

SANGER



SANGER 2040
COMPREHENSIVE PLAN
Adopted on 4 April 2022



SANGER
2040 PLAN

40



*Thanks to all of the citizens
and stakeholders of Sanger
who participated in the
planning process.*

COMPREHENSIVE PLAN

SANGER 2040

Adopted on 4 April 2022

Prepared for:



City of Sanger, TX

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ACKNOWLEDGMENTS

The City of Sanger would like to thank the many individuals who contributed to the creation of the Sanger 2040 Comprehensive Plan.

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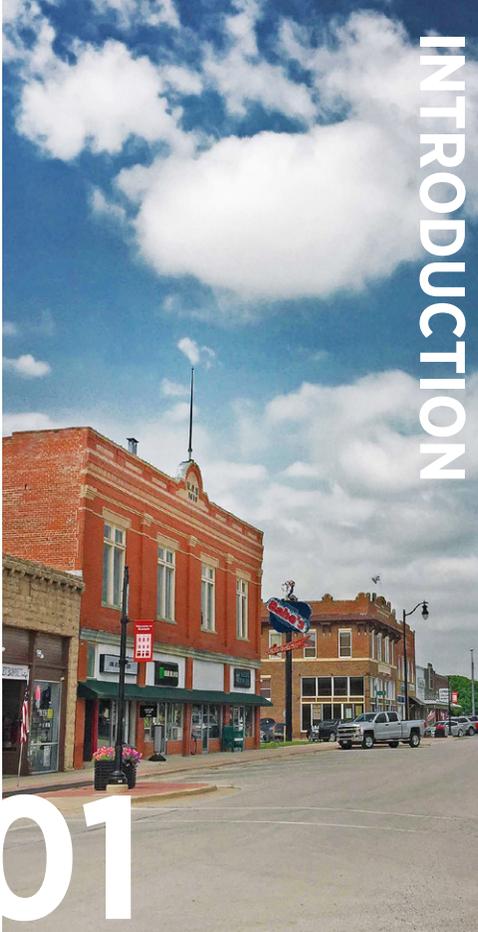
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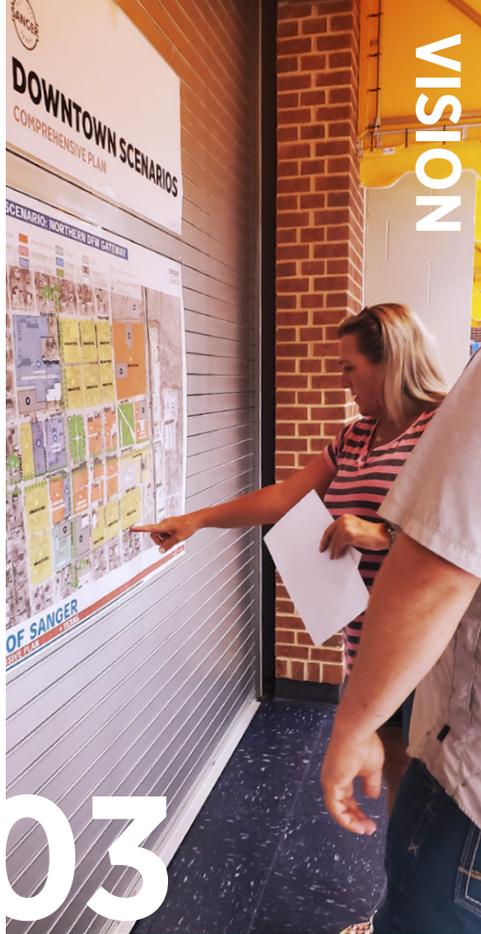
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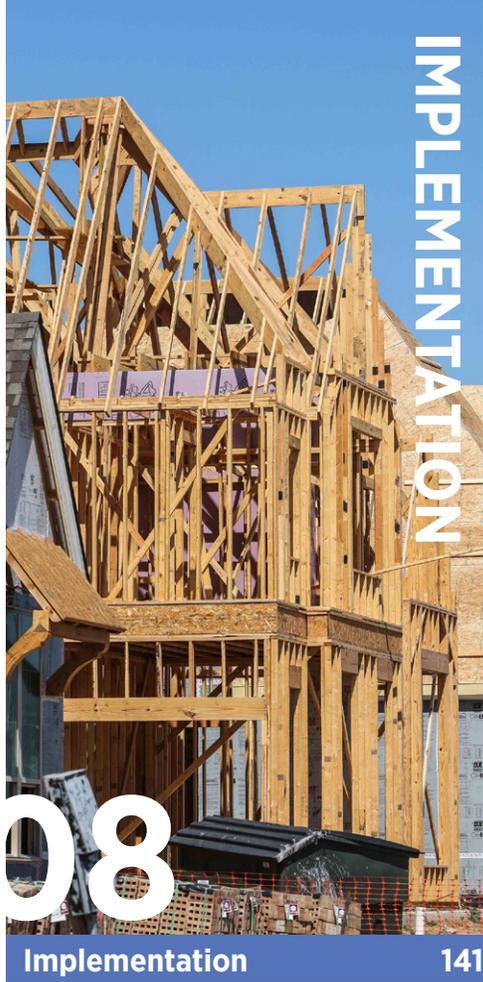
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EXECUTIVE SUMMARY

The Sanger 2040 Comprehensive Plan defines the vision and growth direction for the community over the next twenty years. The city is blessed with an excellent location, situated at the northern apex of the booming growth projected within the North Texas region. In this document, a detailed list of specific actions and strategies to best implement the comprehensive plan are outlined. The actions are divided by the corresponding individual elements (future land use, downtown, parks and trails, mobility, etc.). The Plan can be summarized into the following topics:

City-wide – The future development direction for Sanger has three (3) large focal areas, with Downtown being defined as its own focal point. Over the next twenty years the community will experience tremendous growth in these three areas. First, commercial development along I-35 is prioritized. Second, we know housing will be strong and third will be light industrial/shipping/warehouse development.

Retail, office and entertainment uses will serve regional and local markets. This use will occur as corridor modifications along I-35 and FM 455 are completed by TxDOT. Residential growth in Sanger needs to be high-quality while still providing for a range of housing products. These housing products can range from large estate lots in the ETJ to higher density lots near the downtown core. In conjunction with multi-family and attached dwellings both can be rental and/or for purchase units. Light industrial growth will continue adjacent to the Wal-Mart Distribution Center with all the many support facilities. Superior access and infrastructure will be a key to maximizing this typically large economic engine.

Neighborhood centers and/or villages will start to develop as growth expands to the east and west away from I-35. These villages are locations for a walkable more compact development of multiple land uses. Additional economic development will occur along I-35, FM 455 and Belz Road with food service, grocery, drug store, outdoor recreation (Lake Ray Roberts), auto service, banking, health care and other community services.

Downtown – Downtown Sanger is the community heart. It should be the location of celebration and walkable activity for the community. The new proposed Downtown Park with its family focus and flexible design for a range of activities will be an important catalyst for new economic development. Growing young families desire more places to enjoy food, entertainment and outdoor events – this new park can be that place. An economic partner with the proposed park includes, recommending an increase in building height in the core of downtown to five floors. Mixed-use development with ground floor retail and residential above will be a significant part of the future success for downtown.

Sanger Strong – The citizens of Sanger have been active during the entire development of this community comprehensive plan. This involvement is critical to the success of the Plan as the actions and planning recommendations parallel the input from the community. Input for the Plan has come in the form of in person responses during public meetings, web-based input via the 24/7 project website and from our Comprehensive Plan Advisory Committee (CPAC) that has met regularly during the planning process.



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1-1 Role of the Comprehensive Plan

The 2040 Comprehensive Plan for the City of Sanger (Plan) defines the general location, character, and relationship of future land uses. It also suggests the desired pattern and character of future growth. Generally, the comprehensive plan sets out the public policies governing future physical, social, and economic development in a city or a region. It presents the relationships between population, natural resources, economic base, land use, community resources, and transportation, and how they affect growth and development. The Plan also evaluates the city or region's key attributes and characteristics and considers the interaction of land development with the city's infrastructure, facilities and services.

As part of this comprehensive plan, the City of Sanger has set forth a vision for its future identity. It has recognized changes needed to achieve this vision which will be achieved by nurturing its strengths, addressing its weaknesses and capitalizing on its opportunities. The comprehensive plan does not try to replace market forces rather it tries to channel and shape market forces by offering priorities on spending of public funds and provide a framework to help the community's decision-making processes.

What makes a plan comprehensive is that it considers all components of a city and how they work together to create a quality community. This Plan includes a review of and recommendations for the following community elements: Future Land Use, Transportation, Parks and Trails and Sanger's Downtown District. It is also important to articulate what a comprehensive plan is not, a comprehensive plan serves as the basis for the preparation of regulatory documents (such as a zoning map, subdivision regulation, budget, or capital improvement plan) but does NOT serve as a regulatory document itself.

The Plan also reflects the input of the community that was received during its preparation. The result of the community's input is summarized in the latter Chapter 3 Vision. The recommendations throughout the Plan are based on the community input and vision and objectives developed during the planning process.

1-2 Setting the Vision

Welcome to Sanger. When you're here, you're home.

We are a growing city that is filled with potential for families, businesses and open to new ideas about how to grow. Our community is clean, safe, comfortable, and inviting, known for its good schools, vibrant downtown, charming hospitality, and immediate access to pristine nature.

With Lake Ray Roberts on our doorstep to the east and Dallas-Fort Worth 45 minutes to the south, Sanger is the perfect middle ground to adopt as your hometown and experience the best of what Texas has to offer.

Historic charm.

Hometown flavor.

Flexible lifestyles.

Outdoor escapes.

Community gathering.

Charming delights.

Texas pride.

Safe Country Living to build life your way.



Photos of Places and Events in Sanger

Photo credit to City of Sanger

The statement above is straight-forward, specific, compelling, and easy-to-understand. The vision statement proclaimed above sets forth the City's ambition for the mid- and long-term future of Sanger. It serves as a guide for choosing courses of action within the Plan and for its implementation. The consulting team created a new brand for Sanger as a part of this comprehensive plan. The goal of the brand is to provide a new fresh image, logo and strategy that works for young families and the growing economic environment in North Texas. The brand will be outlined in greater detail later in this document.

1-3 Framework for Decision Making

The Sanger Comprehensive Plan provides a framework for decision-making. It describes the City's vision and desired outcomes, and outlines the steps that can be taken to achieve them.

The Plan will continue to help the City of Sanger make good financial decisions and assist with resource allocation, by providing information on the issues, describing a range of alternatives and recommending a course of action based upon the values of the community.

The Plan provides some explicit direction through its recommendations; however, there is potential that Sanger will be faced with issues and situations that were not considered during the Plan's preparation. While the Plan cannot answer all issues and questions, it provides direction and guidance on how they should be resolved without compromising the vision established by the City.

By using a decision-making framework that maintains the integrity of the vision, the city can make decisions and justify actions that support the city's vision in a more clear and transparent manner. The decision-making framework established by the Plan takes into consideration the variety of issues facing the City of Sanger. As such, the framework is organized around twelve (12) themes:

1. Land Use & Pattern of Development
2. Community Character
3. Economic Development
4. Housing & Neighborhoods
5. Infrastructure
6. Parks & Environment
7. Transportation / Mobility
8. City Government
9. Downtown
10. Education
11. Resilience & Flexibility
12. Community Health

Each of these themes are further discussed in this document, where the issues faced and the direction the City would like to take on those issues are presented by theme.

The Plan describes the future land use pattern that the City of Sanger desires, but does not establish any regulation to achieve them. The Plan only provides guidance. The actual implementation of future land use pattern changes can only occur with modifications to the zoning ordinance and map, which are the legally binding documents that governs land use. Making the necessary zoning ordinance and map changes recommended by the Plan is a critical first step towards implementation of the Plan and the achievement of the vision established by the City of Sanger.

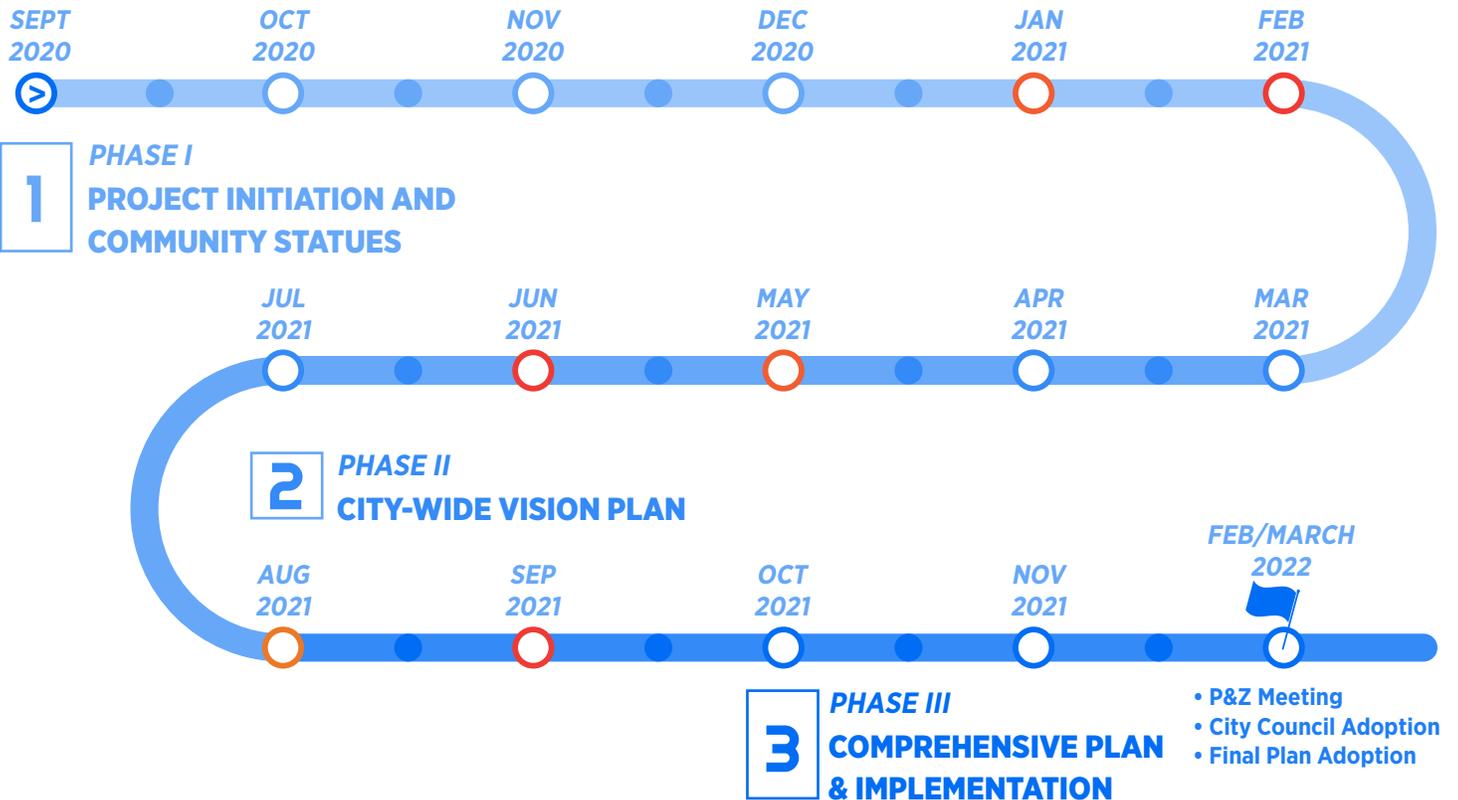
1-4 Planning Process

Incorporating the public’s insights and input was a critical element for the development of the Plan. The twelve themes identified as the foundation of the Plan’s framework are a direct reflection of the strengths, weaknesses, opportunities and threats (SWOT analysis) identified by the Comprehensive Plan Advisory Committee (CPAC), the City Council, the Planning Commission, and stakeholders. Their feedback was gathered formally through in-person interviews, as well as in informal settings such as public meetings discussion and an open online forums on Sanger’s Comprehensive Plan website.

The backbone of the engagement process was a CPAC that included 15 members comprised of downtown representatives, business and civic leaders, developers, residents, city staff, members of Planning & Zoning and Mayor. Once the themes were identified, the planning team worked collaboratively with the Plan Advisory Committee to discuss the issues associated with each theme, debated possible strategies and solutions, and ultimately determined the recommendations defined in this Plan. The initial project timeline is defined below. Some tasks required additional time extensions due to Covid 19 precautions.

LEGEND

-  Kick-off Meeting
-  Monthly Advisory Committee Meeting
-  City Council Update
-  Public Meeting



Planning Schedule Diagram

The planning process was built around a series of public meetings. Each of the three public meetings were well attended. We will detail the role of each meeting later in the document as we describe the items presented and inputs solicited. We also used online surveys to maximize our contact with the community during their busy schedules.



Sanger Comprehensive Plan Public Meeting # 2

Photo credit to Norris Design

1-5 How to Use the Plan

The Sanger Comprehensive Plan is the end result of an extensive process with city staff, community members, and local stakeholders. The planning process began in the early Fall of 2020 with the project Initiation Phase-Existing Assessment, where a thorough analysis of existing conditions as well as stakeholder meetings were used to understand constraints and opportunities of Sanger as well as the public's desires and concerns.

The planning team collaborated with City staff to determine the city's vision for Sanger 2040 Comprehensive Plan, then collected input and ideas from community members to better understand the public's desires and concerns. A three-phased approach was used to produce the plan, and was backed by community in each phase.

1-6 Plan Administration

The adoption of the comprehensive plan does not mean the planning process is over. In fact, the majority of the work has just begun. The City of Sanger will use this comprehensive plan to help make decisions about proposed ordinances, capital improvements and land management strategies. Although the comprehensive plan provides recommendations for topics such as land use, transportation, and infrastructure, it is important to note that by law a comprehensive plan is not a zoning ordinance. Chapter 213 of the Local Government Code (Texas) states: “a comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries”. Thus, it should not be used to review specific development projects and should not be used to replace or amend the Zoning Ordinance or Zoning Map of the City of Sanger.

As stated in previously, this comprehensive plan is tailored to meet Sanger’s vision and goals over the next 20 to 30 years. However, changes in demographic profile, economic environment, and community resources, can sometimes significantly affect projection of population, employment, and land use which may result in changes of Sanger’s vision and goals.

To keep the plan viable, the comprehensive plan should be reviewed periodically with minor revisions being made to the plan as course corrections. The City should establish a procedure for the planning commission to review and amend the comprehensive plan, as necessary.



Sanger Comprehensive Plan Public Meeting # 2



02

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2-1 Planning Area

Sanger is located in north central Denton County, settled 10-miles north of the convergence of Interstate 35E (I-35E) and Interstate 35W (I-35W). Its location provides favorable access to both Fort Worth and Dallas. The advantageous location between two major metropolitan areas (approximately 50-miles from either city) provides both economic and personal benefits for Sanger residents. The city is also located just west of Lake Ray Roberts, a desirable amenity of the greater Dallas Fort Worth (DFW) area. The city encompasses approximately 11.8 square miles of area within the North Texas region. An Extraterritorial Jurisdiction (ETJ) boundary line extends one-mile outside of the city limits providing potential expansion of the city in the future. A large portion of Sanger residents are affiliated with the City of Denton and the Dallas/Fort Worth Metroplex. Approximately 65-percent of the City’s employed residents work in Denton or northern DFW. Currently, approximately 14-percent of residents have jobs in Sanger. Many of the residents see benefit in the City of Sanger for the schools, the community, and the attractive lifestyle it provides.



1 STATE MAP - TEXAS

2-2 History

Sanger, was settled in 1886 amongst the golden prairies and valued cattle ranches of Denton County. Originally called Huling, after an important land-owning family in the area, the name was changed to Sanger in order to avoid confusion with another growing town in Texas. The choice to alter the name to Sanger came as tribute to the Sanger family who owned and operated prominent stores in both Waco and Dallas. In its early days, Sanger was a cattle town and its original conception was brought about as a stop along the Santa Fe Railroad line. Outside of the cattle industry, production and distribution of crops including wheat, oats, maize, millet and cotton played a prevailing economic role of the era.

History of Sanger



1886

Town of Sanger is officially founded

Sanger First official Sanger mill, operated from 1890-1940



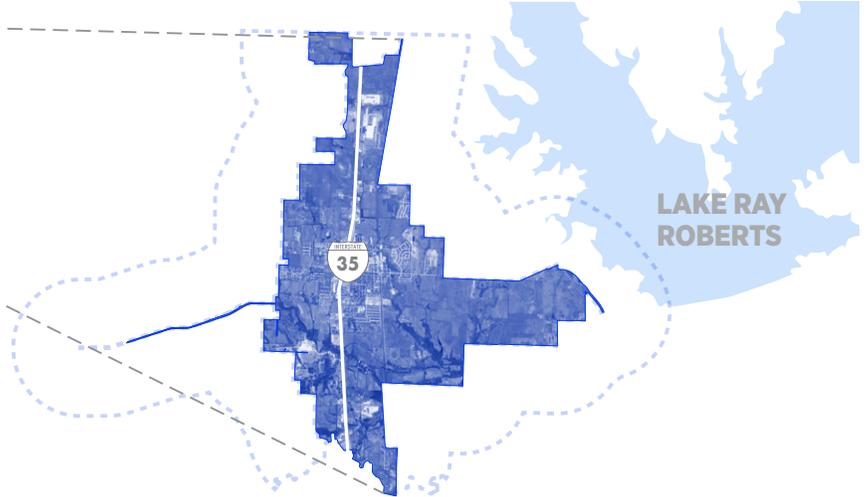
Ranching and crop production greatly influenced north Texas and the area that later become Sanger, Texas



Sanger was founded in 1886 and was a prominent stop along the Santa Fe Railroad



2 COUNTY MAP - DENTON



3 CITY MAP - SANGER

Location Map of Sanger

In 1920, with the rail system declining, the state highway system reached Sanger providing the city with a new form of access to Dallas and the regional markets located there. Downtown businesses continued to flourish in Sanger after the highway was introduced. One such example was J.M. Wilfong whose building served as a fine merchandise store for over 60-years. The building still stands at the corner of Bolivar and 4th Street. Between 1970-1980 marked one of the largest population increases for the city, in which the population grew nearly 60% over that period. This paralleled an increase in the overall population in the state of Texas. The population of Sanger has continued to grow over the past forty plus years partially due to its physical proximity to the City of Denton and Lake Ray Roberts. The city continues to be a community and family-oriented community.

Texas State Highway reaches Sanger



1920



1970-80

Sanger's population sees its largest increase to date



1917

Wilfong Building completed in 1917, was a fine merchandise store and housed the local dentist



Mid 1900's

Downtown business continue to develop and becomes more automobile friendly



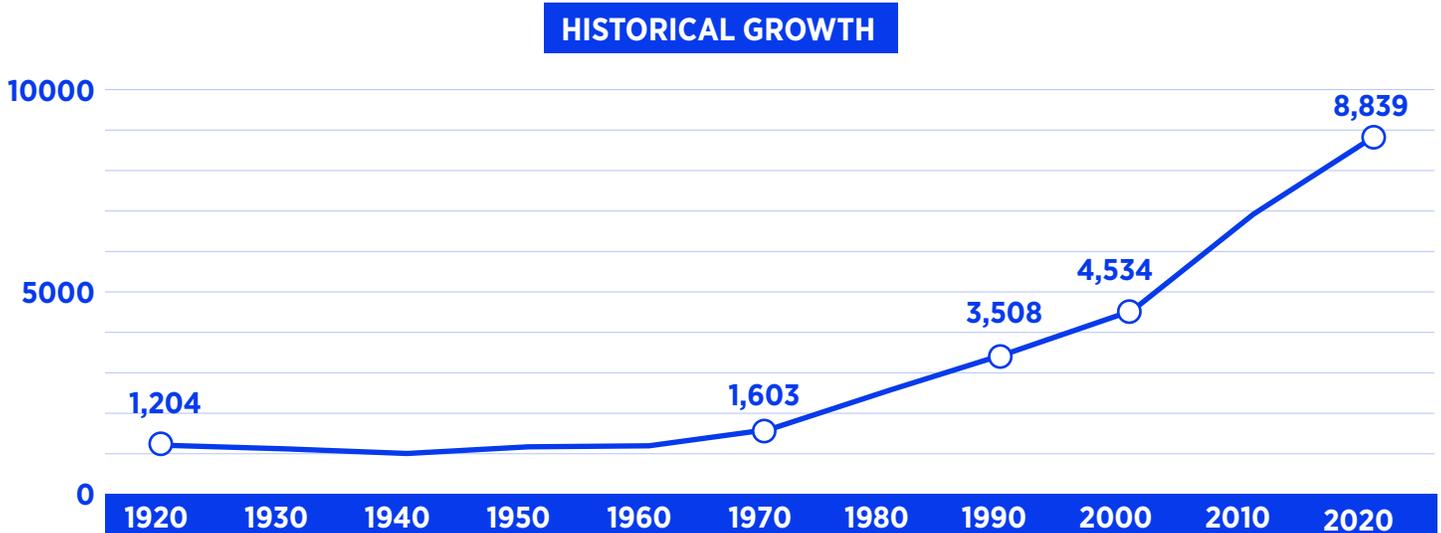
Present

Sanger continues to grow and develop as a family and community oriented city

2-3 Demographic Trends & Analysis

Historic Growth

Sanger has experienced its two greatest increases of population between 1970 – 1990 and 2000 – 2020. Those growth percentages were 65% and 95% respectively. Since 1970, the population of Sanger has been experiencing a healthy, decades-long rise adding 7,236 people. One can assume with the growth projections for the North Texas region those growth percentages for Sanger will be shattered in the coming years.

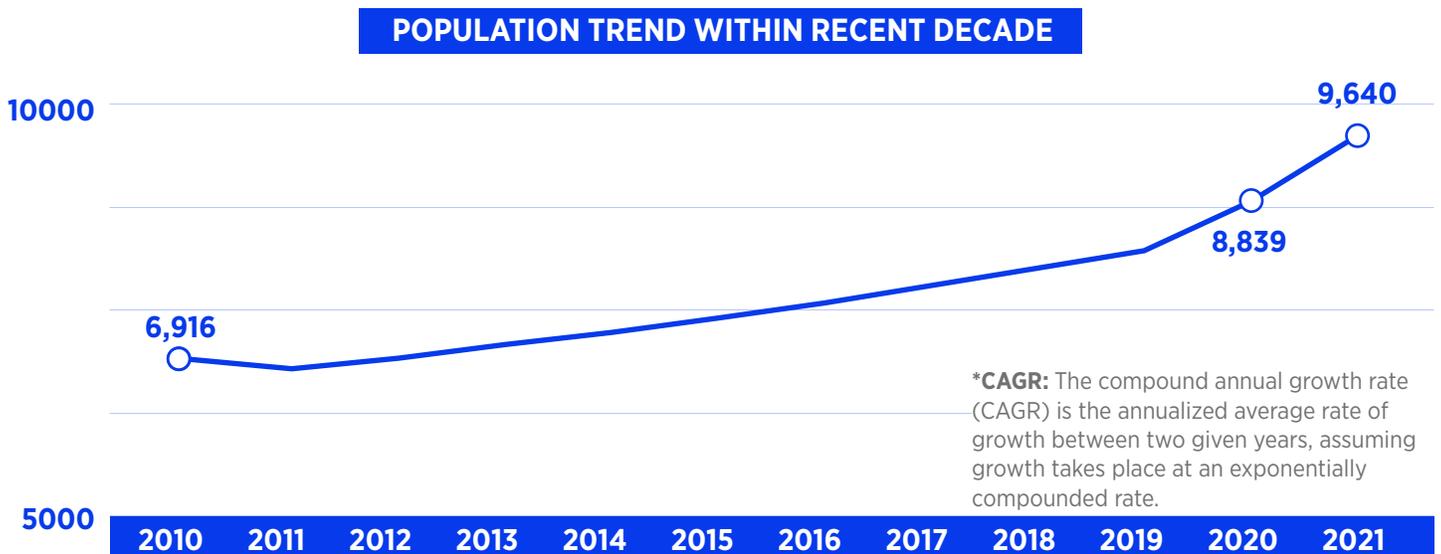


Sanger Historical Growth

Data Source: US Decennial Census

Population Trend within Recent Decade

Sanger had a population estimate of 8,839 in 2020 (Census), which according to US Census' 5-year American Community Survey (ACS) as well as the Decennial Census, the population of Sanger has increased by 28% since 2010, which recorded a population of 6,916. Since 2010, Sanger's population growth has remained steady and healthy. Over the decades, Sanger has grown at an average 2.5% annually. According to North Central Texas Council of Governments, Sanger's 2021 population is 9,640.



***CAGR:** The compound annual growth rate (CAGR) is the annualized average rate of growth between two given years, assuming growth takes place at an exponentially compounded rate.

Sanger Population Trend within Recent Decade

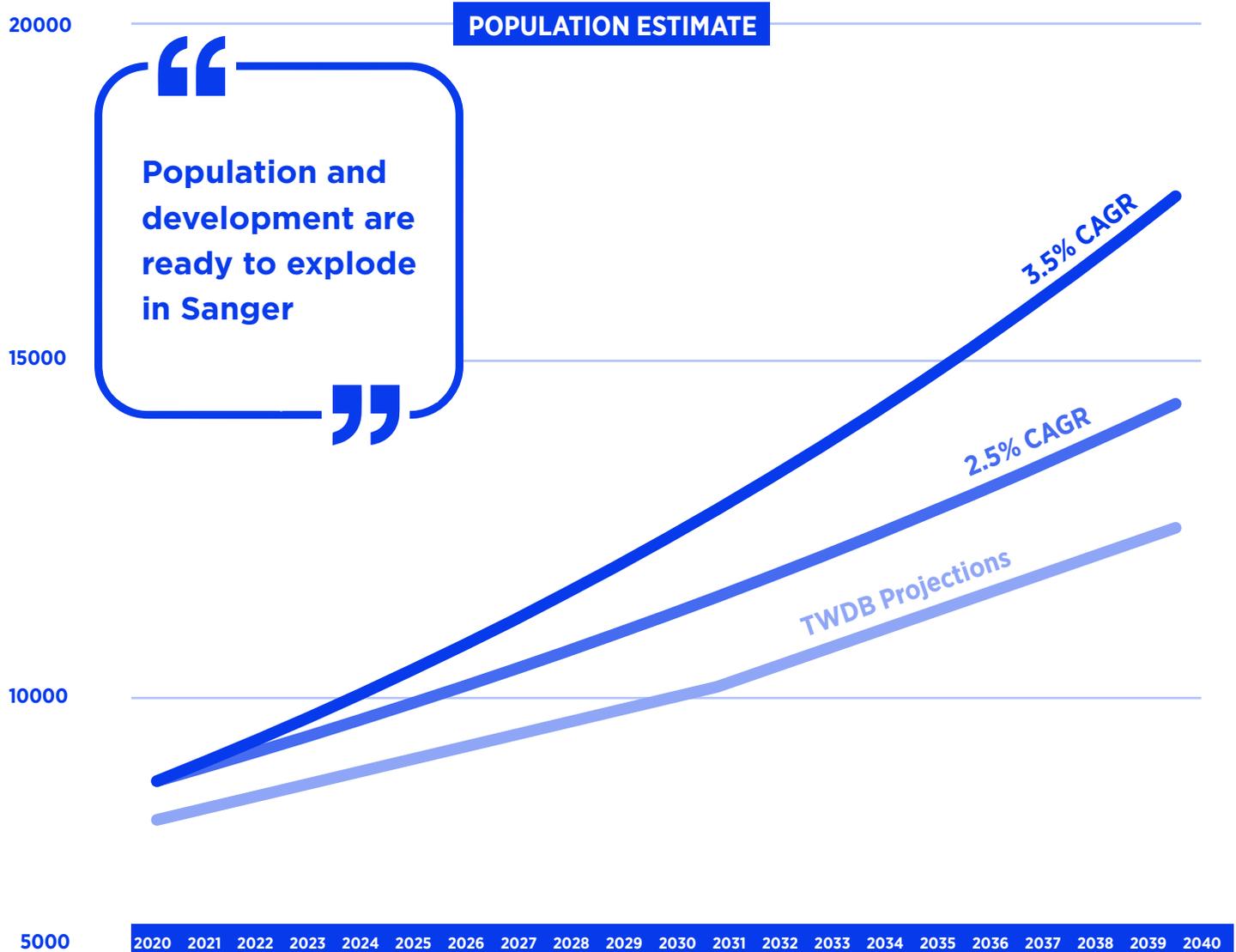
Data Source: US Decennial Census, US Census American Community Survey (ACS) 5-Year Estimates

20-Year Population Projection

For this analysis, Catalyst used TWDB population projections and CAGR methodology for comparison purposes. TWDB tends to be more conservative in high growth markets like Sanger, therefore, the CAGR at various growth rates reflects potential population implications at alternative growth rates.

The 2020 Decennial Census population figure of 8,839 was utilized to represent Sanger’s population in the following two CAGR scenarios. This projects a 2025 population of 10,001, representing a 2.5% CAGR over the next five years, while TWDB utilizes a population figure of 8,190 in their population projection.

Methodology: The Texas Water Development Board provides five-year cycles of population projections and regional water demand projections. The Texas Administrative Code (TAC) Section 357.31(e) describes the role and development of the population projections and associated water demand projections used in regional and state water planning. The Compound Annual Growth Rate (CAGR) process is a representational figure which describes the rate at which population would have grown if it had grown at the same rate every year.



Sanger Population Projection
Data Source: Catalyst, ESRI, TWDB

Why American Community Survey Data 5-year Estimates

Data from American Community Survey 5-year Estimates is used here as it is the most comprehensive and reliable population related data conducted by U.S. Census. This is the most current data available at the time this report is written.

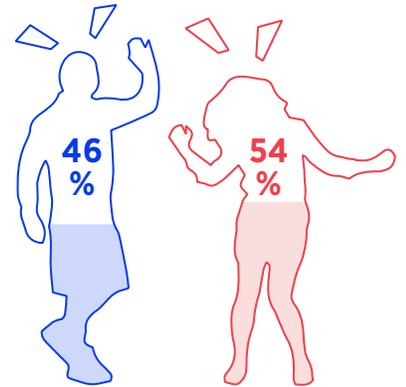
Age and Gender Characteristic

Evaluating population by age and gender is important to ensure that a community has an appropriate mix of facilities, housing, and community services.

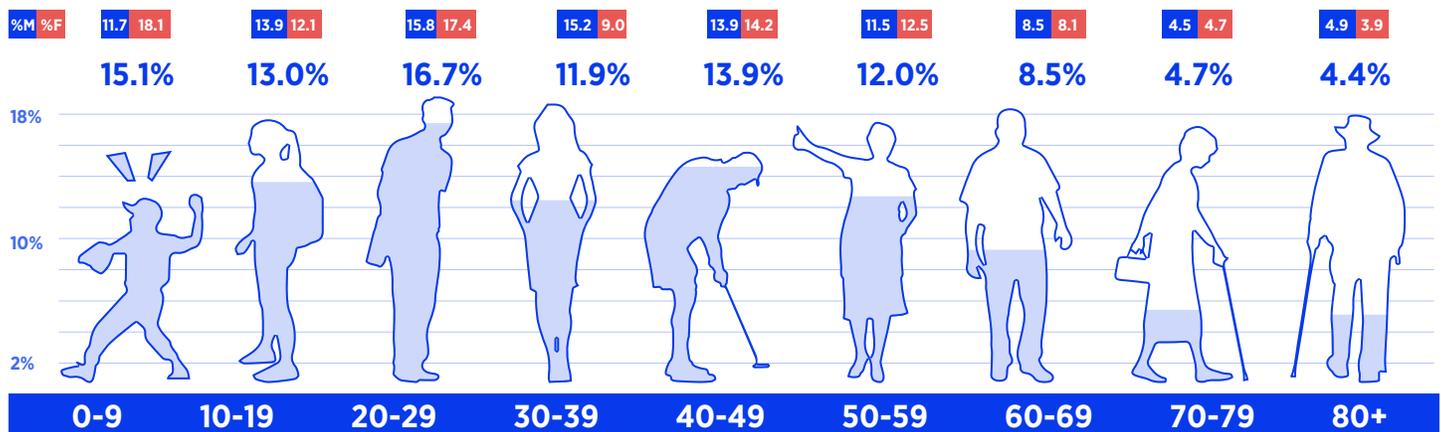
The median age in Sanger, TX is 33.7 year-old, and made up of 46.3% male and 53.7% female. The largest population group is those who are 60 and older. Sanger has a large portion in the Prime Labor Force (25-44), as Sanger is well positioned to attract young students and talent that have a desire to remain local. In addition, this proximity to higher education creates greater corporate attraction if the development standards and investment is aligned to attract choice residents.

Based on the current age data, it may be appropriate to consider additional community services and specialized housing types to accommodate this segment of the population as the 50- to 59-year-old group continue to mature. One of the keys to accommodating this aging population will be to help not only millennials but all generations achieve their potential. This can be done through policies and regulations that ensure quality and alignment to the preferred, comprehensive plan outcomes. Enabling a community to accommodate all stages of the lifecycle with a place to live, thoughtful and engaging community amenities, and access to a variety of jobs will be key to supporting all cohorts.

You know, in Sanger, the Median Age is 33.7 yr old



More that 2/3 of the population of Sanger are younger families and working adults

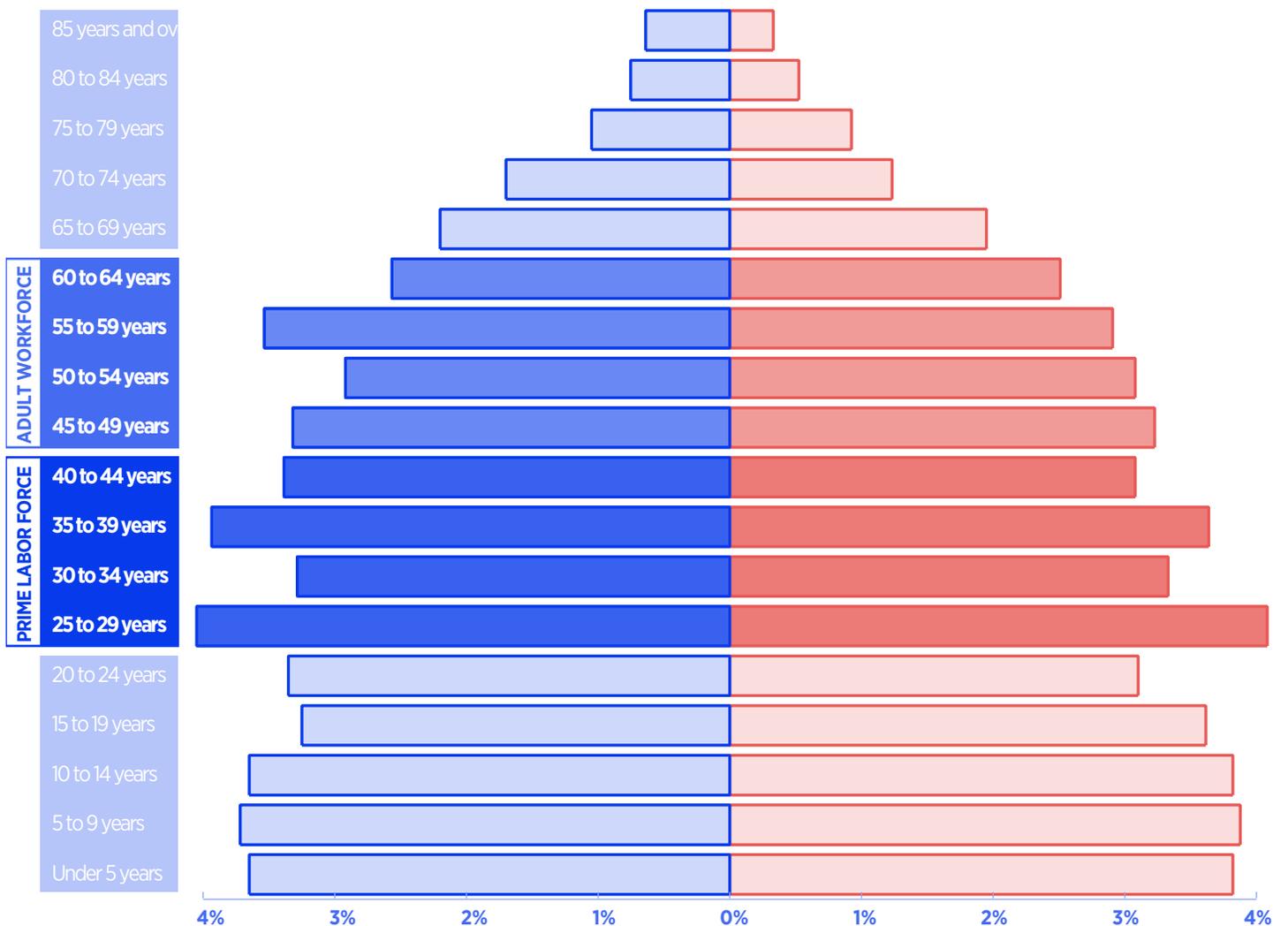


Sanger Age Breakdown

Data Source: US Census American Community Survey (ACS) 5-Year Estimates, 2019

A thorough review of age cohorts in Denton County and Sanger reveals more similarities than differences. Both Denton County and Sanger are primarily populated by Prime Labor Force (25-44) and Adult Workforce (45-64) age groups. The median age in Sanger is younger than Denton County at 33.7 and 35.5 years old, respectively. A detailed breakdown of age cohorts in Sanger reveals that age cohorts are continuing to stabilize and become equally distributed, representing a rectangular shape in the population distribution chart.

Female in Sanger
Male in Sanger



Sanger Age Force Comparison

Data Source: Catalyst, ESRI, US Census

Race and Ethnicity Characteristic

Evaluating racial and ethnic characteristics is also important to establish an existing profile of a community.

According to the 2020 US Decennial Census, Sanger has a predominately White Alone population base of 68.2%, Black Alone represents 3.6% and Hispanic (any race) represents 21% of Sanger's population in 2020. Compared to Sanger, Denton County has a more diverse population as a whole, which is largely a result of several universities, and various other communities contributing to the equation. Denton County has a 53.6% White Alone population, 10.5% Black Alone, and 20.2% Hispanic ethnicity in 2020. As Sanger prepares for the future, it should consider the future regional demographic trends and how this might be harnessed locally.

While the predominant race in Sanger is white, the city has steadily become more diverse in its cultural and ethnic composition over time. Approximately 3.6 % of residents are African American and 21% are Hispanic or Latino. The number of Hispanic and Latino residents has steadily increased over years. The increase in the number of Hispanic or Latino individuals is consistent with the rest of the state and many parts of the country as well.

A topic specifically discussed in the Vision North Texas plan is the increasing diversity of the population as we move towards 2050. Similarly, a study by the Federal Bank Reserve of Dallas found that racial composition was diversifying in Texas, most specifically in major metro areas, like Sanger. The table below outlines Sanger's racial and ethnic makeup, and population change over 10 year growth.

