

# Chapter 4

## Guidelines



### 4.1 Introduction

Guidelines in the context of the Community Development Master Plan signifies the parameters which determine the way that the needs assessment, recommendations, and prioritization of improvements are carried out. In other words, these guidelines shape the entire Master Planning process. Specifically, the guidelines for the CDMP are Public Input and the Values and Goals that are uncovered during the Public Input process.

### 4.2 Public Input Process

No one understands the needs of The Colony more than the people that live and work here. Gaining the insight of the citizens is paramount to the Planning Team both for truly understanding the existing conditions of the City and for developing recommendations, which should reflect the needs and desires of the community. Public input informs the Planning Team what facilities are most needed, where key needs exist, and what level of priority should be assigned to various recommendations.

Developing the Public Input process revolved around understanding the importance and content of the necessary *information exchange* – that is, the information given to the public by the Planning Team and the information gained from the public – and the City Staff and Planning Team’s goals for Public Input process outcomes. The primary pieces of the information exchange are broken down as follows:

#### Information to the Public

- Advertising the Community Development Master Plan

- Explaining the CDMP process
- Explaining the Planning Team’s understanding of the project and of the City itself
- Depicting potential outcomes of the planning process.

**Information from the Public** – Feedback on the above items plus:

- Background information and perception of existing conditions
- Community values
- Wants and needs related to the five components of the CDMP (City Image & Beautification, Arts, History, Culture, and Parks, Open Space & Recreation)
- A community vision for the future of The Colony

**The goals for the Public Input process outcomes are as follows:**

- Develop “buy-in” and a sense of ownership for the CDMP
- Inform and encourage citizens to take action to improve their community
- Augment the Planning Team’s analysis of the city’s Existing Conditions
- Gain sufficient information to draft Goals, by which the entire CDMP is developed

The Public Input process was developed based on its merits for achieving the required information exchange and the desired process outcomes. Several methods were used – both quantitative and qualitative – during the process. The Planning Team conducted a review of a previously conducted community survey (the 2006 DirectionFinder<sup>®</sup> Survey), attended a community event and spoke with citizens (the 2008 Easter Egg Hunt), held two Focus Group meetings, organized an Open House, and distributed and analyzed a self-conducted questionnaire. Each of these methods, as well as their results, are described in the following pages.



## **4.3 Previous Public Input**

While most of the Public Input methods utilized during the CDMP process occurred within the project timeline, a previously-conducted telephone survey was also analyzed by the Planning Team due to its relative timeliness and inclusion of questions relevant to community development.

### **4.3.1 2006 DirectionFinder® Survey**

The 2006 DirectionFinder® Survey, conducted in June of 2006, was reviewed by the Planning Team for information relevant to the CDMP, including discussion of city image, beautification, arts, history, culture, parks, open space, and recreation. A major consideration of reviewing this survey is that it includes items not thought of as directly relevant to community development, such as fire and police services or transportation issues. Because of this, it is difficult to use the results of this survey to base community development decisions upon. Rather, the results of the survey inform and augment the rest of the Public Input process.

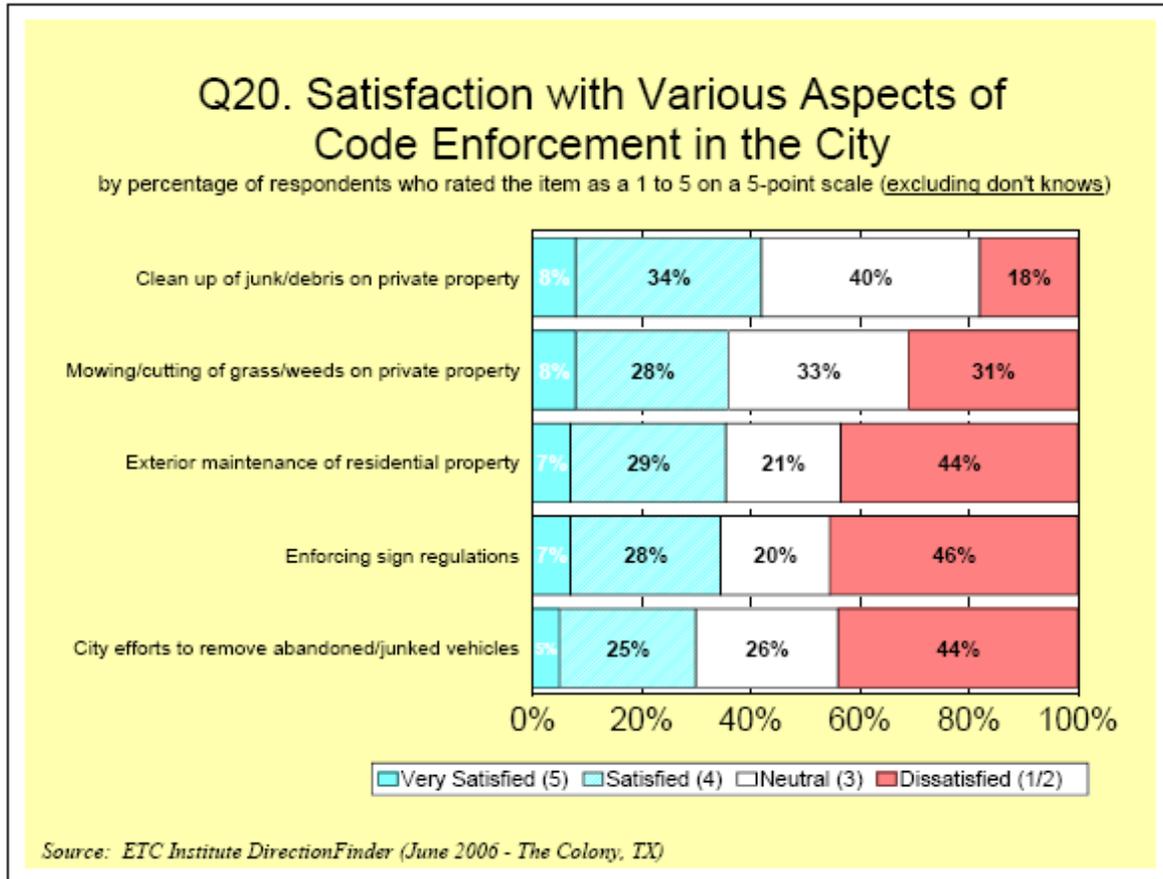
Several interesting results were produced by the 2006 survey, specifically related to city image, parks and recreation, and cultural arts. Citizens responded that they were very satisfied or satisfied with the City's library services (78% of respondents), parks & recreation facilities (72%), recreation programs (63%), and street and gutter cleanliness (60%). Citizens were dissatisfied with traffic flow across State highways (87% of respondents), the condition of city streets (67%) and public transportation services (59%).

Citizens were polled on their satisfaction with aspects of their "perception of the city." 59% of respondents said they were very satisfied or satisfied with quality of life in the city. Citizens were generally not as satisfied with other relevant aspects – respondents were very satisfied or satisfied 40% of the time with the appearance of the city, 31% of the time with the image of the city, and 14% of the time with cultural arts in the City.

