



WOODWAY FORWARD!

Woodway Comprehensive Plan, Draft 2024

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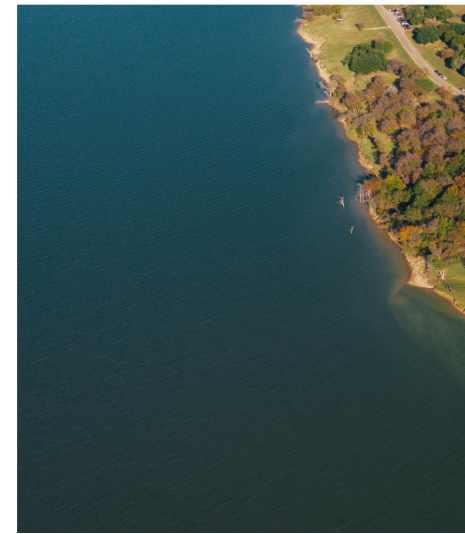




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01

Woodway Forward Background

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Introduction

The City of Woodway was originally established as a village of 250 people in 1955 and has grown to a city of over 9,500 people in 2023. Woodway is located southwest of Waco, positioned between U.S. Highway 84 and State Highway 6 in McLennan County, Texas. **Figure 1.1** provides a regional context map of the city.

Over the past 10 years, Woodway has seen an 11 percent increase in population. McLennan County has experienced similar growth in the past 10 years seeing a 9.8 percent increase in population since 2010. Based on population projections from the Texas Water Development Board, McLennan County is expected to grow by 15.3 percent by 2050. Based on these population projections, Woodway should expect to see similar growth over the next 20 years.

Woodway is known in the region for its high quality amenities, wooded neighborhoods, and sense of community. While growth in the region is imminent, preserving what makes Woodway unique is essential. The **Woodway Forward Comprehensive Plan** serves as a blueprint for future development and decisions.



Whitehall Park

Figure 1.1 | Woodway Regional Context Map



What is a Comprehensive Plan?

A Comprehensive Plan is a community driven policy document that serves as a long-term blueprint for the future development of a city over the next 25 years. The Comprehensive Plan outlines the community's vision, goals, and policies, acting as a toolkit for future city officials when making decisions regarding development/redevelopment. It covers various aspects such as land use, transportation, housing, infrastructure, economic development, and mobility. While the plan establishes an overall vision for its development pattern citywide, it does not constitute zoning regulations or establish zoning district boundaries, but rather provides guidance for zoning decisions based on descriptors and a vision for the area. By adopting and implementing this plan, Woodway is committed to ensuring the vitality of its community.

Plan Purpose

The purpose of the **Woodway Forward Comprehensive Plan** is to help grow and develop Woodway in a fiscally sustainable way, provide guidance to provide high quality amenities, and empower residents to build connections in the community. Through engagement with local stakeholders and residents, this plan's vision, goals, and policies are intended to ensure that the City's resources are used to align with the needs and desires of the community. This plan promotes transparency and accountability for current and future decision-makers, providing a clear framework for evaluating proposed projects and initiatives.



Farmers Market

Why Plan Now?

The previous Comprehensive Plan for Woodway was adopted in 2004. Comprehensive Plans should be updated every four to six years to reflect the existing and future needs of the community. Below outlines some existing challenges that Woodway experiences today.

Changes in Demographics

Today, Woodway's population consists mostly of long-time residents who are nearing retirement age. (**Chapter 2: Woodway Today** outlines the specific demographics of Woodway). These residents take pride in their community and are very active in ensuring a high quality of life is maintained in Woodway. In recent years, the City's demographic landscape has been evolving. More young families have moved to Woodway. Woodway's offerings as a place to raise a family are apparent due to its well-maintained park system, neighborhoods, and school system. With this shift in demographics, there has been an increase in demand for well-connected, family-oriented programs, events, and facilities. This demand places focus on enhancing existing amenities and creating new events and spaces tailored to meet the changing demographics. As the community continues to grow, a balance must be struck, ensuring an inclusive approach that caters to all demographic groups.

Landlocked Challenges and Smart Growth

Much of Woodway is already developed. From a residential standpoint, most of the city consists of single-family land uses. The remaining land should be planned in a smart and responsible way so that Woodway maintains a balanced offering of housing choices and supporting uses. These uses include restaurants, retail, and office spaces. Additionally, because of the limited land available for future development, the Highway 84 corridor becomes a primary economic driver and should be strategically planned to attract new development.

Fiscal Responsibility and Regional Competition

A city's success and prosperity are often measured by how well it competes and distinguishes itself within the larger regional context. Regional competition includes economic development, infrastructure, quality of life, tourism, housing, cultural and artistic offerings, collaborations, and partnerships. It plays a crucial role in shaping the city's trajectory and influencing overall success. Planning now allows Woodway to leverage its strengths, address its challenges, and foster a sustainable environment for future growth.

Aging Infrastructure

A common challenge for most cities is meeting the demands of their infrastructure due to new growth of development and increasing population. The City of Woodway is no exception, feeling the demand to identify infrastructure projects to help refresh roads and other infrastructure needs. This Comprehensive Plan can help identify opportunities for funding as well as prioritize projects in the future.

Planning Process

The City and community went through a robust planning process to produce the **Woodway Forward Comprehensive Plan**. Below outlines each phase in the planning process.

Phase 1: Project Kick-off

The first phase was focused on data collection and analysis. The data collected includes the community's social, economic, and physical qualities through existing conditions maps and demographic data. This allowed for a high-level understanding of Woodway's existing conditions, opportunities, and challenges.

Phase 2: Strategic Vision

Community engagement and strategic direction were discussed in phase two. Public involvement was a crucial foundation that the Plan built upon. Residents, property owners, business leaders, and other stakeholders contributed to the Comprehensive Plan through web-based engagements, open houses, surveys, and community events. This was where the Plan's themes were created.

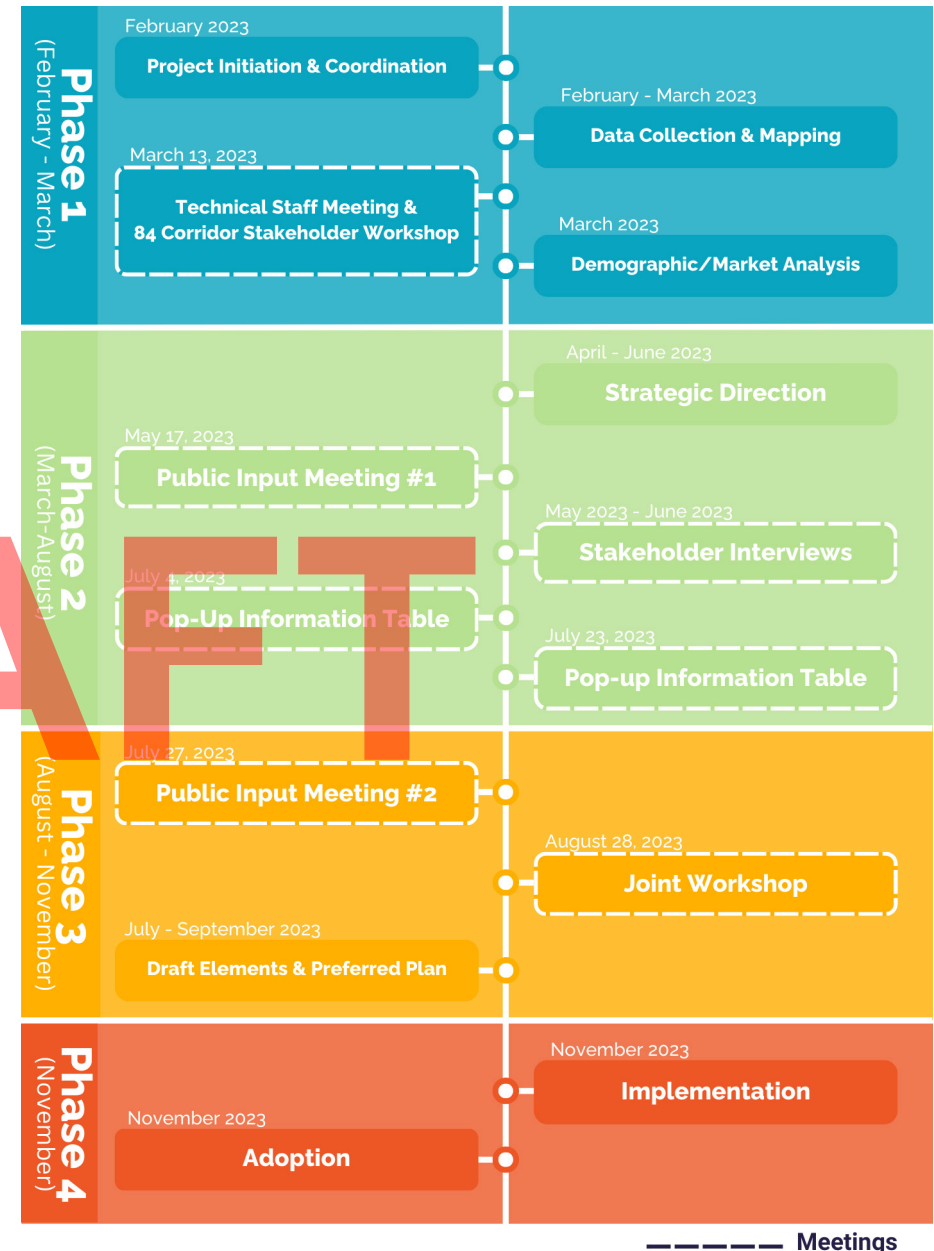
Phase 3: Plan Framework

In this phase, the Comprehensive Plan was outlined and drafted. The data collected from previous phases was pieced together in an integrated fashion. The Plan elements were selected, and several strategies were created to address opportunities and challenges that were identified early. Recommendations and implementation actions were made during this phase.

Phase 4: Adoption and Implementation

Adoption and implementation was the final phase and involves taking input from drafted elements; organizing the Plan's goals; and identifying short, medium, and long-term implementation actions, strategies, responsible parties, timeframes, costs, and potential funding sources. A final draft was presented as part of the adoption process to the Woodway Planning and Zoning Commission for a workshop review. These additional comments were added and then presented to the City Council for approval and adoption.

Figure 1.2 | Planning Schedule



Plan Structure

Below outlines the chapters of the **Woodway Forward Comprehensive Plan**.

Chapter 1 | Introduction

This chapter sets the stage for the Comprehensive Plan. It outlines what a Comprehensive Plan is and why a Comprehensive Plan is being created for the community. This chapter is important to provide context for people unfamiliar with comprehensive plans and how to effectively read the rest of the **Woodway Forward Comprehensive Plan**.

Chapter 2 | Woodway Today

This chapter includes important existing conditions of Woodway, including key demographics, engagement findings, and physical features of Woodway that play an important role of the future development of the community. It also outlines related planning studies in the community and region and how that impacts the **Woodway Forward Comprehensive Plan**.

Chapter 3 | Strategic Direction

The Strategic Direction chapter provides the foundation upon which all the Plan's actions and recommendations are based. It sets the overall framework for more specific actions outlined in Chapters 4 and 5, and it informs stakeholders of what the Plan seeks to achieve. Included in this chapter is the **Woodway Forward Vision Statement, Comprehensive Plan Themes**, and the **Future Land Use Map**. This chapter can be read as a quick standalone chapter to get the basic ideas that can help inform future development and actions for the community.

Chapter 4 | Future Land Use and Development

This chapter includes the **Future Land Use Map** for Woodway and related actions. While **Chapter 3: Strategic Direction** gives a high level description of the **Future Land Use Map** of Woodway, this chapter goes into further detail and outlines specific future land use actions. This section helps guide future policymakers to efficiently make decisions for growth in Woodway. This section also identifies a specific land use strategy for the Highway 84 corridor.

Chapter 5 | Plan Components & Themes

This chapter is organized by the three Plan themes: Responsible Growth, Quality of Life, and Belonging. Each theme includes a value statement, a discussion about why it is important, and related actions with relevant case studies and examples of real-world application.

Chapter 6 | Implementation

This chapter provides strategy for the implementation of the Comprehensive Plan's actions outlined in **Chapter 4** and **Chapter 5**. The strategy for implementation is translated through a matrix that identifies the action type, time frame of the action, high level planning cost, responsible parties and partnerships to collaborate in executing the action.

02

Woodway Today

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Woodway Today

The city of Woodway is known for its robust tree canopy and high quality neighborhoods. Understanding existing conditions and demographics is a foundational step in the planning process. This chapter outlines the existing conditions of Woodway, as well as the demographics of the people who characterize the community. The second part of this chapter will provide an overview of the public engagement for the plan. Engagement is an important part of the planning process. Community engagement allows communities to have their voices be heard, creating a sense of ownership and inclusion. Engagement creates a bridge between policymakers, planners, and the people they serve, allowing for more effective solutions.



Arboretum



Whitehall Park

Existing Conditions

One of the strengths of the community is its natural landscape. While the topography is not extremely hilly, there are elevation changes throughout the area. The natural features of gentle slopes, small creeks, and waterways begin to paint the character of Woodway neighborhoods. Woodway gets its name from the tree canopy that defines the city's character. This feature provides beautiful landscapes throughout the streets and neighborhoods. Woodway is also located along Lake Waco; its lake access serves as a great amenity for the community and surrounding regional visitors.

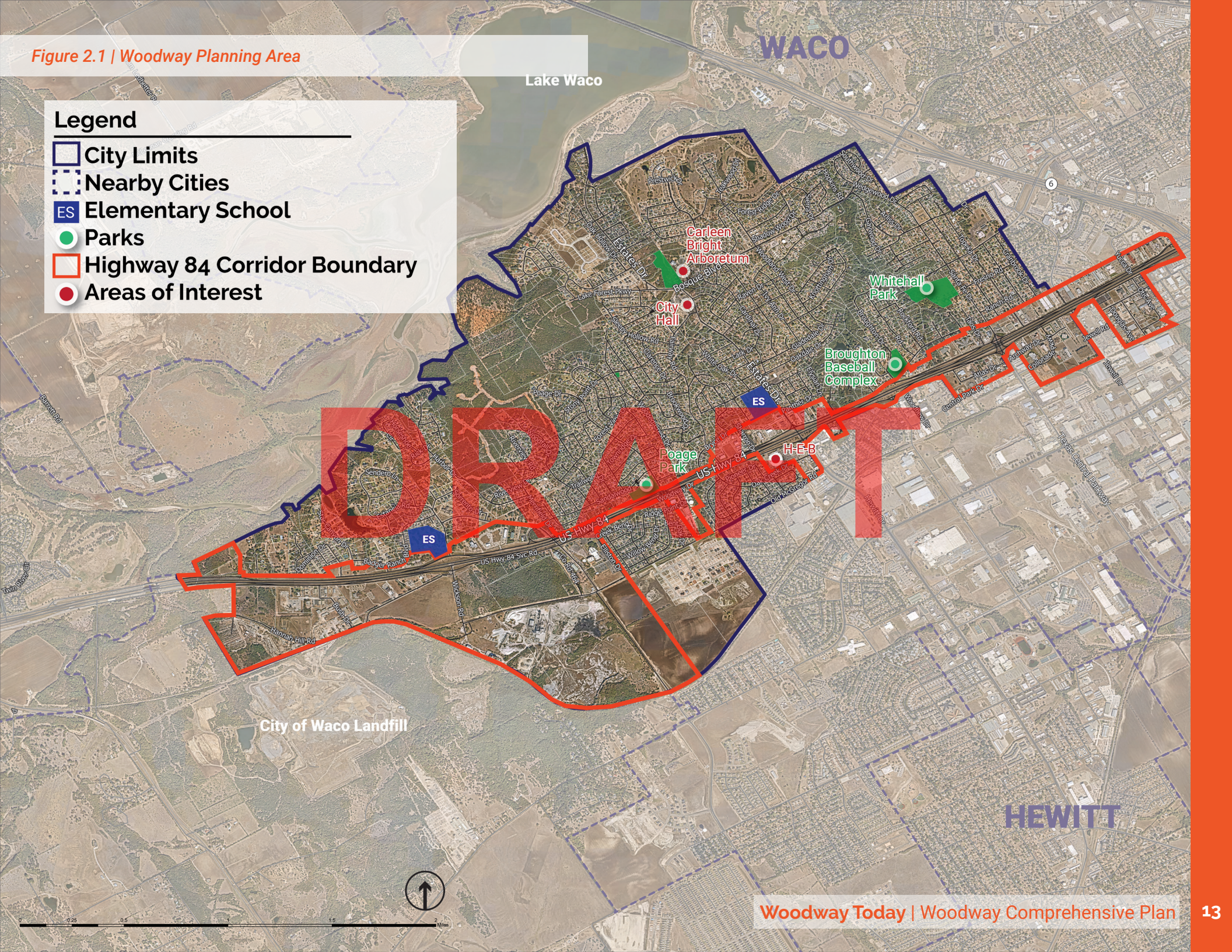
Contributing to Woodway's sense of place is the Carleen Bright Arboretum, known as the "Jewel of Woodway" and is one of Woodway's greatest assets. The Arboretum offers biking and walking trails in addition to a meditation grove, beautiful gardens, event pavilion, and monarch butterfly way station. Within the Arboretum is the Whitehall Visitor Center, a replica of the first church in Woodway. The Arboretum serves as a gathering place for the community, hosting events like the monthly Farmers Market, concerts, and Arbo Fest.

Figure 2.1 displays the existing conditions of the city. The city of Woodway has four parks that include amenities such as picnic areas, playgrounds, and hiking trails. The parks and recreation facilities are just a few ways that showcase how the natural features of Woodway are prioritized among both its residents and City officials.



Lake Waco & Activity Park

Figure 2.1 | Woodway Planning Area



Legend

- City Limits
- Nearby Cities
- ES Elementary School
- Parks
- Highway 84 Corridor Boundary
- Areas of Interest

Demographics

Figure 2.2 and **Figure 2.3** display the current population demographics of Woodway. As of 2023, the city of Woodway has an estimated population of 9,797. The city saw a 287 percent increase in their population from 1960 to 1970. This quick growth continued until the 1990s when growth began to taper off. However, from 2010 to 2020, the city of Woodway saw a growth rate of 11 percent and has since been steadily growing. The majority of the city's population are white and non-Hispanic.

Figure 2.4 displays the median age of Woodway and **Figure 2.5** shows the distribution of generations. Today, Woodway has a larger retired population than the surrounding areas with a median age of 51.8 as of 2023, and 46.3 percent of the population is 55 or older. The median age has varied between 48 to 52 years. This has been the typical demographic in Woodway in the past. Recently, the City has seen an increase of younger families.

Figure 2.2 | Race and Ethnicity, 2023

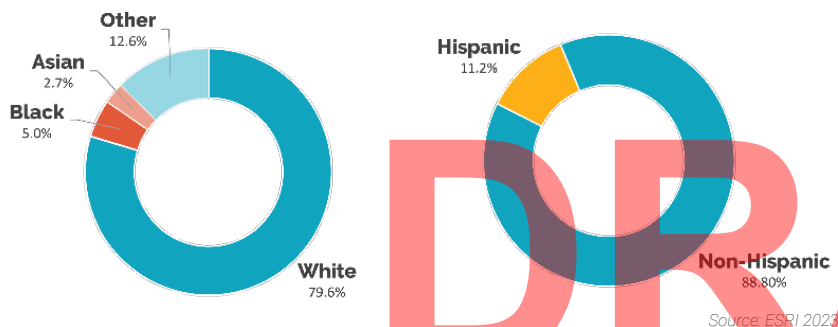


Figure 2.4 | Median Age of Woodway, 2023

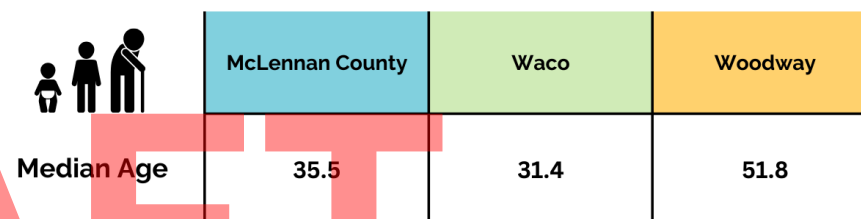


Figure 2.3 | Population of Woodway

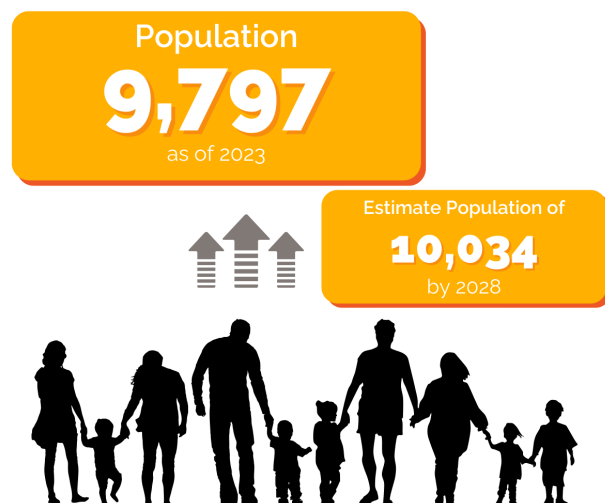
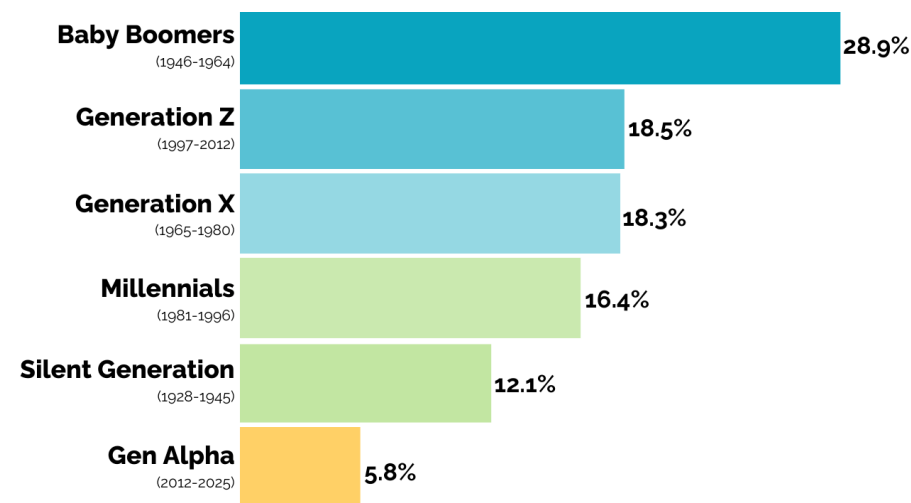


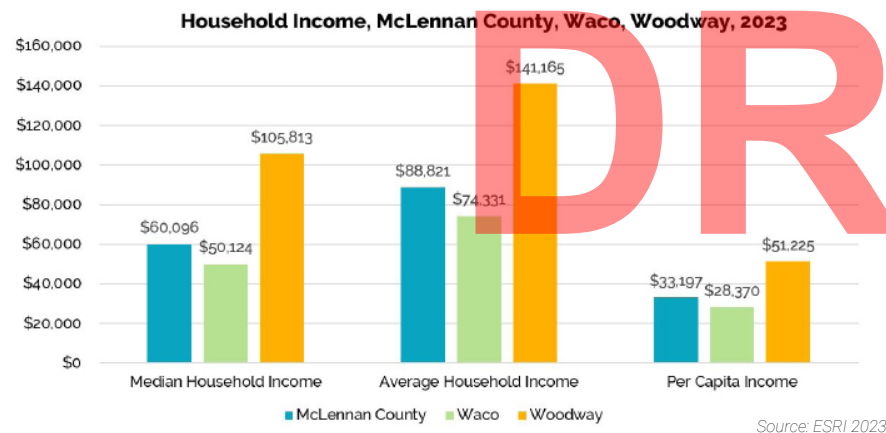
Figure 2.5 | Woodway Generation Distribution, 2023



Income and Households

Figure 2.6 represents the household statistics for Woodway. The median household income in Woodway is \$105,483, the average household income is \$141,165, and the per capita income is \$51,225. The median household income, average household income, and per capita income of Woodway is higher than those in Waco and McLennan County. There are also more homeowners in Woodway, with 85 percent of all housing units being owner-occupied and an average home value of \$356,242. Currently, Woodway has an average household size of 2.63, as compared to 2021 with a size of 2.43. The household size refers to the number of individuals living in a household regardless of whether they are family are not. Families are growing in Woodway as well, with average family sizes being 3.10, as compared to 2.81 in 2010.

Figure 2.6 | Household Income Statistics Comparison, 2023



	McLennan County	Waco	Woodway
Home Ownership	61%	43%	84.5%
Avg. Home Value	\$260,416	\$236,489	\$356,242

Source: ESRI 2023

Market Analysis

Figure 2.7 displays the 2023 educational attainment of Woodway. Woodway has a highly educated population, with 62.4 percent of the population having a bachelor's degree or higher. **Figure 2.8** shows the average annual spending in Woodway. Woodway also spends more money than the surrounding areas, spending more on food, travel, and entertainment. Woodway has a daytime population of 10,486. This is a commuter-adjusted population, meaning the amount of people who are in the area during business hours. This population is working and potentially shopping in Woodway.

Figure 2.7 | Educational Attainment Comparison, 2023

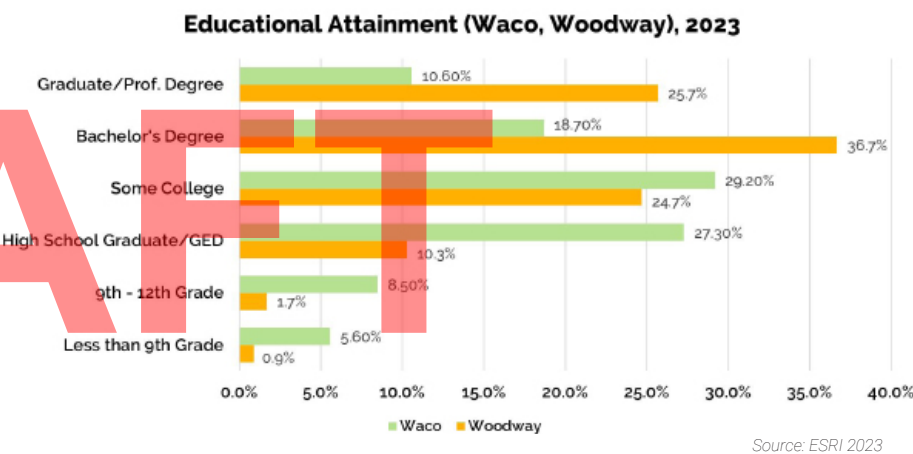


Figure 2.8 | Average Annual Spending, 2023

	Travel	Food at Home	Entertainment & Recreation
Woodway	\$4,966.33	\$8,641.4	\$4,966.23
Waco	\$3,009.91	4,860.91	\$2,603.44

Source: ESRI 2023

Related Planning Studies

This section highlights previous studies that were used as a resource when creating the **Woodway Comprehensive Plan**.

US Highway 84 Development Opportunities, 2022

This study was done as part of the Woodway Forward Plan, looking at the development opportunities that are along US Highway 84, including analyzing and selecting sites for development. The study showed that the corridor has a traffic count of 45,000 vehicles per day, along with several national anchors. The study showed that the market in Woodway has a purchasing power of over \$1.3 billion and a total retail demand of 124,755 square feet.

There is also availability for office and boutique corporate locations. Woodway has three higher education institutions and facilities nearby, including Baylor University, McLennan County Community College, and Texas State Technical College of Waco. This talented and educated workforce boasts well for office locations, with most of the occupation concentrations being in office-oriented sectors.

Five catalyst sites were selected:

- Hwy 84 Pad Sites
- Hwy 84 and Texas Central Pkwy
- SEQ (Southeast Quadrant)-Hwy 84 and Texas Central Pkwy
- NWQ (Northwest Quadrant)-Hwy 84 and Estates Dr
- NWQ (Northwest Quadrant)-Hwy 84 and Estates Dr (East)



3 Sites at Northwest Hwy 84 and Estates Dr

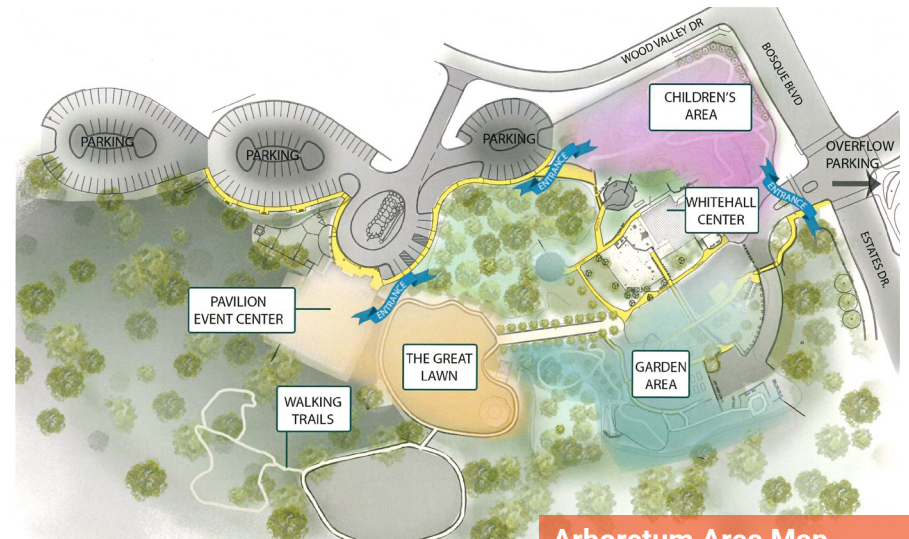


1 Site Hwy 84 and Texas Central Pkwy

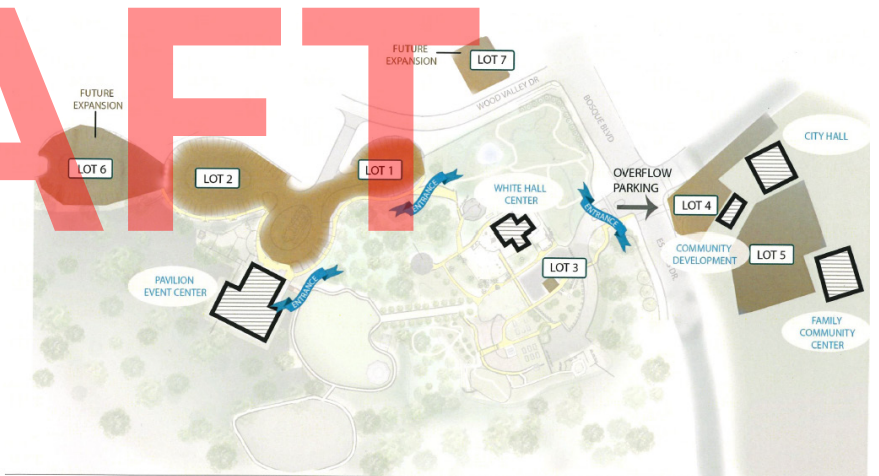
Carleen Bright Arboretum Vision Plan, 2022

The 2022 Vision Plan spurred from a 2021 city-wide infrastructure project that gave the City an opportunity to reimagine new grounds around the Arboretum. City Staff collaborated with local architects, landscape designers, urban planners, engineers, and arborists to create new and improved grounds to the Arboretum. The Vision Plan creates an outline of how to create a unique destination for Woodway and attract regional visitors. The Vision Plan outlines pathways, parking, material specifications, and identifies gathering spaces within the Arboretum grounds. The following components were emphasized as key features of the Arboretum:

- Educational stations
- Botanical garden area
- Children's activity area with an interactive splash pad
- Great lawn for entertainment and weddings
- Hiking trails and walking course
- Day and night rental facility
- Visitor center
- Restaurant/concessions/coffee house
- A patio area for studying and entertaining
- Farmers Market
- Three entry points
- Expanded parking lots
- Tourist and community app - discoverwoodway



Arboretum Area Map



PARKING COUNTS:

	ACCESSIBILITY SPACES	STANDARD SPACES
PARKING LOT 1:	5	23
PARKING LOT 2:	0	48
PARKING LOT 3:	3	0
PARKING LOT 4:	4	44
PARKING LOT 5:	5	90
TOTALS:	17	205
FUTURE EXPANSION PARKING (APPROX)		
LOT 6:	0	39
LOT 7:	TBD	TBD

Parking Map and Counts

Active Living Plan Waco-McLennan County, 2023

This study was completed in conjunction with the Waco-McLennan County Public Health District following the framework set by the Centers of Disease Control and Prevention (CDC) and the Texas Department of State Health Services (DSHS). The plan states that active living should be accessible for all residents and that a continued push for more equitable active living opportunities for all residents will occur. This study includes multiple societal sectors, including:

- Business and Industry
- Community, Recreation, Fitness, and Parks
- Education
- Military
- Faith-Based Settings
- Healthcare
- Transportation, Land Use, and Community Design
- Public Health
- Sports
- Mass Media

Each sector's section within the Active Living Plan offers opportunities and priorities for improved quality of life that sets a framework for organizations, agencies, and individuals to use to reach the Plan's goals.

Key Findings

Person-Centered Design

- The need for walkable, person-centered design and policy decisions to improve active living and overall quality of life was evident.

Cross-Sector Collaborations

- Several stakeholders repeated a desire to leverage existing cross-sector collaborations and form new connections to amplify active living efforts.

Disparities in Access

- Several stakeholders and residents acknowledged disparities in access to resources especially within parts of the community.
- Within these conversations, many also discussed the possibility or desire for shared use or joint use agreements.

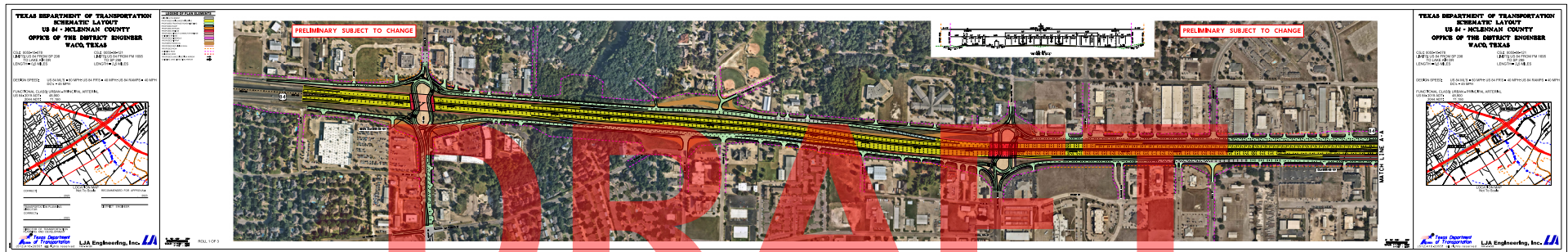


Woodway Farmers Market

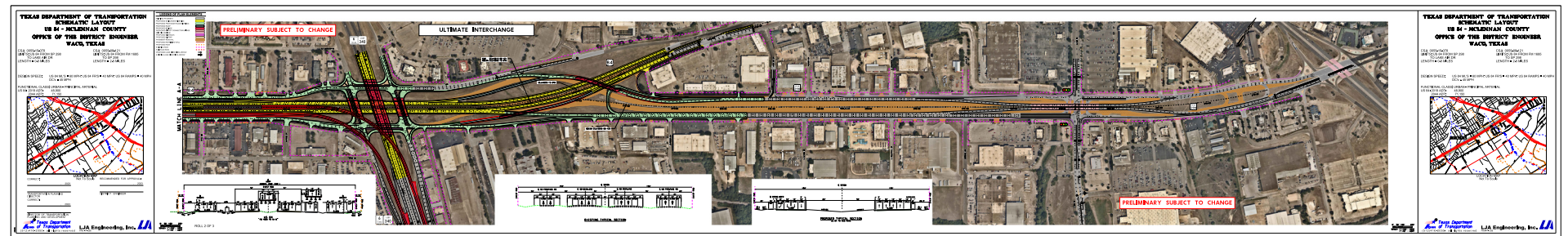
TxDOT and US 84 Project Update, 2023

The US 84 Project Update proposed several improvements, suggesting the widening from two lanes to three lanes in each direction, as well as the addition of auxiliary lanes between ramps to improve merging safety. The study also discussed reconfiguring entrance and exit ramps, implementing innovative intersections improvements, constructing flyover bridges at State Highway 6, and providing continuous pedestrian facilities. There were also intersection improvements and interchange improvements for the intersection of US 84 and FM 1695, and the State Highway 6 Interchange.

TxDOT Schematic #1 - DRAFT



TxDOT Schematic #1 - DRAFT



Engagement Snapshot

One of the most vital parts of creating a Comprehensive Plan is ensuring there is engagement with the community. This section describes the engagement efforts that were used to define and create the **Woodway Forward Comprehensive Plan**, as well as the results and key takeaways from the events.

A variety of engagement tools and techniques were utilized during the **Woodway Forward Comprehensive Plan** process. The goal of this process was to give residents the opportunity to provide feedback on the progress of the Plan, including the vision and goals.

The project team was able to gain insight into the community and collect ideas and suggestions through stakeholder interviews, public input events, a virtual engagement survey, an online interactive map, and a community survey.

In-Person Engagement

Representational Involvement

- **Comprehensive Plan Committee** – Economic Development Committee
- **Stakeholder Interviews** – City Councilmembers and Midway ISD faculty
- **Technical Meeting with City Staff** – City Staff from multiple departments gave basic insight into the City of Woodway's existing conditions.
- **Joint Workshop** – Planning and Zoning Commission and City Council

Community Events

- Public Input Meeting #1
- July 4th Pop-Up Event
- Public Input Meeting #2
- Farmers Market Pop-Up Event



Technical Staff Meeting



Farmers Market Pop-Up Event

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Public Input Meetings

Public Input Meeting #1

This meeting was held in May of 2023 and included three stations for participants to leave their feedback. The first station asked the public to identify Woodway's strengths, weaknesses, opportunities, and threats/challenges. Participants reviewed the proposed land use of the Highway 84-Corridor Framework Plan at the second station, and then they were asked questions related to quality of life at the third station.



Public Input Meeting #1



Public Input Meeting #1

Public Input Meeting #2

The second public input meeting was held in July of 2023 and included a presentation about previous engagement opportunities, plan components, and next steps. Five stations were set up for participants to share where they live and work, their vision for the future of Woodway, future land use planning, and their priorities for future development along the Highway 84 Corridor. Participants shared their overall thoughts on the plan's progress and provided ideas that would affect key components of the plan.



Public Input Meeting #2



Public Input Meeting #2

Engagement Word Cloud



Key Takeaways of Public Input Meetings:

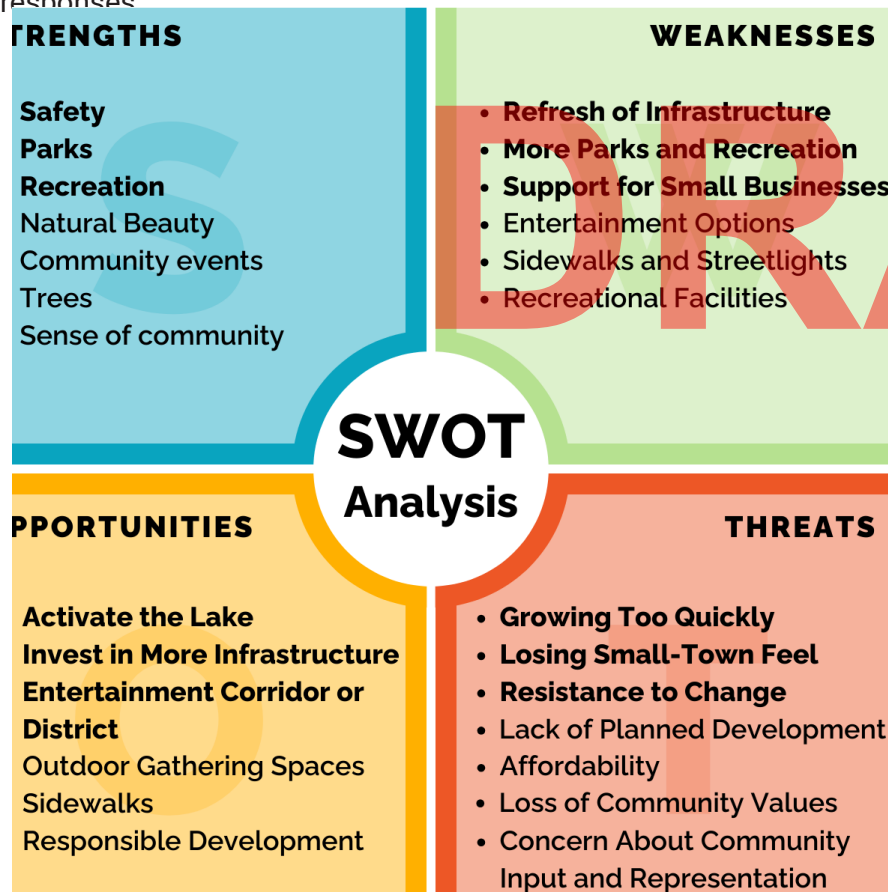
- **Small-town feel and Public Safety** The community admires Woodway as it gives off a small-town feel; this can be attributed to the events and programs that unite the city. Residents feel safe, with the City having a low crime rate and a reliable fire and police department.
- **Infrastructure and services** Participants emphasized the need for infrastructure and services improvements—specifically code enforcement, flooding, lighting in public areas, and street and sewer services.
- **Events, programs, and recreation** The public enjoys the events and programs in Woodway; however, they voiced that the hiking trails are seen as adequate but not exceptional.
- **A sense of place** The community would like to see more art/culture in the city to give it a distinct feel, incorporating walkability with trails, and flexible pedestrian walkways.

