

City of Crandall  
**COMPREHENSIVE  
PLAN**

Executive Summary | July 2025

# TABLE OF CONTENTS

<b>CRANDALL TODAY</b> .....	1
Envision Crandall Comprehensive Planning Process.....	2
<b>COMMUNITY VISION AND STRATEGIC DIRECTION</b> .....	4
Engagement Snapshot.....	4
Strategic Direction.....	6
<b>IMPLEMENTATION</b> .....	15
Introduction.....	15
Implementation Matrix.....	16
Future Land Use Actions.....	17
Mobility Actions.....	19
Downtown Actions.....	21
Economic Development Actions.....	22
Public Infrastructure Actions.....	23
Parks, Trails, and Open Space Actions.....	24
Hazard Mitigation and Resilience Actions.....	25

Prepared for:



Prepared by:

**Kimley»Horn**

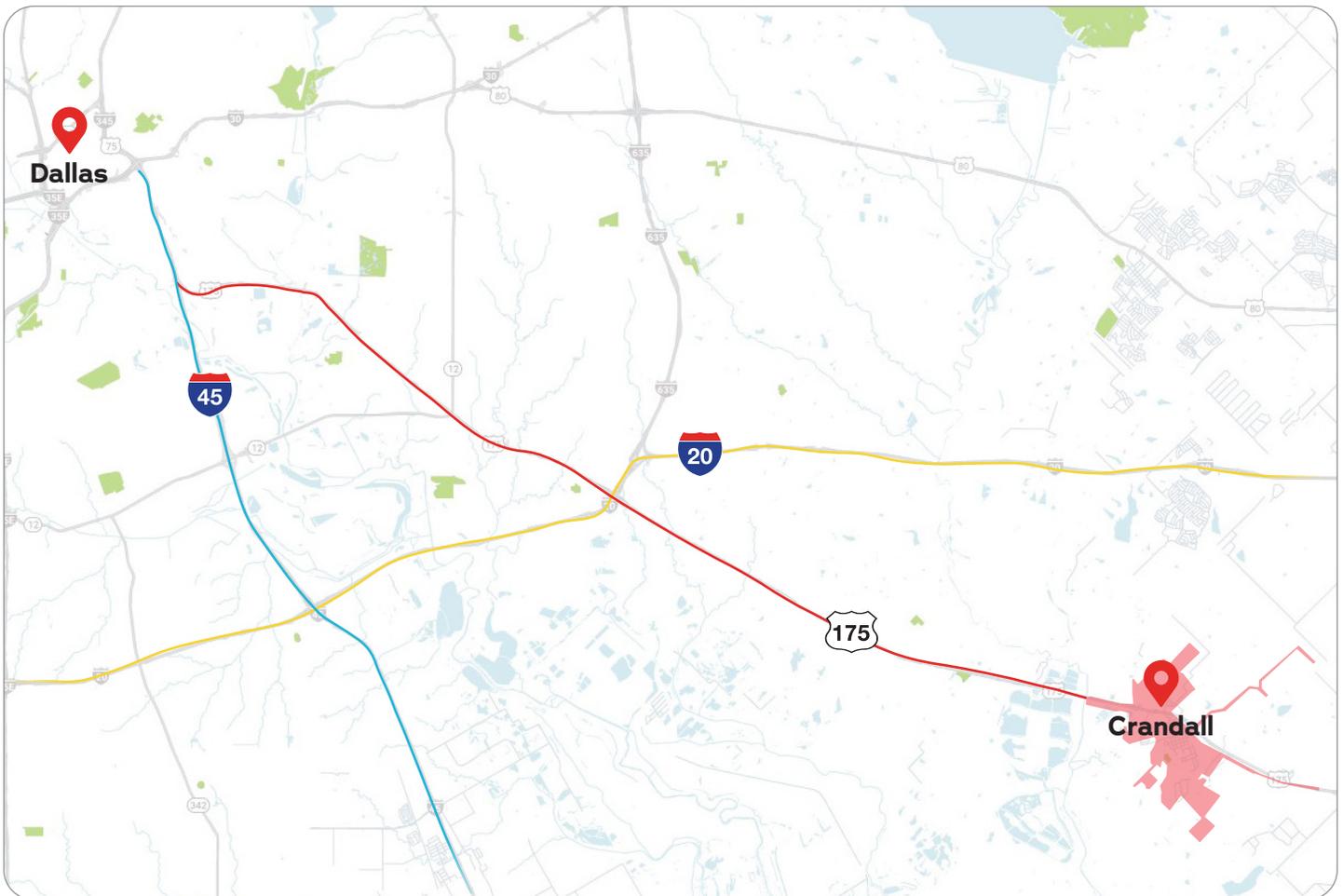
Expect More. Experience Better.

