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Citizen Bond Committee

“Listening Meetings”

Tuesday, July 19, 2016



Listening Meeting Overview

Bond
Ideas

Live
Polling

Q&A
Session



2016 Process Timeline



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February/March

Citizen Bond
Committee created with
17 members from
44 applicants

Subcommittees set

- Arts & Culture
- Communication
- Economic Development | Commercial
- Economic Development | Residential
- Parks & Recreation
- Public Safety

Review existing
project proposals,
Citizen Satisfaction
Survey, State of the City

April/May

Bond committee
Website is live

Request public's
project suggestions

Committee reviews new
and existing proposal ideas

June/July

Project suggestions
closed

Committee finalizes
project proposals

LIVE



WORK



PLAY



AND...



Quick Notes



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2014/15 Citizen Satisfaction Survey: Areas For Improvement

- Revitalize residential and retail areas
- Provide pathways (sidewalks, trails, bike paths)
- Public Safety

2016 Public Input Results

- Restaurant/Retail Improvement
- Sidewalks and Trails
- Farmers Market capital improvements
- Demo/Rebuild Program
- Dog Park
- Home Improvement Program
- Farmers Market Policies/Programs
- Police Policies
- Code Enforcement

City's tax base is 80 percent commercial





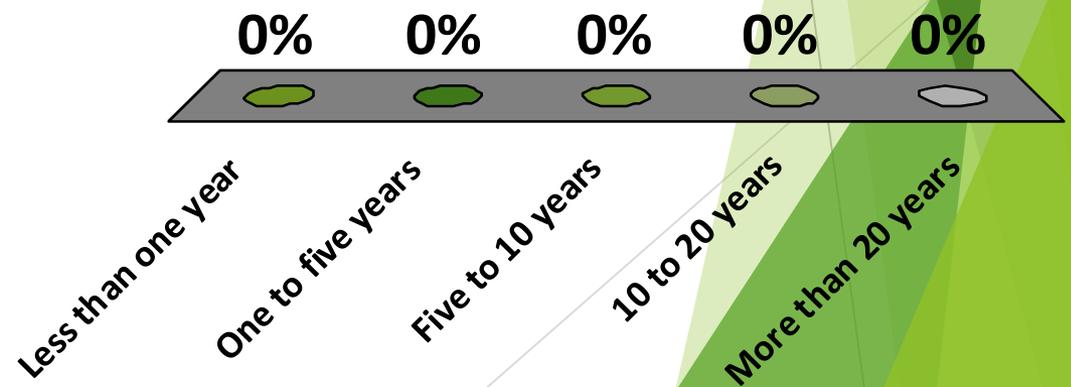
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Test Poll Question



How long have you lived in Farmers Branch?

- A. Less than one year
- B. One to five years
- C. Five to 10 years
- D. 10 to 20 years
- E. More than 20 years





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Bond Ideas





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Public Safety: Fire Station #2 Relocation



Public Safety: Fire Station #2 Relocation



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Moving the aging Fire Station at Spring Valley Road & Vitruvian Way to a newly designed and developed facility across from Brookhaven College Campus, at Valley View & Alpha

- Existing facility built in 1974
- Location surrounded by Addison on three sides
- Cramped, outdated living quarters for Firefighters
- Increasing upkeep demand and expenses



Public Safety: Fire Station #2 Relocation



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New Location

- Faster call response to more equalized protection zones
- Location based on 2012 call volume study
- Broader protection for future City development
- Potentially higher ISO rating for local businesses
- Estimated Cost: \$5.5M





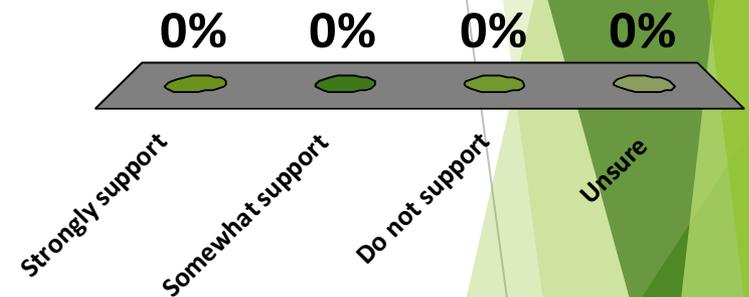
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Fire Station #2 Polling



Would you support relocating Fire Station #2 if it meant faster response times for emergency situations?

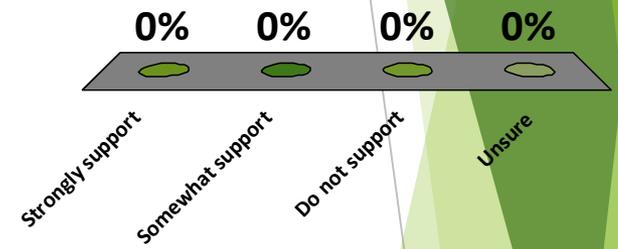
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Fire Station Relocation

Would you be in favor of relocating Fire Station #2 if it meant we could better serve our current residents as well as accommodate future residential and commercial growth?