Population by Race and Ethnicity Trends												
YEAR	City of Sanger						Denton County					
	2010		2020		Change		2010		2020		Change	
Population	6919	100.0%	8839	100.0%	1920	27.7%	662614	100.0%	906422	100.0%	243808	36.7%
White alone	5279	76.3%	6029	68.2%	750	-14.2%	426887	64.4%	485646	53.6%	58759	-13.8%
Black or African American alone	224	3.2%	321	3.6%	97	-43.3%	54034	8.2%	95386	10.5%	41352	76.5%
American Indian and Alaska Native alone	41	0.6%	49	0.6%	8	19.5%	3143	0.5%	3582	0.4%	439	-14.0%
Asian alone	32	0.5%	80	0.9%	48	150.0%	43091	6.5%	92751	10.2%	49660	115.2%
Native Hawaiian and Other Pacific Islander alone	2	0.0%	4	0.0%	2	100.0%	411	0.1%	650	0.1%	239	-58.2%
Some other race alone	1	0.0%	54	0.6%	53	5300.0%	1176	0.2%	3909	0.4%	2733	232.4%
Two or more races:	114	1.6%	453	5.1%	339	297.4%	13039	2.0%	41720	4.6%	28681	220.0%
Hispanic or Latino:	1223	17.7%	1849	20.9%	626	51.2%	120836	18.2%	182778	20.2%	61942	51.3%

Sanger Race Comparison

Data Source: 2020 US Decennial Census

Household Characteristic

Characteristics of households are an important element of comprehensive plans since they can indicate what the future housing mix may look like. The average household size in Sanger as of 2019 is 2.95 persons per household. It has remained steady over the years and is expected to continue this trend over the next five years. The vast majority of these households are classified as “Families.”

The annual growth rate over the next five years in Sanger Families (1.83% annual) and Owner-Occupied households (10.2%) is a strong indicator of the need for single-family homes. Denton County is expected to grow Families and Owner-Occupied at 2.9% annually compared with the State of Texas at 1.5%.

According to ESRI, Sanger is anticipated to add 312 new households within the next five years, using a 2.0% annual growth rate. However, Catalyst’s estimate shows demand for 3,145 units over the next 5-years, based upon increased growth rates and demand projections. In comparison, DFW is anticipated to increase by 253,780 households within the next five years, which equates to an annual growth rate of 1.8%.

Owner-occupied households represent 64.9% of the total households in Sanger. While suburban markets generally have greater percentages of owner-occupied units, Sanger can increase growth by accommodating more rental units. This can be attracting younger workers and families who prefer renting over purchasing. The median home value of \$152,500 in Sanger is less than the median home value of \$235,567 throughout DFW, making it an affordable place for young families to start their lives.

Sanger home values are trending upward just like Corinth, Denton, Argyle and Flower Mound

	Household Characteristic				
	2010	2015	2019	2021	2026
Total Housing units	2700	2792	3013	3642	6787
<i>#owner occupied</i>	1443	1703	1813	2192	4087
<i>#renter occupied</i>	1257	1089	1200	1450	2700
%Occupied	85.9%	93.0%	92.7%	95%	95%
<i>%owner occupied</i>	62.2%	65.6%	64.9%	60%	60%
<i>%renter occupied</i>	37.8%	34.4%	35.1%	40%	40%
%vacant	14.1%	7.0%	7.3%	5%	5%
Average household size	2.85	2.85	2.95	NA	NA
Single-person home	22.6%	22.9%	19.9%		
Median home value	\$ 101,500	\$ 106,700	\$ 152,500		
Median Rent	\$ 873.00	\$ 1,041.00	\$ 1,161.00		
Median Household income	\$ 46,778.00	\$ 54,103.00	\$ 65,727.00		

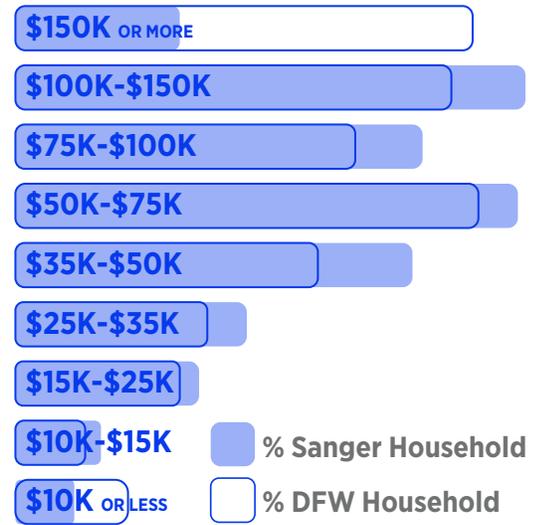
Sanger Household Characteristic

Data Source: US Census American Community Survey (ACS) 5-Year Estimates, 2019

Household Income

The median household income (MHI) in Sanger is \$65,727.

Compared to 66.7% of all households throughout DFW, 62.4% of Sanger’s households make \$75,000 or more. A smaller percentage of households in Sanger make \$150,000 or more compared to DFW, but a larger percentage of homes make between \$75,000 and \$150,000. There is also a smaller percentage of households in Sanger that make less than \$50,000 compared to DFW, creating a stable middle income earning cohort.



“
Wow, Sanger exceeds the Metroplex percentage in families with incomes between \$100K - \$150K
 ”

Household Income Comparison				
	City of Sanger		DFW Metroplex	
Total Household	2793	100.0%	72265	100.0%
Median Household Income	65727	NA	2635017	NA
10K OR LESS	67	2.4%	121211	4.6%
10K-15K	95	3.4%	73780	2.8%
15K-25K	198	7.1%	168641	6.4%
25K-35K	251	9.0%	200261	7.6%
35K-50K	436	15.6%	313567	11.9%
50K-75K	553	19.8%	479573	18.2%
75K-100K	447	16.0%	353092	13.4%
100K-150K	561	20.1%	450588	17.1%
150K OR MORE	182	6.5%	474303	18.0%

Sanger Household Income Comparison

Data Source: US Census American Community Survey (ACS) 5-Year Estimates, 2019

Education Attainment

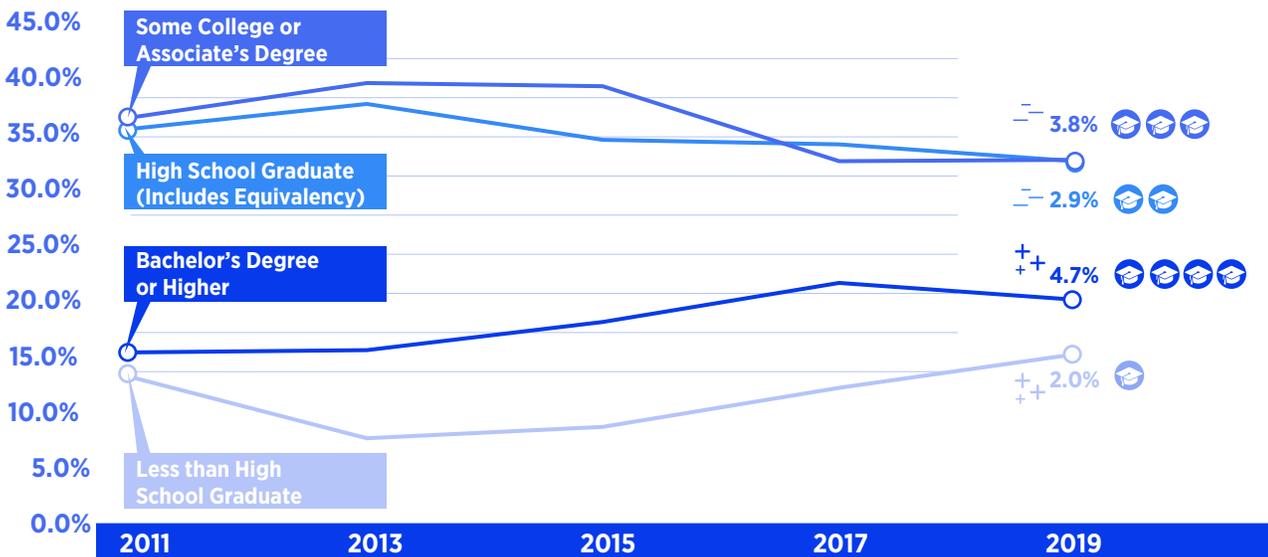
The highest level of education that residents receive can help inform what type of outreach is appropriate for community planning efforts. In Sanger, 85% of residents 25 and older have at least a high school diploma. Since 2011, the percentage of people that do not have a high school degree or higher has gone down 2%, an indication that the workforce in Sanger is increasing the number of positions that require higher education.

Denton County is home to several higher education institutions that influence various aspects of life throughout the county. These institutions provide an opportunity for Sanger to build relationships and leverage the existing institutions to build up their workforce and provide a place for employees and recent graduates to call home.

Education Attainment					
	2011	2013	2015	2017	2019
Population 25 to 64 years	4034	3921	4398	5027	5274
Less than high school graduate	13.1%	7.6%	8.6%	12.1%	15.1%
High school graduate (includes equivalency)	35.3%	37.5%	34.3%	33.9%	32.4%
Some college or associate's degree	36.3%	39.4%	39.1%	32.4%	32.5%
Bachelor's degree or higher	15.3%	15.5%	18.0%	21.5%	20.0%

Sanger Education Attainment

Data Source: US Census American Community Survey (ACS) 5-Year Estimates, 2019



Sanger Education Attainment

Data Source: US Census American Community Survey (ACS) 5-Year Estimates, 2019

2-4 Market Assessment

Introduction

This market assessment was conducted to explore current economic conditions to support Sanger’s comprehensive planning process. This market assessment will serve as the foundation to create a sustainable and fiscally resilient comprehensive plan. This initiative identified market factors that have the greatest propensity for success and alignment with strong economic development principles. These factors will enable the comprehensive planning process to align land-use strategies and market potential to support and maximize outcomes. These findings, integrated into the comprehensive plan, will inform the policy framework needed to construct a unified vision that leverages Sanger’s strengths, assets, and priorities.

Data in this report includes ESRI data. ESRI data is vetted by an expert team of data scientists, demographers, and geographers. ESRI provides quality data variables from authoritative data sources including demographics, behavioral and business data, and frequently updated basemaps. ESRI was ranked the lowest error level to Census data and has been shown to have the greatest accuracy and the local level, including cities like Sanger.

“

Sanger has a great market potential providing both big city opportunities and small-town charm.

”

Background

Since adoption of the Comprehensive Land Use Plan in 2007, Sanger has undergone change, which has affected mobility and infrastructure strategy in many parts of the City. This growth is anticipated to increase at a more rapid pace in the coming years. To account for this growth trend and its implications for the City of Sanger, and to ensure all future growth meets owner's, resident's, and the city's vision, an update of the comprehensive plan is needed.

Sanger's economic development is currently implemented by two economic development corporations – the Type A Sanger Industrial Development Corporation and the Type B Community Development Corporation (CDC), each funded by a separately dedicated ½ cent sales tax and overseen by a board of directors appointed by the City Council. Type A corporations have a focus on primary employers – those companies whose product or service is sold to statewide, national, and/or international markets, thereby bringing new dollars into the economy. Type A corporations spend money on incentives for new jobs and investments, workforce development, and infrastructure. Type B corporations have a wider range of areas where they can make expenditures including quality of life projects, parks, sports venues, and retail.

The combination of Type A and Type B development corporations give Sanger a good source of funds to drive economic and community development initiatives. Using these dedicated sales tax funds will create economic vitality and will be evidenced by:

- **Higher quality developments**
- **Additional catalyst projects in the downtown area**
- **Strategic public/private partnerships**
- **Increased investment in physical infrastructure**
- **Stronger regional partnerships**

Retail Demand

Residential generated retail demand is almost always the largest source of retail demand within a community. Retail demand from residential is calculated by analyzing the existing retail leakage. Residential-generated retail demand takes into account the existing supply of retail businesses, existing demand that the population can support, and the retail gap (i.e., retail leakage) within a defined geography. For this analysis, Catalyst used a 1, 3, 5, 7, and 10-mile bands to study various attributes across geographies. Unlike traditional radii from a defined point, the band approach only considers the area between radii (i.e. the area between 3-5 miles). This methodology was deployed to understand not only the Sanger market but portions of the competing communities. A distance decay methodology was used to calibrate the capture rate as the distance from Sanger increased.

Potential Supportable Retail Square Footage By Retail Category					
Category	Student	Workforce	Commuter	Residential	Total
Auto Parts, Accessories & Tire Stores	1,595	-	233	496	2,325
Furniture Stores	-	-	-	2,287	2,287
Home Furnishings Stores	-	-	-	2,221	2,221
Electronics & Appliance Stores	294	5,601	294	3,366	9,555
Bldg Material & Supplies Dealers	-	-	-	6,332	6,332
Lawn & Garden Equip & Supply Stores	-	-	-	348	348
Grocery Stores	1,960	11,709	835	-	**14,505
Specialty Food Stores	-	-	-	1,811	1,811
Beer, Wine & Liquor Stores	-	-	-	1,469	1,469
Health & Personal Care Stores	1,299	22,596	294	-	24,189
Gasoline Stations	-	-	3,889	-	3,889
Clothing Stores	556	4,214	321	3,835	8,925
Shoe Stores	1,019	5,794	588	1,112	8,512
Jewelry, Luggage & Leather Goods Stores	485	4,414	280	1,682	6,861
Sporting Goods/Hobby/Musical Instr Stores	-	2,511	294	-	2,804
Book, Periodical & Music Stores	-	-	-	632	632
Department Stores Excluding Leased Depts.	-	7,532	294	804	8,630
Other General Merchandise Stores	-	34,762	441	-	35,203
Florists	-	-	-	-	-
Office Supplies, Stationery & Gift Stores	-	8,497	294	1,320	10,111
Used Merchandise Stores	-	-	-	-	-
Other Miscellaneous Store Retailers	-	-	-	2,391	2,391
Full-Service Restaurants	1,227	11,042	494	-	12,763
Limited-Service Eating Places	1,112	14,871	700	-	16,682
Special Food Services	-	-	-	-	-
Drinking Places - Alcoholic Beverages	-	-	-	6	6
Total Demand (SF)	9,548	133,543	9,250	62,888	215,228

Retail Demand

Credit to Catalyst

**** Note:** The city lost its only grocery store in 2021 due to TxDOT expansion, therefore, today, the market could likely support an additional 35,000SF of grocery, plus the additional unmet demand in the market. Additional population growth will increase demand in the future.

Retail demand was also calculated from other sources, including retail demand from students, workforce, visitors, and commuters. Commuter demand consists of people passing through the downtown area and who would have the potential to spend money in Downtown. This additional retail demand is the “net additional” demand supportable from each of these drives and does not include existing demand from residential. Collectively, within Sanger, the retail categories with the largest amount of unmet retail demand are other general merchandise stores (35,000 SF in unmet retail demand), Health and personal care stores (24,000 SF of unmet retail demand), Limited-service eating places (16,000 SF in unmet retail demand) and grocery stores (14,000 SF of unmet demand).

Across all restaurant categories (limited-service, full-service, special food services, and drinking places) there is over 29,000 SF of unmet retail demand. The table below summarizes the overall demand to be taken advantage of throughout the Sanger.

Targeted Industry Summary

A cluster is a geographic concentration of businesses, suppliers, and support institutions. Local industry clusters create synergies and increase productivity making businesses more competitive regionally, nationally, and globally. Industry clusters can form and grow because of a region’s competitive advantage such as location, labor skill sets, and education systems.

Employment Cluster

As part of this initiative, regional and state employment trends were analyzed to understand regional momentum and opportunities. This process uncovered regional assets such as strong labor synergies in businesses in the following:

- Transportation and storage industries,
- Hospitality and restaurant,
- Education,
- Finance and insurance,
- And retail trade industries.

This initiative also considered goals and the vision for the Sanger residents through discussions with stakeholders and leaders within the community. Through these conversations and physical review of the region, we recognize that Sanger has an opportunity to expand its role in the region and grow its economy due to access to local talent and resources.

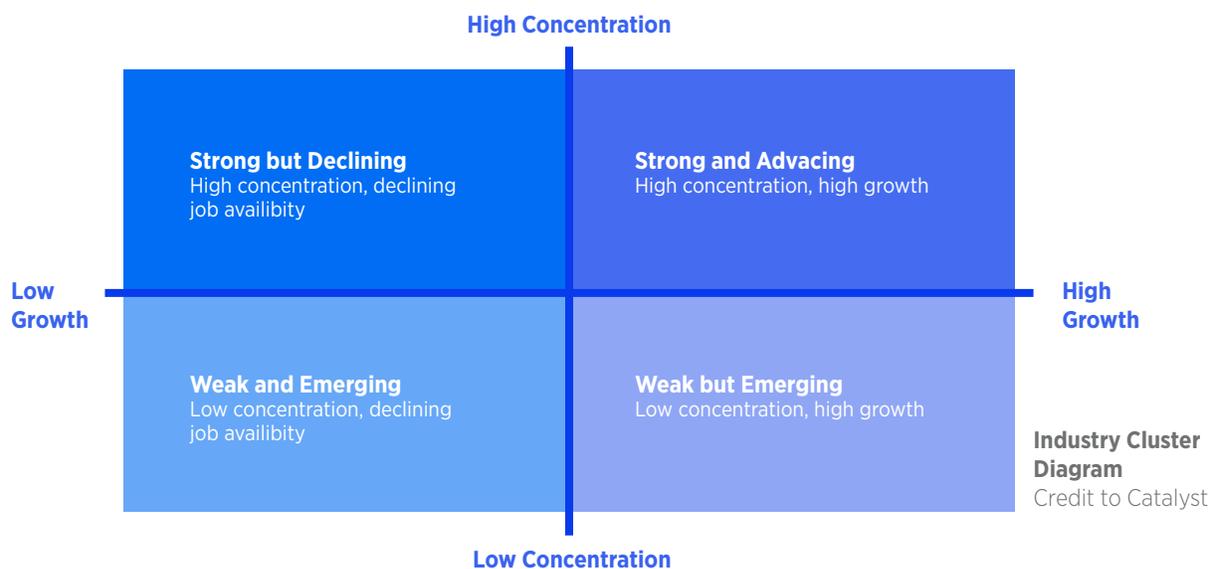
One major outcome from this analysis was the discovery to identify values of the community which can be the lens from which future business decisions are made and continue to protect Sanger’s quality-of-life while also positioning the City for greater opportunities. This is critical to ensure that future growth does not impact Sanger’s character and unique attributes, but builds upon them. These include:

- Access to nature
- Regional hub
- Quality downtown
- Available land
- Emerging business base

To further refine targeted industries, one analysis is through the identification of Location Quotients (LQ). These represent the relative concentration of a specific industry cluster in a defined geographic area (Denton County) compared to the U.S. average for that industry cluster. For example, an LQ of 1.5 indicates that the region (Denton County) has 50% more concentration per capita than the U.S., which represents a competitive advantage. It’s important to consider that the associated LQ is a relative measure, and some industries may be less prevalent but possess the needed infrastructure, utilities, etc. to give a competitive advantage in the region.

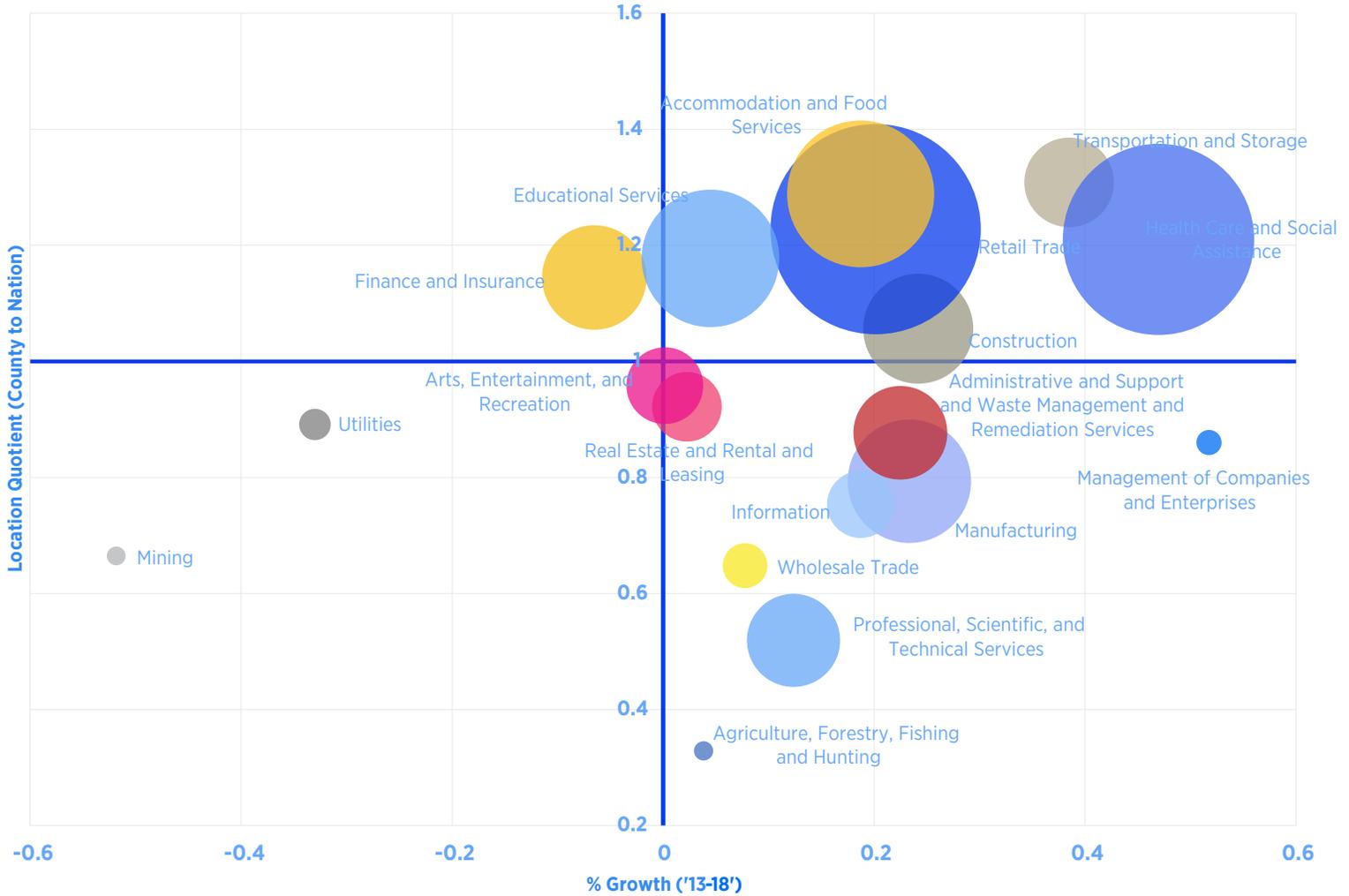
The bubble chart below illustrates several factors including:

- **The 5-year historical growth of each industry along the horizontal axis**
- **The LQ of each 2-digit NAICS industry along the vertical axis**
- **The size of each bubble represents employment by industry**



Nearly every industry in Denton County experienced employment growth over the 5-year period, except for the Mining and Utilities industries. The largest and most concentrated industry clusters in Denton County relative to the U.S. average is Retail Trade, Accommodation and Food Services, and Educational Services. Transportation and Storage as well as Finance and Insurance are relatively concentrated sectors in Denton County that serve non-local markets.

Denton County Industry Clusters



Denton County Industry Cluster
Credit to Catalyst

As Sanger pursues its targeted industries and opportunities, the city can continue to build upon its amenities that can increase corporate opportunities that can take advantage of Sanger's growing talent base. Increasing local employment can increase wealth, increase tax base diversity, and decrease congestion associated with commuting. Increased employment in Sanger would increase economic diversity and contribute to stability. The chart below illustrates the employment by industry in Sanger, as well as the percent distribution:

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.30%	4	N/A
Mining	1	0.30%	4	N/A
Utilities	3	1.00%	171	N/A
Construction	24	8.30%	211	N/A
Manufacturing	15	5.20%	1,437	N/A
Wholesale Trade	12	4.20%	892	N/A
Retail Trade	42	14.50%	302	N/A
Motor Vehicle & Parts Dealers	10	3.50%	96	N/A
Furniture & Home Furnishings Stores	0	0.00%	0	N/A
Electronics & Appliance Stores	0	0.00%	0	N/A
Bldg Material & Garden Equipment & Supplies Dealers	2	0.70%	11	N/A
Food & Beverage Stores	5	1.70%	66	N/A
Health & Personal Care Stores	3	1.00%	25	N/A
Gasoline Stations	6	2.10%	35	N/A
Clothing & Clothing Accessories Stores	4	1.40%	9	N/A
Sport Goods, Hobby, Book, & Music Stores	0	0.00%	0	N/A
General Merchandise Stores	4	1.40%	16	N/A
Miscellaneous Store Retailers	5	1.70%	14	N/A
Nonstore Retailers	3	1.00%	30	N/A
Transportation & Warehousing	2	0.70%	16	N/A
Information	3	1.00%	12	N/A
Finance & Insurance	12	4.20%	64	N/A
Central Bank/Credit Intermediation & Related Activities	5	1.70%	42	N/A
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	2	0.70%	6	N/A
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	5	1.70%	16	N/A
Real Estate, Rental & Leasing	16	5.50%	31	N/A
Professional, Scientific & Tech Services	22	7.60%	177	N/A
Legal Services	0	0.00%	0	N/A
Management of Companies & Enterprises	1	0.30%	4	N/A
Administrative & Support & Waste Management & Remediation Services	3	1.00%	9	N/A
Educational Services	16	5.50%	914	N/A
Health Care & Social Assistance	15	5.20%	106	1.80%

Sanger Employment by Industry

Credit to Catalyst

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Arts, Entertainment & Recreation	3	1.00%	15	0.40%
Accommodation & Food Services	24	8.30%	354	9.10%
Accommodation	3	1.00%	8	0.20%
Food Services & Drinking Places	21	7.30%	346	8.90%
Other Services (except Public Administration)	48	16.60%	263	6.70%
Automotive Repair & Maintenance	10	3.50%	50	1.30%
Public Administration	11	3.80%	119	3.00%
Unclassified Establishments	15	5.20%	2	0.10%
Total	289	100.00%	3,907	100.00%

Sanger Employment by Industry Continued

Credit to Catalyst

“Sanger’s existing Wal-Mart Distribution Center is a tremendous catalyst for expanded industrial growth and new commercial development”

A review of Sanger’s current employment makeup and the regional strengths indicate capacity for additional corporate attraction and industrial development. Corporate attraction improves when integrated in mixed-use environments due to the appeal of actively dense environments and the live-work-play lifestyle.

The investment outlook for medical and suburban offices are strong in the local submarket. Current data has shown that productivity is still greater in a traditional office environments. In addition, medical uses are often a good consideration in suburban areas where there is an expected new population growth due to increased housing units, which creates additional medical demand. In Sanger’s case, data shows additional opportunity to capitalize on the regional healthcare concentration in Denton and the growing population in the region.

To position for the various industries mentioned above, a range of quality sites will need to be available. As workers and office development continue to experience an evolution and shift towards suburbs and exurbs, opportunities will be created for increased commercial uses. Local development can reduce retail leakage and procure tenants that aligns with the City’s vision and can harness the new demand created from increased population growth.

Class A Office buildings and manufacturing facilities require more specific infrastructure, but other commercial uses can take advantage of Interstate 35 frontage, or suitable locations near downtown that has access to local talent, visibility to major corridors, connectivity, open space, and a mix of tenants. The future land use takes into account these factor in order to yield greater potential and increase sustainability and vitality.

Residential Demand

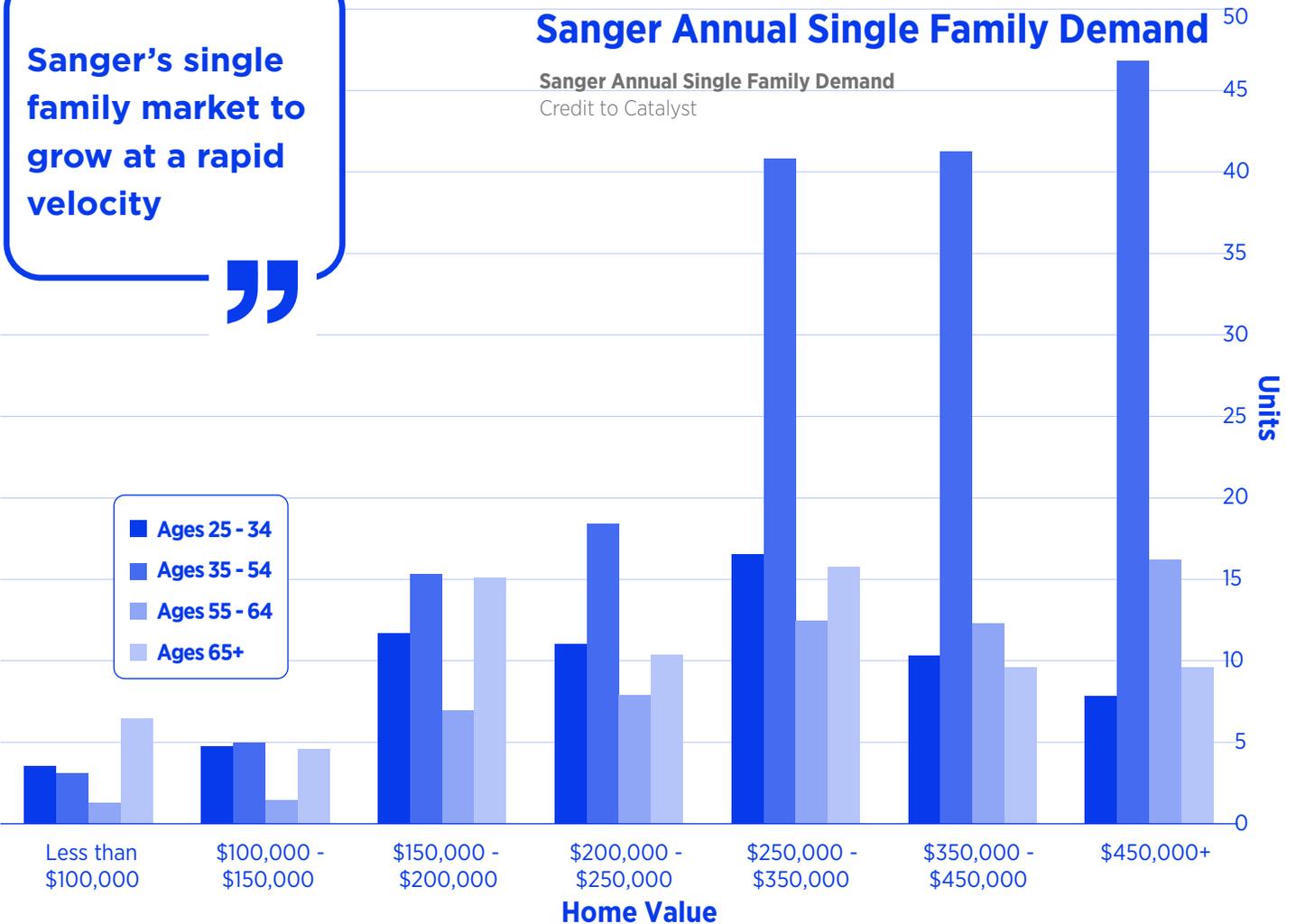
Based upon the demographics, new home demand is anticipated to remain strong throughout DFW, including Denton County and Sanger. As development patterns continue to expand outward along major interstates in the DFW Metroplex, Sanger is poised to harness substantial growth. While construction and new deliveries are likely to tighten due to national labor and material shortages, the Denton County/Sanger market is still anticipated to grow at a rapid velocity. Temporary limited supply may coincidentally put upward pressure on home prices which could create a window to introduce a broader range of product types. Additionally, increased population growth in the region will create additional market demand for residential and commercial development, fueling additional opportunities for new mixed-use developments.

To understand regional demand, Catalyst calculated residential demand for the County, and adjusted the capture rate to reflect the historical absorption percentage of homes built in Sanger based upon building permit data. Our analysis shows Denton County is projected to gain over 9,700 total new households annually over the next five years. This household growth will create a potential demand of 6,165 new homes based on qualified earners and owner propensity throughout the County.

Sanger’s single family market to grow at a rapid velocity

Sanger Annual Single Family Demand

Sanger Annual Single Family Demand
Credit to Catalyst



Turnover of existing owner-occupied households will generate potential demand for an additional 12,808 owners in turnover that rent throughout the county. Turnover of existing rental households will generate 13,705 renters that purchase homes. The total potential projected demand for new homes is 18,973 throughout Denton County.

While historical growth has been moderate, this analysis show that Sanger has the potential to capture over 3,145 units over the next 5-years. Sixty five percent (65%) of total new homes demand is valued above \$250,000. The remainder demand is for housing under \$250,000.

Harnessing new homebuyers - Homebuyers ages 25 – 34 tend to be first time buyers and represent a growing cohort. According to the National Association of Realtors 2017 Home Buyers and Sellers Generational Trends Report, this cohort is increasingly purchasing in suburban markets similar to Sanger. Forty-nine percent of buyers 36 and younger now have children under the age of 18, and over 65% of homes are represented by married couples. Providing housing types that accommodate recent college graduates can create synergies with the local workforce and enhance opportunities for major employers.

Attracting the move-up market - The age group of 35 – 54 represents the largest portion of demand within the City (47%). Buyers in this cohort are in their prime purchasing years, likely with children under 18 years old. Buyers in this cohort typically purchase the highest priced homes of all buyers and have the largest square footage and most bedrooms. Neighborhood choices for this cohort are typically influenced by the quality and convenience of the accompanying school district, as well as access to transportation and convenience of commute to work. With easy access to major employment hubs like Dallas, Fort Worth and Alliance via I-35E and I-35W, Sanger is positioned neatly to capture a portion of this market.

Harnessing mature professionals - Purchasers in the age group of 55 – 64 differ from the 65+ cohort in that they tend to have higher median incomes and are more likely to have children under 18 still in the home. This cohort is likely to buy a multi-generational home for children over 18 living at home and caretaking of aging parents. The primary motivating factors for home purchases amongst this group are often related to retirement, desire to be closer to family, or desire for a smaller home (empty nesters). Buyers in this cohort project that they will live in this home for 20 years at longest.

Catering to seniors and retirees - Purchasers in the cohort of ages 65+ typically move the longest distance of any group and are least likely to make compromises on their home purchase. These homebuyers are likely to have retired or scaled back their work demands and have the lowest median home incomes. The primary motivating factors for moving in this cohort include a desire to be closer to family and friends, desire for a smaller home, or retirement. Buyers in this group are least likely to purchase a single-family detached home, with nearly 24% of buyers in this group purchasing senior-related housing.

Creating multigenerational communities - One way of creating healthier neighborhoods is through a mixed-use development that will drive that type of “community” feel that is attractive to all generations of buyers. Developers should integrate a broad range of housing within developments to attract multigenerational residents, which over the long run allow for aging in place and then backfill from younger buyers as the homes age. Suburbs built in the 1970’s and 1980’s are now seeing the turnover as young families move out to the suburbs and look for quality neighborhoods. These older suburbs typically offer quiet, safe, low crime neighborhoods with established homes with large trees and full landscaping. These neighborhoods become more diverse and generally increase in value as they age.

One approach to creating a multigenerational community is through a master planned community (MPC) typically consisting of several neighborhoods, often curated by several homebuilders, home typologies and price ranges. The common thread that connects these neighborhoods is a lifestyle and theme envisioned by the MPC developer, and delivered through amenities, landscaping, residential activities, and more. A recent study conducted by the Urban Land Institute (ULI) expressed that “What doesn’t work are car-oriented projects with no walkability, no amenities, and no lifestyle upfront. As time evolves, the need for authenticity, energy efficiency, and connected communities will only grow. There is going to be a lot more regeneration and a lot more reimagining of the suburbs.”

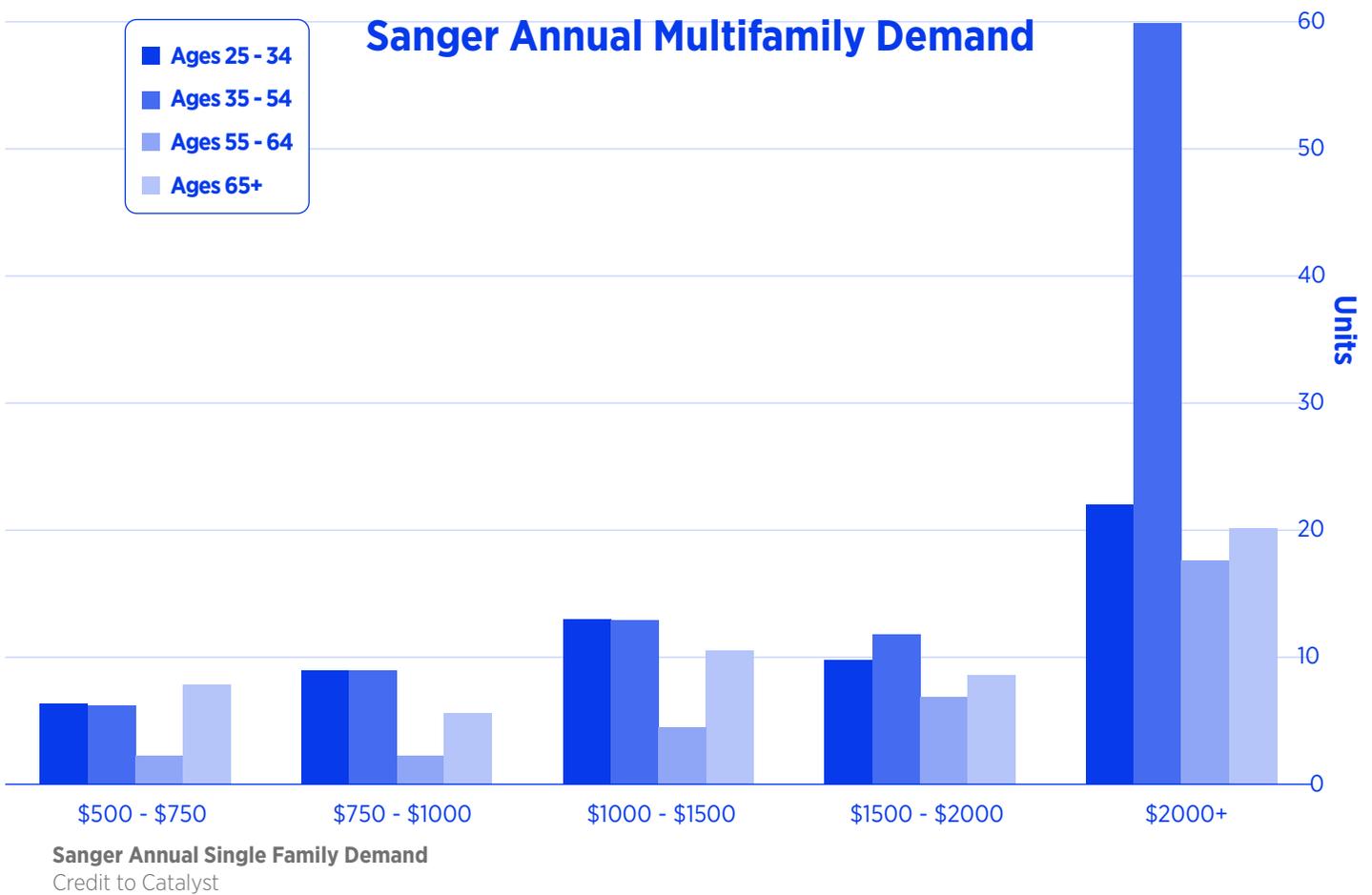
Some of the key benefits that an MPC can offer include:

- **Amenities** - While traditional neighborhoods may offer parks and sidewalks as an amenity, MPC’s typically integrate larger portions of the development to open space, trails, parks, and natural amenities to tie the community together. This allows for not only transportation connectivity, but also social and aesthetic connectivity, creating a sense of “wholeness”.
- **Adjacency predictability** - Due to the nature of MPC’s and the planning that goes into development, MPC’s offer residents more assurance of what their future surroundings will look like than subdivisions can. A mixed-use approach to MPC’s creates a buffer between outside development and the residential portion of the development. The implementation of design guidelines for construction of both residential and commercial property also assures a cohesive feel and continuation of quality throughout the MPC.
- **Variety** - Traditional subdivisions typically offer one or two homebuilders and single-range pricing. MPC’s tend to offer a wide variety of homebuilders, price ranges and home typologies, creating an interesting, integrated housing mix. As a result, MPC’s attracts a wide variety of residents, including first-time buyers, move-up buyers and those who want to scale down, resulting in a diverse community, where residents can move up or scale down based upon their life needs.
- **Lifestyle** - The best MPCs strive to activate their amenities and create an overall lifestyle for residents. Planned events and activities for residents of all ages are common and wide ranging amongst MPC’s. Unique amenities for residents can include offerings such as poolside service, catered community events, movies on the lawn, seasonal fairs and farmers markets, and many more.
- **Stability** - According to RCLCO, “MPCs credit their enhanced sales to buyers’ belief that MPCs are the best place to invest.” New Home Source adds: “An MPC essentially adds stability to the resale value of your home.” One reason that MPCs might help protect property values is that they offer the lifestyle and protections desired by homebuyers across generations want, so they are in demand.”

Multifamily Demand

The Dallas Multifamily Market has been experiencing a long stretch of record high demand and high occupancies. Due to Covid-19, vacancy rates have continue to decline and rents continue to increase,. The result is an increase in construction starts and the amount of square footage under construction. According to the Texas A&M Real Estate Center, “Given the significant decrease in construction activity over the past two years, the DFW apartment market should be poised better than other Texas MSAs to weather the Covid-19 crisis.”

Denton County is expected to gain more than 9,700 total new households annually over the next five years. This household growth will generate annual demand for over 5,500 housing units based upon qualified incomes within the County. Turnover of existing income qualified, owner-occupied households will generate potential demand for over 6,800 rental units throughout Denton County. Turnover of existing income qualified rental households will generate potential demand for over 30,000 housing units. The total annual projected demand for rental units in Denton County is 12,347.



Across all income categories, our projections show that Sanger has the potential to absorb nearly 250 new rental units annually based on a conservative capture rate. To determine the capture rate, building permits were analyzed from the U.S. Census to determine Sanger's potential capture of Denton County's demand. Of the total demand, there is demand for over 63% of units to support market rate product (\$1,500+/month rents). Income levels also show a less significant need for units priced under \$1,500. To better understand demand, the multifamily residential demand was broken down not only by income categories, but also by age groups. Different age groups represent different preferences in home typologies and product type, further nuancing the need for differentiated home types.