Online Engagement

Online engagement tools were used to increase accessibility for people unable to attend meetings and to help spread awareness of planning efforts. The virtual engagements included a community survey, project website, interactive map, and virtual engagement rooms, everyone had the opportunity to participate in the same activities and give their input.

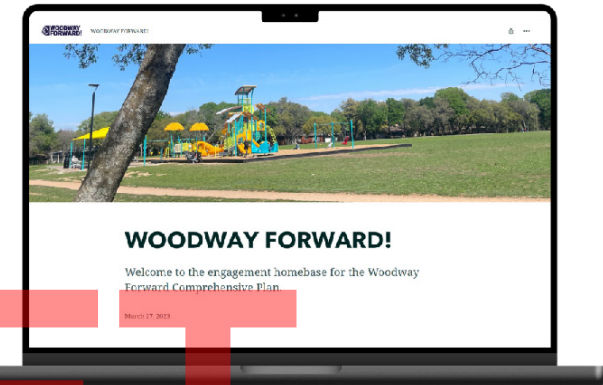
Community Survey

The **Woodway Forward Comprehensive Plan** Community Survey was opened in May 2023 and closed at the end of July 2023, gathering 197 responses. Participants shared what strengths, weaknesses, opportunities, and potential threats exist today in the community. See **Chapter 7: Appendix** for a detailed analysis of the questions and responses.

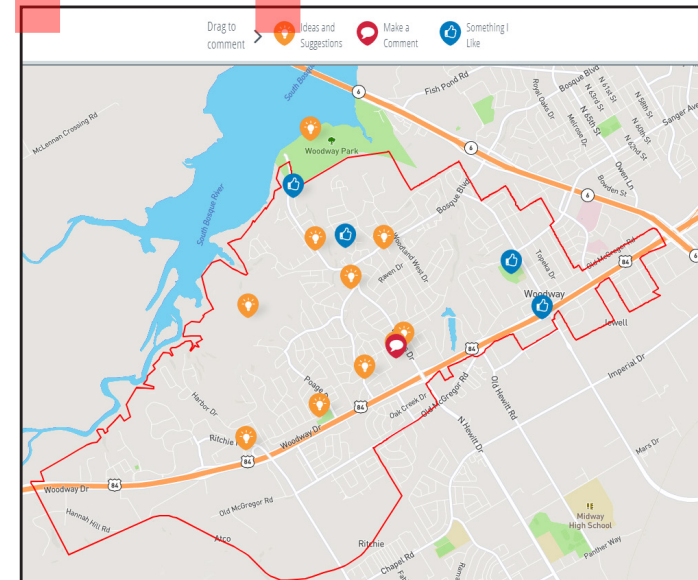


Project Website

woodwaytexas.gov/woodway-forward was the project website created to serve as a home base for all project updates, past presentations, upcoming events, and documents regarding the **Woodway Forward Comprehensive Plan**. This is where the interactive map was also available, and residents were able to provide feedback on specific locations and choose what type of comment they wanted to leave: "Ideas and Suggestions", "Make a Comment", and "Something I Like".



Interactive Map



Community Engagement Key Takeaways

- **What makes Woodway Unique** Woodway is a community where residents are very proud to live. The high-quality amenities, tree lined neighborhoods, and sense of community are just a few of the major things that residents want to preserve. As growth occurs, the City has a responsibility to utilize existing available land in a way that stays true to who Woodway is today.
- **Natural Beauty Appreciation** The residents of Woodway highly value the area's natural beauty, including trees, hills, green spaces, and wildlife. Preserving this environment is crucial to the community.
- **Community Identity** Woodway's small-town feel and residential focus are central to its identity. Residents appreciate the sense of community, peace, and quiet, and they wish to maintain these qualities.
- **Balancing Development** While there is a desire for some development and enhancement of amenities like dining and entertainment options, residents emphasize the need to preserve green spaces, control traffic, and avoid over-commercialization at the same time.
- **Fiscal Responsibility and Inclusivity** Many residents want transparent and efficient budgeting to address infrastructure needs, support schools, and prevent excessive spending. They also emphasized housing concerns in addition to the diverse needs and desired facilities for an aging population.

03

Strategic Direction

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Strategic Direction

The **Woodway Forward Comprehensive Plan** establishes a long-term vision for future growth, development, and investment in the community. The strategic direction aims to guide all recommendations by City Staff and decisions by elected and appointed officials on a variety of actions that affect the future form and character of the community.

Role of Strategic Direction

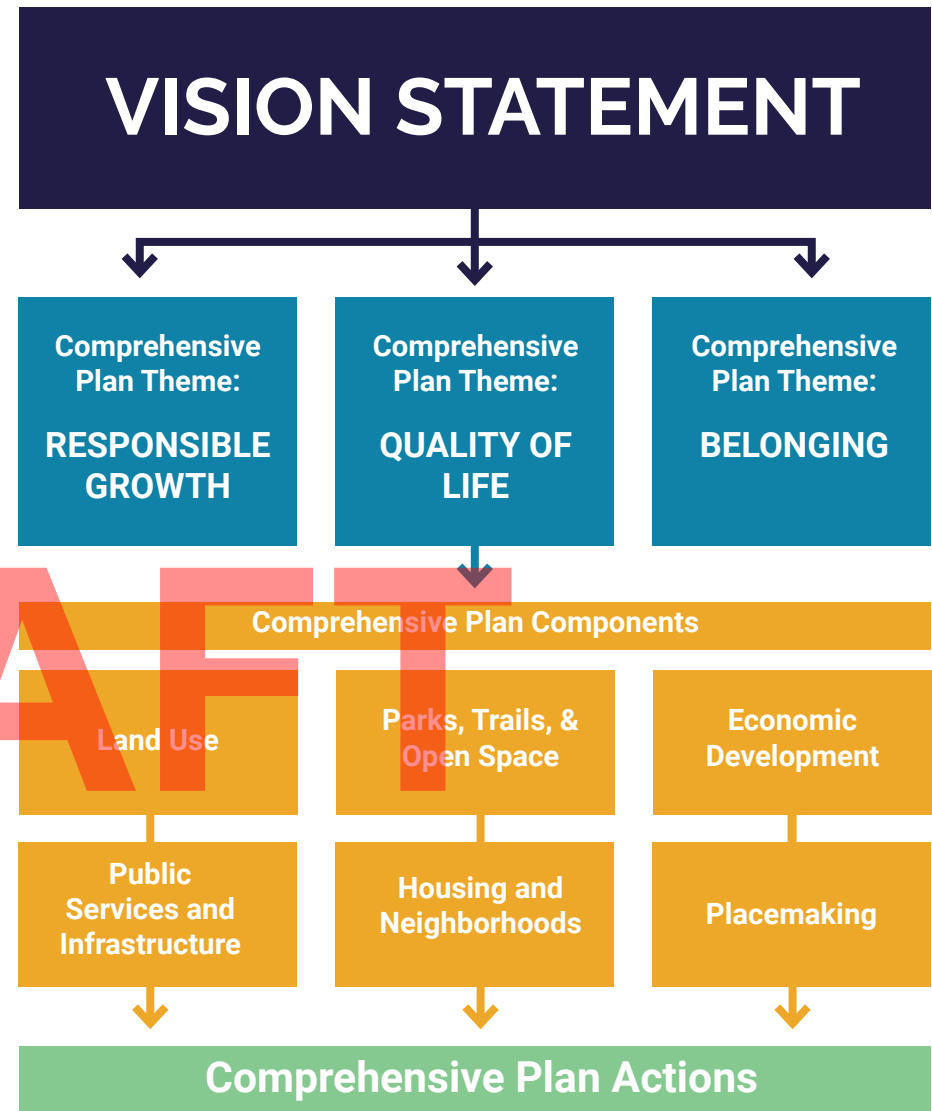
The strategic direction of the **Woodway Forward Comprehensive Plan** includes four parts:

- **Future Land Use Strategy**
- **Vision Statement**
- **Plan Themes**
- **Plan Components**

The purpose of this chapter is to serve as an overview and explanation of the structure of the Comprehensive Plan. It distills the plan's essence into a condensed format, providing decision-makers, stakeholders, and the public with a quick understanding of the plan's vision, themes, and components. Strategic direction is used as a tool for efficient communication, enabling busy individuals to grasp the plan's core concepts without delving into the entire document.

Figure 3.1 on the right displays how the **Vision Statement**, **Plan Themes**, and **Plan Components** inform the foundation of the plan. The **Vision Statement** is a reflection of the end dream destination. The **Plan Themes** describe guideposts for achieving the vision. The **Plan Components** are used to help organize thoughts and recommendations in **Chapter 5: Comprehensive Plan Themes**. The action items are implementation tools that are organized by the **Plan Components** to help achieve the vision for the community.

Figure 3.1 | Comprehensive Plan Structure



Future Land Use Plan

The **Future Land Use Plan** is the graphic depiction of the future Woodway as it will develop, assuming the plan themes are followed and the vision is realized. **Figure 3.2** displays **Woodway's Future Land Use Plan**. The **Future Land Use Plan** provides overall guidance for future growth in the community as it relates to land use, development, and investment. By illustrating the geographic development pattern Woodway hopes to achieve, the **Future Land Use Plan** establishes the basic framework for the strategies that pertain to areas within the current city limits. The **Future Land Use Plan** provides a framework for what type and scale of development can occur throughout different parts of the city. The **Future Land Use Plan** identifies areas in Woodway to maintain, enhance, and grow. See the below characteristics within each land use strategy.

Maintain

Character & Intent:

In these parts of the city, actions will be taken to preserve essential characteristics of the community that are strong and valuable. This plan envisions that these areas will continue to look and be used primarily as they are today, with few adaptations intended to allow them to maintain their character and natural functions, remain economically viable, available for recreation, and be well-maintained.

Primary Land Uses

Single Family Attached, Single Family Detached, Public/Private Parks

Secondary Land Uses

Neighborhood Retail, Office

Example Imagery



ENHANCE

Character & Intent:

In these parts of the city, there will be small and incremental change that is consistent with existing development patterns, building scale, and neighborhood character—details which are unique to various parts of the city. The objective in these parts of the city is to build on and enhance characteristics that have the opportunity to be expanded upon and further enriched. Efforts in these areas of the city should be focused on making infrastructure improvements to enhance mobility and quality of life for residents.

Primary Land Uses

Single Family Attached, Single Family Detached, Retail, Commercial

Secondary Land Uses

Public/Private Parks, Office

Example Imagery



GROW

Character & Intent:

In these parts of the city, there will be the most change over time, as they are the areas most suitable to accommodate the city's future growth. These include places like the Highway 84 corridor, major street corridors, and future opportunity areas. This plan recognizes that places that can accommodate and encourage future growth and development are needed to maintain vibrancy, increase the tax base, and stay competitive in the region.

Primary Land Uses

Mixed Use, Entertainment and Recreation, Multifamily, Retail, Commercial, Office

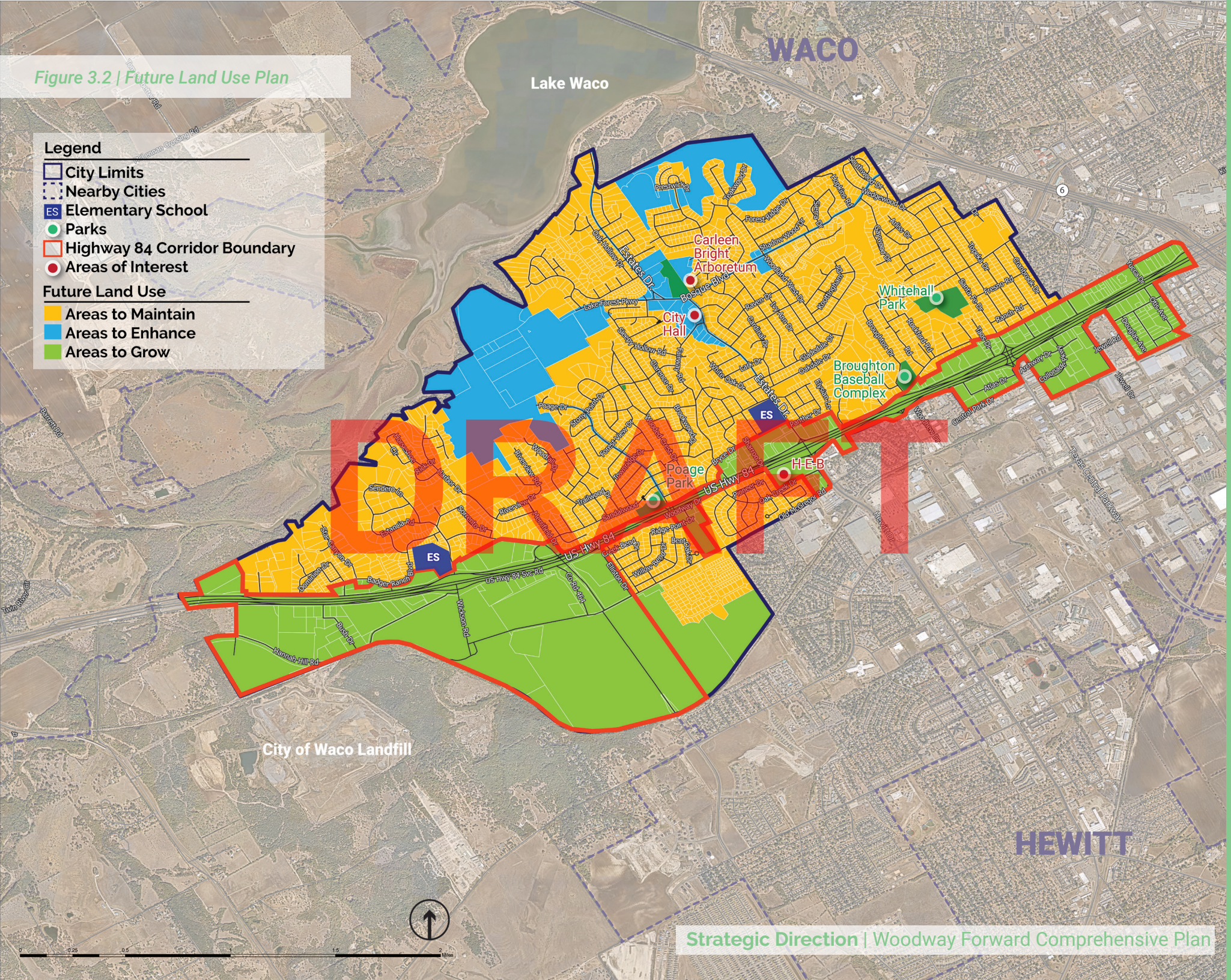
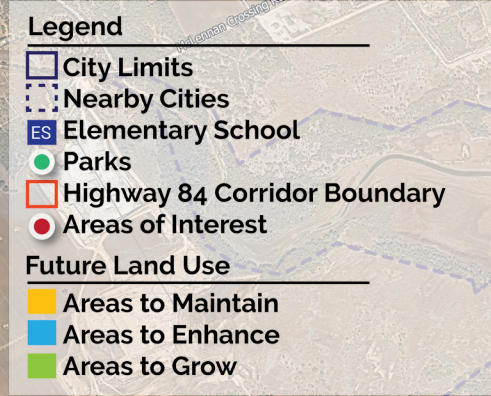
Secondary Land Uses

Public/Private Parks, Light Industrial

Example Imagery



Figure 3.2 | Future Land Use Plan



Vision Statement

The **Vision Statement** describes the future that is desired by the community in terms of its physical, social, and economic conditions. As an aspirational statement, it is not intended to describe the current situation; rather, it is designed to create an inspiring image of the future that the community has stated that they want to achieve. The **Vision Statement** is structured to:

- Describe where the community wants to go (i.e., the result, not the process to get there)
- Be succinct and memorable
- Not be a laundry list of individual topics

A **Vision Statement** is cultivated through a dynamic process of community engagement, drawing upon the collective aspirations, values, and insights of the people of Woodway. This includes key stakeholders such as elected officials, business owners, and residents. This inclusive approach fosters a sense of ownership and shared purpose, ensuring that the vision reflects the diverse perspectives and needs of the community. Through public input meetings, surveys, and online platforms, stakeholders contributed their thoughts, ideas, and concerns. Ideas generated at these engagements were grouped to identify common threads and provide a big picture of the community's desires into a vision statement. This collaborative effort not only captures the essence of what residents and stakeholders of Woodway envision for their community's future, but also fosters a sense of unity, commitment, and enthusiasm towards the realization of that vision.



Public Input Meeting #1

“Woodway stands as a safe community that cherishes its small-town feel and natural beauty, fosters a secure and welcoming atmosphere, and provides top-notch amenities for its residents. As we look to the future, we envision a vibrant community that embraces responsible decision-making that balances progress and who we are today as a community.”

Plan Themes

Plan Themes provide overall guidance across **Plan Components**. The **Plan Themes** were derived through the community engagement process. They help tell the story of the values of Woodway and provide a foundation for future decisions made by City Staff and elected officials. Each theme has a value statement that helps describe its purpose. The three themes of the **Woodway Forward Comprehensive Plan** are:



Carleen Bright Arboretum



Responsible Growth

Woodway will work towards creating a balanced and sustainable community that supports both economic prosperity and fiscal responsibility by investing in existing resources while looking to new opportunities to flourish.



Quality of life

Woodway will focus on enhancing the lives of residents by prioritizing essential amenities, promoting active lifestyles, and maintaining green spaces that foster connections to nature, all while cultivating a thriving community.



Belonging

Woodway will build a welcoming and cohesive community by forging partnerships with local organizations, businesses, and institutions that will address the community's needs; gather resources; and strive for shared goals, ensuring that everyone feels a sense of belonging and ownership to Woodway.

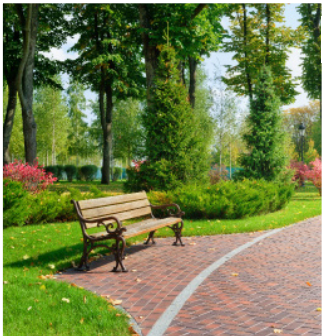
Plan Components

The **Plan Components** are the topics of the Comprehensive Plan that serve as the building blocks of the **Chapters 5**. These components are integral elements within the framework of the plan and address crucial aspects of Woodway. The **Plan Components** are the pillars that collectively support the creation of a well-rounded and balanced blueprint for the future. The **Plan Components** provide detailed steps to achieve the desired vision in Woodway.



Land Use & Development

Land Use refers to the planning and organization of land for different purposes, such as: residential, commercial, industrial, agricultural, recreational, etc. Proper land use management ensures efficient utilization and sustainable development.



Parks, Trails, & Open Space

Parks and Recreation are designated areas of land set aside for public use. These spaces feature open grassy areas, playgrounds, walking paths, and picnic areas.



Economic Development

Economic Development for a city refers to the efforts and strategies implemented to enhance the local economy. It involves attracting investments, promoting business growth, creating job opportunities, and improving economic well-being of residents.



Public Services & Infrastructure

Public Services and Infrastructure in a city encompasses the essential facilities, utilities, and services provided by the government to meet the needs of its residents. These include many services, such as transportation systems, waste management, water supply, sewage treatment, public safety, healthcare facilities, schools, libraries, etc. Infrastructure development involves building and maintaining physical assets like roads, bridges, public buildings, and utilities.



Housing & Neighborhoods

Housing and Neighborhoods play a crucial role in providing suitable living spaces for residents and shaping their sense of community. It involves ensuring access to attainable housing options, promoting diverse and inclusive communities, and creating well-designed neighborhoods.



Placemaking

Placemaking involves transforming public spaces into vibrant and attractive areas that encourage community engagement and social interaction. Placemaking utilizes a community's culture by emphasizing brand and identity.



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04

Future Land Use & Development

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Introduction

This chapter provides important guidance on future growth in Woodway. Outlining land use and development ensures a predictable development pattern, fiscal resilience, and desired vision of the community for the future. The Future Land Use strategies outlined in this chapter guides the physical development pattern on the community that aligns with the strategic direction established in **Chapter 3: Strategic Direction**. The recommendations in this chapter aim to inform and assist City leaders in making important decisions regarding future land use, policy decisions, capital improvements, and other significant investments that will be important to the future of Woodway.

Chapter 212 of the Texas Local Government Code states that "A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries." The Future Land Use Plan strategies and framework for the Highway 84 Corridor is intended to guide City staff in assessing development around the community, and the P&Z and City Council in decision-making related to zoning proposals. The recommendations of this chapter provide a foundation for changes to the zoning ordinances and zoning map to align ordinances with the vision and plan themes of the **Woodway Comprehensive Plan**. Additionally, if an owner makes an application for rezoning, this chapter and the action items outlined in **Chapter 5: Plan Theme and Components** should be used as reference by the City and appointed officials for approval or disapproval of zoning proposals.

The Future Land Use Plan and accompanying actions heavily took into account feedback heard during the engagement process. Active implementation of the recommendations in this chapter will be important to achieving the future development patterns desired by Woodway stakeholders and residents. The goal is to provide recommendations around growth that will achieve fiscal balance, actionable goals around phased infrastructure investment, and providing the level of municipal service desired by residents of Woodway.



Lakeside Park

Woodway's Future Land Use Strategies

Woodway is a unique and distinct community that is proud of its identity as a primarily single-family residential community, set in a hilly, wooded setting, supported by its economic core along Highway 84. From a land use perspective, Woodway seeks to balance its development portfolio with uses that support its identity. Because the community is almost built out, Woodway took a unique approach with its Future Land Use Plan, to explore a citywide strategy that reinforces its land use vision with three main objectives: **Maintain, Enhance, and Grow.**

The Future Land Use Strategies help visualize where and how the community implements their desired vision. **Figure 4.2** displays the Future Land Use Plan for Woodway. Each area has distinctive characteristics on how it will handle growth in the future. The goal of this strategy opposed to more typical Future Land Use Plans is to account for the percentage of land Woodway has left to develop. Most of Woodway is residential area. What the neighborhoods of Woodway need will greatly differ in Future Land Use Strategies than along the Highway 84 Corridor. **Figure 4.1** displays the acreage and percent breakdown of the Future Land Use Strategies within Woodway today. The following pages outline character and intent, recommended land uses, and design considerations.

Figure 4.1 | Acreage Breakdown of Land Use Strategies

Land Use Type	Acres Used	Percent of Total Area
Maintain	2,468.83	57.92%
Enhance	455.29	10.57%
Grow	1,383.38	31.51%
Total Land Area	4,307.50	100.00%



Maintain

The Future Land Use Plan designates over 57 percent of Woodway's land towards this layer as the key area of the city that contains already developed land where important aspects of the built and natural environment should continue to be single-family uses. In this designation, preservation should be at the forefront of any zoning or development decisions going forward, as it is key to the future vitality of the existing community.



Enhance

The Future Land Use Plan designates over 10% of Woodway's land towards this strategy. These are key areas of the city that may already be developed but should enhance the area due to its lack of consistent and high-quality development. While there may be some great community features in this area, development and zoning decisions should be contingent on the enhancement of the public realm, neighborhood, and community as a whole.

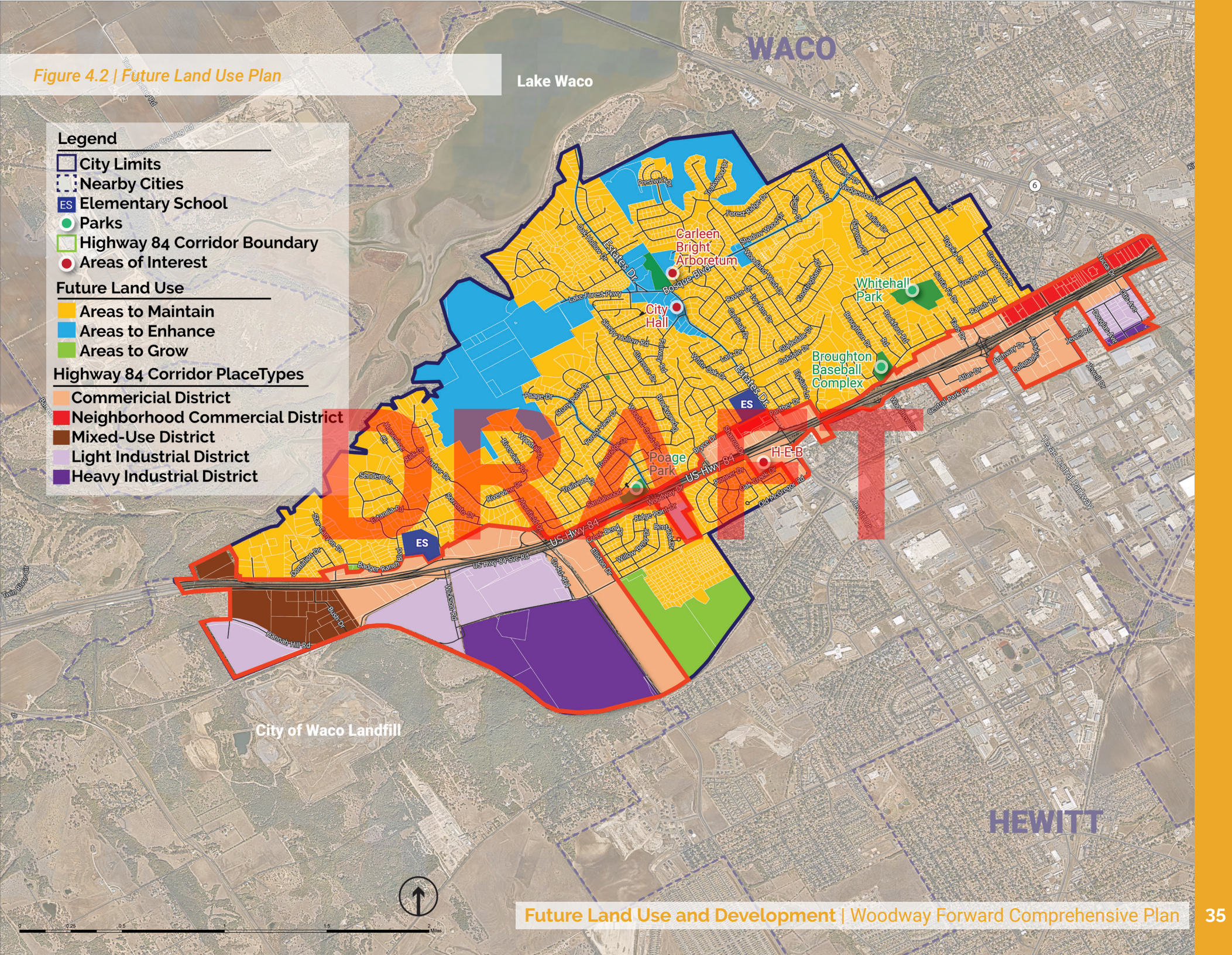


Grow

The Future Land Use Plan designates over 32% of Woodway's land towards growth and is primarily located in the Highway 84 Corridor boundary. This is Woodway's main location for economic activity and future growth. Development decisions should focus on promoting and supporting the community through bringing in jobs, businesses, and residential development that diversifies its portfolio and supports its vision. A detailed study of guided growth of the Highway 84 Corridor follows later in this chapter, along with designated PlaceTypes for that corridor.

Figure 4.2 | Future Land Use Plan

- Legend**
- City Limits
 - Nearby Cities
 - ES Elementary School
 - Parks
 - Highway 84 Corridor Boundary
 - Areas of Interest
- Future Land Use**
- Areas to Maintain
 - Areas to Enhance
 - Areas to Grow
- Highway 84 Corridor PlaceTypes**
- Commercial District
 - Neighborhood Commercial District
 - Mixed-Use District
 - Light Industrial District
 - Heavy Industrial District



Future Land Use Comparisons

The latest analysis conducted in 1996 looked at existing land use for the community at large. **Figure 4.3** is a comparison of existing land use in 1996 and existing land use in Woodway today. Over more than 20 years, Woodway maintained its identity as a primarily single-family residential community but has also grown significantly with land that is developed for industrial and commercial uses. The future outlook of Woodway is focused on its economic potential along Highway 84 and its ability to maintain, enhance, and grow city wide. Future zoning and development decisions should follow both the corridor for guidance as well as the Future Land Use Plan to ensure the appropriate character is established within each district. **Figure 4.4** displays the previous Future Land Use Plan from the 1996 Comprehensive Plan. **Figure 4.5** displays the 2024 Future Land Use Plan.

Figure 4.3 | Comparison of Existing Land Uses in 1996 to 2024

Land Use Type	Acres Used		Percent of Developed Area		Percent of Total Area	
	1996	2024	1996	2024	1996	2024
Single-Family	1,360.30	2,037.52	45.42%		31.82%	46.33%
Duplex	1.4	-	0.05%		0.03%	-
Multi-Family	6.6	10.5	0.22%		0.15%	0.24%
Patio Home/PUD	11.8	674.59	.39%		0.28%	15.78%
Public/Semi-Public	149.9	25.74	5.01%		3.51%	0.60%
Parks	168.3	34.19	5.62%		3.94%	0.80%
Office	3.7	2.23	0.12%		0.09%	0.05%
Retail	26.3	3.29	0.88%		0.62%	0.08%
Commercial	120	279.03	4.01%		2.81%	6.53%
Light Industrial	282	614.88	9.42%		6.60%	15.10%
Rights-of-Way	864.5	226.56	28.87%		20.22%	-
Total Developed Land	2,994.80	3,681.97			70.06%	85.5%
Total Undeveloped Land	1,279.90	398.97			29.94%	14.5%
Total Land Area	4,274.70	4307.50	100.00%		100.00%	100.00%

*1996 calculations were approximations based off a different software model.

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Figure 4.4 | 2004 Comprehensive Plan Future Land Use Map

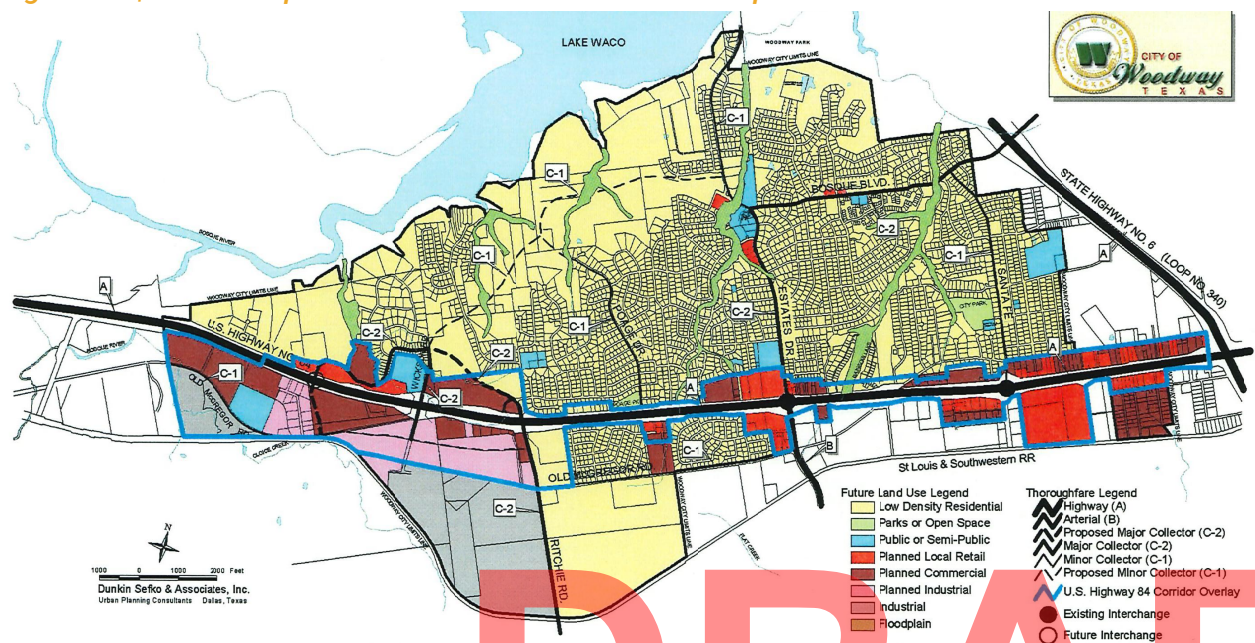
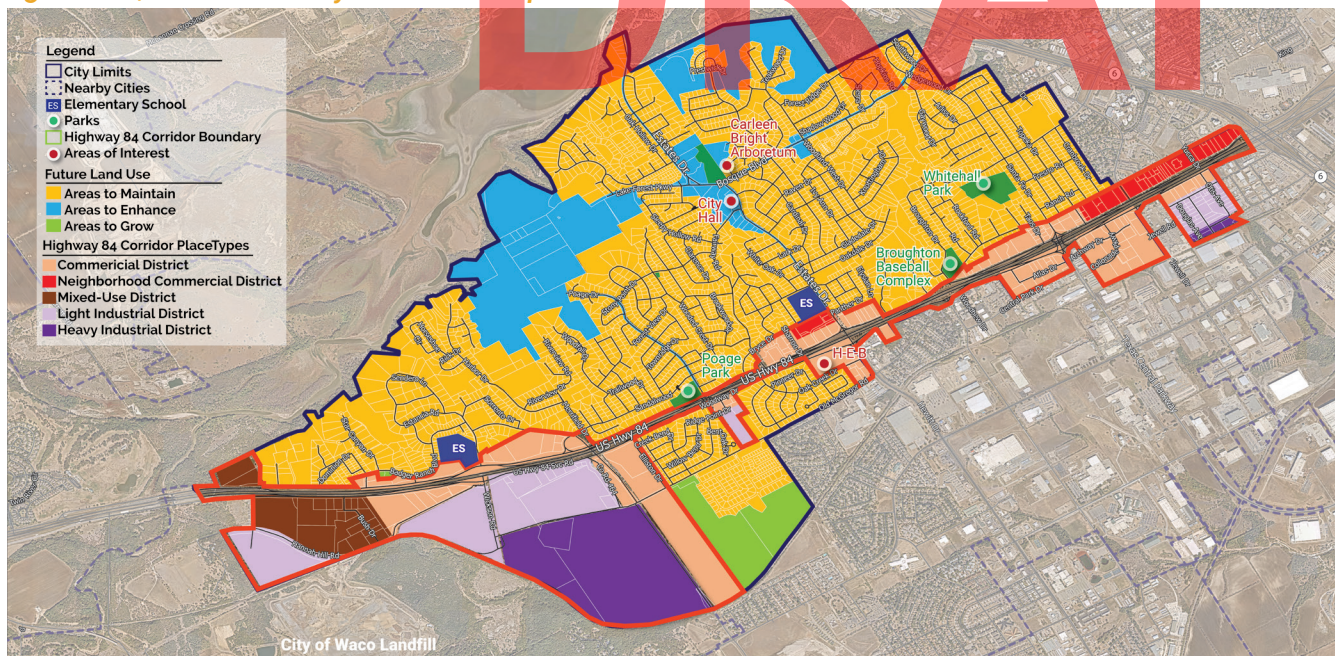


Figure 4.5 | 2024 Woodway Forward Comprehensive Plan Future Land Use Plan



Maintain

Neighborhoods in Woodway are the city's biggest asset. Many people move to this city for the housing and neighborhoods. The purpose of this Future Land Use Strategy is to strengthen existing neighborhoods which are predominantly residential. The **areas to maintain** are displayed in **Figure 4.6** on page 41. Three ways to strengthen the existing neighborhoods in Woodway are to maintain the natural character, improve accessibility, and target resident needs.

The tree canopy in Woodway not only reinforces the community's brand but seen as a strength among residents of Woodway. The tree canopy, in addition to the natural escarpment of the neighborhoods and open space, should be maintained. Next, accessibility should be a top priority throughout this area. Currently, there is a need for trail amenities and closing sidewalk gaps to support more active transportation and recreational activity for the community. Many residents love Woodway for its quality of life. Trail amenities help raise property values for a community and are often rated top community assets. Providing more connections to people in neighborhoods should be a top priority as well as supporting pedestrian facilities like enhanced cross walks that give accessibility to people of all ages and abilities. Finally, understanding resident needs now and in the future can help navigate investment and development opportunity that fits the character of the community. Right now, the available housing in Woodway is not diverse, and there is limited mobility for residents of all ages and background. Woodway has great amenities, and people have lived there for a long time; However, the current available housing does not offer many options for new families or older residents who are looking to downsize and age in place. Diversifying housing can help provide more options to residents and meet the needs of existing and future residents. This is discussed further in **Chapter 5: Plan Components & Themes**.

Relevant Action Items

Below is a list of action items outlined in **Chapter 5: Plan Themes and Components** and **Chapter 6: Implementation** that are most influential to this area.

• Responsible Growth Actions

- Conduct a City-wide viewshed analysis. **(R) PM.1**
- Create an updated Master Thoroughfare Plan. **(R) PSI.1**
- Explore and implement a variety of resources for reconstruction and ongoing maintenance of transportation infrastructure. **(R) PSI.2**
- Update Woodway's street design standards. **(R) PSI.3**
- Update zoning code to allow for quality housing in growth areas to increase housing options. **(R) HN.1**

• Quality of Life Actions

- Update design standards that maintain a small town feel with new development. **(Q) PM.2**
- Modify existing streets in Woodway to promote context-sensitive design. **(Q) PSI.4**
- Preserve the walkable character of older neighborhoods. **(Q) HN.2**
- Consider incorporating standards for private development proposals. **(Q) PTOS.2**

• Belonging Actions

- Develop a policy to support the installation of public art throughout the community. **(B) PM.5**
- Partner with local non-profits, schools or religious groups to start up volunteer service to aid in code enforcements. **(B) HN.3**
- Review development regulations as needed to ensure site design requirements support and encourage public spaces. **(B) PTOS.3**

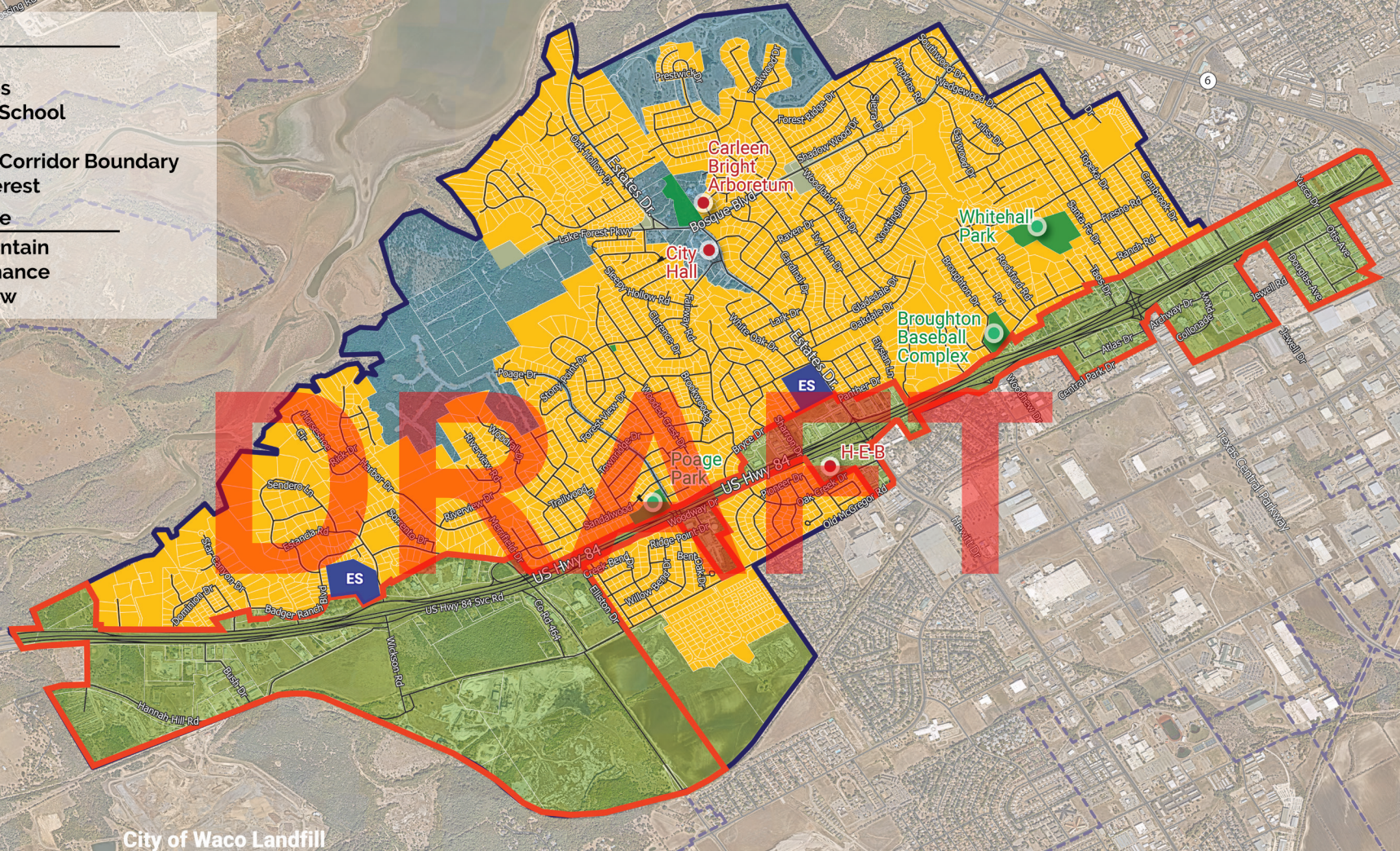
Figure 4.6 | Areas to Maintain

Lake Waco

WACO

Legend

- City Limits
- Nearby Cities
- ES Elementary School
- Parks
- Highway 84 Corridor Boundary
- Areas of Interest
- Future Land Use**
- Areas to Maintain
- Areas to Enhance
- Areas to Grow



In these specific areas of the city, we will take action to maintain the essential characteristics of the community that are both strong and valuable. The goal of this Plan is for these areas to maintain their current appearance and usage, with only minor adjustments made to ensure they can retain their unique character and natural functions. Additionally, these areas should remain economically viable, accessible for recreational purposes, and well-maintained.