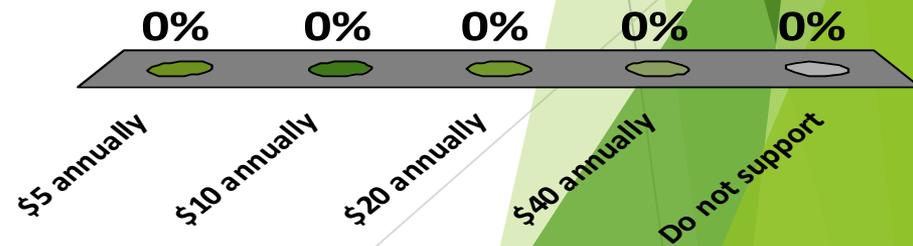
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Fire Station Relocation

Based on your level of support, what would you feel is a reasonable tax increase for relocating Fire Station #2?

- A. \$5 annually
- B. \$10 annually
- C. \$20 annually
- D. \$40 annually
- E. Do not support



Fire Station Relocation



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Economic Development Residential Projects





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Economic Development | Residential Neighborhood Renaissance Project 1

Demo/Rebuild Incentive Program

Proposing \$10,000 grant + seven years forgiveness of the difference in city property taxes, to demo an existing house and rebuild a new one

- Increases aesthetics of city with newer homes
- Encourages repairs on remaining houses
- Covers all areas of Farmers Branch
- \$10,000 grant up from current amount (\$7,500)
- New home value up average of 300 percent compared to previous value
- Program not currently funded
- \$1M - \$2M



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Economic Development | Residential Neighborhood Renaissance Project 2



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Revitalization Fund



A fund used specifically for the city to purchase distressed homes, demo them, then return the vacant lots to the market for sale to private individuals to then rebuild a single family structure

- Typically used on houses that are not meeting code standards
- Not for most citizens, but affects everyone
- Increases the aesthetics of the entire city
- Promotes renewed home stock for neighborhoods
- \$6M - \$8M to fund 50 lots over the next 7 years

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Economic Development | Residential Neighborhood Renaissance Project 3

City Branding



A fund to unify the identity of the city and its neighborhoods by making them more aesthetically appealing and distinct

- Adding neighborhood markers to street sign toppers
- Further develop city entrance points to better announce Farmers Branch city boundaries
- Updating lighting poles on major thoroughfares with consistent poles and modern LED bulbs
- \$2M - \$4M

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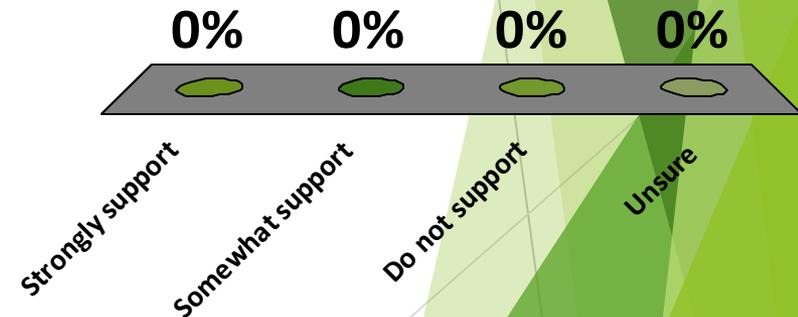
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Economic Development Residential Polling



Would you support a reconstruction incentive program for homeowners to renew aging housing stock in the city?

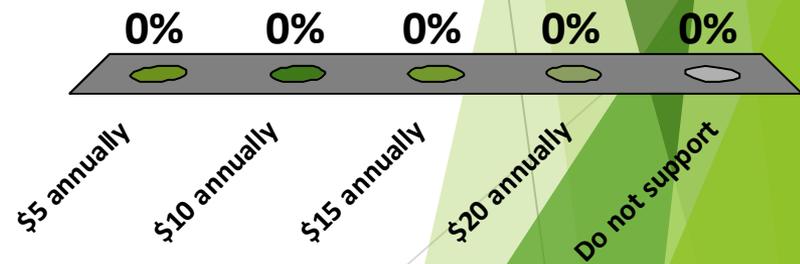
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Economic Development | Residential

What do you think is a reasonable tax impact for the Reconstruction program?

