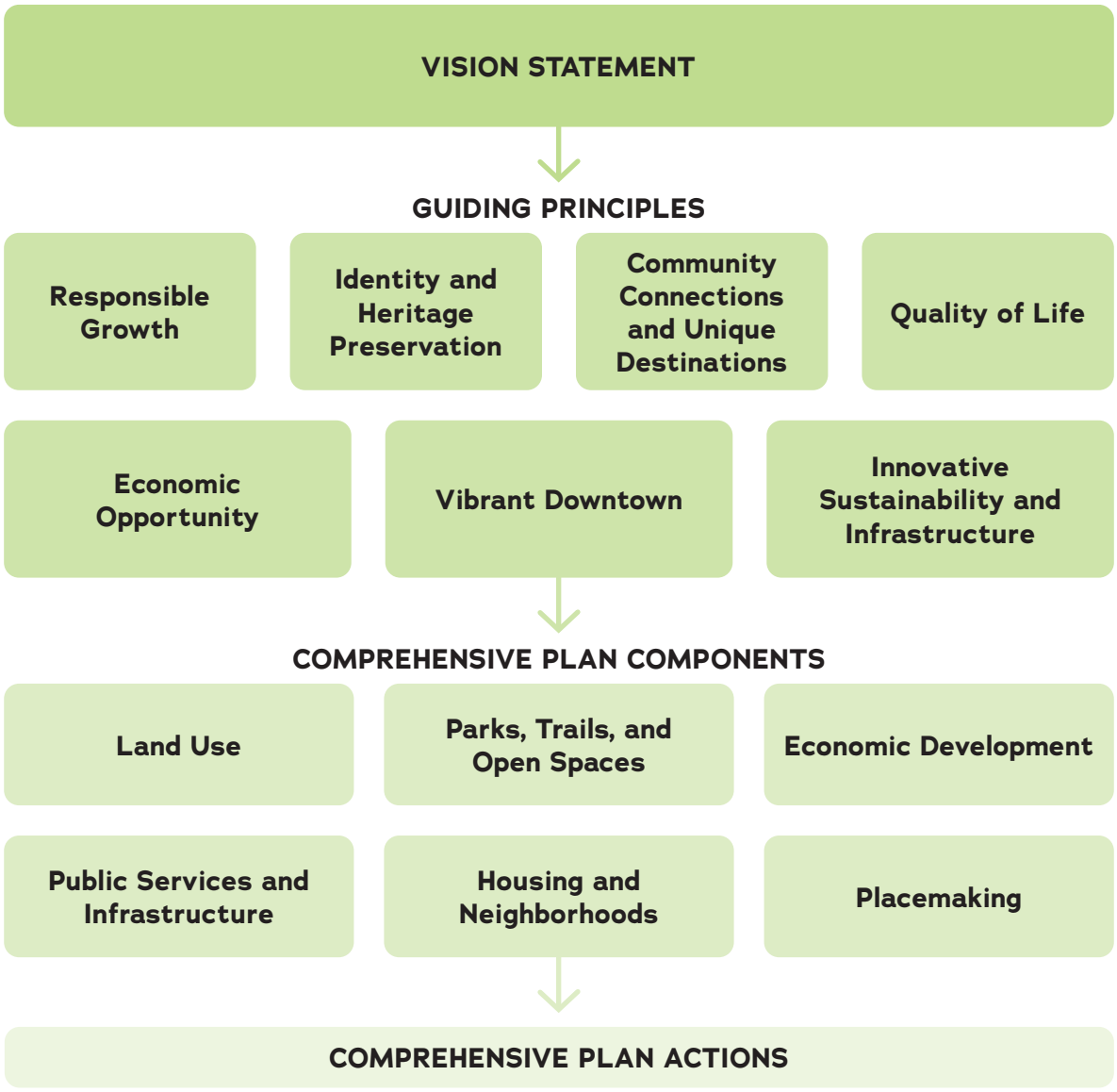
The Envision Crandall Comprehensive Strategic Direction establishes a long-term vision for the future growth of Crandall. The goal of the Strategic Direction is to provide a specific guide for the direction of the community to City staff and elected officials. The Strategic Direction was developed in collaboration with the community and is based on the feedback heard during the engagement process.

ROLE OF STRATEGIC DIRECTION

The role of the Strategic Direction is to provide a clear and actionable framework for guiding a community toward its long-term goals and vision. In the context of Crandall's planning process, this involves several key elements that collectively shape and drive the future development of the area:

- Vision Statement
- Guiding Principles
- Plan Components
- Future Land Use Strategy

Figure 2.7: Comprehensive Plan Structure



VISION STATEMENT

WHAT IS A VISION STATEMENT?

The Vision Statement outlines the long-term vision for Crandall and articulates what Crandall's stakeholders aspire for their city and community to be. It is understood that the Vision Statement may not reflect the current state of Crandall, but instead serves as a beacon to guide the community toward that direction.

HOW WAS IT CREATED?

Crandall's Vision Statement was created through the stakeholder engagement process to reflect the aspirational values of the community. Community members participated in workshops and discussions to express their needs and the desired future for Crandall. This process involved reformulating the statement to gain consensus and include elements that were previously not considered.

WHAT IS ITS ROLE?

The Vision Statement plays an important role in shaping the entirety of the plan. With a strong Vision Statement, the Crandall project team was able to use it as the reference point for report creation and decision-making, helping to ensure that actions were consistent with Crandall's expressed vision. The Vision Statement is also used as a guide for future policies created by the community.



Open House #2

“Crandall is a *safe community* dedicated to maintaining its cherished *small-town feel* while *embracing positive growth*. Crandall will create inviting public spaces that *foster connections*, ensuring that future development *enriches the character and identity of our community.*”

GUIDING PRINCIPLES

WHAT ARE GUIDING PRINCIPLES?

Guiding Principles are values that align with the Vision Statement to guide topical patterns, such as growth, community development, economic development, and infrastructure needs. While it may seem difficult to take direct action upon a Vision Statement, the Guiding Principles outline the path forward clearly by acting as a set of criteria to guide implementation. The Guiding Principles set the stage for the actions in each chapter of the Comprehensive Plan.

HOW WERE THEY CREATED?

Similarly to the Vision Statement, the Guiding Principles were created through public engagement responses and City staff feedback. The principles were reshaped using feedback, primarily through an activity during the August 22nd Joint Workshop, with confirmation of edits during the September 10th Open House.

WHAT IS THEIR ROLE?

The Guiding Principles serve as a practical division of ideas to steer the planning and development process in a way that enhances the quality of life in Crandall. The Guiding Principles additionally organize the action items in each chapter.

Responsible Growth	Crandall will foster intentional and strategic growth, ensuring that all development enhances our community while collaborating to uphold the unique values and qualities that define the City.
Identity and Heritage Preservation	Crandall is dedicated to preserving and enhancing its rich heritage and small-town charm by integrating Crandall's character and current historical assets in future improvements.
Community Connections and Unique Destinations	Crandall will create and maintain welcoming spaces for entertainment and recreation that unite people and forge strong, lasting connections and a deep sense of belonging within the community.
Quality of Life	Crandall will emphasize providing safe neighborhoods while offering social, recreational, and life-enhancing opportunities for residents at all stages of life.
Economic Opportunity	Crandall will support and grow a thriving local economy by encouraging business development and providing educational opportunities to develop a skilled workforce that will contribute to the creation of jobs and additional investment into the City's economic environment.
Vibrant Downtown	Crandall will cultivate a vibrant Downtown, making it a lively destination, offering a dynamic mix of retail, dining, and cultural experiences that draw people together and energize the community.
Innovative Sustainability and Infrastructure	Crandall will invest and partner in practices and policies that promote resource efficiency and support the growing community, ensuring that the roads, utilities, and public services can meet the needs of residents and businesses today and in the future.

Updated Guided Principles from Joint Workshop – August 22nd

PLAN COMPONENTS

The plan components are the main topics that are covered in the Envision Crandall Comprehensive Plan chapters. These components help organize the report by topic. Within each chapter there are action items associated with each plan component.



Future Land Use. Future land use sets the stage for future development and growth within Crandall. This component addressed locations of land use within Crandall based on anticipated population growth and capacity.

Mobility. The mobility component builds upon the existing thoroughfare plan and incorporates additional details related to context-sensitive and multi-modal street design. Mobility is linked to Crandall's Future Land Use Plan. This chapter serves as the strategic roadmap for transportation connections, efficiency, and safety.



Downtown. Downtown Crandall is the heart of the City and a central piece of this planning effort. This component includes a Downtown strategy, tailored to continued investment and reinvestment in the area. The final strategy includes considerations on the history of Downtown, public engagement feedback, existing conditions, a desired Downtown character framework, and action items to implement the strategy.

Economic Development. The economic development component focuses on policies and actions that strengthen the community's business and visitor climate. It integrates the goals of Crandall's Economic Development Corporation, assessing greenfield conditions, emerging projects, and redevelopment. Additionally, a high-level fiscal analysis evaluates the fiscal implications of the future vision, with considerations for population growth, workforce changes, and quality of life.



Public Infrastructure. This component reviews and analyzes the need based on population and demographic projections. The infrastructure plan addresses the maintenance and long-term health of existing infrastructure with a plan for providing facilities and infrastructure to newly served areas within the City and its ETJ.

Parks, Trails, and Open Space. Based on input gained throughout the public engagement process, this component provides an inventory of current conditions and charts the path forward. As Crandall grows, parks, trails, and open spaces should continue to meet the needs of the residents. The action items in this section aim to guide decision-making to pursue the implementation of the community's desired park, trail, and open space vision.



Hazard Mitigation and Resiliency. This component incorporates policies to enhance the City's sustainability and resilience to environmental conditions. Crandall can enhance community resilience by anticipating and planning for potential disturbances, such as natural disasters. This element also includes a placemaking strategy that can better position Crandall's sense of place and community feel.

FUTURE LAND USE STRATEGY

WHAT IS THE FUTURE LAND USE PLAN?

Part of the comprehensive planning effort includes the development of a Future Land Use Plan, which is intended to paint the picture of future development in Crandall in 2050. While land use does not constitute zoning, the Future Land Use Plan sets the stage for updating zoning code to better reflect the needs of the community. More context for the Future Land Use Plan can be found in **Chapter 3: Future Land Use**.

HOW WAS IT CREATED?

PlaceTypes were identified as a method of future land use planning that allows Crandall to guide growth while maintaining the flexibility that the City desires. Traditional land use planning can be restrictive as it prioritizes determining a singular land use. With PlaceTypes, the focus is on creating various desirable places, allowing for greater flexibility.

PLACETYPES

PlaceTypes reflect the "palette" of development contexts that illustrate future development patterns. They represent the variety of places that currently exist or could exist in Crandall. It is important to note that PlaceTypes do not indicate a single land use, but instead describe the desired character of the place. Intended character considers elements such as a mix of land uses and the scale of a site, the pedestrian experience, and other placemaking elements. More details about the PlaceTypes can be found in **Chapter 3: Future Land Use**.

WHAT IS ITS ROLE?

These PlaceTypes and their corresponding locations were informed by community engagement. PlaceTypes were designed through an iterative process with Character Context Zones, which were reformulated through Joint Workshop #1 into a more detailed grouping of PlaceTypes. These PlaceTypes were then presented during the September 10th Open House for additional revisions.

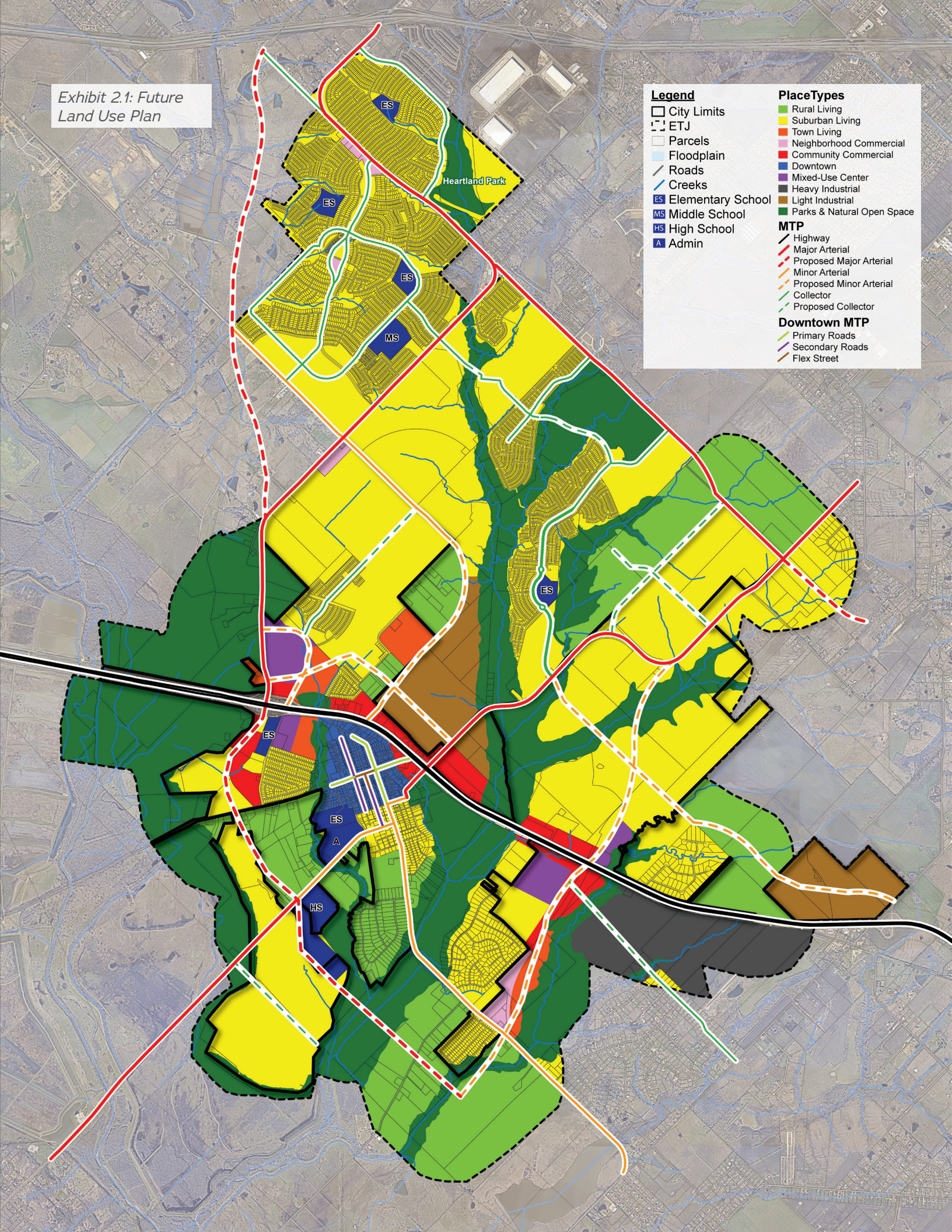
During the visioning phase of this project, 10 PlaceTypes were crafted and improved upon through engagement events. These PlaceTypes serve as a framework for guiding Crandall's future development. Each PlaceType is defined by its name, associated color, a summary description, and an overview of primary and secondary land uses and development densities. They are also accompanied by existing Crandall examples or representational imagery. The specific PlaceTypes highlighted below reflect the preferences of community stakeholders for representing both existing conditions and the envisioned future growth in Crandall.







A Variety of Land Uses in Crandall


Exhibit 2.1: Future Land Use Plan
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
PlaceTypes
Rural Living
Suburban Living
Town Living
Neighborhood Commercial
Community Commercial
Downtown
Mixed-Use Center
Heavy Industrial
Light Industrial
Parks & Natural Open Space
MTP
Highway
Major Arterial
Proposed Major Arterial
Minor Arterial
Proposed Minor Arterial
Collector
Proposed Collector
Downtown MTP
Primary Roads
Secondary Roads
Flex Street
Heartland Park
ES
MS
HS
A

PLACETYPES IN CRANDALL

Rural Living

Character and Intent: Rural Living consists of predominantly single-family homes on expansive lots, which are often located on the outskirts of the community or within quieter, more secluded areas. These homes are typically part of planned subdivisions, with residences oriented inward to maximize privacy. Depending on the subdivision, there may be allowances or restrictions for small scale farming or keeping livestock, blending residential living with rural elements.



Example of Rural Living in Crandall

Suburban Living

Character and Intent: Suburban Living neighborhoods are primarily made up of single-family homes on individual lots and are typically found in planned subdivisions with complete utility services, residential streets, and sidewalks. These areas may also include a few convenience-oriented commercial businesses that serve the local community. In some cases, particularly near Downtown, historic properties may also be present within these neighborhoods.



Example of Suburban Living in Crandall

Town Living

Character and Intent: Town Living neighborhoods accommodate diverse housing options, including small-lot single-family homes, patio homes, townhomes, and duplexes. These areas feature a compact layout with a well-connected network of walkable streets, making them easy to navigate by car, bicycle, or on foot. The neighborhood may also include a few commercial businesses to support the local community.



Example of Town Living in Crandall

Neighborhood Commercial

Character and Intent: Neighborhood Commercial areas are defined by small, freestanding buildings that house one or more businesses. Unlike larger shopping centers that draw regional visitors, these developments primarily serve the surrounding neighborhoods and City, offering a more walkable environment. Typical businesses in these areas may include restaurants, local retail shops, medical offices, banks, and other essential retail and service establishments.



Example of Neighborhood Commercial in Crandall

Community Commercial

Character and Intent: Community Commercial developments are larger in scale and designed to attract regional traffic for shopping and retail needs. This PlaceType typically includes national retailers and grocery stores, serving as anchors for the area. While these developments may also feature smaller retail or office spaces, such as medical offices or boutiques, they are primarily defined by the presence of several national vendors. Common businesses in Community Commercial areas include restaurants, discount stores, fast food outlets, and a variety of retail and service establishments.



Example of Community Commercial in Crandall

Downtown

Character and Intent: Downtown is the traditional heart of economic, entertainment, and community activity. It serves as both an employment hub and a shopping destination for surrounding neighborhood residents. The design and scale of Downtown development promotes active living, featuring a comprehensive and interconnected network of walkable streets that encourage pedestrian activity and foster a vibrant community atmosphere.



Example of Downtown in Crandall

Mixed-Use Centers

Character and Intent: Mixed-Use Centers provide a convenient way to live, work, and enjoy leisure activities in one compact area. These centers are designed with various housing options close to everyday essentials like shops, restaurants, and services. They can also serve as hubs for jobs and shopping in nearby neighborhoods. Buildings in these areas are sometimes two or more stories, with homes or offices above ground level stores. The design encourages active living with well-connected, walkable streets, making it easy to get around on foot.



Example of Mixed-Use Centers in Crandall

Heavy Industrial

Character and Intent: Heavy Industrial areas are crucial for providing jobs and supporting the local economy. These areas typically feature large buildings used for storage, logistics, manufacturing, or processing. Due to the size of these facilities, the number of employees per square foot is usually lower compared to other PlaceTypes. These areas are strategically located near major transportation corridors, such as highways and railways, to facilitate the movement of goods and materials.



Example of Heavy Industrial in Crandall

Parks and Natural Open Space

Character and Intent: Parks and Natural Open Space includes agricultural lands and large, undeveloped tracts used for farming, wildlife management, ranching, or raising livestock, all of which are essential for preserving natural landscapes and maintaining rural character. It also encompasses the City's existing parks, recreational facilities, and local cemeteries, which are safeguarded to ensure they continue to offer valuable recreational and cultural resources to the community.



Example of Parks and Natural Open Space in Crandall

Professional Services/Light Industrial

Character and Intent: Professional Services/Light Industrial areas are vital for providing jobs and supporting the local economy. This PlaceType includes office spaces and uses such as warehouses, logistics centers, and flexible office spaces. These areas are designed to accommodate businesses that require limited raw materials, space, and power. To create a convenient work environment, it is essential to have nearby retail and restaurant options, allowing employees to run errands and dine close to their workplaces.



Example of Professional Services/Light Industrial in Crandall


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 3

FUTURE LAND USE

POLICIES

- Promote development that aligns with infrastructure availability and fiscal capacity to ensure responsible and sustainable expansion, particularly within the ETJ.
- Guide new development to complement the existing scale, form, and rural or small-town character of the community, especially in transitional or edge areas.
- Prioritize growth in targeted areas that can support new development due to proximity to major corridors, utilities, and employment centers, reducing sprawl and preserving rural land.
- Support a variety of housing options that accommodate different income levels, household sizes, and life stages while maintaining compatibility with surrounding land uses.
- Utilize the Future Land Use Map and supporting policies as a flexible, guiding framework to shape the city's long-term growth, while adapting to emerging trends and community needs.

CHAPTER 3:
FUTURE LAND USE

INTRODUCTION

> *"I would hope for **growth in employment and retail development.** We have to go to the surrounding areas for groceries, doctors appointments and everyday needs"*
>
> *–Resident Feedback in Survey #1*

The Land Use element of the Comprehensive Plan serves as a guide for the utilization of land and physical space in Crandall. The Land Use element should understand the interconnectedness of land use with all other elements of the Comprehensive Plan and offer recommendations for land use that align with the vision laid out in **Chapter 2: Community Vision and Strategic Direction**. At the core of this chapter is the Future Land Use Plan, which includes an analysis of the Character Context Zone and the PlaceTypes from the Future Land Use Map. However, to fully grasp this, it is important to consider the historical growth of Crandall as well as the market forces and constraints that influence its future development, which are detailed at the end of the chapter.

This chapter and the Future Land Use Plan within it are a policy guide for the community. This Plan does not dictate land use entitlements or provide an exact image of what development in Crandall should be. Chapter 213 of the Texas Local Government Code states that "A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries." The policies of the Envision Crandall Comprehensive Plan and the Future Land Use Plan should be used as guides in evaluating development requests but should not dictate the final design or entitlements for a property. The policies and goals of this Comprehensive Plan should inform decision makers such the City Council, the Planning and Zoning Commission, City staff, etc. as to what use, development intensity, and product could be appropriate at different locations within Crandall. The vision established in **Chapter 2: Community Vision and Strategic Direction** will not be achieved through one large landmark decision, but rather it will be achieved through the cumulative effect of innumerable smaller milestone decisions made over the life of this Plan.

RELEVANT STUDIES

The Land Use Strategy was influenced by other recently completed studies and plans, including the core components of infrastructure that serve the community—the water and wastewater system and the location of public-school growth.

The Water and Wastewater Impact Fee Report (2022) provides an important starting place for the development of the Future Land Use Map, which guides growth. The Water and Wastewater Impact Fee Report includes the City's water and wastewater capital improvements plan (CIP), which shows where the City needs to invest in critical regional level infrastructure to accommodate growth. This CIP also plays a role in the development of the Future Land Use Plan, where the full build out of the City around these facilities is envisioned.

FUTURE LAND USE PLAN

CHARACTER CONTEXT ZONES

Character Context Zones are a tool that allow us to generally understand the existing character and development of an area. Each Character Context Zone contains areas of the City that may be similar in use, development pattern, and infrastructure. The entire planning area can be divided into these Character Context Zones to understand existing conditions in Crandall and what growth may look like in the future. The Character Context Zones can then be used as a tool to develop the more specific PlaceTypes that are used to the guide the specific type of growth and development patterns.

RURAL

In the Rural Character Context Zone there is little to no development. Development is likely limited to single-family homes on large acreage properties or businesses that can operate with little traffic generation and no connections to City utilities. Transportation is all auto-oriented and streets are a typical county road section with a bar ditch and no sidewalks. The Rural Character Context Zones lack water, wastewater, and roadway infrastructure to support development, but could experience a significant increase in development if investment was made by a public or private party to bring these elements to the area.



Example of Rural Living in Crandall



Representational Imagery of Rural Living

SUBURBAN

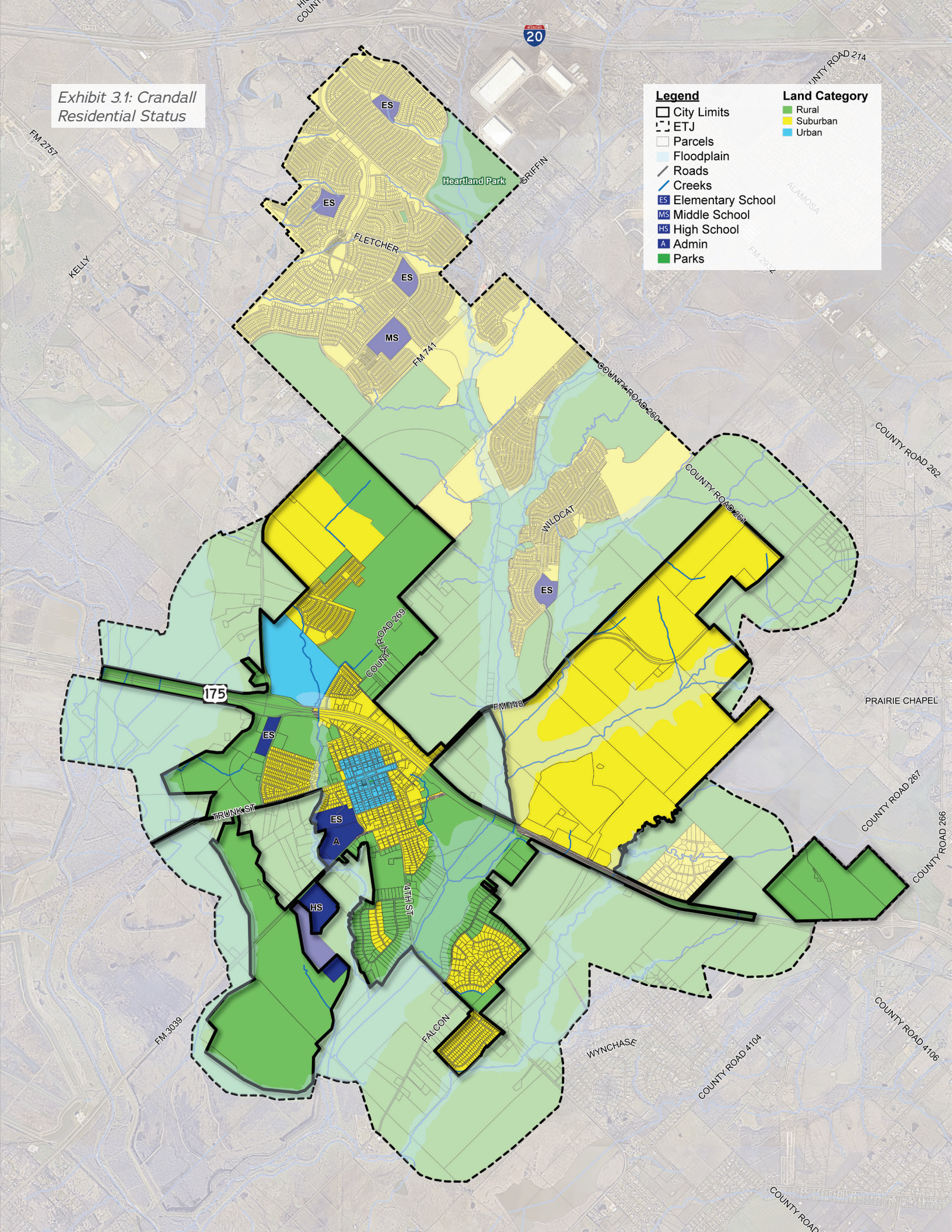
The Suburban Character Context Zones in Crandall are areas of the City that already contain existing neighborhoods, retail centers, office parks, or light industrial services. These areas are predominately auto-oriented and non-residential and residential uses are separated and disconnected. City services, such as water, wastewater, streets, stormwater, and solid waste, make more intense development possible. Development in these zones is anticipated to remain the predominant type of development in Crandall. Therefore, future efforts should focus on enhancing connectivity between developments by increasing multi-modal facilities and ensuring smooth physical transitions.



Example of Suburban Living in Crandall



Representational Imagery of Suburban Living


Exhibit 3.1: Crandall Residential Status
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Land Category
Rural
Suburban
Urban
20
FM 2757
KELLY
GRIFFIN
Heartland Park
ES
FLETCHER
MS
FM 741
COUNTY ROAD 260
COUNTY ROAD 214
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
A
HS
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ALAMOSA
FM 2932

URBAN

The Urban Character Context Zones in Crandall are areas that have a unique feeling through the predominance of higher intensity land uses and walkable or non-auto oriented environments. In these areas of the City, moderate to high-density residential neighborhoods (single-family detached, duplex, fourplex, multiplex, or apartments) are common, as well as entertainment, office, or civic uses. These uses are often integrated into single developments. These areas prioritize pedestrians and alternative mobility methods through careful design of the public realm and curated placemaking efforts. Large scale retail hubs serving Crandall and residents in the surrounding region, may also incidentally create demand for other high intensity uses nearby. Although auto-oriented, these may function at such a level they take on more "urban" characteristics.



Example of Urban Living in Crandall



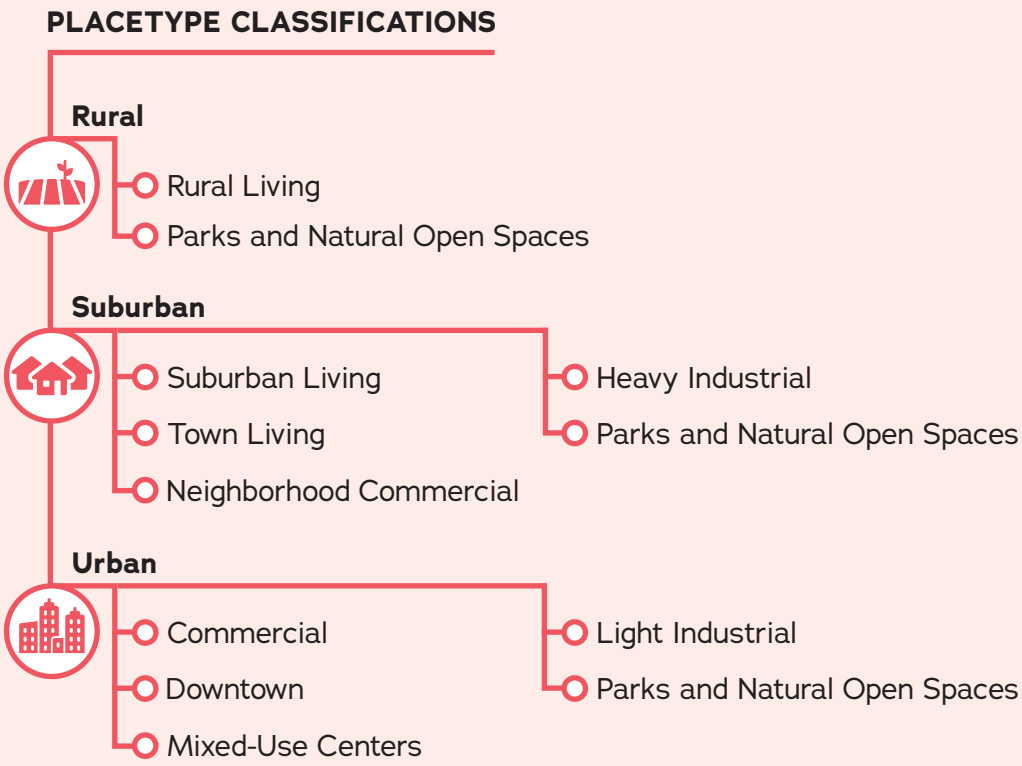
Representational Imagery of Urban Living

PLACE TYPES

PlaceTypes are the building blocks of the Future Land Use Map. They reflect the "palette" of development contexts that illustrate future development patterns and together they provide a picture for the buildout of Crandall.

The different PlaceTypes outlined in this plan represent the variety of places that currently exist (as discussed in the Character Context Zones) or could exist in Crandall. It is important to note that PlaceTypes do not indicate a single land use, but instead describe a vision for each specific-colored area on the Future Land Use Map's desired character. Land use decisions made in consideration of this plan will lead to an orderly arrangement of the City and development that is compatible with the existing and planned character of each neighborhood.

Figure 3.1: Character Context Zone to PlaceType Flow Chart



Each PlaceType corresponds with a specific-colored area on the Future Land Use Map. The description of each PlaceType is meant to illustrate the vision for how each area on the Future Land Use Map will look, feel, and function when it is developed or redeveloped. Each PlaceType description includes the following:

1. A **Character and Intent Statement** that outlines the purpose of the PlaceType and describes elements such as the land use mix, development scale, pedestrian experience, and other placemaking elements.
2. A list of **Key Design Elements**, derived from the Character and Intent Statement, that provide a guide to the built form of each PlaceType.
3. A list of **Primary Uses** that outline the types of uses desired in each PlaceType to fulfill its purpose.
4. A list of **Secondary Uses**. These are uses that can be appropriate in the PlaceType because they are incidental to the Primary Use (i.e. schools in a neighborhood) or could be appropriate in the PlaceType if the context for the development is appropriate.
5. **Images** of existing developments in Crandall that exemplify the PlaceType or images of other developments that exemplify a PlaceType not yet found in Crandall.

RURAL LIVING

Character and Intent: Rural Living consists of predominantly single-family homes on expansive lots, which are often located on the outskirts of the community or within quieter, more secluded areas. These homes are typically part of planned subdivisions with residences oriented inward to maximize privacy. Depending on the subdivision, there may be allowances or restrictions for small scale farming or keeping livestock, blending residential living with rural elements.

Key Design Elements:

- Large lot sizes (typically greater than one acre)
- Large street setbacks
- Minimal impervious cover or detention
- Few pedestrian facilities
- Limited utility service (development on septic)

Primary Uses:

- Single-family detached homes
- Agricultural activities

Secondary Uses:

- Civic and institutional facilities
- Parks and open space





Representational Imagery of Rural Living

SUBURBAN LIVING

Character and Intent: Suburban Living neighborhoods are primarily made up of single-family homes on individual lots and are typically found in planned subdivisions with complete utility services, residential streets, and sidewalks. These areas may also include a few convenience-oriented commercial businesses that serve the local community. In some cases, particularly near Downtown, historic properties may also be present within these neighborhoods.

Key Design Elements:

- Mid-size single-family lots
- Moderate setbacks
- Sidewalks
- Integrated parks and trails

Primary Uses:

- Single-family detached residential

Secondary Uses:

- Accessory dwelling units
- Civil and institutional uses
- Parks and open spaces
- Small space retail, restaurant, office, and personal service uses in standalone settings





Representational Imagery of Suburban Living

TOWN LIVING

Character and Intent: Town Living neighborhoods accommodate diverse housing options, including small-lot single-family homes, patio homes, townhomes, and duplexes. These areas feature a compact layout with a well-connected network of walkable streets, making them easy to navigate by car, bicycle, or on foot. The neighborhood may also include a few commercial businesses to support the local community.

Key Design Elements:

- Mix of housing typologies
- Smaller lots with shallow street yards
- Rear loaded lots
- A strong 'edge' to development that reinforces pedestrian oriented streets
- Walkable distances between areas for housing, schools, recreation, commercial services, and employment

Primary Uses:

- Single-family detached residential
- Single-family attached residential
- Duplexes
- Townhomes
- Multi-family residential
- Accessory dwelling units

Secondary Uses:

- Schools
- Parks and open space
- Small scale retail, restaurant, office, and personal service uses in multi-tenant buildings



Representational Imagery of Town Living



Example of Town Living in Crandall

NEIGHBORHOOD COMMERCIAL

Character and Intent: Neighborhood Commercial areas are defined by small, freestanding buildings that house one or more businesses. Unlike larger shopping centers that draw regional visitors, these developments primarily serve the surrounding neighborhoods and City, offering a more walkable environment. Typical businesses in these areas include restaurants, local retail shops, medical offices, banks, and other essential retail and service establishments.

Key Design Elements:

- Limited surface parking
- Commercial signage
- Commercial landscape
- Compatibility buffers to adjacent residential or parkland uses

Primary Uses:

- Retail
- Restaurants
- Personal services
- Financial services
- Offices
- Daycares
- Fitness centers

Secondary Uses:

- Auto repair
- Convenience stores with fuel sales



Representational Imagery of Neighborhood Commercial



Example of Neighborhood Commercial in Crandall

COMMUNITY COMMERCIAL

Character and Intent: Community Commercial developments are larger in scale and designed to attract regional traffic for shopping and retail needs. This PlaceType typically includes national retailers and grocery stores, serving as anchors for the area. While these developments may also feature smaller retail or office spaces, such as medical offices or boutiques, they are primarily defined by the presence of several national vendors. Common businesses in Community Commercial areas include restaurants, discount stores, fast food outlets, and a variety of retail and service establishments.

Key Design Elements:

- Locations on major thoroughfares
- Larger parking lots
- Pedestrian facilities internal to the site
- Screening of parking and loading areas
- Compatibility buffers to adjacent residential or parkland uses

Primary Uses:

- Big box retail
- Restaurants (including those with drive through facilities)
- Hotels
- Entertainment and recreation

Secondary Uses:

- Mixed-use buildings
- Convenience stores with fuel sales





Representational Imagery of Community Commercial

DOWNTOWN

Character and Intent: Downtown is the traditional heart of economic, entertainment, and community activity for the City. It serves as both an employment hub and a shopping destination for surrounding neighborhood residents. The design and scale of Downtown development promotes active living, featuring a comprehensive and interconnected network of walkable streets that encourage pedestrian activity and foster a vibrant community atmosphere.

Key Design Elements:

- Zero lot line development
- Little to no surface parking
- Complete streets
- Outdoor seating and gathering spaces

Primary Uses:

- Retail
- Offices
- Restaurant
- Personal services
- Community services
- Hotels
- Entertainment and recreation

Secondary Uses:

- Parks and open space
- Civic and institutional uses
- Upper story residential
- Townhomes





Representational Imagery of Downtown

MIXED-USE CENTERS

Character and Intent: Mixed-Use Centers provide a convenient way to live, work, and enjoy leisure activities in one compact area. These centers are designed with various housing options close to everyday essentials like shops, restaurants, and services. They can also serve as hubs for jobs and shopping in nearby neighborhoods. Buildings in these areas are sometimes two or more stories, with homes or offices above ground level stores. The design encourages active living with well-connected, walkable streets, making it easy to get around on foot.

Key Design Elements:

- Zero lot line development
- Multiple story buildings
- Regional detention
- Appropriate transition of use and form to adjacent single-family neighborhoods
- Little to no surface parking
- Complete streets
- Outdoor seating and gathering spaces

Primary Uses:

- Big box retail
- Restaurants
- Hotels
- Entertainment and recreation
- High density, urban style multi-family development
- Upper story residential

Secondary Uses:

- Townhomes
- Civic and institutional uses





Representational Imagery of Mixed-Use Centers

HEAVY INDUSTRIAL

Character and Intent: Heavy Industrial areas are crucial for providing jobs and supporting the local economy. These areas typically feature large buildings used for storage, logistics, manufacturing, or processing. Due to the size of these facilities, the number of employees per square foot is usually lower compared to other PlaceTypes. These areas are strategically located near major transportation corridors, such as highways and railways, to facilitate the movement of goods and materials.

Key Design Elements:

- Large lots
- Direct access to arterial roadways
- Longer block length
- Larger structures and large setbacks
- Screening of loading areas
- Limited outdoor storage
- Compatibility buffers to adjacent single-family or parkland uses

Primary Uses:

- Manufacturing and assembly
- Warehousing and distribution
- Outdoor storage

Secondary Uses:

- Personal services
- Offices
- Restaurants
- Convenience stores with fuel sales





Representational Imagery of Heavy Industrial

PARKS AND NATURAL OPEN SPACE

Character and Intent: Parks and Natural Open Space includes agricultural lands and large, undeveloped tracts used for farming, wildlife management, ranching, or raising livestock, all of which are essential for preserving natural landscapes and maintaining rural character. It also encompasses the City's existing parks, recreational facilities, and local cemeteries, which are safeguarded to ensure they continue to offer valuable recreational and cultural resources to the community.

Key Design Elements:

- Programming varies by the size, location, natural features of the property, and resident need

Primary Uses:

- Public and private parkland
- Greenways
- Miscellaneous recreational facilities

Secondary Uses:

- Utilities
- Stormwater management infrastructure



Example of Parks and Natural Open Space in Crandall



Representational Imagery of Parks and Natural Open Space

LIGHT INDUSTRIAL

Character and Intent: Light Industrial areas are vital for providing jobs and supporting the local economy. This PlaceType includes office spaces and uses such as warehouses, logistics centers, and flexible office spaces. These areas are designed to accommodate businesses that require limited raw materials, space, and power. To create a convenient work environment, it is essential to have nearby retail and restaurant options, allowing employees to run errands and dine close to their workplaces.

Key Design Elements:

- No outdoor storage
- Warehouses likely have an office-front or store-front design

Primary Uses:

- Research and design facilities
- Contractor services
- Limited assembly
- Office/warehouse uses

Secondary Uses:

- Personal services
- Offices
- Restaurants
- Convenience stores with fuel sales





Representational Imagery of Light Industrial

FUTURE LAND USE MAP

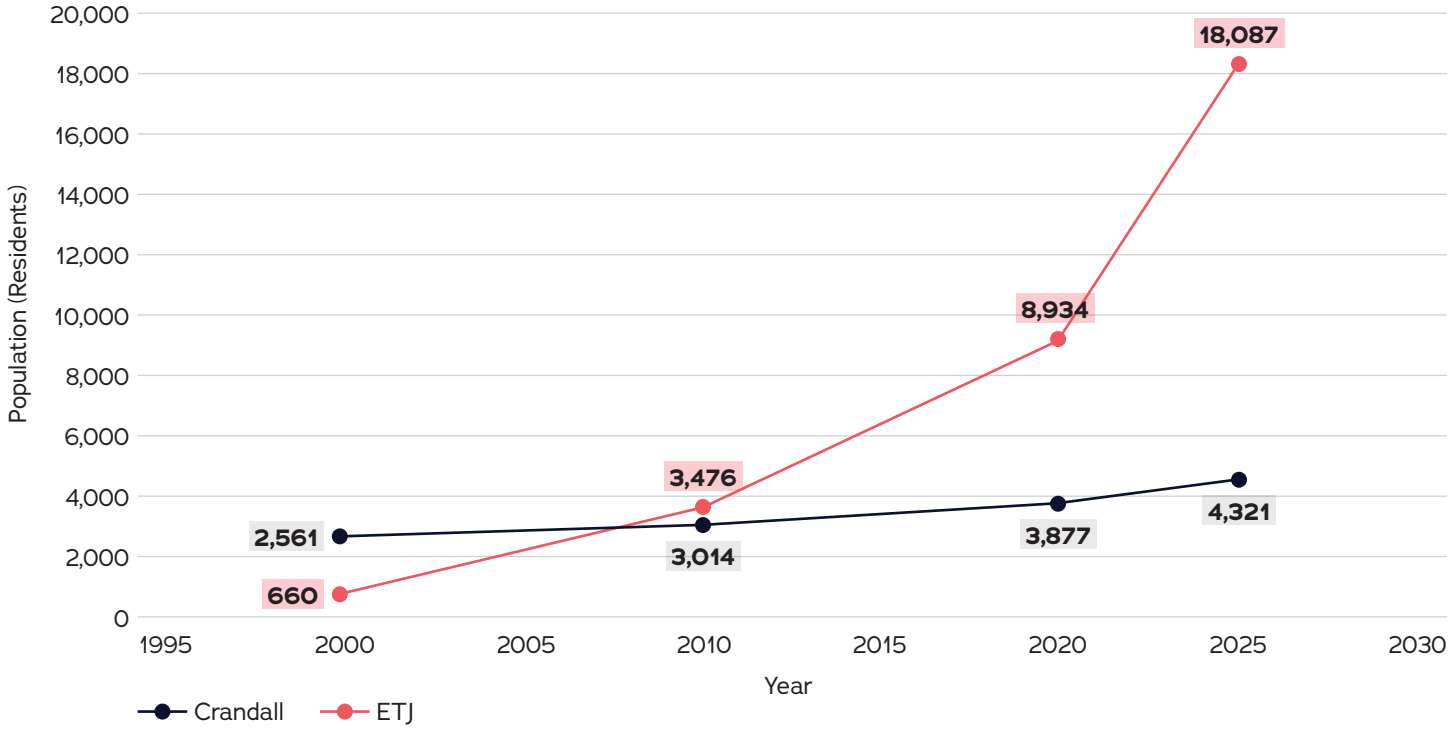
The Future Land Use Map is the representation of PlaceTypes as they are envisioned geographically within Crandall. The Future Land Use Map is not a zoning regulation and should be read as a conceptual vision for the growth of the City. The PlaceType areas on the map are not exact and do not represent actual proposed development boundaries. Boundaries have been drawn to follow natural or man-made features, such as major thoroughfares, existing development, and floodplains, but not all boundaries fall along such a feature. It can be appropriate to interpret unclear boundaries with each development request to follow development boundaries and property lines.

UNDERSTANDING CRANDALL'S GROWTH AND PRESERVING ITS CHARACTER

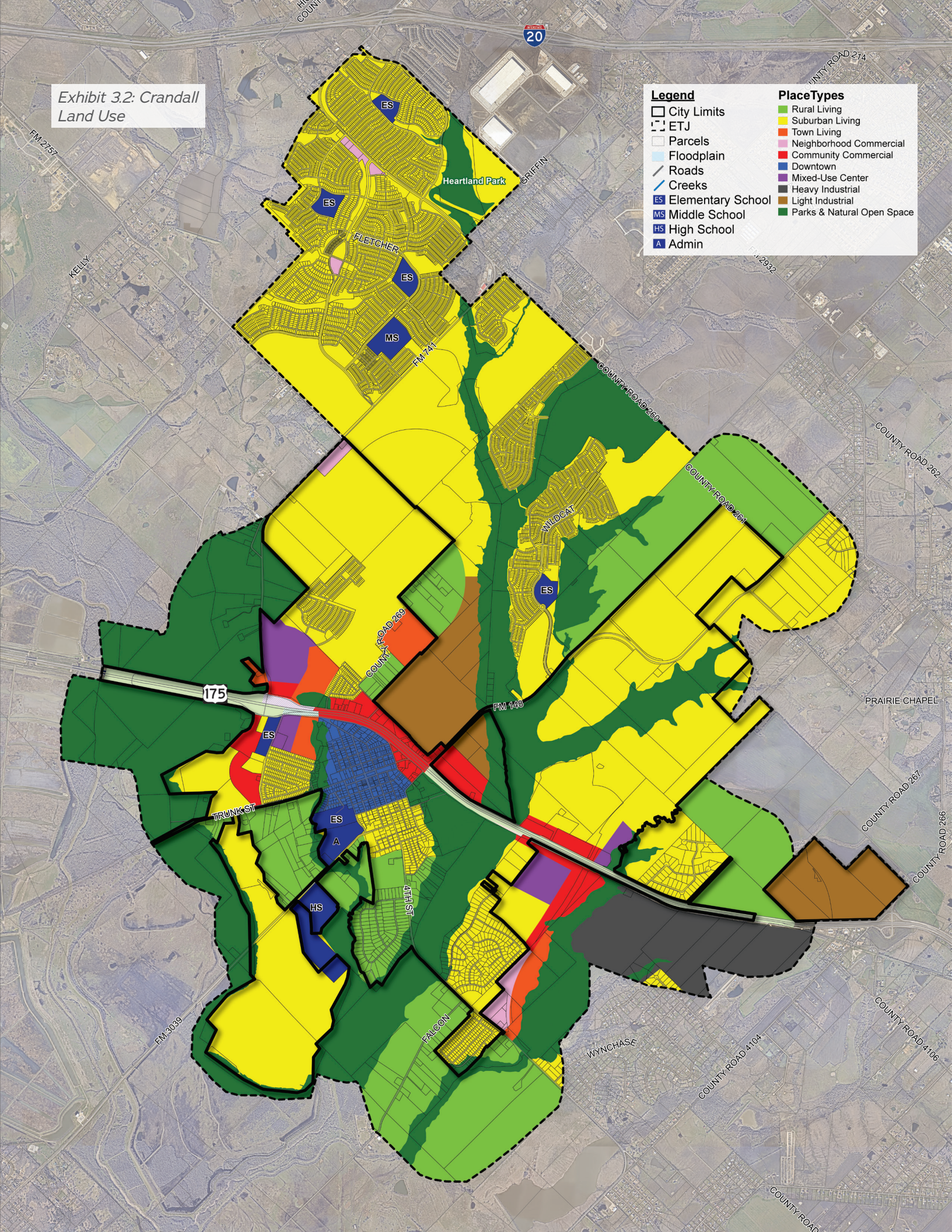
POPULATION TRENDS AND PROJECTIONS

Crandall experienced steady population growth since the early 1990s, but since 2010 that growth has been more rapid. The vast majority of the quick growth has taken place outside of the City limits and instead within the City's ETJ where larger residential communities have developed.

Figure 3.2: Historic Community Population Timelines – Crandall City Limits and ETJ



Source: ESRI 2024


Exhibit 3.2: Crandall Land Use
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
PlaceTypes
Rural Living
Suburban Living
Town Living
Neighborhood Commercial
Community Commercial
Downtown
Mixed-Use Center
Heavy Industrial
Light Industrial
Parks & Natural Open Space
20
175
Heartland Park
FLETCHER
WILDCAT
TRUNK ST
4TH ST
FALCON
WYNCHASE
PRAIRIE CHAPEL
KELLY
GRIFFIN
FM 2757
FM 741
FM 148
FM 2932
FM 3039
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
COUNTY ROAD 269
COUNTY ROAD 267
COUNTY ROAD 266
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD 214

In 2022, the North Central Texas Council of Governments estimated that Crandall experienced an increased average growth rate, from 3.27% over 10 years to 6.54% over three years. This includes a spike at 11.78% in 2022. The 2022 Water and Wastewater Impact Fee Report projected that annual growth rates would continue at 10% in the near term, leading to a 2024 population of 31,968 people in the water and wastewater service area, which is roughly comparable to the City Limits and ETJ. The report also suggested an ultimate buildout population of 95,162 people for the water and wastewater service area.

FUTURE MARKET ANALYSIS

Crandall is expected to experience pressure for growth from the expanding Dallas-Fort Worth Metroplex. The significant growth expected by the population projections will bring pressure for growth in all market sectors including residential, retail and entertainment, and industrial. In the residential markets, Crandall has continued opportunity for suburban single-family development with less expensive development costs outside of the urban core. Data shows increasing vacancy rates in apartment developments across the regional Metropolitan Statistical Area (MSA), which could lead to a lessened demand for multi-family housing in Crandall.

Crandall currently has approximately 98 square feet of retail space for every household[1]. As the number of households in Crandall grows, it is expected that the amount of retail goods and services will also grow. However data for greater Kaufman County indicates a slower growth rate for retail should be expected than for residential growth. Additionally, most non-retail commercial growth should be expected to be in the manufacturing and industrial sectors, rather than traditional offices. The number of office buildings in Kaufman County remained steady over the last three years, but industrial development continues to grow rapidly.

Table 3.1: Historical City Population

Year	NCTCOG Population[1]	NCTCOG Growth Rate
2011	2,900	–
2012	2,970	2.41%
2013	2,990	0.67%
2014	3,030	1.34%
2015	3,050	0.66%
2016	3,100	1.64%
2017	3,170	2.26%
2018	3,230	1.89%
2019	3,380	4.64%
2020	3,520	4.14%
2021	3,650	3.69%
2022	4,080	11.78%
10-Year Average Growth Rate		**3.27%**
5-Year Average Growth Rate		**5.23%**
3-Year Average Growth Rate		**6.54%**

[1]Source: NCTCOG populations are for January 1st of each corresponding year

Table 3.2: Population Projections

Year	Population
2022	4,752 People
2027	7,653 People
2032	12,325 People
2042	31,968 People
Ultimate Buildout	**95,162 People**

Source: Water and Wastewater Impact Fee Report (2022, Freese and Nichols)

[1]Source: CoSTAR

INFLUENCES ON GROWTH

Beyond market factors and environmental constraints many other forces play a role in how Crandall grows and develops. Many of these factors, however, may be outside of the City's control. In the Future Land Use Plan, it is important to note the role interlocal partners play in Crandall and the role that political boundaries and State legislation have on the ability of the City to manage growth.

Crandall Independent School District (ISD) manages eight public school campuses that serve the residents of Crandall. Crandall ISD is expected to continue its rapid growth, over 40% from 2016 to 2021, in line with the fast-paced residential growth in Crandall. Land use decisions made by the City and the ISD will have reciprocal actions on one another as new residential developments and school campuses are planned.

TxDOT and Kaufman County manage some of the largest thoroughfares within the Crandall City Limits and ETJ. TxDOT manages US-175, FM 3039 (Lewis Street), FM 148 (4th Street), and FM 741. Kaufman County manages several county roads in the ETJ, including portions of Prairie Chapel Road, Falcon Road, and CR 261. Maintenance, upgrades, and permitted for driveways on these roadways are not controlled by the City, so land use decisions, policies, and codes should reflect the City's need to work creatively with these jurisdictions.

The 2019 State Legislation that limited municipal annexation authority on involuntary annexations will play a greater role in the way development is managed in Crandall as more development occurs within the ETJ. However, the 2023 State Legislation allows property owners to remove themselves from the ETJ, which can also place constraints on management of growth in the ETJ. Development in the ETJ, often set up as a MUD, must be managed by the City in a different manner than development in the City Limits. Land use decisions in the ETJ should be considered as negotiations to protect the public interest and seek optimal outcomes for maintaining level of service (LOS) in public infrastructure including water, wastewater, transportation, parks, and school systems. Crandall should encourage connection to the City's public wastewater system, promote management of private parks and roads by the districts, and incentivize developers to participate in regional plans for infrastructure (water, wastewater, parks, trails, and thoroughfares) within the jurisdiction, subject to the City's planning processes.

AREAS OF FOCUS

US-175

As Crandall's link to the rest of the Dallas/Fort Worth Metroplex, US-175 presents as both an obstacle to the growth and development of the City and a resource. US-175 serves as a physical divider of the City, separating the northern portion from the historic and urban core. The Future Land Use Map shows Mixed-Use, Light Industrial, and Community Commercial areas north of US-175. As much as possible, development in the northern portion of Crandall should look to provide a similar destination experience or economic environment as Downtown. Development should be encouraged in these areas and not only serve nearby residents, but also visitors from adjacent communities along US-175.



US-175

INDUSTRIAL AND BUSINESS PARKS

Industrial sector development is becoming more prevalent in Kaufman County, but requires easy access to major highways. US-175 creates this economic development opportunity for Crandall. Areas on the Future Land Use Map designated for Heavy Industrial and Light Industrial along US-175 should be considered catalyst sites for economic development. Development requests for these areas should align with the economic development goals of the City and contribute to the creation of permanent jobs. In these areas of the City, it may be appropriate for the City to consider economic development agreements that accelerate development that aligns with the City's goals.



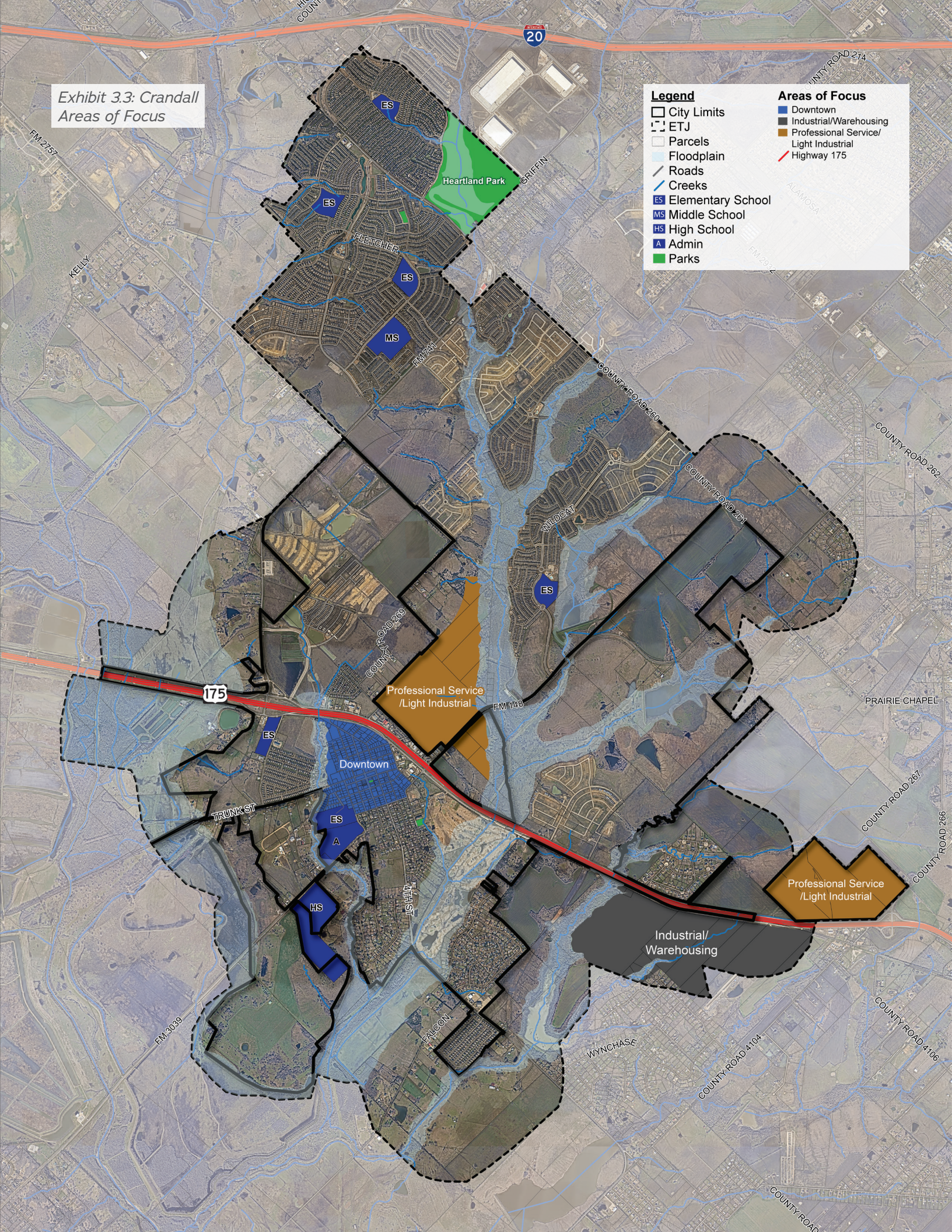
Example of Industrial Use in Crandall

DOWNTOWN

Downtown Crandall presents the best development opportunity for utilizing existing infrastructure, businesses, and community identity to capture growth that truly benefits Crandall. Investment in public infrastructure that supports walkable streetscapes, builds flagship parks and open spaces, and ensures adequate utilities can incentive the continued growth of Downtown businesses. These investments can also expand opportunities for new businesses in Downtown, enhance accessibility to the Downtown area, and allow for the development of housing types that may not fit within the character of traditional suburban areas of the City, such as small block apartment buildings, townhomes, or upper story residential units.



Downtown Crandall


Exhibit 3.3: Crandall Areas of Focus
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Areas of Focus
Downtown
Industrial/Warehousing
Professional Service/ Light Industrial
Highway 175
Heartland Park
Downtown
Professional Service /Light Industrial
Professional Service /Light Industrial
Industrial/ Warehousing
20
175
FM 2757
KELLY
GRIFFIN
FLETCHER
FM 741
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
FM 148
PRAIRIE CHAPEL
COUNTY ROAD 267
COUNTY ROAD 266
TRUNK ST
4TH ST
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ALAMOSA
COUNTY ROAD 214

ACTION ITEMS

RESPONSIBLE GROWTH

- Develop new approval criteria for land use requests that helps decision makers view the request in context with other components of this plan.
- Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.
- Develop a structured impact fee program to help fund essential infrastructure improvements in response to new development, ensuring balanced growth and minimizing financial strain on existing residents.

IDENTITY AND HERITAGE PRESERVATION

- Identify local partners in the community engaged in preserving or connecting with the history of Crandall and establish partnerships with them.
- Engage a consultant to understand what scale and type of planning effort could be useful to the City.
- Engage a consultant to evaluate the existing structures in Crandall and develop recommendations on how best to preserve and prioritize the character of the built environment.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Incorporate code requirements for block configurations that enhances walkability, connectivity, and pedestrian-oriented uses.
- Develop a list of neighborhoods or context zones within Crandall that could benefit from small area planning efforts.

QUALITY OF LIFE

- Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.
- Allow for attached single-family, townhomes, and other lifestyle housing within areas identified as mixed-use and dynamic neighborhood place types.

ECONOMIC OPPORTUNITY

- Encourage retail and commercial growth along US-175 to support economic development.

VIBRANT DOWNTOWN

- Apply for the Texas Main Street Program to access resources, grants, and technical assistance aimed at preserving historic character and stimulating economic growth in the downtown area.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Create a GIS database of existing infrastructure of the City and integrate a GIS-based asset inventory management software to better understand the age of infrastructure and potential replacement timeframes.
- Develop a standard practice to incorporate potential impacts of development on existing infrastructure into the evaluation of development requests, and utilize alternative entitlement mechanisms to negotiate infrastructure improvements with land use entitlements.


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 4

MOBILITY

POLICIES

- Encourage the design of streets and transportation corridors that accommodate multiple modes of travel, enhancing connectivity between neighborhoods, schools, parks, employment centers, and commercial areas.
- Invest in the ongoing maintenance and rehabilitation of existing roadways and infrastructure to extend their useful life and ensure safe travel conditions.
- Coordinate with regional partners, counties, and neighboring cities to support seamless connections across jurisdictional boundaries and plan for regional mobility needs.
- Promote the development of sidewalks, bike lanes, trails, and crosswalks to support active transportation, encourage healthier lifestyles, and improve safety for non-motorized users.

CHAPTER 4:
MOBILITY

INTRODUCTION

Mobility is important for moving people and goods in, out, and around Crandall. Roads are often designed based on the anticipated number of users, whether vehicles or pedestrians, and it is important to have a plan that supports a mix of users and needs in Crandall. As Crandall continues to grow, transportation in the City should reflect the vision of the community—safe, connected, supports all users, and supports the economic development of the City.

This chapter reflects the vision for mobility in the City, based on feedback from the community during the community engagement efforts throughout the development of the Comprehensive Plan. In addition to envisioning the future of mobility in Crandall, the chapter also covers the existing conditions, including the Thoroughfare Plan, crash history, and concerns heard from the community. This base data was used in combination with the mobility vision to create an updated Thoroughfare Plan and actions to achieve the mobility goals of the City.

EXISTING CONDITIONS

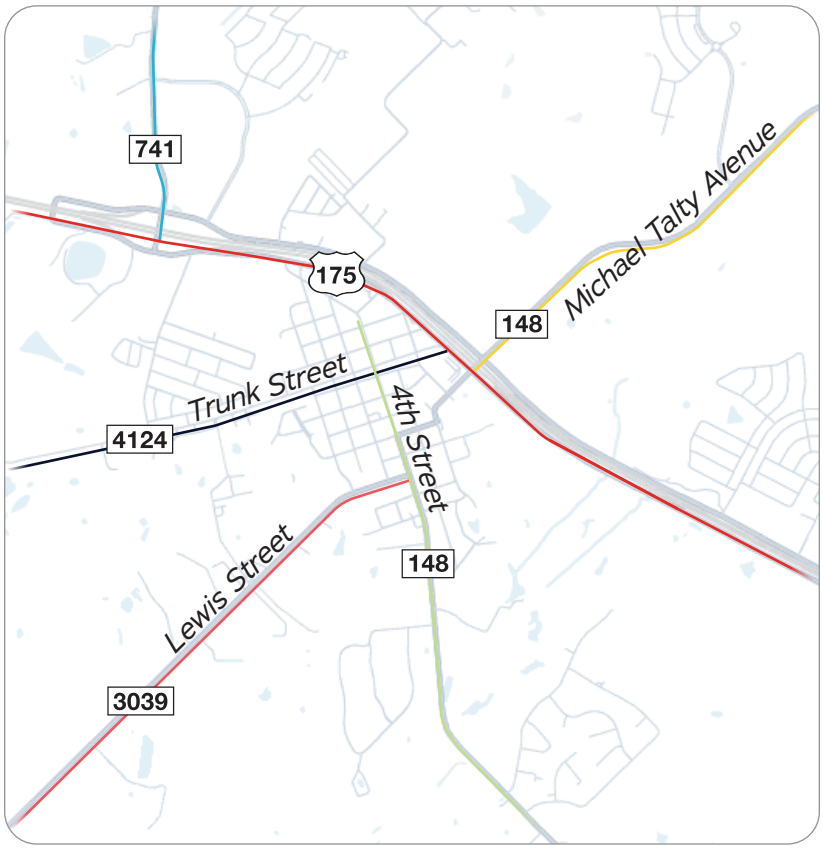
The thoroughfare network within the Crandall study area spans over 59 miles, creating vital connections to the surrounding region and providing access to neighborhoods, public facilities, and commercial developments. The City's roads follow a grid pattern in the core of the City and tend to curve more and become disconnected with neighboring areas the further out they are.

MAJOR ROADWAYS

US-175 runs east to west and links Crandall further into the Dallas-Fort Worth Metroplex and East Texas. FM 148 (Michael Talty Avenue) and FM 3039 (Lewis Street) are significant north-south arterials, connecting Crandall to adjacent towns and providing an important route throughout the City Limits.

Other major roadways include Trunk Street, which acts as a primary connector through the City core, running from west to east and linking to US-175. Additionally, 4th Street functions as a minor arterial for north-south travel beyond the core and FM 741 connects to other significant routes within the Crandall ETJ, playing a crucial role in regional accessibility and future expansion.

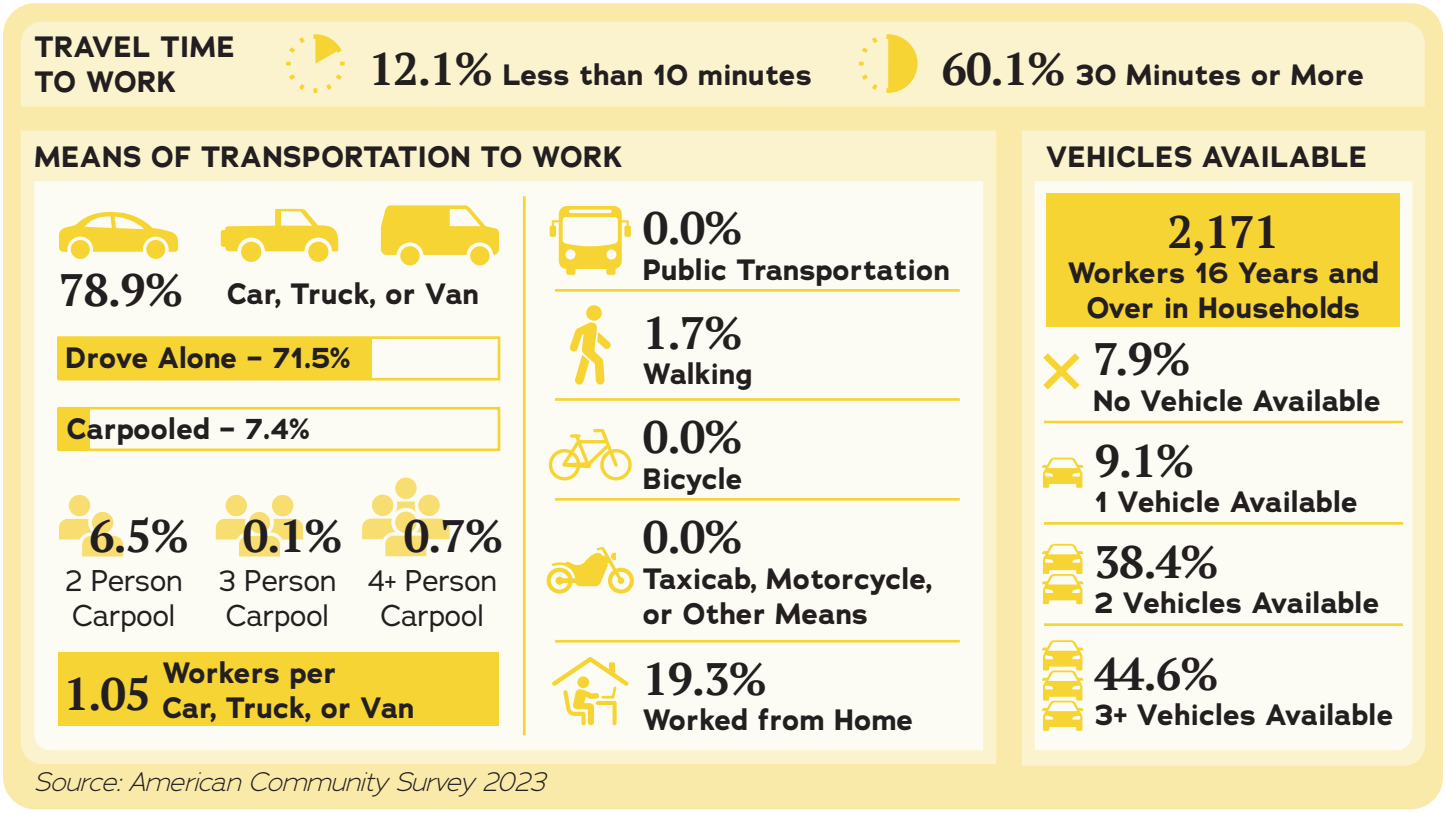
Figure 4.1: Major Roadways in Crandall



MOBILITY CHARACTERISTICS

The existing and desired travel behavior of the community is important to understand as Crandall continues to build out the thoroughfare network. The following graphic includes mobility characteristics for Crandall.

Figure 4.2: Mobility Characteristics for Crandall



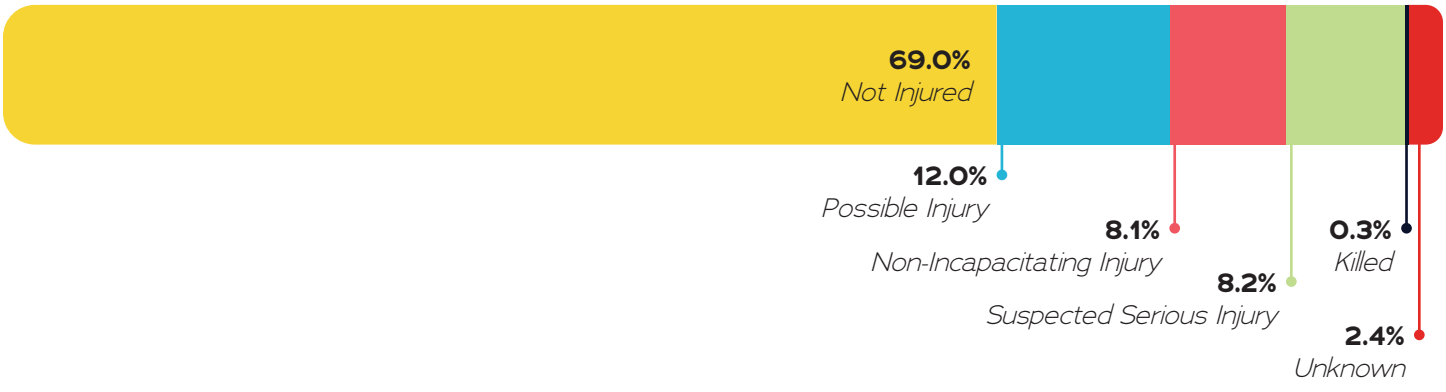
Source: American Community Survey 2023

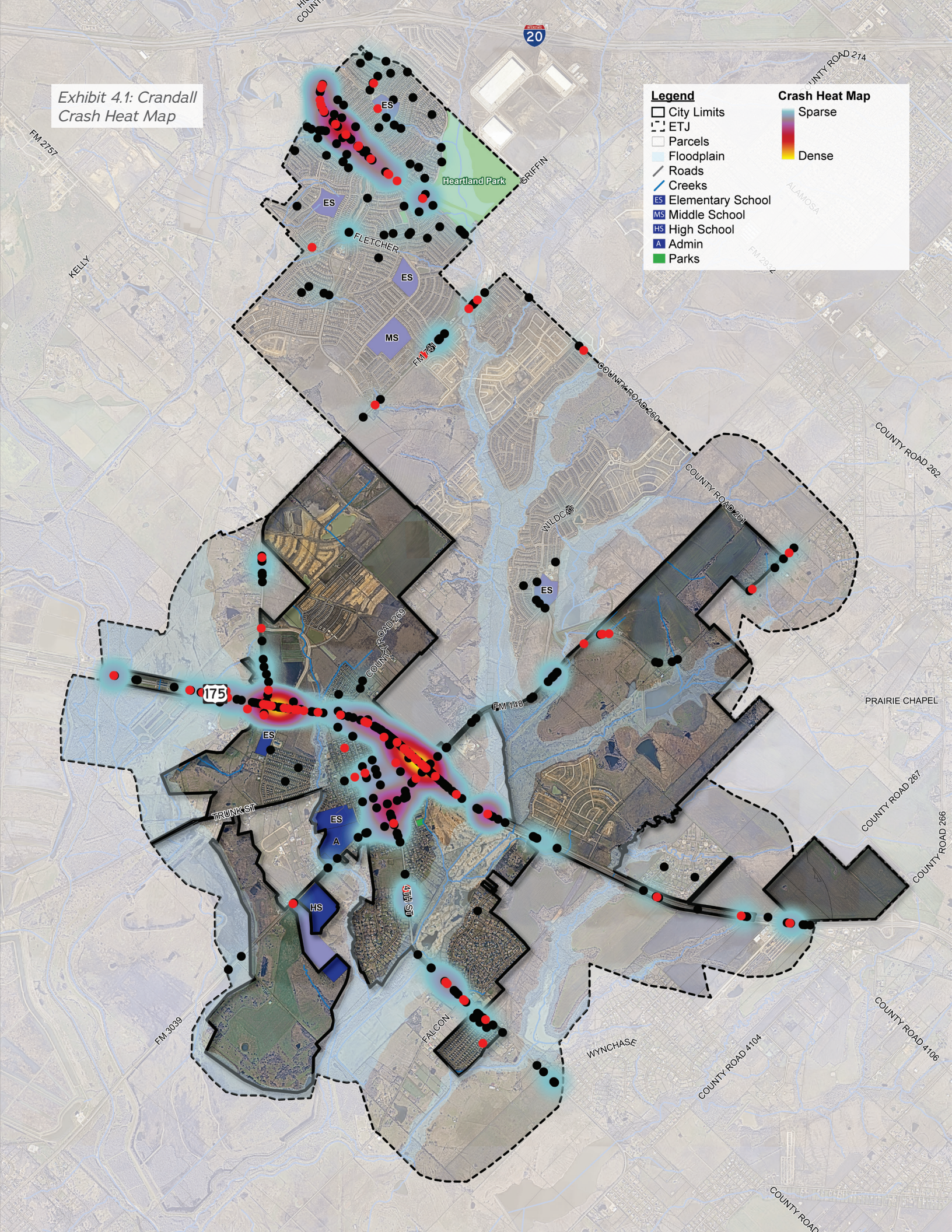
CRASH ANALYSIS

The following crash density heat map reflects the location and density of crashes in Crandall from 2019 to mid-2024. Crashes were concentrated along US-175 and the major thoroughfares, notably FM 741, FM 148, and 4th Street. Outside of US-175, most crashes resulting in serious injuries or fatalities occurred along FM 741 in north Crandall, representing approximately 15% of the total crashes in Crandall.

Between 2019 and mid-2024, Crandall experienced 1,675 crashes. Approximately 70% of the crashes resulted in no injuries and around 16% resulted in suspected or serious injuries or a fatality.

