City of Ferris

2050 COMPREHENSIVE PLAN

Draft for Staff Review - February 8,2023

Kimley»Horn

FERRIS TEXAS *Distinct By Design*

ACKNOWLEDGMENTS

City Council

Fred Pontley - Mayor
Tommy Scott - Mayor Pro Tem/Councilperson Place 3
Clayton Hunter - Councilperson Place 1
Norman Heckathorn - Councilperson Place 2
Jay Walsh - Councilperson Place 4
Norris Elverton - Councilperson Place 5

Comprehensive Plan Advisory Committee (CPAC)

Kelly Harris
T.J. Knight
Charlie Hatfield
Fred Pontley
Tommy Scott
Matt Craig
Earlene Jackson
John Newell
Chad Newsom
Brett Hess
Barbara Pardue
Waynes Chan

City of Ferris Staff

Brooks Williams - City Manager
Mike Grace - Chief Economic Development Office

Consultant Team

Kimley-Horn

Daniel Acevedo, AICP - Project Manager
Madison Graham, AICP - Deputy Project Manager
Mark L. Bowers, ASLA, AICP, LEED AP BD+C
Haley Carruthers
Nick Summerlin
Jaric Jones
Rogelio Lopez

Strategic Community Solutions

Karen Walz, FAICP

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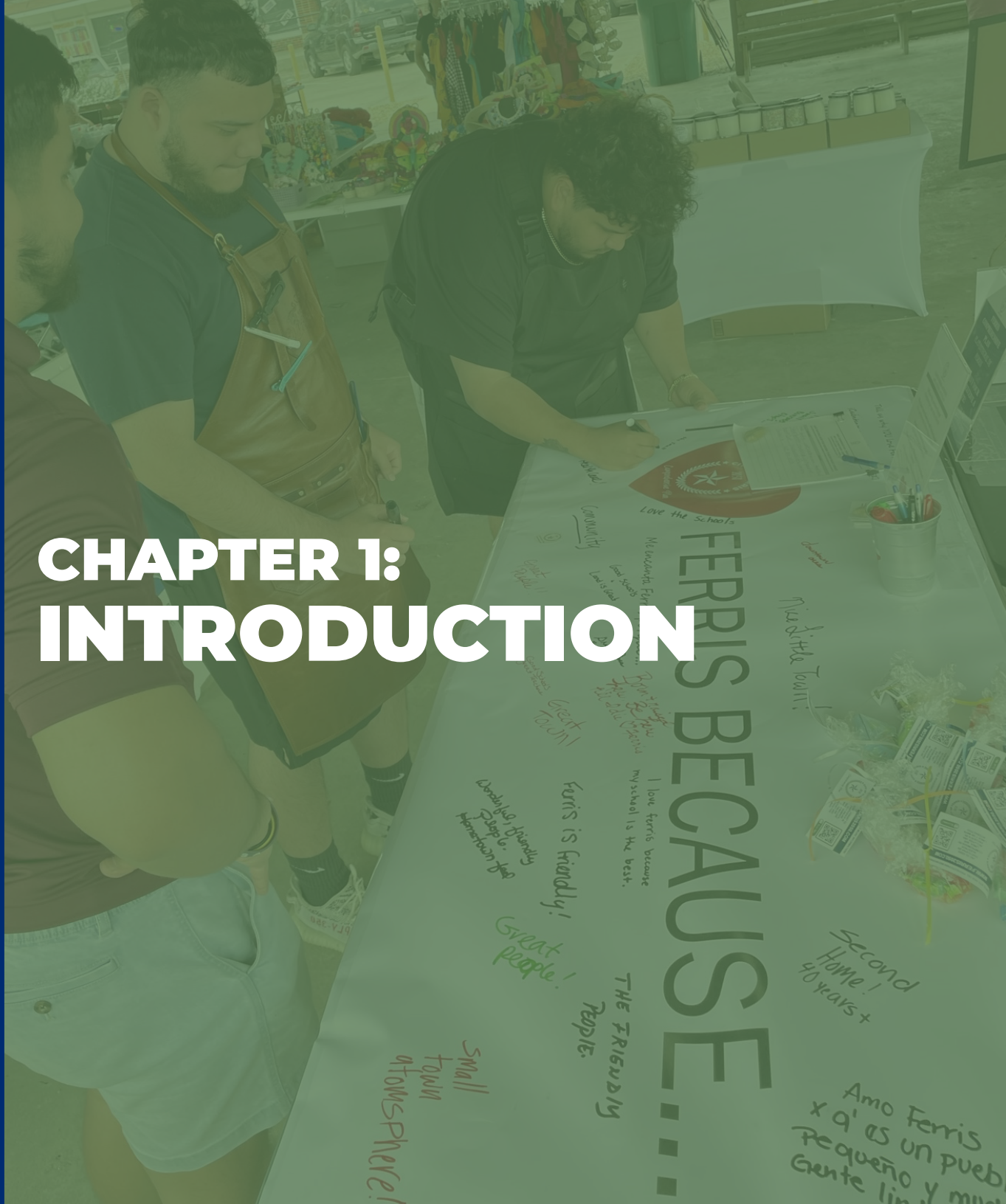
CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 1: INTRODUCTION



Ferris Today

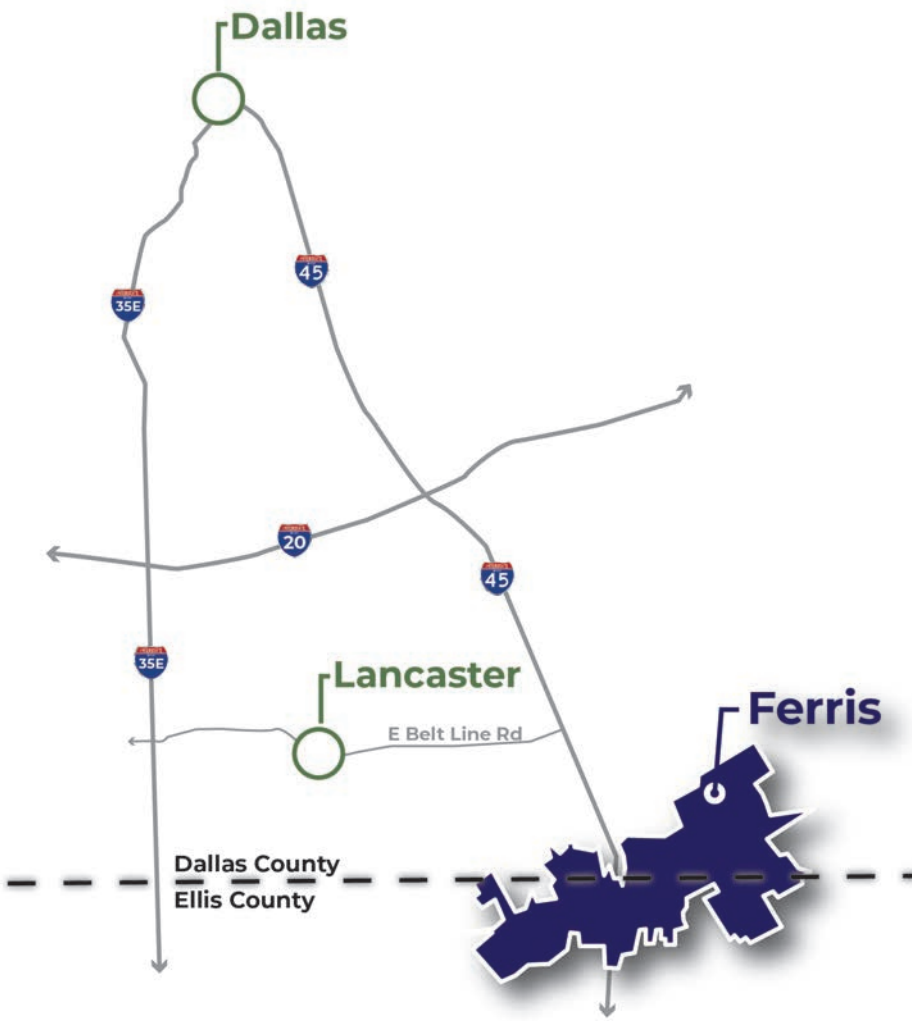
Location

The City of Ferris is located southeast of Dallas, roughly 20 minutes from Downtown Dallas. The city sits in both Ellis and Dallas County. Ferris is home to about 4,600 residents. **Figure 1.1** displays the regional context map, showing where Ferris is in the Dallas-Fort Worth metroplex. The main interstate that bisects the City is Interstate 45 (I-45). This highway is a main thoroughfare connector from Dallas to Houston. Interstate 45 serves regional visitors that are traveling north and south in Texas.

Although much of the terrain in Ferris is predominately flat and homogeneous, the Ten Mile Creek runs through the north side of the city creating different natural landscapes from the rest of the city. The Skyline Landfill, water tower and the Old Brickyard Golf Course serve as a key locators prompting people to know they are passing through Ferris.

Downtown Ferris

Figure 1.1 | Regional Context Map



Brief History

Settlements in both Dallas and Ellis County started in the early 19th century. A local family deeded about 100 acres for the creation of a town and railway station. The town was then named after Judge Justus Wesley Ferris of Waxahachie who handled the transaction. Ferris was incorporated on September 30th, 1882. By this time the population had grown to 300 people.

Moving into the 20th century, the population grew to approximately 300 people. With the introduction of the interurban railroad running from Dallas to Corsicana, Ferris started to see more activity. During this time more than 20 businesses and other establishments were located in Ferris, including a post office, gristmills, cotton gins, four churches, and a school. In 1914, there were six brick plants in Ferris that benefited from the area's mineral rich soil. By the 1920s Ferris was producing 350,000 bricks each day and shipping them all over the nation. By the 1950s, Ferris was known locally as the "Brick Capital of the Nation". By the 1960s, the population had risen to just over 1,800 people.

Today, Ferris still celebrates its legacy and holds an annual brick festival every year at the end of April.

Source:https://www.ferristexas.gov/about/pages/history-ferris#:~:text=Ferris%20was%20incorporated%20on%20September,Brick%20Capital%20of%20the%20Nation%22.

Current Context

Ferris is a first ring community outside the City of Dallas. With Dallas being one of the fastest growing regions in the nation, the City of Ferris has continued to see growth into the 21st century. Interstate 45 is a major connector for the entire region, thus positioning Ferris well for potential growth and capture of regional visitors. While the City itself is 4.78 square miles, its context within the region plays a large role in future growth.

Central Ferris has a gridded street network. This is the location of Downtown Ferris that attracts most of the City's retail and community events. Around Downtown are some older retail and residential developments. Most of the City's undeveloped land is located in the extra-territorial jurisdiction (ETJ). Newer homes are being built in the City's ETJ.

Ferris' community differentiators can be seen through all its available land and small-town community charm. The landscape is optimal for future development and the creeks provide unique character for scenic elements. Currently, Downtown Ferris provides a local anchor for residents and visitors. This is where most of the events and festivals occur. The downtown area is home to several locally run stores and restaurants. The gridded streets provide easy mobility and connectivity to most of Ferris's key destinations. This close-knit community layout provides a great foundation for the city.

Ferris High School

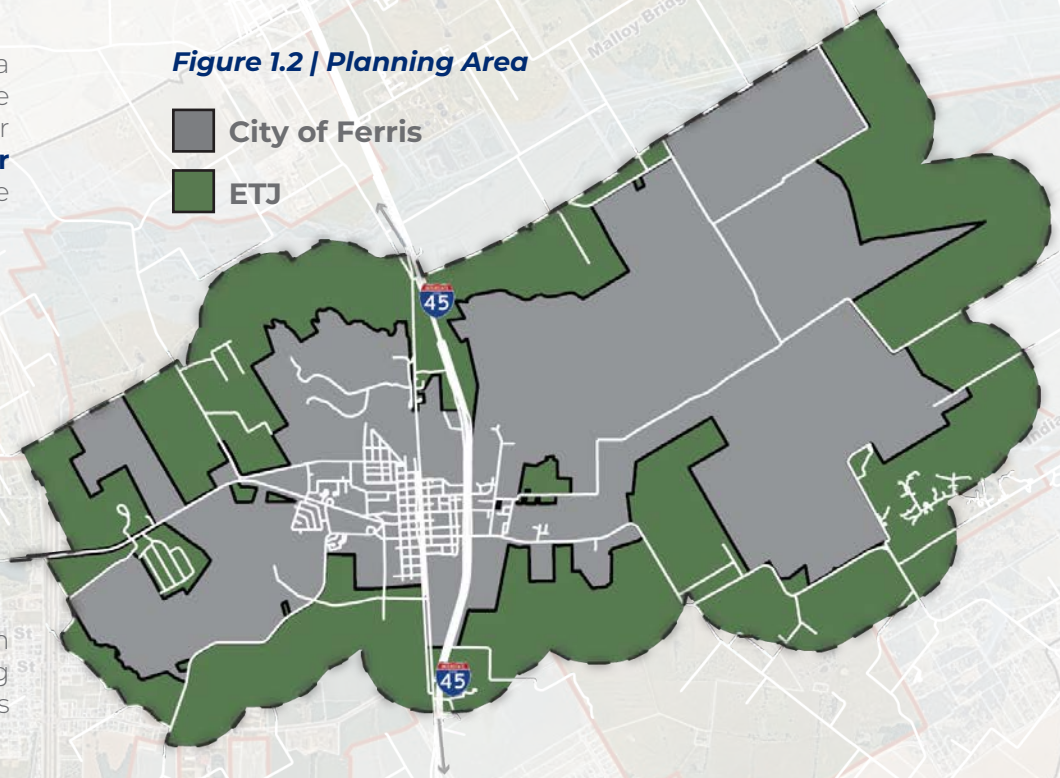
What is a Comprehensive Plan?

A comprehensive plan helps serve the community as a guiding document for future development. While the comprehensive plan states the community's vision for the future, **it does not constitute zoning regulations or establish zoning district boundaries**. Topics that will be discussed in a comprehensive plan include:

- **Land Use**
- **Transportation and Mobility**
- **Economic Development**
- **Housing and Neighborhoods**
- **Downtown**
- **Stormwater Management Strategy**
- **Community Services**
- **Parks and Open Space**

The study limits for the Ferris 2050 Comprehensive Plan includes the full jurisdiction of the City of Ferris, including the City Limits and Ferris' extra-territorial jurisdiction (ETJ) as shown in **Figure 1.2 Planning Area**.

Figure 1.2 | Planning Area



Planning Process

Each comprehensive plan is unique in its components and development. The **Ferris 2050 Comprehensive Plan** was tailored to the community's needs. **Figure 1.3** illustrates the four phases for the planning process and timeline of events.

Phase 1: State of the City
Includes examination of the existing conditions of Ferris which included an assessment of physical features and population characteristics.

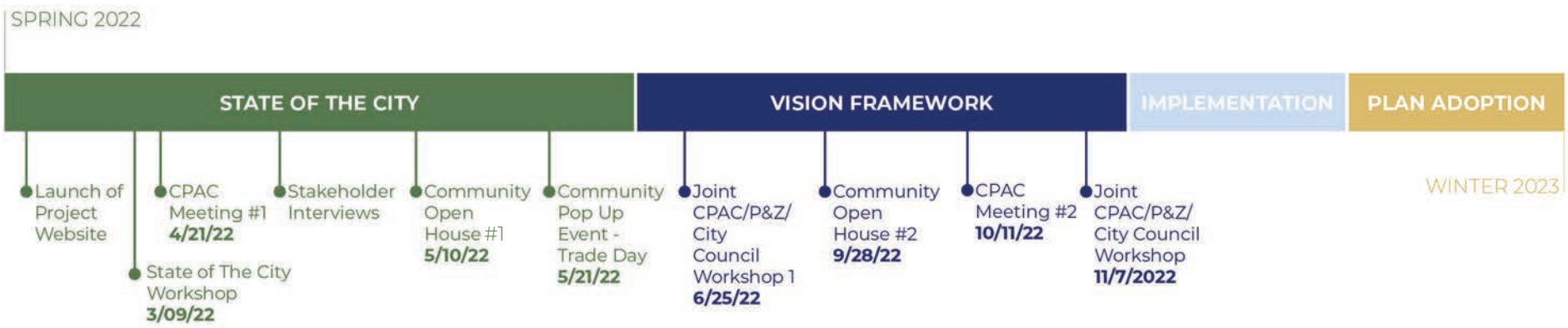
Phase 2: Vision Framework
Involves public engagement and stakeholder meetings to develop a vision for the plan. This also included the development of plan topics and recommendations.

Phase 3: Implementation
Involves final report development and creating the implementation strategy for the plan recommendations.

Phase 4: Plan Adoption
Involves a review of the draft plan and the final approval of the report.

Community Pop-Up Event: Trade Days

Figure 1.3 | Planning Process and Timeline



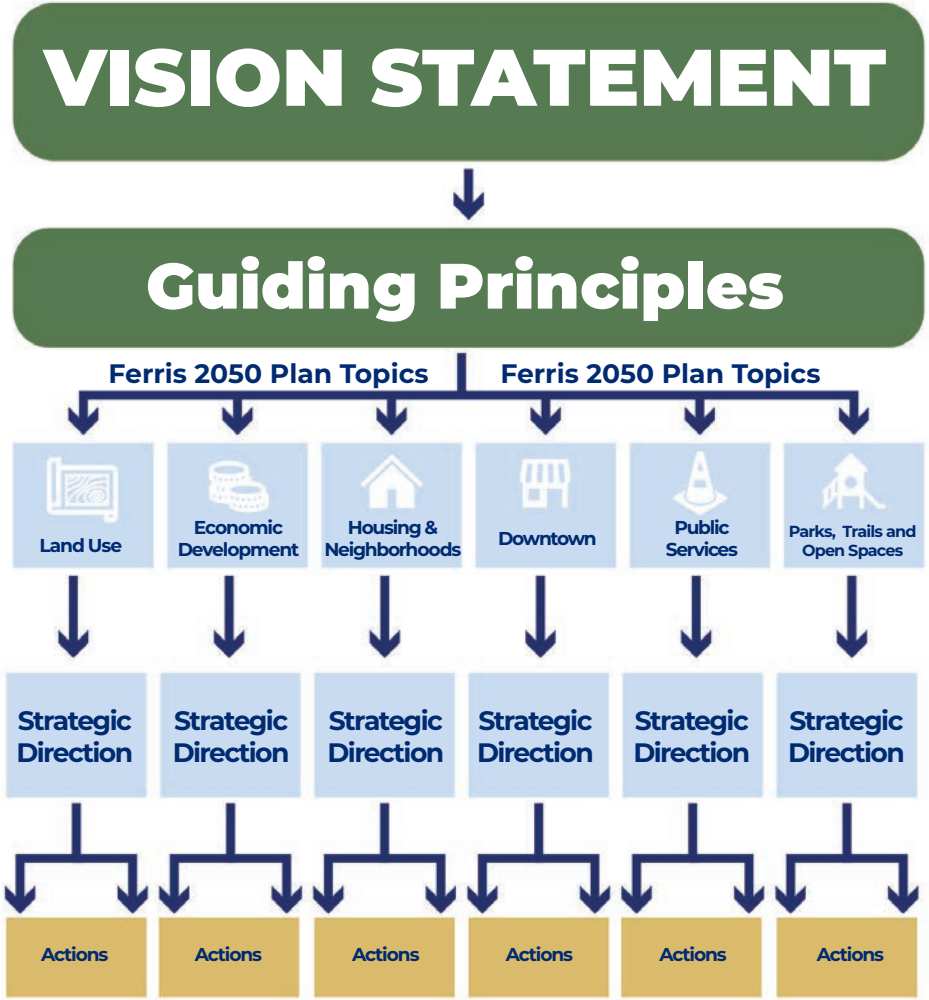
How to Use this Document

The **Ferris 2050 Comprehensive Plan** is a guiding document to future development and policy decisions made by City staff, the Planning and Zoning Board, City Council, and other local governing or advisory bodies. As Ferris experiences growth, the comprehensive plan is an important tool to be leveraged to ensure new development fits the community backed vision outlined in this plan. When new development proposals are submitted, the City will use the framework established in the **Ferris 2050 Comprehensive Plan**.

The foundation of this document was built by community engagement. The vision statement, guiding principles, strategic direction, strategies and actions were created through compiling feedback heard from the public during the lifespan of the plan.

Figure 1.4 displays the hierarchy of guidance for the document. The vision statement and guiding principles found in **Chapter 2**, page 23, are the overarching concepts that inform the entire plan. The plan is then divided by topic: **Land Use, Economic Development, Housing and Neighborhoods, Mobility, Downtown, Public Services, and Parks, Trails, and Open Space**. The description of each chapter can be found on page 12. For each topic there is strategic direction that outlines future policy. Where the guiding principles are high level concepts for the entire document the strategic direction for each topic is more specific guidance for each topic. The strategies and actions are measured steps that are byproducts from analysis and community engagement. The strategies and action items are what build the implementation matrix found in Chapter 10. The implementation matrix outlines time frame and high level planning cost associated to each action item.

Figure 1.4 | Plan Structure



Chapter 1: Introduction
This chapter outlines the key facts about the comprehensive plan and the overall planning process.

Chapter 2: Community Vision
Public engagement is a vital part of the planning process and lays the foundation for the entire plan. This chapter describes the community's vision and outlines the variety of public engagement efforts done throughout the planning process. The vision statement and guiding principles can also be found in this chapter.

Chapter 3: Future Land Use
This element is the anchor for most of the recommendations for the future development of Ferris. The future land use chapter reviews the existing conditions and updates it with a place-based approach. A place-based approach utilizes placetypes to provide more flexibility for future development. This chapter will show alternative land use scenarios presented to the public and the preferred future land use scenario that will influence future policy.

Chapter 4: Economic Development
This chapter will outline economic development strategic direction for Ferris and identifies catalyst projects that can help spark new investment and growth.

Chapter 5: Housing and Neighborhoods
This chapter will examine the existing conditions of housing, neighborhoods, and planned developments in Ferris.

Chapter 6: Mobility
This chapter reviews existing transportation in Ferris and updates the Thoroughfare Plan with new road classifications, proposed connections, and updated cross sections.

Chapter 7: Downtown Ferris
This chapter will review the strategic direction for Ferris outlined in the **Ferris Downtown Master Plan** and makes recommendations to support a seamless integration with other areas of town.

Chapter 8: Public Services
This chapter will outline a strategic direction for the City's services and facilities, including Ferris' infrastructure, civic services, and water, sanitary sewer, and stormwater management practices.

Chapter 9: Parks, Trails and Open Space
This chapter will review existing parks, trails and open space in Ferris and make recommendations on ways to future expand the park and trail network throughout the City.

Chapter 10: Implementation
All the actions recommended at the end of chapters three to nine will be combined into an action matrix. This matrix will provide specifics on planning level cost, time frame and potential partnerships. This chapter will also outline funding opportunities.

Ferris CPAC Meeting #1

CITY OF FERRIS
2050
Comprehensive Plan

CHAPTER 2: COMMUNITY VISION

Community Profile

Demographic Profile

Understanding the demographic makeup of a community is a key part of the planning process. Demographics are statistical data points that describe the characteristics of a population. Examples of population-based data points include age, race, and sex. Demographic data that describes socioeconomic information includes employment, education, and income. Demographics help understand the existing population in Ferris and how that might inform future recommendations and needs. The data source used for the demographic profile is pulled from ESRI's Business Analyst in 2021 and the American Community Survey 5-year estimates for 2021.

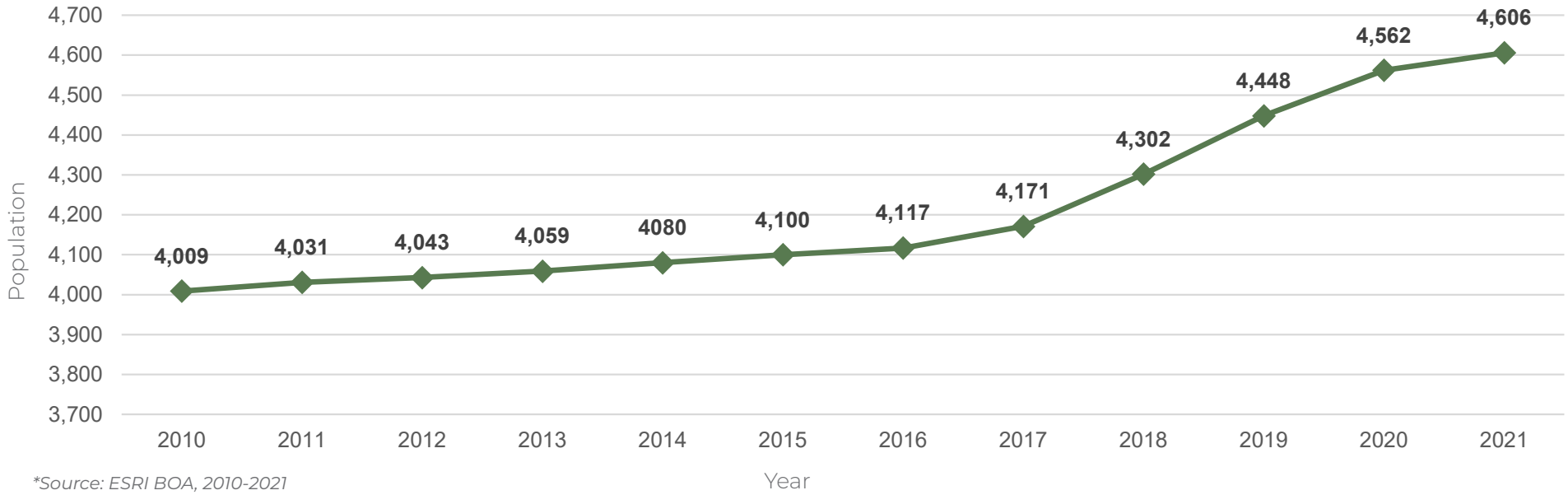
**To review the full demographic and market analysis completed for the Ferris planning area, please see Appendix A: Demographic and Market Analysis.*

Population and Growth

Dallas Fort Worth is one of the fastest growing regions in the nation. With Ferris' proximity to Dallas and location on Interstate 45, this growth has impacted the community. **Figure 2.1** displays the population growth of Ferris in the last 10 years. Since 2010, Ferris has seen a 14.8 percent increase in population. As of 2021, the population of the Ferris planning area (including the City Limits and ETJ) is about 4,600 people.

Ferris has seen a lot of new development in the past few years. Larger planned developments of residential housing developments are occurring on the west side of Ferris. Several additional planned developments are incorporated into this comprehensive plan, and are detailed in **Chapter 5: Housing and Neighborhoods**.

Figure 2.1 | Population Growth (Ferris Planning Area - City Limits)



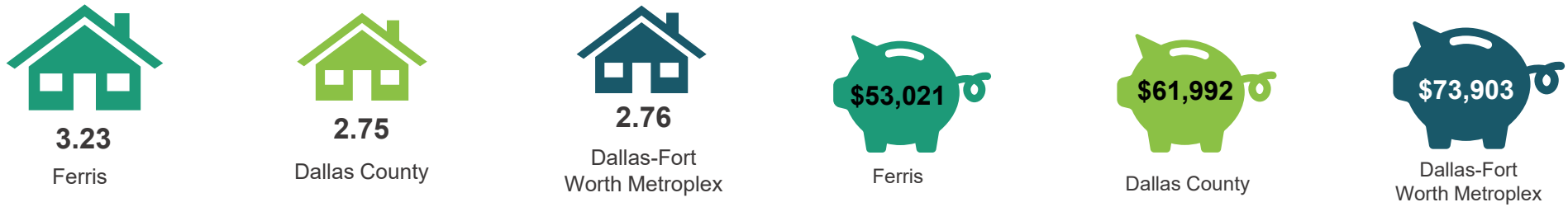
**Source: ESRI BOA, 2010-2021*

Household and Income

The average household hold size in Ferris is about three people per household. This is more per household than both Dallas County and the Dallas-Fort Worth Metroplex. Ferris households leans more towards family households than the rest of Dallas County. 34 percent of households have four or more people per household and 53 percent have 3 or more people per household.

The median household income is about $53,000 in Ferris. 23 percent of households have a collective income between $50,000 to $74,999, which represents the largest percent share. $25,000 to $34,999 is the second largest percent share of household income in Ferris at 17 percent.

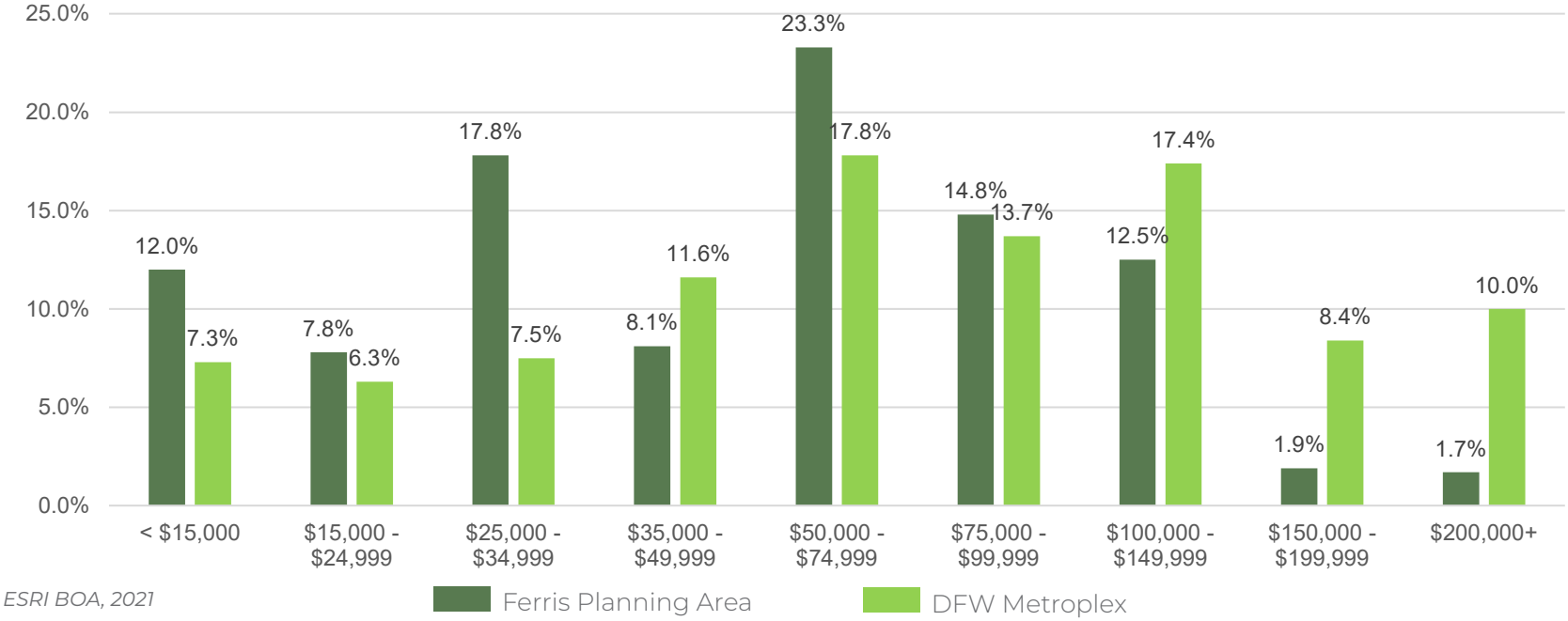
Figure 2.2 | Household Size



**Source: Ferris ESRI BOA, 2021*

**Source: Ferris ETJ, 2021*

Figure 2.3 | Comparison of Households by Income



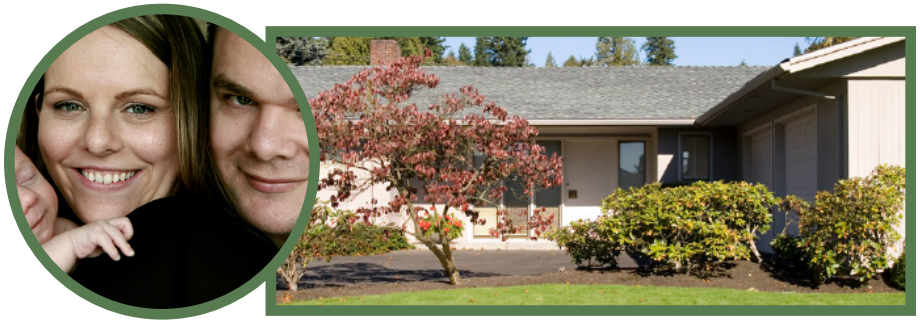
**Source: ESRI BOA, 2021*

Economic and Market Profile

The economic and market profile helps forecast future needs in Ferris and better understand the trends of the people who live there today. To read the full psychographic tapestry profiles, see **Appendix B: Psychographics**.

Psychographics

ESRI (Environmental Science and Research Institute) is a demographic and mapping company that uses spatial data in a variety of ways. One example is The ESRI tapestry market segmentation. The tapestry market segmentation identifies markets in each community using geographic, socioeconomic, and demographic characteristics. This helps communities better understand their consumer market. Ferris is comprised of three main psychographic tapestries: **Southern Satellites, Traditional Living and Hometown Heritage.**



Traditional Living - 23.8% of Ferris Residents
Households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun

Southern Satellites - 50% of Ferris Residents
This segment consists of slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Hometown Heritage - 22% of Ferris Residents
This segment is primarily a family market, married couples (with and without children) and single parents. Employment sectors typically consist of service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Economic Overview

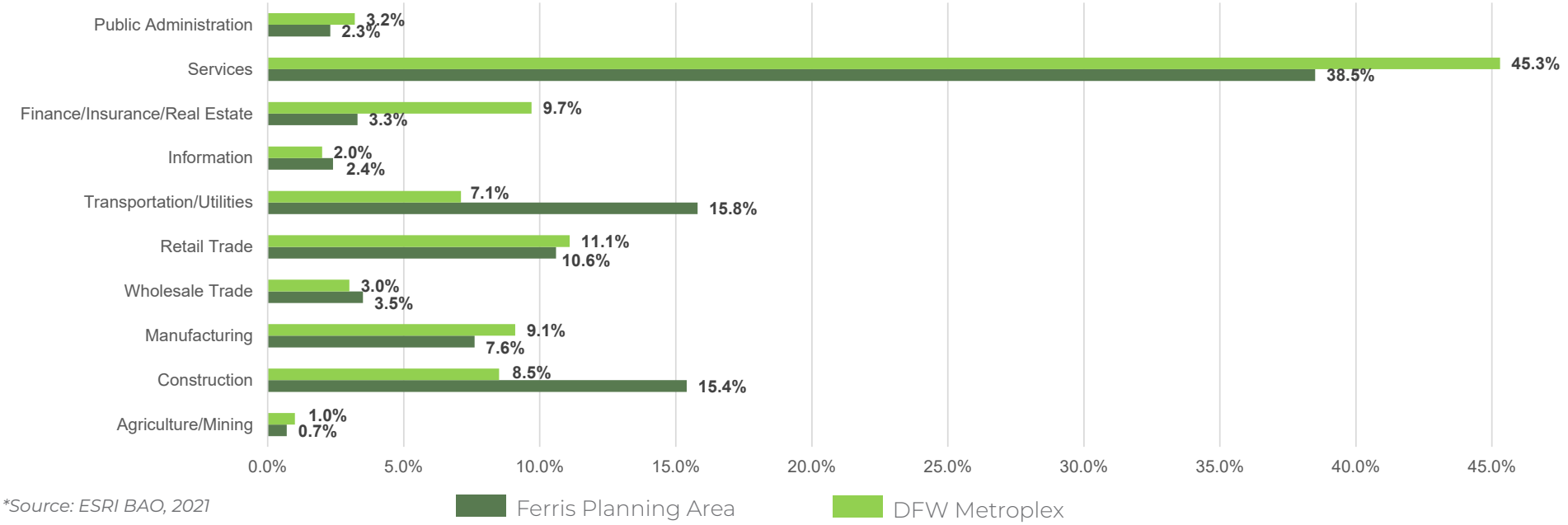
Today Ferris has a total of 134 businesses. Many of the City's businesses are in Downtown and along major corridors like Interstate 45. While the businesses along major corridors are primarily regional and chain stores like Jack in the Box or Brookshires, the businesses downtown are local retail and restaurants that are unique to Ferris.

Figure 2.4 displays the percentage of employment by industry sector in Ferris compared to the Dallas Fort Worth (DFW) metroplex. Similarly, to the DFW metroplex the largest share of jobs in Ferris is service based jobs. The second largest employer in Ferris is transportation or utility jobs at 15.8 percent. The third largest is construction at 15.4 percent.

TOTAL BUSINESSES	UNEMPLOYMENT RATE	SPEND 7+ HOURS COMMUTING TO AND FROM WORK PER WEEK	MEDIAN NET WORTH
134	**5.4%**	**15%**	**$116,151**

**Source: ESRI BAO, 2021*

Figure 2.4 | Employment By Industry Sector



**Source: ESRI BAO, 2021*

Commuting Patterns

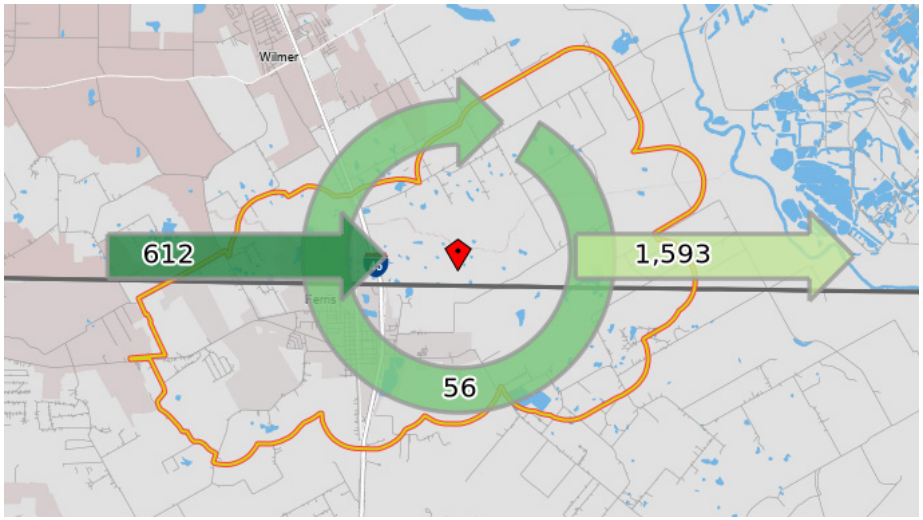
Approximately 15 percent of the employed population of Ferris commutes seven or more hours to work per week. **Figure 2.5** displays the job inflow and outflow of Ferris. This graphic displays commuter trends. The green arrow shows the number of people who commute into Ferris for work. The light green arrow shows the number of people who commute out of Ferris to work. The circle displays the amount of people who live and work within Ferris. Currently more people commute outside of Ferris to work. Most commuters are heading west and south which could be in Red Oak and Ennis.

Housing Inventory

Figure 2.6 displays facts about housing in Ferris. Ferris is a predominately owner community. Almost 73 percent of the population own their place of residence which is significantly more than the DFW metroplex. 7 percent of the homes are vacant which is slightly higher than in the DFW metroplex. **Figure 2.7** shows the housing units by type. This distribution of housing types in illustrates a lack of housing diversity in Ferris. Almost 70 percent of the houses in Ferris are single-family detached units with the median home value of $127,000. The second largest housing type in Ferris is mobile homes with very little of single-family attached or multifamily. While most of the population is young families, there is a lack of options and transitional housing types to allow for growth for residents in Ferris.

Housing in Ferris

Figure 2.5 | Commuting Patters



**Source: OntheMap – 2019 Estimates*

Figure 2.6 | Housing Inventory

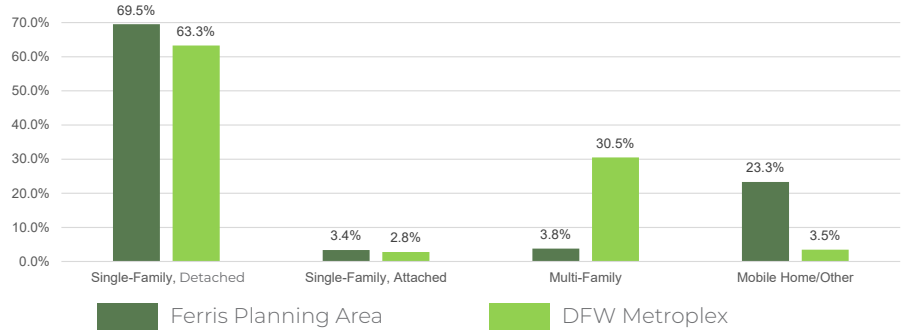


Figure 2.7 | Housing Facts

	FERRIS ETJ	DFW METROPLEX
MEDIAN YEAR BUILT	1984	1989
MEDIAN HOME VALUE	$127,035	$266,838
OWNER-OCCUPIED	72.9%	56.4%
RENTER-OCCUPIED	19.9%	36.9%
VACANT	7.1%	6.7%

**Source: ESRI BAO, 2021; ACS 5-Year Estimates*

Community Engagement Efforts

The **Ferris 2050 Comprehensive Plan** was created for the entire community including residents, business owners, property owners, and visitors. Public engagement was a vital pillar in the development of this plan to ensure the voices and needs of the community were captured. This section provides an overview of the different engagement efforts conducted during the planning process, a summary of key findings and the vision framework for the plan. **Figure 1.3** on page 10 displays the timeline of engagement activities conducted for the Ferris 2050 Comprehensive Plan.

Community Wide Efforts

Public events were conducted to engage with residents, property owners, and business owners to provide thoughts and feedback for the plan. These events were primarily held in the Ferris ISD Administration building or in Downtown Ferris. To view the complete collection of public engagement activities and feedback received, please see **Appendix C: Public Engagement**.

- **Open House.** Two open house workshops were held to cultivate a high level of participation from the residents. The first open house focused on gaining feedback on the overall vision on the plan. Residents were asked about Ferris' strengths, weaknesses, opportunities, and threats or challenges. The second open house focused on garnering feedback regarding the preferred future land use scenario, the thoroughfare plan, and brainstorming action items for the plan.
- **Community Events.** A booth for the Ferris 2050 Comprehensive Plan was set up at the Ferris Trade Days market in Downtown Ferris in May to spread awareness about the plan and allowed the public to participate in a few visioning activities.

Ferris Community Open House #1

Community Wide Engagement Feedback

What one word described Ferris in 2050?

**Source: Open House 1 | 05/10/2022*

Stakeholders

For more in-depth conversation, a Comprehensive Plan Advisory Committee (CPAC) and various stakeholder groups were engaged. These groups helped serve as community representatives and ambassadors for the plan.

- **Comprehensive Plan Advisory Committee.** The Ferris Comprehensive Plan Advisory Committee (CPAC) consisted of 12 Ferris stakeholders who served as representatives for the community. The committee members had diverse backgrounds and roles such as property owners, business owners, planning and commission board members, and school district representatives. The CPAC met twice during the planning process to provide vital feedback on the direction of the Ferris 2050 Comprehensive Plan. This advisory committee not only served as a key guide for aligning the plan to the community's vision, but stakeholders also served as plan ambassadors to spread awareness about plan developments. Examples of content that was reviewed by the committee include the future land use map, the thoroughfare plan, the plan's vision and goals, public feedback, and market studies.
- **Stakeholder Interviews.** Stakeholder interviews conducted for this study consisted of one-on-one discussions with key players in the community to help target specific issues the city is facing and what solutions could be considered a priority for the plan. The background of stakeholders interviewed for the Ferris 2050 plan included developers, elected officials and advisory board committee members. Topics discussed included housing, downtown, park development, and sustainable growth for the City of Ferris.
- **Boards and Commissions.** Joint Workshops and presentations were conducted to further provide feedback and generate consensus for the plan. The Planning and Zoning Board and City Council were engaged during the planning process to collaborate with the CPAC on ideas for the Ferris 2050 Comprehensive Plan.

Stakeholder Feedback

CPAC Priority Ranking for Comprehensive Plan Elements

1. Infrastructure & Facilities
2. Economic Strategy
3. Downtown
4. Future Land Use
5. Placemaking & Urban Design
6. Mobility
7. Housing & Neighborhoods
8. Parks, Trails & Open Space

**Source: CPAC Meeting #1*

CPAC Meeting #1

Online Engagement

Various online engagement methods were used to increase accessibility for people unable to attend meetings and spread awareness of planning efforts.

- **Project Website.** ***Ferris2050.com*** was the project website and was created to serve as a home base for all project updates, past presentations, upcoming events, and documents regarding the plan. The website was also used for online engagement opportunities like the interactive map and online surveys.
- **Interactive Map.** The interactive map was located on the Ferris 2050 project website and gathered feedback on what they like about different areas of Ferris or to identify areas that are in need of improvement. Visitors of the interactive map were asked to leave comments about specific areas of Ferris that they love, areas that could be improve, or to express ideas they have for the City.
- **Online Surveys.** Three online surveys were hosted on the Ferris 2050 project website. Each survey addressed a key phase of the planning process and was administered in both English and Spanish. Key takeaways from the online surveys can be found on page 22. For more information about the survey the full report can be found in **Appendix C: Public Engagement**.

Joint Meeting #1

Online Engagement Feedback

What are the Strengths, Weaknesses, Opportunities and Challenges in Ferris?

STRENGTHS	WEAKNESSES	OPPORTUNITIES	CHALLENGES
- Leadership - Proximity to Downtown Dallas - Golf Course - Small Town Feel - Historic Downtown	- Access to Dependable Water - Code Enforcements - General Look of the City - Traffic & Congestion - Lack of High Speed Internet	- Commercial Developments - New Infrastructure - Planning for New Growth - More Parks and Trails - Update Subdivision Ordinance	- Expanding too Quickly - Lack of Growth Mindset - Water/Sewer Infrastructure - Roadways

**Source: CPAC Meeting #1*

Engagement Takeaways

Infrastructure. Over the course of the engagement process many residents are concerned about the existing aging water, sewer and roadway infrastructure.

Economic Development. Looking towards opportunity in new developments on the west side of Ferris and investing in Downtown as a major destination for Ferris.

Location, Location, Location. Ferris has great proximity to Dallas via Interstate 45. This proximity to Dallas can give Ferris great opportunity to capitalize on regional visitors in the future.