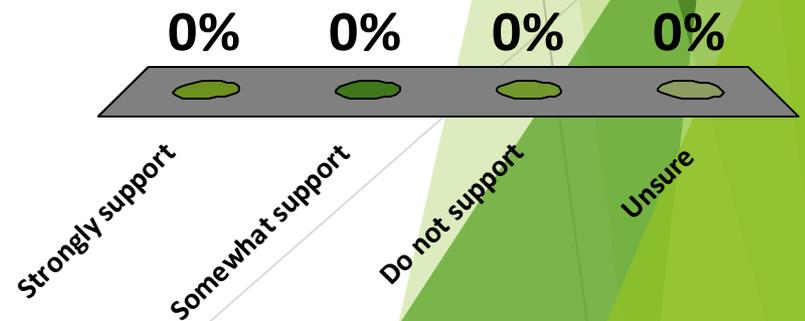
- A. \$5 annually
- B. \$10 annually
- C. \$15 annually
- D. \$20 annually
- E. Do not support



Economic Development | Residential

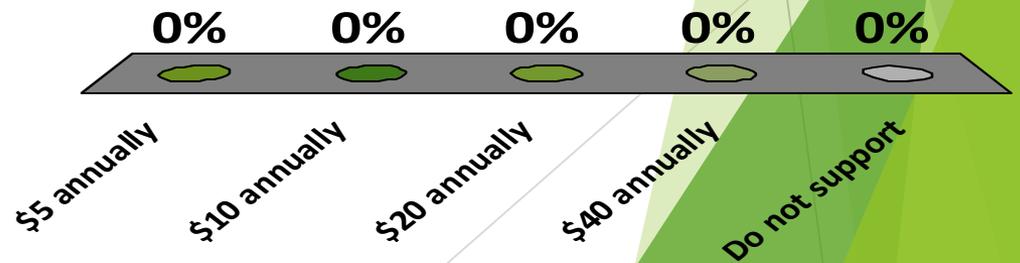
Would you support the continuation of a revitalization program for the city to purchase distressed homes, if new homes were to be built in their place?

- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



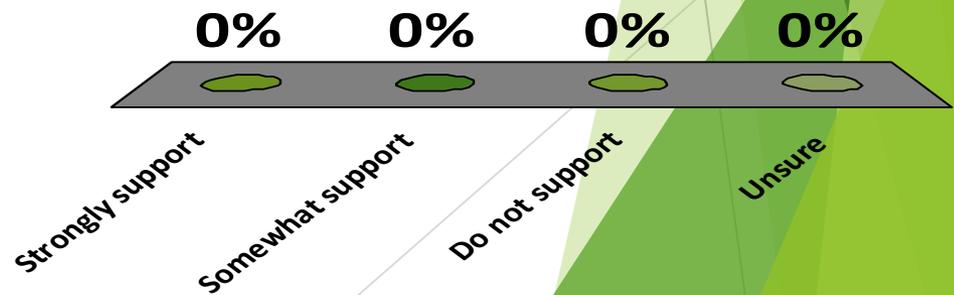
What do you feel is a reasonable level of support for a revitalization initiative that maintains neighborhood standards?

- A. \$5 annually
- B. \$10 annually
- C. \$20 annually
- D. \$40 annually
- E. Do not support



Would you financially support a project that furthers the identity of the city and improves the uniqueness of its boundaries and neighborhoods?

- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure





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Arts & Culture Projects





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Arts and Culture Project 1:

Renovate & Expand Manske Library



Annual patronage now exceeds 250,000

Proposal represents first major investment in the library in 30 years

Meets needs for expanded technology, meeting and special-use areas

Maximizes public investment in land, building and unique setting

Doubles functional layout of existing space and expands core library services

- Renovate existing 35,000 SF building w/ basic repairs to roofing and electrical systems.
- Add building extension for public use meeting/training/study rooms, additional computers, dedicated children and teen areas, and an expanded art gallery.
- \$10M - \$15M

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Arts and Culture Project 2:

Animal Adoption Center



The existing animal adoption center is consistently over-capacity, in part because the original facility design was scaled back during initial construction.

Most immediate need is for a separate and specialized area for intake and quarantine of stray animals, reducing health and safety risks.

Add space to evaluate, spay/neuter & house pre-adoptive animals prior to placement in the current facility.

- Renovate an existing City facility to provide intake, quarantine and additional capacity for pre-adoptive animals.
- Possibly occupy current Fire Station #2
- \$1M - \$2M

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Arts and Culture Project 3:

Completion of Firehouse Theater Expansion



- Renovate existing Firehouse Theater for current and future theatrical and non-theatrical uses, including a signature design style that can be applied other art hub/areas

• \$1M - \$2M

Attendance at City-supported theater productions have reached record levels

Existing facility (formerly Firehouse #1), was partially renovated, but funds to complete the project were not available

Proposal will complete renovations, and expand functionality for non-theatrical uses (music, presentations, lectures)

Establishes the Firehouse Theater facility as the community hub for performing arts

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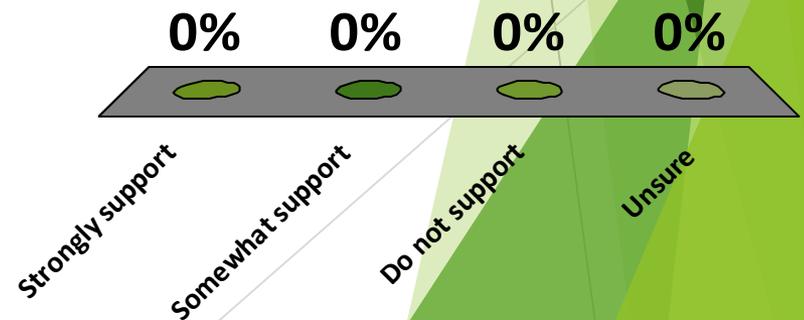
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Arts and Culture Polling



If technology is constantly changing and improving, do you feel a library should also be changing and improving to keep up?

