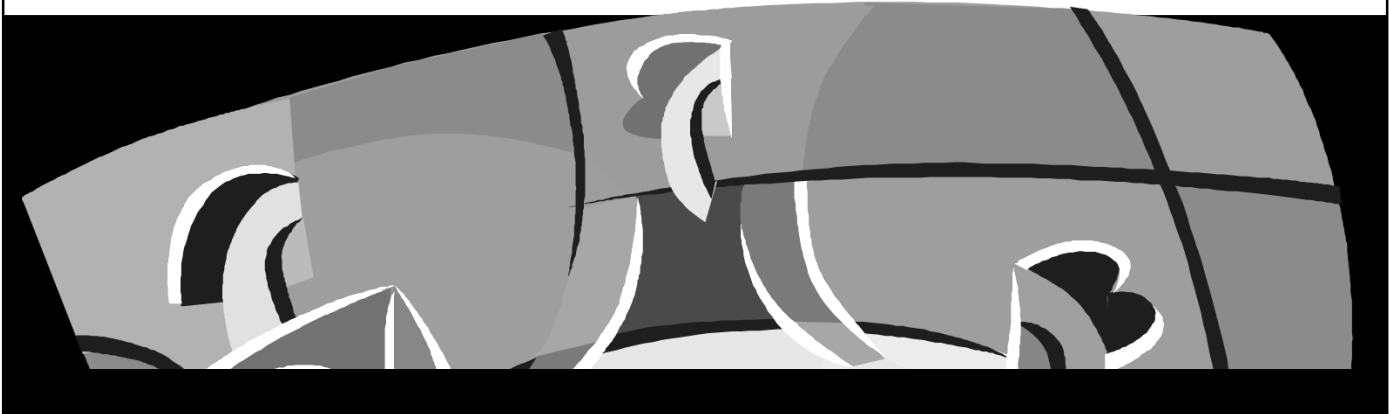




City of Melissa

2015 Comprehensive Plan Update



Chapter 2: The Visioning Process



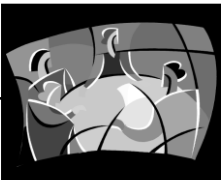


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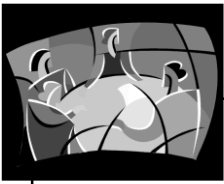
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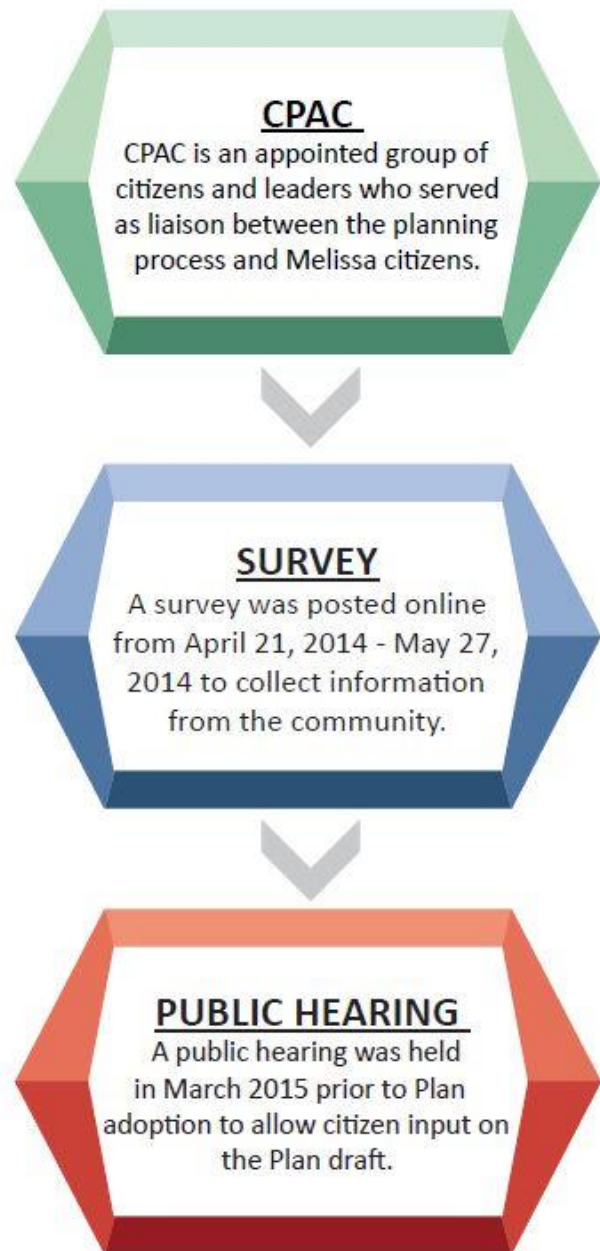