- **Catering to the creative class** - According to research conducted by RealPage, renters ages 25 – 34 tend to be characterized into two sub-categories; “starting-out single” and “young adult roommates”. Starting-out singles tend to have limited incomes and high rent-to-income ratios. This cohort also tends to move frequently while choosing smaller apartments in Class B & C properties in suburban markets. Similarly, the young adult roommate cohort tends to move frequently, but tend to live in higher-end products (Class A & B) in suburban markets due to their dual-income structure. Across both cohorts there is a need for connectivity and access to transportation, especially to large employment hubs, while there is also a desire for amenity packages such as a luxury pools, grill, event rooms, dog parks, and other amenities.
- **Harnessing to mature wage earners** - Similar to the aforementioned single-family demand, the age group of 35 – 54 represents the largest portion of demand for new multifamily product within the City. Renters in this cohort are predominantly characterized by their age (mid 40's), moderate median incomes (\$50,000's), and propensity to renew leases. These residents are typically single or unmarried, and without children, which allows them the freedom of living in the suburbs in quality developments, without the strain or commitment to home ownership.
- **Capturing active adults** - According to research conducted by RealPage, the cohort of 55 – 65 can best be characterized by the moderate incomes, draw on retirement savings, and propensity for smaller units. Similar to the 35 – 54 cohort, residents of this cohort tend to renew leases and value stability. These residents may be seeking smaller units after moving out of single family homes to avoid maintenance, make better use of space (empty nesters), or just soak in the amenities of suburban multifamily living.

- **Seniors** - Renters in the cohort of ages 65+ typically move the longest distance of any group and are least likely to make compromises with regards to their desires. These renters are likely to have retired or scaled back their work demands and have the lowest median home incomes. The primary motivating factors for moving in this cohort include a desire to be closer to family and friends, desire for a smaller living space, retirement, or need for additional care/special services. Amenity-rich and age-restricted developments are amongst the most targeted product types in this cohort, while access to entertainment, active living, and shopping are all critical components.
- **Residential Shifts that can be an advantage for adaptive communities** - As referenced, growth in the region will create demand for a broad spectrum of housing. Markets that can cater to a broad audience will create greater resiliency and capture a greater share of the pie. Therefore, policies that encourage a broader housing choice and minimize social inequity will ensure the long-term viability of the community.

Today there is a larger percentage of residents that commute out of Sanger to work. According to the U.S. Census, approximately 90% of employed residents in Sanger work outside of the city, and approximately 84% of workers in Sanger live outside of the city. This is typical inflow/outflow in tertiary cities within major metropolitan areas where there are more housing opportunity to accommodate for job positions in larger surrounding communities.

As Sanger ages over the next decades, a goal will be to have residential products and planned developments that will attract and retain choice residents. Master planned communities can do that by offering products for apartment renters (typically younger workers), higher density rentals (townhouses or casitas on very small lots), single family houses for first-time homebuyers, move up products, and seniors or even age-restricted products. These master planned developments should have access to a broad range of health care to serve all of these population ranges, from pediatricians, to family medicine, to rehab and geriatric doctors, to assisted living and skilled nursing.



Single Family Residential Development



Multifamily Residential Development

2-5 Cultural and Natural Resources

Both cultural and natural resources should be considered when developing a comprehensive plan, as they can provide opportunities as well as present limitations. It is important to identify and analysis the unique characteristics that define the City of Sanger. Understanding these resources, analyzing trends and identifying opportunities and limitations contribute to the development of this plan.

Parks and Recreational - The largest and most notable natural resources to the city is Lake Ray Roberts. The lake covers over forty-five square miles of area and provides a multitude of activities on and around the lake of these. Several activities include fishing, camping, hiking and horseback riding. Ray Roberts Lake State Recreation Area - Culp Branch Unit is only 5-mile east of downtown Sanger along Farm to Market 455W. Not only does it provide a natural space for the residents of Sanger to enjoy it brings visitors from the DFW area, and the region, into the area to visit. Within the city limits there are seven dedicated park/outdoor facilities. One of the most notable is The John Porter Sports complex, which offers an organized recreational space for the community. Porter Park also abuts Duck Creek near the clear creek junction.

Built Environment - In addition to its natural resources, Jones Farm is identified on Denton County's national historical registry. Other historic homes can be found throughout Sanger. A notable street with historical significance in Sanger is Bolivar Street. The Wilfong Building, located on Bolivar Street, has been extensively restored since the late 1980's into the early 1990's. Several local restaurants, businesses, and boutiques can also be found in this same area. The businesses add to the distinct characteristic that defines Sanger. Sanger's major municipal buildings are also localized in this central downtown area.

Cultural Resources - Community focused events are a crucial piece of Sanger's culture. Many of these events are focused around major holidays during the year. These events include Freedom Fest on Fourth of July weekend, the Scarecrow Contest in October, as well as four days of Christmas and Santa. Other events that help define what community means in Sanger occur throughout the year, among which the annual Sanger Sellabration is a highlight of all.



Lake Ray Roberts



Fishing Derby

Photo credit to City of Sanger



2021 Christmas Parade

Photo credit to City of Sanger



Sanger Sellabration

Photo credit to City of Sanger

2-6 North Texas Regional Impacts

The North Texas region, commonly described as Dallas and Fort Worth and its surrounding counties, is one of the most economically prosperous regions in the United States. A lower cost of living than the national average, a business-friendly environment and strong workforce continues to maintain and even grow this prospect. Technological opportunities over the past decade have also progressed the area as a premier innovation center in the United States. These notions have created a bountiful supply of potential that draws employees from leading research universities located in the region, as well as across the country to move into the region. This growth not only impacts the urban core, but it also influences the suburban and rural areas. Documents that surround it, such as the Vision North Texas serves as a strategic plan for the region. With this influx of growth in North Texas the report looks at impacts to the housing market, economic market, natural resources and many other aspects that will be impacted. Understanding there is not a singular answer that can be applied to the North Texas region rather the creation of localized solutions that follow cohesive agreed upon guidelines for the region provides a bright future for the growing region.

Sanger is located in this thriving region. Capitalizing on the current favorable business climate of the entire region, Sanger can expand both its Type A and Type B economic infrastructure to drive economic development for the city's future. In addition, it is reasonable to evaluate that Sanger will, like the region, also see a significant increase in population over the next several years. This plan tries to understand the positive and negative impacts by coordinating a structural approach, so that Sanger can better prepare for its future growth.

As mentioned previously, Sanger is in a favorable position between the two major metropolitan areas of the region. The city of Sanger is considered to be the northern gateway to the Dallas-Fort Worth metroplex. This location attracts residents who want to reside in a less dense area, but still offers ease of access to the benefits of a large urban area. Sanger has a character uniquely shaped by its community, while still coexisting with the core urban areas. With development trends not seeming too far off, it is projected that areas located along the I-35 corridor will see both commercial and population growth. This puts Sanger in a unique position to plan and manage its undeveloped real estate. With this development not only should economic, but also natural and cultural impacts must be assessed. Recognizing trends and projections for the entire city, while outlining clear guiding principles will help ensure the integrity and prosperity of Sanger's core values.



Vision North Texas Logo
Photo credit to Vision North Texas

03

Vision

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3-1 Introduction

A comprehensive and current vision represents the collective thoughts and ideas that residents and community leaders have about the future of Sanger. Multiple methods were used throughout the planning process to gather input from the community about their vision for the future of Sanger. The collective input from these various methods drove the major decisions of the plan.

One of the most critical aspect of a comprehensive plan development process is gaining public input that provides insight into the current and future needs. Public engagement and stakeholder input served as the driving force behind all decisions during the planning process.

3-2 Existing Vision

The current vision for Sanger is a growing community with just the right balance of business opportunity and the quality of life to raise a family. Ranked as one of the Top 25 places in Texas to live and raise a family (Niche, 2015), Sanger provides its residents and businesses with something truly special.

Sanger is located along Interstate 35 just minutes north of the Dallas/Fort Worth Metroplex. This location in north central Texas offers residents and businesses direct access to the amenities of a major metropolitan area. Sanger's location is premium toward the growing economic development success story of North Texas and DFW International Airport just 20-miles to the south.

Lake Ray Roberts has 29,000-acres of water and is the 6th largest lake in Texas. Lake Ray Roberts includes State Parks, boating, fishing, camping, swimming, and hiking is just five minutes east of Sanger. Many other amenities and sports entertainment venues are just minutes away in Denton and D/FW.

3-3 New Brand for Sanger

As a part of the comprehensive plan, the branding arm of the team worked with the city to create an entirely new with an interconnected strategy for Sanger. The following defines the specifics of that strategy. A new logo for the community is defined at the end of this strategy.

Pitching the Reality

Sanger is a small city that is filled with potential for families and businesses and open to new ideas about how to grow. Our community is clean, safe, comfortable, and inviting, known for its good schools, vibrant downtown, charming hospitality, and immediate access to pristine nature. With Lake Ray Roberts on our doorstep to the east and Dallas-Fort Worth 45-minutes to the south, Sanger is the perfect middle ground to adopt as your hometown and experience the best of what Texas has to offer.

Core Tenets of Sanger’s Future Brand



A Vision for the Future of Sanger

We see a city that welcomes new residents and businesses alike with a quaint, modern version of a classic Texas hometown.

A vibrant new downtown comes to life as a place to work and play both day and night with a beautiful city hall, unique shops, local flavors, lush greenspaces, and lively patios where something is always happening for the entire family. Music is playing on the downtown speakers while people walk around with their families, shopping and enjoying time outside together.

Some of the old homes surrounding downtown could be converted into boutique stores and the old lumber yard could become an active multi-purpose Downtown Park with food trucks, live shows, and beer gardens featuring picnic tables and festoon lighting. New parks, walking trails, and bike paths are also just steps away, connecting visitors to fitness activities and other areas of local interest. The entire city is wired for success with digital infrastructure that supports personal and business interests.

Sanger will continue to grow with new land annexations, ETJ districts, and neighborhoods with a connected, contemporary edge. I-35 will pop with new local and regional retail options, while a gateway experience on 455 with new sporting goods outfitters and other vendors could welcome people east to special moments in nature at Lake Ray Roberts.

Sanger will become a place where families can thrive in a holistic, healthy lifestyle on their terms without ever leaving town.



Downtown Sanger

Credit to City of Sanger, Sanger Economic Development Corporation



We believe in:

Family Foundations

Providing safety, security, and opportunity to grow healthy and happy.



We believe in:

Inclusive Diversity

Creating a welcoming place to live that celebrates all ages, races, backgrounds, and lifestyles.



We believe in:

Community Collaboration

Fostering a close relationship with residents to create new opportunities and achieve community objectives.

Community Characteristic Photos

Credit to Norris Design, Shutterstock



We believe in:

Local Authenticity

Supporting the success of local businesses and communicating with open transparency.



We believe in:

Homestyle Comforts

Caring for our neighbors and creating flexible public environments with inherent hospitality.

3-4 Comprehensive Plan Advisory Committee

At the beginning of the planning process, the City Council appointed fifteen (15) members to a Comprehensive Plan Advisory Committee (CPAC). This committee serves as an advisory body supporting the creation of the new comprehensive plan. The committee has met monthly during the planning process, some meetings during the initial COVID-19 months were conducted via Zoom technology. During the primary months of the health concern due to COVID-19 the project was closer getting out of the gate.

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)

Rev. Reginald Logan, <i>Chair</i>	<i>Citizen</i>
Sue Allison, <i>Vice Chair</i>	<i>4A Board</i>
Carlos Thompson	<i>Business Rep</i>
Kelsi Bannahan	<i>Chamber of Commerce</i>
Justin Swaim	<i>4B Board</i>
Jackie Turner	<i>Parks Board</i>
Matt Fuller	<i>P&Z Commission</i>
Jeff Springer	<i>Property Owner</i>
Thomas Muir	<i>Mayor</i>
Gary Bilyeu	<i>City Council</i>
Tommy Hunter	<i>Superintendent SISD</i>
Leann Loyless	<i>Sanger ISD</i>
Dev Surati	<i>Developer</i>
Ramie Hammonds	<i>City Staff</i>
Shani Bradshaw	<i>City Staff</i>

City Staff

Sanger city staff provided a key role implementing policy, budget and review functions of the comprehensive plan. City staff usually are the most familiar with the day-to-day operations of the city and the land development processes. Due to this relationship, staff from across city departments provided context for both existing conditions and recommended actions generated during the planning process.

3-5 Public Engagement

Introduction

Public engagement for the Plan has occurred over the entire planning period. This engagement takes many forms and includes verbal and written input. In the pages that follow, we have summarized the high points in this important component of the process.

Project Logo

The project team set out to create a unique brand for the project that would convey key themes and be used on all comprehensive plan update materials. Creating a project brand helps planning projects stand out and generates a unique project identity that is instantly recognizable at a glance. Before the branding process began, city staff gave several recommendations for key themes the brand would need to portray. These recommendations included: the need to inspire people, the need to be approachable, and the need to emphasize progress and growth while maintaining character.

Multiple meetings and discussions were held throughout the months in early 2020 including a final discussion by the Comprehensive Plan Advisory Committee (CPAC), and the team came to a consensus on the final design of the project brand. In the end the “Sanger 2040” brand was chosen to represent the desired look of progress and momentum present in Sanger.



Sanger 2040 Comprehensive Plan Logo

Stakeholder Interviews

In November 2020, approximately thirty (30) interviews with Sanger community leaders, and citizens were conducted to gain early insight into the community needs. Interviewees included representatives from major employers, neighborhood organizations, and institutions in Sanger. Questions for these one-on-one interviews were related to Sanger's character, resources, challenges, and opportunities. On average each of the stakeholder interviews lasted thirty (30) minutes and also helped to identify members for the steering committee. The complete stakeholder interview questions are located in the appendix.

The following is input received in high numbers from the stakeholder interviews:

- 1. We need more high-quality for sale housing**
- 2. We are working to improve our infrastructure network**
- 3. A quality Sanger ISD is important to Sanger**
- 4. Sanger's downtown is a huge asset**
- 5. The biggest barrier preventing success is lack of infrastructure**
- 6. I-35 needs to have stronger development controls**
- 7. Sanger ISD needs to improve its academic capabilities**
- 8. Sanger needs added revenue to improve its infrastructure system**
- 9. We need more commercial development related to family needs**
- 10. Need more employment opportunities**
- 11. Need more RxR crossings in Sanger and/or less time waiting for trains to pass**
- 12. Downtown needs more family amenities to support new retail**
- 13. A new family-focused park in downtown is needed**
- 14. We would support new commercial development at the lake**
- 15. Let's plan for future critical care health facilities in Sanger**

Project Website

Created to educate citizens about the comprehensive planning process and provide information about opportunities for citizens to get involved, the website provided a timeline of public events and access to important planning documents. Access to this information ensures transparency for citizens to know how and why the plan is moving in the direction that it is. The web site served as the depository for all items linked to the planning process. Residents could at their own convenience engage with the project. If important to the individual, one could update their schedule to reflect future events or scan previous presentations for material to provide feedback.

Pages on the website included: Introduction to Project, Project News, Project Team (both City and consultant team), Schedule of Events, Document Library, Portal into the Virtual Public Meeting Room, Sign up for Future Notifications and a Contact Link. Citizens mentioned the ease at getting data from the website and the benefits of 24/7 access.

sanger2040plan.com



[Home](#) [Meetings](#) [Documents](#) [Team](#) [Contact](#)

Sanger public meeting #3 Survey-Community Input

Take the Survey!



← →

2040 Comprehensive Plan



City of Sanger 2040 Comprehensive Plan

Vision Themes

Categories or themes were first established with community stakeholders and the project's Comprehensive Plan Advisory Committee (CPAC) prior to creating goals. This step defined broad areas that were considered strategic in Sanger's future. These themes are designed to be overarching and reach across social, economic and racial groups. Each vision theme is defined by a graphic icon for easy identification during public input events.



1. Land Use & Pattern of Development



7. Transportation / Mobility



2. Community Character



8. City Government



3. Economic Development



9. Downtown



4. Housing & Neighborhoods



10. Education



5. Infrastructure



11. Resilient & Flexible



6. Parks & Environment



12. Community Health

Public Meeting #1

The planning process included three (3) in-person public meeting events to engage citizen input. Public Meeting #1 was targeting to communicate to the citizens the opportunity to engage the plan and to give direct input on plan goals and themes. The turnout was excellent for meeting number one.

This initial meeting included opening remarks and we also had several other City Council members present. The event was on February 25, 2021 at the Butterfield Elementary School in their cafeteria between 6:00 – 8:00 pm. The city used social media and the project website to promote the event to citizens and the business community. After the meeting we had a digital version of on the project website for review and additional input.



SANGER
★ TEXAS

COMPREHENSIVE PLAN PUBLIC MEETINGS # 1

 We need Citizen Input for this City-wide Community Plan!
Your Opinion Matters!

HELP PLAN THE FUTURE !

📅 25 FEB 2021, THURS
🕒 6:00 - 8:00 PM

NEW LOCATION
📍 BUTTERFIELD ELEMENTARY
SANGER HIGH SCHOOL

CANNOT MAKE THIS IN PERSON?
 There will be an online platform that allows you to provide feedback virtually:

sanger2040plan.com



Sanger Public Meeting #1 Poster & Photos

Public Meeting #2

This public meeting had tremendous attendance. We conducted a safe socially distance event for 40–60 people in the cafeteria of the Sanger High School on June 10, 2021.

We had a presentation by the consultant team (Norris Design and Catalyst Commercial) on the current and short-term real estate market in Sangers and scenario options for city-wide and downtown growth and development. After the presentation, the audience participated in answering a selection of written questions about topics related to each of the scenarios. The goal is to then review the community’s input and target their desires toward a single preferred scenario and eventually future land use plan and related plan elements. After the sticky dot selections (+/- 30 minutes), a question-and-answer session went on for about the next 30-minutes answering questions about: development potential in downtown, parking in downtown, future tourism industry in Sanger, employment options and diversity of housing best for Sanger and much more.



SANGER
★ TEXAS

COMPREHENSIVE PLAN PUBLIC MEETING # 2

 We need Citizen Input for this
City-wide Community Plan!
Your Opinion Matters!

HELP PLAN THE FUTURE !

 10 JUN 2021, THURS
 6:00 - 8:00 PM
 SANGER HIGH SCHOOL

CANNOT MAKE THIS IN PERSON?
There will be an online survey starting June 14 (Monday) with the same questions that will allow you to review the presentation and provide input. This survey will be at the address below:

sanger2040plan.com



Sanger Public Meeting # 2 Poster & Photos

Public Meeting #3

The final public meeting was conducted around the presentation and discussion of the preferred land use scenario. This scenario came about from the input received in public meeting #2 and the Advisory Committee. This scenario became the Future Land use Plan (FLUP) which is the core element of the Sanger 2040 Comprehensive Plan.

The meeting was well attended like all the others and was at Butterfield Elementary School on September 21, 2021 from 6:00 to 7:30pm. We want to thank the Sanger Independent School District for their support of the planning process and their generous use of the two school facilities for these public meetings.

SANGER

★ TEXAS

COMPREHENSIVE PLAN PUBLIC MEETING # 3



We need Citizen Input for this
City-wide Community Plan!
Your Opinion Matters!

HELP PLAN THE FUTURE !

📅 21 SEPT 2021, TUES

🕒 6:00 - 7:30 PM

📍 BUTTERFIELD ELEMENTARY



CANNOT MAKE THIS IN PERSON?
You can access the online platform through
the link below during the week of Sept. 27th
to review the presentation and provide
additional feedback.

sanger2040plan.com



Sanger Public Meeting # 3 Poster & Photos



04

Future Land Use

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4-1 Existing Land Use

The planning process begins with an understanding of existing land uses and development patterns. We have worked with the city’s data set of existing land use, roadways, parks and other in-progress developments to assemble a graphic for land use scenario development.

Below is a listing of the existing land use categories we have taken into review. A general description of these uses are defined. We did not require a breakdown of uses by specific densities and lot sizes.

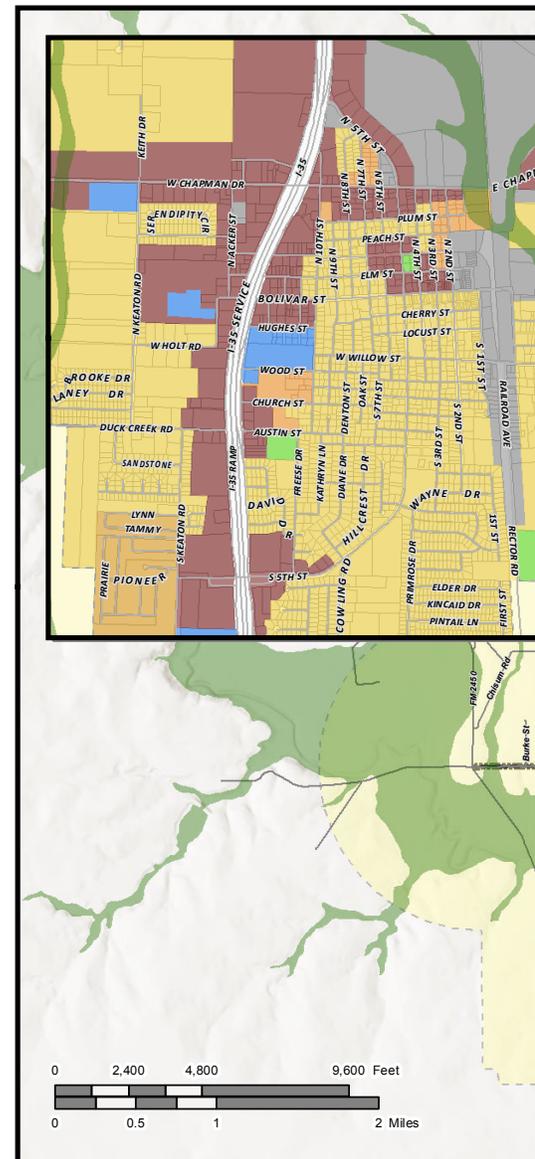
Land Use Categories for Future Land Use Plan

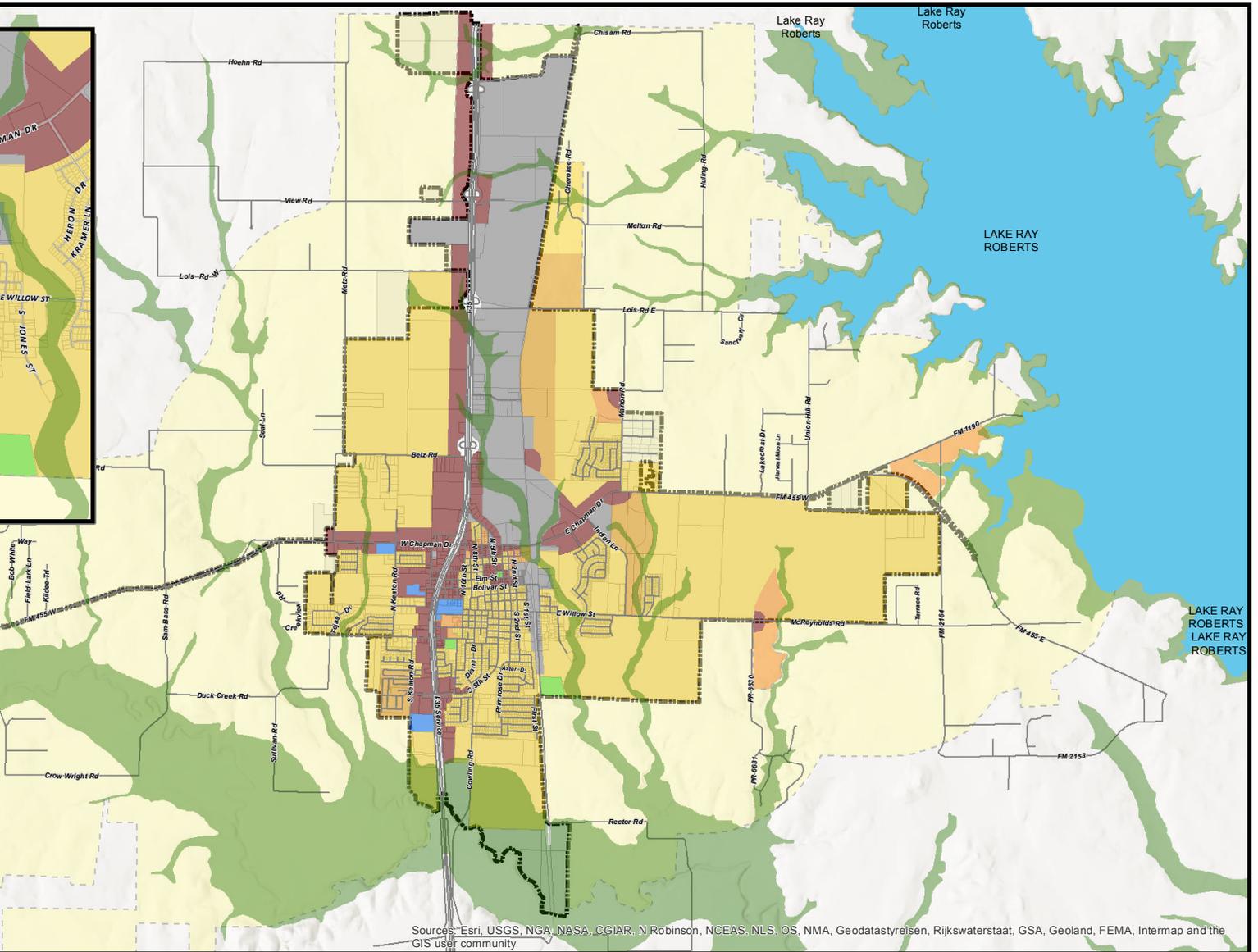
Commercial Freeway	<i>Regional serving commercial</i>
Commercial Neighborhood	<i>Neighborhood serving commercial</i>
Town Low Density	<i>In-town (near downtown) small lot residential</i>
Rural Low Density	<i>Rural large lot residential</i>
Residential High Density	<i>Multi-family and/or attached residential</i>
Industrial	<i>Light industrial and/or shipping/warehouse</i>
Public	<i>Sanger city facilities</i>
Parks	<i>Sanger public parks / trails / etc.</i>
Floodplain	<i>Floodplain (100-year)</i>

Existing 2018 Sanger Land Use Plan (generalized)

Legend

- Multifamily Residential
- High Density Residential
- Moderate Density Residential
- Urban Low Density Residential
- Rural Residential
- Commercial
- Industrial
- Public
- Open Space & Flood Areas
- Parks





Sources: Esri, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodastyrrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

2018 Generalized Existing Land Use Plan

4-2 Approach

To establish this Future Land Use Plan, we have used the alternative scenario approach to create the preferred direction. Basically, these alternative scenarios allow citizens to visualize options and ultimately select their preferences in land use and urban design. The alternative scenarios created for Sanger are described in detail in the following pages.

Providing and maintaining a high quality of life for its citizens is crucial to a community's ability to recruit and retain businesses and residents. Quality of life is most directly impacted by neighborhood-based services. When residents are happy and quality of life in a neighborhood is high, property values tend to increase, thereby providing more revenue to the city so that these services can be maintained and enhanced. Well-maintained streets and utilities, quality schools and parks, and close access to other daily needs are common traits of well-rounded neighborhoods.

In recent years, there has been an increase in demand for “live, work, play” neighborhoods where a variety of residential types, office and retail are all integrated relatively close together. Several of the following scenarios take advantage of this reality.

4-3 Transect

The “transect” is a land-use term that describes a location based on its relative density, natural and/or built form characteristics. All places within Sanger fall into one of six transect zones, which extend from the most natural place (T1), such as Lake Ray Hubbard, to the most developed urban place (T6) like the property in downtown. Of course, there are transition zones between, but a quick look at the transect zones reveals common characteristics:

- T1** Natural Environment: Wilderness, prairie and natural water bodies.
- T2** Rural Places: Working farm and ranch lands.
- T3** Suburban-Urban Places: Most new development post-WWII, retail, strip commercial.
- T4** Traditional Neighborhood Places: Residential smaller-lot neighborhoods in towns, cities and first-tier suburbs.
- T5** Downtown Places: Traditional centers in large and small towns comprised of retail, office, residential, and other uses; main streets, civic spaces and town squares define civic space.
- T6** Urban Core: Multi-story buildings at the center of most cities. Sanger's T6 zone is not as dense as other Texas cities, but it is walkable and full of economic potential.



The Transect; Created by architect Andres Duany, illustrates the rural-to-urban gradation between nature and dense urban zones.

4-4 Plan Goals

Goals for the comprehensive plan began early in the planning process. First, as a part of the stakeholder interviews as goals for the plan and peer city's were discussed. Next, we entered the discussion with the Comprehensive Plan Advisory Committee and the goals were trimmed, edited and enhanced. The process also included input from local citizens at Public Meeting #1 on inputs for community goals. So as defined, project goals have been vetted at numerous phases in the engagement process. A final set of goals for the 2040 Sanger Comprehensive Plan are listed below:

1. Maximize commercial development **along the I-35 corridor**.
2. Increase **walkable development in downtown**.
3. **Support additional funding sources** to aide in quality commercial growth.
4. Maximize commercial development **along the FM 455 corridor**.
5. Plan for **future public services** that will adequately serve the community.
6. **Prioritize infrastructure** in support of economic development along major commercial corridors.
7. Ensure quality growth along I-35 with **revised development regulations (Corridor Plan)**.
8. Develop a larger system of **parks, pedestrian trails, and open spaces**.
9. Plan and study for a **new family-oriented park in downtown** serving as a catalyst for economic development.
10. Support expansion and quality in the **Sanger Independent School District (SISD)**.
11. Increase the creation of quality places for people (**PLACE making**).
12. **Increase City revenue** sources from new commercial and industrial development.
13. Support the **efficient use of land** while enhancing the natural environment
14. Support higher density **residential and mixed-use development downtown**.
15. Increase low-impact **development near Lake Ray Roberts**.
16. **Modify the City's Development and Zoning Ordinances** to implement this new plan.
17. Keep and **expand City facilities in downtown**.
18. With growth the City will need to review and **update public safety facilities plan**.
19. **Encourage infill development** in the core of Sanger.
20. Partner with City of Denton, NCTCOG and others creating a **regional service network**.

4-5 Alternative Scenario Development

The vision for Sanger was born out of input from general citizens and city-wide property owners. It is important to note, that the three (3) scenarios were developed with short and long-term opportunities – the desired preferred scenario or final city-wide vision is full of short-term projects to build.

Scenario 1: Northern DFW Gateway

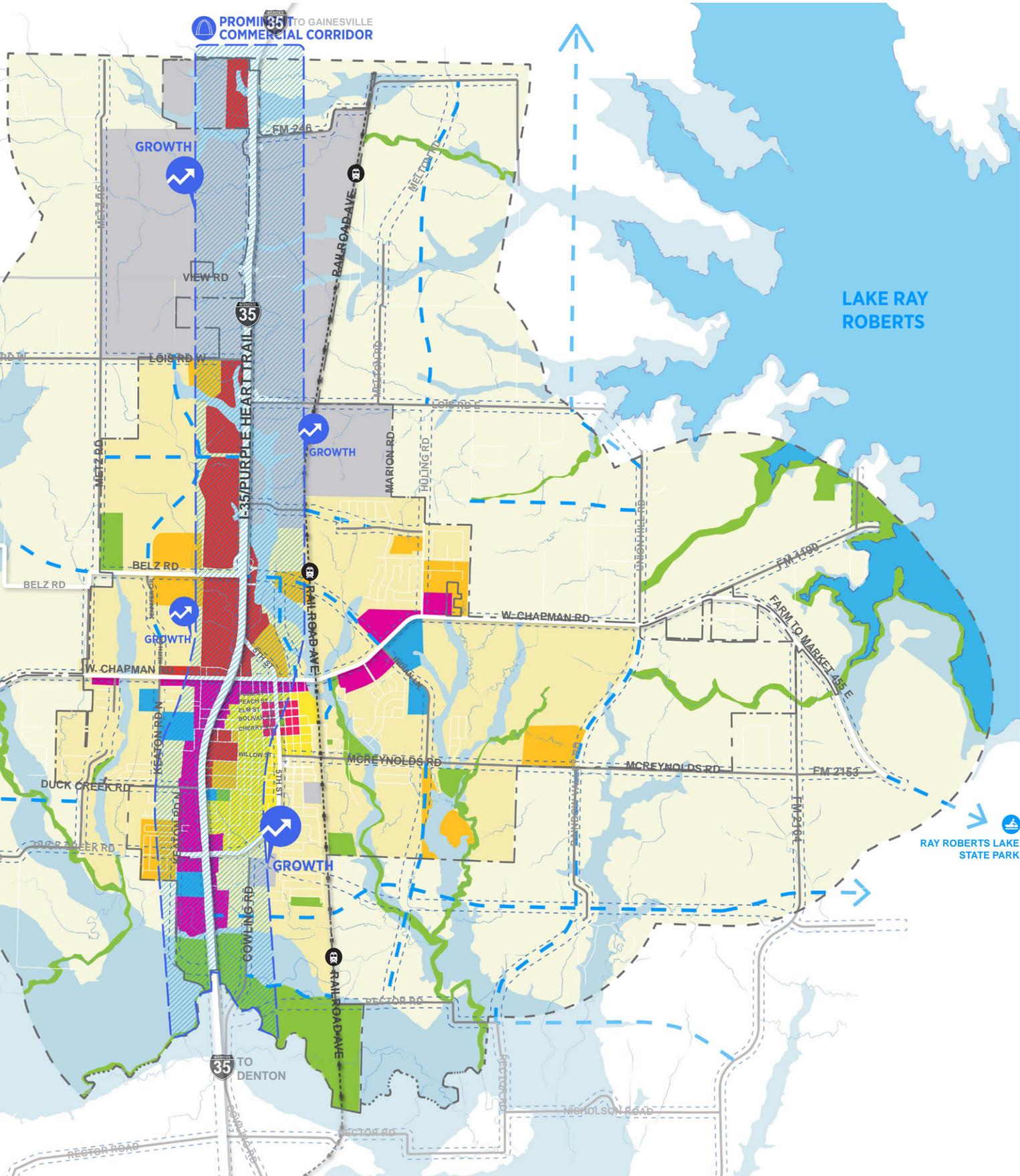
Attributes for this scenario include:

1. I-35 Corridor - Serves a regional market / Commercial covers the full corridor
2. Downtown - Urban / Mixed Use / Less historic in character
3. In-Town - Redevelopment occurring with walkable characteristics
4. Growth Areas (ETJ) - Range of densities
5. Population Growth - Above NCTCOG projections
6. Bold scenario that helps to grow the market

LEGEND

- Downtown District
- Multifamily Residential
- Town Residential
- Medium Residential
- Ranch/Estate Residential
- Neighborhood Commercial
- Regional Commercial
- School
- Park, Trails and Open Space
- Industrial
- Stream
- Lake
- 100-year Floodplain
- Major Road
- Local Road
- Railroad
- Future Thoroughfare
- Thoroughfare (Built Road)
- Proposed Road
- Sanger City Boundary
- Sanger ETJ (Extra-Territorial Jurisdiction)





Sanger City-Wide Scenario: Northern DFW Gateway

Scenario 2: Neighborhood Centers

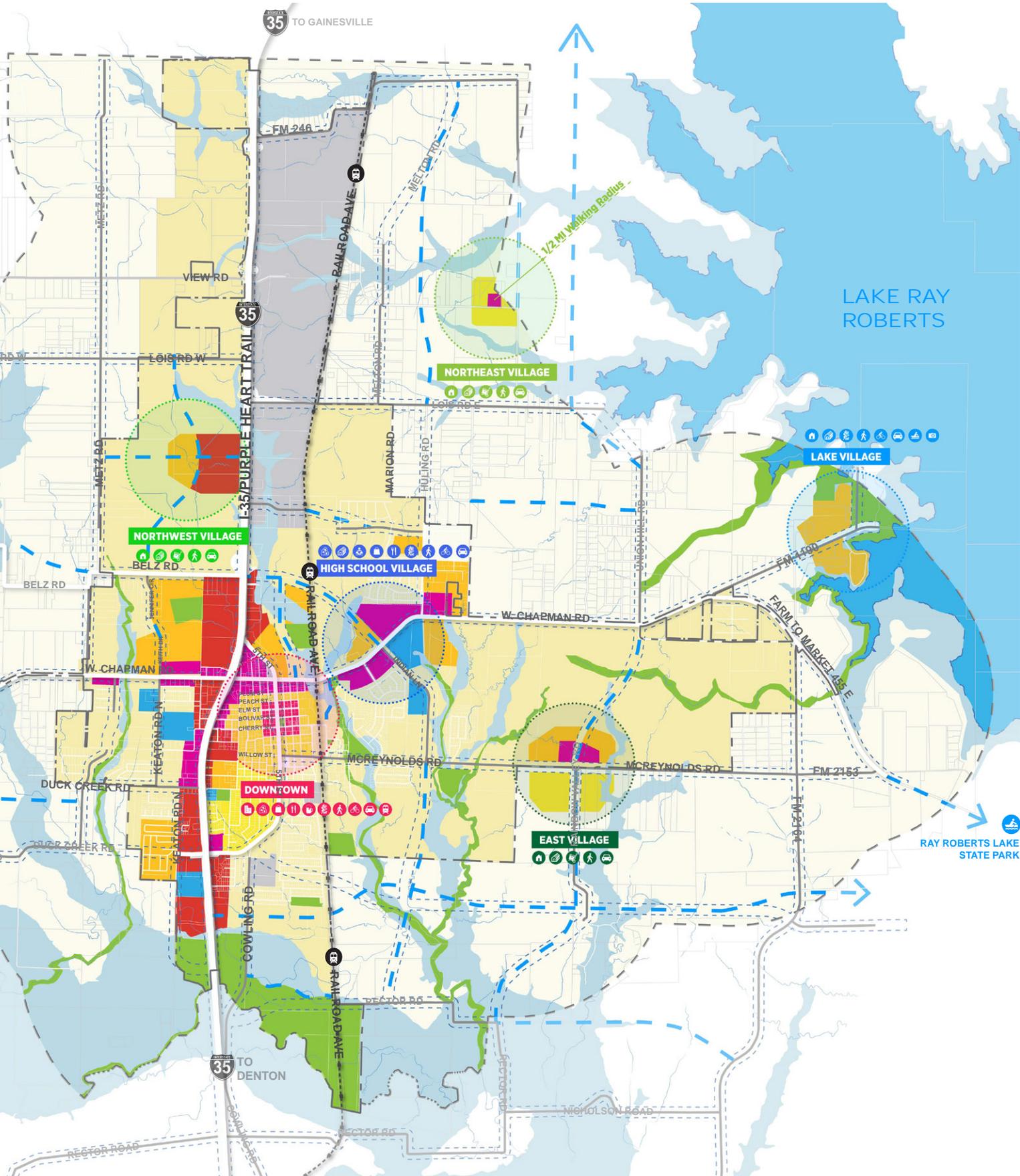
Attributes for this scenario include:

1. I-35 Corridor - Mixed commercial and residential / less dense more suburban
2. Downtown - Active retail / Texan / Historic
3. In-Town - Development near downtown
4. Growth Areas (ETJ) - Neighborhoods centers located on existing service / centers include retail, schools and/or parks
5. Population Growth - Equal to NCTCOG projections
6. Strong scenario equal to market
7. More walkable development pattern

LEGEND

- Downtown District
- Multifamily Residential
- Town Residential
- Medium Residential
- Ranch/Estate Residential
- Neighborhood Commercial
- Regional Commercial
- School
- Park, Trails and Open Space
- Industrial
- Stream
- Lake
- 100-year Floodplain
- Major Road
- Local Road
- Railroad
- Future Thoroughfare
- Thoroughfare (Built Road)
- Proposed Road
- Sanger City Boundary
- Sanger ETJ (Extra-Territorial Jurisdiction)





Sanger City-Wide Scenario: Neighborhood Centers

Scenario 3: Ranch

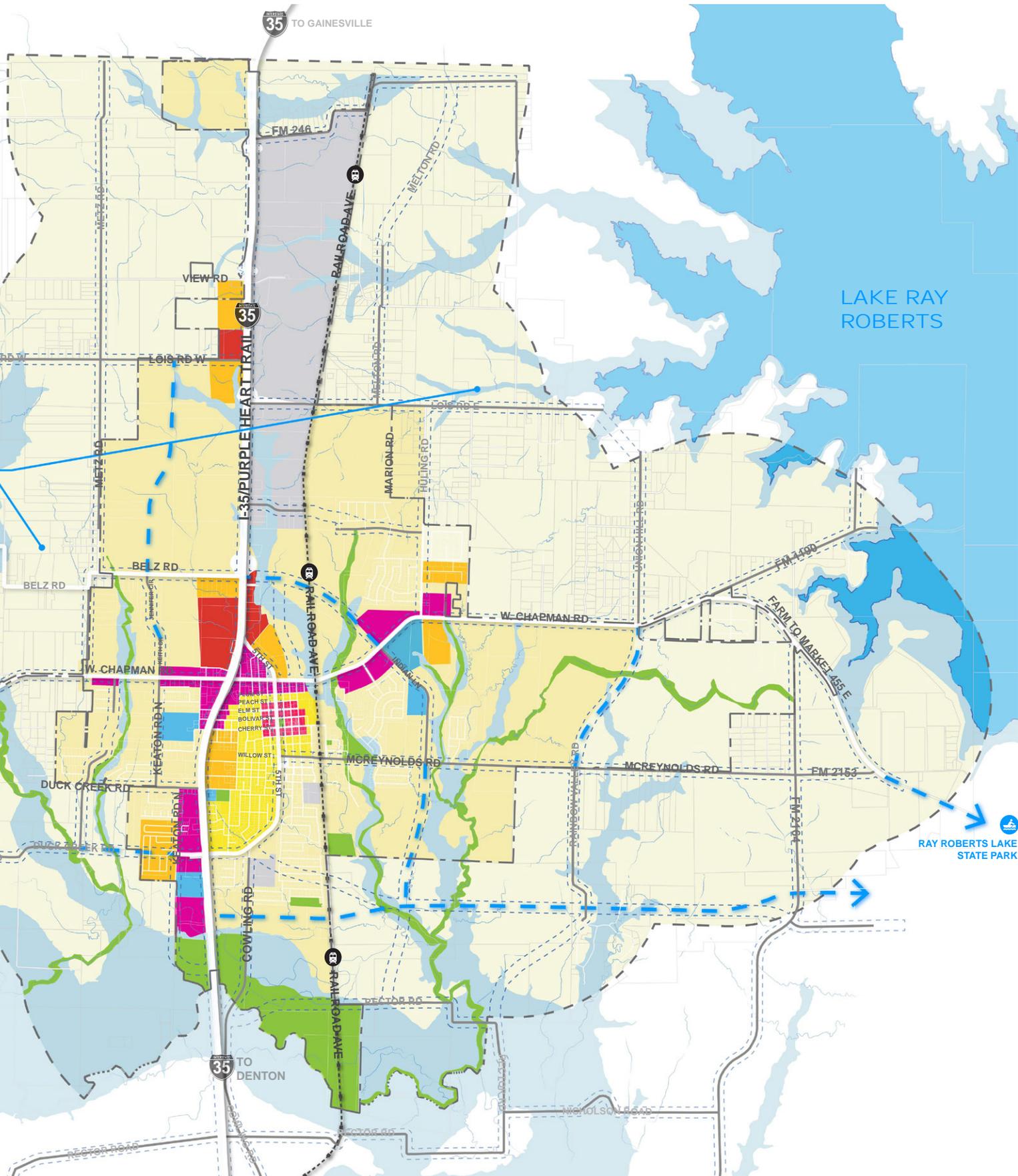
Attributes for this scenario include:

1. I-35 Corridor - Mixed commercial and residential / Less dense more suburban
2. Downtown - Active retail / Texan / Historic
3. In-Town - Development near downtown
4. Growth Areas (ETJ) - Neighborhood centers located on existing service / centers include retail, schools and/or parks
5. Population Growth - Equal to NCTCOG projections
6. Strong scenario equal to market
7. More walkable development pattern

LEGEND

- Downtown District
- Multifamily Residential
- Town Residential
- Medium Residential
- Ranch/Estate Residential
- Neighborhood Commercial
- Regional Commercial
- School
- Park, Trails and Open Space
- Industrial
- Stream
- Lake
- 100-year Floodplain
- Major Road
- Local Road
- Railroad
- Future Thoroughfare
- Thoroughfare (Built Road)
- Proposed Road
- Sanger City Boundary
- Sanger ETJ (Extra-Territorial Jurisdiction)





Sanger City-Wide Scenario: Ranch

4-6 Preferred Scenario

The preferred scenario comes from community input, best practices in community planning and a growing North Texas economy. The created scenario provides quality residential for a range of family life styles and development patterns. Downtown is a key focal point for the community with its walkable development and pedestrian environment.