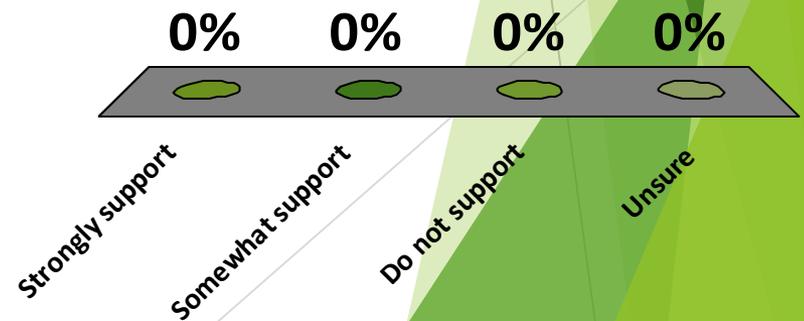
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Library Improvements

Would you support a plan to improve a library that has not seen major renovation in over 30 years?

- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure

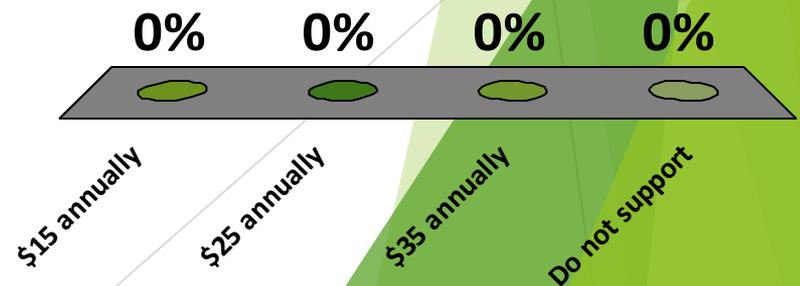


Library Improvements

Based on your support, what level of tax increase would you be willing to accept to make sure current and future library demands are met?

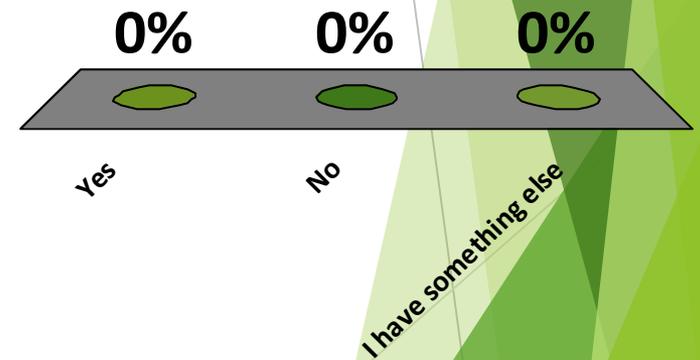
- A. \$15 annually
- B. \$25 annually
- C. \$35 annually
- D. Do not support

Library Improvements



Do you currently have a dog or a cat in your household?

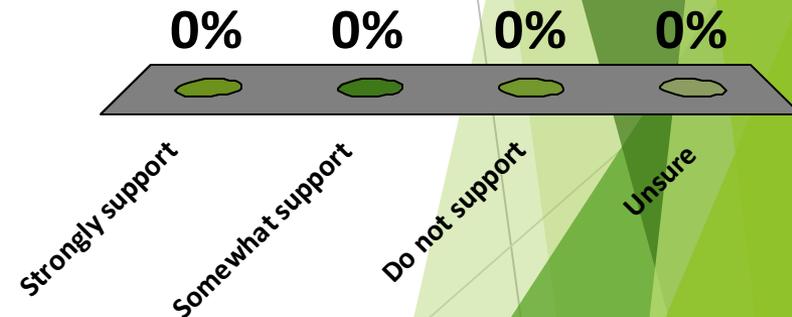
- A. Yes
- B. No
- C. I have something else



Animal Adoption Center Expansion

If you knew that no adoptable animals are euthanized at the Farmers Branch Animal Adoption Center, would you support a program to expand the facility to better process and adopt out more animals?

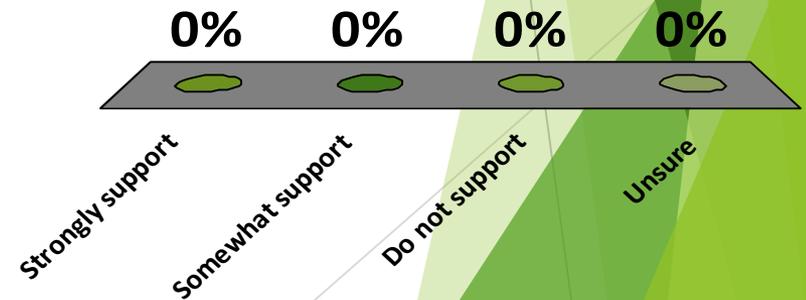
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Animal Adoption Center Expansion

Do you support the city's efforts to bring fun and entertaining programs to residents and visitors?