Home Town Feel. One of the strengths of Ferris is the strong sense of community. A challenge of growth is preserving a hometown feel.

Quality of Life. A weakness of Ferris is the overall maintenance and general looks of the City. Future efforts should looks towards the beautification of the City.

Recreation and Activities. Parks and trails have great benefits for the community both for health of the community and economic advantages. Many residents and stakeholders want more opportunities to get outside and enjoy their community

Ferris Open House

Ferris 2050 Vision Statement & Guiding Principles

The Vision Statement for the Ferris 2050 Comprehensive Plan is presented on the following page. It describes a future Ferris that leaders and community members want to see realized by 2050.

The Guiding Principles in a Comprehensive Plan should provide overall policy direction that pertains to many or all of the plan's topic areas. They should establish a framework for major decisions shaping the community. Their broad statements should be applied and detailed in each of the Comprehensive Plan's topic areas (i.e., mobility, infrastructure, future land use, etc.), so that they can be put into practice as the City considers individual decisions on development, capital investments, public programs, and other issues.

A set of thirteen Guiding Principles are presented page 22. These principles reflect input from the Comprehensive Plan Advisory Committee (CPAC), the Planning and Zoning Board, City Council, and the public. They are not prioritized because they are all equally important to Ferris' future.

Ferris Community Open House #1

VISION STATEMENT

In 2050, the City of Ferris will be a healthy, active and united community. Ferris will lay a foundation for lasting growth by embracing its rich heritage, providing economic balance, creating intentional community and regional wide connections, promoting high – quality standards, and serve as a central gathering place for the area.

GUIDING PRINCIPLES

1. Keep Downtown central to Ferris' identity, civic activities, and the daily life of its residents.
2. Provide locations and incentives for new and expanding businesses that add jobs and expand the economic base.
3. Offer a balanced range of housing options for people of various income levels, all abilities, at all stages of their lives.
4. Create new neighborhoods that give residents connection to one another and the sense of living in a small-town community.
5. Utilize design features and amenities to give each new neighborhood or business area a distinctive character.
6. Improve the balance between non-residential (jobs) and residential (people) in the City and ETJ area.
7. Connect places throughout Ferris with trails and sidewalks so people can walk or bike from home to school, work, shopping and recreation.
8. Retain floodplains as natural open spaces, trail corridors and stormwater management assets.
9. Locate growth where and when it can be supported by water and sewer infrastructure and by other public facilities and services (including public safety, schools, parks and recreation) that residents need.
10. Promote the health and vitality of Ferris' neighbors, neighborhoods, businesses, and infrastructure.
11. Create resilient and adaptable responses and procedures to change and during times of emergencies or disasters.
12. Become efficient and effective in utilizing resources and infrastructure – fiscal, energy, water and natural assets.
13. Promote strong and healthy partnerships between the City and other agencies such as, Ferris ISD, Ellis County, State of Texas, TxDOT, and NTCOG etc.

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CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 3: LAND USE

Introduction

The Future Land Use Strategy is a key tool that helps to balance land uses to meet the long-term needs of the city and ensures a predictable development pattern, fiscal stability, and exceptional quality of life for residents. Parcel level detail of the physical development pattern is provided and acts as a major factor in achieving the Strategic Direction mentioned in **Chapter 2**. It is intended to inform and assist City leadership in making decisions regarding future land use, capital improvements, zoning, and other significant investment that will contribute to Ferris' long-term success.

It is important to note that Chapter 212 of the Texas Local Government Code state that, "**A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries**." Therefore, the Future Land Use Map should not be considered as a zoning map, which provides specific development requirements on individual parcels. Instead, its purpose is to guide City Staff in their review of development proposals related to the appropriateness of land uses at specific locations, and the Planning and Zoning Commission and City Council in decision making related to specific zoning proposals. While property owners may choose to develop under existing zoning regulations despite the recommendations within this chapter, if that owner makes an application for rezoning, this chapter should provide important guidance related to the City's approval or denial of the zoning application. A commitment to the observance of the recommendations in this Future Land Use Strategy will be important to achieving the preferred future development pattern the community stakeholders desire in Ferris. A major departure from this strategy could negatively impact the City's municipal services, economic resiliency, and infrastructure investments.

This chapter will lay out the land use and development policies that should be considered as decisions are made related to zoning applications.

Land Use Strategic Direction

1. **Future greenfield development should be constructed in accordance to the character of each placetype identified in the Future Land Use Plan.**
2. **Anticipate growth by completing proactive planning and other necessary steps needed to support the vision of the Future Land Use Plan.**
3. **Update Ferris' ordinances, codes, and standards to support the vision of the Future Land Use Plan.**
4. **The Comprehensive Plan should provide direction and support for redevelopment and reinvestment of older or declining commercial and business areas as changing market conditions create opportunities for investment in new and more productive uses.**
5. **Land use considerations should take advantage of floodplain and open space corridors as potential connections for pedestrian and outdoor recreation assets.**

FEEDBACK HEARD

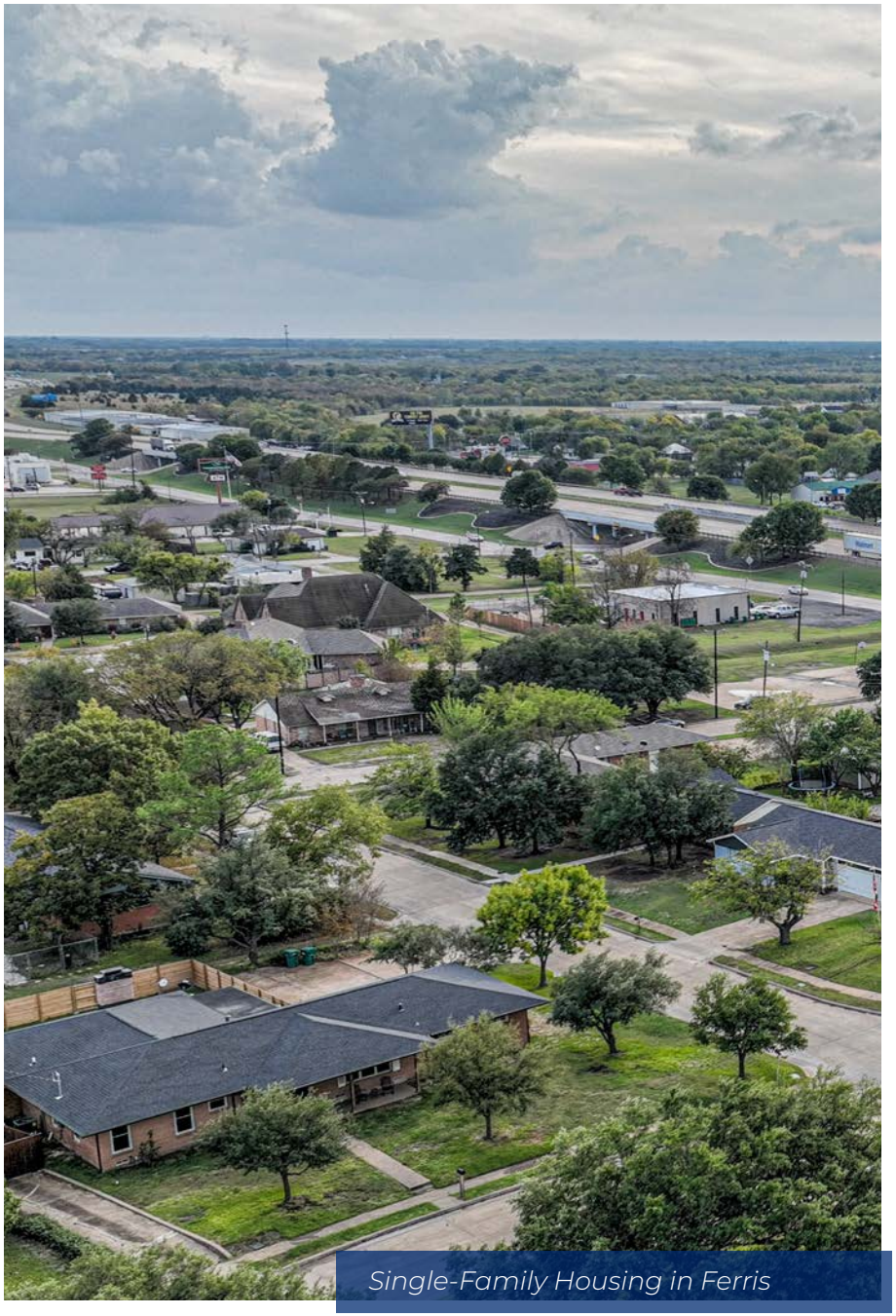
- **Scenario Planning.** The community weighed in on the two alternative future land use scenarios described in this chapter.
- **I-45 Development.** Conversations with the public indicated the desire to attract different types of development along I-45, rather than the traditional heavy industrial warehouse development seen along the I-45 corridor. Residents would like to attract more large-scale highway commercial along I-45, especially since the corridor is adjacent to most existing neighborhoods.
- **More Places to Play.** Feedback heard indicated the desire for increased open space, park, and trail access. The community was in support of preserving environmentally sensitive and floodplain areas in Ferris' City Limits and ETJ.

Existing Conditions

The City of Ferris is located in the southwest region of the Dallas-Fort Worth metroplex. The City Limits covers approximately 3,060 acres, or 4.78 square miles. Including the extra-territorial jurisdiction (ETJ), the total acres for the Ferris Planning Area is 16,433 acres or 25.68 square miles. **Figure 3.1** on page 29 displays the existing land use for the City of Ferris. To see the entire collection of Ferris' existing conditions maps, please see **Appendix D: Existing Conditions Maps**.

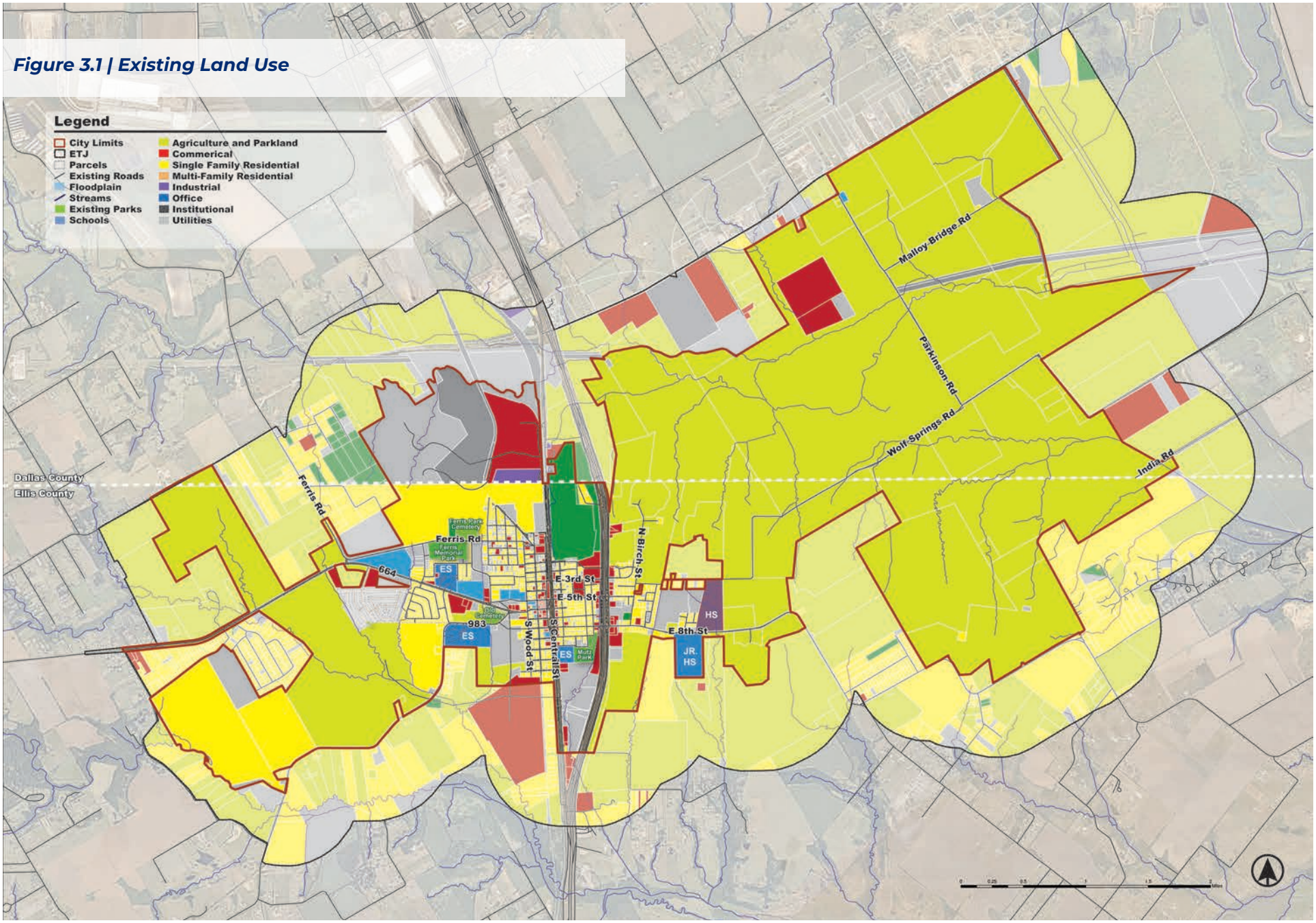
Interstate 45 (I-45) bisects the City and anchors most of the development for Ferris. The majority of the City's commercial development can be found along this highway. Most of the residential development in Ferris is single-family residential. There are very little multifamily residential uses within the City Limits. Most of the land currently in Ferris' ETJ consists of undeveloped agriculture, farmland, and rural residential housing. Within the City Limits there are more commercial and residential uses.

Within the next 30 years, growth is expected to continue and will impact how Ferris' ETJ will develop, especially east of I-45. New housing developments in Ferris' current ETJ are expected to add up to 10,000 new housing units (see **Chapter 5: Housing and Neighborhoods** for further information). Additionally, Interstate 45 will continue to influence development in Ferris. Commercial development is anticipated to continue along this corridor from the north all the way down to the south. One of the major influencing factors of development on the north and northeast side of Ferris is the floodplain. Much of Ferris' ETJ is located in the floodplain, which can limit future development in these areas.



Single-Family Housing in Ferris

Figure 3.1 | Existing Land Use



Place-Based Approach

Ferris is growing and diverse city with a wide array of land uses. By moving to a place-based approach to future land use and scenario planning, more than one land use can be accommodated for in a single area. In this plan, "placetypes" represent the various categories of land uses that are anticipated; they are assigned to general areas that are expected to display characteristics similar to what is described in the assigned placetype descriptions. Ferris' placetypes are consistent with the overarching principles and land use policies laid out by the community during the planning process.

Using placetypes for land use allows for more detailed land use categories that also provide flexibility in future design. The purpose of using placetypes in future land use planning allows the City to move away from traditional land use categories to instead focus on the overall design and vision for each area of Ferris. Placetypes reflect not only land uses but also the scale of development, pedestrian amenities, character, and more. The placetypes found in the Ferris Future Land Use Plan are intended to move away from the traditional future land use categories that have historically focused mostly on guiding specific uses of land. This Future Land Use Plan rather establishes an overall vision for each placetype that focuses more on the design and character of the placetype rather than specific land uses. However, specific land use guidance is still given through categorizing land by primary and secondary uses. These placetypes are intended to be adaptable enough to provide flexibility in land uses while also establishing a unified vision for the overall development pattern of the area.

Donut Shop in Ferris

A total of nine different placetypes have been identified for Ferris' Future Land Use Plan. **Figure 3.2** displays the overview of the placetypes with their respective colors that will be illustrated on the **Future Land Use Map**. The following pages (Page 31 -33) provide a brief description of each placetype, along with a description of the anticipated character and intent, as well as land use considerations and supporting images that indicate the different types of places that could develop in the community.

Figure 3.2 | Ferris Placetypes

Rural Living

Character & Intent

Predominantly single-family housing on large lots located on the outskirts of the community or enclaves within the city. Home sites are generally located in platted subdivisions. Residential uses are oriented to the interior of the site and may or may not include farm and livestock restrictions.

Land Use Considerations

Primary Land Use: Single-family detached homes

Secondary Land Use: Agricultural land, civic and institutional uses, parks and open space, local food production

Indicators & Assumptions

- Lot size (range) Minimum 2 acres
- Platting and utility exceptions possible
- In areas immediately adjacent to parcels developed with higher density residential products, similar product types may be considered for these areas if water and wastewater requirements can be met by the developer

Existing Conditions

Example Imagery

Example Imagery

Suburban Living

Character & Intent

Suburban Living neighborhoods consist predominantly of single-family housing on detached lots. Home sites are generally located in platted subdivisions with all utilities, residential streets and sidewalks. May contain a small number of convenience commercial businesses to support the neighborhood.

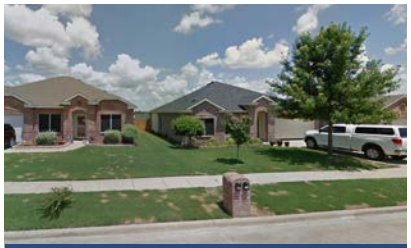
Land Use Considerations

Primary Land Use: Single-family detached homes

Secondary Land Use: Civic and Institutional uses, parks and open space, small amount of neighborhood-serving retail, and office in specific locations

Indicators & Assumptions

- Lot size (range) typically less than 2 acres
- Connected to public utilities



Existing Conditions

Example Imagery

Example Imagery

Town Living

Character & Intent

Town Living residential neighborhoods can support a variety of housing types, including small-lot single-family detached, patio homes, townhomes, and duplexes in a compact network of complete, walkable streets that are easy to navigate by car, bicycle, or foot. May contain a small number of commercial businesses to support the neighborhood.

Land Use Considerations

Primary Land Use: Small-lot single-family detached homes, patio homes, townhomes, duplexes

Secondary Land Use: Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and office in specific locations

Indicators & Assumptions

- Lot size (range) typically less than ½ acre

Existing Conditions

Example Imagery

Example Imagery

Example Imagery

Neighborhood Commercial

Character & Intent

Neighborhood Commercial is characterized by small, free-standing buildings containing one or more businesses. Unlike larger shopping centers that may attract regional customers, Neighborhood Commercial primarily provides services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other retail and service uses.

Land Use Considerations

Primary Land Use: Retail and commercial

Secondary Land Use: Civic, institutional, and supporting residential uses

Example Imagery

Example Imagery

Example Imagery

Community Commercial

Character & Intent

Community Commercial are development that are larger in scale and attract regional traffic for shopping and retail needs. National retailers and grocery stores would typically be located in this placetype. Community Commercial can also obtain smaller retail or office destinations as well, such as medical offices or boutiques, but are typically anchored by several national vendors. Business types may include restaurants, national retailers, discount stores, grocery stores, fast food restaurants, and other retail and service uses.

Land Use Considerations

Primary Land Use: Retail and Commercial

Secondary Land Use: Civic and institutional uses

Existing Conditions

Example Imagery

Example Imagery

Example Imagery

Example Imagery

Urban Mixed-Use

Character & Intent

Urban Mixed-Use offers the ability to live, work, and play in one geographically compact area, with a high intensity of uses organized around nodes of activity. In Ferris, this placetype was assigned to areas that surround the traditional Downtown. These uses are typically a mix of residential, retail, commercial industrial and/or civic uses.

Land Use Considerations

Primary Land Use: Retail, commercial condominiums, apartments, offices hotels, entertainment centers, service, industrial, and office uses

Secondary Land Use: Civic and institutional uses, parks, open space, small amounts of neighborhood-serving retail and office in specific locations

Existing Conditions

Example Imagery

Example Imagery

Professional Services/ Light Industrial

Character & Intent

Professional Services/Light Industrial areas provide jobs and keep people in the city. This placetype is a mix of office and light industrial uses including warehouse, offices, logistics and flex offices

Land Use Considerations

Primary Land Use: Office, light industrial, manufacturing, distributions centers, flex offices

Secondary Land Use: Logistics, retail, training facilities, civic and institutional uses, parks, and open space

Existing Conditions

Example Imagery

Example Imagery

Example Imagery

Example Imagery

Parks and Natural Open Space

Character & Intent

Parks and Open Space indicate the existing City of Ferris parks. This designation protects existing park and recreational facilities, and also includes local cemeteries.

Land Use Considerations

Primary Land Use: Parks, recreation, open space, and trails

Secondary Land Use: Civic, institutional, and entertainment uses

Existing Conditions

Example Imagery

Example Imagery

Example Imagery

Example Imagery

Civic

Character & Intent

The Natural Open Space placetype is designated for predominantly very large tracts of undeveloped land in Ferris' ETJ, utilized for agricultural production, wildlife management, or ranching, including raising livestock. Areas in Ferris' 100-year floodplain are also included in this placetype.

Land Use Considerations

Primary Land Use: Agriculture, floodplain, farming, livestock production and detached, single-family homes

Secondary Land Use: Parks, open space, and trails

Existing Conditions

Example Imagery

Example Imagery

Example Imagery

Example Imagery

Alternative Land Use Scenarios

As we plan for the future, it is important to take into account all the important factors that will make Ferris thrive. Because there are many ways that Ferris can grow, it is important to consider how trends in development can impact the outcome. Scenario planning is a method that can help to simulate options for future growth and evaluate differences so that the community's objectives are met.

For the **Ferris 2050 Comprehensive Plan**, three alternative future land use scenarios were created utilizing the Urban Footprint online tool, including the Current Trend Scenario, the Corridor Scenario, and the Node Scenario. Below outlines the steps that were taken in Urban Footprint to create the three alternative future land use scenarios:

- **Step 1**: Build Placetypes - Nine different placetypes were created that describe Ferris' current and future land use patterns.
- **Step 2**: Calibrate Placetypes - The identified placetypes were calibrated to Ferris' existing conditions to accurately project development in the future.
- **Step 3**: Build Out Current Trend Scenario - The "Current Trend" scenario was created in Urban Footprint to show what Ferris would look like under the City's current development pattern.
- **Step 4**: Develop Alternative Land Use Scenarios - Two alternative land use scenarios were created to analyze what a future Ferris would look like under a different development pattern. The two scenarios are detailed below:
  - **Corridor Development**: This scenario focuses more intense development along major current and future planned corridors.
  - **Node Development**: This scenario focuses more intense development around 'nodes' surrounding major intersections for current and future roadways.

Urban Footprint

Urban Footprint is an online tool that uses a variety of data sources to provide spatial analysis of existing and future land. For this project, the tool was used to summarize the existing land uses and to develop the proposed future land use scenarios (see page x). Urban Footprint provides detailed analyses that describes the fiscal impacts and other implications future development will have on the land, which will ultimately affect the quality of life for Ferris residents. The online tool was utilized to create two alternative future land use scenarios, and ultimately the preferred future land use scenario, which acts as the Future Land Use Plan for Ferris.

While this tool can be very powerful and helpful during the planning process, there can sometimes be inconsistencies due to properties that were developed before a change in the zoning or if properties are not being used for their main zoning designation. A few examples of this can be properties who are grandfathered into an old code ordinance or parkland that appears as residential. To ensure the existing land used was as accurate as possible the map was reviewed by the public and the Comprehensive Plan Advisory Committee (CPAC) for any inconsistencies.

In order to develop a Future Land Use Plan that highlighted the community's goals for the future, several public workshops were conducted to encourage discussion about land use and growth opportunities among residents, business owners, property stakeholders, City Staff and public officials. Stakeholders typically have multiple visions for the future of their community, so creating alternative future land use scenarios allows room for multiple ideas on a wide range of issues to be explored and appraised. The future land use scenario planning process also allows for stakeholders to pick and choose the best aspects of multiple scenarios, combining them into one preferred vision for the future. The three scenarios and their impact on the future of Ferris were analyzed at public meetings to give the community a better understanding of the functional relationships between land uses and to give them a choice in establishing a preferred growth pattern.

To help the community better understand the ramifications of each scenario, several implications were evaluated that show how each scenario would affect Ferris and its residents in 2050. Some of these analyses were population, employment, housing units by type, jobs by sector, retail building areas, office building area, office and industrial building area. These implications can be found in **Appendix E: Future Land Use Scenario Implications**.

The following sections describe in detail each future land use scenario and the development implications of each.

Downtown Ferris

Single-Family House in Ferris

Scenario 1: Current Trend

The **Current Trend Scenario** is modeled after the current way the City is building out. **Figure 3.3** displays the methodology that was used when developing this scenario prior to gaining public input. This scenario is focused primarily on new residential development or greenfield development and is more automobile oriented. The facts and figures to the right represent the development implications of the current trend scenario. Out of the three presented alternative scenarios, this one provides the lowest number of jobs and housing.

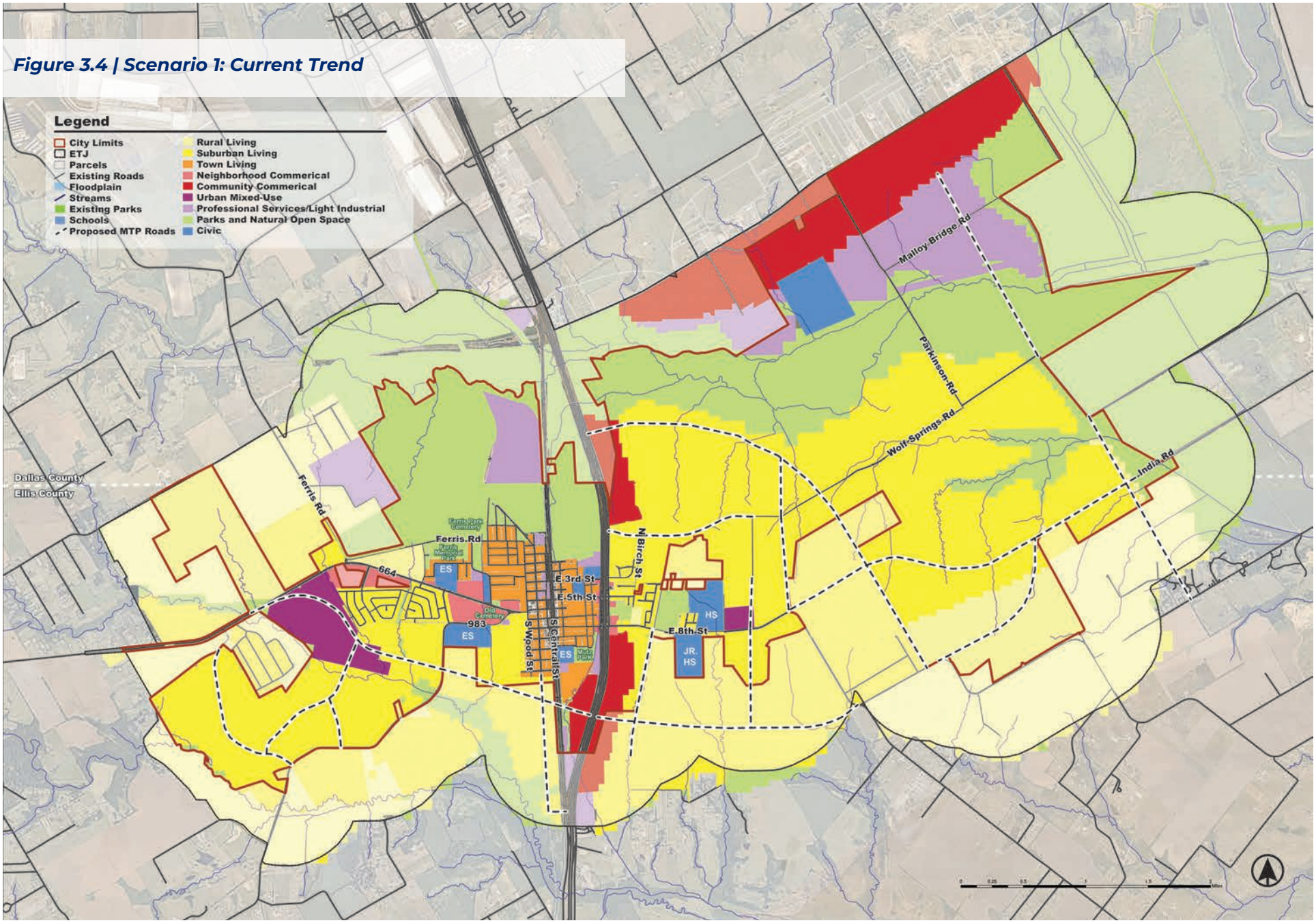
Population	Housing	Households	Jobs
58,497	28,170	26,480	16,152

Figure 3.3 | Current Trend Growth Methodology

Topic	Trend Methodology
Growth Distribution	Greenfield Development
Focus Areas	New Residential Development Areas currently platted
Infrastructure (Water, Wastewater, Drainage)	Significant expansion of water / wastewater to expand Suburban Development
Mobility/ Transportation	More Automobile Oriented
Quality of Life (Community and Neighborhoods)	Minimum Infill Development - Focus on New Neighborhoods
Floodplain/ Creeks	New parks in new growth areas (continuation of existing types of parks); extension of river trail; new parks focused on local community needs / growth
Housing	Suburban single-Family Residential
Jobs	Maintain existing commercial development patterns. Jobs will most likely appear along the I-45 corridor and Downtown.

Building Area: Residential (in Million Square Feet)	
Large Lot Single Family	41.3 M
Small Lot Single Family	21.6 M
Single Family Attached	2.6 M
Multifamily	7.3 M
Building Area: Retail (in Million Square Feet)	
Retail Services	3.4 M
Restaurant	1.6 M
Arts and Entertainment	0.8 M
Other Retail	1.5 M
Building Area: Office	
Other Retail	630,000 SF
Medical Services	89,000 SF
Building Area: Public (in Million Square Feet)	
Other Retail	2 M
Medical Services	0.5 M
Building Area: Industrial	
Warehouse	610,000 SF
Wholesale	86,000 SF

Figure 3.4 | Scenario 1: Current Trend



Scenario 2: Corridor Development

The **Corridor Development Scenario** focuses on growth within the City Limits and primarily along the major corridors of I-45, FM 664 (bypass included), FM 660, the future state Loop 9 corridor, and planned corridors identified in the Thoroughfare Plan. **Figure 3.5** displays the methodology that was used when developing this scenario prior to gaining public input. Special attention was placed on investment in city-wide connectivity. The facts and figures to the right represent the implications of the corridor development scenario.

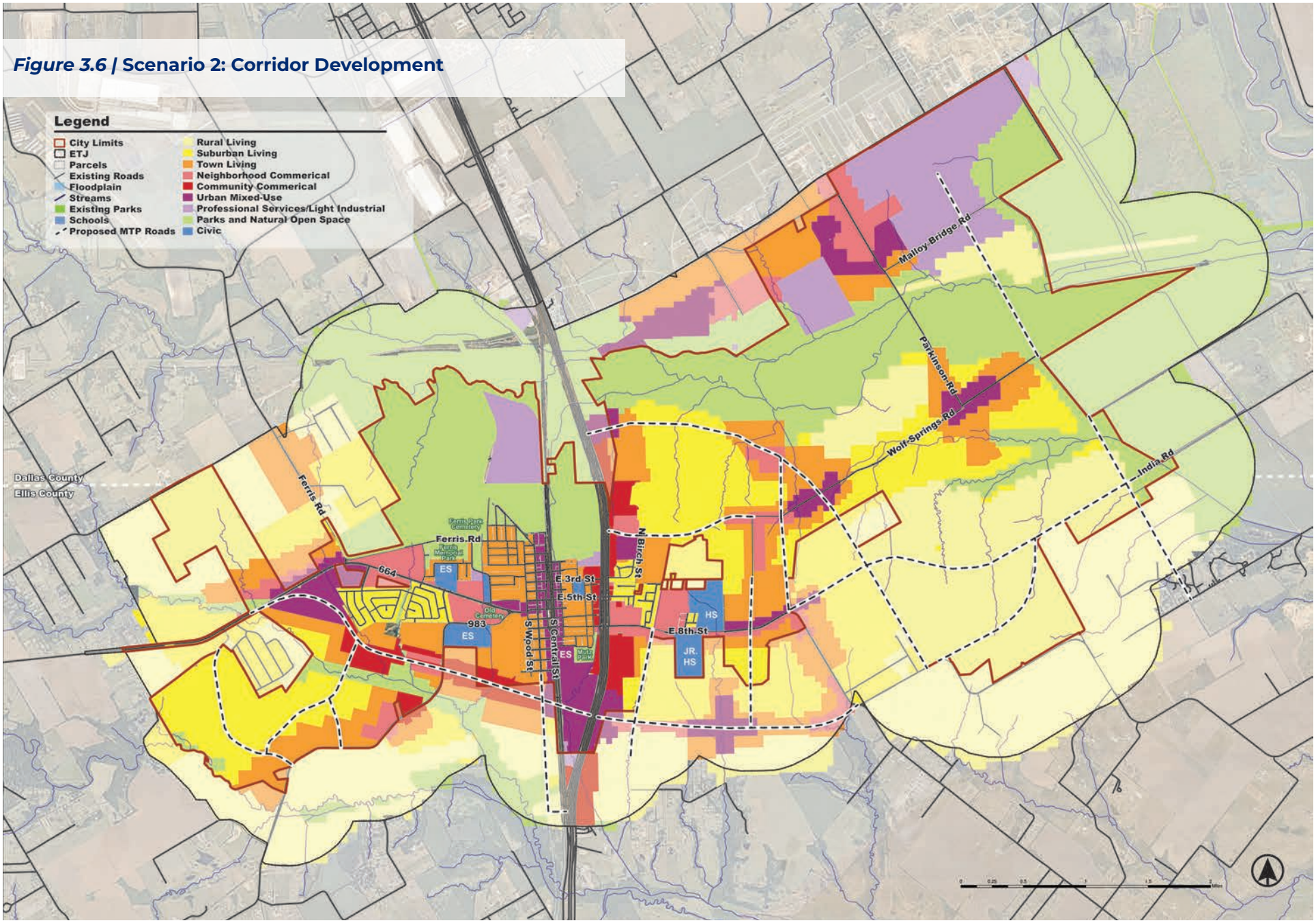
Figure 3.5 | Corridor Development Growth Implications

Topic	Trend Methodology
Growth Distribution	Within City Limits along major corridors
Focus Areas	Development focused along major roadway and creek corridors
Infrastructure (Water, Wastewater, Drainage)	Significant expansion of water / possibly wastewater (if not septic)
Mobility/ Transportation	Corridors become multimodal transportation facilities
Quality of Life (Community and Neighborhoods)	Higher level of reinvestment in existing neighborhoods
Floodplain/ Creeks	Improve existing parks; new parks focused on new growth areas; reinvestment in existing parks to support local community needs; more diversity in park types
Housing	Higher density residential along Corridors and single family detached surrounding
Jobs	Different economic generators along each major corridor
Downtown	Focused downtown investments are along key corridors with potential reconfiguration of corridors as public spaces

Population	Housing	Households	Jobs
60,055	29,234	28,125	18,408

Building Area: Residential (in Million Square Feet)	
Large Lot Single Family	41.3 M
Small Lot Single Family	21.6 M
Single Family Attached	2.6 M
Multifamily	7.3 M
Building Area: Retail (in Million Square Feet)	
Retail Services	3.4 M
Restaurant	1.6 M
Arts and Entertainment	0.8 M
Other Retail	1.5 M
Building Area: Office	
Other Retail	630,000 SF
Medical Services	89,000 SF
Building Area: Public (in Million Square Feet)	
Other Retail	2.0 M
Medical Services	0.5 M
Building Area: Industrial	
Warehouse	610,000 SF
Wholesale	86,000 SF

Figure 3.6 | Scenario 2: Corridor Development



Scenario 3: Node Development

The **Node Scenario** focuses growth on strategically identified opportunity areas (Catalyst Areas) within City Limits and ETJ. **Figure 3.7** displays the methodology that was used when developing this scenario prior to gaining public input. The facts and figures to the right represent the development implications of the current trend scenario.

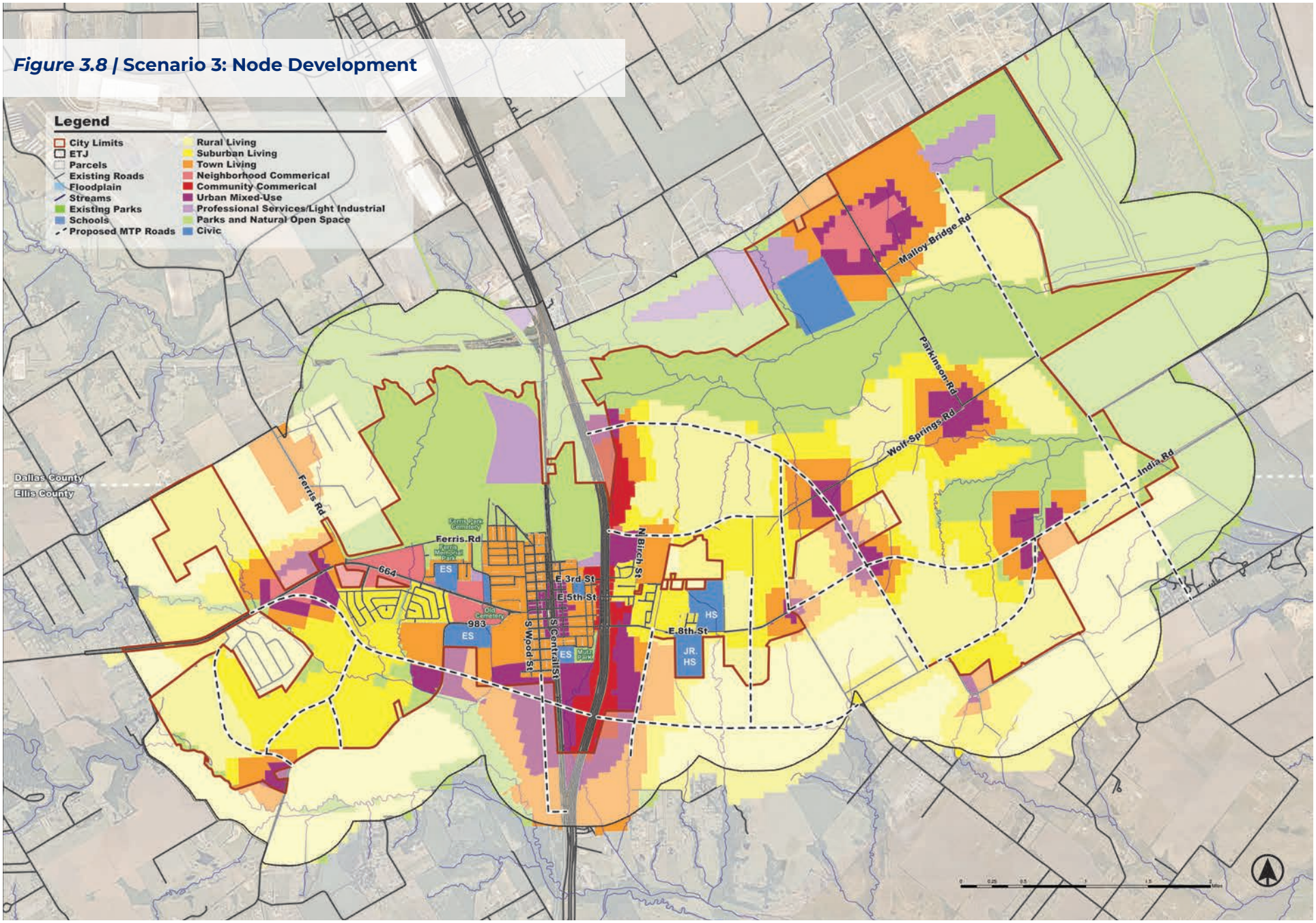
Figure 3.7 | Corridor Development Growth Implications

Topic	Trend Methodology
Growth Distribution	Development/redevelopment in key strategic opportunity areas (catalyst areas) within City Limits and ETJ
Focus Areas	Downtown, I-45 and Loop 9, I-45 and Future 664, Central Woodstone Node, Bluff Springs
Infrastructure (Water, Wastewater, Drainage)	Significant expansion of water / possibly wastewater (if not septic)
Mobility/ Transportation	Multimodal improvements, traffic operations improvements; fill in sidewalk gaps; expand/extend trails connecting nodes together
Quality of Life (Community and Neighborhoods)	Focused infill around Downtown and new residential density at nodes
Floodplain/ Creeks	New park investments focused on strategic growth areas; type of parks based on development context (more diversity/new park types)
Housing	Higher Density / Mixed Use in nodes and lower density in between
Jobs	Different Activity/Economic Generators associated with each node
Downtown	Downtown becomes a strategic node with unique character - expanded boundaries

Population	Housing	Households	Jobs
59,944	30,197	28,385	17,031

Building Area: Residential (in Million Square Feet)	
Large Lot Single Family	40.9 M
Small Lot Single Family	18.3 M
Single Family Attached	2.5 M
Multifamily	8.7 M
Building Area: Retail (in Million Square Feet)	
Retail Services	2.9 M
Restaurant	1.5 M
Arts and Entertainment	0.6 M
Other Retail	1.3 M
Building Area: Office	
Other Retail	709,460 SF
Medical Services	103,513 SF
Building Area: Public (in Million Square Feet)	
Other Retail	1.3 M
Medical Services	0.9 M
Building Area: Industrial	
Warehouse	304,149 SF
Wholesale	42,593 SF

Figure 3.8 | Scenario 3: Node Development



Preferred Future Land Use Scenario

The Preferred Future Land Use scenario depicts the anticipated development growth pattern in Ferris that is in alignment with the community's vision. The preferred scenario addresses the entire Ferris planning area which is inclusive of the extra-territorial jurisdiction (ETJ). It is a high-level, preferred future land use scenario crafted by the Comprehensive Plan Advisory Committee, Planning & Zoning Commission, City Council and the Ferris residents. It indicates a generalized future development pattern that builds on the community's existing assets while also portraying their goals for growth and thoughtful development in the future. The preferred scenario combines key elements of the Nodes Scenario and Corridor Scenario which received the most positive community feedback in public meetings. The areas identified in the preferred scenario are intended to establish priorities for future public and private investments. However, this approach does not suggest that market-driven development will not continue to occur in other areas of Ferris and the surrounding ETJ.

Developing the preferred scenario from the best features of the Corridor and Nodes scenarios allowed the community to assemble its desired plan. It highlights the value of the Nodes scenario in Downtown Ferris as well as in the ETJ by considering the annexation is likely to occur as development pressures increase on the city's fringes.

The public feedback process provided a high-level of guidance in shaping the ultimate product: the City's **Future Land Use Plan***.

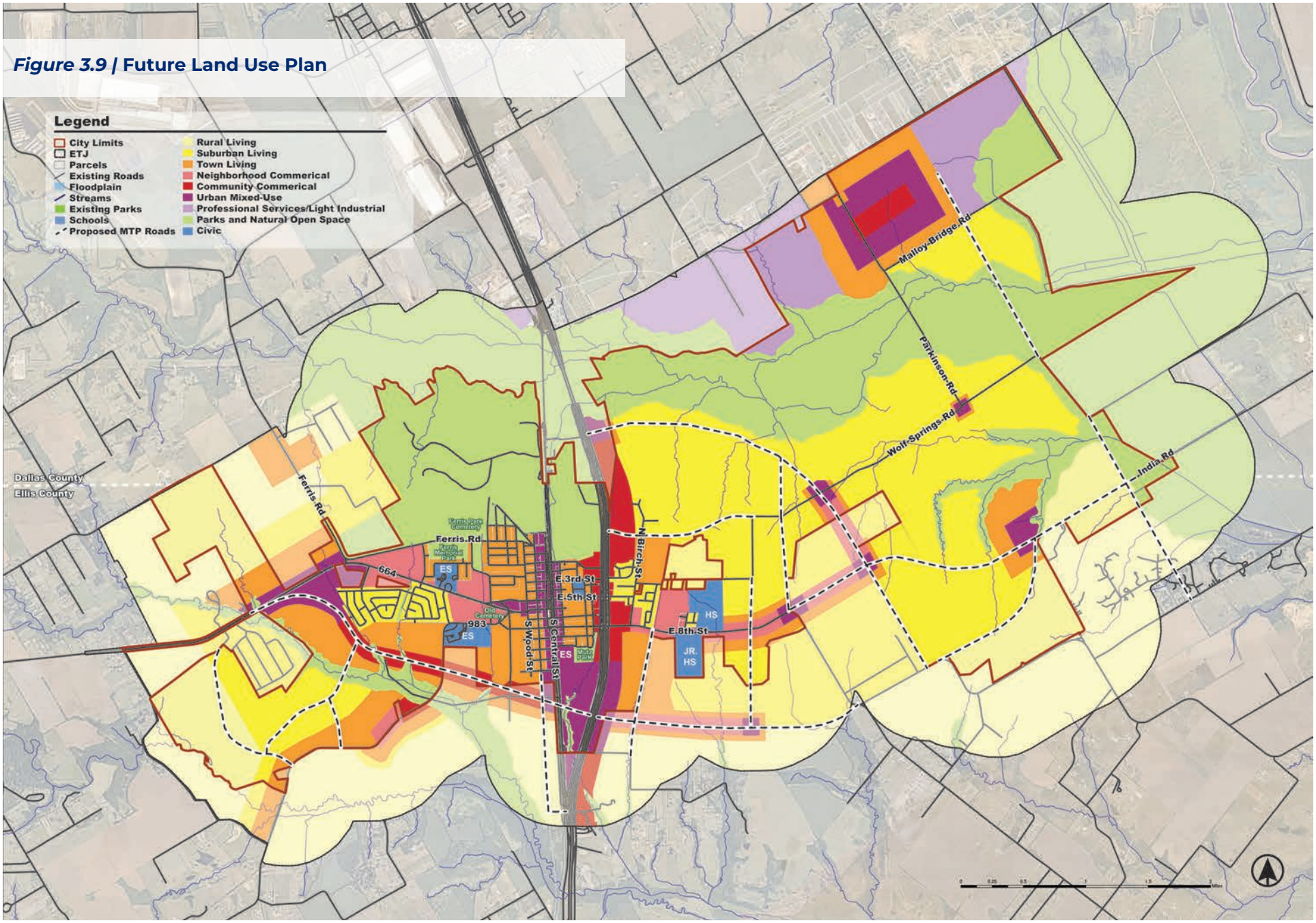
**A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries. The Future Land Use Plan represents a vision for future land use and design.*

Future Land Use Plan

The Future Land Use Plan will guide future policy and zoning decisions for Ferris over the next 20 to 30 years and should be flexible in nature to allow the City to determine the specific uses if it maintains compatibility with adjacent land uses and consistency with the overall vision. The Future Land Use Plan is not to be confused with a zoning document; zoning is determined on a parcel-specific basis. The Future Land Use Plan is different in that it determines the overall vision of how land is laid out on a citywide basis for the next 20 to 30 years. Zoning changes should be in alignment with the Future Land Use Plan and should reflect the desired intensity and form for each area under consideration. **Figure 3.9** on page 35 displays the Ferris 2050 Future Land Use Plan, which is ultimately the preferred future land use scenario that is desired by residents and leadership in Ferris.