### **Code Enforcement**

Code enforcement was one issue in the survey and an important one to examine when considering community development; this is said because of the role that code enforcement plays in maintaining the physical appearance of The Colony, and therefore the City's image. While only 18% of respondents said they were dissatisfied with the City's code enforcement efforts relative to the clean up of junk/debris on private property, 57% of respondents said that this issue should receive the most emphasis (attention by the City) over the next two years – more than any other code enforcement category. Below is a more detailed look at these issues.

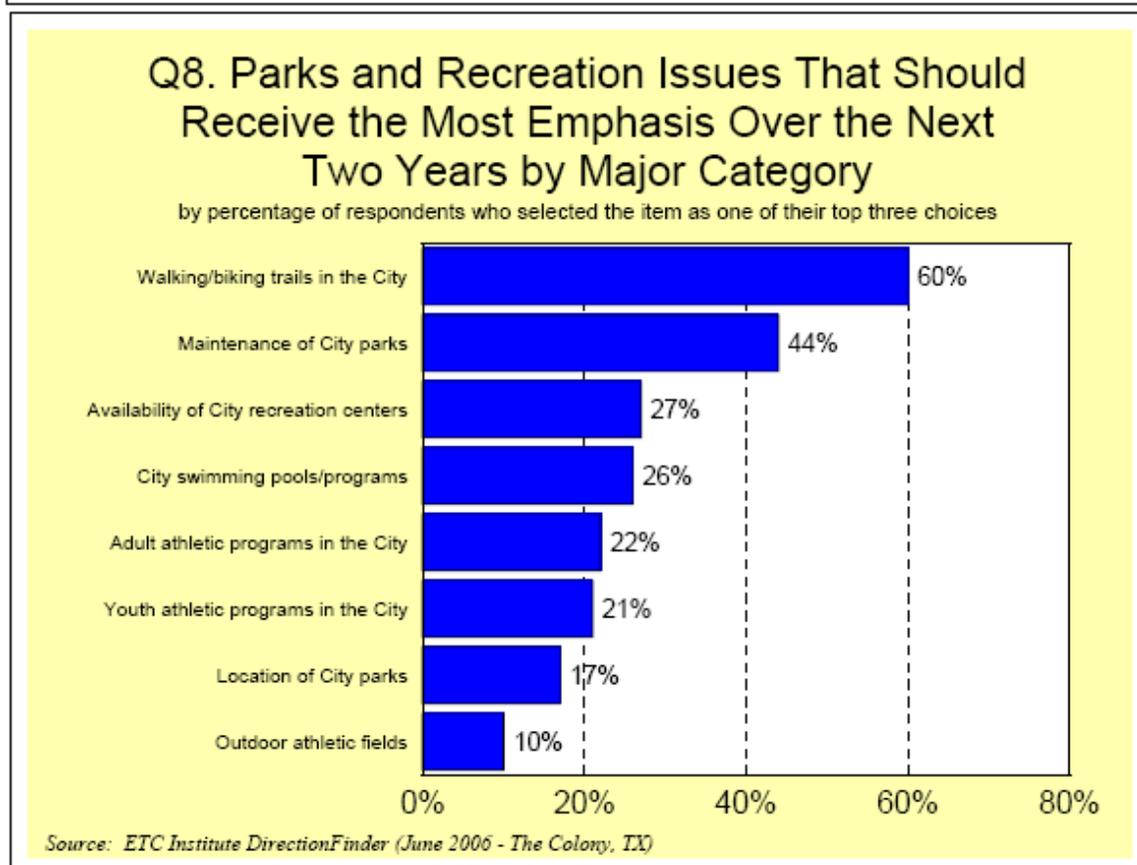
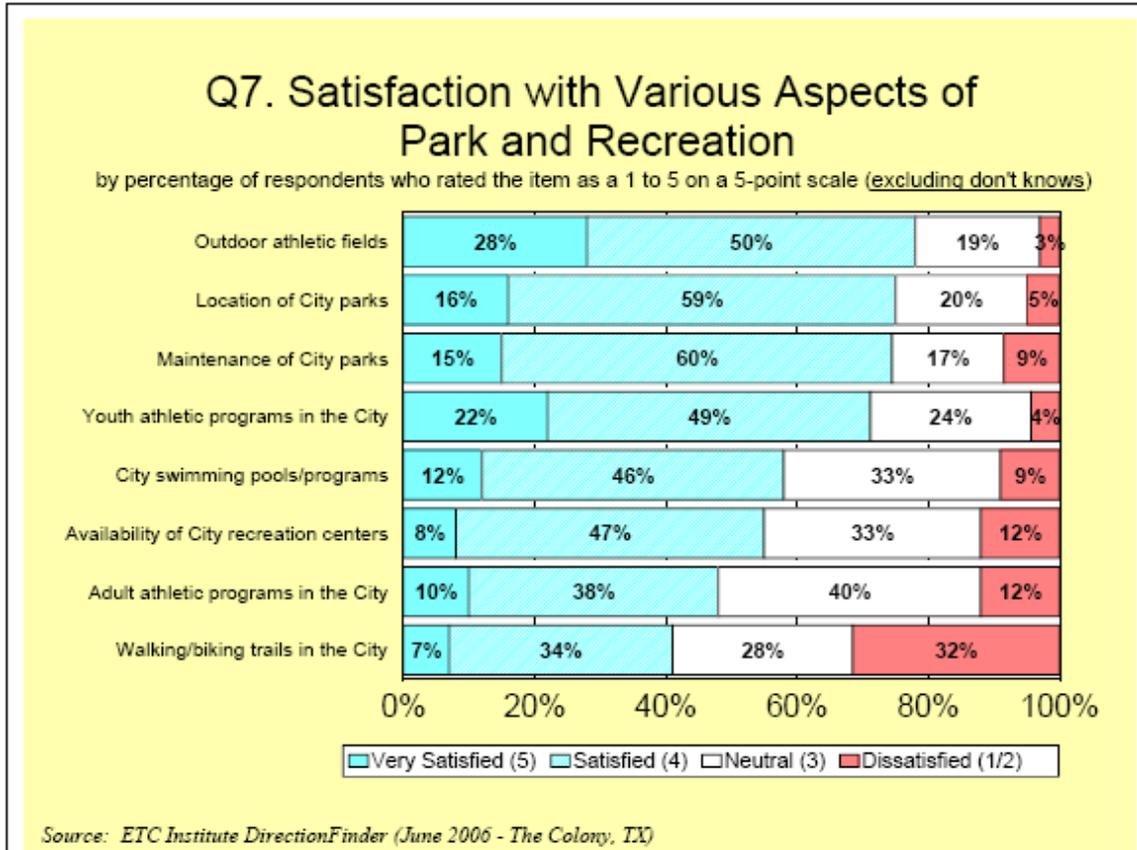
Figure 4.1 – 2006 DirectionFinder® Survey Results: Code Enforcement