Figure 4.3: Crash Severity in Crandall



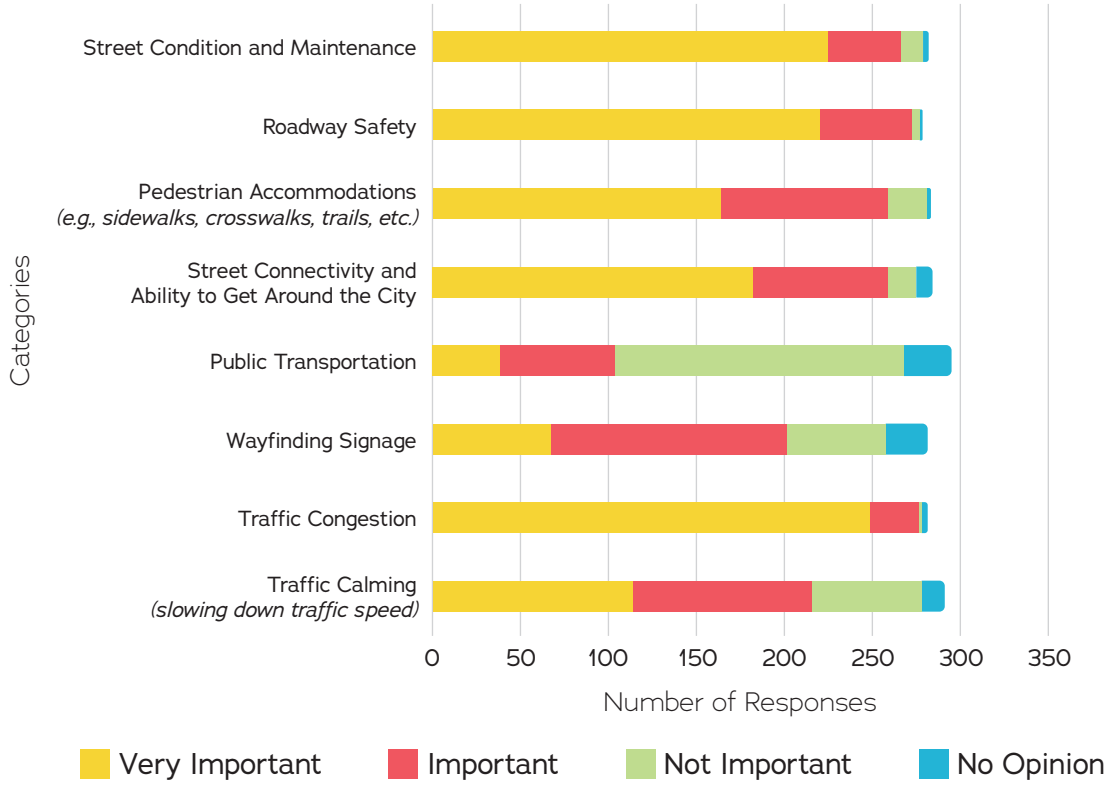

Exhibit 4.1: Crandall Crash Heat Map
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Crash Heat Map
Sparse
Dense
20
FM 2757
KELLY
Heartland Park
GRIFFIN
FLETCHER
ES
MS
FM 741
COUNTY ROAD 260
COUNTY ROAD 214
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
A
HS
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ALAMOSA
FM 2932

COMMUNITY FEEDBACK

Feedback was gathered from the community through a community survey, interviews, and community forums, among other methods. Feedback from the community survey reflected a high emphasis on addressing street conditions and maintenance, roadway safety, street connectivity, traffic congestion, and more. In addition, "refreshed infrastructure (stormwater, water lines, roads)" was ranked the second highest choice when asked how Crandall can improve to make the City a better place to live, work, and visit.

Several transportation constraints were identified through public feedback. FM 148 was highlighted for significant deterioration and frequent congestion, making it less efficient and requiring rehabilitation. In addition, the US-175 service roads experience severe traffic congestion, particularly during the school year. During community outreach efforts, participants mentioned how the highway can act as a physical divider, limiting connectivity between the western and eastern portions of the City. These represent just a few of the critical issues raised by the community for further evaluation.

Figure 4.4: "How Important is it for the City of Crandall to Address the Following Transportation Issues?" Results



Crandall will be a City that supports multi-modal travel options and streets will be designed to support more than just vehicles.

VISION FOR MOBILITY

In the oldest areas of Crandall, it is common to see gridded streets without curbs, gutters, or sidewalks. Many of these roads were originally designed to support the small-town core and rural nature of Crandall. As new areas develop, roads will be built to newer standards, including the missing pieces mentioned above. Participants during the community outreach efforts shared their feedback on mobility and expressed additional improvements they would like to see incorporated. The vision for mobility in Crandall includes having diverse transportation options, safer streets, and a connected City, as well as the community being able to address current and future issues, such as road conditions and traffic congestion. Crandall will be a City that supports multi-modal travel options and streets will be designed to support more than just vehicles.

THOROUGHFARE PLAN

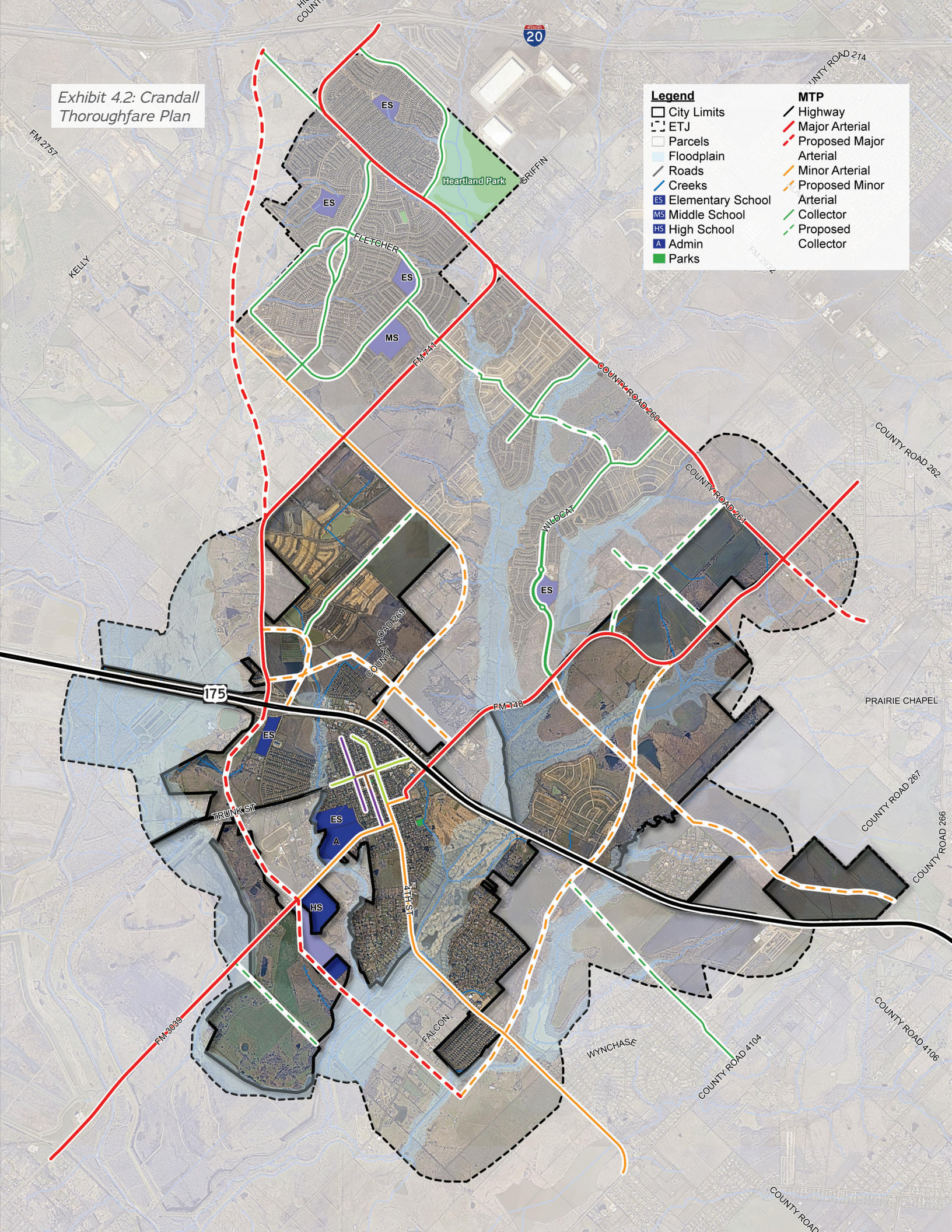
The Thoroughfare Plan should be used as a guide for determining the size and amenities of the roadways in an area, based on current and future development plans, transportation needs, and physical barriers. The existing Thoroughfare Plan was updated a part of the Crandall 2010 Comprehensive Plan and later updated again as part of the Kaufman County Thoroughfare Plan in 2022. As the City continues to develop, the Thoroughfare Plan should be revisited and updated. The updated Thoroughfare Plan takes into account existing and planned developments, constraints due to developments and natural barriers, and likeliness of usage.

All roadways in Crandall should be multi-modal and provide a way to travel outside of vehicles, such as walking and biking. Based on the likely number of users, some roadways include variations, such as physically-divided or undivided bike lanes, varying sizes of sidewalks, and different types of parking. Downtown notably has different types of parking and roadways.

Downtown also has special consideration, given the heightened attention to pedestrians, slower traffic, and maintaining the historic nature of the area. The historic Downtown street grid and small blocks should be continued and encouraged throughout the City, where possible, to reduce disconnected neighborhoods and thoroughfares. A notable constraint to developing the Thoroughfare Plan is the presence of neighborhoods with roadways that do not support a gridded thoroughfare with the City as a whole, creating isolated communities.

UPDATES TO THE THOROUGHFARE PLAN INCLUDE ADDRESSING:

- **Connectivity Improvements**
- **Multi-Modal Alternatives**
- **Current and Future Developments**


Exhibit 4.2: Crandall Thoroughfare Plan
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
MTP
Highway
Major Arterial
Proposed Major Arterial
Minor Arterial
Proposed Minor Arterial
Collector
Proposed Collector
20
175
FM 2757
KELLY
GRIFFIN
Heartland Park
FLETCHER
FM 741
COUNTY ROAD 260
COUNTY ROAD 214
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
FM 148
PRAIRIE CHAPEL
COUNTY ROAD 267
COUNTY ROAD 266
TRUNK ST
4TH ST
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ES
MS
HS
A

CROSS SECTIONS

Roadways are classified into different functional classes based on the anticipated number of users and the need for access to the area, generally following a high mobility/low access to low mobility/high access methodology. Roadways are categorized generally into four categories: highway, major arterial, minor arterial, and collector. Additional roadway classifications include downtown and neighborhood, found in Downtown Crandall and residential areas.

The Thoroughfare Plan should be used as a guide and a context-sensitive approach should be taken when constructing and revitalizing roadways. As the needs and developments across the City change, edits to the Thoroughfare Plan may be needed and are encouraged to better serve the area.

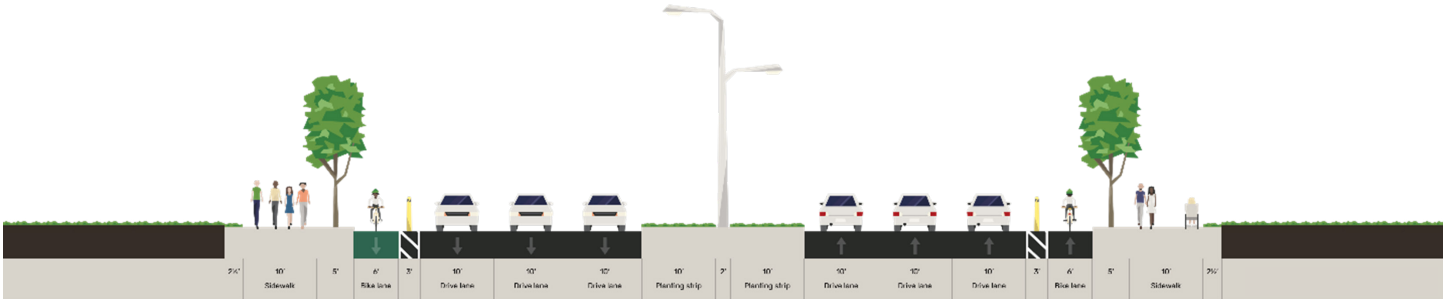
HIGHWAY

Highways are controlled-access roadways with high speeds used for traveling large distances across the region. Frontage roads are often constructed parallel to the highway, providing access to local destinations and access to/from the highway. US-175 is the only highway in the Crandall City Limits and bisects the City east to west. However, I-20 is also located just north of the Crandall study area and is used to access the City from the north. Neither highway is owned or operated by the City.

MAJOR ARTERIAL

Major arterials are used for large volumes of traffic to move across the City, often connecting to neighboring cities and destinations with large amounts of visitors. Major arterials may be constructed incrementally as a four-lane divided roadway with an ultimate design of six lanes. A large median is reserved for multiple left-turn lanes, as needed. Bike lanes are physically separated on each side from through traffic, and 10' sidewalks are provided on each side to support large amounts of pedestrian traffic in highly visited/occupied areas. Crandall does not have any built-out major arterials; however, some designated major arterials include FM 3039 (Lewis Street), FM 148 (Michael Talty Avenue), and FM 741.

Figure 4.5: Major Arterial Cross Section

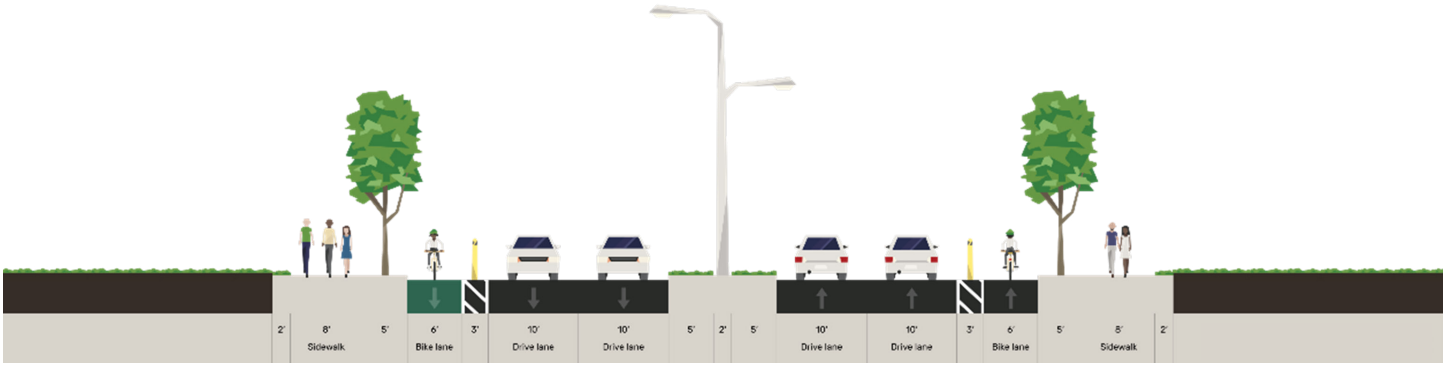


Right-of-Way	Traffic Lanes	Median Size	Bicycle Lanes	Sidewalk Size	Parking
135'	6 lanes; 10' each	20'	2; 6' each; buffered	10'	Prohibited

MINOR ARTERIAL

Minor arterials connect neighborhoods to larger roads and destinations. They may also be used to carry lower traffic volumes to neighboring cities, compared to major arterials. Minor arterials may be constructed incrementally as a two-lane roadway with a large median, ultimately expanded to a four-lane divided roadway. As needed, space is reserved in the median for a single left-turn lane and space is provided in both directions for physically separated bike lanes and sidewalks for pedestrians. Crandall does not have any built-out minor arterials; however, some designated minor arterials include 4th Street (outside of Downtown Crandall) and FM 2757/Blackland Road.

Figure 4.6: Minor Arterial Cross Section

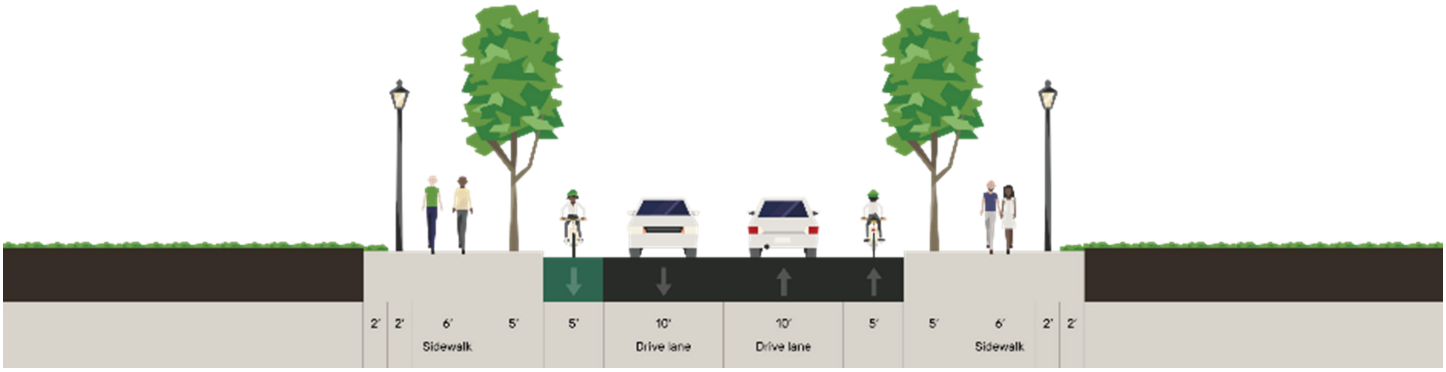


Right-of-Way	Traffic Lanes	Median Size	Bicycle Lanes	Sidewalk Size	Parking
100’	4 lanes; 10’ each	10’	2; 6’ each; buffered	8’	Prohibited

COLLECTOR

Collectors are designed for lower vehicle speeds and are used as a transition from larger roadways to local streets. Collectors are two-lane roadways that serve neighborhoods and carry traffic over a short distance. Sidewalks are provided on both sides of the roadway, in addition to bike lanes separated from vehicular traffic by roadway striping. Examples of collectors in Crandall include Wildcat Trail, Fletcher Road, and Coldwater Way.

Figure 4.7: Collector Cross Section



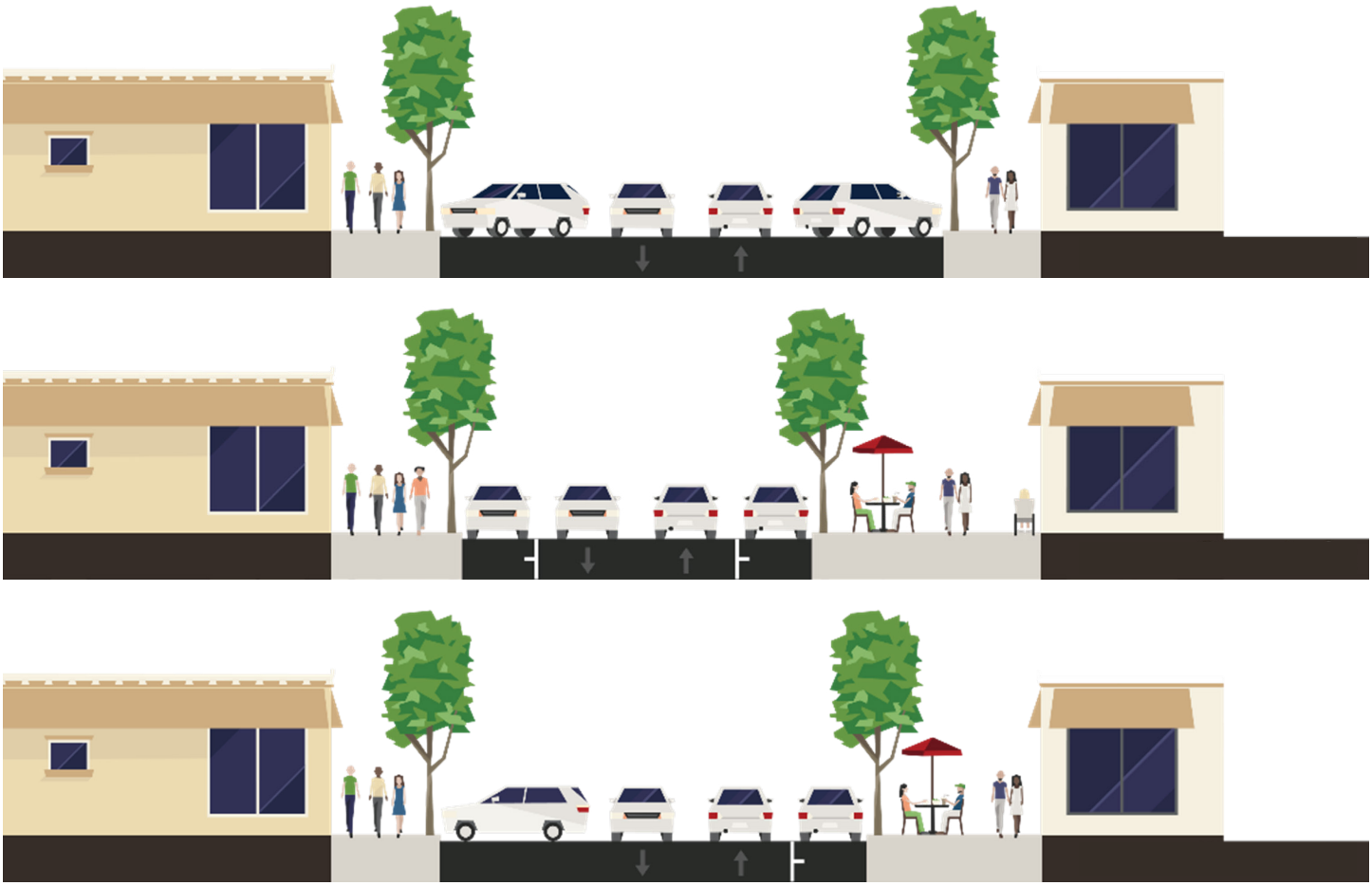
Right-of-Way	Traffic Lanes	Median Size	Bicycle Lanes	Sidewalk Size	Parking
60’	2 lanes; 10’ each	Undivided	2; 5’ each	6’	Prohibited

DOWNTOWN

Downtown streets serve the core of the City and multiple additional purposes depending on the area and neighboring uses. These uses include having access across the area, connecting to localized destinations, and having a heightened priority for lower vehicular speeds and an increase in non-vehicular traffic, including biking and foot-traffic. In general, depending on the right-of-way, roads tend to be narrower, speeds are lower, parking may be available directly adjacent to the road, wider sidewalks are provided, and pedestrians may be more prominent. Examples of Downtown streets in Crandall include Main Street, Gleason Street, and 4th Street (west of Lewis Street).

Note that Downtown thoroughfares are based on ROW constraints and may vary due to neighboring land uses. All elements/sizes may not be present on each roadway, including sidewalks, parking, and sidewalks and buffers.

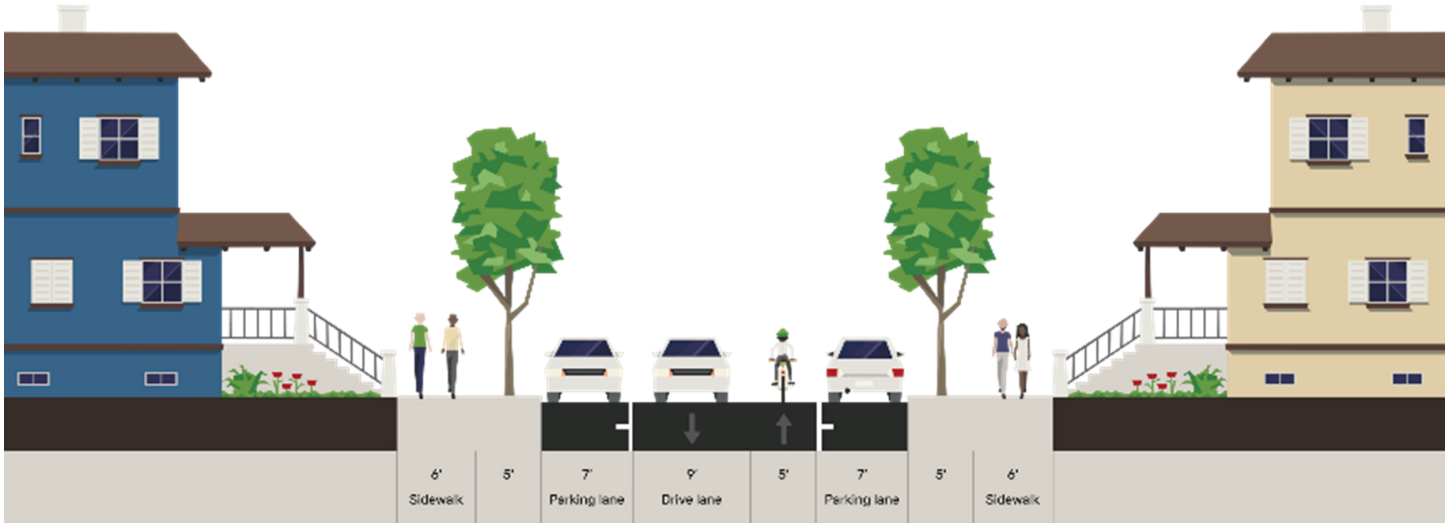
Figure 4.8: Downtown Cross Sections



NEIGHBORHOOD

Neighborhood streets primarily serve residential uses and connect to local destinations and larger thoroughfares. Focus is given to lower speeds and non-vehicular modes of transportation, including biking and foot-traffic. Smaller sidewalks are often provided on both sides of the streets, in addition to street parking. When parking is occupied on both sides of the street, spacing generally only allows one direction of roadway traffic to proceed through the area. Opposing traffic should yield to oncoming traffic and users should follow the share-the-road policy in an abundance of caution for a mix of traffic, such as vehicles and bikes.

Figure 4.9: Neighborhood Cross Section



Right-of-Way	Traffic Lanes	Median Size	Bicycle Lanes	Sidewalk Size	Parking
50’	2 lanes; 9 each	Undivided	Shared lane	6’	Allowed

PRIORITY PROJECTS

Priority projects for Crandall were identified as those that can make a difference in the current transportation needs of the City, including addressing safety, congestion, and placemaking. Projects were identified based on existing needs and feedback from the community.

1

PROJECT 1: Speed and Crash Reduction

Conduct a speed study along FM 741 (between the western City Limits and Griffin Lane) to reduce the speed of the roadway from 55 MPH to a limit that matches the developed nature of the area. Approximately 15% of the crashes in the Crandall study area within the last five years occurred along this segment of road. In addition, of the crashes along the roadway, over 25% were related to speed. FM 741 is designed to support the rural nature of the City, however as development continues, more access points are created and crashes are more likely with changes in vehicle speeds due to turning vehicles. Reducing speeds can give drivers more time to react, reducing the severity of injury. Additional mitigations to consider are rumble strips approaching turns and installing speed-feedback signs that alert the driver to their current speed.

2

PROJECT 2: Downtown Placemaking

Removable bollards should be installed at intersections on Main Street, between Trunk Street and Gleason Street, to restrict vehicular traffic and create a temporary pedestrian-protected area in the street. Temporarily restricting the area to pedestrians gives the community more space for gathering and events in the Downtown core.

3

PROJECT 3: Congestion

The intersections of 4th Street at Church Street and Lewis Street should be evaluated for the installation of traffic signals or roundabouts. Both intersections are major gateways through Downtown and 4th Street is approaching capacity. Installing traffic signals can help manage the flow of traffic, however the construction of turn-lanes may be necessary to help reduce delays due to turning vehicles. Roundabouts reduce crash points at intersections; however, they take up more space and may require more ROW to effectively manage traffic. In addition, widening 4th Street is a viable option to managing traffic in the area. This would add capacity to the roadway and help vehicles reach US-175 through the area.

ACTION ITEMS

RESPONSIBLE GROWTH

- Adopt a policy that incentivizes development along existing Thoroughfare Plan roadways, brings roadways up to MTP standards, and/or addresses improvements recommended a part of the street conditions assessment (if applicable) to discourage the desire for development further away from existing infrastructure and development and promote the shared use of said infrastructure.
- Evaluate existing Traffic Impact Analysis practices for effectiveness and consider the benefits of alternative mitigation methods, such as Impact Fees.

IDENTITY AND HERITAGE PRESERVATION

- Brand the City logo (or other identifying elements) at key intersections using elements such as brick pavers, street signs, or light pole banners to promote the City identity.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Install removable bollards at intersections on Main Street, between Trunk Street and Gleason Street, to restrict vehicular traffic and create a temporary pedestrian-protected area in the street.

QUALITY OF LIFE

- Incorporate Complete Streets policy into the Unified Development Code, including Safe Routes to Schools and Safe Routes to Parks. This will ensure safe travel is incorporated into new and rehabilitated roadways.
- Develop a Sidewalk Master Plan for constructing sidewalks along priority corridors in Crandall where pedestrian facilities are most needed or desired.

ECONOMIC OPPORTUNITY

- Adopt a development policy requiring a collector roadway with continuous sidewalks and bike lanes in new planned communities. Incentivize connecting collectors and roadways to neighboring communities and major roadways.

VIBRANT DOWNTOWN

- Widen the pedestrian realm and sidewalks along designated corridors in Downtown, including roadways with adjacent parking, to increase the area for pedestrians and create opportunities for street furniture and pedestrian activity.
- Construct curb extensions (bulb-outs) at intersections to reduce the distance of pedestrian roadway crossings and improve pedestrian visibility.
- Develop a plan for parking in Downtown that can be implemented incrementally as the Downtown area grows. This plan should consider ways in which access to Downtown can be increased with alternative mode choices, like walking, biking, ride share services, and public transit, that require less investment in infrastructure and use less space.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Adopt a policy requiring a general street grid design in new and redeveloping areas to improve connectivity to/from and within the development.



CHAPTER 5

DOWNTOWN

POLICIES

- Invest in maintaining and enhancing public infrastructure—such as streetscapes, lighting, signage, and utilities—to support a high-quality, accessible, and safe downtown environment.
- Protect and strengthen the cultural and historic qualities that define downtown's identity while encouraging context-sensitive infill and revitalization.
- Promote improved pedestrian, bicycle, and vehicular connections within downtown and to surrounding neighborhoods, increasing accessibility and encouraging a walkable, well-connected district.
- Encourage a diverse mix of housing, employment, retail, dining, and recreational opportunities to support a vibrant, active downtown that attracts residents, businesses, and visitors alike.

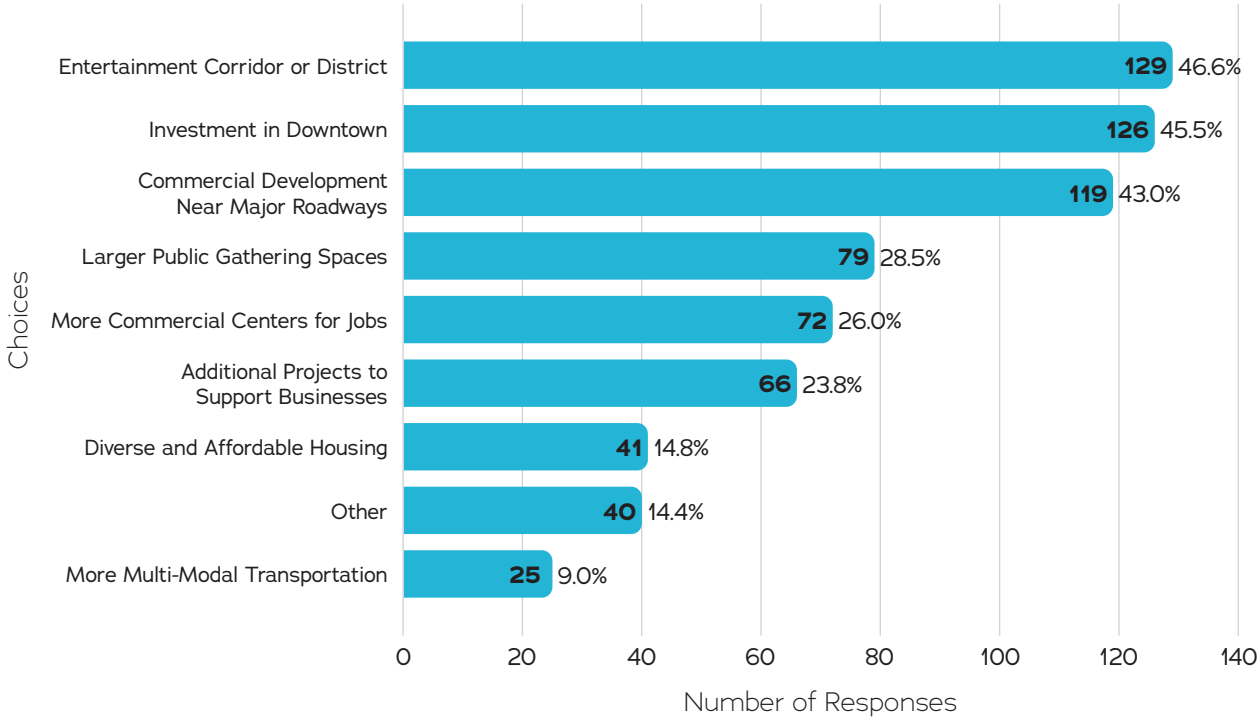
CHAPTER 5:
DOWNTOWN

INTRODUCTION

This chapter outlines a strategic vision to transform Downtown Crandall into an economic driver that reflects the City's values and aspirations. This chapter will explore opportunities to enhance Crandall's Downtown through infrastructure improvements and initiatives that support local businesses, attract new development, and create spaces where residents and visitors can connect. By prioritizing a thoughtful and strategic approach, Downtown Crandall can evolve into a hub of activity that celebrates the unique character that makes it a cornerstone of the City.

During the initial community survey, Crandall residents highlighted two key opportunities for the City's future: creating an entertainment corridor or district and targeted investment in Downtown (for more information of Community Survey #1 (see **Appendix H**). These priorities, together, garnered nearly 300 votes, reflecting a strong community desire for a more diverse range of offerings within the City.

Figure 5.1: "What are Some Opportunities Crandall can Capitalize on the Future?" Results



EXISTING CONDITIONS

Exhibit 5.1 displays the current zoning boundaries of Old Town Crandall. There are opportunities to connect to various points of interest within and just outside of the Downtown. The Cotton Gin and Webb Park reside east of the Downtown boundary. In the future, there may be an opportunity to connect these assets to Downtown destinations through street connections or improved pedestrian infrastructure.

Webb Park presents an opportunity to build on nature tourism, especially in conjunction with other nearby outdoor experiences like the Rusted Rail Gold Course. Making a thoughtful physical connection to Webb Park from Downtown would support the surrounding neighborhoods' quality of life and encourage greater pedestrian activity throughout Downtown.

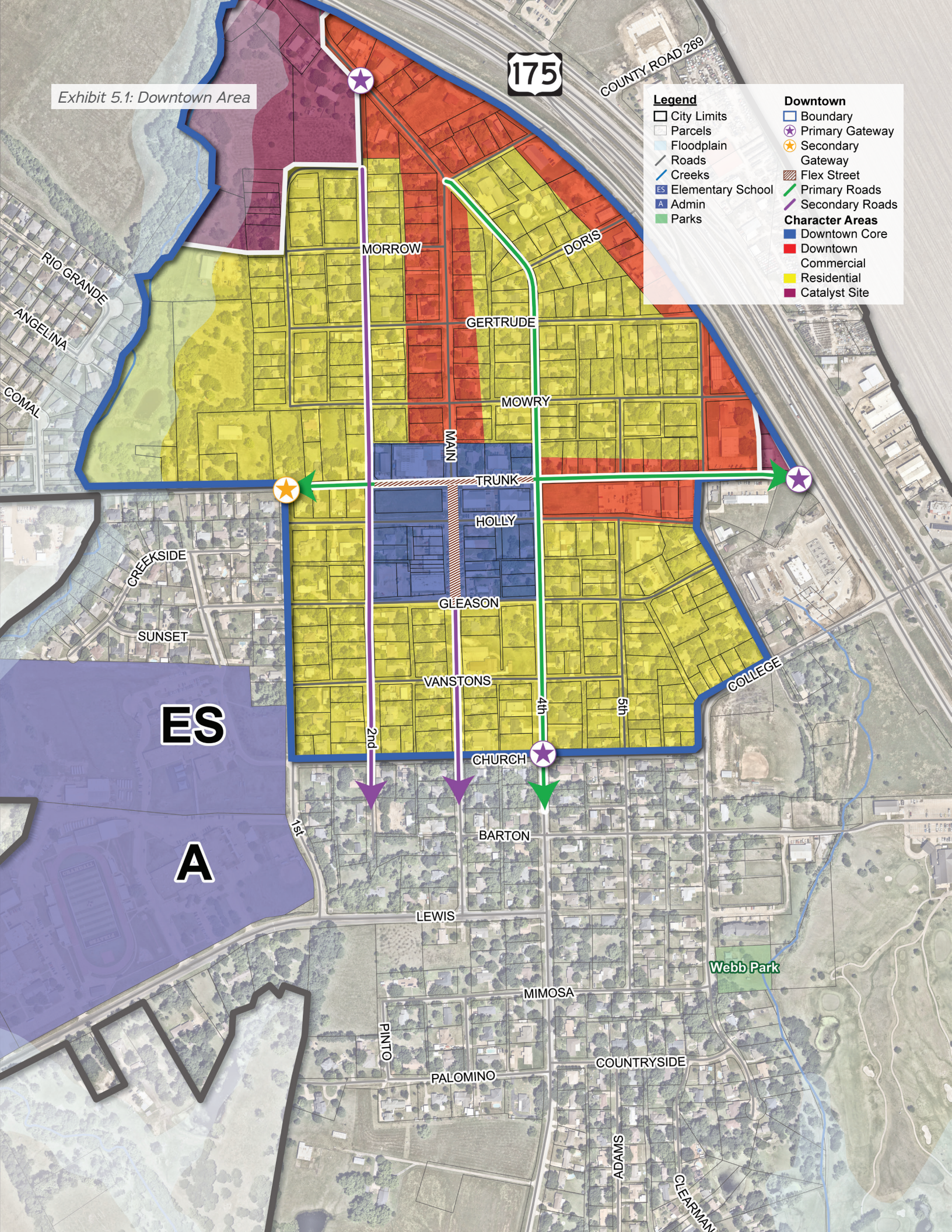
Crandall ISD has several major employers near Downtown, including Nola Kathryn Wilson Elementary School, Crandall School Administration District, Crandall ISD Administration, and Crandall Special Education. Facilitating connections to this area just west of Downtown offers a significant opportunity to capture the daytime population and after-hours interest in Downtown. Thoughtful improvements in Downtown and connections to the west of Downtown can help Downtown transition smoothly into a major employment node while providing commercial support and quality of life to attract future employees and residents alike.



Main Street Downtown Crandall



Crandall Water Tank


Exhibit 5.1: Downtown Area
175
COUNTY ROAD 269
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
ES Elementary School
A Admin
Parks
Downtown
Boundary
Primary Gateway
Secondary Gateway
Flex Street
Primary Roads
Secondary Roads
Character Areas
Downtown Core
Downtown Commercial
Residential
Catalyst Site
RIO GRANDE
ANGELINA
COMAL
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
VANSTONS
CREEKSIDE
SUNSET
ES
A
2nd
4th
5th
1st
CHURCH
COLLEGE
BARTON
LEWIS
Webb Park
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
CLEARMAN

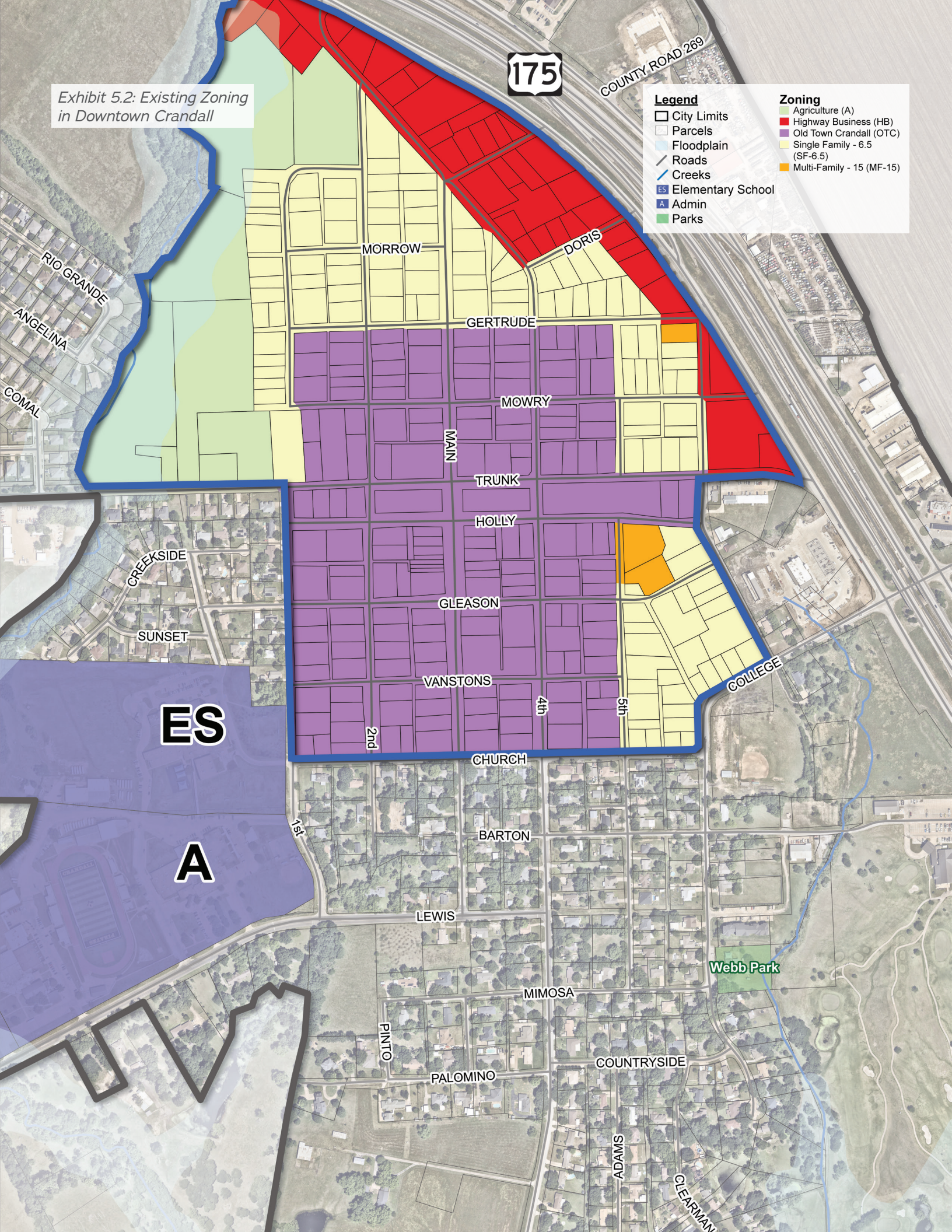
ZONING

Downtown Crandall is host to several zoning categories, but most prominently the Old Town Crandall (OTC) zone. Designed to maintain and encourage redevelopment within the original Downtown of the City in a "pedestrian friendly" environment, the development code indicates that this zone is conducive to special events such as festivals, community gatherings and celebrations, and other similar events. The Single-Family - 6.5 (SF-6.5) zone accounts for the second largest portion of the Downtown boundary, characterized by primarily detached single-family residences on small lots. This zone serves as a transition from the OTC zone, as the building form transitions from a more urban setting where buildings cover most of the block along the street, to a more porous form of detached single-family homes. Additionally, the Agriculture (A) zone flanks the western portion of the study area that is characterized by a riparian corridor.

As the Downtown boundary approaches the US-175 corridor to the north and east, the Highway Business District (HB) zone permeates towards the highway. This zone is characterized by highway-oriented businesses and auto-oriented development, making connectivity to the core of Downtown a challenge. However, parking is an important piece of the puzzle. Strategic parking along streets that connect Downtown to the core could help establish synergy between the two commercial districts.

Table 5.1: Acreage by Zoning Category in Downtown Crandall

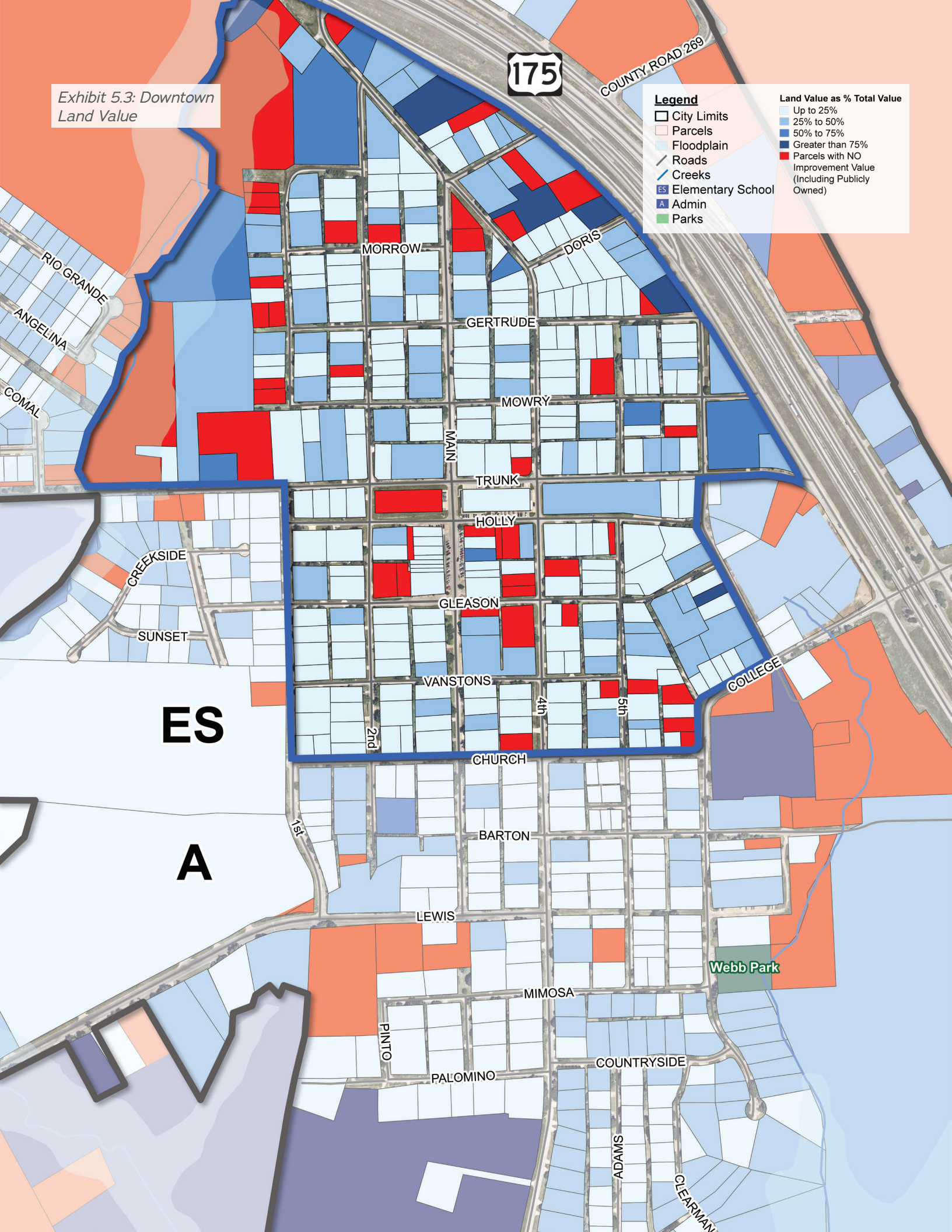
Zone	Acreage
Agriculture (A)	24.9
Highway Business (HB)	20.6
Multi-Family – 15 (MF-15)	1.8
Old Town Crandall (OTC)	65.2
Single Family – 6.5 (SF-6.5)	42.5
Total	***155***


Exhibit 5.2: Existing Zoning in Downtown Crandall
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
Elementary School
Admin
Parks
Zoning
Agriculture (A)
Highway Business (HB)
Old Town Crandall (OTC)
Single Family - 6.5 (SF-6.5)
Multi-Family - 15 (MF-15)
175
COUNTY ROAD 269
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
VANSTONS
4th
5th
2nd
1st
CHURCH
COLLEGE
BARTON
LEWIS
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
CLEARMAN
CREEKSIDE
SUNSET
RIO GRANDE
ANGELINA
COMAL
ES
A
Webb Park

LAND VALUES

The land-to-total value ratio is an effective way to visualize how the value of the land relates to the current tax value of the property, including improvements. **Exhibit 5.3** displays the land value of Downtown. This map is shaded light blue to dark blue. The properties with the most significant improvements are illustrated by the lighter blue shading. The properties with the lowest improvement value are shown in dark blue, with those registering no improvement value in red.

The purpose of this map is to help visualize parcels that have a substantial number of improvements in property values, many of which can be observed along the Main Street Corridor. However, several significant properties have greater or total proportions of land value, indicating that they may be targets for reinvestment/development.


Exhibit 5.3: Downtown Land Value
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
ES Elementary School
A Admin
Parks
Land Value as % Total Value
Up to 25%
25% to 50%
50% to 75%
Greater than 75%
Parcels with NO Improvement Value (Including Publicly Owned)
175
COUNTY ROAD 269
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
VANSTONS
CHURCH
BARTON
LEWIS
MIMOSA
PALOMINO
COUNTRYSIDE
RIO GRANDE
ANGELINA
COMAL
CREEKSIDE
SUNSET
COLLEGE
1st
2nd
4th
5th
PINTO
ADAMS
ES
A
Webb Park

DOWNTOWN OPPORTUNITIES AND CHALLENGES

As future improvements and development projects in Downtown Crandall are planned, the existing conditions in the area will offer both opportunities and challenges. Below, some of the key opportunities and challenges are discussed in more detail. Although these topics don't cover every aspect of development, they are important elements that were considered when making the Comprehensive Plan's recommendations. Based on a culmination of findings from a physical tour of Downtown, the market assessment, and stakeholder input, the following emerged:

OPPORTUNITIES

The variety of destination types in Downtown creates a strong start towards developing a Downtown flush with diverse opportunities for culture, recreation, dining, and employment. Most of these destinations (e.g., food and drink venues) are already located within a walkable distance of each other. Future development should continue to expand the offerings within a walkable distance of other destinations.

Main Street should focus on becoming more walkable and vibrant by deemphasizing high-volume traffic, integrating a focus on commercial development along the corridor to the Downtown Core, and providing a variety of uses that generate street-level activity.

Downtown should leverage the City's desire to catalyze private redevelopment to the extent that is feasible, including the creation of a gathering space that can serve as one of the community's crown jewels.

Focusing on major and minor gateways as well as the aesthetics along the Main Street and Trunk Street corridors can enhance the sense of arrival in Downtown, while encouraging community connections and utilization.

CHALLENGES

Minimizing the impact of the US-175 corridor as a divisive element in Downtown by improving the pedestrian connectivity and experience throughout Downtown.

Existing streets in the Downtown area are narrow, lightly trafficked roads. The majority currently lack enhanced treatments and will present a barrier to pedestrians.

Easily accessible and well-distributed public parking significantly influences the number of visitors a Downtown area receives. In Downtown today, there are neither large amounts of private nor public parking opportunities, necessitating the potential for future parking solutions.

The character of buildings along much of Main Street is mixed, with many of the existing uses not currently interacting with a typical Downtown user (e.g., office space).

DOWNTOWN CRANDALL VISION AND FRAMEWORK PLAN

As the heart of Crandall, Downtown plays a critical role in achieving the City's broader goals by fostering a center for commerce, culture, and connection. This vision was developed through community engagement, ensuring it aligns with the aspirations and priorities of Crandall's residents. By incorporating public feedback into every step of the planning process, the Downtown vision is designed to not only be reflective of the community's needs, but also a catalyst for long-term success and growth. This collaborative approach ensures that Downtown Crandall evolves into a destination that embodies the spirit of the City and serves as a thriving hub for generations to come.

DOWNTOWN GOAL AND VISION

The following goals guide Downtown Crandall's vision and aspirations, forming the foundation for the Plan's recommendations and implementation. They also offer a framework for adapting to unforeseen changes and opportunities, ensuring the Envision Crandall Comprehensive Plan remains a responsive, living document.

1. **Maximize and Upgrade Public Improvements.** Encouraging public and private investment in Downtown Crandall can stimulate business growth and economic activity. Investments in landscaping, street furniture, lighting, and public art not only help create attractive and inviting public spaces but can also boost economic output. The modernization of essential utility services can often be implemented in conjunction with other public improvement efforts to support current and future development needs.

2. **Retain and Enhance Downtown's Unique Character.** Fostering a thriving environment for supporting existing businesses and attracting new ones can be significantly influenced by existing character, particularly when it comes to small and locally owned enterprises. Protecting and enhancing historical and cultural assets, like City Hall and the Cotton Gin, can help preserve the unique character and identity of Downtown Crandall. Future development should not only conform, but contribute, to the enhancement of Downtown's unique character. Enhancing the Downtown's unique character can also be achieved through the integration of cultural activities, social gatherings, and programmed events that can enrich community life and support the tourism economy.

3. **Enhance and Improve Connectivity.** Improved transportation networks and infrastructure can facilitate regional and local mobility access, including pedestrian bicycles. Proposed improvements will enable Downtown to function as a walkable corridor, warrant slower speeds, allow for the closing of Main Street during major festivals and events (if desired), and permit modifications to accommodate greater inner connectivity within the Downtown core.

4. **Expand Downtown's Reach as a Destination to Live, Work, and Recreate.** Providing diverse and affordable housing choices supports the attraction of a wide range of residents, including families, young professionals, and seniors. Ensuring that Downtown is welcoming and accessible to all community members, regardless of age, ability, or socio-economic status, can boost community moral, encourage activity at the street level, and lead to better utilization of Downtown overall. Similarly, economic diversification through a mix of land uses creates a dynamic and more fiscally resilient development pattern.

DOWNTOWN CRANDALL FRAMEWORK PLAN

A framework plan for a downtown plan serves as a strategic blueprint to guide future development, investment, and decision-making in the area. It establishes a cohesive vision for the downtown that is based on an existing condition analysis and engagement heard from the community. This Plan provides a framework that can ensure that future development aligns with community goals and values. By identifying key focus areas and proposing actionable strategies, the Downtown Crandall Framework Plan helps create a balanced, vibrant, and sustainable Downtown. It also provides flexibility to adapt to changing needs and opportunities, ensuring the long-term success and vitality of the City's core.



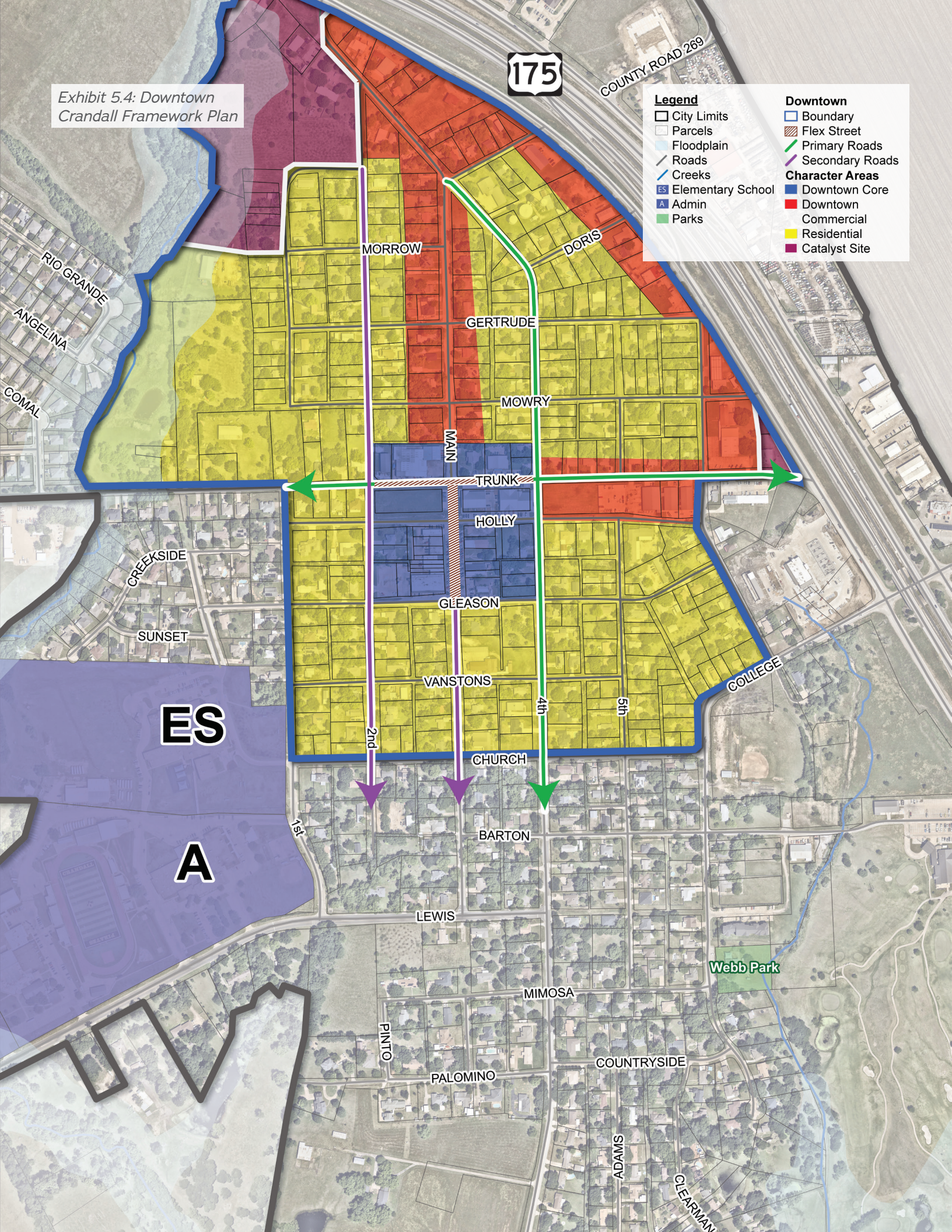
Character areas define distinct zones within Downtown, each tailored to specific land uses, architectural styles, and activities that contribute to the area's unique identity.

Mobility addresses connectivity and transportation recommendations, ensuring that Downtown is accessible and supports multiple modes of travel, from walking and biking to vehicular access.

Placemaking and wayfinding focuses on creating inviting public spaces and intuitive navigation that enhance the overall experience for residents and visitors, fostering a sense of community and belonging.

Economic development identifies two catalyst sites for Downtown Crandall that should be a fey focus for public investment.

Exhibit 5.4 displays the Downtown Crandall Framework Plan. The plan includes three key components: character areas, placemaking and wayfinding, and mobility. These elements work cohesively to create a comprehensive vision for the future of Downtown Crandall. Pages 83 to 100 provide an in-depth exploration of how these components interact, balancing Crandall's existing conditions with its future opportunities, and offering strategies to transform Downtown into a dynamic and sustainable destination.


Exhibit 5.4: Downtown Crandall Framework Plan
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
Elementary School
Admin
Parks
Downtown
Boundary
Flex Street
Primary Roads
Secondary Roads
Character Areas
Downtown Core
Downtown Commercial
Residential
Catalyst Site
175
COUNTY ROAD 269
RIO GRANDE
ANGELINA
COMAL
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
VANSTONS
CREEKSIDE
SUNSET
ES
A
2nd
4th
5th
1st
CHURCH
BARTON
COLLEGE
LEWIS
Webb Park
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
CLEARMAN

CHARACTER AREAS

During the planning process, several distinct character areas were identified within the overall Downtown—the Downtown Core, Downtown Residential, and Downtown Commercial character areas. The boundaries of these distinct character areas reflect differences in the existing and envisioned community attributes. Each character area seeks to inform future development using the community feedback related to potential housing types and commercial uses. Stakeholders recognized that the Downtown Core is distinctive from the remainder of the character areas, as most of the business and commerce reside in this area. However, they all contribute to a unique character within Crandall. The envisioned Downtown Commercial areas are characterized primarily by the south side of US-175 corridor, Main Street, and Trunk Street due to their auto-oriented retail-centric layout. The remainder of the Downtown area is currently characterized by single-family residential and is envisioned to serve residential uses in the future.

CRANDALL DOWNTOWN CORE

The Downtown Core is generally characterized as the area between W Gleason Street & E Trunk Street and S 4th Street & S 2nd Street. The Crandall Downtown Core serves as the anchor and focal point of the City's Downtown area, embodying the charm and character of a "small-town main street" in its future development. As the first impression many residents and visitors will have of Downtown Crandall, this district should be designed and planned with exceptional quality to create an inviting, vibrant environment that reflects the City's identity. The Downtown Core should be a high priority for City staff, elected officials, and community stakeholders when making decisions about Downtown investments. It is the heart of Crandall's history and heritage, which should be preserved and celebrated in the architectural character and streetscape design.

Key corridors within the Downtown Core, such as Main Street and Trunk Street, are identified as Priority Character Corridors in the Framework Plan. These corridors and their surrounding nodes will serve as hubs of activity, offering a mix of retail, dining, arts, and cultural destinations. With the opportunity to redevelop these thoroughfares, streetscape enhancements will reinforce the "main street" feel, supporting accessibility, parking management, and connections to other areas of Downtown.

The Downtown Core is envisioned as a vibrant, mixed-use "live, work, and play" environment, encouraging a diversity of uses within buildings and lots to maintain energy and activity throughout the day. Restaurants, coffee shops, boutiques, breweries, and activity centers will enhance the area's appeal as a destination for residents and visitors alike. The scale of development will maintain its small-town feel, with building heights of primarily one to two stories, allowing for three stories at key intersections to add visual interest and vitality. Homes located along major arterials have the potential to transition into commercial businesses in the future, offering an opportunity to support economic growth while preserving the aesthetic and character of the Downtown area.

Appropriate Uses:

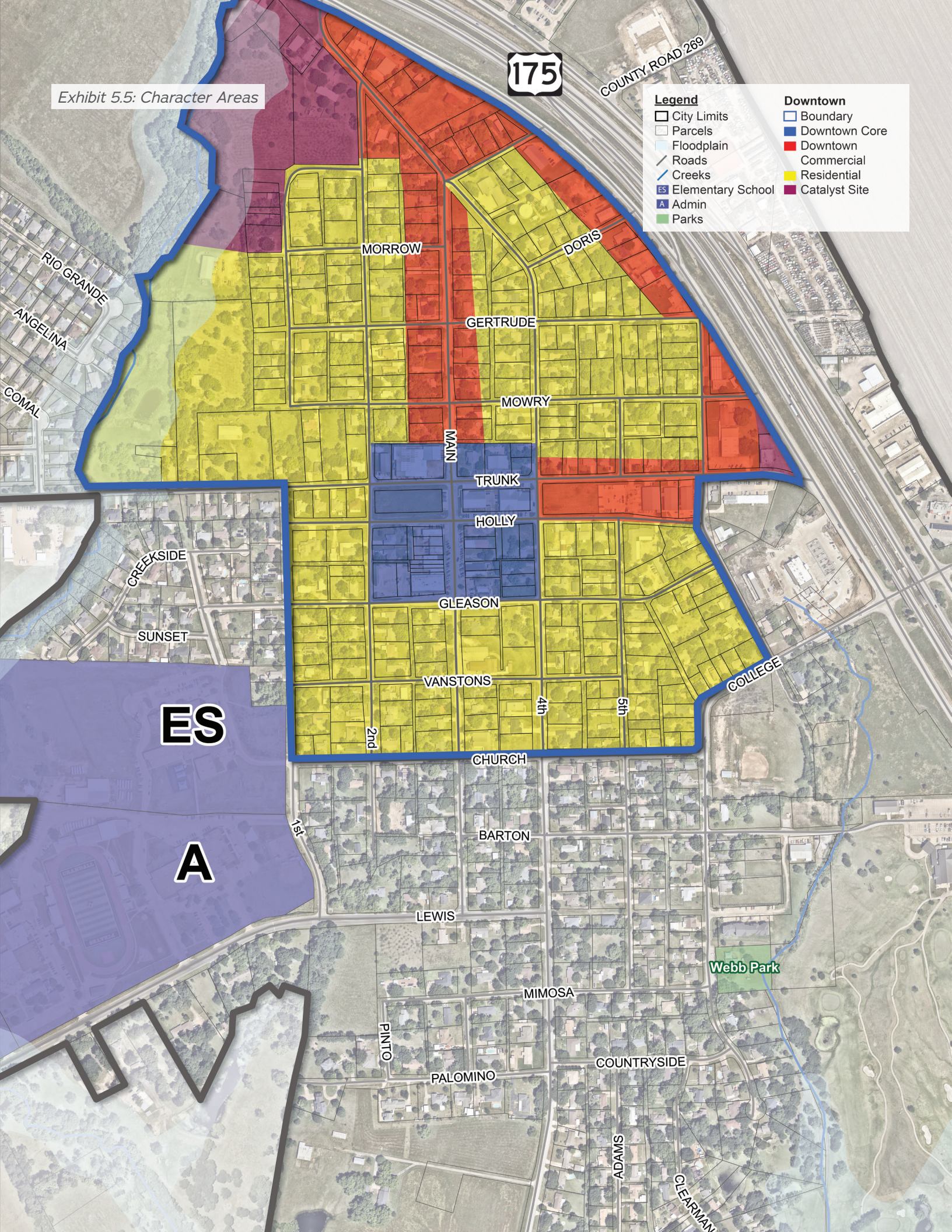
- Retail Commercial
- Office Upper Floor
- Residential
- Food Truck Parks
- Outdoor Patios
- Pocket and Linear Parks
- Single-Family Attached
- Small Lot Single-Family







Representative Imagery


Exhibit 5.5: Character Areas
175
COUNTY ROAD 269
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
ES Elementary School
A Admin
Parks
Downtown
Boundary
Downtown Core
Downtown Commercial
Residential
Catalyst Site
RIO GRANDE
ANGELINA
COMAL
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
CREEKSIDE
SUNSET
GLEASON
VANSTONS
2nd
4th
5th
COLLEGE
CHURCH
ES
A
1st
BARTON
LEWIS
Webb Park
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
CLEARMAN

CRANDALL DOWNTOWN RESIDENTIAL

The Downtown Residential area in Crandall should be preserved as an environment that supports residents with amenities that enhance their lifestyles. While many neighborhoods offer opportunities for adaptive reuse and redevelopment, any new development should maintain a small-scale aesthetic and align with the character of Downtown. Parks, trails, and small-scale commercial spaces are examples of amenities that can complement the area.

The primary identity of the Downtown Residential area is rooted in single-family homes, as highlighted in the Framework Plan. These areas significantly influence the overall district, and their narrow local streets—with unstriped parallel parking, yield-condition travel lanes, and limited sidewalks—underscore the need for thoughtful infrastructure improvements. This area also struggles with appropriate drainage when it rains, which causes flooding. High-quality housing and a continuous sidewalk network should be prioritized to promote walkability and ensure that residents can continue to use the Downtown Core as their community hub. Additionally, the aging infrastructure in this area should be systematically updated to maintain its functionality and appeal.

From an urban design perspective, this district should be treated as a walkable area, with enhanced sidewalks and crosswalks to improve accessibility. Ideally, as Downtown redevelops and changes over time, this residential area should prioritize investing in infrastructure that encourages residents to walk Downtown. Creating a new zoning district could provide flexibility for adaptive reuse over time and bring new opportunities for homeowners in the area. Over time, this approach would allow residential lots to transition into live/work businesses, supporting the evolution of Downtown while retaining its distinctive character.

Appropriate Uses:

- Community Retail (Small Scale)
- Single-Family Detached
- Parks and Open Space
- Small Scale Office Space
- Medium Density Single-Family Attached







Representative Imagery

CRANDALL DOWNTOWN COMMERCIAL

The Downtown Commercial character area along US-175 is envisioned as an economic generator, blending the convenience of chain and regional commercial establishments with the charm and walkability of a small-town center. As connections to Downtown Crandall improve, the design and orientation of developments along this corridor should prioritize growth while preserving the area's proximity to the Downtown Core. Sidewalk amenities, such as wide pathways, landscaping, pedestrian-scale lighting, and seating, should create an inviting environment for both visitors and residents, supporting walkability and connectivity between this corridor and the heart of Downtown.

Commercial developments along Main Street and Trunk Street should reflect the character and identity of Crandall, emphasizing support for local and small businesses. This area acts as a critical transition zone from the historic Downtown Core to larger-scale commercial and office uses, requiring thoughtful design to maintain a cohesive sense of place. Opportunities for the adaptive reuse of existing residential homes into small businesses or offices should be explored to preserve the community's architectural heritage and foster a unique, eclectic streetscape. Streetscape enhancements, such as shade trees, bike racks, and outdoor gathering spaces, can further support a vibrant, people-oriented environment while promoting economic vitality for local entrepreneurs.

Appropriate Uses:

- Retail
- Restaurants
- Office Upper Floor
- Residential
- Food Truck Parks
- Pocket and Linear Parks
- Office Space
- Bed and Breakfasts/Lodging







Representative Imagery

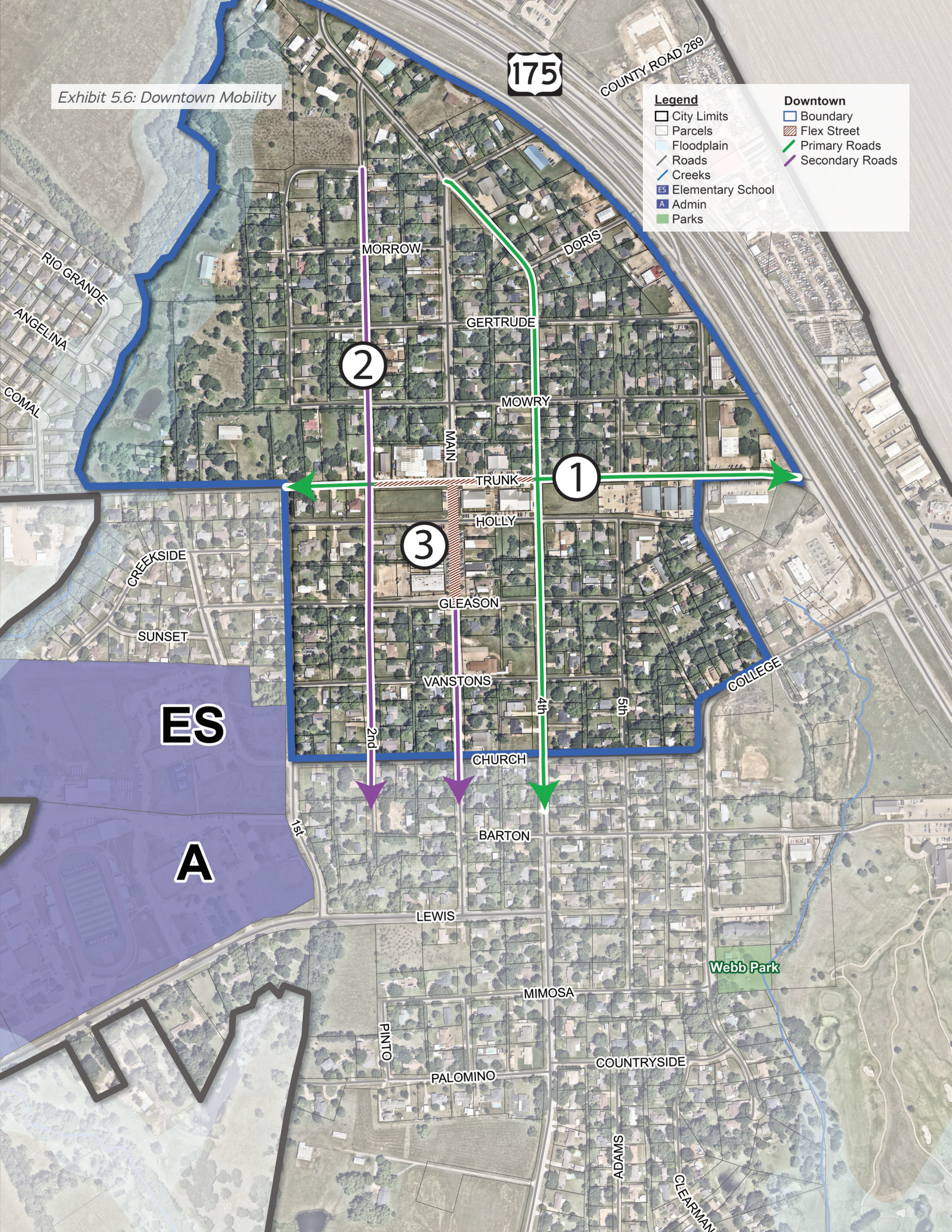
MOBILITY

The transportation component of this chapter outlines a recommended approach for future street design and connectivity that supports the land use vision and balances the needs of all roadway users – vehicles, pedestrians, and bicyclists. These proposed roadway classifications are not only focused on the design characteristics needed for vehicle capacity, but also seek to establish a balance between the needs of all road users and the adjacent land uses. Downtown Crandall benefits from a well-established street grid between Church Street and US-175, which affords multiple route choices and short connections between destinations. With multiple primary access streets from the north and south, including Main Street and 4th Street, the street grid helps spread local vehicle trips more evenly across the street network and minimizes traffic flow issues. In addition, the relatively smaller block sizes, concentration of destinations, and future connected sidewalks will encourage pedestrian activity.

Street context and land use adjacency may influence the community's goals for Downtown transportation and streetside activity. Due to the limited ROW of Downtown streets, there is sometimes less flexibility for accommodating all desired street elements, such as modifying the travel way, widening sidewalks, or introducing new streetscape elements. This chapter identifies opportunities to improve Downtown street design and provides several alternative cross sections as a template for future street improvement projects. The following exhibits identify the various recommended street types within the Downtown area to support the planned mix of land uses and activities. Most Downtown streets have an approximate ROW of between 40 to 70 feet. The cross sections in this exhibit illustrate the recommended options to implement travel way improvements, on-street public parking, and multi-modal connections for each Downtown street.

Exhibit 5.6 displays the three Downtown Street Types. A description and example imagery for each is included below. For more information on road types and cross section see **Chapter 4: Mobility**.

1. **Primary Downtown Roads:** Primary roads are critical thoroughfares connecting the Downtown core to the rest of Crandall. These roads facilitate efficient traffic flow throughout the City. These main roads are designed to accommodate higher volumes of vehicular traffic and feature on-street parking, enhancing accessibility to local businesses within the Downtown area. The primary roads optimize traffic flow by including pedestrian crossings and pathways that improve safety and efficiency, contributing to a more connected and navigable urban environment. Downtown primary roads are essential to the City's infrastructure, acting as vital links that support economic activity, ease mobility, and enhance the overall urban experience for pedestrians.
2. **Secondary Downtown Roads:** Secondary roads function as essential collector routes within Crandall's Downtown network, bridging the gap between lower-traffic residential streets and the primary roadways. These roads ensure smooth and efficient connectivity across the City. Strategically integrated into both residential and mixed-use areas, secondary roads are designed to accommodate moderate traffic volumes while prioritizing the needs of pedestrians. Features such as wider sidewalks, tree-lined pathways, and traffic-calming measures, like speed bumps or narrowed intersections, enhance the pedestrian experience and safety. These roads often support local access by providing entry points to residential homes, smaller businesses, and community facilities. While they are not intended for heavy traffic like primary roads are, they facilitate a seamless transition between different areas.
3. **Flex Street:** A flex street is a street design that serves as a key thoroughfare for vehicular traffic under normal operations, as identified in the MTP. However, its adaptable infrastructure allows it to transform into a pedestrian-only space during special events. This street is designed with features such as removable bollards, wide sidewalks, and integrated utility hookups to accommodate street vendors, food trucks, and temporary event infrastructure. Traffic is temporarily diverted to designated alternate routes, ensuring efficient circulation around the event area. The flex street's adaptable design enhances community life by supporting cultural events, markets, parades, and other gatherings while maintaining its role as a functional traffic corridor outside of these occasions. In Downtown Crandall, this would be located along Trunk Street and Main Street.


Exhibit 5.6: Downtown Mobility
175
COUNTY ROAD 269
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
Elementary School
Admin
Parks
Downtown
Boundary
Flex Street
Primary Roads
Secondary Roads
RIO GRANDE
ANGELINA
COMAL
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
CREEKSIDE
SUNSET
VANSTONS
COLLEGE
2nd
4th
5th
CHURCH
1st
BARTON
LEWIS
ES
A
Webb Park
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
1
2
3

GATEWAYS AND PLACEMAKING

Placemaking is a vital component of creating a successful and thriving downtown, as it focuses on transforming spaces into vibrant places that foster community connection, economic activity, and a sense of identity. In any downtown area, well-designed gateways and public spaces serve as welcoming entry points and focal areas that reflect the character and vision of the community. These elements not only enhance the aesthetic appeal of the downtown, but also play a key role in promoting walkability, encouraging social interaction, and attracting both residents and visitors. By prioritizing placemaking strategies and establishing distinctive gateways, downtown areas can cultivate a strong sense of place that anchors the community and serves as a catalyst for economic growth and cultural vibrancy.