The **Future Land Use Plan*** encourages new development that is focused on the City's existing and forthcoming strategic assets, such as Downtown, new subdivisions, along I-45, Loop 9, the FM 664 bypass, as well as other major corridors. Many of the primary existing and proposed thoroughfares are inspired by the growth pattern identified in the Corridor Scenario, such as concentrating development intensity along the future FM 664 bypass, FM 983, and along the I-45 corridor. Growth patterns inspired by the Nodes Scenario are identified at key intersections along future corridors on the east side of the city, as well as in Downtown Ferris and at the intersection of I-45 and the future FM 664 bypass. On the northeast side of the city, Loop 9 will consist of a prominent mixed-use node as well as a key center for industrial and warehousing uses as Ferris participates in the continued growth of the Dallas Inland Port to the north.

Figure 3.9 | Future Land Use Plan



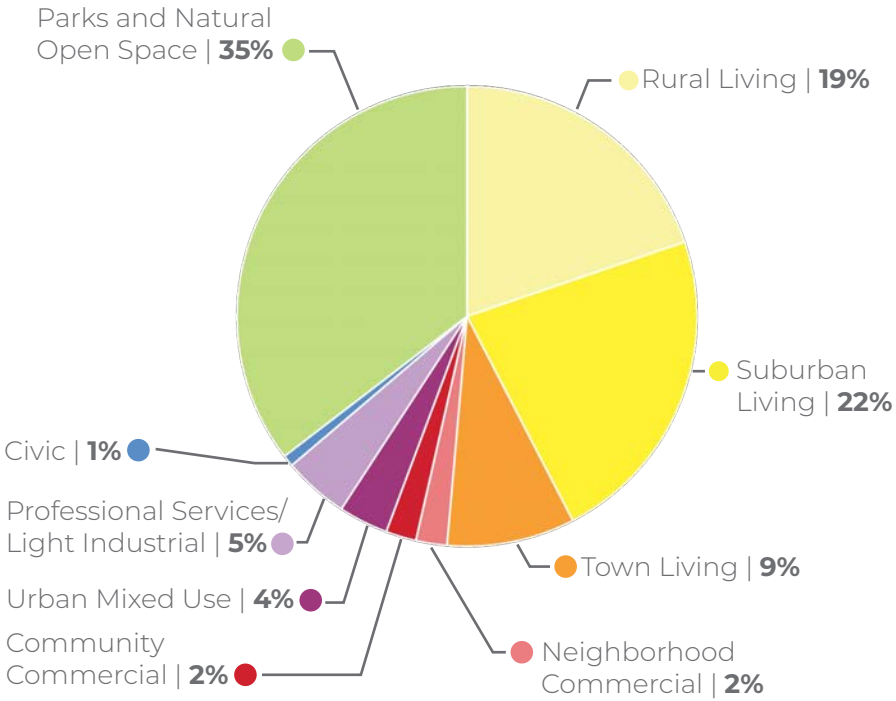
The **Future Land Use Plan** does not allow new vertical development in the floodplain, except for trail connections and the preservation of open space. One notable element of the **Future Land Use Plan** is that the Skyline Landfill is identified as Open Space in the future, which could serve as a wonderful recreational asset to the community as the landfill's lifecycle ends. In total, by 2050 approximately 34 percent of Ferris' entire planning area will be dedicated for open space and ecological preservation due to Ferris' natural geographic and built environment landscapes. This vast amount of open space could truly be one of Ferris' greatest community assets and could be utilized as an attractor to the community.

Figure 3.10 below break down the **Future Land Use Plan's** acreage distribution and percentage of the Ferris planning area. Natural Open Space, Suburban Living, and Rural Living will cover the majority of the Ferris planning area, totaling approximately 75 percent of Ferris' land.

Woodstone Gateway

Figure 3.10 | Ferris Future Land Use Acreage

Placetype	Acres	Percentage
Rural Living	3,197	19%
Suburban Living	3,655	22%
Town Living	1,483	9%
Neighborhood Commercial	399	2%
Community Commercial	391	2%
Urban Mixed-Use	606	4%
Professional Services/Light Industrial	781	5%
Civic	180	1%
Parks and Natural Open Space	5,740	35%
Total	16,433	



Development Implications

Development implication projections were analyzed for the **Future Land Use Plan**. The following graphics display projections for Ferris' preferred scenario and include important statistics the City can utilize to determine the ultimate needs of Ferris' future population. However, these statics and projections should be used as estimates and not law. Much like the population projections, these development implications could change based on unforeseen events and future market changes. Nonetheless, these development implications can still be utilized as a guidebook for the City when making future land use, zoning, public services, and infrastructure improvement.

Jobs by Type	
Retail	11,114
Office	2,148
Public	3,171
Industrial	398
Annual Energy Use *(Electricity & Gas consumed in BTUs – Trillions)*	
Total Annual Use	3.6 T
Residential	2.4 T
Commercial	1.2 T
Vehicle Miles Traveled (VMT)	
Annual Vehicle Miles Traveled (VMT)	542.9 M Miles/Year
Green House Gas Emissions *(Metric Tons/Year)*	
Annual Green House Gas (GHG) Emissions	702,340
Passenger Vehicles	304,830
Building Energy	394,051
Water Energy	3,459

Population	Housing	Households	Jobs
60,130	29,804	28,016	16,832

Building Area: Residential (in Million Square Feet)	
Large Lot Single Family	38.0 M
Small Lot Single Family	26.2 M
Single Family Attached	2.1 M
Multifamily	6.9 M
Building Area: Retail (in Million Square Feet)	
Retail Services	3.2 M
Restaurant	1.5 M
Arts and Entertainment	0.7 M
Other Retail	1.3 M
Building Area: Office	
Other Retail	572,744 SF
Medical Services	79,638 SF
Building Area: Public (in Million Square Feet)	
Other Retail	1.5 M
Medical Services	0.6 M
Building Area: Industrial	
Warehouse	497,278 SF
Wholesale	69,639 SF

Projected Growth

2050 Project Population

One of the most essential components of future land use planning is providing estimates for Ferris' future population in the year 2050. Projecting population can help the City of Ferris prepare for the needed public services, facilities, and infrastructure that will be necessary to support Ferris' existing and future residents. To create these projections, data was reviewed from a variety of different sources. The sources utilized in this analysis includes projection data pulled from the Texas Water Development Board, historic growth rates, anticipated future residential developments, and by comparing historic and projected growth rates from Dallas County and Ellis County.

Ferris Trade Day

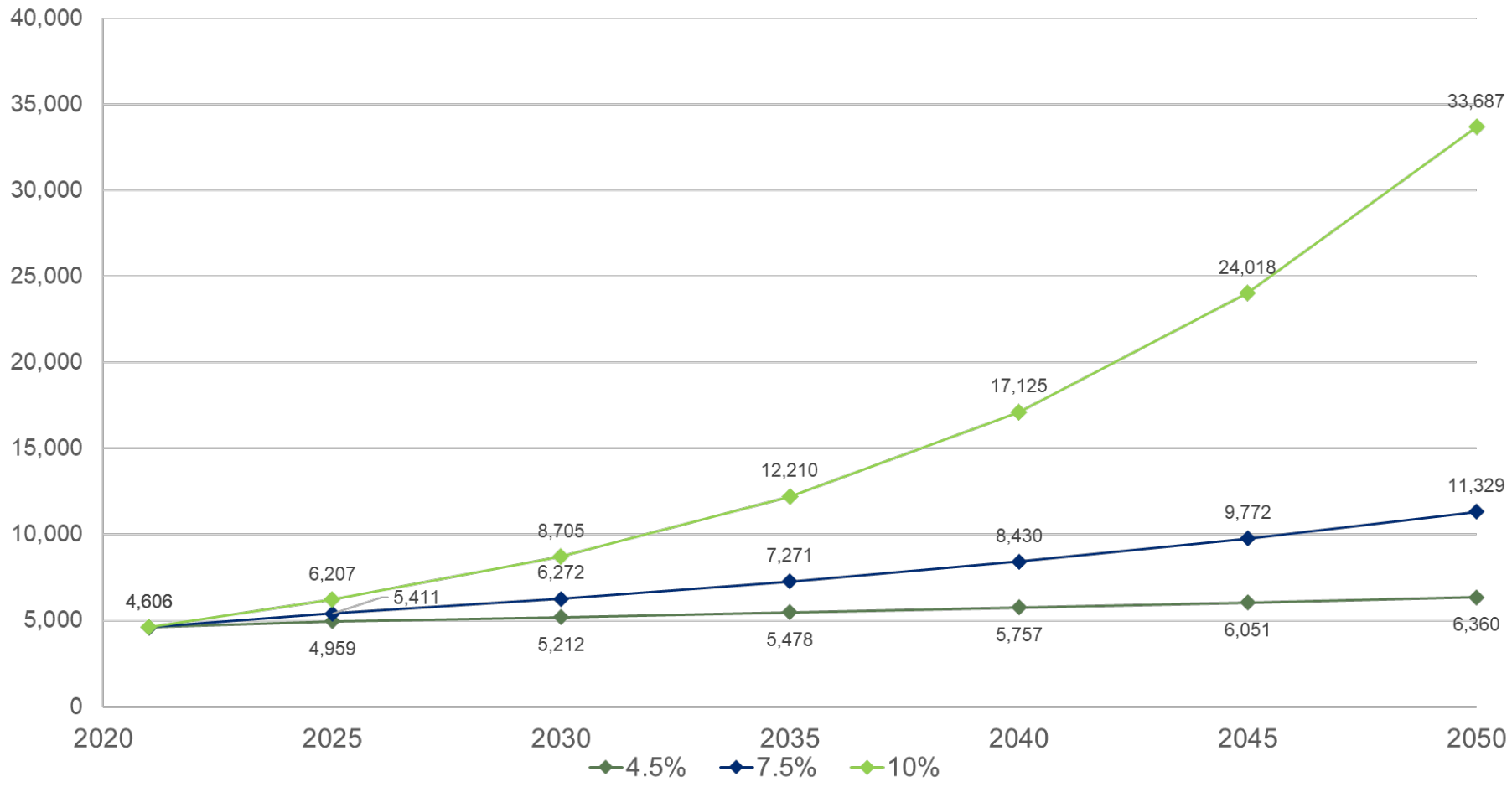
Figure 3.11 | Compound Annual Growth Rate Projections

Year	4.5%	7.5%	10%
2021	4,606	4,606	4,606
2022	4,813	4,951	5,067
2023	4861	5,100	5,421
2024	4,910	5,253	5,801
2025	4,959	5,411	6,207
2026	5,009	5,573	6,641
2027	5,059	5,740	7,106
2028	5,109	5,912	7,604
2029	5,160	6,090	8,136
2030	5,212	6,272	8,705
2031	5,264	6,461	9,315
2032	5,317	6,654	9,967
2033	5,370	6,854	10,664
2034	5,424	7,060	11,411
2035	5,478	7,271	12,210
2036	5,533	7,490	13,064
2037	5,588	7,714	13,979
2038	5,644	7,946	14,957
2039	5,700	8,184	16,004
2040	5,757	8,430	17,125
2041	5,815	8,682	18,323
2042	5,873	8,943	19,606
2043	5,932	9,211	20,979
2044	5,991	9,487	22,447
2045	6,051	9,772	24,018
2046	6,112	10,065	25,700
2047	6,173	10,367	27,499
2048	6,234	10,678	29,424
2049	6,297	10,999	31,483
2050	6,360	11,329	33,687

Regardless of these informed population projections, the City of Ferris should remain flexible and understand that unforeseen events and changing market trends make it impossible to predict the future. Due to this, instead of providing the City with a singular future projected population, this plan provides a range of future population by incorporating several growth rates based on the data and research that was gathered. Based on these trends, three Compound Annual Growth rates were identified: 4.5 percent, 7.5 percent and 10 percent.

Figure 3.11 on page 48 and **Figure 3.12** on page 49 display the anticipated growth ranges for Ferris.

Figure 3.12 | Compound Annual Growth Rate Projections



Ultimate Build Out Capacity

It is important to determine the ultimate population capacity that the City of Ferris can support based on the Future Land Use Plan. Identifying Ferris' ultimate capacity is a different exercise than projecting Ferris' population in the year 2050. Ultimate capacity refers to the maximum population Ferris' planning area can support through the Future Land Use Plan past the year 2050. This is important to analyze to align future growth and development strategies with the anticipated complete build out of the City.

Ferris' existing population is added to the general land use assumptions identified in each of the placetypes that support residential land uses. This new population was then added to Ferris' existing population to produce a projected ultimate capacity number that will be reached beyond 2050. This ultimate capacity calculation also assumes that all of Ferris' ETJ will be annexed into the City Limits as development comes in. **Figure 3.13** below displays Ferris' ultimate capacity calculations. Based on the calculations, it is anticipated that the Ferris planning area can support approximately 64,000 total residents with the Future Land Use Plan.

Neighborhood in Ferris

Figure 3.13 | Ultimate Capacity Calculations

						Future Projected	
Placetypes	**Total Acres**	**Undeveloped Acres**	**Dwelling Units Per Acre (DUA**	**Occ. Rate (2021 ESRI BAO Estimate**	**Persons Per Household**	**Anticipated New Housing Units**	**New Population**
Rural Living	3,197	2,538	0.5	92.6 %	3.23	1269	3,795
Suburban Living	3,655	3,346	3	92.6 %	3.23	10,037	30,021
Town Living	1,483	1,316	4	92.6 %	3.23	5265	15,749
Urban Mixed-Use	606	585	6	92.6 %	3.23	3,509	10,496
						New Population	**60,061**
						Existing Population	**4,606**
						Ultimate Capacity	**64,667**

Strategies and Actions

Strategy 1: Future greenfield development should be constructed in accordance to the character of each placetype identified in the Future Land Use Plan.		
Actions	FLU S1.1	Future greenfield development should be constructed in accordance to the character of each placetype identified in the Future Land Use Plan.
	FLU S1.2	Incentives, design guidelines, or a special development review process should be implemented to encourage large landholders to master plan and build coordinated and connected new developments on their properties.
	FLU S1.3	Strategic infrastructure improvements should be adequately planned for as development occurs.
	FLU S1.4	Direct infrastructure improvements along future corridors and nodes.
	FLU S1.5	Major new developments (defined below) should be designed to include a mix of residential uses as well as commercial areas to meet the shopping and service needs of Ferris' residents. • Major new residential developments are considered to be over 100 units • Major new commercial or retail developments are those over 5 acres

Strategy 2: Anticipate growth by completing proactive planning and other necessary steps needed to support the vision of the Future Land Use Plan.		
Actions	FLU S2.1	Ensure annexation is accomplished with properties in Ferris' ETJ into the City Limits as new development occurs.
	FLU S2.2	Create a "Comprehensive Plan Checklist" that will be used in determining the consistency of future development proposals or zoning modifications with the Ferris 2050 Comprehensive Plan including the Vision Statement, Guiding Principles, and the Ferris Future Land Use Plan.
	FLU S2.3	Conduct City-initiated rezoning of areas where such rezoning will remove an important barrier to development or revitalization.
	FLU S2.4	Establish policies to guide the appropriate mix, intensity, and design of mixed-use projects to help City Staff evaluate the implications of future mixed-use development proposals.
	FLU S2.5	Focus intensity in development along major corridors and in nodes identified in the Future Land Use Plan.
	FLU S2.6	Direct infrastructure improvements along future major corridors and within key nodes identified in the Future Land Use Plan

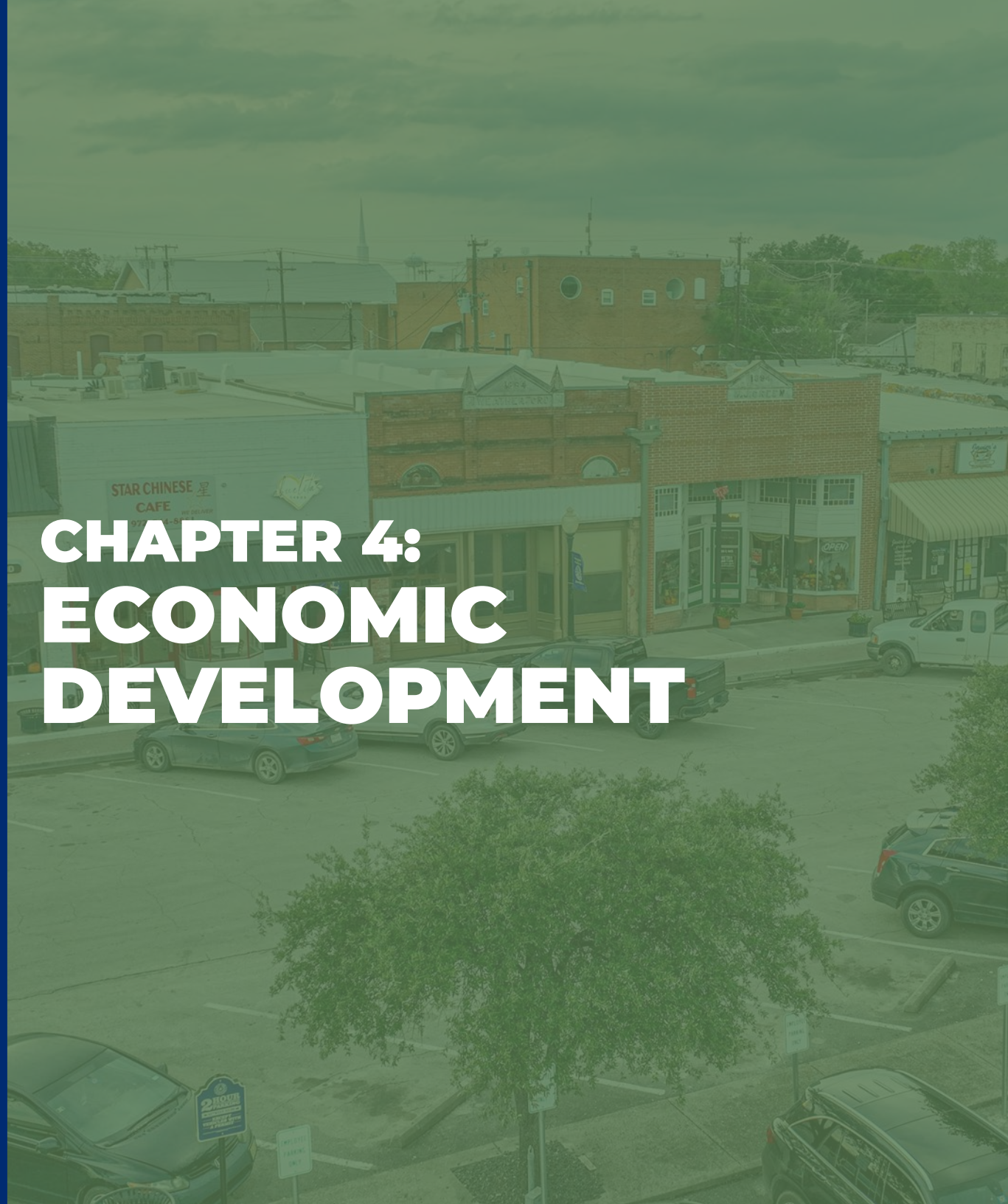
Strategy 3: Update Ferris' ordinances, codes, and standards to support the vision of the Future Land Use Plan.		
Actions	FLU S3.1	Require appropriate separations or transitions between areas with heavy truck traffic and areas that are primarily residential.
	FLU S3.2	Strategic design, development, and access standards should be applied to development along new major roadways (such as Loop 9 and the new FM 664 corridor) and at new major intersections where these roadways cross existing thoroughfares.
	FLU S3.3	The City's subdivision and zoning standards should be followed in development agreements for projects in the ETJ.
	FLU S3.4	Modify the Ferris Zoning Code to include a mixed-use zoning classification, zoning overlay (urban design) district, or a new Form-Based Code. Utilize this new zoning in areas designated as Urban Mixed-Use in the Future Land Use Plan, especially where adjacent to key corridors, intersections and/or nodes.
	FLU S3.5	Adopt Tree Preservation Ordinance to preserve Ferris's valuable tree canopy.
	FLU S3.6	Adopt an ordinance dedicating land for future public facilities and schools to ensure adequate sites are available for the future schools and their students, as well as emergency services.
	FLU S3.7	Adopt Impact Fees to ensure quality public improvements are funded and built.

Strategy 4: The Comprehensive Plan should provide direction and support for redevelopment and reinvestment of older or declining commercial and business areas as changing market conditions create opportunities for investment in new and more productive uses.		
Actions	FLU S4.1	Promote new development, infill, or redevelopment that supports the goal of creating special, pedestrian-friendly, unique destinations within Ferris.
	FLU S4.2	Create an infill development map of central Ferris that identifies parcels that are ripe for redevelopment.
	FLU S4.3	Attract an infill development project in central Ferris within the next three years.
	FLU S4.4	Encourage infill and redevelopment by identifying development that is consistent with the Future Land Use Plan.
	FLU S4.5	Partner with developers to ensure adequate sizing of utilities in accordance with the Future Land Use Plan.

Strategy 5: Land use considerations should take advantage of floodplain and open space corridors as potential connections for pedestrian and outdoor recreation assets.		
Actions	FLU S5.1	Ferris' Future Land Use Plan should imagine and facilitate opportunities that will arise when the Skyline Landfill closes.
	FLU S5.2	As portions of Ferris' ETJ are annexed into the city, prohibit new vertical development in the FEMA floodplain unless proper permitting documentation is obtained and is in compliance with FEMA development standards.
	FLU S5.3	Encourage developers to capitalize on Ferris' vast open space amenities by orienting development towards floodplain and creek areas and to promote further recreational development to these areas.
	FLU S5.4	Conduct a Park and Recreation Master Plan for all of Ferris' existing and planned park, trail, and open space identified in the Ferris 2050 Comprehensive Plan.

CITY OF FERRIS 2050

Comprehensive Plan



CHAPTER 4: ECONOMIC DEVELOPMENT

Introduction

The purpose of this chapter is to provide the City with strategies to achieve new gains in the financial and fiscal growth of the community. As Ferris builds out over time, it is important to ensure sustained vitality by capturing growth across multiple sectors and diversifying its tax base. A proactive approach is needed to position the community for economic vitality with respect to businesses and jobs to benefit employers and residents. These policies and actions follow a strategic framework that encompasses the needs and desires of the community at large.

Economic Development Strategic Direction

1. **Incentives should focus City resources on attracting a diversity of businesses and services that provide significant numbers of new jobs in identified target employment sectors.**
2. **The Economic Development Strategy should provide guidance on the preservation and support of existing and local businesses.**
3. **Economic development incentives should be concentrated in key locations with a particular focus on the identified catalyst areas.**
4. **Economic vitality is critical in Downtown and should reinforce a diverse, mixed-use urban center.**
5. **Investment along major corridors should be a focus of the City due to the adjacency to the DFW region and limited amount of frontage available.**
6. **Strategically position Ferris' vast future open space network as an economic development tool for the City.**
7. **Promote the City of Ferris through continued marketing efforts to the development community and the DFW Metroplex.**

FEEDBACK HEARD

- **With respect to its residents, the community's vision for economic growth includes:**
  - More diverse housing options and price-points.
  - Better connectivity to community assets.
- **With respect to its businesses, the community's vision for economic growth includes:**
  - A greater choice of high-quality restaurants.
  - More shopping choices.
  - High-quality development standards for businesses in Downtown.
  - Capture potential along major corridors for future businesses.
- **With respect to jobs and its employment base, the community's vision for economic growth includes:**
  - A higher mix of job types and employment opportunities throughout the community (i.e. hospitality, recreation, education, office, light/industrial).
  - Major employers should locate along or adjacent to the primary corridor network.
- **With respect to infrastructure, the community's vision for economic growth includes:**
  - Investment in Downtown's look and feel.
  - Ensuring connectivity between community assets and across physical barriers (i.e., floodplain, Interstate 45, the railroad, etc.).
  - Targeting investment opportunities along primary corridors.
  - Investment in outdoor recreation to link open space and trial network as amenity for visitors and residents.

Existing Conditions

The City of Ferris is strategically positioned in the Dallas-Fort Worth metroplex to attract new economic investment. Interstate 45 also bolsters Ferris' economic position and economic attractiveness in the region. Currently, new industrial and warehousing developments make up the current market trend seen in cities just north of Ferris along the I-45 corridor. Therefore, because of Ferris' key location and adjacency to major regional thoroughfares, strategic direction should be given to the City that assists in the creation of new economic opportunities and jobs in Ferris, while at the same time being strategic about the location and types of businesses allowed in the Ferris planning area.

The City of Ferris has two Economic Development Corporation (EDC) Boards that provide funding for community investments. The boards invest their funds, which are gathered through dedicating a portion of the City's sales tax, into the retention or creation of new jobs and economic opportunities within Ferris. In addition to the EDC Boards, Ferris also has an active Chamber of Commerce that provides support to Ferris' existing local and small businesses. These tools are key components of the oversight of the City's economic activity, and the City should continue their partnerships with these organizations.

Figure 4.1 displays the City's Fiscal Year 2023 budget revenue. An important item to note is that the City has significant funding from host fee sources, which includes the revenues gained from Waste Management's Skyline Landfill located within the city. A major focus for the City of Ferris should be to take action to prepare themselves by diversifying their tax base through the attraction of a variety of different industries and educational resources. This diversity is needed to prepare for the loss of general fund revenue that should be expected when the Skyline Landfill reaches retirement.

Figure 4.1 | Ferris FY 2022 – 2023 General Fund Revenues

	FY 23 Proposed Budget
Ad Valorem Taxes	$ 1,177,924
Administrative Cost Share	$ 154,000
Host/Franchise Fees	$ 2,975,000
Sales Tax	$ 556,827
Court Fines/Fees	$ 802,455
State Grants/Programs	$ 0
Misc. Local Sources	$ 264,950
Total	**$ 7,062,851**

Source: https://go.boarddocs.com/tx/coftx/Board.nsf/files/CJEK894F97FC/$file/ORDINANCE%20O-22-965%20ADOPTING%20FY2023%20BUDGET.pdf

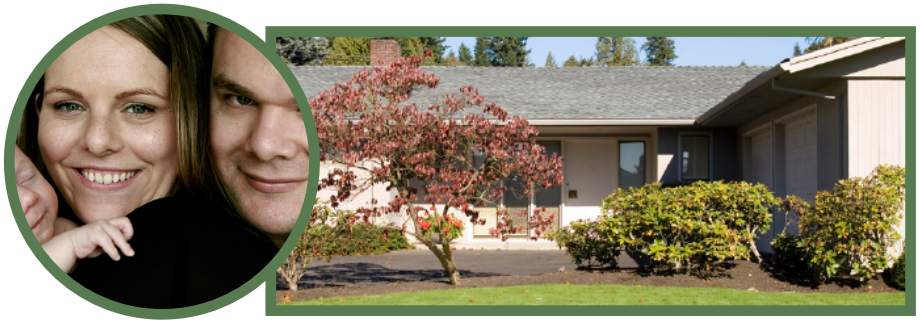
Tapestry Profile

As described in **Chapter 2**, the City of Ferris has three dominate tapestry profiles, including Southern Satellites, Traditional Living, and Hometown Heritage. By utilizing these psychographic profiles, the City of Ferris should seek to attract development that is in line with their demographic characteristics. Below describes the market profile for each of Ferris' tapestry segments:

Tapestry Market Profile (*Source: ESRI Tapestry Segmentation*)

Southern Satellites

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch CMT.
- Read fishing and hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).



Traditional Living

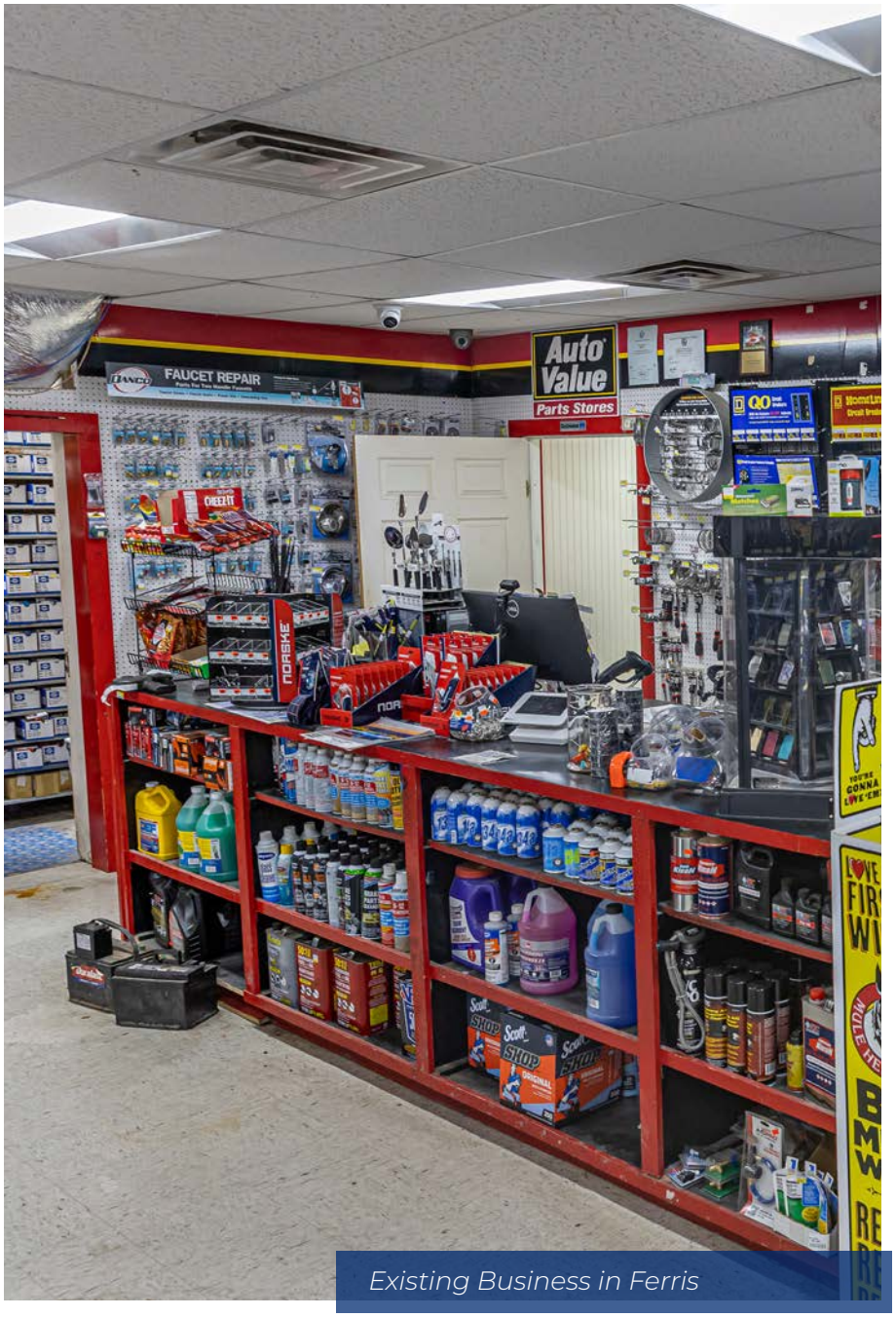
- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo

Hometown Heritage

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular
- Diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

When the City takes initiative to attract new business and commercial developments, they should keep in mind the dominant employment sectors for their top three tapestry segments. **The top employment categories for Ferris' psychographic profile include**:

- Construction and Extraction
- Production
- Office and Administrative Support
- Sales and Related Industries
- Transportation and Material Moving
- Food Preparation and Serving Related



Existing Business in Ferris

Current Initiatives

The City of Ferris is already taking great strides to further economic development opportunities in Ferris. Ferris' EDC A and B Boards receive funding that is spent on various community enhancement initiatives. Additionally, the City of Ferris also created a zoning overlay called the Original Town Square Overlay District in Downtown Ferris to boost Downtown attractiveness and design flexibility. However, this zoning district should be analyzed to identify needed further improvements to optimize the overlay district. Also near Downtown Ferris, a Residential Historic Overlay District is in place around some of Ferris' central neighborhoods.

An initiative that was previously in place but is no longer active is Ferris' Façade Improvement Program. A façade improvement program seeks to improve the appearance of buildings, sidewalks, and other public spaces by providing funds for physical improvements like painting, landscaping, and repairs. The program typically encourages property owners to take part in the improvements by offering financial or other incentives. Such programs can help revitalize neighborhoods, improve public safety, and attract new businesses and residents. The program in Ferris is no longer active, however, the City should consider reinstating this program in future budgeting and funding programs.

Vacant Land

The City of Ferris currently has many opportunities for greenfield and infill development through a number of vacant parcels throughout the City Limits and ETJ. Vacant land is prevalent in both large swaths in the ETJ, and in smaller pockets of undeveloped land in central Ferris. The existing amount of vacant land throughout the City creates an attractive opportunity area and should be capitalized on in future economic development efforts.

Existing Business in Downtown Ferris

Existing Vacant Land

Catalyst Areas

Six catalyst areas are identified in the Ferris 2050 Comprehensive Plan. A catalyst area is an area that is targeted for future development and revitalization by the City. This targeted development can include public investments in infrastructure, increased access to amenities, and incentives for private investment. The goal of a catalyst area is to encourage economic growth, attract businesses, and increase employment opportunities. **Figure 4.2** on the following page identifies the specific catalyst areas recommended for Ferris.

Downtown Ferris

History has shown that cities benefit economically from a healthy and vibrant Downtown in several ways. First, when downtowns are healthy, they attract visitors who come and spend time and money in the district. This helps to bolster the local economy and promote it by word of mouth. In addition, healthy downtowns help to attract and retain residents who prefer to spend their time in urban areas. This diversity enriches the city with the ability to market itself as an urban center and promote businesses and residences that thrive in that environment. As a marketing tool, Downtown Ferris can help catalyze growth by attracting those who benefit from the programs and amenities it offers to its users (i.e. employees, residents, and visitors). This effort can build momentum not just in Downtown but throughout the community.

The City of Ferris should continually set aside funds for improvements in Downtown through city budgets, capital improvement programs, or through grant opportunities. Many investments should be made in all areas of Ferris' planning area, but Downtown should always be a top priority for City leadership. Strong public and private investments should be made now and continue in the future until Downtown Ferris is a vibrant community and regional destination.

See **Chapter 7: Downtown Ferris** and the **Ferris Downtown Master Plan** for additional design and implementation guidance.

Industrial Development

Development pressures for industrial and warehouse use are prevalent along the I-45 corridor. The City of Ferris welcomes new growth that promotes new job opportunities, however, due to the City's floodplain and existing land use network, it is recommended that future industrial development be concentrated along Malloy Bridge Road, which is the future alignment for the State Loop 9 corridor. Directing industrial development here will provide for greater access to the regional highway system while also preserving the I-45 corridor for highway commercial uses. Also, future industrial development is in alignment with the City's prominent tapestries and job demand. Additional information on industrial and general future land use direction can be found in the Future Land Use Plan.

FM 664 Bypass Corridor

FM 664 is a primary east-west corridor that connects Red Oak to I-45 and passes through Ferris' current 6th Street. A bypass is planned just south of Downtown Ferris. Additional information on this bypass facility is provided in Chapter 6: Mobility.

This corridor poses a catalytic opportunity for new highway and mixed-use development. Future mixed-use developments should be concentrated at key intersections, such as where the bypass veers south of Downtown from the current alignment and at the intersection of I-45. Between these two intersections, the corridor could open development opportunities for new highway and community commercial. The City should market this future opportunity to businesses seeking to locate within Ferris.

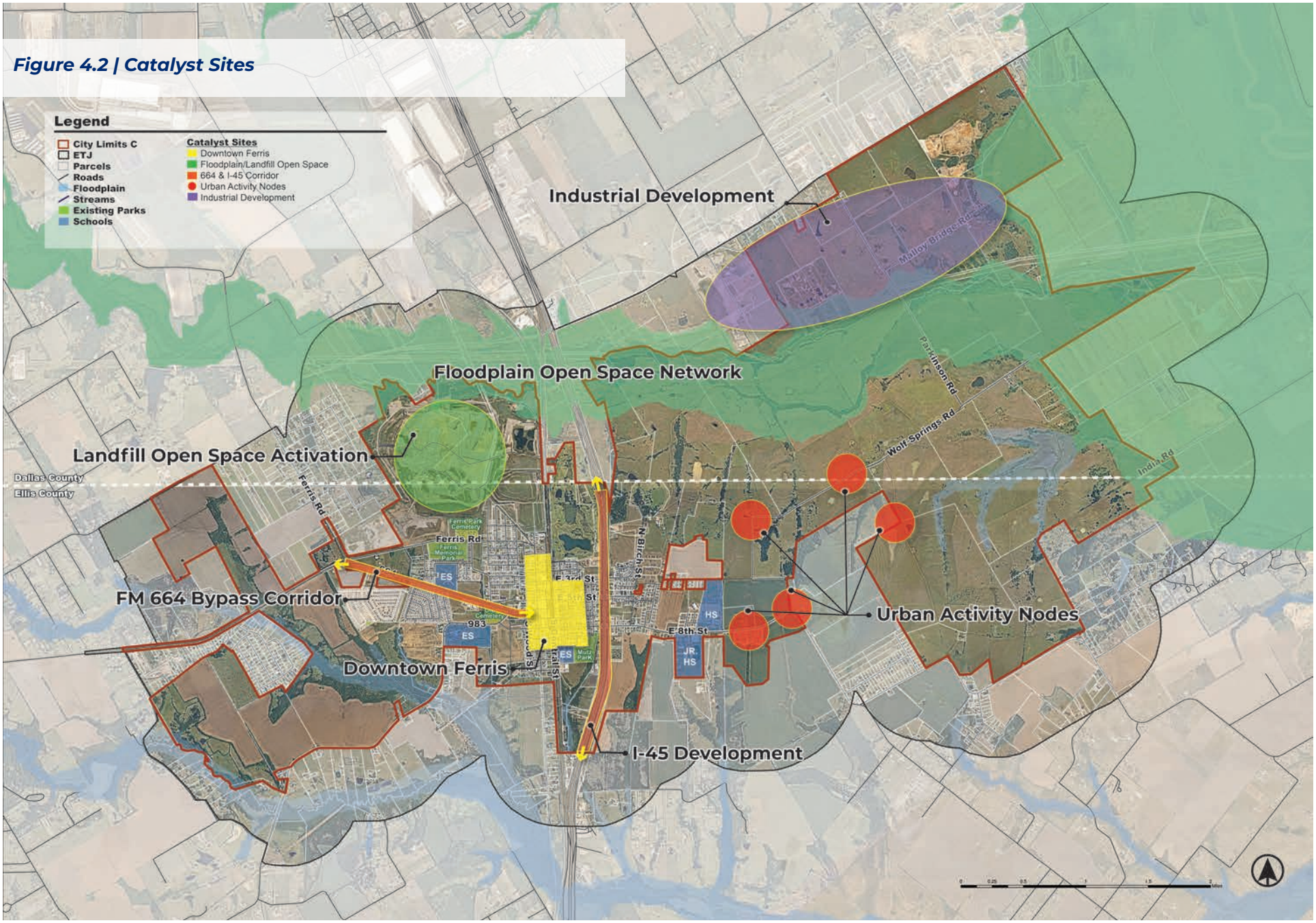


Figure 4.2 | Catalyst Sites

I-45 Development and Loop 9 Development

Because Ferris is optimally located on the southeastern boundary of Dallas County along Interstate 45, there is opportunity to benefit from its adjacency to the metroplex, and those traveling south to Houston. The City of Ferris should pursue economic development opportunities along and adjacent to its primary corridors to provide visitors a convenient and robust shopping, dining, and services experience, and promote its amenities and offerings.

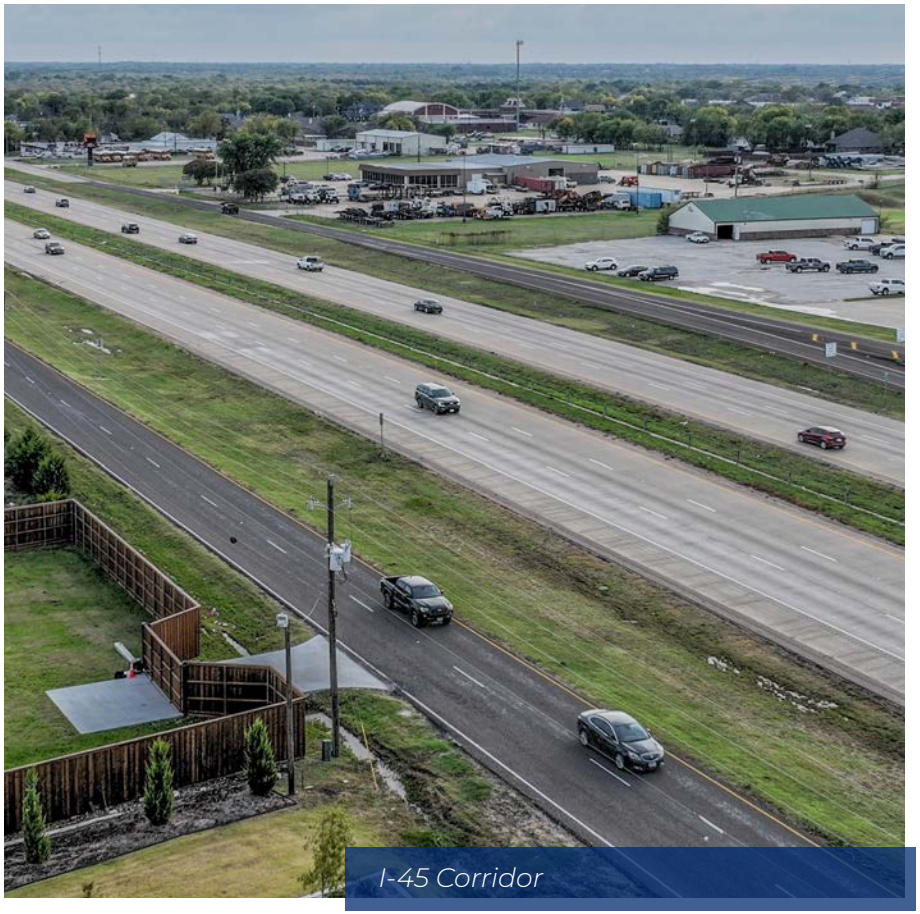
In addition to the I-45 corridor, the future State Loop 9 corridor also poses new development opportunities. One of the greatest opportunities the City has is to optimize their existing and future highway frontage from a regional perspective. The Future Land Use Strategy seeks to do this by allocating the most appropriate uses along this corridor. That being said, there is significant floodplain to contend with in the north of Ferris, as well as areas that are already developed along its frontage. Special attention should be placed on investment and reinvestment in these areas in order to ensure that opportunities are adequately captured.

Floodplain and Landfill Activation Open Space Network

Ferris should capitalize on the proposed Open Space network found in the Future Land Use Plan for economic development opportunities. This vast open space network will consist of approximately a third of Ferris' planning area, so a comprehensive strategy could be created to identify future trail alignments, park locations, and other recreational amenities. This catalyst site could be utilized as a promotional and marketing tool for the City as they attract new business and economic opportunities.

Urban Activity Nodes

Several small mixed-use nodes were identified along future intersections identified in the Thoroughfare Plan. These nodes, which are currently in Ferris' ETJ, but should be annexed into the City Limits once development occurs, should support the surrounding residential development and provide neighborhood-serving shopping and dining experiences. These nodes are important for the long-term sustainability for Ferris' proposed major residential developments. As development comes in, the City should work with developers and provide incentives for commercial and mixed-use activity in these areas.



I-45 Corridor

Promoting Sustainable Economic Development

Development Implications

In order to ensure a fiscally sustainable portfolio of jobs community wide, it is important to direct investment to optimal locations that allows Ferris to thrive. 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. Because success in this area has a profound impact on Ferris, this approach prioritizes and focuses the utilization of incentives in this manner. Development incentives could include tax deductions, financial subsidies, streamlined permitting process, reduced development fees, or customized economic development packages. Additionally, the City could incentivize developers with public-private partnerships, zoning amendments, infrastructure improvements, or access to capital. It is recommended that the City conduct a review of their current development incentives, conduct a review of incentives in peer cities, and create new incentives needed to make Ferris a more attractive place for developers to locate.

It is recommended that the City of Ferris create a comprehensive package of development information to give to the development community. In this document, the City can write information on Ferris' history and current economic initiatives, as well as an overview of current demographic and market trends. Additionally, the packet should outline development procedures and processes with links to additional information found on the City's website to make it easier for developers to understand the necessary steps required to locate in Ferris. Additionally, the packet should outline all development incentives and requirements as well.

Job Market Diversification

When a community is one dimensional in its employment mix, some residents will struggle to work in the area in which they live. This is because access to jobs that fit their skill set is limited. Should there be a downturn in the primary industry, it is much more difficult for the community to sustain itself and recover. For this reason, it is important to facilitate a mix of jobs so that people can have access to employment in their community.

The City of Ferris should consider attracting new businesses and commercial development that helps diversify their job industry mix. This is particularly important to prepare for the retirement of the Skyline Landfill. Not only should the city seek to attract businesses that are in alignment with the city's tapestry profile target job markets, it should also attract businesses and services where gaps in the current market exist. The key target employment opportunity areas that should be a focus for the City include industrial development, business offices, medical services, hospitality and tourism, transportation and logistics, construction, and service industry development.

