2017 COMPREHENSIVE PLAN
Town of Sunnyvale, Texas
Adopted: 02/27/2017
Acknowledgements

Council members and staff members provided knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and helped to make this planning process and document possible:

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Planning Context

Regional Context
As shown in Figure 1, Sunnyvale is located at the far eastern edge of Dallas County and is bordered by Mesquite to the west and south, Kaufman County to the east, and Garland to the North. A portion of the Town limits also borders the southern portion of Lake Ray Hubbard. US Highway 80 runs east-west through the Town limits, creating a regional connection to Dallas and to East Texas. Belt Line Road runs north-south through the Town Limits, providing access to IH-30 and US-80.

Planning Area
The planning area for this Comprehensive Plan is the Town limits, which is 16.7 square miles. The Town has a small area of extraterritorial jurisdiction (ETJ), which is shown in yellow in Figure 2. The ETJ is approximately 1,088 acres. This land is all floodplain and is generally undevelopable; therefore, it will not be included in the planning area. Since Sunnyvale has a small ETJ, the Town limits are generally set. This means that the Town will focus on development of vacant areas and, in the future, redeveloping aging areas.
Figure 2. Town Limits Map

Legend
- Sunnyvale Town Limits
- Sunnyvale ETJ
- Lakes/Ponds
Purpose of the Plan

Sunnyvale’s Comprehensive Plan can be defined as a long-range planning tool that is intended to be used by citizens, the Town Council, Town Staff and other decision-makers to guide the growth and physical development of the community for 10 to 15 years. This Comprehensive Plan is a vision of what Sunnyvale can become and is a long-range statement of the Town’s public policy.

In basic terms, the primary objectives of a comprehensive plan are to accomplish the following:

- Efficient delivery of services,
- Coordination of public and private investments,
- Minimization of potential conflicts between land uses,
- Management of growth in an orderly manner,
- Cost-effective public investments, and
- A rational and reasonable basis for making decisions that impact the community.

There are two interrelated purposes of a comprehensive plan: 1), it allows the citizens of a community to create a shared vision of what they want the community to become, and 2), it establishes ways in which a community can effectively realize this vision.

As new development, zoning requests and other development decisions are made, the comprehensive plan helps to ensure orderly and coordinated growth. Determining what land uses are appropriate within Sunnyvale, and where such land uses should be located, helps to protect the integrity of the Town’s neighborhoods and corridors. Ultimately, coordinated land use patterns help to protect private property by maintaining and enhancing value and protecting property from incompatible uses.

Basis in State Law

The State of Texas has established laws regarding the ways incorporated communities can ensure the health, safety and welfare of their citizens. State law gives municipalities the power to regulate the use of land, but only if such regulations are based on a plan. Authority of a city or town to create a comprehensive plan is rooted in Chapters 211, 212, and 213 of the Texas Local Government Code. Explanations are included below:

**Chapter 211**

Chapter 211 of the Texas Local Government Code allows the government body of a community to regulate zoning and requires zoning to be in conformance with a plan.

**Chapter 212**

Chapter 212 of the Texas Local Government Code allows the governing body of a community to regulate subdivision development within the corporate limits and within the extraterritorial jurisdiction (ETJ), which varies depending upon the population of the community.
**Chapter 213**

Chapter 213 of the Texas Local Government Code allows the governing body of a community to create a comprehensive plan for the “long-range development of the municipality.” Basic recommendations for comprehensive planning are to address land use, transportation, and public facilities, but may include a wide variety of other issues determined by the community. It is important to note that a comprehensive plan is not a zoning ordinance, but rather is intended to be used as a tool to guide development, infrastructure and land use decisions in the future. The comprehensive plan does, however, serve as a basis on which zoning decisions are made, as specified by Chapter 211 of the Texas Local Government Code.
2017 Comprehensive Plan

Town Snapshot
Effective planning requires an understanding of many important baseline features including demographics, existing land use, physical constraints, and past planning efforts. Understanding these factors allows for reliable and coordinated future land use and transportation decisions to be made. Because Sunnyvale is part of a greater metropolitan area, understanding its context and function within the region will result in the development of coordinated, informed, and realistic scenarios. The Town Snapshot provides a baseline analysis of the current and historical social, demographic, and physical characteristics of the Town. The data provides Town staff, officials, and stakeholders a basis from which to make informed planning decisions and create a vision for the future of the community.

History of Sunnyvale

The Town of Sunnyvale is established on land of approximately 45 original land grants, with the four largest being those of J. Johnson, P. Green, M. A. Freeman, and T. D. Coats. The Town was incorporated on February 26, 1953. It is one of the newer municipalities in Dallas County. The creation of the Town was an incorporation of the Long Creek, New Hope, Tripp, and Hattersville hamlets. The Long Creek hamlet was settled in 1845 along Long Creek. The New Hope hamlet was a center of commerce in 1885 when a resident, Mr. Tinsley, purchased a store building. This hamlet was near today’s intersection of Belt Line Road and Town East Blvd. The Tripp hamlet was located near today’s intersection of Tripp Road and Collins Road. The Hattersville hamlet was located along the East Fork Trinity River.

After the Town incorporated, the area of the old New Hope community became Main Street in Sunnyvale and the old New Hope school served as the Town Hall. The name of the Town was chosen by students from the Tripp-Long Creek school as part of a contest held by area officials. The original name chosen was “Sunnyville”, but this name was already claimed by another community.

-Adapted from the Texas State Historical Association Online Handbook and the Town of Sunnyvale
Previous Planning Efforts

2000 Comprehensive Plan
The 2000 Comprehensive Plan was adopted on January 31, 2000. This plan included land use, natural resources, housing, economic development, transportation, public facilities, growth management, and community design.

2008 Comprehensive Plan Update
The 2000 Comprehensive Plan was updated in 2008. The main updates were to the Future Land Use Map. All plan elements from the 2000 plan remained the same.

2015 Parks, Recreation, and Open Space Master Plan
The Parks, Recreation, and Open Space Master Plan was completed in April 2015. The plan inventories the existing facilities and identified park and recreation needs. The plan recommends upgrades to existing parks and land acquisitions for future parks. The plan also recommends a Town-wide trail system.
Demographic Profile

All data used in the demographic profile is from the 2010 US Census or the 2011-2015 American Community Survey 5-year estimates.

Population

Figure 3 shows Sunnyvale’s historical population and percent change. Since 1960, Sunnyvale has experienced consistent population growth. By 2010, the Town had reached a milestone when it surpassed a population of 5,000, which allows the Town to be a home-rule municipality. A home-rule municipality operates more independently from the State in regards to structure, power, duties, and authority to better accommodate the needs of citizens. As of January 1, 2017, the estimated population from Town Staff is 6,044.

Quick Facts:

3.4% CAGR (1960-2015)
3.3% CAGR (2010-2015)

*CAGR = Compound Annual Growth Rate

Source: US Census
Age and Gender

Figure 5 compares the age and gender of Sunnyvale residents to the state of Texas. Overall, Sunnyvale has a large population of males and females 45 to 69 years old and 10 to 19 years old. Compared to Texas, Sunnyvale is lacking a population of males and females 20 to 39 years old, which are young adults and younger families.

Figure 5. Age and Gender Pyramid

Source: 2010 US Census
Housing

As shown in Figure 6, Sunnyvale as the second highest median housing value compared to surrounding communities. Table 1 shows that of the 1,750 housing units in Sunnyvale, 97.5% are single-family detached homes. Table 2 shows that most Sunnyvale’s housing units were built between 2000 and 2009. This correlates with the population growth shown in Figure 3.