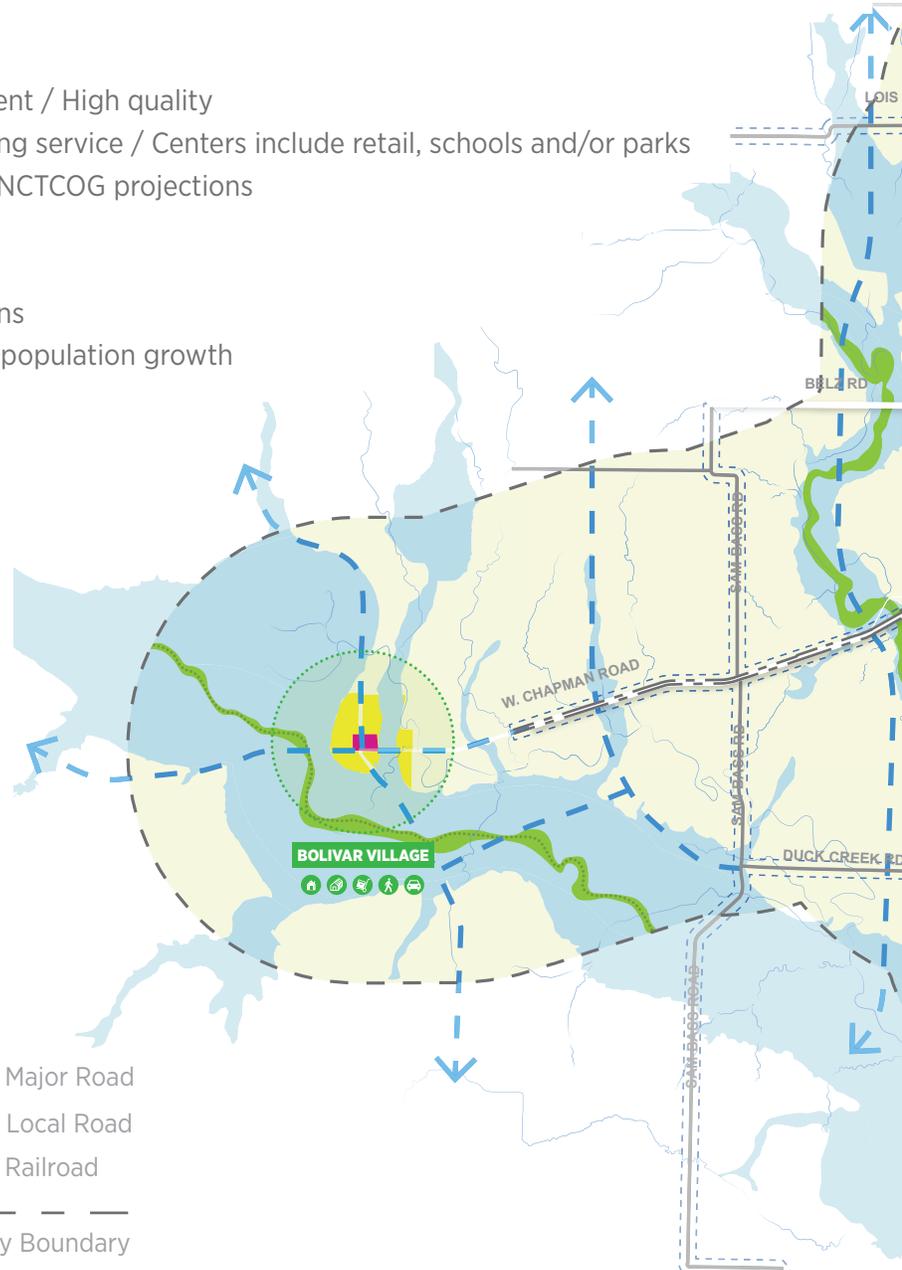
Attributes for this scenario include:

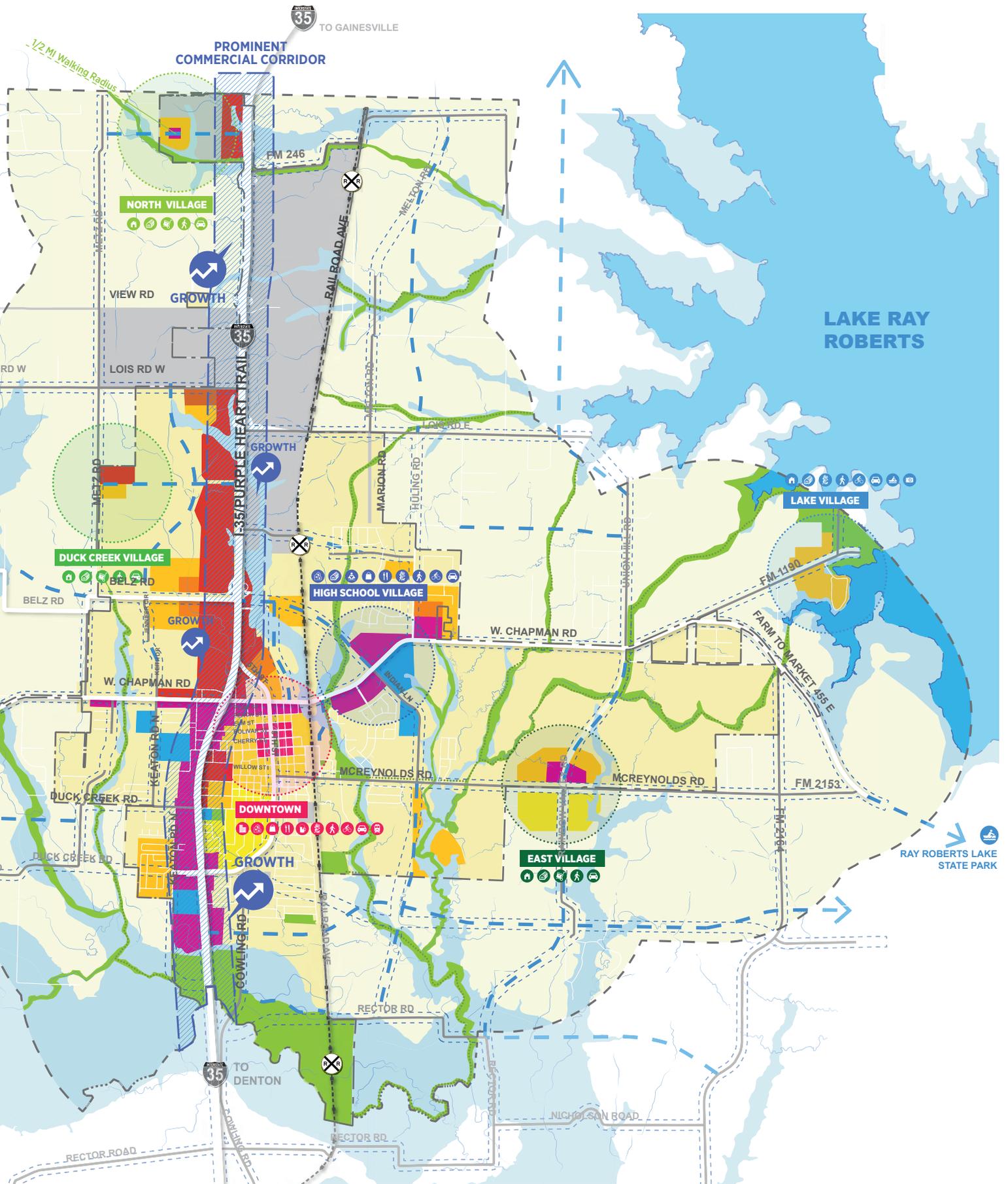
1. I-35 Corridor - Mixed commercial and residential / Less dense more suburban
2. Downtown - Mixed-use / Active retail
3. Downtown - Texan in style / Historic character
4. In-Town - Development near downtown
5. ETJ - Mid to Large Lot single family development / High quality
6. ETJ - Neighborhood centers located on existing service / Centers include retail, schools and/or parks
7. Population Growth - Equal and slightly above NCTCOG projections
8. Strong scenario equal to market
9. Walkable development pattern desired
10. Population Growth - Below NCTCOG projections
11. Lowest density, commercial development and population growth

LEGEND

- Downtown District
- Multifamily Residential
- Town Residential
- Medium Residential
- Ranch/Estate Residential
- Neighborhood Commercial
- Regional Commercial
- School
- Park, Trails and Open Space
- Industrial
- Stream
- Lake
- 100-year Floodplain
- Future Thoroughfare
- Thoroughfare (Built Road)
- Proposed Road

- Major Road
- Local Road
- Railroad
- Sanger City Boundary
- Sanger ETJ (Extra-Territorial Jurisdiction)





Sanger City-Wide Preferred Scenario

4-7 Future Land Use Types

The descriptions below define the land use designations shown on the Future Land Use Plan. The plan is a graphic depiction of the desired future land use pattern for Sanger, based on input from the public, real-estate market analysis, city staff comments and industry best pictures.

Downtown (Commercial, Residential and/or Mixed Use)

The Downtown land use category is reflective of the variety of uses within the quasi historic downtown and adjacent blocks. Land use within this designation can be a mixture of retail, office, residential and/or mixed-use (vertical integration). Parking should be available in the form of shared via parking lots and on street. Developments include restaurants, retail, lodging, office, park, town housing, urban housing, worship, educational, civic, and entertainment uses. This land use type generally includes a residential density of 8 to 40 du's/acre.



Downtown Sanger

Multi-family Residential

Multi-family residential land use is characterized by multi-story apartment and/or condominium type units in attached complexes. These developments may take a variety of forms. These may include community amenities, fitness facilities, recreation areas, and dedicated open space. This land use type generally has a density of 8 to 40 du's/acre.



Multi-family Residential

Town Residential

Town residential uses are generally, but not exclusively, intended to provide areas for traditional single-family home. Town residential can also be characterized by apartment, patio homes or townhome type units in an attached community. These developments may take a variety of forms. This in-town land use type can have a wide range of density between generally 4 up to 20 du's/acre.



Town Residential

Medium Density Residential

Residential medium single-family uses are generally intended to provide areas for traditional single-family subdivisions and master planned neighborhood developments. Homes within these land use designations could range from local builders to nationally recognized builders. This land use type generally has a density of 2 to 7 du's/acre.



Ranch Density Residential

Ranch single-family uses are generally intended to provide areas for traditional single-family large lot neighborhood developments. This land use type generally has a density of less than 2 du's/acre.



Regional Commercial

Highway-oriented retail, office, and commercial targeted for businesses requiring large volumes of traffic and auto access. Typical uses will include regional auto-oriented businesses including but not limited to restaurants, big-box retail, gas stations, offices, medical, hotel, entertainment venues and more.



Neighborhood Commercial

This category is for non-residential development that meets the needs of local residents. Neighborhood commercial uses include neighborhood retail, specialty shops, convenience stores, pharmacies, and restaurants which can improve the general character of adjacent neighborhoods. Office uses are also envisioned in this category and are generally focusing on business or professional services such as medical, real estate, insurance and/or childcare.



Light Industrial

This land use designation is intended for a range of light industrial, indoor manufacturing, assembly, storage yards, packaging, flex-office, distribution and warehousing related uses.



School/Education

This designation includes primarily schools and/or future colleges that are both public or private.



Parks/Trails and Open Space

Areas with this land use designation are representative of public parks, recreational facilities, active sports facilities, trails and open spaces. Pedestrian trails typically are planned to connect these uses together across the city.



Lake

Lake Ray Roberts includes water and land that is controlled by Dallas Water Utilities.



4-8 Future Land Use Plan

Purpose

The Preferred City-Wide scenario which leads to the Future Land Use Plan (FLUP) for Sanger creates a pattern of land uses and development character that is intended to lead to positive outcomes. As Sanger continues to mature and develop, the assumptions of these land uses (type of development, density, etc.) can be achieved through thoughtful infrastructure investment, informed, and aligned zoning decisions, and continued public outreach and input. The purpose of this assessment was to review, calculate, and ensure that the plan’s vision and direction points to a positive net fiscal impact. A positive net impact assumes that the plan is projected to create more revenue than cost. This helps the city continue the path to long-term sustainability if the plan is executed as envisioned.

Land Use Assumptions

Detailed assumptions of density and use types within each land use category were applied, as illustrated in this chapter. These assumptions allow for the application of potential values for an acre of land based on the achievable development framework for each land use category. These assumptions anticipate average buildable acre potential for major product types within each land use category.

These values are applied to vacant and potential redevelopment acres within Sanger’s planning area (City limits + ETJ). It is intended to project new development and the associated implications free of a development program and timeline, ultimately representing a “build-out” scenario. Projected values derived from the analysis include both residential and commercial values anticipated to be generated based on conservative assumptions of development value. This analysis should be viewed as a snapshot in time, representing applicable data and assumptions that are subject to change in real-time.

Conclusions

The analysis shows that the preferred land use scenario will generate additional population and employment. There is anticipated to be more than 32,300 residential units created because of the proposed scenario, which in turn will support more than 53,350 additional residents. Similarly, the development created through this program is anticipated to support 18,663 additional workers, based on a conservative approach to quantify employment. As a conservative result of the associated residential development, it can be anticipated that the city of Sanger will generate more than \$8.47B in development. Similarly, because of the preferred scenario, Sanger is anticipated to generate more than \$1.35B in commercial value, totaling nearly \$10B in total value through the preferred scenario.

Future Land Use Plan	
Total Commercial Value	\$1,358,674,515
Total Residential Value	\$8,470,284,888
Total Value	\$9,828,959,403
Total Residential Units	32,305
Total Employment	18,663
Total Residential Population	53,353

How to Use this Fiscal Analysis

This analysis can be utilized to better understand and project future implications of the City's long-term planning initiatives. This analysis should not substitute for more refined fiscal modeling for long-term City cost projections or zoning decisions; however, it can be a reference point for decision making whereby alternatives would deviate from the vision and direction established within this Comprehensive Plan. Consequently, to achieve the financial projections found in this section, it is strongly recommended that the city adhere to strong fiscal strategy, public infrastructure investment, and sound land use decisions consistent with the FLUP.

A key to achieving the plan vision with fiscal and operational sustainability will be to foster development that align with the proposed land use character. Moving forward with the implementation of this development model, as anticipated in this plan and the next step of the process will likely be updating the City's development code to ensure future development is regulated to the updated future land use.

Championing development projects that are thoughtful and cohesive in nature will typically achieve higher returns and have stronger values than more traditional developments. Development projects that do not follow the Future Development Plan should be carefully evaluated and scrutinized so that their economic and social impacts on the community are understood. This may include additional citywide modeling or case-by-case analysis of service costs and return on investment. These studies may consider proposals for annexation, economic development incentives, zoning and land use changes, and special area development plans.

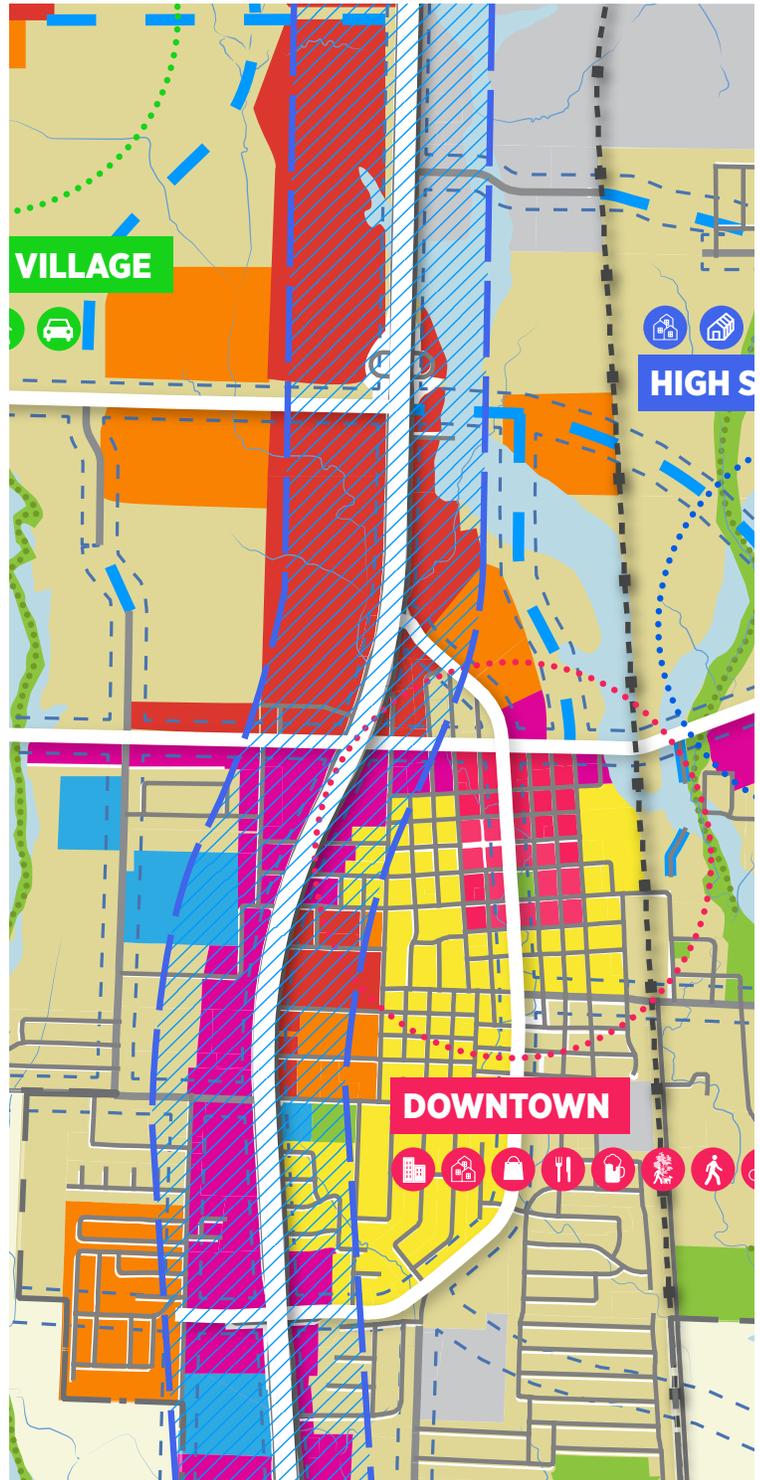
Some municipalities require developers to submit a fiscal impact analysis prior to zoning applications to assist in assessing the net benefits of the project. In addition, Sanger could include an internal audit of cost of service and explore ways to share in infrastructure and maintenance costs for new projects, including tax increment financing and public improvement districts and private property owner associations.

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Corridor Enlargement

This enlargement from the Future Land Use Plan is intended to assist commercial development along I-35. This plan is created to assist development patterns and not specific dimensions in so much that they support the health, safety and welfare of Sanger.



Corridor Retail Enlargement
2040 Sanger Future Land Use Plan

4-9 Catalyst Growth Opportunities

To assist in guiding future growth, general priority growth areas have been identified to help the city prioritize policy and spending. These areas were assessed considering the following factors:

- Location
- Ability to provide water and wastewater services
- Size and physical features
- Existing adjacent land uses and condition
- Access to potential and adjacent thoroughfares
- Economic factors and opportunity

These areas are not listed in any order of importance or magnitude. Each area has its own synergistic set of opportunities, and many include a larger city set of positive relationships.

#1 *FM 455 & I-35/Southwest Corner*

- Emerging Commercial Center as FM 455 reconstruction is completed.
- This redevelopment area has excellent locational characteristics that will lead new development to this site. Signage controls and access layouts will be important to the success from the City's viewpoint.

#2 *FM 455 Corridor (East of I-35)*

- Strong retail/commercial corridor as FM 455 reconstruction is completed.
- This corridor is having major roadway improvements occurring which will lead the way to new development opportunities. FM 455 become a gateway to downtown and should include special development regulations along it to the east as it connects with downtown and Lake Ray Roberts.

#3 *Downtown Sanger*

- Retail development along Bolivar Street and near future Downtown Park (if created).
- Downtown between 5th Street and the railroad along Bolivar Street is the Main Street in downtown Sanger. These five blocks are key opportunities for new walkable development. Also, a new family focused park along Bolivar could even enhance the development potential primarily along the perimeter of the new park amenity.

#4 *FM 455 & I-35/Northwest Corner*

- Emerging Commercial Center
- This corner has tremendous commercial appeal due to its location to key major roadways in Sanger. This site must be master planned with anchor, inline and pad buildings. Signage controls and access layouts will be important to the success from the City's viewpoint.

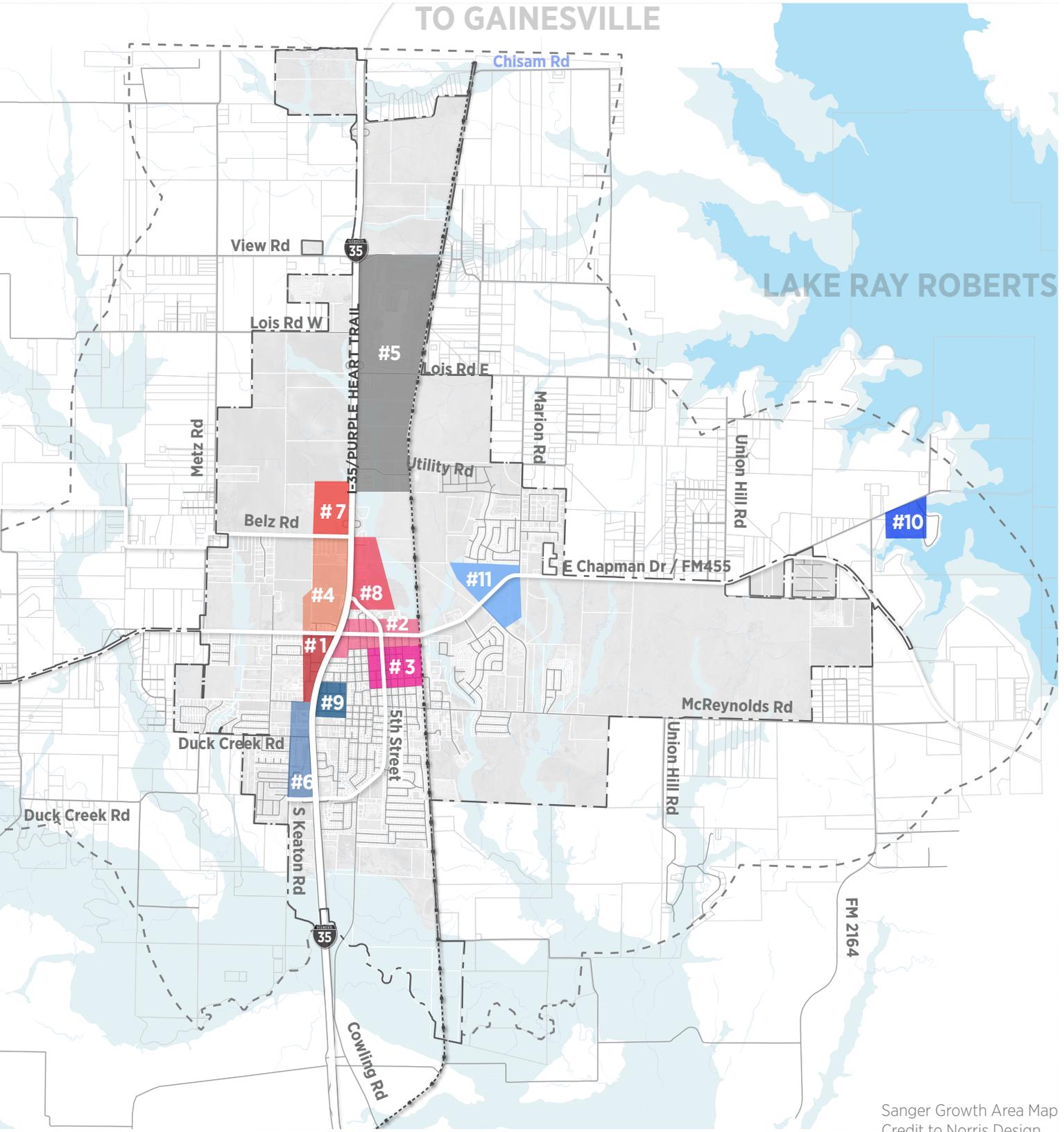


Sanger Growth Area Map



LEGEND

- Rail Line
- ETJ
- Stream
- Lake
- 100-year Floodplain
- Road
- City Limit



Sanger Growth Area Map
Credit to Norris Design

TO DENTON

#5 *Light Industrial near Walmart Distribution Center*

- Growing Light Industrial Corridor
- This large area will continue to grow with light industrial and shipping/warehouse development. Truck access to the I-35 interstate and frontage roads is important for this growth pattern. TxDOT can provide some mobility improvements to also support this commercial pattern.

#6 *I-35 Corridor (West of I-35 in Core of Sanger)*

- Part of the redevelopment of the I-35 corridor
- This redevelopment corridor has excellent locational characteristics that will lead new redevelopment to this site. Signage controls and access layouts will be important to the success from the City's perspective.

#7 *Belz Road & I-35 (Northwest Corner)*

- Emerging north Commercial Center
- This area is a longer-term future development site. This area is similar to others along I-35 and has similar access, parking and signage needs.

#8 *5th Street Corridor (North of FM 455)*

- Emerging Commercial and MF Corridor
- This corridor offers some existing development potential along the northern edge for commercial land uses.

#9 *Linda Tutt Learning Center/SISD Site*

- Redevelopment Opportunity
- This site offers excellent redevelopment potential for the City and SISD. This large site on the north bound side of I-35 is excellent for a large office, retail and/or quality multi-family development taking advantage of the I-35 access connection. Any development in this location should be walkable and have positive attributes with the in-town Sanger core.

#10 *Lake Ray Roberts*

- Low-impact Commercial at Lake
- This area is a strong resource for development in Sanger. This area will be needing additional infrastructure in the future, but the value will be important. This location offers commercial and residential land uses a view of Lake Ray Roberts. Currently low-impact septic developments are appropriate, but as water and sewer gets to the area increased densities will be very desirable.

#11 *FM 455 & Future Indian Lane Extension*

- Future Roadway Corridor
- This location is more a long-term opportunity with the future extension of Indian Lane. This area is attractive as a commercial node that is east of the interstate and downtown core.

4-10 Neighborhood Centers | Villages

Introduction

Neighborhood centers and/or villages is a land use area that relates to the Sanger Comprehensive Plan. This area is generally of a quarter-mile radius (1,320 feet) and is commonly considered a five-minute walk for most pedestrians. The different future villages and their radius are shown on the Future Land Use Plan. They were created and located across Sanger to help establish a more pedestrian walkable pattern of future development.

The neighborhood centers are located in specific locations supported by roadway networks, existing or future land uses and possibly a creek corridor that could be a future pedestrian/bike trail. Each of the centers are different, some more rural and some more town-like but the hope is that they create walkable places to gather and socialize.

Walkability

Having safe, convenient and walkable access to future developments such as; schools, parks, stores and housing can help residents save money and stay healthy. Regardless of the mode of travel chosen, shorter distances between home and the places we need to go on a daily and weekly basis can help decrease overall costs for households. Incorporating daily exercise is a lot easier with a safe network of sidewalks outside your door.

Neighborhoods centers may not contain all of the amenities and services someone would want on a daily basis, but they should provide access to many of these amenities and services and have at least one or two destinations that are easy for someone to access by walking or biking. Amenities and services associated with a more mature neighborhood centers can be organized into three major categories: transportation, civic amenities (parks, schools and community center) and commercial shops.

Multi-Use Development Pattern

As Sanger matures with neighborhood centers away from I-35 and downtown there can be a healthy focus in creating multi-use development patterns. The city shall allow neighborhood commercial and mixed-use developments on properties adjacent to residential land use, subject to community input from residents and conditions of approval. This neighborhood compatibility will contribute to an enhanced quality of life and a walkable life-style. Appropriate locations for neighborhood commercial and mixed-use developments can include:

- **Corner lots located along collector or arterial streets.**
- **Corner lots located adjacent to or across from a school, park, community center, or other neighborhood gathering place.**

Example Patterns

On the right, we have enlarged two (2) of the proposed neighborhood centers/villages for Sanger. The East Village and High School Village is shown defining future land uses, roadways and pedestrian connections. Note these patterns next to the following built neighborhood centers below.

Let's detail the current land use and amenity pattern for these existing DFW neighborhood centers. All three below are walkable and adds to the increased real estate value of their regions.



Beltline Road & Jupiter Road

Development Pattern: neighborhood retail, grocery store, townhouse residential, multi-family residential, local creek, pedestrian trail, golf course and adjacent single family detached residential.

Parker & Independence Parkway

Development Pattern: neighborhood retail, grocery store, townhouse residential, patio residential and adjacent single family detached residential.

Colony Blvd. & Main Street

Development Pattern: neighborhood retail, grocery store, townhouse residential, patio residential, small park and adjacent single family detached residential.



Beltline Road & Jupiter Road
Richardson, TX



Parker & Independence Pkwy.
Plano, TX



Colony Blvd. & Main St.
The Colony, TX

Pedestrian Connections

A sidewalk and/or trail is the area where people interface with one another and shop at local businesses have in North Texas. Pedestrian connections for this discussion promote safe walking and include improvements such as:

- **Sidewalks**
- **Trails**
- **Nature soft trails**

Street connectivity can affect whether sidewalks reach pedestrian destinations without requiring additional walking. Routes that have short block lengths and sidewalks on both sides of the street shorten the paths needed in neighborhoods.

4-11 Creating Added Value

Overview

Adjusting property values in a community and neighborhood is a challenging and long-term proposal. The simple solution to increase value is to raise quality. Quality can happen via neighborhood master planning, home size and increased materials, increased mobility and improved supporting factors.

Additional information, a large home sitting in the middle of an average-sized home community may not bring the price its owners wish as the property value is compared to its neighbors. The same holds true for a small home in a similar situation. That smaller home may enjoy the benefits of its surroundings and have a higher property value.

Property values are affected by what's going on in the community. If a new highway is planned adjacent to the community, or a power plant, strip mall, business development or any commercial endeavor are scheduled for construction, values dip lower. If the school district is noted for its excellence, values go up. Quality of life issues affect property values and a community dedicated to the peaceful enjoyment of its residents is one that holds its value.

Neighborhood Value

In some instances, the introduction of neighborhood features can draw an influx in buyers increasing home and/or neighborhoods value. This increase can be a valuable asset to the economy of a community, but if the increases are so high that it is unreasonable to sustain long term residents that can cause other issues with disposition. Here are ten (10) neighborhood and community trends citizens should consider in Sanger.

1 *Pedestrian Trails*

Hiking can give you a decent cardio workout while you enjoy the great outdoors. So neighborhoods with access to hiking trails are bound to score some bonus points with house hunters today.

2 *Walkability*

This adds to a healthy lifestyle and greater property values to a wide group of citizens.

3 *Save Mature Trees*

Developers sometimes cut down large, healthy trees since it's often easier to do that — and plant new trees than to preserve them. But those desirable, well-established neighborhoods buyers love often have a thriving, lush tree canopy. The shade and character offered by older trees can add more than just aesthetics.

4 *Retail Nearby*

Whether you live in an urban or rural area, convenient access to essential services and shopping is key. And it's a factor home appraisers consider when evaluating real estate values.

5 *Improve Sanger Public Schools*

Families, or couples that are planning on starting a family, will look to the area school system as a key factor in deciding whether they want to settle down in a neighborhood.

6 *Dog Parks*

Buyers like to purchase homes in neighborhoods with parks and green space, and will often spend more to live in communities that offer them. But people are also spending more money than ever on their pets, and of those households, the majority are dog owners, according to the American Pet Products Association.

7 *Future Amenities*

Find out what upgrades Sanger has in store by looking online for planning documents. Could be a streetscaping plan in the works or new amenities planned for the area, Or you will find that desirable retailers such as Trader Joe's, Wal-Mart, or Target are on the way, which could further boost values.

8 *Historic Homes*

Historic districts typically ooze character and charm, and are often located in walkable communities. They practically invite you to get out and explore your surroundings and learn about your neighborhood's story. Even better, historic homes also tend to increase in value more quickly than the overall local market, according to the National Trust for Historic Preservation. Not really able to increase neighborhood values in Sanger.

9 *Push for Infrastructure Repair*

Lobby for infrastructure repairs and improvements. These will add value as Sanger grows with a focus on quality and resiliency.

10 *Keep the Neighborhood Clean*

Cleanliness is next to Godliness, and funny thing is that God is an amazing real estate broker. Make it a point to keep the neighborhood and community free from litter, no matter how seemingly insignificant.

Resiliency

The most resilient and healthy Texas cities focus together on broad city-wide issues and local neighborhood concerns. Promoting resilience is an important goal in creating added value. We have found that parks and open spaces, good public infrastructure, appropriate density, and neighborhood centers were important indicators of health and resiliency. Access to healthy food, or food security, is equally important to growing communities.

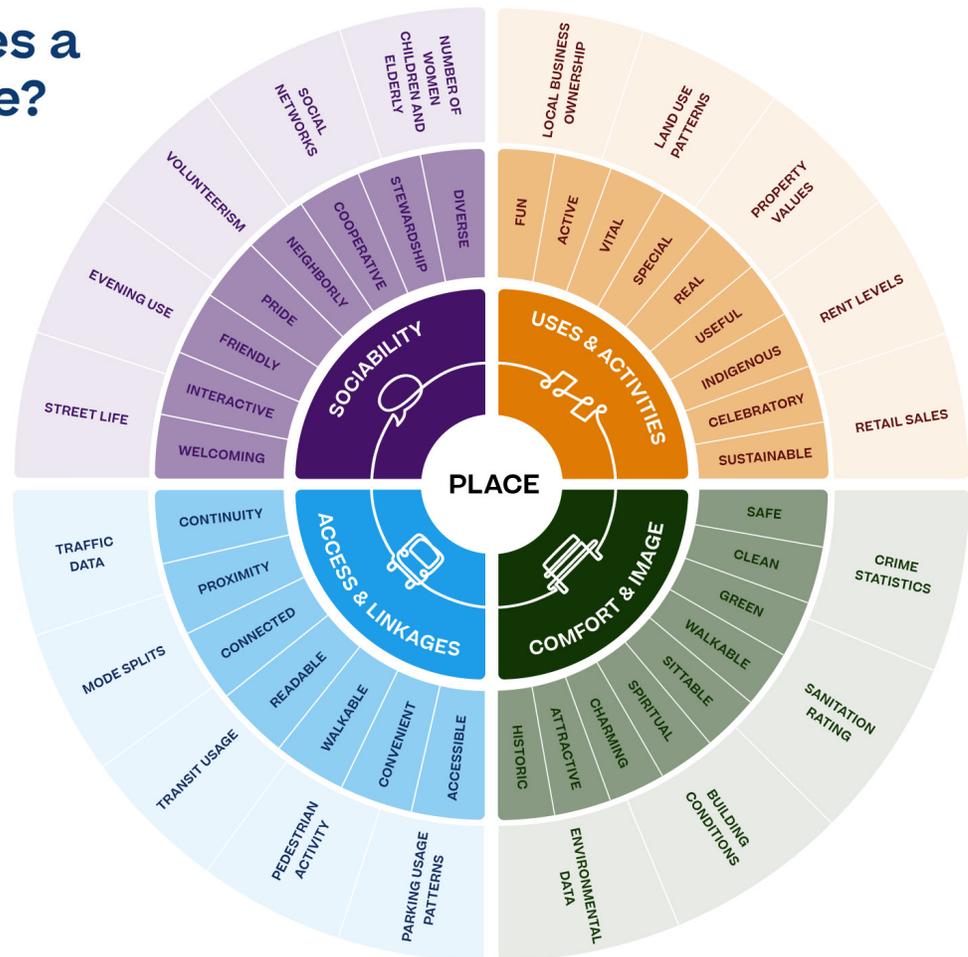
4-12 PLACE Making

Definition

As both an overarching idea and a hands-on approach for improving a neighborhood, city and/or region, PLACE making inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, PLACE making refers to a collaborative process by which we can shape our public realm in Sanger to maximize our shared values.

More than just promoting better design, PLACE making facilitates creative patterns of use, paying particular attention to the physical, cultural, and social characteristics that define a place and support its ongoing evolution. Quality places are active, interesting, visually attractive, and often incorporate public art and creative activities. They respond to pleasing building façades and good building dimensions relative to the street width and are people-friendly.

What Makes a Great Place?



Project
for Public
Spaces

Street Design

To design specific sections of a street or a downtown street basically we are wanting a walkable street. Sometimes a walkable street is called a “Complete Street”. A complete street is a road that is equally designed for the movement of people, automobiles, bikes and maybe future transit.

For Sanger we want specific streets in neighborhood centers and downtown to be complete. Walkable is the key function of street type. There are five key elements of a walking friendly street design described below:

- 1. Ample Space** - Having enough space to walk is an essential component of how we feel about the action.
- 2. Safety** - How safe a place feels to walk, whether that’s in relation to motor vehicles or safety from other people, crime and our perceptions of safety. The lower vehicle speed limits are the best.
- 3. Attractiveness** - Streets need to be designed with making the environment as attractive as possible so that people will want to walk there.
- 4. Enjoyability and Active** - Varied shopping, good eating, comfortable seating, adjacent to a public park that is fun and flexible in design.
- 5. Connective** - How connected streets are physically will ensure that there are good walking networks that link with a mixture of land uses, such as residential, commercial, educational spaces and park.

PLACE Making Process

PLACE making is not just the act of building or fixing up a space, it is also a process that fosters the creation of vital public place. Put simply, it involves looking at, listening to, and asking questions of the people (stakeholders) who live, work and play in a particular space, to discover needs and opportunities. The vision can evolve quickly into a design and next an implementation strategy, beginning with small-scale achievable improvements.

PLACE making can be used to improve all the spaces that comprise the gathering places within a community. A community such as Sanger; its pedestrian streets, sidewalks, parks, key buildings, and other public spaces. Designed so they invite greater interaction between people and foster healthier, more social, and economically viable neighborhoods

PLACE Making Examples

Downtown Sanger

<i>Undesirable</i>	<i>Desirable</i>
Sidewalks	
	
<ul style="list-style-type: none"> • Narrow walks poor for economic growth 	<ul style="list-style-type: none"> • Attractive • Allows easy pedestrian movement • Allow outdoor dining
Ground Floor of Buildings	
	
<ul style="list-style-type: none"> • Never face any public street • Dark places (crime) 	<ul style="list-style-type: none"> • Promotes sales • Brings business to outside • Good for economic development
Streets	
	
<ul style="list-style-type: none"> • Wide traffic lanes hurt pedestrian mobility • Promote fast driving • More surface drainage required 	<ul style="list-style-type: none"> • Desire for narrow travel lanes (11-12 ft.) • Street trees for shade • Complete Street concept (equally safe for autos, peds and bikes)

Downtown Sanger

Undesirable

Desirable

Public Space



- Design for people

- Downtown space can be low cost
- Simple but well designed
- Multi-functional spaces
- Ample shade a must

Public Parking



- Must be more than functional
- Helps to define downtown image

- Requires a perimeter landscape screen
- Requires trees
- Wayfinding signage to locate
- Lights for safety

Connections (sidewalks / trails / bikes)



- Quality walking surface is key
- Element of safety

- Ped trail 10 ft. wide
- Gateway feature nice for downtown
- Trail can be named
- Connects all to downtown

Downtown Sanger

Undesirable

Desirable

Signage



- High quality and character signage
- key for shops and downtown

- Window signs
- Hanging shop signs
- Quality of signs important

Street Furniture



- Street furniture needed for downtown patrons
- Key for downtown image

- Sanger has good street furniture
- Pedestrian benches key
- Arrange benches to support talking between pedestrians

Shade



- Shade for pedestrian important

- Colorful umbrellas
- Street trees nice
- Moveable tables and chairs
- Near useable open space amenity nice

I-35 Corridor

<i>Undesirable</i>	<i>Desirable</i>
Signage Quality	
 <ul data-bbox="126 640 560 798" style="list-style-type: none"> • Corridors require sign controls • Clutter not good for economic development • Needs design regulations 	 <ul data-bbox="852 640 1461 714" style="list-style-type: none"> • Internal lighting • Signage regulations needed for I-35 corridor
Pedestrian Connections in Parking	
 <ul data-bbox="126 1186 633 1228" style="list-style-type: none"> • Some layouts unsafe for pedestrians 	 <ul data-bbox="852 1186 1412 1386" style="list-style-type: none"> • Stripes provide a safety zone for pedestrians • Stripes located at store entry points • Stripes create a walking path through lot • Signage also support pedestrian walking
Building Quality	
 <ul data-bbox="126 1774 519 1816" style="list-style-type: none"> • Metal buildings not desired 	 <ul data-bbox="852 1774 1453 1942" style="list-style-type: none"> • Masonry important for front façade • Front façade having large windows, awning, foyer, and signage is key • Night lighting important

I-35 Corridor

Undesirable

Desirable

Parking Lot Design



- Parking lots need shade

- Trees important (include in development code)
- Landscape can be the pathway for pedestrians
- Trees reduce temperature of lot

Useable Open Space



- Green spaces need to be designed for pedestrians

- Commercial development designed to have pedestrian open space features
- Space to have benches
- Space to have trees and/or arbors
- Pedestrian walkways

Shade for Pedestrians



- Some stores have no shade for patrons

- Trees provide shade in developments (landscape development code requirement)
- Architectural awning
- Architectural arbors

I-35 Corridor

Undesirable

Desirable

Screen Service Areas



- Development code needs to require screening of service/dock areas

- Screen and enclose all dumpsters for commercial land uses
- Screens can be of masonry walls
- Screens can be of vertical landscape material

Billboard Signs



- Do not allow billboard signs along I-35

- Tall pylon signs best along I-35
- Multi tenant sign
- Architectural in style

Building Entry Expressed



- Building Entry Expressed
- Large buildings along I-35 need to clearly define entry location

- Best to use architectural features to locate pedestrian entry
- Use of color or masonry

Neighborhood Centers | Villages

Undesirable

Desirable

Mixed-Use



- The foot activity from mixed-use development is so much greater than typical retail



- Mixed-use is the vertical integration of different land uses
- Retail or office on ground floor with living above
- Excellent use in village locations
- Creates active pedestrian environments

Small/High Character Buildings



- All function no design character



- Friendly in character
- Desire to create a walkable charm to these pedestrian neighborhood centers
- Unique in design
- Parking located in the back or side yard

Useable Pedestrian Space



- We need space that is designed for pedestrian use with supporting features



- May include outdoor seating and tables
- May include umbrellas for color and shade
- Needs a walkable surface
- Landscape key element

Neighborhood

Undesirable

Desirable

Density in Residential



- Variety in residential housing is important in these neighborhood centers

- Higher density products can be attractive
- Can be for rent and for sale properties
- Front porches nice in design
- Garage doors and parking in the back

Public Art



- Public art in an open space makes the location special

- Public art along trails
- Art located where people gather
- Public art raises property values
- Could be required as part of site design features for multi-family projects

Walkable Streets



- Neighborhood streets need sidewalks on both sides

- Walkable streets have travel lanes that are narrower than typical lanes
- Narrow lanes create slower traffic which aides in walkability
- Walkable streets allow buildings to be closer to the road

Neighborhood Centers | Villages

<i>Undesirable</i>	<i>Desirable</i>
Park Amenity	
 <ul data-bbox="126 632 522 747" style="list-style-type: none"> • User feature • Play equipment for children • Pedestrian benches 	 <ul data-bbox="850 632 1325 705" style="list-style-type: none"> • Park and amenities support the surrounding development pattern
Pedestrian Connections	
 <ul data-bbox="126 1163 634 1194" style="list-style-type: none"> • Sidewalks create a safe environment 	 <ul data-bbox="850 1163 1433 1325" style="list-style-type: none"> • Walks for pedestrians • Walks for bikes and strollers • Trails can include mile markers • Trails can have lanes for multiple functions
Work with Nature	
 <ul data-bbox="126 1734 699 1808" style="list-style-type: none"> • Design with an understanding of nature – drainage, topography and trees add value 	 <ul data-bbox="850 1734 1466 1896" style="list-style-type: none"> • Mature trees should be saved to add value to residential lots • Preserve natural creek corridors • Create a landscape ordinance

Residential Neighborhoods

Undesirable

Desirable

Pedestrian Sidewalks



- Pedestrian sidewalk should be separated away from the street

- Street trees should be required
- Sidewalks on both sides are good
- Homes should connect to the sidewalk network
- Sidewalks should not flood in typical rains

Garage Doors



- Best to not have garage doors face the street

- Side oriented garage doors are preferred
- Could have a mix of front and side facing garage doors
- Side facing garages have better street appeal

Ped/Bike Trails



- Busy residential streets are typically not safe

- Sidewalks and trails are best for bike riding
- Locate trails near mature trees when available
- Ped and bike trails add value to residential neighborhoods

Neighborhood Centers | Villages

Undesirable

Desirable

Useable Open Space



- Useable open space adds value
- This is not usable



- Master planned as excellent space for pedestrian usage
- Designed for pedestrians
- Includes all the many pedestrian features

Street Trees



- If no street trees the structures can look simple and unattractive
- Neighborhood not as appealing



- Shade for pedestrians
- Provides protection to pedestrians from cars in adjacent street
- Adds nature into the neighborhood

Street Layout



- Do not allow long straight streets
- Stack and pack look



- Streets that curve or bend are most appealing
- Small sites with more dense housing does not require curving streets
- Curving street creates more visual interest

4-10 Intent of the Future Land Use Plan

At times, the City of Sanger will likely encounter development proposals that does not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Plan. Review of such development proposals should include the following considerations:

1. Will the proposed change **enhance** the site and the surrounding area?
2. Is the necessary **infrastructure currently in place**?
3. Is the proposed change a **better land use** than that recommended by the Future Land Use Plan?
4. Is the proposed change an **enhancement to the communities' goals**?
5. Will the proposed use **impact adjacent residential areas** in a negative manner? Will the proposed use be compatible with, and/or enhance, adjacent residential areas?
6. Are uses adjacent to the proposed use **similar in nature** in terms of appearance, hours of operation, and other general aspects of compatibility?
7. Does the proposed use present **a significant benefit to the public health**, safety and welfare of the community? Would it contribute to the city's long-term economic well-being?