Educational Resources

As industries come into the city, residents have an opportunity to become part of that greater workforce, if their skillsets align. The ability to live and work in the same community is desirable and presents both fiscal and economic benefit to individuals, residents, and the community. For this reason, it is important to support the effort to provide training and educational opportunities for residents. The City should partner with the Ferris ISD to provide certifications, training, and adult learning classes. This partnership could also leverage ISD facilities in the evenings and weekends when the buildings are unoccupied. Ferris already has several English as a Second Language (ESL) classes, and these efforts should continue. However, the City should initiate partnerships with these organizations to advertise these services. In addition to ESL classes, the City could also benefit from workforce skills training and programs.

In addition to the various benefits and opportunities that higher education provides to its students, higher education is an industry that is attractive to the community because it helps bring in a diverse group of people and has been shown to be a sustainable model for economic vitality. Ferris' current economic makeup could benefit from attracting a new trade school or community college. Efforts should be made to attract and retain this industry sector.

Existing Business Support

Small and local businesses are the heart of the community and create uniqueness and identity that otherwise would not exist. A healthy development profile includes a vibrant and robust portfolio of small and local businesses. Often, these groups have the challenge of competing with national brands and retailers that already have an established following. Much can be done in the way of supporting these businesses to help them thrive.

Several initiatives can be made for existing businesses in Ferris. To complete these recommendations, the City should continue to leverage partnerships with the EDC Boards and the Ferris Chamber of Commerce. Existing businesses and residents could benefit from a robust business directory and a quarterly economic development newsletter. This newsletter could highlight a "Business of the Month" and provide the public with news about upcoming developments economic development initiatives. Continual engagement with existing businesses is also important. The City should frequently reach out to existing businesses to greater understand current needs and opportunities. Another opportunity could be to create a bi-annual workshop or luncheon with business owners to discuss marketing, promotion, and business retention opportunities. A Downtown Merchants Association is also recommended. This opportunity is detailed further in **Chapter 7**.

Ferris ISD Administration Building

Marketing, Programming, and Events

It is essential for the City of Ferris to market their development opportunities and economic initiatives to the Dallas-Fort Worth Metroplex. Significant opportunities exist to revamp the City's online presence. Ferris' EDC Boards should create their own website that markets the City and provides existing development opportunities and information. Also, the City could enhance their social media presence. Ferris has a Facebook page, but the City should also create other social media handles by utilizing platforms such as Twitter, YouTube, and Instagram. To manage this, it is recommended that the EDC Board hire a full-time marketing and social media coordinator.

Detailed in the **Ferris Downtown Master Plan**, a key recommendation is to re-pave Main Street in Downtown Ferris with brick pavers to enhance pedestrian safety and Downtown aesthetics. Once this street is repaved, the City could initiate a brick paver fundraising program. This program would allow for the public to pay a fee in exchange for their name or memorial to be engraved on a brick paver. This program could not only provide the City with new revenues, but would also capitalize on Ferris' brick making heritage in a unique way. This program could be managed by the EDC Boards.

Another area to promote the City's marketing would be to create new community events. The City already has several key community events, such as their annual Brick Fest, July 4th celebration, and Christmas event. New community events will help spark economic activity in Downtown and throughout Ferris. It is recommended that the City work with the proposed marketing coordinator employed by the EDC to identify new programming and community events opportunities.

"Once Main Street is repaved, the City could initiate a brick paver fundraising program. This program would allow for the public to pay a fee in exchange for their name or memorial to be engraved on a brick paver. This program could not only provide the City with new revenues, but would also capitalize on Ferris' brick making heritage in a unique way."

I-45 Corridor

Strategies and Actions

Strategy 1: Incentives should focus City resources on attracting a diversity of businesses and services that provide significant numbers of new jobs in identified target employment sectors.		
Actions	ED S1.1	Conduct a review of existing development incentives. In this review, identify all existing incentives for development, perform a review of incentives in peer cities, and update or create new incentives to share with the development community.
	ED S1.2	Ensure economic development initiatives will support a diverse mix of job opportunities so people who live in Ferris can also find jobs in the City.
	ED S1.3	Support collaboration with Ferris ISD and other entities to provide education and training so Ferris residents have the skills needed for jobs in businesses locating here.
	ED S1.4	Attract a trade school, community college, or another form of higher education to locate in Ferris.
	ED S1.5	Diverse investment should be a priority to create a unique identity in targeted areas to attract a diverse group of people, improve balance and sustainability, and give multiple reasons for people to visit and live.
	ED S1.6	Make a policy commitment to support small and local businesses and help them thrive in Ferris as they grow.
	ED S1.7	Attract a hotel in Ferris.
	ED S1.8	Diversify economic base in preparation for land fill life cycle ending.
	ED S1.9	Ensure the City follows a fiscally sustainable model by reducing dependency on revenue from Waste Management's fees.
	ED S1.10	Utilize revenues gained from Waste Management to bolster other community development incentives that will provide strategic value to the growth of Ferris.
	ED S1.11	Take Ferris should become an important center for shopping, dining, and services in this southeastern part of the North Texas region.

Strategy 2: The Economic Development Strategy should provide guidance on the preservation and support of existing and local businesses.		
Actions	ED S2.1	Create a Ferris business directory. Continually update this directory on an annual basis.
	ED S2.2	Create a quarterly economic development newsletter to promote current city initiatives, existing businesses, and upcoming opportunities. In this newsletter, highlight a "business of the month."
	ED S2.3	Create an annual engagement program to promote working relationships with existing businesses and to identify current needs, assistance, and opportunities.
	ED S2.4	Continue partnering with the Ferris EDC Boards and the Ferris Chamber of Commerce to implement economic development programs and projects.
	ED S2.5	Partner with ESL providers and Ferris ISD to advertise and initiate partnerships to promote a healthy workforce
Strategy 3: Economic development incentives should be concentrated in key locations with a particular focus on the identified catalyst areas.		
Actions	ED S3.1	Place greater emphasis on the Catalyst Areas. Align resources, policies, and investments with these targeted investment areas.
	ED S3.2	Incorporate infrastructure improvements within the identified Catalyst Areas into Ferris' proposed Capital Improvement Program.
	ED S3.3	As development comes in, work with developers to emphasize the importance for commercial development and activity in Ferris' ETJ nodes.
Strategy 4: Investment along major corridors should be a focus of the City due to the adjacency to the DFW region and limited amount of frontage available.		
Actions	ED S4.1	Direct new commercial activity along the future FM 664 Bypass Corridor. Prepare for this corridor by incorporating infrastructure investments into the City's proposed Capital Improvements Program.
	ED S4.2	Continue to attract new highway commercial development along the I-45 corridor.
	ED S4.3	Direct future industrial developments along Malloy Bridge Road, which will be the future State Loop 9 alignment.

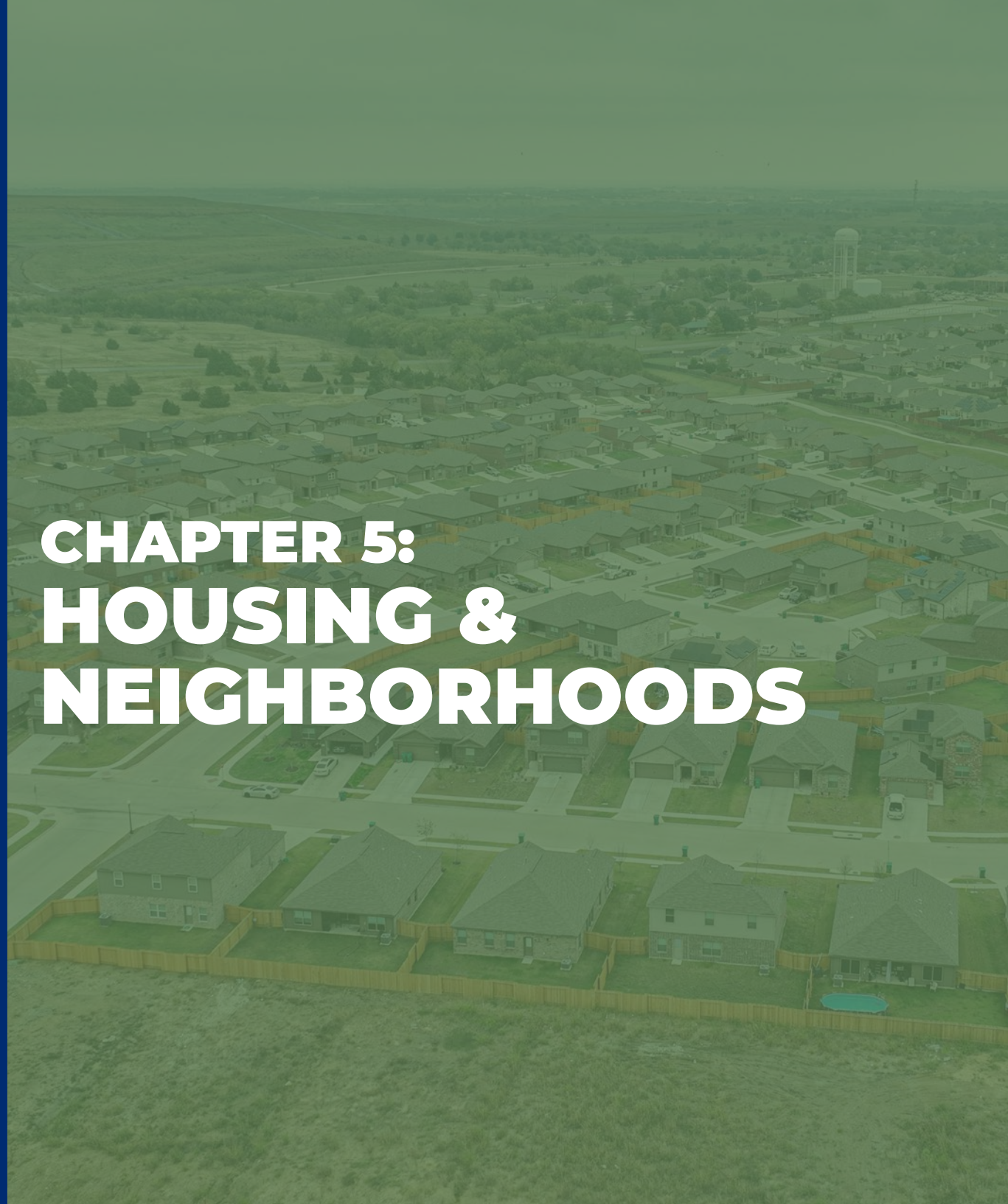
Strategy 5: Economic vitality is critical in Downtown and should reinforce a diverse, mixed-use urban center.		
Actions	ED S5.1	Develop a program and identify funding for the implementation of the highest priority public improvements in the Downtown area to catalyze revitalization and advance Downtown as a place; review annually to assess progress.
	ED S5.2	Adopt standards and regulations to ensure high-quality Downtown development.
	ED S5.3	Establish anchors in Downtown to give a reason for people to visit and stay in the area.
	ED S5.4	Repurpose City Hall building to be a community amenity for Downtown Ferris, such as a visitor's center or local heritage museum.
	ED S5.5	Establish a unified Downtown Ferris brand. Create a Downtown Ferris logo, branding strategy, and landscaping palette to promote a unified and unique Downtown brand.
	ED S5.6	Enhance the existing Downtown zoning overlay to include additional design standards and policies to promote high-quality development and excellent streetscape and pedestrian amenities.
	ED S5.7	Fully utilize urban design and placemaking principles to create outdoor room and community gathering places for civic life.
	ED S5.8	Maintain and enhance the architecture of downtown buildings and seek Historic Preservation designations.

Strategy 6: Strategically position Ferris' vast future open space network as an economic development tool for the City.		
Actions	ED S6.1	Establish a vision for Ferris' open space network. Conduct a Parks and Recreation Master Plan to identify specific locations for new recreational opportunities, parks, and trail alignments.
	ED S6.2	Conduct a feasibility study for park/open space conversion of the Skyline Landfill to prepare for its retirement.
	ED S6.3	Develop recreational amenities in Ferris' floodplain area, such as hike/bike trails, parks, and trailhead amenities.

Strategy 7: Promote the City of Ferris through continued marketing efforts to the development community and the DFW Metroplex.		
Actions	ED S7.1	Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.
	ED S7.2	Develop and maintain a branding policy to ensure a singular and unified brand is communicated across all departments and is represented on future internal and external assets; evaluate every two to three years.
	ED S7.3	Develop a plan to identify the City's aesthetic values and to activate a strategy with the goal of becoming a unique, active, and sustainable city.
	ED S7.4	Create design guidelines and prototypes to encourage a broad range of first-class development types.
	ED S7.5	Create a Ferris Economic Development Board website to promote existing development opportunities and City information.
	ED S7.6	Create an informational packet for the development community outlining the City's history, current demographic and market trends, current offerings, development incentives, development opportunities, and reasons why businesses should locate in Ferris.
	ED S7.7	Hire a full-time marketing and social media manager employed by the Ferris EDC Boards.
	ED S7.8	Once Main Street has been repaved with brick pavers, initiate a brick paver fundraising program where the public can engrave their name or memorial on a brick in Downtown Ferris. Manage this program within the Ferris EDC.
	ED S7.9	Create one new annual community event that is unique to Ferris.
	ED S7.10	Increase the City's social media presence by posting more frequently on the City's website and existing Facebook page. Create and manage new social media accounts on other platforms such as Instagram, Twitter, and YouTube.
	ED S7.11	Host a bi-annual marketing/promotion/business retention workshop for existing businesses and developers hosted by the City in partnership with EDC and Chamber.

CITY OF FERRIS 2050

Comprehensive Plan



CHAPTER 5: HOUSING & NEIGHBORHOODS

Introduction

A critical component of the **Ferris 2050 Comprehensive Plan** is creating a robust plan for existing and future neighborhoods. New residential developments will drastically change the form of Ferris, so it is imperative to make specific strategies and actions that will assist the City in accommodating this planned growth.

Existing Conditions

In 2021, Ferris is home to approximately 1,536 dwelling units in their City and ETJ limits according to an ESRI estimate. Of those, it is estimated that 93 percent of the housing units are occupied and approximately 73 percent of the units are owner-occupied. **Figure 5.1** displays the existing percent make-up of dwelling units in Ferris. The majority of available housing stock in Ferris consists of single-family detached houses, approximately 70 percent. With pockets of single-family attached and multifamily developments, which make up approximately 7 percent of the overall housing stock, the other significant housing type in Ferris includes mobile or manufactured homes, making up approximately 23 percent of all dwelling units. The median year Ferris' built housing stock was constructed is 1984, which is slightly older than the Dallas-Fort Worth Metroplex average (1989).

Most of Ferris' housing is located within the City limits and surrounds the historic Downtown. A few housing developments are east of I-45, including the new homes in the beginning phases of the Woodstone development. Additionally, the new residential development Shaw Creek is located on FM 664/Ovilla Road to the west of Downtown. Shaw Creek Phase 2 is currently under construction.

Figure 5.1 | Ferris existing dwelling units (2021)

Housing Type	Percent
Occupied	93%
Owner-Occupied	73%
Single-Family Detached Houses	70%

Housing and Neighborhoods Strategic Direction

1. **Ensure future neighborhoods are connected to adjacent activity areas and amenities.**
2. **Encourage infill development and neighborhood aesthetic improvements in central Ferris that is consistent with the Future Land Use Plan and the Ferris Downtown Master Plan.**
3. **Ensure new residential developments in Ferris promote the character of housing identified in the Future Land Use Plan's placetypes.**
4. **Efforts should be made to diversify the housing types available in Ferris. The desired variety of housing includes single-family homes, but it also includes 'missing middle' homes (such as duplexes, cottages, townhomes), with limited apartments, housing for seniors, and housing as part of mixed-use developments in appropriately placed locations.**

FEEDBACK HEARD

- **Economic Development.** Residents are excited for the planned residential developments, especially in the current ETJ.
- **Quick Growth.** Current homeowners and business owners are concerned that such aggressive new growth will limit the City's ability to fund improvements to the existing older neighborhoods located in central Ferris.
- **Maintenance and Beautification.** Residents voiced concerns about neighborhood aesthetics, maintenance, and code enforcements
- **Diversity of Housing.** The public desires different housing types in Ferris for both purchase and rent.

Planned Residential Developments

In addition to Ferris' existing housing stock, several planned residential developments are currently underway in Ferris. Of these, the Woodstone development is by far the most significant housing development which is planned to increase Ferris' population by over 30,000 new residents. This drastic growth will change Ferris' character and will place new burdens on Ferris' infrastructure, roads, and city services. **Figure 5.2** portrays the new residential developments and the number of units that will be built. **Figure 5.3** displays the location of planned residential developments in Ferris. Below describes each planned new residential development that is anticipated to be constructed in Ferris.

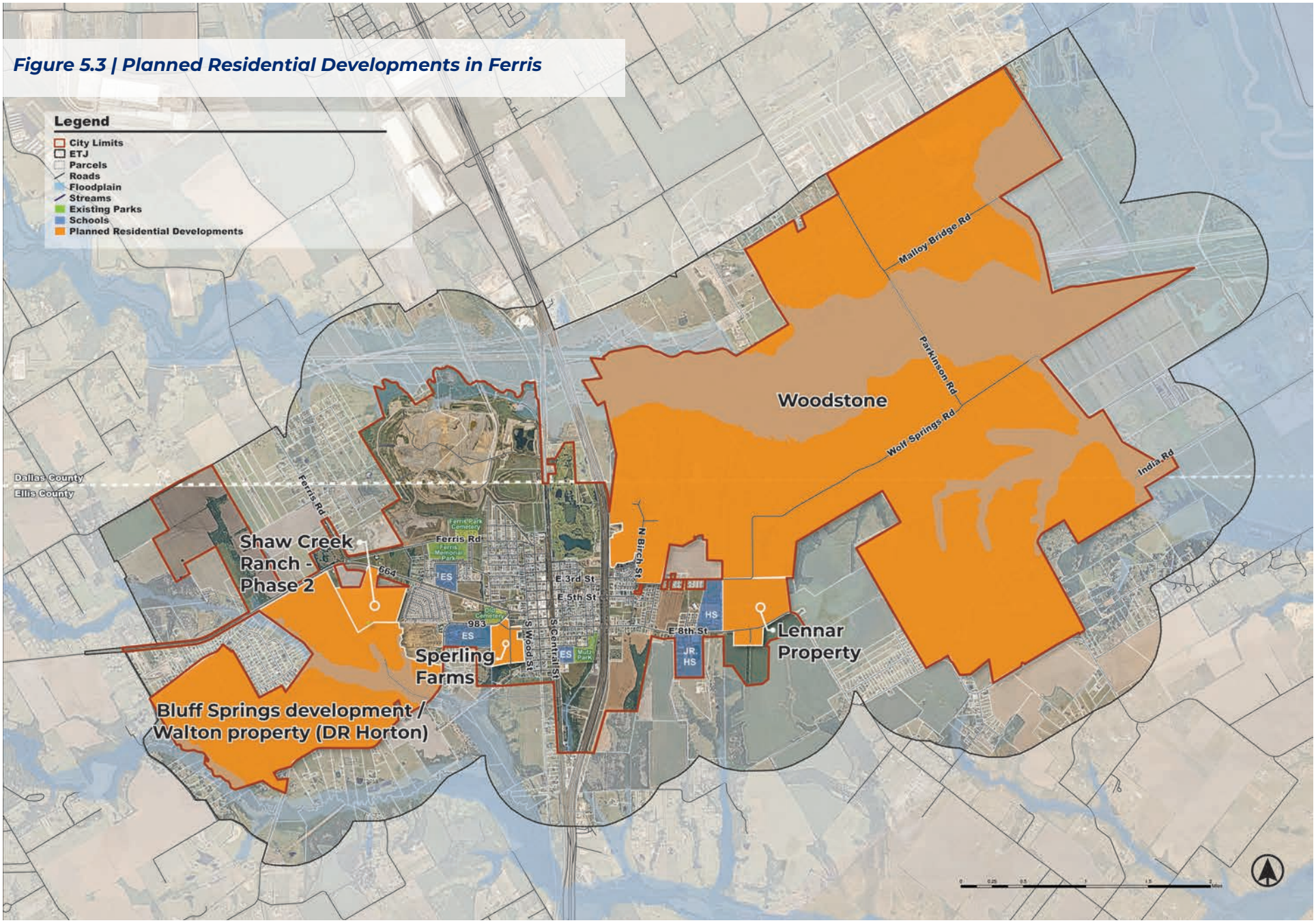
- **Woodstone:** The Woodstone development at full build out will add approximately 10,000 new housing units. This massive residential development will change the fabric of Ferris. This one development alone could add as many as 31,500 people to the City of Ferris. As of 2022, Phases 1, 2, and 3 of Woodstone have been planned. There are a total of 75 phases of development and a projected completion date of 2075.
- **Shaw Creek Phase 2:** Shaw Creek Phase 2 will add 333 new units to the Shaw Creek development, located in southwest Ferris.
- **Bluff Springs Phase 1 and 2:** Bluff Springs will add 356 new units and is located on the west side of FM 983 and directly south of Shaw Creek Ranch Phase 1 and 2. The remaining phases of the 2000-acre master planned community are expected to bring a more homes and provide sites for schools, retail centers, and open space.
- **Lennar at Ferris Springs:** Lennar at Ferris Springs will add new 85 units and is located on the southeast side of Ferris along FM 660.
- **Sperling Farms:** Sperling Farms will add 156 units and is located along the south and east side of FM 983.

Figure 5.2 | New Residential Developments Number of Units

Planned Residential Developments	Number of Units
Woodstone	10,000
Shaw Creek - Phase 2	333
Bluff Springs - Phase 1 and 2	356
Lennar at Ferris Springs	85
Sperling Farms	156
Total	**10,930**

New Housing Developments in Ferris

Figure 5.3 | Planned Residential Developments in Ferris



Desired Future Residential

When creating strategies for future neighborhoods and residential developments in Ferris, it is important to incorporate best practices to plan for healthy and complete communities. One of these techniques is measuring the existing, planned, and future housing stock against the **three A's of housing – affordability, accessibility, and availability**. This technique encourages a holistic approach to neighborhood planning to ensure the future of new and existing neighborhoods are great places to live and are connected to nearby amenities and services. Ferris should attempt to have a variety of the three A's in their future housing stock in 2050 in order to meet the demands of existing and future residents.

- **Affordability.** This measure gauges the approximate average market value and rent prices in the area. Measuring affordability is imperative to promote economic prosperity, housing diversity, and community building initiatives. Promoting an affordable environment for a city indicates how diverse the available housing stock is for people of all ages, abilities, and socioeconomic backgrounds.
- **Accessibility.** Measuring accessibility is an important factor to consider when planning for future housing. Accessibility measures how close the housing stock is to adjacent amenities including nearby parks and recreation facilities, schools, health services, and shopping destinations. Additionally, the accessibility measure inputs all modes of transportation as a means of traveling from a home to a destination, which would rate neighborhoods with sidewalk infrastructure higher in accessibility than those that do not.
- **Availability.** The availability measure indicates how much of the various housing types are available for purchase or rent in Ferris. Today, Ferris contains mostly single-family detached houses for purchase, so the available of rental properties is quite low. In the future, Ferris should expand the available housing types to accommodate for varying levels of income and backgrounds.

Four placetypes identified in **Chapter 3: Future Land Use** include residential land uses. These four placetypes are:

- **Estate Living**. Estate Living is intended to be predominately single-family housing on large lots located on the outskirts of the community or in enclaves within the city.
- **Suburban Living.** Suburban Living homes are predominately single-family housing on detached lots. Homes are generally located in platted subdivisions with all utilities, residential streets, and sidewalks.
- **Town Living**. Town Living supports a variety of housing types, including small-lot single family detached, patio homes, townhomes, duplexes, and live/work buildings.
- **Urban Mixed-Use**. The Urban Mixed-Use placetype includes a wide variety of housing, including condominiums, apartments, and dwelling units on the second stories of mixed-use buildings. This placetype supports the densest form of housing in Ferris and will support new businesses in the urban activity areas identified in the Future Land Use Plan.

(More in depth definitions of these placetypes can be found in **Chapter 3**, page 32-35*)*

Figure 5.4 on page 75 displays these four placetypes measured against the three A's through reviewing the available housing stock available today, as well the new housing stock that is anticipated to be produced in 2050. The residential placetypes found in the Future Land Use Plan support high-quality housing and includes the heavily desired '*missing middle*' housing such as townhomes and new housing in mixed-use developments.

Figure 5.4 | Ferris' Housing Stock: Three A's Analysis

	TODAY			2050		
	Affordability * Not Affordable *** Very Affordable	**Accessibility** * Not Accessible (Not connected to nearby amenities) *** Very Accessible	**Availability** * Low Housing Stock *** Large Amounts of Housing Stock available	**Affordability** * Not Affordable *** Very Affordable	**Accessibility** * Not Accessible (Not connected to nearby amenities) *** Very Accessible	**Availability** * Low Housing Stock *** Large Amounts of Housing Stock available
Estate Living	* *	* *	* * *	*	* *	*
Suburban Living	* *	*	* *	* *	* *	* *
Town Living	* *	* *	*	* * *	* * *	* *
Urban Mixed-Use	N/A	N/A	N/A	* *	* * *	*

Ensuring Neighborhood Prosperity

Future Neighborhoods

The City of Ferris should advocate for neighborhood prosperity in all future residential development projects. Specifically, the City should utilize the housing strategic direction and recommendations in this chapter to ensure future neighborhoods in Ferris are affordable, accessible, and available. The variety of housing Ferris desires includes single-family homes, but it also includes 'missing middle' homes (such as duplexes, cottages, and townhomes), with limited apartments, housing for seniors, and housing as part of mixed-use developments in appropriately placed locations. Several recommendations are listed below that planners in Ferris should utilize when reviewing proposed residential developments.

Woodstone Development Gateway

Aligning New Residential Developments to the Ferris 2050 Comprehensive Plan

- **Improve central Ferris' street network by constructing curb and gutter improvements for all existing streets that do not currently have this infrastructure**
- **Encourage a variety of housing types in future residential developments in Ferris.**
- **Encourage connected, grid-street layouts in future neighborhoods.**
- **Improve emergency access by connecting future neighborhoods to the adjacent street network.**
- **Encourage multiple neighborhood access entry/exit points.**
- **Require sidewalks in all new residential developments.**
- **During development review, compare the proposed neighborhood layout to surrounding parks, trails, schools, and other activity areas to identify areas where potential pedestrian safety enhancements might be needed.**
- **Create a parks and open space dedication ordinance for future residential developments.**
- **All Ferris neighborhoods should include:**
  - **Places for community gatherings**
  - **Trees and shade**
  - **Convenient shopping and services**
  - **Design that reduces hazards for residents**
  - **Walkability**
  - **Open spaces and parks serving all ages and abilities**
  - **Energy-efficient design**
  - **A mix of housing types and densities for all income levels**

Existing Neighborhoods

Ferris' existing neighborhoods should not be left out of future neighborhood improvement discussions. Many of Ferris' existing neighborhoods generally surround Downtown Ferris, which is planned to be the heart of all future activity in the City. Therefore, the City should work on improvements to Ferris existing housing stock in tandem with improvements to future neighborhoods. Unlike Ferris' future neighborhoods, which will be mostly developed and funded via partnerships with the development community, Ferris' existing neighborhoods should be improved with City funding, bond programs, and grant opportunities. Specifically, to improve Ferris' existing neighborhoods, the City can utilize the following recommendations:
Improve central Ferris' street network by constructing curb and gutter improvements for all existing streets that do not currently have this infrastructure. Prioritize these improvements is the Central Ferris Roadway Priority Assessment map shown in **Figure 6.6** on page 89.

- Add streetscape elements including benches, trash receptacles, bicycle racks, street trees, landscaping improvements, and pedestrian-level lighting to the existing street network when streets are redeveloped.
- Partner with local neighborhood leaders to develop individual neighborhood brands and identities. Construct gateway and wayfinding signage that capitalizes on these brands.
- Partner with local neighborhood leaders to initiate grassroots improvements such as murals, public art installations, and neighborhood wayfinding and gateway signage.
- Identify parcels in Ferris' central neighborhoods that are vacant or ripe for redevelopment opportunities.
- Encourage a mix of housing types in central Ferris' existing neighborhoods in parcels or areas that are ripe for redevelopment.

Single-Family House in Ferris

Strategies and Actions

Strategy 1: Ensure future neighborhoods are connected to adjacent activity areas and amenities.		
Actions	HN S1.1	Where possible, avoid cul-de-sac street layouts and other development patterns that do not support connectivity and walkability.
	HN S1.2	Enhance emergency access and connectivity to neighborhoods by including multiple entry and exit points to a neighborhood. Do not support neighborhood developments with single access entry points.
	HN S1.3	Connect neighborhoods to adjacent parks and open space through a robust network of sidewalks and trails.
	HN S1.4	Ensure all new residential developments in Ferris are within a 10-minute walk of a park, trail, or open space facility.
	HN S1.5	Prioritize neighborhood connectivity in new residential developments. Where needed, recommend the construction of enhanced crosswalks or other multimodal safety improvements in areas where anticipated foot traffic is high.
Strategy 2: Efforts should be made to diversify the housing types available in Ferris. The desired variety of housing includes single-family homes, but it also includes 'missing middle' homes (such as duplexes, cottages, townhomes), with limited apartments, housing for seniors, and housing as part of mixed-use developments in appropriately placed locations.		
Actions	HN S2.1	Support higher density housing types in central Ferris and other mixed-use activity nodes identified in the Future Land Use Plan.
	HN S2.2	Modify the Ferris Zoning Ordinance to support the desired residential development patters identified in the Future Land Use Plan. Increase flexibility in lot sizes and housing types that support walkability and activity.
	HN S2.3	Offer tax incentives to developers seeking to construct the desired missing middle housing in central Ferris including high-quality townhomes or mixed-use developments.
	HN S2.4	Encourage infill residential development projects in central Ferris to support a mix of densities and income levels. Steer away from new single-family detached residential developments in central Ferris.
Strategy 3: Ensure new residential developments in Ferris promote the character of housing identified in the Future Land Use Plan's placetypes.		
Actions	HN S3.1	Partner with developers to ensure Ferris' new planned neighborhoods are in alignment with the housing character identified in the Future Land Use Plan.
	HN S3.2	Require all new residential developments in Ferris to include open space and sidewalk amenities.
	HN S3.3	Adopt a parkland dedication ordinance for future residential developments in Ferris.

Strategy 4: Encourage infill development and neighborhood aesthetic improvement programs in central Ferris that is consistent with the Future Land Use Plan and the Ferris Downtown Master Plan.		
Actions	HN S4.1	Create an infill development map of central Ferris that identifies parcels that are ripe for redevelopment.
	HN S4.2	Utilize the Ferris Downtown Master Plan to pinpoint potential new residential development opportunities that surround the identified catalyst sites (see the Ferris Downtown Master Plan page XX).
	HN S4.3	Integrate central neighborhood aesthetic improvement and rehabilitation programs into future funding mechanisms utilized by the City.
	HN S4.4	Focus City resources on reinvestments and rehabilitations of existing neighborhoods to keep up with the pace of new development.
	HN S4.5	Partner with local neighborhood leaders to spur grassroots initiatives for neighborhood improvements. Examples of this could include new public art programs, neighborhood cleanup days, or other local beautification projects.
	HN S4.6	Create a central Ferris neighborhood lighting program to identify areas where pedestrian level lighting is needed most.
	HN S4.7	Create a consistent streetscape brand for future improvements to Ferris' historic neighborhoods. This should include establishing a desired palette for new enhanced brick pavement, lighting, benches, trash receptacles, bicycle racks, and planters.
	HN S4.8	Partner with neighborhood leaders to identify central Ferris neighborhood boundaries and identities. Once neighborhood identities are established, work with community leaders to identify ways to promote the neighborhood's established brand by constructing new neighborhood gateway signage, street pole banners, public art, or other ways to showcase and promote neighborhood heritage.
	HN S4.9	As Ferris continues to grow and develop, consider creating a Neighborhood Vitality program in the Economic Development department to help coordinate future neighborhood improvements.
	HN S4.10	Continue to enforce Ferris' building code to promote high-quality neighborhood aesthetics.
	HN S4.11	Explore possibilities to improve regular code enforcement patrolling through hiring additional staff or increasing fines for code enforcement violations.
	HN S4.12	Host at least two Ferris Town Hall events (either in person or virtually) to promote city transparency and support for Ferris' neighborhoods.

CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 6: MOBILITY

Introduction

Transportation and mobility in Ferris encompass the City's streets, sidewalks, and trail network. The Mobility chapter will review the existing conditions and proposed recommendations for Ferris' roadway and sidewalk network (see **Chapter 9: Parks, Trails, and Open Space** for more information about Ferris' trail network). This chapter also establishes Ferris' updated Thoroughfare Plan, functional classifications, and cross sections. Several significant transportation improvements were reviewed and incorporated into this chapter, including the planned FM 664 realignment project and the future State Loop 9 corridor. These large, planned transportation improvements will shift how people move throughout and within the City of Ferris, so special attention was given to forecast the anticipated impact these projects will have on the community when drafting the City's updated Thoroughfare Plan and cross sections.

When planning for mobility improvements in the City of Ferris, it is critical to incorporate anticipated land development into the analysis. Ferris will be experiencing a large population boom through several planned residential developments, including Woodstone, Shaw Creek Phase 2, and more. If development occurs as planned, the City's population could reach up to approximately 35,000 by 2050, which would overwhelm the Ferris transportation network if roadway improvements are not strategically planned. The purpose of this mobility chapter is to not only make recommendations for Ferris' roadway infrastructure, but to also take a more holistic approach to mobility planning by identifying a network of safe, alternative transportation options, such as walking or biking, for all who live, work, and visit Ferris.

Mobility Strategic Direction

1. **Improve connectivity and safety measures on Ferris' roadway network.**
2. **Prepare for growth in Ferris by improving traffic flow and operations on Ferris' streets.**
3. **Commit to making Ferris a walkable, pedestrian-friendly community, especially in central Ferris and in areas where new development is anticipated.**
4. **Update Ferris' codes and standards to incorporate the recommendations found in the Mobility Chapter of the Ferris Comprehensive Plan.**

FEEDBACK HEARD

- **Dated Facilities.** Public input indicated the desire to significantly upgrade the City's existing roadway network.
- **Traffic.** Feedback received also provided insight on traffic congestion along the City's major thoroughfares during school peak period drop-off and release times.
- **Flooding and Drainage.** The public was also concerned about drainage and flooding issues along local streets.
- **New Growth.** The community expressed fear that as new roads are built throughout Ferris' ETJ, the existing street network will be neglected.

Existing Conditions

TxDOT Facilities

Ferris' existing roadway network consists of a combination of TxDOT thoroughfares, local streets, and an interstate that bisects the city in two. Interstate 45 (I-45) runs in the north/south direction and connects the City of Ferris to Wilmer, Hutchins, and Dallas to the north, and Ennis, Corsicana, and ultimately Houston to the south. I-45 experiences heavy local and regional traffic and poses an opportunity for the City to strategically locate and advertise new development in the city. I-45 splits just north of Downtown Ferris, where Business 45/Central Street travels directly through Downtown and I-45 travels parallel just east of the downtown district. Business 45 /Central Street is also a TxDOT facility.

I-45 creates a significant connectivity barrier between east and west Ferris. Today, there are two east/west roads that connect under the interstate – 5th Street and 8th Street. These two roads connect to I-45's frontage road network and are stop-controlled intersections. As the City continues to develop, these connectivity concerns will grow as public safety services and mobility demands rise.

Ferris contains several other major thoroughfares which are maintained by the Texas Department of Transportation (TxDOT). FM 664 runs in the east/west direction and connects Red Oak to Downtown Ferris. Nearing Downtown, FM 664 turns into 6th Street and acts as a main entry gateway into the Downtown Ferris district. FM 983 is another major road in Ferris that joins FM 664 on the west side of Downtown. FM 660 (8th Street) is also a TxDOT facility. The roadway is maintained by TxDOT from Central Street to east of I-45. The road then splits and turns into FM 780, which is also a TxDOT facility. **Figure 6.1** displays the City's TxDOT facilities and existing roads.

Local Streets

The remainder of the streets are local roads that are maintained by the City. The streets in central Ferris are oriented loosely in a grid pattern, which is a large strength of the existing roadway network. Designing streets in a grid network improves connectivity and travel times to and from destinations. Grid patterns also promote active modes of transportation, such as walking and biking. The City should continue to encourage grid design patterns in all future development.

Ferris' local streets have been historically automobile oriented. The sidewalk network is very limited, where only a handful of streets in central Ferris obtain sidewalk facilities. Today, all streets in Ferris are two-lane roadway facilities. Additionally, there are no signalized intersections within the City of Ferris. Since Ferris is expecting a large amount of growth over the next thirty years, the City must strategically plan upgrades to the existing street network, as well as prepare for the construction of new roadway facilities in the ETJ as new development occurs.

Many streets in the existing network located in central Ferris (near Downtown) do not obtain curb, gutter, or sidewalk facilities. Much of the public feedback heard indicated the desire to retrofit the City's existing streets to help improve the aesthetics of central Ferris. There are opportunities to improve drainage and pedestrian connectivity on these streets.

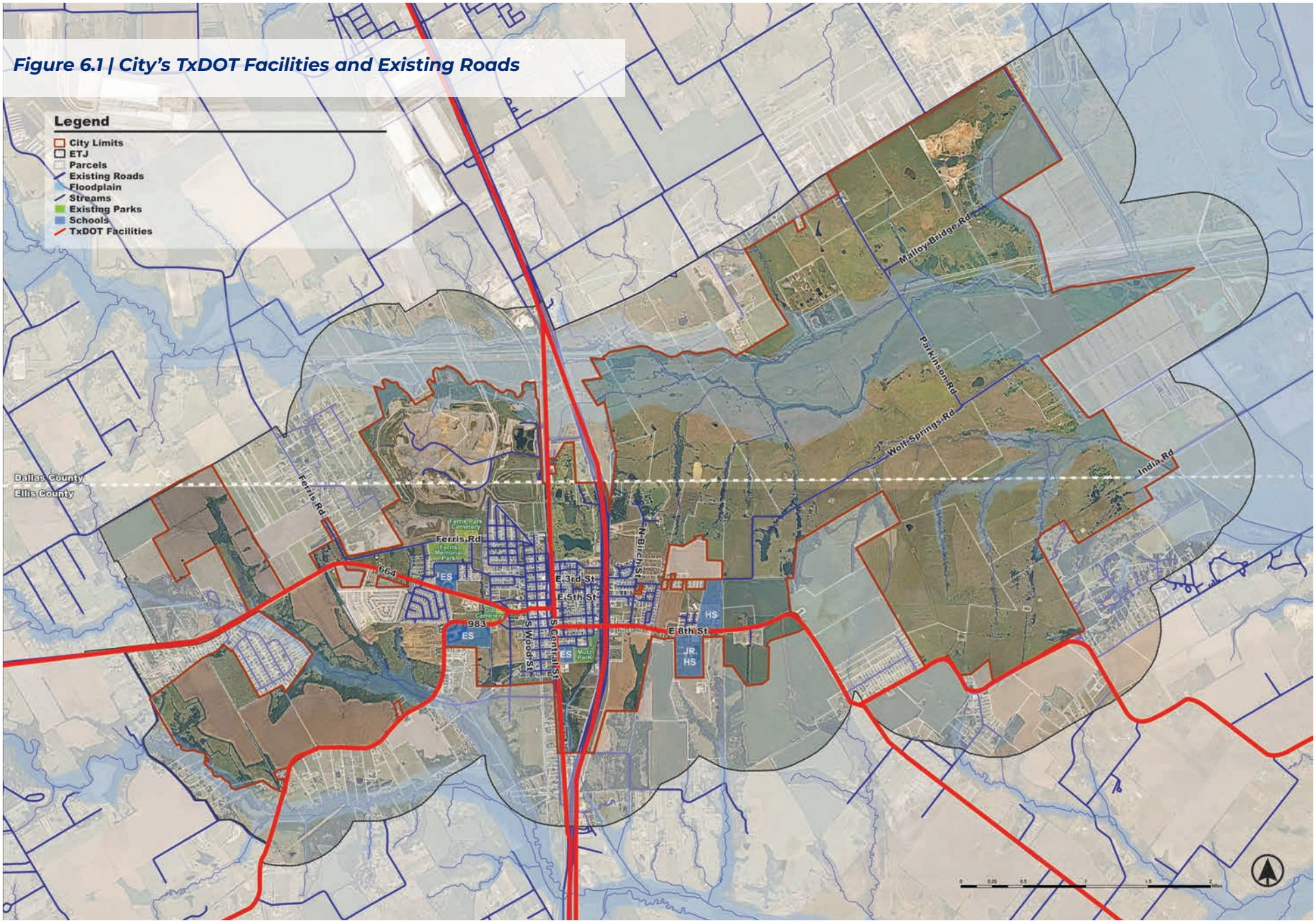


Figure 6.1 | City's TxDOT Facilities and Existing Roads

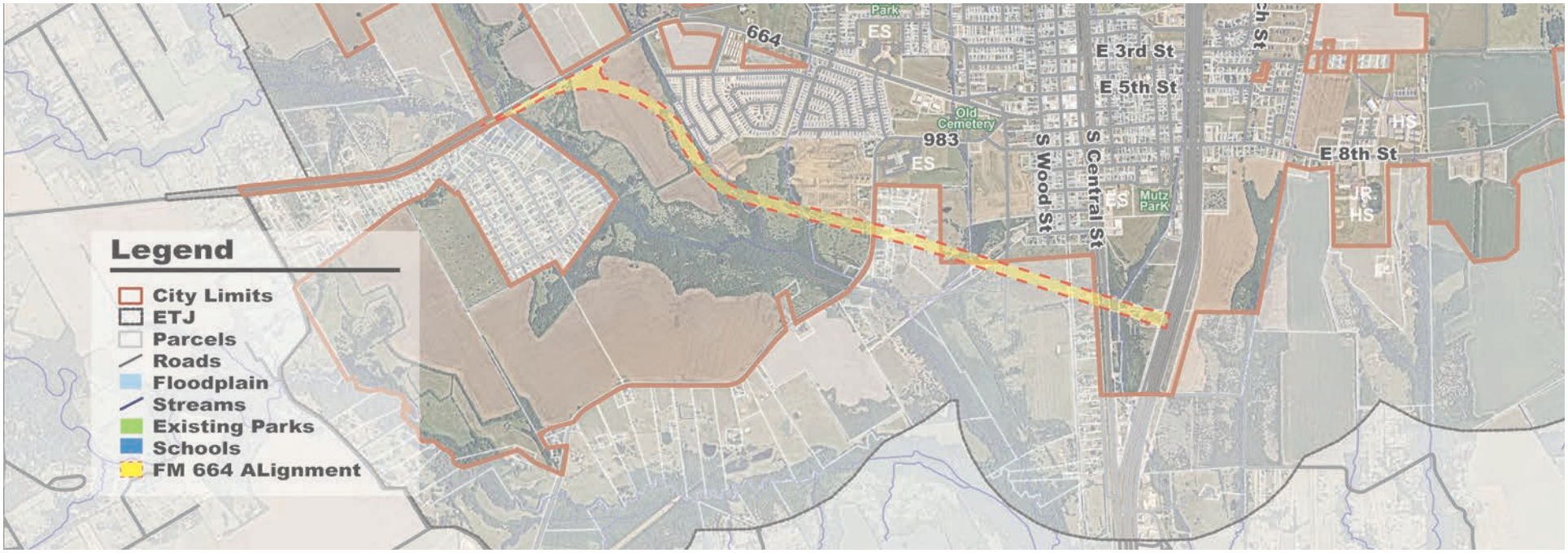
Planned Improvements

FM 664

TxDOT is planning to reroute FM 664 around Downtown Ferris to the south. The proposed 2.5-mile bypass will widen the existing FM 664 from a two-lane undivided rural roadway to a six-lane rural, curb and gutter divided facility with raised medians. The project will start at I-35 in Red Oak and will terminate at a new proposed interchange with I-45 south of Downtown Ferris. Construction is anticipated to start within the next five years. The proposed FM 664 alignment is shown in **Figure 6.2**.

Rerouting FM 664 will significantly impact Ferris' transportation network. This large thoroughfare currently brings major traffic into Downtown Ferris, and the loss of this traffic could harm Downtown Ferris' economic prosperity. However, this corridor rerouting would also reduce heavy truck traffic on 6th Street, which is currently an issue residents and business owners experience today. Once this corridor is constructed, the current FM 664 street will be turned over to the authority of the City. City staff should regularly monitor traffic flow before and after the FM 664 realignment is constructed to understand the impacts it will have on Downtown Ferris.

Figure 6.2 | FM 664 Alignment

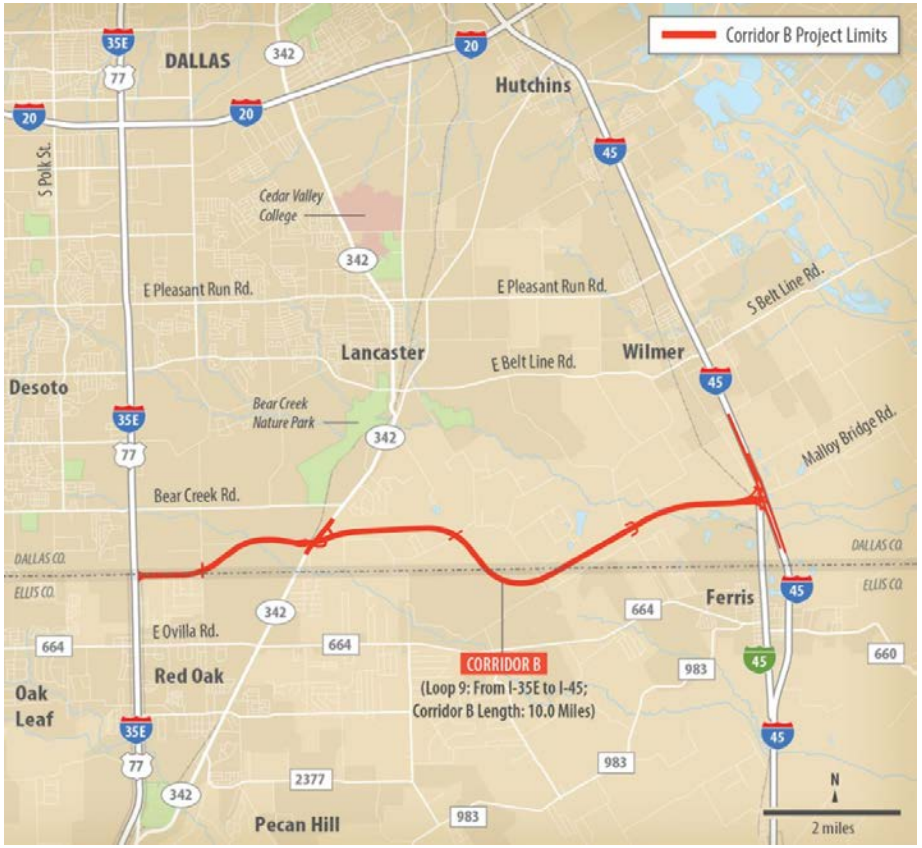


State Loop 9

TxDOT's proposed State Loop 9 is anticipated to meet I-45 just north of Downtown Ferris, where I-45 and Business 45 split. The new loop will extend east from US 67 in Cedar Hill and will pass through the cities of Ovilla, Glenn Heights, Red Oak, Ferris, Seagoville, and Lawson. The roadway will bisect I-35, I-45, and will terminate at the intersection of I-20. The highway will be a six-lane roadway facility with medians. The thoroughfare will reserve right-of-way for future frontage road construction and has an ultimate goal of being a limited-access freeway.