GATEWAYS

Branded gateway and wayfinding signage should be strategically placed throughout Downtown Crandall to establish a strong sense of identity and place. These signs are crucial for creating a welcoming atmosphere that highlights the unique character of the Downtown area. In addition to attracting visitors and businesses, gateway and wayfinding signage fosters a sense of pride and ownership within the local community.

Exhibit 5.7 illustrates the proposed locations for gateway signage in Downtown Crandall, including primary and secondary gateways. The following sections provide detailed recommendations for where these gateway signs should be placed, along with example imagery to guide the design and implementation of these key placemaking elements.

PRIMARY GATEWAYS

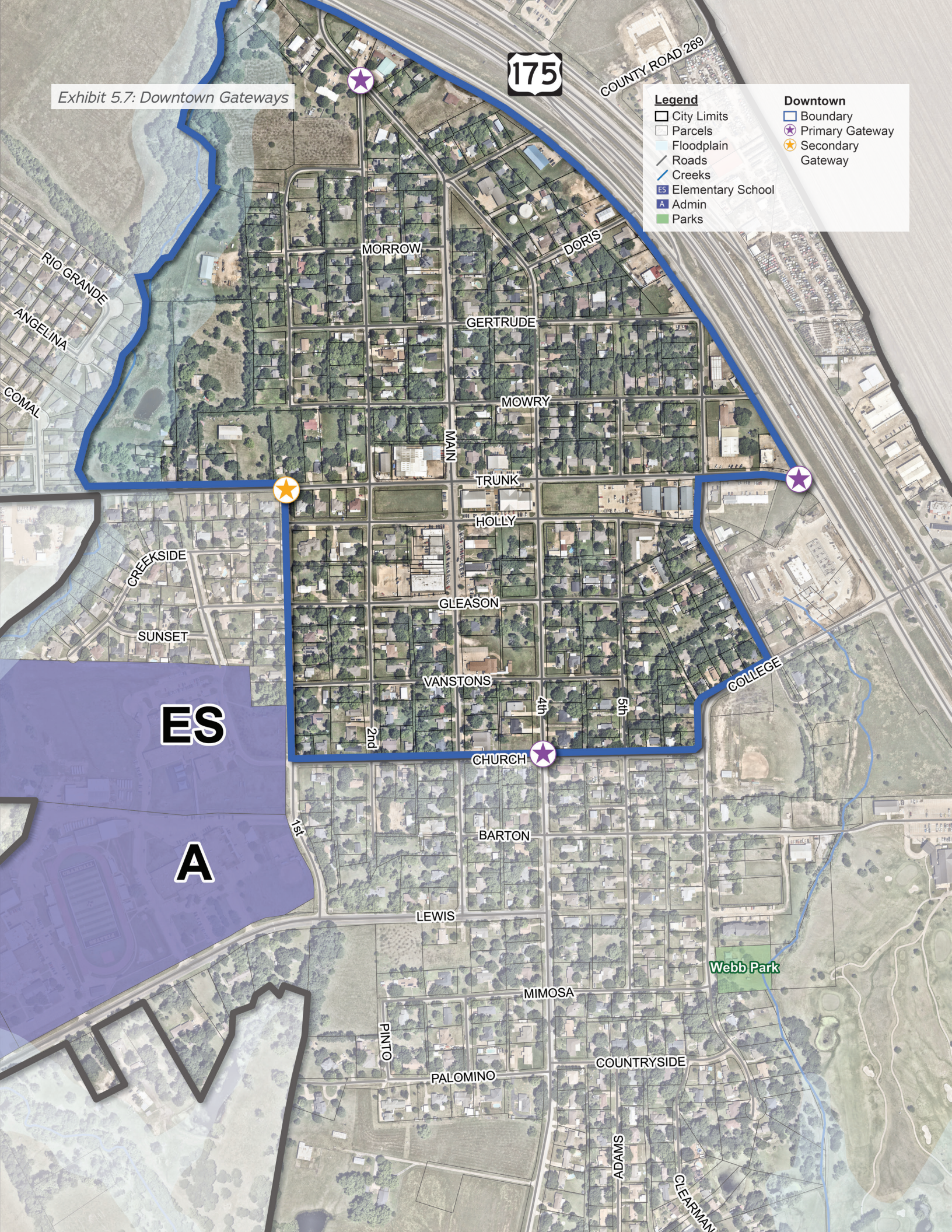
Primary gateways should be located on major throughput streets that are the main connections to Downtown. Primary gateways should be larger in scale than the secondary gateways and serve as a clear marking that you are entering Downtown Crandall. These gateways should be iconic and reflect the rest of the Downtown branding. Opportunities exist to create special and unique gateway signage that can double as a local community monument. Primary gateways should be constructed at the following intersections:

- 4th Street & 2nd Street
- 4th Street & Church Street
- Trunk Street & US-175

SECONDARY GATEWAYS

Secondary gateways should be located on minor intersections within the Downtown area. Signage for secondary gateways should be smaller in scale than the primary gateways. They serve to inform residents and visitors that they are in Downtown. These signs can also be used for wayfinding purposes as well. Secondary gateways should be constructed at the following intersections:

- Trunk Street & US-175
- Church Street & 4th Street


Exhibit 5.7: Downtown Gateways
175
COUNTY ROAD 269
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
Elementary School
Admin
Parks
Downtown
Boundary
Primary Gateway
Secondary Gateway
MORROW
DORIS
RIO GRANDE
ANGELINA
COMAL
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
CREEKSIDE
SUNSET
GLEASON
VANSTONS
4th
5th
2nd
COLLEGE
CHURCH
ES
A
1st
BARTON
LEWIS
Webb Park
MIMOSA
PINTO
PALOMINO
COUNTRYSIDE
ADAMS
CLEARMAN

PLACEMAKING OPPORTUNITIES

WAYFINDING

Wayfinding signage, for both motorists and pedestrians, should be implemented throughout the Downtown district to provide clear direction and enhance orientation for visitors. This signage is essential for reducing confusion and frustration while also reinforcing Downtown Crandall's unique character and identity.

The wayfinding system should originate near the Historic Town Square and extend to key locations across the district, including major corridors and nearby popular destinations. Incorporating distinct Downtown Crandall branding into the signage design will ensure that both pedestrians and motorists recognize the area as a unique and special place. This strategic placement and design will help create a cohesive and welcoming experience for all who visit.



Representative Image of Wayfinding

BRANDING AND THEMING

The City should establish a consistent and recognizable brand and theme for Downtown Crandall. While aligning with city-wide branding efforts, the Downtown area's identity should be distinct enough to stand out and highlight its unique character.

It is recommended that Downtown Crandall develop its own logo and brand that complements the City's overarching branding initiatives. This unique branding will provide Downtown Crandall with a distinct identity, attracting visitors and businesses while also celebrating its rich heritage and character. A dedicated logo and brand for the Downtown area will serve as a visual anchor, reinforcing its special role within the broader community.

To further enhance the Downtown experience, Crandall should create unique landscaping and streetscape element palettes tailored to the area. The landscaping palette should outline approved elements, such as planters, street trees, ornamental trees, shrubs, and other greenery, to enhance the public realm. Similarly, the streetscape palette should specify recommended elements like benches, planter boxes, trash receptacles, light poles, bike racks, and stamped or textured concrete designs. By developing a cohesive brand and thoughtfully curated streetscape, Downtown Crandall can cultivate a welcoming and vibrant destination that showcases its unique identity and charm.

LANDSCAPING AND PATIO ACTIVATION

Landscaping is a vital strategy for improving the vibrancy and appeal of Downtown Crandall. Adding landscape buffers along major corridors can help create a more inviting streetscape while also providing natural separation between pedestrian areas and traffic. These buffers, consisting of features like street trees, ornamental shrubs, and well-maintained planters, not only liven up the streets but also contribute to improved walkability and comfort for pedestrians. Strategically placed greenery can soften the urban environment, reduce heat, and establish a more visually cohesive and welcoming atmosphere for visitors and residents alike.

Updating City codes to allow restaurants to include patio seating is another impactful strategy to enhance the life and energy of Downtown Crandall. Outdoor dining spaces create opportunities for more dynamic street activity and establish inviting areas for people to gather and enjoy the Downtown environment. By enabling businesses to use sidewalks and other outdoor areas for dining, the City can encourage a café culture that draws visitors, supports local businesses, and promotes social interaction. Pairing patio seating with enhanced landscaping creates a lively and aesthetically pleasing Downtown atmosphere that encourages residents and visitors to linger, explore, and engage with the community.





Representative Images of Landscaping and Patio

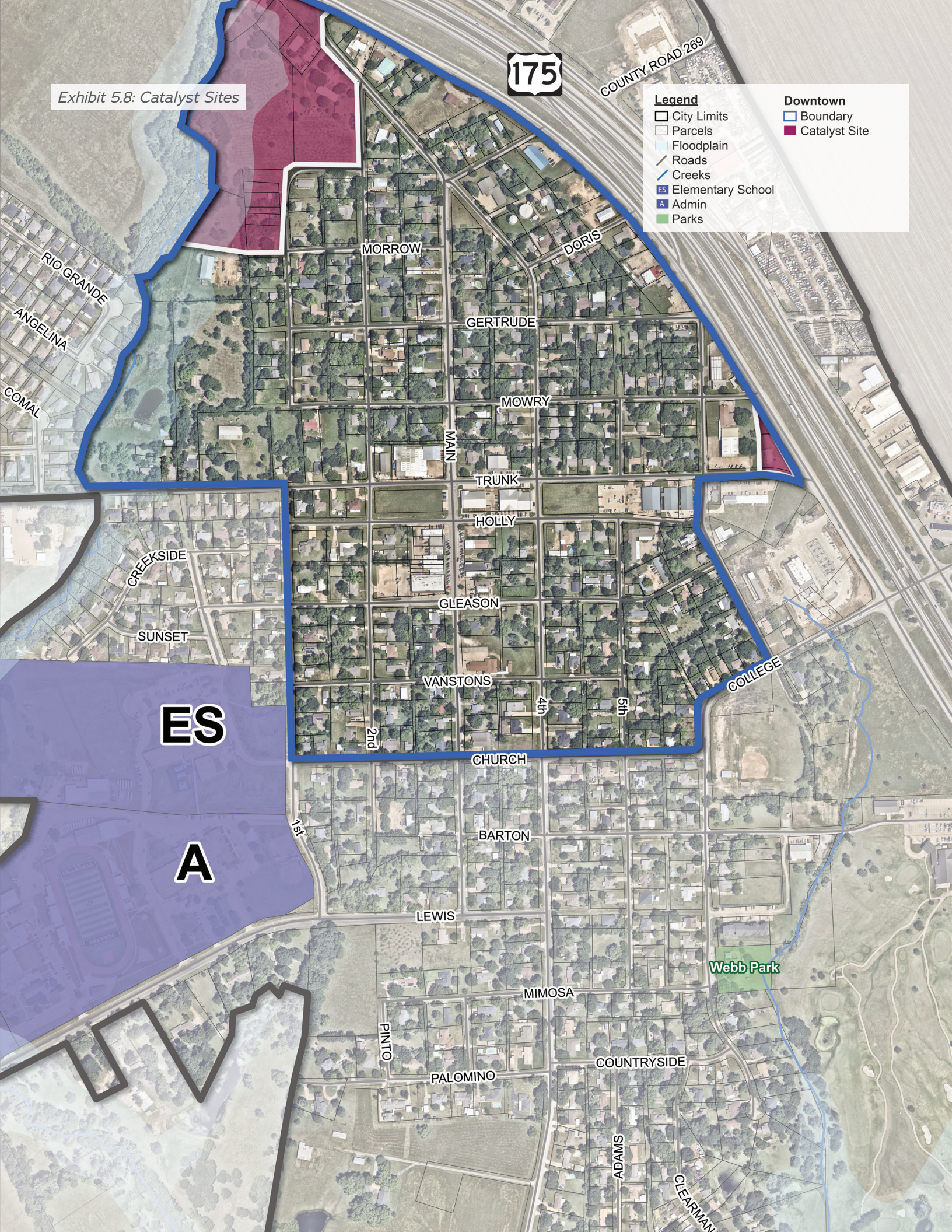
ECONOMIC DEVELOPMENT

This section outlines economic development strategies for Downtown Crandall, identifying key catalyst sites and policy initiatives the City can use to spur investment in the area. Strengthening economic development efforts in Downtown Crandall is crucial for attracting new businesses and jobs, enhancing public spaces for leisure and community activities, and drawing tourism that can stimulate further private and public investments.

By focusing on strategic investment opportunities, this section highlights several catalyst sites in Downtown Crandall, each with a clear vision to guide redevelopment and economic growth. These targeted areas provide a framework for revitalizing the Downtown district, ensuring it remains a vibrant, attractive hub for residents and visitors alike. More city wide strategies for Economic Development can be found in **Chapter 6: Economic Development**.

Two key catalyst sites have been identified as prime opportunities for redevelopment in Downtown Crandall. These sites are strategically positioned to encourage new development, redevelopment, or the adaptive reuse of existing buildings and infrastructure, maximizing their potential to generate significant returns on investment for the area.

The locations of these catalyst sites were carefully selected to align with the most active and popular areas of Downtown Crandall, ensuring they have the greatest impact in driving economic growth, enhancing community appeal, and supporting the broader vision for a vibrant and thriving Downtown district. **Exhibit 5.8** displays the boundaries for each of the identified catalyst sites.


Exhibit 5.8: Catalyst Sites
175
COUNTY ROAD 269
Legend
City Limits
Parcels
Floodplain
Roads
Creeks
Elementary School
Admin
Parks
Downtown
Boundary
Catalyst Site
MORROW
DORIS
GERTRUDE
MOWRY
MAIN
TRUNK
HOLLY
GLEASON
VANSTONS
CHURCH
BARTON
LEWIS
MIMOSA
PALOMINO
COUNTRYSIDE
RIO GRANDE
ANGELINA
COMAL
CREEKSIDE
SUNSET
COLLEGE
1st
2nd
4th
5th
ADAMS
PINTO
ES
A
Webb Park

CATALYST SITE 1: CIVIC HUB

Limited: US-175 & Main Street
Size: 14.01 Acres

Overall Vision: The catalyst site in Crandall is envisioned as a vibrant civic destination that anchors the community, bringing together key public spaces, City services, and recreational amenities. Centered around a new recreation center, City Hall, and other civic facilities, this site will serve as a dynamic gathering place that fosters community engagement, economic development, and connectivity.

By integrating the natural beauty of the creek into the site's design, the Plan will establish a park and trail system that enhances the area's green space, providing opportunities for outdoor recreation, environmental preservation, and a seamless connection to Downtown Crandall. The development will prioritize walkability, accessibility, and a sense of place that reflects the City's small-town charm while supporting long-term growth. This destination will create a central hub for civic life, where residents can access services, enjoy recreational opportunities, and experience a stronger sense of community identity.

Figure 5.2: Catalyst Site 1



KEY INVESTMENT OPPORTUNITIES

Recreation and Wellness Hub

- Development of a state-of-the-art recreation center with multipurpose courts, fitness facilities, and community rooms.
- Outdoor recreational amenities, such as sports fields, a splash pad, and playgrounds.
- Opportunities for public-private partnerships to support wellness programming.

New City Hall and Civic Facilities

- A modern City Hall that consolidates municipal services, enhances public access, and serves as a landmark for Crandall's civic identity.
- Space for additional government offices, community services, and potential future expansions.
- Design that reflects Crandall's heritage while incorporating sustainable building practices.

Creekside Park and Trail Connectivity

- Restoration and activation of the creek corridor as a central green space.
- Integration of walking and biking trails that connect to Downtown, residential neighborhoods, and future development areas.
- Potential for outdoor event spaces, a nature play area, and water-based recreation (such as kayak launches or fishing zones).

Downtown Linkages and Economic Development

- Creation of a pedestrian-friendly corridor linking the site to Downtown Crandall.
- Opportunities for mixed-use development, including small businesses, cafés, and civic-oriented retail.
- Strategic investment in infrastructure improvements to support future growth.

Public Spaces and Cultural Identity

- A central plaza or town green for community events, farmers' markets, and cultural celebrations.
- Public art installations that reflect Crandall's history and character.
- Flexible spaces for local organizations, educational programs, and public gatherings.



Representational Imagery

CATALYST SITE 2: DOWNTOWN GATEWAY

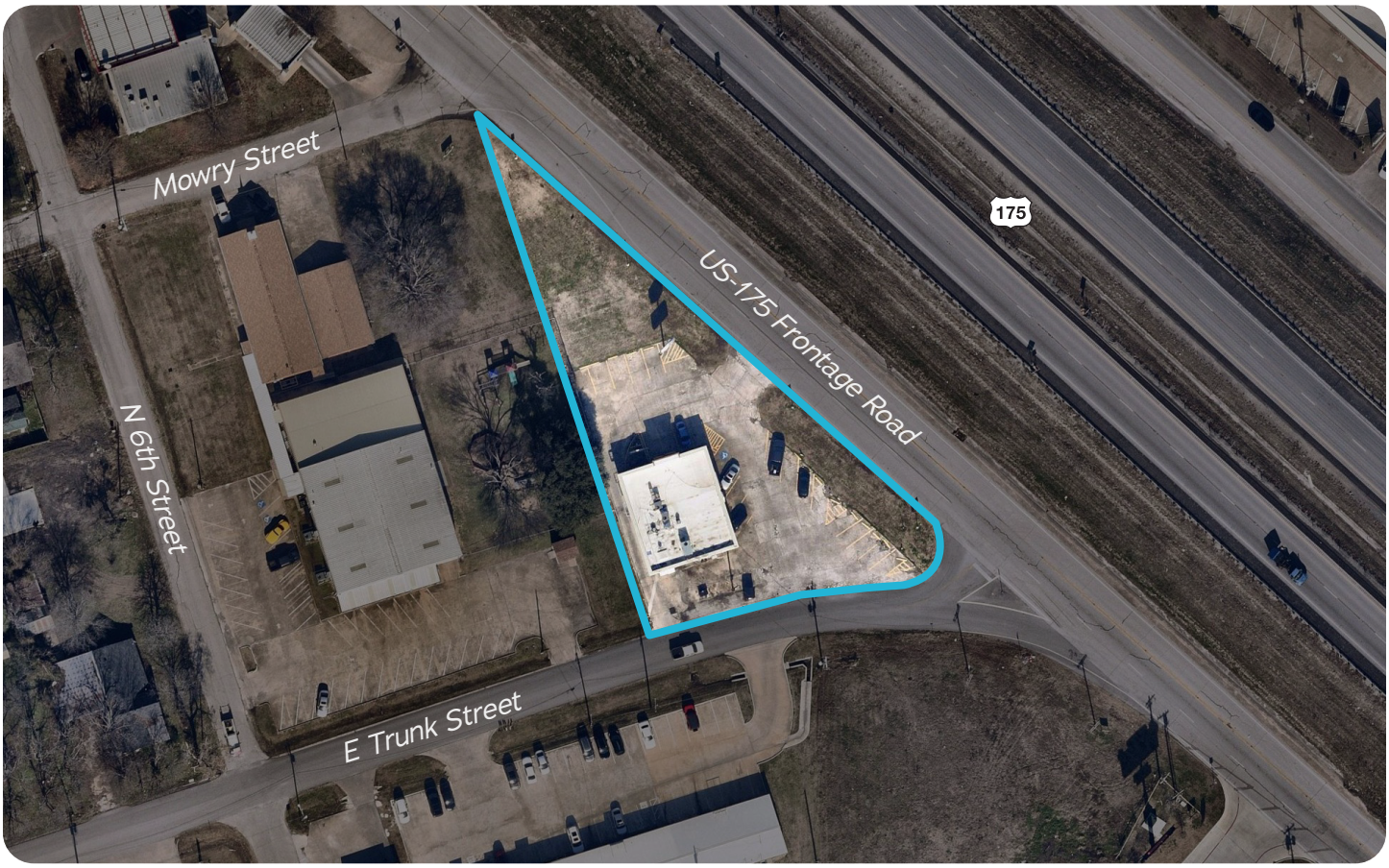
Limits: US-175 & Trunk Street
Size: 0.53 Acres

Overall Vision: This catalyst site presents a unique opportunity to transform a high-visibility parcel into a gateway to Downtown Crandall, creating a welcoming and functional entry point that enhances access, supports local businesses, and reinforces the City's identity.

As the site transitions from its current commercial use, the future vision includes public parking facilities, pedestrian-friendly amenities, and high-impact signage and public art to capture attention from highway travelers. Thoughtfully designed streetscape improvements and wayfinding elements will invite visitors into Downtown, ensuring seamless connectivity between this key site and the heart of Crandall's commercial and civic district.

The goal is to establish a multi-use gateway destination that not only enhances Downtown's accessibility, but also contributes to its character, encouraging economic activity, walkability, and community engagement.

Figure 5.3: Catalyst Site 2



KEY INVESTMENT OPPORTUNITIES

Downtown Gateway and Arrival Experience

- Development of a landmark gateway feature that establishes a strong first impression of Crandall.
- Integration of public art, lighting, and landscape enhancements to create a visually engaging entryway.
- A signature welcome sign and wayfinding

Public Parking and Mobility Hub

- A strategically located parking facility to support Downtown businesses and events.
- Safe and well-lit pedestrian access points linking the site directly to Downtown streets.
- Consideration for electric vehicle (EV) charging stations and future mobility options (e.g., bike-share stations or transit connections).

Pedestrian-Friendly Streetscape Enhancements

- Wide sidewalks, decorative paving, and shade elements to encourage walkability.
- Well-designed crosswalks and pedestrian connections to ensure a safe and inviting experience.
- Streetscape furnishings such as benches, planters, and lighting to improve comfort and usability.

Placemaking Through Public Art and Signage

- A highly visible art installation or mural celebrating Crandall's heritage and culture.
- Creative wayfinding signage directing visitors to key destinations like Downtown, parks, and civic spaces.
- Interactive elements such as digital kiosks or historical markers to engage visitors.

Small-Scale Retail and Activation Opportunities

- Potential for pop-up retail spaces, food trucks, or a small pavilion for local vendors.
- Flexible space for seasonal events, farmers' markets, or live performances to create an active community hub.
- Consideration of mixed-use or small commercial space to complement Downtown offerings.

ACTION ITEMS

RESPONSIBLE GROWTH

- Create a shared parking strategy for Downtown.
- Identify opportunities and encourage infill development, as it is a much better choice for fiscal cost and infrastructure.

IDENTITY AND HERITAGE PRESERVATION

- Create downtown gateways.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Use the Texas Main Street Program and their collective efforts to support small, independent businesses, the preservation of important local historic assets, and local quality of life.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Develop a program and strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration, and develop a unique character and identity for the Downtown district.
- Create and promote an incentivized process/program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding, and other performance-based or value-capture programs.


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 6

ECONOMIC DEVELOPMENT

POLICIES

- Encourage a diverse mix of commercial, industrial, and service-based businesses that provide quality jobs, broaden the tax base, and reduce economic vulnerability.
- Promote strategic partnerships and marketing efforts to attract industries aligned with Crandall's strengths, available infrastructure, workforce, and long-term vision.
- Support the revitalization of Downtown Crandall as a walkable, mixed-use destination and encourage the growth of local entrepreneurs and small businesses.
- Identify and preserve land for commercial and industrial development, particularly in high-opportunity areas near major corridors and in the ETJ, ensuring appropriate infrastructure and access.
- Partner with Kaufman County, regional economic development organizations, and neighboring cities to position Crandall competitively within the regional market.
- Support land use and development policies that promote mixed-use centers and live-work opportunities, particularly in and around downtown and major intersections.

CHAPTER 6:

ECONOMIC DEVELOPMENT

INTRODUCTION

Economic development is the process of improving the economic well-being and quality of life for a community by creating and retaining jobs, fostering investments, enhancing business growth, promoting entrepreneurship, and strengthening the economic infrastructure. The economic development process relies on strategic planning and actions that align with the community's goals and values to stimulate economic growth and create a sustainable and vibrant economy.

KEY COMPONENTS OF ECONOMIC DEVELOPMENT MAY INCLUDE:

Job Creation and Retention: Strategies to attract and retain businesses that provide employment opportunities.

Business Attraction and Expansion: Initiatives to attract new businesses and support the expansion of existing ones.

Infrastructure Improvement: Investments in transportation, utilities, and other infrastructure to support economic activities.

Workforce Development: Training and education programs to build a skilled workforce that meets the needs of local businesses.

Entrepreneurship and Innovation: Support for startups and small businesses through resources, incentives, and incubator programs.

Quality of Life Enhancements: Initiatives to improve housing, healthcare, education, and recreational amenities, making the community more attractive to residents and businesses.

Sustainability and Resilience: Promoting sustainable practices and building economic resilience to withstand economic downturns and other challenges.

Collaboration and Partnerships: Building strong partnerships among government, businesses, educational institutions, and community organizations to foster a collaborative approach to economic development.

By carefully considering decisions through the lens of these key components, a community can strategically guide its economic development efforts to create a thriving and sustainable economy.

OVERVIEW

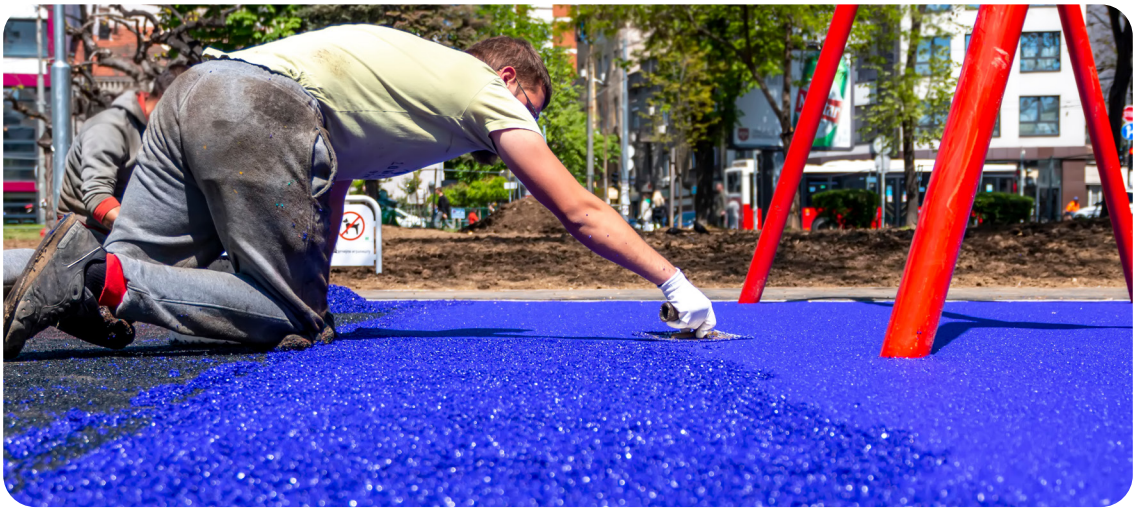
The Crandall Economic Development Corporation (CEDC) operates as a Type B Sales Tax Organization, which receives a ½ cent sales tax contribution to fund its operation. In Texas, economic development corporations (EDCs) are designated as either Type A or Type B, each serving different purposes and having distinct powers and restrictions. Type A EDCs are mainly focused on promoting primary job creation, usually in manufacturing and industrial sectors. These corporations aim to attract and retain businesses that provide stable, full-time employment. In contrast, Type B EDCs have a broader scope and can fund a wider variety of projects, including those aimed at enhancing community quality of life and supporting retail, commercial, and community development projects. A comparison of key activities that each corporation may pursue is outlined below.

Table 6.1: Comparison of Type A and Type B EDCs in Texas

Type A EDC	Type B EDC
Key Activities	
• Developing and constructing industrial facilities. • Acquiring land and constructing improvements for business uses. • Providing job training programs tailored to specific industries. • Funding infrastructure projects necessary to support new or expanding businesses.	• All activities allowed under Type A. • Developing parks, museums, sports facilities, and related amenities. • Funding projects that improve downtown areas and public spaces. • Supporting affordable housing initiatives and activities that enhance the community's attractiveness to both residents and businesses.

Overall, Type A EDCs focus primarily on industrial and manufacturing job creation, while Type B EDCs pursue a broader range of projects including community development, retail, and quality of life improvements in addition to Type A activities. Similarly, Type A EDCs are restricted to projects that are tied directly to primary job creation, while Type B EDCs experience greater flexibility in the ability to fund a wide range of community-enhancing projects.

Both Types A and B EDCs are funded through local sales tax revenue, with the exact allocation and permissible uses of these funds dictated by state law and local voter approval.



Example of Type B Activity (Park Development)

MARKET ANALYSIS

The Dallas-Fort Worth Metroplex is renowned as a top business region due to its low cost of living, business-friendly environment, skilled workforce, and excellent transportation links to U.S. and international markets. Respected publications like *Bloomberg Businessweek*, *Forbes*, *Fortune*, and *Site Selection Magazine* consistently praise its advantages. Metrics from the Federal Reserve Bank of Dallas, covering Texas, northern Louisiana, and southern New Mexico, further support the region's strong performance. Additionally, Dallas-Fort Worth communities are frequently ranked among the best places to work, live, and invest. Over the past decade, the region experienced significant growth and development. During that time, the following trends emerged throughout the region:

1

RESIDENTIAL GROWTH

- **Suburban Expansion:** There has been substantial suburban expansion, with many new residential communities developing outside of the urban core cities of Dallas and Fort Worth. Suburban land tends to be less expensive than in the urban core, making it more economically feasible for developers to complete large projects.
- **Urban Revitalization:** Urban centers like Dallas and Fort Worth have seen significant revitalization efforts, leading to more high-density residential developments, including apartments and mixed-use projects.

2

COMMERCIAL AND INDUSTRIAL GROWTH

- **Office Space:** The region has experienced a boom in office space development, particularly in areas like Plano, Frisco, and Downtown Dallas, attracting numerous corporate relocations and expansions.
- **Industrial Development:** Dallas-Fort Worth has become a major logistics hub, with significant growth in warehouse and distribution centers, especially in the southern and western parts of the region, driven by its strategic location and transportation infrastructure.

3

ECONOMIC DIVERSIFICATION

- **Tech and Innovation:** The region has seen a rise in tech companies and startups, bolstered by newer developments in areas such as the Richardson "Telecom Corridor" and Legacy West in Plano.
- **Healthcare and Education:** Investment in healthcare facilities and educational institutions has also been significant, supporting the growing population and workforce.

4

RETAIL AND ENTERTAINMENT

- **Mixed-Use Development:** There is a growing trend towards mixed-use developments that combine residential, commercial, and entertainment spaces. Examples include The Star in Frisco and Legacy West.
- **Cultural and Recreational Facilities:** Expansion of cultural and recreational facilities, including museums, parks, and sports venues, has enhanced the regional amenities.

5

SUSTAINABILITY AND THE ENVIRONMENT

- **Sustainable Development:** There has been an increased emphasis on sustainable development practices throughout the region, with greater attention to green building standards, conservation efforts, and the development of parks and open spaces.

MARKET STRATEGY

RETAIL STRATEGY

Crandall should continue to focus its resources and energy on attracting and developing quality retail to increase sales tax revenue. Retail activities are crucial for the economic and fiscal sustainability of municipalities. Although Crandall has a variety of existing retail spaces, many are well-established but underutilized. Current spending patterns from residents and visitors indicate a capacity to support additional retail space. To optimize future retail development, careful consideration should be given to existing retail centers and community amenities to ensure efficient use and coordination of existing infrastructure. For example, Impact Fees can be imposed on development projects outside service areas to cover infrastructure enhancements such as road widening and sewer installation. This approach mitigates unnecessary infrastructure expansion and promotes infill development.

HOUSING STRATEGY

Incorporating diverse residential options, such as small-scale, context-sensitive housing and alternative single-family homes, into strategic areas of Crandall will help diversify housing options and support full life cycle housing needs. Incorporating housing near strategic areas, such as Downtown and planned retail redevelopment sites, offers multiple benefits. It provides additional customers for the vitality of retail establishments, enhances social vibrancy and community feel, and supports fulfillment of local demands for housing product. Residential units can also be integrated into mixed-use spaces to maximize internal capture and limit vehicle miles traveled (VMT), while maximizing internal connections via pedestrian infrastructure and amenities.

Similarly, developing residential options near existing utilities means less financial investment in extending services such as water, sewer, electricity, and gas. Development near existing utilities can also proceed quicker because there is no need to wait for extensive utility installation or upgrades. This accelerates the construction process and time to market, along with promoting growth in already established neighborhoods or commercial areas, which supports local economies and communities. In most instances, it facilitates better integration within the existing community, fostering social cohesion and reducing the sense of isolation that can come with developing housing in more remote areas.

EMPLOYMENT STRATEGY

Focusing recruitment and retention efforts on attracting higher-paying jobs in advantaged workforce sectors, such as Health Services, Advanced Manufacturing, Finance, Insurance, Real Estate, Education, and Back-Office/Shared Services, will encourage highly educated workers to live and work in Crandall. This strategy will allow Crandall to leverage the regional talent pool while diversifying its economic base. Offices and employment centers work best when developed in harmony with adjacent retail and residential areas. Offices bring daytime populations that support shops and restaurants, providing additional customers during peak hours. Conversely, retail and recreational amenities enhance the attractiveness of the location for office workers. Small-scale office spaces can be seamlessly integrated within or near retail areas and connected by pedestrian infrastructure. Crandall should continue to identify and support opportunities that expand the City's business tax base and promote job growth. To do this, Crandall may:

- Develop and pursue a strategy for the activation of CEDC-owned property with targeted uses that attract primary jobs to Crandall.
- Continue to foster strong regional relationships.
- Continue to improve quality of life.
- Proactively develop first-class infrastructure.

POPULATION GROWTH

Texas continues to experience rapid population growth, recently crossing the 30 million resident threshold. From July 2022 to July 2023, the State's population grew by nearly 475,000 people, marking the largest population increase of any state during that period. This growth is not only in numbers but also in diversity, with the U.S. Census reporting that the Hispanic population has become the majority for statewide population statistics.

More specifically, urban areas within the "Texas Triangle" (Dallas-Fort Worth, Houston, San Antonio, and Austin) are seeing the most rapid population growth. These metro areas are among the fastest growing in the country, and substantial growth is expected to continue, particularly in the neighboring suburban cities outside of the urban core, such as Crandall. Crandall, located at one of the eastern gateways to the DFW area, is strategically positioned to benefit from regional growth along US-175 and through Kaufman County. Both Crandall and Kaufman County depend on the health of the Dallas-Fort Worth region and its major economic drivers to achieve a sustainable future.

According to population projections from NCTCOG, the Dallas-Fort Worth MSA (DFW MSA) could grow to more than 12 million residents by 2050, with more than 320,000 of those residing in Kaufman County. The U.S. Census Bureau recently reported that six out of the ten fastest-growing counties in the United States from 2022 to 2023 were in Texas. Kaufman County was the fastest-growing county in the United States (characterized by percent growth) from July 2022 to 2023, followed by neighboring Rockwall County. This growth allowed Kaufman County to cross the 185,000-population threshold and NCTCOG anticipates that an additional 140,000 residents will call Kaufman County home by 2050. In conjunction with the projected growth throughout Kaufman County, Crandall will compete with neighboring communities to capture their portion of the new population and additional tax base.

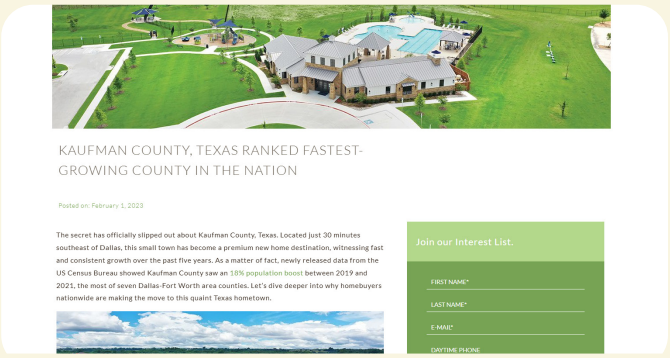
Figure 6.1: Media Coverage about Kaufman County Growth



Source: The Texas Tribune



Source: NBC DFW



Source: Wildcat Ranch



Source: inForney.com

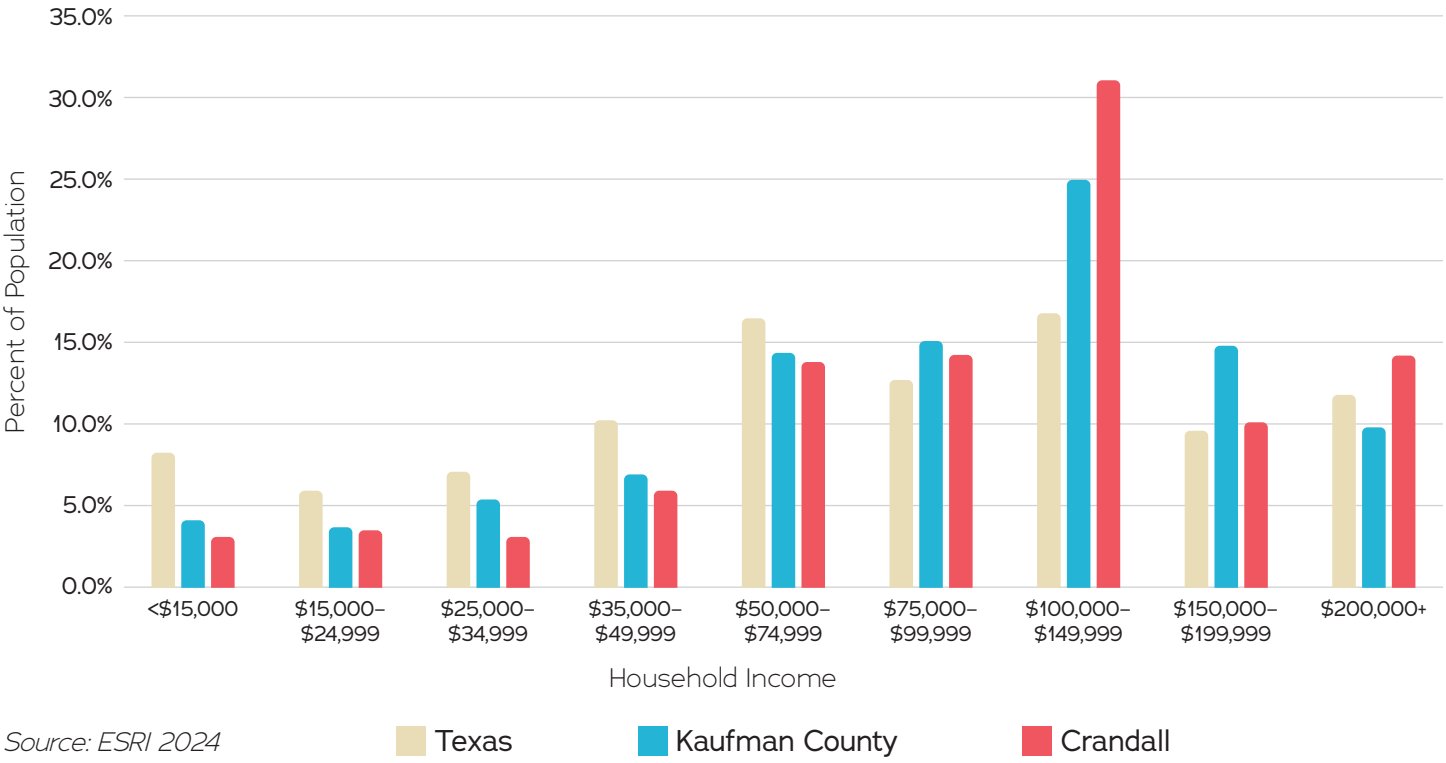
Population growth is a crucial measurement of the sustained success of economic development initiatives. However, high-growth communities also encounter a variety of challenges that need to be managed to ensure sustainable development and maintain quality of life. The following table outlines some of the contributions and challenges rapid population growth poses for communities:

Contributions to Economic Development Efforts	Challenges Associated with Rapid Population Growth
• **Labor Force Expansion:** A growing population can lead to a larger labor force, which increases the potential for economic output and productivity. Having more people available for work can help drive economic growth. • **Market Expansion:** A growing population increases market demand for goods and services, encouraging businesses to expand and innovate. This can lead to increased production and consumption. • **Innovation and Entrepreneurship:** Population growth can foster innovation and entrepreneurship as more people bring diverse ideas and skills to market. A dynamic workforce can drive technological advancements and improve efficiency. • **Investment in Infrastructure and Education:** To accommodate a growing population, investments must be made in infrastructure (such as roads, schools, and hospitals) and education, which can further stimulate economic development.	• **Infrastructure Strain:** Rapid population growth can lead to overburdened infrastructure, including roads, water supply, and sewage systems. • **Traffic Congestion:** The increased number of vehicles from population growth can lead to severe traffic congestion, longer commute times, and higher pollution levels. • **Environmental Impact:** Expansion can lead to the loss of green spaces, increased pollution, and greater strain on local ecosystems. • **Public Services:** Rapid growth can overwhelm public services like education, healthcare, and emergency services, leading to decreased quality and accessibility. • **Community Identity:** Rapid growth can change the character of a community, sometimes leading to resistance from long-time residents who feel their community's identity is being lost. • **Housing Shortages:** High demand for housing can cause prices to skyrocket, leading to affordability issues and sometimes a lack of available housing options.

INCOME

A community's median household income (MHI) is one of the most telling and important indicators of its economic health. Crandall registers a MHI of $105,482, which is comparable but slightly greater than Kaufman County's MHI of $99,843, and significantly higher than the State of Texas' MHI of $77,169. Higher household incomes lead to increased consumer spending on goods and services, which stimulates the local economy and supports businesses. A comparison of households by income levels between Crandall, Kaufman County, and Texas is included below.

Figure 6.2: Household Income Comparison



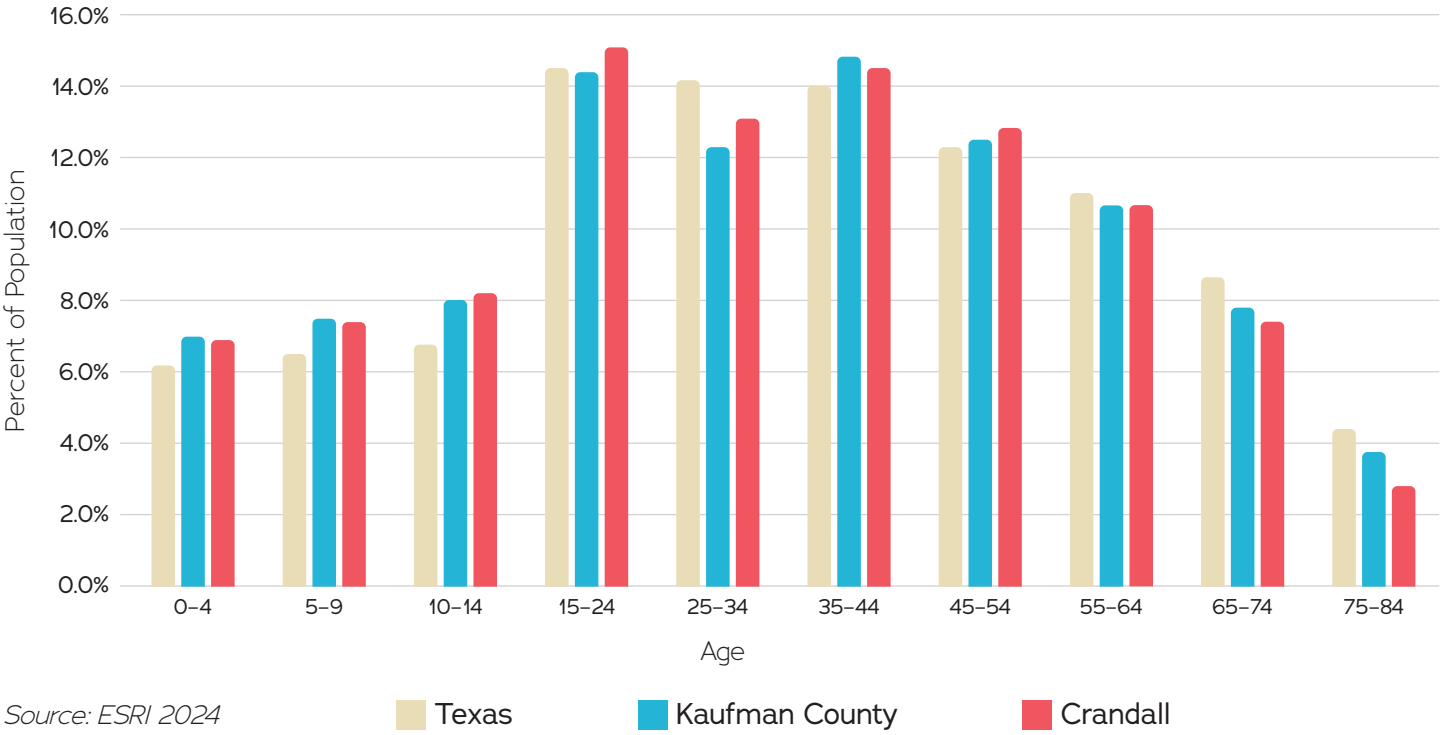
Source: ESRI 2024

The comparison indicates that Crandall has a smaller portion of households making less than $75,000, but has a similar proportion of households making between $75,000 and $100,000. There is also a larger percentage of households in Crandall making between $100,000 and $150,000, as well as $200,000+, indicating there are opportunities for economic advancement and mobility.

AGE

The population dynamics of Crandall and Kaufman County are similar to those observed at the State level; they each have well-established populations, represented by expansive population pyramids. An expansive population pyramid is characterized by larger percentages of the population in the younger age groups, generally with each age group born before as a smaller portion. Crandall and the State have similar median ages of 34.5 and 36.3, respectively. However, Crandall's median age is projected to grow to 34.7 over the next five years, while the State's median age is anticipated to grow to 37.3, indicating a greater influx of young families with children in the City compared to the State (ESRI).

Figure 6.3: Age Comparison



Source: ESRI 2024

SOCIOECONOMIC/PSYCHOGRAPHIC ANALYSIS

Psychographics involve the study and analysis of a wide range of psychological attributes, including personality, values, opinions, attitudes, interests, and lifestyle traits, integrated with traditional demographic factors. This comprehensive approach uses both quantitative and qualitative methods to understand consumers on a deeper psychological level. Characteristics such as health, political views, and technology adoption are examined to gain insights into consumers' behaviors and preferences.

Everyone's unique attitudes shape their lifestyle choices, which in turn influence their purchasing decisions across various categories such as housing, clothing, food, and entertainment. By understanding these psychological factors, businesses can tailor their strategies to better meet the needs and preferences of their target audience.

The segmentation profile for Crandall is based on ESRI's Tapestry Lifestyle Segmentation. This categorization provides invaluable insights that help businesses and marketing professionals identify potential customers and uncover underserved markets. The top segments by household in Crandall are:

1

MIDDLEBURG
(49.6% of households)

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing.

2

WORKDAY DRIVE
(25.7% of households)

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

3

GREEN ACRES
(21.7% of households)

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Understanding psychographic segments allows businesses to develop targeted marketing campaigns, create products and services that resonate with specific audience groups, and ultimately foster stronger connections with their customers. Similarly, understanding the segmentation of the community allows business attraction, retention, and expansion efforts to serve as a tailored and nuanced approach to recruitment efforts. Crandall can enhance economic development efforts by leveraging psychographic data to personalize their marketing strategies, driving more effective business outcomes.

MARKET DEMAND

RETAIL

Retail development plays a crucial role in the vitality, livability, and success of a community. It has far-reaching impacts on economic growth, social dynamics, and overall community well-being. Retail development can serve as a catalyst for further development that stimulates investment and development in the Downtown area, while also serving as an amenity to attract developers to invest in residential, office, and mixed-use projects. Retail presence can increase property values in the surrounding area, as vibrant commercial activity can enhance desirability for adjacent land uses. Retail spaces also foster social interaction and community engagement, serving as common gathering places for residents and visitors, while concentrated retail development encourages walkability, making downtown areas more pedestrian-friendly and reducing reliance on cars. Unique and diverse retail establishments also contribute to the distinctive identity and charm of Crandall, differentiating it from other commercial districts.



Crandall Cotton Gin Restaurant and Bar

Crandall's existing retail landscape is primarily national-brand and local, service-oriented retail situated along the US-175 corridor. The major retail node within the southern portion of Crandall is situated within Downtown Crandall, primarily along Trunk Street and Main Street, which hosts several small format and boutique retailers. Along the northern portion of US-175 there are several national-based retailers, primarily food and convenience-oriented.



Rusted Rail Golf Club

Neighborhood-oriented and downtown retail developments are intended to be central and supportive of adjacent and nearby residential neighborhoods or business centers, often acting as neighborhood-scale destinations for local jobs, goods and services, and community gathering places. Oftentimes, success lies in the integration and mix of uses, including residential and commercial development. The focus of these areas is to serve as walkable nodes that can take on a more urban land use pattern, to enhance the pedestrian experience and improve performance through increased activity. While historic ingredients for commercial development success included access to large parking lots and proximity to other peer retailers, physical stores are now only part of the equation. In many cases within a downtown context, there is a renewed focus on (re)developing underutilized parcels, as well as surface parking lots that have high levels of visibility to major transportation corridors.

Alternatively, new retail developments can inject renewed life to enhance the existing character. It should be noted that new infill developments are intended to be complimentary to the existing center, including smaller in-line suites that would be attractive to dining and entertainment expansions for the corridor. Similarly, urban living or multifamily development is viable along internal streets and corridors, and upper

floors of commercial developments in appropriate settings, like a downtown.

Placemaking refers to the crafting of public spaces that goes beyond basic needs to enhance social interaction, and in exchange, boost retail performance. Placemaking, as a concept, has evolved significantly in response to the COVID-19 pandemic. The global health crisis prompted communities and urban planners to rethink public spaces and their functionalities to better serve local populations. The need for rapidly deployable solutions contributed to the popularity of pop-up installations, such as temporary markets, outdoor dining setups, and flexible event spaces, that can adapt to changing circumstances. While younger generations are primarily responsible for driving change towards a desirable experience over a product, older generations are still responsible for generating most of the consumer spending. Creating innovative ways of interacting with consumers is key in the new age of retail. The pandemic accelerated trends towards more adaptable, inclusive, and sustainable public spaces, emphasizing the critical role of placemaking in urban and rural development.

RETAIL OPPORTUNITY

From 2019 to 2024, the DFW MSA added more than 21.7 million square feet of retail inventory across 1,864 new buildings, according to CoStar. Kaufman County saw retail development of just over 885,000 square feet, across 75 buildings, during this period, while Crandall saw a significantly smaller portion of retail development, with 10,000 square feet being developed at a single building. Crandall is currently home to more than 145,000 square feet of retail development, which represents only 2.3% of total retail development within Kaufman County (6,236,174 square feet).

Although new development has been slow to materialize in recent years, the vacancy rate of retail properties within Crandall has remained low and currently sits below 2%, which is less than the MSA's vacancy rate of 4.5%, indicating a strong local market. Similarly, while the total volume of retail square footage in Crandall is substantially less than both Kaufman County and the MSA, the amount of retail square footage per household in Crandall (98 square feet per household) is similar to the amount observed throughout Kaufman County (103 square feet per household). Both Kaufman County and Crandall exhibit significantly smaller amounts of retail square footage per household when compared to the amount observed throughout the MSA (160 square feet per household). This is typically indicative of rapidly growing communities who have yet to develop all their available land and can be used as a barometer to gauge development volume per household.

To calculate and understand retail demand, a leakage analysis was conducted. "Leakage", or the "retail gap", is a measure of the difference between potential demand in dollars and the existing supply in dollars. Retail demand is typically determined by multiple key drivers in a community and for the City of Crandall those drivers are local workforce, commuter, visitor, and residential totals. As such, the retail demand analysis takes into consideration all these drivers to determine local retail demand for Crandall. Based on these demand generators and projected household growth throughout Kaufman County, there is potential for Crandall to conservatively capture nearly 250,000 square feet of unmet retail demand by 2050.

THE TOP CATEGORIES OF UNMET DEMAND INCLUDE:

- **Food and Beverage (Grocery)**
- **Food Services and Drinking Places (Restaurants and Bars)**
- **Sporting Goods, Hobbies, Book, and Music Stores**
- **Clothing and Accessories Stores**

Table 6.2: Kaufman County Retail Demand (2024 – 2050)

Retail Category	Net New Household Retail Demand ($)	Additional Retail Square Feet to Support New Households	Crandall Supportable Square Feet
Furniture and Home Furnishings	$18,365,400	61,218	6,122
Electronics and Appliance	$36,730,800	113,018	11,302
Building Materials, Garden Equipment	$29,384,640	73,462	7,346
Food and Beverage (Grocery)	$260,788,680	549,029	54,903
Health and Personal Care	$44,076,960	103,710	10,371
Clothing and Accessories	$110,192,400	339,054	33,905
Sporting Goods, Hobbies, Book, Music, etc.	$128,557,800	395,562	39,556
General Merchandise	$73,461,600	183,654	18,365
Miscellaneous Stores	$36,730,800	122,436	12,244
Food Service and Drinking Places	$253,442,520	533,563	53,356
Total	***$991,731,600***	***2,474,706***	***247,471***

Source: ESRI 2024

Efforts should be made to strategically locate new retail development in locations that will maximize the existing assets of the community, like the established retail in Downtown and along the US-175 corridor; near natural amenities that can capture greater shares of visitors from outside the community; and proximate to existing utilities to maximize public investment. Developments that are able to utilize existing momentum and attractions can enhance placemaking efforts and generate greater visitation not only for themselves, but for the community. Design should be another critical consideration for future developments, as the physical location should seek to be engaging with experiences and attractive in presentation. The space should serve as not only a retail destination, but also as a gathering place that generates a sense of authenticity for the community.

HOUSING

Many factors can influence a household's decision to buy or rent a home, including price, location, neighborhood, and family transitions. Home buying is typically the largest expenditure for a household, serving both as shelter and a reflection of values and aspirations. Homeownership tends to increase with the age of the primary resident; therefore, many renters are in their 20s, while most homeowners are over 30. Owner-occupied housing constitutes the majority of existing residential product throughout Texas, the DFW Metroplex, and Kaufman County. Within Crandall, nearly 90% of housing units register as owner-occupied, a significantly larger portion of housing stock when compared to the County, MSA, and State.

Table 6.3: Housing Comparison

2024 Housing Units	Texas	DFW MSA	Kaufman County	Crandall
Owner Occupied Housing Units	56.5%	55.8%	74.8%	89.3%
Renter Occupied Housing Units	33.9%	37.9%	18.7%	7.7%
Vacant Housing Units	9.6%	6.4%	6.5%	3.0%

Source: ESRI 2024

Crandall's median home value of $320,601 is just slightly lower than Kaufman County's median home value of $329,622, making it an attractive place within the Dallas-Fort Worth Metroplex for young families to begin their lives. The vast majority of Crandall's existing housing stock resides within the range of $200,000 - $500,000, with a similar composition to Kaufman County. The relatively affordable housing prices observed in Kaufman County serve as one of the significant growth factors for regional development.

Table 6.4: Crandall and Kaufman County Housing Prices Comparison

	Crandall	Kaufman County
2024 Households	1,481	60,177
Owner-Occupied Units	1,364	48,116
Owner-Occupied Housing Units by Value		
<$100,000	8.3%	9.5%
$100,000 – $200,000	8.9%	9.1%
$200,000 – $249,999	7.5%	6.5%
$250,000 – $299,999	18.2%	14.3%
$300,000 – $399,999	34.2%	35.6%
$400,000 – $499,999	12.6%	13.1%
$500,000 – $749,999	8.4%	10.5%
$750,000 – $999,999	1.6%	0.9%
$1,000,000 +	0.2%	0.6%
Median Home Value	***$320,601***	***$329,622***

Source: ESRI 2024

HOUSING OPPORTUNITY

The law of supply and demand is a fundamental principle that describes the relationship between the availability of a good or service (supply) and the desire for that good or service (demand), and how this relationship influences its price. In the context of housing, this law determines the equilibrium price, where the quantity of housing available matches the quantity demanded. Supply in the real estate market refers to the availability of properties for sale or rent. Demand represents the desire of buyers and renters to purchase or lease properties. Demand can be influenced by various factors such as population growth, economic conditions, interest rates, and consumer confidence.



HIGH DEMAND, LOW SUPPLY

When demand for real estate is high but the supply is limited, property prices tend to increase. This situation often occurs in high-growth areas where many people want to live or work, but there are not enough properties to meet the demand.



HIGH SUPPLY, LOW DEMAND

Conversely, when there is an abundance of properties, but not enough buyers or renters, prices tend to decrease. This can happen in areas experiencing economic downturn or population decline.

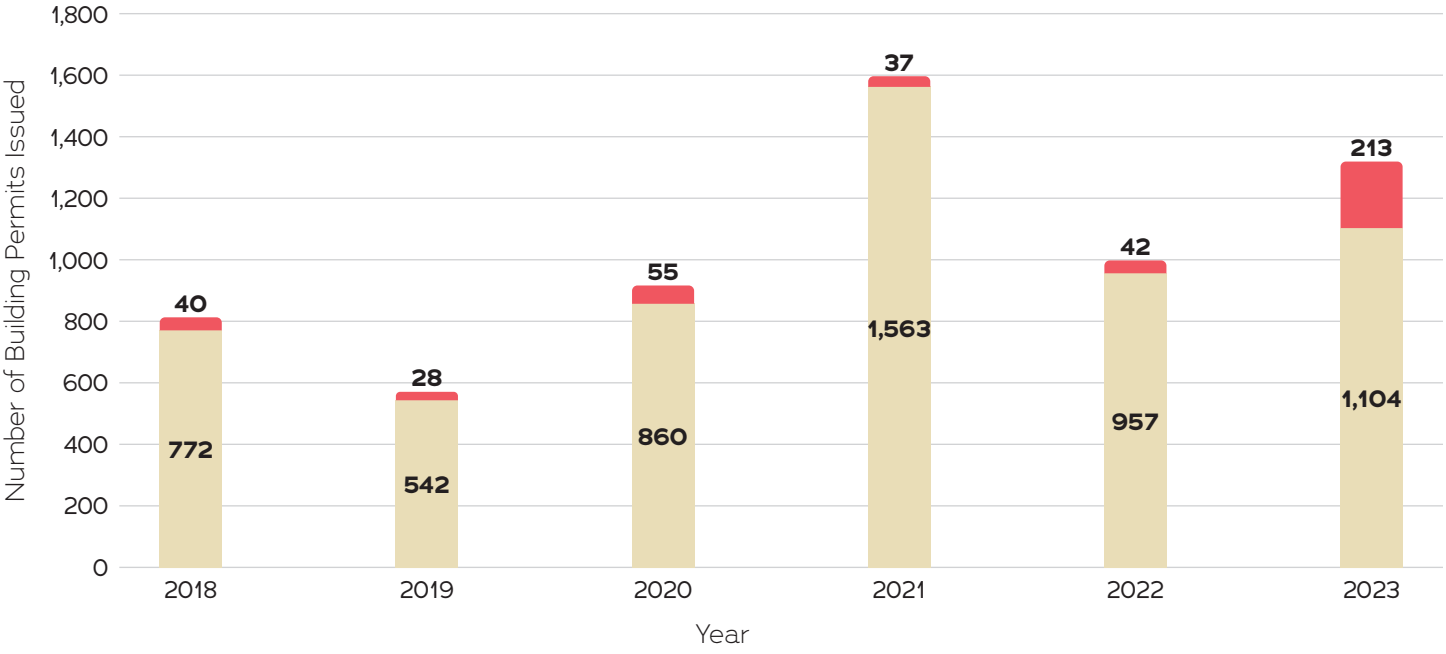
BALANCED MARKET

When supply and demand are relatively balanced, prices stabilize. This scenario allows for a healthy real estate market where neither buyers nor sellers have a significant advantage.

The residential area analyzed to determine potential demand for Crandall included Kaufman County. The resulting regional demand was calibrated based upon Crandall's potential capture rate, which was informed by historical building permits and future household projections. Demand for residential units in Crandall is a function of projected growth across the greater region, meaning there will be competition amongst various communities to ultimately capture and develop the projected households. Crandall is inevitably in the path of anticipated growth and is well positioned to capture a portion of the regional demand based on existing residential gravity, access to job centers, and other factors. However, the City is hindered by physical constraints, including floodplain-encumbered lands, limited available utilities, and the existing residential fabric.

Population projections from NCTCOG indicate that by 2050 the region is projected to gain roughly 45,000 total new households due to net migration and natural increase (residents entering the homebuying life stage). However, potential demand for new households is also significantly influenced by turnover of existing owner and renter homes who anticipate purchasing upon moving, demolitions, and vacancies. Since 2018, Crandall has issued an average of 70 single-family permits per year, representing roughly 7% of Kaufman County's total issued permits. However, in 2023 Crandall issued 213 permits, constituting more than 19% of the County permits. If Crandall were to conservatively capture 10% of the total projected growth by 2050, the result would be an additional 4,500 households.

Figure 6.4: Issued Building Permits by Year



Source: American Community Survey

Although the vast majority of Crandall's existing owner-occupied housing stock is single-family detached, there is opportunity to bolster the product offerings through varied and contextually appropriate alternatives, such as townhomes, condominiums, duplex-quadplex, and hybrid housing among others. With nearly 84% of Crandall's existing housing stock registering as single-family detached, it will be critical that future owner-occupied development seek to strike a balance between community and market desires without significantly disrupting or altering the balance of housing stock.

According to a National Association of Realtors Home Buyer and Seller Trend Report, a survey was conducted to understand the most important neighborhood factors for households regarding their homebuying decision.

Table 6.5: Most Desired Neighborhood Factors

Neighborhood Factor	All Buyers Surveyed
Quality of Neighborhood	63%
Convenience to Job	46%
Overall Affordability	44%
Convenience to Friends/Family	41%
Convenience to Shopping	30%
Design of Neighborhood	28%
Quality of School District	26%
Convenience to Entertainment/Leisure Activities	23%
Convenience to Schools	22%

Source: National Association of Realtors Home Buyer and Seller Trend Report

New housing construction should always align with market demand to avoid creating or worsening economic disparities and neglect over time. An oversupply of a single type of housing can exacerbate socioeconomic and demographic changes and perpetuate disinvestment. Therefore, new housing, especially higher-density units, should be integrated with new or existing commercial, retail, office, or other non-residential developments that enhance the city's jobs and attractions.

In Crandall, significant growth is expected near existing neighborhoods, with opportunities for mixed-use and infill developments near Downtown. Preserving and continuing to develop established neighborhoods is vital for creating a well-rounded community. As the community and economy evolve, maintaining flexibility will be crucial. Changes in a city occur incrementally as individuals make economic decisions that shape the community, with housing choices—regarding the type, size, character, and distribution—being among the most impactful decisions.

EMPLOYMENT

A strong economy is dependent on a wide array of contributing factors but generally includes location, infrastructure, and talent clusters. Crandall is well-positioned to serve regional mobility needs, which provides access to a large regional talent base. The City also has frontage along US-175 and proximate access to several major highways, including I-20, I-45, and US-80, which creates strong mobility and connectivity to a national network of rail, air, and highways. Regional economic benefits like low cost of conducting business and central location, combined with large swaths of employment-oriented land, will support the attraction of development interest.

The Office of the Governor's Texas Economic Development and Tourism Department established a list of targeted industries for the State through utilization of an industry cluster analysis. Industry clusters are considered to increase productivity, making businesses more competitive regionally, nationally, and globally. Clusters are driven by a region's competitive advantages such as location, labor skill set, and education systems. Location quotients provide a measure of industry density and employment concentration within the region compared to the greater geography (state or nation). The State has selected several clusters that are both dominant and emerging. This indicates future opportunity to harness continual growth within the region, including Crandall and Kaufman County.

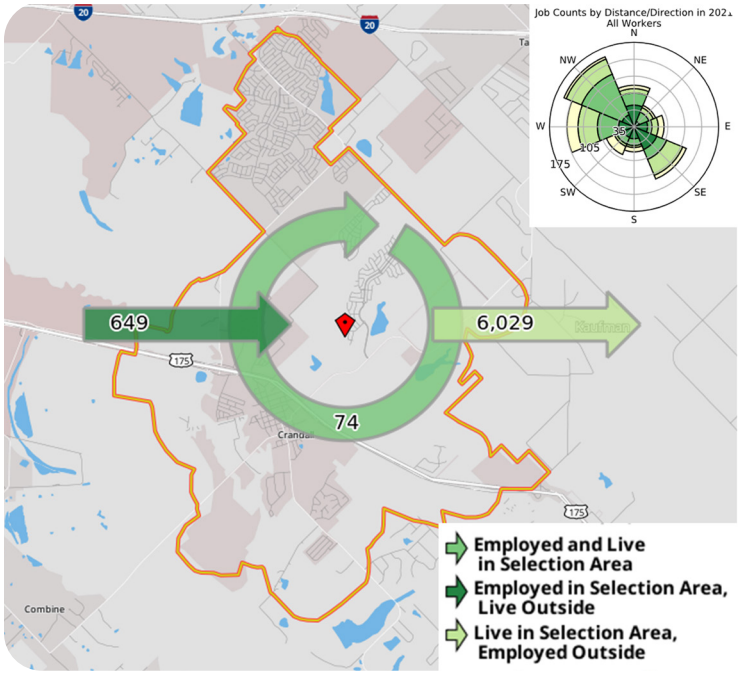
THE TARGET INDUSTRIES FOR THE STATE INCLUDE:

- **Advanced Manufacturing**
- **Information Technology**
- **Aerospace, Aviation, and Defense**
- **Petroleum Refining and Chemical Products**
- **Biotechnology and Life Sciences**
- **Corporate Services**
- **Energy**
- **Creative Industry**

EMPLOYMENT OPPORTUNITY

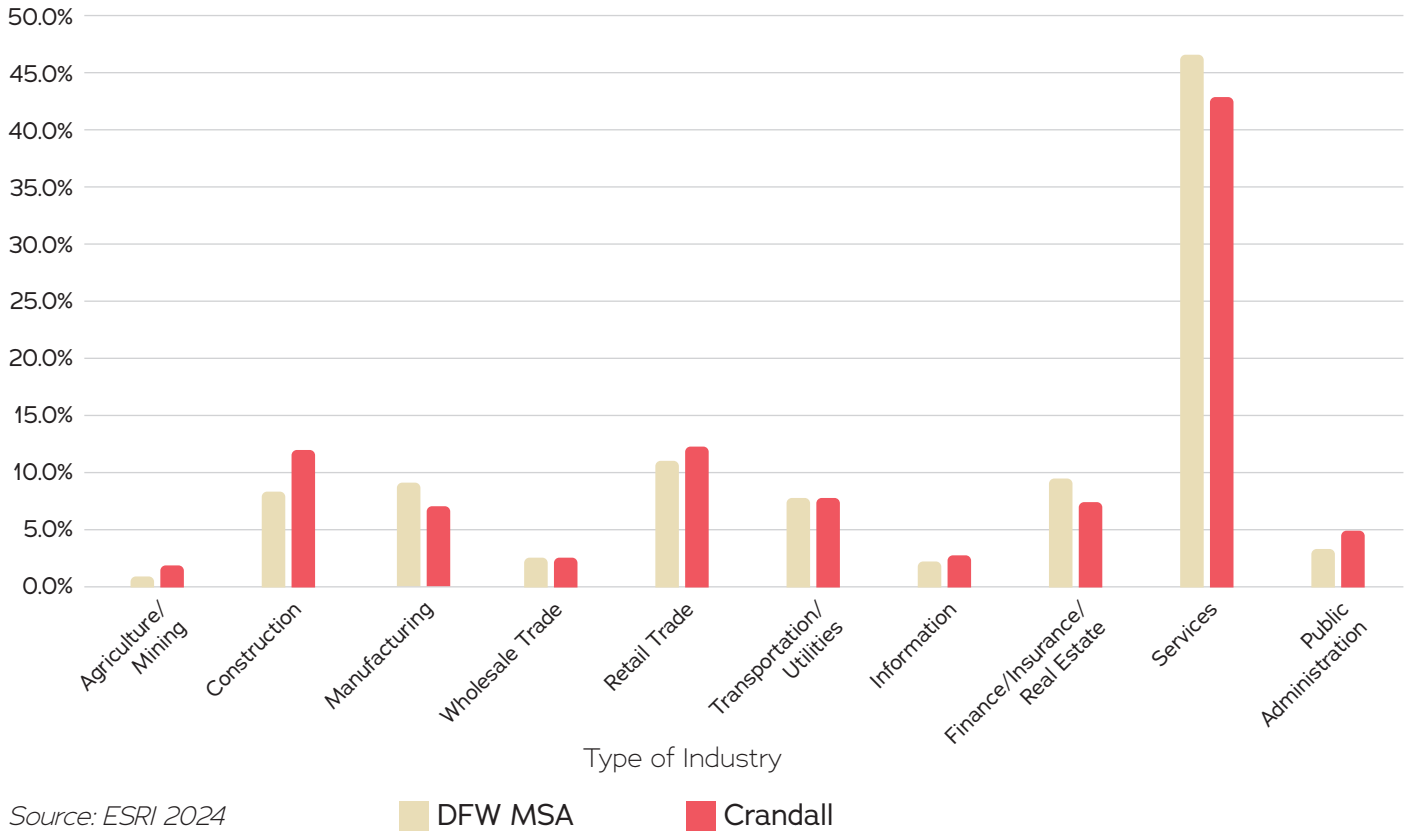
Of the existing workforce in Crandall, 6,029 residents live in Crandall but commute outside the City for work each day, while 649 residents living outside of Crandall commute into the City for work each day. Only 74 residents are employed and live within the City, which represents a strong opportunity for Crandall to create jobs and employment within the City rather than export its skilled labor force to neighboring communities. There is also opportunity for additional housing options to bring those living outside the City in to become residents.

Figure 6.5: Crandall Inflow-Outflow



Similar to the industry composition of the State, most of the employment by industry within Crandall falls under the Services industry. The Services industry is responsible for the production of intangible goods. Included in this industry are sectors like warehousing and transportation; information services; professional services; waste management; health care and social assistance; and arts, entertainment, and recreation. Service sector employment is often considered more advanced than industrial or agricultural economies. The Finance/Insurance/Real Estate (FIRE), Construction, and Manufacturing industries make up similar proportions of the remaining employment.

Figure 6.6: Workforce Industry Comparison



Source: ESRI 2024

INDUSTRIAL OPPORTUNITY

An investigation into the existing employment by industry shows a significant concentration of industrial employees in Crandall. Nearly 7% of the City's total employment is derived from manufacturing, while 12% and 2.5% of total employment are tied to construction and wholesale trade, respectively.

The Dallas-Fort Worth Metroplex is home to one of the quickest growing industrial markets in the State. The industrial market in Dallas-Fort Worth is home to over 1.46 billion square feet of development, with an average vacancy rate of 7.7% in 2023. Over the previous 10 years, the vacancy rate held steady near 6.3%, which registers quite lower than Kaufman County's vacancy rate of 14.6%. In 2023, the industrial market absorbed more than 36 million square feet of product, of which more than 1.7 million square feet were in Kaufman County. Overall, all service type rents for industrial product are higher in Dallas-Fort Worth, with an average of $8.58 per square foot compared to $5.47 per square foot in Kaufman County.

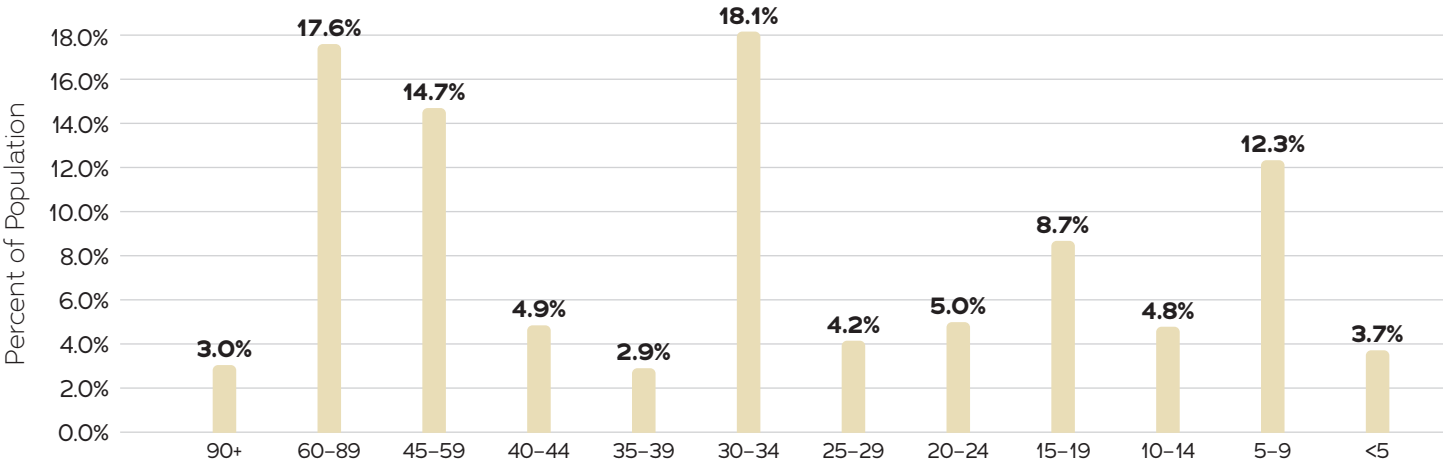
In contrast, Crandall boasts over 37,000 square feet of industrial space spread across five buildings with no registered vacancies in 2023. There was no absorption in the past 12 months and while specific rental rates are unavailable, they are presumed to align with those in Kaufman County. Over the past five years, Kaufman County's industrial market has been active, with an impressive annual absorption average exceeding 1 million square feet. Given the availability of land for development, similar absorption levels are expected to continue.

Industrial demand in Crandall primarily stems from the expansion or growth of existing businesses and the creation or relocation of new businesses. Crandall is well-positioned for industrial development due to its regional mobility assets and available land, including several properties owned by the CEDC. Enhancing access to critical infrastructure, such as water, sewer, roads, fiber, and natural gas, will further boost its attractiveness and retention capacity for industrial users. Based on market demand, Crandall could potentially absorb one industrial development project ranging from 5,000 to 50,000 square feet on a semi-annual basis.

OFFICE OPPORTUNITY

To further understand the makeup of employment within Crandall, commute times were analyzed. The analysis revealed that the vast majority of Crandall residents commute to neighboring communities for work. They primarily commute northwest into Dallas County and for most workers the commute is more than 30 minutes. Longer commute times may indicate that the appropriate housing is located far from employment centers, underscoring the high living costs in densely populated areas. Long commutes can negatively impact residents' quality of life by reducing the time available for family, recreation, and rest, potentially leading to higher stress levels. Conversely, shorter commutes tend to improve work-life balance, contribute to better mental and physical health, and enhance overall well-being, underscoring the opportunity and importance of providing quality primary employment proximate to residential development.

Figure 6.7: Employment Commute Times



Source: ESRI 2024

Crandall currently has just over 17,000 square feet of office space, a small fraction of the 922,000 square feet available in Kaufman County. Despite the limited inventory, the office market in Crandall is strong with a low vacancy rate of 2.1% in 2023, indicating potential for supporting additional office space. The last office construction in Crandall was in 2001, but Kaufman County saw 12,000 square feet developed in 2021. While gross office rental rates across the County average around $21 per square foot, rates specific to Crandall are not available but are believed to be slightly lower than the County average.

As Crandall seeks to grow, it is crucial to weigh the economic benefits against the costs. Over-regulation could stifle opportunities created by speculative development. The challenge is to strike a balance that avoids over-regulation while still attracting desirable development opportunities.