*A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries. The Future Land Use Plan represents a vision for future land use and design.



Future Development Consideration

The table below outlines development considerations for **areas in the community to maintain**. While the goal of this area is to maintain the character of the neighborhoods and housing, future investment in nearby roads, infrastructure, and city amenities should fit the character of its surrounding context. The table below aims to guide that development to ensure consistency. Future representational imagery is shown on page 43, for examples of similar elements that would fit in the context of **area to maintain** in Woodway according to the **Future Land Use Plan**.

Design Considerations	Description
Primary Land Uses	Single-Family Attached, Single-Family Detached, Public/Private Parks
Secondary Land Uses	Neighborhood Retail, Office
Placemaking Elements	Street lighting; minimized impact to viewsheds; lean on surrounding natural environment to promote placemaking (rather than physical elements)
Infrastructure Investment	Street improvements, closing gaps in sidewalk connections to key areas, adding or refreshing park and public amenities, public art installation, traffic calming measures through neighborhoods, storm water management projects
Pedestrian and Bicycle Design	Safety enhancements such as flashing pedestrian crossings, separation from travel lanes, and minimized site distance conflicts; shared use paths
Vehicles and Street Design	Where new roadway connections are needed, be sure to include top tier safety enhancements. Additionally, seek to minimize viewshed impacts on surrounding landscapes.
Parks and Open Space	Scale of parks should range from pocket parks to community parks based on available land. Open space and natural assets such as the tree canopy should be maintained.

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Existing Imagery



Future Representational Imagery

The images below aim to show if future investment or development occurs in an **area to maintain**, here are some examples of character that align with this area's desired vision.



Enhance

The **areas to enhance** are displayed in **Figure 4.7** on page 43. Efforts in these areas of the city are directed towards making thoughtful infrastructure improvements aimed at enhancing mobility and the overall quality of life for residents. This includes strategic enhancements to transportation networks, such as the creation of pedestrian-friendly pathways and improved road systems. The objective is not only to address immediate infrastructure needs but also to lay the groundwork for a more resilient and livable environment. The numbered list below corresponds to the numbers in **Figure 4.7** on page 43.

1. The major focal point of this area is City Hall and the Arboretum. This area currently is a gathering place for the community. The Arboretum is the location for many Woodway events and festivals. Infrastructure improvements and creating a unified district can help strengthen community ties and breathe new life into the area.
2. This area of Woodway provides topological constraints for future development. As the City thinks about future plans for this area, the natural landscape should be maintained to fit the character of Woodway. One opportunity to help overcome topological constraints is cluster developments and creating more compact neighborhoods that can fit the contours of the area.
3. The three corridors identified for the highest priority for roadway improvements are Poage, Estates, and Bosque. See **Chapter 5: Plan Themes and Components** for more information on Context-Sensitive Design.

A unified district is an area with a cohesive and integrated identity characterized by a shared vision, design guidelines, and coordinated development efforts.

Relevant Action Items

Below is a list of action items outlined in **Chapter 5: Plan Themes and Components** and **Chapter 6: Implementation** that are most influential to this area.

• Responsible Growth Actions

- Conduct a City-wide viewshed analysis. **(R) PM.1**
- Establish and utilize a fiscal impact analysis process for major new development and redevelopments. **(R) ED.1**
- Create an updated Master Thoroughfare Plan. **(R) PSI.1**
- Explore and implement a variety of resources for reconstruction and ongoing maintenance of transportation infrastructure. **(R) PSI.2**
- Update Woodway's street design standards. **(R) PSI.3**
- Update zoning code to allow for quality housing in growth areas to increase housing options. **(R) HN.1**
- Create a Parks, Trails, and Open Space Master Plan. **(R) PTOS.1**

• Quality of Life Actions

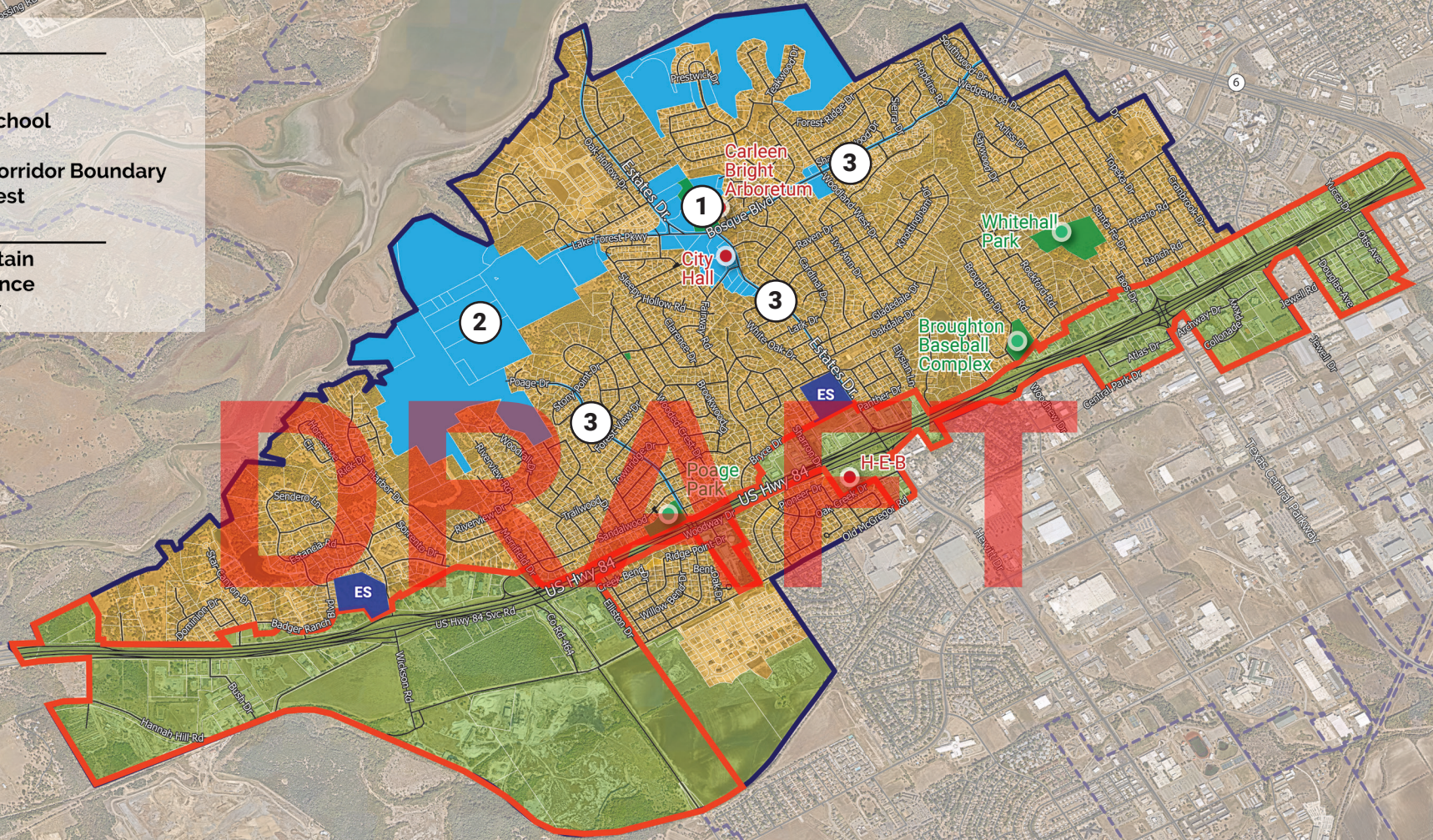
- Review and update the City's existing development related ordinances. **(Q) LU.2**
- Update design standards that maintain a small town feel with new development. **(Q) PM.2**
- Modify existing streets in Woodway to promote context-sensitive design. **(Q) PSI.4**
- Preserve the walkable character of older neighborhoods. **(Q) HN.2**
- Consider incorporating standards for private development proposals. **(Q) PTOS.2**

• Belonging Actions

- Create area by the Arboretum as a civic campus. **(B) PM.4**
- Develop a policy to support the installation of public art throughout the community. **(B) PM.5**
- Review development regulations as needed to ensure site design requirements support and encourage public spaces. **(B) PTOS.3**

Figure 4.7 | Areas to Enhance

- Legend**
- City Limits
 - Nearby Cities
 - ES Elementary School
 - Parks
 - Highway 84 Corridor Boundary
 - Areas of Interest
- Future Land Use**
- Areas to Maintain
 - Areas to Enhance
 - Areas to Grow



In these parts of the city, there will be small and incremental changes that are consistent with existing development patterns, building scale, and neighborhood character—details which are unique to various parts of the city. The objective in these parts of the city is to build on and enhance characteristics that have the opportunity to be expanded upon and further enriched. Efforts in these areas of the city should be focused on making infrastructure improvements to enhance mobility and quality of life for residents.

*A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries. The Future Land Use Plan represents a vision for future land use and design.



Future Development Consideration

The table below outlines development considerations for areas in the community to enhance. The goal is to guide development to ensure consistency. Future representational imagery is shown on page 45 to display similar elements that would fit in the context of **areas to enhance** in Woodway according to the **Future Land Use Plan**.

Design Considerations	Description
Primary Land Uses	Single-Family Attached, Single-Family Detached, Retail, Commercial
Secondary Land Uses	Public/Private Parks, Office
Placemaking Elements	Street lighting; minimized impact to viewsheds; lean on surrounding natural environment to promote placemaking (rather than physical elements)
Infrastructure Investment	Street improvements, closing gaps in sidewalk connections to key areas, public art installation, traffic calming measures through neighborhoods, storm water management projects, addition of bike lanes
Pedestrian and Bicycle Design	Wide sidewalks or shared use path facilities; flashing crossing signage for pedestrians; ADA compliant infrastructure; connections to nearby restaurants and other key destinations
Vehicles and Street Design	Where new roadway connections are needed, be sure to include top tier safety enhancements. Additionally, seek to minimize viewshed impacts on surrounding landscapes.
Parks and Open Space	Utilize available space for pocket parks and plazas. Maintain green space and/or locate new opportunities area for a city owned community wide park.

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Existing Imagery



Future Representational Imagery

The images below aim to show if future investment or development occurs in an **area to enhance**. Below are some examples of character that aligns with this area's desired vision.



Grow

The **areas to grow** are displayed in **Figure 4.8** on page 47. Investment to target growth for the city should be focused in these areas of the city. This area will see the most change and development, so more specific guidance can be found in the **Grow - Highway 84 Corridor Framework** section. These areas represent opportunities to not only meet the demands of a growing population but also to create dynamic, mixed-use environments that contribute to economic vitality and community well-being. By concentrating development in these strategic locations, the plan aims to maximize the positive impact on the city's overall prosperity while preserving the unique character of other established neighborhoods.

1. For more information on the Highway 84 Corridor flip to page 53.
2. This area is planned for future residential. When development occurs in this area, connectivity should be prioritized. Sidewalk connections and pedestrian amenities should focus on how to connect the people who will live in this area to activity centers along Highway 84 Corridor.

Relevant Action Items

Below is a list of Action Items outlined in **Chapter 5: Plan Themes and Components** and **Chapter 6: Implementation** that are most influential to this area.

• Responsible Growth Actions

- Establish and utilize a fiscal impact analysis process for major new development and redevelopments. **(R) ED.1**
- Create an updated Master Thoroughfare Plan. **(R) PSI.1**
- Explore and implement a variety of resources for reconstruction and ongoing maintenance of transportation infrastructure. **(R) PSI.2**
- Update Woodway's street design standards. **(R) PSI.3**
- Update zoning code to allow for quality housing in growth areas to increase housing options. **(R) HN.1**
- Create a Parks, Trails, and Open Space Master Plan. **(R) PTOS.1**

• Quality of Life Actions

- Review and update the City's existing development related ordinances. **(Q) LU.2**
- Update design standards that maintain a small town feel with new development. **(Q) PM.2**
- Identify future location for a Downtown Woodway and create a Master Plan. **(Q) PM.3**
- Support high-quality and innovative economic development projects to advance economic development goals. **(Q) ED.2**
- Modify existing streets in Woodway to promote context-sensitive design. **(Q) PSI.4**
- Preserve the walkable character of older neighborhoods. **(Q) HN.2**
- Consider incorporating standards for private development proposals. **(Q) PTOS.2**

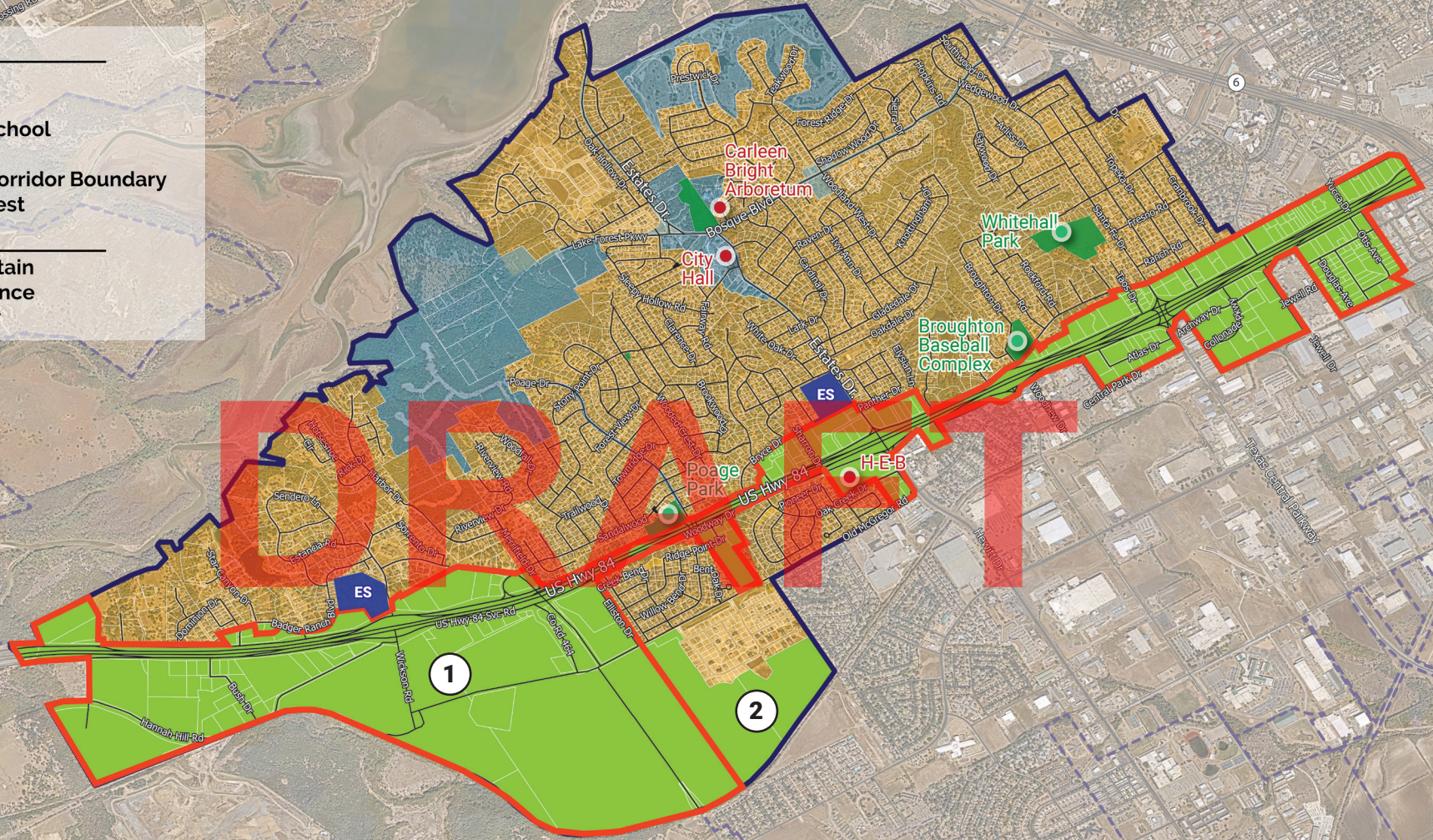
• Belonging Actions

- Develop a policy to support the installation of public art throughout the community. **(B) PM.5**
- Create a marketing campaign provide a best practices and information toolkit for small businesses. **(B) ED.3**
- Review development regulations as needed to ensure site design requirements support and encourage public spaces. **(B) PTOS.3**

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Figure 4.8 | Areas to Grow

- Legend**
- City Limits
 - Nearby Cities
 - ES Elementary School
 - Parks
 - Highway 84 Corridor Boundary
 - Areas of Interest
- Future Land Use**
- Areas to Maintain
 - Areas to Enhance
 - Areas to Grow



In these parts of the city, there will be the most change over time, as they are the areas most suitable to accommodate the city's future growth. These include places like the Highway 84 Corridor, major street corridors, and future opportunity areas. This plan recognizes that places that can accommodate and encourage future growth and development are needed to maintain vibrancy, increase the tax base, and stay competitive in the region.

*A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries. The Future Land Use Plan represents a vision for future land use and design.

Future Development Consideration

The table below outlines development considerations for **areas to grow**. The goal is to guide that development to ensure consistency. Future representational imagery is shown on page 51, for elements that would fit in the context of **areas to grow** in Woodway according to the **Future Land Use Plan**.

Design Considerations	Description
Primary Land Uses	Mixed Use, Entertainment and Recreation, Multifamily, Retail, Commercial, Office (Consider Highway 84 Framework PlaceTypes)
Secondary Land Uses	Public/Private Parks, Light Industrial (Consider Highway 84 Framework PlaceTypes)
Placemaking Elements	Truck route signage, minimized impacts to surrounding landscape and viewsheds
Infrastructure Investment	Street improvements, closing gaps in sidewalk connections to key areas, public art installation, traffic calming measures through neighborhoods, storm water management projects, addition of bike lanes
Pedestrian and Bicycle Design	Sufficient separation from travel lanes
Vehicles and Street Design	Large turn lane radius, wide lanes, route signage, noise mitigation, vertical clearance under bridges, minimized road gradient, acceleration/deceleration lanes, design speeds catered to efficient traffic flow
Parks and Open Space	Implementation of pocket parks and public gathering spaces

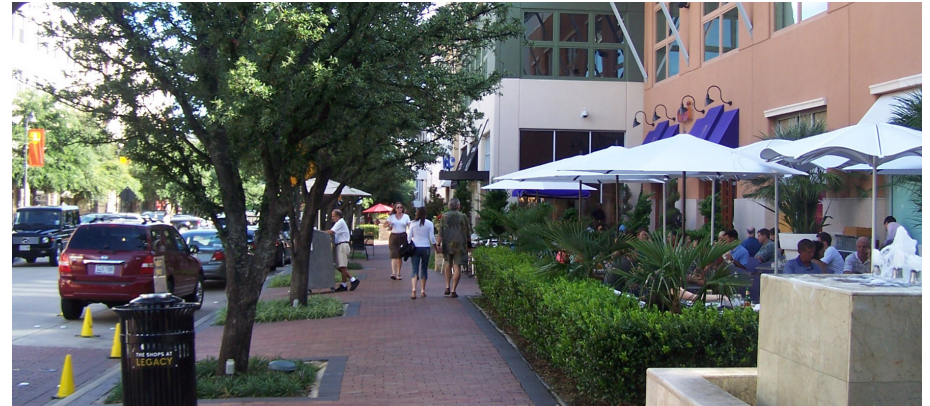
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Existing Imagery



Future Representational Imagery

The images below aim to show if future investment or development occurs in **areas to grow**, here are some examples of character that aligns with this areas desired vision.



Grow- Highway 84 Corridor Framework Plan

The Highway 84 Corridor is critical to the future of Woodway because it represents the community’s economic future. This corridor runs the length of the city from northeast to southwest and links Woodway to Waco and the region. The majority of Woodway’s commercial, retail, and industrial addresses are located along this stretch of highway. Because the community desires to balance its primarily single-family residential housing with an economically sustainable portfolio of diverse uses, it has identified the Highway 84 Corridor as the place where Woodway seeks to “Grow.” As it grows, Woodway aims to establish a corridor that has high-quality standards to ensure the highest and best use of the area.

In the previous 2004 Comprehensive Plan, the Highway 84 Corridor was delineated and established as the City’s center of retail and commercial uses. Since then, Woodway has seen steady growth along the corridor and is anticipating additional activity and growth into the future. In addition, TxDOT is planning a reconstruction and reconfiguration of key crossings at Estates Drive, Santa Fe Drive, and Highway 6, as well as new sidewalk and drive lane improvements along the frontage road Woodway Drive.

Through this comprehensive planning effort, a Framework Plan was created to describe the community’s desired development pattern for the corridor. The Framework Plan delineates anticipated land uses, describes the district characteristics, and makes recommendations for key elements that establish the identity and character of the area. **Figure 4.10** displays the Framework Plan for the Highway 84 Corridor. **Figure 4.9** compares the previous 2004 Comprehensive Plan with this Comprehensive Plan to show the similarities and differences of uses in the Highway 84 Corridor. One of the main differences from the previous Comprehensive Plan, as it relates to land use, is in the use of PlaceTypes to help describe the land that is being planned.

Figure 4.9 | Highway 84 Corridor Land Use Comparison Table

Land Use Type	Acres Used		Percent of Total Area	
	1996	2024	1996	2024
Residential	33.22	-	3.38%	0%
Commercial	89.97	338.25	9.16%	35.74%
Neighborhood Commercial	257.42	49.37	26.20%	5.22%
Mixed-Use	-	101.11	-	10.68%
Light Industrial	172.13	230.9	17.52%	24.39%
Heavy Industrial	429.87	233.32	43.75%	24.65%
Total Land Area	982.61	946.51	100.00%	100.00%

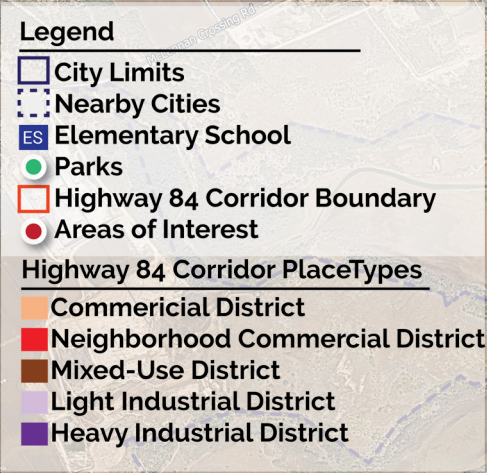
**1996 corridor boundary did not include the land that is currently being designated as Heavy Industrial.*

Previously, land uses were used to primarily describe the anticipated zoning categories for the area, whereas PlaceTypes are created to help accomplish the following:

- Describe the predominant use or uses of the area
- Are often inclusive of multiple zoning categories
- Are graphically represented to show the character of the place
- Contain a narrative that describes the design considerations that are in line with the vision

This approach tends to lend itself to a more dynamically built environment where zoning categories can complement each other while still accomplishing the corridor’s vision. The following is a description of each PlaceType for the Highway 84 Corridor. More detailed information of PlaceTypes can be found on page 52.

Figure 4.10 | Highway 84 Corridor Framework Plan



PlaceTypes

PlaceTypes are a framework used to categorize and define different types of places within a community based on their distinct characteristics and functions. This framework recognizes that neighborhoods, streets, and public spaces vary widely in terms of design, scale, and purpose. PlaceTypes provide a systematic way to understand and classify these diverse elements, allowing the community to tailor development and design strategies to the unique qualities of each place.

Each PlaceType is characterized by physical and social attributes, such as: building density, land use mix, architectural styles, and degree of pedestrian friendliness. This classification system helps guide decisions related to zoning, transportation, and public spaces, ensuring that planning initiatives are context-sensitive and are reflective of the specific needs and aspirations of each distinct place. By considering PlaceTypes, developments can be more responsive and sustainable that enhance the overall quality of life for residents.

For the Highway 84 Corridor, PlaceTypes are being implemented to help guide future development. This can ensure that development is built in a way that fits the character of Woodway and uses are located appropriately. Pages 55 to 61 outline the PlaceTypes for the Highway 84 Corridor.



Farmers Market Performance

Highway 84 Corridor Neighborhood Commercial District

District Highlights

Typical Uses – The predominant uses in this corridor include commercial uses such as: retail, restaurant, entertainment, and hospitality uses. Secondary uses include medical office, public facility and campus uses.

Placemaking and Key Catalyst Sites – The primary areas where the Highway 84 Corridor Commercial District is located in front of the Neighborhood Commercial District. These areas support a higher density of commercial activity that is intended to support a more regional market.

Parks, Trails, and Open Space – While park amenities do not abound in this district, important linkages should be made that continue to encourage an interconnected network of trails leading to open spaces.

Building Scale – Buildings in this district are primarily two to three stories. Currently, the zoning for this area restricts buildings to 8 stories. As Woodway seeks to optimize its opportunities to improve it's tax base buildings in this area may exceed 2 or 3 stories to allow for multiple use buildings.

Housing and Neighborhoods - While housing is not located in this district, residential development is adjacent in some places. Where commercial transitions to residential uses, adequate landscape buffering should be considered between uses to mitigate any conflicts between scale and to minimize concerns with regard to lighting, noise, and other issues.

Quality of Life – The intent of this district is to maintain a high-quality commercial environment that is welcoming to visitors and supports the overall intent of the district.

Street Design - Parking should accommodate regional visitors to the district by meeting parking standards for their respective uses. While these areas might experience a higher level of parking lot facilities, effort should be made to locate parking lots behind buildings and incorporate landscaping to mitigate a heat island effect.

Parking – Parking requirements match the base zoning requirements

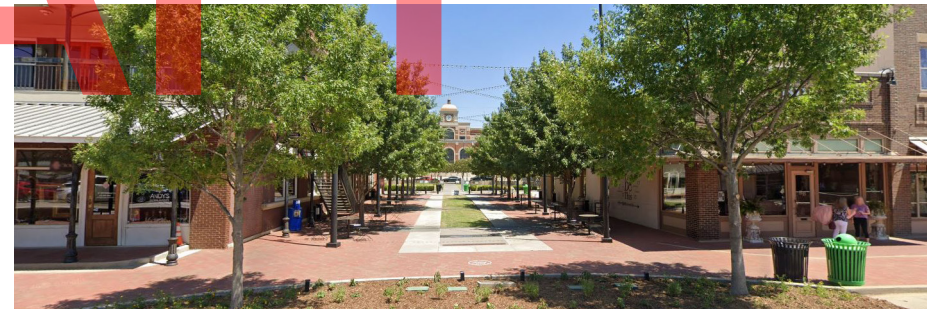
for single-family detached residential lot types in the district. In addition, the adaptive reuse of buildings that transition into live-work or retail/restaurant uses should follow parking requirements for their respective type as found in the Highway 84 Corridor District.

Vision

The intent of the Neighborhood Commercial District is to provide a high-quality commercial environment that is consistent with the character of the corridor. These areas support commercial activity that is intended to attract more regional markets and provides a vibrant level of goods and services.

Future Character

- High-quality commercial development
- Ease of access
- Interconnected network of sidewalks and trails
- Scaled to support region
- Supports higher-end commercial along Highway 84 Corridor



Highway 84 Corridor Commercial District

District Highlights

Typical Uses – The predominant uses in this corridor include commercial uses such as retail and restaurant uses that are focused on maintaining the highest-quality visual environment that is welcoming and functions as the face of the district.

Placemaking and Key Catalyst Sites – This district primarily fronts along the Highway 84 Corridor; and as the premier face of the district and city, this area is intended to showcase the highest quality design standards consistent with the vision of the city.

Parks, Trails, and Open Space – While park amenities do not abound in this district, important linkages should be made that continue to encourage an interconnected network of trails leading to open spaces.

Building Scale – Buildings vary but should not be limited in height as Woodway seeks to optimize its opportunities to improve its tax base.

Housing and Neighborhoods - While housing is not located in this district, residential development is adjacent in some places. Where commercial transitions to residential uses, adequate landscape buffering should be considered between uses to mitigate any conflicts between scale and to minimize concerns with regard to lighting, noise, and other issues.

Quality of Life – The intent of this district is to maintain a high-quality commercial environment that is welcoming to visitors and supports the overall intent of the district.

Street Design - The public realm in this area should accommodate a walkable, pedestrian friendly network of sidewalks with streetscape improvements to encourage a high-quality public realm.

Parking – Parking standards established in this district should be supportive of its commercial activity, but it should not dominate the streetscape. Parking should be located behind buildings and screened from corridors with landscaping treatments to ensure a high quality walkable, pedestrian friendly environment.

Vision

The intent of the Highway 84 Corridor Commercial District is to function as the premier face of the district and city, and is intended to showcase the highest quality design standards consistent with the vision of Woodway. Visitors of the Highway 84 Corridor Neighborhood Commercial District will experience an attractive and vibrant district.

Future Character

- High-quality commercial development
- Premier face of the city
- Design standards support vibrant and robust corridor
- Multi-modal streetscape with wide sidewalks and street trees

Representative Imagery



Highway 84 Corridor Light Industrial District

District Highlights

Typical Uses – The predominant uses in this corridor include Light Industrial as well as office park and campus-type uses. Secondary uses include light manufacturing and warehouse uses.

Placemaking and Key Catalyst Sites – Two key areas that include light manufacturing along the Highway 84 Corridor exist on opposite sides of the Highway 84 Corridor on the far southeast and far southwest sides of the district. On the east side, there is opportunity for redevelopment over the next 30 years that may be incremental in nature. On the far west side, light industrial is designated in areas adjacent to undeveloped land and the landfill that has the potential to redevelop as an area serving the community with office or light industrial uses. Adjacent to the mixed-use area, this district can provide a higher intensity of uses that can link residents to a trail network.

Parks, Trails, and Open Space – The primary opportunity for trails to occur should be located if the landfill should be repurposed. This creates an opportunity for a trails and open space that serves the southwest portion of Woodway and the Highway 84 Corridor.

Building Scale – Buildings in this district range from 1-story small-scale industrial buildings to larger office buildings, complexes, and campuses. Market factors and infrastructure limitations should best drive the density and scale of this district.

Housing and Neighborhoods – Although it is not anticipated to have any housing or neighborhoods located in this district, it is important to ensure a buffer and transition between surrounding neighborhoods and light industrial. Special design considerations should be made to mitigate conflicts with traffic, noise, lights, etc.

Quality of Life – Office parks and campuses should design elements that are pedestrian-friendly and walkable. Due to recent notable shifts in culture, large scale office parks are becoming less popular and office campus planning is becoming more important as people are desiring a more robust work environment where dining and shopping options are made available together with living and entertainment all within walking distance.

Street Design – The public realm in this area should accommodate

a walkable, pedestrian friendly network of sidewalks. Streets should accommodate larger truck traffic but should contain multi-modal elements (such as sidewalks) that are shaded and well-lit. Landscaping should play a key role to ensure a high-quality public realm, and parking should be relegated to off-street facilities, located behind buildings.

Parking – Because of the wide range of parking needs that are dependent on scale and use in this district, parking requirements should align with the use type of the building and should not be created and applied uniformly.

Vision

The Highway 84 Light Industrial District is intended to facilitate light industrial and office uses and provide the business address for the City. Activity in this district is focused on providing the community with services in a convenient and attractive district.

Future Character

- Light industrial and office uses
- Reinvestment in key locations
- Vibrant office campuses that provide a mix of uses to attract and retain employees
- Sidewalk and open space network consistent with district

Representative Imagery



Highway 84 Corridor Heavy Industrial District

District Highlights

Typical Uses – The predominant uses in this corridor include heavy industrial, manufacturing, and warehouse uses.

Placemaking and Key Catalyst Sites –The primary opportunity for catalytic areas for redevelopment occur to the south of Old McGregor Road and to the west of Ritchie Road. Should the quarry redevelop, there is a placemaking opportunity due to its prime location adjacent to the landfill, which can be repurposed beyond its lifecycle.

Parks, Trails, and Open Space – The primary opportunity for trails to occur should be located if the landfill should be repurposed. This creates an opportunity for a trails and open space that serves the southwest portion of Woodway and the Highway 84 Corridor District.

Building Scale – Buildings in this district are primarily 1 story warehouses and manufacturing buildings that are 2 stories in height.

Housing and Neighborhoods - Although it is not anticipated to have any housing or neighborhoods located in this district, it is important to ensure a buffer and transition between surrounding neighborhoods and heavy industrial. Special design considerations should be made to mitigate noise, lights, heavy traffic, and poor air quality.

Quality of Life – While heavy industrial activity is a supportive regional use, effort should be made to ensure a high-quality environment that is consistent with the overall Highway 84 Corridor. Multi-modal infrastructure is critical to ensure residents can traverse the area, and linkages are critical along trails to amenities such as parks and public facilities.

Street Design - The public realm in this area should accommodate a walkable, pedestrian-friendly network of sidewalks. Streets should accommodate larger truck traffic, but they should contain multi-modal elements (such as sidewalks) that are shaded and well-lit. Landscaping should play a key role to ensure a high-quality public realm, and parking should be relegated to off-street facilities located behind buildings.

Parking – To avoid large expanses of pavement that contribute to the creation of a heat-island effect, parking requirements should be kept to the minimum amount necessary to accommodate employees.

Vision

The Heavy Industrial District is intended to provide for Woodway's manufacturing and warehouse needs. This district is conveniently and strategically located in the area of the city that will see dramatic change within 30 years.

Future Character

- Jobs and manufacturing hub
- Sensitive treatment on edges and adjacent to other less intense uses
- Public realm that supports pedestrian activity and promotes connectivity to other districts
- Conveniently located in the city

Representative Imagery



Highway 84 Corridor Mixed-Use District

District Highlights

Typical Uses – The Mixed-Use District accommodates a wide range of land uses from retail, office, commercial, and attached residential. While these uses can be mixed horizontally from building to building, the intent of this district is to mix uses vertically to contain ground floor store-front retail, restaurant, and commercial with residential and office uses on the upper stories.

Placemaking and Key Catalyst Sites – The primary placemaking opportunities are in the undeveloped areas along the southwest portion of the Highway 84 Corridor. This mixed-use district has a high potential to create a new “place” and “address” in this area because of the benefits that added density and activity can create.

Parks, Trails, and Open Space – Because of the anticipated increased utilization of the area for living, working, and entertainment uses, the development of additional open space amenities should be a major factor that the community should require of future development to facilitate public life. In addition, intentional linkages should be made to ensure that an interconnected network of sidewalks and trails connect to community amenities and assets.

Public Services – Because the area currently lacks the infrastructure needed to facilitate a development pattern that is higher density, investment will need to be made to both attract and retain interested developers who want to take advantage of undeveloped land for mixed-use development. Adequate water, sewer, and public facilities should be accommodated and planned for in order for Woodway to ensure healthy growth and optimize its remaining undeveloped land along its primary corridor. This may be in the form of CIP projects or partnerships with developers.

Building Scale – In the Mixed-Use District, buildings should be a minimum of 2 stories and should not have maximum heights. Because Woodway is primarily developed for single-family residential neighborhoods, it is important to optimize its land along the Highway 84 Corridor to help balance its tax base and to allow a higher density in areas where development is anticipated.

Housing and Neighborhoods – In the Mixed-Use District, attached residential housing is anticipated to supplement ground-floor retail, restaurants, and commercial.

Quality of Life – Because the Mixed-Use District can have a significant impact on a target area in creating neighborhoods and key locations in the city, quality of life elements should be focused on the creation and establishment of elements that help them to thrive. Design elements with regard to streets, intersections, and open spaces can help ensure a theme and brand to create a sense of place. In addition, a community facility and reoccurring public events hosted in the district can help anchor the neighborhood in the district and generate interest to attract people to the area.

Street Design – The public realm in this area should accommodate a walkable, pedestrian-friendly network of sidewalks. Streets should accommodate larger truck traffic, but they should contain multi-modal elements (such as sidewalks) that are shaded and well-lit. Landscaping should play a key role to ensure a high-quality public realm, and parking should be relegated to off-street facilities located behind buildings.

Parking – Because a diverse range of uses exist in this district, a balanced and robust approach to parking is needed to successfully accommodate all users. A diverse range of parking facilities is recommended in this district that include the provision of on-street parking (angled in high density areas), parking garages, and parking lots located behind buildings. Parking requirements should be adjusted for higher density uses that allow people to utilize shared parking facilities, like parking lots and garages, to walk to their destination.

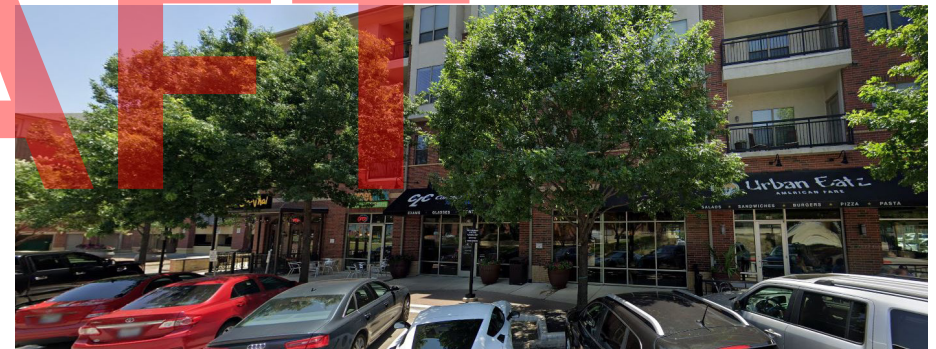
Vision

The Highway 84 Corridor Mixed-Use District is intended to be the most diverse district within the corridor that also offers the greatest variety of things for visitors to do. The Mixed-Use District accommodates a wide range of land uses from retail, office, commercial, and attached residential uses. While these uses can be mixed horizontally from building to building, the intent of this district is to mix uses vertically, to contain ground floor store-front retail, restaurant, and commercial uses with residential and office on the upper stories. This mixed-use district is intended to be a multi-modal pedestrian-friendly environment.