## Parks & Recreation

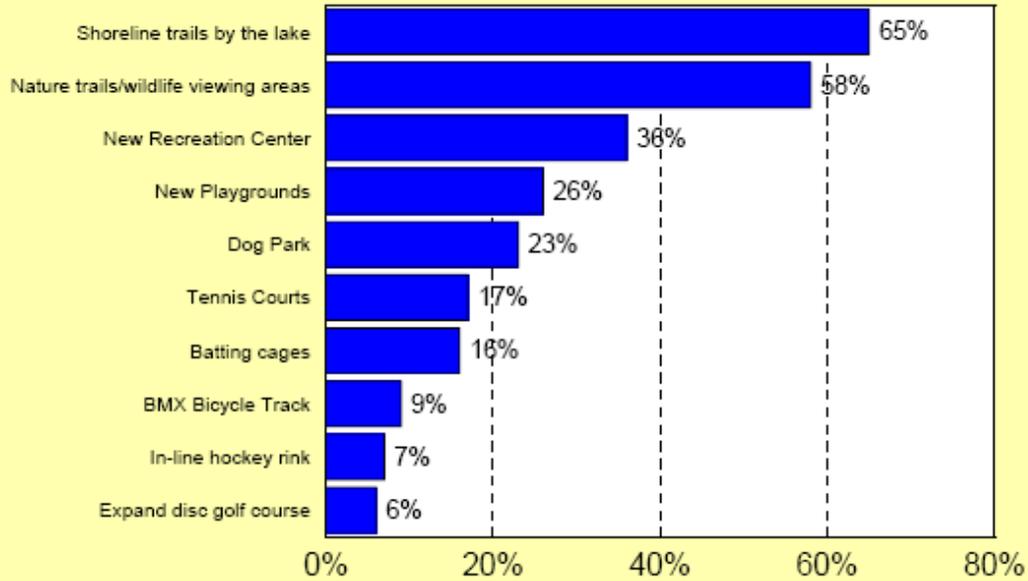
Four questions specifically addressed parks and recreation issues and therefore present some of the most useful information for the purposes of the CDMP. The results of these questions are explained in detail in the tables below, however, there are a few key results to discuss. The need for trails topped the list for each of the four questions – this is in line with trends seen across North Central Texas. The next-highest item in the list is the availability of recreation centers in the City and the need for a new recreation center. People responded that they are most satisfied with outdoor athletic facilities and only 10% of respondents said that this item should receive the most emphasis over the next two years.

Figure 4.2 – 2006 DirectionFinder® Survey Results: Parks & Recreation



## Q10. Interest in Having The Following Parks and Recreation Facilities Being Completed by Major Category

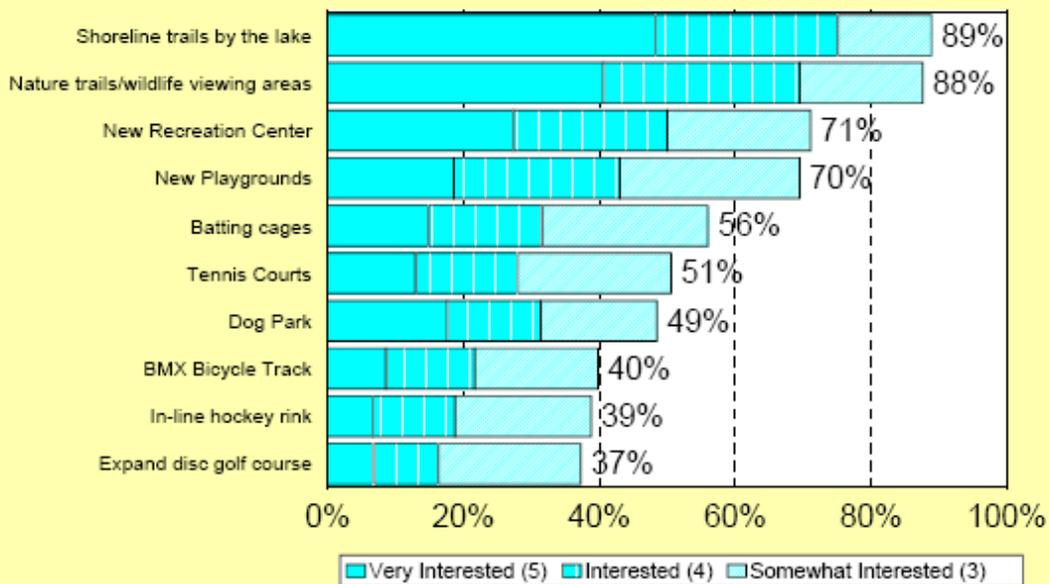
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (June 2006 - The Colony, TX)

## Q9. Levels of Interest in Having the Following City Park and Recreation Issues, Improved or Expanded

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

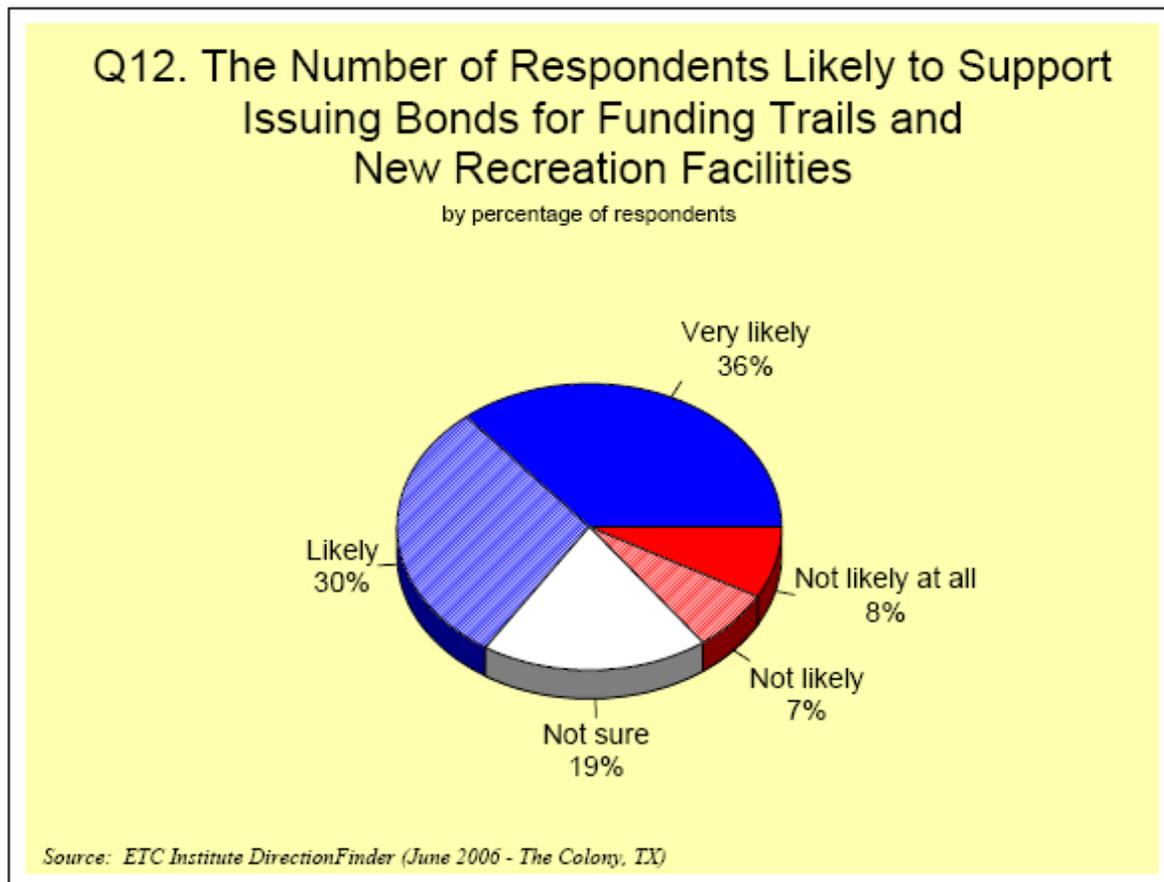


Source: ETC Institute DirectionFinder (June 2006 - The Colony, TX)