## EXECUTIVE SUMMARY

# 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** 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: 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.

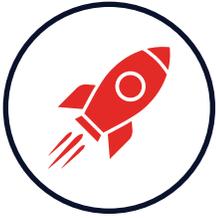
A comprehensive plan does not create zoning regulations or define zoning boundaries. However, the State of Texas Local Government Code states that zoning regulations must align with a comprehensive plan to ensure the health and safety of the city's residents. **Chapter 3: Future Land Use** outlines a 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.

## 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

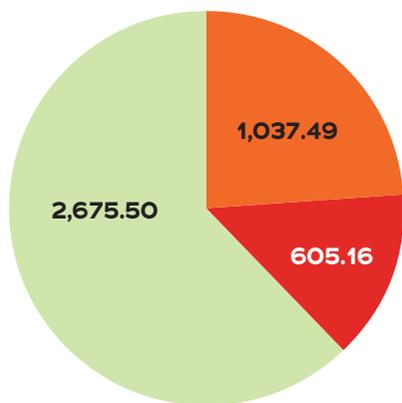
Crandall’s current acreage is 4,318.15 and the ETJ acreage is 8,203.09. The floodplain constrains how the City develops sustainably within its limits and ETJ. The total developable land in the City Limits and ETJ is 6,414.05 acres. However, based on what is already developed or accounted for in existing 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** displays a summary of the above information.

*Table 1: Developable vs. Undevelopable Land Acreage in Crandall City Limits and ETJ*

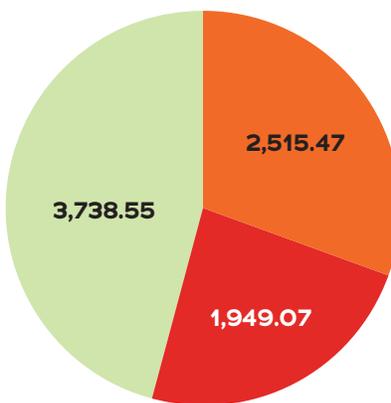
	City Limits	ETJ	Crandall Total
<b>Developed</b>	1,037.49	2,515.47	3,552.96
<b>Undevelopable/Floodplain</b>	605.16	1,949.07	2,554.23
<b>Undeveloped</b>	2,675.50	3,738.55	6,414.05
<b>Total</b>	<b>4,318.15</b>	<b>8,203.09</b>	<b>12,521.24</b>