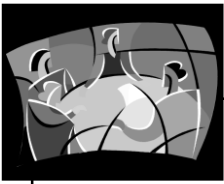
Introduction

The Existing Conditions Analysis, Chapter 1, provides a foundation for this *2015 Comprehensive Plan Update*. It does this generally by outlining facts about Melissa that should be considered during the planning process. This chapter also provides a foundational element for this Plan, but in a very different way. Instead of facts and concepts, this *Visioning Process* chapter outlines the needs and desires of the citizens of Melissa.

What does the future hold for Melissa? What should the City be like in the year 2020 or 2025? These are the key questions that this chapter addresses. The vision for Melissa that is described within this *2015 Comprehensive Plan Update* will help shape and direct growth and development for the next 10 years and beyond. In order to do this effectively, this Plan should be based on a shared vision of the citizenry and the stakeholders of what Melissa should and will become as it grows, attains its anticipated build-out configuration, and becomes a mature, sustainable City.

In order to create this shared vision, a public participation process was undertaken to allow citizens an opportunity to provide their input into this comprehensive planning process. The first section of this chapter describes the Public Workshop that was held. The second section discusses the Community Survey that was posted online for the citizenry with much success in terms of response rate. Each of these opportunities for citizen input, as well as consistent participation from the Comprehensive Plan Advisory Committee (CPAC), has provided a strong basis for the policies and recommendations within this *2015 Comprehensive Plan Update*.





Online Survey

The City posted a Community Survey online from April 21, 2014 through May 27, 2014. Approximately 450 citizens participated in the online survey. The online survey was not meant to be scientific, but rather attitudinal. The goal of the survey was to capture the feelings, emotions, and opinions of Melissa’s citizens. This type of input is a key component of updating the *2015 Comprehensive Plan Update*.

The following outline the various questions that were asked and responses that were given. The percentages shown are based on the number of actual responses to that particular question. For example, a total of 450 surveys were received, but a question may have been left blank (unanswered) by 12 respondents. Therefore, the percentages indicated in the answers to that question would be based on 438 responses. General conclusions regarding citizen responses are contained at the end of this section

Table 2-1. Responses to Question #1

| Answer Option | Percentage | |
|------------------------|------------|-----|
| a. Less than 1 year | 15% | 55% |
| b. 1 to 5 years | 40% | |
| c. 5 to 10 years | 31% | 41% |
| d. 10 to 20 years | 10% | |
| e. More than 20 years | 4% | |

Table 2-2. Responses to Question #2

| Answer Option | Percentage |
|------------------------------|--------------|
| a. 18 to 24 years old | 0.4% |
| b. 25 to 44 years old | 58.2% |
| c. 45 to 64 years old | 34.4% |
| d. 65 or more years old | 5.4% |
| e. Prefer not to answer | 1.6% |

Online Survey Results

Question #1: How long have you lived in Melissa?

The majority of participants have lived in Melissa for less than five years, with the largest group of respondents in the 1-5 year range. Only 4 percent have been in Melissa more than 20 years.

Question #2: To which age group do you belong?