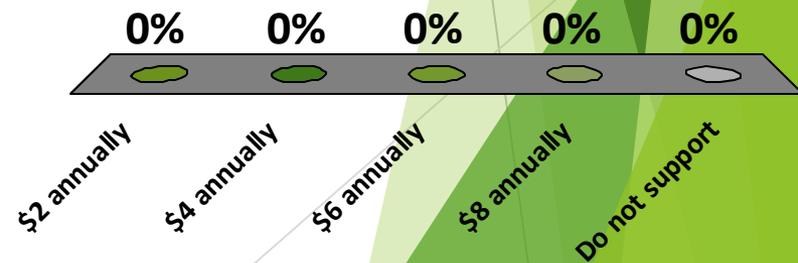
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Firehouse Theatre Expansion

Based on your support of the city's arts & entertainment programs, what would you consider approving as a tax increase to further fund the arts & related facilities?

- A. \$2 annually
- B. \$4 annually
- C. \$6 annually
- D. \$8 annually
- E. Do not support



Firehouse Theatre Expansion



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Parks & Rec Projects



Parks & Rec Project 1: Trails Master Plan



- Long term plan to improve biking and walkability throughout Farmers Branch
- Sustainable plans that support future growth are needed

East - West
connection
plan to link
the City's
parks and
trails system

Promotes a
variety of
mobility
options for
residents and
visitors

Encourages
healthy living
and greener
environmental
practices

Enhances
existing
parks, trails,
sidewalks and
roadways

\$4M-\$6M



Parks & Rec Project 2: The Grove @ Mustang Crossing



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Develop more permanent structures for Farmers Market, Taste & Tunes, and future events

Proposed structures include paved walking/vendor areas, restrooms, and a playground

\$500k-\$750k

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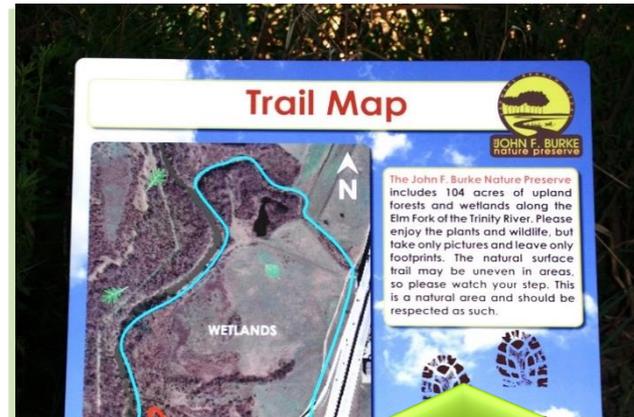
Parks & Rec Project 3: John F. Burke Nature Preserve



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- Enhance awareness of wetlands and natural areas
- Provide educational opportunities for area youth



- Add pavilion space
- Expand walking trails
- \$3M - \$5M

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Parks & Rec Project 4: Event Space @ Historical Park



Create event space to allow weddings & receptions to be held at the Historical Park

Expand parking spaces for FB events

\$6M-\$7M

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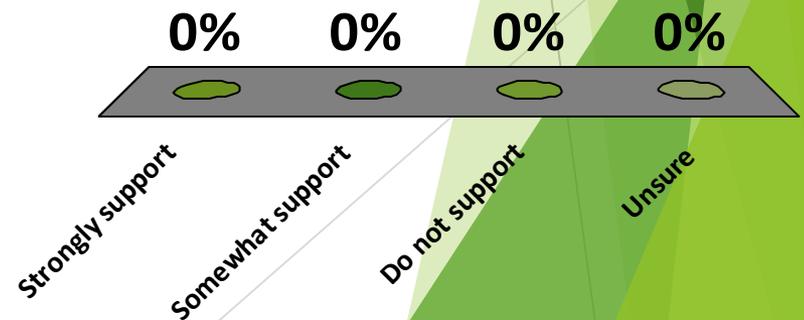
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Parks & Rec Polling



Would you support a master trails program throughout the city, linking neighborhoods and commercial centers, affording citizens a variety of mobility choices for outdoor recreation and commuting?

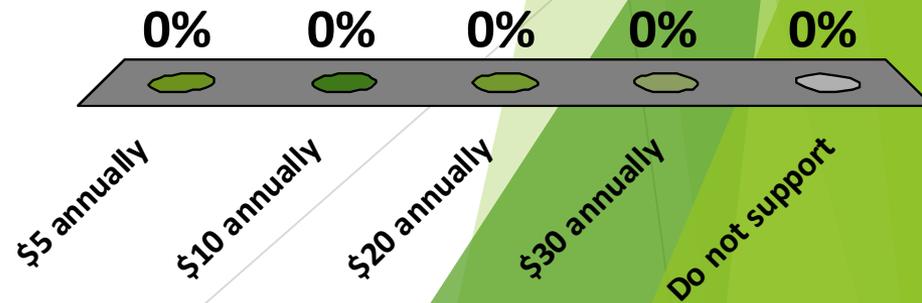
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Trails Plan

What do you believe is a reasonable expectation of tax impact for this project?