*Figure 2: Developable Land by Acreage*

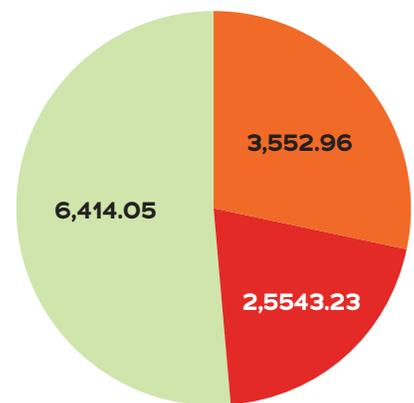
City Limits Acreage Breakdown



ETJ Acreage Breakdown

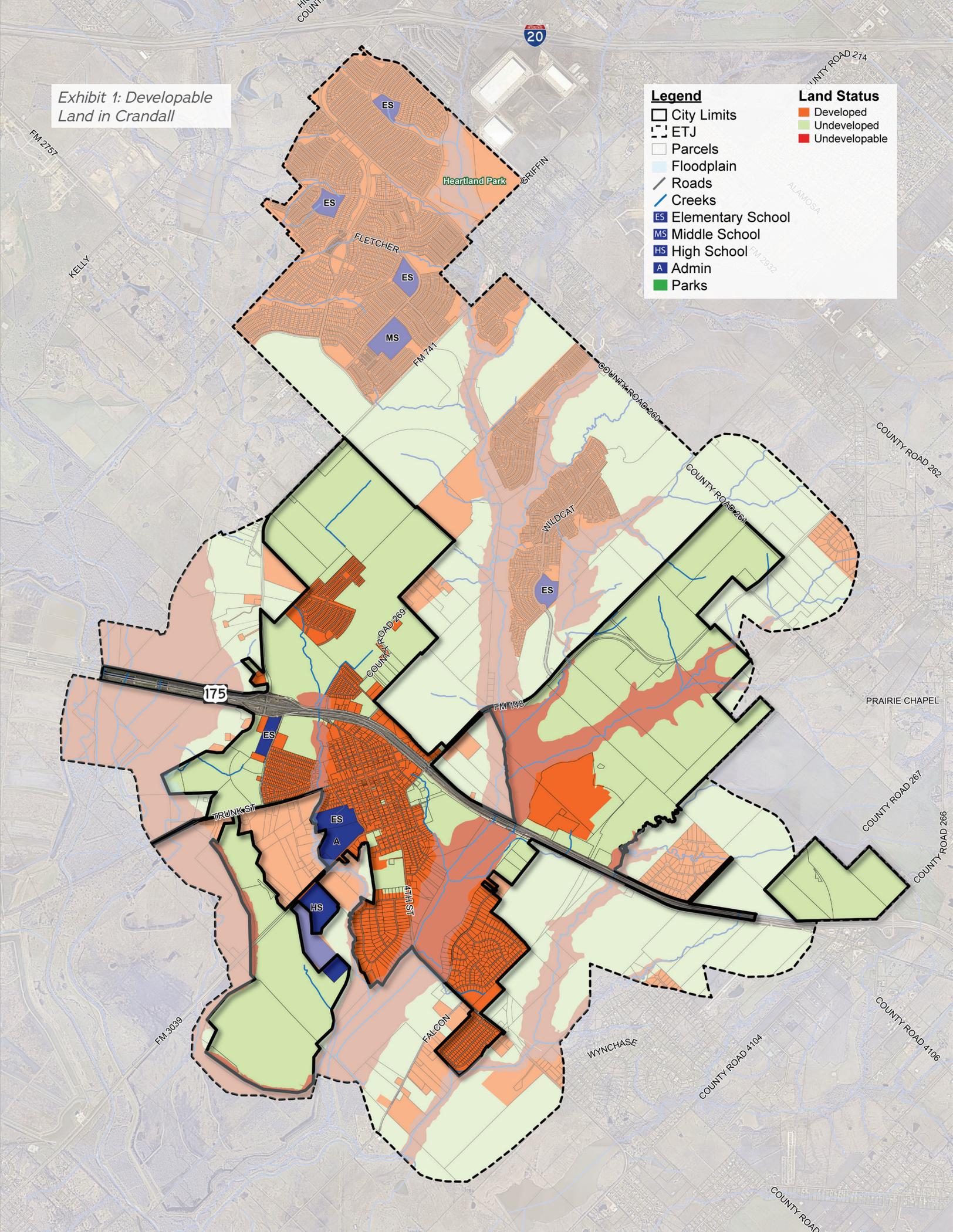


Total Breakdown



■ Developed    
 ■ Undevelopable/Floodplain    
 ■ Undeveloped

Exhibit 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

FM 2757

KELLY

HIGHWAY

20

COUNTY ROAD 274

Heartland Park

GRIFFIN

FLETCHER

ES

MS

FM 741

COUNTY ROAD 260

ALAMOSA

FM 2332

WILDCAT

ES

COUNTY ROAD 261