Question #2 was included to help determine demographically who was answering the survey based on age. The two largest were the age groups of 25 to 44 and 45 to 64. These two age groups accounted for 92.6 percent of the respondents to the survey.



Question #3: What service or facility would you like to have in Melissa that the City does not currently have, or that the City has but needs to expand?

The purpose of Question #3 was to get a general idea of which community amenities are most important to citizens. *Recreational/community center* is the facility that citizens would want to have or expand. The second largest category was *Other*. Grocery store was written into the *Other* category 56 out of 101 times, although the City does not build or develop grocery stores.

Table 2-3. Responses to Question #3

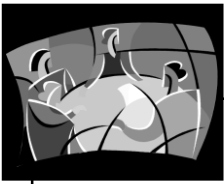
| Answer Option | Percentage |
|---|--------------|
| a. Parks | 12.9% |
| b. Library services | 1.9% |
| c. Trails | 18.5% |
| d. Public transportation | 2.8% |
| e. Recreational/community center | 39.1% |
| f. Other (please specify) | 24.8% |

Question #4: Would you agree or disagree with the City taking action to address the following?

Citizens did not disagree with or oppose any of the statements in Question #4. Generally, citizens are in support of establishing sign standards for businesses and offering development incentives to attract more business to Melissa.

Table 2-4. Responses to Question #4

| Answer Option | Strongly Agree | Agree | No Opinion | Disagree | Strongly Disagree |
|--|----------------|--------------|------------|----------|-------------------|
| Preserving open space | 39.3% | 39.7% | 14.3% | 5.8% | 0.9% |
| Having developers provide park land or funding for parks | 43% | 40.2% | 10.5% | 4.5% | 1.8% |
| Regulating the number of signs a new business can establish | 24.9% | 39.5% | 27.4% | 6.1% | 2% |
| Regulating the type of signs a new business can establish | 27.9% | 41.2% | 23.6% | 5% | 2.3% |
| Having developers provide a variety of housing types within new developments | 17.4% | 29.6% | 20.4% | 19.2% | 13.3% |
| Offering incentives for businesses to located within the City | 46.2% | 33.9% | 10.6% | 4.1% | 5.2% |
| Establishing site development standards for retail/commercial development | 52.8% | 34.6% | 7.2% | 3.8% | 1.6% |
| Strengthening code enforcement | 31.2% | 38% | 24.1% | 5.2% | 1.4% |



Question #5: How strongly would you support or oppose the following development types within Melissa?

The purpose of Question #5 was to break down the types of development that are possible in Melissa. A majority of citizens wants grocery stores and major retail development, but do not want apartments and duplexes.

Table 2-5. Responses to Question #5

| Answer Option | Strongly Support | Support | No Opinion | Oppose | Strongly Oppose |
|---|------------------|--------------|--------------|--------------|-----------------|
| Office buildings (1- to 2-stories) | 27.1% | 53.9% | 11.2% | 4.8% | 3% |
| Office buildings with more than 2 stories | 13.8% | 27.4% | 15.2% | 28.6% | 15% |
| Corporate office development | 22.7% | 42.9% | 15.4% | 12.2% | 6.9% |
| Neighborhood retail | 50.5% | 36.3% | 5.3% | 5.5% | 2.5% |
| Major retail development | 38.1% | 33.6% | 6.8% | 13.7% | 7.8% |
| Grocery stores | 73.8% | 20.1% | 2.3% | 2% | 1.8% |
| Mixed use development | 17.9% | 29.1% | 32.8% | 13.5% | 6.7% |
| Townhouses | 12.8% | 37.4% | 16.4% | 19.2% | 14.2% |
| Apartments | 5.2% | 15.5% | 12.1% | 34.6% | 32.6% |
| Duplexes | 6.6% | 19.7% | 14.4% | 29.5% | 29.7% |
| Medical facilities | 39.9% | 46.3% | 8.9% | 2.5% | 2.3% |
| “Sit down” restaurants | 66.6% | 29.3% | 2% | 1.1% | 0.9% |
| Fast food restaurants | 31.8% | 40.5% | 11.4% | 11.8% | 4.5% |
| Entertainment venues | 45.4% | 34.5% | 8.1% | 9% | 2.9% |
| Light industrial facilities | 13.7% | 31.3% | 25.1% | 20.1% | 10% |
| Warehouses | 9.9% | 21.4% | 26.7% | 26.5% | 15.4% |



Question #6: Where should the City focus development efforts and incentives?