Key considerations should include implementing stricter design standards to ensure first-class developments, supporting appropriate types of development in suitable locations, and enacting policies that protect sensitive areas. While there is no perfect formula for the ideal employment mix, controls should strive to align with the community's vision. Each new development should be evaluated on its contribution to the community in terms of tax revenue, job creation, land use, and the City's overall goals. Based upon regional growth through 2050 and the existing industry mix, Crandall could potentially support an additional 75,000 square feet of office development.

Table 6.6: Kaufman County Office Demand (2024 – 2050)

Industry	Businesses, Current	Employees, Current	Growth Rate, 2024–2025 (est.)	Employees, 2050 (est.)	% In Office (est.)	Estimated Net New Office Employees	Square Feet of New Office (est.)	Crandall Supportable Square Feet
Agriculture and Mining	97	455	2.30%	727	15%	109	16,360	818
Construction	354	2,431	1.60%	3,442	15%	516	77,452	3,873
Manufacturing	120	4,969	1.20%	6,519	15%	978	146,685	7,334
Transportation	126	1,165	0.80%	1,407	10%	141	21,110	1,055
Communication	37	186	2.00%	283	50%	141	21,204	1,060
Utility	27	251	1.70%	362	10%	36	5,429	271
Wholesale Trade	125	2,084	1.20%	2,734	20%	547	82,026	4,101
Finance, Insurance, Real Estate	299	1,883	1.40%	2,568	75%	1,926	288,946	14,447
Hotels and Lodging	23	185	1.70%	267	60%	160	24,009	1,200
Automotive Services	133	446	1.70%	643	15%	96	14,470	724
Movies and Amusements	85	462	1.50%	642	75%	482	72,245	3,612
Health Services	218	3,293	3.00%	5,862	50%	2,931	439,616	21,981
Legal Services	47	155	1.20%	203	65%	132	19,828	991
Education Institutions and Libraries	87	4,250	1.40%	5,797	20%	1,159	173,910	8,696
Other Services	815	4,956	1.70%	7,147	10%	715	107,198	5,360
Government	104	1,734	1.70%	2,500	10%	250	37,506	1,875
Total	***2,697***	***28,905***	**–**	***41,104***	**–**	***10,320***	***1,547,994***	***7,400***

Source: ESRI, Texas Workforce Commission, and Bureau of Labor Statistics

HOSPITALITY

Over the past five years the hospitality industry experienced significant disruption, particularly hotel development, which relies heavily on two key sources of room night demand: corporate demand and group demand. Both sources were significantly reduced due to the COVID-19 pandemic and are working to reestablish their footing.

CORPORATE DEMAND

This type of demand comes from local and nearby companies that have business travelers visiting their corporate offices.

GROUP DEMAND

This demand arises when a property is chosen as a venue for meetings or events, requiring guests to travel to the location. These meetings can be corporate but also include smaller groups for events such as weddings, reunions, conferences, and team sports.

Additionally, hotel demand can be driven by the property's own amenities and offerings, which make it a desirable destination. For example, a hotel associated with a golf course or waterpark can attract visitors. Experiential retail and niche, specialty restaurants can also capitalize on these visitors. Hotel development should coincide with the establishment of corporate offices or major attractions. Tourists may also be attracted to destination retail projects and attractions like a revitalized Downtown area.

ECONOMIC DEVELOPMENT TOOLS

The CEDC utilizes a range of local and State incentives to enhance the viability of economic development projects. The use of these incentives is determined on a case-by-case basis to achieve the following goals established by the CEDC:

- **Attract new businesses**
- **Grow existing businesses**
- **Diversify and expand the City of Crandall's sales and property tax bases**
- **Recruit high quality development, complimentary businesses, and employment opportunities that enhance the quality of life**

LOCAL INCENTIVES

Local incentives can be combined with State incentives to maximize their impact. The local incentives utilized by the CEDC are generally categorized into two groups: cost-time reduction and partnerships.

The cost-time reduction options typically include tax abatements, tax rebates, and permit fee waivers. The City may also offer tax rebates or waive fees for development reviews, permitting, and other eligible expenses for projects that align with community goals. Additionally, they can apply for grants for building/business modernization and tenant improvement or relocation, within eligible geographies.

- **Chapter 380 Agreements**

  The City may enter into various agreements under Chapter 380 of the Texas Local Government Code to stimulate economic development. This section of the code gives cities a good amount of flexibility in structuring these agreements.

- **Tax Abatements**

  Chapter 312 of the Texas Tax Code allows the City of Crandall to designate tax reinvestment zones and negotiate tax abatement agreements with applicants. These abatement agreements authorize the appraisal districts to reduce the assessed value of the taxpayer's property by a percentage specified in the agreement and the taxpayer will pay taxes on the lower assessed value during the term of the agreement. The City of Crandall has no active tax abatements.

- **Fee Reductions/Waivers or Infrastructure Assistance**

  The City may reduce or waive fees or assist with the cost of constructing infrastructure in order to spur development.

- **Loans**

  The CEDC may enter into a loan agreement with eligible businesses as determined by their boards.

- **Property/Sales Tax Rebates**

  The City and/or CEDC may enter into an agreement to rebate property and/or sales taxes based on the scope of the project.

- **Grants**

  The City or CEDC may provide a tax grant to encourage new investment and reinvestment in the City and/or provide a foundation through which business may locate and expand their operations. The amount and duration of the grant may vary based on a determination by the City Council and/or the CEDC Board.

Crandall can also leverage Public-Private Partnerships (P3s) to support the construction of public infrastructure, like roads or water and sewer lines, for projects meeting the stated criteria. Support can range from partial cost sharing to full payment.

- **Tax Increment Financing (TIF)**

  According to Chapter 311 of the Texas Tax Code, the City may enter into economic development and infrastructure reimbursement agreements to pay for improvements within a geographic zone to attract new development. A Tax Increment Reinvestment Zone (TIRZ) is created when a TIF project begins. The City of Crandall has one active TIRZ that was created in 2020.

- **Public Improvement Districts (PID)**

  In accordance with Texas Local Government Code Chapter 372, the City of Crandall may create a PID to finance the cost of qualified public improvements that provide a special benefit to a definable part of the City or its ETJ. The City of Crandall has one active PID, the River Ridge North PID.

ACTION ITEMS

RESPONSIBLE GROWTH

- Perform a fiscal analysis of the City's longterm infrastructure investments to ensure future developments are supported and fiscally responsible.
- Create and maintain a database of available economic development incentives and use cases, to provide assistance to businesses seeking funding opportunities.

IDENTITY AND HERITAGE PRESERVATION

- Develop a plan to identify the City's aesthetic values and activate a strategy with the goal of becoming an authentic, and regionally recognized city.
- Develop and implement a city-wide marketing campaign to leverage local amenities and destination points.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Continue to work with the North Texas development community, property owners, realtors and brokers to inform these stakeholders about development opportunities in Crandall.
- Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.

ECONOMIC OPPORTUNITY

- Conduct a Targeted Industry Analysis to identify local and regional employment sectors with the greatest propensity for success in Crandall.
- Create and maintain a database of available development sites with available infrastructure suitable for development based upon the adopted Future Land Use Plan.
- Publish and maintain current retail and demographic data relevant to the City for potential developers and site selectors.

VIBRANT DOWNTOWN

- Develop and implement a façade improvement program to promote improvements to commercial properties within downtown.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Conduct an Economic Development Strategic Plan to establish a clear vision and roadmap for future efforts of the CEDC.
- Support projects that advance the CEDC's established goals, by providing adequate resources and the necessary supportive policies and regulations to advance favorable projects.
- Explore the creation of a demolition/rebuild program to revitalize abandoned or dilapidated homes.


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST



CHAPTER 7

PUBLIC INFRASTRUCTURE

POLICIES

- Coordinate infrastructure planning and investment with the Future Land Use Map and growth areas to ensure that new development occurs in a fiscally responsible and serviceable manner.
- Prioritize the maintenance and modernization of aging infrastructure—such as water, wastewater, drainage, and roadway systems—to ensure safety, reliability, and continued quality service for current residents.
- Continue to use tools such as impact fees, developer agreements, and capital recovery policies to ensure that new development contributes to the cost of extending and upgrading infrastructure.
- Maintain and regularly update a Capital Improvement Plan (CIP) to guide investments in infrastructure that support community needs and planned growth.

CHAPTER 7:
PUBLIC INFRASTRUCTURE

INTRODUCTION

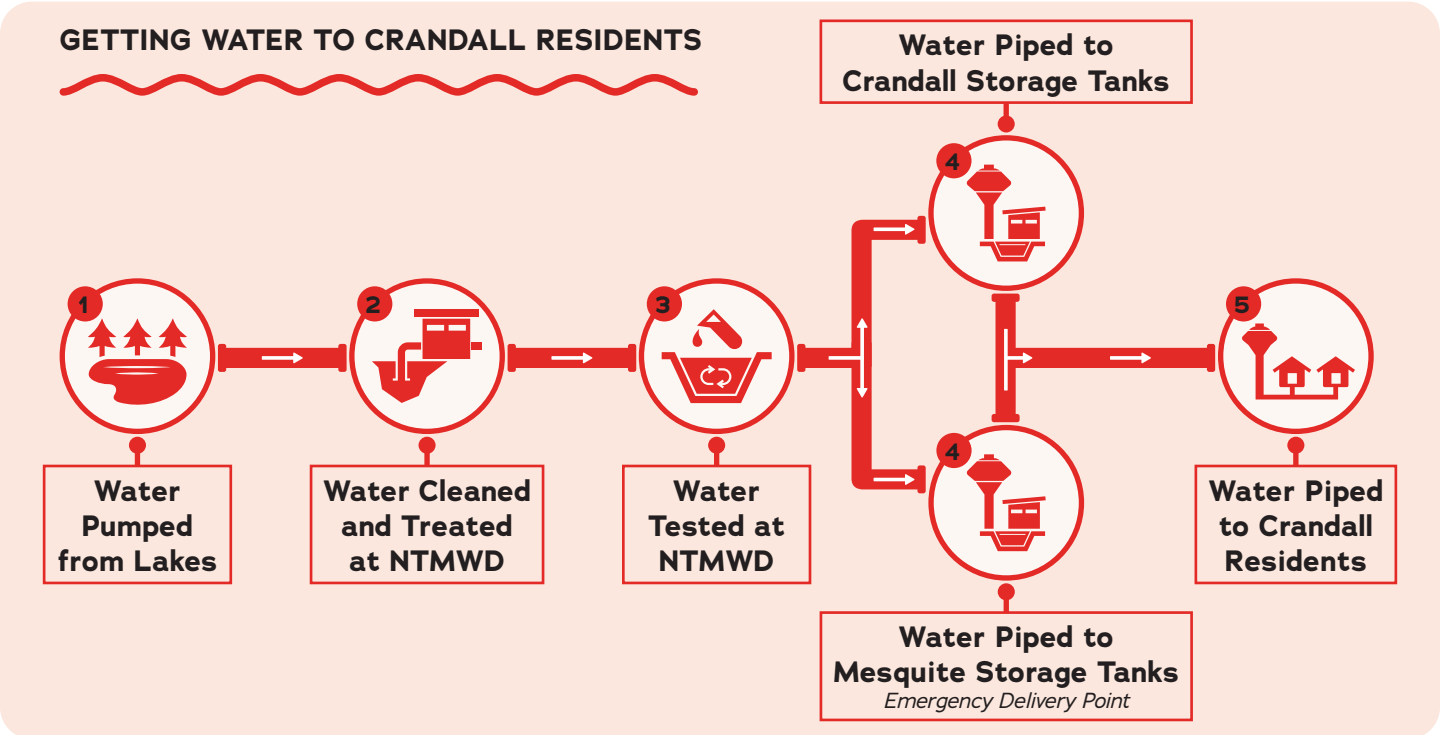
Effective infrastructure planning is essential to ensure the delivery of critical services, including water and wastewater, to both current and future residents within the City of Crandall and its ETJ. In Texas, a Certificate of Convenience and Necessity (CCN) grants exclusive rights to provide water or sewer utility services to a specific geographic area. As mandated by Chapter 13 of the Texas Water Code, CCN holders are obligated to provide continuous and adequate service to the designated area. The City, as the CCN holder for its City Limits and portions of its ETJ, bears sole responsibility for the provision of water and wastewater services within its CCN boundary.

The City of Crandall faces significant challenges in expanding and/or upgrading its infrastructure due to limited financial resources. Infrastructure projects can be costly, necessitating careful financial planning and resource allocation. Striking a balance between infrastructure needs, the City's financial capacity, and affordability for residents will be crucial to ensure equitable access to essential services. This chapter will explore several current infrastructure challenges facing Crandall and recommend approaches for addressing them.

WATER

The City provides water service to all residents within the City's CCN. However, the City's CCN only encompasses a portion of its ETJ. New developments elected to form MUDs with their own independent CCNs to provide water service to their residents. The decision to form independent CCNs is largely due to the lack of capacity of the City's existing water infrastructure. The City desires to provide water services to all new developments within its ETJ. **Exhibit 7.1** displays the City's ETJ and all water CCNs within it.

Figure 7.1: NTMWD Water System Process



The City receives water from the North Texas Municipal Water District (NTMWD) at a single delivery point to meet the water demands of local residents and businesses. Additionally, the City is constructing a secondary emergency delivery point from the City of Mesquite, who also receives their water supply from NTMWD. Water is pumped from these delivery points into the City's distribution system to ensure adequate pressure and flow throughout the service area. The primary delivery point, situated near the City center, houses a pump station and a 0.85-million-gallon ground storage tank. A 0.5-million-gallon elevated storage tank, located less than a mile away, supports the water system demand and capacity to provide reliable water service to the current population. The location of the pump station and elevated storage tank are shown on **Exhibit 7.1**.



Elevated Storage Tank in Crandall

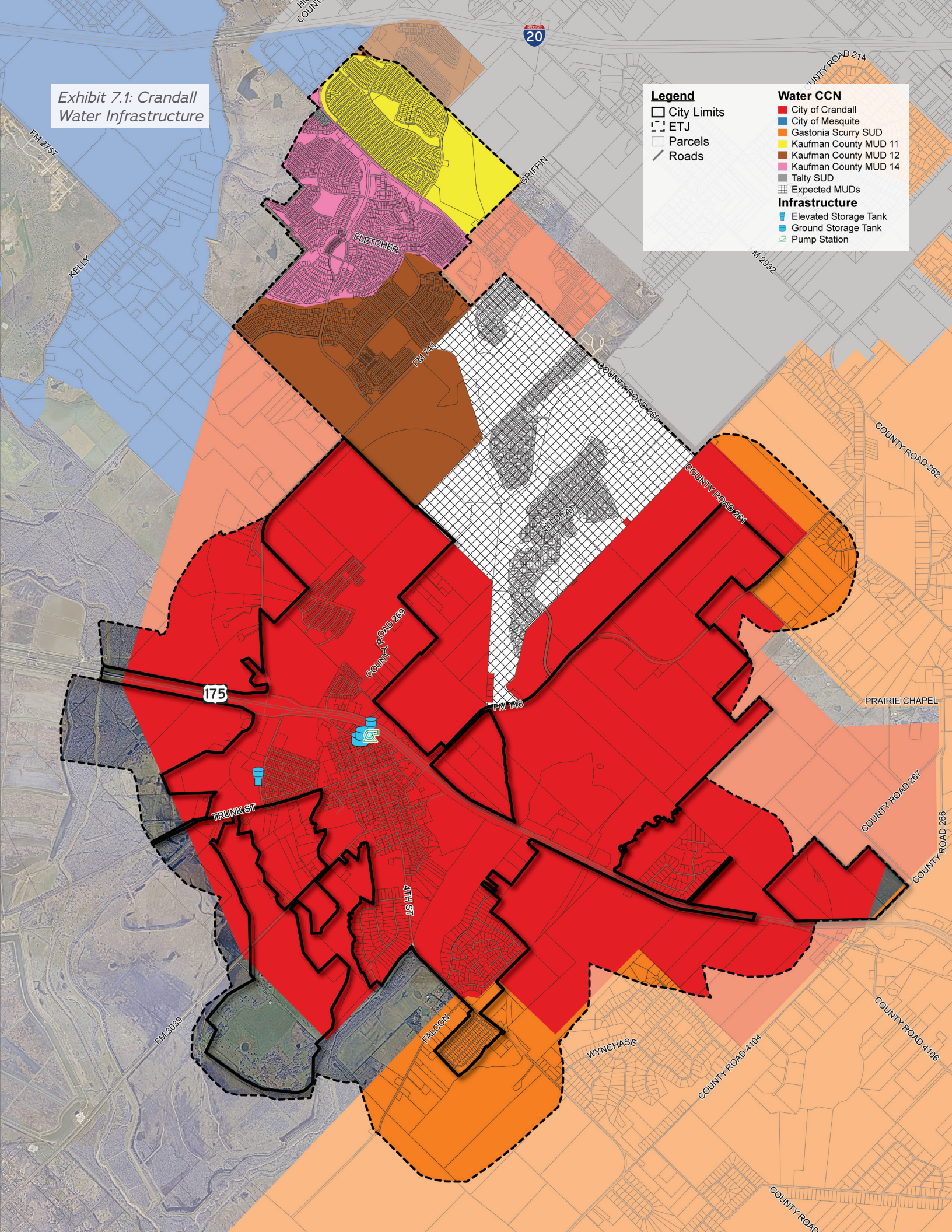
The City's water distribution system is comprised of approximately 26 miles of water mains that range in diameter from 2- to 12-inches. A significant portion of this infrastructure consists of aging asbestos concrete pipe, which has exceeded its design life. Consequently, the City experiences an increasing frequency of pipeline failures due to the deterioration of these aging pipes.

As the City anticipates future growth, the impact on its water infrastructure will be twofold. First, the increasing demand for water, as the City's ETJ continues to build out, necessitates the expansion and upgrade of the existing water supply and distribution networks to accommodate the growing needs of the community. As new residential developments emerge, the current infrastructure may struggle to meet the additional demand, potentially leading to issues such as reduced water pressure, insufficient capacity, and difficulties in serving new residents.

To proactively address this challenge, the City initiated a comprehensive assessment in 2022, culminating in the development of an Impact Fee and CIP report. This report outlined necessary expansions to the City's water system and proposed corresponding impact fees for new developments. These impact fees can be used as an additional funding source for new infrastructure needed to serve future development. It's important to note that impact fees can only be used to partially fund future expansions of the water infrastructure and cannot be allocated for the rehabilitation or replacement of existing infrastructure.

The increased demand will contribute to deficiencies in the water system and the City's existing aging infrastructure will be further strained. Over time, pipes, pumps, and other components may deteriorate, leading to leaks, pipe bursts, and increased maintenance requirements. These challenges not only impact the reliability and efficiency of the water supply, but can also result in water loss and increased costs for repairs and replacements. As new infrastructure is built, the existing infrastructure will need to be inspected, rehabilitated, and replaced.

Proactive planning and investment in new and existing water infrastructure are essential for Crandall to maintain reliable water service within its CCN and ETJ. This includes developing a long-term Water Master Plan that accounts for future demand, identifies potential supplemental funding mechanisms, and incorporates phased investments into the upgrade and expansion of the water system. Developing an asset management and maintenance program will also be essential in identifying and prioritizing where infrastructure upgrades are needed. Future investment should also prioritize efforts for water conservation. Encouraging the use of efficient fixtures, promoting water conservation practices among residents, and exploring technologies for water reuse can help manage water resources effectively, reduce strain on infrastructure, and support long-term sustainability.


Exhibit 7.1: Crandall Water Infrastructure
Legend
City Limits
ETJ
Parcels
Roads
Water CCN
City of Crandall
City of Mesquite
Gastonia Scurry SUD
Kaufman County MUD 11
Kaufman County MUD 12
Kaufman County MUD 14
Talty SUD
Expected MUDs
Infrastructure
Elevated Storage Tank
Ground Storage Tank
Pump Station
20
175
FM 2757
KELLY
GRIFFIN
FLETCHER
FM 741
COUNTY ROAD 260
COUNTY ROAD 261
COUNTY ROAD 262
COUNTY ROAD 269
FM 148
PRAIRIE CHAPEL
COUNTY ROAD 267
COUNTY ROAD 266
TRUNK ST
4TH ST
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
M 2932

WASTEWATER

The City of Crandall provides wastewater service to all residents within the City's CCN. However, the City's CCN only encompasses a portion of its ETJ and City Limits. New developments elected to form MUDs with independent CCNs to provide wastewater service to their residents. The decision to form independent CCNs is largely due to the lack of accessibility to the City's existing wastewater infrastructure. Many of the MUDs are located in the northern portion of the ETJ and are a significant distance from the existing water infrastructure. The City desires to provide wastewater services to all new developments within its ETJ. **Exhibit 7.2** displays the City's ETJ and all wastewater CCNs within it.



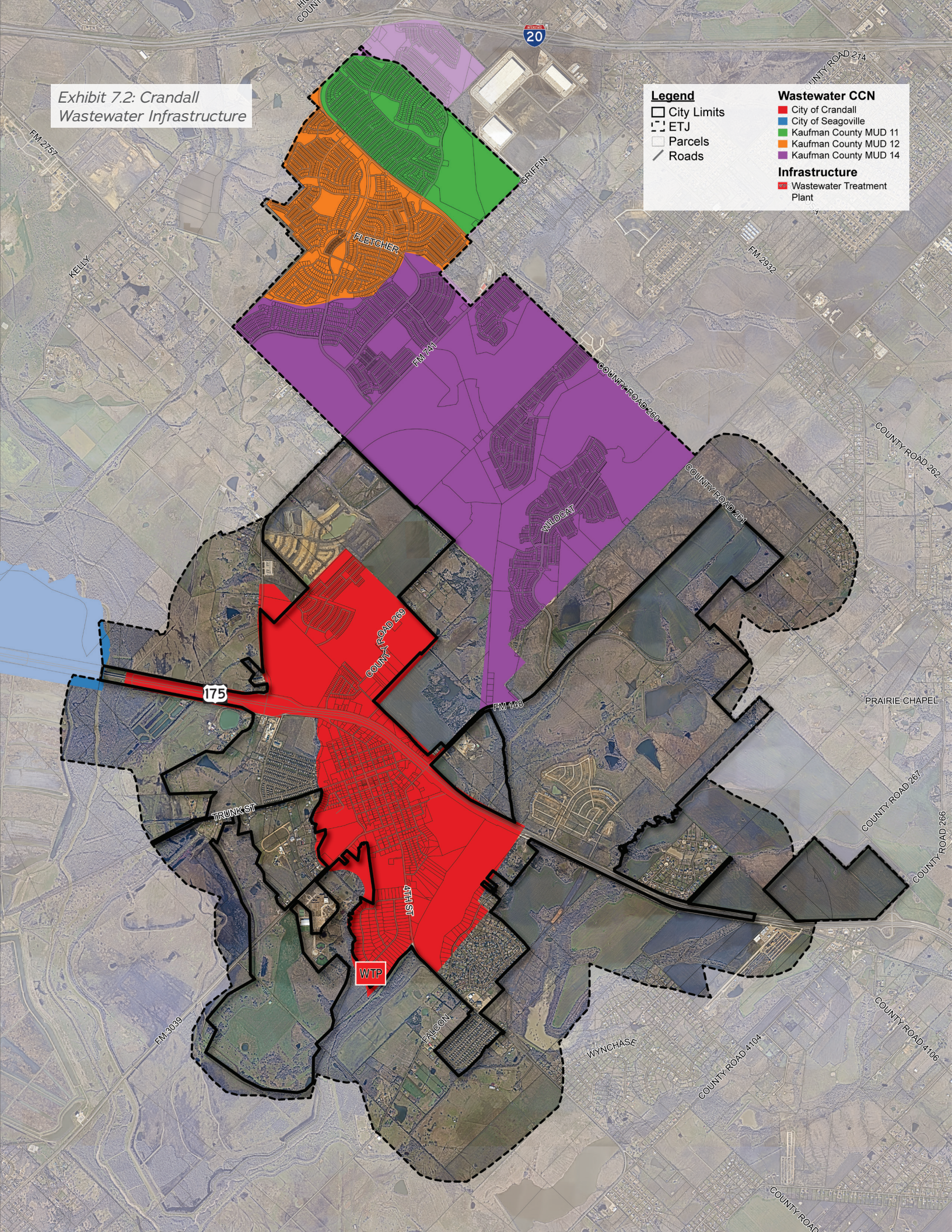
Elevated Storage Tank and Ground Storage Tanks in Crandall

The City operates the Buffalo Creek Treatment Plant, located on the south side of the City, as shown in **Exhibit 7.2**. The Buffalo Creek Treatment Plant provides primary treatment services for all residents and businesses within its service area. Due to capacity limitations at the plant, a portion of the wastewater flow is anticipated to be transferred to Mesquite for treatment by NTMWD. The City signed an agreement with the City of Mesquite and NTMWD in April 2024 to send this additional flow. The City has a long-range goal of decommissioning the wastewater treatment plant and transferring the City's wastewater flow to NTMWD for treatment. Until wastewater flow is transferred, the aging treatment plant requires ongoing upgrades and rehabilitation to maintain optimal performance.

Additionally, the City operates two lift stations within its wastewater collection system at the low points in the system. These lift stations use pumps to elevate wastewater from lower to higher elevations, overcoming the topographical challenges present in Crandall where gravity-based sewer systems are insufficient. Lift stations prevent issues such as backups, overflows, and potential public health and environmental risks by ensuring wastewater at low points within the system is continuously conveyed.

The largest wastewater challenge Crandall faces is related to the age of the existing infrastructure in its CCN. The City owns 28.5 miles of wastewater lines, ranging from 4- to 18-inches in diameter. A large portion of these lines were constructed with clay pipe over 50 years ago. Due to the age and material of the wastewater lines, the City has begun to experience pipe collapses, which disrupt wastewater service and allow untreated water to leach into the surrounding soils. Additionally, there has been a significant increase of rainwater inflow and infiltration (I&I) into the wastewater system. Significant I&I into the wastewater system will create more demand on the treatment plant, requiring premature system expansion.

As Crandall continues to experience growth, its wastewater infrastructure will face increased flows. The City has already initiated planning efforts to accommodate this growth, as outlined in the 2022 Impact Fee and CIP Report. The recommended impact fees will help fund necessary infrastructure improvements and system expansions. This report proposes various solutions, including treatment plant expansions,


Exhibit 7.2: Crandall Wastewater Infrastructure
Legend
City Limits
ETJ
Parcels
Roads
Wastewater CCN
City of Crandall
City of Seagoville
Kaufman County MUD 11
Kaufman County MUD 12
Kaufman County MUD 14
Infrastructure
Wastewater Treatment Plant
20
175
WTP
FLETCHER
WILDCAT
FALCON
WYNCHASE
PRAIRIE CHAPEL
GRIFFIN
KELLY
FM 2757
FM 2932
FM 741
FM 148
FM 3039
COUNTY ROAD 260
COUNTY ROAD 261
COUNTY ROAD 262
COUNTY ROAD 269
COUNTY ROAD 267
COUNTY ROAD 266
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD 214
TRUNK ST
4TH ST

construction of large-scale wastewater collection lines, and new lift stations to convey additional flow.

As the City invests in new infrastructure and expands existing systems, it will be crucial to address the challenges within the current wastewater system. Proactive planning and investment are essential to ensure the reliability of wastewater services. This includes developing a comprehensive long-term Wastewater Master Plan that accounts for future flows, explores funding opportunities such as Texas Water Development Board (TWDB) grants, and outlines a phased approach to system upgrades and expansions. Additionally, implementing a robust asset management and maintenance program will be vital in identifying and prioritizing necessary infrastructure improvements.

In October 2024, the City began developing an additional CIP. As the City continues to develop the CIP, they should look to focus on the replacement, rehabilitation, and expansion of existing wastewater infrastructure.

As the City experiences growth and development, they will need to look to mitigate the deficiencies of the existing wastewater system through methods such as:



Promoting conservation and efficiency measures.



Encouraging water conservation practices among residents and businesses to reduce the volume of wastewater generated.



Implementing water-saving initiatives and incentivizing the use of water-efficient fixtures to contribute to a more sustainable wastewater system.

This can help alleviate the stresses that rapid growth and development put on the existing wastewater system while the infrastructure is being built and expanded. The efficient management of wastewater supports public health, protects water resources, and paves the way for sustainable growth and development.

ACTION ITEMS

RESPONSIBLE GROWTH

- Develop Water and Wastewater Master Plan
- Explore and identify opportunities to fund new water and wastewater infrastructure projects
- Update the City's design and construction manuals to ensure that the most up to date and industry best practices are incorporated.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Educate the public on where the City's water comes from, and how it is treated and discharges.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Develop a Water Conservation Plan to reduce water demands and delay costs of future expansion.
- Survey existing water and wastewater lines in Crandall and develop an asset management or maintenance program to identify areas where infrastructure upgrades are needed.
- Update the City CIP annually with a five-year outlook to identify projects that need to be designed and implemented to maintain system functionality.



CHAPTER 8

PARKS, TRAILS, AND OPEN SPACE

POLICIES

- Ensure that all residents have safe and convenient access to parks, trails, and open spaces within a reasonable walking distance.
- Improve existing parks to ensure high-quality, safe, and inclusive recreational experiences for users of all ages and abilities.
- Promote a connected system of multi-use trails, sidewalks, and greenways that link parks, neighborhoods, schools, and key destinations throughout the community.
- Identify and protect floodplains as part of the open space network to support ecological resilience.
- Collaborate with school districts, developers, nonprofits, and regional agencies to fund, develop, and manage parkland and recreational facilities.
- Establish clear goals and strategies for acquiring new parkland in areas of planned growth or parkland deficiency to meet future community needs.
- Coordinate Park, trail, and open space planning with land use, transportation, and economic development decisions to enhance quality of life and connectivity.

CHAPTER 8:

PARKS, TRAILS, AND OPEN SPACE

INTRODUCTION

Parks, trails, and open spaces are vital to fostering a high quality of life and preserving the natural integrity of Crandall. These spaces serve as places for recreation, social connection, and respite while contributing to economic vitality and environmental sustainability. This chapter provides a high-level assessment of the parks, trails, and open space priorities for the City of Crandall. It presents an assessment of current conditions, community insights, and future implementation strategies for parks, trails, and open space.

The purpose of this chapter is to provide an inventory of Crandall's park and trails, evaluate the current and future needs of the park and trail system, and outline system-wide recommendations. The needs assessment examines how each park, trail, and recreation offering, both individually and as part of the larger system, serves the community and informs the recommendations for enhancing the City's parks and trails network.

PARK AND TRAIL MASTER PLAN

A **Parks and Trails Master Plan** serves as a roadmap for the future of a city's parks, open spaces, and trail systems, guiding decision-making and investments to enhance recreational opportunities and quality of life. **In 2013, the City of Crandall developed its first Parks and Trails Master Plan**, laying the foundation for strategic improvements and long-term planning. This plan provided a vision for expanding park amenities and improving connectivity. Since 2013, the city has experienced new developments in the ETJ adding to the City's park and trail inventory. This chapter builds upon the work done in 2013. **Exhibit 8.1** displays the existing park and trail inventory in Crandall.



Wildcat Ranch Trail Map

The findings from previous planning efforts, including open houses, joint workshops, community events, and the prior Parks and Recreation Master Plan, reveal several significant opportunities and challenges for Crandall's parks, trails, and open space. One major issue is the gap in park service and accessibility. Currently, Crandall only has one city-owned park—Webb Park—which fails to meet the needs of the growing population. With limited parkland within the City Limits, the park system does not adequately serve residents and additional park spaces are needed urgently. The LOS data underscores this challenge, as Crandall currently has just 0.34 acres per 1,000 residents, far below the National Recreation and Parks Association (NRPA) standard of 10 acres per 1,000 residents. Projections show that by 2050 the City's parkland will fall to 0.16 acres per 1,000 residents without new acquisitions and development.

*An online survey completed during Summer 2024 asked residents "**Which type of development would you like to see more of in Crandall?**" **"Parks and Open Space"** received the highest response, with **71.8% of respondents** stating that it was among their top preferences. The next highest response of ten different total options was just 48.7%.*

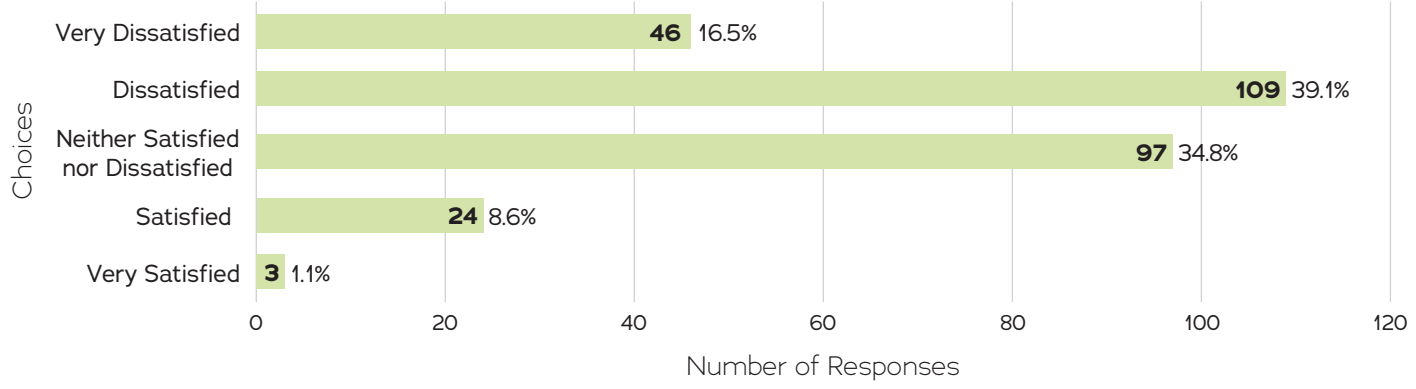
*When asked **"How satisfied are you with the quality of parks and recreation in Crandall?"** only **9.7% of residents stated that they were satisfied or very satisfied.** Most respondents (55.6%) stated that they were either dissatisfied or very dissatisfied with the quality of parks and recreation in Crandall.*

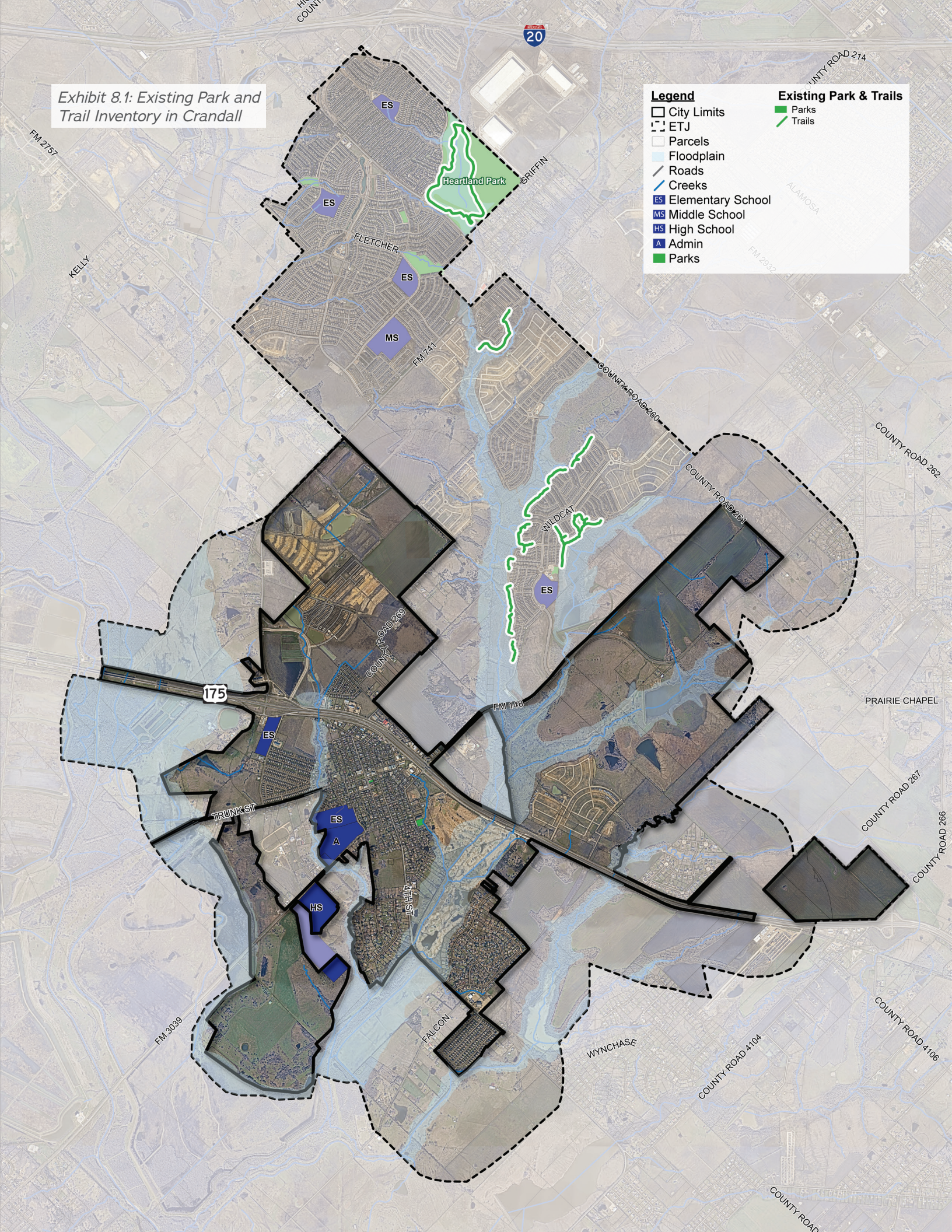
In addition to parkland deficits, the trail network is another area of concern. Crandall currently has 6.2 miles of trails located entirely outside the City Limits in the ETJ. This results in a trail LOS of 0 trail miles per 3,000 residents within City Limits. While the city-wide LOS is slightly higher at 0.83 trail miles per 3,000 residents, it is still far from adequate. By 2050, the City's LOS will decline further, with an estimated 3.17-mile deficit within the City and a 21.42-mile gap across the ETJ. These gaps in parkland and trails point to the urgent need for expansion and improvements to the infrastructure that supports outdoor recreation.

Community surveys conducted in 2024 reinforce the need for expanded parks and trails. A sizable portion (71.8%) of residents strongly desired more park and open space development, yet only 9.7% said they are satisfied with existing facilities. This dissatisfaction highlights the demand for improvements and increased access to recreational spaces. Furthermore, geographical disparities in park and trail distribution create inequities. Most of the City's park spaces are concentrated in newer developments outside the City Limits, leaving older neighborhoods with limited access to parks and trails.

In light of these findings, there are clear opportunities to address the needs of Crandall's residents. The City must prioritize acquiring additional parkland within the City Limits to address the LOS deficit and improve accessibility. Furthermore, expanding and connecting the trail network is a crucial step in improving recreational opportunities, enhancing mobility, and promoting healthy lifestyles. Collaboration with homeowners' associations, regional entities, and developers will be key to ensuring that park and trail expansion meets the needs of all residents, particularly those in underserved areas. By addressing these gaps, Crandall can develop a more equitable, accessible, and sustainable parks and recreation system.

Figure 8.1: How Satisfied are you with the Quality of Parks and Recreation in Crandall?




Exhibit 8.1: Existing Park and Trail Inventory in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Existing Park & Trails
Parks
Trails
Heartland Park
FLETCHER
GRIFFIN
KELLY
FM 2757
FM 741
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD 214
ALAMOSA
FM 2932

This chapter closely aligns with the Future Land Use and Mobility chapters, creating a unified vision for a well-connected and sustainable community. By identifying opportunities to preserve and enhance green spaces within designated growth areas, the plan ensures that parks and trails are integrated into future development patterns. This approach promotes smart growth, encouraging walkable neighborhoods where recreational amenities are within easy reach. Additionally, the chapter's focus on expanding trails and greenways directly supports the Mobility chapter's goals of providing multi-modal transportation options. Trails serve as alternative transportation corridors, linking neighborhoods, schools, and employment centers, while reducing reliance on automobiles and promoting active lifestyles.

This chapter also plays a pivotal role in advancing the goals outlined in the Downtown and Resilience and Hazard Mitigation chapters. By prioritizing the inclusion of green infrastructure and public spaces in Downtown redevelopment, the chapter enhances urban vibrancy and strengthens the City's identity as a dynamic, people-centered destination. Simultaneously, parks and open space contribute to resilience and hazard mitigation by serving as natural buffers against flooding, improving stormwater management and reducing the urban heat island effect. These green spaces also enhance the City's capacity to adapt to climate change, providing ecosystem services that protect both built and natural environments. Together, these synergies reinforce the Comprehensive Plan's commitment to creating a connected, sustainable, and thriving community.

EXISTING CONDITIONS

PARKS

PARK CLASSIFICATIONS

This section introduces future park classifications that the City can use to guide and define future park development. Each park typology includes specific standards for size range, typical amenities, and service areas, based on guidelines provided by the NRPA. The service area refers to the typical driving distance patrons are willing to travel to visit each type of park. Defining park typologies is critical for identifying deficiencies in specific park types and determining if amenities typical to each category are missing. The following pages provide a detailed description of each park type and include an inventory of parks within each classification.

Pocket Parks

A Pocket Park is a small park accessible to the public that often fills in gaps in park coverage. Pocket Parks are frequently created on small, irregular pieces of land, in vacant building lots, along the centers of broad avenues, or even in parking spots. Pocket Parks usually feature passive amenities, such as seating, and may be ideal locations for signage or beautification. They do not generally contain restrooms.

Size: 0 to 3 acres
Service Area: Serves residents within 0–0.5 mile

Neighborhood Parks

Neighborhood Parks are small parks designed to be within walking distance of surrounding neighborhoods. Typically, they offer passive and active amenities including trails, playgrounds, multi-purpose practice fields, pavilions, benches, and more. Passive recreational activities may include walking trails, seating, and public gathering spaces. Facilities are typically unlighted and off-street parking is not provided since neighborhood parks typically serve patrons within a walking distance. These also include HOA maintained parks in new developments in the ETJ.

Size: 1 to 15 acres
Service Area: Serves residents within a 0.25- to 1.5-mile radius

Community Parks

Community Parks are typically larger parks that offer a range of active and passive recreation opportunities such as swimming pools, ball fields, playgrounds, trails, and other regionally significant recreational amenities. These recreation activities may include spaces for competitive and non-competitive sports, playgrounds, and multi-use fields. Passive recreation may include walking trails, seating, and public gathering spaces. Facilities are typically lighted and have support facilities such as bathrooms or concessions, based on need. Community Parks typically include off-street parking.

Size: 16 to 99 acres
Service Area: Serves residents within a 1- to 2-mile radius

Special Use Parks

Special Use Parks tend to be diverse in size, category, and amenities because they are designed to serve a unique purpose and support specific activities. NRPA defines these parks as historical areas, nature centers, marinas, golf courses, zoos, conservatories, arboretums, arenas, amphitheaters, plazas, water parks, or community squares.

Size: Varies
Service Area: Serves the entire city and captures regional visitors

Open Space Areas

Open Space Areas preserve the natural landscape while providing opportunities for passive recreation. These environmentally focused areas tend to be programmed minimally or unprogrammed spaces that offer amenities such as trails and nature viewing areas. The NRPA does not indicate specific acreage or size standards for nature parks/preserves, other than that they should be sufficient to protect the resource and provide appropriate usage.



Crandall Pirates Baseball Field

PARK INVENTORY

Creating an inventory of existing parks provides City staff with valuable insights into current park uses and amenities, helping to guide and plan for future needs. In a growing community like Crandall, park development and land acquisition can occur quickly, meaning any inventory reflects the park system at a specific point in time. For the purpose of this master plan, the inventory was established as of December 2024.

Crandall has 399 acres of park space. Of that space, 1.5 acres are owned by the City. The other 188 acres of parks include the golf course and parks in the City's ETJ. **Table 8.1** displays the existing park inventory for Crandall and **Exhibit 8.2** displays the existing parks in Crandall.

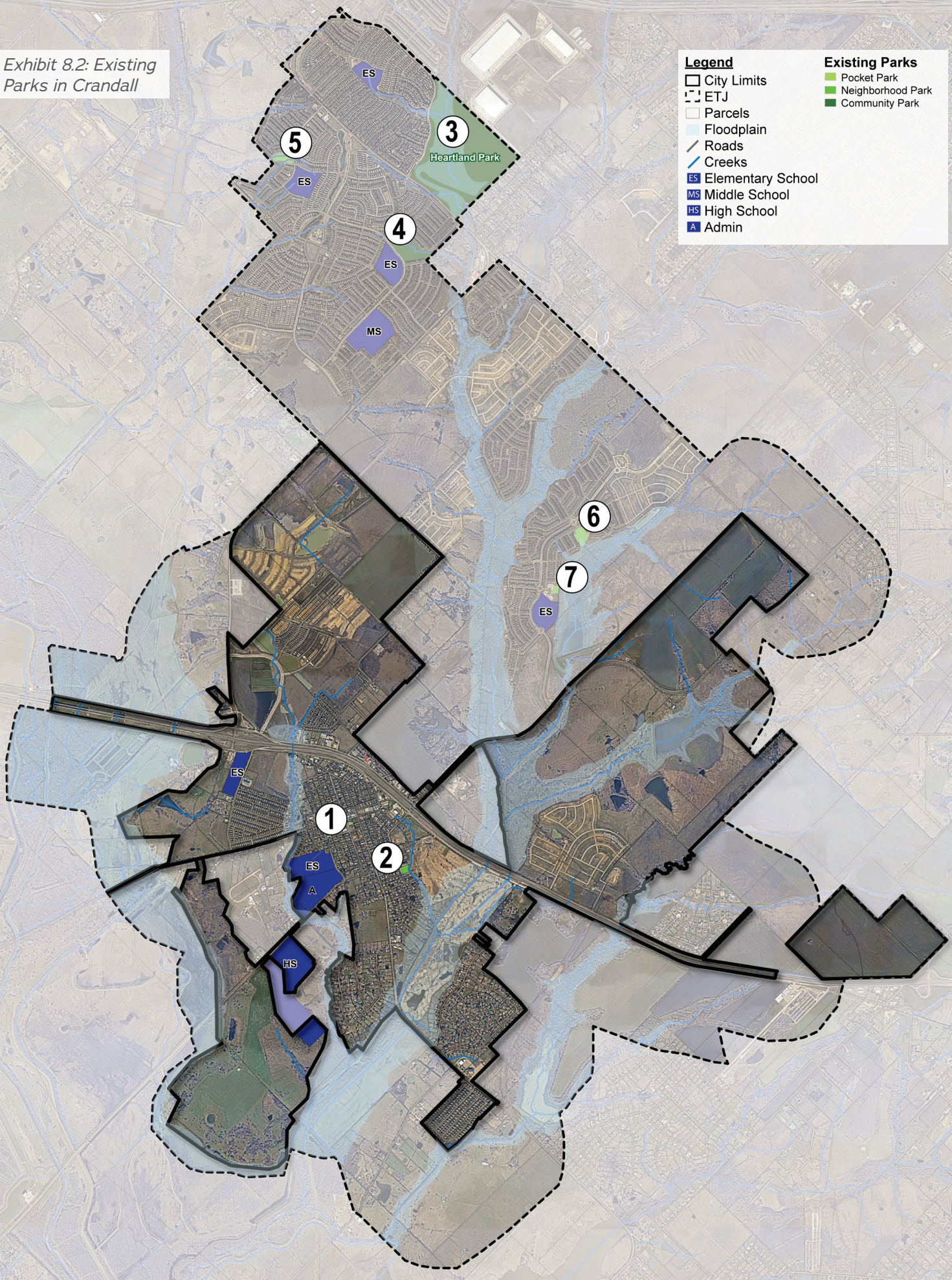
Currently, Webb Park is the only park within Crandall's City Limits. This park features a covered playground, restrooms, a picnic pavilion, and dedicated parking. It is accessible through S College Street and abuts the Rusted Rail Golf Facility.

As Crandall continues to grow, the City should look to grow staff to help prioritize developing a diverse and accessible range of parks to meet the needs of its evolving community. A key opportunity of this Comprehensive Plan is to strengthen connections between existing parks and future developments as additional parks and trails are created. Leveraging greenspace will be essential to establish a comprehensive and integrated parks network that supports the City's growth.

Table 8.1: Park Inventory

Name	Address	Park Type	Ownership	Acreage
Downtown Pocket Park	109 S Main Street, Crandall, TX 75114	Pocket Park	City-Owned	0.5
Webb Park	615 S College Street, Crandall, TX 75114	Neighborhood Park	City-Owned	1.0
Heartland Park	2020 Heartland, TX 75126	Community Park	HOA	79.0
Heartland Dog Park and Preserves	3091 Fletcher Road, Crandall, TX 75114	Community Park	HOA	77.0
Sunny Brook Park	2102 Blakehill Drive, Forney, TX 75126	Neighborhood Park	HOA	2.0
Wildcat Ranch Heart-Shaped Park	2072 Ocelot Street, Crandall, TX, 75114	Neighborhood Park	HOA	1.0
Wildcat Ranch Amenity Center	2100 Spring Branch Street, Crandall, TX 75114	Neighborhood Park	HOA	3.8
			Total Acreage	***164.3***

Exhibit 8.2: Existing Parks in Crandall



TRAILS

TRAIL CLASSIFICATIONS

Multi-Use Trails

Multi-Use Trails are wider trail facilities that serve multiple user groups for recreation and transportation purposes. There are two types of Multi-Use Trails: Roadway and Non-Roadway Multi-Use Trails.

Roadway Multi-Use Trails

Description: A hard-surface pathway running parallel to a roadway and primarily designed to accommodate cyclists and pedestrians.

Location:	***Primary User Groups:***	***Amenities:***
Within or directly adjacent to a street ROW.	Cyclists, pedestrians, and other human-powered recreation and transportation modes (e.g., scooters, skateboarding, mobility-assisted devices, in-line-skating etc.)	Includes, but not limited to, directional signs and enhanced crossings.

Design Features:

- **Materials:** Asphalt or concrete.
- **Dimensions:** Preferred minimum width of 12 feet, but where there are existing constraints, a reduced width of 10 feet may be acceptable.
- **Other:** Design and construction of trail should be consistent with American Association of State Highway and Transportation Officials (AASHTO) recommendations and Texas Manual on Uniform Traffic Control Devices (TMUTCD) standards.

Non-Roadway Multi-Use Trails

Description: A hard or soft-surface pathway often located within or parallel to streams, drainage corridors, utility easements, railways, and environmentally sensitive lands and typically designed to accommodate cyclists and pedestrians.

Location:	***Primary User Groups:***	***Amenities:***
Within a designated easement, ROW, greenway, linear park, or other public lands.	Cyclists, pedestrians, and other human-powered recreation and transportation modes (e.g., scooters, skateboarding, mobility-assisted devices, in-line-skating etc.)	Includes, but not limited to, trailheads and associated amenities, directional signs, mile markers, benches, and drinking fountains.

Design Features:

- **Materials:** Asphalt, concrete, decomposed granite, or another permeable surface.
- **Dimensions:** Preferred minimum width of 12 feet, but where there are existing constraints, a reduced width of 10 feet may be acceptable.
- **Other:** Design and construction of trail should be consistent with AASHTO recommendations and TMUTCD standards.

Recreational Trails

Description: Hard or soft surface pathways designed to promote fitness and recreation within a park or other activity center, but not necessarily configured to provide transportation linkages between community destinations.

Location:	***Primary User Groups:***	***Amenities:***
Within a park or designated nature/open space area	Cyclists, pedestrians, in-line skating, etc.	Includes, but not limited to, directional signs, benches, drinking fountains, fitness facilities, educational signage.

TRAIL SURFACE TYPES

Hard Surface Trail

Description: Typically, concrete or asphalt, these trails can range from 10 to 12 feet wide and are separate from on-street sidewalk facilities. These trails can meander through parks or follow a linear path connecting key areas of town, such as neighborhoods, parks, or schools.

Soft Surface Trail

Description: Soft surface trails can be natural or man-made with native soil or crushed rock, decomposed granite, or gravel. These trails can be a cheaper, more natural alternative to concrete trails. They are great for hiking, biking, and exploring nature and should connect to the larger trail system.



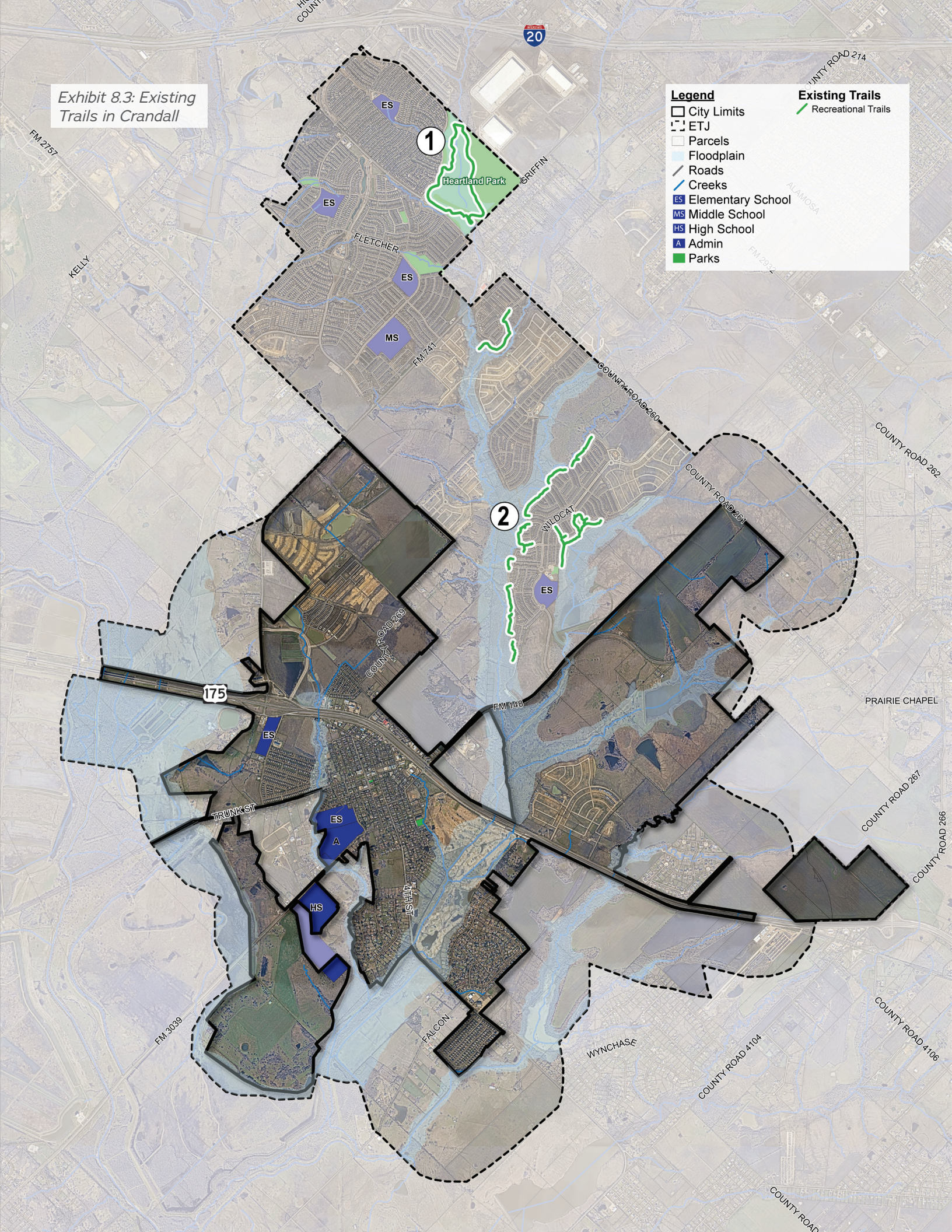
Wildcat Ranch Trail

TRAIL INVENTORY

Crandall has 6.2 acres of trails. All 6.2 acres are in the ETJ and included as a part of the Wildcat Ranch and Heartland developments. **Table 8.2** displays the existing trail inventory for Crandall and **Exhibit 8.3** displays the existing trails in Crandall.

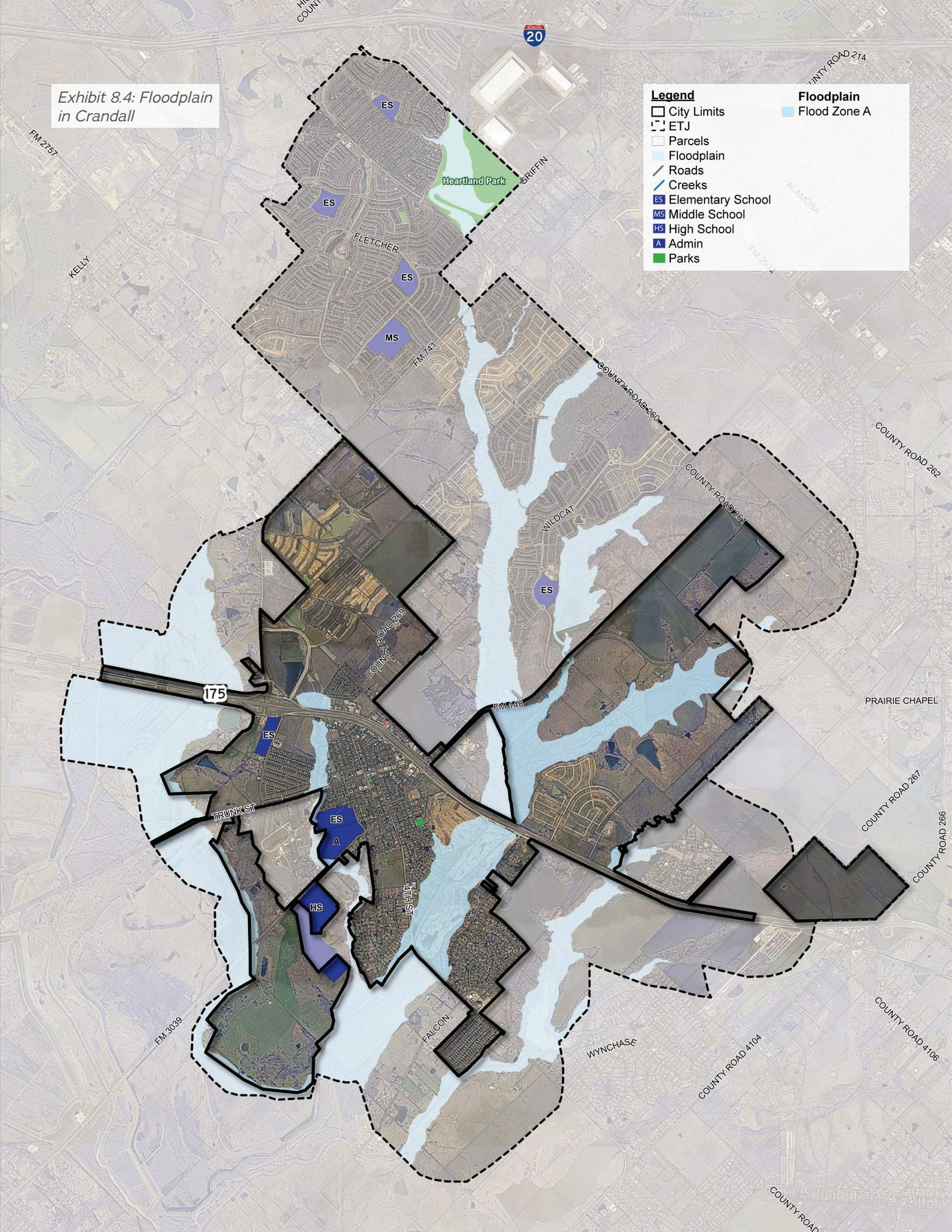
Table 8.2: Trail Inventory

Trail Name	City Limits or ETJ	Trail Type	Surface Type	Mileage
Heartland Trails	ETJ	Recreational Trails	Hard Surface	2
Wildcat Ranch Trails	ETJ	Recreational Trails	Soft Surface	4.20
			Total	***6.20***


Exhibit 8.3: Existing Trails in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
Elementary School
Middle School
High School
Admin
Parks
Existing Trails
Recreational Trails
1
2
Heartland Park
WILDCAT
ES
MS
HS
A
I-20
FM 2757
KELLY
FLETCHER
GRIFFIN
FM 741
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
COUNTY ROAD 214
ALAMOSA
FM 2932
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106

FLOODPLAIN

The floodplain in Crandall takes up 605.16 acres within the City limits and 1,949.07 acres in the ETJ. **Exhibit 8.4** displays the floodplain in Crandall. Crandall's floodplain presents a unique opportunity to meet future recreational needs while preserving natural systems. The floodplain can be transformed into valuable community assets by integrating them into the city's network of parks, trails, and open spaces. By utilizing floodplain areas for low-impact recreational amenities, such as nature trails, picnic areas, and open playfields, Crandall can provide residents with accessible and scenic outdoor spaces while maintaining the ecological integrity of these areas. Furthermore, the strategic use of floodplains for recreation supports flood mitigation efforts by preserving natural drainage patterns and reducing impervious surfaces, enhancing the City's resilience to extreme weather events.


Exhibit 8.4: Floodplain in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Floodplain
Flood Zone A
20
COUNTY ROAD 214
FM 2757
Heartland Park
GRIFFIN
ALAMOSA
FLETCHER
KELLY
FM 741
COUNTY ROAD 260
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD

NEEDS ASSESSMENT

The residents of Crandall expressed that parks, trails, and indoor recreation offerings are vital to their quality of life through their active participation and support throughout the planning process. As the City continues to expand, they recognize the increased demand for expanding the recreation system. Additionally, the way residents engage in recreational activities continues to evolve due to changing user preferences and the introduction of new amenities.

This section provides a high-level approach to identifying the new facilities and amenities, and improvements to existing offerings, which are most desired by Crandall residents and build upon the recommendations from the 2014 Parks Plan. The needs assessment offers prioritized recommendations for enhancing the park, trail, and indoor recreation system, using both quantitative and qualitative data.

When benchmarking Crandall against other communities, it is essential to examine cities with similar geographic, demographic, and developmental profiles, particularly those with significant populations residing within their ETJs. These communities often experience rapid suburbanization, balancing growth management within and beyond city limits. While Crandall has not yet experienced the growth that the benchmarking communities have, they are ***projected to experience significant population growth.*** *Therefore, it is helpful to consider nearby cities that may have already experienced this population boom and how the communities provided additional parks and trails amenities to maintain proportionality with the population.*

For the purpose of this Comprehensive Plan, the needs assessment uses a standards-based approach to guide future recommendations for Crandall. A more in-depth Parks and Recreation Plan may incorporate demand-based and resource-based approaches to further prioritize future recommendations.

STANDARDS-BASED APPROACH

The standards-based approach compares current and projected population figures to park acreage within the city. This analysis maps access to and distribution of parks to identify gaps in coverage and aligns Crandall's facilities with national standards established by the NRPA.

While this approach provides critical insights, a full needs assessment offers a complete picture of the city's park, trail, and recreation needs. The resulting assessment and recommendations will guide the City in determining which facilities, amenities, and improvements are most needed in Crandall. Resident input—gathered through public meetings and online surveys—ensures that the identified priorities reflect the community's current and future recreational needs.

Table 8.3: Park Benchmarking Communities

Benchmarking Community Existing Parkland Level of Service					
Year	**Population**	**Park Acreage (Developed)**	**NRPA Standard (Per 1,000 Residents)**	**Existing LOS (Per 1,000 Residents)**	**Gap**
Forney Existing Parkland LOS					
2024	35,470	322 Acres	11.2 Acres	9.8 Acres	75.3-Acre Deficit
Melissa Existing Parkland LOS					
2024	23,571	105 Acres	11.2 Acres	4.5 Acres	159.0-Acre Deficit
Mount Pleasant Existing Parkland LOS					
2024	16,055	795 Acres	12.6 Acres	49.5 Acres	592.7-Acre Surplus

Table 8.4: Identifying Benchmark Communities – Trails

Benchmarking Community Existing Trails Level of Service					
Year	**Population**	**Trail Miles (Developed)**	**Regional Standard (Per 3,000 Residents)**	**Existing LOS (Per 3,000 Residents)**	**Gap**
Forney Existing Trails LOS					
2024	35,470	3 Miles	1 Mile	0.25 Miles	8.82-Mile Deficit
Melissa Existing Trails LOS					
2024	23,571	0.81 Mile	1 Mile	0.10 Miles	7.05-Mile Deficit
Mount Pleasant Existing Trails LOS					
2024	16,055	4.2 Miles	1 Mile	0.78 Miles	1.15-Mile Deficit

PARKS NEEDS ASSESSMENT

ACREAGE LOS

Acreage LOS is typically expressed as a per-capita measure, such as "X acres per 1,000 residents." The NRPA provides recommended LOS' based on jurisdiction size. **Table 8.5** presents the NRPA LOS guidelines for neighborhood parks, community parks, and the overall park system. These benchmarks were used to assess Crandall's park acreage and identify surpluses or deficits within each park type category.

Based on **Table 8.5**, the City currently faces a 53-acre deficit in park acreage. Looking ahead to 2050, if no additional parks are developed, this deficit will grow to 118-acres as the City's population continues to increase. **Table 8.6** further analyzes park acreage based on the population within both the City Limits and the ETJ. Today, there is a 118-acre deficit when accounting for this broader population, but by 2050 this gap is projected to grow to a 1,925-acre deficit.

To address these deficits, the City can take several strategic actions. Developing new parks, expanding existing facilities, and identifying underutilized public spaces are all viable solutions. However, it is essential to be mindful of the capacity of City Staff to manage and maintain additional parks, as this could place significant strain on existing resources. Forming partnerships with local organizations, school districts, and private entities could help alleviate some of this burden by sharing the responsibility for park development, maintenance, and programming. Collaborative agreements, such as shared-use facilities or land acquisition partnerships, can provide opportunities to enhance recreational offerings while balancing staff capacity and budget constraints.

Table 8.5: City Limits Park System LOS

Crandall Existing and Future Parkland Level of Service					
Year	**Population**	**Park Acreage (Developed)**	**NRPA Standard (Per 1,000 Residents)**	**Existing LOS (Per 1,000 Residents)**	**Gap**
2024	4,345	1.5 Acres	12.6 Acres	0.345 Acres	53.25-Acre Deficit
2050	9,510	1.5 Acres	12.6 Acres	0.158 Acres	118.33-Acre Deficit

Table 8.6: City Limits and ETJ Park System LOS

Crandall and Crandall ETJ Existing and Future Parkland Level of Service					
Year	**Population**	**Park Acreage (Developed)**	**NRPA Standard (Per 1,000 Residents)**	**Existing LOS (Per 1,000 Residents)**	**Gap**
2024	22,408	164.3 Acres	12.6 Acres	7.33 Acres	118.0-Acre Deficit
2050	165,737	164.3 Acres	12.6 Acres	1.00 Acre	1,925.0-Acre Deficit

PARK SERVICE AREA

A park's service area refers to the typical driving distance a resident is willing to travel to access a particular park. In addition to these driving service areas, the City can consider a standard recommended by the Trust for Public Land (TPL), a nonprofit organization focused on land conservation, which suggests that all residents should ideally be within a 10-minute walk to a park or open space. These standards help identify gaps in park access and determine optimal locations for future parks. Crandall's park service areas vary depending on the size and function of each park, as outlined in **Table 8.7**.

Exhibit 8.5 illustrates how the City of Crandall and its ETJ are served by parks currently. This visual representation highlights gaps in the park system and helps identify areas where future park development should be prioritized.

Table 8.7: Park Type Service Area

Park Type	Driving Service Area
Pocket Park	0 to 0.5 Mile
Neighborhood Park	0.25 to 0.5 Mile
Community Park	1 to 2 Miles
Special Use Park	Varies
Open Space/Preserve	Varies

TRAIL NEEDS ASSESSMENT

Mileage LOS is typically expressed as a per-capita measure such as "X trail miles per 3,000 residents." The NRPA provides recommended LOS ranges for different types of trails. These benchmarks were used to assess Crandall's trail mileage and identify surpluses or deficits.

Based on **Table 8.8**, the City currently faces a 1.45-mile deficit in trails. Looking ahead to 2050, if no additional trails are developed, this deficit will grow to 3.17-miles as the City's population continues to increase. **Table 8.9** further analyzes trail mileage based on the population within both the City Limits and the ETJ. Today, there is a 1.27-mile deficit when accounting for this broader population, but this gap is projected to grow to a 21.42-mile deficit by 2050.

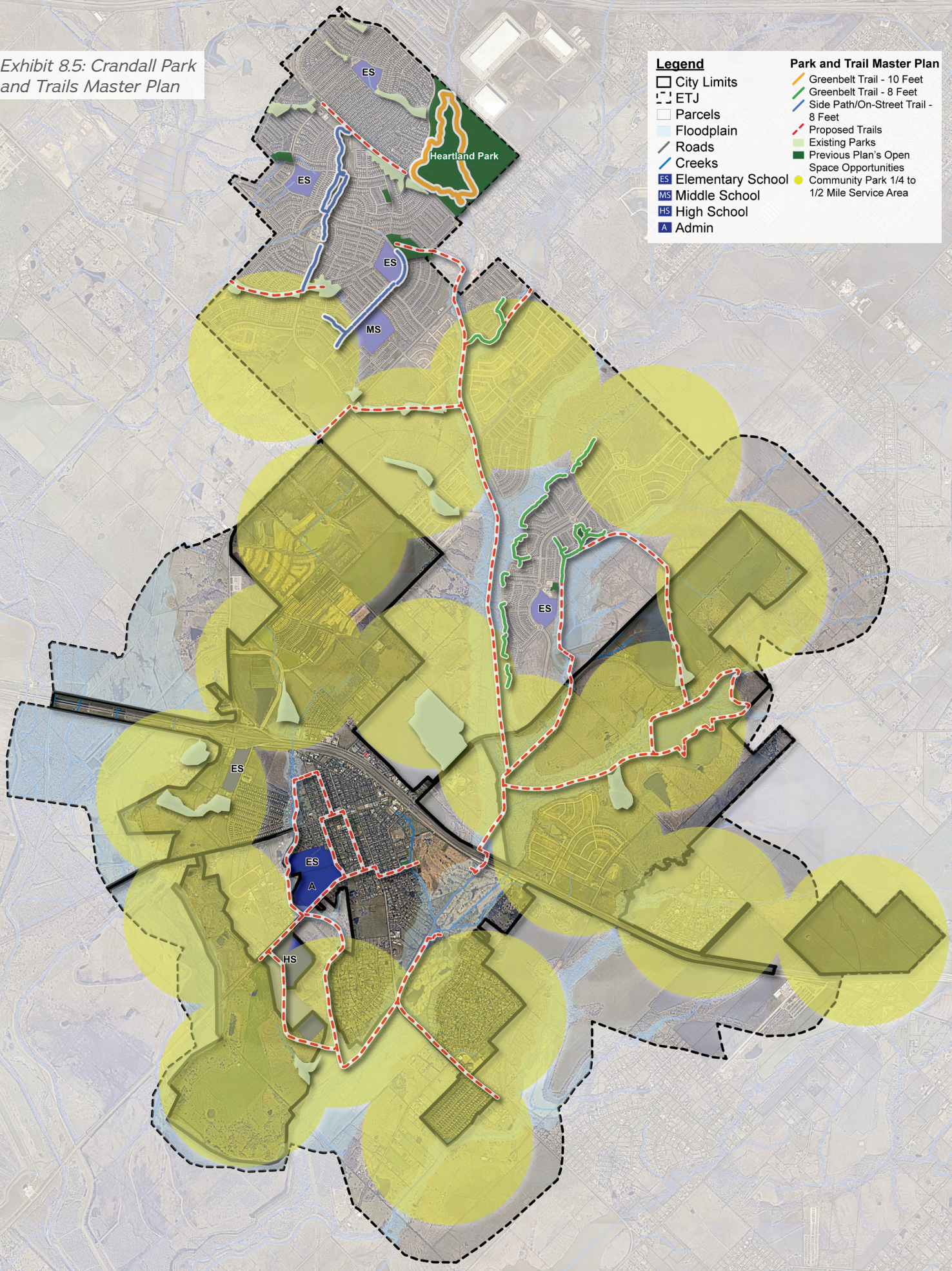
Table 8.8: City Limits Trail System LOS

Crandall Existing and Future Trails Level of Service					
Year	**Population**	**Trail Miles (Developed)**	**Regional Standard (Per 3,000 Residents)**	**Existing LOS (Per 3,000 Residents)**	**Gap**
2023	4,345	0	1 Mile	0 Miles	1.45-Mile Deficit
2050	9,510	0	1 Mile	0 Miles	3.17-Mile Deficit

Table 8.9: City Limits and ETJ Trail System LOS

Crandall Existing and Future Trails Level of Service					
Year	**Population**	**Trail Miles (Developed)**	**Regional Standard (Per 3,000 Residents)**	**Existing LOS (Per 3,000 Residents)**	**Gap**
2023	22,408	6.2	1 Mile	0.83 Miles	1.27-Mile Deficit
2050	165,737	6.2	0.5 Miles	0.11 Miles	21.42-Mile Surplus

Exhibit 8.5: Crandall Park and Trails Master Plan



RECREATION NEEDS ASSESSMENT

Recreation LOS is a measure used to assess how well a community's recreational facilities meet the needs of its population. It compares existing amenities to recommended standards, such as those established by the NRPA, to identify gaps in service. In Crandall, the current LOS reveals significant outdoor and indoor facility deficiencies, indicating that the City's recreational infrastructure is struggling to keep pace with its growing population.

Outdoor facilities show a deficit compared to the NRPA standards. For example, the City's two diamond fields provide a LOS of 1 field per 11,204 residents, far below the NRPA standard of 1 field per 3,007 residents, resulting in a shortfall of 5.45 fields. Similarly, Crandall has only two rectangular fields, creating a 3.51 field deficit compared to the standard of 1 field per 4,070 residents. Playgrounds and outdoor basketball courts also fall short, with gaps of 1.04 structures and 2.68 courts, respectively. These deficits limit outdoor sports and recreation opportunities, underscoring the need for expanded facilities to support the City's residents.

Indoor recreational amenities also face critical shortages. The City lacks facilities such as aquatic centers, senior centers, and gyms, all of which fall below NRPA-recommended LOS standards. These gaps constrain year-round recreational opportunities and fail to meet the diverse needs of Crandall's population, especially as it continues to grow.

Table 8.10: City Limits and ETJ Recreation Facility LOS

Population	Structures	NRPA LOS	Existing LOS	Gap	Indoors/ Outdoors
Playground/Play Structure (Outdoors)					
22,408	5	1 per 3,707 Residents	1 per 4,481 Residents	1.04 Deficit	Outdoors
Diamond Field					
22,408	2	1 per 3,007 Residents	1 per 11,204 Residents	5.45 Deficit	Outdoors
Basketball Court					
22,408	0	1 per 8,363 Residents	N/A	2.68 Deficit	Outdoors
Rectangular Field					
22,408	2	1 per 4,070 Residents	1 per 11,204 Residents	3.51 Deficit	Outdoors
Tennis Court					
22,408	0	1 per 5,865 Residents	N/A	3.82 Deficit	Outdoors
Dog Park					
22,408	1	1 per 55,135 Residents	1 per 22,408 Residents	0.59 Surplus	Outdoors
18-Hole Golf Course					
22,408	1	1 per 68,208 Residents	1 per 22,408 Residents	0.67 Surplus	Outdoors
Aquatic Center – Natatorium – Indoor Competitive Swimming Pool					
22,408	0	1 per 64,150 Residents	N/A	0.35 Deficit	Indoors
Recreational Facility (Gym)					
22,408	0	1 per 39,886 Residents	N/A	0.56 Deficit	Indoors
Senior Center					
22,408	0	1 per 67,190 Residents	N/A	0.33 Deficit	Indoors
Basketball Court					
22,408	2	1 per 26,612 Residents	2 per 22,408 Residents	1.16 Surplus	Indoors

LAND ACQUISITION

Expanding parks and open space in Crandall begins with an assessment of opportunities, using the findings from the needs assessment and identified gaps in the park system as a foundation. By analyzing current service area deficiencies and projected future demands, the City can identify key areas where new parks or open spaces are most needed. This process includes evaluating available land within the City Limits and ETJ that could serve as potential sites for acquisition. Criteria for prioritizing land acquisition should consider proximity to underserved areas, accessibility, and alignment with the TPL's "10-minute walk" standard. Additionally, opportunities for natural resource preservation; connectivity to existing parks, trails, and greenways; and the potential to address future population growth should be evaluated. Factors such as land ownership, development feasibility, and cost will further help the City strategically prioritize acquisitions that align with Crandall's long-term vision for a well-connected, equitable, and sustainable park system.