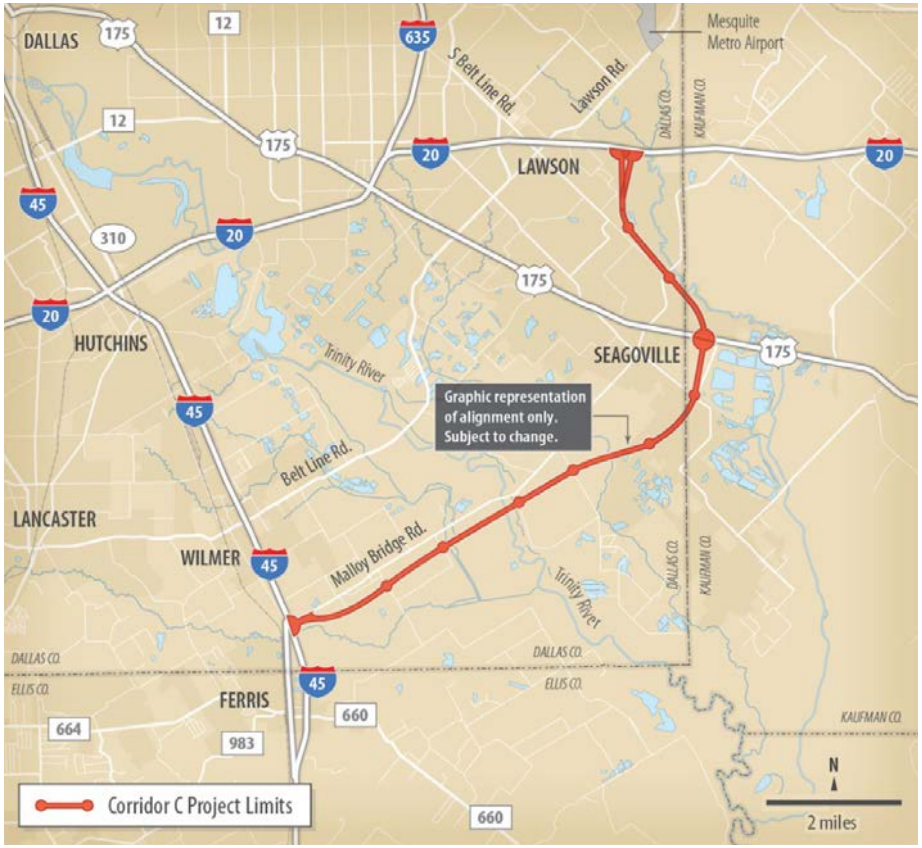
This future major highway will bring new traffic and activity to Ferris. The intersection of State Loop 9 and I-45 will be located right on the norther border of Ferris' City limits, leaving only the south side of the interchange within Ferris. Nevertheless, this new major interchange will quickly become a major asset and traffic generator for the City once the corridor is constructed. **Figure 6.3** displays Phase B of the Loop 9 corridor and **Figure 6.4** displays Phase C.

Figure 6.3 | Loop 9, Southeast Project (Corridor B: I-35 E to I-45)



Source: www.txdot.gov

Figure 6.4 | Loop 9, Segment C (from I-45 to I-20)



Source: www.txdot.gov

Existing Street Rehabilitations

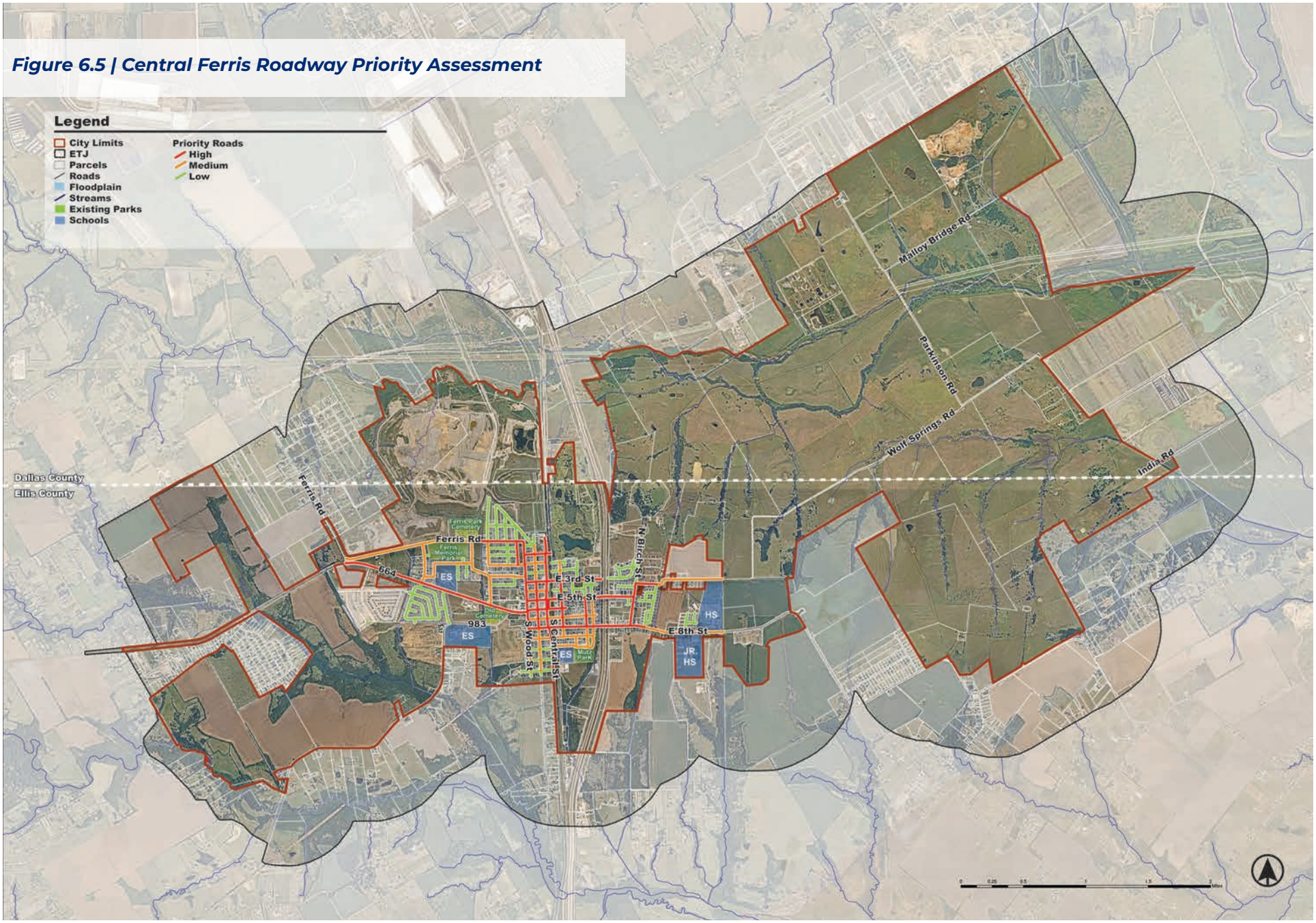
Due to limited resources, it is essential to prioritize existing street rehabilitations based on highest needs, usage, and return on investment for the community. Upgrades to existing streets can include installing curb and gutter infrastructure, sidewalks, landscaping, or other upgrades such as widening the roadway or signalizing intersections.

A street rehabilitation prioritization analysis was conducted on roadways within central Ferris. Streets are categorized by high, medium, and low priority. High priority streets identify streets that are in the most need of upgrades. These high priority streets could be presented in a comprehensive street rehabilitation bond package for funding and implementation. **Figure 6.5** provides an overview of the street network in central Ferris and displays the results of the priority assessment.

Existing Street in Downtown Ferris

I-45 Corridor

Figure 6.5 | Central Ferris Roadway Priority Assessment



Thoroughfare Plan

A Thoroughfare Plan update was developed for the City and ETJ area in Ferris to guide roadway alignments for future development. The Thoroughfare Plan takes into account future roadway expansion projects, such as the FM 664 bypass and the proposed State Loop 9 and incorporates them into the overall proposed thoroughfare framework. **Figure 6.6** on page 89 displays the Thoroughfare Plan.

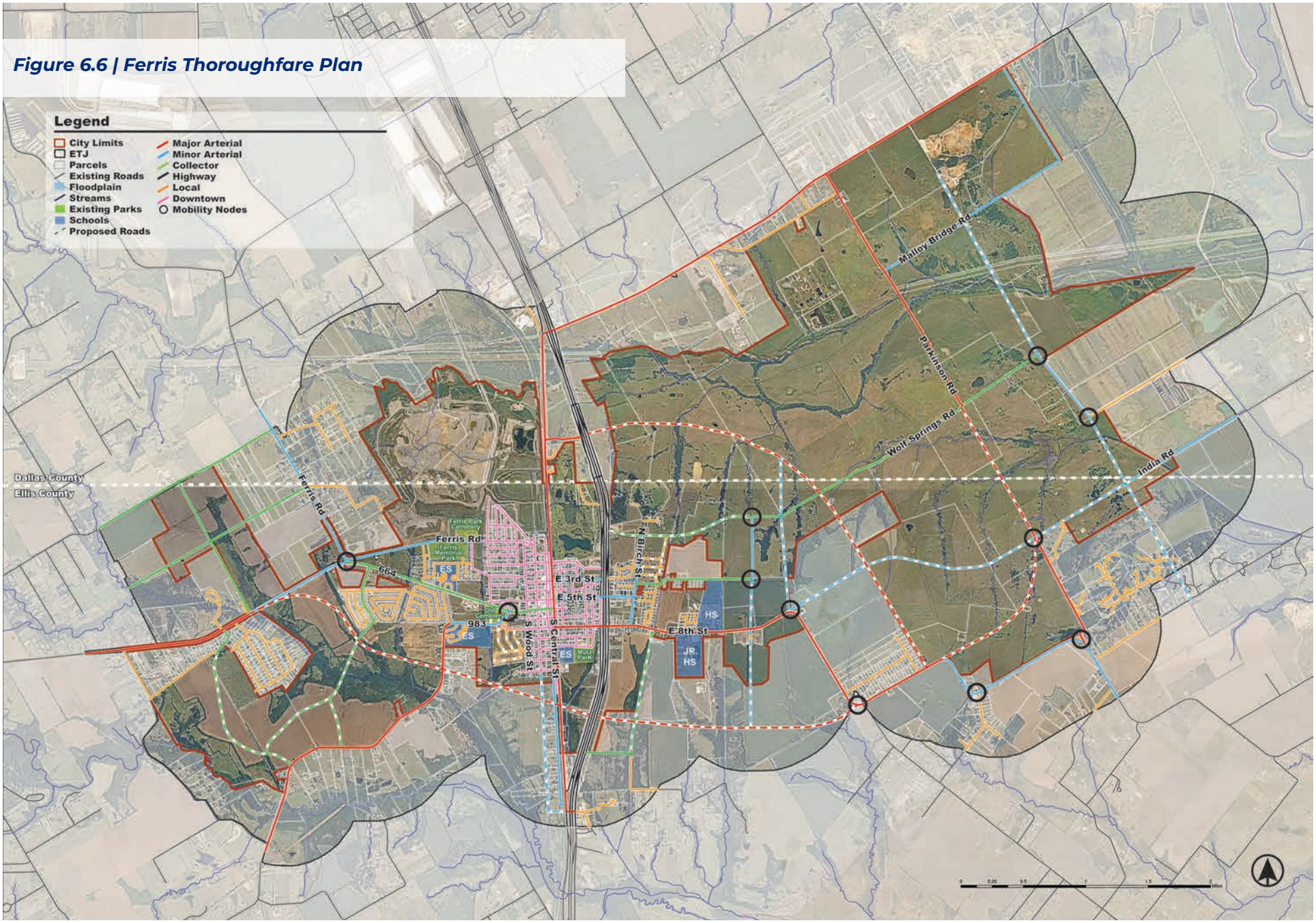
The majority of the proposed streets in the Thoroughfare Plan are shown in Ferris' current ETJ area. As development comes in, the City should work with the developers to ensure the completion of this future roadway network. Additionally, the Thoroughfare Plan works in tandem with the Future Land Use Plan by focusing commercial and mixed-use development along major future corridors and around major roadway intersections.

Central Street and BNSF Railroad

The Thoroughfare Plan highlights Ferris' streets, future functional classes, and character. However, several additional transportation project highlights are recommended as streets on the Thoroughfare Plan are constructed:

- **I-45 Frontage Road Signalization.** It is recommended that the City of Ferris conduct a signalization study where 5th Street and 8th Street meet the I-45 frontage roads. Incorporate new traffic generated from the proposed State Loop 9 and adjacent planned developments.
- **Railroad Safety.** Install level crossing signals where the BNSF railroad meets 7th Street and 3rd Street.
- **FM 664/Ferris Road Improvements.** Consider constructing a roundabout where the current FM 664 alignment meets Ferris Road via a small connector street.
- **Pedestrian Safety.** It is recommended that a midblock crosswalk be installed where Jimmie Birdwell Boulevard (in Shaw Creek Phase 1) meets FM 983. This high-speed road has a sharp curve and additional pedestrian safety is required. Construct sidewalks connecting the neighborhood to the school.
- **Extension of FM 664 East of I-45.** As FM 664 development begins, coordinate with TxDOT to study the feasibility of the extension of the new FM 664 alignment across to the east side of I-45. Even if the street is a city owned and maintained street, discuss these plans with TxDOT to explore partnerships for implementation.

Figure 6.6 | Ferris Thoroughfare Plan



Road Classifications

Several cross sections were developed to update and replace the existing City of Ferris cross sections found in the Ferris Engineering Design Standards. The Thoroughfare Plan consists of five functional classifications, including Major Arterials, Minor Arterials, Collectors, Downtown Streets, and Local Streets. The following section describes them in more detail and provides guidance for implementation of future street upgrades.

Several of the street classifications have multiple cross section options based on right-of-way availability and surrounding context. **Figure 6.7** below summarizes how the proposed cross sections will modify the City's previous standards.

Figure 6.7 | Previous and Proposed Cross Section Standards

		ROW	LANES	PARKWAY	MEDIAN	PAVEMENT
Principal Arterials						
Principal Arterial - 120' ROW [page 92]	Previous Standards	120'	6	11.5'	23'	37'
	Proposed Standards	120'	4	20'	23'	28.5'
Principal Arterial - 100' ROW [page 92]	Previous Standards	100'	4	12.5'	23'	27' (conflict with 25')
	Proposed Standards	100'	4	15'	23'	34'
Minor Arterials						
Minor Arterial - 80' ROW, Three Lanes [page 93]	Previous Standards	80'	5	9.5' (and 12')	-	61'
	Proposed Standards	80'	3	19.5'	-	37'
Minor Arterial - 80' ROW, Four Lanes [page 93]	Previous Standards	80'	4	15.5'	-	49'
	Proposed Standards	80'	4	17'	-	46'
Minor Arterial – 65' ROW, Two Lanes [Page 93]	Previous Standards	65'	2	12.5'	-	37'
	Proposed Standards	65'	2	17'	-	31'

		ROW	LANES	PARKWAY	MEDIAN	PAVEMENT
Collectors						
Collector – 60' ROW, Two Lanes [Page 94]	Previous Standards	60'	2	11.5'	-	37'
	Proposed Standards	60'	2	16.5'*	-	31'
Collector – 65' ROW, Urban Cross Section [Page 94]	Previous Standards	65'	2	11.5'	-	37'
	Proposed Standards	65'	2	12.5'	-	40'
Local Streets						
Local Street – 50' ROW, No On Street Parking [Page 95]	Previous Standards	50'	2	9.5'	-	31'
	Proposed Standards	50'	2	9'*	-	32'
Local Street – 52' ROW, On Street Parking [Page 95]	Previous Standards	52'	2	9.5	-	31'
	Proposed Standards	52'	1 Shared Lane (yield access)	11'*	-	30'
Downtown Streets – Refer to the Ferris Downtown Master Plan for further details on Downtown Cross Sections.						

**It is important to note that the Collector and Local cross sections obtain a landscape buffer that is lower than the recommended 7' that is typically needed for tree planters. In these cross sections, it is recommended that the City only plant smaller street trees or landscaped shrubs that are viable for these buffers.*

Principal Arterial

Principal Arterials are major roadways that serve as key transportation routes for a city or a region. They typically have multiple lanes and are designed to move large volumes of traffic quickly and efficiently. Principal Arterials are usually the most heavily traveled roadways in a city. The Thoroughfare Plan identifies several existing roadways as Principal Arterials, which are all TxDOT facilities, and include the following:

- FM 664 (bypass)
- Business 45/Central Street
- FM 983
- FM 660
- FM 780

Additionally, several new proposed principal arterials are identified in Ferris' ETJ. It is recommended that the City coordinate with TxDOT to continue FM 664 past its current planned terminus at I-45. This would greatly increase connectivity to southeastern Ferris and would open up new development opportunities along the corridor as it connects to the adjacent FM 780. Another Principal Arterial is planned in the north/south direction on the eastern edge of Ferris' ETJ. This project would upgrade the existing Parkinson Road and would connect down to other major roadways. A third Principal Arterial is proposed that connects the southeast portion of Ferris' ETJ back up to I-45 on the north, just south of the floodplain. These three proposed Principal Arterials will help improve connectivity and spur new development in in key locations.

Principal Arterials have two proposed cross sections , one with 120' of right-of-way (ROW), and one that has 100' of ROW. The cross section for the 120' Principal Arterial is displayed in **Figure 6.8**, and the 100' ROW is shown in **Figure 6.9**. A main difference between the proposed cross sections and the previously adopted ones is that the 120' Principal Arterial is now recommended to be a four-lane facility. Previously six lanes, this new cross section allows for wide buffers and 12' shared use paths on either side of the street. The 100' ROW cross section widens the sidewalk to an 8' shared-use path with a 7' landscaped buffer.

Figure 6.8 | Ferris Principal Arterial – 120' ROW Cross Section

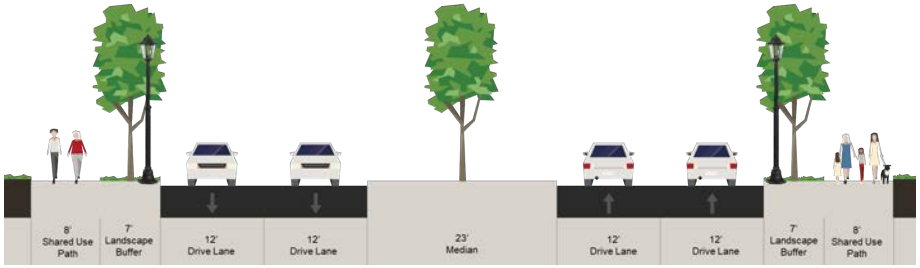
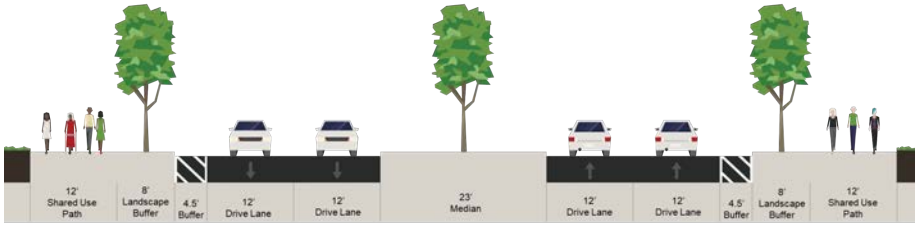


Figure 6.9 | Ferris Principal Arterial – 100' ROW Cross Section



Existing Principal Arterial (FM 983)

Minor Arterial

Minor Arterials are roads that are typically used to connect to other major roads, highways, or streets of smaller functional class. These roads typically have stop signs or traffic signals at intersections and may have sidewalk or bicycle facilities. Minor Arterials in Ferris should have either 80' or 65' of ROW. Several cross sections are presented to the right for this functional classification. The previously adopted 80' five-lane cross section is reduced to two drive lanes with a two-way-left turn lane. This allows for 12'-wide sidepaths on either sides of the street. Minor Arterials that obtain 65' of ROW also are proposed to have wider sidepaths to improve pedestrian comfort and safety. **Figure 6.10** displays the three lane 80' ROW configuration, **Figure 6.11** shows the four lane 80' ROW configuration, and **Figure 6.12** shows the 65' ROW Minor Arterial cross section.

Existing Minor Arterial (Ferris Road)

Figure 6.10 | Ferris Three Lane Minor Arterial – 80' ROW Cross Section

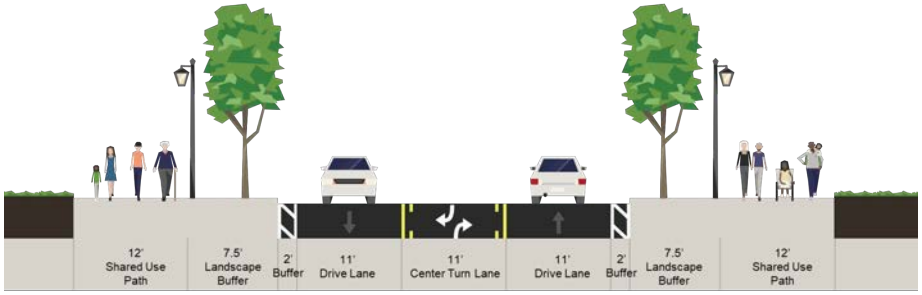


Figure 6.11 | Ferris Four Lane Minor Arterial – 80' ROW Cross Section

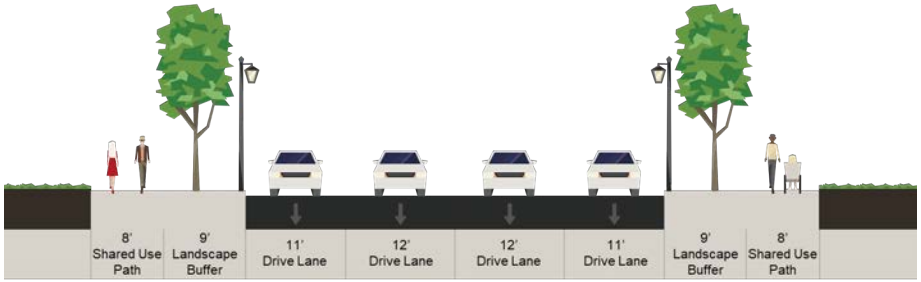
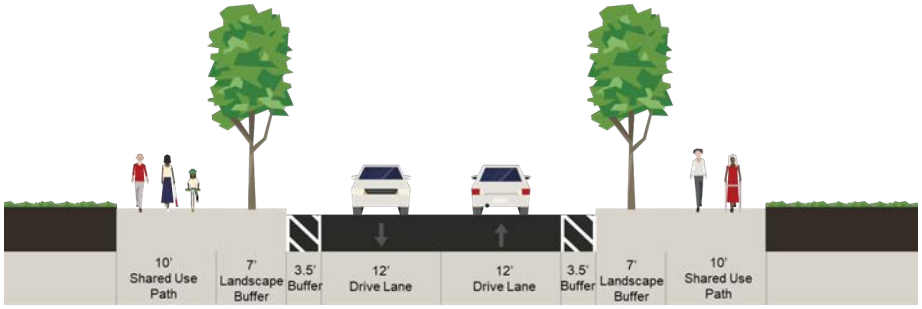


Figure 6.12 | Ferris Minor Arterial – 65' ROW Cross Section



Collectors

A Collector street is a type of road that connects residential neighborhoods to other arterial roads. These roads have lower speeds than arterials and typically have two to four lanes. Collectors often provide access to local businesses and services, as well as to parks and other recreational areas. In Ferris' previous standards, Minor Arterials and Collectors were grouped into one category. The new Collector functional classification will allow for additional context-sensitive applications of new or existing retrofitted streets.

Collectors in Ferris can either have 60' or 65' of ROW. An Urban Collector cross section was created specifically for areas where additional parkway and on-street parking is desired. Collectors are also reduced to two-lane facilities. **Figure 6.13** shows the cross section for 60' ROW Collectors, and **Figure 6.14** showcases the cross section for urban application and on-street parking.

Existing Collector (FM 664/6th Street)

Figure 6.13 | Ferris Collector – 60' ROW Cross Section

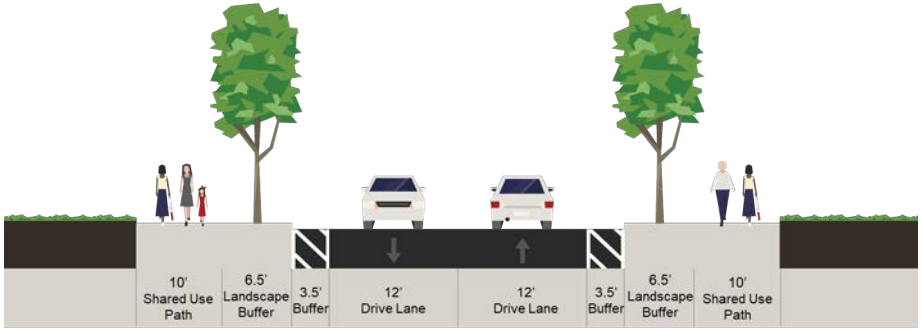
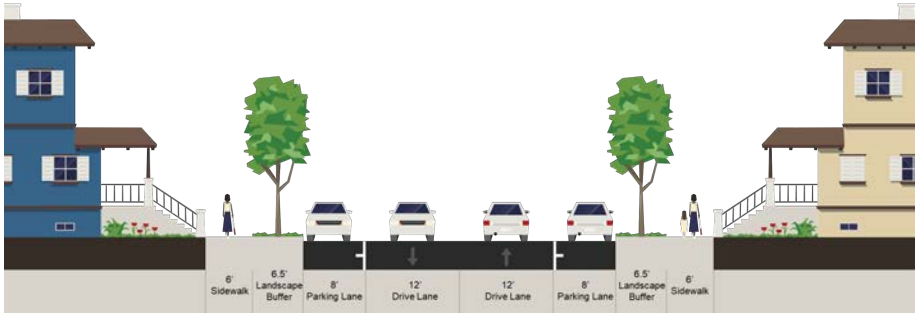


Figure 6.14 | Ferris Urban Collector – 65' ROW Cross Section



Local Streets

Local Streets are typically residential streets that are intended to have very low speeds and narrow lanes. Two cross section options are presented below. **Figure 6.15** displays the cross section for local streets with 50' of ROW. This cross section does not have on street parking and has room for bicycle lanes. **Figure 6.16** displays the on-street parking option for Local Streets that has 52' of ROW. There is one 16' shared lane in this cross section that will support yield conditions.

Downtown Streets

Specific cross sections were developed for streets in Downtown Ferris. Please see the **Ferris Downtown Master Plan** for additional information on specific Downtown roadway types and cross sections.

Special Intersection Nodes

Several Special Intersection Nodes are identified on the Ferris Throughfare Plan. These special intersection nodes are in need of further study as roadway upgrades or development occurs. These nodes indicate areas where existing or future concern is used to highlight a need for unique traffic mitigation methods. Special methods may include enhanced crosswalks, lane configurations, roundabouts, or other innovative traffic control devices.

Below details the location of each of the five Special Intersection Node identified on the Thoroughfare Plan.

- The intersection of FM 664 and a proposed Collector.
- The intersection of Ferris Road and FM 664.
- The intersection of FM 983 and Jimmie Birdwell Boulevard.
- The intersection of FM 660 and the two proposed Minor Arterials.
- The intersection of Moyers Road and the four proposed streets intersecting at this location.

Figure 6.15 | Ferris Local – 50' ROW Cross Section

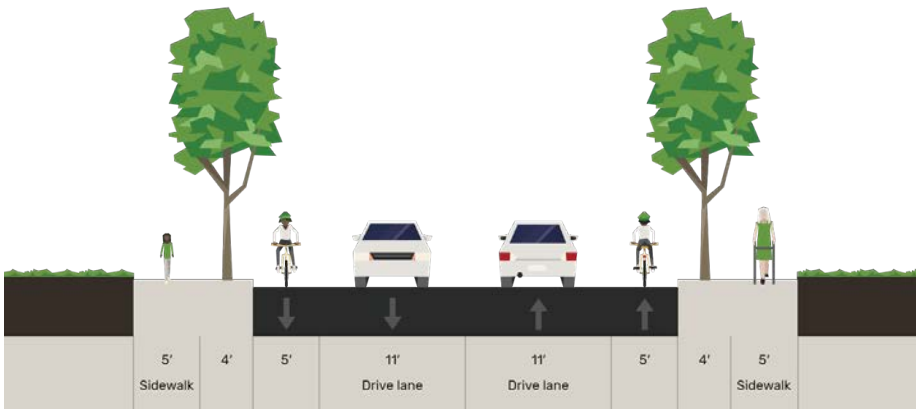
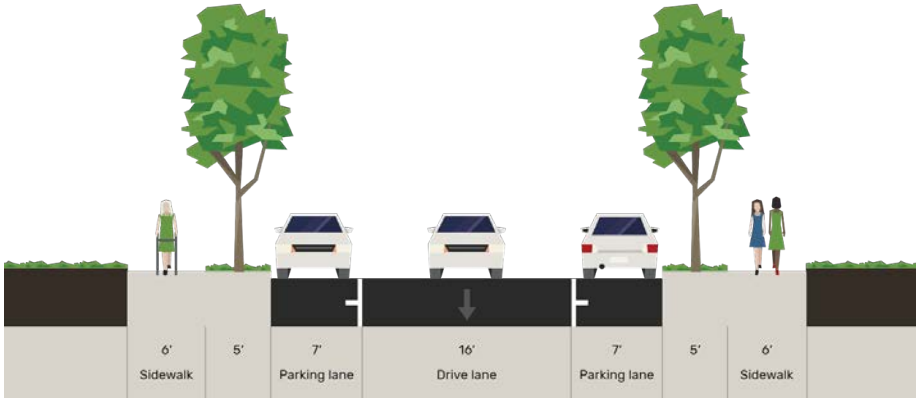


Figure 6.16 | Ferris Local – 52' ROW Cross Section (On-Street Parking)



Strategies and Actions

Strategy 1: Improve connectivity and safety measures on Ferris' roadway network.		
Actions	M S1.1	Require new development to be designed with street grid patterns. Where possible, prohibit new development to allow the construction of cul-da-sacs and other unconnected street forms.
	M S1.2	Prepare a comprehensive street and drainage rehabilitation bond package for public vote. Strategically prioritize reinvestments along high priority roadways in central Ferris, displayed on Figure 6.5.
	M S1.3	Install level cross signals for both pedestrians and vehicles where the BNSF Railroad meets 7th Street and 3rd Street.
	M S1.4	Construct a midblock crosswalk be installed where Jimmie Birdwell Boulevard (in Shaw Creek Phase 1) meets FM 983. Construct a sidewalk connection from the neighborhood to the school.
	M S1.5	By 2050, ensure at least one additional east/west connection exists across I-45 to ease traffic congestion. This can be completed by continuing the FM 664 realignment east of I-45.

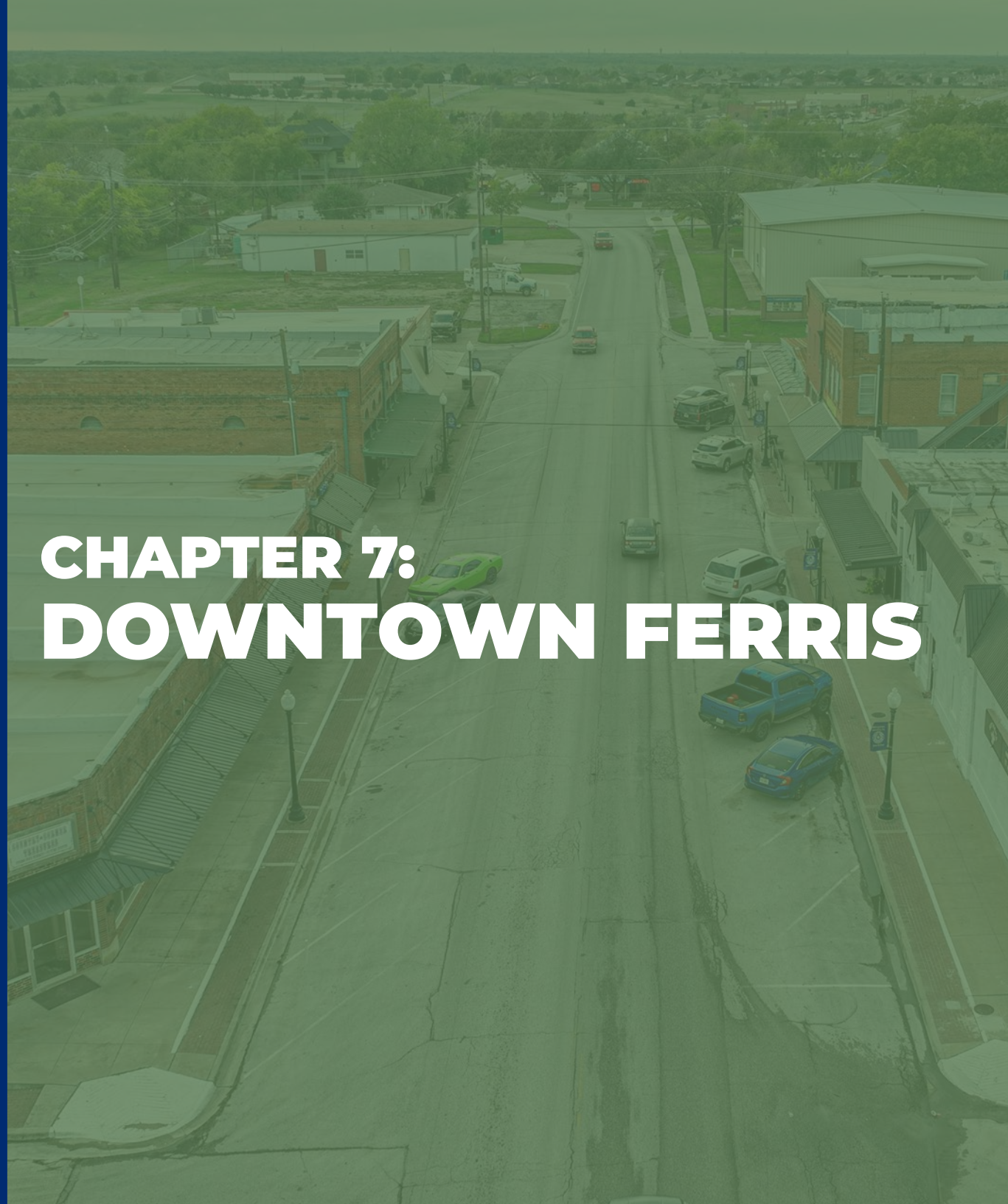
Strategy 2: Prepare for growth in Ferris by improving traffic flow and operations on Ferris' streets.		
Actions	M S2.1	Work with TxDOT to conduct a signalization study for the Interstate 45 frontage road intersections that cross 5th Street and 8th Street.
	M S2.2	Conduct a street widening feasibility study for 5th Street and 8th Street do determine specific options for street and streetscape expansion.
	M S2.3	Monitor traffic on the existing FM 664 roadway before and after the new bypass is constructed to stay informed on the inflow/outflow of traffic to and from Downtown Ferris. Once the new bypass is constructed, monitor traffic on the new alignment as well. Categorize traffic counts by identifying heavy trucks and automobiles to determine the impact of truck-related traffic on 6th Street after FM 664 has been constructed.
	M S2.4	Perform a feasibility study for the construction of a roundabout where the current FM 664 alignment meets Ferris Road via a small connector street.
	M S2.5	As FM 664 development begins, coordinate with TxDOT to study the feasibility of the extension of the new FM 664 alignment across to the east side of I-45 to explore partnerships for implementation.
	M S2.6	Conduct a Corridor Study for the future FM 664 alignment to determine specific transportation and land use solutions along the future corridor. Include the proposed extension of FM 664 (east of I-45) in this study to plan for future connectivity improvements.

Strategy 3: Commit to making Ferris a walkable, pedestrian-friendly community, especially in central Ferris and in areas where new development is anticipated.		
Actions	M S3.1	Require parkway recommendations identified in the updated cross sections.
	M S3.2	Require all new residential developments to have sidewalks.
	M S3.3	Support street designs that promote a safer walking and biking environment for residents and visitors in Ferris.
	M S3.4	Prioritize pedestrian mobility and safety over traffic flow in the urban activity areas identified in the Future Land Use Plan.
	M S3.5	Link future sidewalk expansion or rehabilitation projects into Ferris' existing and planned parks, trails, and open space network.
	M S3.6	As infill development occurs, explore partnerships with the development community or grant opportunities to create a complete and connected sidewalk network. Discourage disconnected and incomplete sidewalks in new development.
	M S3.7	When funding for sidewalk improvements become available, place equal focus on the rehabilitation of existing streets and constructing new sidewalks until all existing sidewalks have been improved.
	M S3.8	Apply for at least one grant for active transportation improvements. Grants could include the Transportation Alternatives Set-Aside Program (TA) or the Safe Routes to School Program (SRTS).

Strategy 4: Update Ferris' codes and standards to incorporate the recommendations found in the Mobility Chapter of the Ferris Comprehensive Plan.		
Actions	M S4.1	Adopt the proposed cross sections identified on the Thoroughfare Plan.
	M S4.2	Update the Ferris Engineering Design Standards to incorporate the Thoroughfare Plan's cross sections.
	M S4.3	Consider using a fire lane width as a minimum pavement standard on Ferris' streets to accommodate urban cross sections.
	MS4.4	Create a comprehensive Capital Improvements Program (CIP) in Ferris to plan for capital infrastructure improvements, including roadway infrastructure improvements.

CITY OF FERRIS 2050

Comprehensive Plan



CHAPTER 7: DOWNTOWN FERRIS

Introduction

A thriving downtown is a key part of a community's continued growth and importance to the surrounding region. It adds to the city's image and vitality and is indicative of its values and quality of life. The downtown area in a city often includes buildings and other structures as well as a street grid that provides a historical connection to the original town center and to the roots of the community. Many of Ferris' citizens feel the general character of the Downtown should be preserved as much as possible and that future development should complement and enhance existing downtown assets.

Downtown Ferris Strategic Direction

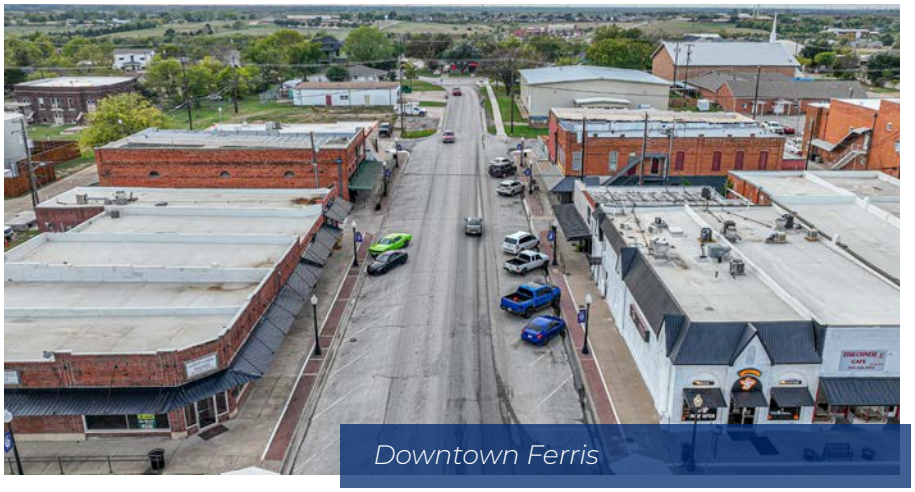
1. **The Downtown area should retain its role as the central gathering space and civic center for Ferris, even as new development significantly increases the population and geographic area of the city.**
2. **Downtown should support quality multimodal mobility access for people of all ages, with sidewalks, lighting, wayfinding signage and other features that make it easy to get to desirable destinations in Downtown.**
3. **Capitalize on branding and wayfinding opportunities along major corridors, such as the I-45 and the future FM 664 bypass, by advertising a desirable, vibrant, and easily accessible destination that attracts and retains visitors.**
4. **Take advantage of Downtown's rich heritage as a rail corridor while advancing it forward as a vibrant and contemporary Downtown core that is Distinct by Design.**
5. **Maintain an aesthetically appropriate downtown district by investing in high quality design and continued façade enhancements through incentives, grants, overlay**

FEEDBACK HEARD

- **Regional Destination.** Residents desire to keep Downtown Ferris as a central gathering place that offers a live, work, play environment, for kids and adults, and with appropriate anchors, dining, and entertainment offerings during day and night hours.
- **Aesthetics.** Residents voiced the need to improve the aesthetics of Downtown Ferris by investing in façade improvements, heavy landscaping, and streetscape improvements throughout the district.
- **Parking.** More parking was often requested by participants for easier access to buildings within the district.
- **Trails, Sidewalks, & Crosswalks.** Citizens asked for more trails, sidewalks, and crosswalks to increase walkability and make safer and easier access to buildings in other areas of the city.
- **Impact of FM 664 Bypass.** Residents were concerned that the impending construction of the FM 664 bypass would create a serious loss in visitors to the downtown area.

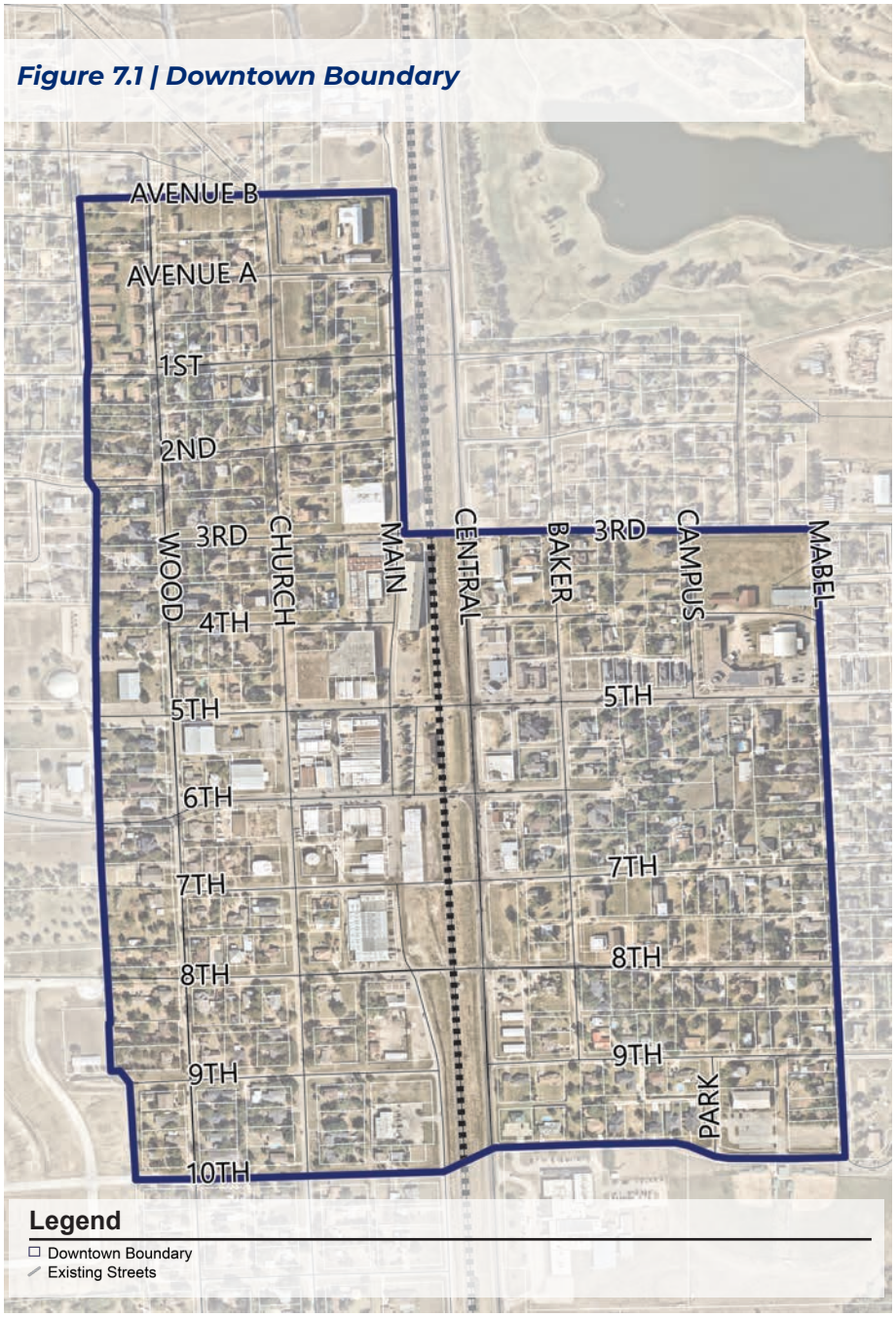
Existing Conditions

One of the first discussions brought up during the public participation process and with the Downtown Plan Advisory Committee concerned the expansion of the boundaries of downtown in an effort to increase the size of the district and strengthen its position as the heart of the city. The boundaries are now located at Avenue B and 3rd Street on the North, Pecan Street and Wood Street on the West side, Mabel Street on the East side, and 10th Street as the southern border. The Downtown Core of Ferris is made up of a collection of small-scale historic buildings spread along walkable blocks west of Central Street and the famous Old Train Depot. The mix of retail, restaurants, businesses, and small office space downtown provides a decent level of activity, however, there are a number of empty store fronts which provide a great opportunity for continued growth. Though there are some wider sidewalks in the core, the majority of the downtown area has no sidewalks and is in need of crosswalks across the various thoroughfares for the safety of pedestrians. The neighborhoods surrounding the immediate downtown core are primarily residential single-family homes with limited multifamily, small-scale office and commercial space located throughout. There are a significant number of vacant parcels which provide great infill development opportunities. **Figure 7.1** displays the boundary of Downtown Ferris.