COUNTY ROAD 262

175

COUNTY ROAD 263

FM 148

PRAIRIE CHAPEL

TIRUNK ST

ES

ES

A

HS

IS HILL

COUNTY ROAD 267

FM 3039

FALCON

WYNCHASE

COUNTY ROAD 4104

COUNTY ROAD 266

COUNTY ROAD

## EXECUTIVE SUMMARY

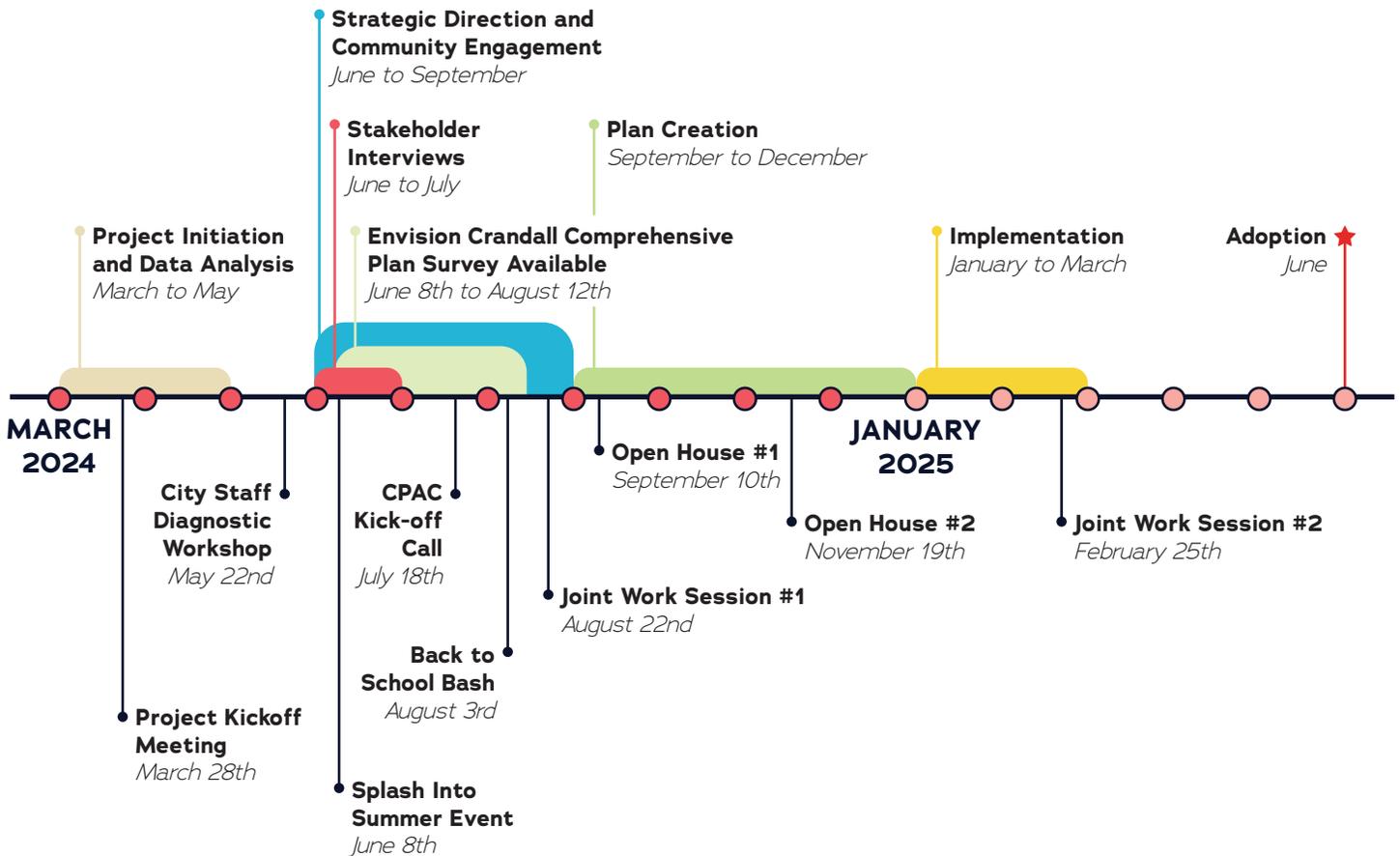
# COMMUNITY VISION AND STRATEGIC DIRECTION

This section 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 section 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 3: Timeline of Engagement