Future Character

- Dense, urban, mixed-use district
- Pedestrian-friendly walkable
- Public realm enhancements that promote vibrant activity
- Open space amenities to support increased activity
- Neighborhood anchor

Representative Imagery



Sub-District Recommendations

Sub-District 1

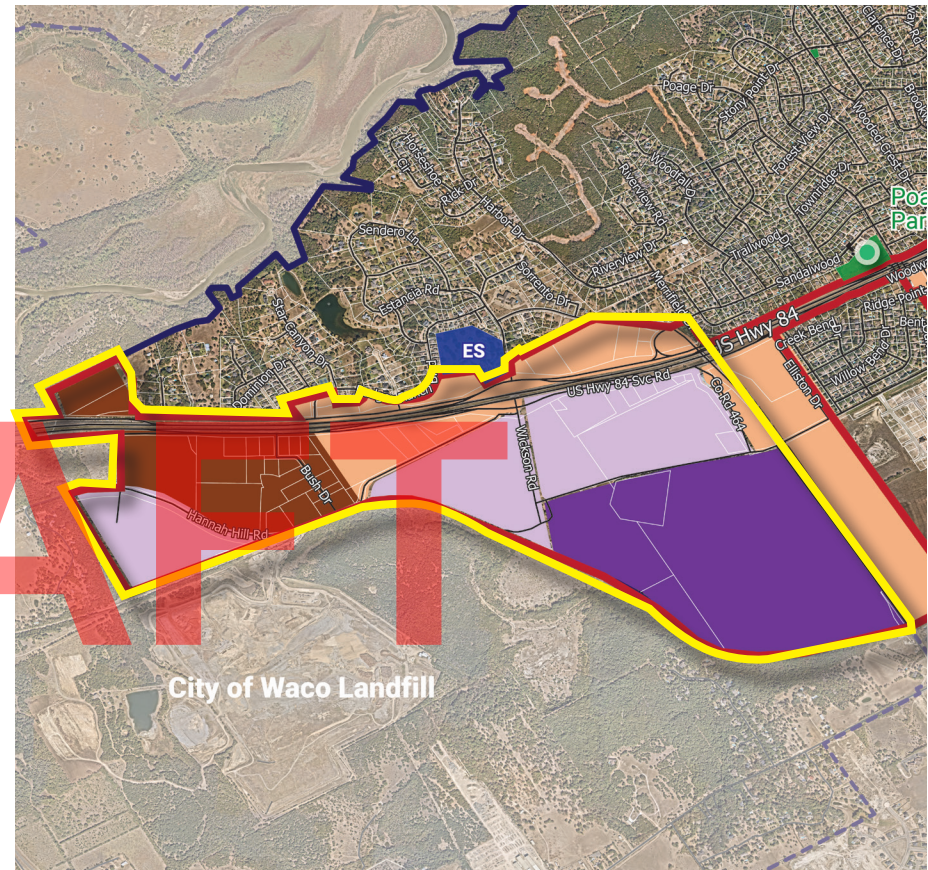
Because of its location along the corridor, this Sub-District is envisioned as the primary gateway to the city and is anticipated to develop over time as primarily Mixed-Use on its west side. The south side of the district is reserved for larger, industrial uses because of its convenient location and access to large undeveloped lots with limited available utilities. Progressing to the east towards Ritchie Road is the first crossing over Highway 84. This is an area that is reserved for highway commercial activity transitioning over to the Highway 84 Corridor Residential District on the east.

When crossing Cloice Creek and entering along Highway 84 from the west, opportunity exists to brand the district, signify entry, tie-into, and highlight some of the natural features of Woodway. While there is a gateway monument at Ritchie Road, further effort should be made to create a sequence of entry features that begin at Cloice Creek to let people know when they have arrived in Woodway. These features should be highlighted with trees, lighting, and landscaping elements.

From a connectivity standpoint, as the area develops an interconnected network of streets and sidewalks is anticipated to link the district together. The first major highway crossing at Ritchie Road is an important intersection that should receive further placemaking enhancements. Highway access along the Highway 84 Corridor's frontage road on Woodway Drive is important for visibility and pedestrian access. Consistent with TXDOT's highway project further to the northeast, a shared use path is planned along the south side of the Highway 84 Corridor along Woodway Drive. In addition, an open space and trail network along Hannah Hill Road and Old McGregor Road allows multi-modal options for residents and visitors to conveniently access the area.

Figure 4.11 displays the Sub-District's boundary in yellow.

Figure 4.11 | Sub-District 1 Map



LEGEND

- City of Woodway
- Highway 84 Corridor Boundary
- Highway 84 Corridor Commercial District
- Highway 84 Corridor Neighborhood Commercial District
- Highway 84 Corridor Mixed-Use District
- Highway 84 Corridor Light Industrial District
- Highway 84 Corridor Heavy Industrial District
- Sub-district Boundary

District 1 - Land Use Comparison

Figure 4.12 compares the land use acre distribution from the 2004 Comprehensive Plan to the acres in this district for the **Woodway Forward Comprehensive Plan**. The 2004 Future Land Use Plan for District 1 reflected a primarily industrial district with 87.4 percent of combined industrial uses to the south. In addition, commercial and local retail made up 10.9 percent of land use. The new vision for the corridor from a land use perspective in 2024 is that this district will be established with a similar pattern, but it will incorporate mixed-use as a primary element on the western side with 63.2 percent of combined industrial, 13 percent of commercial and neighborhood commercial, and 16.6 percent of mixed-use land. In addition to designated land uses, a more flexible and dynamic pattern of development is envisioned with the introduction of PlaceTypes that describe not only the anticipated uses but also the character and design elements that establish it as a high-quality district.

Figure 4.12 | Sub-District 1 Acreage Comparison

Land Use Type	Acres Used		Percent of Total Area	
	2004	2024	2004	2024
Residential	9.80	-	1.16%	-
Commercial	-	79.70	-	13.29%
Neighborhood Commercial	66.13	-	10.89%	-
Mixed-Use	-	101.11	-	16.86%
Light Industrial	172	192.98	28.34%	32.34%
Heavy Industrial	359.38	226.56	59.17%	37.78%
Total District 1 Land Area	607.41	599.73	100.00%	100.00%

Priority and Catalyst Projects

Throughout the planning process, several projects were identified as critical to the success of this district and are briefly described below. These projects are detailed further in the implementation chapter of this report.

- **Gateway:** Entry Sequence over Cloice Creek (incorporate lighting, trees, monuments)
- **Intersection Improvement:** Richie Road
- **Sidewalks:** Shared use path along Woodway Drive
- **Trails:** Shared use path along Hannah Hill Road and Old McGregor Road

District 1 - Actions

The following describes plan actions associated with District 1. Utilize actions from **Chapter 6: Implementation**.

Key actions for this district include actions related to:

- The Gateway on the west
- Mixed-Use Environment (and need for walkable urban district with open space)
- Trail along Hannah Hill Road and Old McGregor Road
- Transitioning to residential
- Richie Road intersection, gateway, placemaking
- Industrial Environment

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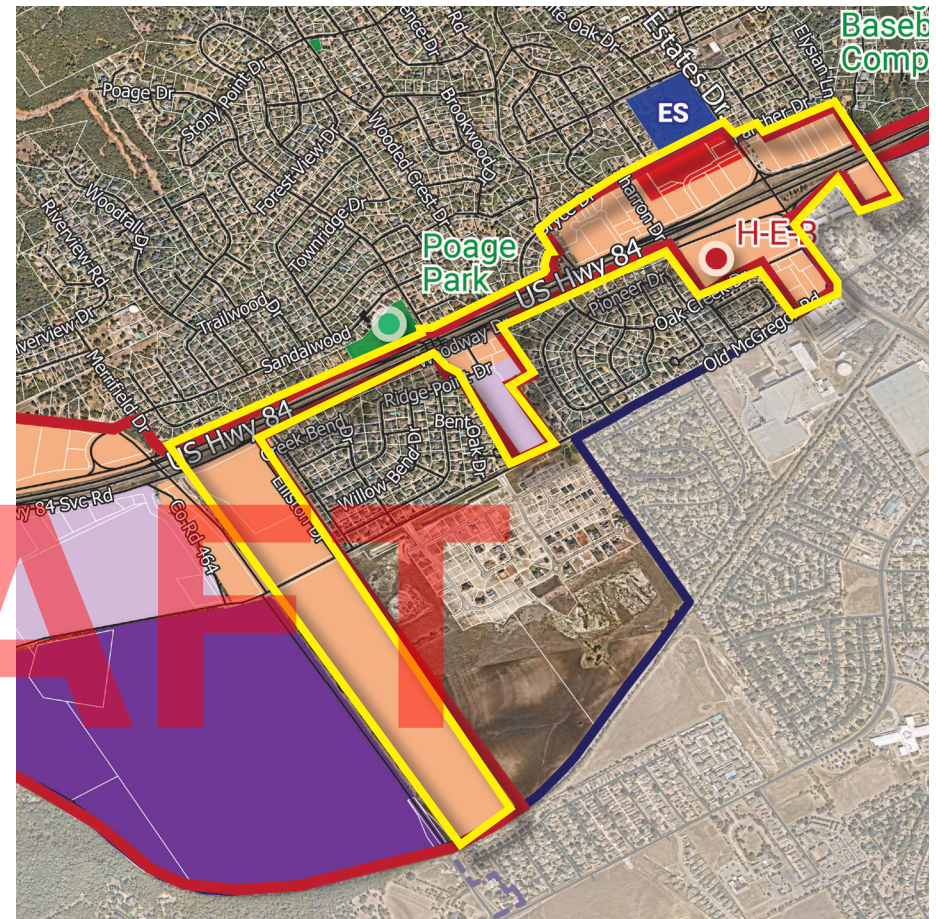
Sub-District 2

Sub-District 2 is Woodway's central district and core activity center of the community where the Highway 84 Corridor and Estates Drive intersect. At this location, the district transitions from residential uses on the west side to Neighborhood Commercial and Commercial PlaceTypes. As it progresses east from Ritchie Road, the boundaries of the Highway 84 Corridor narrow as they transition through the residential areas within the corridor. In this area, it is critical to establish high-quality development that transitions well to the existing adjacent residential neighborhoods. Landscape buffers and transition elements should occur at abutting locations to residential development. In addition, because it is directly adjacent to Poage Park, pedestrian connectivity is also a priority. Trails and sidewalks help lead people to that amenity both along the frontage road and throughout the neighborhoods.

Transitioning to the intersection at Estates Drive, this location becomes significant as the core of the corridor. Because it is the most direct and convenient way to access a majority of Woodway's public amenities to its north (such as the Arboretum, City Hall, Woodway Park, Woodway Elementary School, and the Woodway Family Center), the intersection at Estates Drive is a key identity node that should maintain good multi-modal access, direct people through enhanced wayfinding, and maintain high-quality development standards and placemaking treatments.

From a mobility perspective, the intersection at Estates Drive is being reconstructed by TxDOT to better improve traffic flow with a new, double roundabout configuration that better allows a continuous flow of traffic and reduces points of conflict. In addition, a continuous pedestrian facility is planned on both sides of the highway with a 6' sidewalk on the north and a 10' shared use path on the south. This multi-modal design is in line with the future development pattern of the district and should be supported across the entirety of the Highway 84 Corridor. Furthermore, as Estates Drive is currently limited as a primarily vehicular facility, it should transition to a multi-modal facility with sidewalks and trails as it progresses to the north and south.

Figure 4.13 | Sub-District 2 Map



LEGEND

- City of Woodway
- Highway 84 Corridor Boundary
- Highway 84 Corridor Commercial District
- Highway 84 Corridor Neighborhood Commercial District
- Highway 84 Corridor Mixed-Use District
- Highway 84 Corridor Light Industrial District
- Highway 84 Corridor Heavy Industrial District
- Sub-district Boundary

District 2 - Land Use Comparison

The 2004 Future Land Use Plan for District 2 showed that there was a residential area to the west, comprising 12.6 percent of the land, which transitioned into a commercial district at the intersection of Estates Drive to the east. In this commercial district, 7.6 percent of the land was designated for commercial use and 45.6 percent was designated for local retail. Looking ahead to 2024, the vision for this District remains similar. The residential uses in the west will increase slightly to 13.8 percent, while the commercial uses in the east will significantly increase to 77.2 percent. Additionally, 3.2 percent of the land will be designated as neighborhood commercial. The focus of this vision is to prioritize the development of transition areas and high-quality buildings in the core of the district. In addition to the designated land uses, the plan also introduces the concept of PlaceTypes. These PlaceTypes describe the anticipated uses, character, and design elements of the district. They aim to establish the district as a high-quality area and create a stronger sense of place. The plan also envisions a more flexible and dynamic pattern of development to accommodate changing needs and trends.

Figure 4.14 | Sub-District 2 Acreage Comparison

Land Use Type	Acres Used		Percent of Total Area	
	2004	2024	2004	2024
Residential	24.45	-	12.58%	-
Commercial	14.23	145.22	7.63%	89.50%
Neighborhood Commercial	84.97	5.99	45.59%	3.68%
Mixed-Use	-	-	-	-
Light Industrial	-	11.05	-	6.81%
Heavy Industrial	63.74	-	34.20%	-
Total District 2 Land Area	186.39	162.25	100%	100%

Priority and Catalyst Projects

Throughout the planning process, several projects were identified as critical to the success of this district and are briefly described below. These projects are detailed further in the Implementation chapter of this report.

- **Roadway and Sidewalks:** Estates Drive
- **Intersection Improvement:** Estates and US Hwy 84
- **Trails:** Poage Park Linkage
- **Parks and Open Space:** Poage Park
- **Wayfinding:** Estates Drive

District 2 - Actions

The following describes plan actions associated with District 2. Utilize actions from **Chapter 6: Implementation**.

Key actions for this district include actions related to:

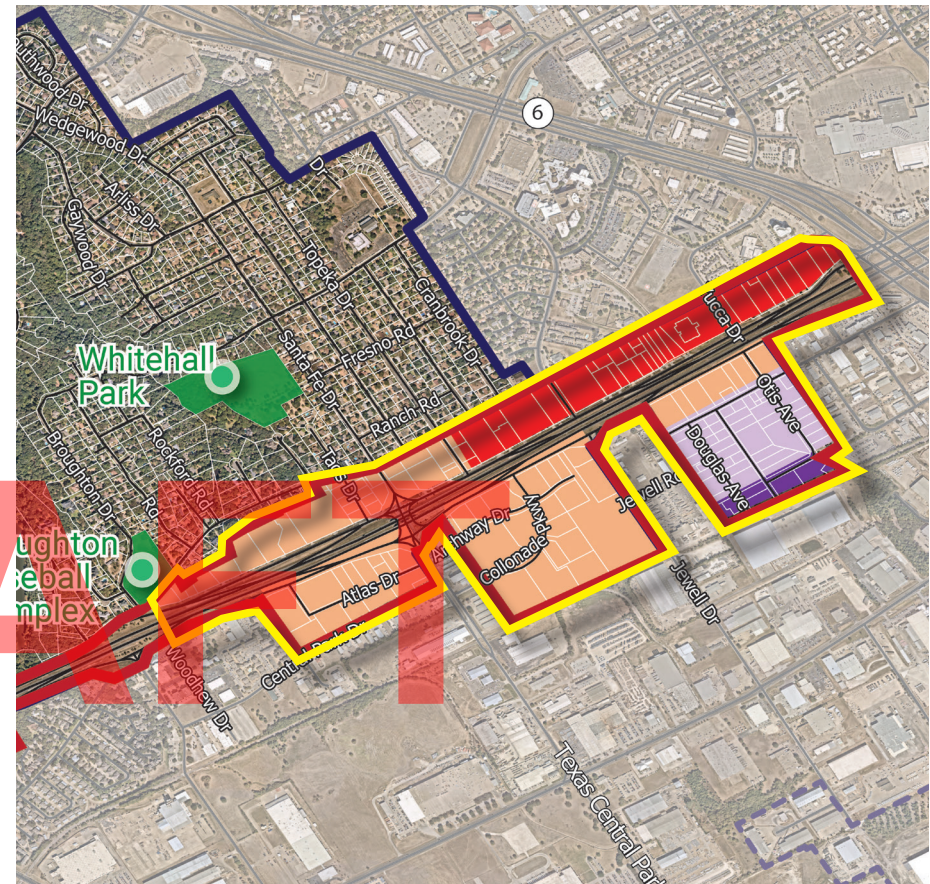
- The intersection at Estates Drive
 - Placemaking
 - Roadway improvement
 - Sidewalks
- Poage Park tie-in
- Transitioning to residential
- High Quality Commercial
- Wayfinding

Sub-District 3

Sub-District 3 is located on the northeastern part of the Highway 84 Corridor and contains the oldest established development along the corridor. Because of its aging infrastructure and dated development pattern (particularly in the southeast), it is anticipated that this area is prime for reinvestment over the next 20 years. On the eastern side of the district, commercial uses line the corridor with industrial uses to the south. The old model of highway development with large expanses of concrete, lack of sidewalks, minimal landscaping, multiple access drives, and disconnected parking lots create an environment that needs to be elevated by higher development standards. As the primary gateway, this district also provides a significant entry point to the city and should be enhanced at its crossing with State Highway 6, at the eastern boundary of the city. While a gateway monument has been incorporated, further enhancements can be made to highlight entry and arrival with enhanced landscaping and lighting.

As it transitions from the west, the Highway 84 Corridor crosses floodplain before transitioning back to community commercial uses. The primary intersection of this district resides at Santa Fe Drive. This facility contains a limited right-of-way section but is a key north and south connection across the Highway 84 Corridor. In addition, TxDOT is planning to reconstruct this intersection and stretch of highway with a similar treatment as with Estates Drive. For this reason, it is important to tie into the future TxDOT infrastructure and provide for the multi-modal connectivity that would enhance the district.

Figure 4.15 | Sub-District 3 Map



LEGEND

- City of Woodway
- Highway 84 Corridor Boundary
- Highway 84 Corridor Commercial District
- Highway 84 Corridor Neighborhood Commercial District
- Highway 84 Corridor Mixed-Use District
- Highway 84 Corridor Light Industrial District
- Highway 84 Corridor Heavy Industrial District
- Sub-district Boundary

District 3 - Land Use Comparison

The 2004 Future Land Use Plan for District 3 reflected a Local Retail environment with supporting commercial uses in key areas. The plan reflected 56.3 percent land dedicated as Local Retail and 40.1 percent land as Commercial. The vision in 2024 for this district establishes 59.5 percent of land dedicated to Neighborhood Commercial along the west side of the district transitioning to 22.8 percent of Commercial on the east. In addition, the area that is southeast of the corridor is now designated as 17.6 percent Industrial to better tie into the existing lot sizes and the future anticipated development pattern of the area. As is true with all districts, a more flexible and dynamic pattern of development is envisioned with the introduction of PlaceTypes that describe anticipated uses, character, and design elements that establish it as a high-quality district and create a greater sense of place.

Figure 4.16 | Sub-District 3 Acreage Comparison

Land Use Type	Acres Used		Percent of Total Area	
	1996	2024	1996	2024
Residential	-	-	-	-
Commercial	75.74	113.33	40.11%	59.53%
Neighborhood Commercial	106.33	43.39	56.33%	22.79%
Mixed-Use	-	-	-	-
Light Industrial	-	26.88	-	14.12%
Heavy Industrial	6.77	6.77	3.59%	3.56%
Total District 2 Land Area	188.84	190.37	100.00%	100.00%

Priority and Catalyst Projects

Throughout the planning process, several projects were identified as critical to the success of this district and are briefly described below. These projects are detailed further in the Implementation chapter of this report.

- **Gateway:** Entry sequence from the east
- **Intersection Improvement:** Sidewalks and lighting
- **Pedestrian Bridge:** Across floodplain

District 3 - Actions

The following describes plan actions associated with District 3. Utilize actions from **Chapter 6: Implementation**.

Key actions for this district include actions related to:

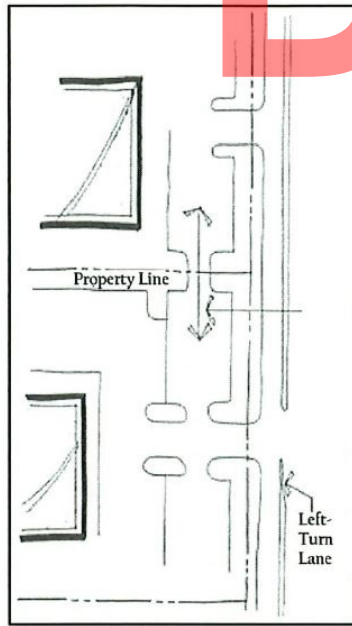
- Gateway entry sequence on east
- Reinvestment in aging infrastructure, primarily in old industrial area
- Intersection improvement at Santa Fe Drive
- Potentially widening Santa Fe Drive

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Design Guidelines

The 2004 Comprehensive Plan update has design guidelines that were deemed appropriate and in-line with the vision at the time. It makes recommendations where regulations could be applied to implement the plan. Since that time, development has occurred along the Highway 84 Corridor, and the primary objective of establishing an Highway 84 Corridor Overlay District has been completed. Because it has been almost 20 years since adoption, it was determined that the design standards should be updated to reflect the new vision of the corridor into the future. These updated guidelines were established and determined through the planning and public engagement process of this Woodway Forward Comprehensive Plan. The intent is that these guidelines will help to establish a well-planned, high-quality built environment within the Highway 84 Corridor and enable it to realize its best future. Once the Woodway Forward Comprehensive Plan is adopted, these recommendations should be incorporated into Woodway's Development Code to implement the plan.

Figure 4.17 | Shared Driveway Access



Parking, Loading, and Site Access

In creating a multi-modal district that is efficient for all users along the corridor, it is important to identify and minimize points of conflict. One of the well-established methods for accommodating this desire is by limiting the number of driveway connections to the frontage road (ie., Woodway Drive) and establishing a policy for businesses to incorporate shared driveways as a means of improved, efficient, and safe circulation. In addition, ensuring an appropriate distance between driveways and street intersections will also improve safety.

Recommendations:

1. *Shared driveways (mutual access agreements) for accessing parking lots and adjoining properties shall be required. Cross access easements to allow access between adjoining properties, thereby eliminating the need to enter onto the Highway 84 Corridor to access an adjoining property, shall also be required.*
2. *The maximum number of driveways permitted for each lot along the Highway 84 Corridor shall not exceed the following limits:*
 - One access point for lot frontages of 400 feet or less
 - Two access points for lot frontages of 401-600 feet
 - Three access points for lot frontages greater than 600 feet
3. *The minimum distance between:*
 - Driveways and street intersections shall be 350 feet.
 - The minimum separation between median openings shall be 350 feet.
 - The minimum distance between driveways for new development shall be 100 feet even when utilizing previous driveway connections.

* All recommendations are within TxDOT guidelines.

Landscaping

To improve the image of the Highway 84 Corridor and Woodway in general, landscape requirements should reflect a high-quality environment that is welcoming and functional for pedestrians. Enhanced landscaping promotes a vibrant environment, adds value to the property, ties into Woodway's natural identity, and facilitates walkability through shade enhancement. While current standards require a certain amount for landscape improvements, emphasis should be placed on the public realm that faces the right-of-way.

Recommendations:

1. At least 15 percent of the front yard or the designated yard that is located along the Highway 84 Corridor shall be landscaped.
2. Street trees shall be provided along the front property line, the property line adjacent to the Highway 84 Corridor, at a number equal to one tree for every 60 feet of frontage.

Figure 4.18 | Example of Street Trees and Front Yard Landscaping Enhancing Development



Screening

To improve the visual impact of service functions throughout the district, high-quality screening elements can be incorporated so that the integrity of the frontage is preserved. There are many ways to effectively screen these areas so that the service functions are mitigated including with masonry walls or with a combination of landscape screening with metal or wood fencing. Open storage, loading/unloading, and refuse areas are all locations that are appropriate for screening.

Recommendations:

1. Open storage areas should be screened from public view with a screening wall that is at least six feet in height. Open storage materials shall not be stacked above the height of the screening wall.
2. Loading docks and delivery entrances shall not face onto, or be visible from, a major arterial or other public roadway. Service/loading areas shall be screened from the view along the Highway 84 Corridor by a minimum six-foot tall screening wall.
3. Refuse containers, trash dumpsters/containers, recycling containers, trash compactors, box compactors, and other similar containers that are used for waste disposal purposes shall be screened from view along the Highway 84 Corridor with a screening wall. Gates to any such area shall remain closed when the area is not in use.

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Building Placement and Massing (Elevations & Materials)

Through the effective placement and massing of buildings, a positive visual image is promoted. Buildings in the Highway 84 Corridor should be such that they support each other in framing a place that is consistent and compatible creating a strong sense of place. Through this effort, a unique, dynamic, and Woodway-specific identity can be developed that is clearly recognizable.

Recommendations:

1. For all nonresidential structures 25,000 square feet in size or greater, architectural variation of the exterior walls of the structure that are visible from the specified roadway(s) shall be provided. The architectural variation shall be equal to at least three feet (3') in depth for every twenty-five feet (25') in vertical or horizontal length. Nonresidential structures less than 25,000 square feet shall incorporate architectural variation of at least one foot (1') in depth for every ten feet (10') in vertical or horizontal length. These measurements may be cumulative over the length of the wall plane. No portion of the facade(s) shall exceed fifty (50) linear feet of flat or unbroken plane surface without inward recess(es) or outward projection(s).

Note: Recommendations take into account House Bill 2439, which loosened what cities in Texas could control when it comes to architectural standards. This is explained more in **Chapter 5: Plan Components & Themes**.

Outside Display

Outside display areas are critical for some businesses who have seasonal merchandise that they display outside. These areas may interfere with pedestrian and vehicular flow. Regulations should be incorporated to ensure temporary outside display areas are executed well.

Recommendations:

1. Outside display areas shall be placed or located within thirty feet (30') from the main building and shall be permitted to consume a maximum of twenty percent (20%) of the required parking area.
2. Outside display areas shall be permitted to occupy areas for required parking spaces on a limited, temporary basis. A limited, temporary basis shall mean a maximum of thirty (30) days per display period and a maximum of two (2) display periods per calendar year.
3. Outside display areas shall not pose a safety or visibility hazard nor impede public vehicular or pedestrian circulation, either on-site or off-site, in any way.
4. Outside display areas shall not extend into the public right-of-way or onto adjacent property.
5. Outside display areas shall be displayed in a neat, orderly manner, and the display areas shall be maintained in a clean, litter-free manner.

Off-Street Parking Spaces

Parking is a major element in the corridor as it has a significant impact on the built environment with how people access and use the area. It also has the potential of limiting the ability to build a consistent and compatible walkable environment as large masses of parking is usually a detractor for pedestrian activity. In a high-quality, multi-modal urban setting, buildings should be placed close to the right-of-way with only a row of convenience parking located in the front, while major parking lots are relegated to the back. In addition, shared parking agreements and a reduction in parking requirements will help to bolster a healthy vibrant district that is not over-parked.

Recommendations:

1. Shared parking is encouraged whenever possible upon submittal of a Shared Parking Application and administrative approval by City Staff. Such application shall be endorsed by both uses/developments that intend to share parking areas. The number of shared parking places shall be equal to at least sixty percent of the cumulative number of required parking spaces for both use together. In the case of any expansion of the uses (and/or related structures) that have a previously approved Shared Parking Agreement, the City shall be notified, and a new application shall be submitted in order to receive approval of the new Shared Parking Agreement and to ensure that the expanded use (and/or related structures) will still have adequate parking.
1. Parking lots shall be relegated to the rear and behind the building, with one row of convenience parking located in the front or side as needed.

Figure 4.19 | Example of on street parking



Pedestrian Circulation Considerations

Recommendations:

1. A minimum 6' sidewalk for pedestrians to and from adjacent properties shall be required along the right-of-way.
2. Trails shall be developed per the Mobility Section, and a Parks and Trails Master Plan should be completed to identify and designate trail connectivity.

Figure 4.20 | Example of a sidewalk



Signage

Signage has a major impact on the visual image of the community. When the right-of-way is cluttered with lots of billboards and monument signage, the district loses its identity with disjointed and incompatible signage that only speaks to the individual branding of businesses. Efforts should be made to employ a consistent standard throughout the district to ensure signage is utilized in a pleasing and uncluttered manner.

Recommendations:

1. *Billboard signage shall be prohibited in the district.*
2. *Monument signs shall be the only type of signs permitted for new development on lots with frontage on the Highway 84 Corridor. Monument signs shall be constructed at a maximum allowable height, including the base of eight feet (8') and a maximum allowable area of eighty feet (80'). The materials, color, and design of monument signs shall be substantially consistent with the architectural design of the primary on-site structure.*
3. *An exception to the monument sign requirement may apply to a new business/development established within one thousand feet (1,000') of an existing business/development that is determined by the City to have similar characteristics to that which is being established. In such case, the sign erected by the new business establishment may be constructed to the requirements of the ordinance or may be constructed at a size that is less than or equal to eighty percent (80%) of the height and/or area of the sign of the existing business/development, whichever is the least restrictive.*

Transition Zones (Adjacency Issues between Residential and Nonresidential Uses)

When progressing through the Highway 84 Corridor, several areas are directly adjacent to residential districts. Because these neighborhoods, as well as the Highway 84 Corridor are vitally important to the future of Woodway, efforts should be made to ensure that conflicting uses are mitigated as they run near or adjacent to each other. City regulations should ensure that development within these transition zones has setbacks, screening, noise, and light levels calibrated appropriately.

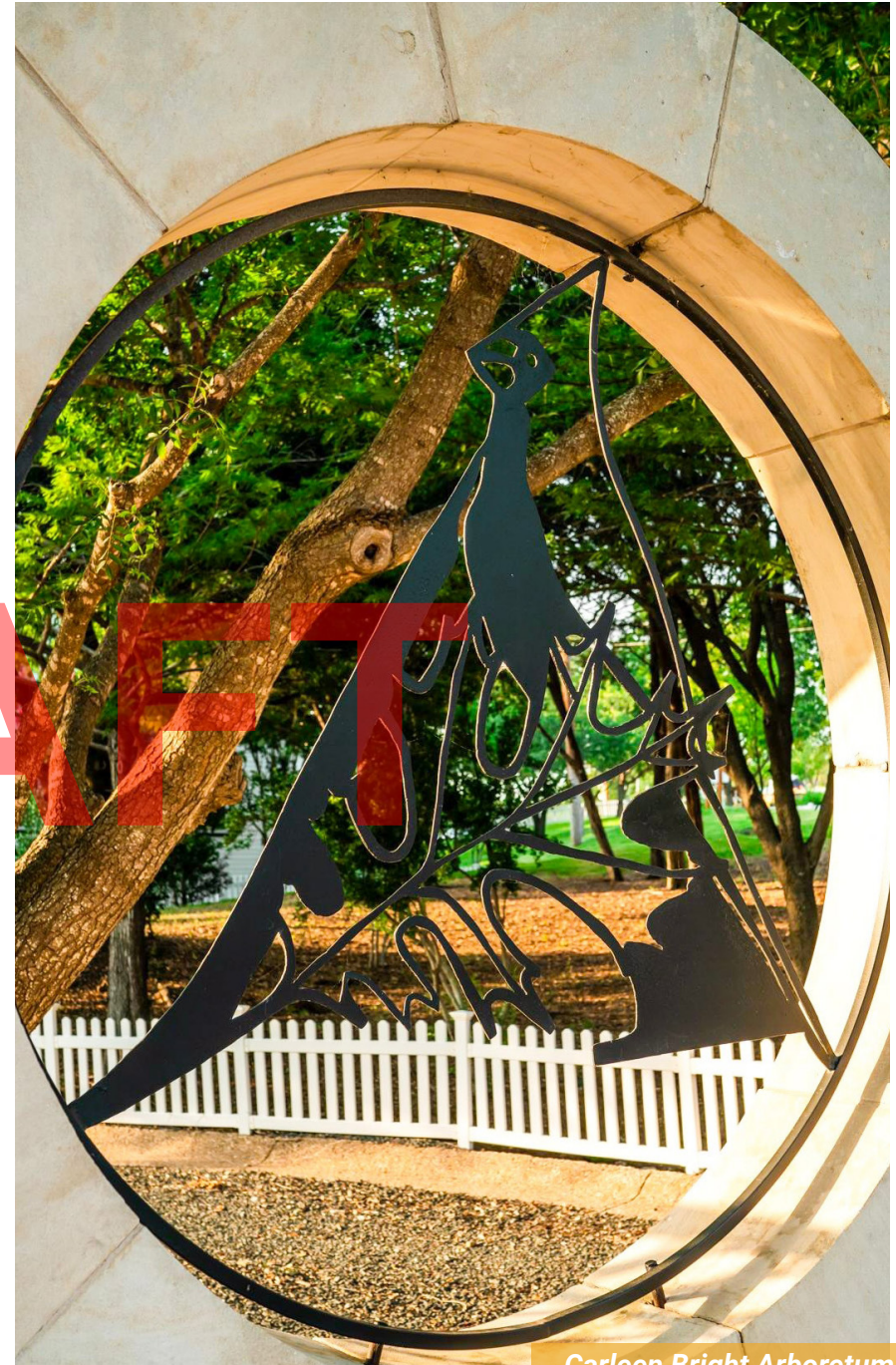
Recommendations:

1. *A graduated setback should be required for nonresidential uses adjacent to any residential use or to any residential zoning district. Structures used for nonresidential purposes that are 5,000 square feet or greater should have a minimum yard setback requirement of 50 feet for any yard adjacent to a residential use or residential zoning district. This yard setback requirement should be increased by an additional five feet for every 1,000 square feet of floor area above 5,000 square feet. Additionally, the maximum related yard setback should be capped at a set distance, such as 250 feet.*
2. *Between nonresidential and residential land uses, a screening wall should be required. Furthermore, it should be the responsibility of the non-residential land use to construct and maintain the screening wall. Screening walls should be approximately six feet in height, but in some cases may need to be higher (at the discretion of the City) to provide adequate screening between the uses.*
3. *To limit noise, loading and unloading hours shall be limited to the hours of 7:00 a.m. and 7:00 p.m.*

Highway 84 Corridor Action

The following table utilizes plan actions from **Chapter 6: Implementation** associated with the Highway 84 Corridor.

Action Number	Action
IH.1	Place a greater emphasis on future development along the Highway 84 Corridor, aligning resources, policies and investment.
IH.2	Evaluate the potential benefits for implementing a variety of funding tools, including TIF and/or PID to assist in implementing the desired vision for the Highway 84 Corridor District.
IH.3	Apply for TxDOT's Green Ribbon program during the next available funding cycle to receive funding for landscaping improvements to the Highway 84 Corridor District.
IH.4	Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as activity centers.



Carleen Bright Arboretum

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A photograph of a gated entrance to an arboretum. The entrance features a stone wall with a circular opening and a metal gate. The word "ARBORETUM" is visible on the wall to the right. The scene is surrounded by lush green trees. A large, bold, red "DRAFT" watermark is overlaid across the center of the image.

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PLAN COMPONENTS & THEMES



Introduction

The Plan Themes are part of the strategic direction for the Woodway Forward Comprehensive Plan. They act as an organizational tool for the Plan's actions and an implementation tool for the vision of the community outlined in **Chapter 3: Strategic Direction**. Plan Themes play a pivotal role in offering comprehensive guidance towards creating a complete community. Produced from the insights gained through community engagement - the Plan Themes are representative of Woodway's collective values and set the stage for future decisions. Each theme comes with a dedicated value statement that outlines its intent and purpose. These statements serve as guiding principles, forming a solid foundation that City Staff and Council members can rely upon when making decisions that shape the City's future. Key words and phrases heard repeatedly at engagement events helped shape the Plan Themes and their value statements.

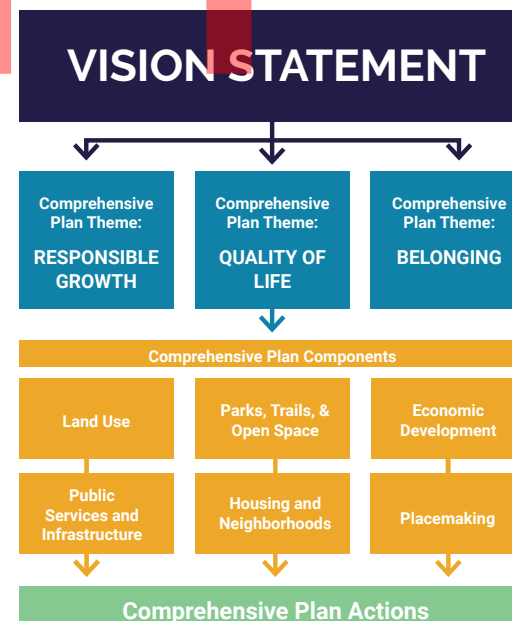
The Woodway Forward Comprehensive Plan is uniquely structured around three overarching themes:

- **Responsible Growth.** Woodway will work towards creating a balanced and sustainable community that supports both economic prosperity and fiscal responsibility by investing in existing resources while looking to new opportunities to flourish.
- **Quality of Life.** Woodway will focus on enhancing the lives of residents by prioritizing essential amenities, promoting active lifestyles, and maintaining green spaces that foster connections to nature, all while cultivating a thriving community.
- **Belonging.** Woodway will build a welcoming and cohesive community by forging partnerships with local organizations, businesses, and institutions that will address the community's needs; gather resources; and strive for shared goals, ensuring that everyone feels a sense of belonging and ownership to Woodway.

The Plan Components are topics typically found in a comprehensive plan. They are used to organize the actions in this chapter. The following are the sections outlined in this chapter:

- Land Use
- Placemaking
- Economic Development
- Public Services and Infrastructure
- Housing and Neighborhoods
- Parks, Trails, and Open Space

Each section has three to five actions that relate to a Plan Theme. The goal of this chapter is to provide context and background material for ease of implementation. **Chapter 6: Implementation** then summarizes the actions into a table to compare time frame, planning level cost, and partnerships that can be utilized to help with the implementation of the action. The following image diagrams the Comprehensive Plan structure, showing the progressions from high-level strategic vision to its Comprehensive Plan Actions.



Land Use

Land use is a critical tool to guide how land is developed and utilized. Land use decisions influence the physical form and character of a community, shaping its identity, functionality, and overall quality of life for residents. The importance of land use within a Comprehensive Plan is its ability to shape the spatial organization of the community, fostering sustainable growth and development while implementing the overall vision. By strategically allocating land for various uses, land use can promote efficient land utilization, support economic vitality, enhance transportation networks, and preserve natural resources. Land Use is intended to inform and assist City leadership in making decisions around the development of land, capital improvements, zoning and other long term investments in Woodway.

Where **Chapter 4: Future Land Use and Development** outlines specific land use strategies for areas in the city, this chapter makes more comprehensive recommendations around land use for Woodway. This section outlines actions that should be considered for the city at large. The actions on the following pages should be used as policy direction related to the desired future character of the city. Active implementation of the recommendations in this chapter will be key to achieving future development patterns desired by Woodway's stakeholders.

Preservation of Woodway's Charm

One of the major concerns heard during the engagement process was losing what makes Woodway unique, its small town charm. Recommendations around growth in this chapter heavily consider ways to balance growth in the region around protecting what attracts people to the city. The landscape, amenities, and neighborhoods in the community paint the story of Woodway and what makes it stand out in the region. Not only do these elements of the community serve as a source of aesthetic appeal, but when planned for correctly, they can begin to serve as economic generators. The goal of this chapter is to build upon what exists today in Woodway and to provide recommendations on how to best utilize the resources the community has.



Arbo Fest

Responsible Growth Actions


(R)LU.1 | Develop a Comprehensive Plan checklist to be used as a tool for determining the consistency of development proposals and zoning applications in making recommendations to P&Z and Council.

A Comprehensive Plan checklist outlines the action items in the implementation matrix in **Chapter 6: Implementation** into goal tracker for the community. The full checklist can be found in **Appendix A** and can be printed by anyone to help keep track of progress made. **Figure 5.1** displays the Comprehensive Plan checklist. The Comprehensive Plan checklist serves as a helpful tool in the planning process by providing a systematic way to keep track of actions completed. This tool is helpful when you have new staff or elected officials in the community. This can be beneficial to ensure consistency and a united effort.



Woodway Aerial

Figure 5.1 | Example of the Comprehensive Plan Checklist



Comprehensive Plan Checklist

NOTE: Checklist is not all-inclusive of all City ordinance and standards.
The Comprehensive Plan does change the zoning.

Land Use

- ☐ LU.1 | Develop a Comprehensive Plan checklist to be used as a tool for determining the consistency of development proposals and zoning applications in making recommendations to P&Z and Council.
- ☐ LU.2 | Review and update the City's existing development related ordinances and modify them where necessary to accommodate the types of development envisioned in the Future Land Use Plan.
- ☐ LU.3 | Provide the public with regular communication and sufficient information regarding policies, programs, and decision-making using traditional outreach methods and social media marketing.

Placemaking

- ☐ PM.1 | Conduct a city-wide viewshed analysis on existing streets to determine which natural assets are most important for preserving. In this analysis, determine if current zoning regulations should be updated to promote the preservation of the City's natural features.
- ☐ PM.2 | Update design standards that maintain a small town feel that helps create a sense of community with new development.
- ☐ PM.3 | Identify future location for a Downtown Woodway, and create a Master Plan to guide future development and growth that aligns with the desired vision of the Community.
- ☐ PM.4 | Create area by the Arboretum as a civic campus as a destination and gathering place for residents by: strengthening branding, enhancing crossing, providing trail/sidewalk connections, implementing wayfinding, connecting the buildings (relationship between buildings), and reconfiguring parking to create a campus-like setting.

Quality of Life Actions

(Q)LU.2 | Review and update the City's existing development related ordinances and modify them where necessary to accommodate the types of development envisioned in the Future Land Use Plan.