Figure 6. Median Housing Value

Table 1. Units in Structure

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>1,750</td>
</tr>
<tr>
<td>1-unit, detached</td>
<td>1,707</td>
</tr>
<tr>
<td>20 or more units</td>
<td>43</td>
</tr>
</tbody>
</table>

Table 2. Year Structure Built

<table>
<thead>
<tr>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing Units</td>
<td>1,750</td>
</tr>
<tr>
<td>2010 or later</td>
<td>149</td>
</tr>
<tr>
<td>2000 to 2009</td>
<td>754</td>
</tr>
<tr>
<td>1990 to 1999</td>
<td>226</td>
</tr>
<tr>
<td>1980 to 1989</td>
<td>249</td>
</tr>
<tr>
<td>1970 to 1979</td>
<td>178</td>
</tr>
<tr>
<td>1960 to 1969</td>
<td>131</td>
</tr>
<tr>
<td>1950 to 1959</td>
<td>63</td>
</tr>
<tr>
<td>1940 to 1949</td>
<td>0</td>
</tr>
<tr>
<td>1939 or earlier</td>
<td>0</td>
</tr>
</tbody>
</table>

Growth in North Texas

The North Central Texas Council of Governments (NCTCOG) has developed projections for the 16-county region through 2050. These projections were developed for use in the Vision North Texas regional project, which is a regional plan for the North Texas area. Table 3 shows that the North Texas area is expected to have over 9.4 million people by 2030 and almost 12 million people by 2050. This data reveals that growth is happening all over North Texas and Sunnyvale will face growth pressures. As shown in Table 4, four of the top ten fastest growing counties in Texas are surrounding Sunnyvale: Kaufman County, Rockwall County, Collin County, and Denton County.

Table 3. North Texas Growth Projections

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2030</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>5.31</td>
<td>9.49</td>
<td>11.66</td>
</tr>
<tr>
<td>(in millions)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Employment</td>
<td>3.22</td>
<td>5.58</td>
<td>7.17</td>
</tr>
<tr>
<td>(in millions)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Households</td>
<td>1.94</td>
<td>3.48</td>
<td>4.38</td>
</tr>
<tr>
<td>(in millions)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Vision North Texas

Table 4. Ten Fastest Growing Counties in Texas by 2050

<table>
<thead>
<tr>
<th>County</th>
<th>2010 Population</th>
<th>2050 Population</th>
<th>Change</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hays</td>
<td>157,107</td>
<td>824,070</td>
<td>666,963</td>
<td>424.5%</td>
</tr>
<tr>
<td>Collin</td>
<td>782,341</td>
<td>3,801,840</td>
<td>3,019,499</td>
<td>386.0%</td>
</tr>
<tr>
<td>Fort Bend</td>
<td>585,375</td>
<td>2,738,553</td>
<td>2,153,178</td>
<td>367.8%</td>
</tr>
<tr>
<td>Williamson</td>
<td>422,679</td>
<td>1,976,958</td>
<td>1,554,279</td>
<td>367.7%</td>
</tr>
<tr>
<td>Denton</td>
<td>662,614</td>
<td>3,031,597</td>
<td>2,368,983</td>
<td>357.5%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>455,746</td>
<td>2,061,972</td>
<td>1,606,226</td>
<td>352.4%</td>
</tr>
<tr>
<td>Rockwall</td>
<td>78,337</td>
<td>333,656</td>
<td>255,319</td>
<td>325.9%</td>
</tr>
<tr>
<td>Kaufman</td>
<td>103,350</td>
<td>438,487</td>
<td>335,137</td>
<td>324.3%</td>
</tr>
<tr>
<td>Parker</td>
<td>116,927</td>
<td>453,381</td>
<td>336,454</td>
<td>287.7%</td>
</tr>
<tr>
<td>Bastrop</td>
<td>74,171</td>
<td>272,726</td>
<td>198,552</td>
<td>267.7%</td>
</tr>
</tbody>
</table>

Source: Texas Demographic Center
Physical Characteristics

Sunnyvale’s natural and built patterns have influenced the shape and growth of the Town. Understanding such features, which ultimately control and regulate Town expansion, creates knowledge of how and where the Town can grow in the future. These patterns are divided into two primary categories: natural constraints that examine the geographical aspects of Sunnyvale and built constraints that examine features that have been constructed or added by the Town.

Natural Constraints

_Creeks and Streams_

Two creeks, Long Creek and Duck Creek, run southeast through Sunnyvale. The creeks create wide floodplain areas, mature tree cover, and a natural environment for local wildlife. Additionally, the creeks are important to Sunnyvale because they create a visual character that citizens value.

_Lake Ray Hubbard_

Lake Ray Hubbard is to the northeast of Sunnyvale. The Town limits borders a portion of the lakefront. The entire lake is incorporated by the City of Dallas. The lake is primarily used for recreation.

Built Constraints

_Railroad_

An active Union Pacific rail line runs along Scyene Road in the southernmost portion of the Town limits. There is also an abandoned rail line that runs north-south through the Town, to the east of Collins Road.

_US Highway 80_

US 80 is a highway that runs east-west through Sunnyvale. This roadway provides a connection to the DFW metroplex from East Texas.
Existing Land Use

The existing land use of Sunnyvale, shown in Figure 9, depicts the current conditions of the Town. To plan for future land uses, it is important to examine the existing land uses. The breakdown of Sunnyvale’s acreage by existing land use categories is shown in Table 5 and Figure 8.

Acres Per 100 Persons

Calculating the acres per 100 persons is an important measure for a municipality’s economic base. For retail uses, a high ratio of 0.6 and above is representative of a community that is capturing the demand generated by the local population as well as that of other nearby communities. A ratio of 0.5 is average, meaning that a community is capturing most of the demand from the local population. A ratio between 0.3 and 0.4 is considered low, and results when a local population is traveling elsewhere for goods and services. Sunnyvale has an average ratio for retail of 0.5.

Table 5. Existing Land Use Distribution

<table>
<thead>
<tr>
<th>Existing Land Use</th>
<th>Acres</th>
<th>Percentage of Existing Land Use</th>
<th>Acres per 100 Persons*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family</td>
<td>2,412</td>
<td>22.4%</td>
<td>39.9</td>
</tr>
<tr>
<td>Multi-Family</td>
<td>17</td>
<td>0.2%</td>
<td>0.3</td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td>189</td>
<td>1.8%</td>
<td>3.1</td>
</tr>
<tr>
<td>Utility Easements</td>
<td>237</td>
<td>2.2%</td>
<td>3.9</td>
</tr>
<tr>
<td>Public/Semi-Public</td>
<td>203</td>
<td>1.9%</td>
<td>3.4</td>
</tr>
<tr>
<td>Office</td>
<td>29</td>
<td>0.3%</td>
<td>0.5</td>
</tr>
<tr>
<td>Retail</td>
<td>32</td>
<td>0.3%</td>
<td>0.5</td>
</tr>
<tr>
<td>Commercial</td>
<td>167</td>
<td>1.6%</td>
<td>2.8</td>
</tr>
<tr>
<td>Industrial</td>
<td>345</td>
<td>3.2%</td>
<td>5.7</td>
</tr>
<tr>
<td>Utilities</td>
<td>253</td>
<td>2.4%</td>
<td>4.2</td>
</tr>
<tr>
<td>Vacant</td>
<td>6,184</td>
<td>57.5%</td>
<td>102.3</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>686</td>
<td>3.4%</td>
<td>11.4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,752</td>
<td><strong>100.0%</strong></td>
<td><strong>117.9</strong></td>
</tr>
</tbody>
</table>

*Based on current population of 6,044
Figure 8. Existing Land Use Distribution

Existing Land Use Summary:

- Just over half of the land inside the Town limits is vacant
- The largest land use is single-family homes
- US 80 has room to develop more non-residential uses
- There is enough land to preserve open space and still develop
- More housing choices can be added, while keeping single-family houses the largest residential use
[This page intentionally left blank for double-sided printing.]
This chapter creates a vision for this comprehensive planning effort, as well as for the Town of Sunnyvale in general. The vision for Sunnyvale that is described within this Plan will help guide growth and development in the Town for the next 10 years and beyond. This chapter outlines Sunnyvale’s vision in the form of goals and objectives that were created with the assistance of Town staff, official, stakeholders, and residents.

**Summary of Public Input**

**Public Workshop #1**

The first public workshop was held on November 20, 2014. This workshop served as a kick-off for the comprehensive planning process. The consultants outlined the process and briefed the audience on topics that needed to be discussed such as residential density, commercial growth, infrastructure, etc.

**Public Workshop #2**

A second public workshop was held on March 20, 2015. The purpose of the workshop was to present three alternative land use scenarios to the public. The input provided about the land use scenarios was used in creating the Future Land Use Plan. Generally, citizens at the meeting were concerned with growth pressures and how to properly respond.
Vision Statement

The vision statement is intended to describe Sunnyvale’s values, goals, and hopes for the future at high level. Building on a direction from the Town Council, Town Staff, and public input, the following vision statement was created to guide the development of the plan.