## 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

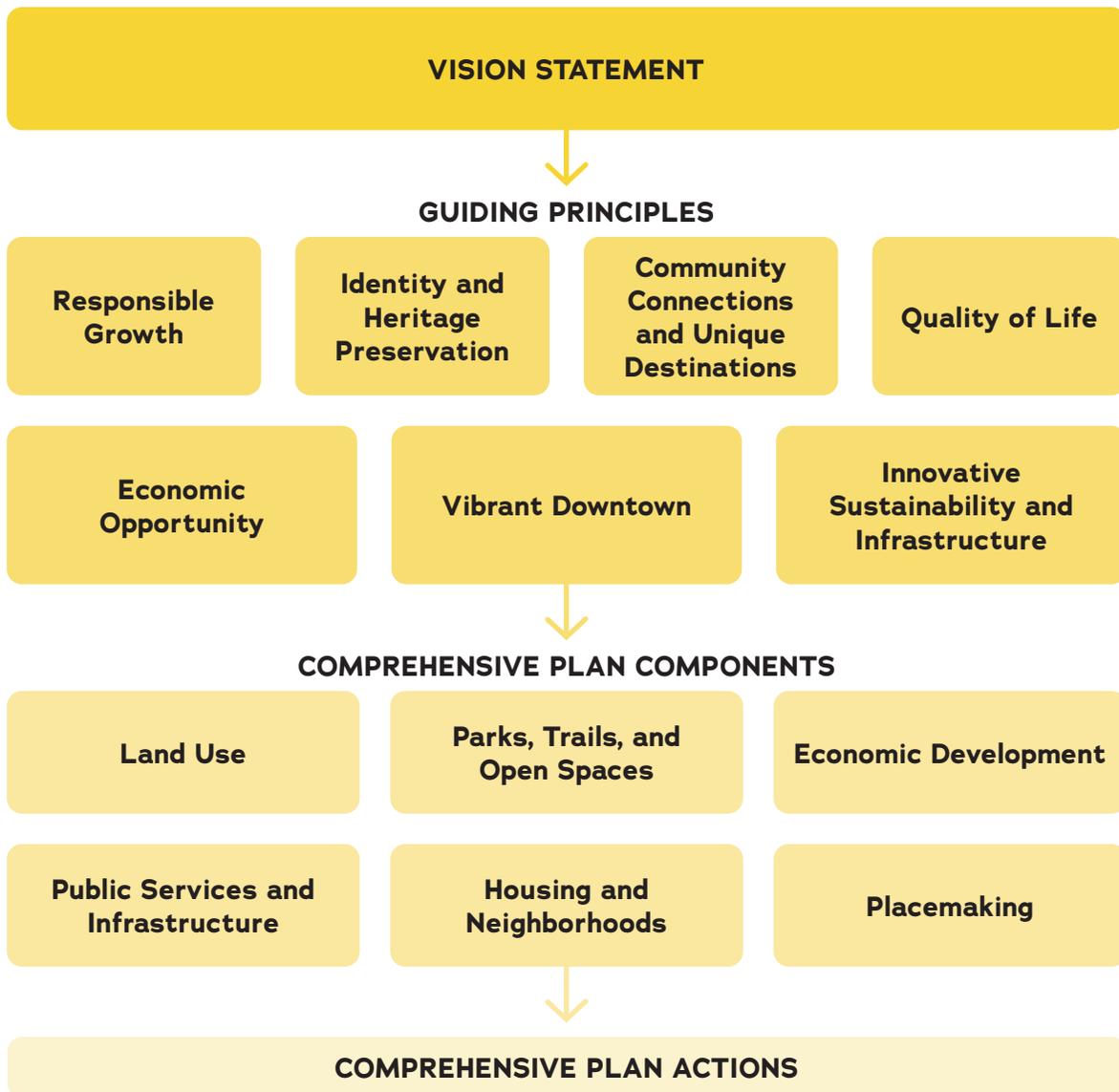
The Envision Crandall Comprehensive Strategic Direction establishes a long-term vision for the future growth of Crandall. The goal of the Strategic Direction is to provide a specific guide for the direction of the community to City staff and elected officials. The Strategic Direction was developed in 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 4: 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*