## Funding Sources

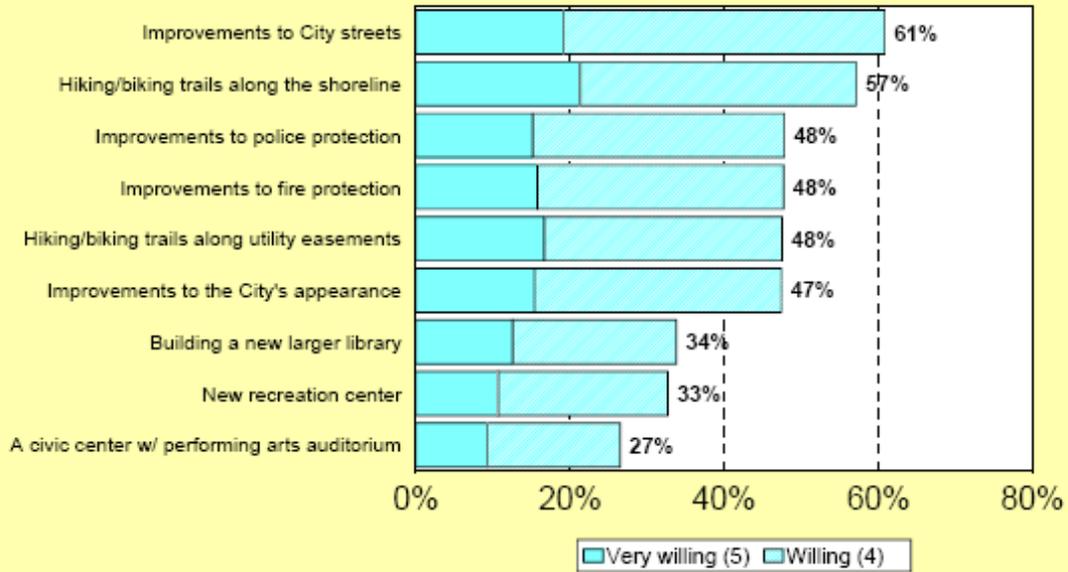
The citizens were asked their likelihood of supporting bonds and increased taxes to fund various projects within the city. **Overall, citizens were more supportive of bond funding for parks and recreation facilities than they were for tax increases for various parks and recreation and cultural arts facilities.** When asked how likely they were to support the issuing of bonds for parks and recreation facilities, 66% responded “very likely” or “likely.” Only 15% said “not likely” or “not likely at all.” When asked in a separate question how likely they were to support tax increases for trails, only 57% of respondents said “very likely” or “likely” for trails along the shoreline and 48% for trails along utility easements. However, since the same items were not present in both questions, a direct comparison cannot be made. Three items rated very low in the “tax increase” question – specifically, few people said they were “very willing” or “willing” to support tax increases for a civic center with a performing arts auditorium (27%), a new recreation center (33%), and building a new, larger library (34%).

Figure 4.3 – 2006 DirectionFinder® Survey Results: Funding Sources



## Q23. Level of Willingness to Fund a Tax Increase to Support Improvements in the Following City Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

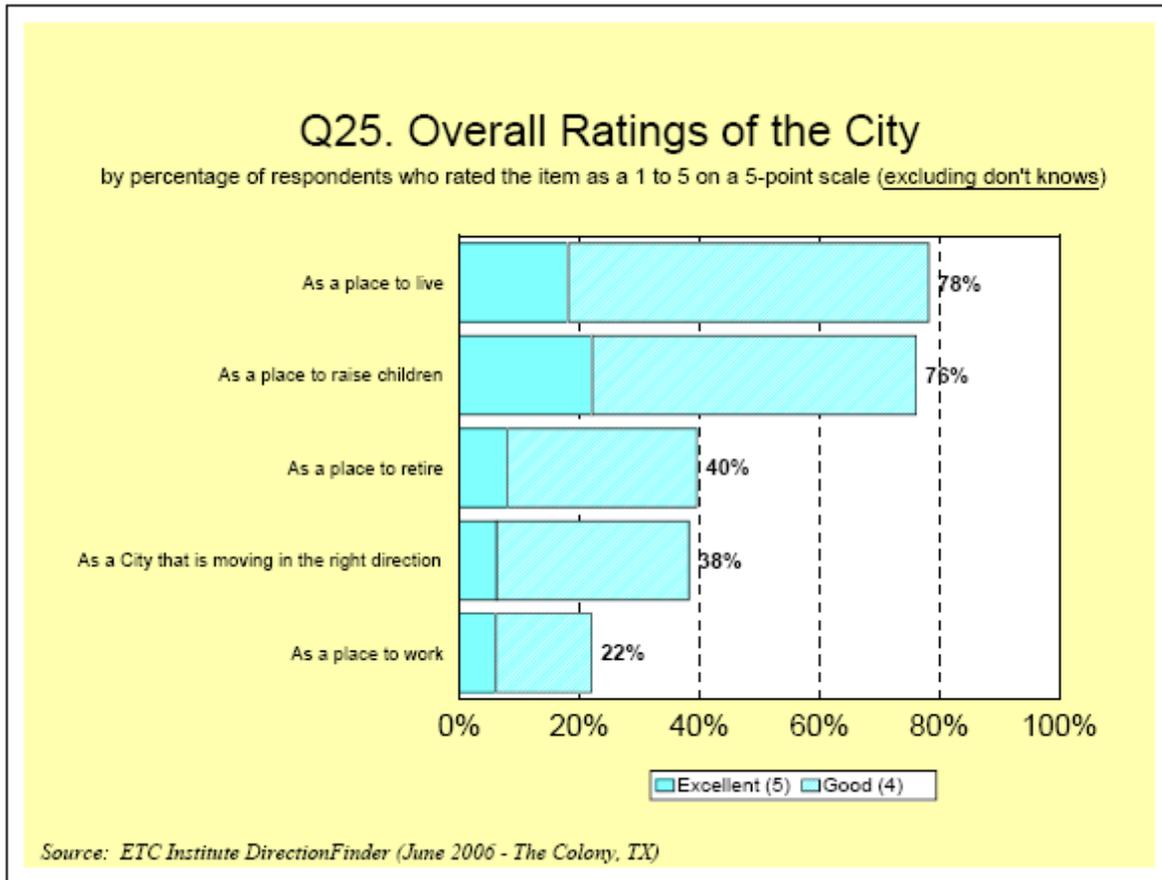


Source: ETC Institute DirectionFinder (June 2006 - The Colony, TX)

### Overall Ratings

Finally, the public was asked to rate the city overall, based on several categories. The general results, further explained in the graph on the next page, were that people were generally positive about The Colony being a good place to live and a good place to raise children, but not a very good place to work or retire. In addition, only 38% of respondents rated The Colony “excellent” or “good” as being a city that is moving in the right direction. This last point should be granted special attention.