Sunnyvale’s Vision Statement:

A growing community of small town values, connected closely with our citizens, that continues to foster quality family residential and commercial development.
Plan Goals

The following goals were based off input from the public and from meetings with the Town Council and Planning & Zoning Commission. These eight goals summarize the overall vision for the future of Sunnyvale. Each plan recommendation and action ties back to one or more of these goals.

**Goal 1**
Preserve Sunnyvale’s small town character and natural resources.

**Goal 2**
Maintain attractive and safe residential neighborhoods.

**Goal 3**
Promote a range of commercial development types (neighborhood to regional), while still maintaining a rural town character.

**Goal 4**
Connect Sunnyvale through a framework of parks, open spaces, and recreational facilities that meet community needs and match population growth.

**Goal 5**
Establish a walkable, pedestrian-friendly Town Center.

**Goal 6**
Establish a well-connected transportation network that provides efficient and safe traffic flow.

**Goal 7**
Manage growth for logical and intelligent use of land with phased, contiguous, and compatible development.

**Goal 8**
Provide an age-restricted residential area for ages 55 and up to provide lifecycle housing choices.

**Goal 9**
Promote sustainable development that encourages healthy living, economic growth, and environmental integrity, for current and future residents of Sunnyvale.
Future Land Use
The right of a municipality to coordinate growth is rooted in its need to protect the health, safety, and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the Future Land Use Plan, which sets an overall framework for the preferred pattern of development within Sunnyvale. In general, the Future Land Use Plan is intended to be a comprehensive blueprint of Sunnyvale’s vision for its future land use pattern. Specifically, the Future Land Use Plan designates various areas within the Town for land uses, based principally on the specific land use policies outlined in this chapter.

**Future Land Use Map**

The Future Land Use Map will serve as the Town’s long-range “roadmap”. The Future Land Use Map will ultimately be reflected through the Town’s policy and development decisions. The Future Land Use Plan is not a zoning map, which would otherwise address specific development requirements on individual parcels. The zoning map and changes in zoning will, however, be based on the Future Land Use Plan. The pictures below provide examples of the spirit and vision for the future land use of Sunnyvale.

**Residential Future Land Use Types**

*Rural Residential*

This category refers to single-family homes on lots two acres or greater (i.e., 0.4 dwelling units per gross acre and lower). This includes farms and ranchettes.

*Estate Residential*

This category refers to single-family homes on lots one to two acres (i.e., 0.8 to 0.4 dwelling units per gross acre).

*Low Density Residential*

This category refers to single-family homes that are generally included in subdivisions. This type of housing currently composes a large portion of Sunnyvale’s existing housing stock. Low density residential is generally one acre lots (i.e., 1.0 dwelling units per gross acre).
**Medium Density Residential**

This category refers to single-family homes on smaller lots. This land use can serve as a transition zone between large-lot, single-family neighborhoods and commercial development. Medium Density Residential is generally lots between 7,000 sq. ft. and 24,000 sq. ft. (4.0 to 1.4 dwelling units per gross acre).

**High Density Residential**

This category refers to the highest density of attached housing in Sunnyvale. The maximum density for this land use category is 6.0 dwelling units per gross acre. High Density Residential is designed to accommodate various forms of attached housing, such as duplexes, townhomes, tri- or four-plexes.

**Nonresidential Future Land Use Types**

**Town Center**

This designation is representative of the area along Collins Road, north of US Highway 80. This area has special design regulations in place, which are enforced through the zoning ordinance. The Town Hall is the centerpiece of this area. (See Town Center District)

**Lakefront District**

This designation is representative of the area east of the proposed SH-190 and west of Lake Ray Hubbard. This area is primarily undeveloped. The vision for this area is a regional retail and commercial destination with a small residential component. (See Lakefront District)
Retail
This designation is representative of retail and services businesses that aim to meet the needs of both local and regional residents. This designation is most suitable along major corridors.

Public/Institutional
This designation is representative of uses that are governmental or institutional in nature. These uses are generally permitted within any area; therefore, the areas shown on the Future Land Use Map include the uses that are currently in existence. It is anticipated that there will be a need for additional public uses with future population growth.

Employment (Commercial)
This designation is representative of commercial and office uses that provide employment opportunities. These uses are most suitable along the US Highway 80 corridor.

Business Park (Industrial)
This land use designation is suitable for manufacturing, processing, assembling, packaging and fabricating previously prepared materials, as well as warehousing.

Floodplain/Open Space
This designation is representative of areas that include floodplain, open space, and parks. These areas should remain undeveloped to protect the rural character of Sunnyvale and to provide recreational amenities.
Figure 10. Future Land Use Map

Note:
A comprehensive plan shall not constitute zoning district regulations or establish zoning district boundaries.
Future Land Use Projections

Table 6 lists the categories of land use by acreage for the planning area. This information represents the calculations from the recommended pattern of land use shown in Figure 10. These projections are representative of Sunnyvale if all the vacant land was developed. During the process of developing the Future Land Use Map, various alternatives were considered.

<table>
<thead>
<tr>
<th>Future Land Use</th>
<th>Acres</th>
<th>Percentage of Planning Area</th>
<th>Acres per 100 Person**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Residential</td>
<td>1,293</td>
<td>12.0%</td>
<td>14.8</td>
</tr>
<tr>
<td>Estate Residential</td>
<td>2,166</td>
<td>20.1%</td>
<td>24.7</td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>1,608</td>
<td>15.0%</td>
<td>18.4</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>503</td>
<td>4.7%</td>
<td>5.7</td>
</tr>
<tr>
<td>High Density Residential</td>
<td>17</td>
<td>0.2%</td>
<td>0.2</td>
</tr>
<tr>
<td>Town Center</td>
<td>65</td>
<td>0.6%</td>
<td>0.7</td>
</tr>
<tr>
<td>Lakefront District</td>
<td>429</td>
<td>4.0%</td>
<td>4.9</td>
</tr>
<tr>
<td>Retail</td>
<td>689</td>
<td>6.4%</td>
<td>7.9</td>
</tr>
<tr>
<td>Public/Institutional</td>
<td>523</td>
<td>4.9%</td>
<td>6.0</td>
</tr>
<tr>
<td>Employment (Commercial)</td>
<td>484</td>
<td>4.5%</td>
<td>5.5</td>
</tr>
<tr>
<td>Business Park (Industrial)</td>
<td>621</td>
<td>5.8%</td>
<td>7.1</td>
</tr>
<tr>
<td>Existing Parks</td>
<td>158</td>
<td>1.5%</td>
<td>1.8</td>
</tr>
<tr>
<td>Floodplain/Open Space*</td>
<td>2,033</td>
<td>18.9%</td>
<td>23.2</td>
</tr>
<tr>
<td>Right-of-Way</td>
<td>163</td>
<td>1.5%</td>
<td>1.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10,752</td>
<td>100.0%</td>
<td>122.8</td>
</tr>
</tbody>
</table>

*Acreage for floodplain in ETJ not calculated.
**Based on 2030 population of 8,754 (3% growth rate)
Future Land Use Summary:

- Low density, single-family homes remain the largest type of land use
- The addition of the Lakefront District provides an area for non-residential growth
- Floodplain, open space, and parks and preserved and protected from development
- Commercial development will occur along the US Highway 80 corridor
- Most the residential development is north of US Highway 80
- Most of the commercial, retail, and industrial uses are south of US Highway 80
Future Land Use Strategies

Sunnyvale’s rural character sets it apart from other communities in the DFW region. Protecting this characteristic is important and will be considered in all development decisions. Rural character is more than just open space. It can also be seen in building design, building materials, roadway design, and site layout. The Future Land Use Plan was created to protect Sunnyvale’s rural character, while still promoting growth and development. The Future Land Use Map will be used in all development decisions.

Future Land Use Strategy #1: Residential Areas

Residential areas are a vital component to Sunnyvale. These areas will be protected and well-maintained.