Development proposals that are inconsistent with the Future Land Use Plan (or that do not meet its general intent) should be reviewed based upon the above intent and should be evaluated on their own merit. It is the **responsibility of the applicant** to provide evidence that the proposal meets the outlined considerations noted above and supports Sanger's goals included within this Comprehensive Plan.

It is important to recognize that proposals contrary to the 2040 Sanger Comprehensive Plan could be an improvement over the uses shown on the map for a particular area. This may be due to changing real estate markets, the quality of proposed developments, and/or economic trends that occur at some point in the future.

4-11 Recommendations

In this chapter you find the Future Land Use Plan commonly referred to as the FLUP, which define spatial recommendations of future land use. Of note, this is not a zoning map. This FLUP is a color graphic in 8½" x 11" format to assist in readability. The land use graphic, future land use chapter (04) and comprehensive plan will also be available online at the City of Sanger website.

Specific recommendations are detailed in the implementation chapter (09). These actions and strategies for land use are individually listed, detailed by key action, includes action type (planning, regulation, program, capital and outreach), suggested timeframe (ongoing, short, mid and long-term), suggested responsible department and/or agency and listed potential partnerships.



WILFONG BUILDING

<p>INFORMATION OWN SPECIAL 1200 AL.COM</p>				<p>Stacie J Test, DDS Family Dentistry 940-458-4747</p>		
<p>Wilfong Leasing Office Ste. 305 940-458-3725</p>	<p>Stacie J. Test, D.D.S., PA Family Dentistry Ste. 302 940-458-4747</p>	<p>AFLAC District Office Ste. 301 940-458-6320</p>		<p>CORNERSTONE IMAGERY DON LUCKY ERA 940-368-7325</p>	<p>Victor Gama Preventive Dentist Ste. 303 www.victorgama.com 940-500-3444</p>	<p>CHOICES Learning Center Ste. 101 940-458-9001 www.choicespc.com</p>
<p>Adopt-a-Park The downtown planter is being maintained by the Sanger Arts & STEC Program.</p>	<p>400</p> <p>SANGER DOWNTOWN OPEN</p>	<p>400</p>		<p>400</p>	<p>400</p>	<p>Stacie J. Test D.D.S. Family Dentistry Suite 302 940-458-4747</p>

Sanger Downtown Park

Photo Credit to City of Sanger

05

Downtown Sanger

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5-1 Existing Land Use

The quality of downtown Sanger is good but what makes it wonderful is the tremendous opportunity that exists. The opportunity is established through a pattern of walkable small blocks that are easy to tour and enjoy. The street grid is exceptional. Bolivar Street acts as the primary spine organizing downtown, many call it the “Main Street” of downtown.

The existing buildings in downtown showcase an early 1900’s style of architecture that many enjoy. The structures offer opportunity for new development with easy parking in the front along nice pedestrian sidewalks. Downtown is the center of government in the community with City Hall located on the west side just past 5th Street. The Downtown Park is a traditional park that anchors the west side, and the railroad tracks provide the eastern edge to downtown.

Downtown is an attraction for the community with special events and ceremonies located here. Some of the local venues downtown that gather interest and business include Babe’s Chicken Dinner House (one of the originals), Bolivar St. BBQ, Chamber of Commerce, Sanger Economic Development, City Library and Sanger Police and Public Safety.

In summary, downtown Sanger is genuine. It has a short safe street grid that supports walkable businesses. The historic style architecture makes people want to walk and stroll downtown. The downtown park(s) add a green location for family fun and easy enjoyment with children. Small cities across North Texas are seeing the infusion of new family-oriented development and quality open spaces. Sanger’s downtown in setting at the apex of some wonderful new additional mixed-use and retail development.

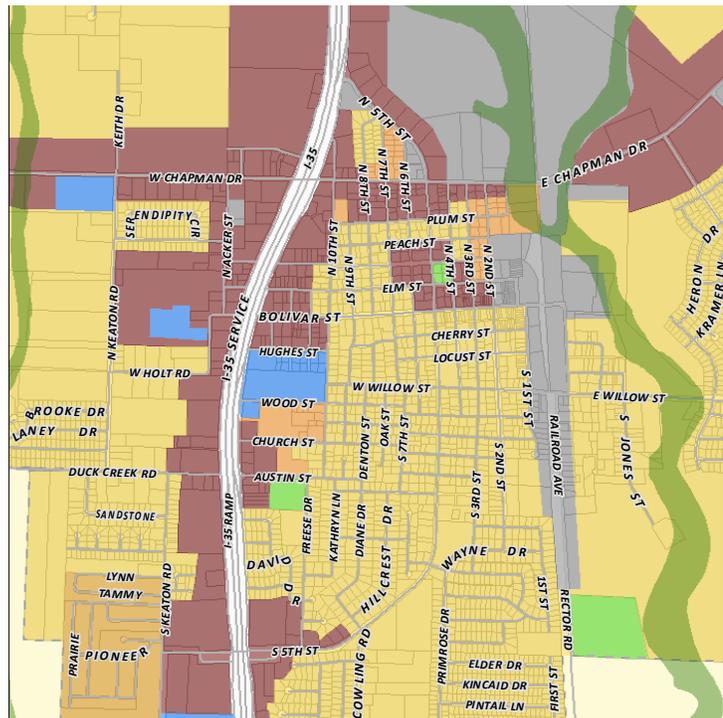
Existing 2018 Sanger Downtown Land Use Map

Legend

- Multifamily Residential
- High Density Residential
- Moderate Density Residential
- Urban Low Density Residential
- Rural Residential
- Commercial
- Industrial
- Public
- Open Space & Flood Areas
- Parks

2018 Sanger Future Land Use Plan

Credit to City of Sanger



5-2 Downtown Residential

The primary reason downtown areas originally developed was to provide a concentrated area within which people could live, work, eat, and buy goods. Residential uses should be encouraged as part of the adaptive reuse of existing buildings on upper floors. Ground floors should generally be reserved for retail or office uses. Downtown buildings would provide unique housing within Sanger and would provide an alternative multiple-family option for people desiring that type of housing.

This type of adaptive reuse of downtown buildings has occurred across Texas in both large cities like Dallas and Houston, as well as smaller cities like McKinney and Texarkana. Not only would this provide a unique housing component in Sanger, but downtown residents will also help create additional economic development.



Examples of Residential Development

Credit to JHP Architecture

5-3 Alternative Scenario Development

The vision for downtown was born out of input from general citizens and downtown property owners. It is important to note, that the three scenarios were developed with short and long-term opportunities – the desired preferred scenario or final downtown vision is full of short-term projects to build.

Scenario 1: Northern DFW Gateway

This downtown future development scenario is bold and offers extensive opportunity. This scenario works with the future real estate market and also helps to move the index in a positive direction for Sanger. Long term development patterns will move east across the existing railroad track with a quiet pedestrian and automobile crossing signal. The core of downtown will remain at this current location. The proposed new park for downtown, which is recommended in all scenarios, provides what families are looking for in downtown while creating the catalyst for adjacent new commercial development.

Attributes for this scenario include:

1. New downtown family-oriented park
2. Mixed-use development along Bolivar Street (5 floors max)
3. Shared parking strategy for downtown
4. Urban mixed-use proposed north of new downtown park (structured parking)
5. Urban mixed-use includes ground floor commercial adjacent to new park
6. Mixed-Use proposed east of new park (structured parking)
7. New Sanger municipal complex at City Hall block and half block west
8. Enhanced Bolivar Street pedestrian streetscape
9. Enhance 5th Street with secondary level streetscape (FM 455 to Locust St.)
10. Continue growth/support of downtown worship institutions

LEGEND

	Urban Single Family Residential		Civic/Municipal		Existing Development
	Urban Multi-Family Residential		Worship		Utility
	Urban Mixed-Use		School		Street Trees
	Urban Retail		Park		Parking
					Intersection Improvement
					Existing Building



Sanger City-Wide Scenario: DFW Gateway

Scenario 2: Neighborhood Centers

This downtown future development scenario offers a set of mid-level attractions and development opportunities. The proposed new park for downtown provides what families are looking for in downtown while creating the catalyst for adjacent new commercial development. The expanded Sanger municipal complex is also a key feature as new employment in downtown assists all other (food and retail) development.

Attributes for this scenario include:

1. New downtown family-oriented park
2. Mixed-use development along Bolivar Street (5 floors max)
3. Shared parking strategy for downtown
4. Urban multi-family use proposed north of new downtown park (structured parking)
5. Infill core with Urban Retail (ground floor)
6. Infill adjacent blocks with Urban SF Residential
7. New Sanger municipal complex at current City Hall site
8. Enhanced Bolivar Street pedestrian streetscape
9. Enhance 5th Street with secondary level streetscape (FM 455 to Locust St.)
10. Continue growth/support of downtown worship institutions

LEGEND

	Urban Single Family Residential		Civic/Municipal		Existing Development
	Urban Multi-Family Residential		Worship		Utility
	Urban Mixed-Use		School		Parking
	Urban Retail		Park		Intersection Improvement
					Existing Building



Sanger City-Wide Scenario: Neighborhood Centers



Scenario 3: Ranch

This downtown future development scenario offers the more modest attractions and development opportunities. The proposed new park for downtown provides what families are looking for in downtown while creating the catalyst for adjacent modest commercial development.

Attributes for this scenario include:

1. New downtown family-oriented park
2. Urban Retail development along Bolivar Street (4 floors max)
3. Shared parking strategy for downtown (3 core large surface lots)
4. Large surface parking proposed north of park (future retail site)
5. Infill adjacent blocks with existing Town Residential pattern
6. Smaller proposed Sanger municipal complex at current City Hall site
7. Signature intersection improvements at Bolivar and 5th Street
8. Enhanced Bolivar Street pedestrian streetscape (four blocks)
9. Existing metal warehouse at Bolivar St. & 1st Street is future opportunity
10. Continue growth/support of downtown worship institutions

LEGEND

	Urban Single Family Residential		Civic/Municipal		Existing Development		
	Urban Multi-Family Residential		Worship		Utility		Street Trees
	Urban Mixed-Use		School		Parking		Intersection Improvement
	Urban Retail		Park		Existing Building		



Sanger City-Wide Scenario: Ranch

5-4 Preferred Scenario

This downtown future development scenario offers the attractions and development opportunities most appealing from the citizens via the input received. This scenario also is a balance with market projections and community desires. Primary components of this preferred scenario include:

- New downtown family-oriented park (food trucks and entertainment)
- Mixed use development along Bolivar (increased to 5-floors potential)
- Large mixed-use development north of proposed park
- Shared parking strategy
- Enhanced Bolivar Street pedestrian streetscape
- Proposed large new Sanger municipal complex

Attributes for this scenario include:

1. New downtown family-oriented park
2. Mixed-use development along Bolivar Street (5 floors max)
3. Shared parking strategy for downtown
4. Urban mixed-use proposed north of new downtown park (structured parking)
5. Urban mixed-use includes ground floor commercial adjacent to new park
6. Proposed Sanger municipal complex at City Hall block and half block west
7. Enhanced Bolivar Street pedestrian streetscape
8. Enhance 5th Street with secondary level streetscape (FM 455 to Locust St.)
9. Existing metal warehouse at Bolivar St. & 1st St. proposed mixed-use opportunity
10. Continue growth/support of downtown worship institutions

LEGEND

	Urban Single Family Residential		Civic/Municipal		Existing Development
	Urban Multi-Family Residential		Worship		Utility
	Urban Mixed-Use		School		Street Trees
	Urban Retail		Park		Parking
					Intersection Improvement
					Existing Building



Sanger City-Wide Preferred Scenario

5-5 Downtown Future Land Use Types

The following defines the future land use types and downtown components used in creation of the downtown scenarios. Where relevant the land use also details a general residential density allowed in that category.

Urban Mixed Use

The downtown mixed-use development pattern requires retail or office at the ground floor with residential or other land uses above. Typical residential density ranges from 12 to 40 du/ac (dwelling units/acre). Units would have primary street access with parking in the back. Parking may also be a rapped structure.



Urban Mixed Use

Urban Retail

Ground floor retail in downtown with large glass windows and individual street access. Outdoor tables and chairs desired for restaurants along with attractive character signage and some outdoor sale racks. Pedestrian friendly is the focus of this downtown use.



Urban Retail

Urban Single Family Residential

This land use includes the single-family use in both large and/or small lots. These lots are located near downtown in the area this Plan calls Town or having an in-town location. A typical density is generally between 4 up to 20 du's/acre.



Urban Single Family Residential

Urban Multi-family Residential

Typical density range 12 to 40 du/ac (dwelling units/acre). Units would have primary street access with parking in the back. Buildings may also include mixed-use at the ground floor (as picture identifies) as market demands.



Urban Multi-family Residential

Civic/Municipal

This land use is defined as a municipal development of the City of Sanger. City Hall and or a range of other departments providing service, safety or property information to citizens.



Civic/Municipal

Worship

Worship land use accomodates facilities for religious use. These uses can vary based on the religions needs for events,ceromonies, and activites.



Worship

School

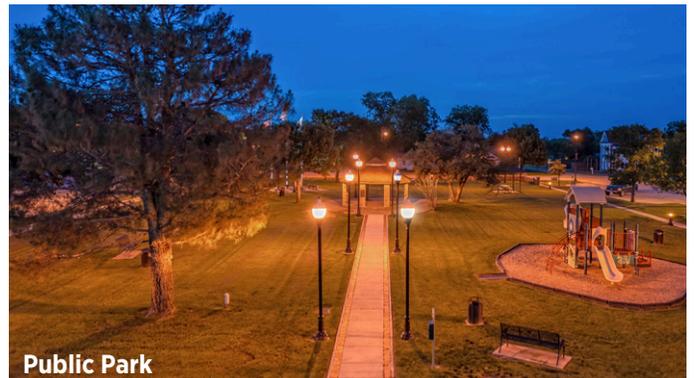
Educational developments for both Sanger Independent School District and/or other private institutions.



School

Public Park

Park with a focus toward family fun. The park needs shade from trees and several small structure for events. Moveable tables, chairs and string lights help to define the characteristics.



Public Park

Utility/Infrastructure

The downtown includes a range of existing infrastructure structures and facilities. As downtown grows these can transition from functional equipment to more aesthetic town background features.



Utility/Infrastructure

Parking

Surface and/or structured parking for public use in downtown designed to include trees, overhead lighting, signage, and perimeter shrubs to screen the views from adjacent property.



Parking

5-6 Downtown Plan

The downtown plan includes expansion and growth at several areas. The alternative scenarios placed attention to the core of downtown along Bolivar Street. As input came from the citizens and the Comprehensive Plan Advisory Committee it was clear that downtown needed to connect with FM 455. The roadway improvement that are currently in process define the importance of that corridor and its role with downtown.

The downtown plan proposes new development along three (3) different roads. Each of these roads will have new development with a different character. Below defines the roads and new land use characteristics:

Bolivar Street *This is the primary street in downtown. Proposed land uses include mixed-use with ground floor retail along a walkable pedestrian Bolivar Street. Retail stores include large front windows and restaurants can be enjoyed with outdoor tables and chairs.*

FM 455 *This roadway is the new northern edge of the expanded downtown area. FM 455 provides excellent access to downtown and for many residents on the east side of Sanger. Neighborhood retail is the land use designation along FM 455 in this expanded downtown area.*

5th Street *This is the primary north/south roadway in downtown which provides good access and along additional neighborhood retail development.*

Downtown is much more than roads it is about PLACE making. PLACE making is the design of pedestrian oriented environments for the enjoyment of residents and visitors. An important new recommendation in this Plan is proposing a new downtown park. The park includes a focus toward family activities created through a multi-functional design. The park needs shade from trees and several small structure to support events. Moveable tables, chairs and string lights help to define the park's characteristics. See the concept plan of proposed downtown park on page 101.

Other primary components of the downtown plan include: mixed use development along Bolivar (increased to 5-floor potential), large mixed-use development north of the proposed park, shared parking strategy, enhanced Bolivar Street pedestrian streetscape and new Sanger municipal complex near the existing City Hall.

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5-7 Efforts to Strengthen Downtown

As part of this planning process, this Sanger 2040 Comprehensive Plan discusses specific implementation efforts that should be undertaken by the city (including the Sanger Economic Development Corporation) or through public/private partnerships. The following describes specific actions that the city can either take itself or initiate to successfully further downtown objectives.



Downtown Sanger

5-7 Efforts to Strengthen Downtown

As part of this planning process, this Sanger 2040 Comprehensive Plan discusses specific implementation efforts that should be undertaken by the city (including the Sanger Economic Development Corporation) or through public/private partnerships. The following describes specific actions that the city can either take itself or can initiate to successfully further downtown objectives.

New Downtown Park

We are proposing a new family-oriented park in downtown to provide venue for family fun and entertainment, while also creating the downtown catalyst for new redevelopment. The park can be simple in design and provide a range of functions. The park needs to be food truck ready in order to satisfy visitors. There is opportunity for venue rentals, if desired. At least one of the existing lumber storage buildings in the southeast corner can be retrofitted to provide shelter and bring a part of history into the design. The site is approximately a full downtown block north of Bolivar Street between North 2nd Street and 1st Street.



Character Image of new Downtown Parkland: Band Shell, bistro tables and movable chairs, foodtruck, game areas, string lights etc.

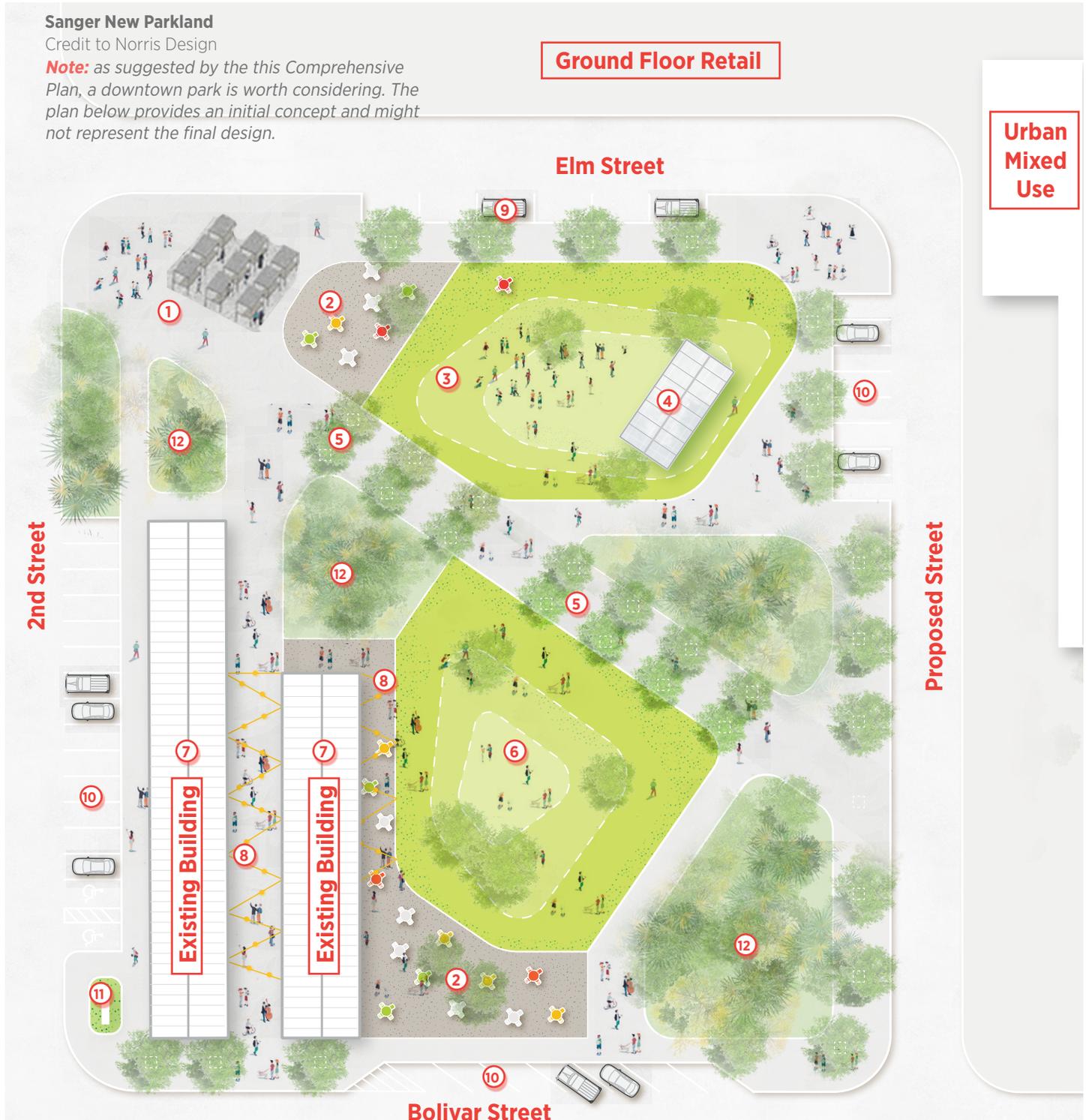
New Downtown Park Concept Plan

- ① Entry Plaza with Pop-up Market
- ② Flexible Seating with Decomposed Granite
- ③ Central Lawn
- ④ Band Shell / Structure
- ⑤ Walkway with Trees
- ⑥ Secondary Lawn
- ⑦ Preserved/Renovated Building Structures
- ⑧ String Lights
- ⑨ Food Truck Parking
- ⑩ Parking
- ⑪ Park Signage
- ⑫ Shade Trees

Sanger New Parkland

Credit to Norris Design

Note: as suggested by the this Comprehensive Plan, a downtown park is worth considering. The plan below provides an initial concept and might not represent the final design.



Weekend/Evening Entertainment

One simple way to begin to establish nighttime activity Downtown is to encourage all restaurants and shops to agree upon Friday and Saturday night at least one weekend each month — call it Downtown Fun Friday or Second Saturdays. Another way is to have a food festival, during which all Downtown restaurants would provide free food samples and local vendors could establish a temporary farmers market. Other activities during this festival could include live music, games for children, and shopping — Downtown retail shops should be encouraged to remain open during this festival (as well as during other Downtown events).



Photos of Downtown Sallerbation by Sanger Chamber of Commerce

Credit to City of Sanger, Sanger Chamber of Commerce



Photos of 2021 Sanger Christmas Parade in Downtown Sanger

Credit to City of Sanger

Wayfinding Signage

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space. Wayfinding is particularly important in complex built environments such as downtown, hospital, and educational campuses. As architectural environments become more complicated, people need visual cues such as color, maps, directions, and symbols to help guide them to their destinations. In these often-compact environments, effective wayfinding systems contribute to a sense of well-being, safety, and security.

In urban settings, wayfinding specialists develop signage and information systems for both pedestrians and motorists. Each of these groups have unique challenges navigating streets and roadways. Information systems help people develop “mental maps” of the terrain and simplify their routes to the extent possible. Downtown Sanger needs a simple but effective network of signage and if possible, to coordinate with a city-wide network. This citywide system would include such places as: Downtown, City Hall, Police and Public Safety, Sanger Sports Park, and Sanger High School.



Downtown Wayfinding Signage Examples

Streetscape Improvements

The goal of this design is to bring a clean, safe new design downtown that promotes pedestrian walkability and assists in adding economic development. Increased pedestrian activity helps to grow new business for shop owners. Sanger needs to have attractive downtown pedestrian environments to promote downtown and the connections between parking and shopping.



Downtown Sanger



Example of Downtown Streetscape

5-8 Recommendations

In this chapter you find the Downtown Plan sometimes referred to as downtown vision plan, which define spatial recommendations of future land use in downtown. Of note, this is not a downtown zoning map. This Downtown Plan is a color graphic in 8½” x 11” format to assist in readability. The downtown land use graphic, downtown chapter (05) and comprehensive plan will also be available online at the City of Sanger website.

Specific recommendations are detailed in the Chapter 9 Implementation. These actions and strategies for downtown land use are individually listed, detailed by key action, and include action type (planning, regulation, program, capital and outreach), suggested timeframe (ongoing, short, mid and long-term), suggested responsible department and/or agency and listed potential partnerships.



Photos of 2021 Sanger Christmas Parade in Downtown Sanger

Credit to City of Sanger



06

Parks, Trails and Open Space

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6-1 Introduction

Exercise and access to nature are known to improve the health and wellness of individuals in a community. Whether utilized as leisure spaces or areas for higher intensity physical exercise, these outdoor spaces enhance the quality of life within a community. The planned spaces that look to provide and satisfy a community's need for both active and passive activities are vital. Not only is the initial conceptual location and design of a space important to providing green space to a community, but so too is the on-going, management, upkeep and enhancements within these spaces.

This chapter will analyze Sanger's existing parks and recreation facilities, assess present and future community needs, and make recommendations on new parks and recreation facilities. This plan will be using the standards park guidelines as outlined by the National Recreation and Park Association (NRPA). These guidelines are recognized as some of the most thorough by park planning professionals and therefore are applied in many successful circumstances.

The ultimate purpose of the NRPA guidelines are to present park and recreation space guidelines that are applicable for planning, acquisition, and development of parks. These guidelines are not a step-by-step treatment for parks. They are used as a starting point and can be shaped and molded to be applicable at a local scale to Sanger. The guidelines coupled with appropriate judgment relating to the park, trails, and open spaces of Sanger will provide a future outlook for outdoor common space.

6-2 Approach and Park Classification

The planning approach for this chapter uses data developed from the city alongside information and input gathered throughout the comprehensive plan process which defined land use and park space relationships. This process engaged the standard park planning factors noted below:

Standards: Comparison of traditional park standards and evaluating current trends.

Need: Also referred as Level of Service (LOS), obtaining input from staff, City Council, Sanger ISD, Denton County, and residents to identify current facility deficiencies and future needs assessment.

Growth: Utilizing available land, natural features, existing rights of way (ROW), and city facilities to fulfill the community's needs and to plan future facilities.

All communities including Sanger should have their park, trail and recreation system studied against NRPA standards. This NRPA analysis will inform the community how they measure up against other similar Texas cities. Sanger may want to conduct this review during a future specific parks and recreation master plan process.

Sanger residents expressed the exceptional quality of life they have as related to their park network and relationship to Lake Ray Roberts. Property values, including those in Sanger, are traditionally higher if there is direct access to greenspace and citizens desire the easy connections to these spaces. Property value also has direct correlation to access to greenspace and more of the population desire easy direct access to these spaces. Though there may be common overlapping equipment sets or usages, no two park designs or programs are the exact same. Common elements include play equipment, benches and trash receptacles. Each unique program is created in conjunction with a physical site assessment. Slope, existing trees, and other natural amenities help to define a park's programming. When evaluating existing and future parks in Sanger it is necessary to classify each park by type, size, service area, and acres per 1,000 population. Classification is based on both service area and physical overall size.

The seven existing park sites in Sanger range from 0.75 acres to 16.2 acres, and provide nearly 30 acres of accessible greenspace to the community. Due to location and facilities some of the larger parks serve both Sanger and Denton County residents. Sanger's parks can be classified into these categories

Neighborhood Park

A neighborhood park is a medium-sized park serving a single neighborhood area. The neighborhood park, the most desired and needed classification of park, typically has play equipment, athletic facilities, and passive open space. It can also have multipurpose courts, open landscaped space for flexible types of activity, picnic areas, and shelters. The size ranges from 1.5-15 acres. It is easily accessible to local residents and serves an approximately 1-mile radius.

Community Park

A community park is a large park generally ranging in size from 25-375 acres, and serves multiple neighborhoods. These parks can include ball fields, playgrounds for different age groups, parking, picnic areas, passive areas, tennis courts, swimming pool, recreational building, restrooms, multipurpose courts, and a meeting area for special events. These parks have lighting for evening use and play. In addition, the city parks should be easily accessible via major/minor thoroughfares.

Mini-Park/ Pocket Parks

As the name suggests, this is the smallest category of parks. These parks range in size from 0.25 -1 acre in size. They provide for the small direct neighbors adjacent to the space. Even though they are small in size they may have a range of uses including native plantings, edible garden, small sport facilities, walking trails. Also it is vital that these parks can provide both pedestrian and vehicular access, as sometimes users need to access the space without a vehicle.

Open Space/ Linear Park

A linear park is an area of open space that usually runs along a functional element such as a drainage corridor, utility easement, or body of water. Due to their typical long and narrow physical constraints these spaces are ideal for trail systems. These trails typically tie into key locations such as schools, residential neighborhoods, and other parks. They can be used for walking, biking and running in many cases. Due to the organic nature of shape and distance there are no specific guidelines for recommended number of acres.

6-3 Existing Park Network

John Porter Park

John Porter Park - A.K.A. Sanger Sports Park, is located off I-35. In this park there is a 3-field softball complex used for organized events and tournaments. In association with the playing field the park provides restrooms, concessions and bleachers. Porter Park also has picnic areas, grills, playground, and two pavilions. There are roughly 3/4 miles of paved walkways throughout the park, as well as open grass space for flexible use. A fishing pond off Duck Creek provides an accessible stocked fishing spot for Sanger residents in the park. Many facilities in this specific park can be reserved for special events, including the community events mentioned earlier in this report.



Aerial Image and Photos of John Porter Park
Credit to City of Sanger

Switzer Park

Switzer Park - Located at the intersection of Austin Street and Freese Drive, this 3.6-acre park provides several amenities for the surrounding neighborhoods. The most notable is the splash pad, that is frequently utilized during the warmer months of the year. Also present in the park is a walking trail, playground, pavilion, and grill. There are also facilities for more semi-organized active games such as horseshoe pits, sand volleyball, basketball court, tennis court. Located at the corner of the two streets is an indoor community center.



Aerial Image and Photos of Switzer Park
Credit to City of Sanger

Railroad Baseball Park

Railroad Baseball Park – Accessible off Railroad Avenue in Sanger is a park with 4 baseball diamonds. The primary use of this space is for baseball games and tournaments. Batting cages are available for practice when games are not being held. There are also bleachers, restrooms and a concession stand. The park also provides for a large quantity of parking for users that are coming from farther distances away.



Aerial Image and Photos of Railroad Baseball Park

Credit to City of Sanger

Downtown Park

Downtown Park – In the historic downtown district near City Hall and the historic buildings of Bolivar Street is Downtown Park. This provides a green space in Sanger’s most dense area. A veterans memorial pays respects to those who have served in the armed forces. Walkways, a gazebo, and playground equipment make it ideal for the residents and those who work in downtown Sanger.

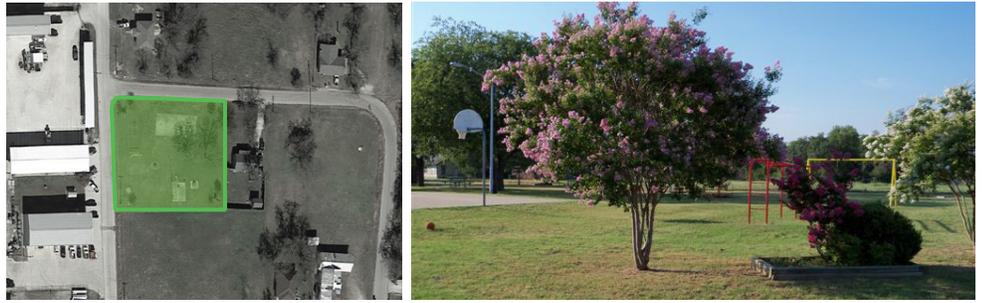


Aerial Image and Photos of Downtown Park

Credit to City of Sanger

Kammie Patten

Kammie Patten – Small in size, provides a basketball court and play equipment for active play to residents on Railroad Avenue. It also has benches for resting, picnic tables and grills for cook outs. It is not as well known as many of the other park facilities.



Aerial Image and Photos of Kammie Patten
Credit to City of Sanger

Quail Run Park

Quail Run Park - This neighborhood park exists in the Quail Run neighborhood off Teal Street. Primary for the residents in the nearby homes, the park amenities include two playground systems for varying age, one for 2-5 years and one for 5-years and up. Other features include benches, picnic tables, grills and a 6-goal concrete basketball facility. There is also a large area of lawn for flexible use.



Aerial Image and Photos of Quail Run Park
Credit to City of Sanger

Duck Creek Park

Duck Creek Park – A total area of 4.5-acres, Duck Creek Park is located on an undeveloped lot. There are no facilities or organized programming outside of seating areas and a small gravel parking spot. The character comes from the rolling topography and more naturalized appearance of this park.

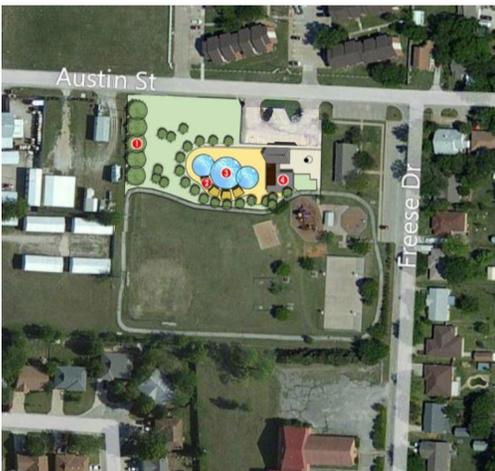


Aerial Image and Photos of Duck Creek Park
Credit to City of Sanger

6-4 Future Park Network

In 2012 the City of Sanger provided a study of new potential parks, open space and trails. This report also included expansion or redevelopment of existing parks.

The suggested additions to existing parks would be for Switzer and the Railroad Baseball Park. At Switzer Park, it was suggested to expand the splash pad and retrofit a larger shade structure. Then at the baseball fields it was proposed to add more formalized parking compared to the existing gravel parking options. There would also be potential to shorten a field and add a dog park where the current outfield is located of one of the baseball diamonds.



Switzer Park Splash Pad Expansion

Credit to City of Sanger Future Parks Concept Plan, 2012



Proposed 7-Acre Neighborhood Park

Credit to City of Sanger Future Parks Concept Plan, 2012

A seven-acre neighborhood park at Willow Street and Jones Street has been proposed. This park would have 4,000 linear-feet of trail, a playground and accompanying pavilion. A wildflower area would increase native habitat in newly developing residential areas. There would also be an interpretive nature center for the Sanger area located at this park.

The Land East of I-35, directly across from John Porter sports complex, there is a plan to create a new park space. This area would be interconnected with Porter Park. The main plans include expanding the trail system to connect to the existing trail and the addition of baseball complex to accompany the existing softball fields of John Porter Park. There is also potential for a nine-hole disc golf course and a skate park facility. With these added amenities, expanding parking for 300 additional vehicles is suggested.



New Park Land East of I-35

Credit to City of Sanger Future Parks Concept Plan, 2012

6-5 Green Infrastructure

Green infrastructure can provide sustainable options in an urban setting — regenerative and restorative approaches that create the essence of green infrastructure help to strengthen the core of our communities by making physical, social, economic and cultural environments stronger. At a large scale it can assist in cooling the city temperature, it can absorb stormwater to lessen the impacts of climate change. Green infrastructure can filter pollutants to improve air and water quality. It can also aid in fostering a more attractive space that encourages walking and cycling community. In hopes of achieving these ideals, green infrastructure programs focus on the individual, neighborhood and community scale to restore natural processes to the environment.

These green infrastructure efforts harness natural systems to build a healthier urban environment. Employing green infrastructure practices in Sanger will promote healthier living, providing spaces for physical activity and relaxation and increase overall happiness in the city.



Green Infrastructure in Parking lot

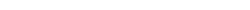


Green Infrastructure: Retention Pond

6-7 Park and Trails Plan

The existing park network provides Sanger residents with access to a range of active and passive green space. The expansion and development of new parks would strengthen the opportunity for outdoor activity and education. A trail system better connecting some of these spaces would aid in the access and safety of moving between these parks.