Figure 4.4 – 2006 DirectionFinder® Survey Results: Overall Ratings



## 4.4 Public Input Events

As discussed earlier, the Public Input process was designed based on choosing methods most effective in creating an information exchange between the public and the Planning Team and producing the desired outcomes of the process. Face-to-face interaction with the public is one of the primary means by which the Planning Team can accomplish these goals. For the CDMP, three types of Public Input events were held: face-to-face interaction at a large community event, small focus group meetings that create citizen dialogue, and a come-and-go open house to provide information to the broader public.

### 4.4.1 Easter Egg Hunt

On March 14, 2008, The Colony held its annual Easter Egg Hunt event at the Five Star Community Complex. This yearly event includes Easter egg hunting by age group as well as other City-sponsored activities. City Staff and the Planning Team identified this event as one that would provide considerable “traffic” of citizens – especially those with children – for face-to-face interaction. The Planning Team, in order to best record public input at this event, was present to answer questions, had a game for children to play, and administered and collected questionnaires. The results of this event were education to the public about the CDMP project and its process and 113 questionnaire responses (which are summarized later in this chapter).



### 4.4.2 Focus Groups

Two focus group meetings were held to identify the specific input and needs of various groups and organizations within the City. The first meeting, held on April 1, 2008, involved arts, civic, and cultural groups while the second meeting, held on April 8, 2008, involved representatives from youth athletics and sports associations. For each meeting, representatives from associations identified as being relevant to the topic were invited to attend, as was the general public.

At each meeting, participants were broken up into small groups of five to eight people and were asked about their values and needs. Specifically, people were asked what they believe is an important aspect of community life that should be present in The Colony (in other words, a value) and what they, their organization, or the City needs in order to be able to achieve those values or goals. Some very interesting responses resulted from these conversations and are summarized below. Of note is that at both meetings, each containing groups of people with arguably different goals, the values were almost

identical. What this means is that even though their ideas and methods for reacting to their values might be different, the value itself is the same or similar.

Below are the summarized values and needs collected at these two meetings:

### Values

- Community Identity & Image
- Community Cohesion, Community Spirit & Community Involvement
- Family
- Youth & Children – Instilling Confidence, Teaching Life Skills, and Improving Health
- Public Health & Well-being
- Diversity – of Age, Ethnicity, and Background
- Education

### Needs

- Community Center & Places for People to Meet
- Identity-giving Things
  - Signage
  - Sculpture / Art
  - Beautification Projects
- Town Center
- Economic Development
- Better Lake Access
- Local Activities & Festivals
- More Trails
- Improved Athletic Facilities
  - Improve Five Star Community Complex for Tournaments
  - More Softball Fields



### 4.4.3 Open House

Following the Focus Group Meetings, an Open House was held on April 12, 2008 at the Recreation Center. This event followed a loose format with several tables being arranged around the room. Each table focused on a different aspect of the CDMP and was staffed by a member of City Staff, the Planning Team, or a local expert on the subject. The

topics highlighted at the various tables were beautification, recreational amenities, parks, trails, and open space, and arts, history, and culture. There was also a general information booth, a children’s activity area, and two tables used by local organizations (Friends of The Colony Dog Park and The Colony Vintage Baseball).

Input was collected at this meeting through anecdotal comments, comments recorded on flip charts at each table, and by having people place dot stickers on a large print out of the draft goals for the CDMP (the final goals can be found later in this chapter) next to items that they agreed with. The comments recorded on the flip charts proved to be the most valuable recorded input that City Staff and the Planning Team were able to record.



There were many comments, some of them very specific and some of them more broad-brushed. Below is a summarized listing of some of the latter types of comments (all comments can be found in the appendix):

### **City Image:**

- There is a need for a downtown center, which will help provide a small town feel.
- Develop entry monuments for the City.
- Allow neighborhoods to have their own identities while still tying into the City’s identity as a whole.

### **Recreation:**

- Additional programming and activities are needed for children – especially those ages twelve and up.
- The Recreation Center needs to be updated and expanded and should include flexible use rooms, an indoor track, and a larger workout area.
- More adult activities and programming is needed (art classes and dancing were specifically mentioned).

### **Arts / History / Culture:**

- The Library needs to be expanded and needs to accommodate the different needs of all the citizens of The Colony.
- Establish a “Community Corps” that can help build, maintain, clean up, and have activities around the community (target potential “at-risk” youth).

- More kids activities at various times during the week so that people don't have to leave The Colony.
- The City should provide more support for the arts – think big!
- Improve the amphitheater through the provision of shade, restrooms, sound equipment, accessibility, parking and loading areas and utilities.
- Provide public art outdoors.

### **Parks / Trails / Open Space:**

- Lakefront opportunities are currently underutilized.
- Develop more trails closer to home.
- Create a unifying identity for the City's park system, such as through uniform signage.
- Provide more activities in Stewart Creek Park such as trails, pavilions, seating, and live performances.
- Install interpretive signage in Bill Allen Memorial Park that provides education on nature and the environment.

### **4.4.4 Summarized Results**

Throughout the Public Input Events, the Planning Team heard many comments and received a considerable amount of input from the public. While there were many specific comments, concerns, and recommendations, there were specific themes that emerged through this input.

#### **Develop a Town Center**

Participants felt that it is important to create a downtown or town center in The Colony that will provide civic, recreational, and commercial services for the citizens. This would help to unify the city and encourage economic development.

#### **Consolidate & Improve the City's Image**

Participants spoke of the need to identify ways to define and announce the city's identity by physical means (such as through signage, public art, entry monuments, and so forth) and through improved interpersonal relationships among the citizenry (through improved community involvement and community spirit).

#### **Expand Recreation Programming**

There was continued mention throughout the process of the need to expand programming offerings, especially for youth and adults both in physical activities as well as non-physical ones. There were several mentions of programming to support the physical and mental health and well-being of citizens.

#### **Provide Public Places**

People mentioned the need to expand the Recreation Center and to provide space for flexible use (i.e. uses other than recreation such as arts classes, etc.) and to provide places for people to meet and have community with each other.

## **Educate Citizens**

Education both formal and informal was mentioned repeatedly throughout the process, either in regards to what is good about The Colony (the quality of the schools), what is valued in The Colony, and what needs to be improved (specifically the capacity of the Library).

## **Engage the Community**

The importance of an engaged, connected community came up often. Providing opportunities for youth to be incorporated into the life of the community through activities and volunteerism was one aspect of this. Another was the need to enhance community spirit across the City.

## **Support the Arts**

Indoors and outdoors, visual and performing – citizens want to see greater support for the arts in The Colony. The broadest support was seen for public art outdoors, space for arts classes indoors, and improvements to the amphitheater at Bill Allen Memorial Park.

## **Focus on the People**

Family, Children, Youth, and the diversity of The Colony’s citizens were constantly cited as some of the most valued things for citizens. Efforts of support and enrichment relative to the diverse array of people in The Colony should be made to ensure each group is fully served.

