

City of Murphy

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*In Cooperation with:
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2008 Comprehensive Plan



ACKNOWLEDGMENTS

2008 COMPREHENSIVE PLAN
MURPHY, TEXAS

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City of Murphy

2008 Comprehensive Plan



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Chapter 1

Snapshot of the City

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Introduction

A city's comprehensive plan can be defined as a long-range planning tool that is intended to be used by City staff, decision-makers and citizens to guide the growth and physical development of a community for 10 years, 20 years, or an even longer period of time. The State of Texas has established laws with regard to the way in which incorporated communities can ensure the health, safety and welfare of their citizens. State law gives communities the power to regulate the use of land, but only if such regulations are based on a plan. Specifically, the law states:

The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality...A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations.

Chapter 213 of the Texas Local Government Code

In basic terms, the primary objectives of a comprehensive plan are to accomplish the following:

- ❖ Efficient delivery of public services,
- ❖ Coordination of public and private investment,
- ❖ Minimization of potential conflicts between land uses,
- ❖ Management of growth in an orderly manner,
- ❖ Cost-effective public investments, and
- ❖ A rational and reasonable basis for making decisions about the community.

There are two interrelated purposes of a comprehensive plan; one, it allows the citizens of a community to create a shared vision of what they want the community to become, and two, it establishes ways in which a community can effectively realize this vision. This *2008 Comprehensive Plan* is, therefore, a vision of what Murphy can become and is a long-range statement of the City's public policy.

This *Snapshot of the City* represents the initial step in developing this *Comprehensive Plan*. It establishes a reference point from which decisions that represent the community's interests can be made. It also enables all



people involved in the planning process to have a clear understanding of the City and its characteristics by providing a context of facts and documentation of the physical and socioeconomic (demographic) characteristics unique to Murphy and the surrounding area. These sections reveal the opportunities for and potential limitations to the growth and development of Murphy.

This *2008 Comprehensive Plan*, once adopted, becomes the official planning document of the City. However, this document does not represent the end of the process, for planning is not a single event, it is continuous. The *2008 Comprehensive Plan* is intended to be a dynamic, adaptable guide to help citizens and officials shape Murphy's future on a continual, proactive basis. The City has recognized this in the past and it is anticipated that planning in Murphy will continue long after this *2008 Comprehensive Plan* is adopted.

Existing Social & Economic Characteristics

There are many elements within a city that are important - a government body, roadways, parks, and neighborhoods are a few such elements. However, the most important aspect of a city is its citizenry. The people who live in Murphy, how they live, and where they make a living are the key factors in what kind of city Murphy is today, and what kind of city it will be in the future. This section provides an overview of various characteristics of the people who call Murphy home.

City Population Growth

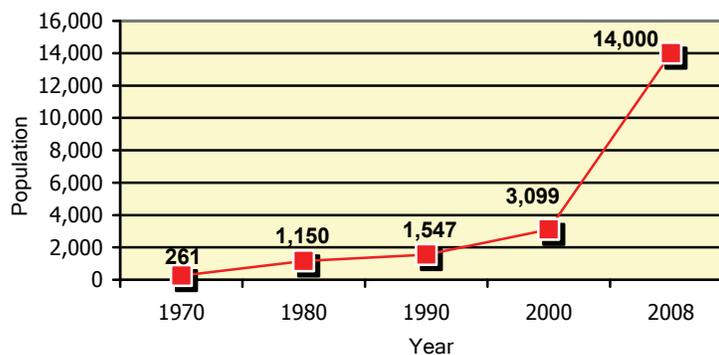
Murphy has experienced marked population growth since 2000, as *Table 1-1* shows. Between 2000 and 2008, the City is estimated to have increased in population by 352 percent. The percentage change in the local population was also significant between 1970 and 1980, with an increase in population of 341 percent. Also, the City experienced substantial statistical growth between 1990 and 2000, with the City doubling in size.

Table 1-1: Murphy Population, 1970-2007

Year	Population	Population Change	Percent Change
1970	261	---	---
1980	1,150	889	341%
1990	1,547	397	35%
2000	3,099	1,552	100%
2008 ⁽¹⁾	14,000	10,901	352%

Source: U.S. Census
⁽¹⁾ SPG Estimate based on 09/07 Housing Count

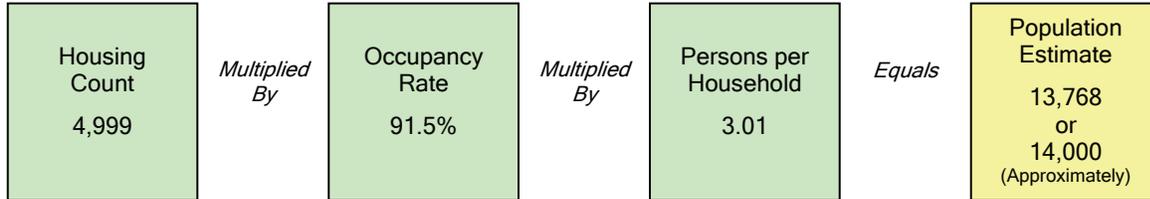
Figure 1-1: Murphy Population, 1970-2008



It should be noted that Sefko Planning Group has calculated the population estimate shown for Murphy for 2008. The methodology used by Sefko Planning Group to determine this population estimate was to

establish an accurate housing count through a windshield survey, then apply the occupancy rate and persons per household figures from the 2000 U.S. Census. These calculations are shown below.

Figure 1-2. Murphy 2008 Population Estimate - Sefko Planning Group Calculation



County Population Growth

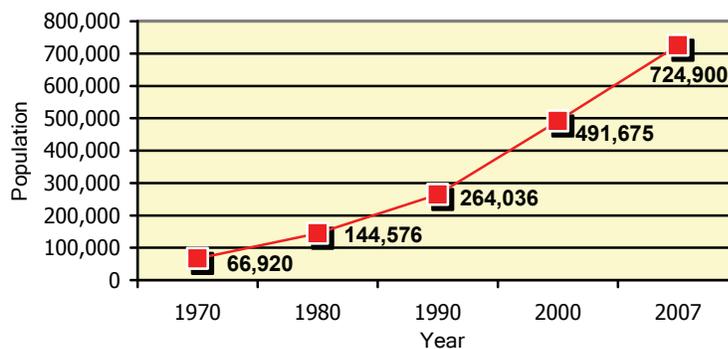
In past years, Collin County has been one of the fastest growing counties in Texas, as well as in the nation. *Table 1-2* shows the population change within the County since 1970. The population has almost doubled between every Census count for the years shown. The NCTCOG estimates that the population growth has not waned since 2000, and has estimated that the County is now home to approximately 724,900 people. *Figure 1-3* below shows this population growth graphically.

Table 1-2: Collin County Population, 1970-2007

Year	Population	Population Change	Percent Change	
1970	66,920	—	—	
1980	144,576	77,656	116.0%	294.6%
1990	264,036	119,460	82.6%	
2000	491,675	227,639	86.2%	174.5%
2007 ⁽¹⁾	724,900	233,225	47.4%	

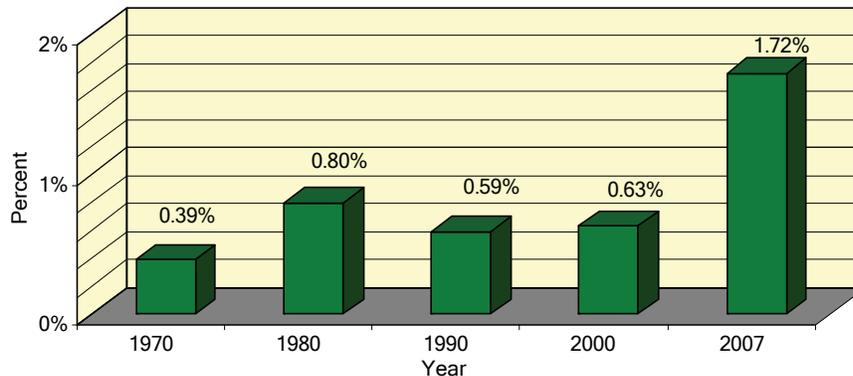
Source: U.S. Census
⁽¹⁾ NCTCOG estimate

Figure 1-3: Collin County Population, 1970-2007



Another interesting set of information is contained within *Figure 1-4*. This figure shows the percentage of population within Collin County that resides in Murphy. This figure allows for an analysis of which entity is growing faster - the City or the County. The NCTCOG population estimate for Murphy for 2007 is used in this figure to provide consistency with the latest population estimates for Collin County. *Figure 1-4* shows that the percentage of Collin County's population within Murphy has increased since 1990 and has substantially increased since 2000. This is a positive fact because it means that residential development is not occurring within the County's unincorporated areas faster than it is occurring in Murphy.

Figure 1-4: Percentage of Collin County Population in Murphy, 1970-2007



Population Growth in Surrounding Cities

The cities that surround Murphy (*Plate 1-1*) have also experienced high growth rates, as shown in *Table 1-3* below. It should be noted that the NCTCOG population estimate for Murphy for 2007 is again used in this comparison to provide consistency with the latest population estimates for the cities that surround Murphy. Murphy, Parker, and Lucas were the top three highest growth cities in the area, respectively between 2000 and 2007. Lucas, Murphy and Wylie were the top three highest growth cities between 2006 and 2007. The cities of Garland, Plano, and Richardson have low growth rates due to the fact that each city is nearing its build-out population.

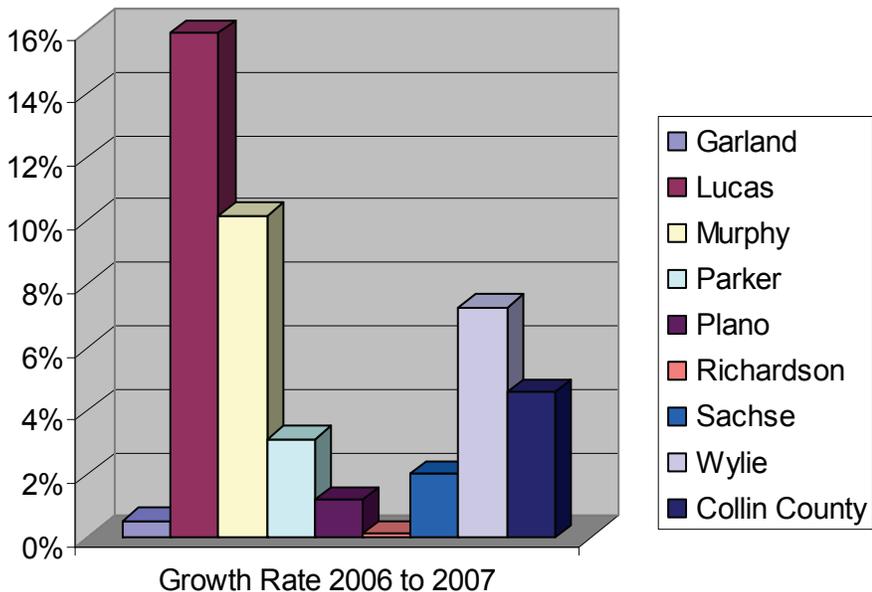
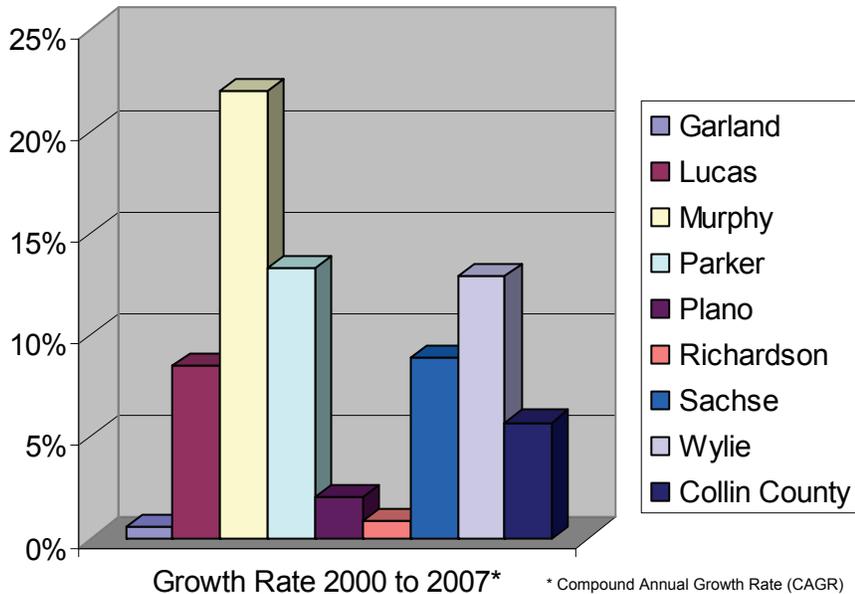
Table 1-3: Murphy and Surrounding Cities - Population Growth, 1970-2007