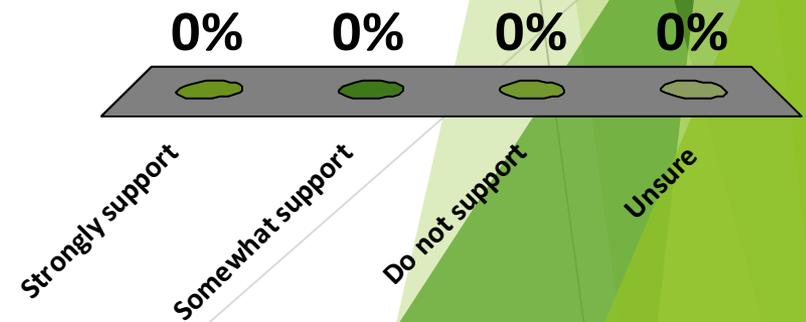
- A. \$5 annually
- B. \$10 annually
- C. \$20 annually
- D. \$30 annually
- E. Do not support



Trails Plan

The Historical Park has seen a lot of activity in recent years. Would an event space that allows for large private and public events be a good addition to the park?

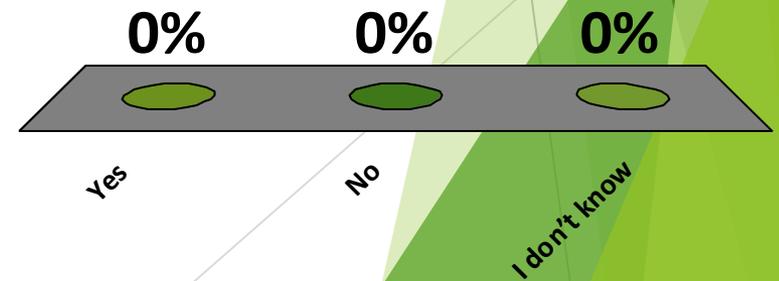
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Historical Park

Would you feel stronger if the proposed event space was “period-similar” to the rest of the park, like a historic Texas Dance Hall?

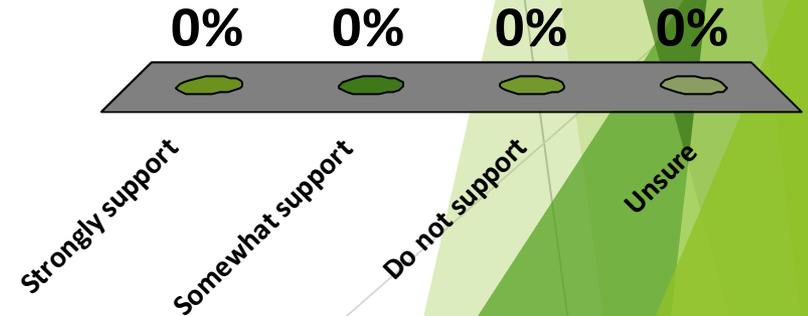
- A. Yes
- B. No
- C. I don't know



Historical Park

Do you want the City to develop more permanent facilities for outdoor events @ The Grove, and improve walkability and land use?

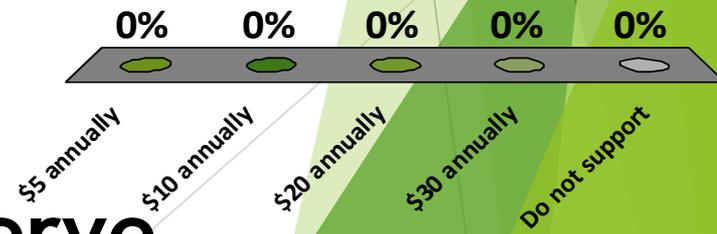
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



The Grove @ Mustang Crossing

As Farmers Branch is the “City in a Park,” what would you support as a tax increase to conserve the John F. Burke Nature Preserve for the green spaces, wilderness, and education potential?

- A. \$5 annually
- B. \$10 annually
- C. \$20 annually
- D. \$30 annually
- E. Do not support



John F. Burke Nature Preserve



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Economic Development Commercial Projects



Economic Development | Commercial Project 1: Station Area Improvements



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The station area is growing more and more in popularity, with a large portion still undeveloped or occupied by eye-sore buildings.