Wildcat Ranch Trail Pavilion

Building strong partnerships with local organizations and stakeholders is a cornerstone for successful land acquisition efforts. Collaborating with groups, such as the Texas Master Naturalists, can provide valuable expertise in identifying ecologically significant land parcels and advocating for their preservation. The Texas Parks and Wildlife Department (TPWD) offers critical support through funding opportunities, technical assistance, and expertise in navigating regulatory frameworks, streamlining the acquisition process. Moreover, TPWD offers grant funding that can be used to preserve, expand upon, and maintain parkland. Engaging local landowners is particularly vital, because it can foster trust and collaboration that may lead to land donations, conservation easements, or purchase agreements that align with community needs. These partnerships help ensure that land acquisition initiatives are grounded in both ecological priorities and local aspirations, creating a foundation for successful park development.

The involvement of Crandall ISD adds another dimension to land acquisition and partnership strategies. Working with the ISD can help identify land opportunities or land already owned by the ISD that can serve dual purposes: meeting educational objectives, while also expanding green spaces. Properties near schools can be prioritized for acquisition, transforming them into accessible outdoor classrooms and recreational spaces. Partnerships like these not only facilitate the acquisition process, but also ensure that the land serves a wide range of stakeholders, fostering a sense of shared ownership and long-term commitment to community and environmental stewardship.

PARTNERSHIPS

While Crandall's current park system is limited, there are several strategies the City can use to attract visitors and position itself as a destination. To begin, the City can focus on improving and expanding its existing park and developing additional parks that offer unique features or experiences. Even a single park could become a regional attraction with the right enhancements, such as themed areas, recreational facilities, or event spaces that cater to different regional interests. Wildcat Ranch's partnership with the Dallas Off-Road Bicycle Association (DORBA) to create mountain bike trails within the development is a successful example of a partnership that leads to a unique regional attraction. These trails attract regional visitors while providing a specialized space for Crandall's residents to enjoy simultaneously.

Crandall can also increase visitation by creating and hosting events that utilize the park spaces. Outdoor festivals, farmers' markets, and cultural celebrations could attract people from nearby areas, drawing attention to Crandall as a destination for family-friendly activities. These events can be marketed through local tourism organizations and social media, showcasing Crandall's community spirit and the charm of its public spaces. The Crandall Cotton Harvest Fest is a pre-existing event that attracts regional attention. This event, or similar events in the future, can utilize park spaces to draw attention to them and unite the community around a common location.

Crandall can promote its parks and trails by partnering with NCTCOG or regional tourism boards to increase visibility. Crandall can provide information on its park amenities, upcoming events, and other attractions to draw in visitors. Improving park amenities, such as picnic areas, benches, and parking, can also make the spaces more comfortable and accessible, encouraging visitors to stay longer and explore the town.

Since Crandall does not have extensive environmental assets, there is opportunity to make the most of the City's existing infrastructure, such as by creating trails that link key points and make Crandall more walkable and attractive to residents and visitors. As the City grows and its park system expands, Crandall can continue to build on these strategies, gradually becoming a destination for outdoor recreation and community-focused events. Through these efforts, Crandall can enhance its appeal to visitors while reinforcing its sense of identity for the residents who call it home.

STAFFING AND MAINTENANCE

As Crandall continues to grow, the City's staffing and maintenance capabilities for parks, trails, and open space must expand accordingly. Currently, the City's parks system is limited in size and the variety of amenities it offers, impacting the scope of staffing and maintenance needs. As the City works to develop additional parks and expand its recreational facilities, hiring full-time staff, including park maintenance workers, landscape architects, and facility managers, will be essential. A well-staffed team will ensure that newly developed parks and trails are maintained properly and that the existing park infrastructure is preserved to meet Crandall's needs. A park and trail system can only be successful in the long-term through the support of staff members who are dedicated to prioritizing the maintenance of facilities.

Effective staffing involves developing specialized roles or alternatively assigning tasks focused on sustainable park management to existing staff members. As Crandall plans for more green spaces, it will need City Staff to manage natural resources, including preserving floodplains, maintaining native plantings, and implementing green infrastructure strategies. Additionally, the City will benefit from incorporating seasonal or part-time staff to handle increased demands during peak recreation periods, such as spring and summer. With the anticipated increase in parkland and trail mileage, expanding staffing capacity is critical to ensuring that maintenance tasks such as trash removal, trail repairs, facility cleaning, and landscaping are completed regularly and efficiently.

Maintenance practices must be adjusted to reflect the diversity of park types in Crandall. For example, Neighborhood Parks and Pocket Parks may require less frequent maintenance than Community Parks or Special-Use Parks that feature more complex amenities such as sports fields, playgrounds, or event spaces. A carefully planned and adhered to maintenance schedule will help prioritize resources effectively, ensuring that high-traffic areas and frequently used amenities are kept in excellent condition. Regular inspections and preventative maintenance schedules for park equipment, trails, and facilities will help minimize costly repairs and extend the lifespan of city assets.

As the City develops new parks, trails, and recreation facilities, implementing a parks and trails maintenance and management plan will aid in efforts of guiding maintenance activities. This plan should include long-term budgeting for routine maintenance and the potential costs associated with expanding infrastructure. Establishing clear maintenance standards and schedules, while planning for future staffing needs, will help Crandall manage its growing parks and recreation system sustainably and cost-effectively, ensuring that parks remain a vital asset to the community for years to come.

FUNDING OPTIONS AND GRANT OPPORTUNITIES

Securing funding and grant opportunities will be essential for the City to expand its park, trail, and recreation offerings while managing limited local resources. As the City grows and recreational demands increase, identifying diverse funding sources—such as state and federal grants, partnerships, and private investments—can help offset costs for land acquisition, park development, and maintenance. Leveraging programs like TPWD grants, partnerships with local ISDs, non-profits, and private entities, as well as exploring opportunities for P3s, can provide the financial support needed to enhance Crandall's park system. This approach ensures that future improvements and expansions are both achievable and sustainable, meeting the needs of the community without placing undue strain on the City's budget.

Table 8.11: Grant Opportunities

Funding Option	Grant Applicability	Funding Agency	Website Link
Local Parks Grants	Acquisition/development of public recreation areas and facilities	TPWD	tpwd.texas.gov
Recreational Trail Grants	Construction or improvements on non-motorized or motorized recreation trails, trailheads, and trailside facilities, as well as the acquisition of trail corridors.	TPWD	tpwd.texas.gov
Green Ribbon Project	The purpose of the TxDOT Green Ribbon Program is to improve the visual character of highway corridors and minimize the negative impacts of air pollution through the planting of trees and scrubs.	TxDOT	txdot.com
Community Development Block Grant (CDBG)	The CDBG program supports community development activities to build stronger and more resilient communities.	HUD	hudexchange.info
Keep Texas Beautiful Grants	Projects can fall within the following categories and can be used in both formal and informal educational settings: beautification, litter prevention, recycling, waste reduction, water conservation, wildlife protection, and habitat restoration	KTB	ktb.org
Inflation Reduction Act Community Change Grants Program	For environmental and climate justice activities to benefit disadvantaged communities through projects that reduce pollution, increase community climate resilience, and build community capacity to address environmental and climate justice challenges.	US EPA	epa.gov

ACTION ITEMS

RESPONSIBLE GROWTH

- Establish a detailed Parks Master Plan to guide future development, operations, and maintenance for future needs and staffing for the City.
- Set priorities for new park locations, upgrades, and facility improvements based on community demographics and anticipated growth.
- Ensure that new developments contribute to the City's parks, trails, and open space system to meet the needs of a growing population.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Partner with local schools, businesses, and non-profits to create joint-use agreements for facilities and land maintenance.
- Identify high-priority future trail routes in the Parks Master Plan and work with developers to reserve these areas as part of new subdivisions and commercial developments.

QUALITY OF LIFE

- Collaborate with nonprofits, local nature groups, and "Friends of the Park" organizations to manage parks, organize clean-ups, and host events.
- Apply for grants from federal, state, and private sources focused on parks, green space, conservation, and recreation.

ECONOMIC OPPORTUNITY

- Develop an impact fee program requiring developers to contribute funds that will support new or expanded parks, trails, and recreation facilities.

VIBRANT DOWNTOWN

- Create a master plan for the feasibility of a future community center and public park as a gateway and anchor in Downtown Crandall.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Implement native landscaping and low-maintenance vegetation to reduce water usage and enhance local biodiversity.
- Use technology to streamline reporting and improve efficiency without requiring additional staff.



CHAPTER 9

HAZARD MITIGATION AND RESILIENCE

POLICIES

- Encourage floodplain preservation, green infrastructure, and stormwater management practices that reduce flood risks, improve drainage, and enhance environmental health.
- Incorporate hazard mitigation strategies into the Future Land Use Plan, zoning decisions, and development review processes to reduce long-term vulnerability.
- Educate residents and businesses about hazard risks and preparedness measures through public outreach, workshops, and partnerships with schools and community organizations.
- Ensure that vulnerable populations—such as seniors, low-income households, and renters—are prioritized in hazard mitigation efforts and have access to recovery resources.

CHAPTER 9:

HAZARD MITIGATION AND RESILIENCE

INTRODUCTION

WHAT IS RESILIENCE AND WHY IS IT IMPORTANT?

For the Crandall Comprehensive Plan, resilience was a key factor in determining the viability of the Future Land Use Plan and identifying a Mitigation Strategy that will chart the course to improve the community's ability to recover from potential disasters in Crandall over the next 20 years. Resilience, for a Comprehensive Plan, involves conducting a vulnerability assessment and identifying tailored recommendations to meet the needs of Crandall. This ensures that the City continues to grow responsibly, and citizens and community leaders are prepared to respond to potential threats. By prioritizing land use through the lens of hazard mitigation, the plan addresses a variety of risks, leading to more effective and resilient planning.

FEMA established the National Resilience Guidance in August 2024. This document serves as a guide for local communities to establish their own resilience policies and goals, in order to provide a collaborative benefit at a regional, statewide, and national level. This guidance defines resilience as "the ability to prepare for threats and hazards, adapt to changing conditions, and withstand and recover rapidly from adverse conditions and disruptions." FEMA estimates that for every dollar spent on mitigation and preparation efforts, communities save an average of four dollars in response and recovery. Mitigation is extremely valuable, as it can be used to create safer communities, reduce loss of life and property, enable communities and individuals to recover more rapidly from disasters, and lessen the fiscal impact on community reserves and resources. Creating a resilient community will typically enable it to return to the status quo, or even improve previous conditions, after a disaster occurs. It can also prevent disasters from reaching a tipping point where communities experience irreversible loss or permanent damage.

Figure 9.1: Hazard Mitigation Planning Process



One way to begin addressing Crandall's level of vulnerability and preparedness is to understand what Crandall's predominant hazards are. Once these hazards (shocks) are identified, it is important to understand the damage or loss potential for various community systems. Additionally, the effects of a shock on one community could potentially affect other interdependent systems, thereby reducing community efficiency. After that, it is important to align community goals and recommendations with existing emergency management plans, such as the Kaufman County Hazard Mitigation Plan. It is important to ensure interoperability between City and County emergency response processes.

The existing conditions section of this chapter dives deeper into the identified hazards for Crandall and establishes how vulnerable the community is to each hazard. The Hazard Mitigation Strategy discusses nationwide best practices, while establishing tailored strategies for Crandall.

EXISTING CONDITIONS

INTRODUCTION

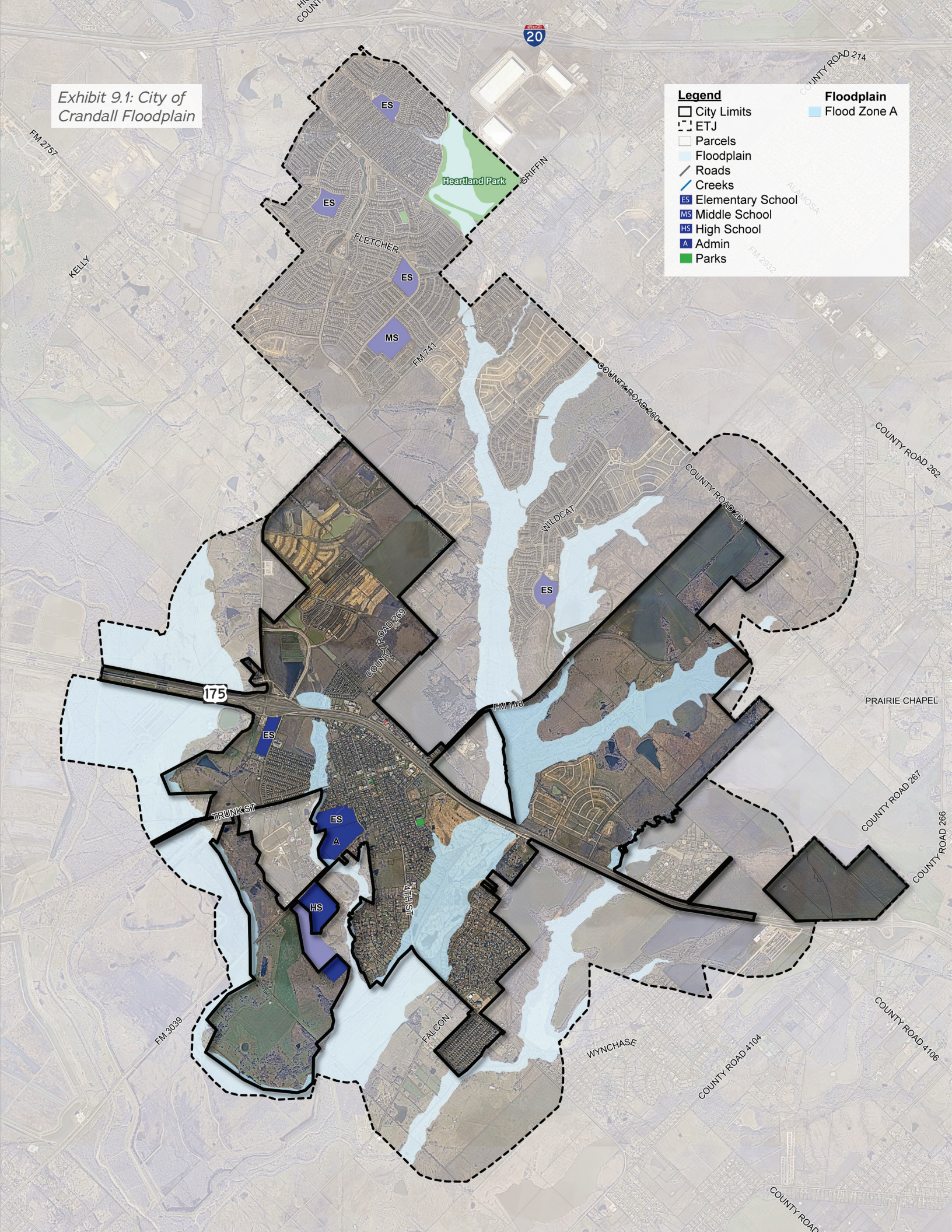
Crandall's ability to respond to and mitigate natural hazards is predicated upon a strong understanding of the natural hazards that could impact the city and its ETJ. This assessment focuses on key hazards, including flooding, wildfire risk, and the potential vulnerabilities that critical facilities and residents face. These hazards are analyzed using various data sources, such as floodplain maps, wildfire risk indices, and the Social Vulnerability Index (SVI). These tools provide insight into the spatial and demographic factors influencing the City's ability to prepare for, respond to, and recover from disaster events. The findings highlight areas of concern in Crandall, such as the 2,554 acres within the 100-year floodplain and urban-adjacent areas with elevated wildfire risk. In response, critical facilities' locations and the community's overall vulnerability levels were evaluated to guide planning and mitigation efforts. The forthcoming Hazard Mitigation Strategy section will present actionable steps to reduce these risks, enhance community preparedness, and bolster Crandall's resilience against natural hazards.

FLOODING

Flooding is typically one of the most impactful hazards for a community. A floodplain is an area of land adjacent to a water body that experiences periodic flooding, typically categorized by 100-year (Zone A) or 500-year flood zones. While Crandall has no large bodies of water prone to flooding, the community should prepare for major flood events. Crandall is in close proximity to the East Fork Trinity River and the smaller Buffalo Creek runs through the city. Flooding can result from the overflow of these water bodies, spilling over into nearby parcels. The other primary cause of flooding would be precipitation, as major rainfall can lead to flash floods. Between the City Limits and ETJ, 2,554 acres of land sit within floodplain Zone A, indicative of the 100-year flood zone. Of this, 605 acres are within the City Limits, constituting approximately 15.2% of the city's land area. The remaining 1,949 acres, or about 22.3% of the ETJ, lie in this flood zone. Several notable areas fall within the floodplain, including residential off-shoots of Main Street and FM-3039 and residential subdivisions near Meadowcreek Drive. Residents of homes within these areas may benefit by securing flood insurance through FEMA's National Flood Insurance Program (NFIP) to mitigate financial risks.

Table 9.1: Floodplain in Crandall City Limits and ETJ

Floodplain Area	Acreage	Percentage
City Limits	605.16	15.20% of City Limits
ETJ	1,949.07	22.30% of ETJ


Exhibit 9.1: City of Crandall Floodplain
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
Elementary School
Middle School
High School
Admin
Parks
Floodplain
Flood Zone A
ES
MS
HS
A
Heartland Park
FLETCHER
WILDCAT
FALCON
WYNCHASE
PRAIRIE CHAPEL
ALAMOSA
KELLY
GRIFFIN
TRUNK ST
4TH ST
FM 2757
FM 741
FM 148
FM 3039
FM 2932
175
20
COUNTY ROAD 214
COUNTY ROAD 260
COUNTY ROAD 261
COUNTY ROAD 262
COUNTY ROAD 267
COUNTY ROAD 266
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD 4107
COUNTY ROAD 269

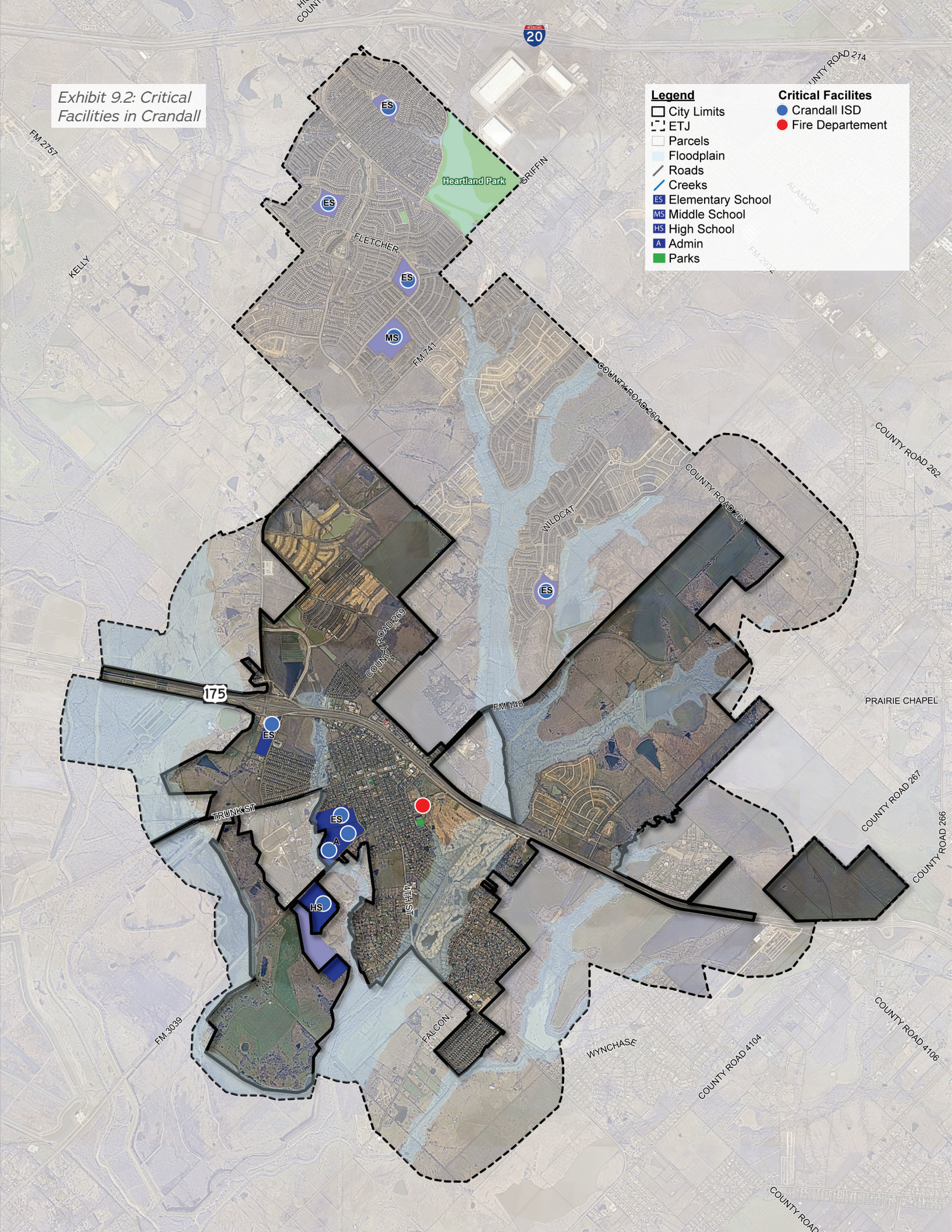
CRITICAL FACILITIES

Critical facilities include essential structures or infrastructure necessary for community functioning during emergencies, such as schools, fire stations, and emergency shelters. The corner of the parcel that hosts the Crandall ISD Administration Building (symbolized as A on the map) is on the edge of the floodplain. With the exception of that corner, Crandall's other critical facilities are generally outside the 100-year floodplain, enhancing their operational resilience during flooding events. No other facilities are in the 100-year floodplain, which is a benefit to the resiliency of Crandall. Future facilities should follow this trend of not sitting within the floodplain. Some critical facilities sit in the 500-year floodplain and as flood events become more prominent, those areas should be prepared and equipped to handle a flood event. Ways to become more prepared include elevated construction, enhanced drainage, and emergency response readiness.

Table 9.2: Critical Facilities in Crandall

Facility Name	Type	Detail
Crandall High School	High School	13385 FM-3039, Crandall, TX 75114
Crandall Compass Academy	High School	400 W Lewis Street, Crandall, TX 75114
Crandall Middle	Junior High	500 W Lewis Street, Crandall, TX 75114
Nola Kathryn Wilson Elementary	Elementary	300 Meadowcreek Drive, Crandall, TX 75114
Noble Reed Elementary	Elementary	2020 Wildcat Trail, Crandall, TX 75114
W A Martin Elementary	Elementary	11601 W US Highway 175, Crandall, TX 75114

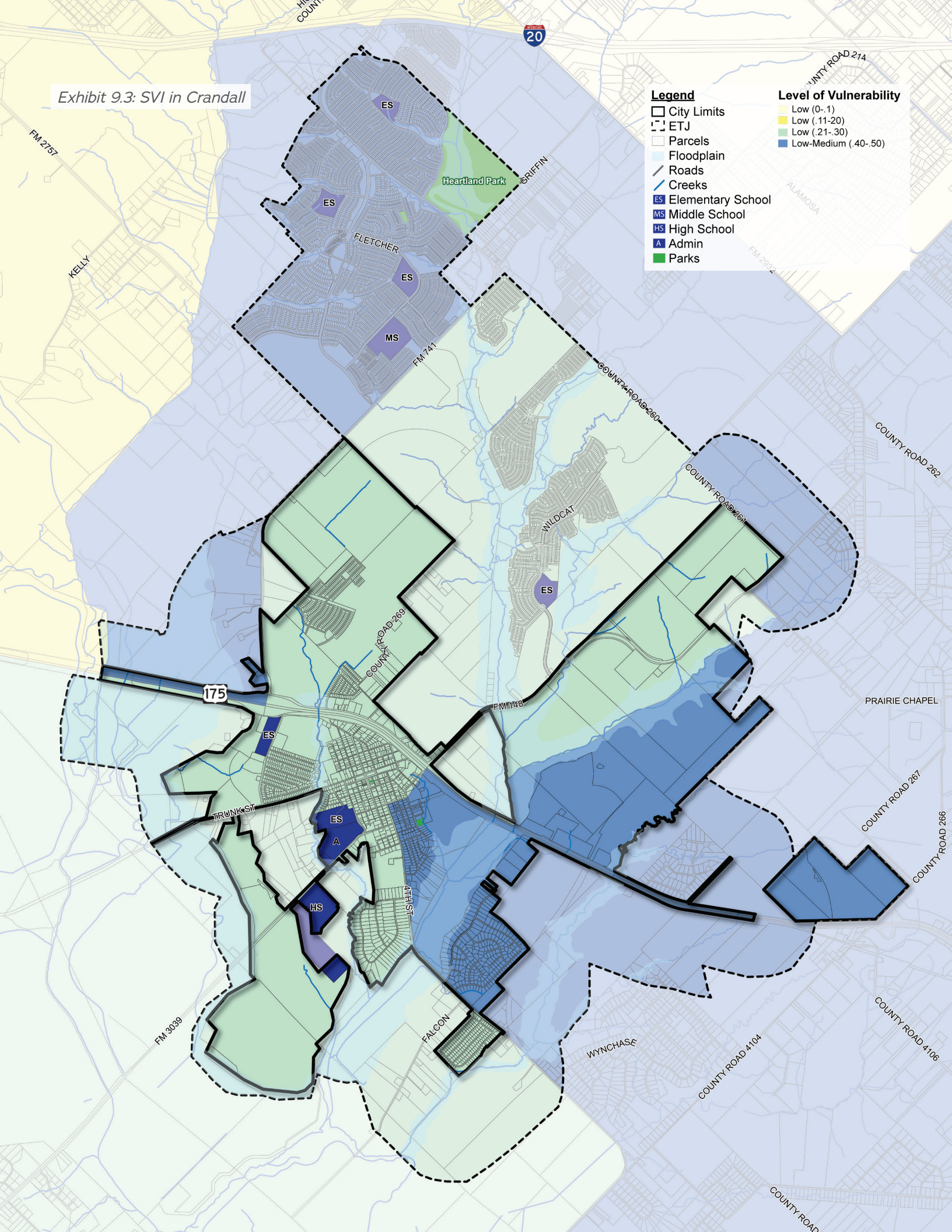
Crandall lacks a designated emergency shelter. Establishing a community lifeline facility capable of hosting residents during disasters is critical.


Exhibit 9.2: Critical Facilities in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Critical Facilites
Crandall ISD
Fire Departement
20
175
FM 2757
KELLY
GRIFFIN
Heartland Park
FLETCHER
FM 741
COUNTY ROAD 260
COUNTY ROAD 214
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106
ALAMOSA
FM 2932

SOCIAL VULNERABILITY INDEX

SVI measures the ability of a community to prepare for, respond to, and recover from disasters, with factors such as income, age, and housing stability influencing scores. When anticipating the impact of a catastrophic event, the SVI considers spatial exposure with consideration made to the impacted people and property. When community members are more socially vulnerable, this also means that they may have increased difficulty with resilience through events since events affect groups in different ways due to their ability to evacuate, financially recover from the event, and the likelihood of damage to their personal property. The level of social vulnerability can vary significantly within a city. Still, the SVI expresses that while Crandall should be prepared for major events, there are no significant discrepancies in the level of vulnerability between areas of the city and ETJ.

Crandall exhibits low to low-medium levels of social vulnerability, with SVI scores ranging between 0.11 and 0.50. North of the ETJ, the SVI falls within the 0-.1 range. This indicates a relatively strong capacity to handle emergencies, but highlights areas for improvement, especially in the ETJ, where vulnerability may increase due to fewer resources. For this reason, the Comprehensive Plan recognizes the importance of decreasing social vulnerability, but the responses will not focus on specific areas of Crandall since SVI levels are comparatively low across the jurisdiction.

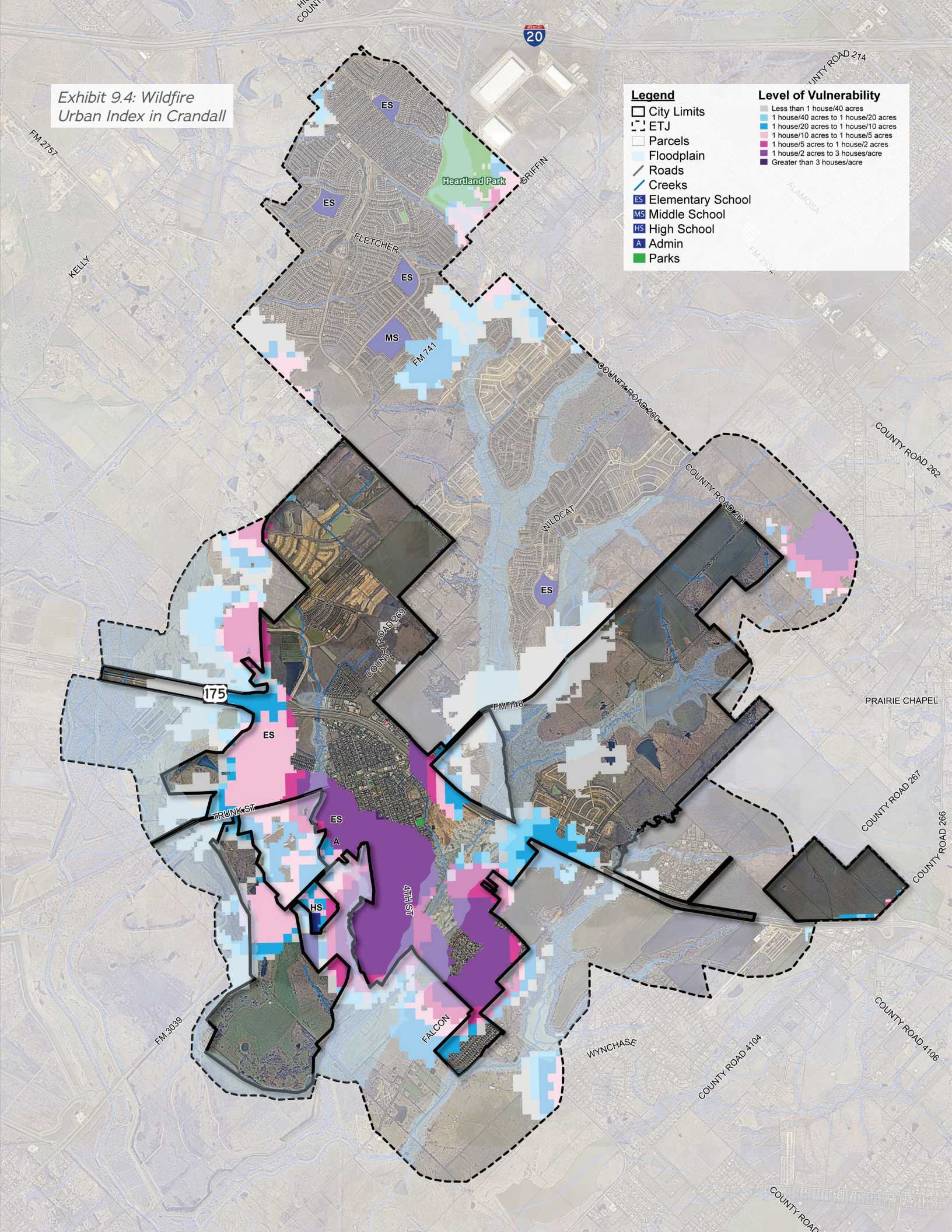

Exhibit 9.3: SVI in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Level of Vulnerability
Low (0-.1)
Low (.11-20)
Low (.21-.30)
Low-Medium (.40-.50)
Heartland Park
FLETCHER
WILDCAT
PRAIRIE CHAPEL
WYNCHASE
FALCON
KELLY
ALAMOSA
GRIFFIN
TRUNK ST
4TH ST
FM 2757
FM 741
FM 3039
FM 148
COUNTY ROAD 260
COUNTY ROAD 261
COUNTY ROAD 262
COUNTY ROAD 266
COUNTY ROAD 267
COUNTY ROAD 269
COUNTY ROAD 4104
COUNTY ROAD 4106
COUNTY ROAD 214
20
175

WILDFIRE RISK

Wildfire risk measures the likelihood of wildfires impacting an area based on factors like vegetation density, land use, and building proximity. Much of Crandall deals with wildfire risk and areas close to the core have a high risk, which is cause for concern. While Crandall sits within the greater DFW region, the City remains semi-rural in nature, with tracts of forest, agricultural, and undeveloped land closely adjacent. These areas, including grass, shrub, and forest lands, increase the likelihood of wildfires as they are associated with a high fuel load that can easily ignite and spread fire without warning. The wildfire risk varies across Crandall. Due to increased population density, the urban-adjacent regions near the City core show higher risk levels (categories 5-7). These categories are set by the density of houses per acre. Outlying areas with lower densities generally experience reduced wildfire risk. Since this land has a comparatively high density, this has the potential to increase the risk of wildfires. It may be helpful for Crandall's long-term resilience and disaster preparedness for the City to take additional measures to mitigate the risk of wildfires through increased education and citizen awareness, preventative building code requirements, and landscaping or maintenance provisions.

Table 9.3: Wildfire Urban Index in Crandall

Risk Level	Description	Acreage	Percentage
1	Less than 1 House/40 Acres	924.45	28.1%
2	1 House/40 Acres to 1 House/20 Acres	316.74	9.6%
3	1 House/20 Acres to 1 House/10 Acres	475.67	14.4%
4	1 House/10 Acres to 1 House/5 Acres	499.9	15.2%
5	1 House/5 Acres to 1 House/2 Acres	338.75	10.3%
6	1 House/2 Acres to 3 Houses/1 Acre	639.04	19.4%
7	Greater than 3 House/1 Acre	1.11	< .1%


Exhibit 9.4: Wildfire Urban Index in Crandall
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
ES Elementary School
MS Middle School
HS High School
A Admin
Parks
Level of Vulnerability
Less than 1 house/40 acres
1 house/40 acres to 1 house/20 acres
1 house/20 acres to 1 house/10 acres
1 house/10 acres to 1 house/5 acres
1 house/5 acres to 1 house/2 acres
1 house/2 acres to 3 houses/acre
Greater than 3 houses/acre
20
FM 2757
KELLY
GRIFFIN
Heartland Park
FLETCHER
ES
MS
FM 741
COUNTY ROAD 260
COUNTY ROAD 214
COUNTY ROAD 262
COUNTY ROAD 261
WILDCAT
COUNTY ROAD 269
175
FM 148
PRAIRIE CHAPEL
TRUNK ST
4TH ST
HS
A
COUNTY ROAD 267
COUNTY ROAD 266
FM 3039
FALCON
WYNCHASE
COUNTY ROAD 4104
COUNTY ROAD 4106

HAZARD MITIGATION STRATEGY

BEST PRACTICES

Mitigation strategies vary widely by community based on population, location, resources, land use, and many other factors. Strategies for increased community resilience typically fall under four categories:

Planning

Planning strategies typically include actions that can be accomplished at the policy or planning level, often indicating a need for further study, a change in organizational or operational structure, or policy updates to streamline the emergency response process. These strategies are generally low-cost efforts that have significant procedural impacts.

Buildings and Infrastructure

Strategies in this category are geared towards improving the existing quality of buildings (homes or critical facilities) and community infrastructure (utilities, roads, and other structures). This can also include the construction of additional infrastructure, such as dams or levees, to improve a community's resilience to flooding. Generally, these strategies exhibit higher costs due to the need for design and/or construction. Some strategies in this category may include the use of more resilient building materials on community infrastructure, the rehabilitation of housing stock, or retrofitting of older buildings.

Environment

With deteriorating environmental conditions as a result of increased development pressures, pollution, or other factors, environmental restoration can also improve the level of community resilience. Strategies in this category can vary in cost depending on the nature of the environmental improvement. Some of these strategies can be combined with other categories like the reclamation of repetitive or severe repetitive loss properties and homes to return lands within the floodplain to their natural community flood protection capabilities.

People

Individuals are ultimately the ones that will be implementing recommended strategies and establishing the necessary measures to accomplish a heightened state of resilience. A resilient community has to include prepared households and families that know what to do during a disaster. Additionally, it is important to establish partnerships with neighboring communities and County/State officials. These recommendations are low in cost, as educational campaigns, trainings, and the establishment of partnerships, are not expensive endeavors.

A combination of these categories is typically employed within every community's Hazard Mitigation Strategy depending on their situation. The next section will dive deeper into these specific strategies for Crandall.

STRATEGIES FOR CRANDALL

Resilience strategies for the Crandall Comprehensive Plan are geared towards addressing each of the hazards identified in the existing conditions section. While the Implementation Matrix will organize these strategies by Guiding Principle, this Mitigation Strategy will discuss recommendations to address each of the identified hazards.

FLOODING

The existing conditions established flooding as one of the top concerns for the City due to the fact that a significant portion of the community lies within the 100-year floodplain. Because shifting weather patterns exacerbate the effects of flooding on communities, areas within Crandall that lie within the 500-year floodplain would greatly benefit from improved flood control. Crandall would benefit from broadening the scope of its Flood Damage Prevention Ordinance to prioritize development outside vulnerable and hazardous areas. Prohibiting development within floodplains and implementing stringent freeboard requirements could significantly mitigate the community's risk, reducing potential loss of life and property.

Investing in the reclamation of repetitive loss or severe repetitive loss properties within the floodplain would also enhance its natural flood control functions, protecting areas both within and outside the floodplain. Restoring these areas to their natural state would further bolster environmental resilience. In Downtown, adopting effective stormwater management practices would not only reduce water accumulation after storms, but also enhance the vibrancy of the district. Encouraging resilient design principles, such as Low Impact Development (LID), in new developments could improve flood control while enriching natural features.

Finally, Crandall's participation in the Community Rating System (CRS) would be highly advantageous. This program surpasses the minimum requirements of the NFIP and offers additional benefits to the community, including reduced flood insurance premiums and enhanced flood risk management. Participation in the CRS would not only improve the community's resilience to flooding, but it would also provide the following benefits:

1. **Prevent or reduce damage from flooding on insurable property.**
2. **Reduce flood insurance premiums for individual households.**
3. **Employ comprehensive floodplain management.**

CRITICAL FACILITIES

While Crandall boasts a variety of facilities, including Crandall ISD buildings and the Crandall Fire Department, the City currently does not have a designated community shelter location. At the conclusion of this process, it will be important to establish a shelter as a community lifeline in case of a variety of disasters. This location should be a public building that lies outside of areas that exhibit vulnerability to the hazards identified in this chapter. Notably, none of the critical facilities in Crandall lie within the floodplain, which provides a wide variety of candidates for this community lifeline center.

SOCIAL VULNERABILITY

Crandall's level of social vulnerability is relatively low, with all census tracts exhibiting low and low-medium levels of social vulnerability. While this is the case, the City must continue to engage all community members and ensure households are prepared for a variety of disasters. Crandall would benefit from a wayfinding program that implements guidance on safe locations, evacuation routes, and awareness to specific hazards that may be experienced in different areas of the community. Additionally, the Crandall community would benefit from educational campaigns with exercises and scenarios that heighten resident preparedness for the hazards identified in this chapter.

WILDFIRE RISK

Due to Crandall's semi-rural location, wildfire risk is also a prominent hazard that must be considered. Crandall should look to develop a Wildfire Ordinance to guide development in areas that exhibit high levels of risk, including building materials, locations, and other pertinent aspects of development. The most recent International Building Code (IBC) (2021) should be adopted. Crandall currently employs the 2018 version of the IBC and adopting the most recent codes will ensure greater resilience against wildfires.

Development incentives may also be considered to reduce vulnerabilities against wildfires. An investment in an early fire detection system should also be considered, along with standard operating procedures to properly respond to and evacuate areas affected. Finally, Crandall should look to establish a partnership with the Texas A&M Forestry Service (TAMU FS) to establish a coordinated response to any wildfires. TAMU FS also provides predictive services, protection plans, recovery resources, and additional services for residents and homeowners.

CITY-WIDE RECOMMENDATIONS

While this Comprehensive Plan highlights potential hazards and ways to improve community resilience, the development of a new Hazard Mitigation Plan is essential to expand on the findings of this Comprehensive Plan and develop interoperability with Kaufman County's Hazard Mitigation Plan. It would also be beneficial to establish and hire a full-time Emergency Management Director to manage the hazard mitigation program and work with State and regional Emergency Management Coordinators. This will ensure the implementation of the Hazard Mitigation Plan, as well as seamless communication to increase the effectiveness of emergency response. Additionally, compliance with the American Water Infrastructure Act (AWIA) will require the City of Crandall to update its Risk & Resilience Assessment and Emergency Response Plan for its water utilities. It is recommended to hire a consultant to undertake this process and provide recommendations.

GLO REQUIREMENTS

Although the Crandall Comprehensive Plan is not currently funded by the Texas General Land Office (GLO) Resilient Communities Program (RCP), the City of Crandall plans to use a RCP Grant to update its codes and ordinances. The GLO requires an all-hazards approach to comprehensive planning, reflecting the program's origins in response to Hurricane Harvey and the 2015-2016 floods. While flooding remains a significant hazard for Crandall, this chapter effectively evaluates a range of potential hazards, positioning the City to apply for GLO RCP funding to enhance its codes and ordinances.

ACTION ITEMS

RESPONSIBLE GROWTH

- Strengthen the City's existing Flood Damage Prevention Ordinance and adopt a Wildfire Ordinance to prioritize development in locations that are less vulnerable to natural hazards.
- Adopt the most recent IBC (2021) to increase housing stock resilience and strengthen redevelopment.

COMMUNITY CONNECTIONS AND UNIQUE DESTINATIONS

- Develop wayfinding and informational signage that incorporates guidance on safe locations, site-specific hazard awareness, and evacuation routes.

QUALITY OF LIFE

- Increase Crandall's parkland by reclaiming severe repetitive loss properties within the floodplain to return the land to its natural floodplain functions.

ECONOMIC OPPORTUNITY

- Strive for inclusion in the CRS to improve resilience against flood events and reduce flood insurance premiums for property owners within Crandall.
- Establish a reward system that entices developers to adopt resilient design principles.

VIBRANT DOWNTOWN

- Use flood control measures within Downtown to enhance stormwater management and improve vibrancy.

INNOVATIVE SUSTAINABILITY AND INFRASTRUCTURE

- Establish and hire a formal Emergency Management Director to increase community resilience and emergency preparedness.
- Develop a Hazard Mitigation Plan that aligns with the Kaufman County Hazard Mitigation Plan.
- Update the City's Risk and Resilience Assessment and Emergency Response Plan by June 2026 to ensure compliance with AWIA requirements.
- Improve roadway design using LID principles.
- Invest in an early warning system for wildfire prevention and establish standard operating procedures for evacuations and response.



CHAPTER 10

IMPLEMENTATION

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

CHAPTER 10:
IMPLEMENTATION

INTRODUCTION

The Envision Crandall Comprehensive Plan culminates in a structured Implementation Strategy that is designed to support the tracking and execution of the community's vision, strategies, and action items. This implementation chapter equips Crandall with the tools needed to monitor progress throughout the life of the plan. Additionally, it provides guidance for pursuing the funding opportunities that will be essential to achieving a lasting, community-wide impact.

The vision in the Envision Crandall Comprehensive Plan embodies the aspirations and goals of the community, shaped by input from a diverse range of stakeholders.

THE PLAN

Addresses key priorities and needs, such as land use, economic and fiscal resilience, community branding, mobility and transportation, and other factors critical to achieving the community's vision.

Guides capital improvement planning, ensuring that the character of development—such as land use types and development densities—aligns with strategic decisions about how, where, and when to invest City resources in vital infrastructure.

Provides a foundation for zoning and development reviews, ensuring that applications align with the community's envisioned future.

Identifies necessary updates to existing development regulations, including zoning and subdivision ordinances, to support and advance the community's shared vision for the future.

UPDATES AND AMENDMENTS

The Envision Crandall Comprehensive Plan is a living document that should be regularly reviewed and updated as the community's vision becomes a reality. City staff should use this implementation chapter to report and update the City Council on the Plan's progress over its lifespan. An annual report is recommended to provide updates on progress, capture emerging opportunities, and identify trends. This report should be shared with the City Council and include staff updates on the action items outlined in the Plan.

VISION STATEMENT AND GUIDING PRINCIPLES

The Vision Statement and Guiding Principles for the Envision Crandall Comprehensive Plan were developed early in the planning process to establish the direction and tone for the entire effort. The Vision Statement for the Comprehensive Plan is:

> **"Crandall is a *safe community* dedicated to maintaining its cherished *small-town feel* while *embracing positive growth.* Crandall will create inviting public spaces that *foster connections*, ensuring that future development *enriches the character and identity of our community.*"**

The Guiding Principles serve as a foundation for the Plan and will continue to guide City leaders as they consider policies, programs, capital investments, and development applications (see **Chapter 2: Strategic Direction**). These principles connect the interrelated elements of the Plan, which address topics such as physical development, supporting infrastructure, and the vital role of Crandall's natural areas in maintaining the community's identity and sense of place as it evolves.

Responsible Growth	Crandall will foster intentional and strategic growth, ensuring that all development enhances our community while collaborating to uphold the unique values and qualities that define the City.
Identity and Heritage Preservation	Crandall is dedicated to preserving and enhancing its rich heritage and small-town charm by integrating Crandall's character and current historical assets in future improvements.
Community Connections and Unique Destinations	Crandall will create and maintain welcoming spaces for entertainment and recreation that unite people and forge strong, lasting connections and a deep sense of belonging within the community.
Quality of Life	Crandall will emphasize providing safe neighborhoods while offering social, recreational, and life-enhancing opportunities for residents at all stages of life.
Economic Opportunity	Crandall will support and grow a thriving local economy by encouraging business development and providing educational opportunities to develop a skilled workforce that will contribute to the creation of jobs and additional investment into the City's economic environment.
Vibrant Downtown	Crandall will cultivate a vibrant Downtown, making it a lively destination, offering a dynamic mix of retail, dining, and cultural experiences that draw people together and energize the community.
Innovative Sustainability and Infrastructure	Crandall will invest and partner in practices and policies that promote resource efficiency and support the growing community, ensuring that the roads, utilities, and public services can meet the needs of residents and businesses today and in the future.

Updated Guided Principles from Joint Workshop – August 22nd

IMPLEMENTATION

Every action item in this chapter is vital to the Plan's success, but a prioritized structure enables the community to strategically optimize opportunities as resources become available. To support this, an implementation matrix is provided as a practical guide for executing the recommendations outlined in the plan. The matrix details actionable items that are specific and measurable, including key elements such as conceptual costs, time frames, and responsible parties.

MONITORING AND UPDATING THE PLAN

City staff should monitor progress toward implementing the plan on an ongoing basis to ensure positive momentum is maintained and adjustments are made as necessary. Regular reviews of the Implementation Plan, along with related regulations and work programs, are essential to confirm that policies, funding, and staff resources are aligned with fulfilling the community's vision. The City Council should receive updates at least annually on the findings of these reviews.

It's important to recognize that no plan, no matter how comprehensive, can anticipate every future scenario. As such, the community should revisit the plan periodically—approximately every five years—to evaluate whether updates are needed to reflect changing conditions, evolving community values, or unexpected opportunities.

APPLICATIONS INCONSISTENT WITH THE PLAN

A zoning request that conflicts with the Comprehensive Plan but warrants consideration does not need to be denied solely due to its inconsistency. If the Planning and Zoning Commission and City Council determine that the application would provide significant public benefit, it can be approved. To protect the City and its interests, the Council should consider documenting the rationale for approval as part of the public record.

While such situations should ideally be rare, it is important to acknowledge that no plan can account for every scenario. Communities evolve, market opportunities arise, and conditions change, making it impossible to predict the future with complete certainty. If such applications are received and approved frequently, it may indicate the need for a plan update or revisions to zoning and other regulations.

STAFFING

As Crandall gains success in implementing the Comprehensive Plan, it will be necessary to hire and assign staff to specifically address current and future planning functions. Initially, a single planner may be able to perform these duties, but as development activity increases over time, creating a separate Planning Division may become a more appropriate staffing strategy.

KEY FACTORS FOR SUCCESSFUL PLAN IMPLEMENTATION

Successful implementation of the Envision Crandall Comprehensive Plan will require:

- **Committed City leadership** to champion the Plan's vision and goals.
- **Support from the community** to ensure a shared commitment to success.
- **Collaboration and communication** between the City and its stakeholders, including governmental and quasi-governmental agencies, private sector partners, nonprofit organizations, civic groups, and residents.
- **Coordination of projects** with public and private sector partners, particularly those involving infrastructure investments.
- **Removal of barriers** to achieving the vision, such as ordinances, standards, or processes that conflict with plan implementation.
- **Diverse funding sources**, including local, state, and federal entities, to support key initiatives.

Crandall will need the cooperation and resources of partner agencies to deliver the infrastructure required for new development, as well as collaboration with private sector developers and property owners who provide the land and capital essential to bringing the plan to life.

IMPLEMENTATION MATRIX

Every action item outlined in this chapter plays a vital role in the success of this plan. However, prioritization is essential to help the community strategically allocate resources and maximize opportunities as they arise. To support this effort, the implementation matrix serves as a roadmap for executing the recommendations in this plan.

The following implementation matrix provides a structured framework for action, detailing specific and measurable steps in key areas such as estimated costs, projected time frames, and responsible parties. This approach ensures that the community can track progress, adapt to changing conditions, and efficiently advance its goals.



Priority

- **H** – High
- **M** – Medium
- **L** – Low



Conceptual Cost

- **$** – Up to $150,000
- **$$** – $150,000 to $500,000
- **$$$** – $500,000 to $1 million
- **$$$$** – More than $1 million



Time Frame Ranges

- **Short-Term (S)** – Actions that can be completed in 3 years or less
- **Mid-Term (M)** – Actions that are estimated to be completed within 4 to 6 years
- **Long-Term (L)** – Actions that are anticipated to take longer than 7 years to complete
- **Ongoing (O)** – Actionable items that represent ongoing efforts that continuously add value



Responsible Party

This category assigns the party, entity, or individual who is vital to the realization of each action and is primarily responsible for its success. This person may be represented as City staff, community leaders, boards, commissions, and entities that can see each item through.



Partnerships

Key partners are also identified in the action matrix and include other organizations and entities that can help support the City of Crandall when implementing actions identified in the Envision Crandall Comprehensive Plan.

FUTURE LAND USE ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
LU 1.1	Develop new approval criteria for land use requests that helps decision makers view the request in context with other components of this plan.	Regulations and Guidelines	M	City Staff, City Council		$	
LU 1.2	Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.	Regulations and Guidelines	H	City Staff, City Council	Planning	$$	
LU 1.3	Develop a structured impact fee program to help fund essential infrastructure improvements in response to new development, ensuring balanced growth and minimizing financial strain on existing residents.	Financial Incentives	M	City Staff, City Council	Public Works	$	
Identity and Heritage Preservation							
LU 2.1	Identify local partners in the community engaged in preserving or connecting with the history of Crandall and establish partnerships with them.	Partnerships	L	City Staff		$	
LU 2.2	Engage a consultant to understand what scale and type of planning effort could be useful to the City.	Studies	L	City Staff	Planning Consultants	$$	
LU 2.3	Engage a consultant to evaluate the existing structures in Crandall and develop recommendations on how best to preserve and prioritize the character of the built environment.	Regulations and Guidelines	M	City Staff	Planning Consultants	$$	
Community Connection and Unique Destinations							
LU 3.1	Incorporate code requirements for block configurations that enhances walkability, connectivity, and pedestrian-oriented uses.	Regulations and Guidelines	L	City Staff		$	
LU 3.2	Develop a list of neighborhoods or context zones within Crandall that could benefit from small area planning efforts.	Studies	L	City Staff		$	

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Quality of Life							
LU 4.1	Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.	Regulations and Guidelines	H	City Staff		$	
LU 4.2	Allow for attached single-family, townhomes, and other lifestyle housing within areas identified as mixed-use and dynamic neighborhood place types.	Regulations and Guidelines	M	City Staff		$	
Economic Opportunity							
LU 5.1	Encourage retail and commercial growth along US-175 to support economic development.	Partnerships	M	EDC	City Council	$	
Vibrant Downtown							
LU 6.1	Apply for the Texas Main Street Program to access resources, grants, and technical assistance aimed at preserving historic character and stimulating economic growth in the downtown area.	Partnerships	M	EDC	City Council	$	
Innovative Sustainability and Infrastructure							
LU 7.1	Create a GIS database of existing infrastructure of the City and Integrate a GIS-based asset inventory management software to better understand the age of infrastructure and potential replacement timeframes.	Capital Investments	L	City Staff	Planning Consultants	$$	
LU 7.2	Develop a standard practice to incorporate potential impacts of development on existing infrastructure into the evaluation of development requests, and utilize alternative entitlement mechanisms to negotiate infrastructure improvements with land use entitlements.	Regulations and Guidelines	M	City Staff		$	

MOBILITY ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
M 1.1	Adopt a policy that incentivizes development along existing MTP roadways, brings roadways up to MTP standards, and/or addresses improvements recommended a part of the Street Conditions Assessment (if applicable) to discourage the desire for development further away from existing infrastructure and development and promote the shared use of said infrastructure	Regulations and Guidelines	H	City Staff, City Council	Public Works	$$$	
M 1.2	Evaluate existing Traffic Impact Analysis practices for effectiveness, and consider the benefits of alternative mitigation methods such as impact fees.	Studies	M	City Staff	Planning Consultants	$	
Identity and Heritage Preservation							
M 2.1	Brand the City logo (or other identifying elements) at key and master thoroughfare plan intersections using elements such as brick pavers, street signs, light pole banners, etc.) to promote the City identity.	Regulations and Guidelines	L	City Staff		$	
Community Connection and Unique Destinations							
M 3.1	Install bollards at intersections on Main Street between Trunk Street and Gleason Street to restrict vehicular traffic and create a temporary pedestrian-protected area in the street.	Regulations and Guidelines	L	City Staff	Public Works	$	
Quality of Life							
M 4.1	Incorporate Complete Streets Policy in the Unified Development Code, including Safe Routes to Schools and Safe Routes to Parks, to ensure safe travel is incorporated into new and rehabilitated roadways.	Regulations and Guidelines	H	City Staff, City Council	Public Works, Planning Consultants	$	
M 4.2	Develop a plan for constructing sidewalks along priority corridors in Crandall where pedestrian facilities are most needed or desired.	Regulations and Guidelines	M	City Staff, City Council	Planning Consultants	$$	

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Economic Opportunity							
M 5.1	Adopt a development policy requiring a collector roadway with continuous sidewalks and bikelanes in new planned communities, incentivize connecting collectors and roadways to neighboring communities and major roadways.	Regulations and Guidelines	M	City Staff, City Council	Public Works	$	
Vibrant Downtown							
M 6.1	Widen the pedestrian realm and sidewalks along designated corridors in Downtown, including roadways with adjacent parking, to increase the area for pedestrians and create opportunities for street furniture and pedestrian activity.	Regulations and Guidelines	L	Public Works	City Staff	$$	
M 6.2	Construct curb extensions (bulb-outs) at intersections to reduce the distance of pedestrian roadway crossings and improve pedestrian visibility.	Regulations and Guidelines	L	Public Works		$$	
M 6.3	Develop a plan for parking Downtown that can be implemented incrementally as Downtown grows. This plan should consider ways in which access to Downtown can be increased with alternative mode choices like walking, biking, ride share services , and public transit that require less investment in infrastructure and use less space.	Regulations and Guidelines	H	City Staff, City Council	Public Works, Planning Consultants	$$$	
Innovative Sustainability and Infrastructure							
M 7.1	Adopt a policy requiring a general street grid design in new and redeveloping areas to improve connectivity to/from and within the development.	Regulations and Guidelines	H	Public Works	City Staff	$	

DOWNTOWN ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
DT 1.1	Create a shared parking strategy for Downtown.	Regulations and Guidelines	L	City Staff		$	
DT 1.2	Identify opportunities and encourage infill development as it is a much better choice for fiscal cost and infrastructure.	Financial Incentives	L	EDC, City Staff		$	
Identity and Heritage Preservation							
DT 2.1	Create Downtown gateways.	Regulations and Guidelines	L	EDC, City Staff		$	
Community Connection and Unique Destinations							
DT 3.1	Utilize the Texas Main Street Program and their collective efforts in supporting small, independent businesses, the preservation of important local historic assets and local quality of life.	Partnerships	M	EDC		$	
Innovative Sustainability and Infrastructure							
DT 7.1	Develop a program and a strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration and develop a unique character and identity for the Downtown district.	Financial Incentives	M	City Staff	Public Works, EDC	$$	
DT 7.2	Create and promote an incentivized process/program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding and other performance-based or value-capture programs.	Financial Incentives	M	City Staff, City Council	Public Works, EDC	$	

ECONOMIC DEVELOPMENT ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
ED 1.1	Perform a fiscal analysis of the City's long-term infrastructure investments to ensure future developments are supported and fiscally responsible.	Studies	H	City Staff, EDC	Planning Consultants	$	
ED 1.2	Create and maintain a database of available economic development incentives and use cases, to provide assistance to businesses seeking funding opportunities.	Financial Incentives	L	EDC	City Staff, City Council	$	
Identity and Heritage Preservation							
ED 2.1	Develop a plan to identify the City's aesthetic values and activate a strategy with the goal of becoming an authentic and regionally recognized city.	Studies	M	City Staff		$	
ED 2.2	Develop and implement a city wide marketing campaign to leverage local amenities and destination points.	Education and Engagement	L	City Staff, EDC	Crandall Chamber of Commerce	$	
Community Connection and Unique Destinations							
ED 3.1	Continue to work with the North Texas development community, property owners, realtors and brokers to inform these stakeholders about development opportunities in Crandall.	Education and Engagement	M	City Staff, EDC,	Developers, Property Owners, Brokers	$	
ED 3.2	Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.	Partnerships	M	City Staff, EDC,		$	
Economic Opportunity							
ED 5.1	Conduct a Targeted Industry Analysis to identify local and regional employment sectors with the greatest propensity for success in Crandall.	Studies	H	City Staff, EDC,	Planning Consultants	$$	
ED 5.2	Create and maintain a database of available development sites with available infrastructure suitable for development based upon the adopted Future Land Use Plan.	Capital Investments	M	EDC		$$	
ED 5.3	Publish and maintain current retail and demographic data relevant to the City for potential developers and site selectors.	Education and Engagement	L	EDC	City Staff	$	
Vibrant Downtown							
ED 6.1	Develop and implement a façade improvement program to promote improvements to commercial properties within downtown.	Regulations and Guidelines	L	City Staff, EDC,		$	
Innovative Sustainability and Infrastructure							
ED 7.1	Conduct an Economic Development Strategic Plan to establish a clear vision and roadmap for future efforts of the CEDC.	Studies	H	EDC	Planning Consultants	$$	
ED 7.2	Support projects that advance the CEDC's established goals, by providing adequate resources and the necessary supportive policies and regulations to advance favorable projects.	Capital Investments	M	City Staff, EDC,		$	
ED 7.3	Explore the creation of a demolition/rebuild program to revitalize abandoned or dilapidated homes.	Studies	L	City Staff, EDC,	Planning Consultants	$	

PUBLIC INFRASTRUCTURE ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
PI 1.1	Develop Water and Wastewater Master Plan	Capital Investments	H	City Staff, Public Works	Planning Consultants	$$	
PI 1.2	Explore and identify opportunities to fund new water and wastewater infrastructure projects	Studies	M	City Staff, Public Works		$	
PI 1.3	Update the City's design and construction manuals to ensure that the most up to date and industry best practices are incorporated.	Regulations and Guidelines	H	Public Works, City Staff	City Council, Planning Consultants	$$	
Community Connection and Unique Destinations							
PI 3.1	Educate the public on where the City's water comes from, how it is treated and discharges.	Education and Engagement	L	City Staff, Public Works		$	
Innovative Sustainability and Infrastructure							
PI 7.1	Develop a Water Conservation Plan to reduce water demands and delay costs of future expansion.	Regulations and Guidelines	M	City Staff, Public Works	Planning Consultants	$	
PI 7.2	Survey existing water and wastewater lines in Crandall and develop an asset management or maintenance program to identify areas where infrastructure upgrades are needed.	Studies	H	Public Works	City Staff, Planning Consultants	$$	
PI 7.3	Update the City CIP annually with a five-year outlook. Outlook to identify projects that need to be designed and implemented to maintain system functionality.	Regulations and Guidelines	H	City Staff, Public Works, City Council	Planning Consultants	$$	

PARKS, TRAILS, AND OPEN SPACE ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
PT 1.1	Establish a detailed Parks Master Plan to guide future development, operations, and maintenance for future needs and staffing for the City.	Regulations and Guidelines	H	City Council, City Staff	Planning Consultants	$$	Parkland dedication ordinance, general funds, CIP, grants, donations
PT 1.2	Set priorities for new park locations, upgrades, and facility improvements based on community demographics and anticipated growth.	Studies	M	City Council, Parks Board, City Staff		$	General funds, grants, consultant, regional partnerships
PT 1.3	Ensure that new developments contribute to the city's parks and open space system to meet the needs of a growing population	Regulations and Guidelines	H	City Council, City Staff		$	General funds, grants, consultant, regional partnerships
Community Connection and Unique Destinations							
PT 3.1	Partner with local schools, businesses, and non-profits to create joint-use agreements for facilities and land maintenance.	Partnerships	M	City Staff, Parks Board	Local schools, businesses, and non-profits	$	
PT 3.2	Identify high-priority future trail routes in the Parks Master Plan and work with developers to reserve these areas as part of new subdivisions and commercial developments.	Studies	M	City Staff, Parks Board	City Council, Planning Consultants		
Quality of Life							
PT 4.1	Collaborate with nonprofits, local nature groups, and "Friends of the Park" organizations to manage parks, organize clean-ups, and host events.	Studies	L	City Staff, Parks Board	Local schools, businesses, and non-profits	$	
PT 4.2	Apply for grants from federal, state, and private sources focused on parks, green space, conservation, and recreation.	Studies	M	City Staff, Parks Board		$	
Economic Opportunity							
PT 5.1	Develop an impact fee program requiring developers to contribute funds that will support new or expanded parks, trails, and recreation facilities.	Regulations and Guidelines	H	City Council, Parks Board, City staff		$	
Vibrant Downtown							
PT 6.1	Create a master plan for feasibility of future community center and public park in Downtown as a gateway and anchor.	Regulations and Guidelines	H	City Staff, Parks Board	Planning Consultants	$$	
Innovative Sustainability and Infrastructure							
PT 7.1	Implement native landscaping and low-maintenance vegetation to reduce water usage and enhance local biodiversity.	Regulations and Guidelines	M	City Staff, Parks Board		$$	
PT 7.2	Use technology to streamline reporting and improve efficiency without requiring additional staff.	Regulations and Guidelines	L	City Staff, Parks Board		$	

HAZARD MITIGATION AND RESILIENCE ACTIONS

Action ID	Action Item	Action Type	Priority	Implementating Agency	Partners	Planning Level Cost	Corresponding Actions
Responsible Growth							
HM 1.1	Strengthen the City's existing Flood Damage Prevention Ordinance, and adopt a Wildfire Ordinance to prioritize development in locations that are less vulnerable to natural hazards.	Regulations and Guidelines	H	City Staff, Public Works	Planning Consultants	$$	
HM 1.2	Adopt the most recent International Building Code (2021) to increase housing stock resilience and strengthen redevelopment.	Regulations and Guidelines	H	City Staff, City Council		$	
Community Connection and Unique Destinations							
HM 3.1	Develop wayfinding and informational signage that incorporates guidance on safe locations, site-specific hazard awareness, and evacuation routes.	Regulations and Guidelines	M	City Staff, Public Works		$$	
Quality of Life							
HM 4.1	Increase Crandall's parkland by reclaiming severe repetitive loss properties within the Floodplain to return the land to its natural floodplain functions.	Regulations and Guidelines	H	City Staff, City Council		$$$	
Economic Opportunity							
HM 5.1	Strive for inclusion in the Community Rating System to improve resilience against flood events and to reduce flood insurance premiums for property owners within Crandall.	Regulations and Guidelines	M	City Staff, City Council		$	
HM 5.2	Establish a reward system that entices developers to adopt resilient design principles.	Financial Incentives	M	City Staff, City Council	Developers	$$	
Vibrant Downtown							
HM 6.1	Use flood control measures within Downtown to enhance stormwater management and improve vibrancy.	Regulations and Guidelines	M	City Staff, Public Works		$$	
Innovative Sustainability and Infrastructure							
HM 7.1	Establish and hire formal Emergency Management Director position to increase community resilience and emergency preparedness.	Regulations and Guidelines	H	City Council, City Staff		$$	
HM 7.2	Develop a Hazard Mitigation Plan that aligns with the Kaufman County Hazard Mitigation Plan.	Regulations and Guidelines	M	City Council, City Staff	Planning Consultants	$$	
HM 7.3	Update the City's Risk and Resilience Assessment and Emergency Response Plans by June 2026 to ensure compliance with AWIA requirements.	Regulations and Guidelines	H	City Staff, Public Works	City Council	$$	
HM 7.4	Improve roadway design using low-impact development principles.	Regulations and Guidelines	M	City Staff, Public Works		$	
HM 7.5	Invest in an early warning system for Wildfire Prevention, and establish Standard Operating Procedures for evacuations and response.	Regulations and Guidelines	H	City Council, City Staff		$$	



APPENDIX A

CITY STAFF DIAGNOSTIC WORKSHOP RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

City Staff Diagnostic Workshop Recap Document

May 22, 2024 | 114 S Main St, Crandall, TX 75114 |1:00 P.M. – 3 P.M.

The City Staff Diagnostic Workshop, held on **May 22, 2024, from 1:00 P.M. to 3:00 P.M.**, featured two activities and operated in an open house format. Thirteen city staff members attended, representing various departments, including the Municipal Court, Building Official, Permit Tech, Public Works, AP & Utilities, Finance, Administration, City, Police Department, and Human Resources.

During the open house, staff members identified the city's strengths, weaknesses, opportunities, and threats, highlighting key issues to address in the Comprehensive Plan.



Activity 1: Department Handout

The first activity asked city staff to provide feedback on their department, including whether they are satisfied with the current staffing levels and facilities and how they envision their department's growth. The final question was ***"What issues relating to public safety do you want to see addressed in the Comprehensive Plan?"***

Below, the word cloud and paragraph summarize their responses to this question:



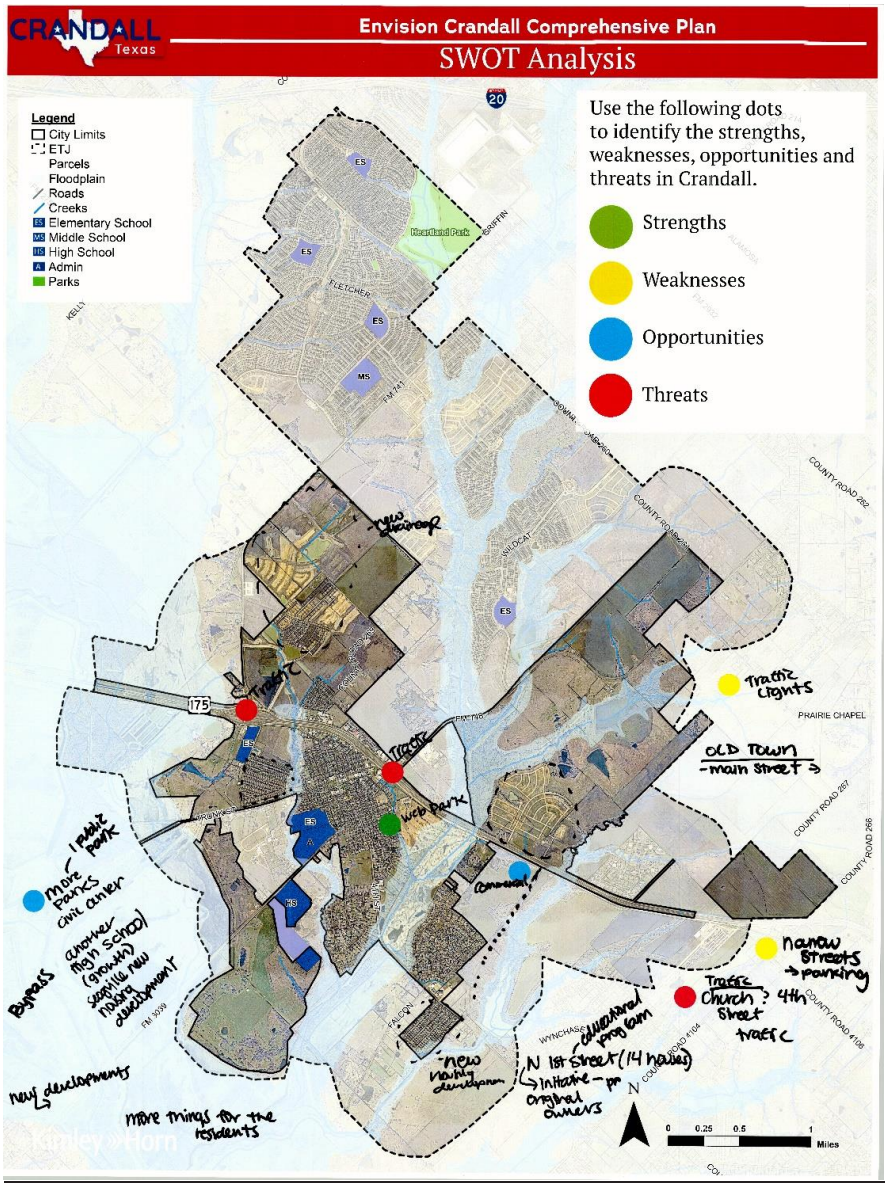
City staff emphasized the need for increased staffing to prevent the city from becoming overwhelmed as it grows. Maintaining training opportunities, including software training, is essential. Additionally, expanding facility space for the municipal court and office space is necessary.

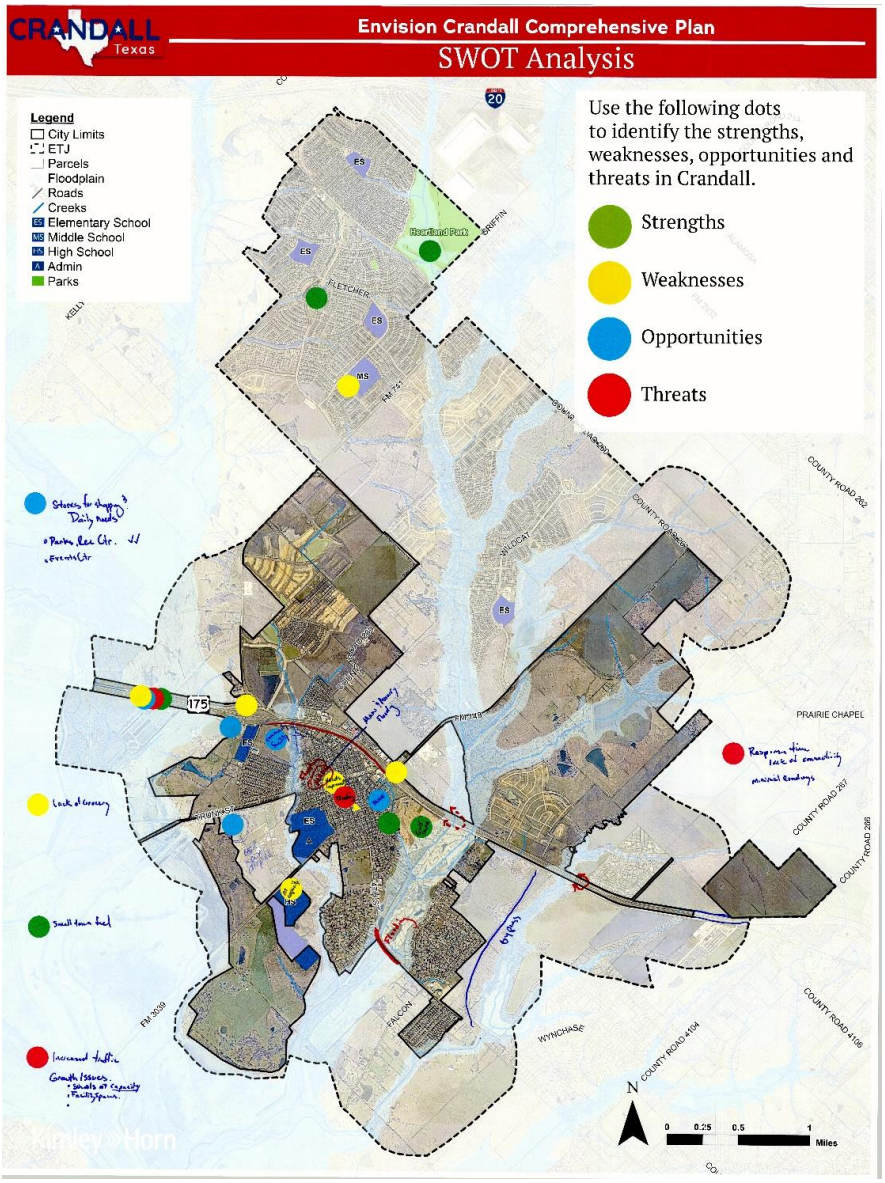
The city staff's vision for growth encompasses downtown revitalization, updates to the Unified Development Code (UDC), and zoning and retail development enhancements. Critical infrastructure improvements include the development of the Main Street District, Civic Center, event areas, parks, City Hall, a Municipal Court Building with ample parking, and a recreation center. Addressing flooding issues and the overcrowding of middle and high schools are also critical concerns.

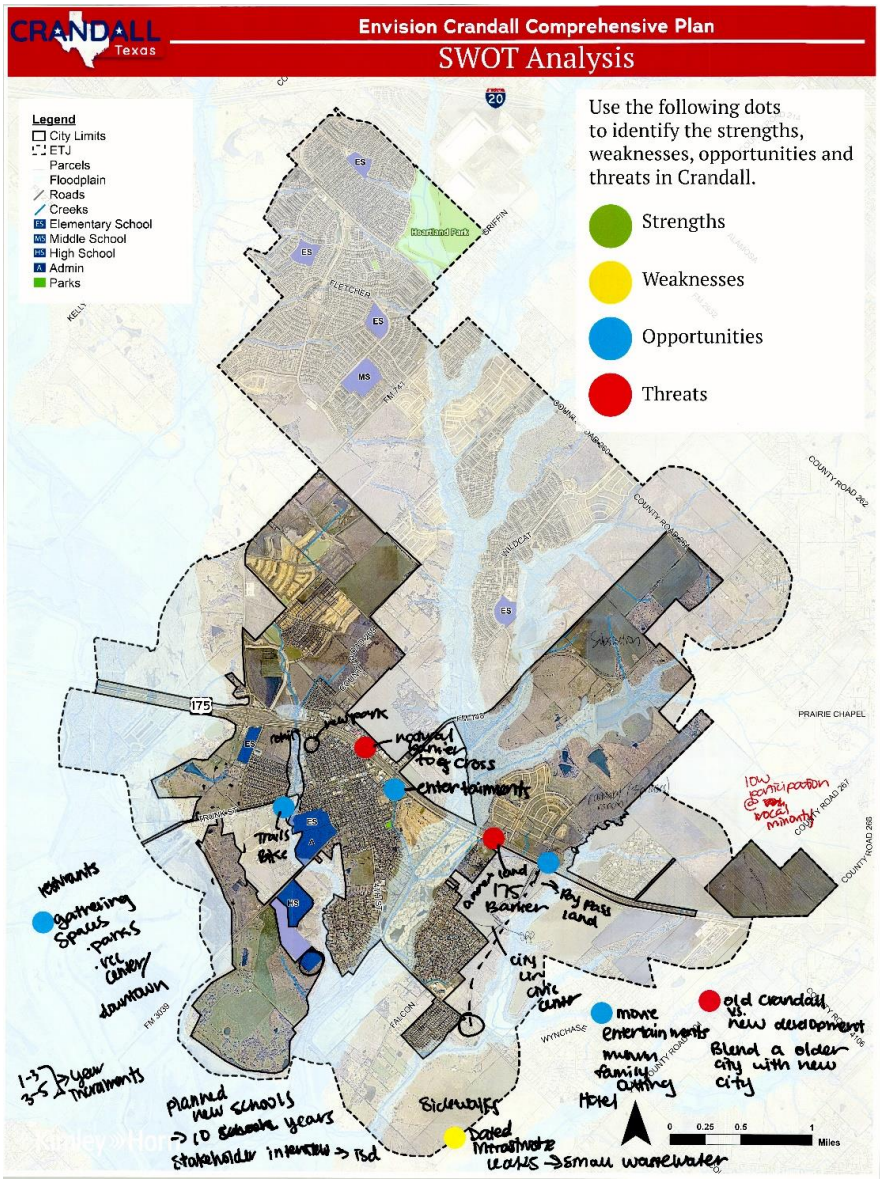
Enhancing walking trails, creating attractive visitor hangout spots, and introducing indoor activities like bowling and skating rinks are vital. Ensuring smooth traffic flow, addressing flooding issues, and improving roadways, parks, community centers, and retail areas are also critical components of the plan. Addressing traffic, park areas, streets, and drainage will further bolster public safety and community well-being.