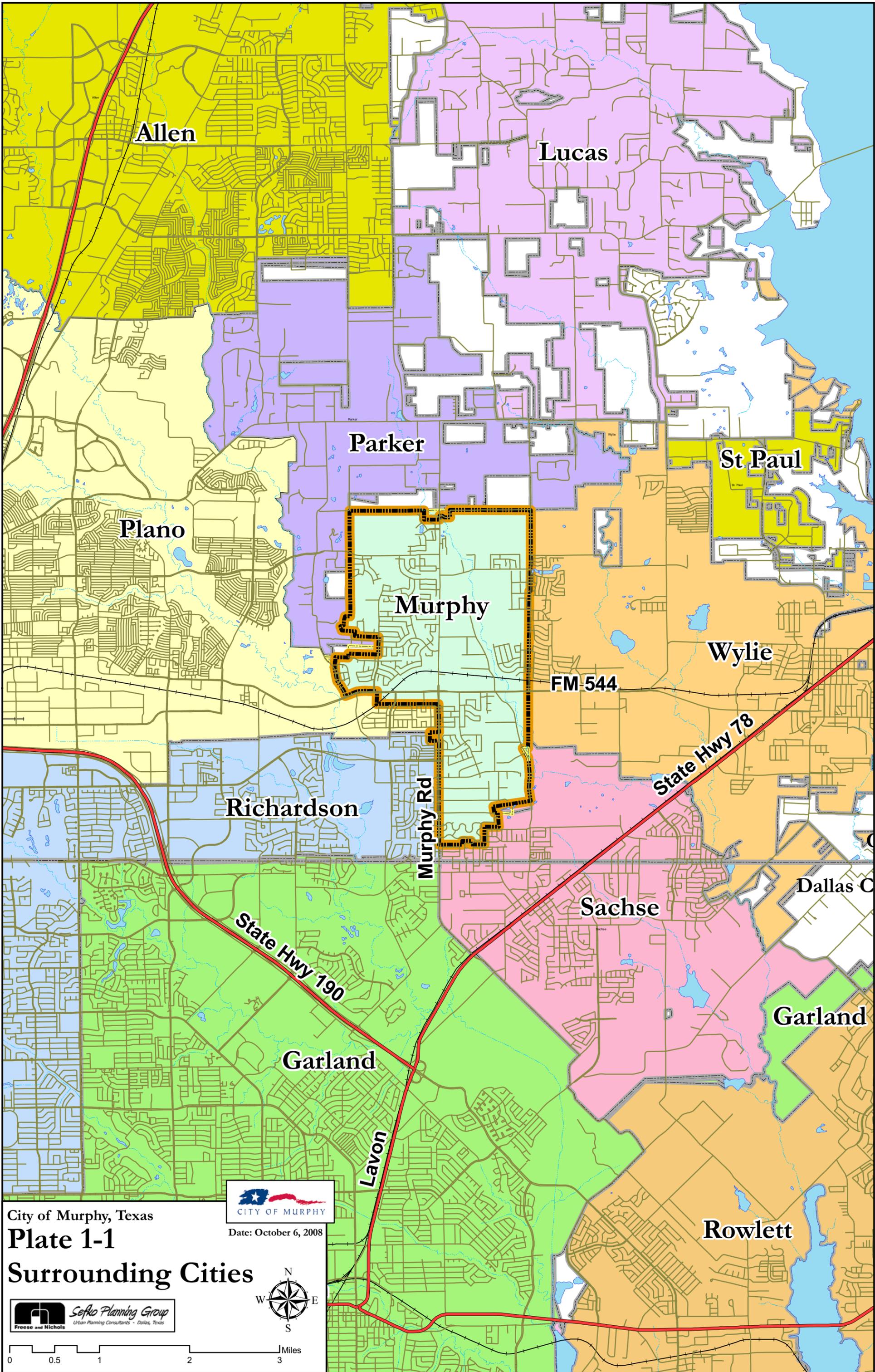
Year	Garland	Lucas	Murphy	Parker	Plano	Richardson	Sachse	Wylie	Collin County
1970	81,437	540	261	367	17,872	48,405	777	2,675	66,920
1980	138,857	1,370	1,150	1,098	72,331	72,496	1,640	3,152	144,576
1990	180,635	2,205	1,547	1,213	127,885	74,840	5,346	8,716	264,036
2000	215,768	2,890	3,099	1,379	222,030	91,802	9,751	15,132	491,675
2006	223,550	4,400	11,300	3,200	252,600	97,550	17,300	33,000	692,900
2007	224,750	5,100	12,450	3,300	255,700	97,700	17,650	35,400	724,900
Percent Growth 2000 to 2007	4%	76%	302%	139%	15%	6%	81%	134%	47%
Growth Rate 2000 to 2007*	0.58%	8.45%	21.98%	13.28%	2.04%	0.89%	8.85%	12.91%	5.70%
Growth Rate 2006 to 2007	0.54%	15.91%	10.18%	3.13%	1.23%	0.15%	2.02%	7.27%	4.62%

* Compound Annual Growth Rate (CAGR)
SOURCE: NCTCOG 2007 Estimates (U.S. Census included)

Figure 1-5 shows the population growth of these various cities graphically, for the time periods of 2000-2007 and 2006-2007. Murphy is shown as having either the highest or second highest growth rate. It is interesting to note that growth has declined from 2000-2007's rate of 22.98 percent to a rate of 10.18 percent for 2006-2007.

Figure 1-5: Murphy and Surrounding Cities - Population Growth, 2000-2007





Allen

Lucas

Parker

St Paul

Plano

Murphy

Wylie

FM 544

State Hwy 78

Richardson

Murphy Rd

State Hwy 190

Sachse

Dallas C

Garland

Garland

Lavon

Rowlett

City of Murphy, Texas

Plate 1-1

Surrounding Cities



Date: October 6, 2008



0 0.5 1 2 3 Miles

Population Diversity – Race, Ethnicity & Age

The significance of the previous discussion on local and regional population growth to this comprehensive planning process is relatively evident. Population growth in Murphy and the surrounding area affects the City's infrastructure planning, land use pattern, quality of life, etc. It may be less evident, however, as to why the diversity of the local population is important to the planning process. The principle reason is to ensure that the City is aware of its racial, ethnic and age composition so that its public decision-making process is representative, meaning that all groups are adequately included and represented in these processes. The following information on the composition of Murphy's population is provided for this purpose. It should be noted that the latest information of this kind is the 2000 U.S. Census, and therefore the composition may now be somewhat different due to the growth the City has experienced in the last seven years.

Race & Ethnicity

In both the 1990 and 2000 Census, those in the Caucasian race/ethnic group made up the largest portion to the total population. However, the City of Murphy has become more ethnically diverse since 1990. This trend is occurring in almost all cities throughout Texas and is a trend that is likely to continue for the near future. Over the last ten years, the Caucasian ethnic group decreased from around 97 percent of the population in 1990 to approximately 76 percent in 2000. The African-American group is the largest minority group in the City and has increased in contribution from 2.2 percent of the population in 1990 to 9.5 percent in 2000. In addition, the Asian and Hispanic race/ethnic groups have also experienced a substantial increase in population. From 1990 to 2000, the Asian race/ethnic group grew from one person to 281 persons. The Hispanic race/ethnic group experienced an increase from 35 persons to 153 persons in 2000.

Table 1-4: Murphy's Racial & Ethnic Composition, 1990 & 2000

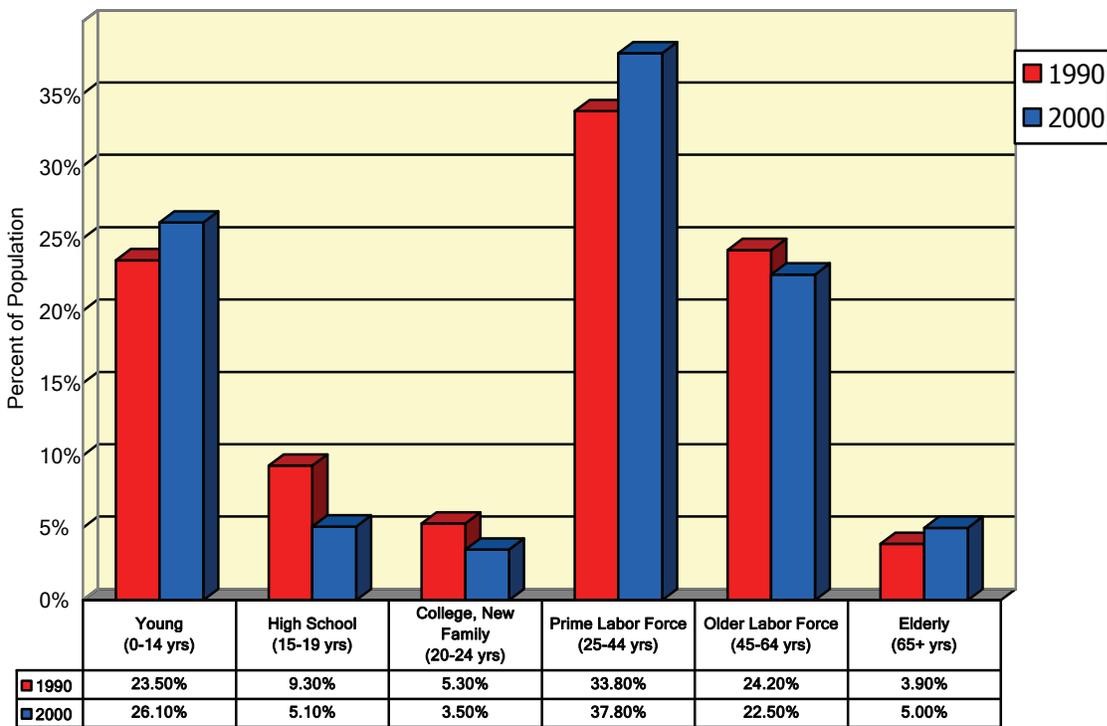
Race / Ethnicity	1990		2000		Percentage Difference
	Number	Percent	Number	Percent	
Caucasian	1,494	96.6%	2,357	76.1%	-20.5%
African-American	34	2.2%	295	9.5%	7.3%
American Indian	5	0.32%	34	1.1%	0.78%
Asian	1	0.06%	281	9.1%	9.04%
Two or More Races ⁽¹⁾	13	0.84%	70	2.3%	3.46%
Other			62	2.0%	
TOTAL	1,547	100%	3,099	100%	---
Hispanic Origin ⁽²⁾	35	2.2%	153	4.9%	2.7%

Source: U.S. Census
⁽¹⁾ Two or More Races was not included on the 1990 Census
⁽²⁾ Hispanic Origin can be of any race, and therefore is not included in the overall total, but is shown as a percentage of the total.

Age Distribution

In terms of age distribution between the Census years 1990 and 2000, there have been numerical increases in all age groups because of Murphy's general population growth. Therefore, shown in *Figure 1-6* below are the percentage differences, which indicate more clearly the fluctuations that each age group experienced. The largest segments of the local population are comprised of the *Young*, *Prime Labor Force*, and *Older Labor Force* groups. The largest increases occurred within the *Prime Labor Force* group and the *Young* group, which increased by approximately 4.0 and 2.6 percent, respectively. The *High School* group experienced the largest decrease in the decade between 1990 and 2000, which was a decrease of approximately 4.2 percent.

Figure 1-6: Age Distribution Percentages, 1990 & 2000



Source: U.S. Census

Other age groups remained relatively stable. Percentages fluctuated below two percent in the *College, New Family*; *Older Labor Force*; and *Elderly* age groups. The stability of these age groups is what is desired - Murphy would ideally be a city that provides for and remains attractive to people of all ages, so that they will stay in Murphy for their full life cycle. This ideal and how Murphy can actively pursue it will be discussed further in later chapters of this *2008 Comprehensive Plan*.

Citizens' Educational Attainment

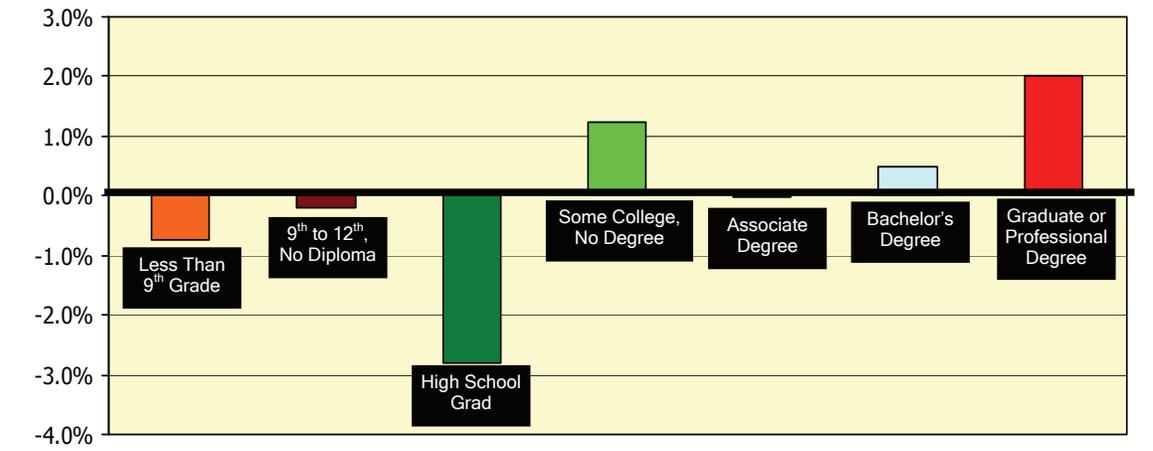
Trends relative to the educational level of a population generally indicate the skill and abilities of the residents of the community. The fact that the City of Murphy had a high median household income (*Figure 1-9*) and median housing value (*Figure 1-12*) suggests a well-educated citizenry. *Table 1-5* and *Figure 1-7* below show that this was in fact reality in the years the Census was taken, and that higher education levels (percentage of people with college degrees) increased between 1990 and 2000.