Funding to kick-start larger development plan for Valley View, east & west of I-35E

Develop downtown space on Pike Street, just south of Valley View

Grand entrance and unique eye-catching designs for area features

Centrally located for the DART Station, Historical Park, City Hall, Firehouse Theater and surrounding points of interest

Includes plans for restaurants, mixed retail, expanded parking, nighttime entertainment

\$11M - \$16M



Economic Development | Commercial

Project 2: Four Corners



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- Multiple owners at the Four Corners shopping centers
- Revitalize decaying shopping spaces in phases
- Phase 1: Committee recommends focusing on the SW corner of the existing retail space



Designed to promote restaurants & entertainment options to the centers



Add street for mixed use residential living and retail



Defines path to overall completion of the Four Corners center



\$2M - \$4M

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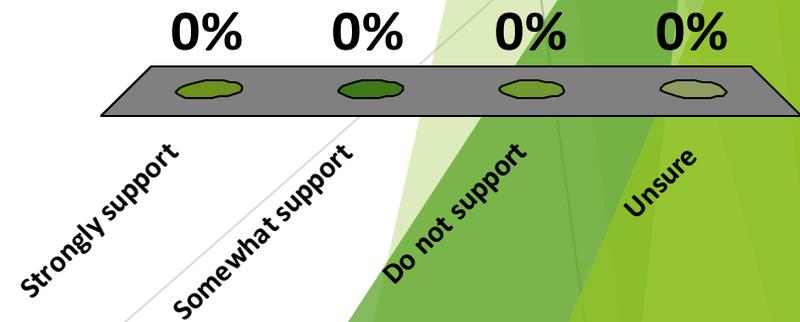
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Economic Development Commercial Polling



Would development of the East side of Valley View & I-35E into a defined downtown community space with unique dining and shopping, be of interest to you?

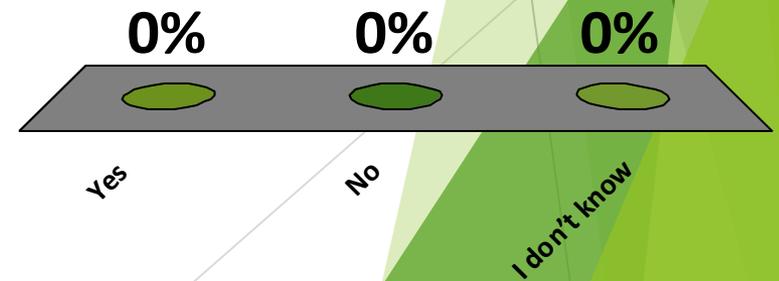
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



DART Station Area

Do you think such a project would positively impact revenue for the City?

- A. Yes
- B. No
- C. I don't know

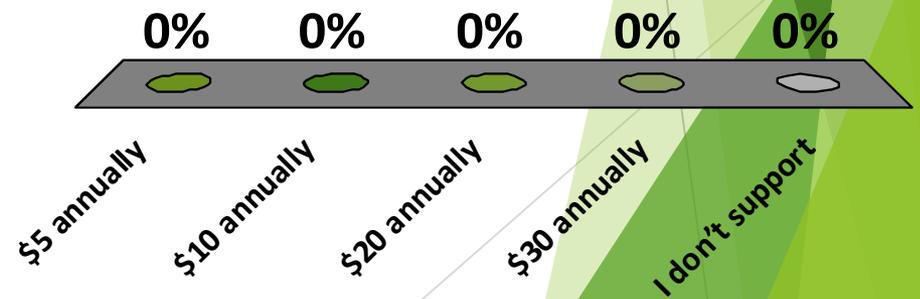


DART Station Area

Knowing the project is for a key downtown development, how much would you expect to contribute to the tax rate for a project of this scale?

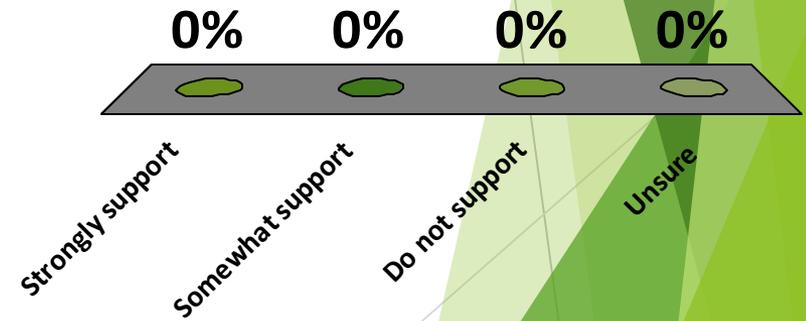
- A. \$5 annually
- B. \$10 annually
- C. \$20 annually
- D. \$30 annually
- E. I don't support

DART Station Area



Is revitalizing the Four Corners shopping area, with refreshed retail, restaurants and residential, a proposal you would be willing to support?

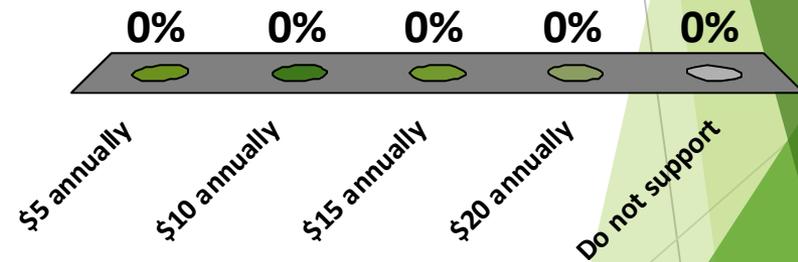
- A. Strongly support
- B. Somewhat support
- C. Do not support
- D. Unsure



Four Corners SW

What do you think a project like this should cost to you as the taxpayer?