LEGEND

	Existing Park/Open Space
	Proposed Park/Open Space
	School
	100-year Floodplain
	Stream
	Proposed Trails
	Rail Line
	Local Road
	City Limit
	ETJ

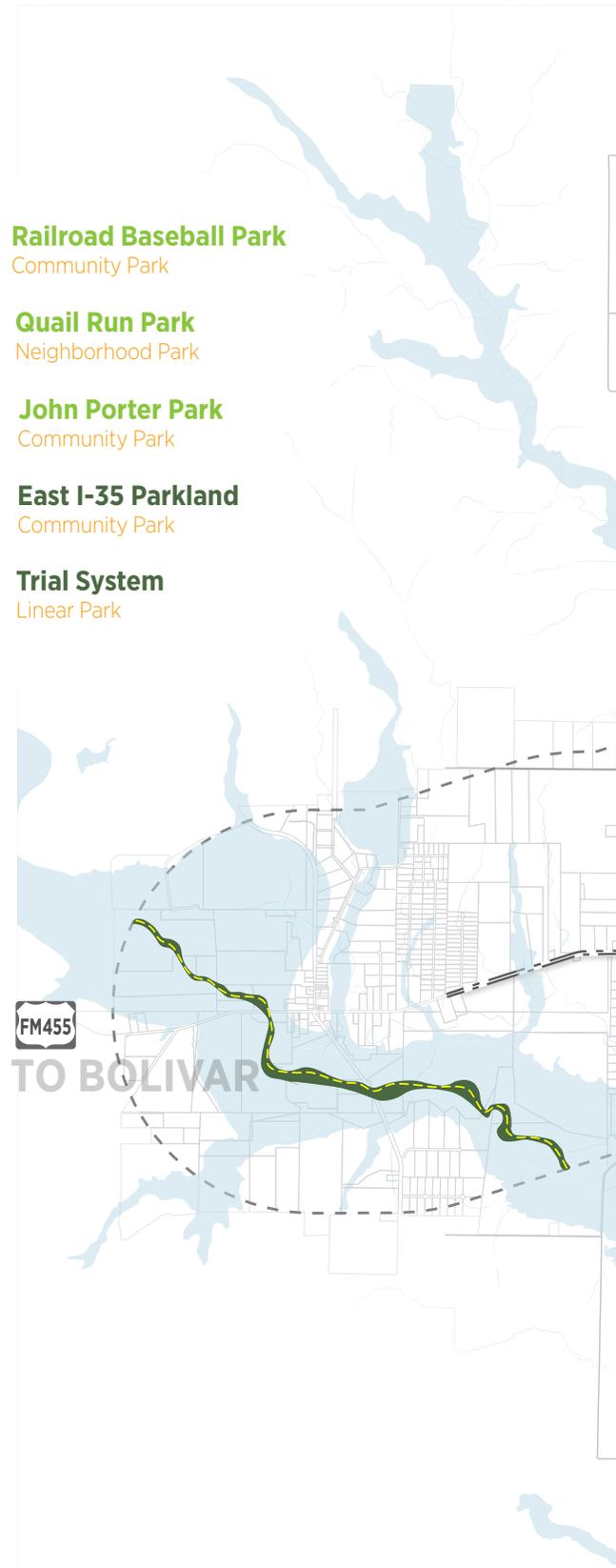
PARK KEY

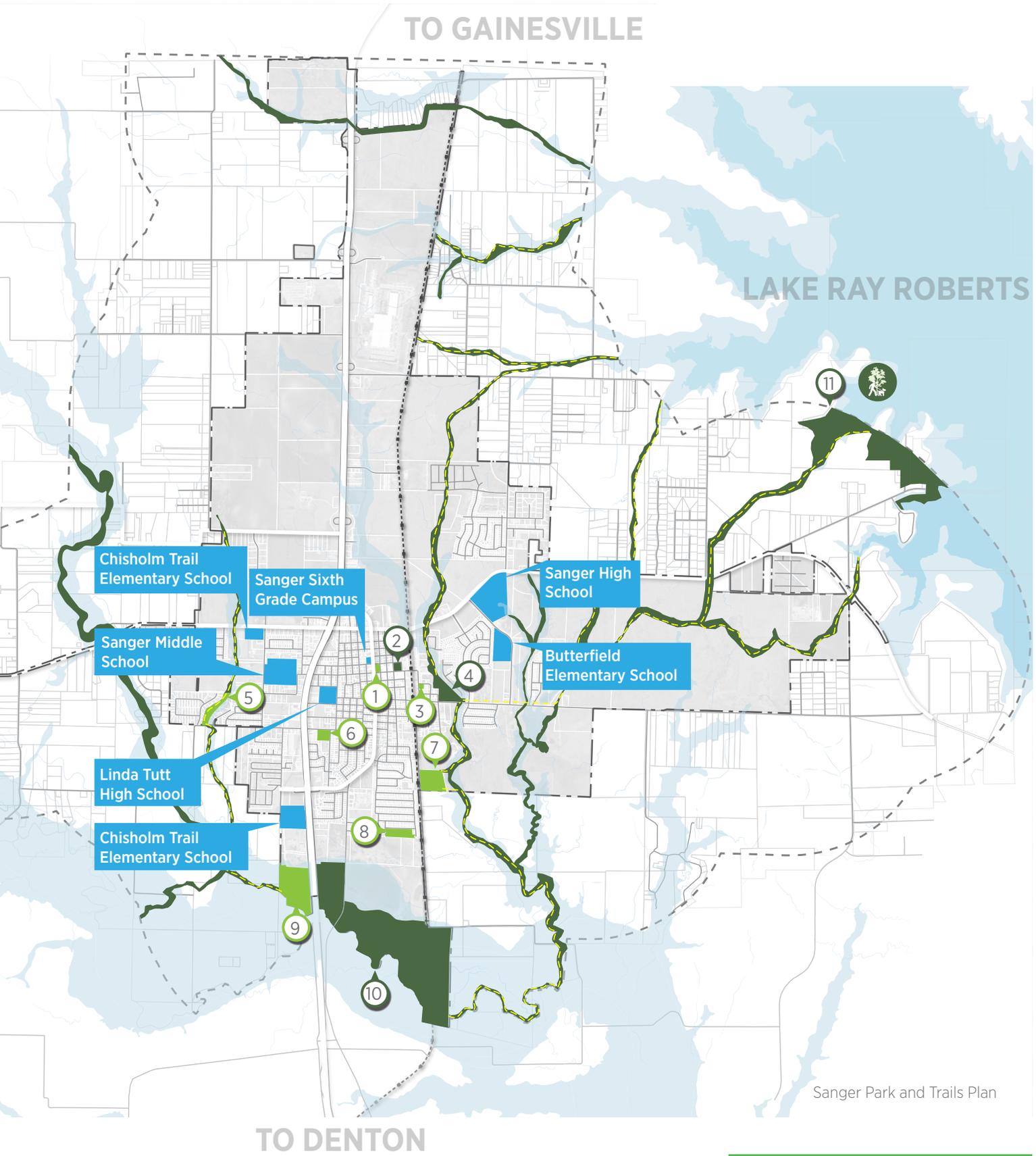
- | | | | |
|--|---|---|---|
|  | Downtown Park
Neighborhood Park |  | Railroad Baseball Park
Community Park |
|  | New Parkland
Community Park |  | Quail Run Park
Neighborhood Park |
|  | Kammie Patten Park
Mini-Park |  | John Porter Park
Community Park |
|  | 7-Acre Park
Neighborhood Park |  | East I-35 Parkland
Community Park |
|  | Duck Creek Park
Neighborhood Park |  | Trial System
Linear Park |
|  | Switzer Park
Community Park | | |

6-8 Recommendations

In this chapter you find the Park and Trails Space Plan which define spatial recommendations of these green components. The graphic, Park, Trails and Open Space chapter (06) and comprehensive plan can be viewed in a larger format on your computer via the City of Sanger website.

Specific recommendations are detailed in the implementation chapter (09). These actions and strategies for parks and trails are individually listed, detailed by key action, includes action type (planning, regulation, program, capital and outreach), suggested timeframe (ongoing, short, mid and long-term), suggested responsible department and/or agency and listed potential partnerships.





Sanger Park and Trails Plan



07

Mobility

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7-1 Introduction

Transportation and mobility is a substantial factor in determining a community's livability. It is important that transportation planning efforts function well with the overall land use policies. Street hierarchy and land use relate to one another. The qualities cannot appropriately be determined without understanding both elements. By analyzing existing traffic data in conjunction with assessing future land use and growth trends, this plan looks to provide an efficient, safe, and unified transportation system. A successful transportation network not only provides for individual vehicular movement, but also allows for effortless movement throughout the community by means of walking and/or biking.

The most important thoroughfare to Sanger is I-35. It runs north-south acting as a regional spine of the city. As identified in the Denton County Thoroughfare Plan expansions to I-35 are desired as far north as Sanger. The most significant east-west connection in Sanger is Farm to Market Road No.455 (FM 455) which stretches from State Highway 377 to Loop 59. The portion of road that bisects Sanger, also known as Chapman Road, has an expansion plan to increase the lane count from two to four lanes. 5th Street which is a minor arterial three-lane road providing access to Sanger's central residential core. Each of these thoroughfares will be discussed in greater detail later in the chapter.

7-2 Mobility Principles

Sanger has a capable existing road infrastructure network, allowing for the movement of vehicles and goods in and through the city. Interstate 35 (I-35) corridor serves as vital entrance to the DFW area. This corridor provides the opportunity to develop and strengthen Sanger’s local economy along this very well-traveled section of interstate road. In addition, enhancements to FM 455 will improve the efficiency of transit through Sanger.

In addition, addressing minor roadways such as those in downtown Sanger by implementing “road diets” can also increase public safety and stimulate local economy. Using low-cost improvements to produce high-value impacts, road diets enhance safety, convenience, and quality of life for all road users. Effectively diets reduce both vehicle speed and conflict points for all road users, by means of reducing lane numbers or widths. When applied correctly, a road diet can be an excellent asset for a community.

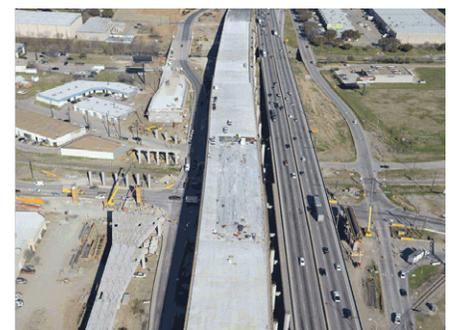
Interstate 35 – This major interstate runs from Minnesota down to Texas, cutting through 6 states in total. I-35 carries the bulk regional commuter traffic in and through Sanger. In the case of those utilizing the stretch that runs through Sanger. It provides interstate travel from the Oklahoma City to the DFW metroplex and beyond. Residents of Sanger also use both the East and West divide as commute to and from Dallas and Fort Worth respectively. With increasing population and road travel Texas Department of Transportation (TxDOT) is approving the expansion of I-35 in the Sanger area.

Approximately 30-miles of freeway and HOV lanes on I-35E from I-635 north, through and including the I-35E/I-35W interchange, to US 380 are under reconstruction by TxDOT. This Interstate 35 Expansion Project will generally include 6-lanes north of Corinth and 8-lanes south of Corinth. Additional improvements include new continuous frontage roads, two reversible managed lanes, and a multi-use path.

In essence, I-35 in Sanger will eventually be widened from 4 lanes to 6 lanes. The widening of this heavily traveled roadway provides the ability to draw visitors into Sanger and the potential for new economic development.



I-35 at Sanger Rector Road



I-35 Expansion Project

Chapman Road/FM 455 – FM 455 stretches for roughly 95 miles, connecting just south of Pilot Point to Montague. Sanger is the largest municipality the road gives direct access to. An 11-mile stretch, including the majority of the portion that lies within Sanger’s boundary, is called Chapman Road.

Locally it provides Sanger residents direct access to Bolivar to the west and access to Lake Ray Roberts to the east. TxDOT currently has plans to expand the current two-lane road into a four-lane divided Minor Arterial increasing the size of the road right-of-way by 2035 to increase the level of service. Expansion will consist of one 12-foot wide travel lane and one 14-foot wide outside shared-use lane with 1.5 foot outside curb offsets in each direction with a 17 foot Center Two-way Left Turn Lane (CTWLTL). House

Another key aspect of the plan is to provide five to eight-foot wide sidewalks along the outside of road. This expansion project will help relieve anticipated traffic congestion along Chapman Road/FM 455 when TxDOT finished the construction.



Chapman Road / FM 455 in Sanger

5th Street- A minor arterial road in the Sanger, 5th street runs north and south. The street roughly parallels I-35. Many of Sanger’s civic buildings are located on this street as well, including City Hall, the Public Library, and the Sanger School District offices. Several other business and place of worship can be found on 5th Street. This street is characterized by passing along Sanger’s highest density residential areas, just east of I-35, providing the inner-loop from I-35 near Duck Creek Rd to I-35 north of FM 455.



5th Street in Sanger

Active Transportation – Outside of motorized transit options, providing other options for residents that require or prefer non-motorized creates a more equitable city. Contributing factors that may impact access to personal motorized transportation include age, disability, loss of income, or the imposition of additional travel burdens. These factors are not an extensive list, and a community member may experience transportation disadvantages at any point in life. Non-motorized vehicular transit options also promote a more active and healthier alternative for movement within an area. Transportation networks should be capable of serving all community members by providing a multitude of options for navigating a community.

Bike and Pedestrian – Within Sanger access to pedestrian sidewalks is not always easy in some neighborhoods. Pedestrian walks are found in the central downtown area and many people also currently walk on city streets. John Porter offers residents a well-maintained trail system within the city. Additionally, along the shores of nearby Lake Ray Roberts are several publicly accessible bike and hike trails.



Pedestrian Sidewalk



Pedestrian / Bike trails in Residential Area

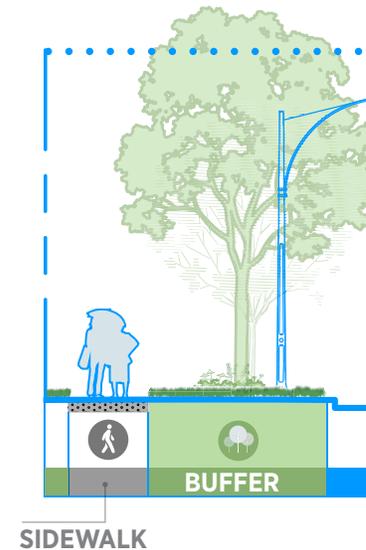


Pedestrian Sidewalk

7-3 Thoroughfare Classification

Principal Arterial Four Lanes

- P3U Right of Way: 75'
- P4U Right of Way: 75'
- Principal arterial three/four lane streets are intended to move high volumes of traffic quickly between larger sub-areas of the city or region. These roadways deal with greater vehicular traffic counts and accommodate transit services rather than pedestrian or bicycle facilities. These streets are typically characterized by limited direct access at minimal and controlled points. These points generally occur at intersections with other arterial streets or larger collector roads. Major arterial streets may serve regional activity centers, in which case direct access is more frequently permitted.
- Current FM 455 expansion project would widen the roadway from existing two lane street to a four-lane divided principal arterial.

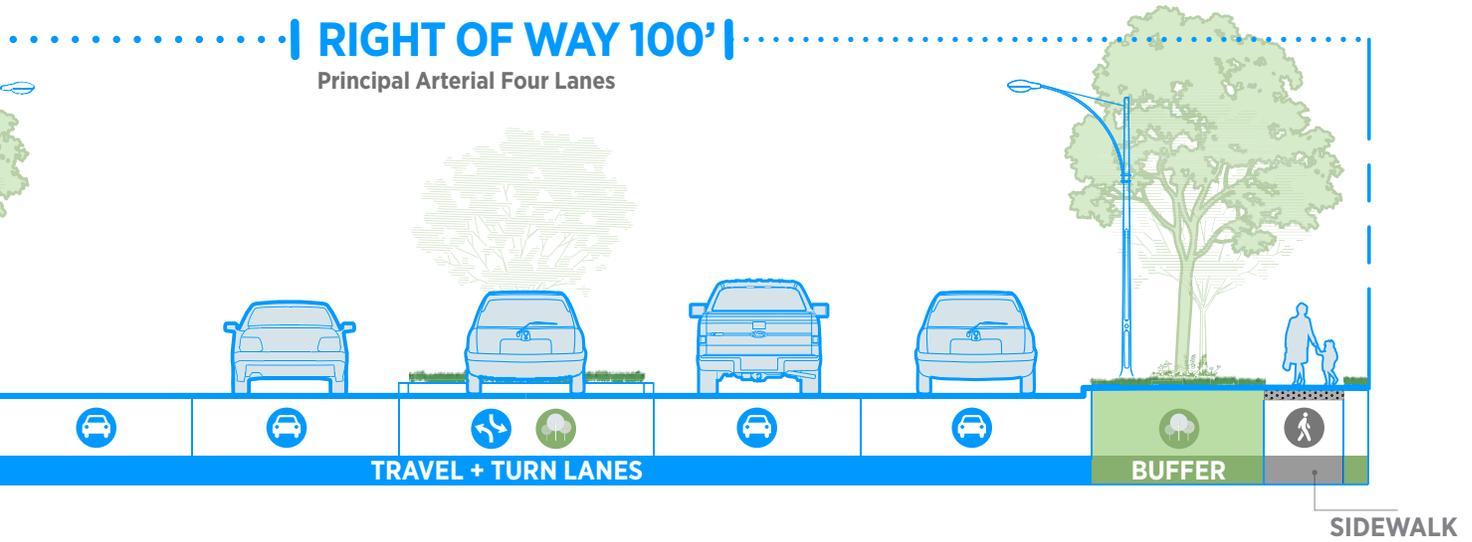


Minor Arterial Four Lanes

- M4U Right of Way: 80'
- The lower of the two arterial classifications, minor arterial streets, still provide provide movement within sub-areas of the city, but for a slightly lower traffic volume. Just as major arterials provide for through-traffic so do minor arterials. This classification provides direct access for commercial and high-density residential properties. Typically these roads do not provide for low-density residential properties. Moderate transit, bicycle, and pedestrian facilities appear since minor arterial streets serve a more localized area.
- Belz Road, Cowling Road, FM 2164, Indian Lane, Lois Lane (Metz to Marion), Marion Road, Metz Road, View Road, and Willow Street are designated as minor arterial four lanes.

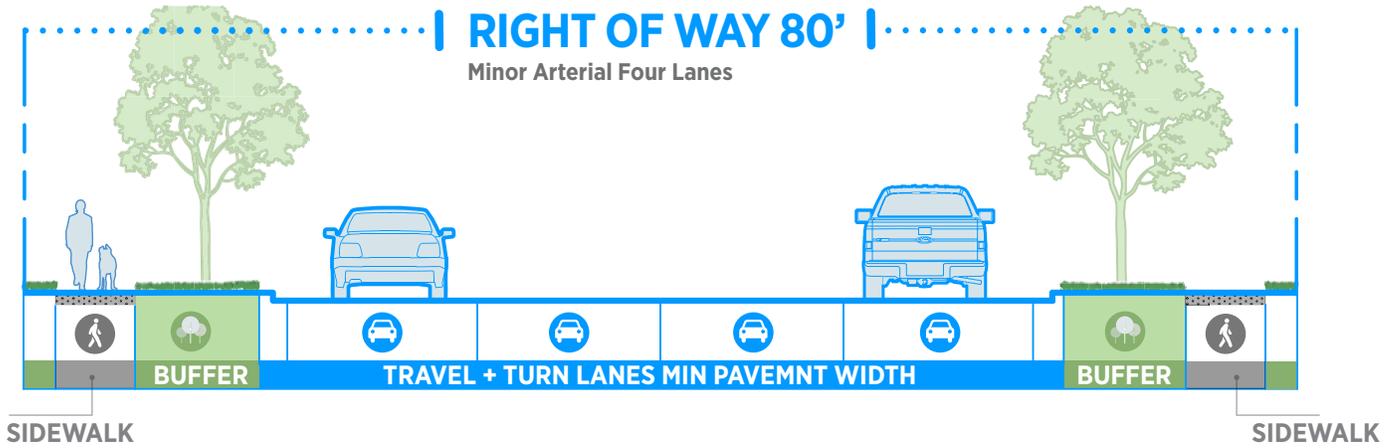
RIGHT OF WAY 100'

Principal Arterial Four Lanes



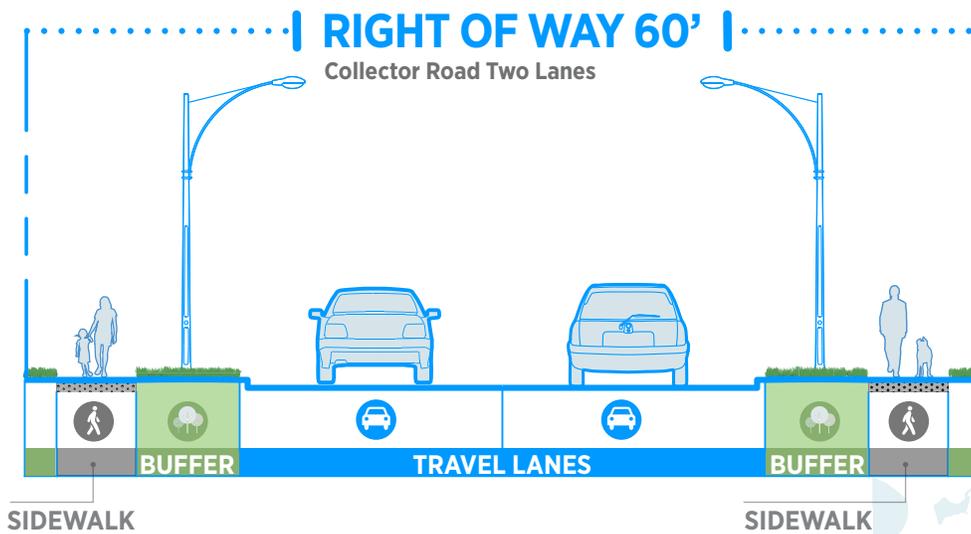
RIGHT OF WAY 80'

Minor Arterial Four Lanes



Collector Road Two Lanes

- Right of Way: 60'
- A collector street's primary purpose is to connect from local streets to arterial streets. They provide access to both commercial and residential development. Regulation of entry into bordering properties and parking facilities is provided by driveway spacing and pavement markings. Parking can sometimes occur in the form of on street parking for some of these roads. Transit services are low while bicycle and pedestrian facilities range from moderate to high on collectors.
- 5th Street, Chisam Road, Duck Creek Road, Huling Road, Keaton Road, Lois Road (Marion to Lake Ray Roberts), Tajas Drive, Urban Hill Road and Utility Road are designed as collector two Lanes.



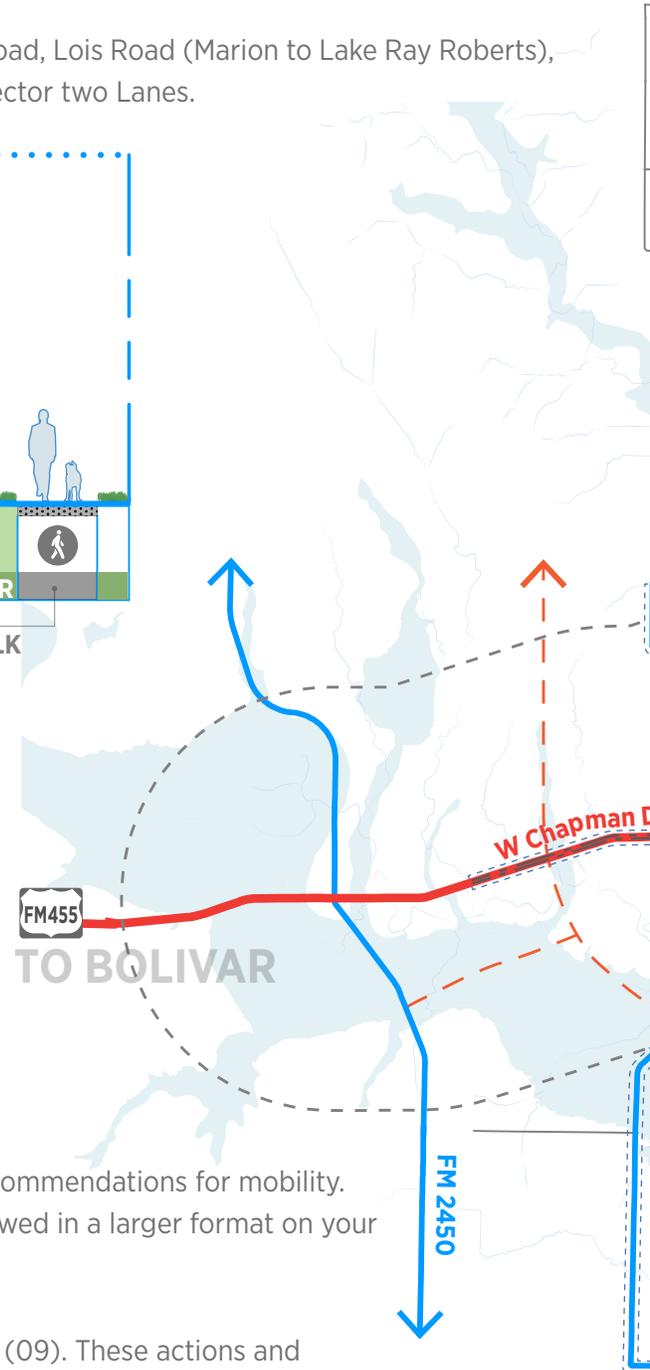
7-4 Thoroughfare Plan

Sanger has classified its streets in categories of principal arterials, minor arterials, collector roads, and local streets. The proposed thoroughfare plan shown on the right is prepared to provide a new list of thoroughfare designations and improvements based on the 2015 City of Sanger Thoroughfare Plan.

7-5 Recommendations

In this chapter you find the Thoroughfare Plan which define spatial recommendations for mobility. The graphic, Mobility chapter (07) and comprehensive plan can be viewed in a larger format on your computer via the City of Sanger website.

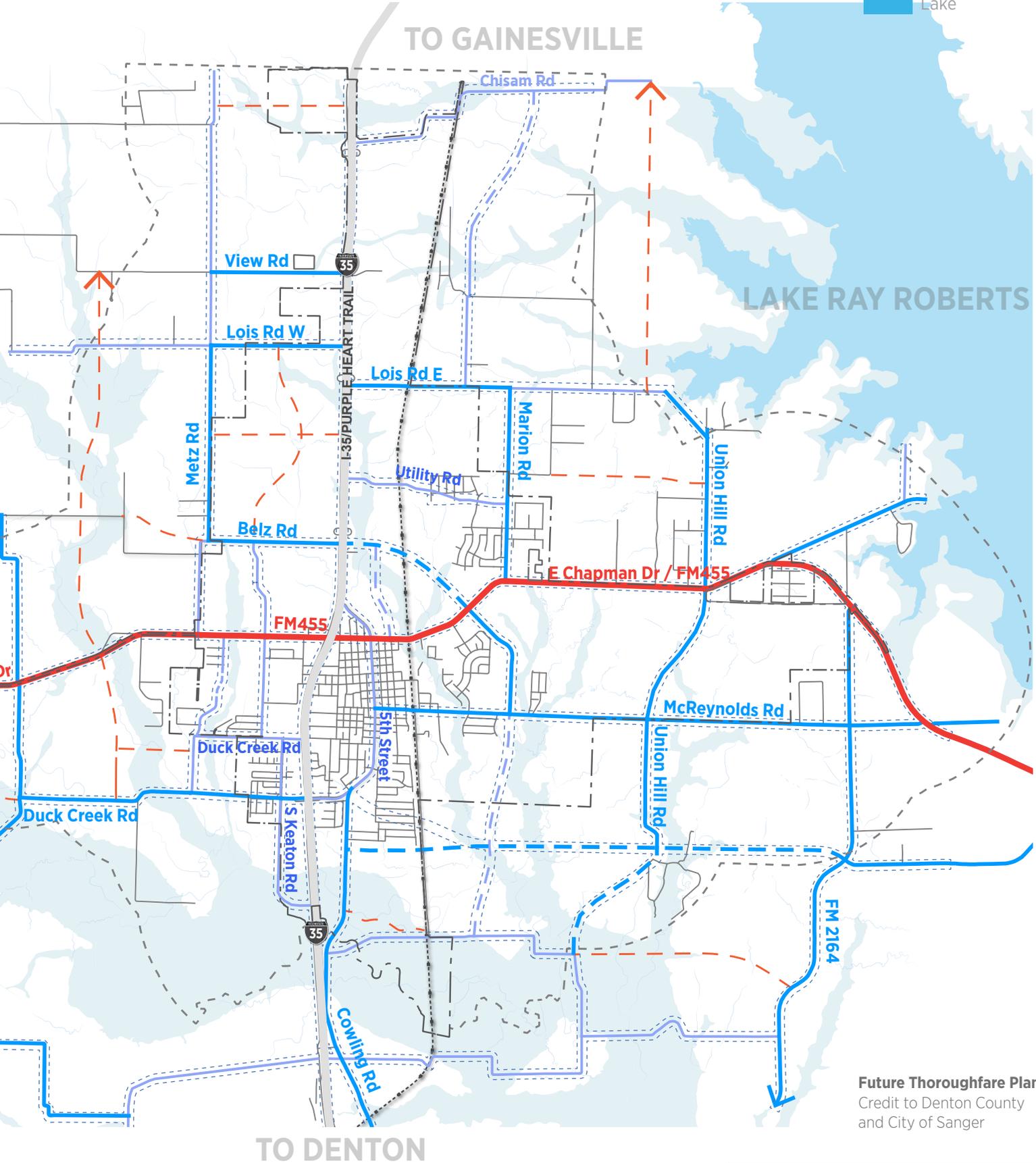
Specific recommendations are detailed in the Implementation chapter (09). These actions and strategies for mobility are individually listed, detailed by key action, includes action type (planning, regulation, program, capital and outreach), suggested timeframe (ongoing, short, mid and long-term), suggested responsible department and/or agency and listed potential partnerships.



Future Thoroughfare Plan



LEGEND



Future Thoroughfare Plan
Credit to Denton County
and City of Sanger



08

Implementation

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8-1 Introduction

This chapter focuses on how the visions and goals of this Plan become a reality in Sanger. Direct action soon after this Plan is adopted is vital for capitalizing on early momentum, but will require funding, land development actions, and/or partnerships. Planning during implementation provides for protection of private property and ensures future development occurs in a coordinated and organized fashion. Planning shapes future policies that take conceptual ideas to reality. Planning must be organized by type, policy and general timeframe. This section will include which area of the city will impacted and what department is accountable for the future development items.

8-2 Methods for Implementation

Outlining a reliable plan that integrates policies informed by recommendations will serve Sanger well. Creating an achievable and actionable plan is important. For that plan, with integrated policies informed by recommendations will serve Sanger and its citizens well. The Sanger 2040 Comprehensive Plan is the plan with vision for the future and step to achieve that future. Once this plan is in place, it is important to consistently use it.

This plan is created with the growth and economic development of the community in mind. There are five general methods for plan implementation and the City Manager, each City Council member, staff person, and member of boards and/or committees must consider when making decisions related to growth and economic development. Five methods for implementation are as follows:

1. Capital Improvements Programming (CIP)
2. Development Regulations
3. Special Projects and Initiatives
4. Specific Plans and Studies
5. Coordination and Partnerships



Elements of Implementation

8-3 Proactive and Reactive Implementation

Implementation is both a proactive and reactive function. Development actions and the design process requires input during a fast pasted timeframe. For this reason and others a growing city like Sanger will be engaged at implementation in both types.

Examples of **proactive methods** include:

- Developing a CIP and expending funds to finance public improvements to meet strategies outlined in the plan
- Updating zoning regulations
- Updating subdivision regulations

Examples of **Reactive methods** include:

- Approving a rezoning application
- Site plan review
- Subdivision review

8-4 Priorities

The priority of this plan should be a shared vision for the community. Individual input is necessary for moving a community forward. It should be noted, that Sanger will be making timely priorities related to the availability and cost of infrastructure improvement, proposed development and redevelopment applications, expansion of public facilities, needed city services, community programs, and annual capital budgeting, among many other considerations.

8-5 Partnerships

Partnership involves coordination and collaboration between one or more entities to see ideas put into action. Partnerships must be built and kept amongst the governmental and private sector. Partnerships that would likely play a role in implementation include the Texas Department of Transportation, Texas Parks and Wildlife Department, Sanger Department of Public Works, in addition to others. Strong communication and diligence to work in coordination will better ensure Sanger obtains its future goals.



Symbol of Partnership

8-6 Roles and Responsibilities

City Staff

City staff manages the everyday implementation of the plan. In particular, staff members are responsible for supporting the City Council and the Planning and Zoning Commission (P&Z). P&Z makes recommendations to the City Council based on the principles outlined in this plan. The City Council should prepare an Annual Progress Report to ensure that decisions have been related to the plan and the plan is still relevant.

City Council and Mayor

As the leader of plan implementation, the key responsibilities of the Sanger City Council members are to decide and establish priorities, set time-frames by which each action will be initiated and completed, and determine the financial resources to be made available for implementation efforts.

Planning and Zoning Commission (P&Z)

P&Z is the body which reviews development applications and zoning cases. P&Z will use the plan to guide their actions and recommendations to the City Council and the P&Z will take the lead in the following areas:

- Acting as a “champion” of the plan;
- Periodically obtaining public input to keep the plan up to date, using a variety of community outreach and citizen and stakeholder involvement methods;
- Using the plan to guide development decisions;
- After holding one or more public hearings to discuss new or evolving community issues and needs, making recommendations to the City Council regarding plan amendments and updates;
- Ensuring recommendations forwarded to the City Council are reflective of the plan’s goals and policies.

City Council and Mayor

The Sanger City Council is the final authority and takes the lead in the following areas:

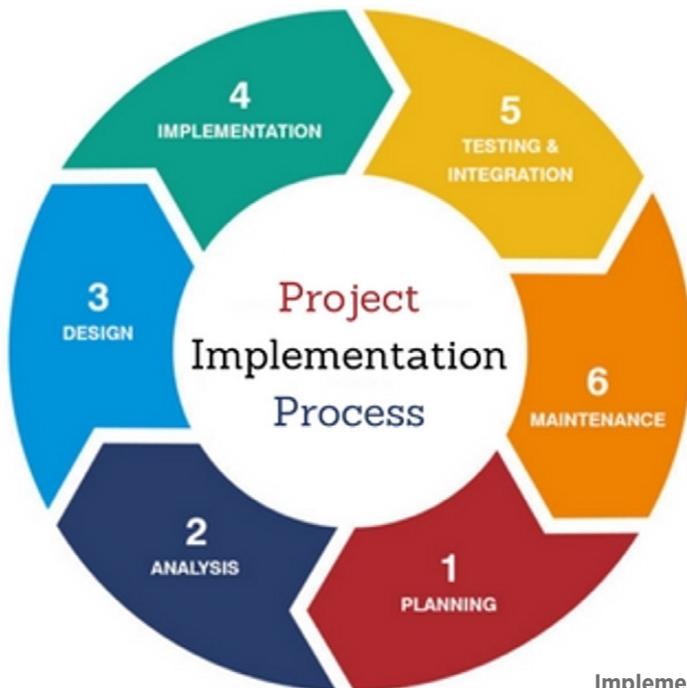
- Acting as a “champion” of the plan;
- Adopting amendments to the plan by ordinance following recommendations by the City Manager;
- Adopting new or amended land development regulations to implement the plan;
- Approving inter-local agreements that implement the plan;
- Establishing the overall action priorities and time-frames by which each action item of the plan will be initiated and completed;
- Considering and approving the funding commitments that will be required;
- Offering final approval of projects and activities and the associated costs during the budget process, keeping in mind the need for consistency with the plan and its policies;
- Providing policy direction to the P&Z, other appointed city boards and commissions, and city staff.

8-7 Measuring progress

Over the extent of its lifespan, The Sanger 2040 Comprehensive Plan is meant to be an adaptable document. As political, economic, physical, technological and social conditions and/or any other influence that alters the priorities of the Sanger community evolve, this plan should reflect the same sentiment.

Regular assessment of the plan shall ensure the content is still relevant, appropriate and applicable. At a minimum, every five years the Mayor and City Council or P&Z should prepare an evaluation report with input from city staff and other municipal boards. This overview report should evaluate the listed actions in the 2040 Comprehensive Plan and define if they are in process, taking longer or are in need of modification. Additional implementation actions can also be added to the Plan via a plan modification.

Because this process uses a multi-year timeframe, it is critical that community leaders take ownership of this plan and maintain their commitment to its ongoing implementation. City officials, including the City Manager, City Council, Planning and Zoning Commission, other boards and commissions, and staff—as well as local committees and organizations — play an essential role in the implementation of this plan. Education, networking, communication, and coordination ensure all necessary parties are involved and working toward achieving a shared goal.



Implementation Process Diagram

8-8 Action Plan

The plan defines six general types of actions, including implementation tools, defined as follows:

1. **Planning:** Actions that involve additional planning or study to address specific issues. An example of this would be a Detailed Downtown Plan or FM 455 Corridor Plan, as recommended for compatibility areas and for centers and corridors.
2. **Regulation:** Actions that involve development of new regulations and revisions to Sanger’s planning and development documents to include tools such as overlay districts, new zoning categories, etc.
3. **Program:** Actions involving a series of steps to be carried out to accomplish an objective.
4. **Capital:** Actions that involve investments through the City’s Capital Improvement Program (CIP), as well as potential funding mechanisms, including Tax Investment Reinvestment Zones (TIRZs) and Public Improvement Districts (PIDs).
5. **Outreach:** Actions involving outreach to the public, residents and special organizations.
6. **Partnerships:** These include actions that involve coordination or collaboration with one or more entities to implement the action.

The actions are organized according to each element of the plan. Reference to relevant actions from other elements are provided for each action. The actions are assigned to one of four timeframes established to prioritize and organize the actions into manageable and realistic groupings for implementation.

- **Short-term:** These are actions that should be addressed within three (3) years from plan adoption.
- **Mid-term:** These are actions that should be addressed within a range of three (3) to five (5) years from plan adoption.
- **Long-term:** These are actions designated to be carried out beyond five (5) or more years from adoption.
- **Ongoing:** These are actions currently being addressed or should be addressed on a continuing basis.

These actions are not intended to be a definitive prescription or a rigid formula. The purpose is to establish a framework or “to-do list” to guide decisionmaking and the allocation of resources. The provided action plan should not preclude certain actions from being implemented earlier or later than indicated, subject to the availability of city resources.

8-8 Action Plan

Number	Key Actions	Action Type <i>(Planning Regulation, Program, Capital, Outreach and etc.)</i>	Timeframe <i>(Short, Mid, Long-term or Ongoing)</i>	Responsible Department or Agency	Partnership
Chapter 4 Future Land Use					
01	I-35 North of FM 455 – Prepare for new commercial development along I-35.	Planning	Short term	Development Services	-
02	Support a growing industrial center with enhanced development regulations near the Wal-Mart Distribution Center (both sides of I-35).	Planning	Short term	Development Services	-
03	Prepare an I-35 Corridor Study to produce recommendations on enhanced development and access controls (signage, lighting, vehicular access, building and landscape).	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
04	Support redevelopment along FM 455 with commercial and multi-family development as road construction is completed. This could be included in the I-35 study.	Planning	Short term	Development Services	-
05	Prepare an FM 455 Study to produce recommendations on enhanced development, access controls and downtown connections (signage, lighting, vehicular access, building and landscape).	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
06	Attract family entertainment and tourism development to be locate near and/or in the direction of Lake Ray Roberts.	Planning and Outreach	Mid-term	Development Services	Sanger Economic Development Corporation
07	Support water/fishing focused development near Lake Ray Roberts.	Planning	Mid-term	Development Services	Texas Parks & Wildlife & Sanger Economic Development Corporation
08	New residential development - Identify infill development areas for single-family and multi-family development. The location of this occurs mainly in the original Town area of Sanger.	Planning	Mid-term	Development Services	-
09	New residential development. Identify large green-field areas for new single-family and multi-family development. Ensure necessary infrastructure and zoning is in place.	Planning	Mid-term	Development Services	-

8-8 Action Plan

Number	Key Actions	Action Type (Planning Regulation, Program, Capital, Outreach and etc.)	Timeframe (Short, Mid, Long-term or Ongoing)	Responsible Department or Agency	Partnership
Chapter 4 Future Land Use					
10	Plan and create a Sanger with a broad range of residential building types (SF small and large lot, patio homes, townhomes, zero-lot line and apartments) for both purchase and rental.	Planning	Mid-term	Development Services	-
11	Plan and create a Sanger with more high-quality single family and attached residential.	Planning	Short term	Development Services	Sanger Economic Development Corporation
12	City-wide and downtown – The downtown is the heart and core of Sanger. Consider all development proposals and sections as they relate to downtown and its success. As downtown goes so goes Sanger.	Planning	Ongoing	Development Services	Sanger Economic Development Corporation
13	Create a network of pedestrian trails and walkways connecting neighborhoods, schools and amenities together. Review park and trails plan in relationship to development connections.	Planning	Mid-term	Development Services	-
14	Follow the strategies and locations for growth opportunities defined in the 2040 comprehensive plan and rezone per development application.	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
15	Provide pedestrian sidewalks along public streets for all new development in Sanger. Adjust regulations as necessary.	Planning and Regulation	Short term	Development Services	-
16	Support the location of Community Gardens in several areas for local families. Connect the management to local faith-based organizations.	Planning	Mid-term	Development Services	Faith-based organizations
17	Promote citizen input throughout the community planning process.	Outreach	Ongoing	Development Services	-
18	Support Infill Development as it is a much better choice for fiscal cost and infrastructure.	Planning and Regulation	Ongoing	Development Services	-
19	Support Complete Street concepts in neighborhood planning and design.	Planning and Regulation	Ongoing	Development Services	-
20	Update Development Code and Zoning Ordinance to allow actions and future land use types per the Sanger 2040 Comprehensive Plan.	Regulation	Short term	Development Services	-

8-8 Action Plan

Number	Key Actions	Action Type <i>(Planning Regulation, Program, Capital, Outreach and etc.)</i>	Timeframe <i>(Short, Mid, Long-term or Ongoing)</i>	Responsible Department or Agency	Partnership
Chapter 4 Future Land Use					
21	Continue strong code enforcement for substandard and/or abandoned buildings and properties to support new businesses desire to develop.	Program	Ongoing	Development Services	-
22	Make sure level of service (LOS) benchmarks are achieved for the Police / Fire / Public Safety force at a level appropriate for Sanger.	Program	Ongoing	Public Safety	-
23	Study and create a new Sanger Municipal Complex building at current location of the City Hall. Placing all city department together can save funds and support better communication. Also, excellent to have downtown to support adjacent development.	Planning and Capital	Mid-term	City Manager's Office	-
24	Study and support additional safe railroad crossings on the east side of Sanger. Higher quality development goes together with increase mobility. Include quiet crossing opportunities in the study.	Planning and Capital	Long term	Development Services	-
25	Support and regularly update your Impact Fee Program to help fund future infrastructure. Update regularly to define Sanger's position within regional other communities.	Program	Short term	Development Services	-
26	Monitor growth and plan for public facilities, as needed, to meet level of service and population demand.	Program	Short term	Development Services	-
27	Maintain high quality standards for all Public Facilities.	Planning	Ongoing	Development Services	-
28	Study and consider creating a TIF district to support pedestrian and public improvements for downtown. The TIF district could include part of the I-35 corridor planned for commercial and downtown.	Regulation	Mid-term	Development Services	Sanger Economic Development Corporation
29	Support village plans and implementation in general locations per the plan. Land uses can vary but need to clearly support a pedestrian walkable development pattern.	Planning and Regulation	Ongoing	Development Services	-
30	Study and create a unified Sanger gateway design for primary entry points.	Planning and Capital	Long term	Development Services	TxDOT

8-8 Action Plan

Number	Key Actions	Action Type (Planning Regulation, Program, Capital, Outreach and etc.)	Timeframe (Short, Mid, Long-term or Ongoing)	Responsible Department or Agency	Partnership
Chapter 5 Downtown					
01	Design and create a new family-oriented downtown park. Focus on family, food, flexibility and being a catalyst for economic development.	Planning and Capital	Short term	Development Services	Sanger Economic Development Corporation
02	Increased maximum floor height in downtown to five (5) floors	Regulation	Short term	Development Services	-
03	Continue focus on infill growth downtown till grand opening of new downtown park.	Planning	Ongoing	Development Services	-
04	Mixed-use development is the focus along Bolivar Street. Retail and/or limited professional office at the ground floor with large store front windows.	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
05	Downtown now extends north to the southern edge of FM 455. Gateway and connections to downtown are improved with this expansion.	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
06	Urban retail with enhanced development controls is recommended along FM 455 and 5th Street in downtown	Planning and Regulation	Short term	Development Services	Sanger Economic Development Corporation
07	Created a shared parking strategy for downtown.	Regulation	Mid-term	Development Services	-
08	Support the use of the large existing metal warehouse building next to the railroad road and north of Bolivar Street as a future mixed-use development. This can either be in the existing building with enhanced modifications or a new structure. The sides fronting Bolivar and the new downtown park must be an active use.	Planning, Program and Regulation	Mid-term	Development Services	Sanger Economic Development Corporation
09	Support a large mixed-use development north of the new downtown park. Edge adjacent to the park must include ground floor retail. Some parking for patron's downtown will be included in the plan.	Planning	Long term	Development Services	Sanger Economic Development Corporation
10	Support urban single-family residential in the outlying downtown blocks.	Planning	Mid-term	Development Services	-