It is important to remember that the land use recommendations in this chapter and the strategies outlined in **Chapter 4: Future Land Use and Development** do not constitute zoning changes. Further steps will need to be taken to align character and intent of the Woodway vision outlined in this Plan. A near-term step for the City to take after the adoption of the Woodway Forward Comprehensive Plan is to update the zoning code to reflect the future land use strategies and design guidelines outlined in **Chapter 4**. In addition to a zoning ordinance amendment, other articles should be updated as well, including design and development standards, and subdivision regulations. One key example where alignment should be made, is in regards to the Highway 84 Corridor. In this corridor, the existing zoning ordinance as it is written does not adequately align with the recommendations and vision as outlined in **Chapter 4**. The zoning ordinance will need to be updated to reflect the desired character and vision. To the right is an example of a step-by-step guide of the common procedure of updating a city's zoning code.



Veterans Day Breakfast

1. **Evaluate Existing Zoning Ordinances:** Conduct a thorough review of the existing zoning ordinances to identify areas that need modification or alignment with the goals and policies outlined in the Comprehensive Plan.
2. **Identify Discrepancies:** Compare the existing zoning regulations with the Future Land Use Plan to identify any discrepancies or conflicts. This includes assessing zoning designations, density requirements, land use categories, and other relevant provisions.
3. **Community Engagement:** Engage the community in the process to gather input and feedback on proposed changes.
4. **Draft Zoning Amendments:** Draft specific amendments to the zoning ordinances based on the recommendations and goals outlined in the Land Use Plan. This may involve changes to zoning districts, permitted land uses, density regulations, and other zoning provisions.
5. **Legal Review:** Conduct a legal review of the proposed zoning amendments to ensure they comply with state and federal laws, as well as any local legal requirements.
6. **Public Hearings:** Hold Public Hearings to present the proposed zoning amendments to the community and gather additional feedback. This step ensures transparency and allows stakeholders to express their opinions.
7. **City Council Approval:** Submit the proposed zoning amendments to the City Council for approval.
8. **Implementation:** Once approved, implement the updated zoning ordinances. This may involve providing resources and training for City Staff, updating zoning maps, and communicating changes to the public.
9. **Monitor and Adjust:** Regularly monitor the implementation of the updated zoning ordinances and be open to adjustments based on evolving community needs, changing demographics, or unforeseen challenges.

Belonging Actions

(B)LU.3 | Provide the public with regular communication and sufficient information regarding policies, programs, and decision-making using traditional outreach methods and social media marketing.

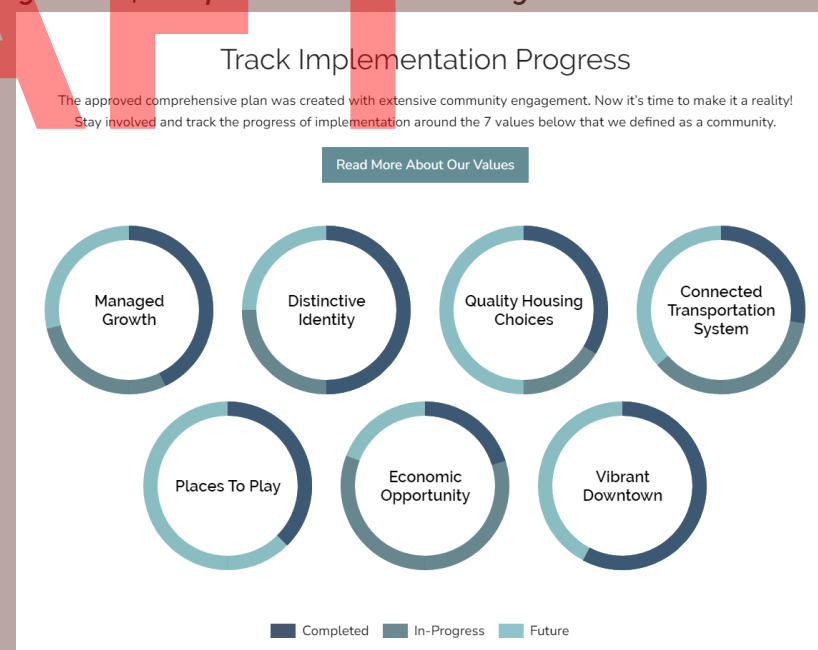
Currently, Woodway has a very easy to navigate website that is user friendly and has a welcoming interface. This platform has a great foundation to provide more tools and information to the public regarding existing efforts related to growth and development of the community. Communication and transparency was a major area of opportunity during the engagement process. Many residents would like more information about their community and its future. Utilizing the existing City platform to inform the community at large on projects can help create transparency and help future developers be informed about the community. Below are a list of examples of information to be displayed on the City website:

- **Existing Conditions GIS Data:** Having a GIS web-based map displaying on the City website can be very beneficial to developers and future investors of the community to understand existing amenities including: road classifications, utilities, park and recreation amenities, etc.
- **Comprehensive Plan Tracker:** There are opportunities to turn the Comprehensive Plan checklist into an online tracker to inform the public on key actions that the City has taken to achieve the vision outlined in the Woodway Forward Comprehensive Plan. (See call out box to the right.)
- **Meeting and Events Calendar:** Currently, under the Discover Woodway webpage there is an event calendar that displays City-wide events, which is a great way to inform the public about community gathering events.
- **CIP (Capital Improvement Project) Information and Tracker:** As Capital Improvement Projects get identified and funded, displaying the information and supporting documents can help inform the public on developments happening in the community. Currently, all City projects are located on the woodwaytexas.gov website which houses all project timelines and pertinent details.

Case Study: Comprehensive Plan Tracking Tool

One way to inform the public of accomplishments done by the city is showcasing efforts that have been achieved from the Comprehensive Plan on an online platform. An example of this is from the City of Fate, TX. **Figure 5.2** provides a screen shot of how their city is tracking action implemented by the city. You are able to navigate the website to see what the city has achieved in the previous year that was identified in the Comprehensive Planning process.

Figure 5.2 | Comprehensive Plan Tracking Tool on Website



Source: www.fatetx.gov/

Placemaking

Placemaking focuses on creating vibrant, inclusive, and authentic public spaces within a community. It involves the shaping of physical and social environments to cultivate a sense of identity and belonging. Building upon the unique sense of place of Woodway is an important part of the Comprehensive Planning process. Placemaking involves the consideration of the cultural, historical, and social elements of Woodway and its implementation through the design of the community. Through appropriate implementation, placemaking fosters connections, encourages social interactions, and enhances the overall quality of life for residents. Having effective strategies to implement placemaking can help mitigate losing the community's sense of place and help plan for future growth. This section outlines actions that can be taken to better implement placemaking throughout Woodway.

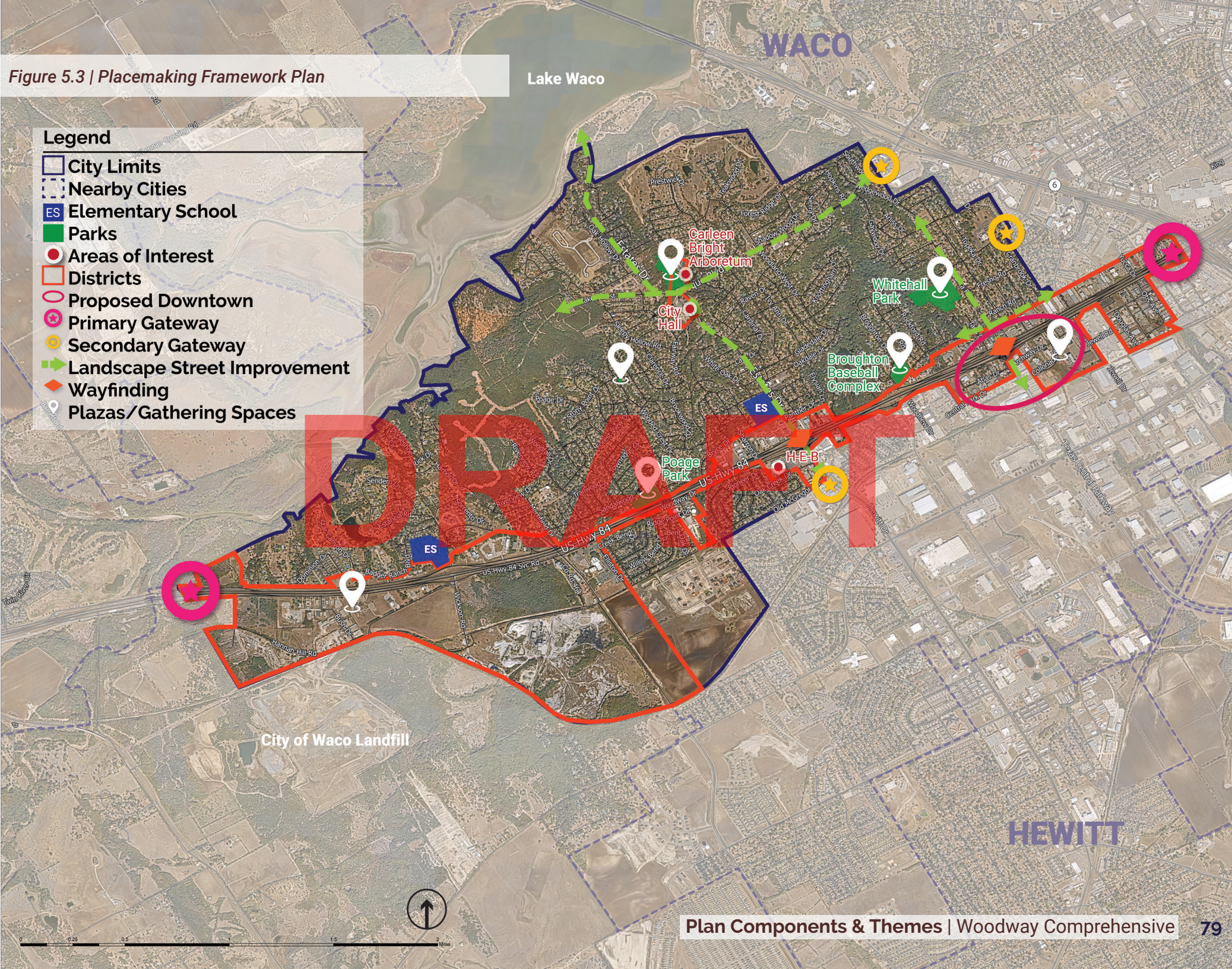
Branding and Design

The City already has a strong brand that is a symbol of its natural environment and the tree canopy of Woodway. When considering placemaking in the community, there are many elements that should be considered to weave the community's brand throughout the community. **Figure 5.3** identifies some placemaking opportunities for the community. Definitions of the proposed placemaking improvements are below:

- **Landscaping and Streetscape Enhancements:** Adopting a pallet that matches the brand of the community can help enhance existing areas in Woodway. Efforts for these improvements should include a discussion of how it can be maintained, including the cost of personnel, replacement, etc.
- **Gateway and Wayfinding Features:** Gateway and wayfinding features help accentuate a community's brand. Currently, Woodway does a great job in wayfinding around the city. As the City grows, continuing efforts for branding opportunities can help reinforce and maintain the City's sense of place.
- **Plazas and Gathering Spaces:** Due to Woodway being mostly built out, it is a challenge to identify new areas for plazas and gathering spaces. One opportunity is to create programmed space in existing parks or vacant parcels in the community. One example being areas in the Highway 84 Corridor. Before the Highway 84 Corridor gets built out, identifying areas for gathering space can be a great tool to help create an anchor for the community. It is important to note that one of the most recognized characteristics of Woodway is its trees. Incorporating more trees into public spaces help enforce the Woodway brand.
- **District Branding:** Due to Woodway's size and existing build out, much of the area is residential. However, there are areas of opportunity to brand and create unique districts. Examples include:
 - **Future "Highway 84 Core":** Although a main activity center doesn't exist today, in the future, a central commercial and entertainment district could be identified. Creating an overlay district to create specific identity for the area can help create a strong sense of place.
 - **Highway 84 Corridor:** One challenge of the Highway 84 Corridor is how it shares a boundary with other cities. Branding and design efforts will be challenging; however, partnerships with local cities can help create a strong economic generator for the area.
 - **Arboretum and Civic Campus:** The area by the Arboretum that includes the new Family Center and City Hall has great potential to be even more interconnected and branded as a central gathering spot for the community. (See page 85)
- **Design Guidelines:** Incorporating art into public gateways, parks, districts, downtowns, and along corridors is a dynamic way to enhance the aesthetic appeal, cultural richness, and community identity of these spaces.

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Figure 5.3 | Placemaking Framework Plan



Responsible Growth Actions

(R)PM.1 | Conduct a city-wide viewshed analysis on existing streets to determine which natural assets are most important for preserving. In this analysis, determine if current zoning regulations should be updated to promote the preservation of the City's natural features.

A viewshed analysis is a valuable tool for the City to balance growth and development. The goal of a viewshed analysis is to help with the preservation of visual amenities that contribute to the overall quality of life and identity of a community. Conducting a viewshed analysis is particularly relevant for Woodway to:

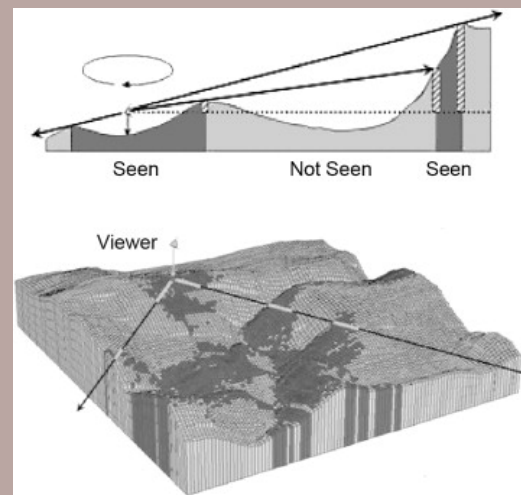
- **Preserve Scenic Views:** Identify and protect scenic views and visual landmarks that contribute to the aesthetic appeal and identity of Woodway.
- **Guide Development:** Make informed decisions about the placement and design of new structures to minimize visual impacts and preserve the overall character of the city.
- **Enhance Public Spaces:** Design and enhance public spaces to take advantage of positive visual features, creating more appealing and user-friendly environments.
- **Inform Zoning Regulations:** Develop or adjust zoning regulations to consider visual impacts, ensuring that new developments align with the community's aesthetic preferences.

In 2009, the City conducted a Land Use Analysis for the Escarpment Ordinance. This study takes a look at how to efficiently use land according to existing topography. Updating this plan and establishing GIS files is a great first step in preservation of Woodway's natural landscape as future development occurs.

What is a Viewshed Analysis?

A viewshed analysis is a systematic examination conducted by a city to assess and understand the visual landscape within its boundaries. This analysis aims to identify and evaluate the areas or viewpoints from which certain features, such as landmarks, natural landscapes, or key structures, are visible. Essentially, a viewshed analysis provides a comprehensive understanding of what can be seen from specific vantage points or locations across the city.

This process involves the use of Geographic Information System (GIS) technology and spatial data to map and analyze the visibility of objects or landscapes. By considering factors such as topography, vegetation, and existing structures, a city can delineate the areas where specific views are prominent or obstructed. This information is valuable for urban planning and design as it helps guide decisions related to zoning, development, and preservation.



Quality of Life Actions

(Q)PM.2 | Update design standards that maintain a small town feel that helps create a sense of community with new development.

Design standards are guidelines and criteria that dictate the physical aspects of a community's development. By implementing well-crafted design standards, Woodway can guide its growth in a way that reflects its unique identity and enhances the quality of life for residents. These standards cover various aspects of urban design, landscaping, and infrastructure to create a consistent community aesthetic. While specific design standards can vary, common elements include:

- **Street and Sidewalk Design:** Specify standards for road widths, sidewalks, street furniture, lighting, and landscaping, aiming for pedestrian-friendly spaces.
- **Open Space and Green Areas:** Outline requirements for parks, green spaces, and recreational areas, promoting a balance between built-up and natural environments for community well-being.
- **Signage and Wayfinding:** Regulate the design, size, and placement of signs to ensure clarity and consistency, contributing to a visually cohesive and navigable community.
- **Parking Standards:** Establish guidelines for the design and location of parking facilities, balancing the need for parking with the desire for aesthetically pleasing and functional spaces.
- **Historic Preservation:** Provide regulations for the preservation and restoration of historic structures, maintaining the cultural and architectural heritage of the community.
- **Density and Building Setbacks:** Specify the permissible density of development and the required distance between buildings and property lines to control the urban form and preserve neighborhood character.
- **Accessibility Standards:** Ensure that community spaces and facilities comply with accessibility standards, accommodating people with disabilities and promoting inclusivity.

A major concern heard among residents during the engagement process was the fear of growing too rapidly and losing what makes Woodway unique. Design standards serve as a crucial mechanism for preserving a community's character by establishing consistent guidelines for the physical and visual elements of development.

Beyond aesthetics, design standards contribute to the overall livability of a community by prioritizing factors such as walkability, green spaces, and accessibility. This proactive approach enhances property values and economic stability for the community. Design standards serve as a comprehensive tool that not only shapes the physical landscape but also reinforces the community's character, creating a desirable and sustainable living environment for residents.

House Bill 2439

House Bill 2439 is a state bill that passed on September 9th, 2019, which loosened what cities in Texas could control when it comes to architectural standards. HB 2439 prevents local governments from regulating the materials used for new construction, maintenance, and renovations. Instead of localized rules regarding building products and methods, the new law sets nationally accepted codes as the only standards for cities to regulate material for construction within their boundaries.

(Q)PM.3 | Identify future location for an activity center, and create a Master Plan to guide future development and growth that aligns with the desired vision of the community.

During the engagement process, many residents expressed a need for an activity anchor for the community. This could be a central gathering spot for entertainment, restaurants, and retail. An opportunity Woodway can take is to identify a future District for the community to fill that gap.

Identifying a future activity area is crucial for a city. It can serve as a focal point and economic, cultural, and social hub for a community. This can be an economic engine, housing a central location for businesses, retail establishments, and commercial activities. This economic activity can contribute significantly to the city's overall prosperity. Activity centers areas contribute to job creation, supporting employment across various sectors and enhancing economic diversity. They can provide a platform for local businesses to thrive and foster community support for local entrepreneurs and artists. Activity centers are often rich in cultural amenities, historic sites, and social gathering spaces. Identifying a activity centers allows a city to showcase its identity, providing residents and visitors with a sense of place and community. Through intentional design and placemaking, an activity center can become a recognizable symbol of the community.

A future small area plan can help guide growth and development in this area. This can include branding that can help enhance and strengthen the area. Mixed-use development can be utilized, combining residential, commercial, and recreational spaces in a more compact and walkable environment that fits with the character of the community.

Figure 5.4 displays an area that was identified through the engagement process as a future opportunity area for an activity center. A more in-depth study should be conducted to determine feasibility.

Figure 5.4 | Opportunity Area for an activity center



Belonging Action

(B)PM.4 | Create area by the Arboretum as a civic campus as a destination and gathering place for residents by: strengthening branding, enhancing crossing, providing trail/sidewalk connections, implementing wayfinding, connecting the buildings (relationship between buildings), and reconfiguring parking to create a campus-like setting.

A civic campus refers to a centralized area within a community that houses various civic and public facilities, often designed to serve the needs of residents and facilitate community engagement. The goal of a civic campus is to create a centralized and accessible location where residents can access essential services, participate in community activities, and engage with local government. The Arboretum, City Hall, public safety, and new Woodway Family center are positioned to create a great central gathering spot of the community. A small area plan can be conducted to intentionally plan for the creation of this civic campus in Woodway. **Figure 5.5** outlines a high-level framework to start the conversation on how to enhance this area to better serve its function and residents. Some additional recommendations to enhance this area into a civic campus include:

- **Enhanced Crosswalks:** Enhanced crosswalks refer to pedestrian crossing zones that have been upgraded or improved to prioritize safety, visibility, and aesthetics. These enhancements may include features such as high-visibility crosswalk markings, pedestrian refuge islands, improved lighting, textured surfaces, and additional signage.
- **Trail and Sidewalk Connections:** Closing sidewalk gaps and identifying new trail locations will improve connectivity. They promote active transportation, provide recreational opportunities, and improve overall accessibility within a community.
- **Redesign of Parking Layout:** This could involve changes to parking space dimensions, organization, or introduction of innovative parking solutions. The goal is to optimize the use of available space, improve traffic flow, and enhance the overall efficiency and functionality of the parking area and better allow for pedestrian connections between buildings. Redesigns may also prioritize pedestrian safety and incorporate landscaping elements to improve the visual appeal of parking spaces.

Figure 5.5 | Framework for Civic Campus



- **Placemaking Opportunities:** Placemaking opportunities can include the addition of public art, seating, greenery, interactive installations, or cultural elements. The objective is to activate and beautify spaces, making them more engaging and reflective of the community's character.

(B)PM.5 | Develop a policy to support the installation of public art throughout the community. Install public art throughout the community in line with the policy.

Public realm improvements are great ways to enhance the community visually and improve overall quality of life. Fostering community pride can be effective through the integration of public art installations. Examples of public art can be created in the form of painting murals on existing buildings, on or within existing infrastructure, or artists can create sculptures or monuments throughout the city in public spaces.

An increasing number of cities are exploring innovative ways to captivate both locals and visitors, turning to artists and custom fabrication professionals to create public art pieces. These installations not only breathe new life into areas but also serve as catalysts for tourism and community engagement. Urban renewal, green spaces, and public art, are all becoming critical strategies in revitalization initiatives. Public art can reinforce identity of the community and build regional interest. Currently, the Arboretum is a staple amongst the region and acts as a great gathering place which exhibits art that makes the space a vibrant place to gather. Woodway is also known for its tree canopy. Continuing this motif of the natural environment throughout the community through art can reinforce a strong sense of community for old and new residents.

The number list below coincides with the location of opportunities for public art on **Figure 5.5**.

1. **Gateways**
2. **Future Civic Campus**
3. **Public Parks**
4. **Future Downtown**
5. **Art Corridor.** Future opportunity for consistent branding and art walk through the corridor.

Funding Public Art

Below are some grant opportunities the City can utilize for the implementation of public art throughout the community, as of 2024:

- **Texas Commission on the Arts (TCA):** TCA offers various grant programs to support the arts, including public art initiatives.
- **National Endowment for the Arts (NEA) Grants:** While not specific to Texas, the NEA provides grants that can support public art projects. Artists and organizations in Texas are eligible to apply for NEA funding.
- **City and County Arts Commissions:** Many cities and counties in Texas have local arts commissions that offer grants for public art projects.
- **Texas Sculpture Group:** This organization occasionally offers grants and opportunities for sculptors and public artists in Texas.
- **Texas Municipal League (TML) Grants:** TML may offer grants or resources for municipalities in Texas, including those interested in funding public art projects.
- **Community Development Block Grants (CDBG):** CDBG funds for public art projects as part of broader community development initiatives.
- **Texas Arts and Cultural Endowment Fund:** Opportunities provided by the Texas Arts and Cultural Endowment Fund may support various arts projects, including public art.

Figure 5.6 | Public Art Opportunity Areas Map



Economic Development

Economic development encompasses various facets, including attracting new businesses, supporting existing industries, investing in infrastructure, and attracting a skilled workforce. Beyond the obvious benefits of job creation and increased business opportunities, a robust economic development strategy contributes to enhanced quality of life for residents. A thriving economy provides a broader tax base, allowing for investments in essential public services, such as education, healthcare, and infrastructure. Additionally, economic development fosters a competitive business environment, attracting talent, and fostering innovation. Building fiscal resilience through diversification of revenue generators can help weather economic downturns and ensure vitality even in challenging times. Ultimately, economic development is a key driver of a city's growth, ensuring that it remains a vibrant and resilient community. The purpose of the actions outlined in this section is to provide Woodway with strategies to achieve financial opportunities and promote fiscal growth of the community.

Fiscal and Economic Resilience

Fiscal resilience is the capacity of a city to effectively navigate and adapt to financial challenges, shocks, or uncertainties while maintaining its ability to provide essential public services and meet long-term fiscal objectives. It involves proactive financial management strategies to help through economic downturns, unexpected events, or changes in revenue streams. A fiscally resilient city not only possesses the financial capacity to weather short-term disruptions but also demonstrates the ability to recover and adapt its fiscal policies to ensure long-term sustainability. Fiscal resilience is characterized by budgeting, diversified revenue sources, effective risk management, and the ability to strategically invest in infrastructure and community development.

The comprehensive planning process is a great first step in establishing a well-informed plan on how the City should prioritize spending in the future. Additional considerations of how the City can become more fiscally and economically resilient include:

- **Diversify Revenue Sources:** Explore and diversify the City's revenue streams to reduce dependency on a single source, enhancing financial stability.
- **Establish Contingency Funds:** Maintain contingency funds or reserves to address unexpected events, economic downturns, or emergencies without compromising essential services.
- **Public-Private Partnerships (PPPs):** Explore opportunities for public-private partnerships to share the financial burden of infrastructure projects and services.
- **Alternative Financing Mechanisms:** Consider alternative financing mechanisms, such as municipal bonds or innovative funding models, to support capital projects without straining the budget.
- **Risk Assessment and Management:** Conduct risk assessments to identify potential financial vulnerabilities and implement risk management strategies to mitigate adverse impacts.
- **Investment in Infrastructure:** Prioritize strategic investments in infrastructure that contribute to long-term economic growth, while considering cost-effectiveness and sustainability of existing infrastructure.
- **Regular Review of Policies:** Conduct periodic reviews of financial policies and procedures to ensure they align with current economic conditions and support fiscal resilience goals.

DRAFT

Responsible Growth Actions

(R)ED.1 | Establish and utilize a fiscal impact analysis process for major new development and redevelopment so decision-makers can consider the costs and benefits to the City and the community when they make determinations on proposed projects.

A fiscal impact analysis for new development is a comprehensive evaluation of the potential financial implications that a proposed development may have on a local government's budget and resources. This analysis goes beyond the immediate costs and benefits of a project and assesses its long-term fiscal effects on public services, infrastructure, and overall financial health of a community. By conducting a fiscal impact analysis, local governments can make informed decisions about whether to approve, modify, or deny proposed developments. This analysis helps ensure that new developments contribute positively to the overall financial health of the community and that the costs associated with growth are adequately managed. It also provides a basis for negotiating development agreements and informs the planning and zoning process by considering the broader fiscal implications of land-use decisions.



City Hall

Key components of a fiscal impact analysis typically include:

- **Revenue Generation:** Examining the expected increase in property tax revenue, sales tax revenue, and other sources of income for the local government resulting from the new development.
- **Costs of Services:** Estimating the additional costs associated with providing public services to the new development, such as police and fire protection, education, public works, and other municipal services.
- **Infrastructure Costs:** Evaluating the impact on the need for new or expanded infrastructure, including roads, utilities, and public facilities, and estimating the associated costs.
- **Long-Term Liabilities:** Considering any potential long-term financial obligations or liabilities, such as maintenance costs for new infrastructure or ongoing service provision.
- **Economic Multipliers:** Analyzing the potential economic benefits generated by the development, such as job creation, increased economic activity, and indirect effects on local businesses.
- **Impact on Schools:** Assessing the impact on local schools, including potential changes in enrollment and the need for additional educational resources.

Quality of Life Actions

(Q)ED.2 | Support high-quality and innovative economic development projects to advance economic development goals, coordinate economic oriented projects with designated committees, and provide supportive policies and regulations to advance favorable projects.

Currently Woodway has a committee that serves as an Economic Development Committee for the City. This committee functions similarly to an Economic Development Corporation (EDC) by advising on community-wide economic initiatives. The committee is a great conduit for making decisions for economic vibrancy, and the creation of a thriving, resilient environment for residents and businesses alike.

A few considerations the committee should prioritize is future development implications as growth occurs in Woodway. It is important to direct investment to optimal locations that allows Woodway to grow responsibly and in the desired vision of the community. When establishing an area for high quality development, often a wide range of funding tools are needed to ensure success. Incentives can play a key role in bridging the gap and bringing in the right employer who is committed to the long-term health of the community. Another tool to help spark development is creating a comprehensive package of development information to give to future developers. In this document, the City can capture information on Woodway's history and current economic initiatives, as well as an overview of current demographic and market trends.

Belonging Actions

(B)ED.3 | Create a marketing campaign to promote workshops and training sessions on business planning, marketing, and financial management to empower entrepreneurs with businesses in the area and provide a best practices and information toolkit for small businesses.

One key way of achieving economic development goals can be in how the City markets itself to business owners. Woodway can market development opportunities and economic initiatives to help generate interest. Below are some ways to help generate interest and support of small businesses:

- **Local Business Networking Events:** Facilitate regular networking events where local small business owners can connect, share experiences, and collaborate. These events foster a sense of community and can lead to valuable partnerships.
- **Streamlined Permitting Processes:** Simplify and expedite permitting processes to reduce the bureaucratic burden on small businesses, making it easier for them to start and operate.
- **Buy Local Campaigns:** Encourage residents to support local businesses through "buy local" campaigns. This can be promoted through signage, social media, and community events.
- **Partnerships with Local Banks and Financial Institutions:** Collaborate with local banks to develop financial products tailored to the needs of small businesses, including small business loans and lines of credit.
- **Vendor Opportunities with City Events:** Provide small businesses with opportunities to be vendors at city-sponsored events, fairs, or markets, increasing their visibility and customer base.
- **Recognition and Awards:** Recognize outstanding small businesses through awards and public acknowledgment, boosting their credibility and fostering a sense of community pride.

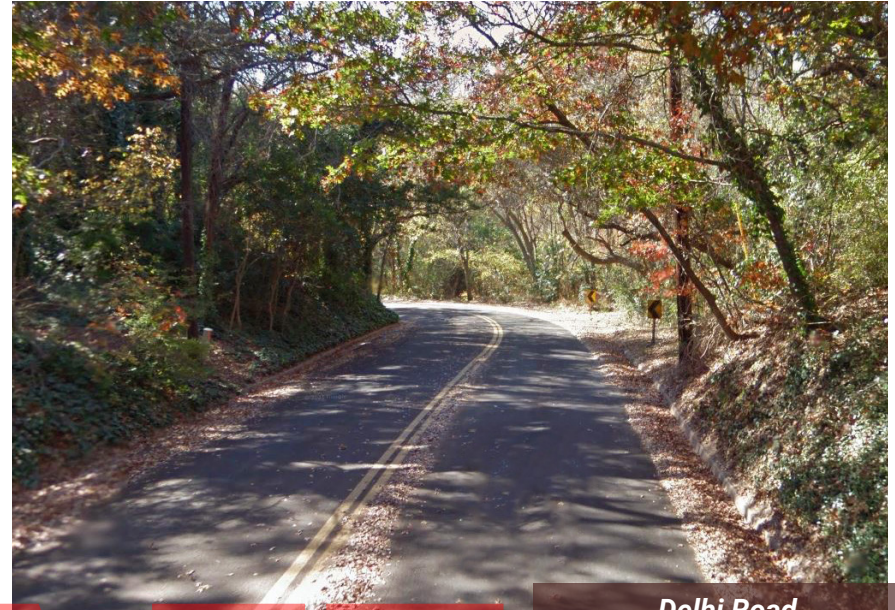
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Public Services and Infrastructure

Public services and infrastructure are essential components that are the backbone of a city. They provide the necessary foundation for residents' well-being, safety, and quality of life. Public services encompass a wide array of offerings, including but not limited to: **public safety** (police and fire services), **waste management**, and **utilities**. These services are often funded and managed by the local government to ensure that the basic needs of the community are met. Public services create a social fabric that supports and enhances the lives of individuals within Woodway. Infrastructure refers to the physical systems and facilities that enable the smooth functioning of a city, such as: **transportation networks** (roads, bridges, public transit), **utilities** (water supply, sewage systems, and electrical grids), **public buildings** (government offices, libraries, and city recreational centers), and **communication systems**. Infrastructure is crucial for fostering economic development and ensuring the efficient delivery of public services.

Well-maintained roads and bridges, reliable utilities, and modern communication systems are fundamental elements that contribute to a city's functionality and resilience. Together, public services and infrastructure form the framework that supports the daily lives and activities of the City's residents.

Public services were identified as a major strength of Woodway. Many of the residents felt like the amenities the City provides and the services, like police and fire, were strong within the City. Infrastructure, on the other hand, was a major concern among residents. Residents expressed concern of need for a refresh of infrastructure in the city. While this section outlines high-level recommendations for city-wide actions, more in-depth studies may need to occur to target specific needs in gaps in infrastructure related to utilities and transportation systems.



Delhi Road



Cops and Kids

Responsible Growth Actions

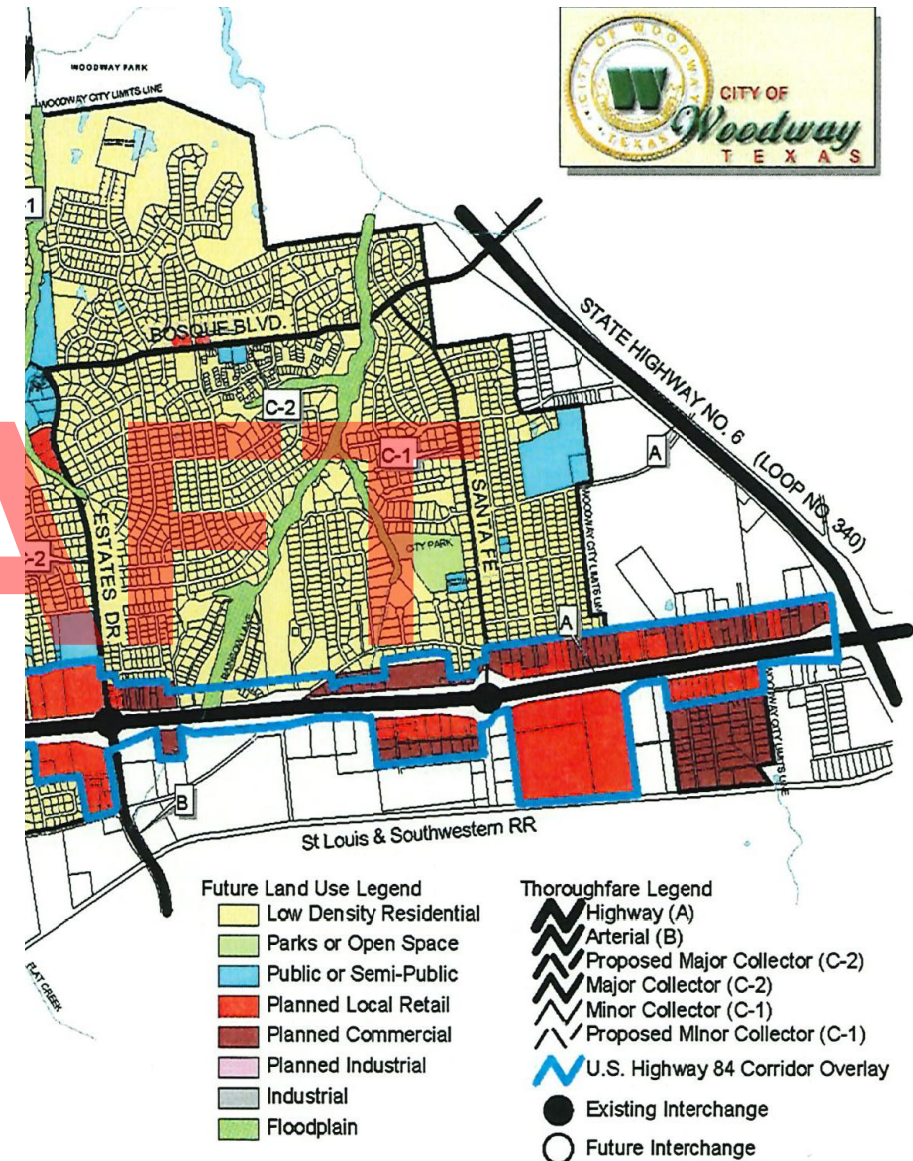
(R)PSI.1 | Create an updated Master Thoroughfare Plan (MTP).

The last Master Thoroughfare Plan (MTP) created for the City was incorporated into the 2004 Comprehensive Plan. A Master Thoroughfare Plan is a long-term transportation document that outlines the vision, goals, and guidelines for developing the transportation network within the City. The plan typically addresses various modes of transportation, including roads, streets, highways, transit systems, pedestrian pathways, and cycling infrastructure. It serves as a strategic guide for managing and enhancing transportation infrastructure to accommodate current and future needs.

The 2004 Comprehensive Plan Master Thoroughfare Plan provides the following road classifications:

- Highway (A)
- Arterial (B)
- Proposed Major Collector (C-2)
- Major Collector (C-2)
- Minor Collector (C-1)
- Proposed Minor Collector (C-1)
- U.S. Highway 84 Corridor Overlay

Woodway's Master Thoroughfare Plan should be updated as the goals and vision of the city have changed in the 20 years since its creation. An update would address the increasing need for multi-modal accessibility, sidewalks, and trails, as well as addressing the changes in vehicles. The update can adequately size those elements appropriately without causing undue strain on rights-of-way.



2004 Comprehensive Plan FLUP

(R)PSI.2 | Explore and implement a variety of options, including revenues from grants, partnerships with other governmental agencies, use of special districts to leverage City resources for reconstruction, and ongoing maintenance of transportation infrastructure.

Throughout the engagement process, investment in roadways was a priority amongst residents in Woodway. The existing infrastructure is aging and will require maintenance to meet the needs of the community. However, funding is a barrier for implementing all the necessary improvements to roadways in the community. Below are some ways the City can fund public roads for improvements:

- **Federal Funding:** Cities can apply for grants and funding programs offered by federal agencies, such as the U.S. Department of Transportation (USDOT) or the Federal Highway Administration (FHWA). These funds can support a wide range of transportation projects, including road and bridge improvements, public transit systems, and pedestrian and bicycle infrastructure.
- **State Funding:** States often allocate funding for transportation infrastructure projects within their jurisdictions. Cities can apply for state grants and funding programs, which can be used for a variety of transportation needs, such as road expansions, intersection improvements, and public transit enhancements.
- **Local Funding:** Cities can generate their own revenue through local funding sources, such as local sales taxes, property taxes, or special assessments. These funds can be dedicated to transportation infrastructure projects within the city, allowing for greater control and flexibility in addressing local transportation needs.
- **Public-Private Partnerships (PPPs):** Cities can enter into partnerships with private entities to finance and develop transportation infrastructure projects. PPPs allow cities to leverage private sector expertise and resources while sharing the costs and risks associated with infrastructure development. This funding option can be particularly useful for large-scale projects, such as toll roads or major transit systems.
- **Bond Issuance:** Cities can issue bonds to raise funds for transportation infrastructure projects. Municipal bonds are typically repaid over a period using revenue generated from sources such as taxes or tolls. Bond financing allows cities to access large sums of money upfront, enabling them to undertake significant infrastructure improvements.
- **Transportation Improvement Districts (TIDs) and Public Improvement Districts (PIDs):** TIDs and PIDs are special districts created to fund transportation projects within a specific area or fund public improvement in an area. They can generate revenue through various means, including sales taxes, property taxes, or development impact fees. TIDs provide a dedicated funding source for transportation improvements in a defined geographic area.
- **Council of Governments (COG) Grant Programs:** COGs often administer grant programs that provide funding for transportation projects within their region. These grants may be funded by federal, state, or local sources and can support a range of transportation initiatives, including road improvements, transit enhancements, and pedestrian and bicycle infrastructure.

(R)PSI.3 | Update Woodway's street design standards to allow for flexibility with City roads.

Street design standards shape the layout, functionality, and safety of roadways within a community. The incorporation of cross sections allows for a more nuanced and adaptable approach to street design, accommodating varying needs and contexts within the city. This flexibility is particularly valuable in the planning and development process. This allows the City to consider factors such as changing traffic patterns, evolving land uses, and the integration of sustainable transportation elements like bike lanes and pedestrian pathways. The creation of a Master Thoroughfare Plan can generate more range of cross-sections for all updated classifications in Woodway.

Figure 5.7, Figure 5.8, and Figure 5.9 are examples of cross-section for existing roadways in Woodway.

Figure 5.7 | Cross-Section Example for a Collector with 60' ROW (Santa Fe Dr., Poage Dr.)