**Neighborhood Preservation**

Most of Sunnyvale’s housing stock is newer since it is a relatively young Town, compared to other municipalities in the region. However, to maintain quality neighborhoods, it is important to protect this housing stock as it ages. The Town encourages partnerships with existing neighborhoods and homeowner’s associations (HOAs) to put neighborhood preservation programs in place.

**Landscaping Incentives and Consulting Program (Pilot Program)**

Landscaping has the potential to drastically improve overall appearance of private properties and can significantly enhance the look and feel of neighborhood streets. Landscaping incentives may be used by the Town to encourage such enhancements on private property by providing a percentage match on the total amount spent on such improvements. A minimum improvement amount could be provided, such as $2,000 worth of improvements per property. This can be implemented through a one-year pilot program with a total fund balance between $6,000 to $10,000. If the program is successful after one year, then the Town may continue the program. It may be beneficial to provide a landscaping guidebook that provides several landscaping options for various housing types. The Town may require landscaping improvements to closely follow certain elements within the design guidebook to be eligible for a rebate.

**Neighborhood Assistance Program**

A Neighborhood Assistance Program provides organizational tools for residents to create and maintain neighborhood organizations. These neighborhood organizations can identify development issues and encourage private property maintenance. Neighborhood organizations help to create a sense of community pride in residents, which translates to better care of their property. The Town may also help with neighborhood signage and branding through sign toppers and gateway signs at primary neighborhood entrances.
Code Enforcement
Proactive code enforcement is another tool the Town can use to help with neighborhood preservation. Consistent patrol of neighborhoods will keep façade and lawn maintenance a priority for residents. The goal of the code enforcement should not be to issue a certain number of citations, but to point out areas where improvements are needed and work with the resident to bring it up to code. Promoting quarterly code enforcement days is another tool to bring the Town together to beautify the community. The Town can partner with youth volunteer organizations to perform maintenance on homes of those who are not physically able to make the repairs.

Transition Areas
Single-family residential is the largest type of land use in Sunnyvale. The Future Land Use Plan creates more opportunity for non-residential development. This non-residential development will increase the tax-base and increase the quality of life for Sunnyvale residents; however, it is important to protect the residential neighborhoods that are the core of the Town. As non-residential development occurs, it is important that there are adequate transition zones, or buffer zones, between residential and non-residential development. This is also known as land use compatibility.

Building Heights
One way to ensure land use compatibility between residential and non-residential development is to regulate the building height of non-residential buildings next to residential developments. The Town encourages a set slope from the residential property line that increases for non-residential buildings as they get further away from the residential area.

Figure 12. Example of Transition Slope
Screening Walls and Buffers

The purpose of screening and buffering is to enhance the visual appearance of the community by separating incompatible land uses, improving the appearance of parking areas and public rights-of-way, minimizing soil erosion, and reducing stormwater runoff.

Screening typically focuses more on the visual impacts of the use while buffering focuses more on light and sounds. There are many techniques for screening and buffering. Types of screening can be fences, walls, trees, or large shrubs that are placed strategically to help blend the use into the surrounding environment or block it completely. Types of buffers can be strips of land such as hills or berms, clumps of trees, or other landscape features that are used to reduce headlight glare and can often reduce traffic noises more effectively than a sound barrier wall.

Larger setbacks may be utilized to protect the public view and create a more rural feeling. Within such setbacks, extensive landscaping, such as berms, double rows of large trees, and solid living evergreen screens may be used. This is typically referred to as a living screen. If a screening wall is used, the wall should be constructed entirely of brick, masonry, or other like material consistent with the exterior finish of the primary structure.

The Town’s code of ordinances currently requires a buffer yard with plantings between differing zoning districts; the purpose of this requirement is to protect lower intensity uses (i.e., single family residential uses) from heavier intensity uses (i.e., commercial uses).

The code of ordinances allows for wood fencing materials in residential areas. The Town may wish to specify the type(s) of approved wood, such as cedar and/or redwood, or requiring more durable vinyl fences that produce a wood-like appearance.
New Neighborhoods

As shown on the Existing Land Use Map, 58% of the land in Sunnyvale is vacant, but some of the vacant areas are already platted or entitled to development. Figure 13 shows the vacant land in Sunnyvale that is already planned for development and the land that is truly vacant with no development entitlements. The areas that are platted for development are primarily single-family neighborhoods. In the next decade, Sunnyvale will experience residential growth and it is important that these neighborhoods are well-designed to fit with the character of Sunnyvale and to be an asset to the community.

Innovative Neighborhood Design

The purpose of providing for innovative neighborhood design is to enhance the livability of a community. The Town encourages neighborhoods designed in a layout that promotes community interaction and allows for pedestrian connections. Residents should be able to travel from one side of the neighborhood to the other without the dependence on motorized vehicles. The Town’s Subdivision Ordinance currently requires sidewalks to be installed in all new subdivisions. This standard supports pedestrian-friendly development and should remain in place.

It is also important to provide access to parks and open space to improve the health of a community. Studies have shown that houses that are located adjacent to or across from parks and open spaces typically have higher property values. Additionally, it is important to protect the Town’s natural waterways from erosion and destruction of habitat. The Town encourages developers to design “single-loaded” subdivisions (i.e., homes front to parks or waterways) to allow the public to view and access these amenities.

Another tool that the Town may wish to consider is to implement anti-monotony standards for residential subdivisions. These standards ensure that neighborhoods and homes are unique in regards to the view from the street. Anti-monotony standards typically address building materials, front facades, wall massing, setbacks, front porches, architectural relief, roof pitch, and garage layout.

A high degree of emphasis should be placed on preserving the natural character of the terrain and mature vegetation in those areas where such characteristics exists. Natural character preservation tends to promote the use of curvilinear, non-symmetrical, three-dimensional roadways and development while allowing minimal impact to terrain and existing matured vegetation. Where the natural character of a parcel does not provide for terrain variation and mature vegetation, the challenges for meeting the non-symmetrical objective become much greater.
Ultimate Capacity

The purpose of ultimate capacity calculations is to assist the Town in planning for future development and infrastructure. While Sunnyvale is currently 58% vacant, much of that vacant land is platted for future development. Table 7 shows the ultimate capacity calculation for Sunnyvale. The Town can add approximately 8,000 residents to the vacant areas shown in Figure 13. This makes the ultimate capacity for Sunnyvale approximately 14,300 residents. Table 8 shows a linear growth rate to help better understand when Sunnyvale might reach the ultimate capacity. Based on historical growth rates, 3% is the recommended growth rate for Sunnyvale.

<table>
<thead>
<tr>
<th>Table 7. Ultimate Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Use</td>
</tr>
<tr>
<td>Rural Residential</td>
</tr>
<tr>
<td>Estate Residential</td>
</tr>
<tr>
<td>Low Density Residential</td>
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<tr>
<td>Medium Density Residential</td>
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<tr>
<td>Senior Living Area</td>
</tr>
<tr>
<td>Ultimate Capacity with Vacant Acres</td>
</tr>
<tr>
<td>Current Population (5)</td>
</tr>
<tr>
<td>Ultimate Population Capacity</td>
</tr>
</tbody>
</table>

(1) Dwelling Units per Acre  
(2) Occupancy Rate - 2014 ACS, U.S. Census  
(3) Persons per Household - 2010 U.S. Census  
(4) Percentage subtracted for roadways  
(5) 2015 population estimate

<table>
<thead>
<tr>
<th>Table 8. Growth Rate Scenarios</th>
</tr>
</thead>
<tbody>
<tr>
<td>1%</td>
</tr>
<tr>
<td>2015</td>
</tr>
<tr>
<td>2016</td>
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<td>2017</td>
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<td>2032</td>
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<tr>
<td>2033</td>
</tr>
</tbody>
</table>
**Senior Living Area**

A senior living area would provide an option for those who are aging to stay in Sunnyvale. To prevent the senior living area from straining the school district’s capacity, the Town will work with the senior living developer and school district to adopt an ordinance to prevent residents from allowing grandchildren to use their address for school attendance purposes. The following are desired elements for any senior living area in Sunnyvale:

- Master planned community/HOA – to ensure consistency in design and to support community amenities
- Residential lots – 0.25 acre lots to maintain an open space feel, but easy to maintain
- Recreational amenities – parks, trails, open space, clubhouse, swimming pools, fitness area, etc.
- Age-restricted (by deed) – 55+
- Easy access to medical facilities
- Community-maintained landscaping
- Anti-monotony standards
- Minimum development size (50-75 acres)

**Vision for the Senior Living Area:**

- Master-planned community
- Smaller square footage houses
- Smaller lots
- Age-restricted
- Parks and trails
- Quality neighborhood amenities

**Actions for Strategy #1:**

**Action Item 1:** Use the Future Land Use Plan to guide all development decisions.

**Action Item 2:** Update the zoning ordinance to include elements to promote transition areas between nonresidential and residential development.