## **Embrace the Lake**

The presence and opportunity that the Lake provides is undeniable. Many citizens feel the need to improve lake access and take advantage of the currently underutilized lakefront opportunities. Steps should be made to ensure that The Colony truly is the “City by the Lake.”

## **Develop Trails**

There was much support and for developing more trails in the City, specifically those that are close to homes and connect with parks.

## **Improve Large Parks**

Comments were gathered relative to the improvement of large parks within the city. Specifically Stewart Creek Park, Bill Allen Park, and Five Star Community Complex were mentioned. With each of these, the focus was on expanding the offerings of each park, rather than addressing any sort of problem with the park as it exists. Also of relevance is that the questionnaire (discussed below) identified that these are the three most visited parks in The Colony.

## 4.5 Questionnaire

In order to augment and normalize the information gathered during the public input sessions (and in order to collect input from those not interested in speaking aloud), a twelve-question questionnaire was developed and administered to the public. The questionnaire contained variations of the following questions:

- What parks & facilities in The Colony do you usually visit and why?
- Do you visit any parks or facilities in other cities?
- What recreational, cultural, historical, and artistic amenities are important to you and your family?
- If The Colony had safe pedestrian and/or bicycle routes connecting neighborhoods, schools, recreation areas, and civic areas, would you use these routes for non-work-related trips instead of driving?
- Would you use these trails for access to your workplace?
- How important is it to you that The Colony preserves natural areas such as along creeks, prairies, and wooded areas?
- Would you like to see local schools join with The Colony Community Development Corporation (CDC) to develop a program that encourages learning about and appreciation of various community issues?
- What should the goals of The Colony include?
- Overall, how would you rate various aspects of The Colony?

This questionnaire was administered at each of the Public Input Events for a total of 145 responses and was also distributed by the City through the monthly water bill mailing. This latter, City-wide method resulted in 755 individual responses which were mailed to City Staff. For statistical purposes, the results of these two questionnaire administration methods cannot be combined, but they do compare very closely with each other.



### 4.5.1 Questionnaire Results

As expected, the majority of the responses received at the Public Input events and through the water bill distribution was from residents of The Colony (95.2% for the Public Input events and 98.9% from the City-wide distribution)<sup>1</sup>. The results of the total response submission (100% of the responses) for each survey distribution are related side-by-side in Tables 4.1 to 4.7.

#### Most Visited Parks

When asked what parks in The Colony people visited most often, the most often mentioned parks, in both the Public Input Events responses and the City-wide distribution, were the Five Star Community Complex, Bill Allen Memorial Park, and Stewart Creek Park. Other responses include neighborhood parks, golf courses, and indoor facilities (the Recreation Center and the Aquatic Park).

<b>Table 4.1 Most Visited Parks in The Colony</b>		
<u>Public Input Events Results</u>	<b>Rank</b>	<b>Percentage</b>
<b>Five Star Community Complex</b>	1	38.6%
<b>Bill Allen Memorial Park</b>	2	12.4%
<b>Stewart Creek Park</b>	3	8.9%
<b>City-Wide Results</b>		
<u>City-Wide Results</u>	<b>Rank</b>	<b>Percentage</b>
<b>Five Star Community Complex</b>	1	18.1%
<b>Stewart Creek Park</b>	2	13.2%
<b>Bill Allen Memorial Park</b>	3	5.3%

#### Use of Other Cities' Facilities

One of the important issues with the development of the CDMP is understanding what types of facilities citizens prefer. One way of accomplishing this is through asking citizens what facilities they use outside of The Colony and in what city they use such facilities. In both the Public Input Events responses and the City-Wide responses, the three most visited facilities outside of The Colony are Parks, Trails, and Performing Arts facilities.

<sup>1</sup> It is not known nor can it be assumed why people that are not The Colony residents responded to the questionnaire.

**Table 4.2  
Use of Facilities in Other Cities**

<u>Public Input Events Results</u>	<b>Rank</b>	<b>Percentage</b>	<b>Most Common City</b>
<b>Parks</b>	1	57.2%	Plano
<b>Trails</b>	2	36.6%	Plano
<b>Performing Arts</b>	3	25.5%	Dallas
<b>Recreation Center</b>	4	23.4%	Frisco
<b>Art Galleries</b>	5	20.7%	Dallas
<b>History Centers</b>	6	14.5%	Dallas
<b>Other</b>	7	9.7%	Plano
<b>Civic/Senior Center</b>	8	2.8%	Plano
<u>City-Wide Results</u>	<b>Rank</b>	<b>Percentage</b>	<b>Most Common City</b>
<b>Parks</b>	1	44.1%	Plano
<b>Trails</b>	2	29.2%	Plano
<b>Performing Arts</b>	3	26.5%	Dallas
<b>Art Galleries</b>	4	22.4%	Dallas
<b>Recreation Center</b>	5	15.7%	Plano/Carrollton
<b>History Centers</b>	6	13.5%	Dallas
<b>Other</b>	7	10.9%	(none)
<b>Civic/Senior Center</b>	8	5.5%	Carrollton

### **Important Amenities**

In order to gauge the relative importance of the various recreational, cultural, historical, and artistic amenities currently present in The Colony and those that are potential future amenities, the questionnaire asked respondents to select from a list of amenities those which are most important to them and their families. As with other questions on the survey, the results from the Public Input Events and the City-Wide distribution were similar. What is of note, however, is that the most commonly cited amenities as being important are those which are more passive than active. In fact, in each instance, amenities that are decidedly athletics-oriented are not found toward the top of the list.

**Table 4.3  
Importance of Recreational, Cultural, Historical, and Artistic Amenities\***

<u>Public Input Events Results</u>	<b>Rank</b>	<b>Percentage</b>	<u>City-Wide Results</u>	<b>Rank</b>	<b>Percentage</b>
<b>Hike &amp; Bike Trails</b>	1	63.4%	<b>Hike &amp; Bike Trails</b>	1	62.0%
<b>Playgrounds</b>	2	57.9%	<b>Park Restrooms</b>	2	57.3%
<b>Park Restrooms</b>	3	57.9%	<b>Picnic Pavilions</b>	3	48.4%
<b>Spray Park</b>	4	54.5%	<b>Playgrounds</b>	4	45.4%
<b>Picnic Pavilions</b>	5	53.1%	<b>Rec. Center / Gym</b>	5	45.3%
<b>Outdoor Pool</b>	6	48.3%	<b>Natural Habitat</b>	6	43.1%
<b>Natural Habitat</b>	7	45.5%	<b>Outdoor Pool</b>	7	40.5%
<b>Soccer Fields</b>	8	41.4%	<b>Wildflower Plantings</b>	8	36.4%
<b>Rec. Center / Gym</b>	9	41.4%	<b>Botanical Garden</b>	9	35.4%
<b>Dog Park</b>	10	40.7%	<b>Shoreline Fishing</b>	10	34.6%

*\*Forty six potential amenities were present for respondents to choose from. This list represents the top ten most chosen amenities from each questionnaire. The items highlighted in the medium green color are ones unique to that particular list (i.e., “Spray Park” was in the top ten for the Public Input Events results, but not for the City-Wide results).*

## Trails

Respondents were asked their likelihood to use pedestrian / bicycle routes and trails for non-work trips if they were safe and connected neighborhoods, schools, recreation areas, and civic areas. Overwhelmingly, over three out of four respondents in both surveys said “yes.” The respondents were then asked their likelihood to use trails for access to their workplaces. A similarly large portion of the population said “no” to this. One likely reason is that many of The Colony’s residents do not work in The Colony and therefore most could not take trails to work.