Table 1-5: Educational Attainment of Murphy Citizenry, 1990 & 2000

Education Level	1990		2000		Percentage Difference 1990-2000
	Number	Percent	Number	Percent	
Less Than 9th Grade	21	2.2%	29	1.5%	-0.7%
9th to 12th Grade, No Diploma	41	4.3%	81	4.1%	-0.2%
High School Graduate (<i>Includes Equivalency</i>)	163	17.0%	282	14.2%	-2.8%
Some College, No Degree	223	23.3%	486	24.5%	1.2%
Associate Degree	76	7.9%	157	7.9%	0.0%
Bachelor's Degree	301	31.4%	633	31.9%	0.5%
Graduate or Professional Degree	133	13.9%	315	15.9%	2.0%
Total (Persons 25 Years & Over)	958	100.0%	1,983	100.0%	n/a
<i>Percent high school graduate or higher</i>	93.5%		94.5%		0.9%
<i>Percent bachelor's degree or higher</i>	45.3%		47.8%		2.5%

Source: U.S. Census

Figure 1-7: Educational Attainment of Murphy Citizenry, Percentage Differences between 1990 & 2000



Source: U.S. Census

Local Income Levels

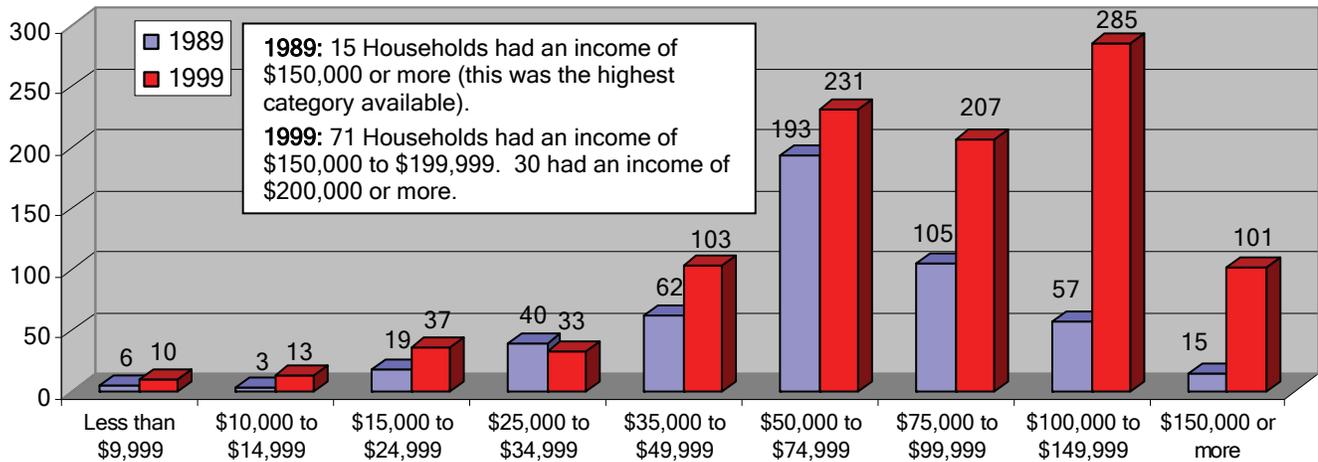
Income levels are interesting to note for two primary reasons. First, if there is a great fluctuation in household income levels from one Census year to another, it may indicate that employment opportunities (regionally or locally) are increasing or decreasing. Second, income is an indicator for the retail market – higher income levels generally mean more disposable income and more retail possibilities, which in turn mean a higher tax base for a community.

Figure 1-8 contains income information for Murphy for 1989 and 1999, which correspond to the Census years 1990 and 2000, respectively. The years 1989 and 1999 are used here

due to the fact that when the U.S. Census collects information on household income, the question pertains to income earned in the previous year, which for the Census years would be 1989 and 1999.

Median Income in 1989: \$63,722
 Median Income in 1999: \$83,547
 A difference of: \$19,825
 With an adjustment for inflation, a difference of: **-\$2,066**
Source: U.S. Census Inflation Calculator from the Bureau of Labor Statistics

Figure 1-8: Household Income in Murphy, 1989 & 1999

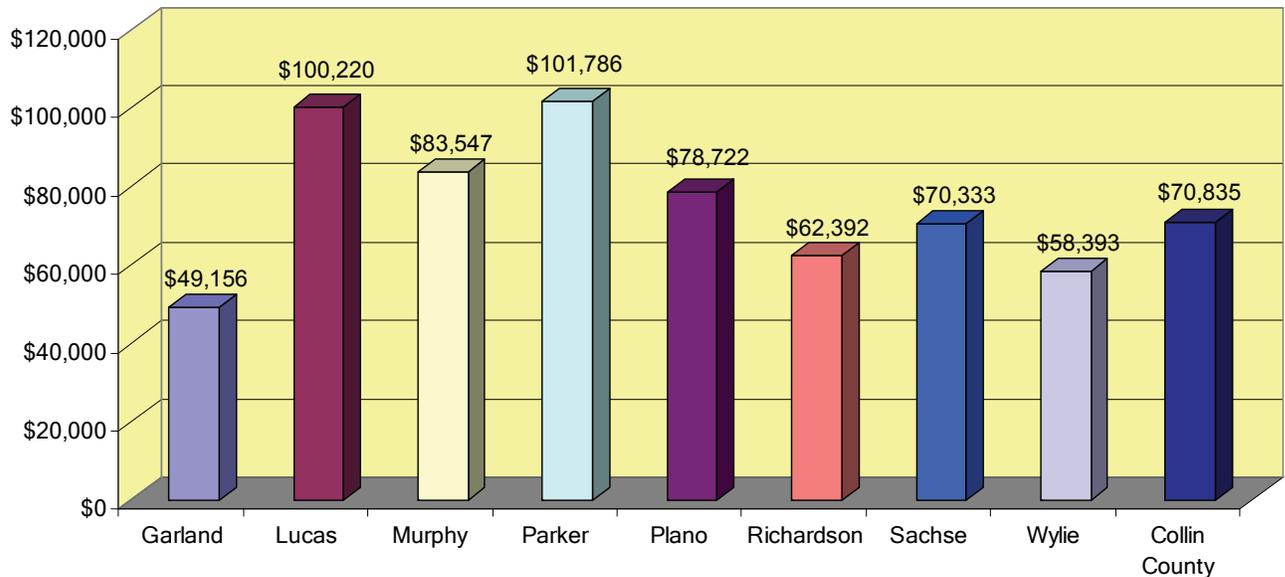


Source: U.S. Census

Most income categories experienced percentage increases, while the higher income categories (\$100,000 and above) experienced the greatest percentage increases. The largest percentage increase occurred within the \$100,000 to \$149,999 category, increasing from 11.4 percent to 27.9 percent of the population. The median income level also rose between 1989 (\$63,772) and 1999 (83,547); however, adjusted for inflation (to 1999 dollars) the median income from 1989 to 1999 fell \$2,066, a negligible difference.

Also interesting to examine is how income levels in Murphy compare with those of surrounding cities. Figure 1-9 (following page) shows this information graphically by comparing median income levels in each city according to the 2000 Census. Murphy had the third highest median income of all of the cities. Parker had the highest, with Lucas a close second. Garland and Wylie had the lowest median incomes of the cities listed.

Figure 1-9: Median Household Income Levels in Murphy and Surrounding Cities in 1999



Source: U.S. Census

Types of Households Locally

The phrase “type of household” refers to how the people who live within a household are related, if they do not live alone. This section examines what types of households are found within Murphy, and whether these types have changed significantly between the 1990 and 2000 Census. Households have changed over past decades from most households being occupied by the traditional nuclear family to many, if not most, households being a combination of two families, single-parent families, or couples without children. One study that has analyzed the 2000 Census determined that “suburbs now contain more non-family households – largely young singles and elderly people living alone—than married couples with children.”¹⁻¹ Does this hold true for Murphy? *Table 1-6* (following page) contains household type information for the City for 1990 and 2000.

The above-referenced study does not, in fact, hold true for Murphy according to the 2000 Census figures. While non-family households and people living alone did comprise significant percentages of the overall population of the City at 11.7 percent and 8.9 percent, respectively, each were still much less than the family household percentage of 88.3 percent. Also significant is the percentage of households with individuals under 18 years of age, which accounted for almost 49 percent of all households in Murphy.

¹⁻¹ Frey, William H. and Alan Berube. *City Families and Suburban Singles: An Emerging Household Story from Census 2000*. (Census 2000 Series) Center on Urban & Metropolitan Policy, The Brookings Institution. Washington, D.C. February 2002.

Table 1-6: Household Types in Murphy, 1990 & 2000

Household Type	1990		2000		Percentage Difference 1990-2000
	Number	Percent	Number	Percent	
Family Households	460	92.0%	910	88.3%	-3.7%
With Own Children Under 18 Years	228	45.6%	485	47.1%	1.5%
Married Couple Family	428	85.6%	848	82.3%	3.3%
With Own Children Under 18 Years	213	42.6%	451	43.8%	1.2%
Female Householder, No Husband Present	18	3.6%	34	3.3%	-0.3%
With Own Children Under 18 Years	11	2.2%	21	2.0%	-0.2%
Non-Family Households	40	8.0%	120	11.7%	3.7%
Householder Living Alone	38	7.6%	92	8.9%	1.3%
Householder 65 Years and Over	5	1.0%	20	1.9%	0.9%
Households with Individuals Under 18 Years	442	88.4%	502	48.7%	-39.7%
Households with Individuals Over 65 Years	43	8.6%	108	10.5%	1.9%
Total Households	500		1030		
Average Household Size	3.13		3.01		

Source: U.S. Census

The changes in percentages between 1990 and 2000 are also interesting to note. The percentage of family households classified as *Married Couple Family* increased by over three percent (a numerical growth of 420 families); this was the population segment with the largest percentage increase. The total percentage of family households decreased slightly, from 92.0 percent to 88.3 percent. The percentages of households with people 65 years of age and over remained stable, which is consistent with the discussion related to this age group previously within the *Snapshot* (see *Figure 1-6* and the related discussion).

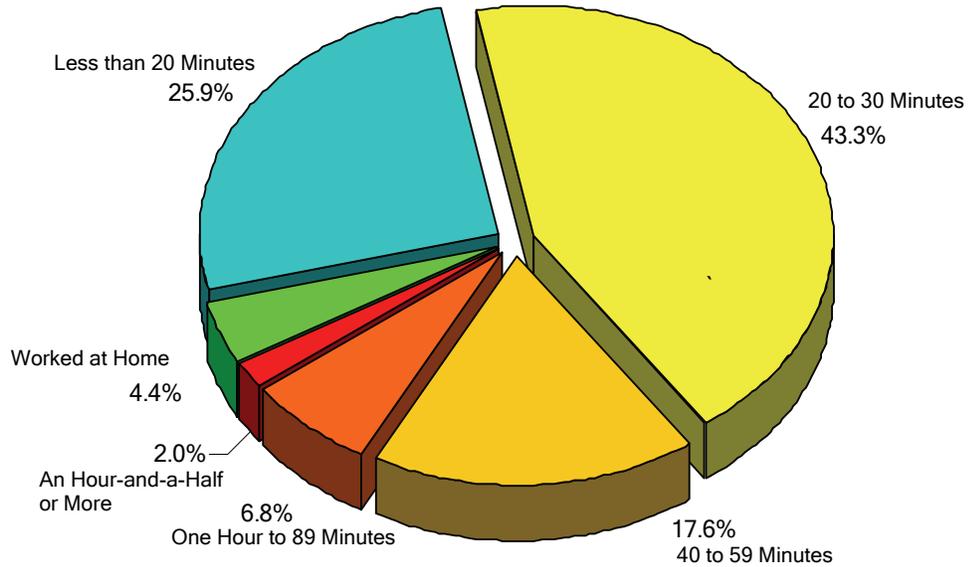
Citizens' Commute Time

Often in today's society, an important consideration related to where people want to live is the amount of time it takes to travel between work and home everyday. As Murphy and the surrounding area continues to grow in population, traffic and time on the roadways will likely increase; many citizens have likely already begun to notice this increase given Murphy's population increases over the past few years (*Figure 1-1*). *Figure 1-10* on the following page graphically depicts information related to commute time for employed Murphy citizens from the 2000 Census.

The largest percentage of people (43.3 percent) had a commute of 20 to 39 minutes, but a large percentage (17.6 percent) also had an even longer commute, taking 40 to 59 minutes to get to work. Almost nine percent of commuters had travel times longer than one hour. Together these percentages accounted for almost 70 percent of the employed population in Murphy. This suggests that most of Murphy's employed population is traveling to jobs in Dallas or "first-tier" suburbs, rather than traveling to jobs in the immediate area. However, approximately 30 percent had a commute time of less than 20

minutes, suggesting that there is employment available in close proximity to Murphy. Approximately 4.4 percent of those employed worked from home, which is a percentage that has likely increased in the years since the Census was taken with the increase in telecommuting.

Figure 1-10: Commute Time for Murphy Workers 16 Years of Age and Over in 2000



Source: 2000 U.S. Census

Table 1-7 below supports the conclusions made from the commute time information as to where citizens of Murphy are working. Almost 60 percent of Murphy’s working population worked outside of Collin County in 2000 and about 40 percent worked within Collin County. Between 1990 and 2000, there was not a significant increase or decrease in the number of citizens working within or outside the County. Notably, the number of citizens working in the city of Dallas increased from 27.2 percent to 33.1 percent.

Table 1-7: Location of Employment for Murphy Workers 16 Years and Older, 1990 & 2000

Location of Work	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Central city (Dallas)	228	27.2%	526	33.1%
Worked In Collin County	324	38.7%	639	40.2%
Worked Outside Collin County	505	60.3%	943	59.4%
Total Workers	837		1,588	

Source: U.S. Census

Local & Regional Housing Market

Quality of housing and the appreciation of housing values are important planning considerations. The condition of existing housing and the quality of residential neighborhoods affects the desirability of Murphy as a place to live and the potential for future development of the City. As such, the community has a strong interest in its ability to provide high quality housing. Murphy is currently what can be termed a highly *livable* community, and the continued quality of housing is a critical consideration in ensuring that the City maintains and enhances its livability. The following sections, therefore, outline various characteristics of Murphy's housing supply.

Housing Type

A variety of housing types is important to communities because such variety is one of the key ways to provide living options that appeal to people in all stages of life. Analysis of this factor currently within Murphy will give a basis from which to make recommendations regarding variety of housing types later within this *2008 Comprehensive Plan*. *Table 1-8* below contains this information on Murphy's mix of housing types in 2000 and 2008.