**Action Item 3:** Promote housing choices for all stages of life.

**Action Item 4:** Promote the senior living area concept to developers in coordination with the EDC.
Future Land Use Strategy #2: Non-Residential Areas

While residential neighborhoods are a vital component to Sunnyvale, non-residential areas are also important. Non-residential areas provide services, goods, amenities, and entertainment for residents, which increase the quality of life. In addition to supporting residents, non-residential areas provide a tax base for the Town. As shown on the Future Land Use Map, the main non-residential areas are located along Belt Line Road, US Highway 80, and in the southern portion of the Town.

Retail Uses

Beltline Belt Line Road

The area along Belt Line Road is shown as retail on the Future Land Use Map. This corridor is not fully developed and has available land for development. Currently there are a few businesses and churches, as well as the entrances to residential areas. Future development in this area will be uses that support the surrounding residential areas like small grocery stores, retail shops, small offices, and light commercial uses compatible with nearby residential use. As retail uses develop along Belt Line Road it is important to manage the frontage and the development of rear lots. Often, the frontage will develop first and leave vacant areas in the back of the lots. The Town will collaborate with landowners to develop a unified approach to zoning these rear tracts so they can be designed for usability and access. The Town will not zone lots, but will consider alternative zoning. The design solutions for these rear tracts should be the responsibility of the land owner.

US Highway 80 and Collins Road

The area around the intersection of US Highway 80 and Collins Road is shown as retail on the Future Land Use Map. This area will contain large retail uses. This intersection is the gateway into the northern and southern portion of the Town; therefore, residents will utilize the non-residential uses on their way to and from work.
**Employment (Commercial) Uses**

The area along US Highway 80 is shown as employment (commercial) on the Future Land Use Map. This area will develop with commercial land uses that provide employment and support the needs of the residents. Professional services and small office complexes are appropriate in this area.

**Industrial Uses**

The area in the southern portion of the Town (south of US Highway 80) is primarily industrial uses. This is the most suitable area for this use because of the proximity to the Union Pacific railroad line that runs parallel to Scyene Road. It is recommended that industrial uses are limited to this area of Sunnyvale. It is recommended that only light manufacturing uses be developed in these areas with appropriate setbacks, screenings, and site design principles that mitigate any potential negative effects on surrounding properties.

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**Actions for Strategy #2:**

- **Action Item 5:** Work with economic development officials to recruit zoning permitted uses to the various non-residential areas.
- **Action Item 6:** Ensure that the US 80 and Collins Road intersection becomes an attractive entrance into the community.
- **Action Item 7:** Limit industrial uses to the areas south of US 80.
Future Land Use Strategy #3: Parks and Open Space

The 2015 Parks, Recreation, and Open Space Master Plan addresses the parks and open space needs for Sunnyvale. The Plan identifies three future neighborhood parks, which are shown on the Future Land Use Map. It is recommended that as development occurs, these new parks be added to serve the needs of the new residents. Not all parks should be added at once, but in phases to keep pace with development trends.

**Future Parks**

The Future Park and Trail plan, shown in Figure 14, recommends four new neighborhood parks. It is important to add parkland as growth and development occurs. The Town should monitor the residential development near the three potential park locations. As the development occurs, the Town should begin the steps to create these new neighborhood parks. In addition to a neighborhood park, the Town should plan for a new community park to serve all Sunnyvale residents.

**Parkland Dedication Ordinance**

Additionally, the Parks, Recreation, and Open Space Master Plan recommends a parkland dedication ordinance. This ordinance would ensure that adequate park amenities are provided throughout the Town. This is done by requiring developers to contribute to a Parkland Dedication fund to meet the demand for park amenities that their new development will create. If a developer does not want to dedicate parkland or open space, a fee in lieu can be required. This will allow the Town to collect money that can be used for future parkland acquisition or park infrastructure.

### Actions for Strategy #3:

- **Action Item 8:** To serve new residents, add new parks as development occurs
- **Action Item 9:** Proactively plan for three new neighborhood parks
- **Action Item 10:** Proactively plan for one new community park
- **Action Item 11:** Develop and adopt a parkland dedication ordinance
Figure 14. Future Park and Trail Plan

- **Trail System**
  - Red: Existing
  - Dashed Red: Future
  - Blue: Private

- **Future Features**
  - Green: Existing Parks
  - Red Star: Future Neighborhood Park

- **Other Elements**
  - Town Limits
  - Sunnyvale ETJ

Map showing various parks and trails in Sunnyvale, including Robert Vineyard Park, Jobson Park, and Samuell New Hope Park, with a focus on the future park and trail plan.
Future Land Use Strategy #4: Lakefront District

Lakefront District

Sunnyvale has approximately two miles of lakefront area on Lake Ray Hubbard (from Gloria Road to Barnes Bridge Park). Even though the City of Dallas has incorporated an entire strip of land around the lake, Sunnyvale has an opportunity to establish a quality lakefront area as destination for residents and visitors alike. The City of Dallas and the Town of Sunnyvale have signed an interlocal agreement that allows Sunnyvale to regulate the design and construction of any boat docks. This area is prime for non-residential development due to the proximity to proposed SH-190 which will provide easy access from US Highway 80 and IH-30.

Vision for the Lakefront District:

- Supports residents
- Regional destination
- Capitalize on the lake’s natural features
- Easy access to SH-190
- Unique design
- Trail linkage
- Asset to Sunnyvale
- Non-residential tax-base

Configuration with the Setting Sun

The location on the western side of the lake is an asset for future development. Most lakefront development is accompanied by outdoor activities like seating, dining, and entertainment. The location on the western portion of the lake ensures that visitors will not be hit by the west-setting sun, which is an issue on the other side of the lake. Sunnyvale’s lakefront district will have enjoyable afternoon and evening views without the setting sun reflecting off the lake. All future buildings and outdoor areas will be constructed to avoid the setting sun and have the lakefront as the center point of design.
Site Design

It is intended that the Lakefront District will be primarily non-residential; however, there will be a residential component. Higher density residential would help to support the non-residential uses. The focus of the high density residential area is a high-quality product that provides ownership opportunities. This area will also provide additional housing choices for Sunnyvale residents. The building materials used in the Lakefront District will be consistent with the materials used in other areas of Sunnyvale. The design standards for this area will be added to the zoning ordinance and the design manual. Parking in the Lakefront District will be out-of-sight to visitors who are enjoying the lakefront amenities; therefore, the parking will generally be located between SH-190 and the buildings. The parking lots will be clustered together with landscaping elements to avoid a large expanse of concrete parking lot.

Figure 15. Example of Potential Site Design
Figure 16. Example of Potential Site Design

Figure 17. Example of Potential Site Design
Residential Boat Dock Standards

The interlocal agreement with Dallas allows Sunnyvale to create boat dock standards and regulate boat docks along Lake Ray Hubbard. The City of Dallas has incorporated the land around Lake Ray Hubbard, but allows the surrounding municipalities to increase will standards on boat docks. Sunnyvale should formalize an ordinance that regulates boat docks. The City of Heath and the City of Rockwall’s ordinances will be used as a go-by for Sunnyvale to develop a take line ordinance.