<b>Table 4.4 Interest in Trails in The Colony</b>		
<u>Public Input Events Results</u>	<b>Yes</b>	<b>No</b>
<b>Would use trails for non-work trips</b>	79.3%	20.7%
<b>Would use trails for work-related trips</b>	27.6%	72.4%
<hr/>		
<u>City-Wide Results</u>	<b>Yes</b>	<b>No</b>
<b>Would use trails for non-work trips</b>	73.9%	26.1%
<b>Would use trails for work-related trips</b>	16.6%	83.4%

### Importance of Natural Areas

The importance of preserving natural areas – such as along creeks, prairies, and wooded areas – was another question asked as part of the questionnaire. Again, across both surveys, the answers were similar and show that the citizens of The Colony place a great deal of importance on the preservation of natural areas in the City. Specifically, in the Public Input Events responses, 89% of people said it is very or somewhat important to preserve these areas and in the City-Wide responses, 89.5% said it is very or somewhat important<sup>2</sup>.

<b>Table 4.5 Importance of Preserving Natural Areas in The Colony</b>	
<u>Public Input Events Results</u>	<b>Percentage</b>
<b>Very Important</b>	73.8%
<b>Somewhat Important</b>	15.2%
<b>Not Important</b>	2.1%
<hr/>	
<u>City-Wide Results</u>	<b>Percentage</b>
<b>Very Important</b>	67.9%
<b>Somewhat Important</b>	21.6%
<b>Not Important</b>	3.0%

<sup>2</sup> In the Public Input Events responses, 8.9% of the respondents did not answer this question. In the City-Wide responses, 7.5% of the respondents did not answer this question.

## The Goals of The Colony

In order to generally gauge citizens’ opinions on the direction that the City as an organization should be taking, citizens were asked their opinions on what the goals of The Colony should be. Participants were shown a list of potential goals and asked how strongly they agree or disagree that each should be a goal of the City. As with previous questions, results were similar between the two surveys, however, the City-Wide survey showed a much stronger level of support for many of the goals than the Public Input Events survey. Overall, the highest-rated goals include beautifying the City, improving the City’s image, revitalizing parks, and attracting new businesses to The Colony.

**Table 4.6  
Opinions on Goals for The Colony**

<b>Goal</b>	<b><u>Public Input Events Results*</u></b>	<b><u>City-Wide Results*</u></b>
Attracting regional recreation events	2.1:1	1.7:1
Encouraging better use of the lake front	2.5:1	6.7:1
Revitalizing parks	2.9:2	9.4:1
Beautifying the City	3.0:1	12.3:1
Developing new arts and entertainment facilities	2.1:1	2.0:1
Improving the City’s image	3.5:1	8.0:1
Improving access to parks and open space amenities	2.3:1	4.6:1
Attracting new businesses to The Colony	3.0:1	7.0:1
Attracting new residents to The Colony	2.1:1	1.5:1
Developing historical / cultural facilities	1.3:1	1.3:1

*\*Agree:Disagree Ratio – the ratio of positive (Strongly Agree and Agree) responses to negative (Disagree and Strongly Disagree). The areas of strongest agreement are highlighted in medium green*

## Rating Current Conditions

Finally, in an effort to compare peoples’ preferences and opinions with current conditions, respondents were asked to rate The Colony in nineteen areas. Across both surveys, similar items were rated the highest and similar were rated the lowest. Areas that were rated the highest (that is, given high numbers of “Excellent” or “Good” responses) include Education/Schools, Friendliness and Hospitality, Housing, and Recreation. Areas that were rated the lowest (that is, given high numbers of “Poor” or “Very Poor” responses) include Employment Opportunities, Shopping, and Arts & Culture. Overall, the responses from the City-Wide survey were generally more neutral or more negative than those from the Public Input Sessions.

**Table 4.7a  
Rating of Current Conditions in The Colony**

<u>Public Input Events Results</u>	<b>Excellent / Good</b>	<b>Fair</b>	<b>Poor / Very Poor</b>
<b>Community Leadership</b>	43%	36%	21%
<b>Community Spirit</b>	37%	39%	24%
<b>Streetscapes</b>	25%	40%	35%
<b>Economy</b>	16%	56%	29%
<b>Education / Schools</b>	47%	33%	20%
<b>Employment Opportunities</b>	17%	26%	57%
<b>The Natural Environment</b>	41%	39%	20%
<b>Festivals and Events</b>	43%	32%	25%
<b>Friendliness and Hospitality</b>	58%	27%	15%
<b>Historic Preservation</b>	20%	43%	37%
<b>Housing</b>	50%	33%	16%
<b>Recreation</b>	55%	21%	24%
<b>Restaurants</b>	23%	46%	31%
<b>Service Clubs &amp; Organizations</b>	21%	55%	23%
<b>Shopping</b>	19%	33%	48%
<b>Arts &amp; Culture</b>	18%	32%	50%
<b>Age Appropriate Events / Venues</b>	32%	41%	27%
<b>Community Identity</b>	32%	37%	31%
<b>Community Appearance</b>	30%	39%	31%

*The three highest rated and three lowest rated items are highlighted in medium green.*

**Table 4.7b  
Rating of Current Conditions in The Colony**

<u>City-Wide Results</u>	<b>Excellent / Good</b>	<b>Fair</b>	<b>Poor / Very Poor</b>
<b>Community Leadership</b>	26%	43%	31%
<b>Community Spirit</b>	29%	40%	30%
<b>Streetscapes</b>	17%	33%	50%
<b>Economy</b>	18%	44%	38%
<b>Education / Schools</b>	54%	32%	14%
<b>Employment Opportunities</b>	11%	25%	65%
<b>The Natural Environment</b>	32%	42%	26%
<b>Festivals and Events</b>	29%	42%	29%
<b>Friendliness and Hospitality</b>	52%	32%	16%
<b>Historic Preservation</b>	18%	41%	41%
<b>Housing</b>	47%	35%	18%
<b>Recreation</b>	47%	34%	19%
<b>Restaurants</b>	16%	29%	55%
<b>Service Clubs &amp; Organizations</b>	20%	48%	33%
<b>Shopping</b>	12%	23%	65%
<b>Arts &amp; Culture</b>	11%	26%	64%
<b>Age Appropriate Events / Venues</b>	27%	37%	37%
<b>Community Identity</b>	17%	34%	49%
<b>Community Appearance</b>	17%	36%	46%

*The four highest rated and three lowest rated items are highlighted in medium green.*

Special consideration should be given to looking at the results for Festivals and Events, Recreation, Arts & Culture, Community Identity, and Community Appearance as these are five items particularly related to the CDMP (see the rows with yellow dashed borders in the two previous tables). In both surveys, some of these five items were highly rated while others were rated low. In this question, more than in prior ones, there was more variation between the two surveys.