- A. \$5 annually
- B. \$10 annually
- C. \$15 annually
- D. \$20 annually
- E. Do not support



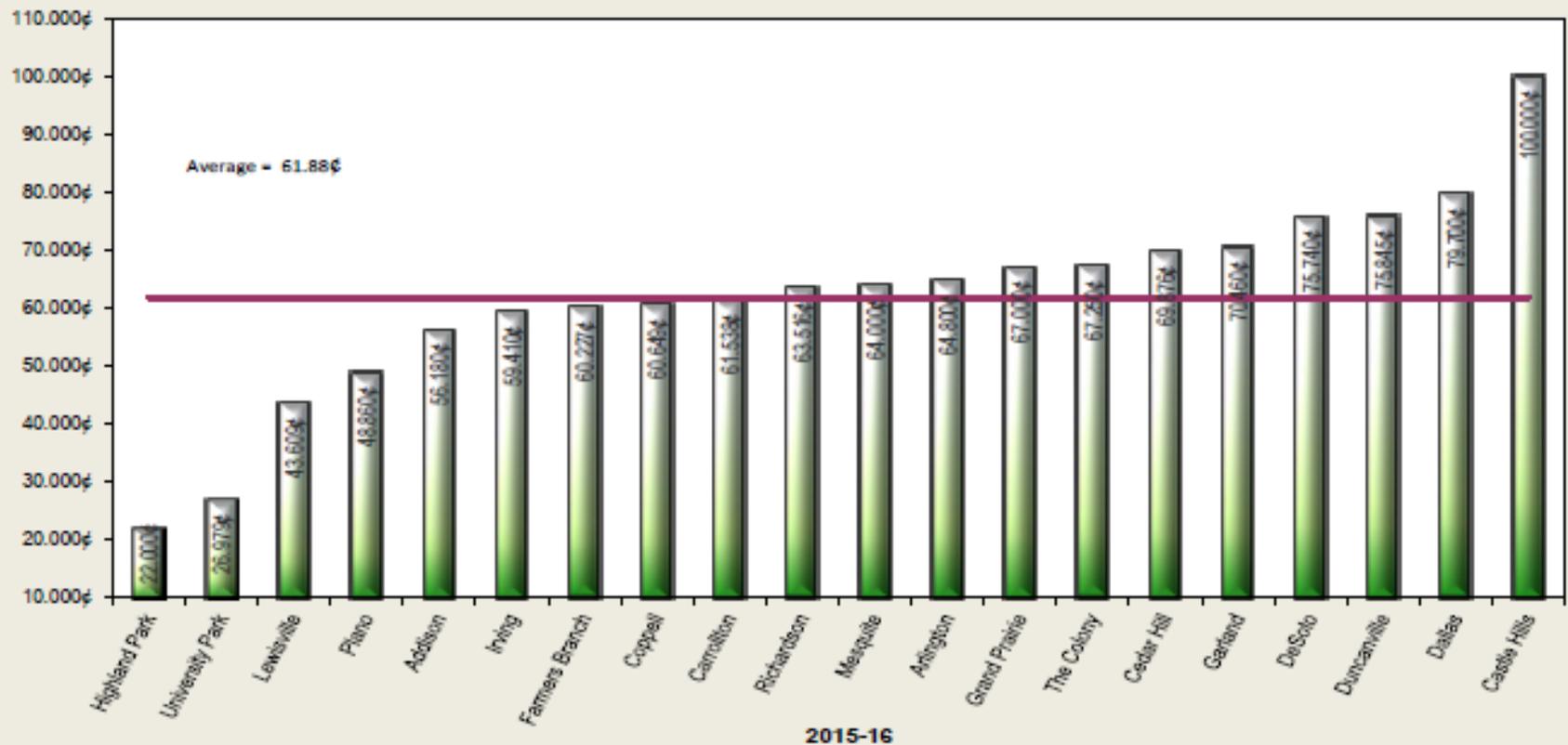
Four Corners SW



Tax Rate Comparison



MUNICIPAL TAX RATE COMPARISON within Dallas area (per \$100 assessed valuation)



Rates are preliminary.



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Q&A Roundtable



Q&A Roundtable

Public Safety

- Fire Station #2 Relocation

Economic Development - Residential Subcommittee

- Demo/Rebuild Program
- Revitalization Fund
- City Branding

Arts & Culture Subcommittee

- Manske Library Expansion
- Animal Adoption Center Expansion
- Firehouse Theater Expansion

Parks & Recreation Subcommittee

- Trails Master Plan
- The Grove @ Mustang Crossing
- John F. Burke Nature Preserve
- Historical Park Event Space

Economic Development - Commercial

- Station Area Improvements
- Four Corners Development



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