Table 1-8: Local Housing Types, 2000 & 2008

General Type	Specific Description	2000 ⁽¹⁾		2008 Comp Plan ⁽²⁾	
		Number	Percent	Number	Percent
<i>Single-Family</i>	1-Unit Detached	1,109	98.8%	4,994	99.9%
	1-Unit Attached	4	0.4%		
<i>Duplex</i>	2 Units	2	0.2%	1	0.0%
<i>Triplex or Quadriplex</i>	3 or 4 Units	0	0.0%		
<i>Multiple-Family</i>	5 to 9 Units	0	0.0%		
	10 or More Units	0	0.0%		
<i>Manufactured Home</i>	Mobile Home	7	0.6%	3	0.0%
Total		1,122	100.0%	4,998	100.0%

Source: ⁽¹⁾ 2000 U.S. Census
⁽²⁾ Windshield Survey conducted by Dunkin, Sefko & Associates in Sept/Oct of 2007

Perhaps the most significant piece of information from the table is the number of detached single-family units that were constructed between 2000 and 2007, especially compared to other housing types. There were virtually no other unit types constructed, making single-family housing account for virtually 100 percent of the total units in Murphy. Another interesting fact is that there were only seven manufactured home units counted in 2000, and by 2008, there were three remaining. This suggests that land values in Murphy are becoming so high that manufactured home units are being naturally eliminated by market forces.

Surrounding cities and their respective housing type percentages are shown in *Table 1-9* (following page) according to the 2000 Census (used for comparative purposes). The highest percentage within each type is shown in bold text. Comparatively, Murphy has the highest percentage of single-family units among the surrounding cities, with 99.2 percent of the City's housing units in 2000.

Table 1-9: Housing Types in Murphy and Surrounding Cities in 2000

Housing Type	Garland	Lucas	Murphy	Parker	Plano	Richardson	Sachse	Wylie	Collin County
Single-Family	75.3%	97.0%	99.2%	95.1%	70.9%	70.0%	94.5%	68.1%	68.6%
Multiple-Family	24.6%	---	0.2%	0.4%	28.4%	29.8%	3.9%	9.0%	27.8%
Manufactured Home	0.1%	3.0%	0.6%	2.7%	0.5%	0.1%	1.0%	22.9%	3.4%
Boat, RV, van, etc.	---	---	---	1.8%	0.2%	---	0.6%	---	0.2%

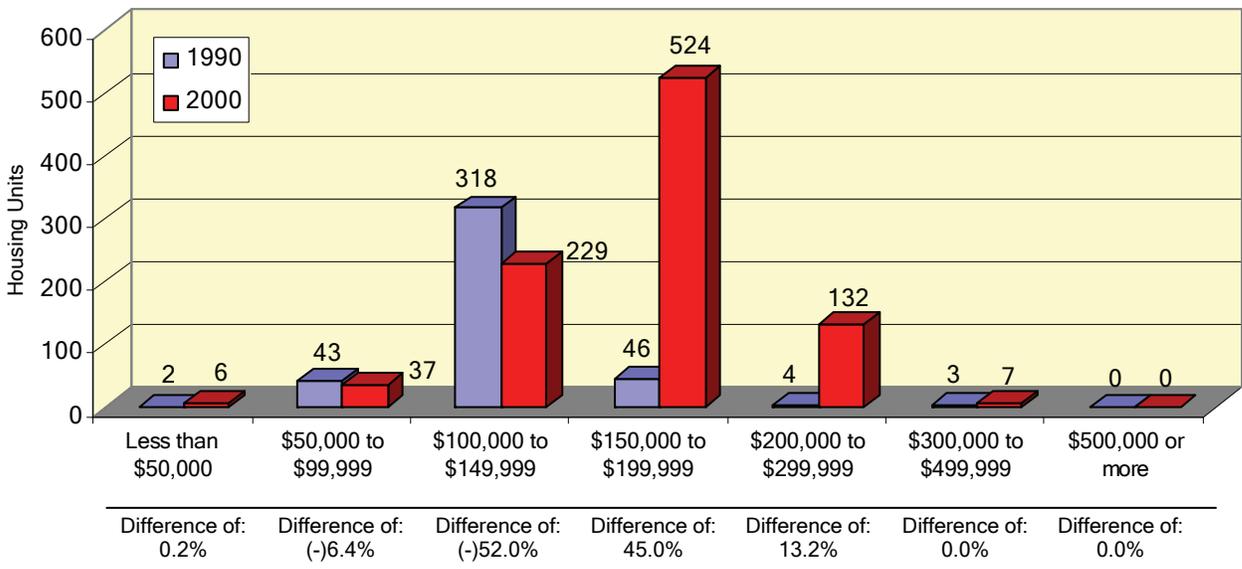
Source: U.S. Census

Housing Value

Housing values are important to examine because they are indicative of what the City can expect its future housing stock to contribute to the local economy and aesthetic quality. *Figure 1-11* contains information on the value of local owner-occupied units for 1990 and 2000. There was a decrease of over 52 percent in the \$100,000 to \$149,999 category, which was the largest percentage difference between 1990 and 2000. The largest increases in housing value were in the higher-range value categories, especially the category of \$150,000 to \$199,999. There were also many more houses valued at \$200,000 to \$299,999 in 2000 than in 1990.

Median Housing Value in 1989: \$121,400
Median Housing Value in 1999: \$169,700
A difference of: \$48,300
With an adjustment for inflation, a difference of: \$6,600
Inflation Calculator from the Bureau of Labor Statistics

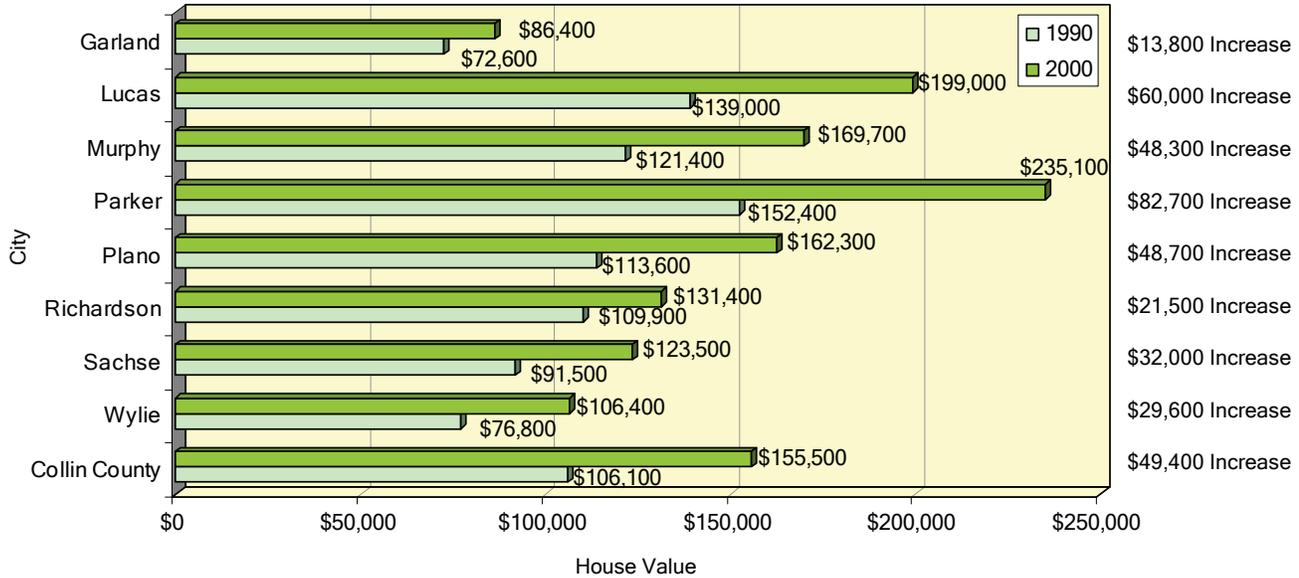
Figure 1-11: Housing Values in Murphy, 1990 & 2000



Source: U.S. Census

The median value of housing in each of the surrounding cities is shown in *Figure 1-12* below. Parker and Lucas experienced the largest increases in their median housing values between 1990 and 2000 (increasing \$82,700 and \$60,000, respectively), and Murphy maintained its position in 2000 as the city with the third highest median value, with regards to the cities and County listed in *Figure 1-12*. Garland, Richardson, and Wylie had similar median values in both 1990 and 2000. These facts about median housing value correlate to the income levels (for 2000) shown for each of these cities previously within this chapter in *Figure 1-9*.

Figure 1-12: Median Housing Values in Murphy and Surrounding Cities, 1990 & 2000



Source: U.S. Census

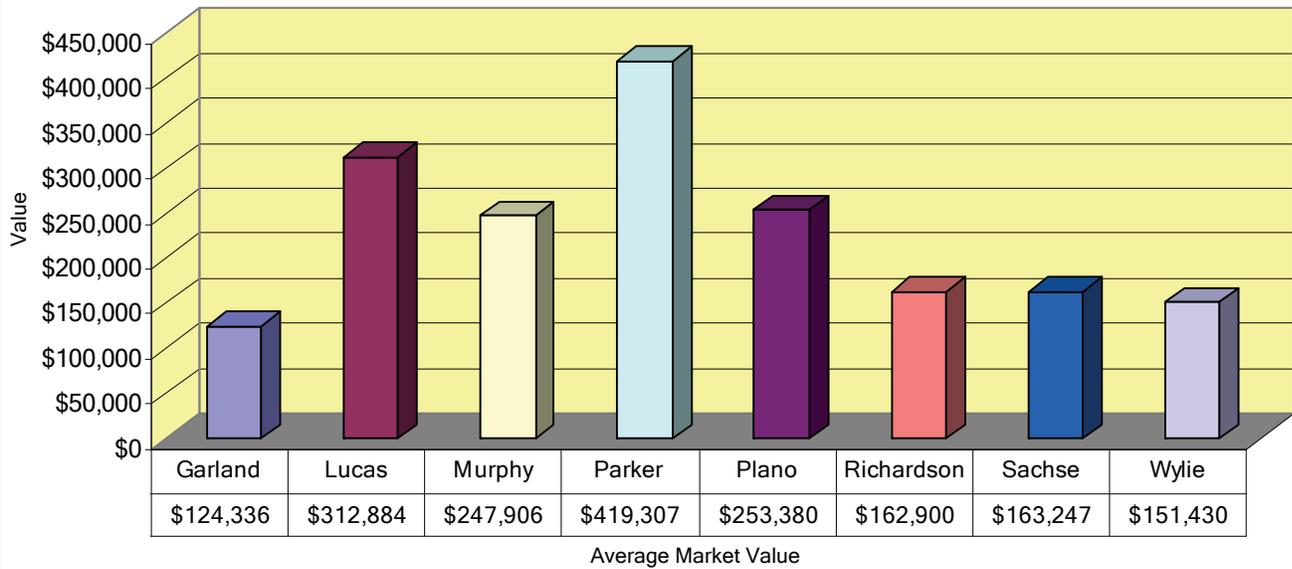
2007 Average Home Values

The value of local residential property is an important factor for all cities to consider, including Murphy. Single-family housing valuation within Murphy influences City services, City staffing levels, and the like. Residential property tax contributes greatly to the overall tax revenue Murphy is able to attain, especially given the fact that the City has very few non-residential uses to contribute to its tax base. This is one of the primary reasons that housing values, discussed previously within the *Snapshot*, are an important municipal consideration. *Figure 1-13* (following page) shows the respective average valuation for Murphy and surrounding cities for the year 2007.¹⁻²

The average market value of homes in Murphy in 2007 was \$247,906, which was the fourth highest in the area and was slightly behind Plano's average of \$253,800. The city of Parker was highest at \$419,307 and the city of Lucas was the second highest with an average of \$312,884. Notably, there is a significant difference in the averages of the cities, ranging from \$419,307 to 124,336. This fact may suggest that there are homes of varying price ranges in the region, with Murphy being balanced between the most expensive places to live the least expensive to live, in terms of housing value.

¹⁻² This information for the Collin County is not included in the figure.

Figure 1-13: Average Market Values in Murphy and Surrounding Cities in 2007



Source: Lucas, Murphy, Parker, Plano, and Wylie - Collin Central Appraisal District Website, www.collincad.org
Garland, Richardson, and Sachse - Dallas Central Appraisal District Website, www.dcad.org

Summary of Findings

This concludes the discussion of the demographic and socio-economic characteristics of Murphy's population and related aspects of the surrounding area. Key findings include:

- ❖ Murphy has experienced a phenomenal rate of population growth since 2000. This rate far exceeds the population growth of Collin County.
- ❖ From 2000 to 2007, Murphy has had the greatest percentage of population growth among the surrounding cities. The second greatest population growth occurred in Parker.
- ❖ From 2006 to 2007, Murphy has had the second greatest percentage of population growth among the surrounding cities, with Lucas being the only city to grow faster.
- ❖ The level of race/ethnic diversity in Murphy did change substantially between the 1990 and 2000 U.S. Census. At the time of the 1990 Census, the City was not a very diverse community, but since that time, the community has begun to diversify its population.
- ❖ The following age groups increased between 1990 and 2000 at the highest rates in Murphy: *Prime Labor Force*, people between 25 and 44 years of age, and the *Young* group, people 14 years of age and younger. The *High School* group, people 15 to 19 years of age, experienced the largest decrease in the decade between 1990 and 2000. The variations in these age groups can influence the school system and economic development opportunities. However, it is important to note that the actual amount of the people within each age group did increase.
- ❖ The local population is becoming increasingly educated.