The following standards will be included:

- Items allowed and regulated: boathouse, pier, gazebo, deck/patio, landscaping, outdoor lighting, picnic tables, flagpoles, walkways, sprinkler systems, BBQ pits and fences (conditional)
- Maintenance access gate locations
- View corridor zone (area and distance away from the take line intended to preserve the view of the lake for neighboring property owners)
- Structure height limit
- Structure setbacks
- Structure heights
- Building materials/colors
- Structure design guidelines
- Landscaping setbacks
- Private utility guidelines

Actions for Strategy #4:

**Action Item 12:** Develop and adopt lake edge standards based on City of Heath and City of Rockwall ordinances.

**Action Item 13:** All buildings in the Lakefront District be oriented toward the lake to avoid the west-setting sun.

**Action Item 14:** Work with developers to ensure the area will be a landmark for the community.
Future Land Use Strategy #5: Town Center

Town Center District

The Town Center is the area around the intersection of Collins Road and Tripp Road. The Town Hall and Town Center Park are the centerpieces of this district. The Town Center district will be an area that reflects the character of Sunnyvale. Since this area is the home for Town services and operations, it is very important that this area have high design standards and aesthetics. The Sunnyvale Design Manual dictates the design for this area for building standards and materials. These standards will be incorporated into the zoning ordinance to ensure enforcement of the standards. Consolidating the standards will also be more development-friendly.

A more detailed study is needed to be conducted to determine the feasibility and extent of a town center. As Sunnyvale was formed from four smaller communities and not being located along a railroad, the creation of a downtown never materialized naturally; however, many communities across the state facing similar circumstances have had success creating town center developments to serve as a downtown.

Most the Town Center district is along Collins Road, south of Tripp Road. Currently most of that area is undeveloped, except for a few houses. The ideal land uses for this area are small offices, restaurants, and shopping. These uses will support the surrounding residential uses, but also compliment the Town Hall, Town Center Park, and nearby Sunnyvale ISD campus. Since Sunnyvale does not have a downtown area, this Town Center District will serve as that type of area. It will be a place with unique uses and where residents can gather. A future Town-wide trail runs to the east of the Town Center District. It is important that all future developments in this district plan for trail connections. In addition to trail connections, future developments will plan for sidewalks that connect to overall sidewalk system.

Residential Component

A portion of the Town Center area would be suitable for residential development. Since the Town Center area is close to the highway and commercial uses in Sunnyvale, this area may be suitable for the age-restricted residential area for ages 55 and over. This area would also have more access to retail and medical facilities. Integrating residential into the Town Center area will help support the non-residential uses that are desired. The Town should explore the feasibility of an age-restricted community in the Town Center area.
Conceptual Images for the Town Center
The following images portray the desirable look and feel for the Town Center.

Actions for Strategy #5:

**Action Item 15:** Incorporate the Town Center design criteria from the Sunnyvale Design Manual into the zoning regulations.

**Action Item 16:** Promote the Town Center as the centerpiece of the community.

**Action Item 17:** Require all new developments in the Town Center to plan for connections to the Town-wide trail and the sidewalk system.

**Action Item 18:** Encourage uses that support residents, as well as the Town Hall and Town Center Park.

**Action Item 19:** Preserve any historical elements.

**Action Item 20:** Seek public input and develop conceptual plans for the Town Center area.

**Action Item 21:** Explore the feasibility of an age-restricted community in the Town Center area.
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Transportation

5
A community’s roadway network forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development and, along with the Future Land Use Plan, forms a long-range statement of public policy. The thoroughfare network is vital to the Town’s ability to grow and attract businesses, and as such it is directly linked to land use. The type of roadway dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway.

**Existing Conditions**

**Major Roadways**

*US Highway 80*

US 80 runs east-west through Sunnyvale and is the busiest roadway in the Town. There are approximately 83,000 vehicles on US 80 per day, according to TxDOT’s 2014 traffic counts.

*Collins Road*

Collins Road runs north-south through the middle of the Town. The roadway provides a connection to IH-30 to the north and to US Highway 80 to the south. Sunnyvale’s Town Hall is located along Collins Road.

*Belt Line Road*

Belt Line Road runs north-south through the western edge of the Town. Like Collins Road, the roadway provides a connection to IH-30 to the north and to US Highway 80 to the south.

*Town East Boulevard*

Town East Boulevard runs east-west through the northern portion of the Town. The roadway connects to 635 to the west. This roadway provides a regional connection to the City of Mesquite and the eastern portion of the Dallas-Fort Worth Metroplex.

**Traffic Counts**

*Figure 18* shows the Texas Department of Transportation (TxDOT) 2014 traffic counts at various locations around Sunnyvale. The highest volumes of traffic in Sunnyvale are on US Highway 80, Belt Line Road, and Highway 352 south of US Highway 80.
Transportation Strategies

Transportation Strategy #1: Thoroughfare Plan

The Transportation Plan is intended to serve as a guide for transportation decisions within the Town of Sunnyvale. It is based on past transportation planning efforts and connectivity efforts on key thoroughfares with adjacent communities. This Plan will be used as a reference when considering development proposals, updating design guidelines, or any related ordinances. A proactive monitoring process of other regional transportation planning or regional growth initiatives will also be conducted to assess implications to the current thoroughfare plan.

Functional Street Classification

The functional classification of streets provides for the circulation of traffic in a hierarchy of movement from one classification to the next. Functional classes can be subdivided further into major and minor designations to further detail their role in the community. Access and movement functions are directly related in that as inhibited movement increases (speed), points of access decrease and vice versa. This is typically why freeways, with a high level of movement, have limited access points whereas streets in neighborhood areas have more access points and reduced speed. Sunnyvale’s current Thoroughfare Plan recognizes six general classifications for roadways based upon a hierarchical function and will be retained as part of this planning update.

Figure 19. Functional Classification
Figure 20. Thoroughfare Plan

- Signalized Intersections
- SH 190 - TxDOT Route 1; SH 190 - TxDOT Route 4
- US Highway 80
- 6 Lane Divided
- 4 Lane Divided
- 4 Lane Divided Parkway
- 2 Lane Undivided
- 2 Lane Undivided Collector
- Town Limits
- Lakes/Ponds
**Roadway Design**

**Swale Drainage**

One way to help maintain Sunnyvale’s rural character is through roadway design by using swale drainage. This type of drainage does not require curb and gutter; therefore, the roadway has less concrete and appears more rural. Swale drainage is not appropriate in all areas of the Town. In areas with dense development (less than one acre lots), curb and gutter is the most appropriate type of drainage. In areas with one acre lots or greater, swale drainage would be appropriate. The Town will encourage swale drainage in areas of Town where it is possible.

**Figure 21. Example of Roadway with Swale Drainage**

**Two-Lane Roadways**

Another way to maintain the rural character in Sunnyvale is to limit the number of large roadways in the Town. Roads with four or more lanes generally have an urban feel. In many areas of Sunnyvale, two-lane roadways are appropriate for meeting traffic demand. Two-lane roadways will be encouraged and maintained wherever they are appropriate.
Right-of-Way Clearance

Code enforcement in the right-of-way is important to maintaining an aesthetic streetscape. Trees that overhang the sidewalks and streets can create a safety hazard for pedestrians, motorists, and utility infrastructure. It is recommended that the code enforcement ordinance be updated to include clearance standards for the right-of-way. Typically, local roadway right-of-way is dedicated to the Town for public use, but the non-paved portion is maintained (e.g., mowed) by the owner. The following are recommended clearance standards:

- 7’-8’ clearance over sidewalks
- 12’-15’ clearance over roadways

Actions for Strategy #1:

**Action Item 22:** Use the Thoroughfare Plan and functional classification when constructing new roadways and rebuilding roadways.

**Action Item 23:** Encourage a rural feel by limiting the amount of curb and gutter, where possible.

**Action Item 24:** Encourage a rural feel by maintaining and constructing two-lane roadways, where possible.

**Action Item 25:** Add right-of-way clearance standards to the Town’s code enforcement ordinance.
Transportation Strategy #2: SH-190

The proposed segment of the President George Bush Turnpike is called SH-190 through Sunnyvale. It will provide a regional connection to the Dallas-Fort Worth region and is designed to alleviate traffic on IH-35 and US Highway 75. While the main function of SH-190 is regional mobility, it will provide economic development opportunities for the Town of Sunnyvale. It is recommended that Town officials work closely with the Texas Department of Transportation (TxDOT) and the North Texas Tollway Authority (NTTA) to ensure that frontage roads are planned. This will allow the land around SH-190 to be opened up for future development. As the these plans are finalized, the Town should update the Thoroughfare Plan to add collector roads to provide access to SH-190 in key locations. In addition to planning for possible frontage roads and connections, Town officials will also work with TxDOT to plan the design of SH-190, as allowed. An example of this design coordination is the intersection of US Highway 80 and Collins Road. This highway intersection incorporates masonry, landscaping, ornamental features, and the Sunnyvale logo.