Only 7.3% of citizens feel that the City should not give development incentives. Overall, citizens indicated that development incentives should be given in areas around: SH 121 and US 75, SH 121 and Melissa Road, and the Town Center (City Hall area).

Question #7: How could the City improve the parks and trails to better meet your needs?

Almost 50% of citizens said that an *increased number of trails that connect people to destinations* would better meet their needs. *Improve the existing facilities* was the next largest category. The *Other* responses included: swimming pool, safety features, dog park, bike trails and sports fields.

Question #8: How important is it to you that trails and sidewalks are provided within Melissa?

Over 87% of citizens feel that trails and sidewalks are important.

Table 2-6. Responses to Question #6

| Answer Option | Percentage |
|--|------------|
| a. SH 121 and US 75 | 30.9% |
| b. SH 121 and Melissa Road | 17.2% |
| c. Town Center (City Hall area) | 21.1% |
| d. US 75 and Melissa Road | 11% |
| e. In the older, historic area of Melissa | 12.6% |
| f. Nowhere; the city should not provide incentives to private developers | 7.3% |

Table 2-7. Responses to Question #7

| Answer Option | Percentage |
|--|------------|
| a. Increase the # of parks | 18.9% |
| b. Increase the # of parks that connect people to destinations | 47.6% |
| c. Improve the existing facilities | 24.5% |
| d. Other (please specify) | 9% |

Table 2-8. Responses to Question #8

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 52.5% |
| b. Somewhat important | 34.9% |
| c. Not important | 12.6% |

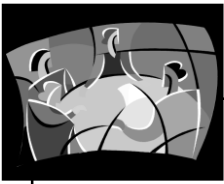


Table 2-9. Responses to Question #9

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 59% |
| b. Somewhat important | 34.1% |
| c. Not important | 9.5% |

Table 2-10. Responses to Question #10

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 41.3% |
| b. Somewhat important | 40.3% |
| c. Not important | 18.4% |

Table 2-11. Responses to Question #11

| Answer Option | Percentage |
|----------------------|------------|
| a. Strongly agree | 35.4% |
| b. Somewhat agree | 45.8% |
| c. Somewhat disagree | 13.3% |
| d. Strongly disagree | 5.6% |

Question #9: How important is conservation of the natural feel/rural environment in Melissa?

Over 93% of citizens feel conservation of the natural feel/rural environment in Melissa is important.

Question #10: How important is it to you that you can find a home in Melissa through every stage of your life?

Over 81% of citizens feel it is important to be able to find a home in Melissa through every stage of life.

Question #11: Do you think that historic preservation should be a priority in the City?

Over 80% of citizens feel historic preservation should be a priority.



Question #12: Keeping in mind that quality development often takes longer to attract, do you think future retail development should focus on “quality” over “quantity”?

Over 93% of citizens would like “quality” over “quantity” in the future retail development of Melissa.

Table 2-12. Responses to Question #12

| Answer Option | Percentage |
|----------------------|------------|
| a. Strongly agree | 67.2% |
| b. Somewhat agree | 26% |
| c. Somewhat disagree | 4.9% |
| d. Strongly disagree | 1.9% |

Question #13: How important is it to you that major roadways have quality landscaping and appropriate hardscape elements?

91% of citizens feel that quality landscaping and appropriate hardscape elements are important.

Table 2-13. Responses to Question #13

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 51.7% |
| b. Somewhat important | 39.3% |
| c. Not important | 9% |

Question #14: Signs, both public and private, are important to the overall look and feel of the community. How important are the look and style of signs within the community?