Regarding Festivals and Events, respondents from the Public Input Sessions rated this item positively whereas in the City-Wide survey, the item received a more neutral response. One possible explanation is that many of the participants for the Public Input Session survey were attendees at the City's Annual Easter Egg Hunt, a Special Event itself. For Recreation, both groups gave a generally positive rating, but the City-Wide group had more "Fair" ratings than the other group.

Arts & Culture rated very low among both groups, earning it a position in the top three lowest rated areas of the City among both survey groups. The City-Wide group, however, rated Arts & Culture significantly lower than the Public Events group did.

Finally, Community Identity and Community Appearance both received rather neutral ratings from the Public Input Events group yet received decidedly negative ratings from the City-Wide group.

## **4.6 Summarized Public Input**

Consolidating and comparing the input from the various components of the Public Input process – the 2006 DirectionFinder<sup>®</sup> Survey, the Easter Egg Hunt, Focus Groups, and Open House, and the Questionnaire – results in the creation of five main categories of input. These categories represent the thoughts and opinions of The Colony as a whole and should be viewed as the most consistent input gained throughout the Public Input process.

### **Image & Identity**

The most common theme throughout the Public Input process was the need to improve the City's image and identity. This was a double-faceted issue that included the need to improve the physical image of the city through beautification, art, gateway features, and signage as well as the need to improve the identity internally and externally of The Colony and its citizens. This latter facet includes improving community involvement, community spirit, and the City's reputation. Both the 2006 Survey and the Questionnaire showed these items having very low ratings and in need of improvement.

### **Trails**

As with image and identity, the continued provision of trails was something that was mentioned continually as an important improvement to make within the City. Often expressed was the need for these trails to connect schools, residences, and parks as well as the Lake and natural areas. In both surveys, this placed just under City image and identity in terms of importance.

### **Recreation / Community Center**

The provision of a facility that provides expanded recreational opportunities, flexible use space, and places for people to gather was another high-importance item. This was apparent in conversations and input at the Public Input Events as well as through the 2006 Survey and the Questionnaire.

## **Lewisville Lake & Natural Areas**

Because of its presence and the opportunities that it affords, the Lake and the natural areas that surround it and the creeks that feed the Lake were highly commented upon. The protection of and access to these areas are a high priority of the citizens of The Colony and rated as very important in the Questionnaire.

## **Youth, Families & Seniors**

Providing opportunities for recreation and enrichment of the diverse population of The Colony was the last high-priority item that was common across all of the Public Input process components. Expanded programming offered through the city and the provision of facilities indoor and outdoor that meet the needs of the full cross-section of the population of the City are paramount to the citizens.



## 4.7 Values & Goals

From the Public Input process, the Planning Team is informed about the priorities and needs of the citizens of The Colony and can then create goals for Community Development within the City. Because the Public Input forms the goals, which then shape the entire CDMP, this becomes a plan directly guided by the citizens of The Colony.

### Format & Method

The goals in this section are divided into five “Value Areas” which represent the broad statements describing what The Colony should be in the future. These can be seen as components of an overall vision for Community Development within the City. After each Value Statement, goals are listed which will help The Colony achieve each of the Value Areas. It is from these goals that decisions throughout the CDMP process are made, including performing needs assessments, setting target levels of service, making recommendations, and prioritizing recommendations.

#### 4.7.1 Identity

The citizens of The Colony value a city-wide Identity – an image and a sense of community. An identity for The Colony should include a strong, clear vision, it should unite the city, and it should be visible. An identity announces one’s arrival to the city, yet is also present within the core of the city. The identity will reflect the culture and history of the community and should be represented in a unique and artistic manner. An identity incorporates Lake Lewisville as a destination and visual attraction, maintaining The Colony’s image as the “City by the Lake.”

### Goals

- Make the City’s public spaces and buildings extraordinary & timeless to improve the physical form, quality, character, and image of The Colony.
- Develop a strategy for improving connectivity and access to the Lewisville Lake – one of The Colony’s greatest image-defining attributes.
- Pursue partnership opportunities to advance common planning initiatives, programs, and festivals to support economic development that will strengthen identity within the City.
- Ensure the solidarity of The Colony’s identity by having excellent maintenance and operation of parks, facilities, and streetscapes.
- Adequately fund identity-supporting projects / programs and support such projects and programs to a level that corresponds with their importance to the citizens of The Colony

### **4.7.2 Family & Community**

The citizens of The Colony value children, families, and seniors. This focus on the family is important to the social structure and community of the city. This culture of family-orientation should support community, safety, and education in recognition of the spiritual, creative, and educational welfare of children, families, and seniors. Building the self confidence, self awareness, and self esteem of youth positions them to become better adults and the next generation of citizens.

#### **Goals**

- Connect families and neighborhoods with the surrounding community through public spaces and programs.
- Enlist the aid of individuals, families, and community organizations to maintain parks, facilities, and other public areas to a standard that reflects the value to the community.
- Support the intellectual, cultural, and artistic needs of The Colony's children, families, adults, and seniors.

### **4.7.3 Diversity**

The citizens of The Colony value diversity – both of its citizenry and the physical city itself. Community involvement and the expansion of cultural and recreational activities should transcend the lines of gender, age, ethnicity, wealth, and physical and mental abilities. There should be a diverse array of activities accessible to all citizens of all backgrounds. It is important to meet the diverse needs of different citizens, but it is also important to bring these groups together. As the City has older districts and newer districts, so should there be a diverse array of opportunities for cultural, artistic, and recreational activity.

#### **Goals**

- Make the parks, recreation, and cultural arts system accessible to every citizen of The Colony – it should be well distributed throughout the City.
- Ensure that the system continues to meet the needs of the citizens of The Colony by providing varied recreational and cultural opportunities.
- Continually plan the parks, recreation, and cultural arts system and involve adequate citizen participation.
- Develop a community that offers a diversity of recreational, educational, social, cultural and community activities for all citizens in safe and pleasant environments
- Promote The Colony as a tourist destination that highlights the lake, sports facilities, and other amenities that draw in people from outside the community.

#### **4.7.4 Health & Fitness**

The citizens of The Colony value health and fitness. Opportunities for exercise, wellness, and recreation should be accessible to improve the public health of the city and to fight obesity in children, youth, and adults. Different types of opportunities should be provided to meet the health & fitness needs of differing user groups.

##### **Goals**

- Provide varied recreation activities that promote exercise opportunities for citizens of varying abilities and experience.
- Provide organized sports and athletics activities for those that prefer more structured exercise.
- Provide opportunities for mental and spiritual health development and maintenance / preservation.

#### **4.7.5 Nature**

The citizens of The Colony value the natural environment, which is most abundant along the shoreline of Lewisville Lake and along creeks and lowland areas that feed into the Lake. Natural open space is valued for its recreational use as well as its importance to the health of the city. The citizens value the preservation and accessibility of open space.

##### **Goals**

- Establish a strategy for the acquisition, preservation, and protection of open space, cultural landscapes, and natural resources.
- Utilize creek corridors, which are most representative of the natural landscape in this region, as areas of prime preservation.
- Activate citizens, interest groups, and businesses in preserving natural landscapes.
- Develop practices within the City that serve to protect and enhance the natural environment of The Colony for present and future generations.
- Provide adequate access to Lewisville Lake so that citizens can experience the lake and the natural areas surrounding it.