Downtown Ferris

Figure 7.1 | Downtown Boundary



A Complete Downtown

As the center of civic activity, Downtown Ferris supports a wide range of uses and brings together people from around the community. To best suit its needs, a diverse, mixed-use urban fabric is needed to ensure its continued success and allow civic life to thrive.

Throughout planning process, the community expressed a desire for Downtown to provide residents and visitors with a greater mix of things to do and places to visit while there. Because Downtown is not visible from Interstate 45 and the future FM 664 bypass, it is even more important to ensure that people are not only directed to the Downtown but have a diverse offering of things to do when they arrive. From an economic development standpoint, the City of Ferris should invest in attracting businesses, amenities, and activities that serve as anchors to the Downtown to ensure its viability and vitality into the future.

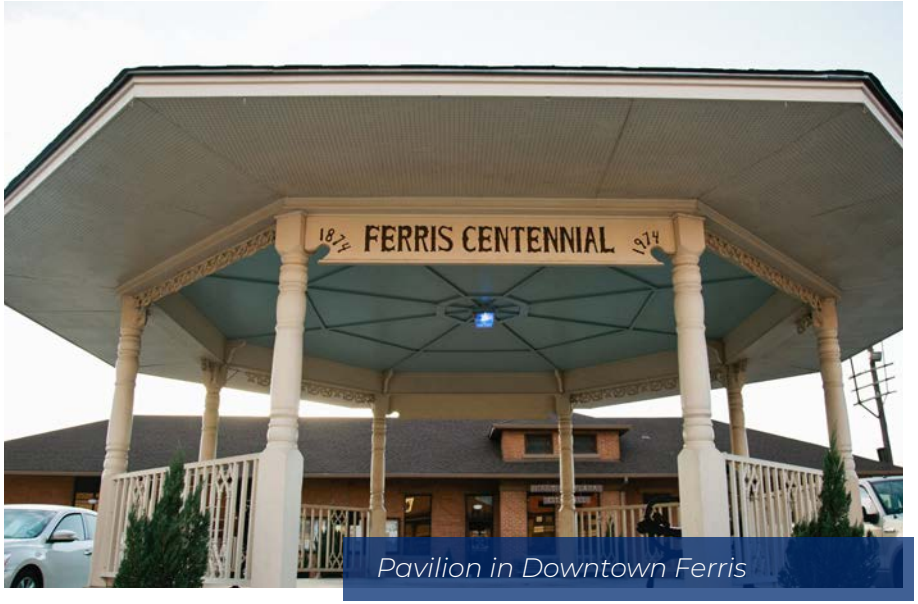
A key factor in Downtown is sustaining and bringing in businesses that are desirable to the community and region. These businesses can generate and extend activity throughout the day and night and help anchor it as a place where people spend time. Because Downtown contains a unique, walkable, and historic urban fabric, and functions as the City's civic core, businesses should be scaled accordingly and modeled after a pedestrian oriented urban environment.

To create a Complete Downtown, the **Ferris Downtown Master Plan** identifies several building blocks of improvements that if implemented, can truly create a destination where people will want to live, shop, and eat. **Figure 7.1** displays the building blocks of the Downtown Master Plan. These elements include identifying detailed recommendations for Downtown Ferris' character zones, mobility, infrastructure improvements, economic development, placemaking, identity, and branding.

Figure 7.2 | Complete Downtown

Downtown Framework Plan

In Ferris, the potential for Downtown to become an important center for living, doing business, working, gathering for community celebrations and daily entertainment is so strong that a separate Downtown Master Plan was completed in tandem with the Ferris 2050 planning process. The Downtown Master Plan was developed through an almost parallel process with the Ferris 2050 Comprehensive Plan and is a standalone document on which this chapter is based. It includes a Framework Plan, displayed on the next page in **Figure 7.2**, which is a product of the review of existing conditions of Downtown, public input, and current and future development and improvement projects. The Framework Plan can also establish policy direction for the City to utilize when making future infrastructure and capital investments in Downtown.



Pavilion in Downtown Ferris

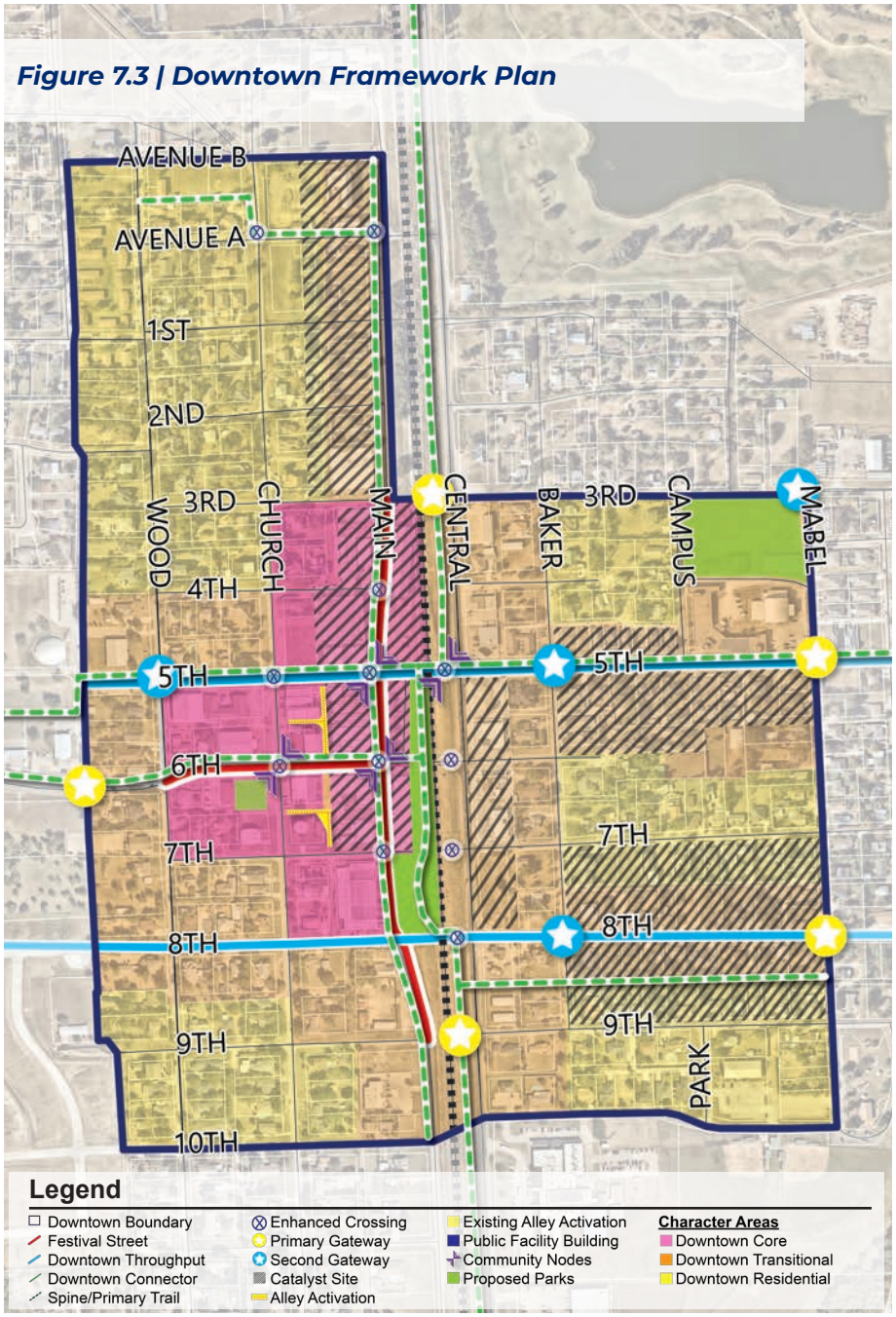
Downtown Restaurants

The Framework Plan integrates land use, transportation, open space, and economic opportunities in its design. The building blocks of the Ferris Downtown Framework Plan include the following with associated descriptions:

- **Character Zones**. Helps to establish consistent land use and identity within the districts in the downtown area. Three character zones are identified and detailed in the Downtown Master Plan, including the Downtown Core, Downtown Transitional, and Downtown Residential.
- **Mobility**. Describe proposed street types with associate cross sections and character. Several cross sections were created to further detail out Downtown-specific street types, which include Festival Streets, Throughput Streets, and Local Streets.
- **Infrastructure Improvements**. Includes recommendations for improvements to public infrastructure, including parks, open space, trails, and intersection improvements.
- **Downtown Placemaking, Identity and Branding**. Recommends ways for Downtown Ferris to establish a unique character through urban design and placemaking techniques. Recommendations are given for locations of primary and secondary gateway signage, enhanced community nodes, and opportunities for alley activation.
- **Economic Development**: Identifies catalyst sites that are strategically selected that would best promote growth and activity for downtown. Six catalyst sites were identified for redevelopment opportunities in Downtown Ferris. New development, redevelopment, or adaptive reuse of existing buildings and infrastructure is encouraged in these sites.

The **Downtown Master Plan** provides a detailed outline that will enable the City to fulfill its hopes and aspirations for this special part of the community. City staff can utilize the implementation matrix to ensure that the recommended short-term- mid-term, and long-term actions are followed, and its goals are met. With continued adherence to the recommendations and implementation strategies outlined within the plan, along with ongoing community support and bold, visionary leadership, the community will be able to achieve its desired vision for a vibrant and sustainable downtown. Please see the **Ferris Downtown Master Plan** report for more detailed information and recommendations.

Figure 7.3 | Downtown Framework Plan



Gateways and Branding

One of the key components of integrating Downtown Ferris into the Comprehensive Plan is to plan for sufficient highway and corridor gateway and wayfinding signage. Especially with the rerouting of FM 664, exceptional gateway and wayfinding signage all throughout the City of Ferris is needed to promote downtown activity. Due to Downtown's proximity to adjacent major thoroughfares, the City of Ferris should capitalize on this opportunity by creating gateway signage for Downtown in key locations throughout Ferris.

Figure 7.3 displays the proposed location of primary and secondary gateways to capture visitors for Downtown Ferris. Below is the location description for primary and secondary gateways.

Primary Gateways

1. 6th St Gateway
2. S Central St and 3rd St
3. S Central St and 9th St
4. N Mabel St and 3rd St
5. S Mabel St and 8th St
6. Southbound 1 - 45 Frontage Road
7. Northbound 1-45 Frontage Road

Secondary Gateways

I. Future FM 644 Bypass Split

II. Wood St and 5th St

III. N Baker St and 5th St

IV. S Baker St and 8th St

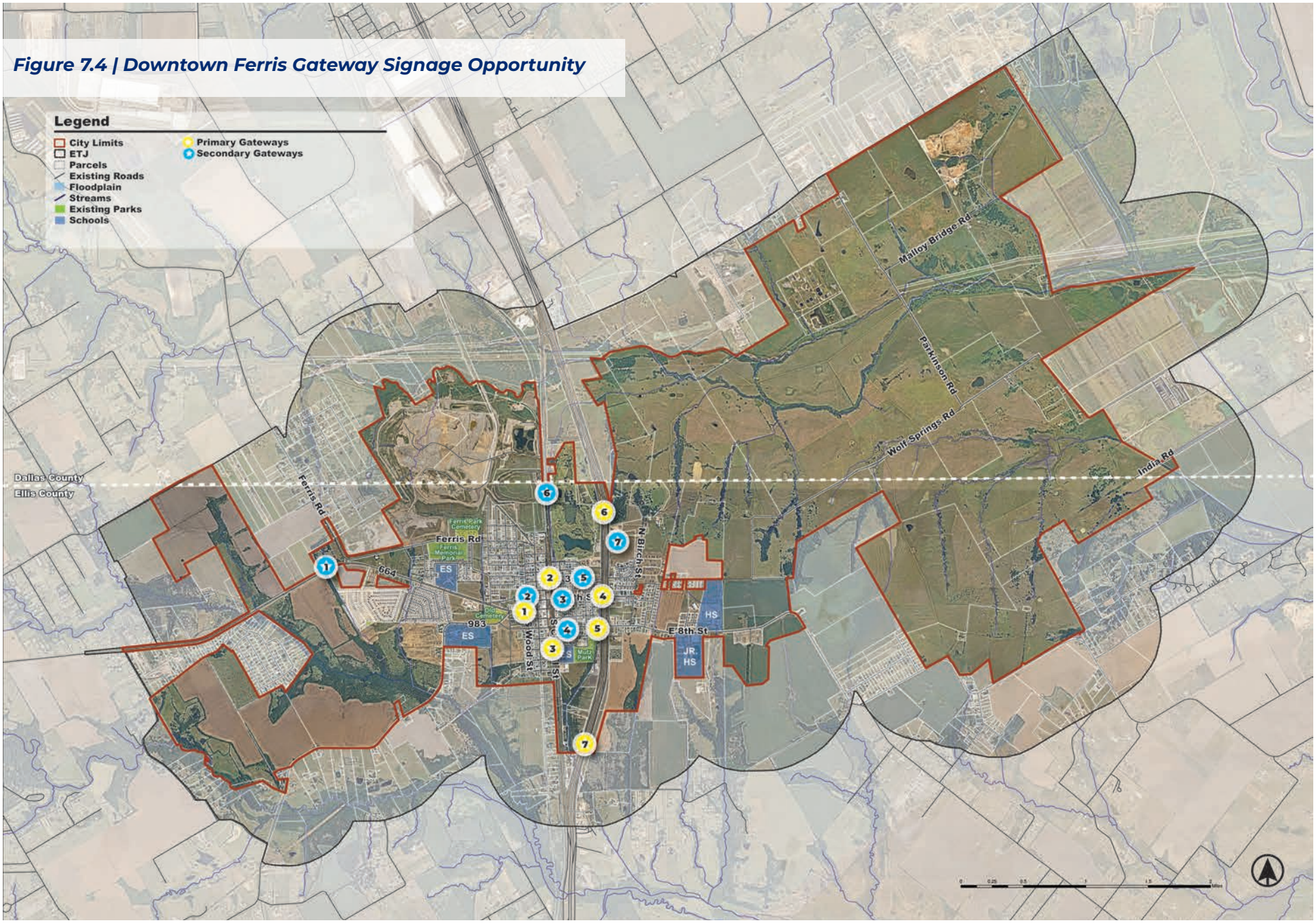
V. N Mabel St and 3rd St

VI. Southbound S Central St

VII. Highway Advertisements adjacent to Water Tower

Downtown Ferris Branding

Figure 7.4 | Downtown Ferris Gateway Signage Opportunity



Strategies and Actions

Strategy 1: The Downtown area should retain its role as the central gathering space and civic center for Ferris, even as new development significantly increases the population and geographic area of the city.		
Actions	DF S1.1	Adopt the Ferris Downtown Master Plan.
	DF S1.2	Utilize the Downtown Master Plan in all future discussions of funding, economic development, and infrastructure improvements in Downtown Ferris.
	DF S1.3	Create new festivals and events that will continue to enhance Downtown's appeal as a regional destination.
	DF S1.4	Attract a larger and more diverse mix of businesses and land uses through development incentives and ramifications of existing zoning codes and ordinances.
	DF S1.5	Strategically attract new businesses that are open later in the night and on weekends to promote around-the-clock activity in Downtown Ferris.
	DF S1.6	Where possible, keep City of Ferris operations in Downtown. If it is identified that the new City Hall will not be able to locate in Downtown, keep a City presence in Downtown through locating other municipal services and offices in the area.
	DF S1.7	Fully utilize urban design and placemaking principles to create outdoor room and community gathering places for civic life.
	DF S1.8	Focus investment in Downtown to create and maintain it as a destination by offering music, entertainment, and other activities that appeal to all residents and visitors during the day and at night.
	DF S1.9	Re-envision the Downtown Square as a walkable, pedestrian-oriented plaza or gathering space to act as a 'front yard' for the community.
	DF S1.10	Establish a Downtown Merchants Association to promote connectivity between City leadership and Downtown business owners.
	DF S1.11	Support small and local businesses and help them thrive in Ferris as they grow.
	DF S1.12	Identify a strategy to attract downtown appropriate businesses that would help sustain and attract visitors and residents to the district.

Strategy 2: Downtown should support quality multimodal mobility access for people of all ages, with sidewalks, lighting, wayfinding signage and other features that make it easy to get to desirable destinations in Downtown.		
Actions	DF S2.1	Utilize the Downtown Master Plan's mobility network recommendations to identify areas where sidewalk and trail improvements should be made.
	DF S2.2	Complete an active transportation master plan to promote and identify funding and ensure the area's walkability.
	DF S2.3	Promote further walkability by ensuring that sidewalks are connected to the rest of Ferris and to the regional trail network.
	DF S2.4	Create a robust trail network in Downtown Ferris that connects to trails and other parts of the City.
	DF S2.5	Capitalize on branding and wayfinding opportunities along major corridors, such as the I-45 and the future FM 664 bypass, by advertising a desirable, vibrant, and easily accessible destination that attracts and retains visitors.
	DF S2.6	Develop a bold marketing and branding strategy for Downtown Ferris. Place a heavier emphasis on social media marketing.
	DF S2.7	Ensure that branding and wayfinding efforts for Downtown are cohesive and eye-catching.
	DF S2.8	Utilize the Downtown Ferris Gateway Signage Opportunity Areas map when identifying areas when making decisions on future gateway and wayfinding signage for Downtown.
	DF S2.9	Fund and construct at least one Downtown Ferris gateway sign at the future FM 664 bypass split.
Strategy 3: Take advantage of Downtown's rich heritage as a rail corridor while advancing it forward as a vibrant and contemporary Downtown core that is Distinct by Design.		
Actions	DF S3.1	Repurpose the Old Train Depot, into a Visitor's center and/or museum to capture the importance of the city's past and future.
	DF S3.2	Establish marketing strategies to highlight Ferris' rich heritage and cultural significance.

Strategy 4: Maintain an aesthetically appropriate downtown district by investing in high quality design and continued façade enhancements through incentives, grants, overlay districts, and zoning requirements.		
Actions	DF S4.1	Focus future streetscape improvements and landscaping efforts along primary thoroughfares such as 5th Street, 6th Street, 8th Street, and Central Street.
	DF S4.2	Strengthen and/or adopt new zoning standards, design guidelines, and overlay districts that encourage beautification and enhancements and adds to the unique character of Downtown and surrounding neighborhoods
	DF S4.3	Identify grant opportunities and partnerships for façade and public improvements in downtown.
	DF S4.4	Maintain and enhance the architecture of downtown buildings and seek Historic Preservation designations.
	DF S4.5	Reestablish the Ferris Main Street Program. Manage this program through the Ferris EDC boards, potentially utilizing the new proposed marketing coordinator.
	DF S4.6	Reinstate the Façade Improvement Program in Downtown Ferris.

CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 8: PUBLIC SERVICES

PAGE 109

Introduction

Ferris operates and maintains a comprehensive network of water and sanitary sewer infrastructure. Additionally, the City provides several public facilities and services, including fire and policing services. However, as development comes into Ferris, especially in Ferris' ETJ, significant infrastructure and facility improvements will be needed to carry Ferris' future population into 2050. This chapter reviews Ferris' current public infrastructure, facilities, and services and makes recommendations based on projected future demands.

Ferris Public Library

Public Services Strategic Direction

1. **Ensure the Ferris water system addresses the adequacy of future water supplies as well as the storage, treatment, and distribution of water within Ferris.**
2. **Ferris' water, sanitary sewer, stormwater management, and internet infrastructure should be expanded to adequately serve future development needs.**
3. **Ferris' emergency services, including police, fire, and emergency medical services (EMS), should be adequately planned for in terms of future staffing and facility needs.**
4. **Sites for future development of Ferris' city facilities needs should be strategically identified and planned for in the Comprehensive Plan.**
5. **Lean on partnerships and planning best practices to construct the needed infrastructure to support future development in Ferris.**
6. **Prepare for growth by identifying opportunities for improved city processes, programs, and organization.**

FEEDBACK HEARD

- **Funding.** Ferris' citizens are concerned about the massive infrastructure investments that are needed to support the planned development identified in the ETJ.
- **Maintenance.** Much like Ferris' existing neighborhoods, the public is concerned that existing infrastructure will not be adequately maintained or improved as new development occurs.
- **Expanded Services.** Public would like to see additional police, fire, and school facilities in new residential developments on the east side of I-45.

Existing Conditions

Infrastructure

Today, all of central Ferris has water and sewer infrastructure, but no infrastructure exists in Ferris' ETJ. The City of Ferris operates and maintains their own water and sanitary sewer infrastructure through their own Certificate of Convenience and Necessity (CCN). The City also purchases additional water capacity from the neighboring Rockett Special Utility District (SUD). Additionally, the southwest and southeast area of Ferris' ETJ falls in the Rocket SUD. Ferris has one elevated water storage tank, which can be seen along the I-45 corridor, and two ground storage water tanks. The City's water infrastructure consists of water pipes ranging from 1" to 12" in diameter. There is limited infrastructure access between east and west Ferris. Only one water connection and one wastewater connection exists under I-45. The wastewater infrastructure line passes under 10th Street, and the water line passes under 8th Street.

For wastewater infrastructure, the City has 10 lift stations and a Trinity River Authority (TRA) Meter Plant along Business 45. Additionally, a TRA Wastewater Treatment Plant is located in the northeast of Ferris' ETJ and serves the area. The City's sanitary sewer infrastructure ranges from 2" to 6" force mains and 4" to 12" gravity lines. All of Ferris' sanitary sewer is filtered through a 72" main line in the ETJ that is treated at the TRA Wastewater Treatment Plant. Significant infrastructure improvements will be needed to serve the expected capacity generated from new development. Ferris' water and sewer infrastructure are both nearing capacity, so additional resources will need to be identified to better serve the City's future needs.

Figure 8.1 and **Figure 8.2** display Ferris' water and wastewater infrastructure.

Ferris Water Tower

Figure 8.1 | Existing Water Infrastructure Map

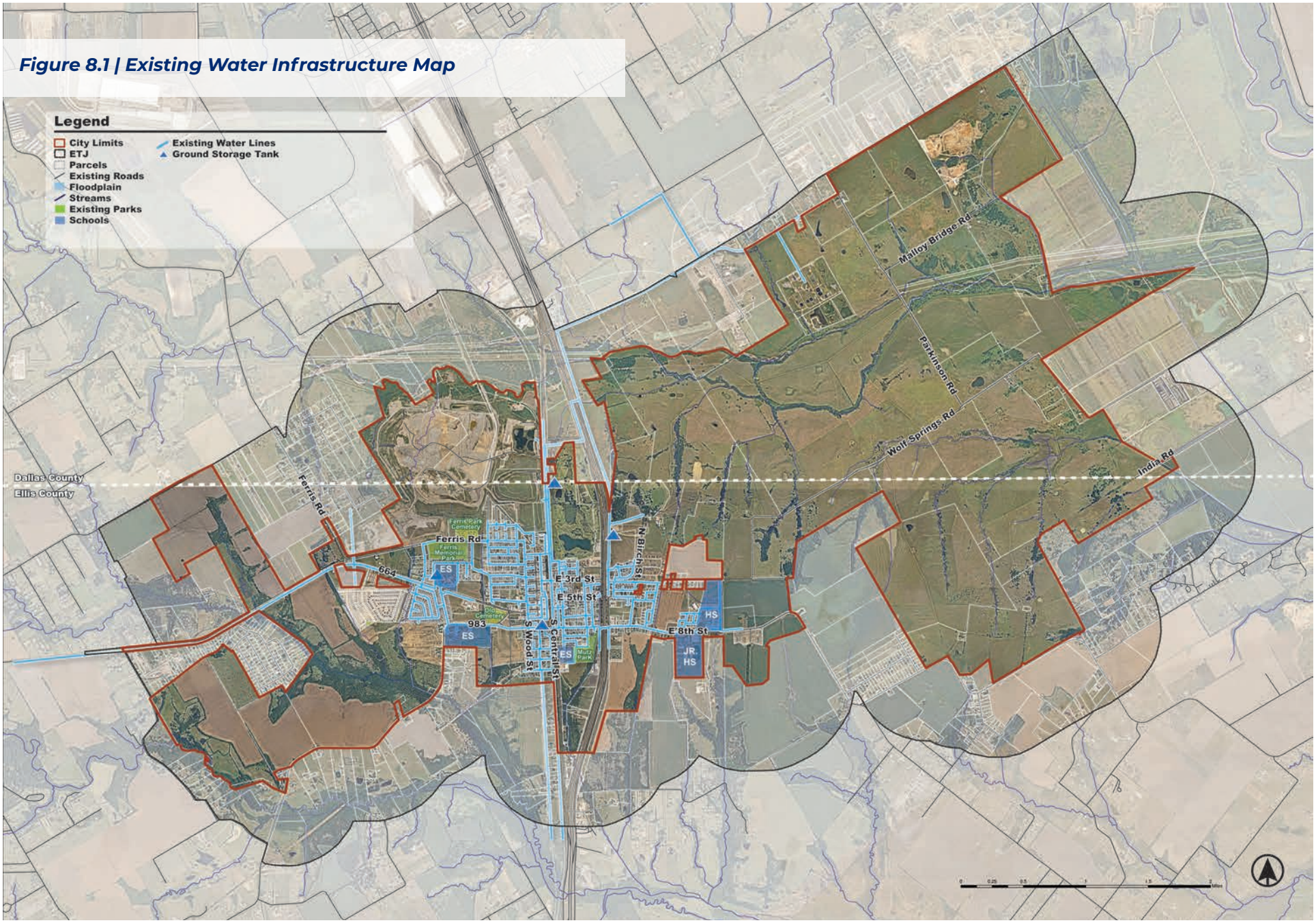
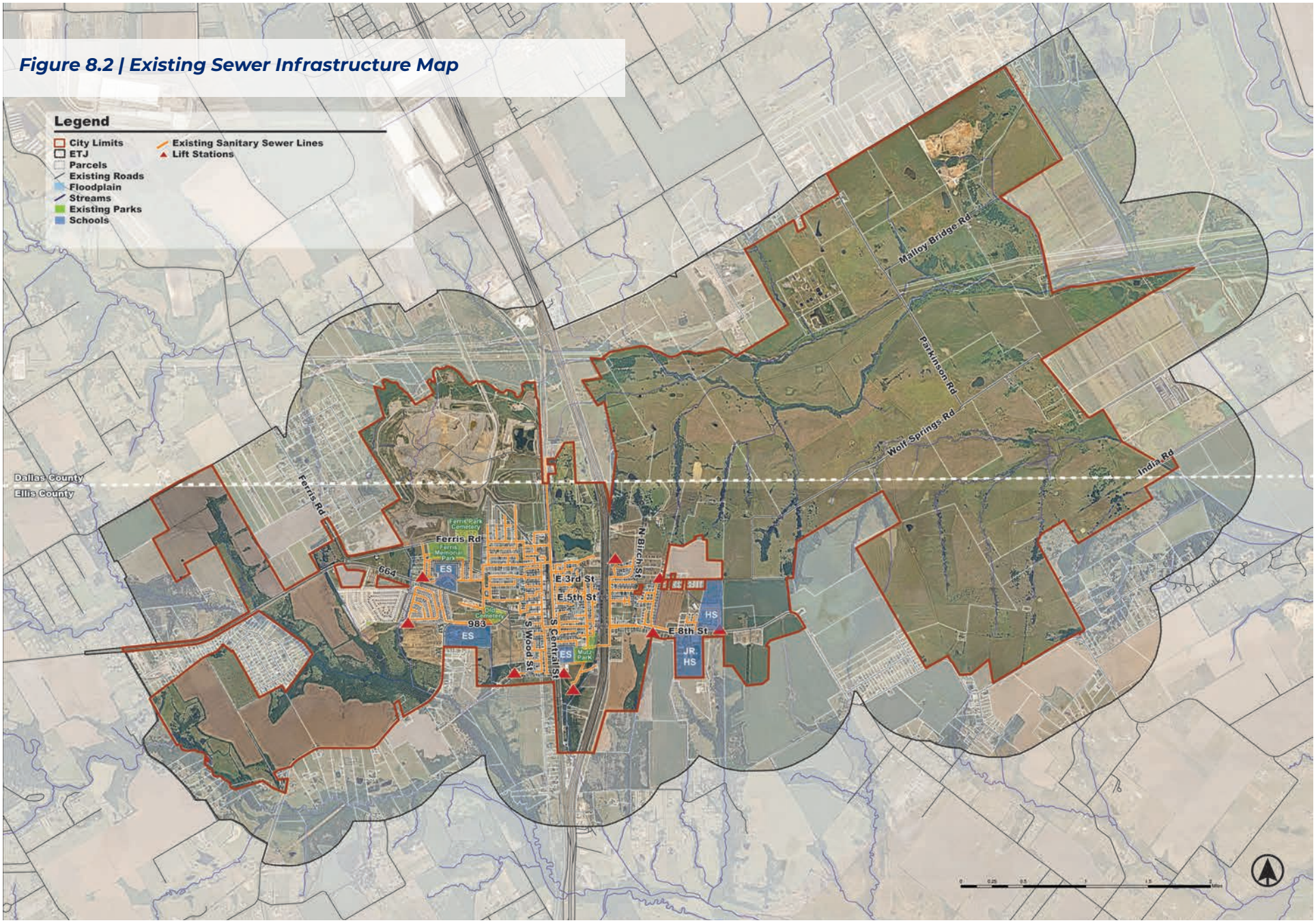


Figure 8.2 | Existing Sewer Infrastructure Map



Public Services

The City of Ferris obtain their own police and fire departments. The Ferris Police Department consists of approximately 12 full time police officers. The Ferris Fire Department employs approximately nine full time fire fighters and several additional volunteers. Ferris Police and Fire Departments currently share one facility. The City of Ferris also partners with the Ellis County Emergency Services District #5 to provide for their EMS needs.

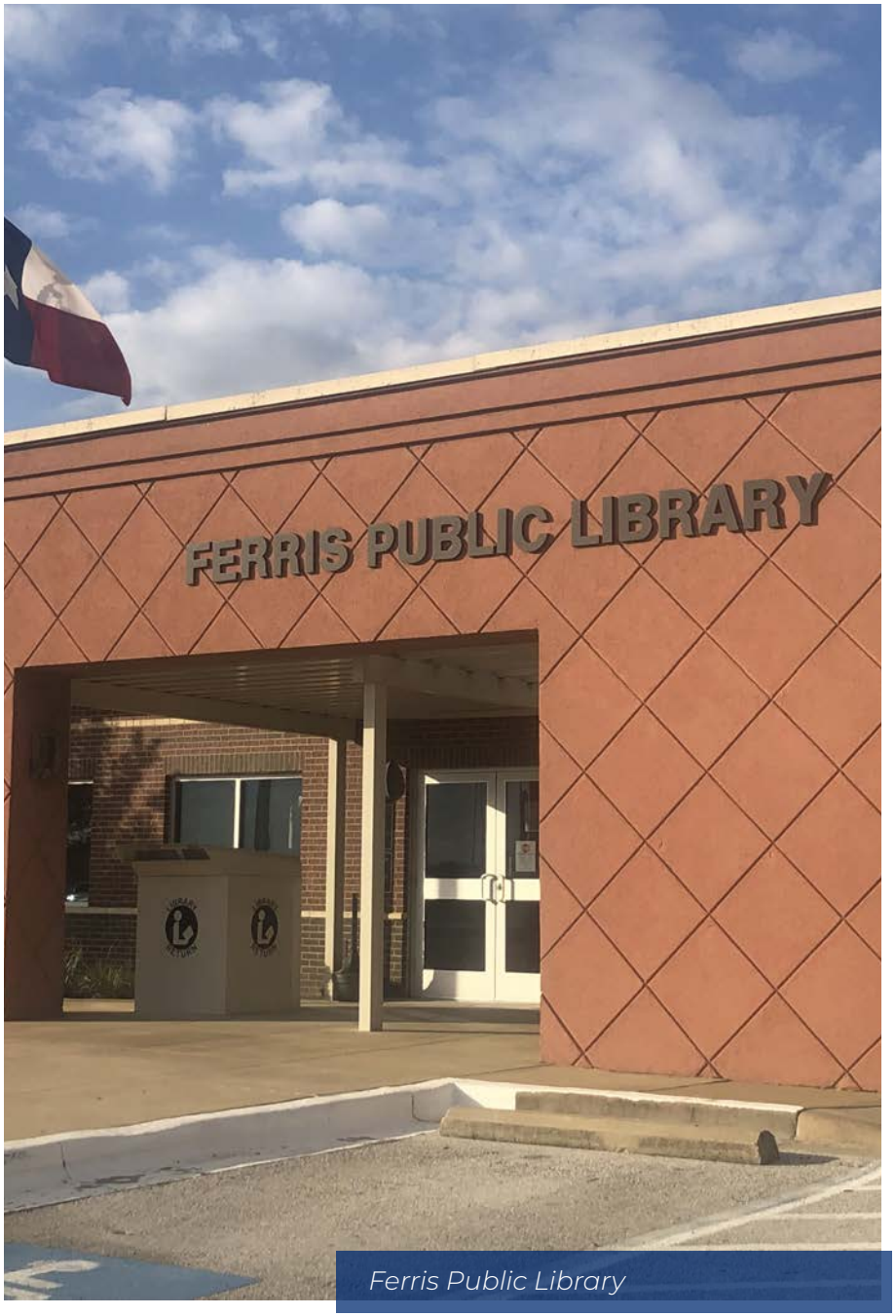
Public Facilities

As seen in **Figure 8.3**, Ferris is also home to several community facilities, including:

1. City Hall
2. The Ferris Police Department
3. The Ferris Fire Station
4. Public Works Building
5. Animal Services Building
6. The Ferris Municipal Court
7. The Ferris Public Library
8. The Ferris Post Office
9. Ferris ISD Buildings
10. Ferris ISD Administrative Building
11. Ferris ISD Bus Barn
12. Lee Longino Elementary School
13. Lucy Mae McDonald Elementary School
14. Hazel Ingram Elementary School
15. Ferris Junior High
16. Ferris High School

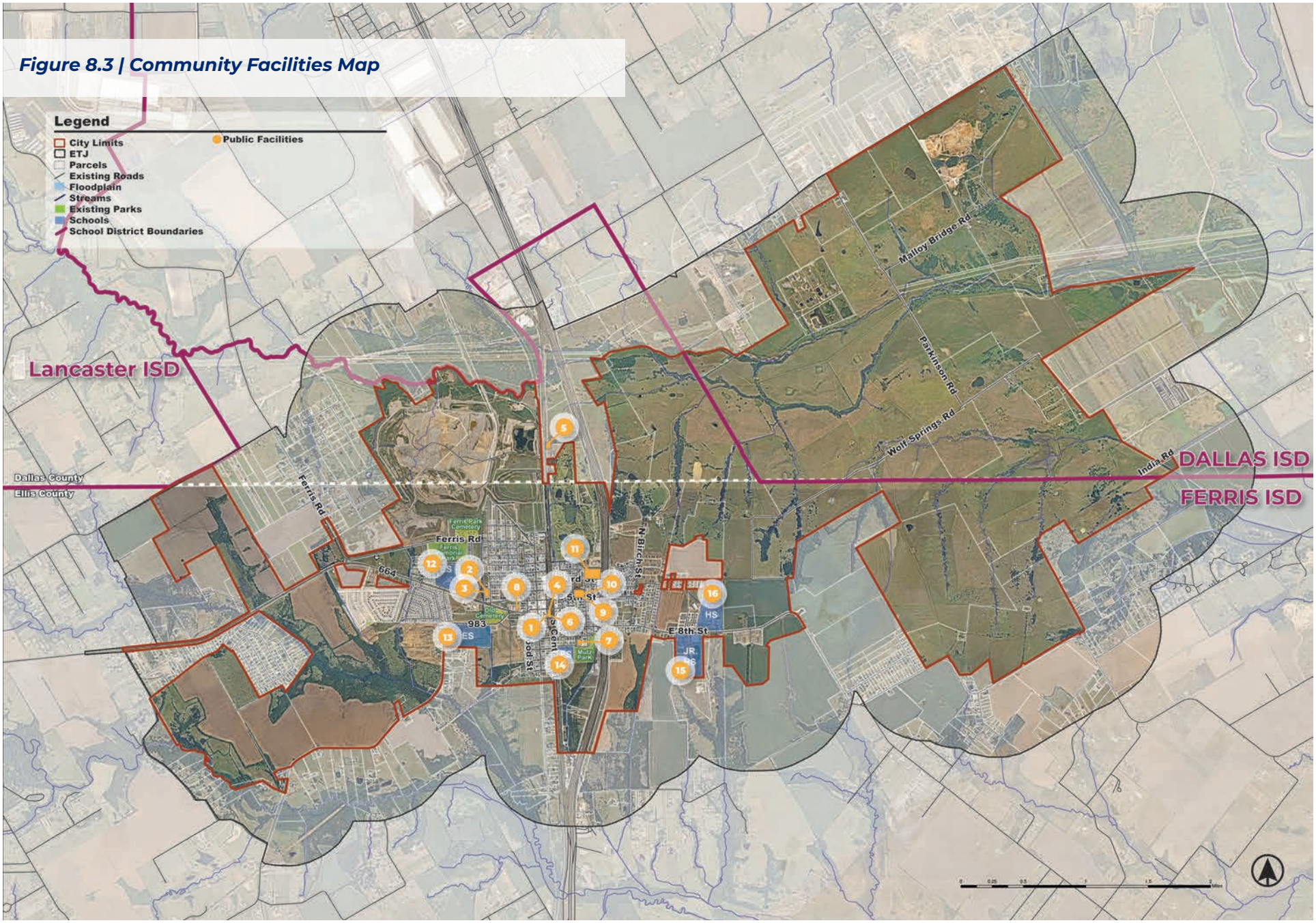
Although Ferris has many high-quality public facilities today, pressures of new development call for additional community and educational facilities to be constructed near planned new residential developments. Today, Ferris only has one police and fire station. New police and fire stations will need to be constructed east of I-45 to ensure fast emergency response times.

Ferris ISD is also nearing their student capacity, so new school facilities will also need to be strategically implemented. It is also important to note that a large portion of the northeast of Ferris' ETJ is located within the Dallas ISD school district. **Figure 8.3** displays Ferris ISD boundaries and the boundaries of the surrounding independent school districts.



Ferris Public Library

Figure 8.3 | Community Facilities Map



Public Services Recommendation

Infrastructure

Investments are needed to fund improvements to Ferris' existing water and sanitary sewer systems. Additionally, all new water and wastewater infrastructure is needed in future residential development areas. To fund improvements for both Ferris' existing water and wastewater infrastructure, it is recommended that the City of Ferris create a comprehensive water and sanitary sewer rehabilitation bond package for public vote. To fund new water and sanitary sewer infrastructure, the City should explore partnerships with developers to construct the infrastructure needed to support Ferris' new development.

Water

The Future Land Use Plan estimates that Ferris' annual water usage in the full build out of the City will be approximately 4.518 billion gallons per year, and in 2050, approximately 2.53 billion gallons of water annually. This will require large investments in new water infrastructure, water supply, and water storage. It is recommended that Ferris conduct a Water Master Plan update utilizing the land use assumptions in the Future Land Use Plan to more thoroughly plan for identified future needs. Ferris could also plan for future capacity needs by either expanding the capacity of the existing elevated storage tank, or by constructing a second elevated water storage tank facility. For water supply, the City of Ferris should continue their partnership with the Rockett SUD and identify solutions for increased capacity to Ferris.

Expansion of existing city water infrastructure should be focused along major corridors and key nodes of future planned development. New water infrastructure in new residential development areas should be constructed through partnerships with the development community. The City of Ferris should focus their water infrastructure improvement funding to rehabilitations on lines in the existing network or new facility needs, such as a new ground or elevated water storage tank. Additional water connections under I-45 should also be created to help improve capacity and flow.

Sanitary Sewer

Much like Ferris' water infrastructure, there are opportunities to partner with developers of Ferris' planned residential developments to create the necessary sanitary sewer infrastructure needed to support the planned development and growth. These partnerships could make it possible for the City to focus their funding to rehabilitate and make improvements to the existing sewer network. The City should also conduct an update to their Wastewater Master Plan to identify specific wastewater demand in 2050 guided by the Future Land Use Plan.

New sewer infrastructure should be concentrated along key corridors and within major activity nodes. Additionally, infrastructure in new residential development areas could mostly consist of gravity lines due to the Ten Mile Creek topography and existing TRA Wastewater Treatment Plant connections. Where possible, the City should encourage the construction of gravity sewer lines to keep maintenance and construction costs low and to avoid the creation of unnecessary additional lift stations.

Public Services

The vision for Ferris' public services is to continue to serve the residents of Ferris with exceptional, high-quality municipal services through ongoing evaluation and monitoring of personnel, resources, and training. Police, Fire, and Emergency Services are serving the community well, and feedback has indicated that staff should grow and expand with the City's continuing growth. Ongoing reporting for the emergency services departments should be collected and reviewed in an annual report to ensure public safety remains highly regarded by residents.

Police and Fire

Using an estimate of two police officers per 1,000 residents, in 2050 Ferris could need up to 67 police officers to support the highest projected 2050 population. Additionally, using an estimate of 1.8 firemen per 1,000 residents, Ferris could need up to 61 salaried firemen to match future demand. The City would need to hire additional police and fire staff and construct new facilities to meet future service demands. One to two new police stations and fire stations should be constructed on the east of I-45. The City should conduct a facility needs assessment to identify specific locations and projected needs of Ferris' police and fire services.

Ferris Police Department

Ferris Fire Truck

Other City Services

Waste Management (WM) currently offers trash pickup services for Ferris residents. However, as the landfill ends its lifecycle in the next twenty years, the City should identify a solution to avoid a gap in service. Ferris leadership should initiate a continued partnership with WM so Ferris residents can continue to be served even as the landfill lifecycle ends.

Stormwater management improvements are also needed in Ferris. Currently, the City's existing stormwater infrastructure consists of surface drainage with culverts and drainage ditches. By designating the landfill and floodplain in Ferris' ETJ as open space, there are many opportunities for the City to invest in green infrastructure to mitigate flooding. Also, the cross sections provided in **Chapter 6: Mobility** and the Central Ferris Roadway Priority Assessment (page 87) provide guidance on the design and the prioritized locations of existing street rehabilitations. These street rehabilitation projects will incorporate curb and gutter facilities on all improved streets to improve stormwater management in central Ferris.

Internet services in Ferris have recently improved through new partnerships with the Rise Broadband high-speed internet provider. However, this high-speed internet service is only available to residents living within central Ferris. As development comes in, the City of Ferris should be anticipating the increased demand for high-speed internet and should explore partnerships with developers to install this needed infrastructure for the new communities. It should be a continued goal of the City to provide excellent internet services for both residents and businesses in Ferris.

City Organization

The City of Ferris as an organization must keep up with the aggressive development and increasing population in the years to come. Eventually, the City of Ferris could benefit from a reorganization and by adding additional departments to help streamline efforts and efficiencies. To endorse a smooth development review process, it is recommended that the City of Ferris create a Community Development department that could reorganize several Ferris branches of the Ferris government. This new department could house all planning, engineering, code administration, and development services to create a one-stop-shop for all future development needs. Reorganizing could enhance productivities and generate a smooth and easy process for both developers and the City.

In addition to the recommended Community Development department, the City of Ferris should explore opportunities to create a Parks and Recreation department. Explained further in **Chapter 9: Parks and Trails**, this new department would administer maintenance and improvement efforts to Ferris' existing and planned park and recreation facilities. In the Future Land Use Plan, the Ten Mile Creek floodplain area is entirely dedicated as open space. This vast amount of land is recommended to obtain several park and trail facilities and is envisioned to be a valuable asset to the new residential development in the surrounding areas. Additionally, the Skyline Landfill is also dedicated for open space and park usage in the 2050. With all of this, there are 5,632 acres of land in **Ferris' Future Land Use Plan** that is dedicated for park, trail, and open space usage. This vast amount of land will need to be maintained by City services as this land is annexed into the City Limits. Therefore, it is recommended that the City create a dedicated Parks and Recreation department to accommodate this maintenance.

Future City of Ferris Community Development Department

This new department could house all planning, engineering, code administration, and development services to create a one-stop-shop for all future development needs. Reorganizing could enhance productivities and generate a smooth and easy process for both developers and the City.

Public Facilities

In 2050, many new public facilities will need to be constructed. One to two new police and fire stations will need to be built on the east side of I-45 where new residential development will occur. New public facilities such as a recreation center, a new animal shelter, and new offices for City Staff should be constructed. It is recommended that the City conduct further study on public facility needs by conducting a facility needs assessment for both City needs and with Ferris ISD.

Ferris ISD will also need additional public-school facilities. The City of Ferris should continue their partnership with the ISD and should leverage their partnerships to produce mutual benefits. The City can promote Ferris ISD in marketing efforts, and the ISD can promote new activity areas and anticipated growth occurring in Ferris.

Every year Ferris ISD produces their District Improvement Plan and individual Campus Improvement Plans. Ferris leadership can continue their strong partnership with the ISD by meeting annually to review their goals and objectives with the ISD. The purpose of this meeting is to identify areas where the City can partner with the ISD to achieve their annual and long-term goals. Ferris City leadership can further support Ferris ISD by incentivizing development to dedicate land for public school usage. Ferris ISD, in partnership with the City of Ferris, should also consider grant opportunities for future improvements. For example, the **Safe Routes to School** program provides a great opportunity to fund transportation projects that connect school sites to the surrounding neighborhood.