Nearly 94% of citizens feel that signs, both public and private, are important to the overall look and feel of the community.

Table 2-14. Responses to Question #14

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 50.6% |
| b. Somewhat important | 42.6% |
| c. Not important | 6.8% |

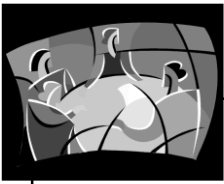


Table 2-15. Responses to Question #15

| Answer Option | Percentage |
|-----------------------|------------|
| a. Very important | 46.1% |
| b. Somewhat important | 36.2% |
| c. Not important | 17.7% |

Table 2-16. Responses to Question #16

| Top Write-In Responses | Number of Write-Ins |
|---|---------------------|
| Liberty subdivision | 27 |
| McKinney (Downtown and Stonebridge Ranch) | 24 |
| Area around Melissa City Hall | 10 |
| Fairview/Allen | 10 |
| Watters Creek | 8 |
| Southlake | 6 |
| Anna | 4 |
| Prosper | 3 |
| Celina | 2 |
| Murphy | 2 |

Table 2-17. Responses to Question #17

| Top Write-In Responses | Number of Write-Ins |
|---------------------------------|---------------------|
| Small town/rural feel | 164 |
| Quality school district | 40 |
| Quiet community/friendly people | 26 |
| Sense of community | 11 |

Question #15: How important is it to you that Melissa defines the entrances into the City to further establish a sense of identity and place?

Nearly 82% of citizens feel that it is important to define the entrances to Melissa to further establish a sense of identity and place.

Question #16: What area (in Melissa or another community) do you think exemplifies desirable development for Melissa?

Participants wrote-in a variety of responses from around the North Dallas region.

Question #17: What do you like most about Melissa?

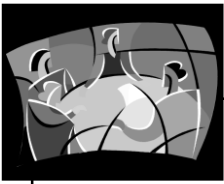
Participants wrote-in a variety of responses that describe Melissa.



General Conclusions from Citizen Responses

The citizens of Melissa take pride in the community and want to see development that will serve their needs, while maintaining the rural feel of the City. The following statements can be concluded from the responses of the survey:

- The citizens of Melissa desire growth and amenities, but the quality of new developments is more important than the quantity or immediacy. The citizens want to maintain a particular “look and feel” for their City, and this can only be achieved by having patience during the stages of growth and development. Quality development does not come easily, but overall it is beneficial to the City’s successful growth.
- The citizens would like to option to live and play in the City of Melissa. The need for a grocery store has been heavily expressed. Other retail needs expressed are: “sit-down” restaurants and clothing stores. Citizens want to spend their money in Melissa instead of driving to nearby cities.
- Citizens are in support of developer incentives and indicated these incentives should be given priority in the following areas: SH 121 and US 75, Town Center (near City Hall), and SH 121 and Melissa Road.
- It is important that the City provide a variety of housing types to allow residents to live in Melissa through all stages of life and accommodate all income ranges. Townhomes and mixed use developments are alternative housing types that are generally supported by citizens.
- Many citizens expressed they had moved to Melissa for the rural, small-town atmosphere; they want to keep this atmosphere in spite of anticipated growth. Citizens want to keep up with the development of surrounding cities/communities, while keeping the rural feel.
- Citizens want Melissa to be unique, and they recognize that quality-of-life elements such as parks, open space, and trails can be used to achieve this desired uniqueness.
- A City-wide trail system is highly supported. Citizens want a trail system that allows them to be active with their families and connects them to destinations.



In Summary

The following chapters of the *2015 Comprehensive Plan Update* will help Melissa address many of the issues raised from the Online Survey. Recommendations will set forth policy guidance on things like quality land uses, roads, parks, trails, public services and facilities, and historic preservation. City leaders should be able to utilize these recommendations and policies to meet the coming challenges of balancing anticipated growth with what is desired within Melissa – quality, uniqueness, and a preserved small-town feel.