Figure 22. SH-190 Map

Source: North Texas Tollway Authority
Actions for Strategy #2:

**Action Item 26:** Coordinate with TxDOT and NTTA to plan frontage roads and access points for proposed SH-190.

**Action Item 27:** Coordinate with TxDOT and NTTA to plan the design of proposed SH-190 and use the US 80 and Collins Road intersection as a go-by.
Transportation Strategy #3: Bike Plan

Providing space for alternative modes of transportation, like cycling, is important to a community’s quality of life. It is important to plan bike routes to ensure efficient mobility and overall safety. Currently, Sunnyvale does not have any designated bike lanes. This means that bikes and cyclists ride in the same lane as a motor vehicle. While this is not illegal, it can create a safety issues on many roadways where there is not sufficient room for a bike and a car to share the roadway. Sunnyvale also sees many long-distance cyclists in the fall and spring months. To better serve the Sunnyvale residents, the Town will develop a long-range bike plan. This plan will be coordinated with the existing Parks Master Plan to ensure that all existing and future parks and trails are connected to any bike routes. The bike plan should include:

- Map of all existing and future bike lanes and shared lanes
- Prioritized and phased actions to achieving the full bike system
- Funding mechanisms

Short-Term Bike Solutions

- **Identify Cyclist Route** - Before the plan is developed, the Town will take steps to alleviate the situation with pass-through cyclists by identifying a route and installing signage to promote the route. In addition, the Town will install safety warnings on any roadways that are not safe for cycling.

- **Update Cross-Sections** - The Town will update the roadway cross-sections to include a bike lane on roadway types that are appropriate for biking.

- **Stripe Bike Lanes** - As new roadways are constructed or repaired, the Town will stripe bike lanes on roadways based on the updated cross-sections. This is a low-cost way to implement the bike plan.

Actions for Strategy #3:

**Action Item 28**: Develop a long-range bike plan with input from the cycling community.

**Action Item 29**: Coordinate the bike plan with the Parks, Recreation, and Open Space Master Plan.

**Action Item 30**: Identify a route for cyclists who pass through the Town.

**Action Item 31**: Install safety signage on roadways that are not suitable for cycling.

**Action Item 32**: Update cross-sections to add a bike lane option.

**Action Item 33**: Stripe bike lanes on new roadways as they are constructed.
Transportation Strategy #4: Trails

Trails are a vital component to the quality of life in a community. It is important for a trail system to be planned with the Thoroughfare Plan, as well as the Future Land Use Plan. A well-designed trail system connects important destination points, like schools and parks.

**Town-Wide Trail System**

Sunnyvale adopted a Parks, Recreation, and Open Space Master Plan in April 2015. This plan outlines a concept and design for a Town-wide trail system. In the master plan, “multi-use trails” are listed as #4 on the five-year priority list. The timing of these trails is listed as 2015-2019. These trails will accommodate walkers, runners, and cyclists. As mentioned in the bike plan, keeping cyclists on designated routes would be safer for cyclists and motorists.

**Equestrian Trails**

Sunnyvale has many floodplain areas that could be utilized for equestrian trails. These trails would provide a unique recreational amenity for residents, as well as help to maintain the rural character. It is important that the equestrian trails connect to areas in Town with large lots and farms, as these areas are the most likely areas for residents to have horses. These trails will be relatively inexpensive because they can be made with natural materials instead of concrete.
**Utility Line Trail**

To the east of Collins Road, there is an old railroad line that is now owned and operated by a utility company. The Parks Master Plan identifies this old rail line for use as a future trail. This line runs near the Sunnyvale ISD complex, through residential areas, and through floodplain, and ends near the lake. This line also crosses US Highway 80 to the south and eventually joins the active railroad near the water treatment plant. This line provides connections to many different areas of Town. The rail is already removed from the easement and most of the trail appears to be gravel. This would make it an ideal multi-use trail for walkers, runners, and cyclists. The implementation of this trail could be accomplished by either by purchasing the property or creating a mutual agreement with the existing property owner.

**Actions for Strategy #4:**

*Action Item 34:* Connect key destination points in the Town with the Town-wide trail system.

*Action Item 35:* Coordinate trail development with the Parks Master Plan, Thoroughfare Plan, and the Future Land Use Plan.

*Action Item 36:* Utilize areas in the floodplain to create equestrian trails.

*Action Item 37:* Initiate conversations with the owner of the utility easement to explore the feasibility of using it as a trail.

*Action Item 38:* Explore the possibility of using Rails-to-Trails as a funding mechanism, if trail construction is needed.

*Action Item 39:* Investigate opportunities to connect the Town-wide trail to the Lakefront District and the Town Center and make the trail a key feature to both sites.
Use of the Plan and Regulatory Mechanisms

The future of Sunnyvale will be shaped by the policies and recommendations developed in this 2017 Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the Town’s built and social environments. Sunnyvale has taken an important leadership role in defining its future, with the adoption of this Plan. The Plan will provide a very important tool for Town staff and leaders to use in making sound planning decisions regarding the long-term growth and development of Sunnyvale. The future quality of life in Sunnyvale will be substantially influenced by the way Comprehensive Plan recommendations are administered and maintained.

Changes in and around Sunnyvale’s socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments to the Plan’s recommendations will be required. Elements of the Town that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention. Planning for the Town’s future will be a continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends.

Plan policies and recommendations may be put into effect through adopted development regulations, such as the zoning, subdivision, and site development ordinances, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing regulations or Town processes, while others may require the establishment of new regulations, programs, or processes. This final section of the 2017 Comprehensive Plan describes specific ways in which Sunnyvale can take the recommendations within this Plan from vision to reality.

Proactive and Reactive Implementation

There are two primary methods of Plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that will be used by Sunnyvale are described within this Implementation Chapter.

Examples of proactive methods include:

• Developing a capital improvements program (CIP), by which the Town expends funds to finance public improvements to meet objectives cited within the Plan;
• Establishing/enforcing zoning regulations; and
• Establishing/enforcing subdivision regulations.

Examples of reactive methods include:

• Rezoning of a development proposal based on and consistent with the Comprehensive Plan that would enhance the Town;
• Site plan review; and
• Subdivision review.
Roles of the Comprehensive Plan

*Guide for Daily Decision-Making*

The current physical layout of the Town is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Sunnyvale’s physical form. The composite of all such efforts and facilities creates the Town as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide every individual development decision. The Town, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, will always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, is encouraged to recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the Town.

*Flexible and Alterable Guide*

This Comprehensive Plan is intended to be a dynamic planning document for Sunnyvale – one that responds to changing needs and conditions. Plan amendments will not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The Town Council and other Sunnyvale officials will consider each proposed amendment carefully to determine whether it is consistent with the Plan’s goals and policies, and whether it will be beneficial for the long-term health and vitality of Sunnyvale.

*Annual Review of the Plan*

At one-year intervals, a periodic review of the Plan with respect to current conditions and trends will be performed. Such on-going, scheduled reevaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan to keep it current and applicable long-term. It would be appropriate to devote one annual meeting of the Town Staff and Planning & Zoning Commission to reviewing the status and continued applicability of the Plan considering current conditions, and to prepare a report on these findings to the Town Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan will include consideration of the following:

- The Town’s progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan’s goals, objectives, and recommendations; and,
- Changes in State laws.

The full benefits of the Plan for Sunnyvale can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the Town become apparent, the Plan will be revised rather than ignored.
**Complete Review with Public Participation**

In addition to periodic annual reviews, the Comprehensive Plan will undergo a complete, more thorough review and update every five to ten years. The review and updating process will begin by reconvening the steering committee that was appointed to assist in the preparation of this Plan. If possible, this Comprehensive Plan Advisory Committee will work with the Town Council and Planning & Zoning Commission for the periodic review of the Plan. Specific input on major changes will be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the Town.