8-8 Action Plan

Number	Key Actions	Action Type (Planning Regulation, Program, Capital, Outreach and etc.)	Timeframe (Short, Mid, Long-term or Ongoing)	Responsible Department or Agency	Partnership
Chapter 5 Downtown					
11	Support additional improvement to the pedestrian streetscape along Bolivar Street.	Planning and Capital	Mid-term	Development Services	Sanger Economic Development Corporation
12	Create downtown gateways for downtown.	Planning and Capital	Long term	Development Services	Sanger Economic Development Corporation
13	Design and install a system of colorful wayfinding and directional signs for downtown.	Planning and Capital	Short term	Development Services	Sanger Economic Development Corporation
14	Plan, design and implement zig-zag string lights on Bolivar Street for several blocks. Relatively low implementation cost and the result is a big visual positive.	Planning	Short term	Development Services and Public Works	Sanger Economic Development Corporation
15	Grow the Farmers Market in downtown.	Program	Mid-term	Development Services	Sanger Economic Development Corporation
16	Increase meaningful code enforcement Downtown	Program	Ongoing	Development Services	-
17	Establish a regular set of public input meetings for downtown.	Program	Ongoing	Development Services	Sanger Economic Development Corporation
18	Review and enroll in the Texas Main Street Program - Their collective efforts support small, independent businesses, the preservation of important local historic assets and local quality of life.	Planning and Program	Mid-term	Development Services	Sanger Economic Development Corporation
19	Update Development Code and Zoning Ordinance to allow actions and land use types per the comprehensive plan in downtown.	Planning and Regulation	Long term	Development Services	Sanger Economic Development Corporation
20	Create a Downtown Specific Plan related to enhanced design items and additional implementing action items from this plan.	Planning	Mid-term	Development Services	Sanger Economic Development Corporation

8-8 Action Plan

Number	Key Actions	Action Type <i>(Planning Regulation, Program, Capital, Outreach and etc.)</i>	Timeframe <i>(Short, Mid, Long-term or Ongoing)</i>	Responsible Department or Agency	Partnership
Chapter 6 Parks, Trails and Open Space					
01	Create a new family-oriented park in downtown.	Planning and Capital	Short term	Development Services	Sanger Economic Development Corporation
02	Create a Sanger Parks Master Plan for all of Sanger.	Planning and Capital	Long term	Development Services	Parks and Recreation Department
03	Create a Sanger Trails Master Plan for all of Sanger and include a focus on connection methods and pedestrian walkability for the neighborhood centers / villages.	Planning and Capital	Long term	Development Services	Parks and Recreation Department
04	Create a full time Parks Director position.	Planning and Capital	Long term	Administration	-
05	Implement the attached Park and Trails plan included in this Sanger 2040 Comprehensive Plan.	Planning and Capital	Ongoing	Development Services	-
06	Promote local parks, athletic fields and Lake Ray Roberts as tourist opportunities for increased economic development.	Program	Ongoing	Development Services	Sanger Economic Development Corporation
07	Look to create a Parks & Recreation Department for planning, use and building facilities via Texas grants.	Program	Long term	Administration	-
08	Preserve natural creek and riparian environments for pedestrian and bicycle trail alignments.	Planning	Ongoing	Development Services	Texas Parks and Wildlife
09	Use existing floodplains for linear parks with pedestrian trails linking neighborhoods together.	Planning	Ongoing	Development Services	-
10	Establish a desired level of service (LOS) for parks and trails construction in Sanger. Upon that then plan to implement a regular number of park acreage and trail linear feet every five (5) years.	Regulation and Capital	Long term	Development Services	Parks and Recreation Department (future)

8-8 Action Plan

Number	Key Actions	Action Type <i>(Planning Regulation, Program, Capital, Outreach and etc.)</i>	Timeframe <i>(Short, Mid, Long-term or Ongoing)</i>	Responsible Department or Agency	Partnership
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Chapter 6 Parks, Trails and Open Space

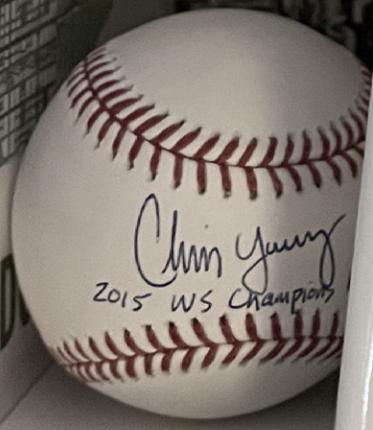
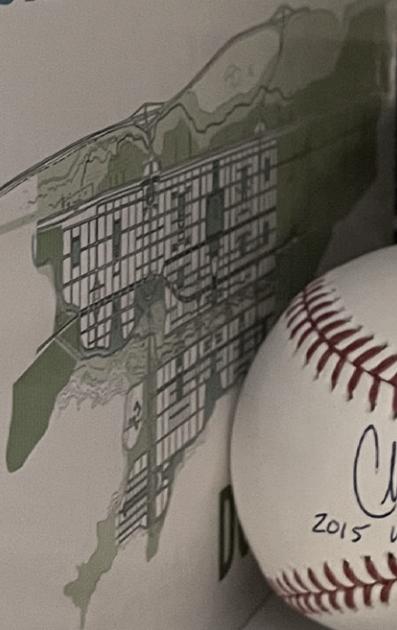
11	Review, implement and/or upgrade a park dedication ordinance (PDO) that requires a small percentage of land or fee in lieu (\$\$) be set aside for new park or trail facilities with the approval of residential developments.	Regulation and Program	Short term	Development Services	-
12	Landscaping - Adopt more comprehensive landscaping regulations to conserve water and improve the aesthetic quality of nonresidential development. Develop an approved plant list with native and drought-tolerant plants.	Regulation	Short term	Development Services	-
13	Screening - Require all trash pick-up storage areas within view from the street be screened from public view with a masonry wall on three sides, a metal door, and landscaping features. Receptacles should not be located in drives of parking areas.	Regulation	Mid-term	Development Services	-
14	Improve part-time and summer work opportunities with the city for park maintenance, recreational programs and light construction projects.	Program and Capital	Mid-term	Development Services	-

8-8 Action Plan

Number	Key Actions	Action Type (Planning Regulation, Program, Capital, Outreach and etc.)	Timeframe (Short, Mid, Long-term or Ongoing)	Responsible Department or Agency	Partnership
Chapter 7 Mobility					
01	Support and follow the thoroughfare plan graphic in the Plan document.	Planning	Short term	Development Services	-
02	Support pedestrian mobility at primary and secondary intersection with pedestrian timed signals.	Planning	Short term	Development Services	TxDOT
03	Support pedestrian and bicycle trails as important mobility systems.	Planning	Short term	Development Services	-
04	Require all new developments and redevelopment projects to construct sidewalks along streets and roads.	Regulation and Planning	Short term	Development Services	-
05	Work to expand all access modes to Lake Ray Roberts. (autos and trails).	Regulation and Planning	Short term	Development Services	-
06	Future road extensions include Belz Road to Indian Lane, Utility Road and several others per mobility needs.	Planning and Capital	Mid-term	Public Works	-
07	South 5th Street will need to be extended west generally from I-35 toward a future Duck Creek bridge to accommodate development.	Planning and Capital	Mid-term	Public Works	-



SUSTAINABLE
URBANISM
URBAN DESIGN WITH NATURE



DESIGN
FACTORY



THE FLIGHT *of the*
CREATIVE CLASS
RICHARD
FLORIDA
Harper
Business



The Provisional City
Cuff

Green Infrastructure
ISLAND PRESS

Benedict
McMahon

WHITE ROCK LAKE SALLY RODRIGUEZ

PUBLIC PLACES URBAN SPACES
Carmona
Heath
Oc
Tiesdell
Architectural
Press



Rudofsky
Streets for People
VAN NOSTRAND
REINHOLD
VNR

09

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9-1 Definitions

Planning Terms

Alternative Scenarios: The options or alternatives that were developed during the planning process to solicit input from the community/citizens regarding choices that Sanger could select.

Arterial Streets: Streets whose primary function is to provide for continuity and high traffic volumes between major activity centers. Property access is a medium-level priority, with an emphasis on limiting the location of driveways and groups of curb cuts that access this roadway type.

Capital Improvement Plan (CIP): Public dollars earmarked for improvement and extension of infrastructure in the City.

City: The City of Sanger, Texas.

City of Denton: The City of Denton, Texas. Sanger, TX is 10-miles to Denton, TX

City Council: The governing body of the City of Sanger, Texas.

Collector Streets: Streets whose primary function is to collect and distribute traffic from local access streets to the arterial or major streets. Collector streets move moderate amounts of traffic volumes and provide limited access to adjacent properties.

Community Park: A community park serves multiple neighborhoods, provides many of the same facilities as neighborhood parks and may include additional fields and facilities.

Community Vision: The comprehensive aspects of the community's desires.

Comprehensive Plan Advisory Committee (CPAC): For this planning project, the committee was comprised of members of the Sanger City Council, Planning and Zoning Commission, and leaders in the community that was established to advise and assist in the development of the Sanger 2040 Comprehensive Plan.

Comprehensive Plan: A document with graphics, text, and tables that forms policies governing the future development of the City and consisting of various components governing specific geographic areas and functions and services of the City. This document (Sanger 2040 Comprehensive Plan) is established with the input of citizens, property owners, City staff, and elected/appointed city officials.

Comprehensive Plan Elements: The specific components of the comprehensive plan. These elements combine to create the overall plan. Includes items such as: land use, thoroughfares, parks and recreation, urban design, water, wastewater, and other elements.

Denton County: A county located in the northern Texas region. Sanger, TX is located along Interstate 35 in Northern Denton County.

Design Guidelines: Formal set of guidelines for use by developers to address character and quality levels.

Design Standards: Formal set of standards for development which require certain character and quality levels for development for the built and natural environments.

Downtown: The historical core of Sanger, TX is the area defined within this Sanger 2040 Comprehensive Plan. The boundary area has changed over recent decades.

Dwelling Unit (DU or du): A single dwelling unit for habitation.

Extra-Territorial Jurisdiction (ETJ): An area of unincorporated county land immediately adjacent to an incorporated city. In Texas, the city may exercise certain development powers (subdivision regulations), but not zoning.

Floodplain: An area of land subject to inundation by a 100-year frequency flood, as shown on the floodplain map from the FEMA.

Functional Classification System: A hierarchical system that recognizes that most vehicular travel involves movement through a network of roads. This road network can be divided into four general classifications for both existing and future roadways by the character of service these roadways provide, from a property access function at one end of the model to maximum mobility and movement function at the opposite end.

Future Land Use Plan: The graphic document that illustrates the generalized location of future land uses. This graphic document is supported by a complete section in the comprehensive plan that defines and highlights in detail the graphic document. This plan covers land in the City limits and land within the City's ETJ.

Sanger 2040: The title for the project logo and brand attached to the Sanger 2040 Comprehensive Plan.

Highways: Major roadways carrying large volumes of traffic usually on controlled access roadways. They are intended to convey vehicles for longer distances (city to city, regionally, and beyond). Highways are the jurisdiction of regional, State, and Federal agencies.

Industrial: Industrial uses include assembly, distribution, manufacturing, outdoor storage, warehousing, and other similar uses.

Infill Development: Development of new homes, commercial and/or retail buildings, and public facilities on unused or underused lands in existing communities.

Lake Ray Roberts: An artificial Maerican reservoir located 10 miles north of Denton Texas, Between the cities of Pilot Point, TX and Sanger, TX. Sanger, TX is 3 miles to Lake Ray Roberts.

Local Streets: Intended for low volume and low speed traffic movement, local streets provide access to residential lots and building sites.

Mixed-Use Development (MXD): A compatible mix of residential and non-residential uses allowed on the same property, or within the same structure. Horizontally mixed-use developments may include any combination of office, retail, and residential uses sited adjacent to one another within the same structure or within adjacent structures, on the same property. Vertically mixed-use developments may include any combination of office, retail, and residential uses sited above or below one another within the same structure.

Multi-Family Residential: Attached dwelling units designed to be occupied by three or more families living independently of one another, exclusive of boarding houses, hotels, or motels.

Neighborhood Retail: Local retail serves populations within a two (2) mile radius and usually comprised of a major anchor tenant (such as a grocery store) and multiple inline lease spaces.

Norris Design: A planning, design and branding consulting firm that was the lead firm on the Sanger 2040 Comprehensive Plan adopted in Spring 2021.

Office: Office uses include multi-tenant lease spaces and single occupant buildings that house professional businesses.

Parks and Open Space: Areas reserved for active and/or passive recreation, provided either by the City or by private development.

Pedestrian Environment: Commercial and/or neighborhood environment designed to accommodate needs of pedestrians, as well as through and destination traffic, by incorporating select infrastructure improvements, design elements, and traffic management mechanisms. Achievement methods include separating traffic through use of parallel streets; limiting access points; linking parking lots; coordinating traffic signals; adding alternative transportation lanes; widening sidewalks; providing crosswalks; providing streetlights and furniture; preventing “deadening” uses without building front; and incorporating transit stops.

PLACE making: This is the effort to create special and inviting environments for pedestrians and the like. Many times, PLACE making includes public art, quality landscape, comfort, shade, pedestrian amenities, views, pedestrian linkages and adjacency to retail/entertainment/housing.

Planned Development (PD): Planned associations of uses developed as integral land use units such as industrial parks or industrial districts, offices, commercial or service centers, shopping centers, residential developments of multiple or mixed housing, including attached single-family dwellings or any appropriate combination of uses which may be planned, developed, or operated or integral land use units either by a single owner or a combination of owners.

Planning Process: The process used to develop a document, plan, or policy.

Redevelopment: Restoration of existing buildings and properties blighted and/or which diminish the character and function of a neighborhood including adaptive use and historic preservation properties.

Regional Retail: Regional retail serves a larger population radius, generally about 5-miles. These developments may have multiple anchor tenants along with many pad sites developed on the fringe of the center.

Retail: Retail uses include stores, restaurants, service businesses (banks, hair salons, etc.), and business-to-business companies.

Right-of-Way (ROW): Land provided for the purpose of vehicular access.

Single Family Residential (SF): A detached dwelling unit designed to be occupied by not more than one family.

Slope: The percentage (%) of rise or fall of land.

SMART Growth: Growth management program which combines incentives, disincentives, and traditional planning techniques to promote a pattern of growth that achieves economic, environmental, and quality-of-life objectives.

Comprehensive Plan Advisory Committee (CPAC): For this planning project, the committee was comprised of members of the Sanger City Council, the Sanger Planning and Zoning Commission, and leaders in the community that was established to advise and assist in the development of the Sanger 2040 Comprehensive Plan.

Street Intersection: Any street which joins another street at an angle, whether or not it crosses the other.

Street Median: The non-pavement or pavement area between the moving traffic lanes of a street, typically the area for landscaping.

Traffic Impact Analysis (TIA): A process that helps the community understand the demands and impacts placed on the City's transportation network from development. There are two types of TIA. The first assesses the effects that a particular development's traffic will have on the transportation network resulting from a change in land use different from the future land use plan. The second type assesses the specific site and roadway improvements needed resulting from a proposed development.

TxDOT: Texas Department of Transportation.

Urban Design: Is the process of designing and shaping cities, towns, and neighborhoods. Urban design is an interdisciplinary subject that utilizes elements of many built environment professions, including landscape architecture, urban planning, and architecture.

Utilities: Services provided by public and private agencies that support development. Utility services include water, sanitary sewer, storm drainage, electrical, natural gas, telephone and telecommunications, and other similar services.

Wetlands: Areas identified by the National Wetland Inventory (NWI) with a high potential for wetland habitats.

Resiliency Terms

Livability: Creating places where people want to be, that contribute to interaction and discourse with others, and that are personally fulfilling. This has implications for how we design neighborhoods, retail areas, and civic spaces, and how we design access to them.

Sustainability: Sustainability has broad implications for both creating stimulating places to live, work, shop, and play that are special and unique in a way that draws us to them, and which are environmentally sustainable in terms of energy use, water and air quality, and low maintenance.

Diversity: Encompasses both environmental and cultural diversity and speaks to interesting juxtapositions: nature and urbanity; great new buildings and grand old ones; established affluence and entry-level upstarts; natives and newcomers; upscale retail and funky mom-and-pop shops; auto or streetcar or walking; all coexisting in a richly complex and stimulating environment. Diversity celebrates the city as an evolving manifestation of many ideas and visions over time. It allows a diverse mix of individuals to find a “niche,” and exposes them to a stimulating array of choices on a daily basis.

Choice: Choice offers the ability to select from a range of attractive alternatives for everything from housing to transportation options, from working environments to leisure time pursuits, from urban vitality to places of solace.

Designing for choice has complex, but not unattractive implications. For example, walking as a primary mode of mobility is not a real choice unless a compact city form, a full mix of uses within walking distance, a well-designed sidewalk/crosswalk system and, to some extent, transit linking walkable enclaves are all in place to make that choice viable.

Authenticity: Originality is rooted in the unique environment, history, and evolving culture of a region and community. Preserved natural features, older buildings, traditional, self-contained neighborhoods, and a predominance of independent, locally owned businesses over ubiquitous franchises serve as a gauge of authenticity. By extension, authenticity is reinforced when new projects are designed to be compatible with their neighbors and larger urban context.

Public Life: Extends beyond typical “park and recreation” pursuits to include a variety of choices for dining, shopping, schmoozing, exercise, informal meetings, people-watching, and walking. It balances home life with diverse leisure and entertainment choices in the city’s streets, plazas, outdoor markets, parks and trails, as well as in “third places” such as coffee shops, outdoor cafes, pubs, bookstores, and the like. Public life venues foster a sense of community, face-to-face conversation, debate, and exposure to a range of thinking and ideas.

Stimulating Environment: These places consistently engage both the full range of senses and the intellect through skillfully applied design principles—scale, rhythm, repetition, color—as well as through well-crafted vernacular design, connections to nature, connections to the past, and exposure to cultural stimuli from street performances to public art. It can be embodied in ways as varied as long, dramatic vistas; visually exciting street scenes; and rhythmic street tree plantings to rich architectural materials, engaging sign designs, and pockets of seasonal color.

Axial Design: In its classic form, arranges elements of a landscape or townscape along a strong linear sightline, or axis. It can create a very strong sense of order, even over great distances, as is usually associated with symmetry and formalism.

Hierarchy: Utilizes a variety of sizes of exterior spaces (or outdoor rooms) to create a variety of experiences in the landscape. It also helps clearly differentiate more important “rooms” from the minor support areas. This technique can greatly aid in reducing a grandly scaled space to a smaller, more comfortable human scale, and vice versa.

Transition: Provide a perceivable link between adjacent spaces. Exterior spaces can seem endless and filled with a tremendous variety of separate objects, structures, and planted areas. However, these spaces and objects can be linked or blended by the use of transition elements, which can be a crucial aid to unity, wayfinding, and “sense of place”.

Repetition: Repetition of a design element, coloring of architectural features, repeated use of a particular tree species — even the continuation of a distinctive paving pattern from one exterior space to the next — are all examples of repetitional elements.

Dominant Feature: This feature creates contrast and emphasis. Just as music crescendos to a climax and art generally needs a focus, outdoor spaces and communities are more effective and complete if a dominant element is discernible. An important feature for orientation, this focal point gives a place clarity and purpose, and creates unity in the space. The single church spire of a medieval village, the clock tower in the plaza, and the statue or fountain feature usually found in civic spaces, all create a center that all other elements of the space relate to.

Sense of Enclosure: This sense is perhaps the single most important feature in the design of community spaces. A satisfactory sense of enclosure occurs when the relationship of the ground plane or “floor” of an exterior space and enclosing vertical “walls” (formed by building facades, rows of trees, or other vertical elements) form a comfortable feeling of containment akin to an “outdoor room”. Sizes of such “rooms” vary dramatically.

Clustered Developments: These should place special focus on preserving terrain features, drainage areas, and tree groupings. Preserved open space should not be just left-over space but should contribute significantly to the surrounding neighborhoods and the city as a whole.

Pedestrian Orientation: The first consideration of circulation within the development should be toward the pedestrian experience in getting from one place to another, including access to the development from adjacent neighborhoods and areas. Elements such as wide lighted sidewalks, benches, shade trees, canopies, and attractive views add to the pedestrian feel.

Housing Variety: It is important for cities to provide a variety of housing for the full life cycle of citizens and to meet the needs of different segments of the population — people of different ages, socio-economic levels, and employment levels. The “full-life cycle” is intended to describe all stages of life — young singles, professional couples, families with children, empty-nesters, retirees, and seniors, including those requiring living assistance. This should include high-income homes of various types (large lot, small lot, townhome, loft and condominium) and more affordable housing types (small lot/small home, townhome, loft, condominium, mother-in-law suite, carriage house and others).

Pedestrian-friendly: Include trees and canopies for pedestrian areas along the outside perimeter and behind the buildings, and between the sidewalk and street parking areas. In addition, ensure that canopy trees are planted to shade people, cars, and paving in parking lots.

Cottage: Single Family, but house size is typically a maximum of 1,500 square feet. Many are detached but can be attached.

Multi-Unit Large Home: A building which is designed and constructed to look like a large single-family home but may contain 4-6 units. Parking is located behind the main structure and may be accessed by a drive-thru from the front street, or by an alley.

Loft: These are units which are located in association with retail (either above or in close proximity to) and generally include a mezzanine space. They are often located above the first floor which may be office of retail use.

Live-Work Unit: A live-work unit is a residential unit which includes the capability for the ground floor space adjacent to the front sidewalk to become an allowed business use.

Mother-in-law Suite: This is an accessory residential unit located on a single-family lot which does not have a presence on the front street. It will also include a separate entry from the main house. It is often constructed above the primary unit’s garage or attached to the rear of the primary home.

Carriage House: A carriage house is similar to a mother-in-law suite except that it is generally larger, located on a larger lot and located above a large parking garage or stables.

Resiliency: Resiliency is a design objective for communities, buildings, and infrastructure. It is the ability to absorb or avoid damage without suffering complete failure. An example, over the coming decades, the need to build capacity for greater resilience will require our cities to develop strategies for coping with the future shocks and stresses to our urban infrastructure systems associated with climate change.

BUILDING BLOCKS OF COMMUNITY DESIGN

The following are key elements that give a city form and evoke recognizable images both consciously and subconsciously. This is an important method to assist people in understanding and being comfortable with a community, and with being able to find their way around. These are key elements which aid in preventing “sprawl”.

Paths: The predominant form-giving elements within a community and include such things as walkways, hike-bike trails, streets, and transit lines. They connect all areas of the city together. In true communities, there are networks of paths for automobiles, bicyclists, mass transit, and wildlife.

Edges: Linear elements that are the boundaries between two kinds of districts. They are strong organizing elements. Edges are also transitions between two elements or areas such as retail and residential, office, or recreation activities. They can be lively, positive places as well as shared open spaces. They could also be paths such as landscaped boulevards, or they could be creeks and floodplains.

Districts: Areas that can be entered. You know when you get there. Buildings or structures, or development layout share certain recognizable commonalities and characteristics, each with a separate and distinct scale, texture and structural elements.

Nodes: Nodes are specific points in a community that have name or place recognition value. They are points to and from which people travel and very often they serve as the center or core of a district. Nodes are closely associated with paths and thus can also be found at the transition points between districts.

Landmarks: Landmarks are very similar to nodes, but are usually perceived as a single element, either structural or natural. They are the reference points used by all in navigating a path through the community, and they usually take the form of great public spaces, artwork, or a significant building. Landmarks usually contrast sharply with the background in which they are perceived, which enhances their visual importance as a “beacon” or reference point.

9-2 Supporting Data

Sanger Stakeholder Interview Questions

SANGER Comprehensive Plan

City of Sanger, Texas
November 2020

STAKEHOLDER INTERVIEWS

Interview of: _____

Card: (Tape/ list contact information)

Interviewed by: _____

Date & Time: _____

- I. Individual Introductions
- II. Project Overview
- III. Any Questions Before Questions?
- IV. Interview

Answer all the following questions from your **personal perspective**.

1. Do you think SANGER is special and provides its citizens a superior quality of life?
___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure

2. SANGER is an aesthetically pleasing and interesting place for bringing visitors?
___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure

3. SANGER is a high-quality community for raising a family?
___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure

4. What words or phrases best describes the term "SANGER's Character"?

5. SANGER is an economically attractive environment for starting or locating a business.
___ Agree ___ Somewhat Agree ___ Somewhat Disagree ___ Disagree ___ Not sure
Why?

November 2020 – Stakeholder Interviews



6. What are the biggest barriers that might prevent SANGER from reaching its full potential?

7. What assets does SANGER have now that are 'hidden treasures' – things that people and businesses outside the city or region are unaware of or don't fully appreciate?

8. Tell us three (3) goals that you hope we can "move the needle" toward success as a part of this SANGER Comprehensive Plan

9. If the City of SANGER could invest in just one or two capital investments in the next few years, which ones would provide the greatest catalytic benefit for desirable development?

10. What steps/items should the City of SANGER take, and/or what does downtown need - to help generate success ? (for downtown)

11. Rank the following categories as to greatest need in SANGER?
With 1 (+) being the greatest and 7 (-) the lowest.

- Quality retail
- Employment
- Quality housing
- Variety of housing types
- Quality school system
- Revitalize downtown
- Define future vision
- _____ write in

12. What are the greatest resources of SANGER for strengthening economic development and creating new employment opportunities? (limit to three)

- 1. _____
- 2. _____
- 3. _____

13. Of the following land use/development types, which could/should play a larger role in the economy of SANGER? Please pick your top three (3) choices.

- Distribution
- Light industrial
- Office
- Retail
- Entertainment/sports facilities
- Lodging

14. What city or town in North TX is doing a good job with growth, identity and a handle on their future – that we should study and investigate? Tell us some about them?

15. Twenty years (20) from now, what kind of community do you envision (want) SANGER to be? (list 3 words or phrases that define that future)

- 1. _____
- 2. _____
- 3. _____

Public Meeting # 1 - Community Input

Park & Environment

Importance of Goal

Sanger will be an environmentally sustainable community that focuses on conservation of natural resources and preservation of sensitive lands.

Connectivity - Sanger will have a well-connected trail system, including safe bicycle and pedestrian accommodations to promote active recreation.

Sanger will have a quality and equitable recreation system, with a variety of recreational amenities for all citizens.

Residents desire opportunities for passive parks (nature based) and active recreation (sports) connected via trails and walkways.

SANGER 2040 PLAN

Infrastructure

Importance of Goal

Sanger will have an infrastructure system that is efficient, well-maintained, and upgraded when needed. Decisions to expand infrastructure will be based on a cost-benefit analysis.

Prioritize and schedule infrastructure / utility extensions based on the new comprehensive plan, and generated opportunities for revenue growth.

Establish a program to replace old infrastructure in a scheduled cost effective manner for Sanger.

Ensure that there is adequate water and wastewater available to serve existing and new development by maintaining systems, monitoring usage and capacity.

SANGER 2040 PLAN

Education

Importance of Goal

Sanger will focus on education as critical for success of the community.

Sanger will invest (\$\$\$) in educational opportunities for students through Sanger ISD and community initiatives.

Sanger Independent School District (SISD) needs to achieve higher educational status with the support of the City of Sanger, its citizens and local business community.

As a long-term goal, Sanger should support a local Community College or State College to open a campus.

SANGER 2040 PLAN

City Government

Importance of Goal

Sanger will be fiscally resilient. The City will continue to provide high quality services to its residents and be fiscally transparent about decisions and the benefits and trade-offs associated with growth and development.

Sanger will embrace new technologies to provide its residents with the highest level of care and service. It will embrace electronic data collection and monitoring systems to provide a safe and efficient public service system.

Sanger's government with their goals and decisions will be transparent with the community and include ample citizen engagement.

Sanger will work with large city's, NCTCOG and TxDOT to support and solve major regional projects.

SANGER 2040 PLAN

Transportation / Mobility

Importance of Goal

Provide an efficient, safe and connected vehicular transportation system that is coordinated with existing traffic demands and can grow with future travel needs.

Communicate with TxDOT on expansion plans for their network and make sure those plans respond well for City of Sanger.

Ensure the proper number and spacing of railroad crossings on our R&R tracks just east of Interstate 35 to ensure good/safe east-west movement across Sanger.

Plan for a city-wide pedestrian trail system that connects together parks, neighborhoods and schools.

SANGER 2040 PLAN

Resilient & Flexible

Importance of Goal

Sanger will be an equitable community – where all residents can thrive and have the resources, they need to lead a healthy and productive life.

Improve the ability of all community members to prepare for, respond to, and recover from natural disasters.

Build regional resilience via partnerships.

Build a more flexible, connected and prepared Sanger.

SANGER 2040 PLAN

Public Meeting # 1 - Community Input

Economic Development



Importance of Goal

Net Important Neutral

Sanger will have a diverse and vibrant economy to help the community attract and retain talent for people of all employment levels.

Sanger and Denton's retail trade area are connected for the short term. Sanger will expand its retail base as the community gains additional population.

Sanger will expand by supporting growth in regional sectors such as DFW Airport, University of North Texas and Denton / Frisco / McKinney area.

Sanger will develop in a way that promotes a diversity of family lifestyles in a sustainable manner.

SANGER
2040 PLAN

Housing & Neighborhoods



Importance of Goal

Net Important Neutral

Sanger will protect the integrity of existing neighborhoods by ensuring that homes, streets and outdoor spaces are maintained to a high standard.

Recognize the importance of future neighborhoods to Sanger by implementing policies that will support their viability, marketability and attractiveness.

Typically, changing homes into commercial property harms neighborhoods. Review closely any petitions wanting to make this change and review the whole neighborhood for possible negative effects.

Sanger needs to attract higher value homes to help provide that wide range of housing for citizens.

SANGER
2040 PLAN

Community Character



Importance of Goal

Net Important Neutral

Sanger will have a unique identity that is representative of past, current, and future residents.

Sanger will be a community that is welcoming and inviting to its long-term / first-time residents, and visitors.

Sanger needs to build on its two most important existing characteristics – Downtown and Lake Ray Roberts.

Sanger will continue to expand its family friendly community character.

SANGER
2040 PLAN

Community Health



Importance of Goal

Net Important Neutral

Sanger's residents will have healthy options, including easy access to healthcare and active outdoor transportation.

The City will be supportive of its residents and continue to provide the services needed to facilitate daily life in a safe manner – through the delivery of quality Fire, Police and EMS services, at the appropriate level of service for a city the size of Sanger.

Sanger will support neighborhoods and churches to have community gardens for the growing of fresh local foods.

Sanger will look to add medical and emergency services within Sanger as the population expands.

SANGER
2040 PLAN

Land Use & Pattern of Development



Importance of Goal

Net Important Neutral

Sanger will be a community where people of all ages are welcome. To support this, a variety of housing options will be available for residents to "Age in Place" by providing a range of housing types, sizes and densities.

We need to grow a strong commercial tax base in Sanger – with a focus on retail and commercial land uses along much of the Interstate-35 corridor.

Sanger needs to attract and grow employment opportunities for citizens of North Texas. The employment focus can be commercial along I-35, Lake Ray Roberts and family services.

Local neighborhood retail stores should be walkable from residential neighborhoods.

SANGER
2040 PLAN

Downtown



Importance of Goal

Net Important Neutral

Create Downtown as a gathering place for the community with heritage tourism, retail, dining, outdoor cafes and locally inspired businesses.

Downtown needs a defined spot for local food trucks, casual outdoor fun, green lawn for blankets and a small stage for music. (Downtown Public Heart)

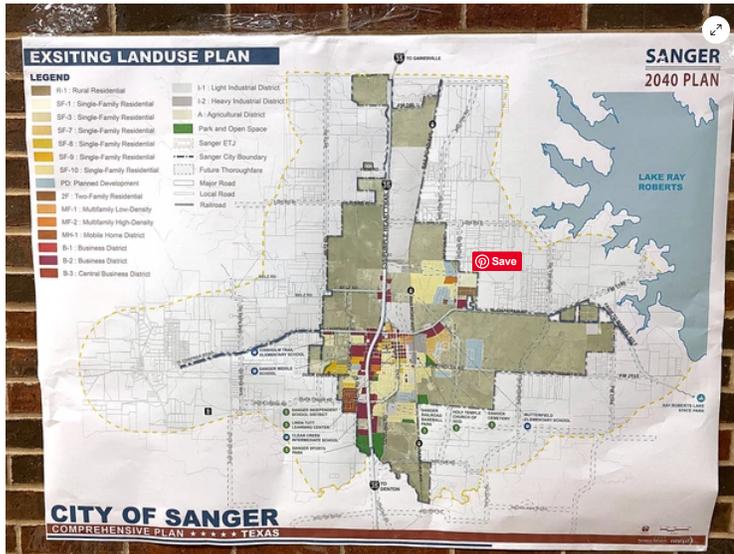
The city needs to support the use and renovation of our existing downtown building stock. Not necessarily a financial relationship but working with building codes to support renovation.

Sanger's downtown district should be a strong source of economic development.

SANGER
2040 PLAN

Public Meeting # 1 - Public News by Lemons Publications

Impressive turnout for first of four Comprehensive Plan Public Meetings



The City of Sanger held its first public involvement meeting to update the City of Sanger Comprehensive Plan. The meeting was facilitated by Rick Leisner, a consultant with Norris Design. The meeting included a presentation by the consultant and an opportunity for participants to express their vision for the future of Sanger.

The City of Sanger held the first of four public meetings last week, asking for citizen input for a city-wide community plan. The campaign is named “Sanger 2040 Plan”. The meeting was held at Butterfield Elementary School Cafeteria and there was an impressive turnout.

The City of Sanger has contracted with Norris Design. They help with planning, landscape architecture and branding for cities. Rick Leisner of Norris Design headed the meeting. “Our team’s local knowledge and experience in addition to our landscape architecture expertise nationwide presents a unique resource for the City of Sanger,” he stated.

The project role is Urban Planning, Placemaking, Ordinance Evaluations, Project Management & Leadership and Public Engagement. They’ve coordinated with Hickory Creek, Celina, Texarkana and Forney, to name a few.

Sanger is growing and the City is trying to get out in front of it. Mr. Leisner had a Power Point presentation, which is available online at the newly created website: Sanger2040plan.com. Everything through the process will be on the website. On the site is the presentation in PDF format for the public to view. It’s full of statistics, maps, etc... Sanger has an area of 11.8 square miles and 7,552 acres. See the Existing Land Use Plan Map with City Limit and ETJ boundaries on Page 10.

For instance the population is nearly 9,000 people in the Sanger

76266 zip code from 2019 statistics, 46.1% male and 53.9% female. The population change is 92.6% from the year 2000. The estimated median household income now is nearly \$70,000, which is above the Texas average of \$64,034. But, the median house or condo value is \$172,537 below the Texas average of \$200,400. The value in 2000 was \$71,700.

The age of home from 2000 or newer (38.3%), 1970-1999 (46.6%), 1940-1969 (12.6%) and 1939 or older (2.5%).

The types of homes: single-family 84.6%, Apartment Complexes (8.3%), Mobile Homes (4.9%), Small Apartment Buildings (1.9%) and Town Homes (0.4%).

They show the breakdown of Sanger home prices. 48.6% are valued at \$120,001 to \$241,000. From \$241,001 to \$361,000 (17%), \$361,001 to \$481,000 (6.1%) and \$481,001 to \$602,000 (3.2%).



Rick Leisner of Norris Design, explains to citizens the Existing Land Use Plan Map. Please see this ETJ boundary map and much more information about the Sanger 2040 Plan at their website: sanger-2040plan.com.



Citizens write down ideas and place them on the Idea Board.

Each citizen received 48 dot stickers to mark their opinions on a 12 topics (Guiding Principles). There were four draft goals for each page of the Principles. A big printed out sheet of paper draped the tables all the way down the cafeteria. The Principles were: Land Use and Pattern Development, Community Character, Economic Development, Housing and Neighborhoods, Infrastructure, Parks & Environment, Transportation/Mobility, City Government, Downtown, Education, Resilient & Flexible and Community Health. Citizens placed stickers on the importance of the goal - IMPORTANT, NOT IMPORTANT or NEUTRAL.

There was also an Idea Board on the wall for everyone at the meeting to put their ideas on.

Even though there was a good turnout, Mr. Leisner encouraged more people to show up to the second meeting, which will take place in 2-3 months. He said it is the most important and exciting one. He will announce the statistics of when Sanger can have a new grocery store, when to have a Whataburger, etc... That caught everyone's attention. He will present data for the public to understand fast food and sit down restaurants that could come to Sanger and present scenarios.

There is an Advisory Committee made up of 15 local members that are helping with this process, as well. See the list on page 5.

There will be third and fourth meetings and they will explain scenarios and finalization of the plan.

Public Meeting # 2 - Survey

SANGER 2040 PLAN

Survey on Land Use Scenarios

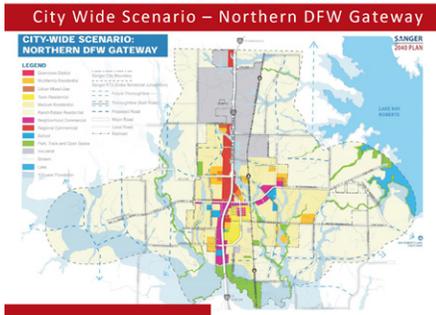
City Wide Scenario 1 - DFW Northern Gateway

#1 – Northern Gateway to DFW



Scenario One:
 A. Interstate 35 Corridor
Regional Market / Comm Full Corridor
 B. Downtown
Urban / Mixed Use / Less Historic
 C. In-Town
Redevelopment Occurring / Walkable
 D. Growth Areas (ETJ)
Range of Densities / SFD
 E. Population Growth
Above Projections

SANGER
2040 PLAN



1. This scenario provides the largest amount of new shopping, restaurants, and employment opportunities. Clearly, there could be negative impacts with these coming to Sanger. Do you prefer this or not?

- Yes
- Maybe
- No

2. This scenario creates the potential for mid-level revenue (\$\$), for the city via taxes to use for parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

- Yes
- Maybe
- No

3. The DFW Gateway scenario creates the highest population for the City of Sanger. Do you prefer this or not?

- Yes
- Maybe
- No

4. This scenario create more retail and light industrial development along the I-35 corridor. This can bring property tax revenue for city services and create jobs but has a commercial look and feel. Do you prefer this or not?

- Yes
- Maybe
- No

5. In this DFW Gateway scenario the most exciting and fun commercial development would be located along the I-35 corridor and downtown. Do you prefer this or not?

6. This scenario offers the greatest range of residential housing types ranging from mixed-use residential (3 to 4 story) to large lot ranch/estate residential. Do you prefer this or not?

- Yes
- Maybe
- No

SANGER 2040 PLAN

Survey on Land Use Scenarios

City Wide Scenario 2 - Walkable Neighborhoods

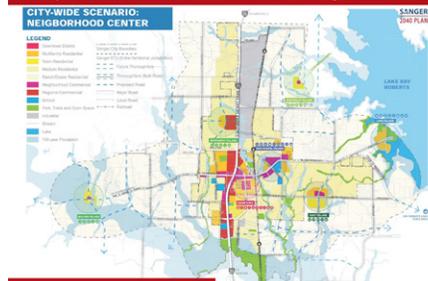
#2 – Walkable Neighborhoods



- Scenario Two:
- A. Interstate 35 Corridor Mixed Comm & Res / Less Dense
 - B. Downtown
 - C. Active Retail / Texan / Historic
 - D. In-Town Dev near Downtown
 - E. Growth Areas (ETJ) Neighborhoods Centered on Service Retail, Schools and/or Parks
 - F. Population Growth Equal to Projections

SANGER
2040 PLAN

City Wide Scenario – Walkable Neighborhoods



7. This scenario provides six (6) neighborhood centers. These centers are pedestrian walkable areas that can include: neighborhood retail, parks, a range of attached housing types, schools and more. Do you prefer this or not?

- Yes
- Maybe
- No

8. This scenario creates the potential for mid-level revenue (\$\$), for the city via taxes to use for parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

- Yes
- Maybe
- No

9. This scenario creates a Lake Neighborhood center with recreational amenities focused on water enjoyment at Lake Ray Roberts, along with some mid-density residential. Do you prefer this or not?

- Yes
- Maybe
- No

10. In concept, this neighborhood scenario can help lessen traffic issues as some only have to travel (car, bike or walk) to the local neighborhood center for convenience goods. Do you prefer this or not?

- Yes
- Maybe

SANGER

2040 PLAN

Survey on Land Use Scenarios

City Wide Scenario 3 - Ranch

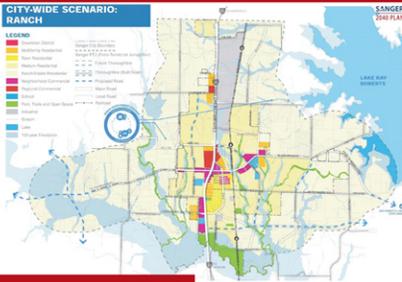
#3 – Ranch / Lower Density



- Scenario Three:**
- A. Interstate 35 Corridor
Mix of Industrial & Commercial
 - B. Downtown
Historic / Local Owner / Specialty Shops
 - C. In-Town
Pattern Same as Today
 - D. Growth Areas (ETJ)
Mid to Large Lot SFD / High Quality
 - E. Population Growth
Below Projections

SANGER
2040 PLAN

City Wide Scenario – Ranch



13. This scenario provides the smallest amount of new shopping, restaurants, and employment opportunities. Do you prefer this or not?

- Yes
- Maybe
- No

14. This scenario creates the potential for the lowest revenue (\$\$\$) of the three scenarios for use on parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

- Yes
- Maybe
- No

15. The Ranch scenario creates the lowest population for the City of Sanger and the greatest amount of low-density housing. Do you prefer this or not?

- Yes
- Maybe
- No

16. This scenario offers the lowest range of residential housing types ranging apartment residential (2 story) to large lot ranch/estate residential. Do you prefer this or not?

- Yes
- Maybe
- No

17. If lower density and lower population equals higher quality of life, but understand the result is less city services. Do you prefer this or not?

- Yes
- Maybe

18. This Ranch scenario would offer the lowest number of children attending SISD public schools. Do you prefer this or not?

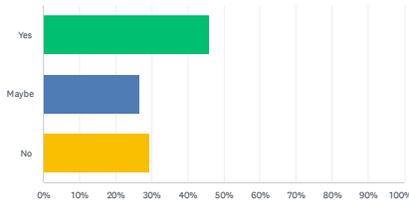
- Yes
- Maybe
- No

Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios SurveyMonkey

Q1 This scenario provides the largest amount of new shopping, restaurants, and employment opportunities. Clearly, there could be negative impacts with these coming to Sanger. Do you prefer this or not?

Answered: 188 Skipped: 7

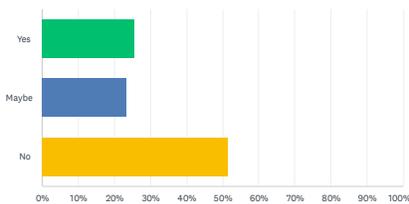


ANSWER CHOICES	RESPONSES
Yes	45.74% 86
Maybe	26.60% 50
No	29.26% 55
Total Respondents: 188	

Survey on Land Use Scenarios SurveyMonkey

Q3 The DFW Gateway scenario creates the highest population for the City of Sanger. Do you prefer this or not?

Answered: 188 Skipped: 7

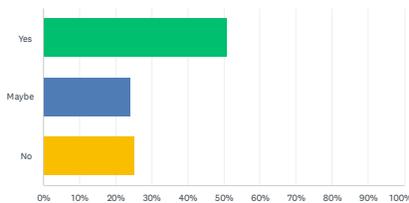


ANSWER CHOICES	RESPONSES
Yes	25.53% 48
Maybe	23.40% 44
No	51.60% 97
Total Respondents: 188	

Survey on Land Use Scenarios SurveyMonkey

Q5 In this DFW Gateway scenario the most exciting and fun commercial development would be located along the I-35 corridor and downtown. Do you prefer this or not?