Another significant investment that will be needed for Ferris in the near future will be to identify funding and a location for a new City Hall and a new office for the EDC boards. Ferris has outgrown their current City Hall structure, and the City will have to relocate soon. As City leadership undergoes this process, it is highly recommended that City Hall remain in Downtown Ferris. City Hall is a fundamental anchor for any city and remaining in Downtown Ferris will promote sustained economic development and activity. If it is determined that City Hall cannot remain in Downtown, the City should still have offices or services in Downtown. For example, the Ferris EDC Boards new office could potentially still be located in the Downtown area. It is strongly recommended that the City still have a presence in Downtown Ferris.

Safe Routes to School Program

The Federal Safe Routes to School (SRTS) Program was established in the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users Act (SAFETEALU) in August, 2005. The federal transportation bill apportioned funds for administering Safe Routes to School programs in all 50 states, based on the ratio of total student enrollment in grades kindergarten through eighth (K-8) in each state compared to the total student enrollment in grades K-8 in all states.

The program's objectives are:

- To enable and encourage children in grades K-8, including those with disabilities, to walk and bicycle to school.
- To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age.
- To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity of schools.

Some of the benefits expected from SRTS programs and activities include:

- Increased bicycle, pedestrian, and traffic safety
- More children walking and bicycling to and from schools
- Decreased traffic congestion
- Improved childhood health
- Encouragement of healthy and active lifestyles
- Improved air quality
- Improved community safety Reduced fuel consumption

Source: Texas Safe Routes to School Program Guidance and Application Instructions https://ftp.dot.state.tx.us/pub/txdot-info/library/pubs/cit/srts_app_instructions.pdf

Strategies and Actions

Strategy 1: Ensure the Ferris water system addresses the adequacy of future water supplies as well as the storage, treatment, and distribution of water within Ferris.		
Actions	PS S1.1	Maintain a sustainable and adequate water supply for all of Ferris' residents and businesses.
	PS S1.2	Conduct a feasibility study for a second water tower to support the anticipated growth and development in Ferris' current ETJ.
	PS S1.3	Work with Rocket CCN to expand Ferris' CCN boundaries to include all of the Ferris City Limits and ETJ area.
	PS S1.4	Work with Rocket CCN to explore opportunities for increased water supply.

Strategy 2: Ferris' water, sanitary sewer, stormwater management, and internet infrastructure should be expanded to adequately serve future development needs.		
Actions	PS S2.1	Capitalize on Ferris' existing topography by utilizing and optimizing gravity lines instead of new lift stations for ETJ wastewater infrastructure development.
	PS S2.2	Add new water and wastewater line connection points under I-45.
	PS S2.3	Conduct a Water and Wastewater Master Plan update. Utilize Future Land Use Plan for land use and density projections.
	PS S2.4	Upgrade Ferris' existing street network to include curb and gutter facilities.
	PS S2.5	Prepare a comprehensive water and sanitary sewer rehabilitation bond package for public vote.
	PS S2.6	Focus City funding on improving existing water, sanitary sewer, and stormwater infrastructure.
	PS S2.7	Meet with Trinity River Valley Authority to discuss future development plans and to identify solutions to future sewer capacity needs.
	PS S2.8	As development comes in, continue to provide high-quality internet services to all residents and businesses in the City Limits as properties are annexed into Ferris. Partner with developers to expand Ferris' broadband and fiber optics network through the remainder of the City and ETJ limits.
	PS S2.9	Initiate a continued partnership with Waste Management to identify a solution for trash collection after the landfill lifecycle ends so Ferris residents continue to be served.

Strategy 3: Ferris' emergency services, including police, fire, and emergency medical services (EMS), should be adequately planned for in terms of future staffing and facility needs.		
Actions	PS S3.1	By 2050, construct one to two new fire stations and two new police stations east of I-45.
	PS S3.2	Proactively plan for police and fire facility needs by purchasing land in Ferris' current ETJ (where residential development is anticipated) in preparation for future facility construction.
	PS S3.3	Program police and fire vehicle replacements into the proposed Ferris Capital Improvements Program (CIP) or annual budget.
	PS S3.4	Continue the partnership with the Ellis County Emergency Services District to provide high-quality EMS services to all residents of Ferris.
	PS S3.5	Periodically evaluate training services for Ferris' police and fire staff and research best practices to ensure the current services are delivering the desired results.
Strategy 4: Sites for future development of Ferris' city facilities needs should be strategically identified and planned for in the Comprehensive Plan.		
Actions	PS S4.1	Conduct a facility needs assessment for Ferris' police and fire organizations to identify specific parcels for future facility needs.
	PS S4.2	Partner with Ferris ISD to conduct a facility needs assessment for future schools and school facilities in Ferris.
	PS S4.3	Identify a location in Ferris for the construction of a new City Hall. Utilize Ferris' planned Capital Improvements Program (CIP) to fund this new City facility.
	PS S4.4	Identify a location for a new police station in Ferris. Locate the facility outside of the central Ferris neighborhoods to plan for adequate vehicle storage and training facility needs.
Strategy 5: Lean on partnerships and planning best practices to construct the needed infrastructure to support future development in Ferris.		
	PS S5.1	Focus new public facilities and infrastructure along major existing and future corridors, including the future FM 664 alignment and other roadways in the ETJ.
	PS S5.2	Fund new water, sanitary sewer, and stormwater infrastructure through partnerships with the development community, especially in Ferris' ETJ.

Strategy 6: Prepare for growth by identifying opportunities for improved city processes, programs, and organization.		
Actions	PS S6.1	Create a Community Development department in the City of Ferris that would restructure and streamline workflow processes to ensure consistency and timeliness of review.
	PS S6.2	Create a Parks and Recreation department in the City of Ferris as new development comes in and as new park and recreation facilities are constructed.
	PS S6.3	Adopt the Ferris Impact Fees and utilize this new City tool to fund new roadway, park, trail, and community facilities.
	PS S6.4	Research and identify potential regional, state, or national resources to help support Ferris' excellent school system. Apply for at least one grant for improvements to school facilities.
	PS S6.5	Adopt a dedication ordinance and fee for school land based on the ultimate population of future residential developments.
	PS S6.6	Annually review the Ferris ISD District Improvement Plan and Campus Improvement Plans with Ferris ISD leadership to identify opportunity areas for partnerships with the City.

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CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 9: PARKS, OPEN SPACE AND TRAILS

Introduction

This chapter explores the existing conditions of parks, trails and open space and outlines a long-term vision for future decisions. As Ferris grows the updated park, trails and open space network action items aim to guide decisions in city facilities over the next 30 years that meet the current and future park, recreation, and open space needs.

This chapter has two parts: parks and open space and trails. The purpose is to create system wide recommendations and establish classifications for both the parks and trail system.

Parks, Open Space and Trails Strategic Direction

1. **Improve residents' accessibility to parks and trails.**
2. **Create unique destinations with trails and parks that are competitive in the region.**
3. **Utilize floodplains as a major asset for parks, open space and trails.**
4. **Reinforce safety through maintenance of city facilities**

FEEDBACK HEARD

- **More opportunities to play.** The residents expressed unique way to be active and get outside in their community that appeal to a range of ages.
- **More walking tails.** Many residents feel unsafe walking around their community, especially when there are no sidewalks that connect them from their houses to key destinations
- **Opportunities to hike and bike.** Residents also were looking for trails that support biking and ways to get active in their community.

Ferris Parks and Open Space

Existing Conditions

As of today, Ferris has five parks that total about 52 acres of land. **Figure 9.1** illustrates the location of the existing parks in Ferris. **Figure 9.2** displays the acreage of each park and the existing classification for the park. The City of Ferris currently has three park typologies:

- Community Parks
- Neighborhood Parks
- Pocket parks
- Cemeteries

Based on the guidelines from the **National Recreation and Parks Association (NRPA)** park typologies have standard size range, typical amenities, and services areas. Service areas refer to the driving distance that visitors or residents are willing to travel to each type of park. Service areas help identify gaps in a community's park network. The following are definitions of the existing park typologies in Ferris.

Ferris Park Typologies

Figure 9.1 | Ferris Park Acreage

Park Name	Park Type	Acreage
Mutz Park	Community	12.1
Shaw Creek Park	Pocket	0.4
Ferris Memorial Park	Neighborhood	8.9
Ferris Memorial Park - North	Cemetery	13.2
Ferris Memorial Park - South	Cemetery	7.3
Earlene Jackson Park	Neighborhood	7.6
	Total	**49.45**

Community Parks

Community parks are mid-size (15 to 30 Acres) to large sized parks that serve multiple surrounding neighborhoods. The service area for community parks are 0 to 5 miles. Community parks typically have programmed spaces that have amenities such as sports fields, playgrounds, aquatics, trails and unprogrammed space such as open space and clear wayfinding. Ferris has two community parks: **Memorial Park** and **Mutz Park**.

Neighborhood Parks

Neighborhood Parks are small to medium sized parks (3 to 15 acres) within walking distance to serve immediate neighborhoods parks typically do not have restrooms or parking lots however have playgrounds, open space, benches, and pavilions. The service area for neighborhood parks is 0 to 1 mile Ferris's only Neighborhood Park is **Earlene Jackson Park**. Earlene Jackson Park is unprogrammed open space that is across the street from Ferris Memorial Park North.

Pocket Parks

Pocket Parks are small parks(0 to 0.5 miles) that are easily accessible that helps fill gaps in the park system. Pocket parks serve a 0 to 3 mile radius. Pocket parks can be built on small irregular pieces of land or in vacant building lots. Due to their size pocket parks often have only passive amenities such as seating or pavilions. Currently Ferris has one Pocket Park, **Shaw Creek Community Park.** Shaw Creek Community Park is a new addition to Ferris.

Cemetery

Cemeteries vary in size but can range from 0 to 3 miles. The typically serve population in a 0 to 0.5 mile radius. Cemeteries consists of burla plots, roads, storage, and trails. Cemeteries offer opportunities to celebrate history of the community and provide signage. The two cemeteries in Ferris is **Ferris Memorial Park North** and **Ferris Memorial Park South**.

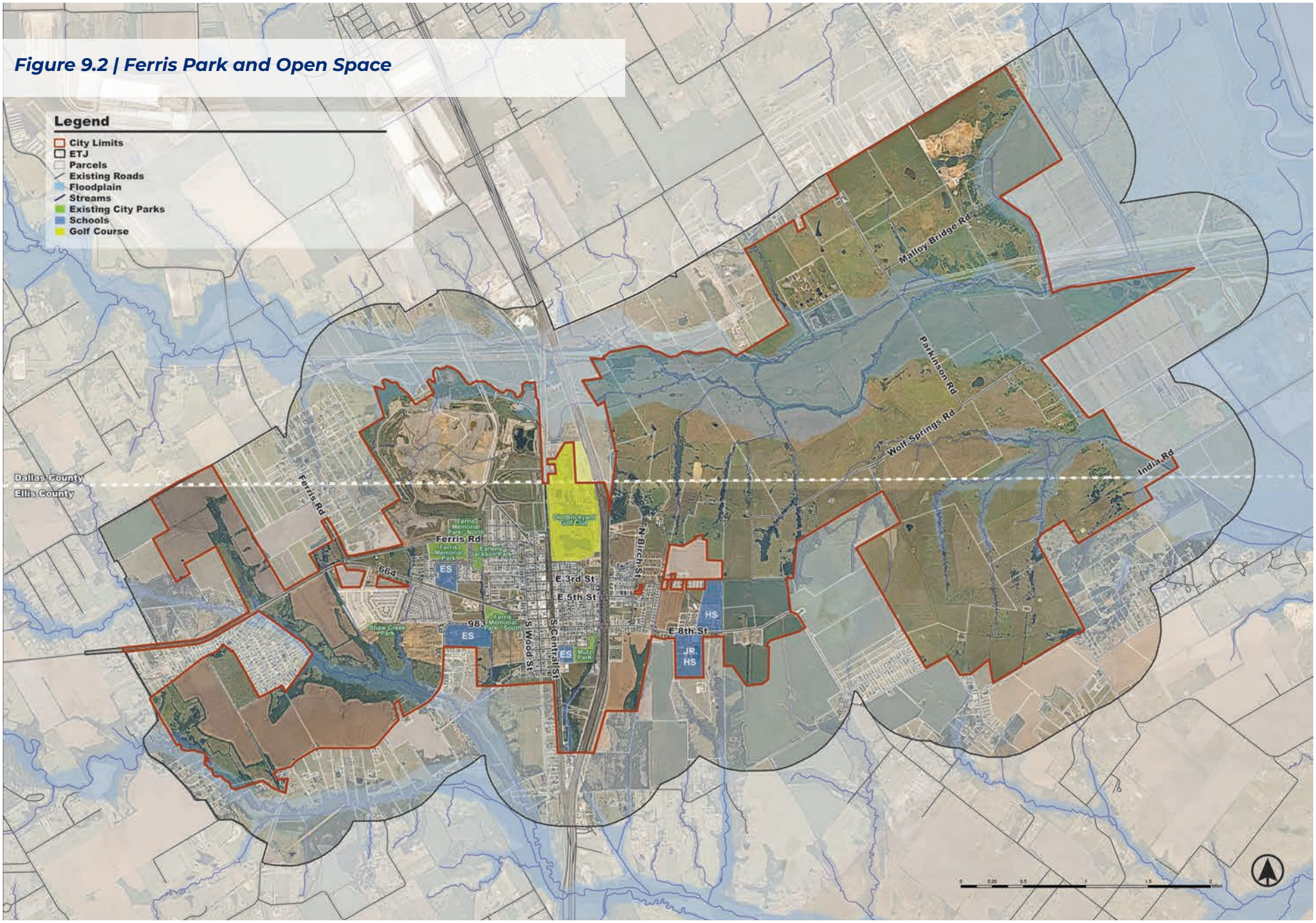
The Old Brickyard Golf Course although serves the recreation need for the community is a privately owned entity so will not be included in the park analysis.

Mutz Park

Shaw Creek Community Park

Ferris Memorial Park - North

Figure 9.2 | Ferris Park and Open Space



Needs Assessment

During the engagement process the residents of Ferris vocalized wanting more parks and recreation in the community. Parks provide numerous benefits like increase in property value and overall aesthetics of a community. Expanding the park system and refreshing existing facilities could help increase overall quality of life for residents. The needs assessment is a analytical tool used to help determine where there are gaps in the existing park system and serve as guide for recommendations. The approach taken for this analysis of Ferris parks system will be based on national standards (Standards Based Approach). This approach uses guidelines set by the National Recreation and Park association (NRPA) for Acreage Level of Service and Park Service Areas. Ferris 2050 Comprehensive Plan will utilize both tools to understand existing deficiencies in the current park network by comparing it to national benchmarks.

Acreage Level of Service

Acreage Level-of-Service (LOS) is based on NRPA park acreage seen in Figure 9.3. This analysis tool is typically shown as "X acres per 1,000 population". These number below are used to determine if the current acreage of Ferris parks is in a surplus or deficit based on each park type.

Figure 9.4 displays the target acreage for each park type in Ferris to serve community needs and better align to national standards. Below are some definitions to better understand the table:

- **ALOS (Acreage Level-of-Service)**: The national standard NRPA Recommended Acres per 1,000 persons. This shows the national standard for acreage per 1,000 persons.
- **CLOS (Current Level-of-service)**: Current Level-of-Service within City Limits per 1,000 persons. This shows Ferris' current park acreage based on each park type based on existing population size.
- **TLOS (Target Level-of-service)**: Target Level-of-Service displays an adjusted acreage that is based on the national but refined to better fit Ferris as a community. This is the targeted goal for t he community. This target acreage is then used to determine need based on the current and future population

Old Brickyard Golf Course

Figure 9.3 | NRPA Level of Service Range by Park Type

Park Type	Level of Service Range (ALOS)
Neighborhood Park	1-2 acres per 1,000 residents
Community Park	5-8 acres per 1,000 residents
Overall Parks System (For Communities with less than 20,000 population)	12.9 acres per 1,000 residents
National Median	10.4 acres per 1,000 residents

Figure 9.4 | Ferris Park Acreage Level of Service Analysis

Existing Park Acres	NRPA Recommended Acres per 1,000 Persons (ALOS)	Current Level of Service per 1,000 Persons (CLOS)*	Ferris Recommended Acres per 1,000 Persons (TLOS)	TLOS Park Acres Needed for Existing Population*	Current Level of Service per 1,000 Persons based on 2050 Population**	TLOS Park Acres Needed for 2050 Population**
Neighborhood Parks						
16.5 acres of Neighborhood Parks	1-2 acres	3.6 acres per 1,000 Persons	2 acres	7.3 acre surplus	0.3 Acres per 1,000 Persons	104 acre deficit
Community Parks						
12.1 acres of Community Parks	5-8 acres	2.6 Acres per 1,000 Persons	8 acres	24.7 acre deficit	0.2 Acres per 1,000 Persons	467.9 acre deficit
Overall Parks System						
49.6 Total acres of Parks	12.9 acres	10.7 Acres per 1,000 Persons	12.9 acres	9.7 acre deficit	0.8 Acres per 1,000 Persons	724 acre deficit

** Based on 2021 estimated population of 4,606*
*** Based on 2050 estimated population of 60,061*

Takeaways

Today, Ferris is meeting the target level-of-service for neighborhood parks, but not meeting the total acre needed to serve residents for the overall park system and community parks. Currently, Ferris has a about a 25 acre deficit for community parks and a about a 10 acre deficit for the entire parks system. This is based on the existing parks system and the 2021 population.

The last column in **Figure 9.4** displays the amount of acreage needed for the projected 2050 population to meet the recommended target Level-of-Service. The target acres per 1,000 residents for neighborhood parks is 2 acres. That means that by 2050 Ferris needs to add 104 acres of neighborhood parks. The target acres per 1,000 residents for community parks is 8 acres. By 2050 Ferris needs to add about 470 acres of community parks. The target acres per 1,000 residents for the overall park system is 12.9 acres. So, based on the 2050 population projection, Ferris needs to add 724 total acres to their park system. While that seems like a lot of acres this park land can be a balance of programmed and unprogrammed open space.

Below are strategies that can be used to reach this target level-of-service for the total park acreage:

- Utilizing the floodplain in the northside of the city and providing passive recreational space.
- Adopt a park land dedication ordinance to promote new neighborhood parks in new developments.
- Get creative with abandoned and vacant lands for future unique future parks: Landfill, Downtown Ferris.

Park Service Area

A park's service area refers to the typical distance a resident or visitor will travel to reach a park. **Figure 9.5** outlines the typical park service area based on park type. Using these service area definitions, **Figure 9.6** on page 131 shows the 10-minute walk park shed for each of Ferris' existing parks. This map can help identify gaps in the current system and where resources should be allocated.

Takeaways

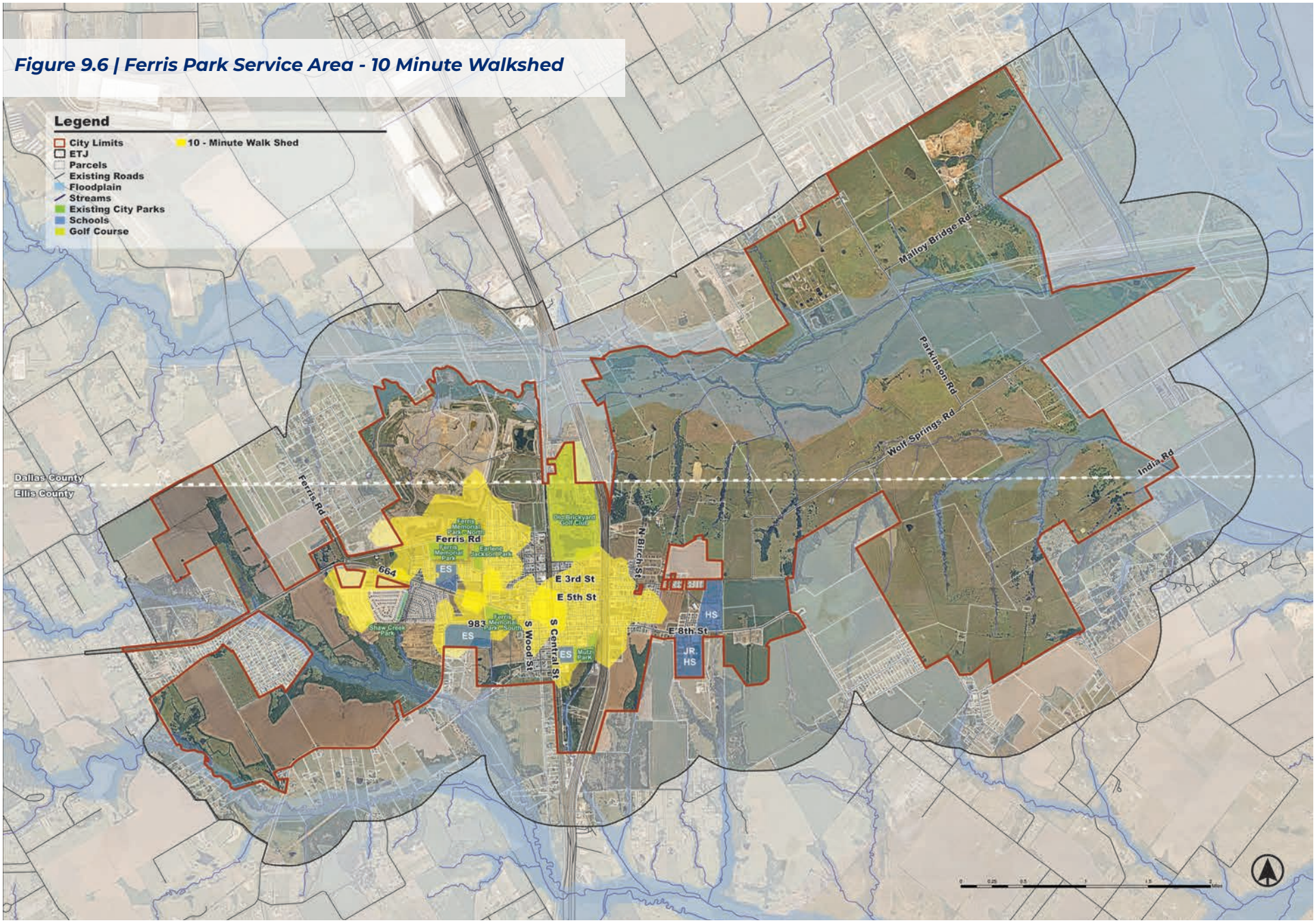
Within the core areas of Ferris, most residents are within a 10-minute walk to a park. However, because of lack of trail network and gaps in sidewalks, it is not feasible to walk or bike to these parks. Based on the **Future Land Use Plan** (page 45), new residential developments in the ETJ will need to consider these standards when building new homes. The outer ring of Ferris is lacking park and recreation amenities.

Figure 9.5 | Park Type Service Area

Ferris Park Types	Driving Service Area
Community Park	0 - 5 Miles
Neighborhood Park	0 - 1 Mile
Pocket Park	0 - 0.5 Miles
Cemetery	Citywide

Pond in New Housing Development

Figure 9.6 | Ferris Park Service Area - 10 Minute Walkshed



Ferris Parks and Open Space

Existing Conditions

Today Ferris has no connecting multi-use trail network. There is one multi-use trail loop located near Shaw Creek Park that is located within an utility easement. The purpose of this plan is to outline existing inventory, identify opportunities and gaps to provide future recommendations on how Ferris can increase connectivity. This plan is the starting point for more in-depth master planning efforts for the trails and sidewalks in Ferris in the future.

Filling sidewalk gaps and expanding the trail network was a common topic talked about during the engagement process. While the CPAC ranked trails and parks last priority, infrastructure improvements were ranked first (**See page 20, Chapter 2**). Multi-use trails are often thought as strictly recreational amenities for the community, however 10 foot side paths and sidewalks along roadways are important systems in a communities infrastructure that can improve a communities quality of life and serve as an alternative mode of transportation. To the right are some additional benefits trail can have on the community.

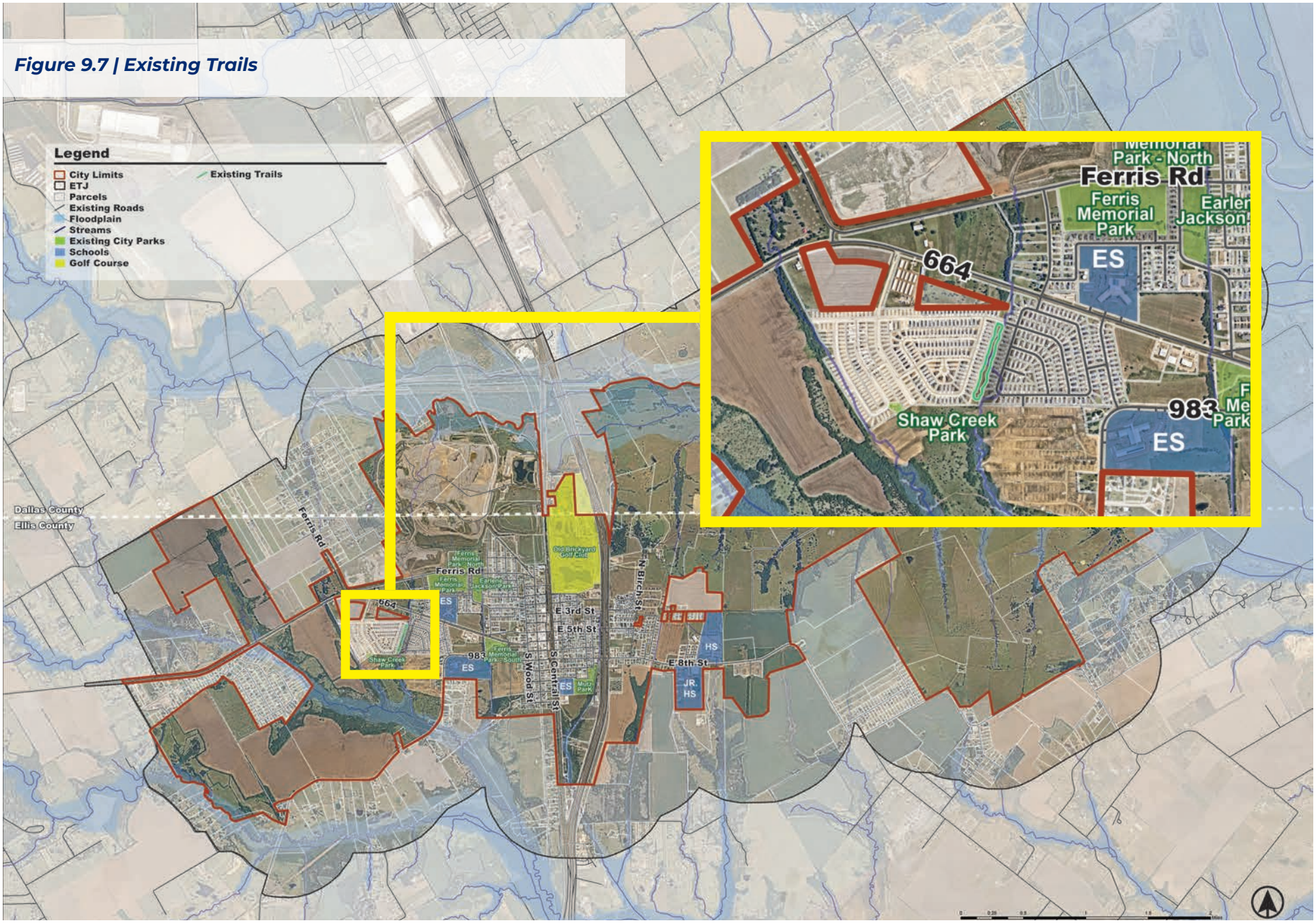
Figure 9.7 displays the existing trails and sidewalks in Ferris. There are some new multi-use paths near new developments on the west side of Ferris. For the purpose of this plan and for future recommendation, multi-use trails will be paved or unpaved paths that are 10-feet or wider. Any path that is less than 10 feet is considered a sidewalk.

Benefits of Trails

Investing in trails provide many benefits to a community. The provide health, economic and social and safety benefits.

- **Health Benefits.** A safe and well-connected trail system that is convenient to residents can help increase physical activity. Trails help people of all ages and abilities incorporate daily exercise routines that improve both physical and mental health.
- **Economic Benefits**. Homes and businesses can see positive impact of trails located near trails. Trail can help raise property value of homes and businesses located near key destinations can see an increase of foot traffic. Trails can also alleviate costs associated with vehicle ownership for the city through less road maintenance and wear on overall system when there are alternative modes of transportation available.
- **Social Benefits**. Trails help activate spaces. When trails are an option of transportation and travel, spaces that are vacant or underutilized can become gather spaces for the community.
- **Safety Benefits**. Roadways that are designed for pedestrians are safer for all roadway users. This includes providing a buffer from the road and sidewalk/trail, improving intersections, widening sidewalks and having correct signage and signalization. **(See Chapter 6: Mobility for more information on roadway improvements.)**

Figure 9.7 | Existing Trails



Needs Assessment

Trail Level of Service

Similar to parks, Trail Level of Service (LOS) is a method that can be used to assess if the current trail system is meeting the needs of the community. While the LOS can be a helpful tool for a community to measure growth, the Trail LOS is based on quantity not quality of trails, meaning that while there might be enough mileage of trails to meet demands based on the LOS, this does not mean that those trails are well maintained and suitable. The DFW region has regional benchmark of 1 mile per every 1,200 residents which will serve as our benchmark for this analysis.

Ferris has only **0.4 miles of trail** currently today. So in 2022, Ferris trail system today has **one mile for every 12,000 residents**. To reach todays target LOS, Ferris would need to build **3.4 miles of trails** based on the existing population of 4,606.

Ferris population in 2050 is projected to grow to 60,061 people. If Ferris did not build any new trails there would be **one mile for every 150,000 residents**, needing **50 miles of trail to reach the target Level-Of-Service of one mile per 1,200 residents**.

Takeaway
Currently Ferris is not meeting the target of trails to serve its community. Future efforts should be focused on connecting to regional efforts for funding opportunity and to bring a larger trail network into Ferris. Also, using existing and new road corridors for multi-use trails can help increase trail linkages across the city (See **Chapter 6: Mobility for cross section recommendations**). Alternative trail opportunities should be looked to in the north part of Ferris in the floodplain. Alternative trails include soft surface trails, mountain biking and horse back riding trails to provide a unique experience for visitors.

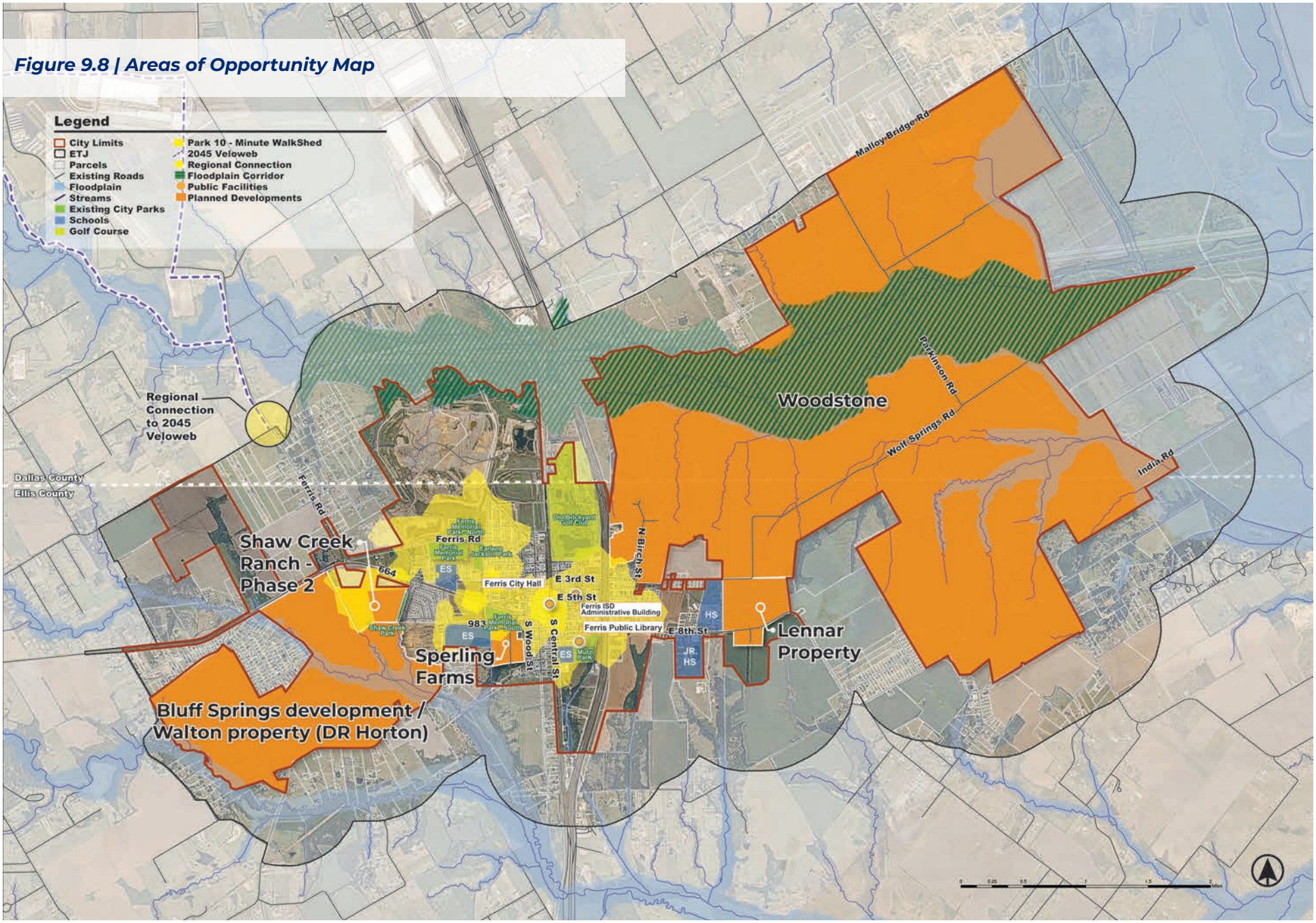
Areas of Opportunity and Gap Analysis

Figure 9.8 displays the areas of opportunities and barriers that informed the future trail network. Identifying areas of opportunity and existing barriers are important when considering a trail network. A well-connected trail system is designed to connect major destinations that can allow for a convenient way for residents to move around the community.

Areas of Opportunities

- **Major Destinations.** These are locations that are popular locations in Ferris. This includes Downtown Ferris, public facilities like the Ferris Library and parks.
- **Schools.** Providing trail connections to schools can give students and families alternative modes of getting to and from school. It can encourage physical activity and increase safety at intersections.
- **Future Growth Areas.** As Ferris grows, new housing and commercial development can provide opportunities for new trail connections. Updated to subdivision regulations can help generate new trails and provide amenities that are attractive to current and new residents.
- **Floodplain.** The floodplain located in the north side of Ferris is a great opportunity for future trail network. The floodplain can provide scenic routes for off-street trail connections that can create a unique experience for residents and draw in regional visitors.
- **Regional Connections.** One of the strengths of Ferris is its regional positioning. There are trail networks in Dallas County that can be continued into Ferris. One example is the Regional Veloweb. The Veloweb is a off-street shared multi-use trail network that serves as a regional network for active transportation that has planned connections in 10 counties and 105 cities. Future connection that continue this effort can help fund trail projects within Ferris.

Figure 9.8 | Areas of Opportunity Map



Park and Trail System Wide Recommendations

Figure 9.9 displays the park and trails system wide recommendation map. Below are key recommendations based on existing conditions, community feedback and analysis on the previous pages.

A Defined Park System

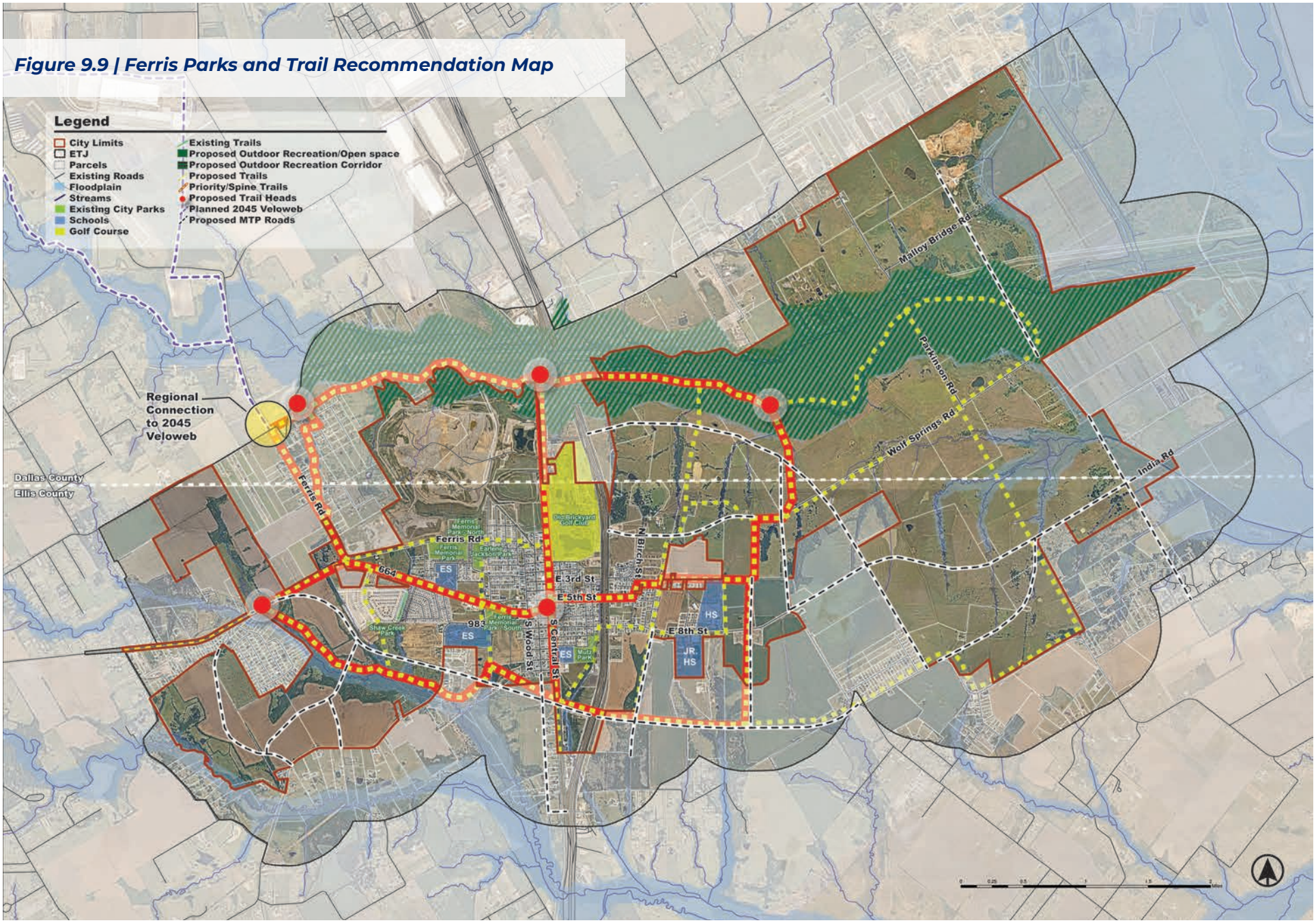
Currently the existing parks in Ferris are starting to become dated and lack consistent branding and identity. Having a Parks and Recreation department can help create a stronger identity among the existing park system. Establishing park typologies can help diversity park offerings. Having a parks department can also look after maintenance plans of existing programming at parks as well including amenities such as benches, picnic tables, playgrounds, etc. Once this is established, the parks department can create level-of-service based off of NRPA standards.

Floodplain and Landfill Activation

Based on the Acreage Level-of-Service analysis on page 129, Ferris will begin to have a deficit of parkland for its residents. Activating the floodplain and landfill can help meet the needs of the community. As the community begins to build out, preserving the floodplain and landfill for passive recreation or open space promoted resiliency and can alleviate pressure on the land as the population begins to grow. As talked about in **Chapter 8: Public Services** on page 118, the landfill ends its lifecycle in the next twenty years. This can be an opportunity for the community to create a unique destination that rivals the rest of the region.

Residential Sidewalk

Figure 9.9 | Ferris Parks and Trail Recommendation Map



10-Minute Walk to a Park

Figure 9.6 on page 131 displays the existing parks in Ferris and the 10-minute walkshed for each of the parks. There are significant gaps in this network, showing that most of the residents of Ferris fall outside of a 10-minute walk to a park. Efforts should be concentrating on closing those gaps and make getting to parks more accessible for residents. A more in depth study on how to achieve this alongside of a robust trail network can be achieved with a Parks, Trails and Recreation Master Plan. Ensuring this remains the standard in Ferris as developers come in, it is recommended that Ferris adopt a Parkland Dedication Ordinance to support the development of new parks in the City Limits and ETJ.

Prioritize Amenities to Generate Revenue

Based on **Figure 9.6**, most of the residents within the core area of Ferris are within a 10-minute walk to a park. The current barrier is that the park offerings are not meeting the needs of the people who live around the park. Many people look to parks to meet a variety of needs. For young families this might mean a spray ground during Texas hot summers or multi-purpose sports fields. For teens this might be incorporating technology into the parks like WIFI or interactive QR codes along trails or memorials. For the older generation this could be making sure there is adequate shade in parks with picnic tables and benches at appropriate locations.

Amenities at parks are also a great way to generate revenue. Having updated pavilions and picnic tables can help support a parks department through rentals. Pairing rentable pavilions with unique amenities such as spray grounds or performance venues, is a great way to generate revenue that can go into maintenance and upkeep on the park system.

Parkland and Trail Dedication Ordinance

As Ferris begins to grow and develop, it is important to remember to hold space for amenities that advance the quality of life of residents. 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 and DFW, 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 outlined in this document is to increase resident access to parks. Ensuring that this goal is met is a shared responsibility between the city and developers. DFW is one of the fastest growing areas in the nation. However, while Dallas County is increasing in population, the City of Dallas is decreasing. Many people are moving out of the City into communities surrounding Dallas. 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.

Typology of Trails

As Ferris grows and begins to develop more trail connections through the City, below are recommendation of trail typologies that should be considered.

Multi-Use Trails: Multi-use trails can support recreational functions while also serving as a mode of transportation to get around the city. This can be considered your **Spine Trails**. **Spine trails** are main corridors that serve as the major arterials of a trail system. Multi-use trails are intended to serve multiple user groups like walkers, jogger and bikers. These trails should be used to build an interconnected of shared-use paths (off-street multi-use trails) and side paths (on-street multi-use trails). To maintain safety and provide comfortable amenities for users Ferris should create design standards that provide guidance on future trail alignments.

- **Shared-Use Path**: Shared-use paths are 10-to-12-foot multi-use trails that are located away from a roadways. These can be hard or soft-surface paths that can be located parallel to streams, parks, drainage corridors, utility easements and railways. Design and construction of trail should be consistent with AASHTO.
- **Side path**: Side paths are 10-to-12-foot multi-use trails that run parallel to roadways. These are located within or directly adjacent to a streets right-of-way are paved. Design and construction of trails should be consistent with AASHTO standards.

Trailheads

Trailheads are great opportunities to build gathering spots, nodes and anchors for the community. **Figure 9.8** proposes a few trailheads at key locations to help build the trail network on Ferris. These trailheads should aim to direct visitors through clear wayfinding to help navigate the trail system and also clear branding to know that they are on a Ferris Trail. Trailheads are great opportunities for cities to market their offerings and build a clear identity.