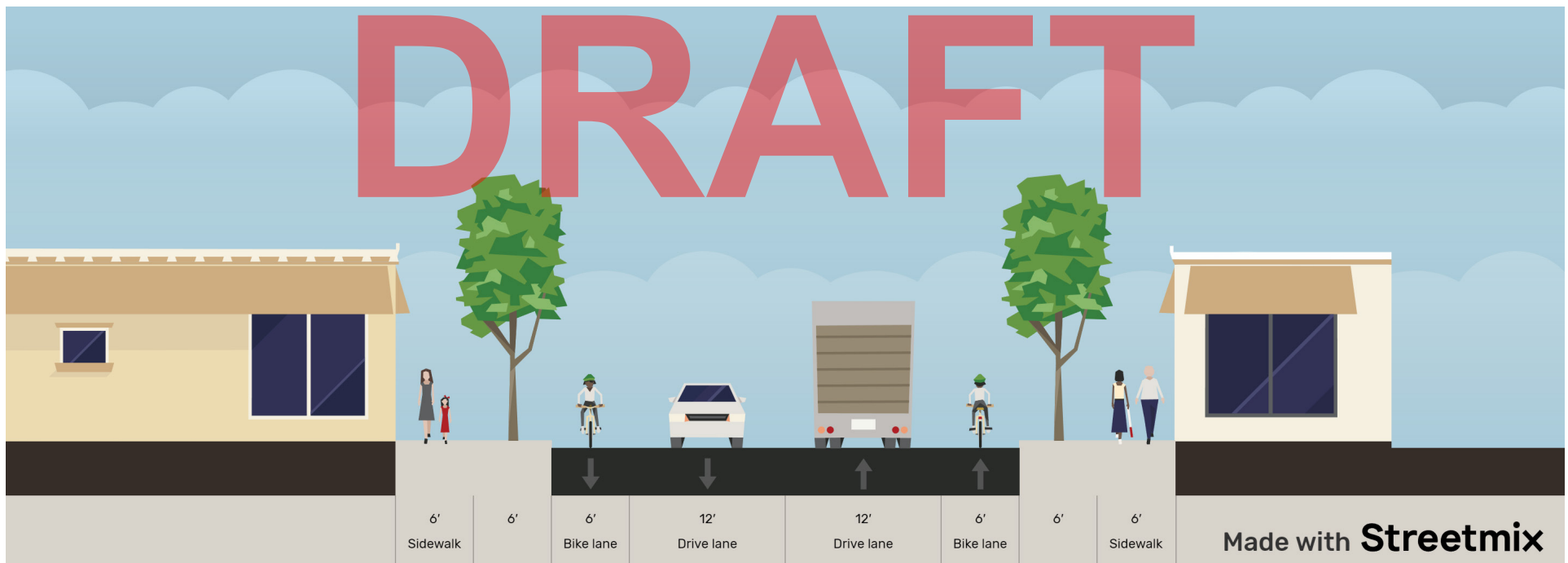
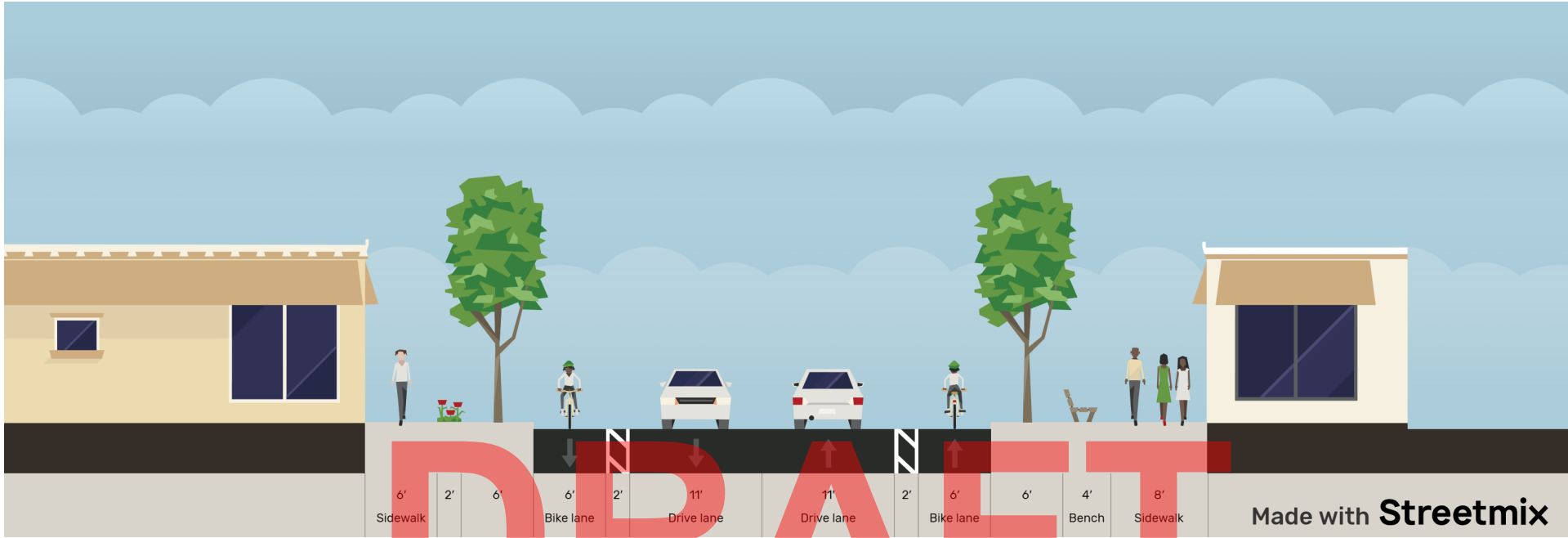
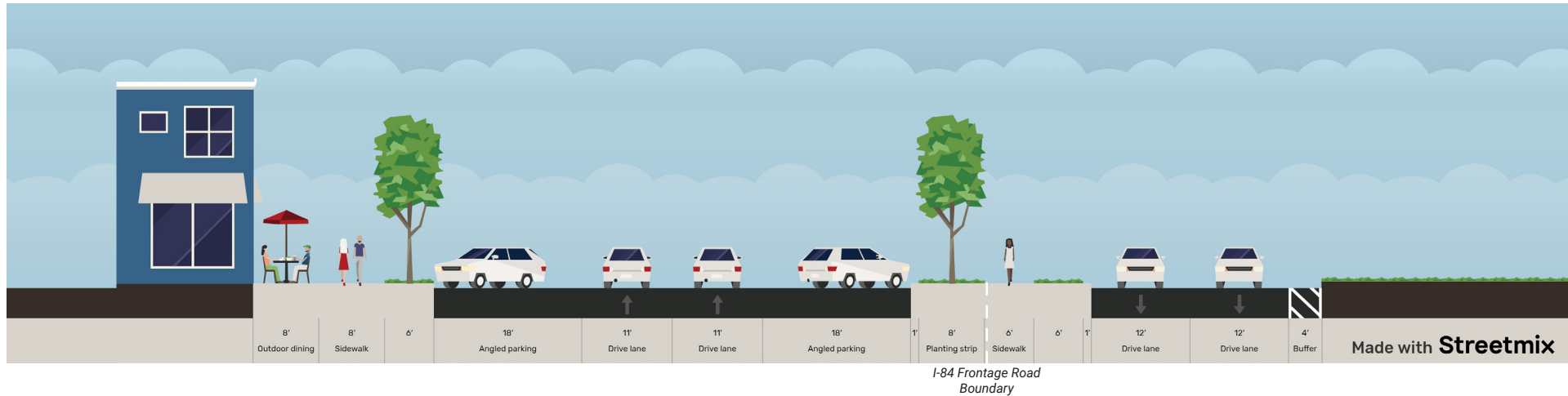


Figure 5.8 | Cross-Section Example for an Arterial with 70' ROW* (Bosque Rd. , Old McGregor Rd.)



* Bike lanes: Incorporate shared use path on one side, or modify drive lanes to incorporate bike lanes.

Figure 5.9 | Cross-Section for frontage along the Highway 84 Corridor



Quality of Life Actions

(Q)PSI.4 Modify existing streets in Woodway to promote context-sensitive design, promote walkability/bikeability, and enhance safety on the City's streets. Streets that should be prioritized for retrofitting include Estates Dr, Bosque Blvd, Poage Dr, Harbor Dr, West Fairway Rd., Santa Fe Dr./Wedgewood Dr

Context-Sensitive Street design (CSS) is an approach to designing and planning infrastructure projects that takes into consideration the unique characteristics of the surrounding environment, including its physical, cultural, and social context. This design philosophy recognizes that areas within a community can be distinct, and infrastructure should be tailored to fit into its surroundings. Context-sensitive design aims to create infrastructure that meets functional requirements but also contributes positively to the overall well-being of communities. By incorporating local input, cultural considerations, and a deep understanding of the environment, CSS design helps prevent the implementation of standardized designs that may not align with the unique needs and characteristics of a particular location. Elements such as wide sidewalks, bicycle lanes, landscaping, shade trees, and street furniture are integrated into the design, aiming to balance the needs of users of all transportation modes. Specifically, in Woodway, careful consideration is needed to ensure there is a balance between pedestrian/ bicycle facilities on streets based on surrounding land use, character, and function. Using the land use strategies outlined in **Chapter 4: Future Land Use and Development**, each of those areas would yield a cross section that is appropriate for the area. For example, the streets in a neighborhood and around homes in Woodway should be different than that streets in the Highway 84 Corridor near commercial businesses.

The table below describes the priorities that should be considered for different context areas in Woodway.

Context Area	Priorities	Design Considerations		
		Vehicles and Street Design	Pedestrians and Bicycles	Placemaking Elements
Highway 84 Corridor	Vehicular Traffic	Large turn lane radii; wide lanes; route signage; noise mitigation; vertical clearance under bridges; minimized road gradient; acceleration/deceleration lanes; design speeds catered to efficient traffic flow	Sufficient separation from travel lanes; continuous interconnected network of sidewalks along the frontage road; enhanced crosswalks at major corridor crossings	Truck route signage; minimized impacts to surrounding landscape and viewsheds
Proposed Activity Center	Pedestrians and Cyclists	Small turning lane radii; low design speed; narrow lane widths; on-street parking; bulb-outs	Wide sidewalks; pedestrian refuges; enhanced or textured street crossing facilities; ADA compliant infrastructure; minimized or consolidated driveways	Public art; gateway and wayfinding signage; uniform landscaping palette; shaded street trees; street furniture including benches, lighting, bike racks, and trash receptacles
Residential Areas	Viewshed Preservation, Safety for both Pedestrians and Vehicles	Where new roadway connections are needed, be sure to include top tier safety enhancements. Additionally, seek to minimize viewshed impacts on surrounding landscapes.	Safety enhancements such as flashing pedestrian crossings, separation from travel lanes, and minimized site distance conflicts; shared use paths	Street lighting; minimized impact to view-sheds; lean on surrounding natural environment to promote placemaking (rather than physical elements)
Civic Campus	Pedestrians and Cyclists	Sidewalk infrastructure; driveway access; flashing signage for emergency vehicles; balance between vehicle and pedestrian traffic	Wide sidewalks or shared use path facilities; flashing crossing signage for pedestrians; ADA compliant infrastructure; connections to nearby restaurants and other key destinations	District-wide branded gateway and wayfinding signage; pedestrian-level lighting; public art; street furniture including benches, lighting, bike racks, and trash receptacles

Belonging Actions

(B)PSI.5 Partner with the Texas Water Development Board (TWDB) and Texas Commission on Environmental Quality (TCEQ) to identify and develop water source options for long-term supply and to identify potential funding sources.

Water source identification and development are fundamental aspects of ensuring a reliable and resilient water supply for the city. As an integral part of the state's broader water infrastructure, TWDB and TCEQ play key roles in water resource planning, development, and environmental quality regulation. Partnering with TWDB and TCEQ allows Woodway to collaboratively assess and plan for its long-term water supply needs. This proactive approach is essential for ensuring a secure and sustainable water source to meet the demands of a growing population and changing climate conditions. TWDB and TCEQ are authoritative agencies with expertise in water resource management. Collaborating with these agencies provides Woodway access to technical knowledge, data, and resources that can inform comprehensive water planning and development strategies.

TCEQ is responsible for environmental quality regulation, including water quality standards. Partnering with TCEQ ensures that Woodway's water development initiatives adhere to regulatory standards, promoting environmental sustainability and compliance with state regulations. TWDB, in addition to its role in planning and oversight, often administers funding programs to support water infrastructure projects. By collaborating with TWDB, Woodway gains the opportunity to identify potential funding sources and access financial assistance for the development of water sources. Reliable access to clean water is foundational to the health and well-being of the community. By forging partnerships with state agencies, the community can ensure that residents have access to a sustainable and high-quality water supply.



Water Pipes

Housing and Neighborhoods

A critical component of the Woodway Forward Comprehensive Plan is creating a plan for existing and future neighborhoods. Woodway is unique due to the fact that 57% of the community is existing residential neighborhoods. The high-quality neighborhoods of Woodway is a strength of the community and what attracts people to the area. Preserving these aspects of existing neighborhoods was essential to residents during the engagement process. For more information about existing neighborhood strategies for Woodway, see **Chapter 4: Future Land Use and Development**.



Houses in Woodway

Due to the community being mostly built out, there are little opportunities for new single-family residential development. However, city-wide strategies can still be utilized for best use of the land. Balancing growth and maintaining character of the housing and neighborhoods in Woodway will take a united effort towards implementing policy that fits the community's desired vision. While this section outlines city-wide actions that can be taken to encourage complete communities in Woodway, below are some additional considerations the City should take for future housing and neighborhoods in the community:

- **Designing with the land:** The tree canopy is a strength of Woodway and part of the community's brand. Future residential opportunities should strive to preserve trees and/or promote the planting of new ones to align with the overall community character. In areas with topographic constraints, implementing cluster developments is an innovative planning technique to protect natural features and create visually interesting neighborhoods.
- **Reinforce existing neighborhoods:** There should be some investment in promoting the long-term vitality of existing housing and neighborhoods. Neighborhood reinvestment helps to maintain a competitive housing market. Ways to reinforce existing neighborhoods can include public realm improvements, such as streetlights, streetscape improvements, benches, etc.
- **Neighborhood connectivity:** A priority among residents was safety. Identifying new trails and sidewalks can improve connectivity within neighborhoods to nearby points of interest. A study should be conducted to identify and prioritize needed connection throughout the community. Additionally, providing safe crosswalks that are accessible for all residents can greatly improve walkability to neighborhoods, schools, and City facilities.

Responsible Growth Actions

(R)HN.1 | Update zoning code to allow for a variety of appropriate quality housing to increase housing options.

To promote the development of the community's desired future residential development, modifications to the Woodway zoning code can be made to remove barriers. Diversifying Woodway's housing can help cater to a wide range of household sizes, income levels, and lifestyle preferences. This includes affordable options for families looking for a community to start their family, smaller units for individuals or couples, or allowing for ADU (accessory dwelling units) for multi-generational households.

A mix of housing types promotes socioeconomic diversity within a community. This diversity fosters a more inclusive environment where people from different backgrounds, professions, and income levels can coexist, fostering social cohesion and a sense of community. For example, Woodway has a larger older population. Diverse housing options can accommodate the changing needs of residents as they age. This includes accessible housing for seniors, such as single-story homes or apartments with features that support aging in place or allowing for ADU's in single-family zoned areas to support multi-generational families.

Currently, the major changes to the code in Woodway would need to be made in growth areas like the Highway 84 Corridor. Updating the zoning code along with design standards can ensure that growth is responsible and aligns with the desired vision of the community. Changes can also occur in existing residential area if there is a desire amongst residents for ADUs or lower density single-family attached homes. Diverse housing allows for the preservation of neighborhood character. By offering a range of housing types, the community can better accommodate growth while maintaining and preserving the unique cultural qualities that define the Woodway identity.

"Missing Middle" Housing

"Missing Middle" Housing refers to a diverse range of housing types that bridge the gap between single-family homes and large apartment complexes. "Missing Middle" Housing helps support a range of scale, density, and affordability while fitting within a community's desired character. When calibrated appropriately, the zoning code can facilitate the development of "Missing Middle" Housing and help guide design that further integrates them into neighborhoods.

Examples of "Missing Middle" Housing:

- **Duplex:** A Duplex is a building containing two separate residential units, often side-by-side or stacked. Each unit typically has its own entrance and may be owned or rented independently.
- **Townhouses:** Townhouses are typically multi-story, attached homes that share walls with neighboring units. They often form rows or clusters.
- **Cottage Courts:** Cottage Courts consist of a small cluster of detached or semi-detached cottages arranged around a central courtyard or green space.
- **Courtyard Apartments:** Courtyard Apartments are low to mid-rise buildings that frame a central courtyard or green space.
- **Live-Work Units:** Live-Work Units combine residential and commercial spaces, allowing residents to operate businesses from their homes.
- **Accessory Dwelling Units (ADUs):** ADUs, also known as granny flats or in-law suites, are smaller, secondary dwellings located on the same property as a primary residence. They provide additional housing options while maintaining a single-family neighborhood character.

Quality of Life Actions

(Q)HN.2 Preserve the walkable character of older neighborhoods by keeping existing sidewalks in good repair and enhance walkability by filling in any gaps that may exist in the current network. Add crosswalks and upgrade streetlights to enhance pedestrian safety to encourage active living and more social interaction. Focus new sidewalk improvements between existing neighborhoods to nearby schools, activity centers, future Downtown, and park or trail systems.

Today, the existing neighborhoods of Woodway do not have sidewalks. It would be costly to undergo plans to implement sidewalks in the city; however, investments can be made to locate sidewalks and prioritize connections to key areas around the community. Pedestrian features are essential for neighborhoods. They contribute to various aspects of community well-being, safety, and overall quality of life.

Pedestrian features, such as sidewalks, crosswalks, and pedestrian signals, enhance the safety of individuals walking in the neighborhood. Well-designed pedestrian infrastructure helps reduce the risk of accidents and conflicts with vehicular traffic. Accessibility should be prioritized in all areas. Pedestrian features are crucial for ensuring that neighborhoods are accessible to people of all ages and abilities. Sidewalks with curb ramps, audible signals, and other features enhance accessibility for individuals with disabilities.

Well-maintained pedestrian features, including tree-lined sidewalks and attractive walking paths, can enhance the aesthetic appeal of a neighborhood. This, in turn, may positively impact property values and make the area more desirable for residents and potential homebuyers. Pedestrian-friendly neighborhoods are characterized by interconnected sidewalks and paths. Below are areas that should prioritize sidewalks and pedestrian enhancements:

- Schools
- Parks
- Public Facilities
- Activity Centers

Safe Routes to School (SRTS)

Safe Routes to School (SRTS) is a comprehensive program that aims to improve the safety, accessibility, and overall walkability and bikeability for students traveling to and from school. Texas Department of Transportation (TxDOT) administers SRTS funds for locally sponsored infrastructure projects that facilitate walking and biking to school. Projects may be located anywhere in the state as long as they are within two miles of K-8 schools.

Key Components of Safe Routes to School:

- **Infrastructure Improvements:** Design and implement physical changes to the built environment, such as crosswalk enhancements, sidewalk repairs, traffic calming measures, and the creation of bike lanes, to create safer routes for students.
- **Education and Outreach:** Provide educational programs that promote pedestrian and bicycle safety. This includes initiatives within schools, such as classroom education and awareness campaigns, as well as broader community outreach efforts.
- **Enforcement Measures:** Collaborate with law enforcement to ensure that traffic laws are enforced around schools, emphasizing the safety of pedestrians and cyclists. This may involve speed limit enforcement, crosswalk monitoring, and other safety measures.
- **Evaluation and Planning:** Regularly assess the effectiveness of the program and make data-driven decisions for ongoing improvements. Conduct traffic safety audits and involve community members in the planning process.

Belonging Actions

(B)HN.3 Partner with local non-profits, schools, or religious groups to start up volunteer service to aid in code enforcements.

Code Compliance plays an important role in maintaining community standards. Compliance with building, fire, and safety codes helps ensure that structures are constructed and maintained in a way that minimizes risks to public safety. This includes adherence to regulations related to electrical systems, fire exits, structural stability, and other safety measures. Codes often address issues related to sanitation and public health. This can help prevent the spread of disease, pests, and other health hazards by establishing standards for waste disposal, cleanliness, and hygiene. Many codes incorporate environmental regulations to protect natural resources, ecosystems, and the overall environment. Compliance with these codes promotes sustainable practices and reduces the impact of human activities on the environment.

Code Compliance also contributes to the aesthetic appeal of neighborhoods by regulating the appearance and maintenance of properties. Maintaining a high level of code compliance can positively impact property values. Well-maintained and aesthetically pleasing neighborhoods are often more attractive to residents and potential buyers, contributing to overall property values. Overall, Code Compliance contributes to a higher quality of life for residents. It creates a living environment that is safe, clean, aesthetically pleasing, and conducive to community well-being.

However, complying with code regulations can create difficulties for residents with disabilities or those facing barriers in their daily lives. This can be especially difficult when considering the limitations of available resources. One opportunity to help with code compliance in the community is to setup programs for volunteers to help enhance the community. Partnering with the school district, local non-profits, and religious groups can make the beautification of Woodway neighborhoods a collective community priority.

Case Study: Code Compliance Cares, Arlington, TX

Code Compliance in the City of Arlington has created programs to help center creating safe and more beautiful neighborhoods through community building. The City has established a system that provides Arlington neighborhoods free resources to help with property maintenance and repair tasks. This is beneficial for many residents amid rising inflation and other financial challenges. Through partnerships with local groups and volunteers, Arlington is able to provide resources to its residents to create civic pride and build community trust.

Below are some of the programs the City offers to aid in Code Compliance:

- **Tool Sharing Program:** Arlington residents can check out a mower or a variety of other tools and equipment for free to assist with property cleanup and improvement.
- **Neighborhood Enhancement Team:** The Neighborhood Enhancement Team is a council driven initiative with the mission of improving the quality of life, aesthetic appeal, and economic vitality of Arlington neighborhoods. The Neighborhood Enhancement Team collaborates with residents and will host clean up days to improve the appearance of neighborhoods. The Neighborhood Enhancement Team can assist with property clean up, debris removal, fence repair, and yard maintenance.

For more information on Code Compliance Cares, check out the City of Arlington website: https://www.arlingtontx.gov/city_hall/departments/code_compliance/about_us/code_compliance_cares

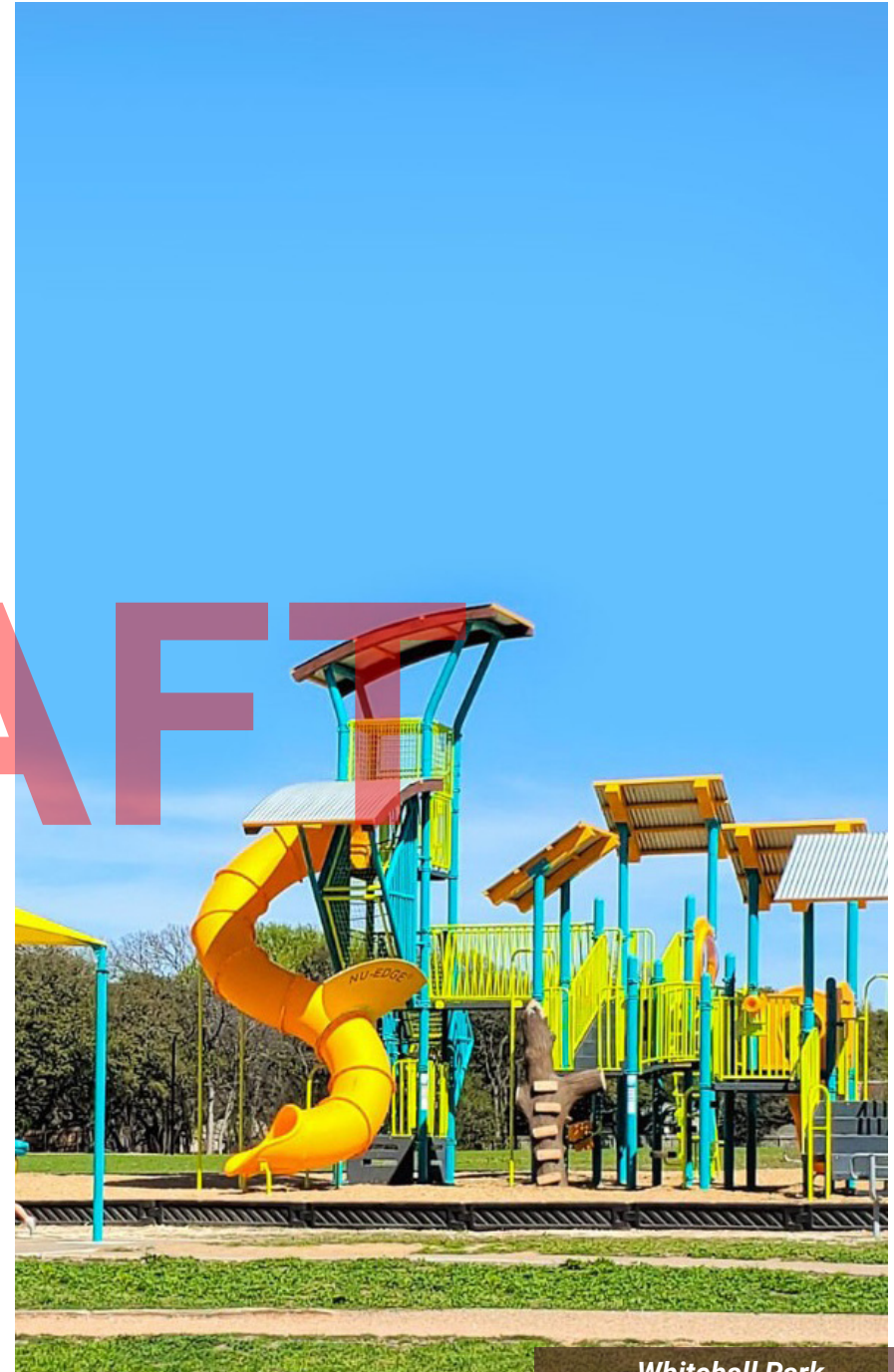
Parks, Trails, and Open Space

The parks and recreation amenities in Woodway are one of the biggest strengths of the Community. Currently, the City maintains four public parks: Poage Park, Whitehall Park, Lakeside Park, and Woodway Activity Park. displays the existing parks in Woodway and 10-minute walk sheds around the parks. These parks offer a range of amenities, including: picnic areas, playgrounds, walking tracks, and various recreational activities. The Parks Department is responsible for the upkeep of existing parks, landscaped areas, and all public grounds. The Parks Department operates with a dedicated focus on preserving a high quality of life for individuals and neighborhoods alike. Lakeside Park is located at the end of Estates Dr near Lake Waco. It is managed and owned by the U.S Army Corps of Engineers and offers a disc golf course and hike and bike trails. Currently, the only trails in Woodway are the Carleen Bright Arboretum Natural Trails.

As Woodway grows, parks, trails, and open spaces should continue to meet the needs of the residents in the community. The action items outlined in this section aim to guide decisions in City facilities in the future to reach the desired vision of the community.

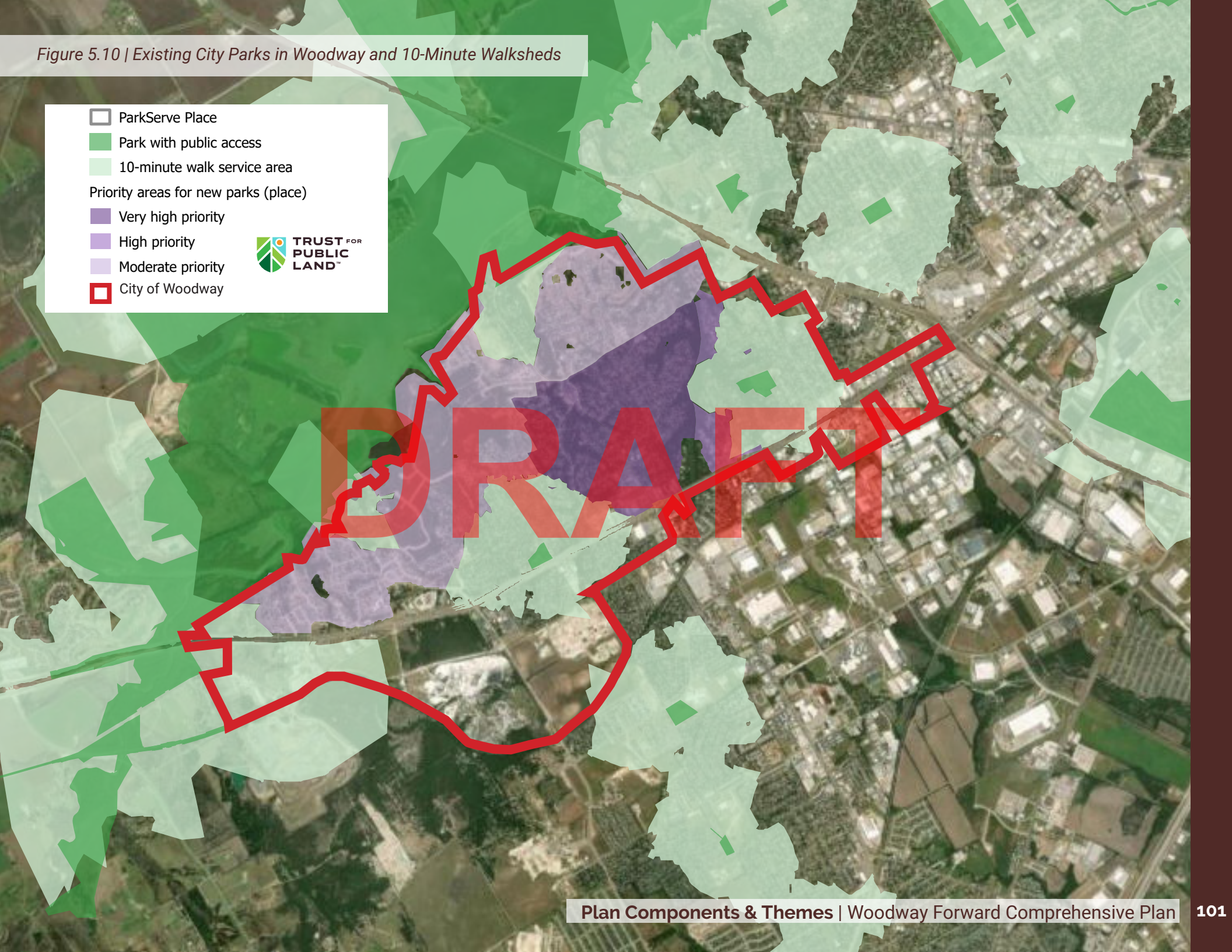


Woofway Park



Whitehall Park

Figure 5.10 | Existing City Parks in Woodway and 10-Minute Walksheds



Responsible Growth Actions

(R)PTOS.1 | Create a Parks, Trails, and Open Space Master Plan to help better guide existing assets and identify new parks resources.

A Parks, Trails, and Open Space Master Plan is a comprehensive and strategic document that outlines the vision of the community and guidelines for management of parks, trails, and open spaces within the community. This type of master plan is essential for creating a roadmap that aligns with the community's values, needs, and aspirations regarding outdoor recreational spaces and city-owned amenities.

Woodway's existing parks are great assets to the community. A dedicated master plan helps identify existing gaps in the community and tailor needs and resources accordingly. This can help communities efficiently manage budget and allocate resources by prioritizing projects based on community needs, available funding, and potential impact. This strategic approach ensures that limited resources are utilized effectively for maximum benefit. A Park, Trails, and Open Space Master Plan ensures that these amenities are strategically located to benefit the health and quality of life of the community. A major outcome of a parks, trails, and open space master plan is the needs assessment. This is a three-pronged analysis approach that looks at park needs based on:

- **Resources Based Approach:** Analysis of existing conditions on the community. This approach asked the questions: What barriers or areas of opportunity exist today in the community, and how can future park decisions take these factors into account?
- **Standards Based Approach:** This analysis looks at industry standards regarding level of service of parks, trails, and park amenities.
- **Demand Based Approach:** This analysis is based on engagement conducted during the planning process to understand the community's priorities.

A Parks, Trails, and Open Space Master Plan is a valuable tool to help manage City resources and set up the community for future funding opportunities through TexasParks and Wildlife Department (TPWD)

"10 - Minute Walk to a Park"

Trust for Public Land (TPL) ParkServe's "10-Minute Walk to a Park" initiative is a nationwide effort in the United States aimed at ensuring that everyone has access to a quality park or green space within a 10-minute walk (approximately half a mile) of their home. This initiative is driven by the idea that access to parks is essential for the health, well-being, and quality of life of individuals and communities. See **Figure 5.10** for the current walkscore of Woodway. This map does not reflect Carleen Bright Aboretum.

Increasing the percent of residents who live within a 10-minute walk to a park is a great goal for communities to set. Actions and strategies to increase accessibility can typically be found within a Parks, Trails, and Open Space Master Plan.

Below are some stats from the TPL ParkServe's "10 Minute Walk to a Park" for Woodway.



For more information visit: <https://10minutewalk.org/>

Quality of Life Actions

(Q) PTOS.2 | Consider incorporating standards for private development proposals to provide for outdoor open space with amenities and community gathering places.

Setting standards that mandate the inclusion of outdoor spaces and communal areas within private developments help reinforce the character of Woodway. Parks and open space are priorities to residents. So ensuring future development, cities can create more inclusive and people-centric environments. Outdoor amenities and gathering places serve as catalysts for social interaction, community events, and a shared sense of belonging. These spaces contribute to the overall aesthetics and livability of neighborhoods, enhancing the attractiveness of private developments. By prioritizing standards for outdoor open spaces, cities can create vibrant, resilient, and socially connected communities that stand to benefit residents for generations to come. This ordinance was previously in effect in Woodway, but due to limited staff, was discarded. However, there are opportunities to partner with local HOAs to help maintain the parks if the parkland and trail dedication ordinance is reinstated.

Belonging Actions

(B)PTOS.3 | Review development regulations as needed to ensure site design requirements support and encourage public spaces.

The way spaces within the community are designed directly influences the quality of life for residents. By revisiting development regulations, cities can prioritize the creation of accessible and inviting public spaces. Public spaces, when integrated into land use and policy, contribute to mental and physical health, community cohesion, and overall livability. Well-designed public spaces can serve as focal points for cultural events, recreation, and economic activities, enhancing the overall character and attractiveness of a city. Reviewing and adapting development regulations to support public spaces is a strategic investment in the social, economic, and environmental health of a community.

Parkland and Trail Dedication Ordinance

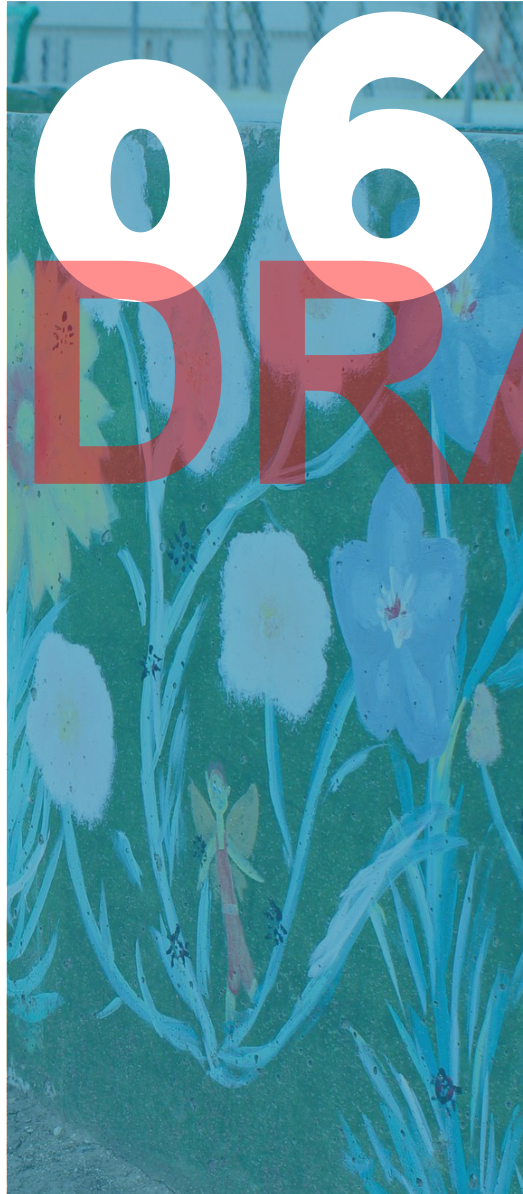
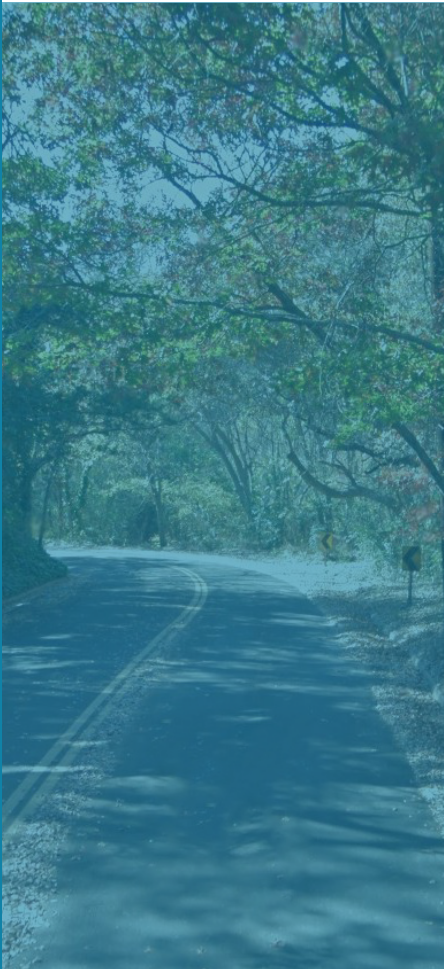
To ensure the preservation of green space as Woodway grows, it is important to allocate space for amenities that enhance the residents' quality of life. A Parkland Dedication Ordinance is a local government requirement that mandates the dedication of land for a park and the payment of fee to be used to acquire land and/or develop park facilities. This is a commonly used tool throughout the state to fund construction of new parks through parkland and trails dedication fees, which is a requirement for developers and builders to dedicate land and/or pay a fee to be used by the city to get and develop new parks and trail facilities (Fees - in -Lieu).

One of the strategies to advance quality of life for residents in the community is to improve park accessibility for residents. Ensuring that this goal is met is a shared responsibility between the City and developers. McLennan County is experiencing growth, and Woodway will start to feel the effects on the growth, specifically in growth areas like Highway 84 Corridor. Providing amenities that are attractive to future residents and existing residents is one way to compete within the region. Parks increase property value and support a high quality of life for the community. A Parkland and Trail dedication ordinance is one tool that used to ensure this quality of life when expecting future growth.

06

Implementation

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Implementation

The community's future vision extends beyond just adopting a comprehensive plan; it requires a well-defined implementation strategy. This strategy encompasses more than a list of tasks, and it must consider the necessary time and resources, involve relevant parties, and establish a monitoring and adjustment system for implementation over time. The following pages offer further insight into each key aspect of the implementation strategy outlined for the **Woodway Forward Comprehensive Plan**.

City's Role

The City will be responsible for taking the main responsibility in executing and implementing the **Woodway Forward Comprehensive Plan**. The City will need to take the lead in informing stakeholders of the outcome of the planning process and is responsible for prioritizing actions, developing work plans, allocating staff resources, identifying and obtaining funding, coordinating with partner agencies and organizations, and monitoring progress.



Pavilion at the Arboretum

Partners

The City will collaborate with a variety of agencies, organizations, and individuals in both the public and private sectors. These agencies, organizations, and individuals include:

Governmental Agencies

Partnerships between the City and governmental or quasi-governmental agencies can provide the City with funding, educational resources, and perform economic development functions. Governmental and quasi-governmental agencies may include, but not limited to:

- McLennan County
- Heart of Texas Council of Governments (HOTCOG)
- State of Texas: including the Texas Department of Transportation (TxDOT), the Texas Commission on Environmental Quality (TCEQ), and the Texas Parks and Wildlife Department (TPWD)
- Federal Government: including the Department of Transportation, Department of Commerce, the Environmental Protection Agency, and the Department of Defense.
- Midway Independent School District
- Metropolitan Planning Organization (MPO)

Private Sector Entities

Private sector partnerships are critical for the creation of jobs and ensuring goods and services are delivered to the community. Private sector entities increase the local tax base and are important for attracting other businesses to the community. They control the land and capital that will be required for improvements on existing properties and new developments. Private sector partners include:

- Businesses and business owners
- Landowners and property owners
- Real estate developers and brokers
- Financial institutions

Non-profit Organizations and Civic/Community Associations

Non-profits and community associations fill in the gaps that local government cannot address due to its diverse set of priorities and funding limitations. These entities tend to focus on a specific aspect of community life or area of interest. Members contribute time, resources, and talent to issues most important to them. These entities include:

- Faith-based organizations
- Athletic leagues
- Civic groups
- Homeowners associations

Residents of Woodway

The ongoing involvement of Woodway residents is essential in the fulfillment of the community's vision. Residents, along with their families and friends, buy, maintain, and invest in the community. Residents serve on boards and commissions, volunteer, take part in community events, and become involved in art, cultural, and recreational groups. They provide critical support for issues and initiatives that affect Woodway and contribute to the success of the community.

Monitoring and Updating the Plan

City Staff should continuously check the status of plan implementation to ensure that there is movement in the right direction, that momentum is kept, and that necessary adjustments are being made to the Plan as needed. The City should periodically evaluate the Implementation Plan as well as relevant regulations and work programs to ensure that policies, finances, and staff resources are being allocated effectively to realize the community's vision. The results of this review should be presented to the City Council at least once a year.