Answered: 187 Skipped: 8

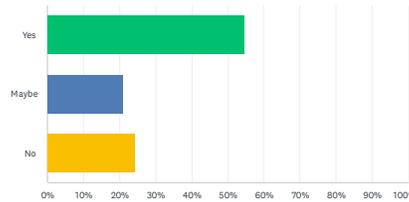


ANSWER CHOICES	RESPONSES
Yes	50.80% 95
Maybe	24.06% 45
No	25.13% 47
Total Respondents: 187	

Survey on Land Use Scenarios SurveyMonkey

Q2 This scenario creates the potential for mid-level revenue (\$\$) for the city via taxes to use for parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

Answered: 189 Skipped: 6

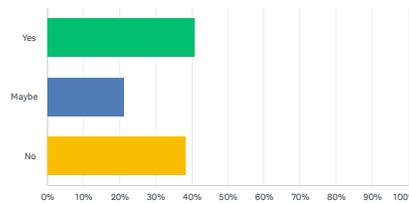


ANSWER CHOICES	RESPONSES
Yes	54.50% 103
Maybe	21.16% 40
No	24.34% 46
Total Respondents: 189	

Survey on Land Use Scenarios SurveyMonkey

Q4 This scenario create more retail and light industrial development along the I-35 corridor. This can bring property tax revenue for city services and create jobs but has a commercial look and feel. Do you prefer this or not?

Answered: 188 Skipped: 7

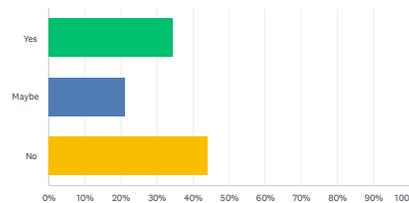


ANSWER CHOICES	RESPONSES
Yes	40.96% 77
Maybe	21.28% 40
No	38.30% 72
Total Respondents: 188	

Survey on Land Use Scenarios SurveyMonkey

Q6 This scenario offers the greatest range of residential housing types ranging from mixed-use residential (3 to 4 story) to large lot ranch/estate residential. Do you prefer this or not?

Answered: 188 Skipped: 7



ANSWER CHOICES	RESPONSES
Yes	34.57% 65
Maybe	21.28% 40
No	44.15% 83
Total Respondents: 188	

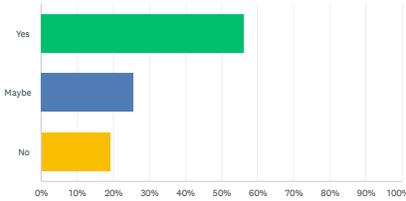
Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios

SurveyMonkey

Q7 This scenario provides six (6) neighborhoods centers. These centers are pedestrian walkable areas that can include: neighborhood retail, parks, a range of attached housing types, schools and more. Do you prefer this or not?

Answered: 172 Skipped: 23



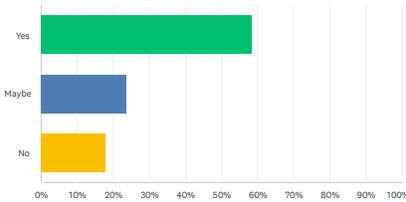
ANSWER CHOICES	RESPONSES
Yes	56.40% 97
Maybe	25.58% 44
No	19.19% 33
Total Respondents: 172	

Survey on Land Use Scenarios

SurveyMonkey

Q9 This scenario creates a Lake Neighborhood center with recreational amenities focused on water enjoyment at Lake Ray Roberts, along with some mid-density residential. Do you prefer this or not?

Answered: 173 Skipped: 22



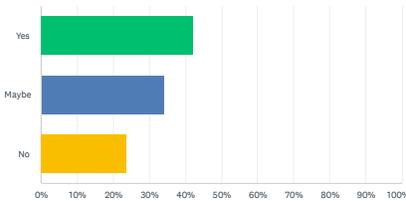
ANSWER CHOICES	RESPONSES
Yes	58.38% 101
Maybe	23.70% 41
No	17.92% 31
Total Respondents: 173	

Survey on Land Use Scenarios

SurveyMonkey

Q11 This scenario proposes a neighborhood center out at Bolivar. This center is in the Sanger ETJ (Extra Territorial Jurisdiction) and some day in the future may be a part of the City of Sanger. Do you prefer this or not?

Answered: 173 Skipped: 22



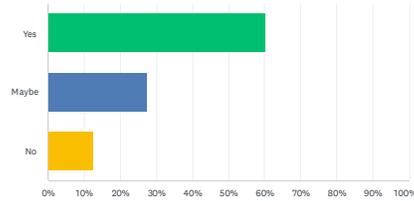
ANSWER CHOICES	RESPONSES
Yes	42.20% 73
Maybe	34.10% 59
No	23.70% 41
TOTAL	173

Survey on Land Use Scenarios

SurveyMonkey

Q8 This scenario creates the potential for mid-level revenue (\$\$) for the city via taxes to use for parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

Answered: 171 Skipped: 24



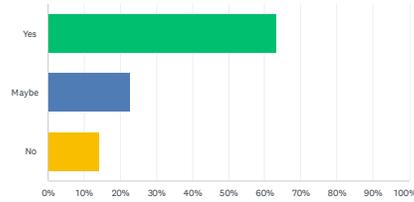
ANSWER CHOICES	RESPONSES
Yes	60.23% 103
Maybe	27.49% 47
No	12.28% 21
Total Respondents: 171	

Survey on Land Use Scenarios

SurveyMonkey

Q10 In concept, this neighborhood scenario can help lessen traffic issues as one only has to travel (car, bike or walk) to the local neighborhood center for convenience goods. Do you prefer this or not?

Answered: 171 Skipped: 24



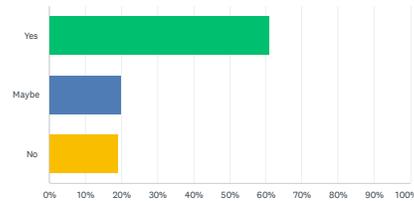
ANSWER CHOICES	RESPONSES
Yes	63.16% 108
Maybe	22.81% 39
No	14.04% 24
Total Respondents: 171	

Survey on Land Use Scenarios

SurveyMonkey

Q12 In support of this decentralized land use option there would be an network of pedestrian trails connecting the neighborhood together. Do you favor a network of pedestrian trails linking future neighborhoods together?

Answered: 172 Skipped: 22



ANSWER CHOICES	RESPONSES
Yes	61.05% 105
Maybe	19.77% 34
No	19.19% 33
Total Respondents: 172	

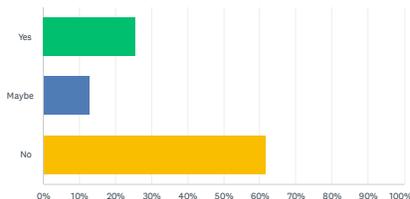
Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios

SurveyMonkey

Q13 This scenario provides the smallest amount of new shopping, restaurants, and employment opportunities. Do you prefer this or not?

Answered: 164 Skipped: 31



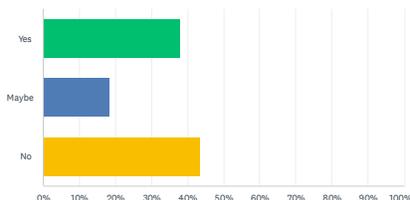
ANSWER CHOICES	RESPONSES	
Yes	25.61%	42
Maybe	12.80%	21
No	61.59%	101
Total Respondents: 164		

Survey on Land Use Scenarios

SurveyMonkey

Q15 The Ranch scenario creates the lowest population for the City of Sanger and the greatest amount of low-density housing. Do you prefer this or not?

Answered: 163 Skipped: 32



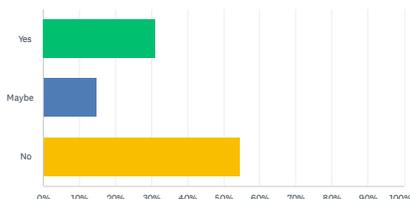
ANSWER CHOICES	RESPONSES	
Yes	38.04%	62
Maybe	18.40%	30
No	43.56%	71
Total Respondents: 163		

Survey on Land Use Scenarios

SurveyMonkey

Q17 If lower density and lower population equals higher quality of life, but understand the result is less city services. Do you prefer this or not?

Answered: 164 Skipped: 31



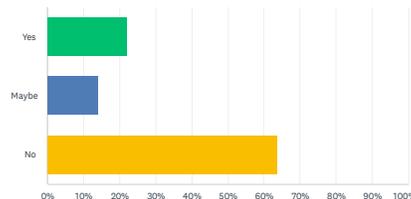
ANSWER CHOICES	RESPONSES	
Yes	31.10%	51
Maybe	14.63%	24
No	54.27%	89
Total Respondents: 164		

Survey on Land Use Scenarios

SurveyMonkey

Q14 This scenario creates the potential for the lowest revenue (\$\$) of the three scenarios for use on parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

Answered: 163 Skipped: 32



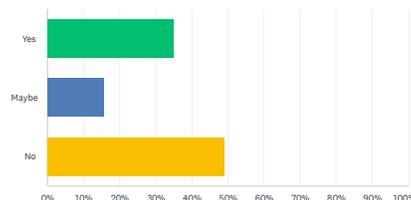
ANSWER CHOICES	RESPONSES	
Yes	22.09%	36
Maybe	14.11%	23
No	63.80%	104
Total Respondents: 163		

Survey on Land Use Scenarios

SurveyMonkey

Q16 This scenario offers the lowest range of residential housing types ranging apartment residential (2 story) to large lot ranch/estate residential. Do you prefer this or not?

Answered: 165 Skipped: 30



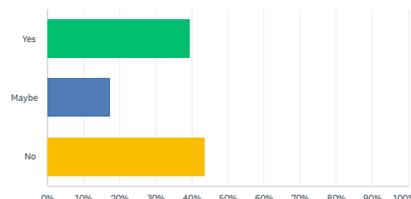
ANSWER CHOICES	RESPONSES	
Yes	35.15%	58
Maybe	15.76%	26
No	49.09%	81
Total Respondents: 165		

Survey on Land Use Scenarios

SurveyMonkey

Q18 This Ranch scenario would offer the lowest number of children attending SISR public schools. Do you prefer this or not?

Answered: 165 Skipped: 30



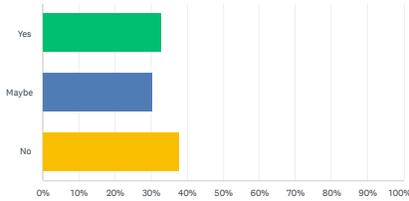
ANSWER CHOICES	RESPONSES	
Yes	39.39%	65
Maybe	17.58%	29
No	43.64%	72
Total Respondents: 165		

Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios SurveyMonkey

Q19 This scenario creates a dynamic downtown with several hundred residents proving economic growth. The downtown is less historic and more reactive for families and young adults. Do you prefer this or not?

Answered: 158 Skipped: 37

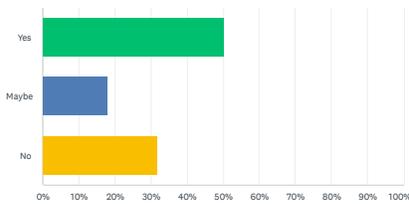


ANSWER CHOICES	RESPONSES
Yes	32.91% 52
Maybe	30.38% 48
No	37.97% 60
Total Respondents: 158	

Survey on Land Use Scenarios SurveyMonkey

Q20 This scenario creates a new downtown park with food trucks and family fun. This amenity creates added value (\$\$) bringing adjacent mixed-use and urban housing downtown. Do you prefer these uses next to the park or not?

Answered: 157 Skipped: 38

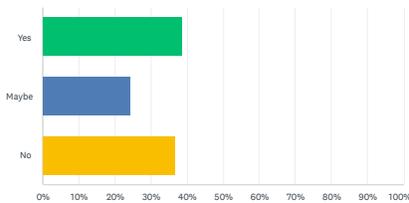


ANSWER CHOICES	RESPONSES
Yes	50.32% 79
Maybe	17.83% 28
No	31.85% 50
Total Respondents: 157	

Survey on Land Use Scenarios SurveyMonkey

Q22 This scenario show the greatest amount of new joint-use surface parking stalls for all patrons. Do you prefer this or not?

Answered: 157 Skipped: 38

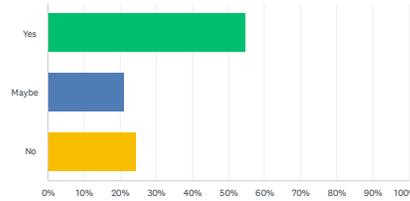


ANSWER CHOICES	RESPONSES
Yes	38.85% 61
Maybe	24.20% 38
No	36.94% 58
Total Respondents: 157	

Survey on Land Use Scenarios SurveyMonkey

Q2 This scenario creates the potential for mid-level revenue (\$\$) for the city via taxes to use for parks, infrastructure, road maintenance and more, as citizens desire. Do you prefer this or not?

Answered: 189 Skipped: 6

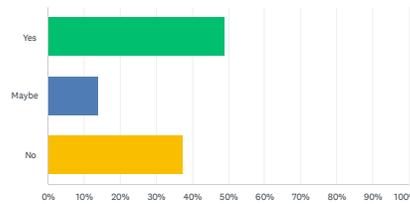


ANSWER CHOICES	RESPONSES
Yes	54.50% 103
Maybe	21.16% 40
No	24.34% 46
Total Respondents: 189	

Survey on Land Use Scenarios SurveyMonkey

Q21 This downtown scenario brings the greatest number of new residents downtown. The residential numbers help to boost success in other downtown shops and stores. Do you prefer this or not?

Answered: 158 Skipped: 37

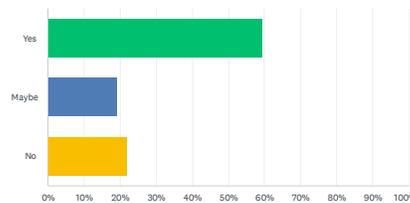


ANSWER CHOICES	RESPONSES
Yes	48.73% 77
Maybe	13.92% 22
No	37.34% 59
Total Respondents: 158	

Survey on Land Use Scenarios SurveyMonkey

Q23 This downtown scenario shows the city consolidating their departments into a municipal complex downtown. Having these people downtown helps the economic growth of downtown. Do you prefer this or not?

Answered: 157 Skipped: 38



ANSWER CHOICES	RESPONSES
Yes	59.24% 93
Maybe	19.11% 30
No	21.66% 34
Total Respondents: 157	

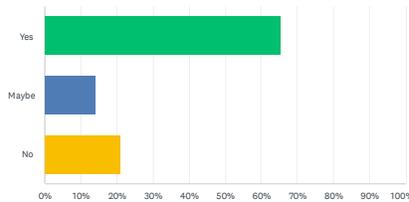
Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios

SurveyMonkey

Q24 Do you support a new park in downtown – that is simple in design allowing multiple-uses that supports family lawn games, food, music and much more? Do you prefer this or not?

Answered: 156 Skipped: 39



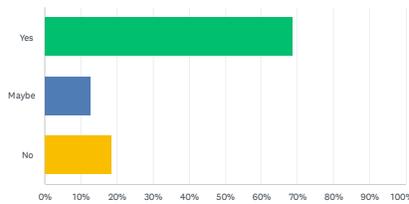
ANSWER CHOICES	RESPONSES	
Yes	65.38%	102
Maybe	14.10%	22
No	21.15%	33
Total Respondents: 156		

Survey on Land Use Scenarios

SurveyMonkey

Q26 Do you support downtown having a defined new park for local food trucks, casual outdoor fun, green lawn for blankets and a small stage for music. Do you prefer this park or not?

Answered: 156 Skipped: 39



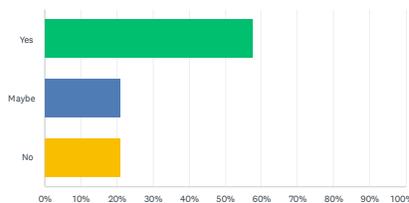
ANSWER CHOICES	RESPONSES	
Yes	68.59%	107
Maybe	12.82%	20
No	18.59%	29
Total Respondents: 156		

Survey on Land Use Scenarios

SurveyMonkey

Q28 This downtown scenario allows future growth and development to the east near the RxR tracks. Do you feel this is a benefit or not?

Answered: 156 Skipped: 39



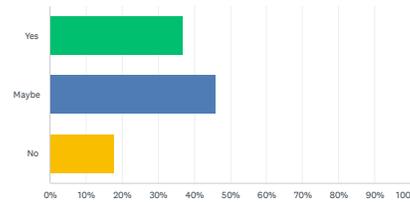
ANSWER CHOICES	RESPONSES	
Yes	57.69%	90
Maybe	21.15%	33
No	21.15%	33
Total Respondents: 156		

Survey on Land Use Scenarios

SurveyMonkey

Q25 This downtown scenario is in the middle on new development and overall density. Do you prefer this or not?

Answered: 153 Skipped: 42



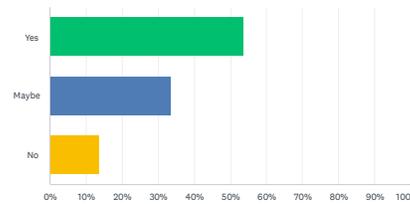
ANSWER CHOICES	RESPONSES	
Yes	36.60%	56
Maybe	45.75%	70
No	17.65%	27
Total Respondents: 153		

Survey on Land Use Scenarios

SurveyMonkey

Q27 This downtown scenario brings a mid-level number of new residents downtown. The residential numbers help to grow success in other downtown shops and stores. Do you prefer this or not?

Answered: 155 Skipped: 40



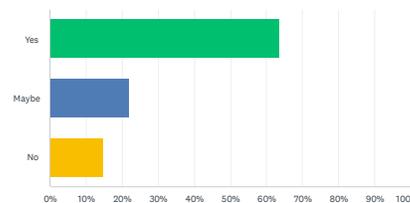
ANSWER CHOICES	RESPONSES	
Yes	53.55%	83
Maybe	33.55%	52
No	13.55%	21
Total Respondents: 155		

Survey on Land Use Scenarios

SurveyMonkey

Q29 This downtown scenario provides equal opportunity between historic and new compatible development. Do you prefer this or not?

Answered: 156 Skipped: 39



ANSWER CHOICES	RESPONSES	
Yes	63.46%	99
Maybe	21.79%	34
No	14.74%	23
Total Respondents: 156		

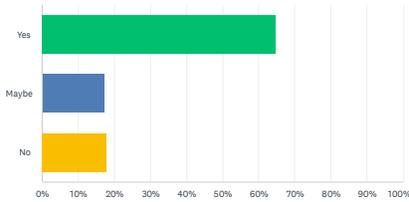
Public Meeting # 2 - Online Survey Result

Survey on Land Use Scenarios

SurveyMonkey

Q30 Do you support additional pedestrian amenities in downtown such as more benches, colorful banners, new landscape and wayfinding signage? Do you prefer this or not?

Answered: 156 Skipped: 39



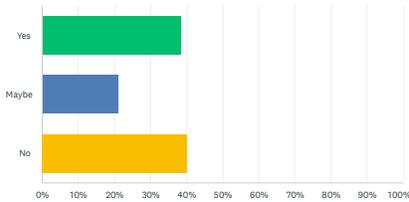
ANSWER CHOICES	RESPONSES
Yes	64.74% 101
Maybe	17.31% 27
No	17.95% 28
Total Respondents: 156	

Survey on Land Use Scenarios

SurveyMonkey

Q33 This downtown scenario supports a similar development pattern to the existing residential blocks around the downtown core. Limiting new residential development downtown. Do you prefer this or not?

Answered: 156 Skipped: 39



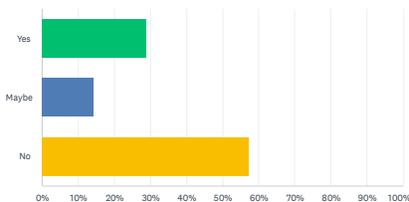
ANSWER CHOICES	RESPONSES
Yes	38.46% 60
Maybe	21.15% 33
No	40.38% 63
Total Respondents: 156	

Survey on Land Use Scenarios

SurveyMonkey

Q35 This downtown scenario show the lowest amount of new development and overall density. Do you prefer this or not?

Answered: 155 Skipped: 40



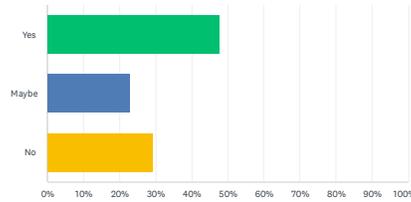
ANSWER CHOICES	RESPONSES
Yes	29.03% 45
Maybe	14.19% 22
No	57.42% 89
Total Respondents: 155	

Survey on Land Use Scenarios

SurveyMonkey

Q32 With this scenario there is the greatest focus on historic preservation and historic style while still growing a successful downtown. Do you prefer this or not?

Answered: 157 Skipped: 38



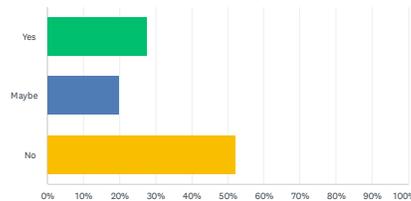
ANSWER CHOICES	RESPONSES
Yes	47.77% 75
Maybe	22.93% 36
No	29.30% 46
Total Respondents: 157	

Survey on Land Use Scenarios

SurveyMonkey

Q34 This scenario show the lowest amount of new joint-use surface parking stalls for all patrons. Do you prefer this or not?

Answered: 155 Skipped: 40



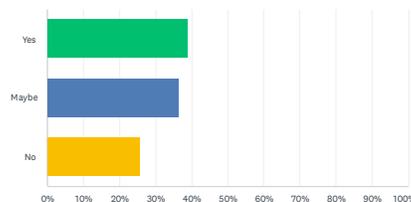
ANSWER CHOICES	RESPONSES
Yes	27.74% 43
Maybe	20.00% 31
No	52.26% 81
Total Respondents: 155	

Survey on Land Use Scenarios

SurveyMonkey

Q36 This Ranch downtown scenario creates a strong visual and pedestrian intersection treatment at Bolivar and 5th Street intersection to serve as a gateway in downtown. Do you prefer this amenity or not?

Answered: 156 Skipped: 39



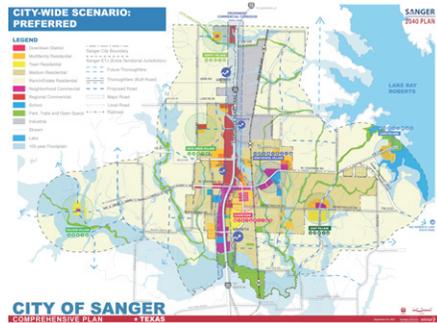
ANSWER CHOICES	RESPONSES
Yes	39.10% 61
Maybe	36.54% 57
No	25.64% 40
Total Respondents: 156	

Public Meeting # 3 - Survey

Sanger Public Meeting 3 - Community Input

City-Wide Questions

Sanger City Wide Preferred Scenario



1. Regarding the Preferred Scenario, do you like the strong focus of commercial/employment land uses along the I-35 corridor?

- Yes
- No
- Maybe
- Not Sure

5. Regarding the Preferred Scenario, do you like having a focus of light industrial/distribution land uses along the I-35 corridor? This may be similar to the Walmart distribution center and can also support their and others growth.

- Yes
- No
- Maybe
- Not Sure

6. Regarding the Preferred Scenario, do you like the potential of seeing pedestrian trails proposed along creek corridors? These trails can provide exercise and allow some connections between residential neighborhoods and schools in the future.

- Yes
- No
- Maybe
- Not Sure

7. Regarding the Preferred Scenario, would you support the City of Sanger growing more toward Lake Ray Roberts (annexation). This would occur as property owners wanted to come into the City. The result would give the City more waterfront property.

- Yes
- No
- Maybe

2. Regarding the Preferred Scenario, do you like having several identified walkable neighborhood centers, which can reduce some dependency on the automobile?

- Yes
- No
- Maybe
- Not Sure

3. Regarding the Preferred Scenario, do you like having ranch/estate single-family development proposed within the ETJ of Sanger? The density for this single-family pattern is 1 unit per acre minimum.

- Yes
- No
- Maybe
- Not Sure

4. Regarding the Preferred Scenario, do you like having proposed a walkable neighborhood center (village pattern), adjacent to Lake Ray Roberts? This may provide more waterfront residential development and limited retail next to the waterfront.

- Yes
- No
- Maybe
- Not Sure

- Not Sure

8. Regarding the Preferred Scenario, as the City continues to grow and that will accelerate after the completion of the I-35 freeway improvements – do you support the City working to get quiet zones for RxR crossings?

- Yes
- No
- Maybe
- Not Sure

Next

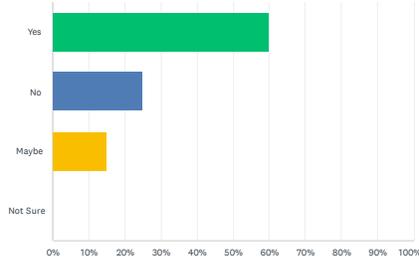
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Public Meeting # 3 - Online Survey Result

Q1 Regarding the Preferred Scenario, do you like the strong focus of commercial/employment land uses along the I-35 corridor?

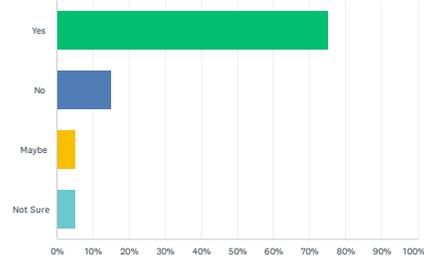
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	60.00% 12
No	25.00% 5
Maybe	15.00% 3
Not Sure	0.00% 0
TOTAL	20

Q2 Regarding the Preferred Scenario, do you like having several identified walkable neighborhood centers, which can reduce some dependency on the automobile?

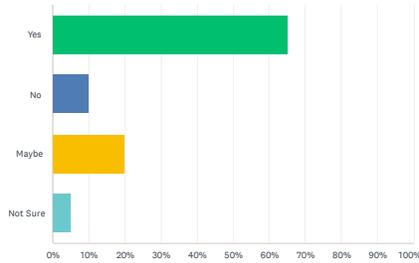
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	75.00% 15
No	15.00% 3
Maybe	5.00% 1
Not Sure	5.00% 1
TOTAL	20

Q3 Regarding the Preferred Scenario, do you like having ranch/estate single-family development proposed within the ETJ of Sanger? The density for this single-family pattern is 1 unit per acre minimum.

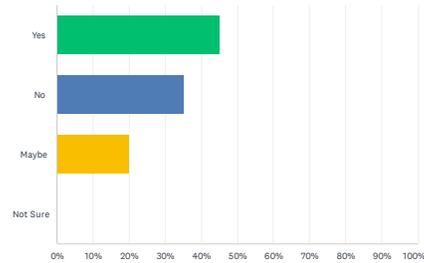
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	65.00% 13
No	10.00% 2
Maybe	20.00% 4
Not Sure	5.00% 1
TOTAL	20

Q4 Regarding the Preferred Scenario, do you like having proposed a walkable neighborhood center (village pattern), adjacent to Lake Ray Roberts? This may provide more waterfront residential development and limited retail next to the waterfront.

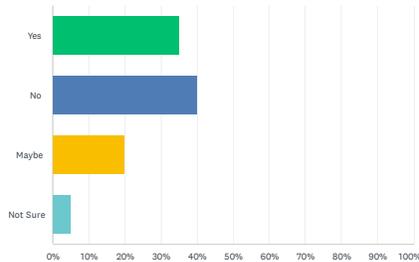
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	45.00% 9
No	35.00% 7
Maybe	20.00% 4
Not Sure	0.00% 0
TOTAL	20

Q5 Regarding the Preferred Scenario, do you like having a focus of light industrial/distribution land uses along the I-35 corridor? This may be similar to the Walmart distribution center and can also support their and others growth.

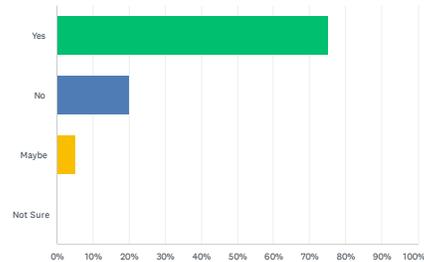
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	35.00% 7
No	40.00% 8
Maybe	20.00% 4
Not Sure	5.00% 1
TOTAL	20

Q6 Regarding the Preferred Scenario, do you like the potential of seeing pedestrian trails proposed along creek corridors? These trails can provide exercise and allow some connections between residential neighborhoods and schools in the future.

Answered: 20 Skipped: 0

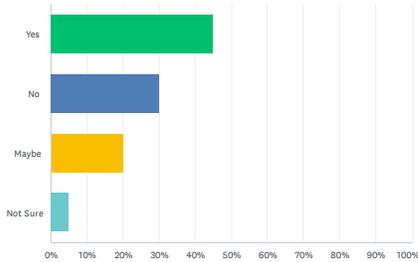


ANSWER CHOICES	RESPONSES
Yes	75.00% 15
No	20.00% 4
Maybe	5.00% 1
Not Sure	0.00% 0
TOTAL	20

Public Meeting # 3 - Online Survey Result

Q7 Regarding the Preferred Scenario, would you support the City of Sanger growing more toward Lake Ray Roberts (annexation). This would occur as property owners wanted to come into the City. The result would give the City more waterfront property.

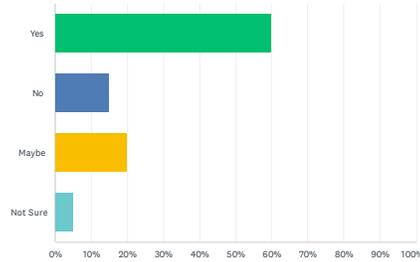
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	45.00%	9
No	30.00%	6
Maybe	20.00%	4
Not Sure	5.00%	1
TOTAL		20

Q8 Regarding the Preferred Scenario, as the City continues to grow and that will accelerate after the completion of the I-35 freeway improvements – do you support the City working to get quiet zones for RxR crossings?

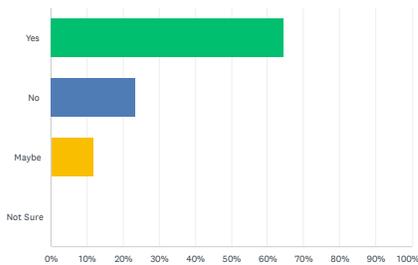
Answered: 20 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	60.00%	12
No	15.00%	3
Maybe	20.00%	4
Not Sure	5.00%	1
TOTAL		20

Q9 Regarding the Downtown Preferred Scenario, do you like the recommendation for any new development along Bolivar St. may be 4-story mixed-use (retail on ground floor with residential and/or office above)?

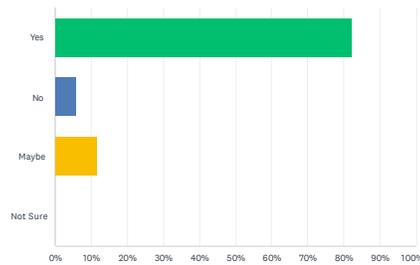
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	64.71%	11
No	23.53%	4
Maybe	11.76%	2
Not Sure	0.00%	0
TOTAL		17

Q10 Regarding the Downtown Preferred Scenario, do you like the proposed new full-block downtown public park at the corner of Bolivar St. and 2nd St. (northeast corner)?

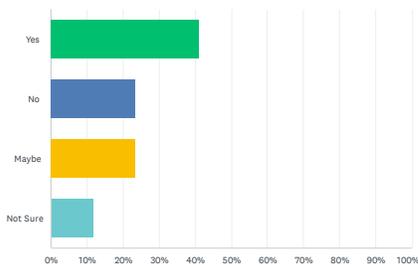
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	82.35%	14
No	5.88%	1
Maybe	11.76%	2
Not Sure	0.00%	0
TOTAL		17

Q11 Regarding the Downtown Preferred Scenario, the largest and maybe most dense land use is recommended in the northeastern quadrant of downtown. This is mainly an urban multi-family development pattern adjacent to the existing RxR tracks and would have retail at the ground floor fronting on the new park noted above. Do you like this recommendation?

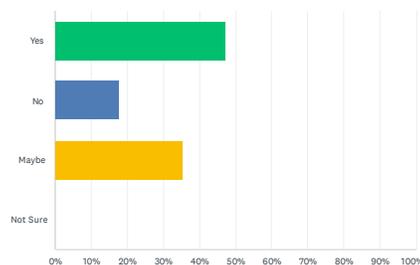
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	41.18%	7
No	23.53%	4
Maybe	23.53%	4
Not Sure	11.76%	2
TOTAL		17

Q12 Regarding the Downtown Preferred Scenario, we are recommending the City work to create shared parking agreements on large existing surface lots. This would allow public parking on weekends and evenings when not being used by the primary owner. Do you like this recommendation?

Answered: 17 Skipped: 3

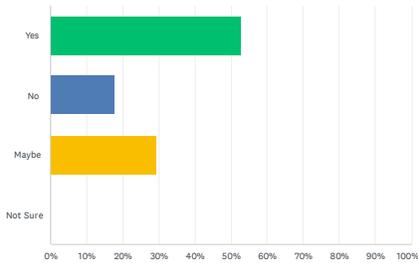


ANSWER CHOICES	RESPONSES	
Yes	47.06%	8
No	17.65%	3
Maybe	35.29%	6
Not Sure	0.00%	0
TOTAL		17

Public Meeting # 3 - Online Survey Result

Q13 Regarding the Downtown Preferred Scenario, we are recommending the City plan and build a municipal complex on the block that City Hall is currently. This would consolidate many departments together (not all) creating a benefit. Do you like this recommendation?

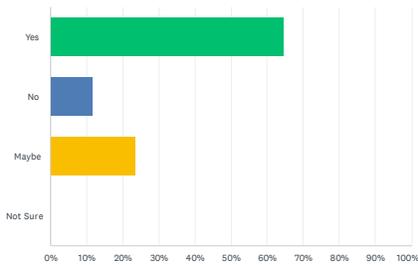
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	52.94%	9
No	17.65%	3
Maybe	29.41%	5
Not Sure	0.00%	0
TOTAL		17

Q15 Regarding the Downtown Preferred Scenario, future upgraded infrastructure in Downtown and the Original Town area should support redevelopment efforts. Do you like this recommendation?

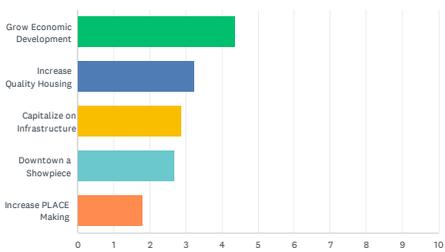
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	64.71%	11
No	11.76%	2
Maybe	23.53%	4
Not Sure	0.00%	0
TOTAL		17

Q17 Regarding the Five Core Tenets of the Preferred Scenario – rank them from most important to least important for Sanger from your perspective? (1 is highest & 5 is least important)

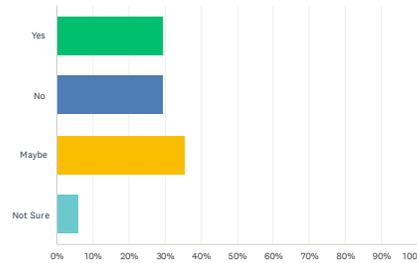
Answered: 16 Skipped: 4



	1	2	3	4	5	TOTAL	SCORE
Grow Economic Development	56.25% 9	31.25% 5	6.25% 1	6.25% 1	0.00% 0	16	4.38
Increase Quality Housing	18.75% 3	12.50% 2	50.00% 8	12.50% 2	6.25% 1	16	3.25
Capitalize on Infrastructure	6.25% 1	31.25% 5	18.75% 3	31.25% 5	12.50% 2	16	2.88
Downtown a Showpiece	18.75% 3	12.50% 2	18.75% 3	18.75% 3	31.25% 5	16	2.69
Increase PLACE Making	0.00% 0	12.50% 2	6.25% 1	31.25% 5	50.00% 8	16	1.81

Q14 Regarding the Downtown Preferred Scenario, future urban residential nearest the downtown core should be attached and of higher densities. This will help to provide patrons for downtown commercial shops. Do you like this recommendation?

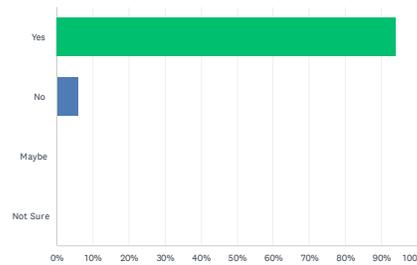
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	29.41%	5
No	29.41%	5
Maybe	35.29%	6
Not Sure	5.88%	1
TOTAL		17

Q16 Regarding the Downtown Preferred Scenario, all redevelopment and revitalization in the Original Town area should support walkable pedestrian connections and include new sidewalks. Do you like this recommendation?

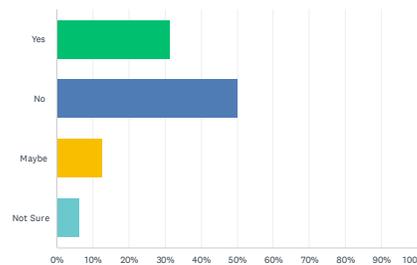
Answered: 17 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	94.12%	16
No	5.88%	1
Maybe	0.00%	0
Not Sure	0.00%	0
TOTAL		17

Q18 From your perspective, does Sanger need a wider variety of quality housing types?

Answered: 16 Skipped: 4

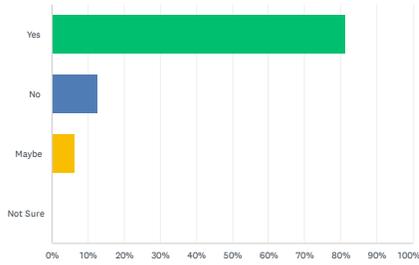


ANSWER CHOICES	RESPONSES	
Yes	31.25%	5
No	50.00%	8
Maybe	12.50%	2
Not Sure	6.25%	1
TOTAL		16

Public Meeting # 3 - Online Survey Result

Q19 From your perspective, does Sanger need more pedestrian trails and parks?

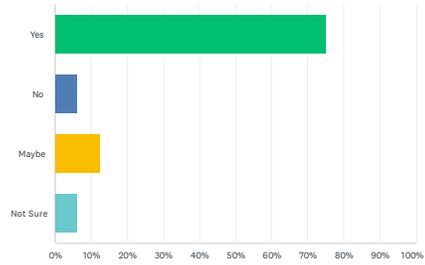
Answered: 16 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	81.25% 13
No	12.50% 2
Maybe	6.25% 1
Not Sure	0.00% 0
TOTAL	16

Q20 From your perspective, would you support more family-oriented entertainment in Sanger?

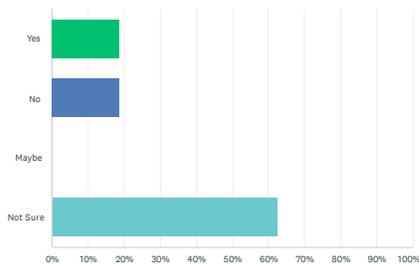
Answered: 16 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	75.00% 12
No	6.25% 1
Maybe	12.50% 2
Not Sure	6.25% 1
TOTAL	16

Q21 From your perspective, do you like the new Sanger brand and logo?

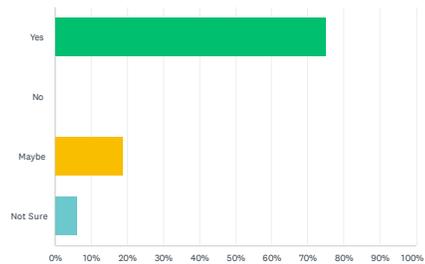
Answered: 16 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	18.75% 3
No	18.75% 3
Maybe	0.00% 0
Not Sure	62.50% 10
TOTAL	16

Q22 Have you learned some about planning for Sanger while assisting the City in creating this Preferred Scenario?

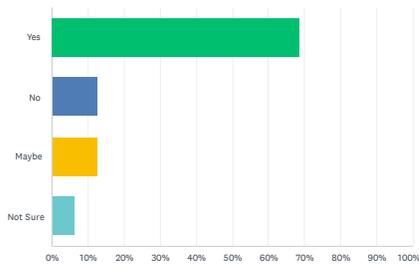
Answered: 16 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	75.00% 12
No	0.00% 0
Maybe	18.75% 3
Not Sure	6.25% 1
TOTAL	16

Q23 Have you enjoyed yourself while assisting the City in creating this Preferred Scenario?

Answered: 16 Skipped: 4



ANSWER CHOICES	RESPONSES
Yes	68.75% 11
No	12.50% 2
Maybe	12.50% 2
Not Sure	6.25% 1
TOTAL	16

Sanger Psychographic Profiles

Psychographics are developed through the quantitative and qualitative methodologies to understand consumers' psychological attributes. Psychographics study personality, values, opinions, attitudes, interests, and lifestyles in concert with traditional demographic factors. This includes a wide range of topics — from health to politics, to technology adoption. Each consumer's unique attitudes influence his or her lifestyle choices. And their lifestyles impact their purchasing decisions on housing, clothing, food, entertainment, and more (ESRI, 2020).

Psychographics are a part of understanding a population's attitudes and interests rather than being limited by "objective" demographics. While demographics can tell us about a household's size and average income, psychographics can help to paint a picture of why that family may purchase a particular item, or have preferences related to technology. These sorts of insights enable people to find similar-interest households, linking those with similar interests and attitudes, even if they're from a different community.

ESRI's Tapestry Segmentation classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. This generates more insight so that the best customers and underserved markets can be identified. The top segments within Sanger as of 2020 are summarized as follows:

Middleburg (37.9%) - Neighborhoods

transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

Characteristics

- Education: 65% with a high school diploma or some college.
- The unemployment rate is lower at 4.7% (Index 86) than the national average.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.
- Median Age: 36.1
- Median Household Income: \$59,800

Rustbelt Traditions (28.5%) - Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white-collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly \$400,000. Family-oriented, they value the time spent at home. Most have lived, worked, and played in the same area for years.

Characteristics

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- The average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of householders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- Median Age: 39.0
- Median Household Income: \$51,800

American Dreamers (20.7%) - Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign-born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the internet.

Characteristics

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).
- The average household size is higher at 3.19 (Index 123).
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- Three-quarters of all housing has been built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Median Age: 32.5
- Median Household Income: \$50,900

Up and Coming Families (12.8%) - Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Characteristics

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 7% (Index 81).
- Most households (63%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals, and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families are still feathering the nest and establishing their style.
- Median Age: 40.5
- Median Household Income: \$127,000

Green Acres (0.2%) - The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Characteristics

- Education: 60% are college-educated.
- Unemployment is low at 6% (Index 70); labor force participation rate is high at 67.4% (Index 108).
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient, but the Internet is not viewed as entertainment.
- The economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.
- Median Age: 43.0
- Median Household Income: \$72,000

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