## *Our Vision Statement*

**“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.

### ▶ 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.



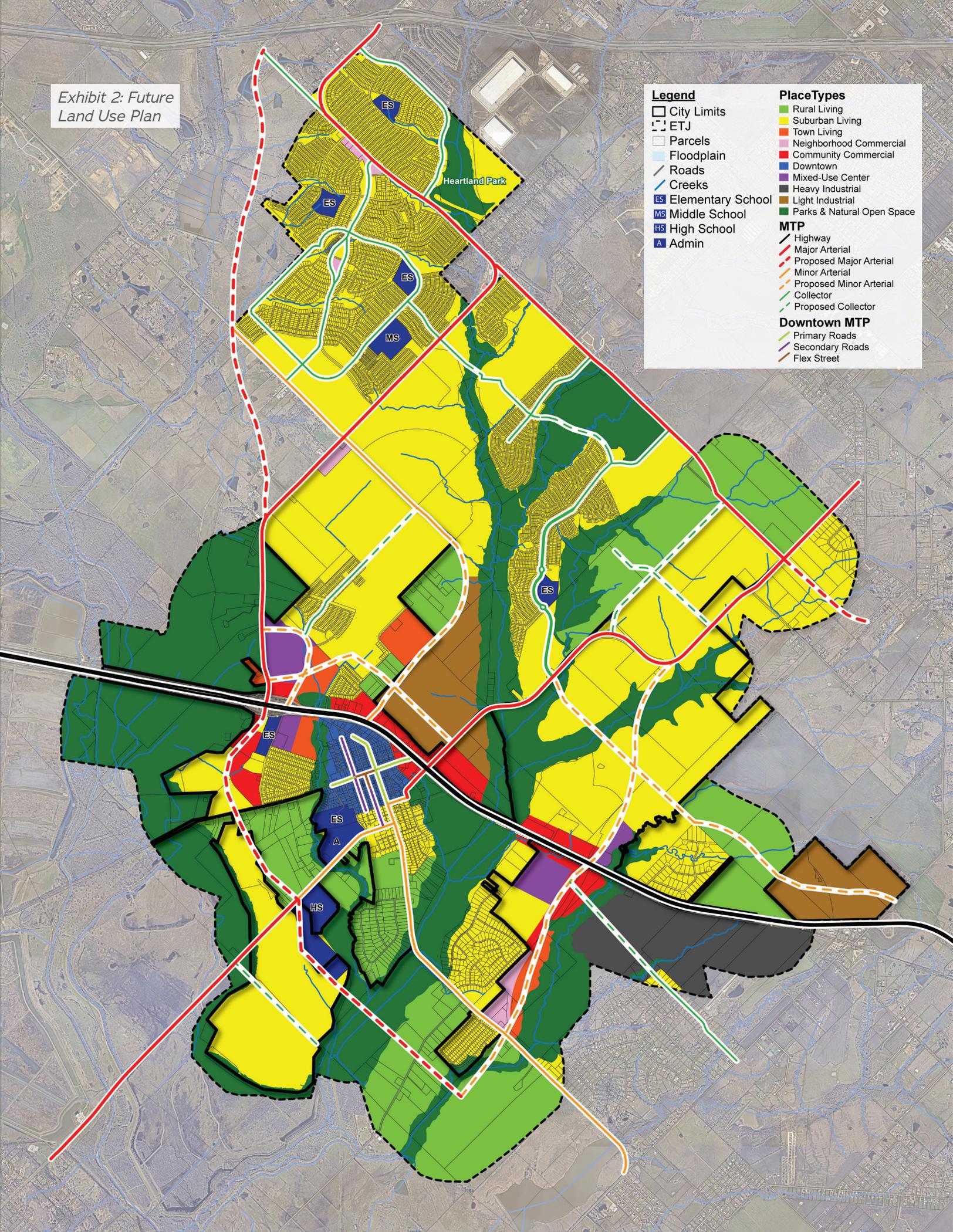
*A Variety of Land Uses in Crandall*



### 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**.*

Exhibit 2: Future Land Use Plan



<b>Legend</b>		<b>PlaceTypes</b>	
	City Limits		Rural Living
	ETJ		Suburban Living
	Parcels		Town Living
	Floodplain		Neighborhood Commercial
	Roads		Community Commercial
	Creeks		Downtown
	Elementary School		Mixed-Use Center
	Middle School		Heavy Industrial
	High School		Light Industrial
	Admin		Parks & Natural Open Space
		<b>MTP</b>	
	Highway		Major Arterial
	Proposed Major Arterial		Proposed Minor Arterial
	Proposed Minor Arterial		Proposed Collector
	Proposed Collector		
		<b>Downtown MTP</b>	
	Primary Roads		Secondary Roads
	Flex Street		

## 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*

### 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.



*Example of Light Industrial in Crandall*

## EXECUTIVE SUMMARY

# 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.

## 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
<b>Responsible Growth</b>							
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	\$	
<b>Identity and Heritage Preservation</b>							
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	\$\$	
<b>Community Connection and Unique Destinations</b>							
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
<b>Quality of Life</b>							
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		\$	
<b>Economic Opportunity</b>							
LU 5.1	Encourage retail and commercial growth along US-175 to support economic development.	Partnerships	M	EDC	City Council	\$	
<b>Vibrant Downtown</b>							
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	\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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	\$	
<b>Identity and Heritage Preservation</b>							
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		\$	
<b>Community Connection and Unique Destinations</b>							
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	\$	
<b>Quality of Life</b>							
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
<b>Economic Opportunity</b>							
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	\$	
<b>Vibrant Downtown</b>							