- ❖ The median income level in Murphy in 2000, \$83,547, was third highest among area cities. Only the cities of Parker and Lucas had higher median incomes in 2000 with \$101,786 and \$100,220, respectively.
- ❖ The percentage of Non-Family Households increased slightly between 1990 and 2000, but Family Households still represented, by far, the largest percentage of households in the City in 2000 at 88 percent.
- ❖ People are willing to commute relatively far distances to work in order to live in Murphy. The majority (60 percent of workers) commuted at least 20 minutes, and many commuted between 40 minutes and an hour, to work in 2000. Notably, the number of people working in the city of Dallas increased between 1990 and 2000, from approximately 27 percent to 33 percent of the Murphy's employed residents.
- ❖ The vast majority, 99.92 percent, of the housing units in Murphy are single-family units (4,994 out of 4,999).
- ❖ Housing values in Murphy have increased between the 1990 and 2000 Census and were higher in 2000 than most of the surrounding cities, with the exception of Parker and Lucas.
- ❖ In 2007, the average single-family home value in Murphy was \$247,906, which ranked fourth out of the eight cities.

Existing Land Use Characteristics

Land Use Types

In order to analyze the land use trends within Murphy, a parcel-by-parcel land use survey was conducted during the preparation of this *Snapshot of the City*. This survey occurred in September of 2007, and each parcel of land was color-coded according to various land use types. The information obtained from the survey is used herein to discuss Murphy's current land use pattern. Following are descriptions of the various types of land use used in the survey along with the color that is used to graphically represent each use on *Plate 1-2* (on the following page).

Agricultural



This use represents land that is used for growing crops or grazing of animals.



Single-Family



This use represents any single dwelling unit that is detached from other dwelling units, is built on-site, and is designed to be occupied by only one family. Single-family homes are the most prevalent housing type and land use type in Murphy.



Duplex



This use represents any structure with two attached dwelling units that is designed to be occupied by two families (one in each unit). Duplex units are also commonly referred to as two-family units. This type of land use is very minimal in the City.

Manufactured Home



This use represents any manufactured home located on a lot or parcel and used as a dwelling.

Public/Semi-Public



This use represents buildings and their related sites that the general public has access to, such as schools, churches, and public buildings.



Parks and Open Space



This use represents public parks, open space, and/or recreation areas (such as trails).



Private Recreation



This use represents private recreation facilities, such as community amenity centers.



Office



This use represents any and all types of professional and administration offices, examples of which include doctors, lawyers, dentists, real estate, architects, accountants, and secretarial services.

Retail



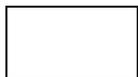
This use represents business establishments that primarily sell commodities or goods to consumers. Examples of such establishments include restaurants, grocery stores, beauty salons, and shopping centers.

Commercial



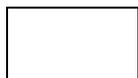
This use represents business establishments that primarily provide a service to consumers. Examples of such establishments include automobile service stations, automobile sales lots, and self-storage businesses.

Vacant



This use represents land that either has no readily visible or apparent use.

Rights-of-Way (ROW)



This use represents and that is dedicated to public use for streets and alleys.

Date: November 26, 2007

Legend

-  Agriculture
-  Single-Family
-  Duplex
-  Manufactured Home
-  Public/Semi-Public
-  Parks & Open Space
-  Private Recreation
-  Office
-  Retail
-  Commercial
-  Under Construction
-  Easement
-  Vacant

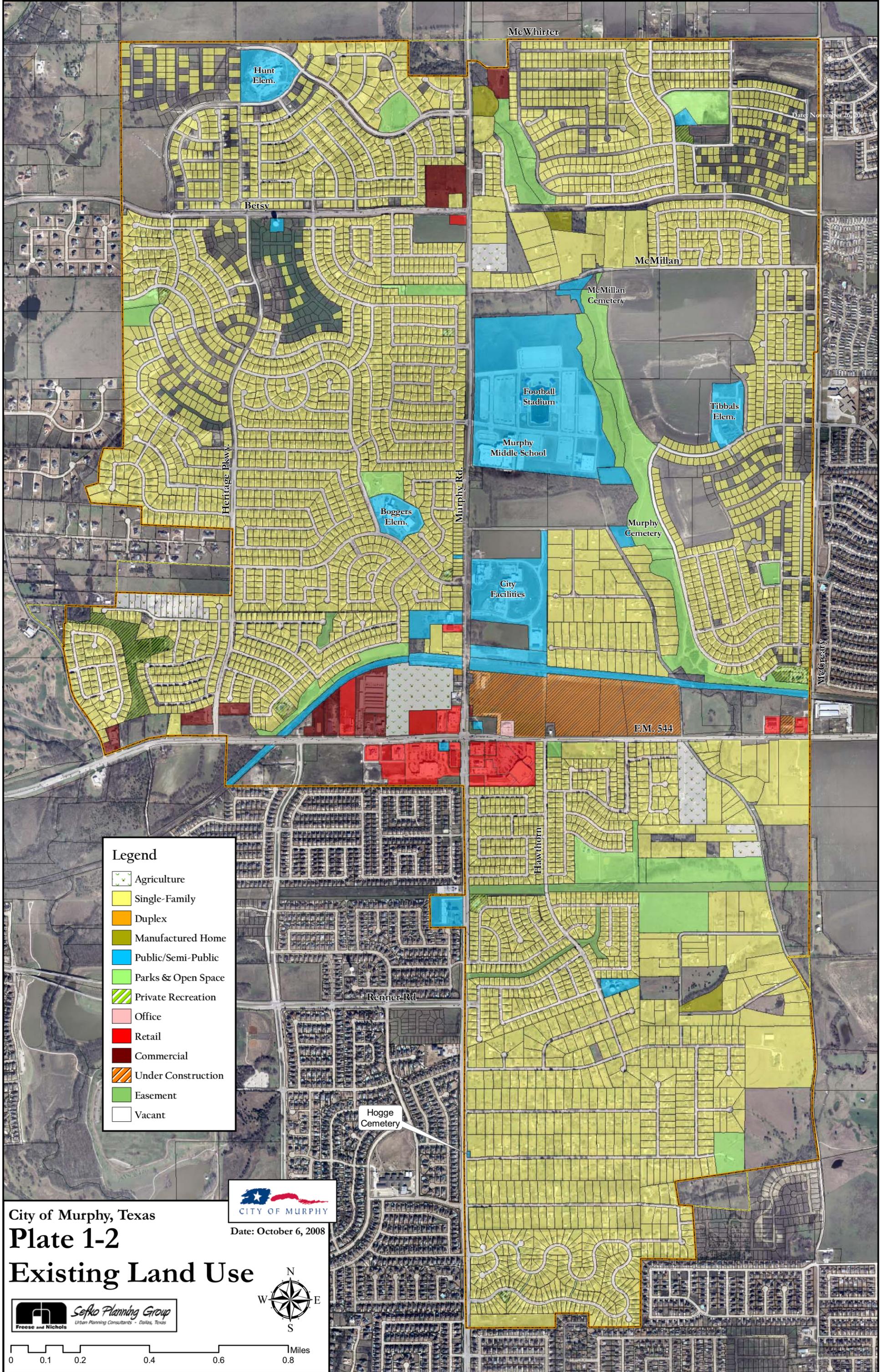
City of Murphy, Texas

Plate 1-2

Existing Land Use



Date: October 6, 2008



Land Use Composition

Plate 1-2 (on page 1-23) shows a graphic representation of Murphy's existing land use pattern, as of September 2007. Table 1-10 below shows the calculations of the various types of land use in terms of acreage and percentages.

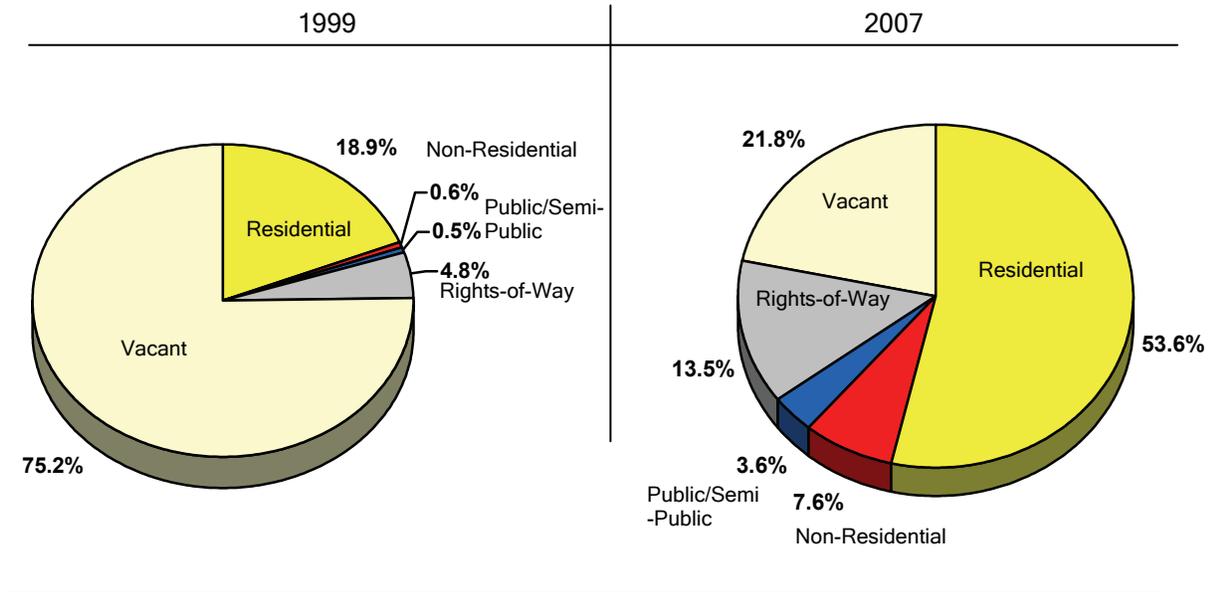
Table 1-10: Existing Land Use in Murphy City Limits - 1999 & 2007

Land Use Category	1999			2007		
	Acres	Percent of Developed Land	Percent of Total Land	Acres	Percent of Developed Land	Percent of Total Land
Single-Family	616	75.9%	18.8%	1,926	68.1%	53.3%
Duplex	0	0.0%	0.0%	1	0.03%	0.0%
Manufactured Housing	2	0.2%	0.1%	10	0.35%	0.3%
<i>Residential</i>	<i>618</i>	<i>76.1%</i>	<i>18.9%</i>	<i>1,936</i>	<i>68.5%</i>	<i>53.6%</i>
Public / Semi-Public	19	2.4%	0.6%	191	6.7%	5.3%
Parks & Open Space	1	0.1%	0.0%	36	1.3%	1.0%
Private Recreation	0	0.0%	0.0%	10	0.3%	0.3%
Easements	N/A	N/A	N/A	36	1.3%	1.0%
<i>Public / Semi-Public</i>	<i>20</i>	<i>2.5%</i>	<i>0.6%</i>	<i>273</i>	<i>9.6%</i>	<i>7.6%</i>
Office	0	0.0%	0.0%	1	0.03%	0.0%
Retail	8	1.0%	0.2%	48	1.7%	1.3%
Commercial	10	1.2%	0.3%	34	1.2%	0.9%
Under Construction	N/A	N/A	N/A	47	1.7%	1.3%
<i>Non-Residential</i>	<i>18</i>	<i>2.2%</i>	<i>0.5%</i>	<i>130</i>	<i>4.6%</i>	<i>3.6%</i>
<i>Rights-of-Way</i>	<i>156</i>	<i>19.2%</i>	<i>4.8%</i>	<i>487</i>	<i>17.2%</i>	<i>13.5%</i>
Total Developed Land	812	100%	24.8%	2,827	100%	78.2%
Agriculture	2,456	N/A	75.2%	29	N/A	0.8%
Vacant				756	N/A	21.0%
TOTAL	3,268	N/A	100%	3,612	N/A	100%

Source: Sefko Planning

Figure 1-14 on the following page shows the percentages of the generalized land use types - residential, non-residential, etc. - that existed in 1999 and as they exist today in 2007; this information is also outlined in Table 1-10 above in the *Percent of Total Land* column. One significant fact that can be seen from Table 1-10 and Figure 1-14 is that the percentage of Total Developed Land has increased from 24.8 percent in 1999 to 78.2 percent in 2007. Additionally, other types of land use have increased, meaning that Murphy is rapidly approaching its ultimate build-out scenario.

Figure 1-14: Percentages of Total Land for Generalized Land Use Types in 1999 and 2007



Land Use Analysis

Developed Acreage within Murphy

The percentages of developed land in *Table 1-10* (previous page) show that approximately 68.5 percent of the developed land within the City is consumed by residential land uses, the vast majority of which are single-family uses. *Single-Family* land use accounts for the highest amount of developed acreage at over 1,926 acres. *Rights-of-Way* account for the second-highest amount of developed acreage in the City, at approximately 487 acres, or 17.2 percent, of the developed acreage in Murphy. The third largest type of land use is the *Public / Semi-Public* use, which accounted for approximately 273 acres, or 9.6 percent, of the developed acreage. No other land use type is developed at an amount close to these land uses.

Perhaps most interesting is the small percentage of land that is developed as non-residential. Although the percentages of *Office*, *Retail*, and *Commercial* uses have increased slightly since 1999, they are still extremely low, especially compared to the amount of residential development and the related number of people (approximately 14,000) who live in Murphy. This is further discussed in the description of land use densities later within this section.

Vacant Acreage within Murphy

Approximately 21 percent of the total acreage within Murphy is classified as *Vacant* (or undeveloped) land. This percentage amounts to 757 acres that have the potential to be developed in the future. The importance of the calculation of undeveloped land lies in the fact that it is this land, along with annexed areas, that will allow the City to grow in population in the coming years. It is also the area where decisions will have to be made regarding service provision and roadway construction, because although this land is not currently developed, it is likely to be at some time in the future. This land is also significant because, at 21 percent of the City, it can be developed in different and perhaps better ways than the current development, with increased connectivity, open space, use, diversity, etc.