Activity 2: SWOT of Crandall

The second activity asked city staff to evaluate Crandall's strengths, weaknesses, opportunities, and threats (SWOT). Staff members placed colored dots on the map to indicate their observations: red for strengths, yellow for weaknesses, blue for opportunities, and red for threats.




Envision Crandall Comprehensive Plan
SWOT Analysis
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
Elementary School
Middle School
High School
Admin
Parks
Use the following dots to identify the strengths, weaknesses, opportunities and threats in Crandall.
Strengths
Weaknesses
Opportunities
Threats
Heartland Park
FLETCHER
KELLY
GRIFFIN
WILDCAT
PRAIRIE CHAPEL
WYNCHASE
FALCON
COUNTY ROAD 262
COUNTY ROAD 267
COUNTY ROAD 285
COUNTY ROAD 4104
FM 3039
175
N
0
0.25
0.5
1
Miles
Kimley»Horn


Envision Crandall Comprehensive Plan
SWOT Analysis
Legend
City Limits
ETJ
Parcels
Floodplain
Roads
Creeks
Elementary School
Middle School
High School
Admin
Parks
Use the following dots to identify the strengths, weaknesses, opportunities and threats in Crandall.
Strengths
Weaknesses
Opportunities
Threats
Heartland Park
FLETCHER
KELLY
TALTY
WILDCAT
PRAIRIE CHAPEL
FALCON
WYNCHASE
COUNTY ROAD 262
COUNTY ROAD 265
COUNTY ROAD 266
FM 3039
175
20
ES
MS
HS
natural barrier to g cross
entertainments
Trails Park
restaurants
gathering Spaces parks
rec center/ downtown
1-3 5-10 years Treatments
planned new schools
-> 10 schools years
stakeholder interview -> TBD
Sidewalks
Aging infrastructure leaks -> small wastewater
city civic center
move entertainments
many family clothing
Hotel
old crandall vs. new development
Blend a older city with new city
low income pockets @ very local minority
Miles

Strengths



Weaknesses



8

Opportunities



Threats


Traffic
Increased Traffic
Growth issues
175 acts as a Barrier
Growth issues
Increased Traffic
Minimal roadways
Flooding
175 acts as a Barrier
Schools at Capacity
Response Time
Flooding
Traffic
Lack of Connectivity
Old Crandall vs New Crandall
Minimal roadways
Response Time
Schools at Capacity
Old Crandall vs New Crandall
Lack of Connectivity

Page left intentionally blank.



APPENDIX B

SPLASH INTO SUMMER RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Splash into Summer Recap Document

June 8th, 2024| Grassy Lot Downtown Main Street, Crandall, TX 75114 |10 A.M. – 2 P.M.

The Splash into Summer event, held on **June 8th, 2024, from 10:00 A.M. to 2:00 P.M.**, featured two activities to gather community feedback for the Envision Crandall Comprehensive Plan. In the first activity, participants wrote down a word or short phrase describing their vision of Crandall in 2050 on a banner. The second activity involved distributing five coins among 11 priority jars to indicate what they believed should be the city's highest priorities.

Additionally, the event launched the community survey. Participants who completed the survey by 2 P.M. were entered into a raffle to win a TV. On the survey's first day, 51 participants completed it!





Activity 1: What one word would you use to describe your vision of Crandall in 2050?

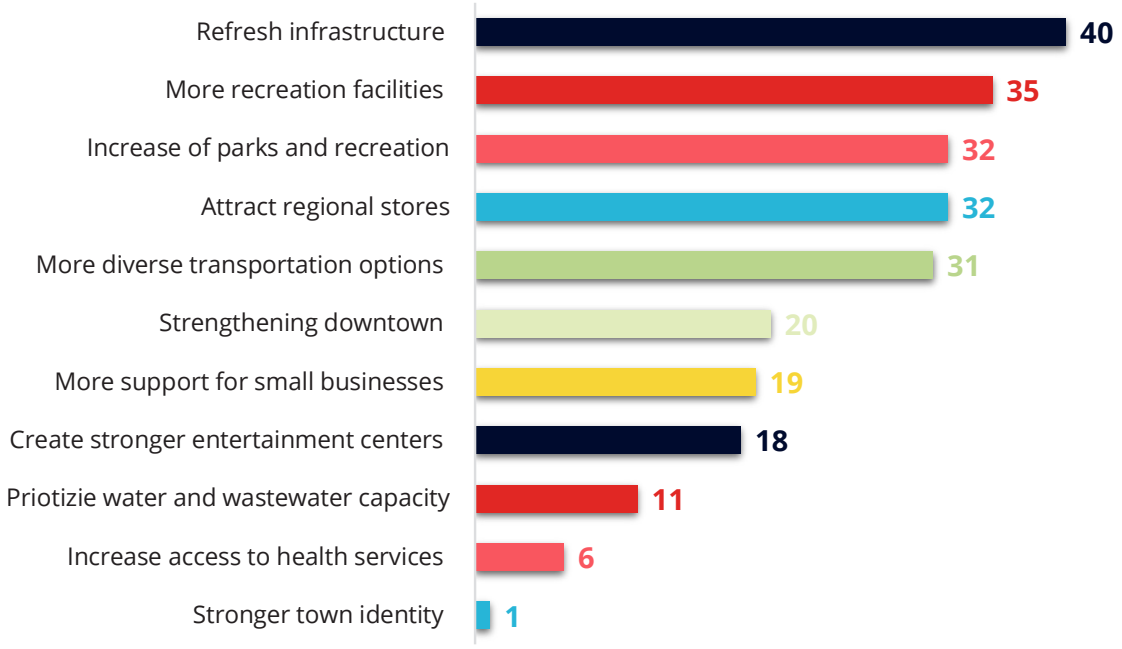
The first activity asked participants to write down a word or small phrase of their vision of Crandall in 2050. The responses showcase a vision of Crandall in 2050 that is centered around safety, fun, family, friendliness, and a strong sense of home. Participants emphasized the importance of preserving the small-town feel, fostering a big family atmosphere, and ensuring a secure and welcoming community.





Activity 2: Jar Activity

In the second activity, participants were asked to provide feedback on what they believed should be the highest priorities for the City of Crandall. Each participant received a pack of 5 coins to distribute across 11 different priorities. They could place all their coins in one jar or spread them out across multiple jars if they felt strongly about a single priority. The goal was to spend all five coins to reflect their views on how the City of Crandall should prioritize the topics below





APPENDIX C

FALL RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Cotton Harvest Festival Recap Document

November 9th, 2024| Crandall, TX 75114 |10 A.M. – 3 P.M.

The Crandall Cotton Harvest Festival was held in Downtown Crandall on November 9th, 2024. The Envision Crandall Comprehensive Plan Team attended the event to receive community feedback and to promote the upcoming Open House event and its associated online survey. Crandall residents spoke to the project team about the opportunities and challenges that were their top priorities. Event attendees included those who live within Crandall's city limits, ETJ, and nearby municipalities.









Activity: What is one thing you want to see accomplished with the Envision Crandall Comprehensive Plan?

The first activity asked participants to write down a word or small phrase describing how the Comprehensive Plan could advocate for an element of their desired future in Crandall. Participants contributed a wide variety of responses, but some of the most common trends were the desire for a regional grocery store, more traffic signals, improved roadways and traffic conditions, and more opportunities for parks and recreation. Participants were encouraged to attend the November 19th Open House to further expand upon their ideas and provide feedback on the plan's progress.



List of Responses:

- More Lights
- Parks & HEB
- Skate Park
- Sidewalks
- More Bike Trails
- Build New Sidewalks into Town
- Parks and Community Events
- Traffic Lights at Intersections
- More Traffic Lights
- Improved Drainage
- Larger Focus on Flood Control
- Improved School Traffic
- HEB and Lights
- Improved Roads
- Public Pool and Splash Pad
- Bigger Stadium
- Infrastructure Fit for Population
- Recreation Center
- Awning Fixed at Webb Park
- Improved School Traffic
- Slow Down Drivers
- Improved Infrastructure
- More Red Lights
- More Parks/Splash Pads
- Increased Cops
- Swimming Pool
- Community Fairs
- Apartments
- New Playgrounds at Parks
- Pedestrian Crossings
- More Street Lights
- More Parks



APPENDIX D

JOINT WORKSHOP #1 RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Introduction

The Envision Crandall Comprehensive Plan Joint Workshop occurred on August 22, 2024, from 6:00 PM to 8:00 PM. Participants gathered from a variety of Crandall stakeholder groups, including but not limited to city leadership, Crandall ISD leadership, local business owners, city council members, and other municipal board members. The stations and high-level takeaways from the activities are described in the following sections.









Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Action #1: Vision Statement & Guiding Principles

In this activity, participants were asked to review the Draft Vision Statement and guiding principles to share any changes that should be made. They were asked if the statement aligned with what they'd heard as community representatives. Participants were split into three groups to discuss.

Vision Statement

Draft Vision Statement
"Our city will maintain its cherished small-town charm while embracing thoughtful growth. We will create inviting public spaces that foster connections, ensuring that future development enriches the character and identity of our community."

Vision Statement Considerations:

- The statement should explain who we want to be (as well as who we are)
- Small-town Feel/Charm
- Family-oriented
- Improvements to the Downtown
- Unique Destinations
- Maintaining and Capitalizing on Growth
- Partnerships
- Thoughtful growth, inviting spaces, and fostering connections are in alignment with city values
- Safety/Security was emphasized as an important value not currently included within the draft vision statement.
- Education/Schools
- Parks, Recreation, and Trails (gathering spaces, maintenance, sports complex)
- Affordable homes
- Infrastructure

Does this vision statement align with the desired future vision of Crandall?

- Yes +++++++
- It does, the biggest hurdle is our small-town infrastructure.
- Thoughtful growth, character of the community
- In my opinion, no. What charm is left? Go a new direction.
- Safe TX – Need to make sure that it does not cause concern
- Schools have been a major force in people moving to the City of Crandall.
- Yes, for thoughtful growth, inviting spaces, and fostering connections!

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Are there elements of the vision statement that should be added or not included?

- No/No Response ++++++++
- Change "thoughtful" to "positive" growth. +
- What does small-town charm mean?
- Maybe worded differently
- Thoughtful growth requires control. Currently, the city does not control the growth areas.
- Something addressing safe community
- Mention our exemplary school system
- Safety and maintaining growth
- I like the specifics – the descriptors of what/how the town should be – add safety – emphasize and maintain safety
- Should include something about promoting/supporting good schools
- Should cherished small-town charm be removed? Addition of safety? 64 percent of those surveyed said safety was important.

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Guiding Principles

Responsible Growth

Comments:

- Agree +++++++
- Transparency, Define values
- Ensuring what's being built maintains the small-town charm. Zoning for areas. Keep the square the focal point of the city.
- Are the values and qualities, traditional, conservative, religious?
- Strategy is working with developers in ETJ to generate the best plan. Maybe focus more on controlling South Crandall
- Downtown Crandall have its own identity, drawing people in. Areas around downtown are being commercialized with chain restaurants and dollar stores
- Control what comes in downtown and grow downtown out
- Emphasize safety and security +

Identity and Heritage Preservation was supported by the majority of participants. Some of those who supported the principle identified that preserving and enhancing an identity may be more advantageous.

Comments:

- Agree ++++++
- Disagree ++
- While I agree we must maintain our culture, I would like to offer something different from our surrounding communities.
- The Trunk Railway and Cotton Gin were identified as historical assets that could be partnered with a visitors center to educate residents and visitors on Crandall's identity.
- Hard to preserve with growth
- Utilize library and public places with pictures and literature
- Preserve and enhancing
- Promote local business to upgrade and enhance existing historical buildings and to promote future development.
- Rich history? Is there any word better than small town? Grapevine = small town?

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Community Connections & Unique Destinations were supported by the participants, emphasizing parks and entertainment. The only concern was about how to actualize these destinations.

Comments:

- Agree +++++++
- Sports complex +++
- Parks, weekend events/festivals
- Parks, walking trails
- How does this happen? With a north-south division. Create a center of influence amongst the city/ETJ.
- Lukewarm on this one
- Need something to draw people here +++

Quality of Life was well-received, also with a priority placed on parks and recreation.

Comments:

- Agree +++++
- Senior apartments. Affordable for most, not all. Is there a desire for these things? Townhomes, various stages of life.
- Gathering spaces
- Parks +++
- Need a recreation center ++++ (intergenerational)
- Big opportunity to build out this principle

Economic Opportunity was well-received, with a desire for an educational element attached to economic opportunities. Another participant mentioned the desire for affordable homes.

Comments:

- Agree ++++
- Create a daytime population that creates day traffic
- Affordable homes (not section 8) apartments
- Job creation is key
- Work in progress
- Educational opportunities for the workforce ++

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Vibrant Downtown was mostly supported, with some detractors expressing that they did not want a commercialized downtown or that development should be a greater priority along the highway instead of downtown.

Comments:

- Agree ++++++++
- Destination
- A place to drink with live music. Maybe use main street as a common walkable area
- Need more space
- Why focus on this when funds are better spent in highway development?
- We are sleepy now. Need something to liven it up.
- Engage or energize
- Another work in progress

Innovative Sustainability and Infrastructure were supported by the entire group as a concept, but comments identified that this principle was still a work in progress for the city.

Comments:

- Agree ++++++++
- We require a Master Thoroughfare plan
- It will take Crandall to fund portions of the infrastructure. Strict development policies.
- Need to tighten up, but great boxes
- Work closely with developers. Strengthen our U.D.C.
- Too wordy
- Great content, but tighten up the statement.

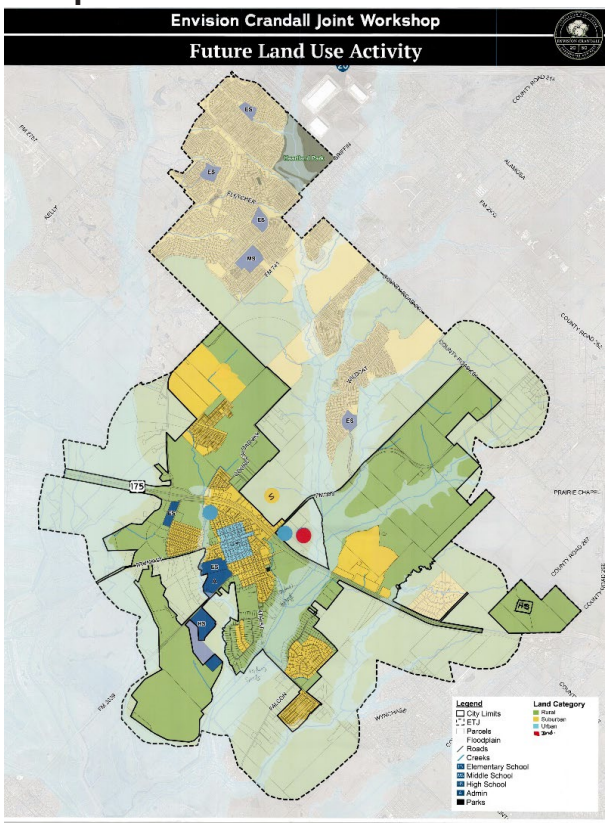
Additional guiding principles or general comments suggested included prioritizing schools and school partnerships and clarifying that downtown should maintain the small town feel by avoiding commercialization and instead pursuing cosmetic improvements.

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Future Land Use Activity

This station asked participants to share their thoughts on the future context zones. Participants were asked to place dots on the map where they would like to see the future character of Crandall be urban, suburban, or rural.

Group 1

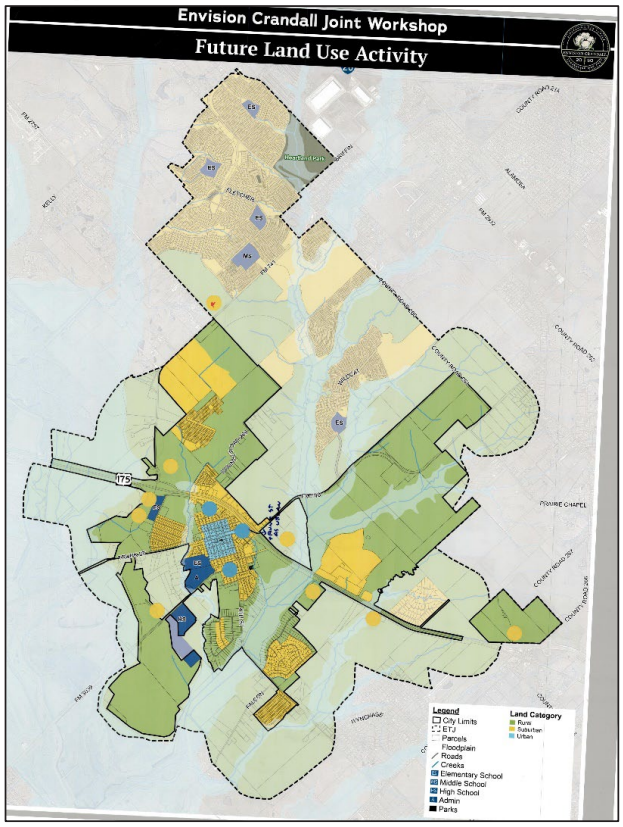


Key Takeaways:

- Participants identified the location south of the Buffalo Creek neighborhood across FM148 from the golf course as a potential location for a sports complex.
- Participants were interested in creating more urban land use in the areas north and east of the urban core.
- Participants located the intersection of FM148 and US-175 as a potential area for both urban and industrial use. As FM148 heads northeast, participants preferred that the land be more suburban.
- Participants identified the undeveloped land between River Ridge and Wildcat Ranch as additional suburban land.

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Group 2

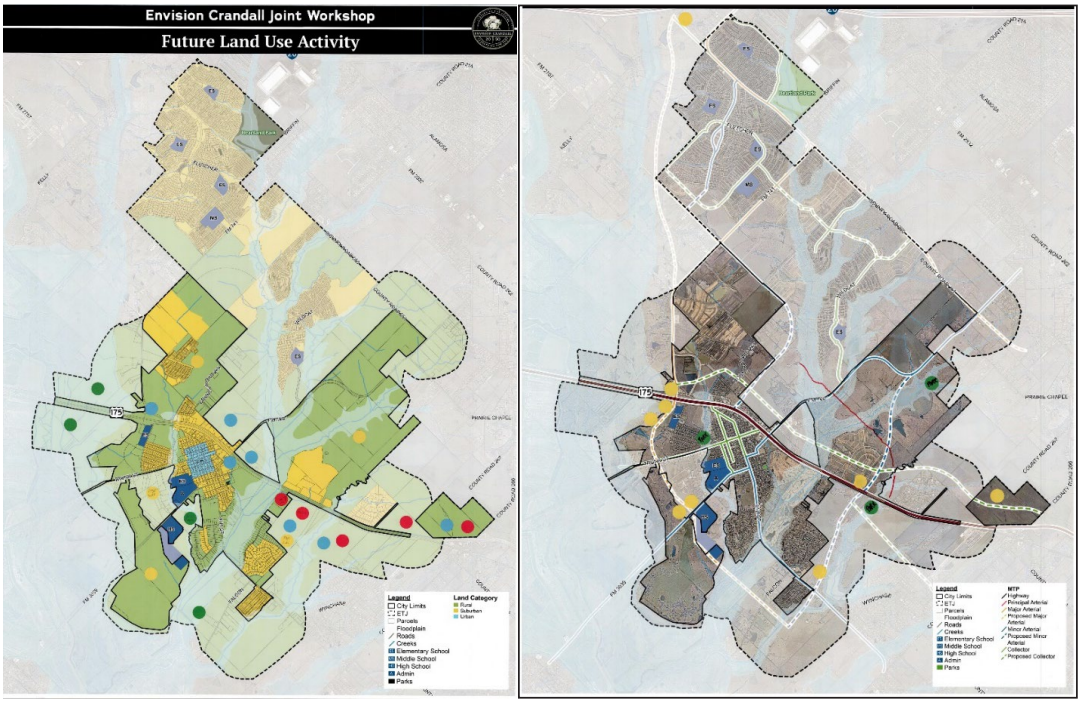


Key Takeaways:

- Participants centered on the periphery of downtown Crandall, especially Trunk Street, as an area that should be categorized in an urban manner.
- Participants prefer areas on the edge of Crandall's city limits to remain or become developed in a suburban manner, especially those areas near school facilities.

Envision Comprehensive Plan Update
Joint Workshop Meeting
August 22th, 2024 | Event Recap

Group 3



Key Takeaways:

- Participants indicated that they'd prefer the area between US-175 and Wildcat Ranch to be developed in an urban manner.
- Additional urban areas were located within the eastern side of the ETJ also along US-175
- Areas within the west side and south side of the ETJ were identified as land that should remain rural.
- The space between Crandall High School and the Crandall Freshman Center was considered for institutional use, specifically for a sports complex.
- Most of the yellow dots, indicating suburban character, indicated residential use and some within the ETJ were specifically described as large lot residential.
- Retail areas were concentrated along the east side of the ETJ.
- Green dots indicated desirable locations for park and recreation opportunities.
- Yellow dots were used to indicate suburban land uses.
- Participants identified the proposed major arterial along the southwestern boundary of the city limits as a potential location for suburban development.



APPENDIX E

JOINT WORKSHOP #2 RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

UDC Workshop Recap Document

The Crandall Unified Development Code (UDC) Workshop was held on Tuesday, February 25, 2025, at the Crandall Municipal Court (104 E. Trunk Street, Crandall, TX 75114). The workshop was attended by [CRANDALL STAKEHOLDERS] and moderated by Ethan Harwell, Clarrissa Cox, Haley Carruthers, and Adolfo Gonzalez.

The workshop began with a presentation covering the UDC Diagnostic process, the relationship between the UDC and the Comprehensive Plan, preliminary findings, and an overview of the two planned activities. Key preliminary findings indicated that Crandall's UDC should be accessible through online code software, its Table of Contents and structure should be simplified and organized by topic, certain content should be relocated to a separate technical manual or code of ordinances, and the UDC must comply with State and Federal laws.

For the first activity, participants received three slips of paper and were instructed to write down three key issues they had encountered with the UDC as decision-makers. Example responses were provided for guidance. The group then compiled and discussed the responses in an open forum, allowing participants to elaborate on their concerns and identify shared experiences. The following key issues emerged from the discussion:

- The UDC should be easier to amend as needed.
    - The City must coordinate with code publishers for any amendments.
- Clearly define what is allowed and what is not to eliminate ambiguity.
- Ensure consistency by reviewing and correcting any contradictions within the UDC.
- Condense wordy sections to improve readability and usability.
    - Adding flowcharts, graphs, and other visuals will enhance user-friendliness.
- Make the UDC available online for easy access.
- The UDC should be thorough and eliminate gray areas that could lead to misinterpretation.
- Strengthen the UDC for development purposes to address infrastructure and growth concerns.
    - Smaller lot sizes lead to more housing and population growth—Can Crandall's infrastructure support this?
    - The City lacks platting control in the ETJ, as it falls under County jurisdiction.
    - Identify offsite impacts of development.
- Crandall is park-starved—parkland dedication and mitigation requirements should be more robust.
- The UDC should provide clear, black-and-white regulations with no vague areas.
    - SUPs and variances must follow a consistent process, with clear authority and guidance for definitive approvals or denials.
- Clearly define City and ETJ authority to avoid jurisdictional confusion.
- The Old Town Crandall section is too vague and open to interpretation—more specificity is needed.

The major themes to arise from this exercise are:

– Utilities/Operations

- Development Impact Mitigation
- User Friendliness – How does it read?
- Content – What does it say?

The second workshop activity followed a similar format with each participant receiving 3 pieces of paper to answer the following: What do you wish your UDC did better?

The following are the key issues that emerged from the discussion:

- Enhance the appeal and demand for Downtown Crandall.
    - The area lacks commercial and office uses—strategies are needed to attract these businesses.
    - Consider creating a dedicated Downtown section in the UDC.
    - Should architectural review be required?
    - Are there specific exceptions for Downtown development?
- Avoid unnecessary steps—the UDC should comprehensively cover Downtown development.
- Establish subcategories for different uses (residential, commercial, retail, etc.).
- Should the Main Street Corridor have its own regulations?
- Implement a clearly established Master Fee Schedule, reviewed regularly.
- Clarify platting requirements with clearly defined rules.
    - A flowchart outlining the entire process—including required applications, authority, and approvals—would serve as a useful checklist.
- Form a Development Review Committee to assess plans early in the process and correct inconsistencies upfront.
- Improve and streamline the ETJ development process for better efficiency.
- Mitigate the trend of developers building low-quality homes on small lots, which can lead to undesirable housing conditions.

Page left intentionally blank.



APPENDIX F

OPEN HOUSE #1 RECAP

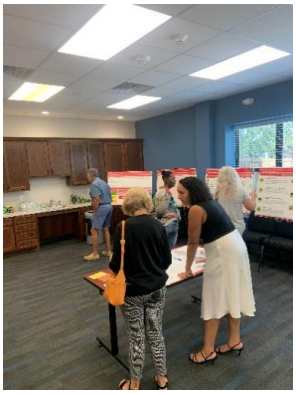
PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

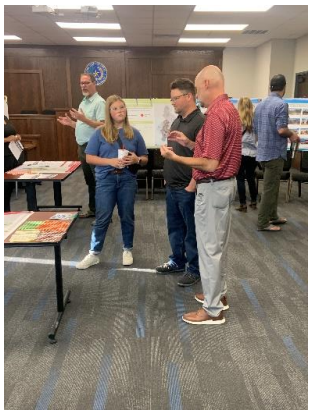
Introduction

The Envision Crandall Comprehensive Plan Open House #1 occurred on September 10th, 2024, from 6:00 PM to 8:00 PM. The event was open to the public and had 17 participants. The Open House materials were also made available virtually through a CVENT survey. 41 individuals completed this survey. The stations and high-level takeaways from both the in-person and online engagement are outlined in the following sections.



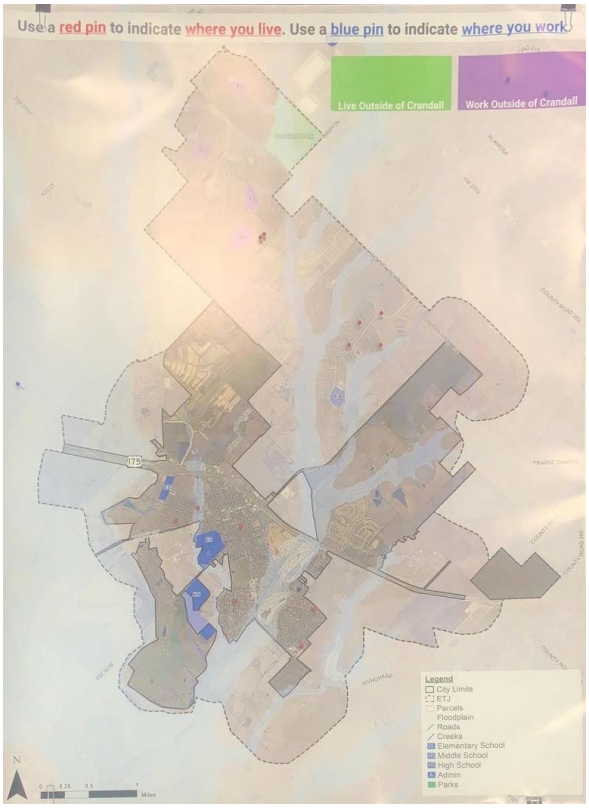






Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Live Work Board

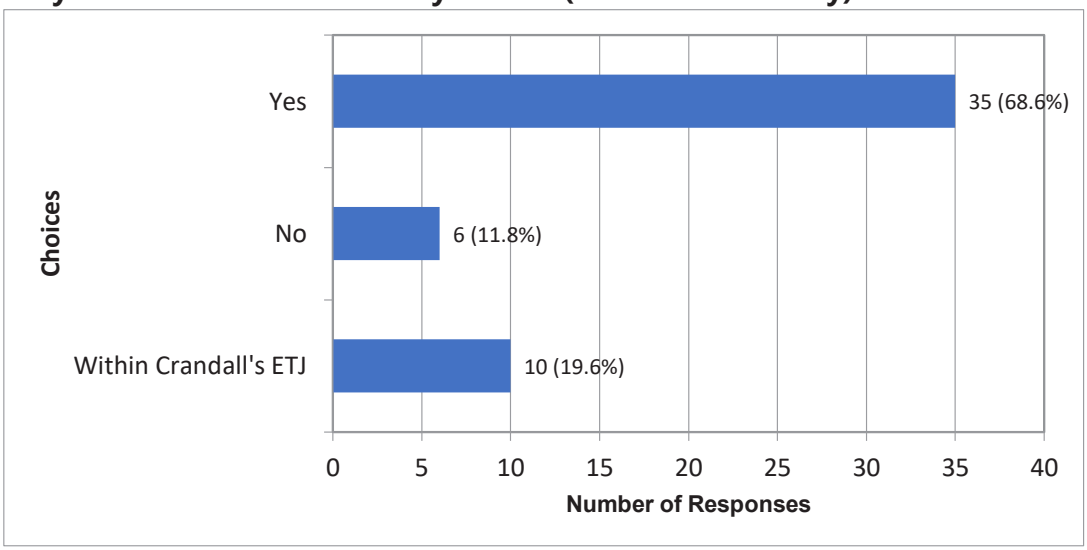


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

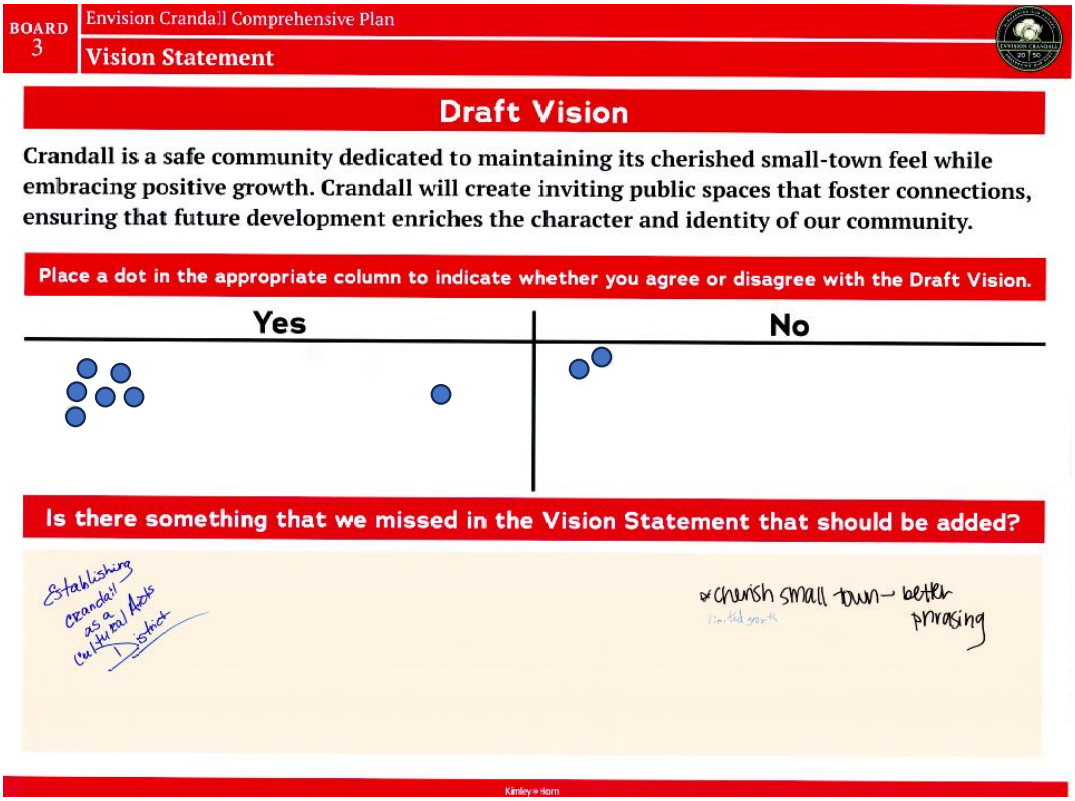


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Do you live within Crandall City Limits? (In-Person + Survey)

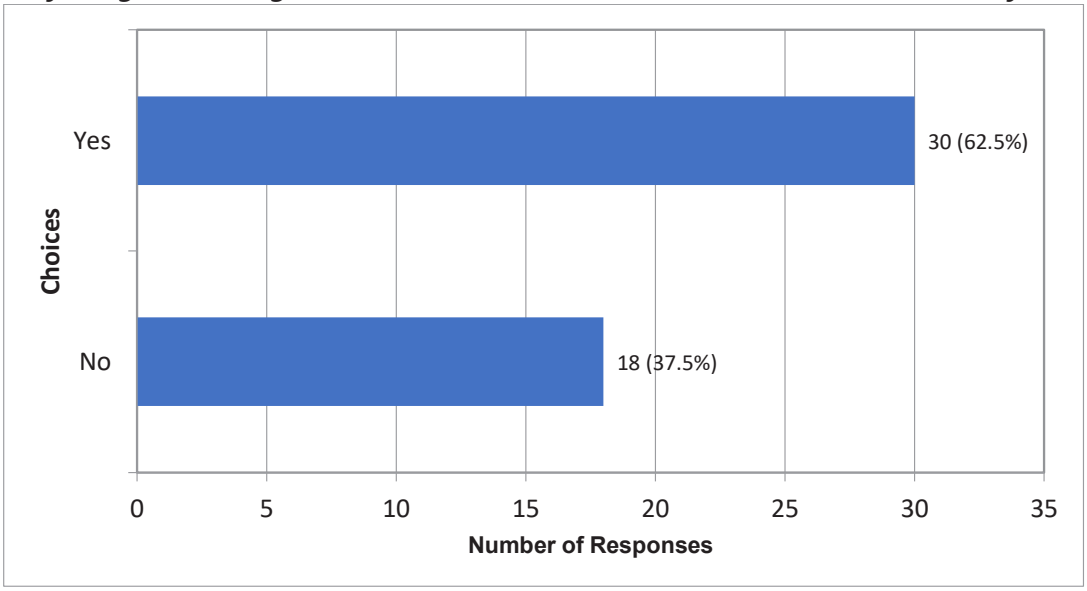


Vision Statement



Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Do you agree or disagree with the Draft Vision Statement? (In-Person + Survey)

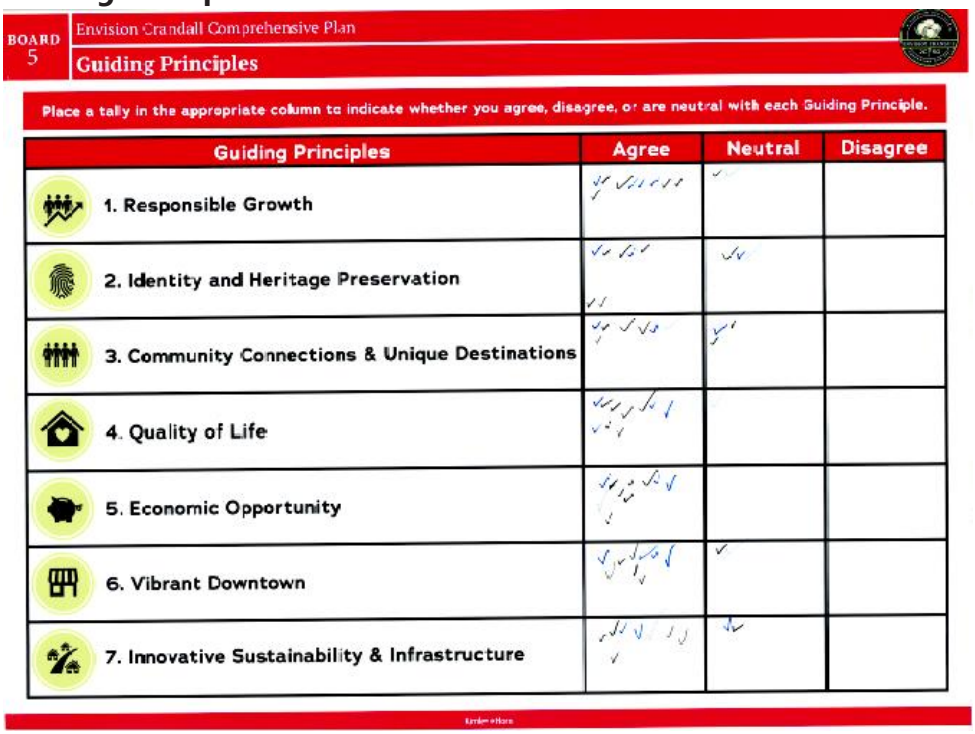


Vision Statement Comments:

- Rapid growth in Crandall has raised concerns among about the loss of the small-town character.
- The swift development of numerous homes has outpaced the available infrastructure, leading to questions about sustainability.
- Residents worry that new housing projects may impact property values and increase crime rates.
- There is a strong sentiment among residents to preserve the town's unique character and approach future developments with caution.
- Safety concerns are increasing as population density grows due to the influx of more affordable housing options.
- Residents desire development that prioritizes community well-being over short-term financial gains for developers.
- The current trajectory has led to comparisons with less desirable areas, prompting calls for higher-quality and more thoughtful housing developments.

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Guiding Principles


BOARD 5

Envision Crandall Comprehensive Plan

Guiding Principles

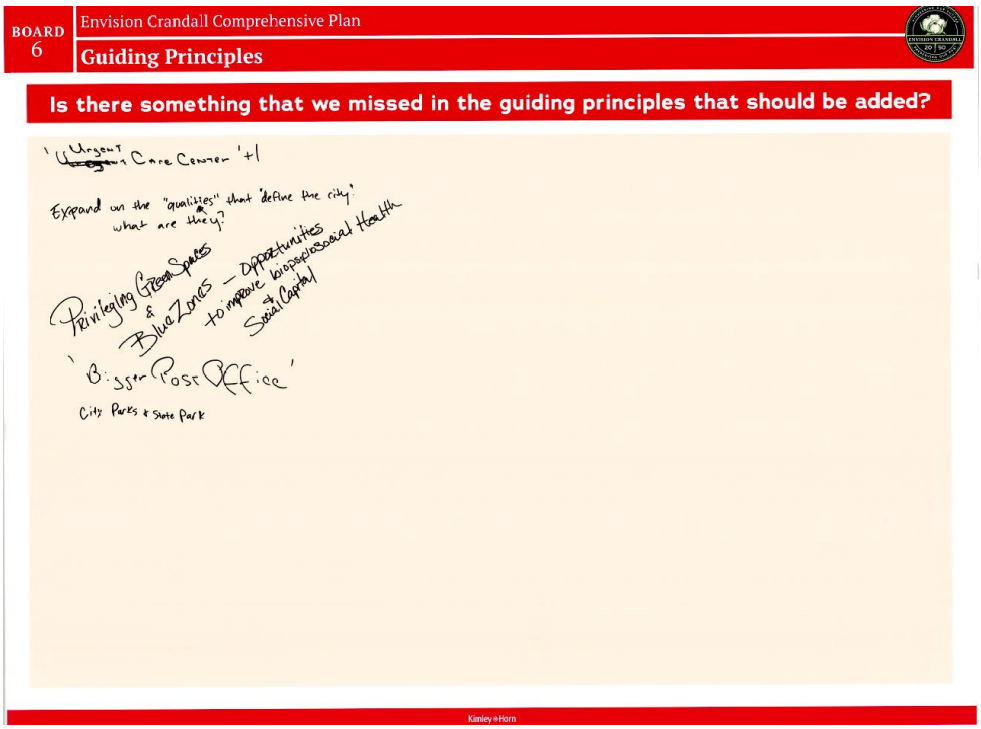
Place a tally in the appropriate column to indicate whether you agree, disagree, or are neutral with each Guiding Principle.

Guiding Principles	Agree	Neutral	Disagree
1. Responsible Growth			
2. Identity and Heritage Preservation			
3. Community Connections & Unique Destinations			
4. Quality of Life			
5. Economic Opportunity			
6. Vibrant Downtown			
7. Innovative Sustainability & Infrastructure			

Do you agree, feel neutral, or disagree with each guiding principle? (In-Person + Survey)

Choices	Agree	Neutral	Disagree
Responsible Growth	56.5%	12.3%	31.2%
Identity and Heritage Preservation	52.3%	27.1%	20.6%
Community Connections and Unique Destinations	59.8%	19.9%	20.3%
Quality of Life	62.1%	19.5%	18.4%
Economic Opportunity	56.8%	14.6%	28.6%
Vibrant Downtown	55.9%	17.3%	26.8%
Innovative Sustainability and Infrastructure	60.1%	14.8%	25.1%

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap



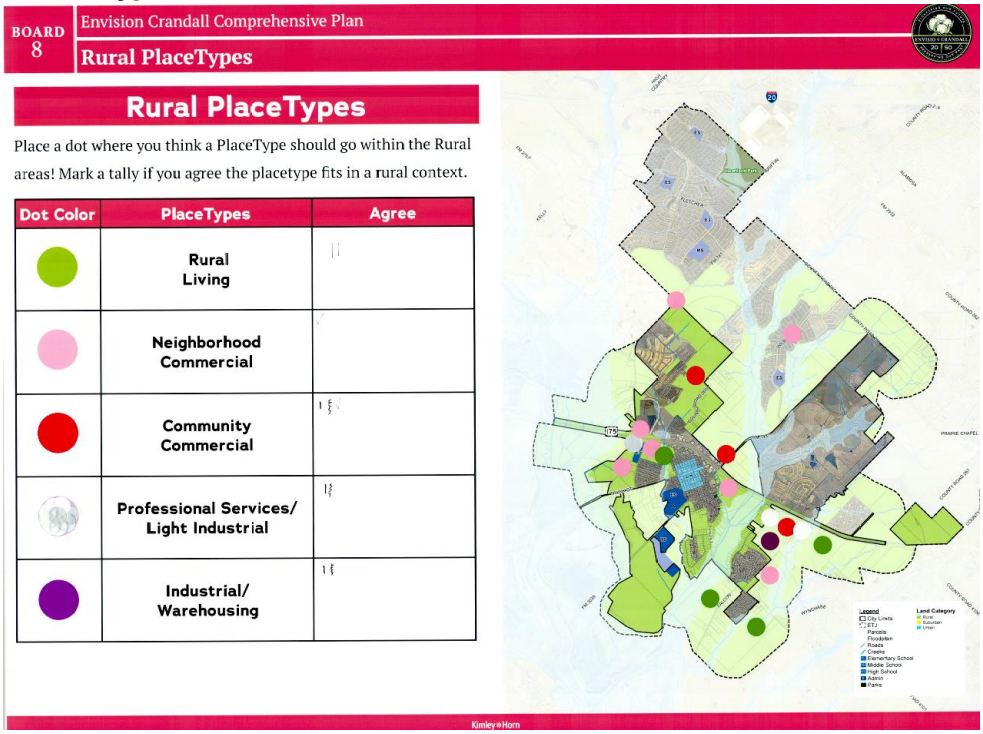
Guiding Principles Comments:

- Some residents feel that the city is not adequately addressing infrastructure needs.
- Concerns are raised about the town's direction, with residents fearing it may evolve into a more urban environment similar to Dallas or Seagoville.
- A number of residents believe that ongoing developments are undermining the small-town feel and overall quality of life in Crandall.
- There is skepticism regarding the city's commitment to innovative sustainability and infrastructure improvements, with calls for more actionable change.
- Residents express interest in an urgent care center, a bigger post office, and another city park.
- Greater access to green spaces and blue zones is desired to improve health and social outcomes.
- Some residents feel as if the downtown needs improvement.

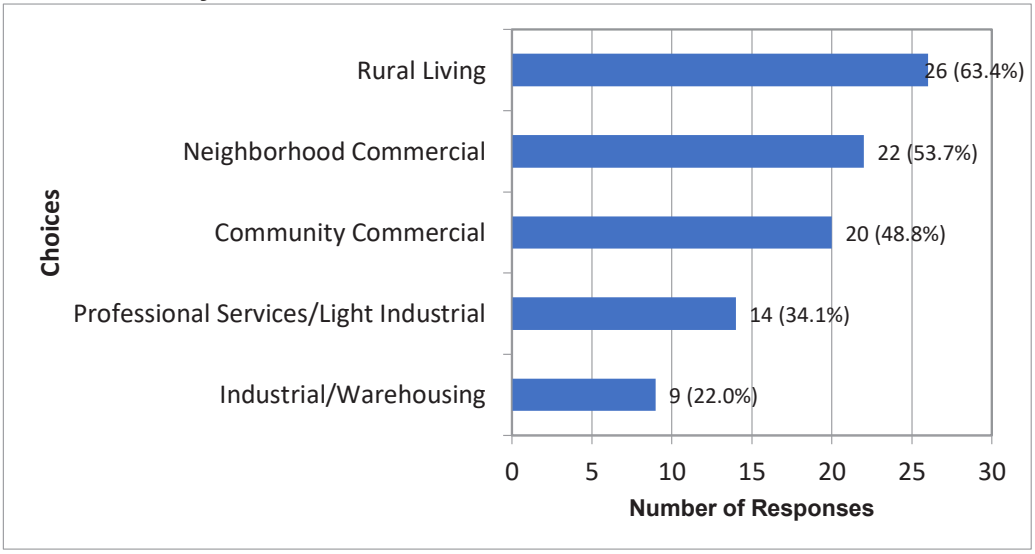
Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

PlaceType Review

Rural Placetypes

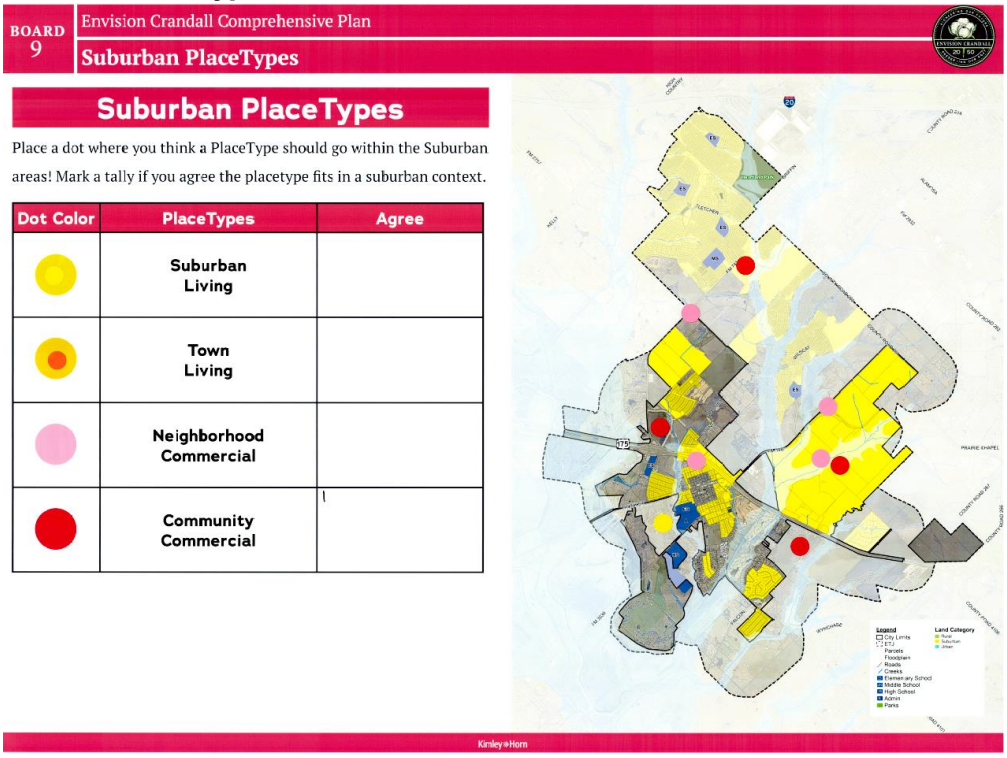


Select the listed PlaceTypes that you think should go within the Rural areas (In-Person + Survey).

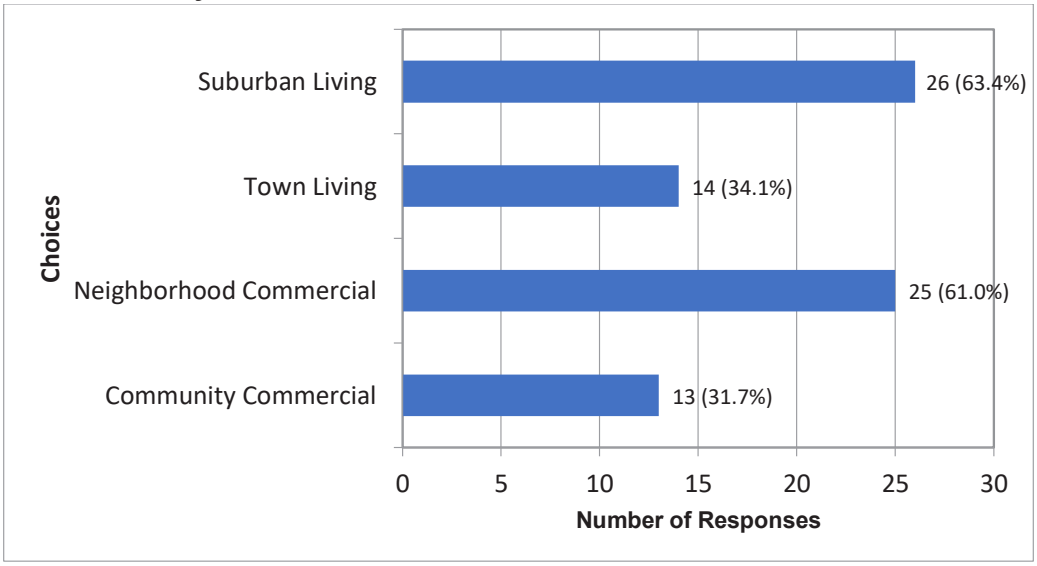


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Suburban Placetypes

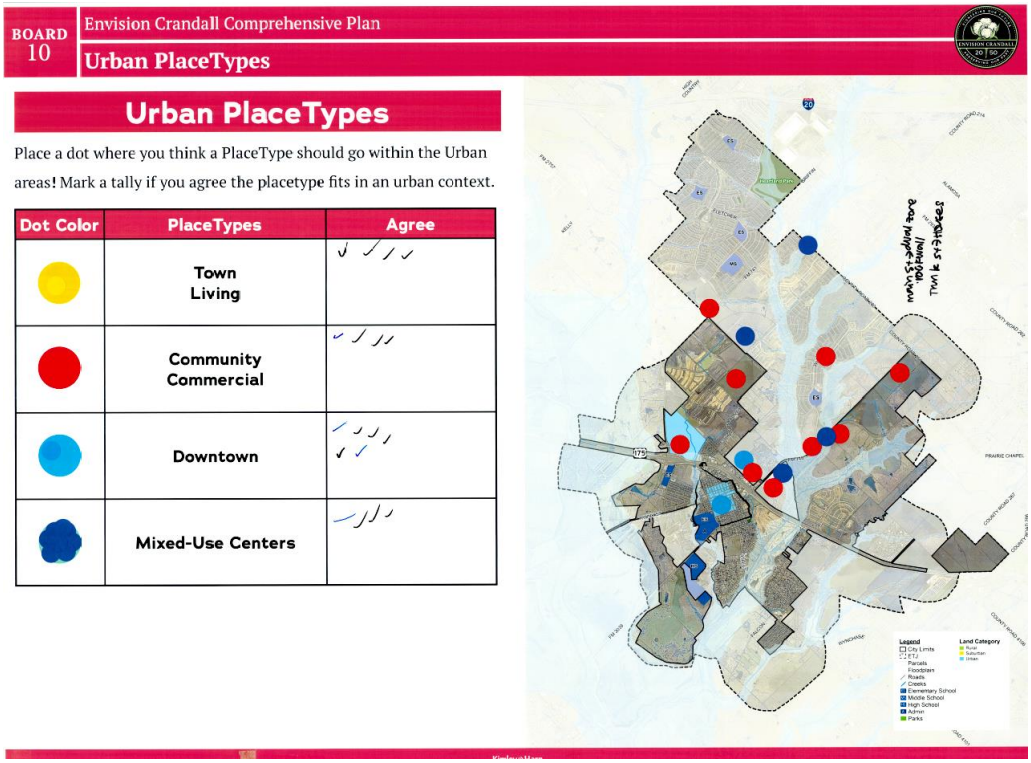


Select the listed PlaceTypes that you think should go within the Rural areas (In-Person + Survey).

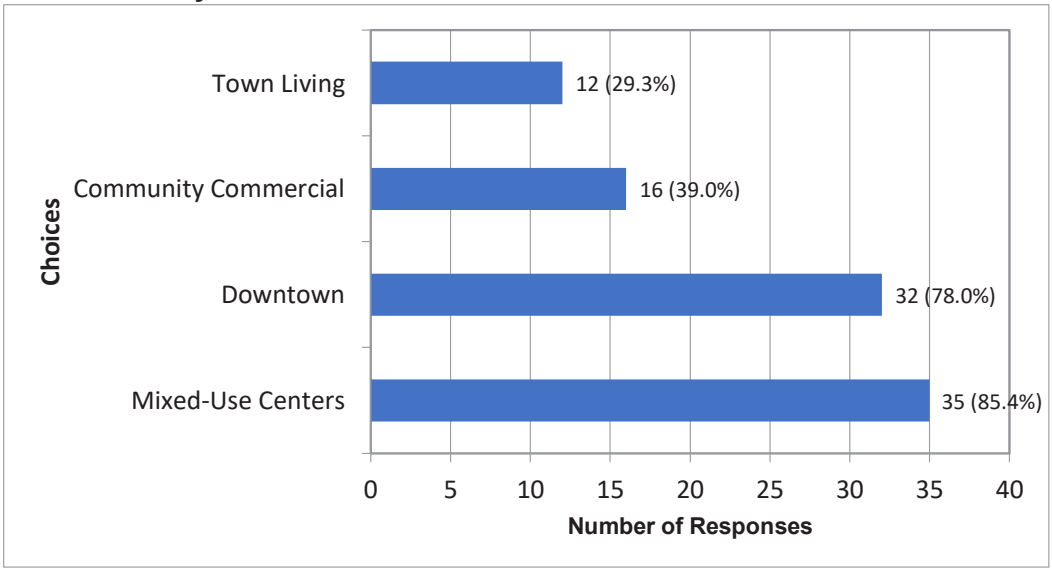


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Urban PlaceTypes

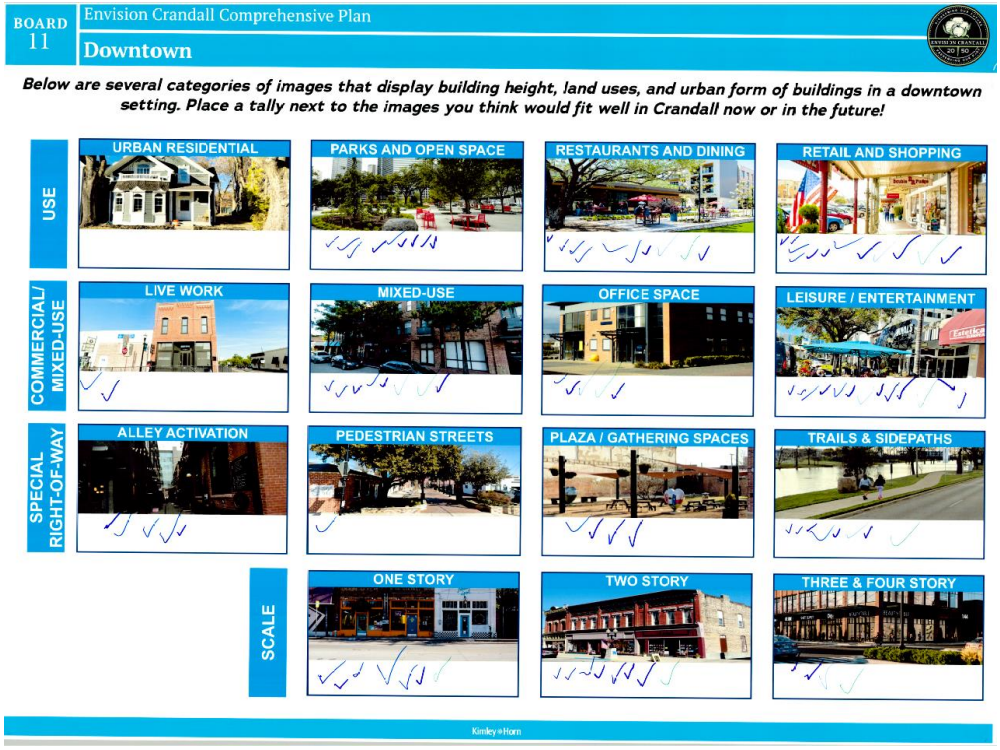


Select the listed PlaceTypes that you think should go within the Urban areas (In-Person + Survey).



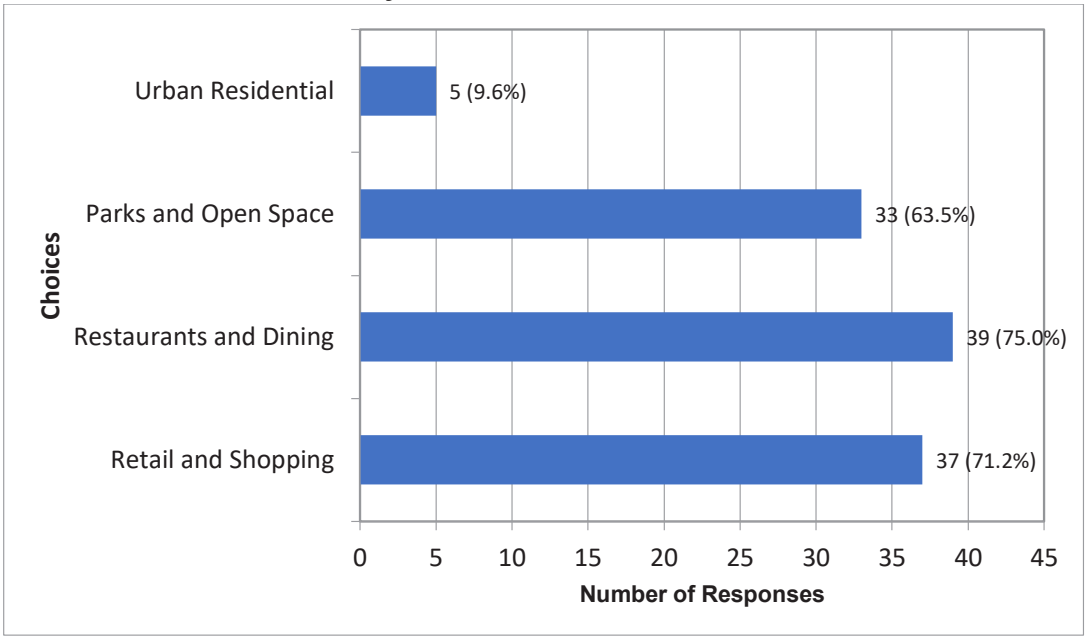
Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Downtown

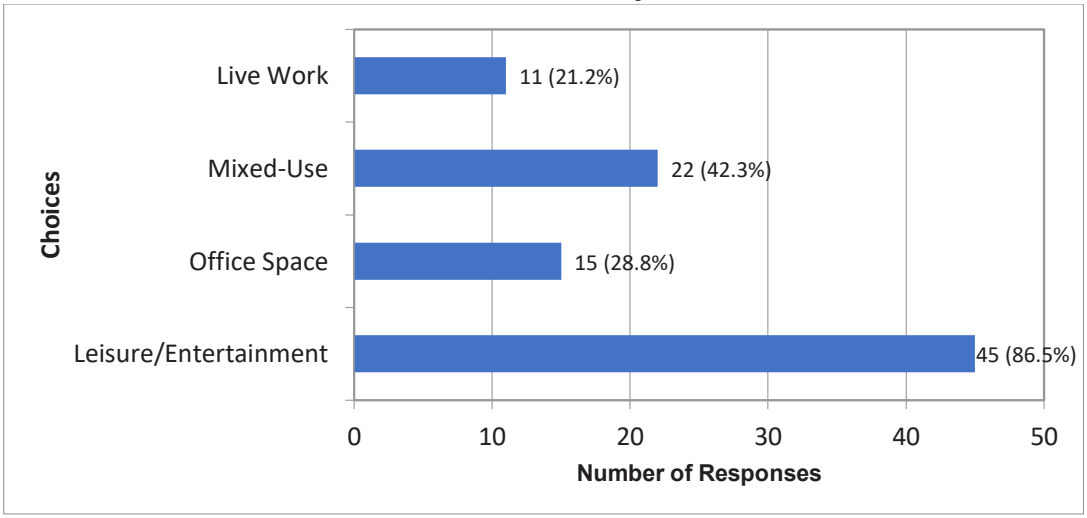


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Select which of the uses you believe would fit well in Downtown Crandall now or in the future. (In-Person + Survey)

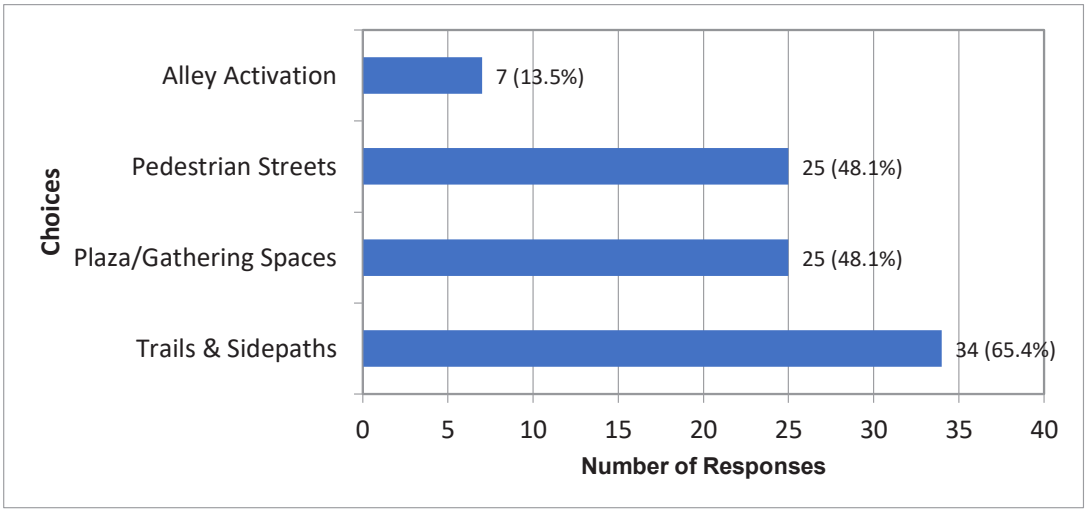


Select which commercial/mixed uses you believe would fit well in Downtown Crandall now or in the future. (In-Person + Survey)

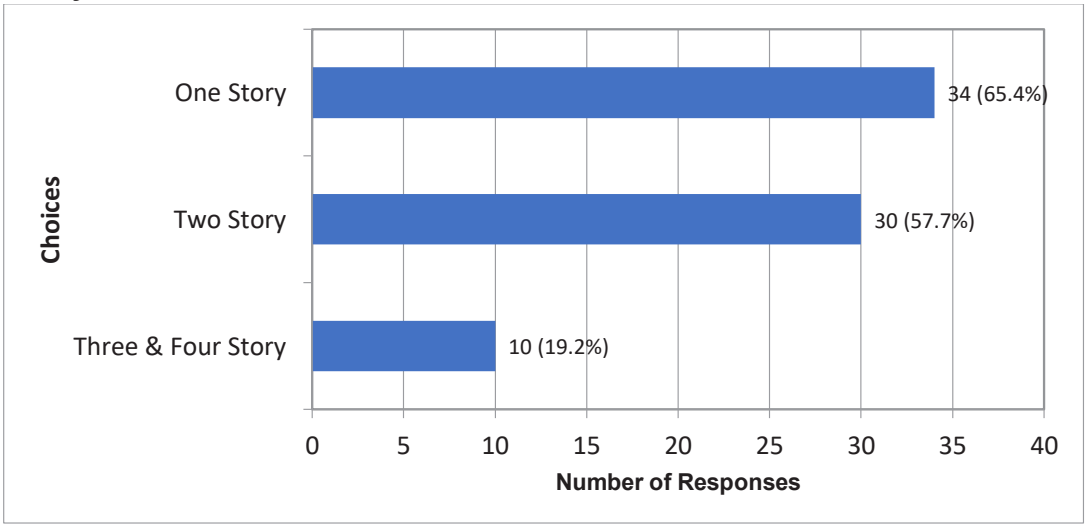


Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Select which special right-of-way you believe would fit well in Downtown Crandall now or in the future. (In-Person + Survey)

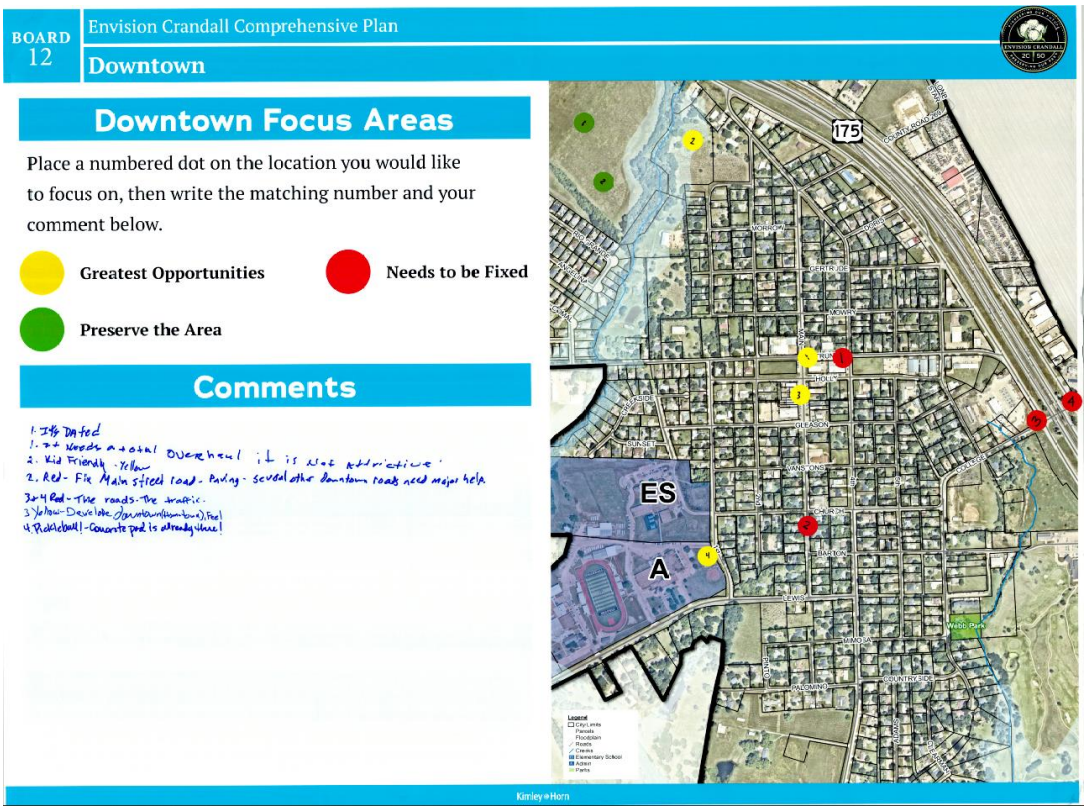


What is the appropriate height for buildings in Downtown Crandall? (In-Person + Survey)



Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Downtown Focus Areas

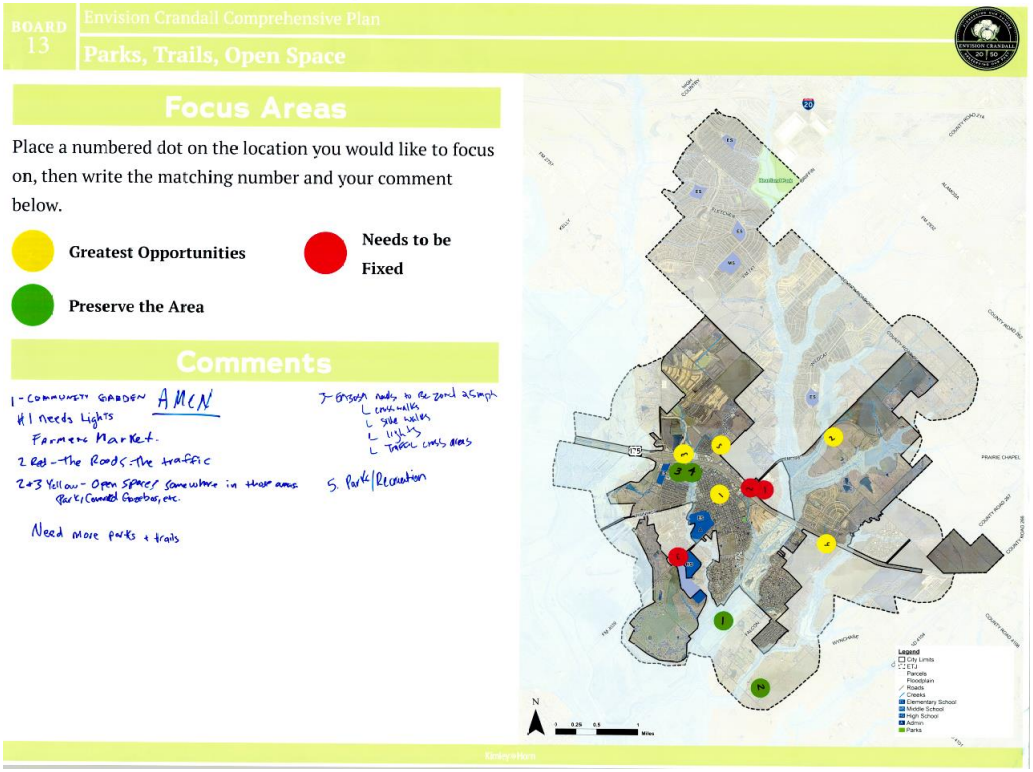


Downtown Comments (In-Person + Survey)

- Residents advocate for enhancing small business growth and revitalizing existing buildings to preserve the town's charm.
- There is a desire for improved infrastructure, including parks and open spaces, to create community gathering areas.
- Many residents emphasize the importance of developing a vibrant entertainment district with shopping, dining, and recreational options.
- The community seeks to maintain its historical character while expanding social outlets and amenities.
- Suggestions include adding more restaurants and gathering spaces to make Crandall a more attractive destination.
- Some residents express satisfaction with the town's current state and value its historical buildings.
- There is a call for better urban planning that balances growth with maintaining the small-town feel.
- The community sees potential in existing open land to develop parks and recreational facilities for families.

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Parks, Trails, and Open Space

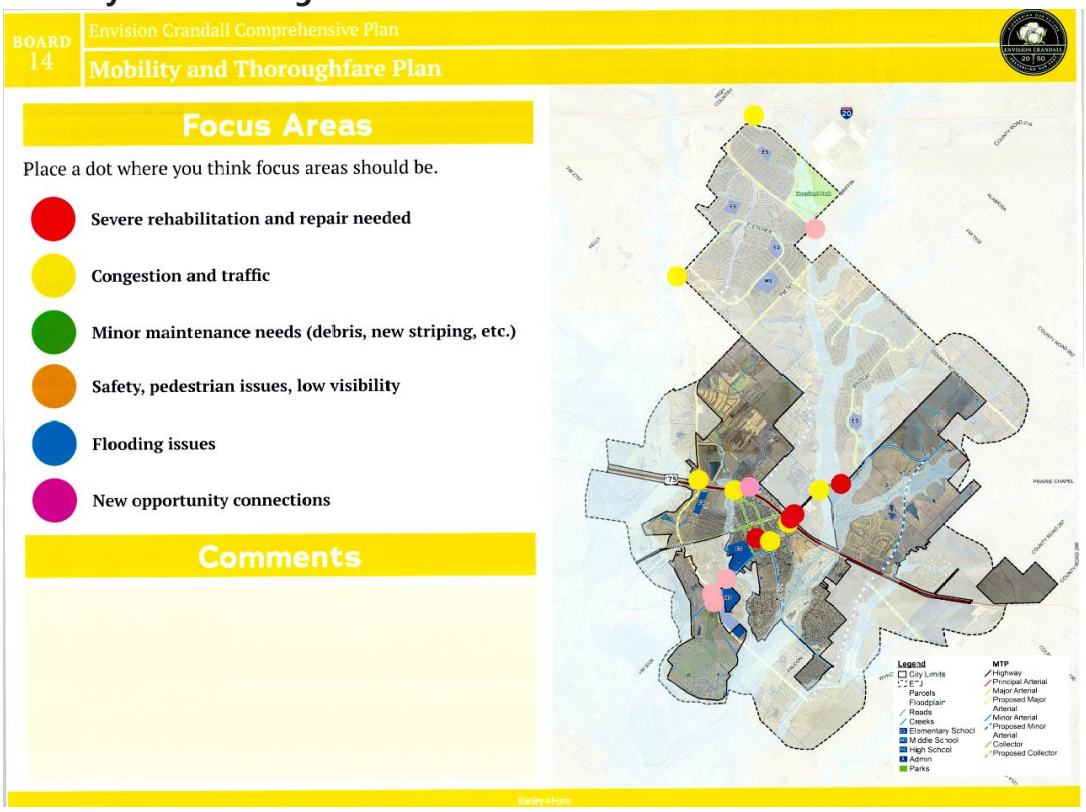


Parks, Trails, and Open Space Comments (In-Person + Survey)

- Residents emphasize the importance of creating safe, well-maintained parks and walking trails for families to enjoy.
- Webb Park should be preserved, as it is the only public park.
- Some residents call for greater marketing of parks.
- There is a strong desire for designated public meeting areas to foster community engagement.
- Park-related amenities that were suggested include a community garden, farmers' market, and dog park.
- Suggestions include developing a comprehensive network of walking and biking trails to promote exercise and family activities.
- There is potential for utilizing available land to establish sports complexes, public parks, and playgrounds for children.
- Enhancing neighborhood connectivity and incorporating existing flood plains into green spaces are valuable opportunities.
- Community members express a need for larger parks with diverse facilities, including running tracks and multi-use fields.
- Overall, there is a call for increased recreational options to support a vibrant, family-friendly environment in Crandall.

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

Mobility and Thoroughfare Plan



Consider the Mobility and Thoroughfare Map above and select the focus areas you believe should be a priority (In-Person + Survey).

Choices	Number of Responses
Severe rehabilitation and repair needed	23
Congestion and traffic	44
Minor maintenance needs (debris, new striping, etc.)	10
Safety, pedestrian issues, low visibility	24
Flooding issues	11
New opportunity connections	16

Mobility and Thoroughfare Plan Comments (In-Person + Survey)

- Residents express significant concerns about traffic congestion and the need for more roads to accommodate growth.
- There is a call for improved traffic management, including the installation of more stop lights and walk signs for safety.
- Participants mentioned that some drainage ditches along roads require maintenance.