Mutz Park

Strategies and Actions

Strategy 1: Improve residents' access to parks and trails in Ferris.		
Actions	PT S1.1	Develop a comprehensive Parks and Recreation Master Plan to guide future development of parks and recreation facilities.
	PT S1.2	Establish a Parkland and Trail dedication Ordinance.
	PT S1.3	Increase percent of residents who are within a 10-minute walk to a park.
	PT S1.4	Increase trail mileage to get closer to regional standard
	PT S1.5	Update subdivision ordinance
Strategy 2: Create unique destinations with trails and parks that are competitive in the region.		
Actions	PT S2.1	Locate trails in floodplains and utility easements to provide interesting trail connections.
	PT S2.2	Provide diversity of play at parks that balance programmed vs. Unprogrammed space and is attractive to a variety of age groups.
	PT S2.3	Trail connections should be made where possible to connect Ferris to regional trail systems (Red Oak, Veloweb, etc).
	PT S2.4	Pursue the potential to repurpose the landfill as a potential outdoor recreation space for trails, once its life-cycle expires as a landfill.
	PT S2.5	Establish a desired landscaping palette for beautification efforts in Ferris.
Strategy 3: Utilize floodplains as a major asset for parks, open space and trails.		
Actions	PT S3.1	Regularly review fees and land dedication requirements to ensure open space is preserved
Strategy 4: Reinforce safety through maintenance of city facilities.		
Actions	PT S4.1	Enhance intersection improvement at major intersections that connect important trail connections and near parks.
	PT S4.2	Set a target for parks and trails level of service and routinely update as population grows.
	PT S4.3	Maintain minimum safety and maintenance standards for all types of parks.
	PT S4.4	Create design standards for trail classifications
	PT S4.5	Plan for a future parks department that can maintain city resources

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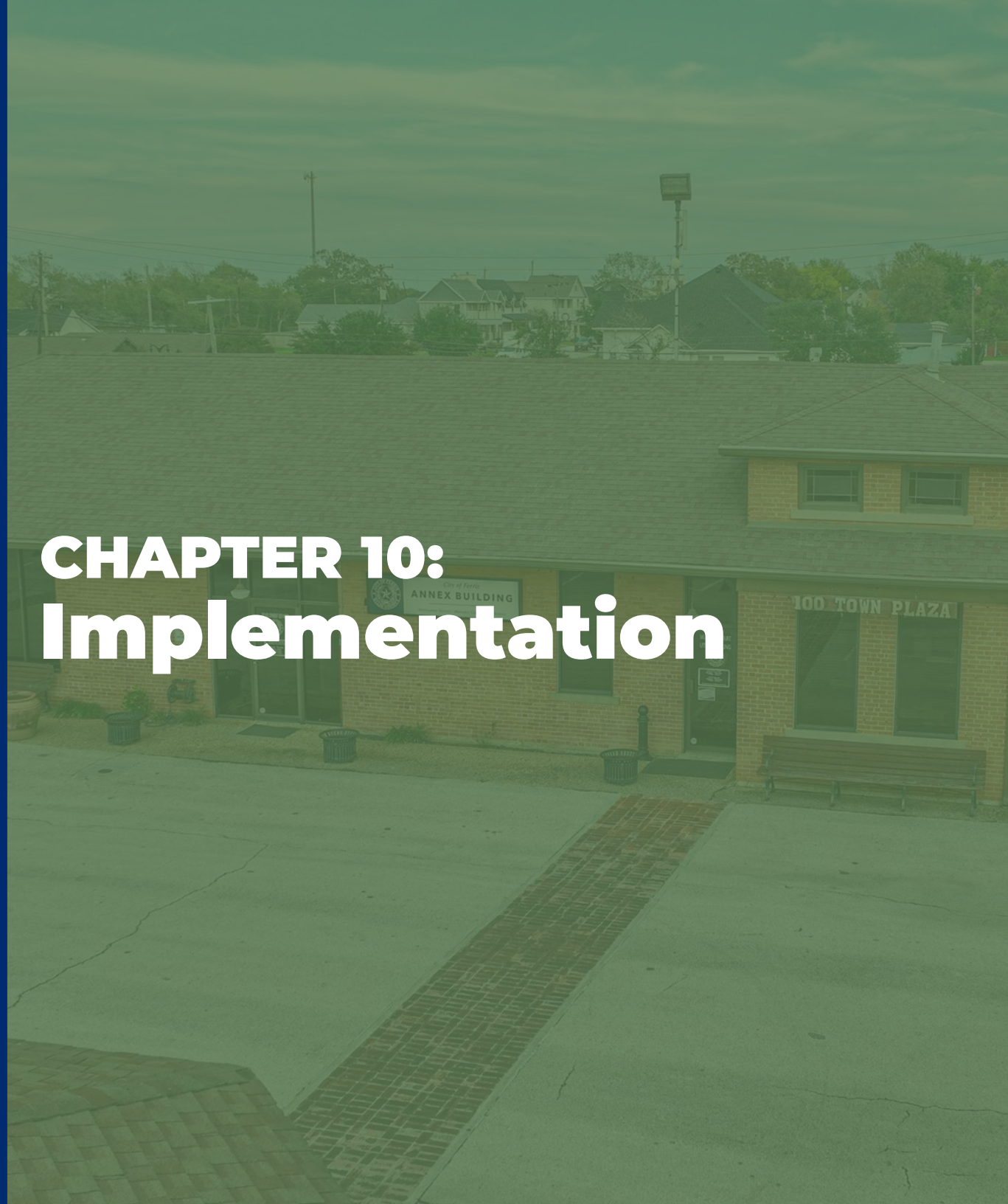
CITY OF FERRIS 2050

Comprehensive Plan

CHAPTER 10: Implementation



Introduction

The culminating feature of this planning effort is a structured Implementation Strategy that is intended to be utilized to facilitate tracking and execution of the vision, strategies, and action items. This implementation chapter is provided to equip the community with the tools needed to understand progress throughout the life of the plan. In addition, this chapter provides direction for the pursuit of funding opportunities that will be critical to making lasting, community-wide impact.

Updates and Amendments

The Ferris 2050 Comprehensive Plan is a living document that should be regularly reviewed and updated as the vision becomes reality. Planning staff should utilize this implementation chapter to report and update City Council on this plan's progress throughout the life of the plan. It is recommended that an annual report be created by City staff for progress updates and to discuss and capture emerging opportunities and trends. Finally, this report should be distributed to City Council and contain staff report updates on action items identified in this plan.

Mutz Park

Action Matrix

While every action item identified in this chapter is incredibly important to the success of the plan, a prioritized structure allows the community to strategize and optimize its opportunities as resources become available. Because of this, an implementation matrix is provided as a guidebook when implementing the various recommendations found in this plan. The implementation matrix that follows describes actionable items that are specific and measurable in several key areas: conceptual costs, time frame, and responsible parties.

Conceptual Costs

- **$** - Up to $150,000
- **$$** - $150,000 to $500,000
- **$$$** - $500,000 to $1 million
- **$$$$** - More than $1 million

Time frame Ranges:

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

Responsible Party

This category assigns the party, entity, or individual who is vital to the realization of each action and is primarily responsible for its success. This person may be represented as city staff, community leaders, boards, commissions, and entities that can see each item through.

Partnerships

Key partners are also identified in the action matrix and include other organizations and entities that can help support the City of Ferris when implementing actions identified in the Ferris 2050 Comprehensive Plan.

Future Land Use Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
FLU Strategy 1	*Future greenfield development should be constructed in accordance to the character of each placetype identified in the Future Land Use Plan.*				
FLU S1.1	Future greenfield development should be constructed in accordance to the character of each placetype identified in the Future Land Use Plan.	O	-	Community Planning	
FLU S1.2	Incentives, design guidelines, or a special development review process should be implemented to encourage large landholders to master plan and build coordinated and connected new developments on their properties.	O	$	Economic Development	Land Owners
FLU S1.3	Strategic infrastructure improvements should be adequately planned for as development occurs.	O	-	City Leadership	Developers
FLU S1.4	Direct infrastructure improvements along future corridors and nodes.	O	$$$$	Economic Development	Developers
FLU S1.5	Major new developments (defined below) should be designed to include a mix of residential uses as well as commercial areas to meet the shopping and service needs of Ferris' residents. •Major new residential developments are considered to be over 100 units •Major new commercial or retail developments are those over 5 acres	S	$$$$	Community Planning/ Engineering	Developers
FLU Strategy 2	*Anticipate growth by completing proactive planning and other necessary steps needed to support the vision of the Future Land Use Plan.*				
FLU S2.1	Ensure annexation is accomplished with properties in Ferris' ETJ into the City Limits as new development occurs.	O	$	City Leadership	Developers
FLU S2.2	Create a "Comprehensive Plan Checklist" that will be used in determining the consistency of future development proposals or zoning modifications with the Ferris 2050 Comprehensive Plan including the Vision Statement, Guiding Principles, and the Ferris Future Land Use Plan.	S	$	Community Planning	
FLU S2.3	Conduct City-initiated rezoning of areas where such rezoning will remove an important barrier to development or revitalization.	S	$$	Community Planning/ City Leadership	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
FLU S2.4	Establish policies to guide the appropriate mix, intensity, and design of mixed-use projects to help City Staff evaluate the implications of future mixed-use development proposals.	S	$	Community Planning/ City Leadership	
FLU S2.5	Focus intensity in development along major corridors and in nodes identified in the Future Land Use Plan.	O	-	Economic Development	Developers
FLU S2.6	Direct infrastructure improvements along future major corridors and within key nodes identified in the Future Land Use Plan.	O	$$$$	Public Works	Developers
FLU Strategy 3	*Update Ferris' ordinances, codes, and standards to support the vision of the Future Land Use Plan.*				
FLU S3.1	Require appropriate separations or transitions between areas with heavy truck traffic and areas that are primarily residential.	O	$$	Community Planning/ Engineering	TxDOT
FLU S3.2	Strategic design, development, and access standards should be applied to development along new major roadways (such as Loop 9 and the new FM 664 corridor) and at new major intersections where these roadways cross existing thoroughfares.	L	$$$	Community Planning/ Engineering	TxDOT
FLU S3.3	The City's subdivision and zoning standards should be followed in development agreements for projects in the ETJ.	O	-	Community Planning	Developers
FLU S3.4	Modify the Ferris Zoning Code to include a mixed-use zoning classification, zoning overlay (urban design) district, or a new Form-Based Code. Utilize this new zoning in areas designated as Urban Mixed-Use in the Future Land Use Plan, especially where adjacent to key corridors, intersections and/or nodes.	S	$$	Community Planning/ City Leadership	
FLU S3.5	Adopt Tree Preservation Ordinance to preserve Ferris's valuable tree canopy.	S	$	Community Planning	
FLU S3.6	Adopt an ordinance dedicating land for future public facilities and schools to ensure adequate sites are available for the future schools and their students, as well as emergency services.	M	$	Community Planning	QISD

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
FLU S3.7	Adopt Impact Fees to ensure quality public improvements are funded and built.	S	$	Community Planning	
FLU Strategy 4	*The Comprehensive Plan should provide direction and support for redevelopment and reinvestment of older or declining commercial and business areas as changing market conditions create opportunities for investment in new and more productive uses.*				
FLU S4.1	Promote new development, infill, or redevelopment that supports the goal of creating special, pedestrian-friendly, unique destinations within Ferris.	O	-	Economic Development	EDC/ Developers
FLU S4.2	Create an infill development map of central Ferris that identifies parcels that are ripe for redevelopment.	S	$	Economic Development	EDC
FLU S4.3	Attract an infill development project in central Ferris within the next three years.	S	$$	Economic Development	Developers
FLU S4.4	Encourage infill and redevelopment by identifying development that is consistent with the Future Land Use Plan.	O	-	Community Planning	Developers
FLU S4.5	Partner with developers to ensure adequate sizing of utilities in accordance with the Future Land Use Plan.	O	-	Public Works	Developers
FLU Strategy 5	*Land use considerations should take advantage of floodplain and open space corridors as potential connections for pedestrian and outdoor recreation assets.*				
FLU S5.1	Ferris' Future Land Use Plan should imagine and facilitate opportunities that will arise when the Skyline Landfill closes.	L	-	Community Planning	Waste Management
FLU S5.2	As portions of Ferris' ETJ are annexed into the city, prohibit new vertical development in the FEMA floodplain unless proper permitting documentation is obtained and is in compliance with FEMA development standards.	M	$	Community Planning/ Public Works	FEMA
FLU S5.3	Encourage developers to capitalize on Ferris' vast open space amenities by orienting development towards floodplain and creek areas and to promote further recreational development to these areas.	O	-	Community Planning	
FLU S5.4	Conduct a Park and Recreation Master Plan for all of Ferris' existing and planned park, trail, and open space identified in the Ferris 2050 Comprehensive Plan.	M	$	Community Planning/ Public Works	

Economic Development Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
ED Strategy 1	*Incentives should focus City resources on attracting a diversity of businesses and services that provide significant numbers of new jobs in identified target employment sectors.*				
ED S1.1	Conduct a review of existing development incentives. In this review, identify all existing incentives for development, perform a review of incentives in peer cities, and update or create new incentives to share with the development community.	M	$	Community Planning/ Economic Development	Peer Cities/ EDC
ED S1.2	Ensure economic development initiatives will support a diverse mix of job opportunities so people who live in Ferris can also find jobs in the City.	O	-	Community Planning/ Economic Development	
ED S1.3	Support collaboration with Ferris ISD and other entities to provide education and training so Ferris residents have the skills needed for jobs in businesses locating here.	O	-	City Leadership	Ferris ISD
ED S1.4	Attract a trade school, community college, or another form of higher education to locate in Ferris.	L	$$$	Economic Development	EDC/Ferris ISD
ED S1.5	Diverse investment should be a priority to create a unique identity in targeted areas to attract a diverse group of people, improve balance and sustainability, and give multiple reasons for people to visit and live.	O	-	City Leadership	EDC
ED S1.6	Make a policy commitment to support small and local businesses and help them thrive in Ferris as they grow.	S	$	City Leadership	Business Owners
ED S1.7	Attract a hotel in Ferris.	M	$$	Economic Development	EDC/ Developers
ED S1.8	Diversify economic base in preparation for land fill life cycle ending.	L	-	City Leadership	EDC
ED S1.9	Ensure the City follows a fiscally sustainable model by reducing dependency on revenue from Waste Management's fees.	L	$	City Leadership	EDC
ED S1.10	Utilize revenues gained from Waste Management to bolster other community development incentives that will provide strategic value to the growth of Ferris.	O	$	City Leadership	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
ED Strategy 2	*The Economic Development Strategy should provide guidance on the preservation and support of existing and local businesses.*				
ED S2.1	Create a Ferris business directory. Continually update this directory on an annual basis.	S	$	Economic Development	Chamber of Commerce/ EDC
ED S2.2	Create a quarterly economic development newsletter to promote current city initiatives, existing businesses, and upcoming opportunities. In this newsletter, highlight a "business of the month."	S	$	Economic Development	Chamber of Commerce/ EDC
ED S2.3	Create an annual engagement program to promote working relationships with existing businesses and to identify current needs, assistance, and opportunities.	L	$$	Economic Development	Chamber of Commerce/ EDC
ED S2.4	Continue partnering with the Ferris EDC Boards and the Ferris Chamber of Commerce to implement economic development programs and projects.	O	-	City Leadership	Chamber of Commerce/ EDC
ED S2.5	Partner with ESL providers and Ferris ISD to advertise and initiate partnerships to promote a healthy workforce.	S	-	City Leadership	Ferris ISD
ED Strategy 3	*Economic development incentives should be concentrated in key locations with a particular focus on the identified catalyst areas.*				
ED S3.1	Place greater emphasis on the Catalyst Areas. Align resources, policies, and investments with these targeted investment areas.	O	-	City Leadership	
ED S3.2	Incorporate infrastructure improvements within the identified Catalyst Areas into Ferris' proposed Capital Improvement Program.	M	$$$$	Public Works/ Engineering	
ED S3.3	As development comes in, work with developers to emphasize the importance for commercial development and activity in Ferris' ETJ nodes.	O	-	City Leadership	Developers

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
ED Strategy 4	*Investment along major corridors should be a focus of the City due to the adjacency to the DFW region and limited amount of frontage available.*				
ED S4.1	Direct new commercial activity along the future FM 664 Bypass Corridor. Prepare for this corridor by incorporating infrastructure investments into the City's proposed Capital Improvements Program.	L	$$$$	Public Works	TxDOT/ Developers
ED S4.1	Continue to attract new highway commercial development along the I-45 corridor.	O	$$	Economic Development	TxDOT/ Developers
ED S4.2	Direct future industrial developments along Malloy Bridge Road, which will be the future State Loop 9 alignment.	O	$	Economic Development	Developers
ED Strategy 5	*Economic vitality is critical in Downtown and should reinforce a diverse, mixed-use urban center.*				
ED S5.1	Develop a program and identify funding for the implementation of the highest priority public improvements in the Downtown area to catalyze revitalization and advance Downtown as a place; review annually to assess progress.	M	$$	City Leadership/ Economic Development	EDC
ED S5.2	Adopt standards and regulations to ensure high-quality Downtown development.	S	$	Public Works	
ED S5.3	Establish anchors in Downtown to give a reason for people to visit and stay in the area.	L	$$$$	Economic Development	EDC
ED S5.4	Repurpose City Hall building to be a community amenity for Downtown Ferris, such as a visitor's center or local heritage museum.	M	$$$$	Economic Development	EDC
ED S5.5	Establish a unified Downtown Ferris brand. Create a Downtown Ferris logo, branding strategy, and landscaping palette to promote a unified and unique Downtown brand.	O	$$	City Leadership/ Economic Development	EDC
ED S5.6	Enhance the existing Downtown zoning overlay to include additional design standards and policies to promote high-quality development and excellent streetscape and pedestrian amenities.	S	$$	Community Planning	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
ED S5.7	Fully utilize urban design and placemaking principles to create outdoor room and community gathering places for civic life.	O	-	Community Planning	
ED S5.8	Maintain and enhance the architecture of downtown buildings and seek Historic Preservation designations.	M	$$	Economic Development	
ED Strategy 6	*Strategically position Ferris' vast future open space network as an economic development tool for the City.*				
ED S6.1	Establish a vision for Ferris' open space network. Conduct a Parks and Recreation Master Plan to identify specific locations for new recreational opportunities, parks, and trail alignments.	S	$	Public Works	
ED S6.2	Conduct a feasibility study for park/open space conversion of the Skyline Landfill to prepare for its retirement.	L	$$$	Engineering	
ED S6.3	Develop recreational amenities in Ferris' floodplain area, such as hike/bike trails, parks, and trailhead amenities.	L	$$$$	Public Works	Developers
ED Strategy 7	*Promote the City of Ferris through continued marketing efforts to the development community and the DFW Metroplex.*				
ED S7.1	Develop a plan or program for maintaining positive working relationships with nearby communities, regional partners, state officials and national leaders.	M	$	City Leadership	Peer Cities
ED S7.2	Develop and maintain a branding policy to ensure a singular and unified brand is communicated across all departments and is represented on future internal and external assets; evaluate every two to three years.	S	$	City Leadership	EDC
ED S7.3	Develop a plan to identify the City's aesthetic values and to activate a strategy with the goal of becoming a unique, active, and sustainable city.	M	$$	Economic Development	EDC
ED S7.4	Create design guidelines and prototypes to encourage a broad range of first-class development types.	S	$	Community Planning/ Economic Development	
ED S7.5	Create a Ferris Economic Development Board website to promote existing development opportunities and City information.	S	$	Economic Development	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
ED S7.6	Create an informational packet for the development community outlining the City's history, current demographic and market trends, current offerings, development incentives, development opportunities, and reasons why businesses should locate in Ferris.	S	$	Economic Development	EDC
ED S7.7	Hire a full-time marketing and social media manager employed by the Ferris EDC Boards.	M	$$	City Leadership	EDC
ED S7.8	Once Main Street has been repaved with brick pavers, initiate a brick paver fundraising program where the public can engrave their name or memorial on a brick in Downtown Ferris. Manage this program within the Ferris EDC.	L	$$	Economic Development	EDC
ED S7.9	Create one new annual community event that is unique to Ferris.	M	$	Economic Development	EDC
ED S7.10	Increase the City's social media presence by posting more frequently on the City's website and existing Facebook page. Create and manage new social media accounts on other platforms such as Instagram, Twitter, and YouTube.	S	$	Economic Development	
ED S7.11	Host a bi-annual marketing/promotion/business retention workshop for existing businesses and developers hosted by the City in partnership with EDC and Chamber.	S	$	Economic Development	Chamber of Commerce

Housing and Neighborhoods Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
HN Strategy 1	*Ensure future neighborhoods are connected to adjacent activity areas and amenities.*				
HN S1.1	Where possible, avoid cul-de-sac street layouts and other development patterns that do not support connectivity and walkability.	O	-	Community Planning	
HN S1.2	Enhance emergency access and connectivity to neighborhoods by including multiple entry and exit points to a neighborhood. Do not support neighborhood developments with single access entry points.	O	-	Community Planning	
HN S1.3	Connect neighborhoods to adjacent parks and open space through a robust network of sidewalks and trails.	O	$$$$	Public Works	Developers
HN S1.4	Ensure all new residential developments in Ferris are within a 10-minute walk of a park, trail, or open space facility.	O	-	Community Planning	
HN S1.5	Prioritize neighborhood connectivity in new residential developments. Where needed, recommend the construction of enhanced crosswalks or other multimodal safety improvements in areas where anticipated foot traffic is high.	O	$$$	Community Planning/ Engineering	
HN Strategy 2	*Encourage infill development and neighborhood aesthetic improvement programs in central Ferris that is consistent with the Future Land Use Plan and the Ferris Downtown Master Plan.*				
HN S2.1	Create an infill development map of central Ferris that identifies parcels that are ripe for redevelopment.	S	$	Economic Development	EDC
HN S2.2	Utilize the Ferris Downtown Master Plan to pinpoint potential new residential development opportunities that surround the identified catalyst sites (see the Ferris Downtown Framework Plan page 103).	O	-	Community Planning/ Economic Development	EDC
HN S2.3	Integrate central neighborhood aesthetic improvement and rehabilitation programs into future funding mechanisms utilized by the City.	M	$$$$	City Leadership	
HN S2.4	Focus City resources on reinvestments and rehabilitations of existing neighborhoods to keep up with the pace of new development.	O	$$$$	City Leadership	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
HN S2.5	Partner with local neighborhood leaders to spur grassroots initiatives for neighborhood improvements. Examples of this could include new public art programs, neighborhood cleanup days, or other local beautification projects.	M	$	Economic Development	Neighborhood Leaders
HN S2.6	Create a central Ferris neighborhood lighting program to identify areas where pedestrian level lighting is needed most.	M	$$	Public Works	
HN S2.7	Create a consistent streetscape brand for future improvements to Ferris' historic neighborhoods. This should include establishing a desired palette for new enhanced brick pavement, lighting, benches, trash receptacles, bicycle racks, and planters.	S	$	City Leadership	EDC
HN S2.8	Partner with neighborhood leaders to identify central Ferris neighborhood boundaries and identities. Once neighborhood identities are established, work with community leaders to identify ways to promote the neighborhood's established brand by constructing new neighborhood gateway signage, street pole banners, public art, or other ways to showcase and promote neighborhood heritage.	M	$$$$	City Leadership/ Economic Development	EDC/ Neighborhood Leaders
HN S2.9	As Ferris continues to grow and develop, consider creating a Neighborhood Vitality program in the Economic Development department to help coordinate future neighborhood improvements.	L	$$$	Economic Development	
HN S2.10	Continue to enforce Ferris' building code to promote high-quality neighborhood aesthetics.	O	$	Code Enforcement	
HN S2.11	Explore possibilities to improve regular code enforcement patrolling through hiring additional staff or increasing fines for code enforcement violations.	S	$	Code Enforcement	
HN S2.12	Host at least two Ferris Town Hall events (either in person or virtually) to promote city transparency and neighborhood support for Ferris' neighborhoods.	M	$	City Leadership	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
HN Strategy 3	*Efforts should be made to diversify the housing types available in Ferris. The desired variety of housing includes single-family homes, but it also includes 'missing middle' homes (such as duplexes, cottages, townhomes), with limited apartments, housing for seniors, and housing as part of mixed-use developments in appropriately placed locations.*				
HN S3.1	Support higher density housing types in central Ferris and other mixed-use activity nodes identified in the Future Land Use Plan.	O	-	Community Planning	
HN S3.2	Modify the Ferris Zoning Ordinance to support the desired residential development patters identified in the Future Land Use Plan. Increase flexibility in lot sizes and housing types that support walkability and activity.	S	$	Community Planning	
HN S3.3	Offer tax incentives to developers seeking to construct the desired missing middle housing in central Ferris including high-quality townhomes or mixed-use developments.	S	$$	Economic Development	
HN S3.4	Encourage infill residential development projects in central Ferris to support a mix of densities and income levels. Steer away from new single-family detached residential developments in central Ferris.	O	-	Community Planning	
HN Strategy 4	*Ensure new residential developments in Ferris promote the character of housing identified in the Future Land Use Plan's placetypes.*				
HN S4.1	Partner with developers to ensure Ferris' new planned neighborhoods are in alignment with the housing character identified in the Future Land Use Plan.	O	-	Community Planning	Developers
HN S4.2	Require all new residential developments in Ferris to include open space and sidewalk amenities.	S	-	Community Planning	
HN S4.3	Adopt a parkland dedication ordinance for future residential developments in Ferris.	S	$	City Leadership	

Mobility Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
M Strategy 1	*Improve connectivity and safety measures on Ferris' roadway network.*				
M S1.1	Require new development to be designed with street grid patterns. Where possible, prohibit new development to allow the construction of cul-da-sacs and other unconnected street forms.	O	-	Community Planning	
M S1.2	Prepare a comprehensive street and drainage rehabilitation bond package for public vote. Strategically prioritize reinvestments along high priority roadways in central Ferris, displayed on Figure 6.5.	S	$$$$	City Leadership	
M S1.3	Install level cross signals for both pedestrians and vehicles where the BNSF Railroad meets 7th Street and 3rd Street.	L	$$$$	Public Works	TxDOT/BNSF Railroad
M S1.4	Construct a midblock crosswalk be installed where Jimmie Birdwell Boulevard (in Shaw Creek Phase 1) meets FM 983. Construct a sidewalk connection from the neighborhood to the school.	M	$$$$	Public Works	TxDOT
M S1.5	By 2050, ensure at least one additional east/west connection exists across I-45 to ease traffic congestion. This can be completed by continuing the FM 664 realignment east of I-45.	L	$$$$	Public Works	TxDOT
M Strategy 2	*Prepare for growth in Ferris by improving traffic flow and operations on Ferris' streets.*				
M S2.1	Work with TxDOT to conduct a signalization study for the Interstate 45 frontage road intersections that cross 5th Street and 8th Street.	S	$$	Public Works	TxDOT
M S2.2	Conduct a street widening feasibility study for 5th Street and 8th Street do determine specific options for street and streetscape expansion.	S	$$	Community Planning/ Economic Development	TxDOT
M S2.3	Monitor traffic on the existing FM 664 roadway before and after the new bypass is constructed to stay informed on the inflow/outflow of traffic to and from Downtown Ferris. Once the new bypass is constructed, monitor traffic on the new alignment as well. Categorize traffic counts by identifying heavy trucks and automobiles to determine the impact of truck-related traffic on 6th Street after FM 664 has been constructed.	M	$	Public Works	TxDOT

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
M S2.4	Perform a feasibility study for the construction of a roundabout where the current FM 664 alignment meets Ferris Road via a small connector street.	M	$	Engineering	
M S2.5	As FM 664 development begins, coordinate with TxDOT to study the feasibility of the extension of the new FM 664 alignment across to the east side of I-45 to explore partnerships for implementation.	M	$$	Engineering	TxDOT
M S2.6	Conduct a Corridor Study for the future FM 664 alignment to determine specific transportation and land use solutions along the future corridor. Include the proposed extension of FM 664 (east of I-45) in this study to plan for future connectivity improvements.	M	$	Economic Development	EDC
M S2.7	Conduct individual analyses for all Special Intersection Nodes identified in the Thoroughfare Plan.	L	$$	Engineering	
M Strategy 3	*Commit to making Ferris a walkable, pedestrian-friendly community, especially in central Ferris and in areas where new development is anticipated.*				
M S3.1	Require parkway recommendations identified in the updated cross sections.	S	-	Engineering	
M S3.2	Require all new residential developments to have sidewalks.	O	-	Community Planning	
M S3.3	Support street designs that promote a safer walking and biking environment for residents and visitors in Ferris.	O	-	Community Planning	
M S3.4	Prioritize pedestrian mobility and safety over traffic flow in the urban activity areas identified in the Future Land Use Plan.	O	-	Community Planning	
M S3.5	Link future sidewalk expansion or rehabilitation projects into Ferris' existing and planned parks, trails, and open space network.	O	-	Community Planning	
M S3.6	As infill development occurs, explore partnerships with the development community or grant opportunities to create a complete and connected sidewalk network. Discourage disconnected and incomplete sidewalks in new development.	L	$$	Community Planning/ Economic Development	Developers

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
M S3.7	When funding for sidewalk improvements become available, place equal focus on the rehabilitation of existing streets and constructing new sidewalks until all existing sidewalks have been improved.	O	$$$$	City Leadership	
M S3.8	Apply for at least one grant for active transportation improvements. Grants could include the Transportation Alternatives Set-Aside Program (TA) or the Safe Routes to School Program (SRTS).	M	$$	Economic Development	
M Strategy 4	*Update Ferris' codes and standards to incorporate the recommendations found in the Mobility Chapter of the Ferris Comprehensive Plan.*				
M S4.1	Adopt the proposed cross sections identified on the Thoroughfare Plan.	S	-	City Leadership	
M S4.2	Update the Ferris Engineering Design Standards to incorporate the Thoroughfare Plan's cross sections.	S	$	Engineering	
M S4.3	Consider using a fire lane width as a minimum pavement standard on Ferris' streets to accommodate urban cross sections.	S	-	Engineering	
M S4.4	Create a comprehensive Capital Improvements Program (CIP) in Ferris to plan for capital infrastructure improvements, including roadway infrastructure improvements.	S	$$$$	City Leadership	

Downtown Ferris Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
DF Strategy 1	*The Downtown area should retain its role as the central gathering space and civic center for Ferris, even as new development significantly increases the population and geographic area of the city.*				
DF S1.1	Adopt the Ferris Downtown Master Plan.	S	-	City Leadership	EDC
DF S1.2	Utilize the Downtown Master Plan in all future discussions of funding, economic development, and infrastructure improvements in Downtown Ferris.	O	-	City Leadership	EDC
DF S1.3	Create new festivals and events that will continue to enhance Downtown's appeal as a regional destination.	M	$$	Economic Development	
DF S1.4	Attract a larger and more diverse mix of businesses and land uses through development incentives and ramifications of existing zoning codes and ordinances.	M	$	Community Planning/ Economic Development	
DF S1.5	Strategically attract new businesses that are open later in the night and on weekends to promote around-the-clock activity in Downtown Ferris.	M	$$	Economic Development	EDC
DF S1.6	Where possible, keep City of Ferris operations in Downtown. If it is identified that the new City Hall will not be able to locate in Downtown, keep a City presence in Downtown through locating other municipal services and offices in the area.	O	$$$$	City Leadership	
DF S1.7	Fully utilize urban design and placemaking principles to create outdoor room and community gathering places for civic life.	O	-	Community Planning	
DF S1.8	Focus investment in Downtown to create and maintain it as a destination by offering music, entertainment, and other activities that appeal to all residents and visitors during the day and at night.	S	$$	Economic Development	EDC
DF S1.9	Re-envision the Downtown Square as a walkable, pedestrian-oriented plaza or gathering space to act as a 'front yard' for the community.	S	$	Economic Development	EDC

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
DF S1.10	Establish a Downtown Merchants Association to promote connectivity between City leadership and Downtown business owners.	S	$	Economic Development	
DF S1.11	Support small and local businesses and help them thrive in Ferris as they grow.	O	-	Economic Development	
DF S1.12	Identify a strategy to attract downtown appropriate businesses that would help sustain and attract visitors and residents to the district.	S	$	Economic Development	EDC
DF Strategy 2	*Downtown should support quality multimodal mobility access for people of all ages, with sidewalks, lighting, wayfinding signage and other features that make it easy to get to desirable destinations in Downtown.*				
DF S2.1	Utilize the Downtown Master Plan's mobility network recommendations to identify areas where sidewalk and trail improvements should be made.	O	-	Engineering	
DF S2.2	Complete an active transportation master plan to promote and identify funding and ensure the area's walkability.	M	$	Engineering	
DF S2.3	Promote further walkability by ensuring that sidewalks are connected to the rest of Ferris and to the regional trail network.	O	-	Community Planning	
DF S2.4	Create a robust trail network in Downtown Ferris that connects to trails and other parts of the City.	L	$$$$	Engineering	Developers
DF Strategy 3	*Capitalize on branding and wayfinding opportunities along major corridors, such as the I-45 and the future FM 664 bypass, by advertising a desirable, vibrant, and easily accessible destination that attracts and retains visitors.*				
DF S3.1	Develop a bold marketing and branding strategy for Downtown Ferris. Place a heavier emphasis on social media marketing.	M	$	Economic Development	EDC
DF S3.2	Ensure that branding and wayfinding efforts for Downtown are cohesive and eye-catching.	O	-	Economic Development	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
DF S3.3	Utilize the Downtown Ferris Gateway Signage Opportunity Areas map when identifying areas when making decisions on future gateway and wayfinding signage for Downtown.	O	-	City Leadership/ Economic Development	
DF S3.4	Fund and construct at least one Downtown Ferris gateway sign at the future FM 664 bypass split.	S	$$$$	Economic Development	
DF Strategy 4	*Take advantage of Downtown's rich heritage as a rail corridor while advancing it forward as a vibrant and contemporary Downtown core that is Distinct by Design.*				
DF S4.1	Repurpose the Old Train Depot, into a Visitor's center and/or museum to capture the importance of the city's past and future.	M	$$$	Economic Development	EDC
DF S4.2	Establish marketing strategies to highlight Ferris' rich heritage and cultural significance.	S	$	Economic Development	
DF Strategy 5	*Maintain an aesthetically appropriate downtown district by investing in high quality design and continued façade enhancements through incentives, grants, overlay districts, and zoning requirements.*				
DF S5.1	Focus future streetscape improvements and landscaping efforts along primary thoroughfares such as 5th Street, 6th Street, 8th Street, and Central Street.	M	$$$$	Public Works	TxDOT
DF S5.2	Strengthen and/or adopt new zoning standards, design guidelines, and overlay districts that encourage beautification and enhancements and adds to the unique character of Downtown and surrounding neighborhoods.	S	$	Community Planning	
DF S5.3	Identify grant opportunities and partnerships for façade and public improvements in Downtown.	S	$$	Community Planning	
DF S5.4	Maintain and enhance the architecture of Downtown buildings and seek Historic Preservation designations.	M	$	Economic Development	
DF S5.5	Reestablish the Ferris Main Street Program. Manage this program through the Ferris EDC boards, potentially utilizing the new proposed marketing coordinator.	M	$$	City Leadership	EDC
DF S5.6	Reinstate the Façade Improvement Program in Downtown Ferris.	S	$	City Leadership	EDC

Public Services Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PS Strategy 1	*Ensure the Ferris water system addresses the adequacy of future water supplies as well as the storage, treatment, and distribution of water within Ferris.*				
PS S1.1	Maintain a sustainable and adequate water supply for all of Ferris' residents and businesses.	O	-	Public Works/ Engineering	Trinity Valley Authority/ Rockett SUD
PS S1.2	Conduct a feasibility study for a second water tower to support the anticipated growth and development in Ferris' current ETJ.	M	$$	Engineering	Rockett SUD
PS S1.3	Work with Rockett CCN to expand Ferris' CCN boundaries to include all of the Ferris City Limits and ETJ area.	M	$$$$	City Leadership	Rockett SUD
PS S1.4	Work with Rockett CCN to explore opportunities for increased water supply.	M	$$$$	City Leadership	Rockett SUD
PS Strategy 2	*Ferris' water, sanitary sewer, stormwater management, and internet infrastructure should be expanded to adequately serve future development needs.*				
PS S2.1	Capitalize on Ferris' existing topography by utilizing and optimizing gravity lines instead of new lift stations for ETJ wastewater infrastructure development.	O	$$$$	Engineering	Developers
PS S2.2	Add new water and wastewater line connection points under I-45.	L	$$$$	Public Works	
PS S2.3	Conduct a Water and Wastewater Master Plan update. Utilize Future Land Use Plan for land use and density projections.	S	$$	Public Works/ Engineering	
PS S2.4	Upgrade Ferris' existing street network to include curb and gutter facilities.	O	$$$$	Public Works/ Engineering	
PS S2.5	Prepare a comprehensive water and sanitary sewer rehabilitation bond package for public vote.	S	$$$$	City Leadership	
PS S2.6	Focus City funding on improving existing water, sanitary sewer, and stormwater infrastructure.	O	$$$$	City Leadership	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PS S2.7	Meet with Trinity River Valley Authority to discuss future development plans and to identify solutions to future sewer capacity needs.	S	$	City Leadership	Trinity River Valley Authority
PS S2.8	As development comes in, continue to provide high-quality internet services to all residents and businesses in the City Limits as properties are annexed into Ferris.	O	$$$	City Leadership	Developers
PS S2.9	Partner with developers to expand Ferris' broadband and fiber optics network through the remainder of the City and ETJ limits.	L	$$$$	Community Planning	Developers
PS S2.10	Initiate a continued partnership with Waste Management to identify a solution for trash collection after the landfill lifecycle ends so Ferris residents continue to be served.	L	-	City Leadership	Waste Management
PS Strategy 3	*Ferris' emergency services, including police, fire, and emergency medical services (EMS), should be adequately planned for in terms of future staffing and facility needs.*				
PS S3.1	By 2050, construct one to two new fire stations and two new police stations east of I-45.	L	$$$$	City Leadership	
PS S3.2	Proactively plan for police and fire facility needs by purchasing land in Ferris' current ETJ (where residential development is anticipated) in preparation for future facility construction.	L	$$$$	City Leadership/ Economic Development	
PS S3.3	Program police and fire vehicle replacements into the proposed Ferris Capital Improvements Program (CIP) or annual budget.	M	$$$$	City Leadership	
PS S3.4	Continue the partnership with the Ellis County Emergency Services District to provide high-quality EMS services to all residents of Ferris.	O	-	City Leadership	Ellis County ESD
PS S3.5	Periodically evaluate training services for Ferris' police and fire staff and research best practices to ensure the current services are delivering the desired results.	O	$	City Leadership	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PS Strategy 4	*Sites for future development of Ferris' city facilities needs should be strategically identified and planned for in the Comprehensive Plan.*				
PS S4.1	Conduct a facility needs assessment for Ferris' police and fire organizations to identify specific parcels for future facility needs.	M	$	City Leadership	
PS S4.2	Partner with Ferris ISD to conduct a facility needs assessment for future schools and school facilities in Ferris.	S	$	City Leadership	Ferris ISD
PS S4.3	Identify a location for the construction of a new City Hall. Utilize Ferris' planned Capital Improvements Program (CIP) to fund this new City facility.	S	$$$$	City Leadership	
PS S4.4	Identify a location for a new police station in Ferris. Locate the facility outside of the central Ferris neighborhoods to plan for adequate vehicle storage and training facility needs.	M	$$$$	City Leadership	
PS S4.5	Identify a location for a new EDC Board office, preferably in Downtown, where the EDC boards can adequately meet.	S	$	City Leadership	EDC
PS Strategy 5	*Lean on partnerships and planning best practices to construct the needed infrastructure to support future development in Ferris.*				
PS S5.1	Focus new public facilities and infrastructure along major existing and future corridors, including the future FM 664 alignment and other roadways in the ETJ.	O	$$$$	Engineering	TxDOT
PS S5.2	Fund new water, sanitary sewer, and stormwater infrastructure through partnerships with the development community, especially in Ferris' ETJ.	O	$$$$	Public Works	Developers

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PS Strategy 6	*Prepare for growth by identifying opportunities for improved city processes, programs, and organization.*				
PS S6.1	Create a Community Development department in the City of Ferris that would restructure and streamline workflow processes to ensure consistency and timeliness of review.	M	$$$	City Leadership	
PS S6.2	Create a Parks and Recreation department in the City of Ferris as new development comes in and as new park and recreation facilities are constructed.	L	$$$	City Leadership	
PS S6.3	Adopt the Ferris Impact Fees and utilize this new City tool to fund new roadway, park, trail, and community facilities.	S	$	Community Planning / Building/ Engineering/ Public Works	
PS S6.4	Research and identify potential regional, state, or national resources to help support Ferris' excellent school system. Apply for at least one grant for improvements to school facilities.	M	$	Economic Development	Ferris ISD
PS S6.5	Adopt a dedication ordinance and fee for school land based on the ultimate population of future residential developments.	M	$	Community Planning	
PS S6.6	Annually review the Ferris ISD District Improvement Plan and Campus Improvement Plans with Ferris ISD leadership to identify opportunity areas for partnerships with the City.	O	$	City Leadership	Ferris ISD

Parks and Trails Actions

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PT Strategy 1	*Improve residents' access to parks and trails in Ferris.*				
PT S 1.1	Develop a comprehensive Parks and Recreation Master Plan to guide future development of parks and recreation facilities.	S	$	Community Planning/ Public Works	
PT S 1.2	Increase the percentage of residents who are within a 10-minute walk to a park.	O	-	Community Planning	Developers
PT S 1.3	Increase Ferris' total trail mileage to get closer to a regional standard.	O	$$$$	Engineering	Developers
PT S 1.4	Establish a Parkland and Trail dedication Ordinance.	O	$	Community Planning	
PT S 1.5	Update subdivision ordinance to require parkland dedication in new residential developments in Ferris.	S	$	Community Planning	
PT S 1.6	Partner with developers, especially within development around the Ten Mile Creek on the east of I-45, to construct park and recreation amenities such as trails and parks.	O	$$$$	Economic Development	
PT Strategy 2	*Create unique destinations with trails and parks that are competitive in the region and connected to adjacent networks.*				
PT S 2.1	Locate trails in floodplains and utility easements to provide interesting trail connections.	O	$$$$	Community Planning	
PT S 2.2	Provide diversity of play at parks that balance programmed vs. unprogrammed space that is attractive to a variety of age groups and abilities.	M	$$$	Community Planning	EDC
PT S 2.3	Connect new trails in Ferris, where possible, to the regional trail systems (Red Oak, Veloweb, etc.).	L	$$$$	Community Planning	
PT S 2.4	Pursue the potential to repurpose the landfill as a potential outdoor recreation space for trails, once its life cycle expires as a landfill.	L	$$	City Leadership	Waste Management
PT S 2.5	Establish a desired landscaping palette for beautification efforts in Ferris.	S	$	Community Planning	

Action Number	Action	Timing	Conceptual Cost	Responsible Party	Partnerships
PT Strategy 3	*Utilize floodplains as a major asset for parks, open space and trails.*				
PT S 3.1	Advertise Ferris' vast open space network as an economic development tool for new businesses and developers seeking to locate in Ferris.	L	$$$	Economic Development	EDC
PT Strategy 4	*Reinforce safety through maintenance of city facilities.*				
PT S 4.1	Focus intersection improvements at major intersections that connect important trail connections and near parks.	M	$$$	Engineering	TxDOT
PT S 4.2	Set a target for parks and trails level of service and routinely update as population grows.	S	$	Community Planning/ City Leadership	
PT S 4.3	Maintain minimum safety and maintenance standards for all types of parks.	O	$$	Public Works	
PT S 4.4	Create design standards for trail classifications.	S	$	Engineering	
PT S 4.5	Plan for a future Parks and Recreation Department that can maintain City resources.	L	$$$	City Leadership	

Financing

Funding can come from many sources, and if not planned for, delays in the implementation of the comprehensive plan may become a reality. Sources may include partnerships and donations, or economic development tools such as a capital improvement plan. Understanding each and the usage is important to implement the most beneficial tool. Finances are also important in predicting how long the plan may take to be fully implemented and when certain goals and actions can begin.

Below is a list of potential grants the City of Ferris can apply for to help implement the strategies and actions outlined in this comprehensive plan. It is encouraged that the city take advantage of the grants listed below to help fund the vision for the future of Ferris. This toolkit can help staff identify potential sources for additional funds for parks, roads, and/or community improvements.

BUILD Grants (also known as TIGER or RAISE grants)

The purpose of BUILD grants is to "upgrade infrastructure across America, making our transportation systems safer and more efficient." Grants are for planning and capital investments in surface transportation infrastructure to projects that will have significant local and regional impact, including road, bridge, transit, rail, port, and intermodal transportation projects.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
US Department of Transportation	Federal	May	Up to $25 million dollars

Texas Preservation Trust Fund

Provides reimbursement grants for preservation projects, including restoration work, preservation planning, architectural planning, and/or heritage education training.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Texas Historical Commission	State	Spring	-

Community Development Block Grant (CDBG) - Dallas County

The CDBG is a flexible program that provides communities with resources to address a wide range of unique community development needs. Begun in 1974, CDBG is one of the longest continuously run programs at HUD. It provides annual grants on a formula basis to cities, counties and states.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Dallas County	Federal	End of January (every other year)	~$200,000

Transportation Alternatives Set-Aside Program

Provides funding for programs and projects defined as transportation alternatives. The program funds projects categorized as Active Transportation projects or Safe Routes to School projects. Both Active Transportation projects and Safe Routes to School projects include bike and pedestrian infrastructure projects, but Safe Routes to School projects are specifically intended to improve the safety of students walking and bicycling to a primary school (grades K-8) and encourage more students to walk and bicycle to school.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
North Central Texas Council of Governments/ Texas Department of Transportation	Regional/State	May	$450,000 - $2,500,000

FHWA Highway Safety Improvement Program

To reduce traffic related fatalities and serious injuries on public roads by adopting infrastructure-based highway safety improvements, establish new resources to advance highway safety, including a new High Risk Rural Roads Program to fund improvements on rural major and minor collectors or rural local roads, eliminate hazards and installation of protective devices at public highway and crossings.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Federal Highway Administration (FHWA)	Federal	October	-

Resilient Communities

The purpose of the grant is to prepare for future environmental challenges by helping communities plan and implement resiliency projects and invest in green infrastructure to supplement the protections provided by natural ecosystems.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
National Fish and Wildlife Foundation	Federal	April	$100,000 - $500,000

Environmental Education Local Grants Program for Region 6

The purpose of the Environmental Education Local Grants Program in Region 6 is to support locally focused environmental education projects that increase public awareness and knowledge about environmental and conservation issues and provide the skills that participants in its funded projects need to make informed decisions and take responsible actions toward the environment.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
US Environmental Protection Agency (EPA)	Federal	January	$50,000 - $100,000

Building Resilient Infrastructure and Communities from FEMA

Support states, local communities, tribes and territories as they undertake hazard mitigation projects, reducing the risks they face from disasters and natural hazards. Replaces FEMA Pre-Disaster Mitigation Program Incentivize public infrastructure projects Incentivize projects that mitigate risk to one or more lifelines Incentivize projects that incorporate nature-based solutions Incentivize adoption and enforcement of modern building codes.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Federal Emergency Management Agency (FEMA)	Federal	January	Up to $50 million dollars

Land and Water Conservation Fund Outdoor Recreation Legacy Partnership

ORLP support projects in cities/urbanized areas that create new or substantially rehabilitate parks and other outdoor recreation sites, directly connect/re-connect people with the outdoors, are located in low or lower income areas that significantly lack outdoor recreation resources, and will create new jobs or economic development.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
City Parks Alliance & Land and Water Conservation Fund (LWCF)	Federal	July or September	$300,000 - $750,000

Texas Clean Water State Revolving Fund (CWSRF)

The grant aims to provide financial assistance for facets of water infrastructure projects. From a FAQ on the SRF homepage: “provides low-cost financial assistance for planning, acquisition, design, and construction of wastewater, reuse, and stormwater infrastructure.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Texas Water Development Board	State	March	-

Texas Flood Infrastructure Fund

The FIF program provides financial assistance in the form of loans and grants for flood control, flood mitigation, and drainage projects.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Texas Water Development Board	State	Fall	-

Community Outdoor Outreach Program (Co-Op)

Provides reimbursement grants for programming that introduces under-served populations to environmental and conservation programs. Eligible expenses can include equipment, leasing transportation, staff, liability insurance, food, and program materials.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Texas Parks and Wildlife Department (TPWD)	State	February	$50,000 maximum award

Recreational Trails Fund

Provides funding for constructing and improving both motorized and non-motorized recreational trail projects, developing trailheads and trailside facilities, and acquiring trail corridors. Funding is provided on a cost reimbursement basis.

Grant Agency	Agency Type	Grant Cycle Due	Funding Amount
Texas Parks and Wildlife Department (TPWD)	State	February	$200,000 maximum for nonmotorized trails and $400,000 maximum for motorized trails

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