Most communities do not develop such that 100 percent of the land is utilized. Generally, approximately 10 percent remains vacant. However, even given this fact, the existing percentage of *Vacant* acreage within Murphy provides acreage to accommodate future population growth within the City limits. This will be discussed further in the *Future Land Use Plan* of this *2008 Comprehensive Plan* as part of Murphy's future population growth and ultimate population capacity analysis.

Current Land Use Densities

Table 1-11: Existing Acres Per 100 Persons - 1999 & 2007

Another method of analyzing land use is by examining current land use densities - that is, establishing how much land is being consumed for each type of land use by the current population. *Table 1-11* contains this information with ratios of the *Number of Acres per 100 Persons* calculated for each land use type. The calculated population estimate (refer to *Figure 1-2*) of 14,000 people was used for these calculations.

The density of single-family residential land use is 13.8 acres per 100 persons. This indicates a typical suburban development pattern for *Single-Family* uses. *Table 1-11* also shows that single-family development is denser today than it was in 1999.

Another type of land use that is important to note, in relation to population, is the amount of land that is categorized as *Parks & Open Space*. There are approximately 0.3 acres of parks and open space for every 100 people in the City. The

Land Use Category	1999 ⁽¹⁾		2007 ⁽²⁾	
	Acres	Acres Per 100 Persons ⁽³⁾	Acres	Acres Per 100 Persons ⁽⁴⁾
Single-Family	616.0	19.9	1,926.0	13.8
Duplex	0.0	0.0	1.0	0.0
Manufactured Homes	2.0	0.1	10.0	0.1
Residential	618.0	19.9	1,937.0	13.8
Public/Semi-Public	19.0	0.6	191.0	1.4
Parks & Open Space	1.0	0.0	36.0	0.3
Private Recreation	0.0	0.0	10.0	0.1
Easement	0.0	0.0	36.0	0.3
Public/Semi-Public	20.0	0.6	273.0	2.0
Office	0.0	0.0	1.0	0.0
Retail	8.0	0.3	48.0	0.3
Commercial	10.0	0.3	34.0	0.2
Under Construction	0.0	0.0	47.0	0.3
Nonresidential	18.0	0.6	130.0	0.9
Rights-of-Way	156.0	5.0	487.0	3.5
Total Developed Land	812.0	26.2	2,827.0	20.2
Agricultural	0.0	0.0	29.0	0.2
Vacant	2,456.0	79.3	756.0	5.4
Total	3,268.0	105.5	3,612.0	25.8

Sources: ⁽¹⁾ City of Murphy 1999 Comprehensive Plan

⁽²⁾ Land Use Survey conducted in September 2007 by Sefko Planning Group

⁽³⁾ Based on an estimated population of 3,099

⁽⁴⁾ Based on an estimated population of 14,000

National Recreation and Park Association (NRPA) recommends between 1.5 and 1.7 acres per 100 persons. Murphy's ratio is much lower than that range, suggesting that there may be a need for additional parks and open space to meet the park and recreational needs of the citizenry. The current ratio is higher than it was in 1999, suggesting that the park-related planning that the City has undertaken has served the community well; these planning efforts include the addition of new parks that have brought the reported acreage up to 36 acres in 2007 from only 1 acre in 1999. Notably, many of the subdivisions in the community have private recreational facilities for use by their residents. However, private recreational facilities accounted for only 0.1 acres for every 100 people in the City.

Also important is the ratio of *Retail* uses to the population. An average ratio is 0.5 retail acres per 100 persons. Less than 0.4 generally indicates that citizens are going elsewhere for goods and services, and greater than 0.6 usually indicates that citizens from elsewhere are coming into the community to buy goods and services (i.e., the community has a regional draw). Murphy's ratio is 0.3 acres per 100 persons. There has been more retail developed between 1999 and 2007, but the number of acres per 100 persons has remained constant. This is a low ratio and indicates that people who live in the City are going to other locales, such as Plano or Garland, to meet their retail needs. A positive balance of residential and non-residential uses will be important to Murphy's future fiscal health, and therefore the desire and/or need for more retail uses, along with recommended locations, will be discussed within the *Future Land Use Plan*. Notably, retail development is under construction with the development of the Murphy Marketplace, a large retail development along F.M. 544 that will undoubtedly increase the amount land used for retail purposes. If the land that is classified as under construction is assumed to be retail land use, then the city would have 0.6 acres per 100 persons.

Summary of Land Use Characteristics

This concludes the discussion of Murphy's existing land use information. Key findings include:

- ❖ Approximately 85.3 of the developed land within the City is consumed by single-family land uses or rights-of-way.
- ❖ The percentages of non-residential land uses - retail, commercial, and office - have increased over the years. However, they are still extremely low, especially compared to the amount of residential development and number of people who live in Murphy.
- ❖ Much of Murphy is currently developed or in the process of being developed and only 21 percent or 721 acres remain vacant. Plans and plats may already exist for areas shown on the Existing Land Use Map, thus further reducing the amount of remaining land.
- ❖ The acreage and percentage of *Parks & Open Space* land use has increased over the years; however, the City's 2007 ratio of 0.3 acres of *Parks & Open Space* for every 100 people is below National Recreation & Park Association recommendation of 1.5 to 1.7 acres.
- ❖ Murphy's ratio of retail-acres-to-population is 0.3 acres per 100 persons. This is a low ratio and indicates that citizens are traveling outside of the City to buy goods and services. However, the *Under Construction* land use category can be assumed to be mostly retail. Given this information, Murphy may soon reach 0.6 retail acres per 100 persons.

Local Development Patterns

Murphy's rapid population growth is continuing today and has been discussed previously within the *Snapshot of the City*. Now the discussion turns to the way in which Murphy has grown in terms of development. The development of land uses, which occurs at various points in time, inherently affects the configuration and overall character of the City. This section of the *Snapshot* discusses the way in which Murphy has developed over time to become the community it is today.

Physical Constraints

Natural Features

Natural features influence where and what type of development can occur. Topography, soils, vegetation, and wildlife are factors that should be considered in the context of planning, especially in relation to future land use, public facilities, and thoroughfares. To the extent possible, these factors have been graphically shown on *Plate 1-3, the Physical Features Map*. Following is a discussion of several natural features as they relate to Murphy.

Drainage Areas

Two local drainage basins serve the City and flow into the Lake Ray Hubbard. *Plate 1-3, the Physical Features Map*, depicts these areas. First, Maxwell Creek is the only creek located within the City. Maxwell Creek flows from the northern city limits at Murphy Road and exits the City at McCreary Road in the southeast section. The second drainage flows in Rowlett Creek near F.M. 544 and the western city limits.

Topography/Slope

Murphy is located on land that is undulating or gently rolling and ranges from 520 feet to 610 feet above sea level. The highest points within the City are located to the northwest with the lowest points to the southeast. Generally, slopes are generally mild with largest slopes located along creeks and drainage areas. Generally, with the exception of drainage areas, construction should generally be unaffected by these slopes (or lack thereof) within the City.

The topography also influences the development and design of infrastructure systems, such as the water, wastewater, and storm water systems. Typically, these infrastructure systems have lower costs when lines follow the natural slope of the land and thus only use gravity to carry the water/sewage to a utility plant. Systems designed against the topography of the land require the building of expensive lift stations in order to move water/sewage to a utility plant.

Floodplains

Floodplain areas are important to consider when planning for the development of any community. *Plate 1-3, the Physical Features Map*, identifies the locations of the 100-year floodplain in Murphy. A 100-year floodplain consists of land that has a one percent chance of flooding in any given year. Properties within the floodplain, and the impacts of such properties on the floodplain,

should receive extra consideration before development occurs. Generally, floodplains are associated with the significant drainage areas of both Maxwell and Rowlett Creeks.

Man-Made Features

The importance of man-made features, such as transportation facilities and infrastructure provisions, are significant factors that greatly influence development patterns. Educational opportunities, especially higher education, can also affect development in terms of industry and employment. Many of these features have been shown graphically on *Plate 1-3, the Physical Features Map*. The following discussion relates to the significant man-made elements that currently exist within Murphy and the vicinity.

Transportation Facilities & Thoroughfares

Regionally, Murphy is located near three major transportation corridors, U.S. Highway 75, the President George Bush Turnpike (State Highway 190), and State Highway 78. Locally, primarily two roadways, F.M. 544 (east to west) and Murphy Road (north to south), serve as the major arterials for the City. These two roadways are the only roads to completely traverse the City and connect to the surrounding communities. Major roads, such as Renner Road and Betsy Lane both carry traffic to and from Murphy but “dead end” into Murphy Road.

Local School Districts

The quality of the local school system is often an important factor in home sales. Homebuyers often view the school district in which a potential home is located as a determining factor on whether to buy a specific home. An inventory of the different school districts within Murphy’s corporate limits is useful to the planning process.

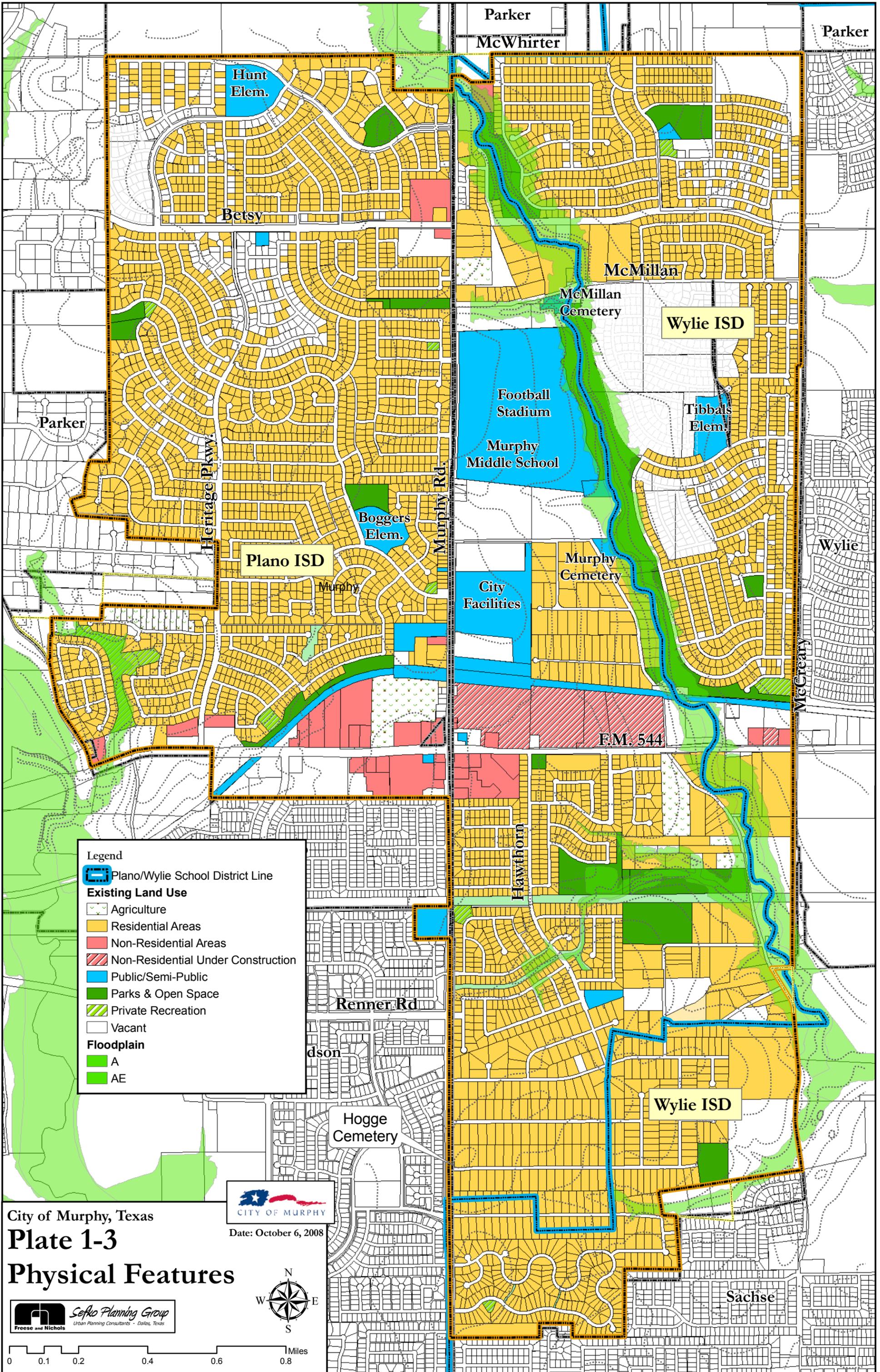
Murphy has two school districts with its corporate limits. *Plate 1-3, the Physical Features Map*, depicts the location and area of these districts. The Plano Independent School District (ISD) services the majority of the community and covers the general area west of Maxwell Creek, with the exception of some southern areas of the community. The Wylie ISD covers the remainder of the community, primarily east of Maxwell Creek.

Table 1-12: School Districts within the City Limits

School District	City Limits	
	Acreage	Percent
Plano ISD	2,475	68.5%
Wylie ISD	1,137	31.5%
TOTAL	3,612	100.0%

Extraterritorial Jurisdiction

Extraterritorial jurisdiction (ETJ) is the land that an incorporated city may legally annex for the purpose of planning and accommodating future growth and development. The Texas State Legislature has established the amount of land that may be annexed by a municipality based upon the city’s population size. Murphy has ETJ to the southeast (adjacent to Sachse) and to the north and west (adjacent to Parker). These areas can be seen on *Plate 1-3, the Physical Features Map*, and account for approximately 58 acres.