It is important to keep in mind that no plan, regardless of how extensive, can account for every scenario that may arise after adoption. For this reason, the community should periodically review the Comprehensive Plan – roughly every five years – to assess whether it needs to be updated to reflect changing conditions, evolving community values, or newly presented opportunities.

Applications Inconsistent with the Plan

The plan is not a rigid or static document. A zoning request that conflicts with the plan but deserves consideration does not have to be denied solely due to this inconsistency. If the Planning and Zoning Commission and the City Council feel that the zoning application would provide a significant public benefit, it can be approved; however, for the City to protect itself and its interests, the Council may want to make the reasons for the approval a part of public record.



Farmers Market



The Pavilion

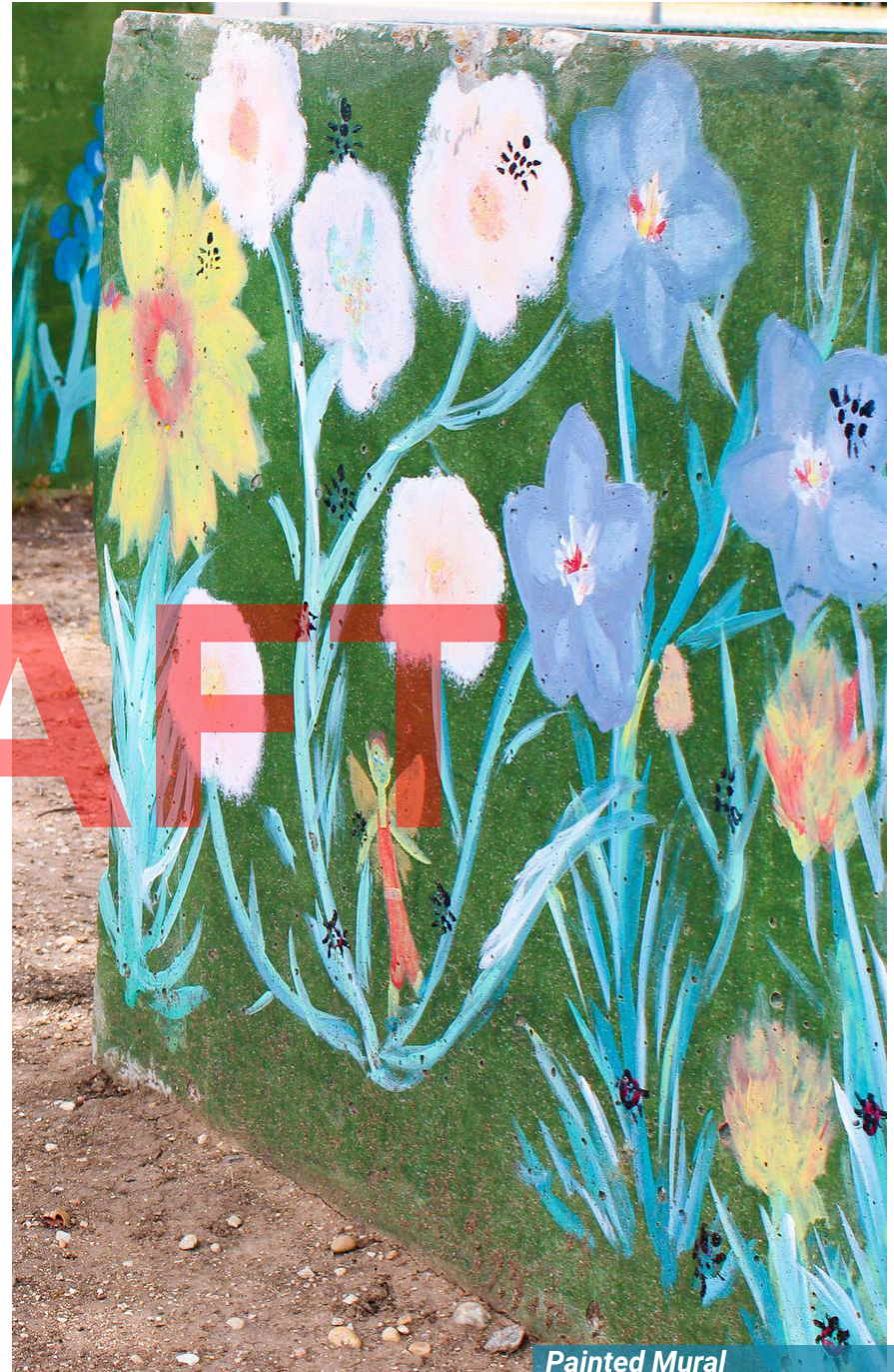
Key Factors for Successful Plan Implementation

Successful implementation of the **Woodway Forward Comprehensive Plan** would include:

- Committed city leadership
- Communication and cooperation between Woodway and its stakeholders, private sector partners, governmental agencies, non-profits, civic/community groups, and residents.
- The removal of obstacles that interfere with achieving the vision.
- Multiple diverse funding sources from local, state, and federal entities.



Farmers Market Opening



Painted Mural

Implementation Matrix

To support the monitoring of progress on the **Woodway Forward Comprehensive Plan**, an implementation matrix has been created (pages 110-115). It outlines the necessary steps for implementing the plan, including plan strategies, action items, and relevant information such as type, applicability, timing, external assistance required, and costs. The action items serve as a to-do list for the various parties involved in implementing the plan. Important terms and concepts related to the matrix are defined below.

Action Item

An action item is a specific task that must be completed to achieve the plan's goals. Each action item in the matrix is further described by characteristics that specify the type of action, where and when it will be applied. The concept and categories are briefly explained below.

Action Type

This column categorizes the nature of the action items. Categorization helps in grouping similar or related items for efficient implementation and ensuring each item is completed in the correct order. The description of each action type is provided below.

- **Capital Investments.** The repair and construction of major public facilities and utilities are important long-term investments in the community. It is crucial to coordinate these projects with the Future Land Use Strategies of the Comprehensive Plan to optimize the use of resources, including public funds. These projects should be designed to meet the immediate needs of residents and businesses while also accommodating future growth. Actions of this nature include acquiring necessary land and constructing physical assets.
- **Studies.** To ensure that public funds are used responsibly and effectively, it is often necessary to conduct studies on complex and costly public projects. These studies may require the expertise of external consultants or specialists.

- **Educations and Engagement.** To ensure the successful adoption of the new Comprehensive Plan, it is important for residents, businesses, non-profits, and agency and institutional partners to understand its impacts and view the community in a new way. Engagement with these stakeholders should not only occur immediately after the plan is adopted but also on an ongoing basis. This process will tap into their energy, ideas, and enthusiasm. Therefore, all available means of education and engagement should be utilized to reach and involve them in the implementation of the plan.
- **Financial Incentives.** Financial incentives can serve as a valuable tool in attracting desired development. The City has several options at its disposal, such as: fee reductions or waivers, expedited processing of plans and permits, tax abatements, and infrastructure investments. These incentives can be used to entice the type of development that aligns with the community's vision.
- **Partnerships.** Cities often have a list of programs and projects that they hope to implement. However, the success of these initiatives often relies on the cooperation of other parties and agencies. This cooperation can take the form of joint planning, coordination, provision of land or funding, construction of physical assets, project management, and more. By forming collaborative partnerships with outside entities, cities can increase the likelihood of success for their programs and projects, making them more effective and timelier.
- **Regulations and Guidelines.** Regulations, such as zoning and subdivision ordinances, ensure community health, safety, and welfare during construction and development. Following these ordinances is crucial for maintaining a desirable community. Guidelines may also exist to preserve assets or create a unique environment. While not mandatory, it is generally recommended to follow guidelines unless there is a valid reason not to. If existing regulations or guidelines hinder important aspects of a Comprehensive Plan, cities may need to create, refine, amend, or repeal them. Consultants are often sought after if cities lack the resources for this task.

Timing

- **Short-Term (S):** Actions that should be completed in 3 years or less
- **Mid-Term (M):** Actions that are estimated to be completed within the next 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

Conceptual Cost

- \$ - up to \$150,000
- \$\$ - \$150,000 - \$500,000
- \$\$\$ - \$500,000 to \$1 million
- \$\$\$\$ - More than \$1 million

Responsible Party

This category specifies the individuals or organizations responsible for completing the action item. The item may require one entity to take full responsibility for the success of the action item, or they may take the lead with support from other agencies, organizations, or individuals.

Partnerships

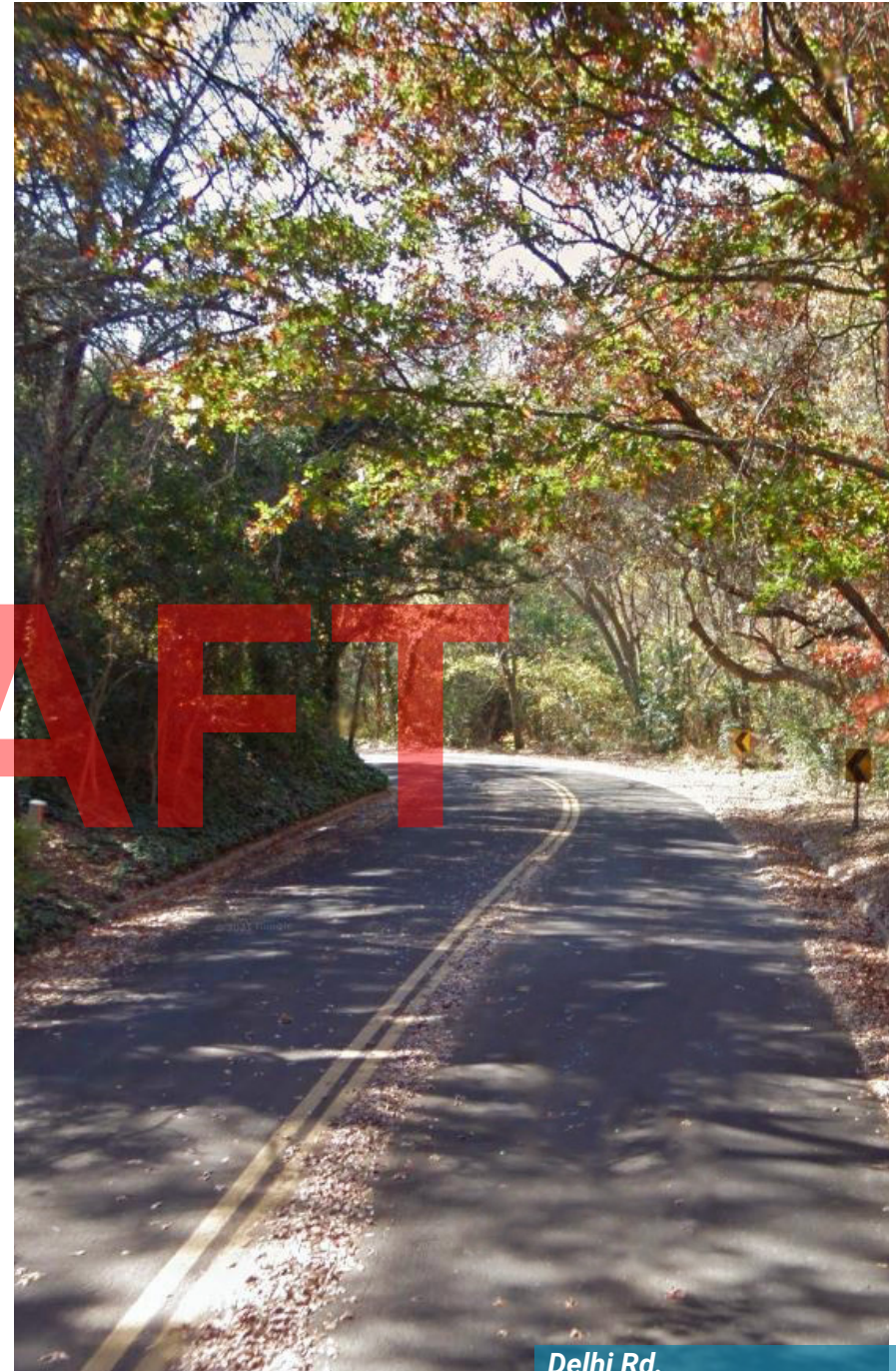
This column identifies key partnerships with other entities that can help support an item. If an action item requires a partnership with another agency, organization, or individual, it will be listed in the partnership column.

Action Code

(Plan Theme) Plan Component. Number

Example = (R) LU.1 =

(Responsible Growth) Land Use. 1



Delhi Rd.

Action Implementation Matrix

Responsible Growth

Woodway will work towards creating a balanced and sustainable community that supports both economic prosperity and fiscal responsibility by investing in existing resources while looking to new opportunities to flourish. Important terms and concepts related to the matrix are defined on pages 110 and 111.

Action Number	Action Item	Action Type	Timing	Conceptual Cost	Responsible Party	Partnerships
(R)LU.1 (Page 75)	Develop a Comprehensive Plan checklist to be used as a tool for determining the consistency of development proposals and zoning applications in making recommendations to P&Z and Council.	Regulations & Guidelines	S	\$	Community Services	City Leadership
(R)PM.1 (Page 80)	Conduct a City-wide viewshed analysis on existing streets to determine which natural assets are most important for preserving. In this analysis, determine if current zoning regulations should be updated to promote the preservation of the City's natural features.	Study	M	\$\$	Parks & Recreation	Community Services
(R)ED.1 (Page 87)	Establish and utilize a fiscal impact analysis process for major new development and redevelopment so decision-makers can consider the costs and benefits to the City and the community when they make determinations on proposed projects.	Study	S	\$\$	Economic Development	City Leadership

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Action Number	Action Item	Action Type	Timing	Conceptual Cost	Responsible Party	Partnerships
(R)PSI.1 (Page 90)	Create an updated Master Thoroughfare Plan.	Study	S	\$	Community Services	Streets Division
(R)PSI.2 (Page 91)	Explore and implement a variety of options, including revenues from grants, partnerships with other governmental agencies, the use of special districts to leverage City resources for reconstruction and ongoing maintenance of transportation infrastructure.	Capital Investments	S	\$	Community Services	TxDOT, HOTCOG
(R)PSI.3 (Page 92)	Update Woodway's street design standards to allow for flexibility with city roads.	Regulations & Guidelines	S	\$	Community Services	City Leadership
(R)HN.1 (Page 97)	Update zoning code to allow for a variety of appropriate quality housing in growth areas to increase housing options.	Regulations & Guidelines	S	\$	Community Services	City Leadership
(R)PTOS.1 (Page 102)	Create a Parks, Trails, and Open Space Master Plan to help better guide existing assets and identify new parks resources.	Study	S	\$	Parks & Recreation	Community Services

Quality of Life

Woodway will focus on enhancing the lives of residents by prioritizing essential amenities, promoting active lifestyles, and maintaining green spaces that foster connections to nature, all while cultivating a thriving community. Important terms and concepts related to the matrix are defined on pages 110 and 111.

Action Number	Action Item	Action Type	Timing	Conceptual Cost	Responsible Party	Partnerships
(Q)LU.2 (Page 76)	Review and update the City's existing development related ordinances and modify them where necessary to accommodate the types of development envisioned in the Future Land Use Plan.	Regulations & Guidelines	S	\$	Community Services	
(Q)PM.2 (Page 81)	Update design standards that maintain a small town feel that helps create a sense of community with new development.	Regulations & Guidelines	M	\$\$	Community Services	
(Q)PM.3 (Page 82)	Identify future location for an activity center, and create a Master Plan to guide future development and growth that aligns with the desired vision of the community.	Study	S	\$	Community Services	Economic Development
(Q)ED.2 (Page 88)	Support high-quality and innovative economic development projects to advance economic development goals, coordinate economic oriented projects with designated committees, and provide supportive policies and regulations to advance favorable projects.	Regulations & Guidelines	O	-	Economic Development	City Leadership
(Q)PSI.4 (Page 94)	Modify existing streets in Woodway to promote context-sensitive design, promote walkability/bikeability, and enhance safety on the City's streets. Streets that should be prioritized for retrofitting include: Estates Dr, Bosque Blvd, Poage Dr, Harbor Dr, West Fairway, Santa Fe/Wedgewood Dr	Capital Investment	L	\$\$\$\$	Community Services	
(Q)HN.2 (Page 98)	Preserve the walkable character of older neighborhoods by keeping existing sidewalks in good repair and enhance walkability by filling in any gaps that may exist in the current network, adding crosswalks and the upgrading of streetlights to enhance pedestrian safety to encourage active living and more social interaction. Focus on new sidewalk improvements between existing neighborhoods to nearby schools, activity centers, future Downtown, and park or trail systems.	Capital Investment	O	\$\$\$\$	Community Services	Street Division

<i>Action Number</i>	<i>Action Item</i>	<i>Action Type</i>	<i>Timing</i>	<i>Conceptual Cost</i>	<i>Responsible Party</i>	<i>Partnerships</i>
(Q) PTOS.2 (Page 103)	Consider incorporating standards for private development proposals to provide for outdoor open space with amenities and community gathering places.	Regulations & Guidelines	M	\$\$	Community Services	

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Belonging

Woodway will build a welcoming and cohesive community by forging partnerships with local organizations, businesses, and institutions that will address the community's needs, pool resources, and strive for shared goals, ensuring that everyone feels a sense of belonging and ownership to Woodway. Important terms and concepts related to the matrix are defined on pages 110 and 111.

Action Number	Action Item	Action Type	Timing	Conceptual Cost	Responsible Party	Partnerships
(B)LU.3 (Page 77)	Provide the public with regular communication and sufficient information regarding policies, programs, and decision-making using traditional outreach methods and social media marketing.	Education & Engagement	S	\$	Marketing	City Leadership
(B)PM.4 (Page 83)	Create area by the Arboretum as a civic campus as a destination and gathering place for residents by: strengthening branding, enhancing crossing, providing trail/sidewalk connections, implementing wayfinding, connecting the buildings (relationship between buildings), and reconfiguring parking to create a campus like setting.	Capital Investment	L	\$\$\$\$	Community Services	Economic Development
(B)PM.5 (Page 84)	Develop a policy to support the installation of public art throughout the community. Install public art throughout the community in line with the policy.	Capital Investment	S	\$	Economic Development	Community Services
(B)ED.3 (Page 88)	Create a marketing campaign to promote workshops and training sessions on business planning, marketing, and financial management to empower entrepreneurs with businesses in the area and provide a best practices and information toolkit for small businesses.	Education & Engagement	S	\$	Economic Development	
(B)PSI.5 (Page 95)	Partnerships with State Agencies. Partner with the Texas Water Development Board (TWDB) and Texas Commission on Environmental Quality (TCEQ) to identify and develop water source options for long-term supply and to identify potential funding sources.	Partnerships	O	\$	Community Services	
(B)HN.3 (Page 99)	Partner with local non-profits, schools, or religious groups to start up volunteer service to aid in code enforcements.	Partnerships	S	\$	Code Enforcement	Local Non-profits, Schools, etc.
(B)PTOS.3 (Page 103)	Review development regulations as needed to ensure site design requirements support and encourage public spaces.	Regulations & Guidelines	S	\$	Community Services	

Highway 84 Corridor

Important terms and concepts related to the matrix are defined on pages 110 and 111.

Action Number	Action Item	Action Type	Timing	Conceptual Cost	Responsible Party	Partnerships
IH.1	Place a greater emphasis on future development along the Highway 84 Corridor, aligning resources, policies, and investment.	Regulations & Guidelines	O	-	City Leadership	
IH.2	Evaluate the potential benefits for implementing a variety of funding tools, including TIF and/or PID to assist in implementing the desired vision for the Highway 84 Corridor.	Financial Incentives	M	\$\$	Economic Development	Community Services
IH.3	Apply for TxDOT's Green Ribbon program during the next available funding cycle to receive funding for landscaping improvements to the Highway 84 Corridor District.	Partnerships	M	\$\$\$	Community Services	Streets Division
IH.4	Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as activity centers.	Regulations & Guidelines	S	\$\$	Community Services	City Leadership

07 Appendix

series of stakeholder interviews that gathered responses from Woodway ISD Superintendent Chris Allen, Councilmember Storey Cook, Councilmember Janelle Gillman, Councilmember David Keyston, and Mayor Amine Qourzal. The interviews asked participants about Woodway's past and future, its opportunities and issues, and its values as it exists today.



**Roles and Relationships with
Woodway.**

School Parks Partnership
Mayor New **Resident**

Appendix A: Comprehensive Plan Checklist



Comprehensive Plan Checklist

NOTE: Checklist is not all-inclusive of all City ordinance and standards. **The Comprehensive Plan does change the zoning.**

Land Use

☐ (R)LU.1 | **Develop a Comprehensive Plan checklist to be used as a tool for determining the consistency of development proposals and zoning applications in making recommendations to P&Z and Council.**

☐ (Q)LU.2 | **Review and update the City's existing development related ordinances and modify them where necessary to accommodate the types of development envisioned in the Future Land Use Plan.**

☐ (B)LU.3 | **Provide the public with regular communication and sufficient information regarding policies, programs, and decision-making using traditional outreach methods and social media marketing.**

Placemaking

☐ (R)PM.1 | **Conduct a city-wide viewshed analysis on existing streets to determine which natural assets are most important for preserving. In this analysis, determine if current zoning regulations should be updated to promote the preservation of the City's natural features.**

☐ (Q)PM.2 | **Update design standards that maintain a small town feel that helps create a sense of community with new development.**

☐ (Q)PM.3 | **Identify future location for an activity center, and create a Master Plan to guide future development and growth that aligns with the desired vision of the community.**

☐ (B)PM.4 | **Create area by the Arboretum as a civic campus as a destination and gathering place for residents by: strengthening branding, enhancing crossing, providing trail/sidewalk connections, implementing wayfinding, connecting the buildings (relationship between buildings), and reconfiguring parking to create a campus-like setting.**

☐ (B)PM.5 | **Develop a policy to support the installation of public art throughout the community. Install public art throughout the community in line with the policy.**

Economic Development

- ☐ (R)ED.1 | Establish and utilize a fiscal impact analysis process for major new development and redevelopment so decision-makers can consider the costs and benefits to the City and the community when they make determinations on proposed projects.
- ☐ (Q)ED.2 | Support high-quality and innovative economic development projects to advance economic development goals, coordinate economic oriented projects with designated committees, and provide supportive policies and regulations to advance favorable projects.
- ☐ (B)ED.3 | Create a marketing campaign to promote workshops and training sessions on business planning, marketing, and financial management to empower entrepreneurs with businesses in the area and provide a best practices and information toolkit for small businesses.

Public Services and Infrastructure

- ☐ (R)PSI.1 | Create an updated Master Thoroughfare Plan
- ☐ (R)PSI.2 | Explore and implement a variety of options, including revenues from grants, partnerships with other governmental agencies, the use of special districts to leverage City resources for reconstruction and ongoing maintenance of transportation infrastructure.
- ☐ (R)PSI.3 | Update Woodway's street design standards to allow for flexibility with city roads.
- ☐ (Q)PSI.4 | Modify existing streets in Woodway to promote context-sensitive design, promote walkability/bikeability, and enhance safety on the City's streets. Streets that should be prioritized for retrofitting include: Estates Dr, Bosque Blvd, Poage Dr, Harber Dr, West Fairway, Santa Fe/Wedgewood Dr.
- ☐ (B)PSI.5 | Partnerships with State Agencies. Partner with the Texas Water Development Board (TWDB) and Texas Commission on Environmental Quality (TCEQ) to identify and develop water source options for long-term supply and to identify potential funding sources.

Housing and Neighborhoods

- ☐ (R)HN.1 | Update zoning code to allow for a variety of appropriate quality housing in growth areas to increase housing options.
- ☐ (Q)HN.2 | Preserve the walkable character of older neighborhoods by keeping existing sidewalks in good repair and enhance walkability by filling in any gaps that may exist in the current network, adding crosswalks and the upgrading of streetlights to enhance pedestrian safety to encourage active living and more social interaction. Focus on new sidewalk improvements between existing neighborhoods to nearby schools, activity centers, future Downtown, and park or trail systems.
- ☐ (B)HN.3 | Partner with local non-profits, schools, or religious groups to start up volunteer service to aid in code enforcement.

Parks, Trails, and Open Space

- ☐ (R)PTOS.1 | Create Parks, Trails, and Open Space Master Plan to help better guide existing assets and identify new parks resources.
- ☐ (Q)PTOS.2 | Consider incorporating standards for private development proposals to provide for outdoor open space with amenities and community gathering places.
- ☐ (B)PTOS.3 | Review development regulations as needed to ensure site design requirements support and encourage public spaces.

Highway 84 Corridor

- ☐ IH.1 | Place a greater emphasis on future developments along the Highway 84 Corridor, aligning resources, policies, and investment.
- ☐ IH.2 | Evaluate the potential benefits for implementing a variety of funding tools, including TIF and/or PID to assist in implementing the desired vision for the Highway 84 Corridor
- ☐ IH.3 | Apply for TxDOT's Green Ribbon program during the next available funding cycle to receive funding for landscaping improvements to the Highway 84 Corridor District.
- ☐ IH.4 | Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as activity centers.

Appendix B: Woodway Comprehensive Plan City Staff Diagnostic Workshop & 84 Corridor - Stakeholder Workshop

Woodway Comprehensive Plan City Staff Diagnostic Workshop

&

Highway 84 Corridor – Stakeholder Workshop

March 13th, 2023

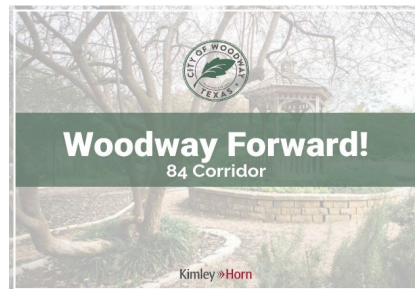
Event Recap

Introduction

Two meetings were held March 13th to garner feedback for all efforts for Woodway Forward! The Woodway Comprehensive Plan City Staff Diagnostic Workshop was held from 9:30 a.m. – 12 p.m. The Stakeholder Workshop for the Highway 84 corridor was held from 1:30 p.m. – 4 p.m.

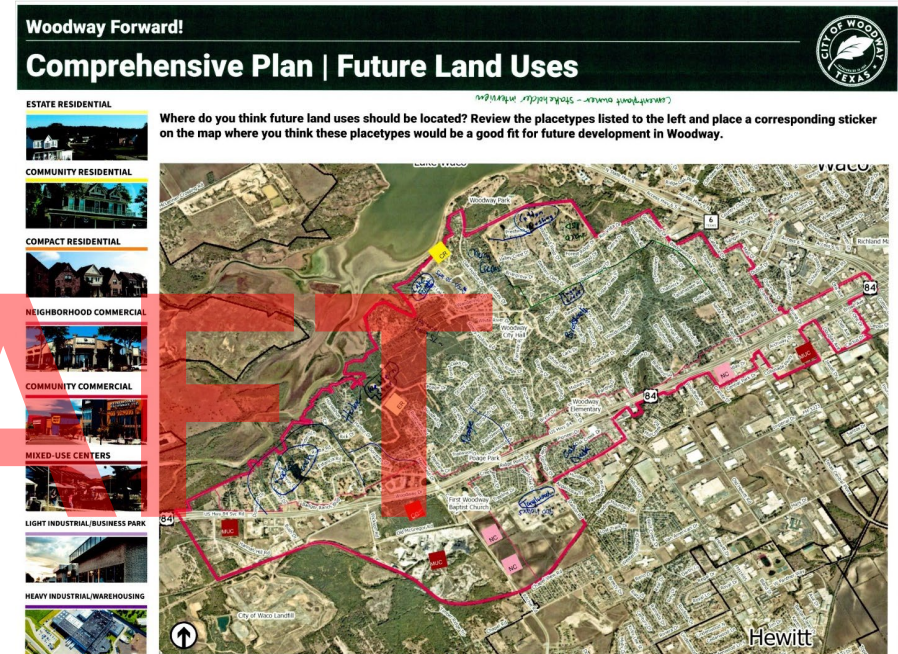
Station 1

This station asked selected City Staff of Woodway to grab pens, markers, or stickers and look at various maps of Woodway in regard to Future Land Uses, Placemaking & Quality of Life, Public Services, and Housing & Neighborhoods, and then provide us with feedback specific to the questions on each category.



1.1 Future Land Uses Map

At this station, participants were asked to grab placetype stickers and put them on the map where they thought each unique placetype would be a good fit for future development in the city.



- Along the western end of the city and North of Highway 84, participants placed "Mixed Use Centers", "Community Commercial", and "Neighborhood Commercial" stickers. These areas have the largest parcels of developable land in the city.
- Participants indicated by placement of "Estate Residential" and "Community Residential" stickers that areas South of Highway 84 should continue its dominant development pattern of majority residential developments.

1.2 Placemaking & Quality of Life

Participants were asked to use a marker or sticker to show where the most important location for improvements to enhance the quality of life in Woodway.

Woodway Forward!

Comprehensive Plan | Placemaking & Quality of Life



Where are the most important locations for improvements to the quality of life in Woodway?

Think about places that make Woodway unique. Where can we place new (or enhance existing) gathering spaces, activity centers, or community nodes? Place a dot on the map where you think placemaking improvements are needed.



Notes:

Handwritten notes on the map include:

- Carleen Bright Arboretum
- Waco
- Hewitt
- Highway 84
- Service Road
- McGregor Road
- Woodway Elementary
- Landfill
- Wastewater treatment plant
- Highway 84/Service Road
- McGregor Road
- Woodway Elementary
- Landfill
- Wastewater treatment plant

- The major theme here is that attendees thought the Carleen Bright Arboretum could potentially become a more prominent activity center.

1.3 Public Services

Attendees were asked to draw on the map where they think infrastructure or city facility improvements are needed.

Woodway Forward!

Comprehensive Plan | Public Services



Where is the current infrastructure of the City located? What public services challenges exist as it relates to future growth? What improvements to infrastructure and public facilities are necessary in order to allow future growth?

Draw on the map where you think infrastructure or city facility improvements are needed.



Notes:

Handwritten notes on the map include:

- Underground waterlines: 6 wells, 10 connections points to Waco.
- Wastewater treatment plant: 100% upgrade for future growth.
- Waste water: new or a current system in the city, currently operating.
- Waste water: all on the right side of the city, but an agreement with Waco.
- Waste water: 100% solution needed to Waco's left side of the city?

- For the developable properties along the western end of the city, participants indicated that no sewer connections exist and that partnership with Waco may be needed for utility expansion.
- The wastewater system is aging and is currently being upgraded.
- Participants also mentioned that per an agreement, the Landfill in Waco picks up the trash along Highway 84 but when that goes away they will need a solution.
- Congestion issues were also noted near Woodway Elementary with traffic backing up on to Highway 84/Service Road.
- Old McGregor Road is under 3 jurisdiction and needs to be redone.
- Breaks in median wiring needed along Highway 84 for emergency services purposes.

1.4 Housing & Neighborhoods

Attendees were asked to identify any challenges with servicing existing residential areas and where the largest future potential for new residential developments are.

Woodway Forward!

Comprehensive Plan | Housing & Neighborhoods



What are your challenges with servicing existing residential? Where is the largest future potential for new residential development? What standards are desired? Is diversity of housing of importance to the community of Woodway?



Notes:

- Participants indicated that there used to be an overpass located at Wickson Rd that TxDOT closed. May need to be reconsidered once the surrounding land starts to develop.

1.5 Parks, Trails, & Open Space

Participants were asked to draw on the map where they think new parks or trails connections are needed in Woodway.

Woodway Forward!

Comprehensive Plan | Parks, Trails, and Open Space



How do we improve the current park, trail, and open space network? What are the needs, and where are they located? Think about where we should build new parks or trail connections throughout Woodway.

Draw on the map where you think new parks or trail connections are needed in Woodway.



Notes:

- Parks throughout the city are in need of more parking, shade, benches, and bathrooms.
- Participants also mentioned a desire to see the implementation of bike lanes.
- There was also mention of working with the Corps of Engineers for better access and programming at Woodway Park/Lake Waco.
- The creek is a major barrier that is currently bisecting the city & limiting east west connections.
- Increase identity and wayfinding along sidewalks, trails, and parks.

Highway 84 Corridor -Stakeholder Workshop

2.1 Proposed Zoning Map – Highway 84 Corridor

Participants were shown a Proposed Zoning Map for the Highway 84 Corridor and asked to grab a marker and provide feedback.



- Along the western portion of the city and north of Highway 84, participants indicated that they wanted to see some of these areas zoned for Mixed-Use Residential/Neighborhood Commercial while allowing for some of the area to retain its industrial zoning classification.
- Some attendees also thought that the area near the intersection of State Highway 6 and along the south side of Highway 84 should be zoned as neighborhood commercial.

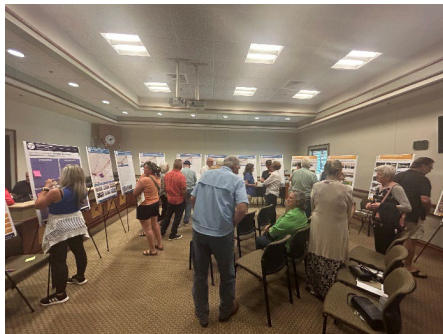
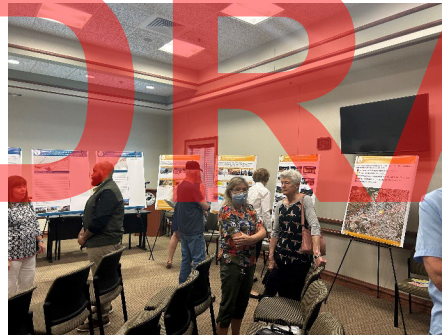
Appendix C: Woodway Open House #1



Woodway Open House #1 Recap Document May 17, 2023

Introduction

The Woodway Comprehensive Plan Open House was held on May 17, 2023, from 6:00 p.m. – 8:00 p.m. There was a high level of collaboration from 24 participants who attended the meeting. An overview of the stations and high-level takeaways from each are described in the following sections.



Station 1: Woodway SWOT

The first activity had attendees review a list of Woodway Strengths, Weaknesses, Opportunities, and Threats/Challenges.



Strengths:

- Public Safety
- Roads/Streets
- Parks
- Small Town Feel, Safe Neighborhoods, and Parks
- City Council are Awesome!



Word Cloud

A word cloud was created using the comments from above to illustrate the input that came from the SWOT analysis

- Transparency
- Need to “fix” current citizen issues first (examples: sewer leaks, cracking roads, etc.) by attempting to “bite off a bigger chunk” of problems than citizens can chew (taxes)
- Actual Listen to constituents
- No accountability in presentation to Woodway residents
- No Code Enforcement!!! Grass, cars, etc.
- Whitehall should be available to local art, and club for use.
- Lack of streetlights in residential areas

Opportunities

- New Chief (outgoing is great) but new ideas
- Parks
- Senior Center
- Connected trails & sidewalks
- Public Art
- Connect Trails & Sidewalks
- Community Garden
- New mayor
- Geocaching
- Place to honor vets

Threats

- Lack of communication
- Lack of trust in paid city leader
- Growing too quickly
- Under the table actions by city staff with no public input
- Not using assets to fullest
- City Council approval of projects of special interest to certain members
- Many projects @ one time but no plan at times
- City manager caters to certain council members
- Lack of distinction of WW entrance
- Lack of trust



Station 2: Highway 84 Corridor Framework Plan

Participants were asked to review the proposed land use of the Highway 84 Corridor framework plan. The Highway 84 Corridor framework aims to guide future development in the area. It is split into six districts: corridor residential, corridor neighborhood commercial, corridor commercial, corridor mixed-use, corridor industrial, and corridor heavy industrial.

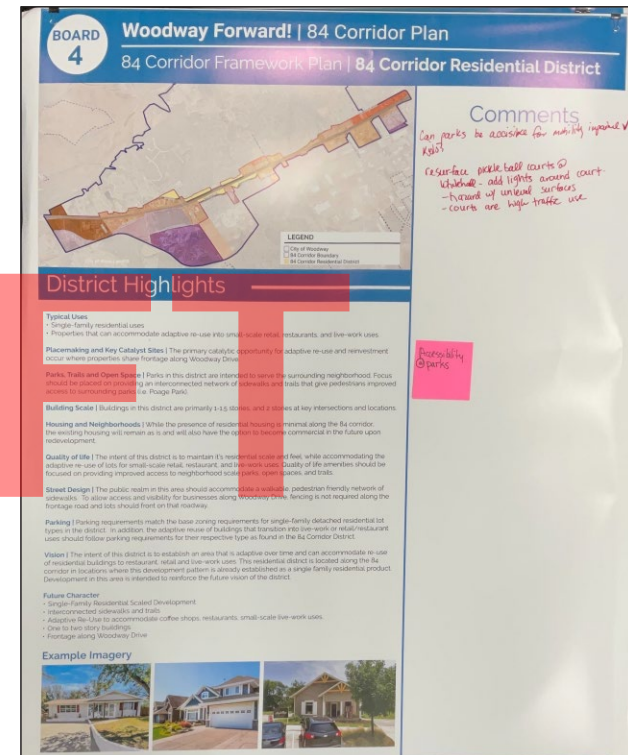


Comments:

- A question was asked "How does this differ from existing?"

Highway 84 Corridor Residential District

Participants were asked to review the Highway 84 Corridor residential district highlights and provide their comments regarding the character framework of the district.

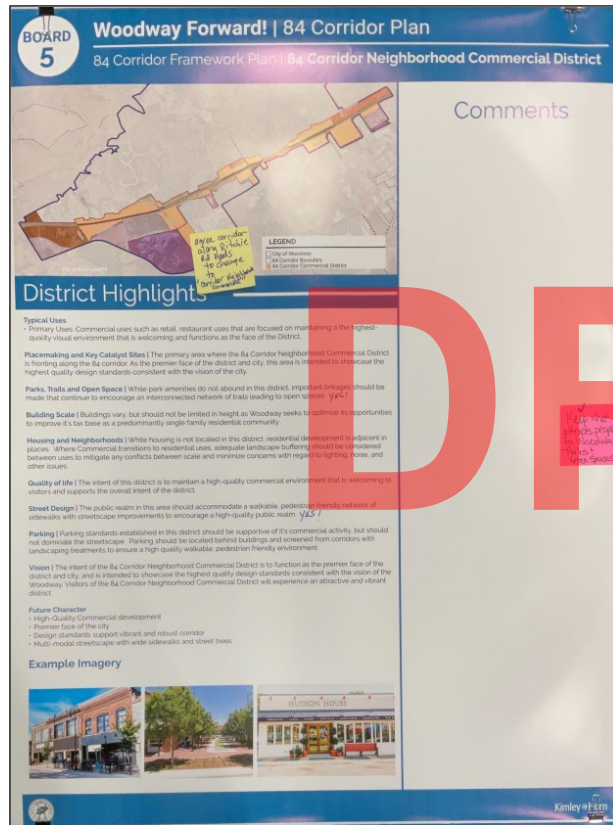


Comments:

- Accessibility at parks
- Resurface pickleball courts @ Whitehall
 - Add lights around court
 - Hazard with unlevel surfaces
 - Courts are high traffic use

Highway 84 Corridor Neighborhood Commercial District

Participants were asked to review the Highway 84 Corridor neighborhood commercial district highlights and provide their comments regarding the character framework of the district.

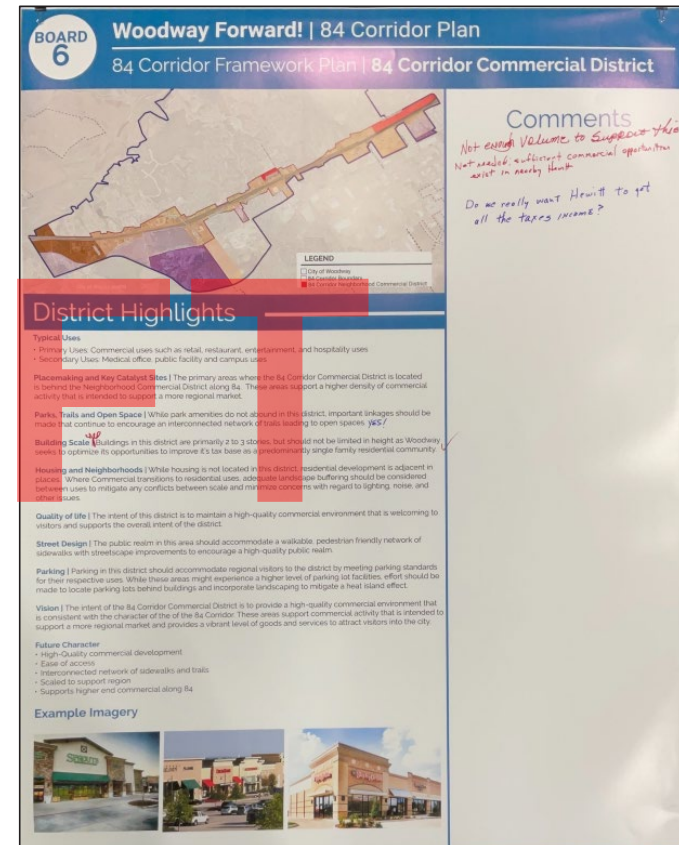


Comments:

- Agree corridor along the Ritchie Road needs to change to "corridor neighborhood commercial"
- Keep what attracts people to Woodway Parks and Green Spaces

Highway 84 Corridor Commercial District

Participants were asked to review the Highway 84 Corridor commercial district highlights and provide their comments regarding the character framework of the district.