Envision Comprehensive Plan
Open House #1
September 10th, 2024 | Event Recap

- Many community members highlight the importance of maintaining road quality, noting issues like potholes that can damage vehicles.
- Suggestions include creating sidewalks and bike lanes to enhance safety for children traveling to school and local destinations.
- There is a request for better regulation of large vehicles on smaller roads to prevent damage and maintain safety.
- Residents report that traffic delays at four-way stops and intersections are problematic, necessitating increased police presence for management.
- Overall, there is a strong consensus that urgent improvements are needed to support the town's growth and ensure safe, efficient transportation for all residents.



APPENDIX G

OPEN HOUSE #2 RECAP

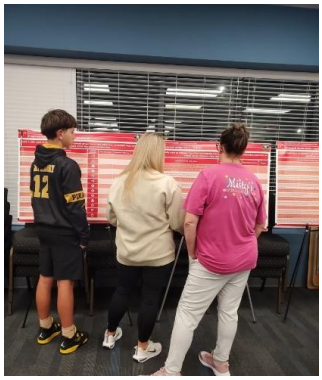
PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Introduction

The Envision Crandall Comprehensive Plan Open House #2 occurred on November 19th, 2024, from 6:00 PM to 8:00 PM. The event was open to the public. The Open House materials were also made available virtually through a CVENT survey. The stations and high-level takeaways from the in-person engagement and online survey are outlined in the following sections.



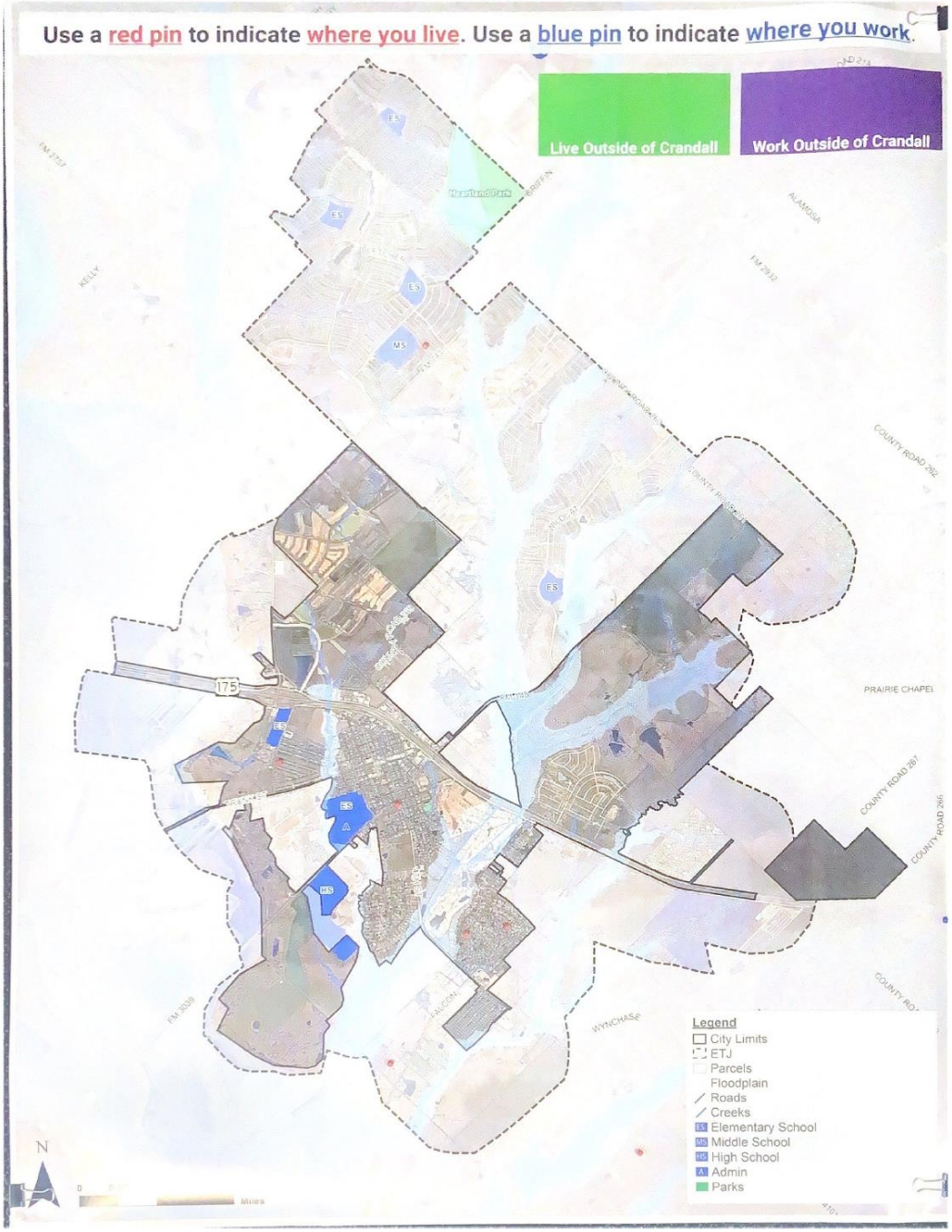






Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

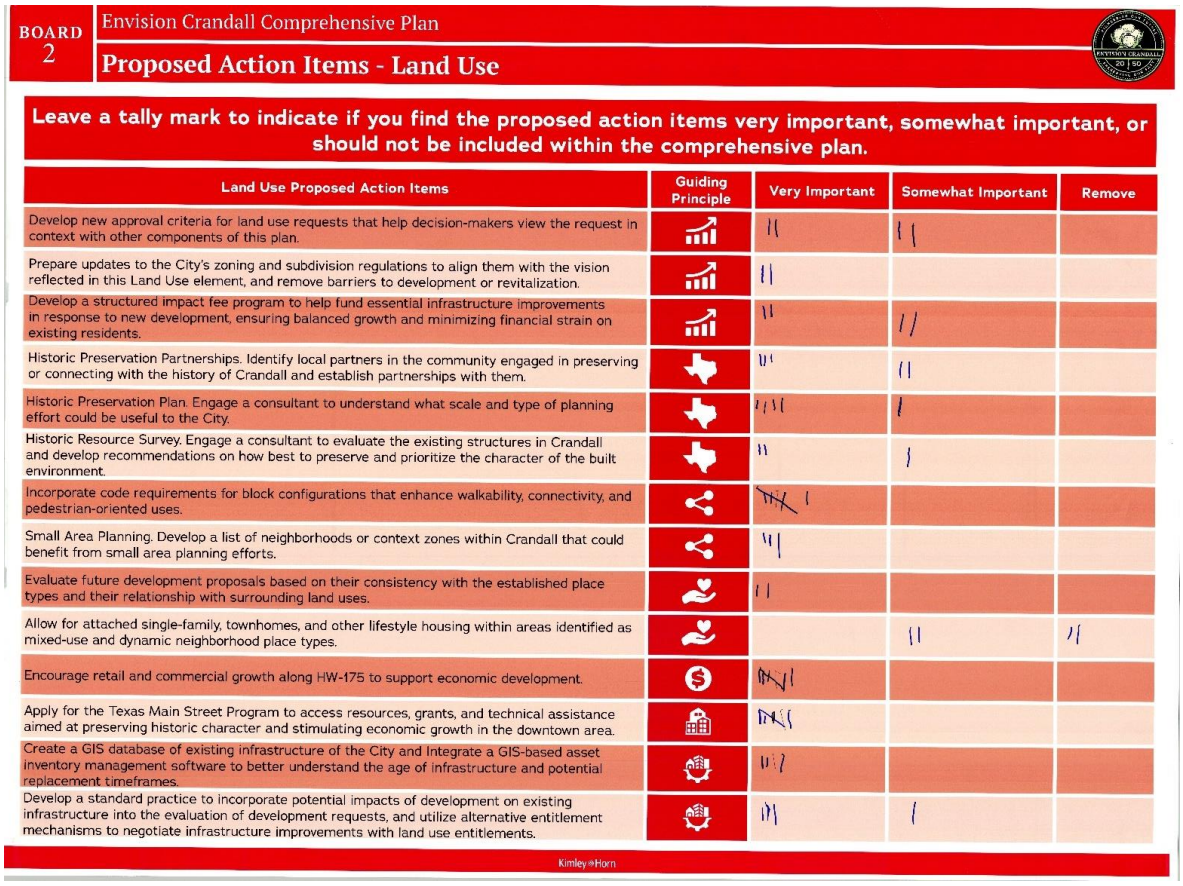
Live Work Board



Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Proposed Action Items

Do you find the proposed Land Use action items very important, somewhat important, or removable?



BOARD 2

Envision Crandall Comprehensive Plan

Proposed Action Items - Land Use

Leave a tally mark to indicate if you find the proposed action items very important, somewhat important, or should not be included within the comprehensive plan.

Land Use Proposed Action Items	Guiding Principle	Very Important	Somewhat Important	Remove
Develop new approval criteria for land use requests that help decision-makers view the request in context with other components of this plan.		11	11	
Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.		11		
Develop a structured impact fee program to help fund essential infrastructure improvements in response to new development, ensuring balanced growth and minimizing financial strain on existing residents.		11	11	
Historic Preservation Partnerships. Identify local partners in the community engaged in preserving or connecting with the history of Crandall and establish partnerships with them.		111	11	
Historic Preservation Plan. Engage a consultant to understand what scale and type of planning effort could be useful to the City.		1111	1	
Historic Resource Survey. Engage a consultant to evaluate the existing structures in Crandall and develop recommendations on how best to preserve and prioritize the character of the built environment.		11	1	
Incorporate code requirements for block configurations that enhance walkability, connectivity, and pedestrian-oriented uses.		1111		
Small Area Planning. Develop a list of neighborhoods or context zones within Crandall that could benefit from small area planning efforts.		111		
Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.		11		
Allow for attached single-family, townhomes, and other lifestyle housing within areas identified as mixed-use and dynamic neighborhood place types.			11	11
Encourage retail and commercial growth along HW-175 to support economic development.		1111		
Apply for the Texas Main Street Program to access resources, grants, and technical assistance aimed at preserving historic character and stimulating economic growth in the downtown area.		1111		
Create a GIS database of existing infrastructure of the City and integrate a GIS-based asset inventory management software to better understand the age of infrastructure and potential replacement timeframes.		111		
Develop a standard practice to incorporate potential impacts of development on existing infrastructure into the evaluation of development requests, and utilize alternative entitlement mechanisms to negotiate infrastructure improvements with land use entitlements.		111	1	

Kimley»Horn

Open House Results

Land Use Action Items	Very Important	Somewhat Important	Remove
Develop new approval criteria for land use requests that help decision-makers view the request in context with other components of this plan.	2	2	
Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.	2		

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

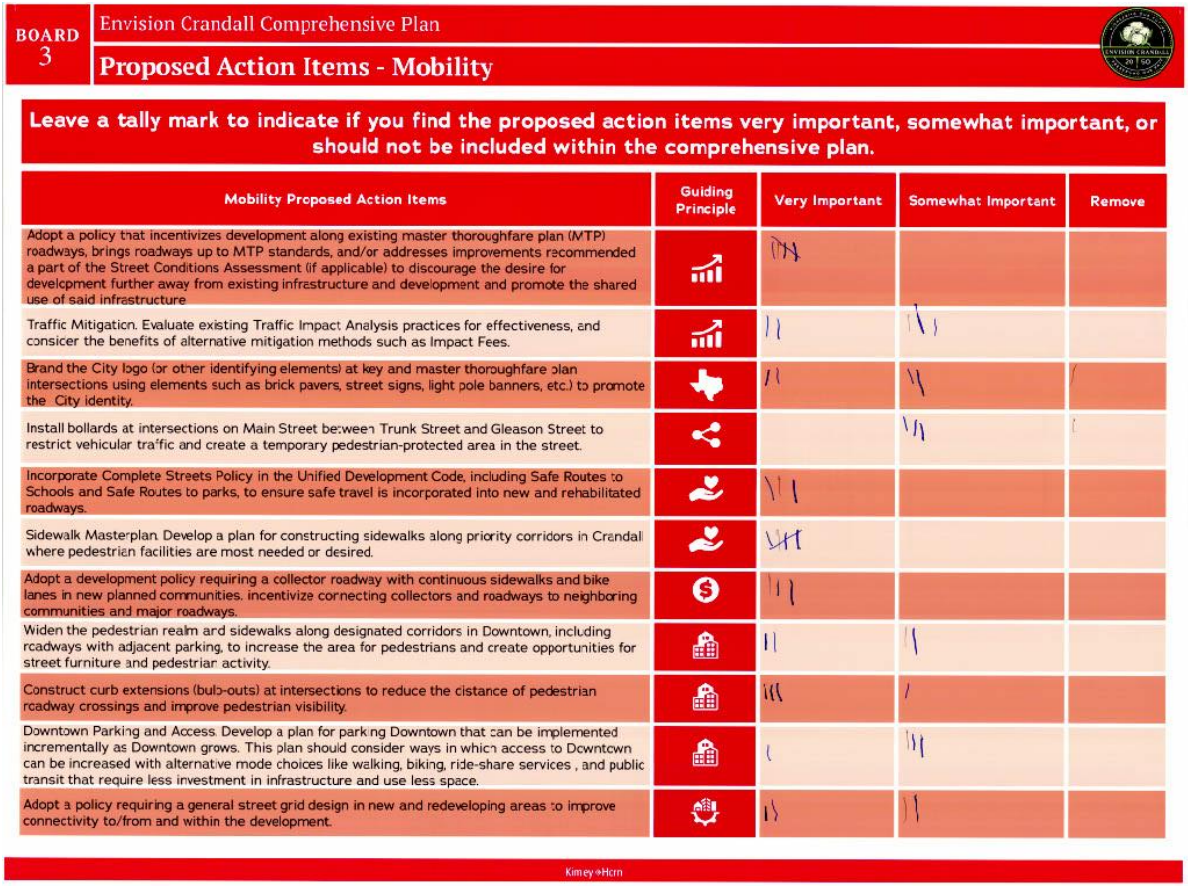
Develop a structured impact fee program to help fund essential infrastructure improvements in response to new development, ensuring balanced growth and minimizing financial strain on existing residents.	2	2	
Historic Preservation Partnerships. Identify local partners in the community engaged in preserving or connecting with the history of Crandall and establish partnerships with them.	3	2	
Historic Preservation Plan. Engage a consultant to understand what scale and type of planning effort could be useful to the City.	4	1	
Historic Resource Survey. Engage a consultant to evaluate the existing structures in Crandall and develop recommendations on how best to preserve and prioritize the character of the built environment.	2	1	
Incorporate code requirements for block configurations that enhance walkability, connectivity, and pedestrian-oriented uses.	6		
Small Area Planning. Develop a list of neighborhoods or context zones within Crandall that could benefit from small area planning efforts.	3		
Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.	2		
Allow for attached single-family, townhomes, and other lifestyle housing within areas identified as mixed-use and dynamic neighborhood place types.		2	2
Encourage retail and commercial growth along HW-175 to support economic development.	5		
Apply for the Texas Main Street Program to access resources, grants, and technical assistance aimed at preserving historic character and stimulating economic growth in the downtown area.	5		
Create a GIS database of existing infrastructure of the City and Integrate a GIS-based asset inventory management software to better understand the age of infrastructure and potential replacement timeframes.	4		
Develop a standard practice to incorporate potential impacts of development on existing infrastructure into the evaluation of development requests, and utilize alternative entitlement mechanisms to negotiate infrastructure improvements with land use entitlements.	3	1	
Online Survey Results			
Land Use Action Items	**Very Important**	**Somewhat Important**	**Remove**
Develop new approval criteria for land use requests that help decision-makers view the request in context with other components of this plan.	8	2	2
Prepare updates to the City's zoning and subdivision regulations to align them with the vision reflected in this Land Use element, and remove barriers to development or revitalization.	9	2	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Develop a structured impact fee program to help fund essential infrastructure improvements in response to new development, ensuring balanced growth and minimizing financial strain on existing residents.	10		2
Historic Preservation Partnerships. Identify local partners in the community engaged in preserving or connecting with the history of Crandall and establish partnerships with them.	2	7	3
Historic Preservation Plan. Engage a consultant to understand what scale and type of planning effort could be useful to the City.	2	4	6
Historic Resource Survey. Engage a consultant to evaluate the existing structures in Crandall and develop recommendations on how best to preserve and prioritize the character of the built environment.	2	4	6
Incorporate code requirements for block configurations that enhance walkability, connectivity, and pedestrian-oriented uses.	8	2	2
Small Area Planning. Develop a list of neighborhoods or context zones within Crandall that could benefit from small area planning efforts.	9	2	1
Evaluate future development proposals based on their consistency with the established place types and their relationship with surrounding land uses.	8	3	1
Allow for attached single-family, townhomes, and other lifestyle housing within areas identified as mixed-use and dynamic neighborhood place types.	4	3	5
Encourage retail and commercial growth along HW-175 to support economic development.	9	2	1
Apply for the Texas Main Street Program to access resources, grants, and technical assistance aimed at preserving historic character and stimulating economic growth in the downtown area.	6	3	3
Create a GIS database of existing infrastructure of the City and Integrate a GIS-based asset inventory management software to better understand the age of infrastructure and potential replacement timeframes.	9	2	1
Develop a standard practice to incorporate potential impacts of development on existing infrastructure into the evaluation of development requests, and utilize alternative entitlement mechanisms to negotiate infrastructure improvements with land use entitlements.	10	1	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Do you find the proposed Mobility action items very important, somewhat important, or removable?



BOARD 3

Envision Crandall Comprehensive Plan

Proposed Action Items - Mobility

Leave a tally mark to indicate if you find the proposed action items very important, somewhat important, or should not be included within the comprehensive plan.

Mobility Proposed Action Items	Guiding Principle	Very Important	Somewhat Important	Remove
Adopt a policy that incentivizes development along existing master thoroughfare plan (MTP) roadways, brings roadways up to MTP standards, and/or addresses improvements recommended a part of the Street Conditions Assessment (if applicable) to discourage the desire for development further away from existing infrastructure and development and promote the shared use of said infrastructure		5		
Traffic Mitigation. Evaluate existing Traffic Impact Analysis practices for effectiveness, and consider the benefits of alternative mitigation methods such as Impact Fees.		2	3	
Brand the City logo (or other identifying elements) at key and master thoroughfare plan intersections using elements such as brick pavers, street signs, light pole banners, etc.) to promote the City identity.		2	2	1
Install bollards at intersections on Main Street between Trunk Street and Gleason Street to restrict vehicular traffic and create a temporary pedestrian-protected area in the street.			2	
Incorporate Complete Streets Policy in the Unified Development Code, including Safe Routes to Schools and Safe Routes to parks, to ensure safe travel is incorporated into new and rehabilitated roadways.		3		
Sidewalk Masterplan. Develop a plan for constructing sidewalks along priority corridors in Crandall where pedestrian facilities are most needed or desired.		4		
Adopt a development policy requiring a collector roadway with continuous sidewalks and bike lanes in new planned communities. incentivize connecting collectors and roadways to neighboring communities and major roadways.		2		
Widen the pedestrian realm and sidewalks along designated corridors in Downtown, including roadways with adjacent parking, to increase the area for pedestrians and create opportunities for street furniture and pedestrian activity.		2	1	
Construct curb extensions (bulb-outs) at intersections to reduce the distance of pedestrian roadway crossings and improve pedestrian visibility.		3	1	
Downtown Parking and Access. Develop a plan for parking Downtown that can be implemented incrementally as Downtown grows. This plan should consider ways in which access to Downtown can be increased with alternative mode choices like walking, biking, ride-share services , and public transit that require less investment in infrastructure and use less space.		1	2	
Adopt a policy requiring a general street grid design in new and redeveloping areas to improve connectivity to/from and within the development.		3	2	

Kimley»Horn

Open House Results

Mobility Action Items	Very Important	Somewhat Important	Remove
Adopt a policy that incentivizes development along existing master thoroughfare plan (MTP) roadways, brings roadways up to MTP standards, and/or addresses improvements recommended a part of the Street Conditions Assessment (if applicable) to discourage the desire for development further away from existing infrastructure and development and promote the shared use of said infrastructure.	5		
Traffic Mitigation. Evaluate existing Traffic Impact Analysis practices for effectiveness, and consider the benefits of alternative mitigation methods such as Impact Fees.	2	3	
Brand the City logo (or other identifying elements) at key and master thoroughfare plan intersections using elements such as brick pavers, street signs, light pole banners, etc.) to promote the City identity.	2	2	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

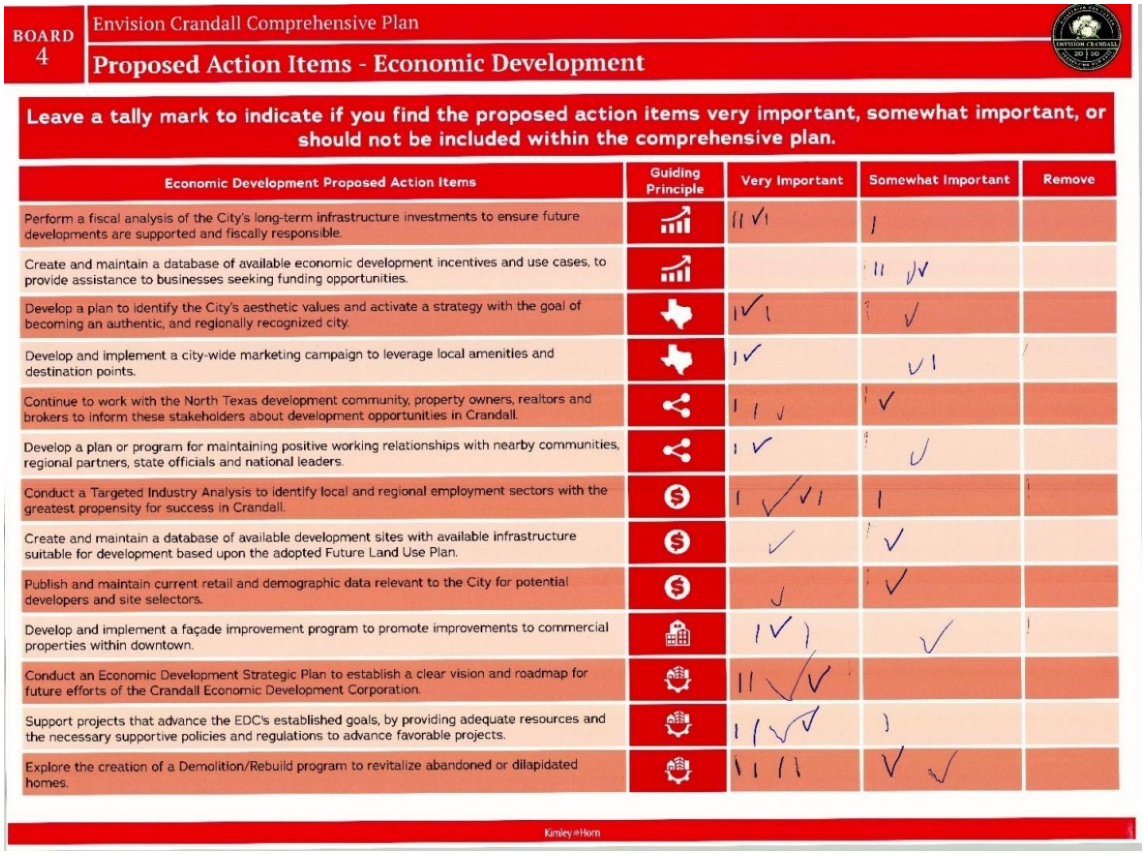
Install bollards at intersections on Main Street between Trunk Street and Gleason Street to restrict vehicular traffic and create a temporary pedestrian-protected area in the street.		3	1
Incorporate Complete Streets Policy in the Unified Development Code, including Safe Routes to Schools and Safe Routes to parks, to ensure safe travel is incorporated into new and rehabilitated roadways.	3		
Sidewalk Masterplan. Develop a plan for constructing sidewalks along priority corridors in Crandall where pedestrian facilities are most needed or desired.	5		
Adopt a development policy requiring a collector roadway with continuous sidewalks and bike lanes in new planned communities. incentivize connecting collectors and roadways to neighboring communities and major roadways.	3		
Widen the pedestrian realm and sidewalks along designated corridors in Downtown, including roadways with adjacent parking, to increase the area for pedestrians and create opportunities for street furniture and pedestrian activity.	2	2	
Construct curb extensions (bulb-outs) at intersections to reduce the distance of pedestrian roadway crossings and improve pedestrian visibility.	3	1	
Downtown Parking and Access. Develop a plan for parking Downtown that can be implemented incrementally as Downtown grows. This plan should consider ways in which access to Downtown can be increased with alternative mode choices like walking, biking, ride-share services, and public transit that require less investment in infrastructure and use less space.	1	3	
Adopt a policy requiring a general street grid design in new and redeveloping areas to improve connectivity to/from and within the development.	2	2	
Online Survey Results			
Mobility Action Items	**Very Important**	**Somewhat Important**	**Remove**
Adopt a policy that incentivizes development along existing master thoroughfare plan (MTP) roadways, brings roadways up to MTP standards, and/or addresses improvements recommended a part of the Street Conditions Assessment (if applicable) to discourage the desire for development further away from existing infrastructure and development and promote the shared use of said infrastructure.	10	1	1
Traffic Mitigation. Evaluate existing Traffic Impact Analysis practices for effectiveness, and consider the benefits of alternative mitigation methods such as Impact Fees.	9	2	1
Brand the City logo (or other identifying elements) at key and master thoroughfare plan intersections using elements such as brick pavers, street signs, light pole banners, etc.) to promote the City identity.	5	4	3
Incorporate Complete Streets Policy in the Unified Development Code, including Safe Routes to Schools and Safe Routes to parks, to ensure safe travel is incorporated into new and rehabilitated roadways.	6	2	4

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Sidewalk Masterplan. Develop a plan for constructing sidewalks along priority corridors in Crandall where pedestrian facilities are most needed or desired.	9	2	1
Adopt a development policy requiring a collector roadway with continuous sidewalks and bike lanes in new planned communities. incentivize connecting collectors and roadways to neighboring communities and major roadways.	10	1	1
Widen the pedestrian realm and sidewalks along designated corridors in Downtown, including roadways with adjacent parking, to increase the area for pedestrians and create opportunities for street furniture and pedestrian activity.	8	2	2
Construct curb extensions (bulb-outs) at intersections to reduce the distance of pedestrian roadway crossings and improve pedestrian visibility.	8	3	1
Downtown Parking and Access. Develop a plan for parking Downtown that can be implemented incrementally as Downtown grows. This plan should consider ways in which access to Downtown can be increased with alternative mode choices like walking, biking, ride-share services, and public transit that require less investment in infrastructure and use less space.	6	5	1
Adopt a policy requiring a general street grid design in new and redeveloping areas to improve connectivity to/from and within the development.	8	3	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Do you find the proposed Economic Development action items very important, somewhat important, or removable?



Open House Results			
Economic Development Action Items	**Very Important**	**Somewhat Important**	**Remove**
Perform a fiscal analysis of the City's long-term infrastructure investments to ensure future developments are supported and fiscally responsible.	4	1	
Create and maintain a database of available economic development incentives and use cases, to provide assistance to businesses seeking funding opportunities.		4	
Develop a plan to identify the City's aesthetic values and activate a strategy with the goal of becoming an authentic, and regionally recognized city.	3	2	
Develop and implement a city-wide marketing campaign to leverage local amenities and destination points.	2	2	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

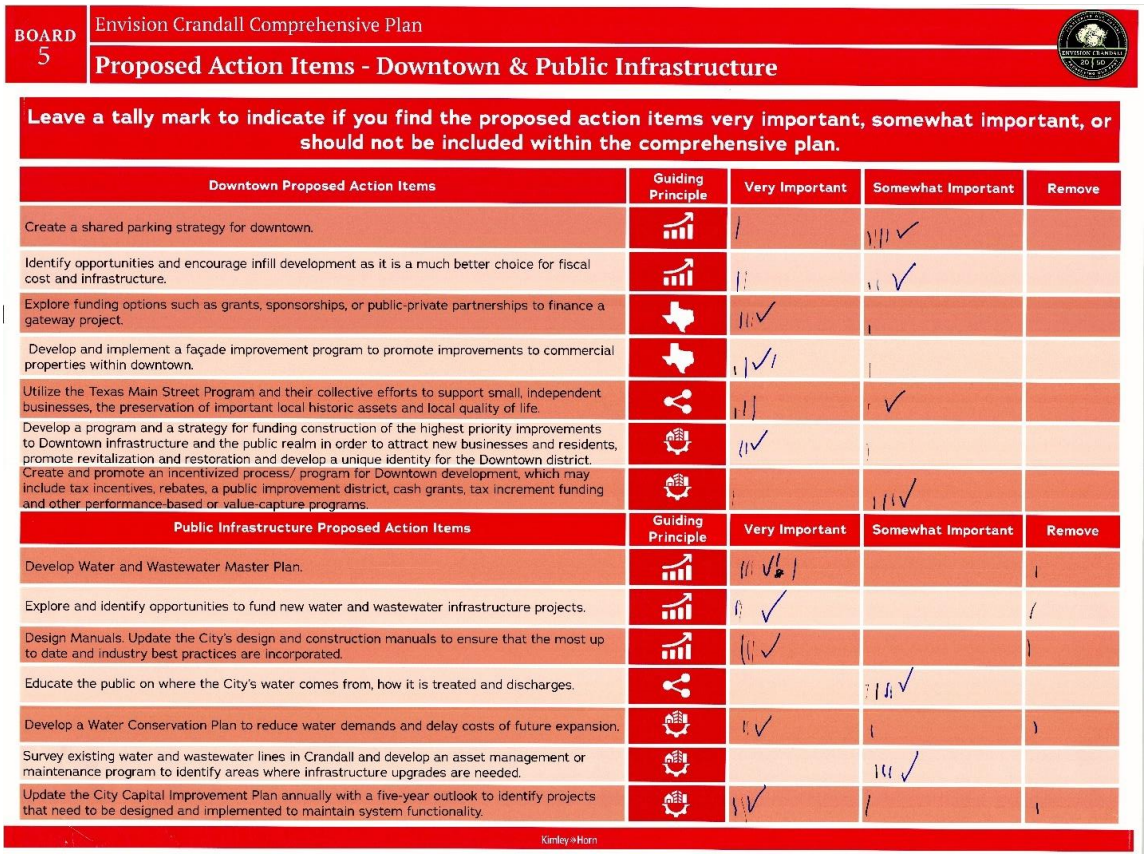
Continue to work with the North Texas development community, property owners, realtors and brokers to inform these stakeholders about development opportunities in Crandall.	3	2	
Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.	2	2	
Conduct a Targeted Industry Analysis to identify local and regional employment sectors with the greatest propensity for success in Crandall.	5	1	1
Create and maintain a database of available development sites with available infrastructure suitable for development based upon the adopted Future Land Use Plan.	1	2	
Publish and maintain current retail and demographic data relevant to the City for potential developers and site selectors.		2	
Develop and implement a façade improvement program to promote improvements to commercial properties within downtown.	3	1	1
Conduct an Economic Development Strategic Plan to establish a clear vision and roadmap for future efforts of the Crandall Economic Development Corporation.	4		
Support projects that advance the EDC's established goals, by providing adequate resources and the necessary supportive policies and regulations to advance favorable projects.	4	1	
Explore the creation of a Demolition/Rebuild program to revitalize abandoned or dilapidated homes.	4	2	
Online Survey Results			
Economic Development Action Items	**Very Important**	**Somewhat Important**	**Remove**
Perform a fiscal analysis of the City's long-term infrastructure investments to ensure future developments are supported and fiscally responsible.	11		1
Create and maintain a database of available economic development incentives and use cases, to provide assistance to businesses seeking funding opportunities.	8	3	1
Develop a plan to identify the City's aesthetic values and activate a strategy with the goal of becoming an authentic, and regionally recognized city.	5	5	2
Develop and implement a city-wide marketing campaign to leverage local amenities and destination points.	4	5	3
Continue to work with the North Texas development community, property owners, realtors and brokers to inform these stakeholders about development opportunities in Crandall.	8	2	2
Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.	8	2	2
Conduct a Targeted Industry Analysis to identify local and regional employment sectors with the greatest propensity for success in Crandall.	6	4	2

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Create and maintain a database of available development sites with available infrastructure suitable for development based upon the adopted Future Land Use Plan.	9	1	2
Publish and maintain current retail and demographic data relevant to the City for potential developers and site selectors.	9	2	1
Develop and implement a façade improvement program to promote improvements to commercial properties within downtown.	6	2	4
Conduct an Economic Development Strategic Plan to establish a clear vision and roadmap for future efforts of the Crandall Economic Development Corporation.	11		1
Support projects that advance the EDC's established goals, by providing adequate resources and the necessary supportive policies and regulations to advance favorable projects.	8	3	1
Explore the creation of a Demolition/Rebuild program to revitalize abandoned or dilapidated homes.	8	2	2

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Do you find the proposed Downtown & Public Infrastructure action items very important, somewhat important, or removable?



BOARD 5

Envision Crandall Comprehensive Plan

Proposed Action Items - Downtown & Public Infrastructure

Leave a tally mark to indicate if you find the proposed action items very important, somewhat important, or should not be included within the comprehensive plan.

Downtown Proposed Action Items	Guiding Principle	Very Important	Somewhat Important	Remove
Create a shared parking strategy for downtown.				
Identify opportunities and encourage infill development as it is a much better choice for fiscal cost and infrastructure.				
Explore funding options such as grants, sponsorships, or public-private partnerships to finance a gateway project.				
Develop and implement a façade improvement program to promote improvements to commercial properties within downtown.				
Utilize the Texas Main Street Program and their collective efforts to support small, independent businesses, the preservation of important local historic assets and local quality of life.				
Develop a program and a strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration and develop a unique identity for the Downtown district.				
Create and promote an incentivized process/ program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding and other performance-based or value-capture programs.				
Public Infrastructure Proposed Action Items	**Guiding Principle**	**Very Important**	**Somewhat Important**	**Remove**
Develop Water and Wastewater Master Plan.				
Explore and identify opportunities to fund new water and wastewater infrastructure projects.				
Design Manuals. Update the City's design and construction manuals to ensure that the most up to date and industry best practices are incorporated.				
Educate the public on where the City's water comes from, how it is treated and discharges.				
Develop a Water Conservation Plan to reduce water demands and delay costs of future expansion.				
Survey existing water and wastewater lines in Crandall and develop an asset management or maintenance program to identify areas where infrastructure upgrades are needed.				
Update the City Capital Improvement Plan annually with a five-year outlook to identify projects that need to be designed and implemented to maintain system functionality.				

Kimley»Horn

Open House Results

Downtown Action Items	**Very Important**	**Somewhat Important**	**Remove**
Create a shared parking strategy for downtown.	1	5	
Identify opportunities and encourage infill development as it is a much better choice for fiscal cost and infrastructure.	2	3	
Explore funding options such as grants, sponsorships, or public-private partnerships to finance a gateway project.	4	1	
Develop and implement a façade improvement program to promote improvements to commercial properties within downtown/	4	1	
Utilize the Texas Main Street Program and their collective efforts to support small, independent businesses, the preservation of important local historic assets and local quality of life.	3	2	

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Develop a program and a strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration and develop a unique identity for the Downtown district.	3	1	
Create and promote an incentivized process/ program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding and other performance-based or value-capture programs.	1	4	
Online Survey Results			
Downtown Action Items	**Very Important**	**Somewhat Important**	**Remove**
Create a shared parking strategy for downtown.	4	6	2
Identify opportunities and encourage infill development as it is a much better choice for fiscal cost and infrastructure.	8	3	1
Explore funding options such as grants, sponsorships, or public-private partnerships to finance a gateway project.	9		3
Develop and implement a façade improvement program to promote improvements to commercial properties within downtown/	4	6	2
Utilize the Texas Main Street Program and their collective efforts to support small, independent businesses, the preservation of important local historic assets and local quality of life.	8	2	2
Develop a program and a strategy for funding construction of the highest priority improvements to Downtown infrastructure and the public realm in order to attract new businesses and residents, promote revitalization and restoration and develop a unique identity for the Downtown district.	8	2	2
Create and promote an incentivized process/ program for Downtown development, which may include tax incentives, rebates, a public improvement district, cash grants, tax increment funding and other performance-based or value-capture programs.	5	5	2

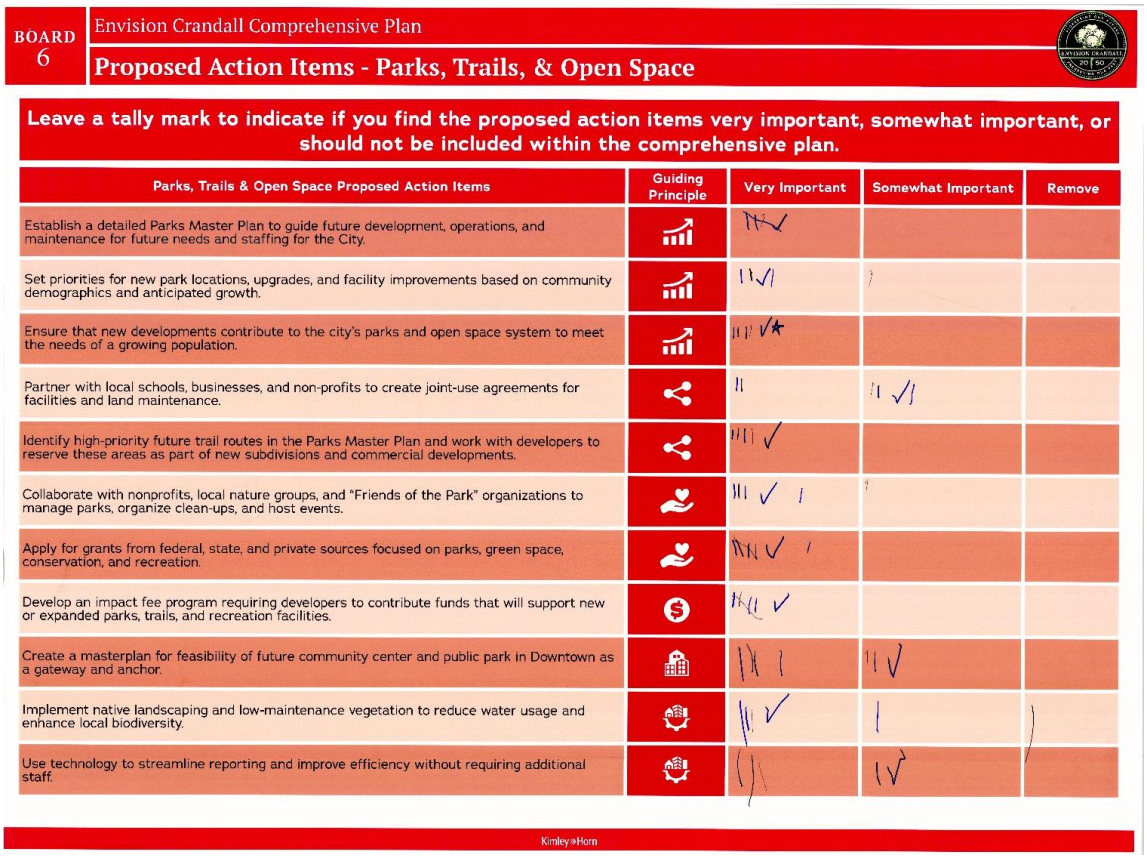
Open House Results			
Public Infrastructure Action Items	**Very Important**	**Somewhat Important**	**Remove**
Develop Water and Wastewater Master Plan.	6		1
Explore and identify opportunities to fund new water and wastewater infrastructure projects.	3		1
Design Manuals. Update the City's design and construction manuals to ensure that the most up to date and industry best practices are incorporated.	4		1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Educate the public on where the City's water comes from, how it is treated and discharges.		5	
Develop a Water Conservation Plan to reduce water demands and delay costs of future expansion.	3	1	1
Survey existing water and wastewater lines in Crandall and develop an asset management or maintenance program to identify areas where infrastructure upgrades are needed.		4	
Update the City Capital Improvement Program annually with a five-year outlook to identify projects that need to be designed and implemented to maintain system functionality.	3	1	1
Online Survey Results			
Public Infrastructure Action Items	**Very Important**	**Somewhat Important**	**Remove**
Develop Water and Wastewater Master Plan.	11		1
Explore and identify opportunities to fund new water and wastewater infrastructure projects.	11		1
Design Manuals. Update the City's design and construction manuals to ensure that the most up to date and industry best practices are incorporated.	9	2	1
Educate the public on where the City's water comes from, how it is treated and discharges.	8	1	3
Develop a Water Conservation Plan to reduce water demands and delay costs of future expansion.	7	3	2
Survey existing water and wastewater lines in Crandall and develop an asset management or maintenance program to identify areas where infrastructure upgrades are needed.	9	1	2
Update the City Capital Improvement Program annually with a five-year outlook to identify projects that need to be designed and implemented to maintain system functionality.	9	1	2

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Do you find the proposed Parks, Trails, and Open Space action items very important, somewhat important, or removable?



BOARD 6

Envision Crandall Comprehensive Plan

Proposed Action Items - Parks, Trails, & Open Space

Leave a tally mark to indicate if you find the proposed action items very important, somewhat important, or should not be included within the comprehensive plan.

Parks, Trails & Open Space Proposed Action Items	Guiding Principle	Very Important	Somewhat Important	Remove
Establish a detailed Parks Master Plan to guide future development, operations, and maintenance for future needs and staffing for the City.		✓		
Set priorities for new park locations, upgrades, and facility improvements based on community demographics and anticipated growth.		✓	1	
Ensure that new developments contribute to the city's parks and open space system to meet the needs of a growing population.		✓		
Partner with local schools, businesses, and non-profits to create joint-use agreements for facilities and land maintenance.			✓	
Identify high-priority future trail routes in the Parks Master Plan and work with developers to reserve these areas as part of new subdivisions and commercial developments.		✓		
Collaborate with nonprofits, local nature groups, and "Friends of the Park" organizations to manage parks, organize clean-ups, and host events.		✓		
Apply for grants from federal, state, and private sources focused on parks, green space, conservation, and recreation.		✓		
Develop an impact fee program requiring developers to contribute funds that will support new or expanded parks, trails, and recreation facilities.		✓		
Create a masterplan for feasibility of future community center and public park in Downtown as a gateway and anchor.			✓	
Implement native landscaping and low-maintenance vegetation to reduce water usage and enhance local biodiversity.		✓	1	
Use technology to streamline reporting and improve efficiency without requiring additional staff.			✓	

Kimley»Horn

Open House Results

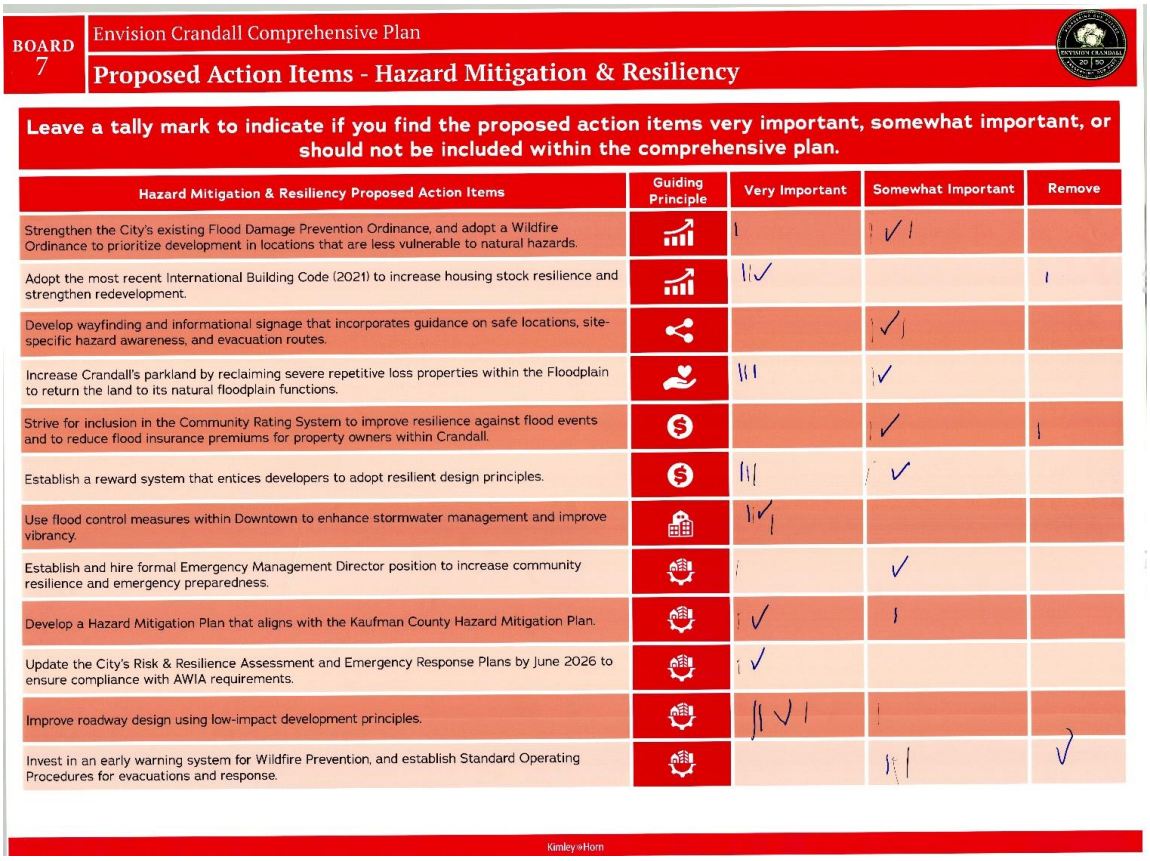
Parks, Trails, & Open Space Action Items	Very Important	Somewhat Important	Remove
Establish a detailed Parks Master Plan to guide future development, operations, and maintenance for future needs and staffing for the City.	5		
Set priorities for new park locations, upgrades, and facility improvements based on community demographics and anticipated growth.	4	1	
Ensure that new developments contribute to the city's parks and open space system to meet the needs of a growing population.	6		
Partner with local schools, businesses, and non-profits to create joint-use agreements for facilities and land maintenance.	2	4	
Identify high-priority future trail routes in the Parks Master Plan and work with developers to reserve these areas as part of new subdivisions and commercial developments.	5		

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Collaborate with nonprofits, local nature groups, and "Friends of the Park" organizations to manage parks, organize clean-ups, and host events.	5	1	
Apply for grants from federal, state, and private sources focused on parks, green space, conservation, and recreation.	7		
Develop an impact fee program requiring developers to contribute funds that will support new or expanded parks, trails, and recreation facilities.	6		
Create a masterplan for feasibility of future community center and public park in Downtown as a gateway and anchor.	4	3	
Implement native landscaping and low-maintenance vegetation to reduce water usage and enhance local biodiversity.	4	1	1
Use technology to streamline reporting and improve efficiency without requiring additional staff.	3	2	
Online Survey Results			
Parks, Trails, & Open Space Action Items	**Very Important**	**Somewhat Important**	**Remove**
Establish a detailed Parks Master Plan to guide future development, operations, and maintenance for future needs and staffing for the City.	6	5	1
Set priorities for new park locations, upgrades, and facility improvements based on community demographics and anticipated growth.	6	5	1
Ensure that new developments contribute to the city's parks and open space system to meet the needs of a growing population.	10	1	1
Partner with local schools, businesses, and non-profits to create joint-use agreements for facilities and land maintenance.	9	2	1
Identify high-priority future trail routes in the Parks Master Plan and work with developers to reserve these areas as part of new subdivisions and commercial developments.	7	4	1
Collaborate with nonprofits, local nature groups, and "Friends of the Park" organizations to manage parks, organize clean-ups, and host events.	8	3	1
Apply for grants from federal, state, and private sources focused on parks, green space, conservation, and recreation.	11		1
Develop an impact fee program requiring developers to contribute funds that will support new or expanded parks, trails, and recreation facilities.	10	1	1
Create a masterplan for feasibility of future community center and public park in Downtown as a gateway and anchor.	7	4	1
Implement native landscaping and low-maintenance vegetation to reduce water usage and enhance local biodiversity.	8	2	2
Use technology to streamline reporting and improve efficiency without requiring additional staff.	8	3	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Do you find the proposed Hazard Mitigation & Resiliency action items very important, somewhat important, or removable?



Open House Results

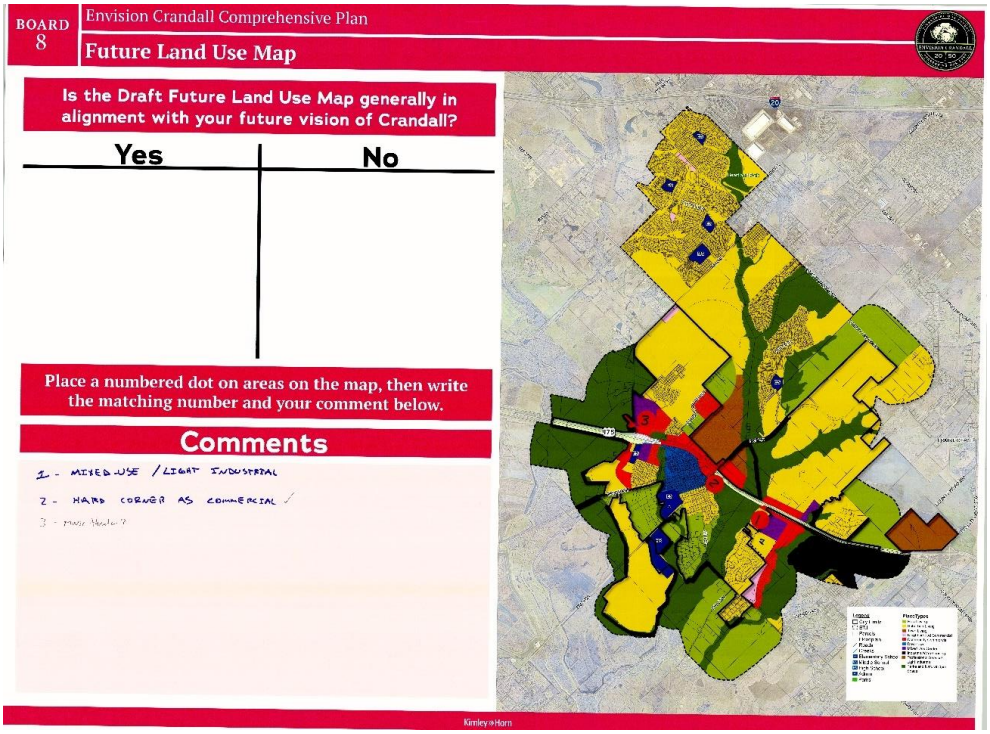
Hazard Mitigation & Resiliency Action Items	Very Important	Somewhat Important	Remove
Strengthen the City's existing Flood Damage Prevention Ordinance, and against flood events and to reduce flood insurance premiums for property owners within Crandall.	1	3	
Adopt the most recent International Building Code (2021) to increase housing stock resilience and strengthen redevelopment.	3		1
Develop wayfinding and informational signage that incorporates guidance on safe locations, site-specific hazard awareness, and evacuation routes.		3	
Increase Crandall's parkland by reclaiming severe repetitive loss properties within the Floodplain to return the land to its natural floodplain functions.	3	2	
Strive for inclusion in the Community Rating System to improve resilience against flood events and to reduce flood insurance premiums for property owners within Crandall.		2	1

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Establish a reward system that entices developers to adopt resilient design principles.	3	2	
Use flood control measures within Downtown to enhance stormwater management and improve vibrancy.	4		
Establish and hire formal Emergency Management Director position to increase community resilience and emergency preparedness.	1	1	
Develop a Hazard Mitigation Plan that aligns with the Kaufman County Hazard Mitigation Plan.	2	1	
Update the City's Risk & Resilience Assessment and Emergency Response Plans by June 2026 to ensure compliance with AWIA requirements.	2		
Improve roadway design using low-impact development principles.	4	1	
Invest in an early warning system for Wildfire Prevention, and establish Standard Operating Procedures for evacuations and response.		3	1
Online Survey Results			
Hazard Mitigation & Resiliency Action Items	**Very Important**	**Somewhat Important**	**Remove**
Strengthen the City's existing Flood Damage Prevention Ordinance, and against flood events and to reduce flood insurance premiums for property owners within Crandall.	8	2	2
Adopt the most recent International Building Code (2021) to increase housing stock resilience and strengthen redevelopment.	8	3	1
Develop wayfinding and informational signage that incorporates guidance on safe locations, site-specific hazard awareness, and evacuation routes.	7	3	2
Increase Crandall's parkland by reclaiming severe repetitive loss properties within the Floodplain to return the land to its natural floodplain functions.	9	1	2
Strive for inclusion in the Community Rating System to improve resilience against flood events and to reduce flood insurance premiums for property owners within Crandall.	8	2	2
Establish a reward system that entices developers to adopt resilient design principles.	9	2	1
Use flood control measures within Downtown to enhance stormwater management and improve vibrancy.	6	4	2
Establish and hire formal Emergency Management Director position to increase community resilience and emergency preparedness.	4	6	2
Develop a Hazard Mitigation Plan that aligns with the Kaufman County Hazard Mitigation Plan.	6	4	2
Update the City's Risk & Resilience Assessment and Emergency Response Plans by June 2026 to ensure compliance with AWIA requirements.	6	4	2
Improve roadway design using low-impact development principles.	8	3	1
Invest in an early warning system for Wildfire Prevention, and establish Standard Operating Procedures for evacuations and response.	7	3	2

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Future Land Use Map



Is the Draft Future Land Use Map generally in alignment with your future vision of Crandall?

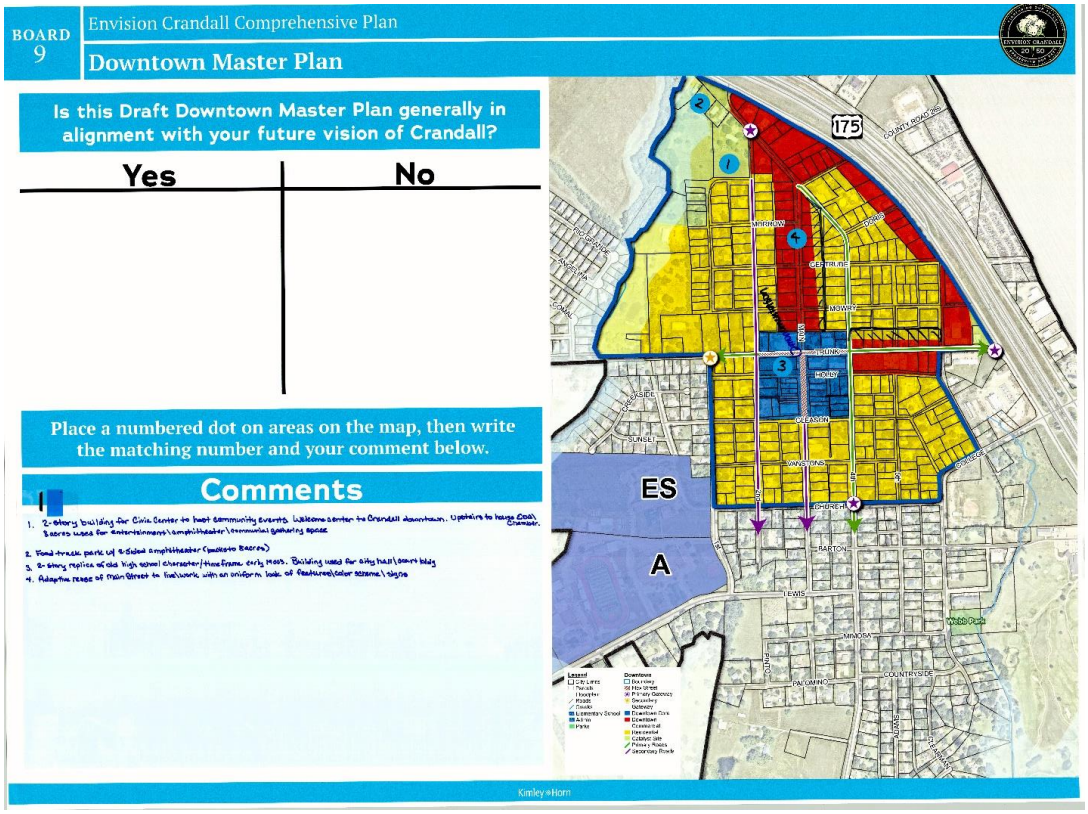
Open House Results	
Yes	0
No	0
Online Survey Results	
Yes	10
No	6

Future Land Use Comments

- Residents advocate for mixed-use or light industrial land use northeast of the golf course.
- Residents express interest in commercial land use at the intersection of College and US-175 Frontage Road.
- Residents desire a movie theater in the northwest frontage of US-175.
- Encourage commercial and retail growth north of Highway 175 to retain taxable revenue within Crandall and reduce reliance on neighboring cities for shopping.
- Additional roads are needed to improve access to Highway 175 and FM 741, as congestion leads to unsafe conditions.
- Avoid building apartments in areas such as the new bypass and near Central Baptist Church.

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Downtown Master Plan



Is the Draft Downtown Master Plan generally in alignment with your future vision of Crandall?

Open House Results	
Yes	0
No	0
Online Survey Results	
Yes	14
No	2

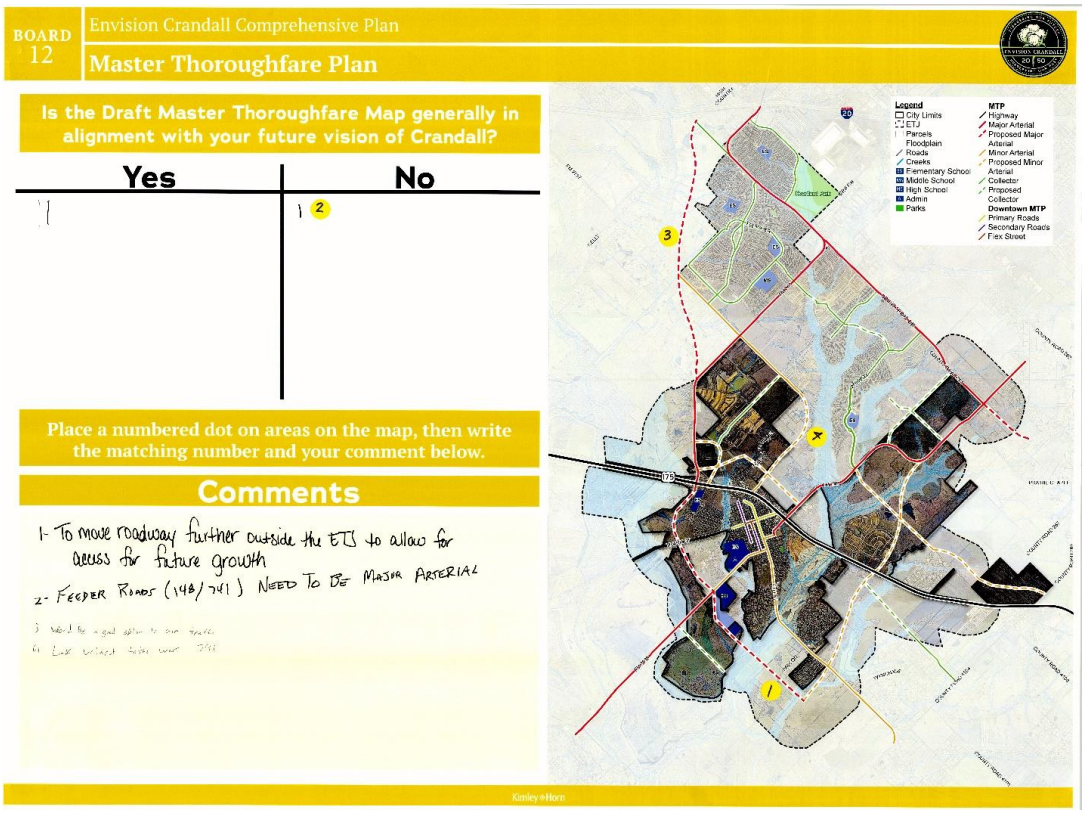
Downtown Comments

- A two-story civic center would be desired to host community events and serve as the welcome center to downtown Crandall in the area north of downtown. The upstairs could house the EDC and Chamber.
- A participant desires a food truck park with a two-sided amphitheater backing up to the 8 acres on the northern edge of the downtown boundary.
- A recommendation was made to create a building for City Hall and Court Chambers downtown that would be a two-story replica of the old high school building.
- A resident suggested the adaptive reuse of Main Street with Live/Work units and a uniform look of features, colors, and signage.

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

- A resident suggested that downtown needs more business space and that churches may need to move.
- A participant says that downtown is not of use if there is too much traffic to get in and out of it.

Mobility and Thoroughfare Plan



Is the Draft Master Thoroughfare Plan generally in alignment with your future vision of Crandall?

Open House Results	
Yes	1
No	2
Online Survey Results	
Yes	12
No	4

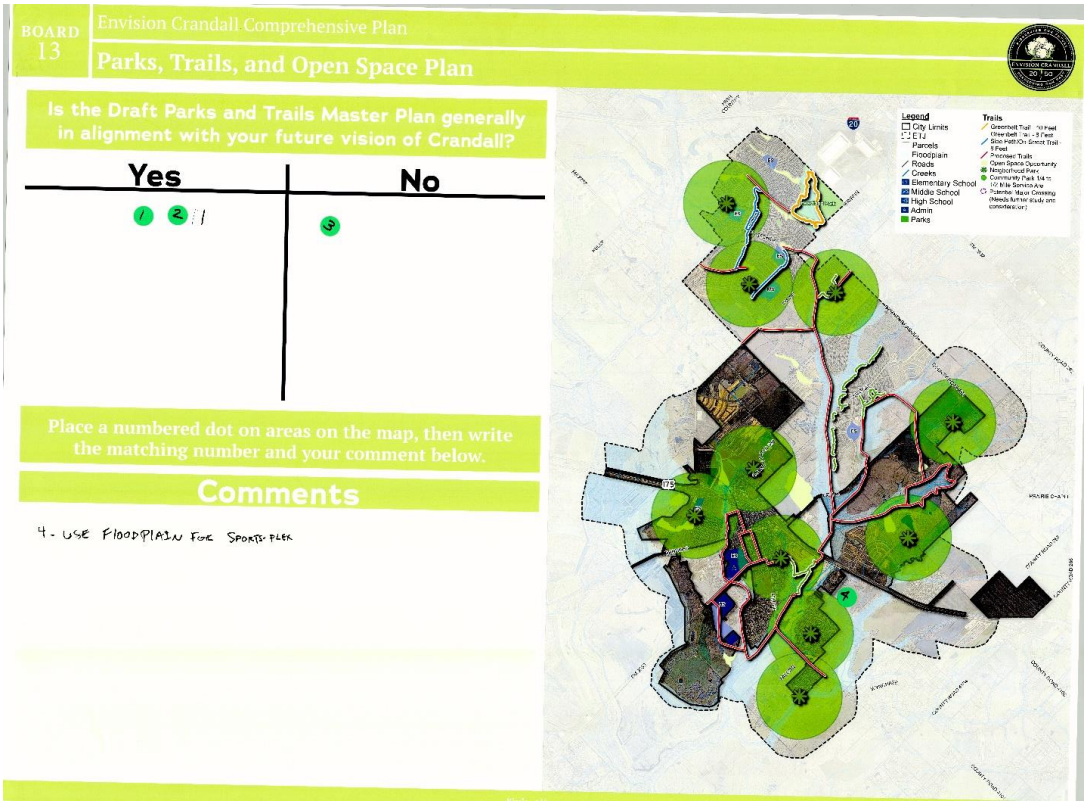
Mobility and Thoroughfare Plan Comments

- A recommendation was made to move the proposed southern major arterial farther, outside of the ETJ, to allow for access for future growth.

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

- It was suggested that Feeder Roads such as 148 and 741 should be reclassified to major arterials.
- The proposed major arterial west of Heartland would be a good option to stem traffic.
- A participant recommended linking Wildcat to the west to 741.
- Residents express a desire for the expansion of 741 to at least 4 lanes, as well as improved access to I-20.
- A resident suggests that the Thoroughfare Plan should indicate where amenities and parks will be and how the roadways provide access.
- A respondent expresses a disliking for haulers on 148.
- There is a concern that residential development without retail will lead to too much traffic.

Parks, Trails, and Open Space



Is the Draft Parks, Trails, and Open Space Plan generally in alignment with your future vision of Crandall?

Open House Results	
Yes	4
No	1
Online Survey Results	

Envision Comprehensive Plan
Open House #2
November 19th, 2024 | Event Recap Document

Yes	13
No	3

Parks, Trails, and Open Space Comments

- An open house attendee suggests using the floodplain land as a site for a sports park.
- A respondent desires a community garden.
- A resident desires a connection to the backside of the main commercial district along 175.



APPENDIX H

SURVEY RECAP

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

Envision Crandall Survey Recap Document

The first survey for the Envision Crandall Comprehensive Plan was administered to the City of Crandall on June 6th, 2024, and closed on August 5th, 2024. The survey was launched at the Summer Splash event and those who took the survey at the event had an opportunity to be entered in a raffle to win a TV. This event helped generate initial buzz around the plan.

The Community Survey was one aspect of a multi-faceted public engagement strategy for the Envision Crandall Comprehensive planning process. The community survey aims to promote transparency and encourage people who would not usually participate to share their thoughts on Crandall. It was hosted on CVENT and shared through various virtual and in-person engagement efforts. Access to the survey was available via:

- Direct link on the project website

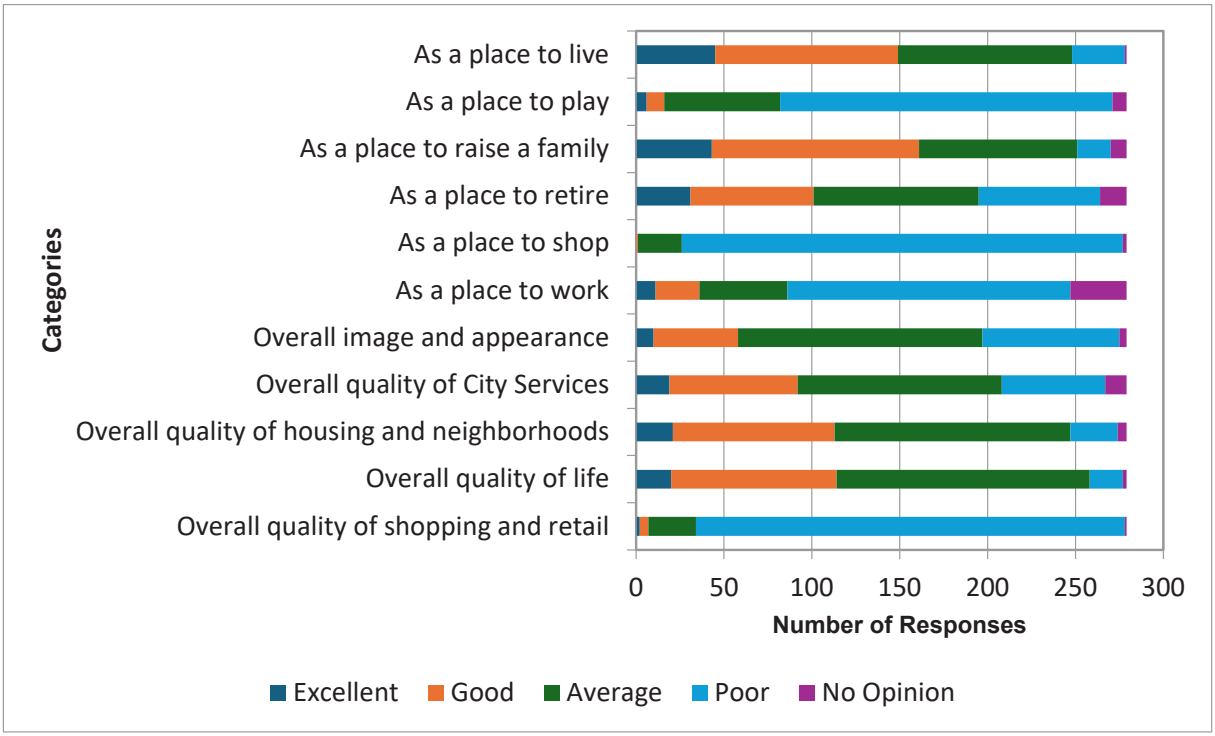
- Link/QR Code at the Open Houses and Community Events

- Promotion of the survey through various public events, mailing lists, and social media

The survey was made available in English and Spanish and emailed to community members who expressed interest on the Envision Crandall webpage. Over 279 individuals gave feedback through the survey, which consisted of questions about the existing conditions of Crandall, respondents' visions, and priorities for Crandall's future. The following document outlines the responses to the Community Survey.

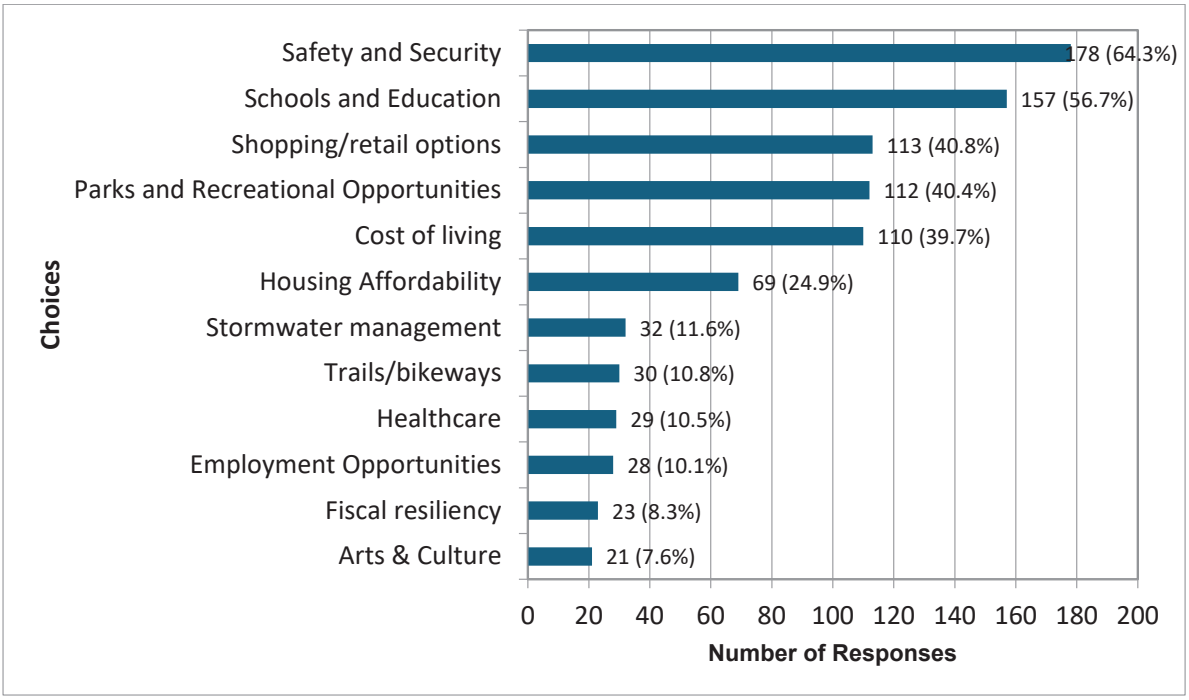
While questions were included to understand which survey respondents lived in Crandall, the survey did not specifically identify the individuals who lived in the Extraterritorial Jurisdiction or legal city limits of Crandall.

Question 1: How would you rate the following features of Crandall?



	Choices				
Answer Category	**Excellent**	**Good**	**Average**	**Poor**	**No Opinion**
Overall quality of shopping and retail	2	5	27	244	1
Overall quality of life	20	94	144	19	2
Overall quality of housing and neighborhoods	21	92	134	27	5
Overall quality of City Services	19	73	116	59	12
Overall image and appearance	10	48	139	78	4
As a place to work	11	25	50	161	32
As a place to shop	0	1	25	251	2
As a place to retire	31	70	94	69	15
As a place to raise a family	43	118	90	19	9
As a place to play	6	10	66	189	8
As a place to live	45	104	99	30	1

Question 2: From the list below, select the three options that are most important to you or your family.

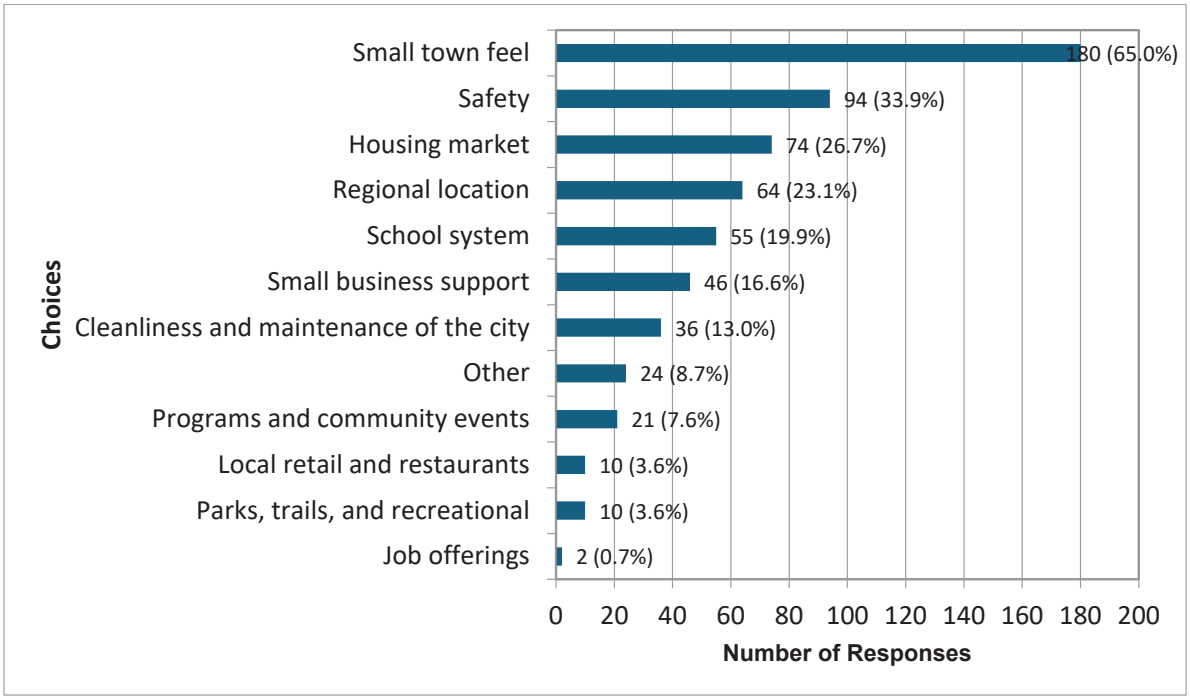


Choices	Number of Responses
Safety and Security	178
Schools and Education	157
Shopping/retail options	113
Parks and Recreational Opportunities	112
Cost of living	110
Housing Affordability	69
Stormwater management	32
Trails/bikeways	30
Healthcare	29
Employment Opportunities	28
Fiscal resiliency	23
Arts & Culture	21

Question 3: What one word would you use to describe your vision of Crandall in 2050?