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	\$\$\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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		\$	
<b>Identity and Heritage Preservation</b>							
DT 2.1	Create Downtown gateways.	Regulations and Guidelines	L	EDC, City Staff		\$	
<b>Community Connection and Unique Destinations</b>							
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		\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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	\$	
<b>Identity and Heritage Preservation</b>							
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	\$	
<b>Community Connection and Unique Destinations</b>							
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,		\$	
<b>Economic Opportunity</b>							
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	\$	
<b>Vibrant Downtown</b>							
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,		\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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	\$\$	
<b>Community Connection and Unique Destinations</b>							
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		\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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
<b>Community Connection and Unique Destinations</b>							
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		
<b>Quality of Life</b>							
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		\$	
<b>Economic Opportunity</b>							
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		\$	
<b>Vibrant Downtown</b>							
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	\$\$	
<b>Innovative Sustainability and Infrastructure</b>							
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
<b>Responsible Growth</b>							
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		\$	
<b>Community Connection and Unique Destinations</b>							
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		\$\$	
<b>Quality of Life</b>							
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		\$\$\$	
<b>Economic Opportunity</b>							
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	\$\$	
<b>Vibrant Downtown</b>							
HM 6.1	Use flood control measures within Downtown to enhance stormwater management and improve vibrancy.	Regulations and Guidelines	M	City Staff, Public Works		\$\$	
<b>Innovative Sustainability and Infrastructure</b>							
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		\$\$	