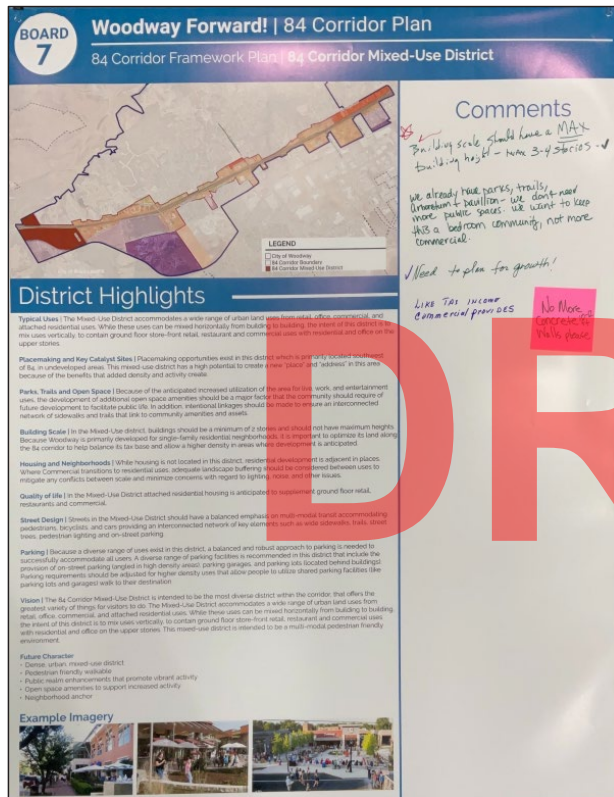


Comments:

- Not enough volume to support this and not needed. Significant commercial opportunities exist in nearby Hewitt.
- Do we really want Hewitt to get all the taxes income?

Highway 84 Corridor Neighborhood Mixed Use District

Participants were asked to review the Highway 84 Corridor mixed-use district highlights and provide their comments regarding the character framework of the district.

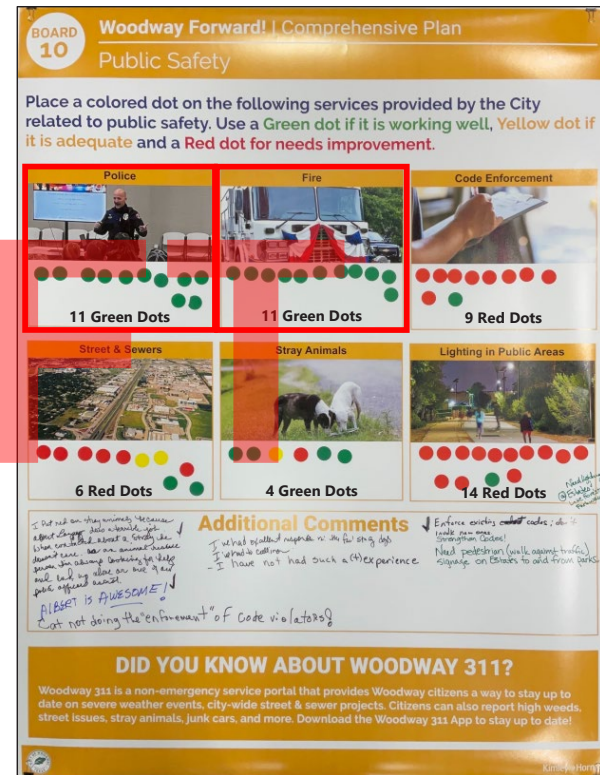


Comments:

- Building scale should have a MAX building height of 3-4 stories
- We already have parks, trails, arboretum, and a pavilion – we don't need more public spaces. We want to keep this a bedroom community, and not more commercial.
- Need to plan for growth!
- Like tax income commercial provides
- No more 10-foot concrete walls please

Station 3: Public Safety

At this station, participants were asked to grab dot stickers (green, yellow, and red) then to place on the six different public services that the City provides. Each dot represented a different meaning. A green dot for working well, yellow dot for adequate, and red dot for needs improvement.



Additional Comments:

- Enforce and strengthen existing codes.
- Need pedestrian signage on estates to and from parks.
- Albert is Awesome!
- Cat not doing the "enforcement" for code violations"
- I've had excellent response with the few stray dogs I've had to call in.
 - I have not had such an experience

Station 4: Events and Programs

At station 4, participants were asked to grab dot stickers (green, yellow, and red) then to place on the six different events, programs, and recreation opportunities that the City provides. Each dot represented a different meaning. A green dot for working well, yellow dot for adequate, and red dot for needs improvement.

BOARD 11 Woodway Forward! | Comprehensive Plan
Events and Programs

Place a colored dot on the following events, programs and recreation opportunities provided by the City. Use a **Green dot** if it is working well, **Yellow dot** if it is adequate and a **Red dot** for needs improvement.

Aboretum Fest 5 Green Dots	Cops and Kids at the Park 2 Green Dots	Veterans Breakfast 3 Green Dots
Woof-Way Dog Park 5 Green Dots	Pop Up Concerts 5 Green Dots	Movie Night in the Park 4 Green Dots
Disc Golf 3 Green Dots	New Playground Equipment 4 Green Dots	Bike and Hiking Trails 5 Yellow Dots

Additional Comments

Station 5: Quality of Life in Woodway

At this station, the public participated in an image preference exercise by placing a dot on amenities they would like to see in their community.

BOARD 12 Woodway Forward! | Comprehensive Plan
Quality of Life in Woodway

Place a dot on the amenities you would like to see in your community.

POCKET PARKS 3 Dots	TRAILS 7 Dots	FARMERS MARKET 7 Dots
SPLASH PADS/WATER FEATURES 5 Dots	WAYFINDING/SIGNAGE 1 Dot	BENCHES 6 Dots
PLAZA 5 Dots	FOOD TRUCK PARK 1 Dot	ART/CULTURE 6 Dots
FLEXIBLE PEDESTRIAN STREET 7 Dots	STREET TREES/SHADE 5 Dots	HISTORIC MEMORIALS 3 Dots
PARKLETS 2 Dots	PUBLIC WIFI 2 Dots	DECORATIVE LIGHTING 1 Dot

Please street lights in residential areas

Comments:

- Need streetlights in residential areas

Station 6: Street Improvements

For the last station, the participants were tasked to place colored dots along roads that needed street improvements. The dots were color coded to detail what kind of improvement would be required on the streets.

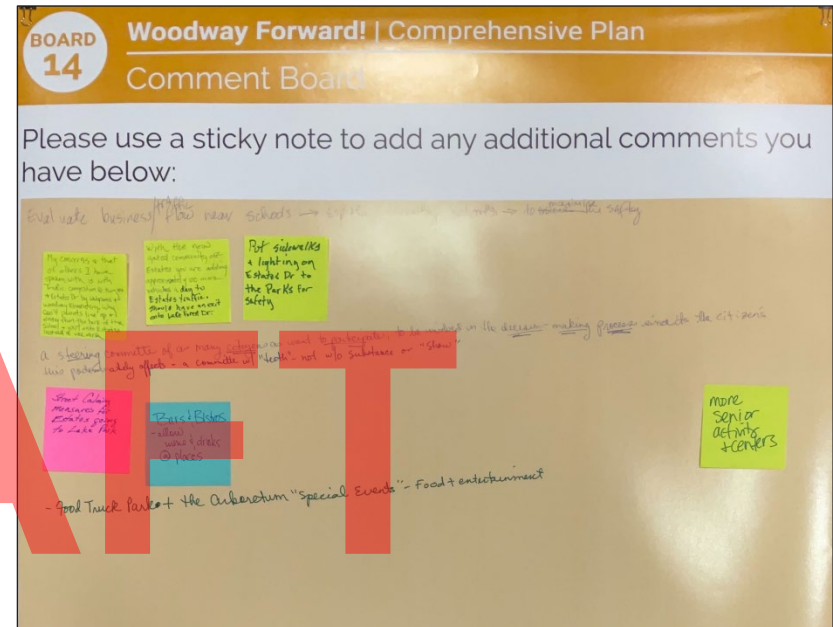


Key Takeaways:

- The biggest issue is the flooding areas of the roads in North-West Woodway area, as there are nine blue dots in the area.
- The other two significant issues with the roads in Woodway are safety, high pedestrian, low visibility, and congestion & traffic as the orange and yellow dots are usually near each other.

Comment Board

The last board had the public write down additional comments if they would like.



Comments:

- Evaluate business/traffic flow near schools, especially elementary schools, and maximize safety.
- More senior activities and centers.
- Put sidewalks and lighting on Estate Drive to the parks for safety.
- With the new gated community off Estates, you are adding approximately 100 more vehicles a day to Estates traffic, and it should have an exit onto Lake Forest Dr.
- My concerns, and that of others I have spoken with, is with traffic congestion at Highway 84 and Estate Dr by Walgreens and Woodway Elementary. Why can't parents line up and enter from the back of the school and exit onto Estates instead of vice versa?
- Food truck park and the arboretum special events with food and entertainment.
- Street calming measures for estates going to Lake Park.
- Bars & bistros allow wine & drinks at places.
- A steering committee of a many citizens as want to participate, to be involved in the decision-making process.



Key Takeaways

- **Small-town Feel and Public Safety.** The community admires Woodway as it gives off a small-town feel; this can be attributed to the events and programs that unite the community. It can also be contributed to the city's Public Safety Department since the area has a low crime rate and an excellent police and fire department.
- **Infrastructure and Services.** The participants emphasized that the infrastructure and services need improvements—specifically, the code enforcement, flooding, lighting in public areas, and street and sewer services. The community wants to be included in City plans as they desire transparency and communication.
- **Events, Programs, and Recreation.** The public well receives the event and programs; the only area that needs improvement is the hiking trails, as they are seen as adequate but not exceptional.
- **A Sense of Place.** The community would like to see more art/culture in their city to give it a distinct feel, incorporating walkability with trails and flexible pedestrian steers.

Appendix D: Woodway Open House #2



Woodway Public Input Meeting #2

Recap Document
July 27, 2023

Introduction

The Woodway Comprehensive Plan Public Input Meeting #2 was held on July 27, 2023, from 6:00 p.m.– 8:00 p.m. A presentation at the beginning of the meeting explained the timeline for the Comprehensive Plan, previous engagement opportunities, plan components, and next steps. Following the presentation, a question and answer portion lasted 10-15 minutes and focused on clarifying parts of the plan's process and listening to and addressing participants' concerns. Five stations asked participants where they live and work, their vision for Woodway, amenities they want to preserve, see improved, and added, and their priorities for future development along Highway Corridor 84.

The purpose of this meeting was to get feedback from participants and their overall thoughts and opinions on the comprehensive plan, the current state of Woodway, and what they want for the future of Woodway. A virtual engagement room was created for those unable to attend and wish to participate in the activities presented at the meeting.

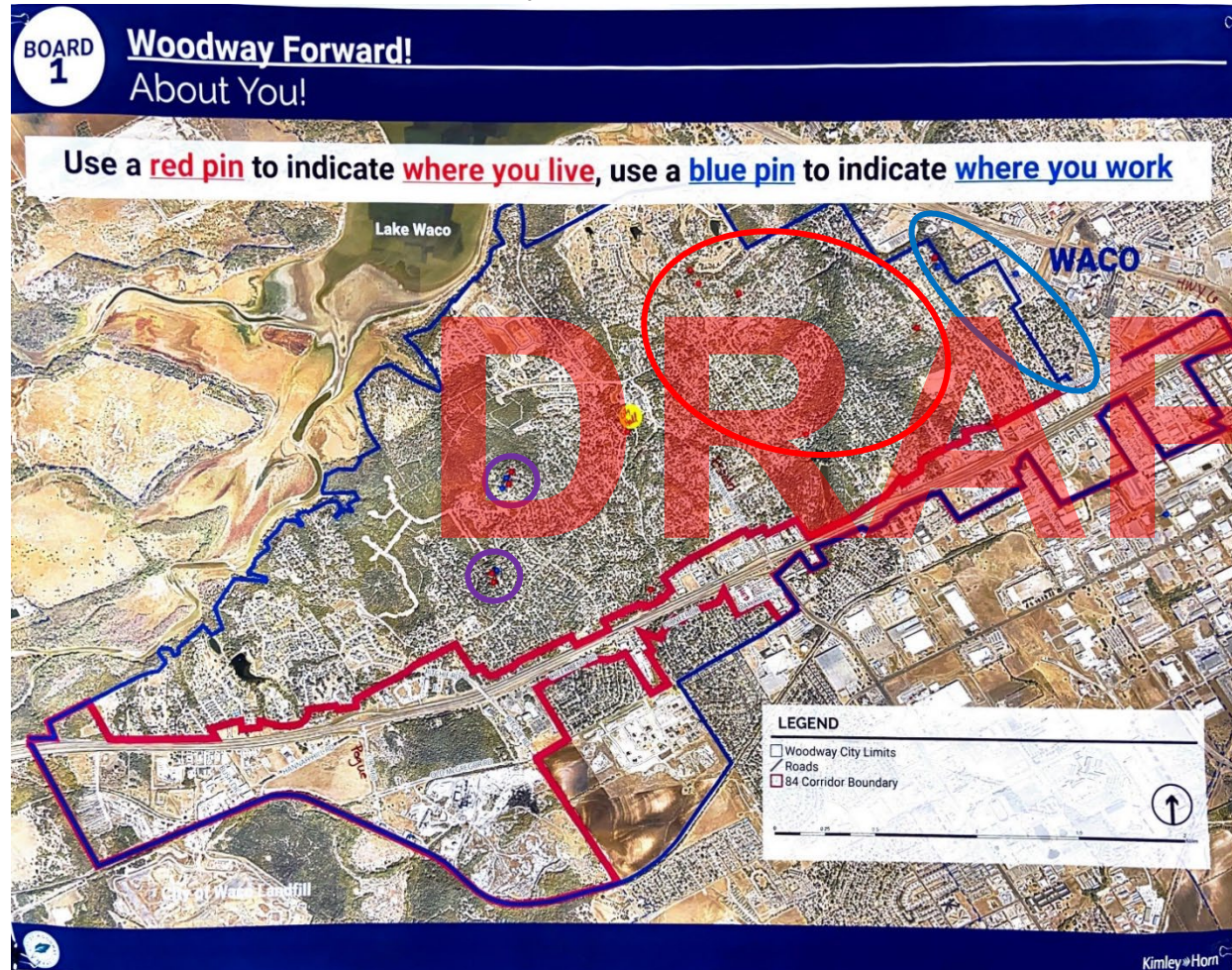
Event Photos



DRAFT

Station 1: About you!

Participants were asked to indicate with a push pin where they live and work. This helps create a frame of reference for the responses to the following stations based on where the participants live and work in different areas of the city.



BOARD 4

Woodway Forward! Vision Statement

What is a Vision Statement?

A vision statement is a concise and aspirational declaration that outlines the long-term goals and desired future state of a community. It serves as a guiding beacon, encapsulating the core values, purpose, and aspirations, providing a clear direction for decision-making and strategic planning. A vision statement inspires and motivates and can be broken down into two parts: who the community is today and who the community wants to be in the future.

Part 1: WHO ARE WE TODAY?

Use a dot to vote on which phrase best describes who Woodway is today.

Option A:

Woodway is an interconnected community united in a shared commitment to safety and relationships that are unique through its natural beauty and high quality of life.



VOTES

4

Option B:

Woodway stands as a safe community that cherishes its small-town feel and natural beauty, fosters a secure and welcoming atmosphere, and provides top-notch amenities for its residents.



VOTES

12

COMMENTS

Part 2: WHO DO WE WANT TO BE IN THE FUTURE

Use a dot to vote on which phrase best describes the vision of Woodway in the future.

Option A:

As we look to the future, we envision a vibrant community that embraces responsible decision-making that balances progress and who we are today as a community.



VOTES

11

Option B:

Our city's future vision is rooted in becoming a beacon of balanced growth in the region, where we nurture our vibrant community spirit while maintaining a harmonious environment.



VOTES

3

COMMENTS

Comments:

- Security
- Remain rooted in our founding ideals

Station 3: Plan Themes

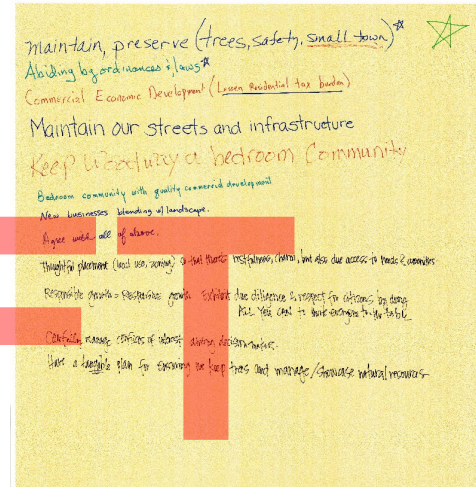
"What word or phrase comes to mind when you think about Responsible Growth in Woodway?"

BOARD 6

Woodway Forward! Plan Themes | Responsible Growth



What word or phrase comes to mind when you think about Responsible Growth in Woodway?



Comments:

- Maintain, preserve (trees, safety, small town) ★★
- Abiding by ordinances and laws ★
- Commercial Economic Development (Lessen residential tax burden)
- Maintain our streets and infrastructure
- Keep Woodway a bedroom community
- Bedroom community with quality commercial development
- New businesses blending w/ landscape
- Agree with all above
- Thoughtful placement (land use, zoning) so that there's restfulness, charm, but also access to needs and amenities.
- Responsible growth = responsive growth. Exhibit due diligence & respect for citizens by doing everyone to the table.
- Carefully manage conflicts of interests among decision makers.
- Have a tangible plan for ensuring we keep trees and manage/showcase natural resources.

"What word or phrase comes to mind when you think about Quality of Life in Woodway?"

BOARD 7 Woodway Forward!
Plan Themes | Quality of Life

What word or phrase comes to mind when you think about Quality of Life in Woodway?

Environment wooded, trees less commercial
Safety ★★
Community involvement preserving a "Norman Rockwell" feel. ★
Natural beauty, shared spaces (Arboretum, Family Center), Parks
How do we bring the next generation to Woodway?
Reign in the developers
Safety, natural beauty, small town feeling
Safety, friendly spaces people, constant community activities, trust
more funding to the family center
Activities for teens other than sports - laser tag
Keeping the primary focus as based on city of WW's "Flow Chart" - the residents already own
developers, realtors i.e. "commercial" development. Focused on citizens & natural setting, keeping the "woods" in "Wood"way.
Easy access to lake, beautiful trails, safety, beautiful arboretum - love the life and care put into the arboretum.

Kelly Hottel

Comments:

- Environment wooded, trees, less commercial ★
- Safety ★★
- Community involvement preserving a "Norman Rockwell" feel. ★
- Natural Beauty, shared spaces (Arboretum, Family Center, Parks)
- How do we bring the next generation to Woodway?
- Reign in the developers
- Safety, natural beauty, small town feeling
- Safety, friendly spaces & people, constant community activities, trust, more funding in the family center.
- Activities for teens other than sports – laser tag
- Keeping the primary focus as based on city of WW's "Flow Chart" – the resident's priority over developers, realtors i.e. "commercial" development. Focused on citizens and natural setting, keeping the "woods" in "Wood"way.
- Easy access to lake, beautiful trails, safety, beautiful arboretum - love the life and care put into the arboretum.

"What word or phrase comes to mind when you think about Belonging in Woodway?"

BOARD 8 Woodway Forward!
Plan Themes | Belonging

What word or phrase comes to mind when you think about Belonging in Woodway?

Friendly community -> gov't, police, etc.
Volunteer; community involvement
FAMILY Friendly & Respectful to our senior community
Good neighbors, safe streets
Neighborhood
What doesn't come to mind is activities geared toward our seniors
It has been combined, kind, sharing community
WW has a predominant senior population - start planning a project(s) for their needs too, NOT "share" the family center w/ the kids - we have "earned" a senior community center!
Seems Safe
My neighbors & I know and help each other
The police are wonderful

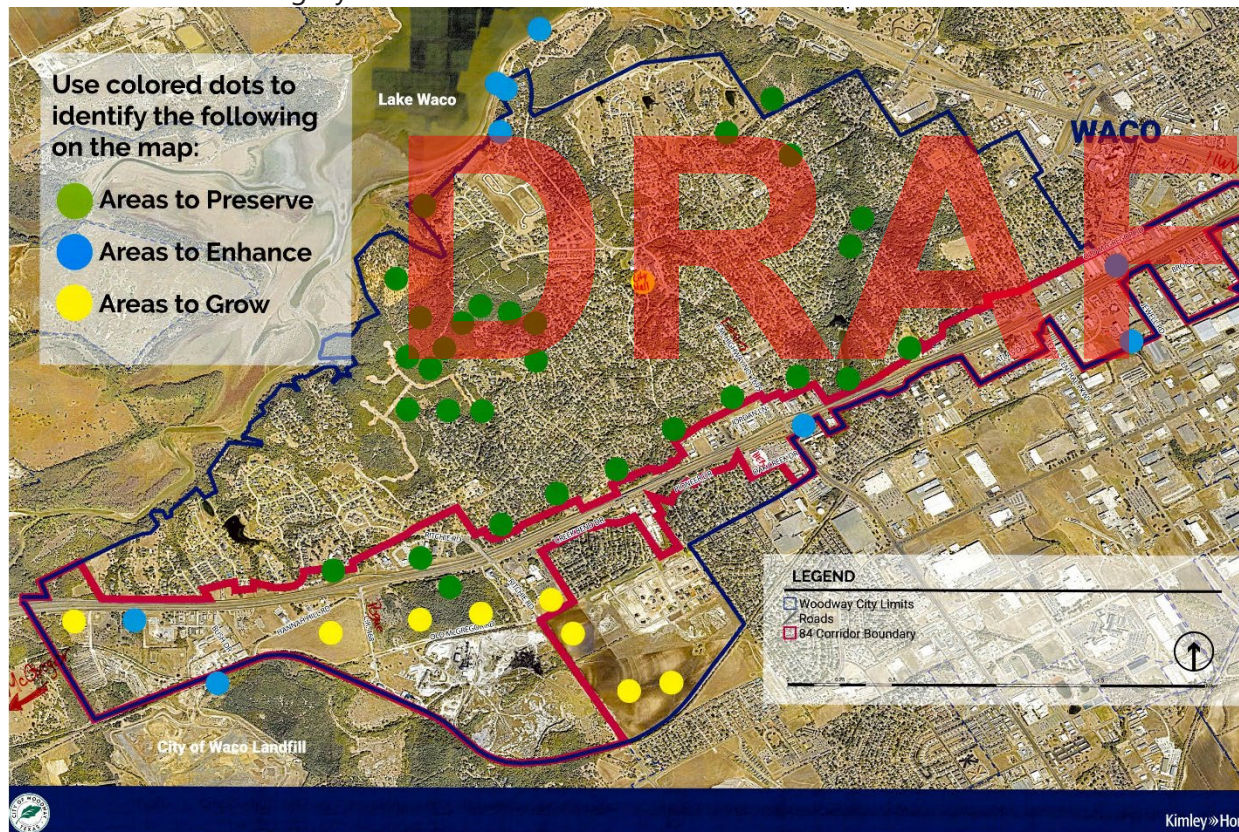
Kelly Hottel

Comments:

- Friendly community -> gov't, police, etc.
- Volunteer; community involvement
- Family Friendly & Respectful to our senior community
- Good neighbors, safe streets
- Neighborhood – What doesn't come to mind is activities geared toward our seniors.
- Citizen-centered, kind, sharing community
- WW has a predominant senior population – start planning a project(s) for their needs too, NOT "share" the family center w/ the kids – we have "earned" a senior community center!
- Seems safe
- My neighbors & I know and help each other
- The police are wonderful.

Station 4: Preserve, Enhance, Grow

At station 4, participants were asked to grab dot stickers (green, blue, or yellow) and place a dot in areas they wanted to see preserved, enhanced, or grown, with the corresponding color. The next three posters asked what type of amenities they would like to see in the places they had selected for each category.



BOARD
11

Woodway Forward!

Visual Preference | Preserve

Place a dot on the amenities you would like to see in areas to preserve in Woodway:

Parking	On-Street Parking 1	Enhanced Parking Lot 3	Existing Lot 3
Placemaking	Floodplain 6	Topography 8	Tree Canopy 13
Placemaking	Single-Family Detached 9	Single-Family Attached	Accessory Dwelling Units
Landscaping	Street Medians 3	Bike Lanes 3	Hazard Mitigation Efforts 2
Sidewalks/Trails	Sidewalk	Multi-Use Trail 5	Mid-Block Crossing

Kimley»Horn

BOARD
12

Woodway Forward!

Visual Preference | Enhance

Place a dot on the amenities you would like to see in areas to enhance in Woodway:

Parking	On-Street Parking	Enhanced Parking Lot 4	Existing Lot 1
Placemaking	Gateway/Signage RISE PARK	Street Lighting	Small Scale Retail 4
Placemaking	Farmers Market/ Flex Spaces 4	Single-Family Attached 2	Accessory Dwelling Units 1
Landscaping	Street Scaping 7	Bike Lanes 2	Medians 2
Sidewalks/Trails	Sidewalk 2	Multi-Use Trail 9	Activated Sidewalk 1

Kimley»Horn

**BOARD
13**

Woodway Forward!

Visual Preference | Grow

Place a dot on the amenities you would like to see in areas to grow in Woodway:

Parking	On-Street Parking	Enhanced Parking Lot	Garage
		5	
Placemaking	Gateway/Signage	Multi-Use Buildings	Small Scale Retail
	2		1
Placemaking	Farmers Market/ Flex Spaces	Single-Family Attached	Accessory Dwelling Units
	4	2	
Landscaping	Street Scaping	Bike Lanes	Medians
	4	2	1
Sidewalks/Trails	Sidewalk	Multi-Use Trail	Activated Sidewalk
	1	6	2



Kimley-Horn

Station 5: Jar Activity

At this station, participants were given five coins to "spend" on a range of priority topics that would showcase which topic should be given the highest priority. The goal of this station was to help participants decide what their top priorities are for the Highway 84 Corridor. The top 2 priority topics were **Natural Features** and **Multimodal Mobility**.

**BOARD
14**

Woodway Forward!

84 Corridor Priorities



We want to know what Woodway should prioritize along the new corridor! Grab a pack of coins. The coins represent a vote toward what you think is a priority in your community. You can place your coins all in one jar or spread your coins out across different jars, however you would like to do it!

HOW TO SELECT YOUR PRIORITIES



STEP 1: GRAB A PACK OF 5 COINS



STEP 2: REVIEW THE 10 PRIORITY TOPIC AREAS



STEP 3: SELECT HOW YOU THINK THE CITY SHOULD ALIGN THEIR FUTURE PRIORITIES!

PRIORITY TOPICS

Priority 1: Beautification Enhancements

Enhance branding features along corridor (like gateways, streetscape enhancements such as benches, wider sidewalks, street trees, etc.) and wayfinding signage.

Priority 2: Auto Mobility

Prioritize roadway capacity and resolve traffic-related issues.

Priority 3: Multimodal Mobility

Prioritize sidewalks, trails, bicycle facilities, and increase connectivity across.

Priority 4: Economic Development

Attract a large economic generator that could produce additional revenue and generate jobs for the City.

Priority 5: Infrastructure

Expand infrastructure (including water, sanitary sewer, and stormwater), as well as making updates to existing infrastructures, such as new roadway pavements and street/alley construction and maintenance.

Priority 6: Natural Features

Focus on enhancing or preserving existing natural features along the corridor.

Priority 7: City Facilities

Help increase access to City facilities (e.g., parks, fire stations, service centers, maintenance offices, library, etc.)

Priority 8: Housing and Neighborhoods

Create new housing options along corridor.

Kimley-Horn

PRIORITY TOPIC	COINS
Priority 1: Beautification Enhancements	7
Priority 2: Auto Mobility	2
Priority 3: Multimodal Mobility	8
Priority 4: Economic Development	4
Priority 5: Infrastructure	7
Priority 6: Natural Features	22
Priority 7: City Facilities	7
Priority 8: Housing and Neighborhoods	0

Comment Board

BOARD
15

Woodway Forward!
Comment Board

Please use a sticky note to add any additional comments you have below:



Comments:

- Consider a green belt or zone to preserve environment and wildlife. Take info from places like Austin, Oregon. Require Evergreen landscaping shrubs and at least 2 evergreen trees in front of businesses. Restrict signage to natural, below 15ft (below tree level). [No blaring neon flashing, digital large signs.] Green barrier between street and business or parking. About 10ft., maybe elevated ground. Business entry driveways be consolidated to reduce traffic problems. (Not another Hewitt Drive)
- How about an ordinance to do away with super ugly billboards? For reference: the outdoor circle (Honolulu, Hawaii)

Appendix E: Woodway Forward Comprehensive Plan Community Survey

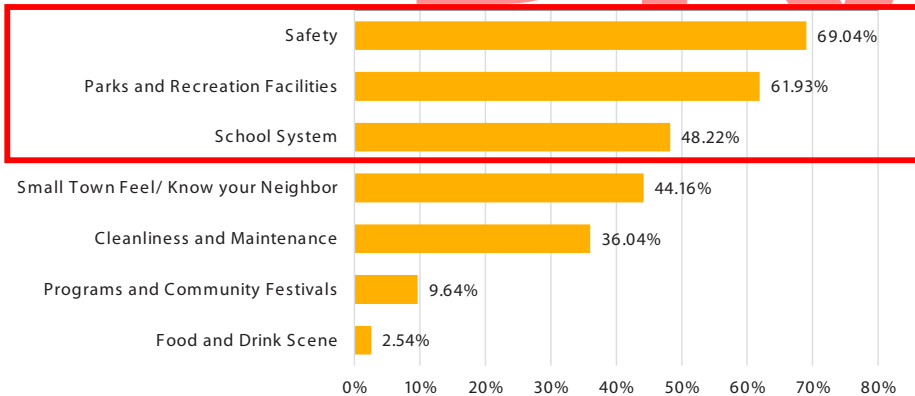


Woodway Forward Comprehensive Plan Community Survey Recap Document May 2023 – July 2023

Introduction

The Woodway Comprehensive Plan Community Survey opened in May 2023 and closed in July 2023. In that time, the survey gathered 197 responses. The survey asked participants what Woodway's strengths, weaknesses, opportunities, and potential threats are that exist today in the community. The following is a detailed analysis of the survey questions and responses.

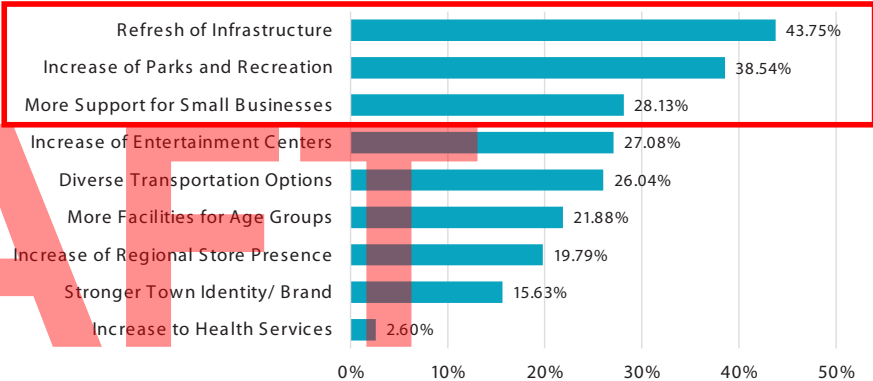
Question 1:



Safety, Parks and Recreation Facilities, and School System were the top three strength participants selected. Participants who wanted to list other strengths not listed, or expand on their answers were asked to leave comments. Comments mentioned the sense of community, natural beauty, community events, and the number of trees as some of Woodway's strengths.



Question 2:

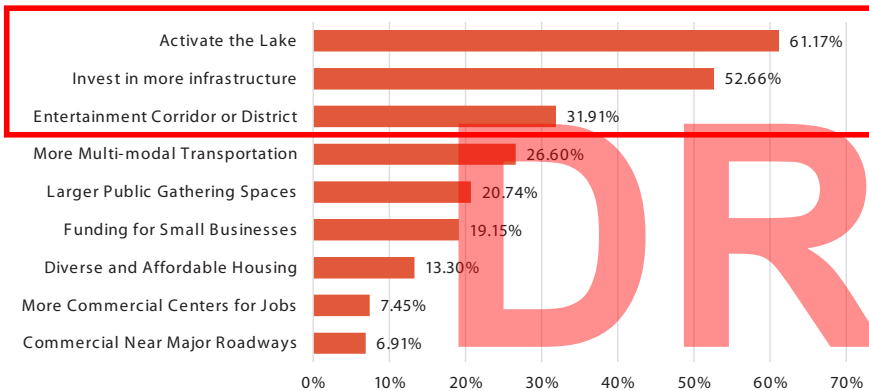


Refresh of Infrastructure, Increase of Parks and Recreation, and More Support for Small Businesses were the top three selected. Participants who wanted to list other improvements not listed or expand on their answers were asked to leave comments. Comments mentioned wanted to see improvements in dining, shopping, and entertainment options, sidewalks and streetlights, recreational facilities, roads, infrastructure, and more family-friendly options. There was also the mention of more community involvement in spending decisions and a major focus on maintaining and expanding Woodway's greenspaces.

Question 3:



What are some big opportunities Woodway can capitalize on in the future?

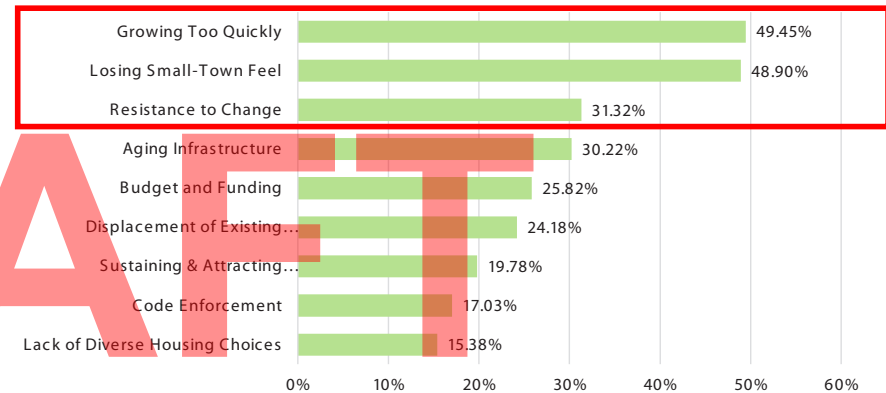


Activate the Lake, Invest in More Infrastructure, and Entertainment Corridor or District were the top three selected by participants. Participants who wanted to list other opportunities not listed or expand on their answers were asked to leave comments. Comments inputted into the survey included: outdoor gathering spaces, sidewalks, expanding green spaces, and opportunity to focus on responsible spending, safety, and responsible development.

Question 4:



What are some challenges Woodway could face in the future if they were not addressed now?



Growing Too Quickly, Losing Small-Town Feel, and Resistance to Change were the top three selected by participants. Participants who wanted to list other threats not listed or expand on their answers were asked to leave comments. Comments mentioned lack of planned development, congestion, affordability for senior residents, concerns about community input and representation, losing green spaces, financial conflicts of interests, and the loss of community values.

Question 5:



Do you have any additional thoughts you would like to share about strengths, weaknesses, opportunities, and/ or threats in Woodway?

Main Points:

- **Preserving Small-Town Feel:** Many residents emphasize the importance of maintaining Woodway's small-town charm and natural beauty while controlling development and commercialization.
- **Concerns about Development:** Residents express worries about excessive housing developments, tree removal, and wildlife displacement, and they advocate for sustainable growth and green spaces.
- **Community Engagement:** Residents want their voices heard in decision-making processes, greater transparency from the city council, and a focus on the needs and desires of the community.
- **Infrastructure Improvements:** There is a call for better road maintenance, increased sidewalks, and a focus on traffic safety and flow in certain areas.
- **Diversity and Attainable Housing:** Addressing issues of diversity, attainable housing, and supporting senior residents are seen as important steps for the city to take.

Conclusion:



Key Takeaways

- **Natural Beauty Appreciation.** The residents of Woodway highly value the area's natural beauty, including: trees, hills, green spaces, and wildlife. Preserving this environment is crucial to the community.
- **Community Identity.** Woodway's small-town feel and residential focus are central to its identity. Residents appreciate the sense of community, peace, and quiet and wish to maintain these qualities.
- **Balancing Development.** While there is a desire for some development and enhancement of amenities, like dining options and entertainment, residents emphasize the need to preserve green spaces, control traffic, and avoid over-commercialization.
- **Fiscal Responsibility and Inclusivity.** Many residents want transparent and efficient budgeting to address infrastructure needs, support schools, and prevent excessive spending. They also emphasize housing concerns and the diverse needs and desired facilities for an aging population.
- **Sustainable Growth and Engagement.** Woodway has opportunities to create outdoor spaces, encourage local businesses, promote walkability, and capitalize on its natural beauty for community events. However, it is essential to engage residents, consider their input, and plan responsibly to maintain the charm and character of the area.

Appendix F: Stakeholder Interview Recap



Woodway Forward Comprehensive Plan Stakeholder Survey

Recap Document
May 2023 - June 2023

Introduction

During the months of May and June in 2023, the Woodway Comprehensive Plan team hosted a series of stakeholder interviews that gathered responses from Woodway ISD Superintendent Chris Allen, Councilmember Storey Cook, Councilmember Janelle Gillman, Councilmember David Keyston, and Mayor Amine Qourzal. The interviews asked participants about Woodway's past and future, its opportunities and issues, and its values as it exists today.



Resident
Councilmember
Professional
Kids
Superintendent
Mayor
New
Recreation
Planning
Citizen
Community
Non-Resident
Return
Long-Time
Zoning
Partnership
Parks
School
ISD
Baylor



How do you see Woodway
changing over the next 20 years,
and how might your role/your
organization change in response?

Development
Businesses
Growth
Traffic
Sophistication
Highway
Arboretum
Suburbanized
Town Square
Infrastructure
Family Center
Drainage
Western Star Ranch



What do you value most about Woodway and what should be preserved or expanded on?

Small Town Feel **Family** Landscape
Trails Youth Faith Clean
Maintenance **Arboretum** Young
Safety Convenient Schools Law Enforcement
Wildlife **Green Spaces**
Parks Family Center

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Are there any issues, concerns, challenges, and/or topics important to your role/your organization that you believe the Comprehensive Plan should address?

Trails **Traffic** Accidents
Route 84 Streets Youth Sports Connection
School Safety **Community** Estates Drive
Utilities Students
Identity **Development**
Business



What are some key opportunities that can be addressed in Woodway?

Partnerships
Business
Recreation
Relationships
Retired

Community, Connectivity, Breweries, Walkability, Hiking, Education, Values, Services, Restaurants, Family Center, Organization, Educated, Swimming, Policy, Industry, Programming, Arboretum, Schools, Wineries, Overlay, Green Spaces, Retail, Trail



What must happen for the key opportunities to be implemented?

Communication
Plan

Residents, Priority, Heard, Understand, Community



How do you hope to see your feedback shape the Vision of Woodway?

Programs
Skills
Residential
Employment
Landscaping
Strong
Safety
Adults
Traffic
Partnership
Buffers
Commercial



Key Takeaways

- **Communication.** Communication is extremely important for the Woodway community. Residents prioritize feeling heard.
- **Identity and Branding.** There is major opportunity for branding in Woodway. The major concern was clarifying Woodway vs. Waco or Hewitt.
- **Growth and Infrastructure.** Current growth is outpacing infrastructure capacity, leading to high-capacity roads and unsafe pedestrian environments, especially near schools. Stakeholder expressed concerns over traffic patterns.
- **Things to do.** Stakeholders are looking for new opportunities to increase tax base for the city. Examples included new businesses and the commercialization of the Highway 6 that corridor that could encourage development, like restaurants, breweries, and retail.
- **Eco-Tourism.** The city's parks are one of its best assets. Green spaces and trails draw people into the community. Emphasis was put on maintaining and improving existing green spaces, including increasing the availability of recreational activities such as pickle ball and swimming. Emphasis was also put on increasing trail connections and walkability through the community.
- **Family Offerings.** Woodway's "family-oriented" atmosphere is also a large asset to the community. The Family Center, excellent school system, low crime rates, and youth programming and sports contribute to this atmosphere. Stakeholders voiced opportunities for more ways to create more family-oriented experience.
- **Balance of Growth.** While the community is expanding, a balance should be struck between catering to the new young family while providing services to the retired community.

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