



**AGENDA ITEM REQUEST FORM
CITY OF JOHNSON CITY, TEXAS
CITY COUNCIL**

ITEM NO. 18

MEETING DATE: May 3, 2022

AGENDA PLACEMENT:

- ☐ Ceremonial
- ☐ Consent
- ☒ Individual
- ☐ Closed Session

CAPTION:

Discussion of and action on the City of Johnson City Strategic Work Plan dated April 6, 2021, including, but not limited to, current work products, accomplishments, and challenges. (Staff)

STRATEGIC WORK PLAN:

- | | |
|---|---|
| <input type="checkbox"/> Not Applicable | <input checked="" type="checkbox"/> Goal 5: Improve Fire Safety |
| <input checked="" type="checkbox"/> Goal 1: Increase Housing Diversity | <input checked="" type="checkbox"/> Goal 6: Improve Streets |
| <input checked="" type="checkbox"/> Goal 2: Expand Quality Lodging | <input checked="" type="checkbox"/> Goal 7: Increase Publicity & Promotion of the Community |
| <input checked="" type="checkbox"/> Goal 3: Improve Code Enforcement | <input checked="" type="checkbox"/> Goal 8: Increase Economic Development Activities |
| <input checked="" type="checkbox"/> Goal 4: Improve Streetscaping & Signage | |

EXECUTIVE SUMMARY:

In March 2021, the City Council, Planning and Zoning Commission, and a variety of other community organizations met to create a Strategic Work Plan for the City of Johnson City. The City Council approved the Plan on April 6, 2021. The purpose of the Plan is to guide future policy decisions and provide a roadmap for City Staff actions.

The purpose of this Item is to review the Plan, identify projects that have been completed, and update the Plan accordingly.

Goal	Project	Completed	Not Completed	Ongoing
1 – Housing Diversity				
	Conduct property analysis and identify properties that have access to water / wastewater.	X		
	Increase water / wastewater capacity.		X	
	Add flexibility to Code of Ordinances (septic, densities, setbacks, lot sizes, etc.)			X
	Provide Staff assistance to development community.			X
	Support annexation of single- and multi-family residential housing developments.			X
	Promote the City to housing developers.			X
	Consider incentives for large, multi-family developments.			X
2 – Expand Lodging				
	Conduct property analysis and identify properties that have access to water / wastewater.	X		
	Encourage lodging within or near the Downtown District.			X
	Increase water / wastewater capacity.		X	
	Add flexibility to Code of Ordinances (septic, heights, densities, grey water for landscaping, et cetera).			X
	Provide Staff assistance to development community.			X
	Support annexation of lodging developments.			X
	Promote the City to lodging developers.			X
	Consider incentives for lodging developments in the Downtown District or that provide walkability.			X
3 – Code Enforcement				
	Employ a Code Enforcement / Animal Control Officer.	X		
	Provide continuing education.			X

	Utilize software for the ID, tracking, and correction of CE/AC issues.			X
	Utilize citizen request module for the receipt of complaints / comments from the public.		X	
	Utilize a variety of mediums to educate the public on the Code, citizen requests, STRU / HOT tax collection, et cetera.			X
4 – Streetscaping & Signage				
	Install / encourage the development of sidewalks, pedestrian amenities, lighting, directional signage, et cetera within the City's commercial corridors.			X
	Reduce vehicular speed limits on US 290 / Main St.		X	
	Determine if welcome signage is located on private property or TxDOT ROW.	X		
	Create right of entry documents for welcome signage.	X		
	Repair / replace welcome signage.	X		
	If replacement is needed, secure TxDOT ROW for sign locations.		X	
	Engage firm to design signage.		X	
	Develop cost estimates and determine funding.		X	
	Bid and construct signage.		X	
5 – Fire Safety				
	Add, replace, and/or repair existing nonfunctional fire hydrants and valves.			X
	Correct negative pressure / line collapse issues in City's water infrastructure.			X
	Increase fire hydrants on US 290 / Main St.		X	
	Create a Fire Code review process.	X		
6 – Improve Streets				
	Utilize pavement condition index module to document current / future street conditions.	X		

	Evaluate street surface treatment options and recommend treatments that offer long-term solutions at cost effective prices.	X		
	Prioritize and correct street sub-base failures.		X	
	Mow/trim ROWs regularly.			X
	Remove debris from all culverts.	X		
	Address damaged sidewalks, signage, pavement, and street striping.			X
	Route and fill cracks.		X	
	Replace faded signage regularly.			X
	Amend the Code to address / prohibit parking along and within public ROWs.		X	
7 – Community Publicity and Promotion				
	Increase the use of publicity / promotion mediums.			X
	Increase the City's social media presence.			X
	Create a see/do/eat campaign.		X	
	Develop videos.		X	
	Implement additional City-sponsored events.			X
8 – Economic Development				
	Provide development information on the City website, et cetera.	X		
	Promote development opportunities through social media.			X
	Attend development / real estate trade shows.		X	
	Promote development within the Downtown District and along all commercial corridors.			X
	Encourage general economic activity, tourism, alcohol-based tourism and eco-tourism.			X
	Target restaurants, retail, corporate or regional headquarters, grocery stores and all other business types requiring 25,000 sq. ft. or less.			X

	Highlight the benefits of being located in the City.			X
	Encourage annexation.			X
	Utilize all available economic development incentives.			X

FINANCIAL: N/a

ATTACHMENTS: Strategic Work Plan

SUGGESTED ACTION: No motion provided.

PREPARED BY: City Staff