Legend

- Plano/Wylie School District Line
- Existing Land Use**
- Agriculture
- Residential Areas
- Non-Residential Areas
- Non-Residential Under Construction
- Public/Semi-Public
- Parks & Open Space
- Private Recreation
- Vacant
- Floodplain**
- A
- AE

City of Murphy, Texas
Plate 1-3
Physical Features

CITY OF MURPHY
 Date: October 6, 2008



Sefko Planning Group
 Freese and Nichols Urban Planning Consultants • Dallas, Texas

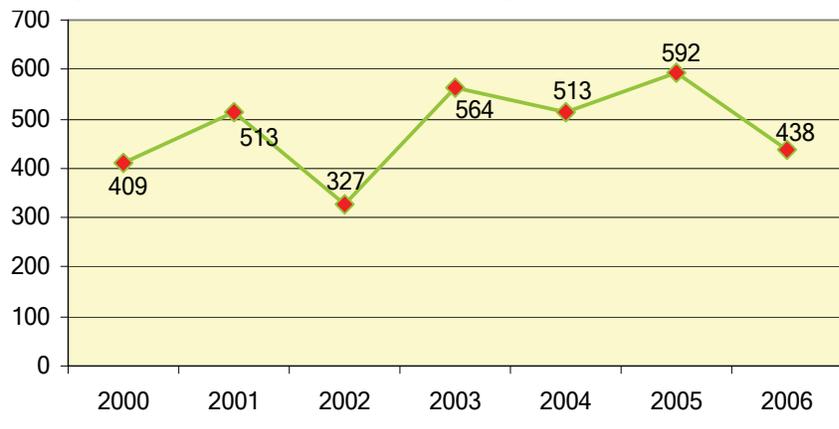


Residential Development

Generally, development before 1990 can be characterized as ½-acre to one-acre lots or greater in size. These lots were generally located east of Murphy Road. Development after 1990 can generally be characterized by lots that are less than ½-acre and typically average 12,000 square feet. The growth that occurred in the 1990s has continued into the new Millennium as evidenced by the number of building permits issued between 2000 and 2007; this building permit information is shown in *Figure 1-15*. These numbers reflect residential permits only.

The number of single-family permits issued has fluctuated from year to year but has increased overall since 2000. The number of permits issued in 2005 and 2003 were the highest of the years shown, suggesting a trend of higher population growth in recent years.

Figure 1-15: Number of Residential Building Permits Issued, 2000-2006



Source: City of Murphy

Housing Conditions

In conjunction with the aforementioned parcel-by-parcel land use survey, a more generalized housing survey was conducted to assess the general condition of housing. This was done on a block-by-block basis. The main purpose of the housing survey was to determine the physical condition of housing and to identify any areas of potential blight. Four categories of condition were used, as described in the following:

Type 1: Generally Sound

Residential blocks in this category are characterized by either new or older housing units being maintained in sound physical condition, with no visible signs of repair needed.

Type 2: Generally Minor Repair Needed

Residential blocks in this category are characterized by housing units in need of minor maintenance. Minor maintenance means projects that could be performed by the occupant, examples of which include painting of trim or exterior surfaces, replacing small trim areas, or other similar minor repairs.

Type 3: Generally Major Repair Needed

Residential blocks in this category are characterized by housing units in need of major repair. Structures placed in this category were those needing repairs that would not normally be

performed by the occupant - major signs of various stages of deterioration. Examples of such repairs include sagging roofs, unstable walls, sagging porch areas, and similar major repairs.

Type 4: Generally Dilapidated

Residential blocks in this category are characterized by housing units that are generally beyond repair. Structures placed in this category were those that were visibly and obviously deteriorated, and may be unsafe to inhabit.

The overwhelming majority of homes in Murphy, approximately 99.5 percent, are Type 1 units. The remaining 0.5 percent would be classified as Type 2 units. Type 2 units were scattered throughout the City, with a slight concentration on older homes. However, the vast majority older homes in Murphy have been well maintained. There were no Type 3 or Type 4 units surveyed.

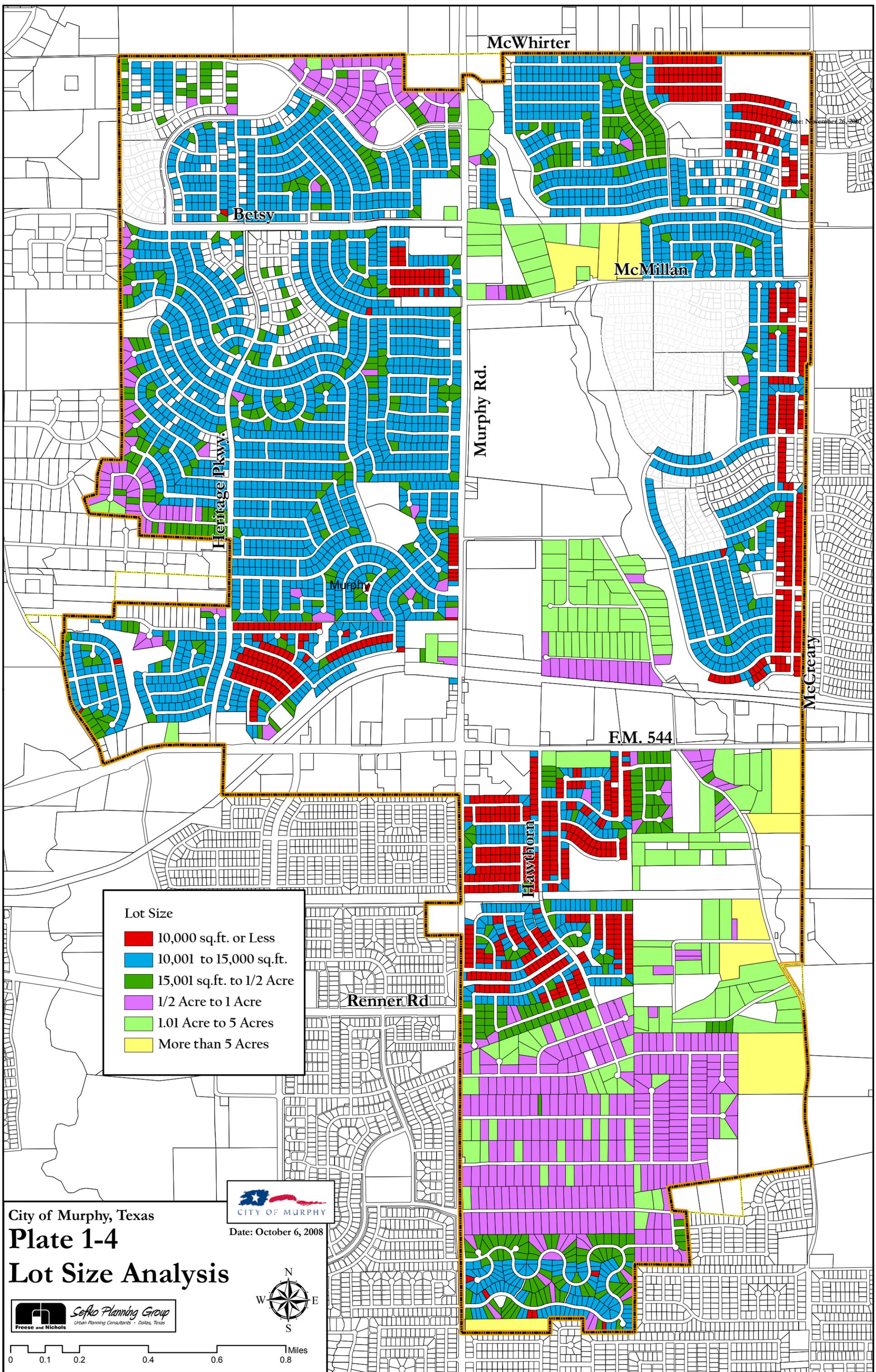
Residential Development – Variety Analysis

Rapid residential development goes hand-in-hand with the population growth that Murphy has experienced in the last few years. As discussed previously within this *Snapshot*, housing type diversity is an important feature of a full-life-cycle community. Murphy does not have much variety in terms of housing type (refer to *Table 1-8* and the related discussion for more information). However, another important feature is for a community to have a variety of lot sizes, which helps to diversify local market choice for people looking to purchase a home in a particular city. For this reason, *Plate 1-4* (following page) shows the locations of different-sized residential lots within Murphy. *Table 1-14* and *Figure 1-16* outline the information shown on *Plate 1-4*.

Table 1-14: Single-Family Residential Lot Sizes and Acreage in Murphy

Lot Size in Square Feet	Number of Lots	Percent of Lots	Number of Acres	Percent of Acres
10,000 or Less	834	16.7%	166	8.6%
10,001 to 15,000	3,032	60.7%	879	45.6%
15,001 to ½ Acre	530	10.6%	221	11.5%
½ Acre to 1 Acre	438	8.8%	333	17.3%
1.01 Acre to 5 Acres	153	3.1%	236	12.3%
More Than 5 Acres	9	0.2%	92	4.8%
Total	4,996	100.0%	1,926	100.0%

NOTE: The number of acres shown does not equal the number of *Single-Family* acres shown in *Table 1-10* or *1-11* because this table includes vacant lots and acres which may be included in the *Vacant* category in those tables.



Lot Size

- 10,000 sq.ft. or Less
- 10,001 to 15,000 sq.ft.
- 15,001 sq.ft. to 1/2 Acre
- 1/2 Acre to 1 Acre
- 1.01 Acre to 5 Acres
- More than 5 Acres



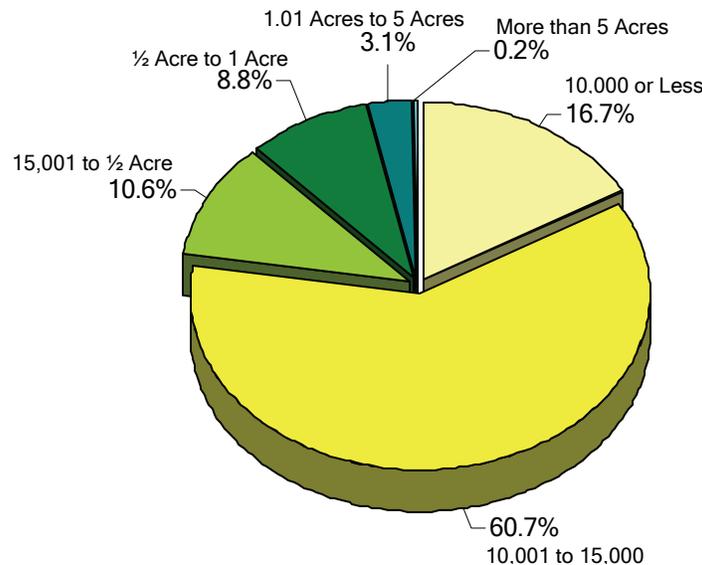
Date: October 6, 2008

City of Murphy, Texas
Plate 1-4
Lot Size Analysis



Currently, the City has a variety of lot sizes in relation to single-family development. Most lots within Murphy are over 10,000 square feet, with the highest percentage in the 10,000 to 15,000 square feet category. Approximately 16.7 percent of the lots are relatively small at 10,000 square feet or less, and only 3.3 percent are relatively large at over one acre.

Figure 1-16: Single-Family Residential Lot Size Percentages



Summary of the Development Patterns Analysis

This concludes the discussion of Murphy's development patterns. Key findings include:

- ❖ Maxwell Creek is the major drainage feature of the City and is the only creek within Murphy. Rowlett Creek is west of the City and serves as a drainage feature for western portions of the City.
- ❖ Murphy ranges from 520 to 610 feet above sea level.
- ❖ F.M. 544 and Murphy Road are the two major roadways that traverse the entire City.
- ❖ The Plano and Wylie Independent Schools Districts serve the City, with Plano ISD covering 68.5 percent of Murphy and Wylie ISD covering 31.5 percent.
- ❖ Murphy has 57 acres of ETJ adjacent to Parker and Sachse.
- ❖ The majority of the City's residential development has occurred since 2000, with the City issuing over 500 building permits in the following years: 2001, 2003, 2004, and 2005.
- ❖ Prior to 1990, development generally occurred east of Murphy Road.
- ❖ 99.5% of all homes in Murphy are in excellent condition.
- ❖ Murphy does not have much variety in terms of housing type, but there is a variety of residential lot sizes.
- ❖ Most lots are larger than 10,000 square feet, the majority of which are between 10,001 to 15,000 square feet.

City of Murphy

2008 Comprehensive Plan



Chapter 2

Visioning

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Purpose

The *Snapshot of the City*, Chapter 1, provides a foundation for this *2008 Comprehensive Plan*. It does this by outlining facts about Murphy that need to be considered; facts which pertain generally to demographics, housing and land use characteristics. This chapter also provides a foundational element for this Plan, but in a very different way. This *Visioning → Goals & Objectives* chapter outlines the vision of the City that will be pursued as a result of this Comprehensive Plan, in the form of goals and objectives.

What should the future hold for Murphy? What should the City be like in the year 2020 or 2030? These are the key questions that this chapter addresses. The vision for Murphy that is described within this *2008 Comprehensive Plan* will help shape and direct growth and development for the next ten years and beyond. In order to do this effectively, this Plan should be premised upon a shared vision of what Murphy should become as it grows, attains its anticipated build-out configuration, and becomes an increasingly mature, livable, and sustainable City.



The City has already adopted the following vision statement: **"Murphy will remain a vibrant, family-oriented, distinctive city that fosters a strong sense of community and connection between its local government and citizens."** In order to build upon this vision statement, meetings will be held with the Planning and Zoning Commission, which serves as the advisory or steering committee for the comprehensive plan process, to gather input. City leaders and the general public will also be asked to provide input via a Community Input Workshop, at which citizens participate in a Visual Character Survey (VCS), Questionnaire, and Group Brainstorming Exercise. The following section outlines specific goals and objectives that provide a basis for the comprehensive planning process.