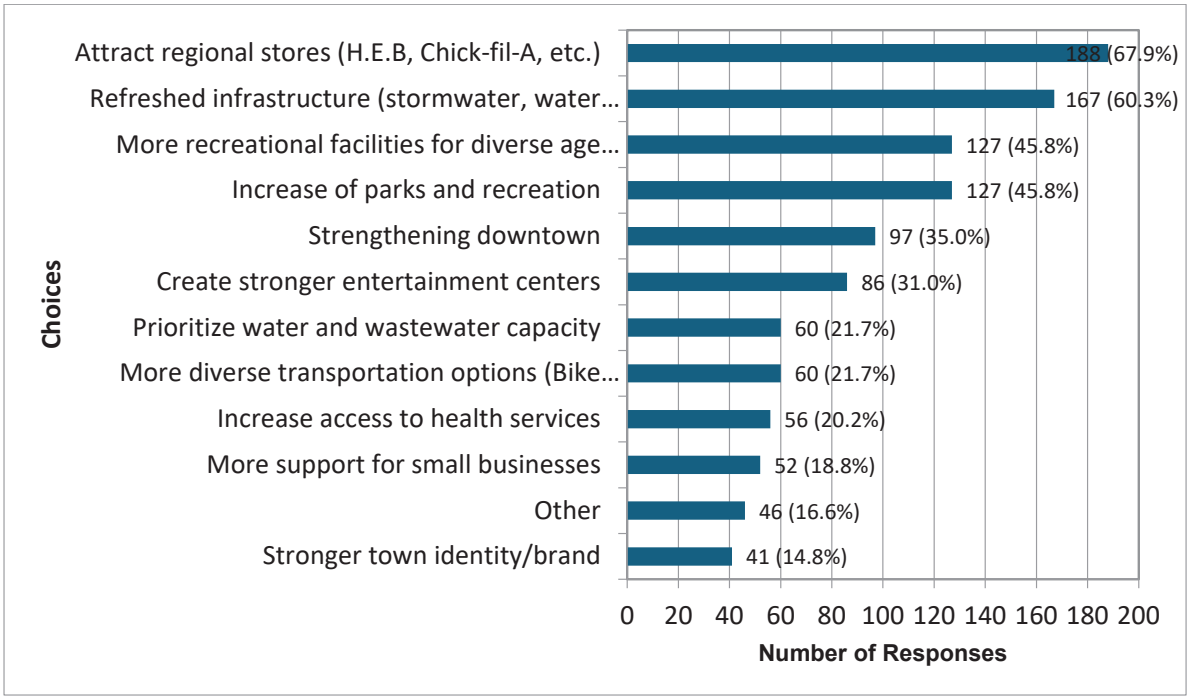


Question 4: What makes Crandall a great place to live, work, or visit? (Select at most three from the list below)



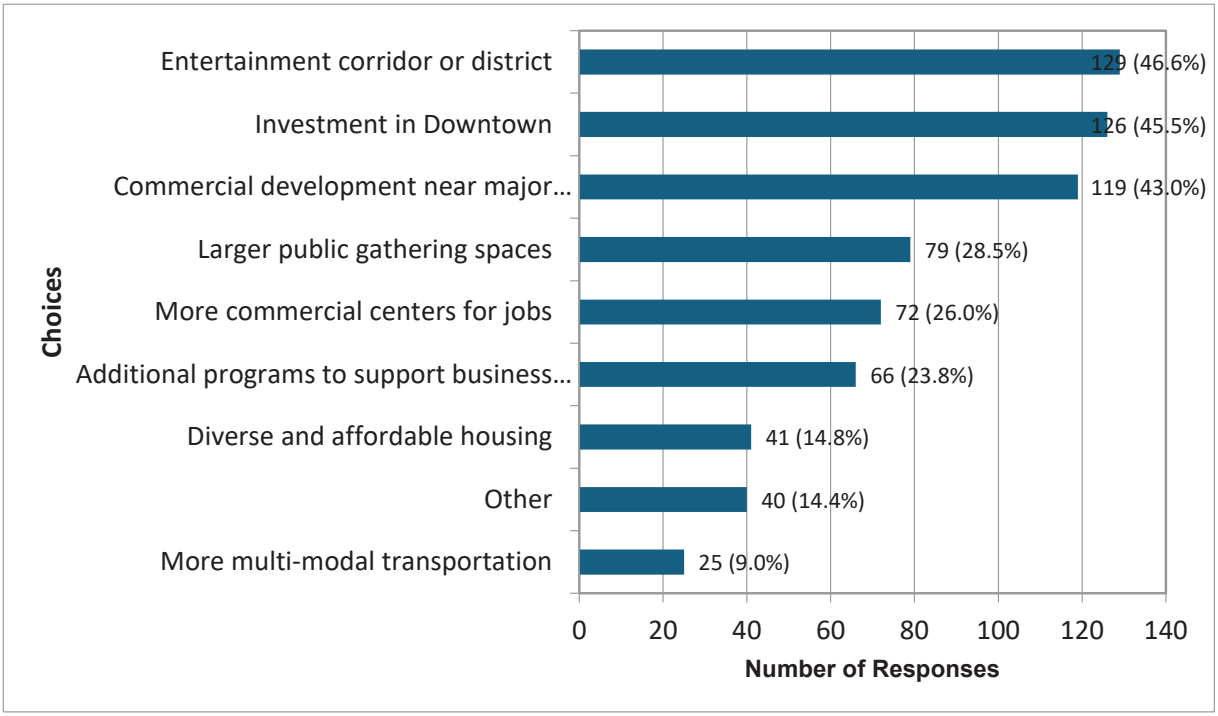
Choices	Number of Responses
Small town feel	180
Safety	94
Housing market	74
Regional location	64
School system	55
Small business support	46
Cleanliness and maintenance of the city	36
Other	24
Programs and community events	21
Parks, trails, and recreational	10
Local retail and restaurants	10
Job offerings	2

Question 5: What are some ways Crandall can improve to make the City a better place to live, work and visit? (Select at most 5 from the list below)



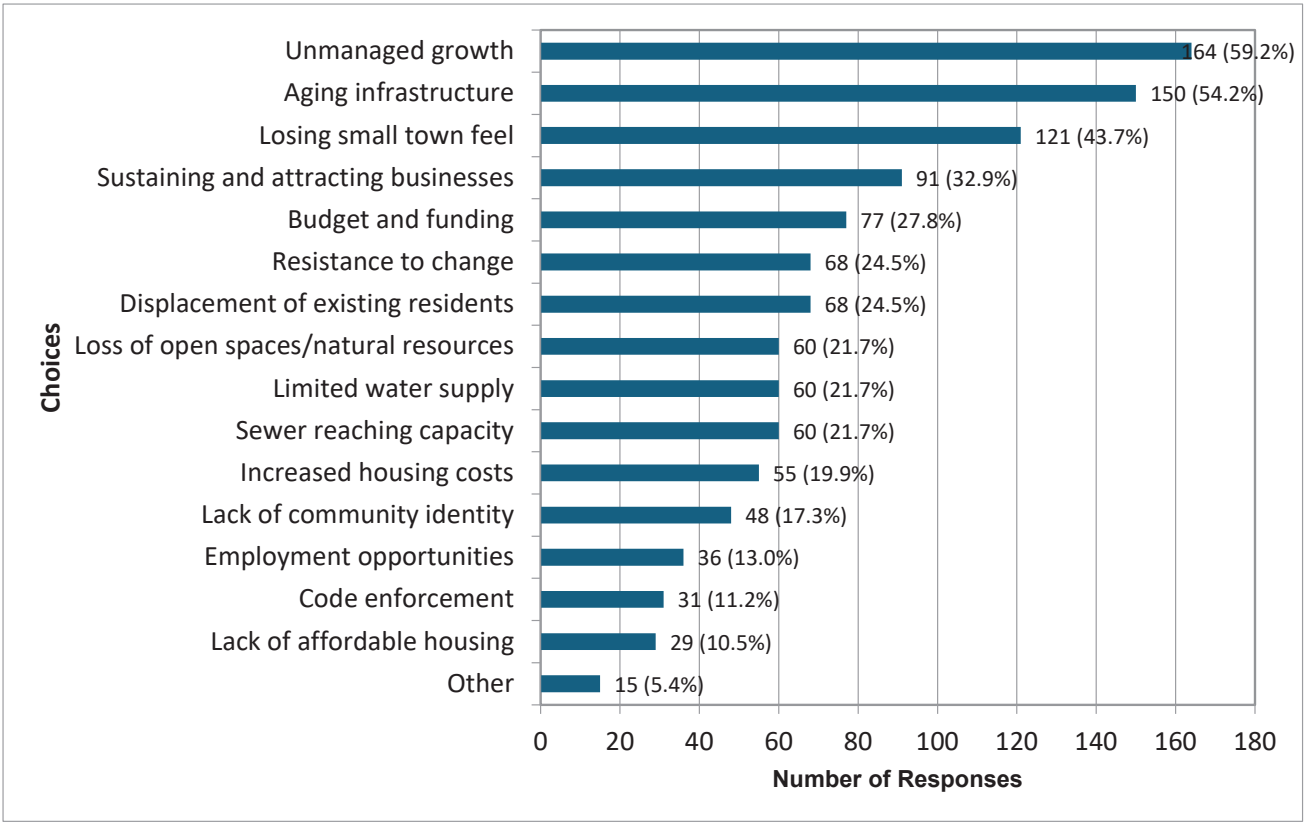
Choices	Number of Responses
Attract regional stores (H.E.B, Chick-fil-A, etc.)	188
Refreshed infrastructure (stormwater, water lines, roads)	167
Increase of parks and recreation	127
More recreational facilities for diverse age groups	127
Strengthening downtown	97
Create stronger entertainment centers	86
More diverse transportation options (Bike lanes, more sidewalks, trails)	60
Prioritize water and wastewater capacity	60
Increase access to health services	56
More support for small businesses	52
Other	46
Stronger town identity/brand	41

Question 6: What are some opportunities Crandall can capitalize on in the future?



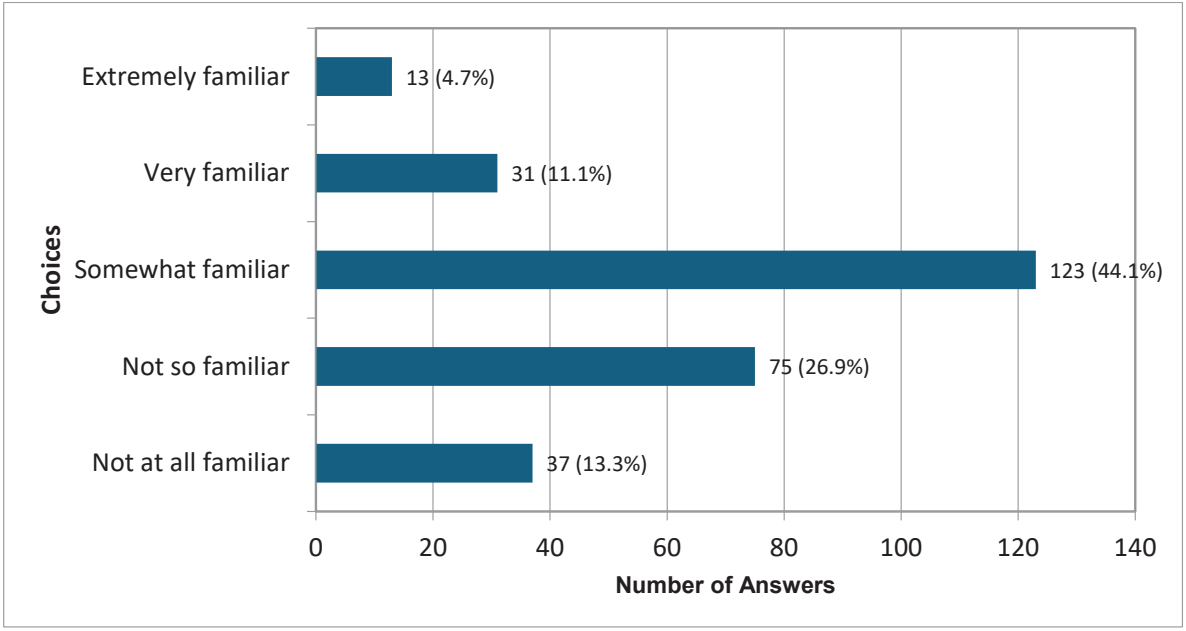
Choices	Number of Responses
Entertainment corridor or district	129
Investment in Downtown	126
Commercial development near major roadways	119
Larger public gathering spaces	79
More commercial centers for jobs	72
Additional programs to support business development	66
Diverse and affordable housing	41
Other	40
More multi-modal transportation	25

Question 7: What are some challenges Crandall could face in the future if they were not addressed now? (Select at most five from the list below)



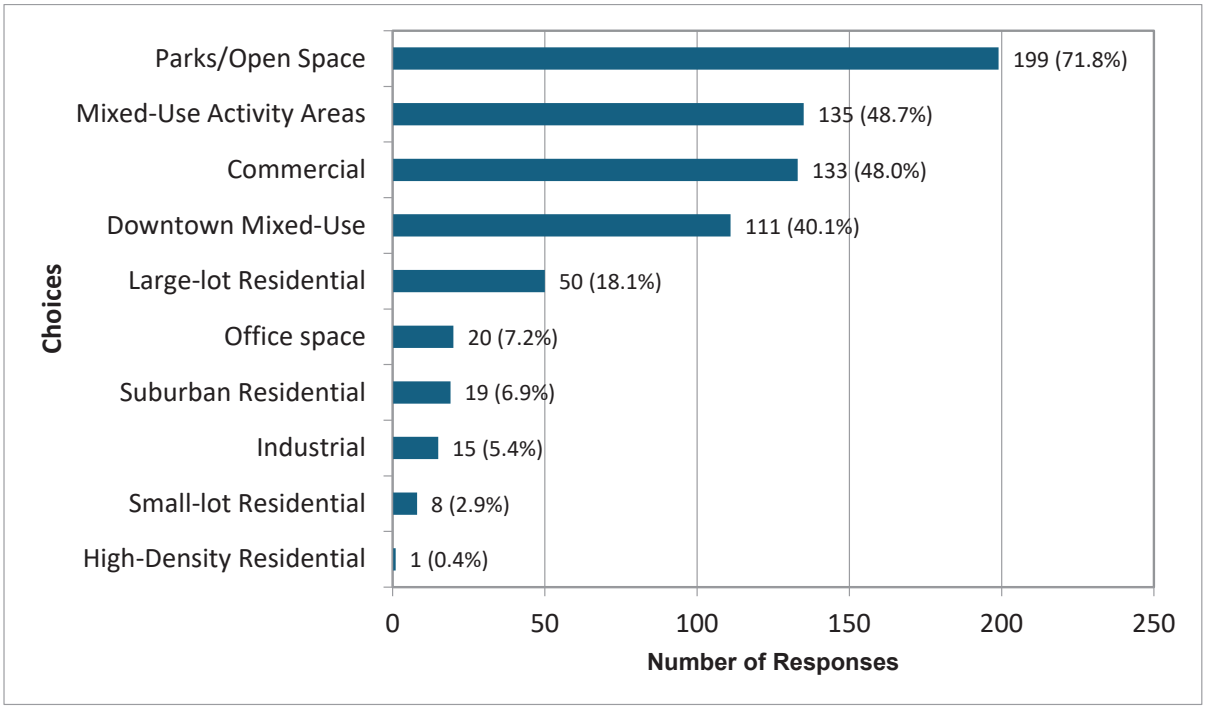
Choices	Number of Responses
Unmanaged growth	164
Aging infrastructure	150
Losing small town feel	121
Sustaining and attracting businesses	91
Budget and funding	77
Displacement of existing residents	68
Resistance to change	68
Sewer reaching capacity	60
Limited water supply	60
Loss of open spaces/natural resources	60
Increased housing costs	55
Lack of community identity	48
Employment opportunities	36
Code enforcement	31
Lack of affordable housing	29
Other	15

Question 8: How familiar are you with the zoning in Crandall?



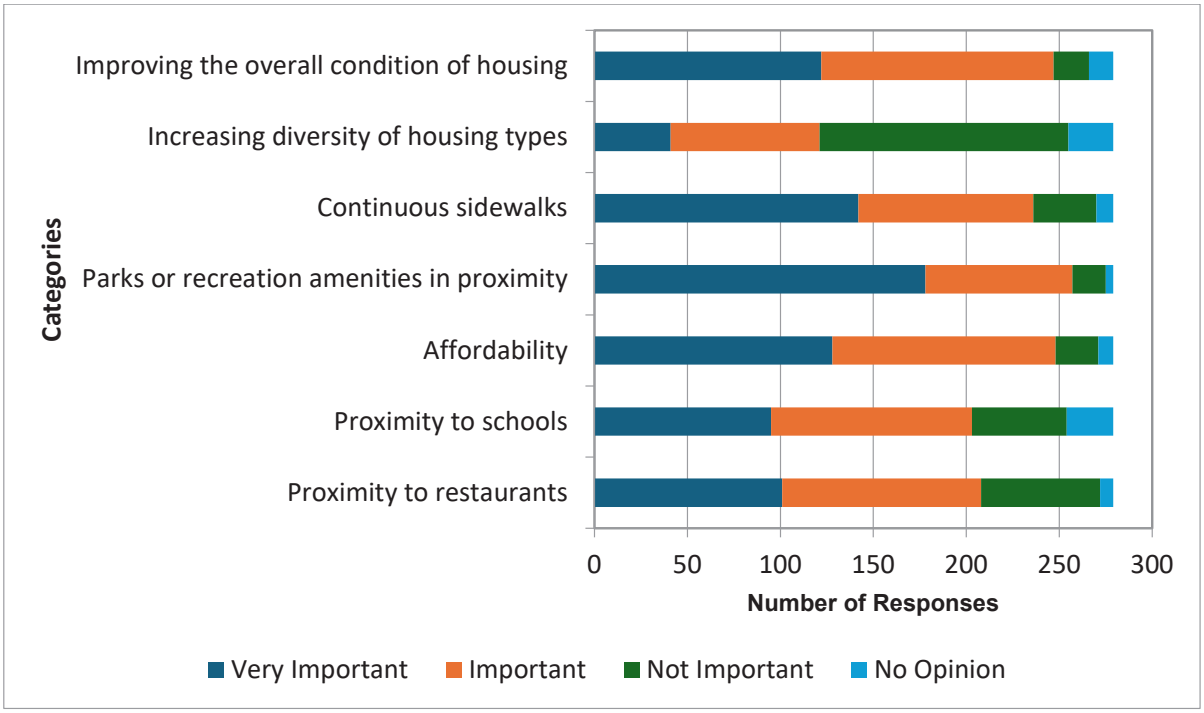
Choices	Number of Responses
Extremely familiar	13
Very familiar	31
Somewhat familiar	123
Not so familiar	75
Not at all familiar	37

Question 9: Which type of development would you like to see more of in Crandall? (Select at most three)



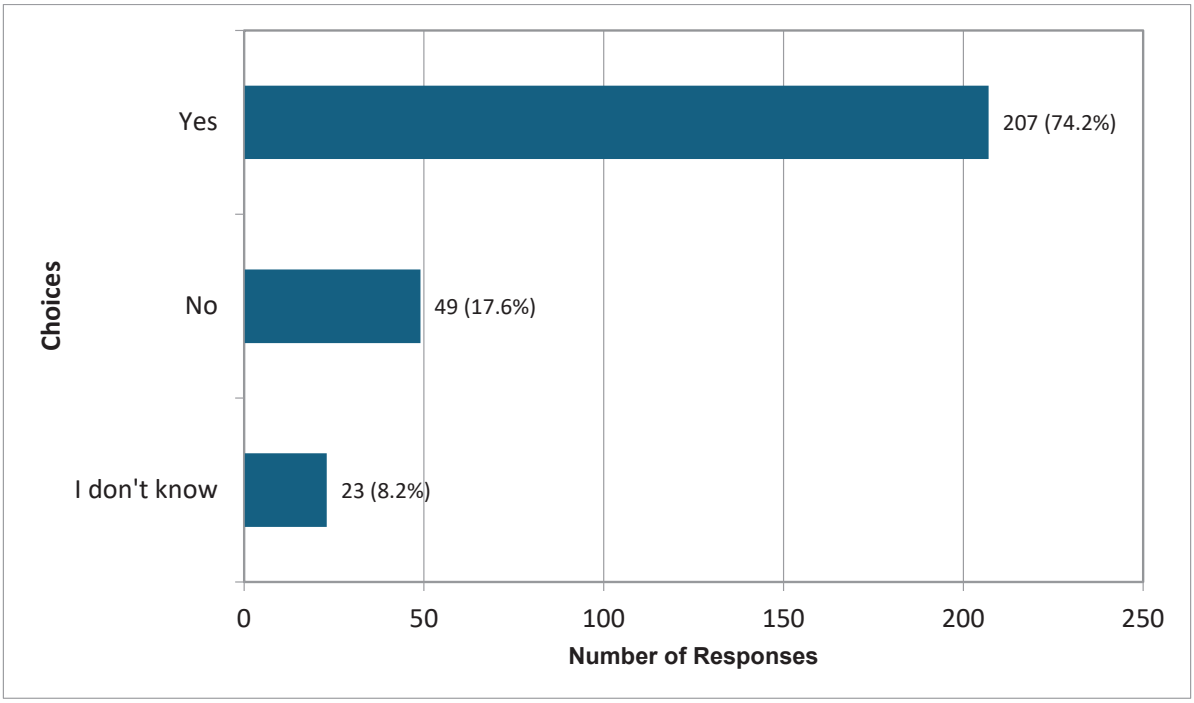
Choices	Number of Responses
Parks/Open Space	199
Mixed-Use Activity Areas	135
Commercial	133
Downtown Mixed-Use	111
Large-lot Residential	50
Office space	20
Suburban Residential	19
Industrial	15
Small-lot Residential	8
High-Density Residential	1

Question 10: How important are the following neighborhood issues to you?



	Choices			
Answer Category	**Very Important**	**Important**	**Not Important**	**No Opinion**
Improving the overall condition of housing	121	126	19	13
Increasing diversity of housing types	41	79	135	24
Continuous sidewalks	141	95	34	9
Parks or recreation amenities in proximity	176	81	18	4
Affordability	127	119	25	8
Proximity to schools	95	109	50	25
Proximity to restaurants	102	106	64	7

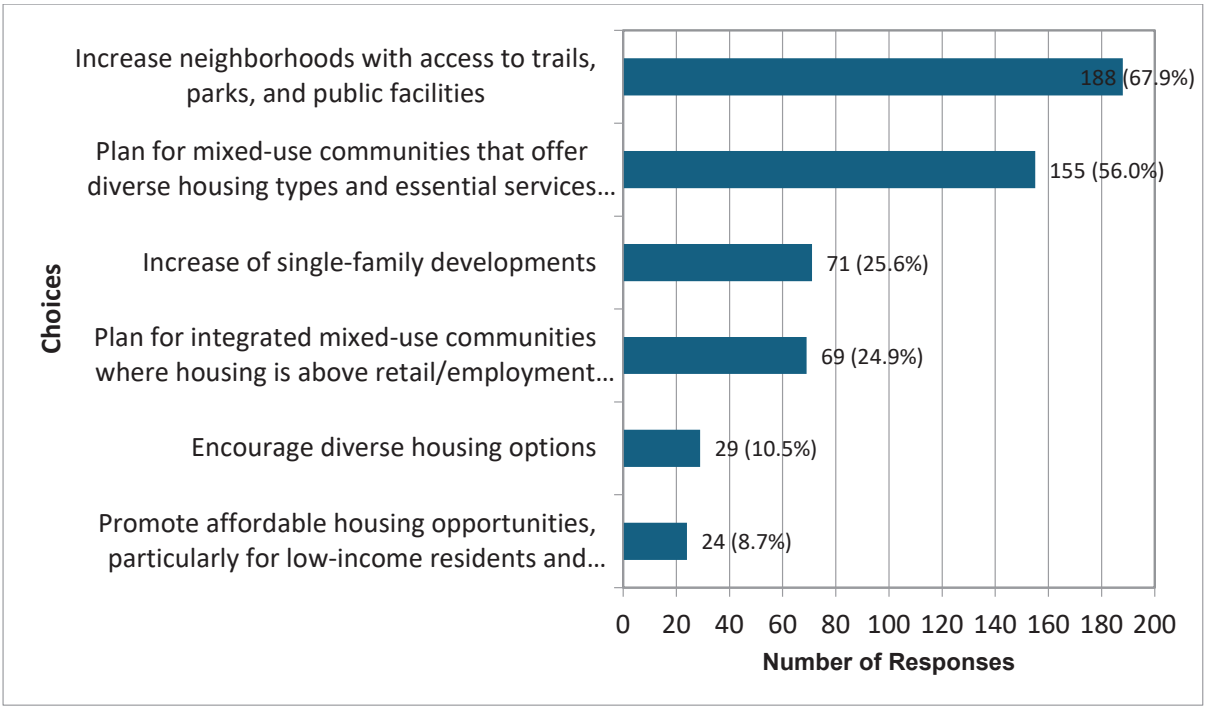
Question 11: Do you feel there are enough housing choices currently available in Crandall?



Choices	Number of Responses
Yes	207
No	49
I don't know	23

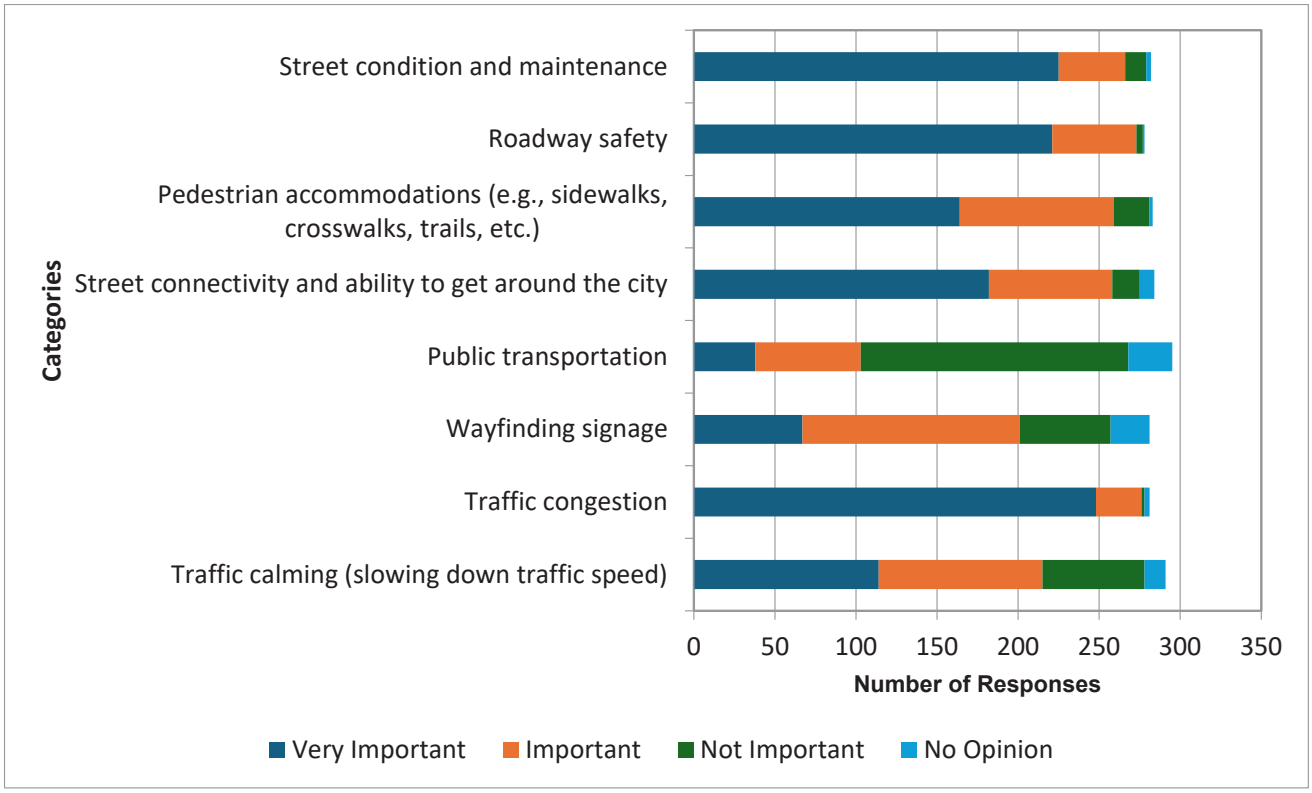
Question 12: What do you think Crandall's priorities should be related to overall housing policy?

(Select at most three)



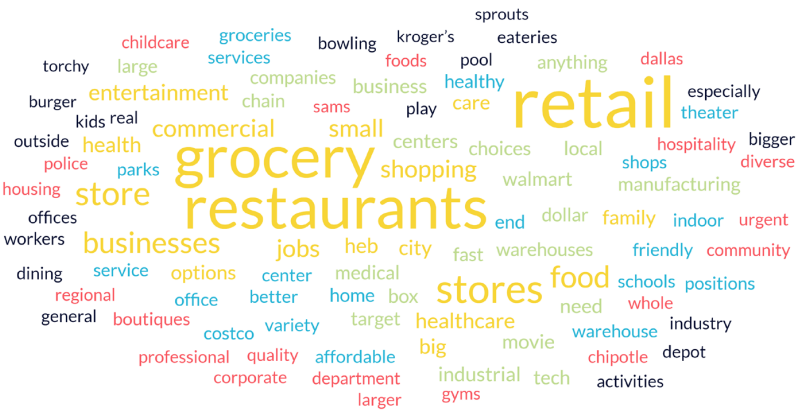
Choices	Number of Responses
Increase neighborhoods with access to trails, parks, and public facilities	188
Plan for mixed-use communities that offer diverse housing types and essential services (retail, grocery stores, etc.)	155
Increase of single-family developments	71
Plan for integrated mixed-use communities where housing is above retail/employment services	69
Encourage diverse housing options	29
Promote affordable housing opportunities, particularly for low-income residents and families	24

Question 13: How important is it for the City of Crandall to address the following transportation issues?

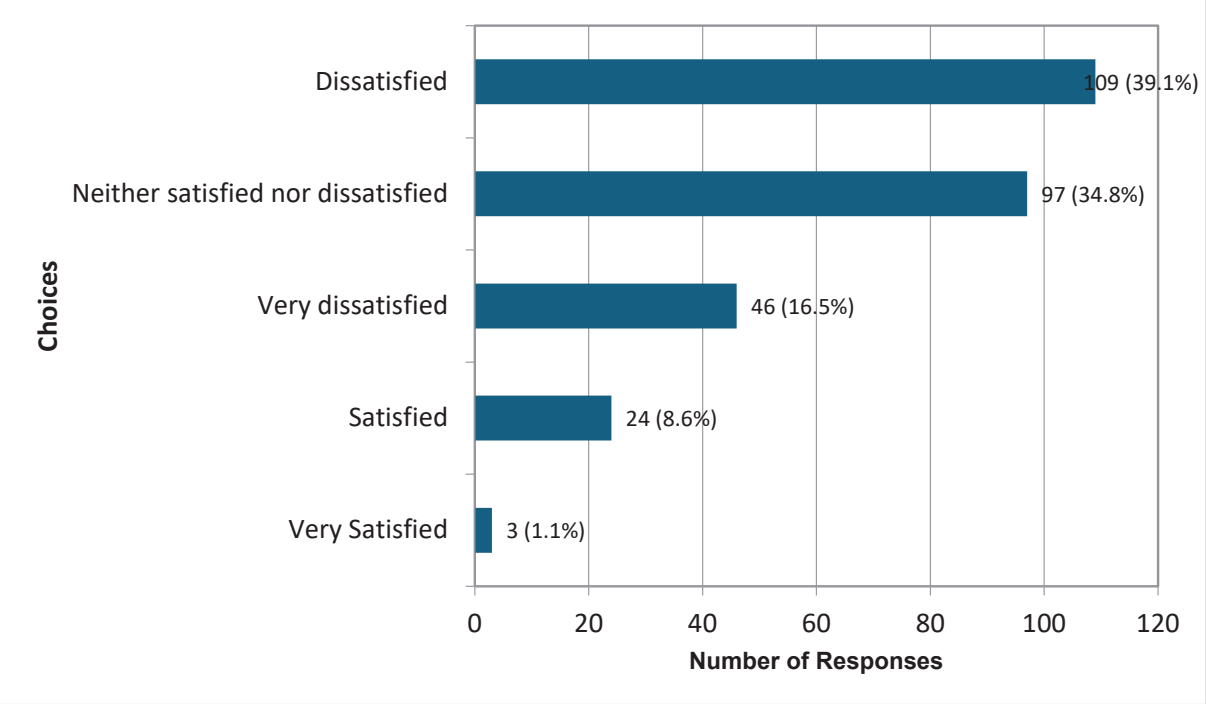


	Choices			
Answer Category	**Very Important**	**Important**	**Not Important**	**No Opinion**
Street condition and maintenance	225	42	14	3
Roadway safety	221	53	5	1
Pedestrian accommodations (e.g., sidewalks, crosswalks, trails, etc.)	164	96	22	3
Street connectivity and ability to get around the city	182	77	17	10
Public transportation	38	65	166	28
Wayfinding signage	67	134	58	24
Traffic congestion	249	29	2	3
Traffic calming (slowing down traffic speed)	114	103	63	13

Question 14: What types of jobs and businesses should the City of Crandall attract for the economy to be more successful?



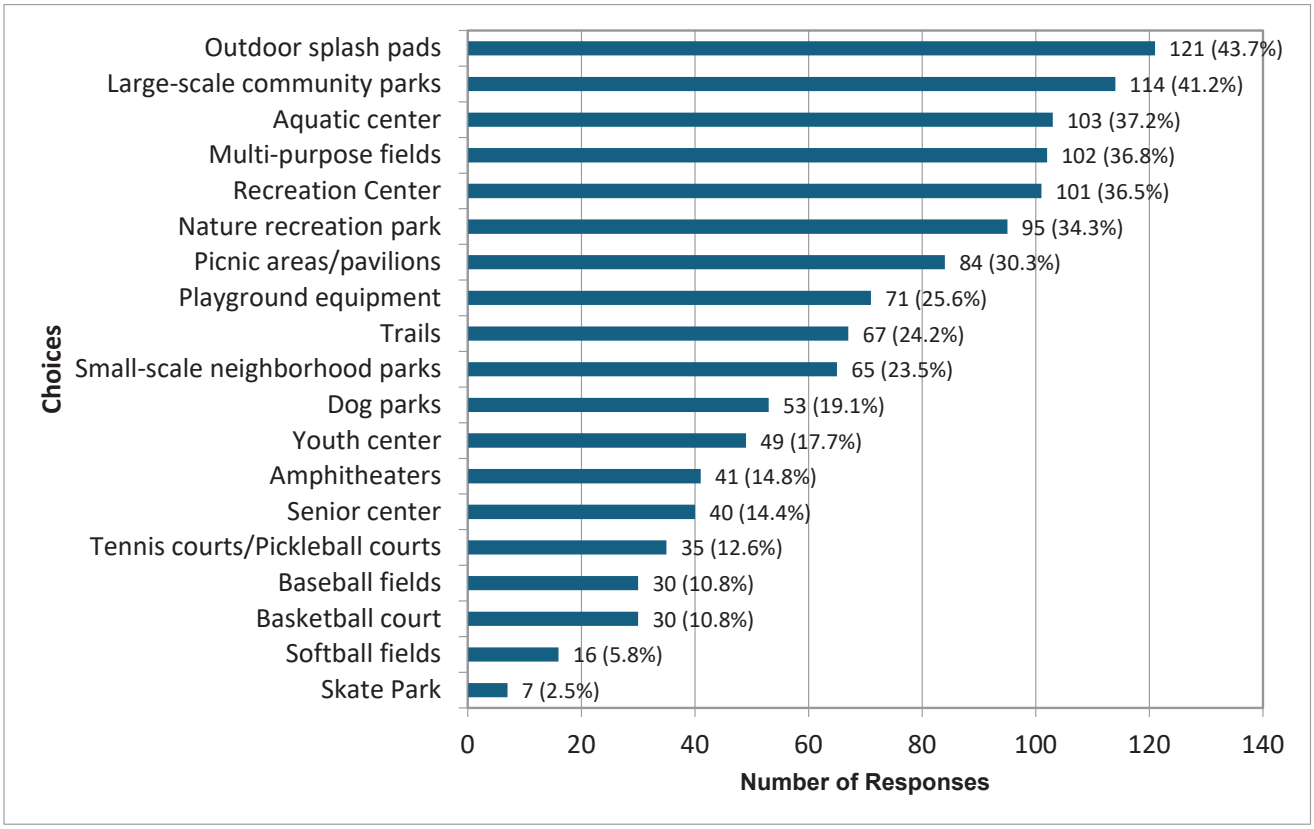
Question 15: How satisfied are you with the quality of parks and recreation in Crandall?



Choices	Number of Responses
Dissatisfied	109
Neither satisfied nor dissatisfied	97
Very dissatisfied	46
Satisfied	24
Very Satisfied	3

Question 16: What type of new recreational amenities should the City of Crandall prioritize?

(Select at most five)



Choices	Number of Responses
Outdoor splash pads	121
Large-scale community parks	114
Aquatic center	103
Multi-purpose fields	102
Recreation Center	101
Nature recreation park	95
Picnic areas/pavilions	84
Playground equipment	71
Trails	67
Small-scale neighborhood parks	65
Dog parks	53
Youth center	49
Amphitheaters	41
Senior center	40
Tennis courts/Pickleball courts	35
Basketball court	30
Baseball fields	30
Softball fields	16
Skate Park	7

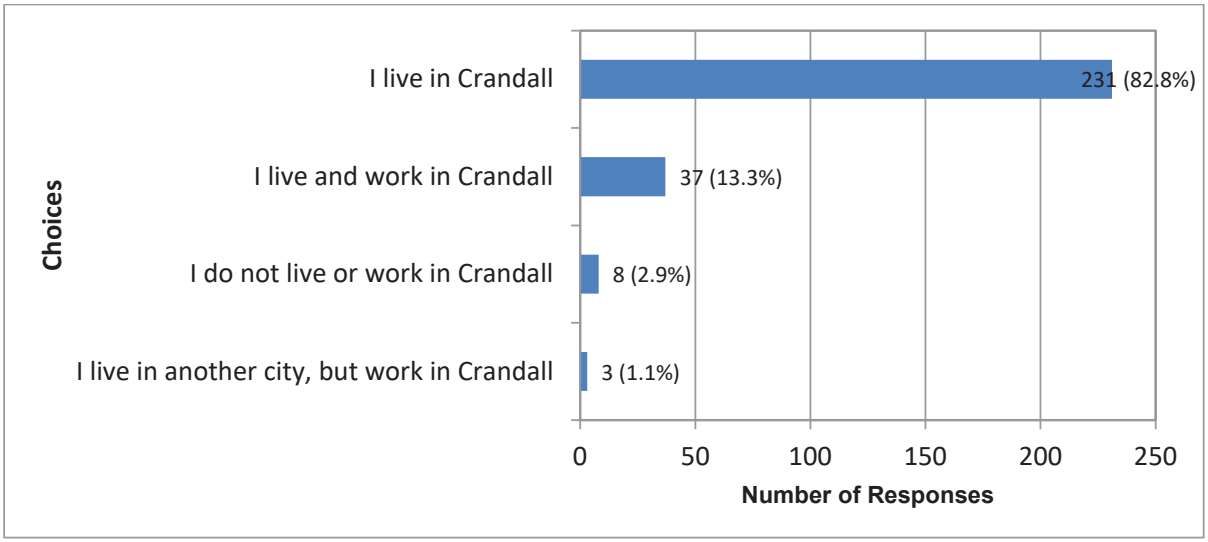
Question 17: When considering how the City should spend its money, please rank the following from most important (1) to least important (7) on funding priorities for the City. Rank the following topics:

Choices	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7
Economic development	73	56	49	35	45	12	9
Transportation & Mobility	55	50	22	31	37	31	53
Housing and neighborhoods	10	23	33	33	46	47	87
Parks, trails, and open space	34	53	52	53	42	33	12
Future land use	12	30	44	55	45	64	29
Infrastructure and facilities	87	54	52	40	23	17	6
Placemaking and Urban Design	8	13	27	32	41	75	83

In this ranked average calculation, the numbers closer to 1 have been found to be a higher priority of community members who participated in the survey. The larger the number becomes, the less prioritized it was in ranked choice survey completion. This means that infrastructure and facilities were the most prioritized choice of all the options provided.

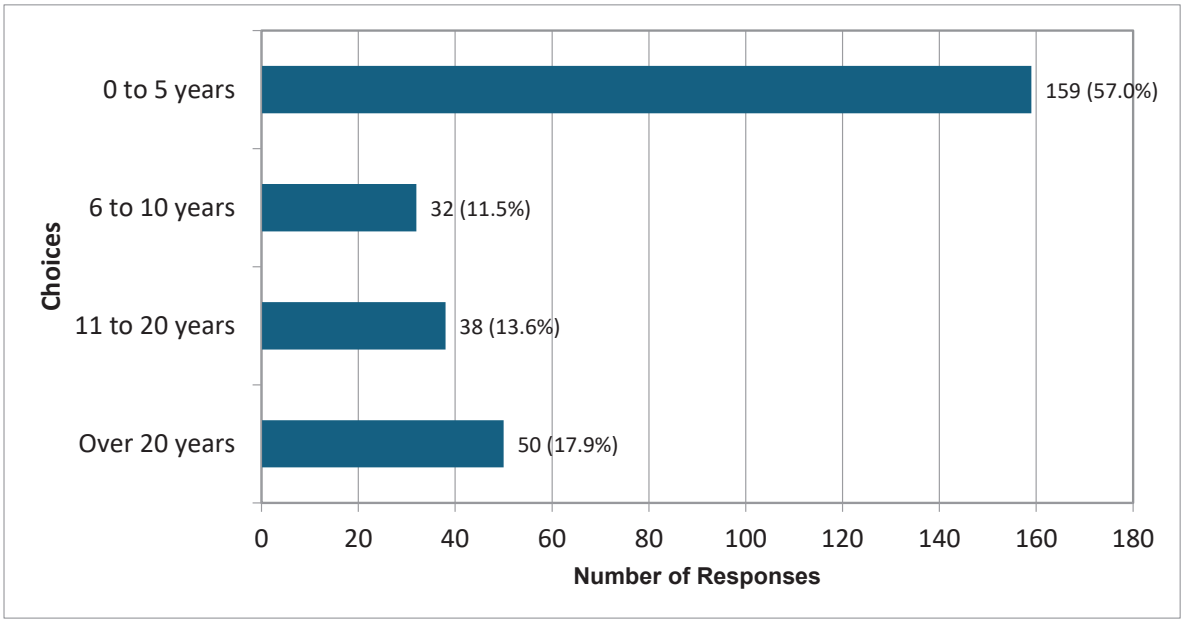
Choices	Rank
Infrastructure and facilities	2.75
Economic development	2.97
Parks, trails, and open space	3.58
Transportation & Mobility	3.90
Future land use	4.43
Housing and neighborhoods	5.05
Placemaking and Urban Design	5.31

Question 18: Which best describes you?



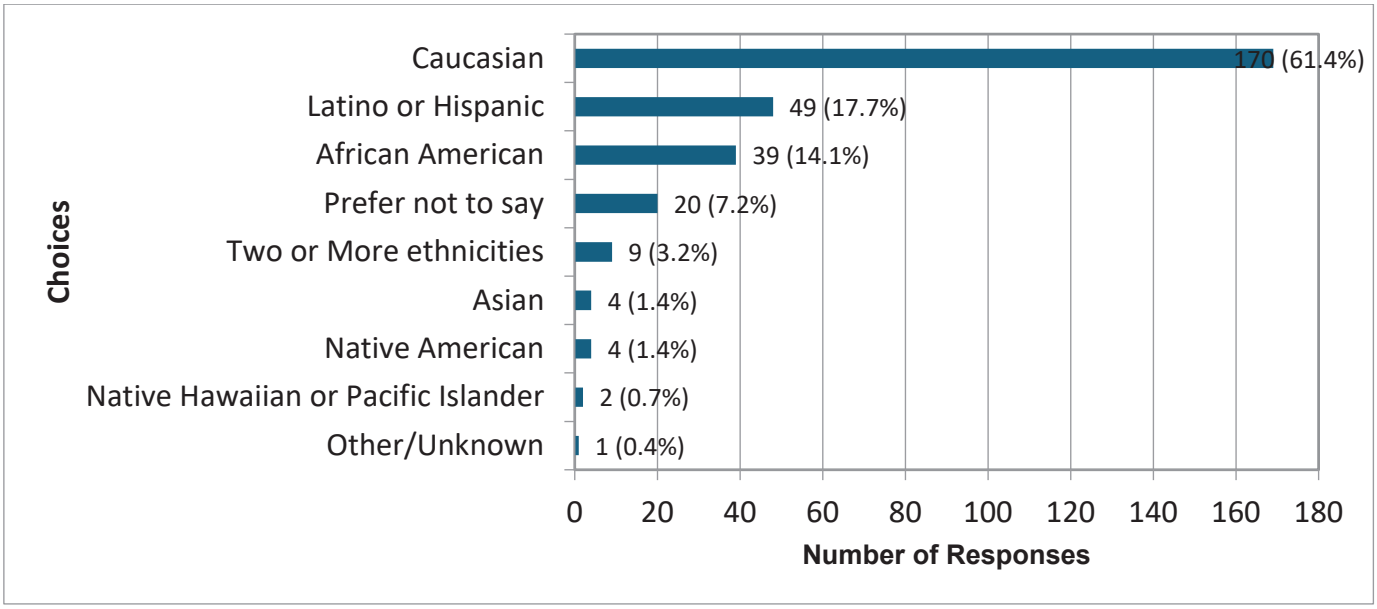
Choices	Number of Responses
I live in Crandall	231
I live and work in Crandall	37
I do not live or work in Crandall	8
I live in another city, but work in Crandall	3

Question 19: How long have you lived in the City of Crandall?



Choices	Number of Reponses
0 to 5 years	159
6 to 10 years	32
11 to 20 years	38
Over 20 years	50

Question 20: Please specify your ethnicity (Respondents may select multiple ethnicities).



Choices	Number of Responses
Caucasian	170
Latino or Hispanic	49
African American	39
Prefer not to say	20
Two or More ethnicities	9
Native American	4
Asian	4
Native Hawaiian or Pacific Islander	2
Other/Unknown	1

Page left intentionally blank.



APPENDIX I

UDC DIAGNOSTIC REPORT

PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST

UNIFIED DEVELOPMENT CODE DIAGNOSTIC REPORT

April 2025

Prepared For:
The City of Crandall
110 S. Main Street
Crandall, TX 75114

Prepared by:

Kimley-Horn and Associates, Inc.
2600 N. Central Expressway, Suite 400
Richardson, TX 75080

Contact:
Ethan Harwell, AICP (Ethan.Harwell@kimley-horn.com)
Haley Carruthers, AICP (Haley.Carruthers@kimley-horn.com)

Copyright © 2025, Kimley-Horn and Associates, Inc.

Kimley»Horn

Table of Contents

Introduction 3
Workshop Summary 4
Functionality 5
Comprehensive Plan Alignment: Land Use 9
Comprehensive Plan Alignment: Mobility 11
Comprehensive Plan Alignment: Downtown 12
Comprehensive Plan Alignment: Economic Development 14
Comprehensive Plan Alignment: Public Infrastructure 14
Comprehensive Plan Alignment: Parks, Trails, and Open Space 14
Comprehensive Plan Alignment: Hazard Mitigation and Resilience 15

INTRODUCTION

This Unified Development Code (UDC) Diagnostic Report was completed as a part of the process to develop the Crandall Comprehensive Plan. The analysis presented in this report identifies gaps, inconsistencies, and areas for alignment between the City's existing development regulations and the City's long-term goals, focusing on consistency with the recommendations outlined in the Comprehensive Plan.

The Diagnostic Report addresses three core elements of development regulation. The first of these three elements is functionality. The UDC is a working document that must be accessible and functional to a variety of stakeholders with differing interests such as development review staff, policy-oriented staff, elected and appointed officials, development professionals, and residents. The second core component of development regulation is compliance with statutory requirements. The city's adopted development regulations must be consistent with enabling legislation and case law at the state and federal levels. The last core component of development regulation is consistency with the Comprehensive Plan and other adopted and policies. Any regulation must be created with a rational nexus to the goals and vision of the Comprehensive Plan.

The recommendations in this report are intended to be implemented through a comprehensive update of the City's Unified Development Code. For this reason, this Diagnostic report covers the high level and structural changes required to bring the UDC into alignment with the Comprehensive Plan and industry best practices but may not make detailed recommendations on specific development standards or processes.

This report is structured to address matters of functionality and statutory compliance first, then to address consistency with the elements of the Comprehensive Plan.

Kimley»Horn

WORKSHOP SUMMARY

The Crandall Unified Development Code (UDC) Workshop was held on Tuesday, February 25, 2025, at the Crandall Municipal Court (104 E. Trunk Street, Crandall, TX 75114). The workshop was attended by the Mayor and a representative from the Planning & Zoning Commission as well staff from the City Manager's office, Planning & Zoning, Building Inspections, Code Enforcement, Public Works, and Bureau Veritas (the third party Planning and Building Permit review). The meeting was moderated by Ethan Harwell, Carissa Cox, Haley Carruthers, and Adolfo Gonzalez.

The workshop began with a presentation covering the UDC Diagnostic process and the components of the report. Then, participants were led through a facilitated discussion to understand the way in which they used the UDC on a daily basis, what they wished the UDC could do differently, and what they believed the real challenges were to creating a UDC that can be effectively used by all stakeholders.

Major themes and key findings from this facilitated discussion were as follows:

- The UDC is not user friendly.
    - The UDC is only published as a PDF located on the City's website.
    - The PDF is not easily searched by keyword and is not organized in way that makes sense to the reader.
    - Too much of the UDC is written out as text and often times the same information is repeated multiple times. More information should be consolidated into tables, charts, flow charts, and illustrates to visually convey information in a more concise and accessible manner.
    - Many of the standards or processes described in the UDC are unclear, not fully explained, or do not provide guidance on how to interpret the standard in different situations. This includes some terms which are not defined. This is especially true of the list of permitted and prohibited uses which is limited in scope.
    - A flowchart outlining the entire development process (including required applications, authority, and approvals) would serve as a useful checklist.
    - It should be easier to update the UDC to include newly approved text amendments.
    - The UDC contradicts itself and has many conflicting requirements. Throughout the UDC requirements differ on when and where certain permits are required or what development standard is applicable.
    - Implement a clearly established Master Fee Schedule, reviewed regularly.
    - A Development Review Committee may be needed to assess plans early in the process and correct inconsistencies upfront prior to entering the formal review process.
    - The ETJ development process needs to be improved and streamlined for better efficiency.
- The UDC does not function as a useful tool for development regulation as a tool for policy makers and decision makers.
    - Decision makers do not often have confidence when making land use decisions that the impacts of a development will be appropriately mitigated on the transportation, utility, and parks systems through the application of the existing UDC standards. This lack of ability of the existing UDC to help manage development makes conducting City business difficult.
    - The UDC lacks an assertive position on parkland and totally lacks tree preservation standards. These are examples of development standards that can serve as negotiating tools or signals as to the quality of development desired in Crandall.
    - Development standards are missing to help mitigate and control the impact of new housing products becoming prevalent in Crandall. Most notable of these products is the small lot detached single-family product (lots less than 40-feet wide).

  - The UDC is ineffective as an economic development tool. It is generally difficult to use and does not create a process where it can be assured all impacts of a development can be addressed.
- The vision for Downtown and Old Town Crandall is not reflected in the UDC.
  - What specific standards do exist now for Downtown Crandall are unclear, confusing, and do not present a clear a vision for how all components of development should work together in the unique development setting of Old Town.
  - The larger vision established for Downtown in the Comprehensive Plan envisions mixed-use development, expanded opportunities for businesses and special events in Downtown, as well continued development and investment in adjacent single-family neighborhoods in Old Town.
  - Downtown and Old Town present unique challenges to land use regulation and infrastructure that are not reflected in the UDC. Current on-site detention requirements, traffic mitigation standards, and regional stormwater management present large and costly barriers to redevelopment with no clear guidance outlined in the UDC on how to approach these matters.

FUNCTIONALITY

One aspect of the UDC that was reviewed was its functionality. Functionality includes factors such as legibility, consistency, and the relationship between UDC content and other regulations of the City.

ORGANIZATION

Online Accessibility. The UDC is only available on the City's website as a PDF. The UDC should be made available online with the City's other codified ordinances through eCode360 or another platform.

Table of Contents. The existing Table of Contents refers to each individual sub-section of the Code and provides whole sentence and paragraphs of the code text within it. The Table of Contents should be reduced include only to chapter headings and descriptive headings of a limited level sub-chapter sections.

Codification Structure. The level to which each chapter and section is outlined should be limited to a certain number of levels to increase user friendliness when referencing code by avoiding lengthy code citations.

Organization by Topic. A key marker of a Unified Development Code, or UDC, is that code provisions are group together by topic. The current UDC has like provisions dispersed throughout the document where the like code provisions are dispersed and hard to find and link together or repeated multiple times. Suggestions for conditions include:

- Consolidate lot design standards for each zoning district into a table format (e.g. Sections 5E.1-5E.22);
- Assemble the various site design standards (parking, landscape, building design, etc.) into sections of like topics (e.g. Sections 5.E.1-5.E.22).

Kimley»Horn

UDC CONTENT

Curated Content. The information contained in the UDC should be restricted to that effecting the use and development of property. The current UDC contains a number of standards related to the regulation of nuisances such as noise, dust, light pollution (not lighting design), etc. (e.g. Section 7.J) that are more appropriate as a part of the City's broader code of ordinances. Information such application requirements (e.g. Section 8.1.b for final plats, Section 8.N.4 for site plans) or engineering design standards (e.g. Section 12) should be separated out into separate manuals adopted by reference within the code.

Signage. Regulations for signs are found in both Chapter 3 Building Regulations of the City Code of Ordinances and in the Section 11 of the UDC. The signage regulations in Chapter 3 Building Regulations have not been updated to reflect recent changes in case law and current industry best practices, as there are still content-based regulations in place. It is recommended that all sign regulations be consolidated within the UDC and removed from Chapter 3 Building Regulations. It will be important to update both Code of Ordinances Chapter 3 and the UDC concurrently as key components of the signage ordinance reside in both sections of code and must be reconciled as they are consolidated into the UDC.

Tables & Graphics. Some information in the UDC can be shared visually as tables, charts, or other illustrative graphics rather than text.

Examples of code provisions that could be listed in tables, charts, or flowcharts include, but are not limited to:

- Review and approval processes and authorities (Section 3.A - D)
- Lists of permitted and prohibited uses (Table 5.2-5.3 in Section 5.H)
- Dimensional standards for zoning districts (Section 5.E.1 – Section 5.E.21)
- Parking requirements (Section 10.D)
- Landscape requirements (Section 9.G.4)

Examples of code provisions that could be illustrated with sketches to better show design intent could be in tables include, but are not limited to:

- Setbacks
- Lot dimensions
- Minimum or maximum lot coverage
- Parking dimensions and standards
- Landscape design

Definitions. It is good practice to revisit the definitions of the UDC whenever a code update is conducted. Common considerations include redundant definitions among chapters of the UDC and the Code of Ordinances (such as terms common to the Flood Damage Prevention Ordinance, Building Regulations and Unified Development Code), regulations that have been used as definitions (example: the phrase "a sidewalk shall be 4 feet wide" is a regulation, not a definition), and missing definitions that would help to applicants understand the requirements associated with their submittals.

Issues with Enforceability. One of the key challenges in managing development is establishing and enforcing standards for architectural or landscape design.. There are certain words, phrases and

provisions that risk being unenforceable because of vagueness. For example, the Anti-Monotony Requirements of Section 7 are problematic in this regard. Additionally, there is a reference in (1) Purpose to "Byron's residential districts" that brings into question where these requirements apply within Crandall as this reference is not clear.

SUPPORTING DOCUMENTS AND STANDARDS

Building Codes. The International Building Codes are updated every three years. Currently, Crandall has adopted the 2021 version of the codes with the 20203 Electrical Code (Code of Ordinances Chapter 3, Article 3, Division 2). Common practice is to adopt a version no more recent than the second newest version of the codes. Following this practice, it is reasonable to maintain the existing version of the building codes for a few more years. Some cities, however, choose to update more quickly. Crandall's Building Inspector, Fire Marshal and other professionals that work for the City should be closely involved in the decision to update the City's building codes.

Construction Standards. The North Central Texas Council of Governments has been the longstanding provider of the *Standard Specifications for Public Works Construction – North Central Texas* (AKA "The Blue Book") which serves as the construction standards for cities throughout the Dallas-Fort Worth Metroplex. Most cities adopt the blue book but also adopt local amendments in order to customize those standards for their individual communities. Crandall has adopted this manual outright with no local amendments (Code of Ordinances Article 3.01.001). This manual should be referenced in the UDC as the standard to which all public infrastructure is to be built. It is recommended that the City Engineer, Public Works Director, and other staff are afforded the opportunity to identify exceptions and/or additional provisions to the blue book that might be needed for Crandall. Additionally, a specific version of the manual should be adopted so that a new publication of the Manual does not result in the in automatic adoption of the "most recent" version. References to other manuals in the UDC should also be reconciled with other references, such as the 1997 City of Plano Water, Wastewater and Erosion control manuals.

Landscape & Nursery Stock Standards. The UDC makes reference to the standards American Association of Nurserymen in UDC Section 9.G.3.g. This standard should be vetted for thoroughness, consistency with industry best practices, and compared to other available standards that could be adopted.

Non-Conformities. Once the Comprehensive Plan is adopted, the zoning code will need to be amended to be consistent with the plan. This amendment process will likely create new nonconformities. The City's policy about nonconforming uses may need to be revisited to ensure that amortization is appropriate for all nonconformities that will be created, or if an alternative pathway would be beneficial for protecting certain types of uses and certain conditions in Crandall that may inadvertently become nonconforming. Additionally, it is possible that the State of Texas will enact new legislation about nonconformities. This section of the Code will need to be updated to align with new state law, should HB 2149 be passed into law this legislative session. Nonconforming uses, lots, and structures are addressed in Section 6 of the UDC.

PROCEDURES

Approvals and Review Authorities. It is recommended that the City revisit the authority granted for various types of approvals in Section 3.A.1 – Section 3.A.3, Section 3.B.2, Section 3.C.3, Section 3.D.3,

Section 3.E.3. P&Z and Staff currently have limited authority regarding plat approvals. The State allows city councils to assign a greater amount of platting approval authority to staff than what is current practice in Crandall, and, because plat approval is not a discretionary approval, many cities are allowing their planning and zoning commissions to approve plats (City Council still retains authority to deny). This streamlines city council meetings and reduces risk of shot clock violations and other procedural violations associated with plat approvals. The more steps there are in the review and approval process, the greater the liability to the City for failures due to procedure, particularly notices and the 30-day rule.

Completeness. Because of how the 30-day rule is structured in the Local Government Code, cities can be placed in a position where they must render decisions on plats without adequate time for technical review. It is recommended that Crandall revisit Section 8 of the UDC plat application procedures to codify control over plat intake dates.

Development Plats. The City of Crandall does not currently have provisions in the UDC to require development plats. Development plats are optional in the State of Texas, and are enabled by LGC Chapter 212, Subchapter B. Development plats allow cities to require a plat application any time public facilities are going to be installed, regardless of whether the property will be subdivided (platted). Development plats are subject to the same approval process as subdivision plats, and therefore apply in both the city limits and the ETJ. By instituting development plats, the city ensures that every time a property is going to be developed, a plat will be required first. This promotes orderly growth and adequate planning for the City's transportation and infrastructure systems.

Platting and Development of Public Facilities. Each city in Texas determines how they will best ensure that the public facilities indicated in a plat application align with the public facilities that actually get built. Though the State Legislature has passed several laws regarding plat approvals, the sequencing of final plat approval, plat recordation, and construction and acceptance of public facilities varies among cities. There are advantages and disadvantages to different approaches requiring construction or fiscal surety of performance prior to plat approval.

ETJ Releases. Because of recent changes to State law allowing property owners to be released from the ETJ of a municipality, it is recommended that the City establish an application procedure for ETJ release, in accordance with advisement of Crandall's City Attorney. It is unlikely that this statute will change in the near future. The possibility of an ETJ release should also inform the process the City develops to negotiate development standards and review development in its ETJ. Additionally, a clear process or policy on consent for special districts (MUD, MMD, WCID, PID, etc.) could be adopted to set precedent and encourage development to remain in the Crandall ETJ rather than opting out.

Regulations Applicable in the ETJ. Some statements are made in the UDC about which regulations are applicable in the ETJ but the applicability of some regulations are still unclear. It is also unclear what may fall under the purview of the City and what may fall under the purview of Kaufman County. No clear requirement exists in the UDC to require review of any site development in the ETJ for stormwater management as permitted by Texas Local Government Code Section 212.003. This authority could be extended into the ETJ with the development of a site development review process specific to the ETJ.

Site Plans. Site plan requirements throughout the UDC do not seem to align with industry standard practices. Consideration should be given to the existing requirements for a site plan with in UDC Section 8.N against conflicting requirements site plans in certain development types like accessory structures

on residential lots, duplexes, single-family (attached), and townhome developments. Alternative processes could be developed to review for the same information and development standards.

STATUTORY REQUIREMENTS

City Charter and the UDC. As Crandall anticipates ratification of its first City Charter and Home Rule status, some amendments will likely be required to the Unified Development Code to avoid redundancies and conflicts with the Charter. This is particularly likely regarding discussion on elected and appointed officials and the boards they sit on, the role and structure of the comprehensive plan, how development/platting will be regulated, and public meetings.

Compliance with State Legislation. Each session, the Texas Legislature passes new laws related to municipal regulation of development. The Legislature is currently in its 89th regular session, and new legislation will therefore remain unknown until June at the earliest. Some new laws will require immediate changes, and some will not become effective until a future date.

Because this code diagnostic is being conducted concurrently with the Legislative Session, the focus here will be upon consistency with the comprehensive plan, and with planning best practices. It is assumed that Crandall will revisit the Unified Development Code at a future date to align the City's development regulations with any new State laws related to development regulation that are passed during the 89th Legislative Session.

A significant amount of legislation has been passed since the last update to the UDC in 2011. The UDC should be updated to comply with this past legislation which affected a number of areas of municipal authority over development. The most significant changes have occurred to areas involving involuntary annexation, regulations of building materials through a zoning code, platting processes, and the ability of a municipality to require the construction of master planned roadways. These updates would affect multiple portions of the UDC.

COMPREHENSIVE PLAN ALIGNMENT: LAND USE

Zoning Districts. The structure of the zoning districts and their purpose statements should be updated to ensure alignment with the land use vision outlined in the described in the Comprehensive Plan though the PlaceTypes land use categories.

The structure of the zoning districts should also be adjusted to reflect the intent of the Character Context Zone umbrellas of Urban, Suburban, and Urban. Each of these Character Context Zones describes a character in the Comprehensive Plan that should be taken into account as district purpose statements are described and various design standards assigned to each district. The way design standards are implement in each zoning district should reflect the different characteristics common to each Character Context Zone within the built form.

Permitted Uses. Rather than assigning specific zoning districts to each land use category, the Future Land Use Plan indicates general uses that are appropriate for each land use category, and a description of character, intent and relative expressions of density. To avoid confusion, it is recommended that the City revise the master table of permitted uses, using the particular uses of the Future Land Use Plan

as categories for organizing the full list of permitted uses in the Zoning Code, to ensure the consistency of the zoning regulations with the Future Land Use Plan.. This will require full revision of the Master Use Table.

Other recommended improvements to the Permitted Use Table:

- The permitted use table should align with the modified zoning district purpose statements and zoning district structure.
- A more strategic use of SUP requirements in certain districts may help achieve the goals of the Comprehensive Plan.
- The updated table could also consider a new class of permitted uses that could provide another tool for decision makers. This class of permitted uses, "permitted with limitations," could allow uses by right but subject to pre-determined conditions reflective of the vision established for the PlaceTypes in the Comprehensive Plan on the scale of the use without a Special Use Permit. This is a common practice that has proven useful for other cities.

Tier System. Additionally, the Tier System, referenced in UDC Sections 5.E, is currently used only to regulate lot size along major corridors in the BP, HB, C, LI, and IP zoning districts. Evaluate the purpose of this use of the Tier System in relationship to the Comprehensive Plan. Consider application of use or other design standards in the Tier System to achieve Comprehensive Plan goals like those that propose a special focus on Highway 175.

Planned Developments. It would be expected that the use of Planned Developments (PDs) as a mechanism to "patch" the code would decrease with a more effective zoning district structure, and that use of PDs for unique or master planned projects would remain the same. The structure outlined in UDC Section 5.E,21 for PDs should be reconsidered to align with the new strategy on PDs. This should take into consideration the appropriate use of a PD based on project type, scope, and context. The UDC should be updated to contain a clear requirement for each PD to establish a base zoning district. Currently, this requirement is just implied. The overall process for PDs should be considered as well. Specifically, the requirement for a PD Development Plan after approval of a PD (Section 5.E.21) if the development is already subject to other review processes such as platting or site plan review may be unnecessary.

Dimensional Standards. These should be updated for each zoning district to ensure that they contribute to the desired outcomes of the built form expressed in both PlaceTypes and Character Context Zones. Minimum lot sizes and setbacks should be reflective of the desired character of each PlaceType – whether it is more urban, suburban, or rural. Development standards such as floor-to-area ratio, lot coverage, maximum building size should be evaluated against the PlaceType descriptions where it discusses desired amount of surface parking, development intensity, or prescribed development features. These standards can also create conflict with one another or regulate the same aspect of development as one another.

Special consideration should also be given to building height. The Comprehensive Plan describes a wide variety of building types in the Future Land Use Plan that are distinguished from one another by height. The current standard in all zoning districts is 35 feet. Additional height would be required for vertically mixed-use buildings or industrial buildings envisioned by the Comprehensive Plan. Compatibility standards should also be considered to ensure that zoning districts can be placed as desired without the risk of being a nuisance on adjacent properties.

Accessory Structures. Standards around accessory structures, carports & porte-cocheres are distributed throughout the code. These consolidated into one section and should be updated for consistency with updated Dimensional Standard. Definitions for all terms should be provided. Clarification should be in the UDC on how the standards for Accessory Structures should be interpreted with any proposed standard for Accessory Dwelling Units or other new housing types added to the Permitted Use Table.

Building Design. Remove references to building materials in the UDC to align with Texas Government Code Section 3000.002.

Landscaping. Landscape standards should be updated to be reflective of the intended development pattern in each zoning district. The current code requires a set 20% of the site area to be landscaped (Section 9.6). In zoning districts that permit a higher intensity development, such as a mixed-use district, it may not be possible to utilize traditional landscape methods on 20% of the site area, or the desired development pattern may call for more urban style plantings such as street trees, planters, courtyards, plazas, or other more nuanced design features.

Landscape compatibility standards should also be revised and updated to align with the purpose statement of each updated zoning district. The specific context in which each zoning district is to be used should be considered to ensure the correct types of landscape are proposed to mitigate the impacts of a use on the public realm or adjacent properties.

Parking. Recommended changes to the parking requirements include:

- Update parking space sizes and provide additional guidance or standards for the use of angled in and parallel parking spaces (Section 10.C.3).
- Update minimum parking standards (Section 10) to align with the latest guidance and data on actual parking requirements for different uses.
- Align this table as much as possible with the updated Permitted Use Table for consistency.
- Establish a process for alternative parking plans that permit off-site, shared, or reduced parking.
- Consult the Urban Land Institute Shared Parking guide as a resource for drafting these standards.
- Remove references to ADA compliance and review of handicap parking. ADA standards are reviewed and enforced by the Texas Department of Licensing and Regulation.

Tree Preservation and Mitigation. Tree Preservation and Mitigation regulations can be useful to guide the quality of development desired in Crandall and to implement the vision of the Comprehensive Plan in the Suburban and Rural Character Context Zones. The regulations could be crafted to be implemented as desired to produce a certain outcome in the built form of development or to give decision makers and developers additional certainty or tools to control outcomes during the entitlements process.

COMPREHENSIVE PLAN ALIGNMENT: MOBILITY

Safety and Design Standards. The Comprehensive Plan sets speed and crash reduction as top priority. The existing UDC standards for driveway spacing and turn lanes (Section 13.E) should be evaluated against current AASHTO Standards. Standards should also be established for turn lane requirements and cross access on new developments.

Kimley»Horn

Design Standards. Standards for new streets (Table 13-1) should be aligned with the cross sections proposed in the Comprehensive Plan. Clear standards for right-of-way dedication on master planned throughfares should be outlined in the UDC. Sidewalks should be required on Highway 175 (Section 13.F).

Connectivity. The Comprehensive Plan calls for new development to adhere to a grid pattern street network. The UDC standards for new subdivisions and extension of existing or future streets should be revised to achieve this goal. The terms for private streets outlined in UDC Section 13.A.4 should also be reconsidered in the light of the Comprehensive Plan guidance on increasing connectivity through a well-connected and accessible street grid. The UDC should establish standards for the grid network that balances ideal circulation patterns for vehicles, ideal circulation patterns for vehicles, and the intended character of a place based on the PlaceType Designations of the Comprehensive Plan or zoning designation of a property.

Traffic Mitigation. Update the Traffic Impact Analysis (TIA) requirements of UDC Section 13.G to align with current best practices to ensure enforceability for maximum mitigation. Additionally, separate planning processes should be considered to evaluate the existing TIA thresholds or to consider if the adoption of an impact fee system could be effective in Crandall in lieu of a TIA.

COMPREHENSIVE PLAN ALIGNMENT: DOWNTOWN

Downtown Land Use. To implement the vision for Downtown Character Zones from the Comprehensive Plan, a system of land use controls should be created specific to downtown. This new system could be established as a set of new zoning districts, an overlay district, or a form-based district governed by a regulating plan. The naming conventions of the proposed zoning district(s) and their purpose statements should align with the Downtown Character Zone visions.

Types of commercial uses considered in Downtown should be those that would contribute well to the desired vision for Downtown as an economic development hub and destination for entertainment, dining, and recreation. Special Use Permit requirements should be required where it may be necessary to have more information on a proposed use to ensure compatibility with the surrounding area and existing infrastructure. Similarly, residential uses in the Downtown area should prioritize the form and placement of multi-family or mixed-use development.

Dimensional standards should be established for the reimagined zoning districts to be used in the Downtown area that reflect the desired development pattern of the Comprehensive Plan for walkable mixed-use environment. The Character Zones outlined for the downtown call for more intense development than would otherwise be permitted under the existing OTC district. The OTC district currently caps developments at 65% impervious cover and a maximum floor-to-area ratio of 65%. New zoning districts may consider zero-lot line development, allowances for more impervious cover, greater floor-to-area ratios, etc. Care must be taken to ensure that such changes are only applied in contextually-appropriate areas, and not in a broad-brush manner.

Clear standards and procedures to guide the conversion of existing residential structures to commercial use must be established. This new guidance in the UDC should make clear what typical non-residential site components must be brought into compliance with conversion to a commercial use such as: parking, detention, sidewalks, landscape, lighting, etc.

Kimley»Horn

Downtown Building Design. Clarify the applicability of building design standards in the Downtown area. The current standards of OTC Crandall district listed in Section 5.E.16.F include references to building materials, which is no longer permitted under state law. But standards that create a quality interface between the public and private realm are allowed. Examples of these standards include the façade transparency requirements of Subsection F.4 or the ratios for awnings under F.5. However, the current standards contain problematic language that is subjective in nature and would be difficult to design to, review for, or enforce. References are made in Section f to design elements that must be compatible with or enhance the existing character of the area. These requirements do not provide any definition or process to determine what the existing character is or how to guidance on how to judge compatibility with it. This is ultimately best addressed through a comprehensive review of the existing conditions and the development of a design guideline manual. This should be undertaken as a separate planning effort from the UDC Update.

The building standards applicable in Downtown should be different than those that apply in the rest of the City where the Comprehensive Plan calls for Suburban or Rural Character Zones. Application of suburban or rural design standards in Downtown may create design conflicts in a setting where architecture is expected to blend with existing styles and designed to emphasize the pedestrian experience.

Downtown Streetscapes, Placemaking, & Mobility. The development standards in the UDC should support the goals of the Comprehensive Plan as they relate to the development of walkable streets, placemaking opportunities, the public realm, and mobility in Downtown.

Development in downtown should have a requirement to support the ultimate configuration of Downtown streets as envisioned in Figure 4.8 of the Mobility Chapter of the Comprehensive Plan. Mechanisms for right-of-way dedication, construction of parts of the street section, or a fee in-lieu of system should be established in the code to be implemented as needed downtown. These standards should account for the planned gateways, system of primary and secondary streets, and the intended character of each Downtown Character Zone.

The UDC should establish standards for landscape, outdoor seating, and other sidewalk furnishings in the right-of-way through a license to encroach process. Providing standards and procedures to permit appropriate encroachments into the right-of-way is a best practice for the City but also indicates to the public that those are permitted activities that are actually desired to activate the public realm in Downtown. Specific landscape standards should be established for Downtown development that complement the streetscape cross sections for Downtown streets and the vision for Gateways into and out of downtown. A fee in-leu option could be established to allow participation in a master landscape or sidewalk plan for Downtown.

Downtown Parking. The current Downtown parking standards in UDC Section 5.E.16.d does provide guidance for the treatment of parking in non-conforming situations and provide for a reduced parking standards in the Downtown area. However, these standards for parking do not conform to the vision of Downtown in the Comprehensive Plan or act as a long-term strategy for parking.

Downtown-specific parking requirements are needed that take into account the nature of shared and on-street parking in the downtown area, as well as the potential future for the City to provide parking as a utility. A separate parking study or plan should be undertaken as a planning effort separate from the UDC Update. The requirements to provide on-site parking downtown may vary on the location of

the property, the proximity to residential neighborhoods, and the that are achievable with the constraints of development in a Downtown setting with limited ability to provide on-site parking.

Standards for surface parking lots and parking structures need to be created that ensure compatibility with the character of Downtown and the vision of the Comprehensive Plan. These standards should address the location of parking in relation to the street and screening requirements.

COMPREHENSIVE PLAN ALIGNMENT: ECONOMIC DEVELOPMENT

Downtown Reinvestment. The Comprehensive Plan highlights retail development as a catalyst for investment and growth in the Downtown area. The UDC's 'Old Town Crandall District' section outlines site regulations, building dimensions, and façade design standards. To reinforce a cohesive aesthetic and strengthen the district's identity, an expanded design standards section with sample graphics is recommended.

COMPREHENSIVE PLAN ALIGNMENT: PUBLIC INFRASTRUCTURE

Infrastructure Requirements at Subdivision. The standards of UDC Section 12, 13, and 14 should be evaluated for their effectiveness in creating a continuous transportation and utility system that can be logically extended in the future.

These standards should also consider special situations that often occur in Crandall such as development in the Downtown area where infrastructure may exist but may be substandard. Standards and processes for ensuring this infrastructure is up to current standards may be considered in the UDC. The City also maintains platting authority in areas where it may or may not be the utility provider. Clear guidance on what is expected of subdivisions for line extension or proof of service should be provided in the UDC.

COMPREHENSIVE PLAN ALIGNMENT: PARKS, TRAILS, AND OPEN SPACE

Open Space vs. Parks. The requirements for Usable Open Space (Section 7.F) and Park and Open Space Dedication (Section 9.J) should be reconciled with one another and with the specific standards outlined for the SF-TH, SF-PH, and MF-15 districts. Each of these requirements needs to be clear and concise in its purpose as it relates to mitigating impact of a use or development on adjacent properties through on-site requirements, or the impact of new development on the parkland system. Consolidate these standards into two sections: one section addressing on-site open space in multi-family or townhome developments and one section addressing public parkland dedication and development.

Parkland Dedication and Parkland Development. The standards for both the parkland dedication and the development component of UDC Section 9.J merit revision. There is not a clearly defined methodology in the UDC to determine the level of dedication or development required for a park, and the existing standards do not ensure quality or consistency among developments. Additionally, a clear process to evaluate non-standard requests for parkland dedication needs to be established. Minimum standards for private parkland dedication should also be codified, if private parks are to be allowed as

an alternative to public land dedication. The development of on-road and off-road trails should be treated as master planned infrastructure with separate criteria for dedications for trails.

COMPREHENSIVE PLAN ALIGNMENT: HAZARD MITIGATION AND RESILIENCE

Infrastructure Resilience. The UDC can enhance hazard mitigation by establishing regulations by ensuring that it is promoting the latest industry standards practices in development regulation and infrastructure planning. Additionally, planning efforts may be required to fully engage with the vision for Hazard Mitigation and Resilience outlined in the Comprehensive Plan. These efforts may overlap with other changes proposed by this report.

Of primary importance are the regulations around floodplain. Modification of the local and developed floodplains should be evaluated against best practices. Additional riparian setbacks or water quality buffers may be warranted based on specific conditions present in Crandall that could be identified in separate planning studies.

Additionally, the terms for upgrading non-conforming sites should be reviewed to ensure that development is compliant with the latest standards for regulations for stormwater management and detention, landscape, tree preservation, fire protection, etc. as they are redeveloped to promote incremental improvement.


PIONEERING OUR FUTURE
ENVISION CRANDALL
20 50
PRESERVING OUR PAST