**Regulatory Mechanisms**

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each development decision will be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they will include actions to modify or amend the Plan accordingly to ensure consistency and fairness in future decision-making. Amending the Unified Development Ordinance, which includes the zoning regulations and subdivision regulations, represents major proactive measures that the Town can take to implement the Comprehensive Plan recommendations.

**Zoning Regulations**

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. The Town’s Unified Development Ordinance, which includes zoning, underwent an update at the time of this 2017 Comprehensive Plan. All zoning and land use changes were made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water and wastewater.

**Zoning Map Amendments**

State law gives power to cities to regulate the use of land, but regulations must be based on a plan. Therefore, Sunnyvale’s zoning map will be as consistent as possible with the Comprehensive Plan, specifically the Future Land Use Plan. It is not reasonable, however, to recommend that the Town make large-scale changes in its zoning map immediately. It is encouraged that the Town prioritize areas where a change in current zoning is needed in the short-term and that efforts be concentrated on making such changes. In the long-term, consistent zoning policy in conformance with the Future Land Use Map will achieve the Town’s preferred land use pattern over time. As mentioned above, a realignment of the zoning districts is recommended to implement the plan’s recommendations and simplify the Town’s development procedures.

**Zoning Text Amendments**

Implementation of all recommendations will likely require a significant update to the zoning ordinance text, particularly including a realignment (and possibly a reduction in the number) of existing zoning districts to reflect the new Future Land Use Plan.
**Subdivision Regulations**

The act of subdividing land to create building sites has a major effect on the overall design and image of Sunnyvale. Much of the basic physical form of the Town is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Sunnyvale will be further affected by such action. Requirements for adequate public facilities are essential to ensure the Town’s orderly and efficient growth.

**Implementation Matrix**

The following matrix is a summary of the recommendations within this Comprehensive Plan. The columns What, When, Who, and How are intended to provide the Town with specific tasks to work toward implementing the vision of this plan.

*“What”*

This table is a summary of the Action Items that are provided within each section of the Recommendations. Each Action Item includes a hyperlink to the original recommendation and related goal/objective(s).

*“When”*

Short term items should be targeted for implementation within the first five years of plan adoption; long term items should be targeted within five to ten years; ongoing items cannot be completed with a single action and should be continually addressed.

*“Who”*

Although the responsibility for accomplishing a task may include additional parties, the purpose of this column is to identify the main player(s) in completing the Action Item.

*“How”*

This column identifies generally how each Action Item can be accomplished, such as a project that Town Staff can lead, further study that is required, or necessary funding to be allocated.
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Future Land Use Strategy #1: Residential Areas</strong></td>
<td></td>
<td>Development Services</td>
<td>UDO</td>
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<tr>
<td>Use the Future Land Use Plan to guide all development decisions.</td>
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<tr>
<td>Update the zoning ordinance to include elements to promote transition areas between nonresidential and residential development.</td>
<td></td>
<td>Development Services</td>
<td>UDO</td>
</tr>
<tr>
<td><strong>Future Land Use Strategy #2: Non-Residential Areas</strong></td>
<td></td>
<td>Town Council and Staff</td>
<td>Development Review and Rezonings</td>
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<tr>
<td>Promote housing choices for all stages of life.</td>
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<tr>
<td>Promote the senior living area concept to developers in coordination with the EDC.</td>
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<td>Town Council, Staff, and EDC</td>
<td>Town Policy</td>
</tr>
<tr>
<td>Work with economic development officials to recruit zoning permitted uses to the various non-residential areas.</td>
<td></td>
<td>EDC</td>
<td>Town Policy</td>
</tr>
<tr>
<td>Ensure that the US 80 and Collins Road intersection becomes an attractive entrance into the community.</td>
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<td>UDO and CIP</td>
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<tr>
<td>Limit industrial uses to the areas south of US 80.</td>
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<td>Town Council and Staff</td>
<td>Development Review and Rezonings</td>
</tr>
<tr>
<td><strong>Future Land Use Strategy #3: Parks and Open Space</strong></td>
<td></td>
<td>EDC (Parks Department)</td>
<td>CIP and Park Fees</td>
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<tr>
<td>To serve new residents, add new parks as development occurs</td>
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<tr>
<td>Proactively plan for three new neighborhood parks</td>
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<td>EEC (Parks Department)</td>
<td>Town Policy</td>
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<tr>
<td>Proactively plan for one new community park</td>
<td>Short Term</td>
<td>EDC (Parks Department)</td>
<td>Town Policy</td>
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<tr>
<td>Develop and adopt a parkland dedication ordinance</td>
<td>Long Term</td>
<td>Town Council</td>
<td>UDO</td>
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<tr>
<td><strong>Future Land Use Strategy #4: Lakefront District</strong></td>
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<tr>
<td>Develop and adopt lake edge standards based on City of Heath and City of Rockwall ordinances.</td>
<td>On-Going</td>
<td>Town Council</td>
<td>UDO</td>
</tr>
<tr>
<td>All buildings in the Lakefront District be oriented toward the lake to avoid the west-setting sun.</td>
<td>On-Going</td>
<td>Town Council</td>
<td>Town Policy and UDO</td>
</tr>
<tr>
<td>Work with developers to ensure the area will be a landmark for the community.</td>
<td>On-Going</td>
<td>Town Council and Staff</td>
<td>Town Policy</td>
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<tr>
<td><strong>Future Land Use Strategy #5: Town Center District</strong></td>
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<tr>
<td>Seek public input and develop conceptual plans for the Town Center area.</td>
<td>On-Going</td>
<td>Town Council and Staff</td>
<td>Town Project</td>
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<tr>
<td>Incorporate the Town Center design criteria from the Sunnyvale Design Manual into the zoning regulations.</td>
<td>On-Going</td>
<td>Town Council</td>
<td>UDO</td>
</tr>
<tr>
<td>Promote the Town Center as the centerpiece of the community.</td>
<td>On-Going</td>
<td>Town Council and Staff</td>
<td>Town Policy</td>
</tr>
<tr>
<td>Require all new developments in the Town Center to plan for connections to the Town-wide trail and the sidewalk system.</td>
<td>On-Going</td>
<td>Town Council</td>
<td>Town Policy, CIP, and UDO</td>
</tr>
<tr>
<td>Encourage uses that support residents, as well as the Town Hall and Town Center Park.</td>
<td>On-Going</td>
<td>Town Council, Staff, and EDC</td>
<td>Town Policy and UDO</td>
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### Transportation Strategy #1: Thoroughfare Plan

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<tr>
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<tr>
<td>Preserve any historical elements.</td>
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<td>Town Staff</td>
<td>Town Policy</td>
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<tr>
<td>Use the Thoroughfare Plan and functional classification when constructing new roadways and rebuilding roadways.</td>
<td></td>
<td>Town Council and Staff</td>
<td>Town Policy and CIP</td>
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<tr>
<td>Encourage a rural feel by limiting the amount of curb and gutter, where possible.</td>
<td></td>
<td>Town Staff</td>
<td>Town Policy</td>
</tr>
<tr>
<td>Encourage a rural feel by maintaining and constructing two-lane roadways, where possible.</td>
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<td>Town Council and Staff</td>
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</tr>
<tr>
<td>Add right-of-way clearance standards to the Town’s code enforcement ordinance.</td>
<td></td>
<td>Town Council and Staff</td>
<td>UDO or Other Town Code</td>
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### Transportation Strategy #2: SH-190

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<tbody>
<tr>
<td>Coordinate with TxDOT and NTTA to plan frontage roads and access points for proposed SH-190.</td>
<td></td>
<td>Town Council and Staff</td>
<td>Town Project</td>
</tr>
<tr>
<td>Coordinate with TxDOT and NTTA to plan the design of proposed SH-190 and use the US 80 and Collins Road intersection as a go-by.</td>
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<td>Town Council and Staff</td>
<td>Town Project</td>
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### Transportation Strategy #3: Bike Plan

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<td>Install safety signage on roadways that are not suitable for cycling.</td>
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**Transportation Strategy #4: Trails**

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**Implementation Strategy**

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<tr>
<td>Town Council to charge Town Staff and Planning &amp; Zoning Commission to submit a yearly Comprehensive Plan status report and recommendations for updates/amendments.</td>
<td></td>
<td>Town Council, Staff, and P&amp;Z</td>
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