This chapter creates a vision for this comprehensive planning effort, as well as for the City of Murphy in general. This is also the chapter upon which many of the recommended actions and implementation efforts of Murphy's *2008 Comprehensive Plan* will be based.



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Visual Character Survey

A Visual Character Survey (VCS) is a technique in which respondent are asked to score a series of photographs based on what they find to be visually preferable. The images illustrate various aspects of the developed environment. Although it is not necessarily scientific in nature, the VCS is an effective method of receiving attitudinal, aesthetic-based input. This is possible because the survey allows the respondents to view and score real-world examples of developed areas and elements.

The Visual Character Survey that was developed specifically for Murphy was primarily the result of issues identified by the Planning & Zoning Commission and staff toward the beginning of the comprehensive planning process. The various subjects presented in the VCS were the following:

- Street Design
- Building Materials
- Building Design
- Mixed Use
- Signage
- Public Space
- Pedestrian Amenities
- Open Space
- Housing Mix
- Non-Residential Development

Respondents were shown 200 images corresponding to the above categories. They were asked to rate each image according to the scale shown below.

-5	-4	-3	-2	-1	0	1	2	3	4	5
<i>Highly</i>		<i>Strongly</i>	<i>Somewhat</i>		<i>NEUTRAL</i>	<i>Somewhat</i>		<i>Strongly</i>		<i>Highly</i>
<i>Inappropriate</i>						<i>Appropriate</i>				

Respondents were asked to consider several questions about each image as they rated them:

- Do I like or dislike the image?
- By what value do I like or dislike it?
- Is it appropriate or inappropriate for Murphy?

Following are the results of the VCS. (In evaluating the results of the VCS, the average score of each image is used.) Overall high and low scoring images are shown first, followed by the highest and lowest rated images within each of the subject headings previously listed, and last the images with the lowest and highest standard deviations (most and least consistent scoring). A total of 65 public participants took the VCS, either at the December 10, 2007, P&Z meeting (at which eight P&Z members [including one alternate] and three people from the public took the VCS), or at the Community Visioning Workshop on January 10, 2008, at which 54 people participated.

Overall Highest Scoring Images

Following are the twenty images (ten percent) that were rated the highest in the VCS. Each of the twenty images received an average score of 2.9 or higher. The average score is shown just below the lower right-hand corner of the image.



Public Space

4.2



Street Design

3.7



Open Space

3.7



Building Materials

3.4



Open Space

3.4



Open Space

3.4



Building Materials

3.3



Public Space

3.3



Signage

3.2



Building Materials

3.2



Public Space

3.2



Building Materials

3.1



Street Design 3.1



Public Space 3.1



Signage 3.1



Pedestrian Amenities 3.0



Street Design 3.0



Building Design 3.0



Street Design 2.9



Public Space 2.9

Overall Lowest Scoring Images

Following are the twenty images (ten percent) that were rated the lowest in the VCS. Each of the twenty images received an average score of **-2.1** or lower. The average score is shown just below the lower right-hand corner of the image.



Non-Residential Develop. **-4.3**



Pedestrian Amenities **-4.0**



Signage **-3.9**



Street Design -3.8



Signage -3.6



Building Design -3.5



Pedestrian Amenities -3.5



Building Design -3.4



Building Materials -3.3



Street Design -3.3



Public Space -3.3



Non-Residential Develop. -3.0



Signage -3.0



Building Design -2.6



Building Design -2.6



Building Design -2.5



Pedestrian Amenities -2.5



Building Design -2.3



Mixed Use

- 2.1



Open Space

- 2.1

Highest & Lowest Scoring Images by Subject

As stated previously, a wide variety of image types were included within this Visual Character Survey (VCS). The following results illustrate the highest and lowest scoring images for each subject.

STREET DESIGN

Images featuring wide, landscaped medians with large, mature trees were scored very favorably. Street Design images that scored the poorest were those, which featured continuous, turn lanes or very narrow concrete medians, with minimal, if any, landscaping.

Highest



Lowest



BUILDING MATERIALS

Masonry, stone, and rock were strongly favored for both residential and non-residential buildings. Only two images within the category received negative scores, both images featured non-residential buildings constructed out of metal.

Highest



Lowest



BUILDING DESIGN

Images featuring buildings with the most architectural details, particularly in terms of articulation or height and depth variations, scored the highest. Images which scored unfavorable had almost no architectural details and appeared to be very flat, with only minimal articulation.

Highest



Lowest



MIXED USE

Mixed use images which appeared to be primarily non-residential with outdoor seating features and trees received the highest scores. It should be noted that the highest scoring image among *Mixed Use* photos scored 2.8, this is a lower high score than is found in many of the other categories. The lowest scoring images appeared to have more of a residential element.

Highest



Lowest



SIGNAGE

Signs which featured natural elements, including rock and landscaping were scored favorable; these also tended to be low to the ground, visually interesting, and non-obtrusive. Signage which was least favored included pole signs, those with minimal design features, large scale signs, and those with little or no masonry.

Highest



Lowest



PUBLIC SPACE

The element of water in public spaces is very important to the citizens of Murphy. The six highest scoring *Public Space* images all included a water feature of some form. The most favored *Public Space* image, a small lake surrounded by landscaping features, is also the overall highest scoring image, and that which is most agreed upon by all respondents (see later discussion on standard deviation). Only one image in this category received a negative score. The lowest scoring images all illustrated seating in public spaces, but no elements of landscaping or visual interest were present.

Highest



Lowest



PEDESTRIAN AMENITIES

The presence of sidewalks providing connections through open green space was favored as an important *Pedestrian Amenities*. The three *Pedestrian Amenities* images that scored negatively illustrated uninviting, unsafe walking conditions, such as sidewalks with no buffers from roads or obvious pedestrian trails, along the road even without a sidewalk.

Highest



Lowest



OPEN SPACE

Open Space images which appeared to be more of a park setting scored very favorably. Those *Open Space* images, which were essentially natural areas or elements, incorporated into a parking lot were not as well received.

Highest



Lowest



HOUSING MIX

The Housing Mix category resulted in the lowest high scores, and in many negative scores. Traditional detached single family housing seems to be the preferred housing type, while multi-family apartments were the least desired housing type for Murphy.

Highest



Lowest



NON-RESIDENTIAL DEVELOPMENT

Retail uses ranked the highest among *Non-Residential Development* images. Commercial uses, such as manufacturing and distribution, were the least favored images of the category.

Highest



Lowest



Images with the Lowest Standard Deviation

Standard deviation is a calculation used to determine consistency within a group or range of scores. No standard deviation, meaning total agreement across the board, would be indicated with a score of 0.0. Generally, standard deviation scores ranging from 0.1 to approximately 2.0 are considered to be low or fairly consistent.

The image to the right represents the most consistently scored image within the Visual Character Survey. Interestingly, this is also the highest overall scoring image, which indicates a very high level of agreement upon the desirability of this *Public Space* photo.



Average Score: 4.2
Standard Deviation: 0.99

The following three images represent the next lowest standard deviations. It is important to note that of the top ten percent of images with the lowest standard deviations, all were images with positive average scores. This indicates that there is more of a consensus on what is preferred, than on what is not preferred for Murphy.



Average Score: 3.4
Standard Deviation: 1.22



Average Score: 3.7
Standard Deviation: 1.24



Average Score: 3.2
Standard Deviation: 1.25

Images with the Highest Standard Deviation

Standard deviation is a calculation used to determine consistency within a group or range of scores. No standard deviation, meaning total agreement across the board, would be indicated with a score of 0.0. Generally, standard deviation scores of 2.1 and above are considered to be high, or fairly inconsistent.

The image to the right represents the most inconsistently scored image (image with the widest variation in scores) within the Visual Character Survey. Scores for this image encompassed the full range of possible scores, from a negative 5 to a positive 5. Obviously, as standard deviation rises for a particular image, the average score will get closer to zero, as the extreme scores are balanced by each other.



Average Score: 0.4
Standard Deviation: 3.10

The following three images represent the next highest standard deviations. The top ten percent of images with the highest standard deviations included a mixture of positive and negative average scores.



Average Score: 0.0
Standard Deviation: 3.02



Average Score: 0.1
Standard Deviation: 3.00



Average Score: -0.1
Standard Deviation: 2.95

The Questionnaire

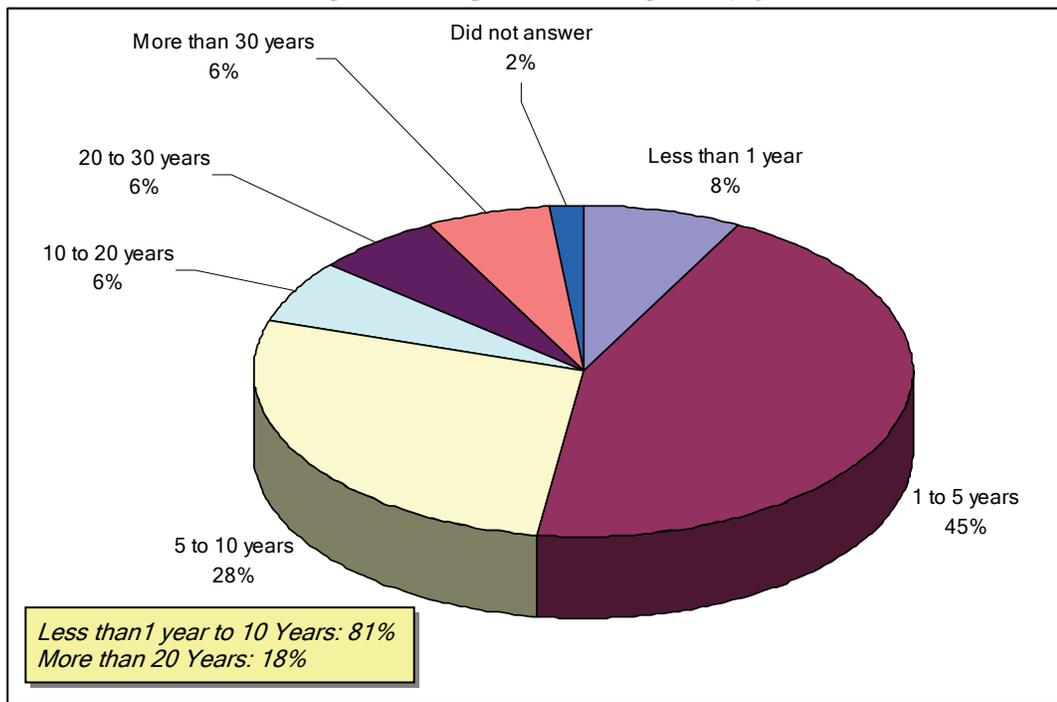
In order to receive additional public input and to supplement the input provided by the VCS, questions were included at the end of the VCS Response Sheet. Both the CPAC and the participants at the Community Workshop were asked to answer these questions. The following sections outline the questions that were asked and responses that were given. The percentages shown are based on all of the responses to that particular question. Therefore, percentages are also shown for participants who did not answer questions, ensuring that all percentages equal the sum of 100 percent, except as noted within the text.

NOTE: 65 People Participated in this Survey

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

The various percentages for the answers to Question #1 support the fact that Murphy has experienced an extremely high rate of growth in the last ten years. Notably, over half of the participants reported that they have lived in Murphy five years or less. Furthermore, 81 percent of the participants indicated that they have lived in Murphy ten years or less. Because of this information, it would be easy to conclude that Murphy is a young city. However, Murphy is not without its more tenured residents, with almost 20 percent reported to have lived in the City over the last ten years, with six percent living in Murphy for more than 30 years.

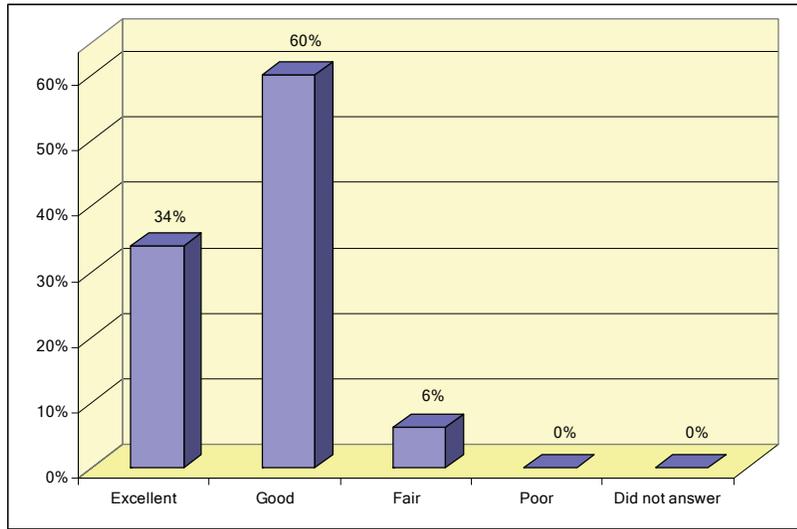
Figure 2-1: Length of Time Living in Murphy



Question #2: How would you describe the quality of life in Murphy?

The term “quality of life” is an elusive concept that will be defined and addressed (as part of “livability”) within this comprehensive planning process. The vast majority of participants, 94 percent, felt that the quality of life in Murphy was either good or excellent. The highest response, as seen below, was that Murphy has a good quality of life. Only four participants (six percent) felt the City had a fair quality of life, and no one reported that the City had a poor quality of life.

Figure 2-2: Murphy Quality of Life



Question #3: What was the most important factor for you when you decided to move to Murphy?

Question #3 was included to help provide insight as to why people had chosen to live in Murphy. Their responses will help determine the things that need to be maintained in the future for the City to continue to be attractive to current residents, as well as to potential new residents and to the business community. Participants were not limited to one answer and some individuals listed multiple reasons.

The most chosen answer was the “small town feel” at 25 percent. Also, important characteristics to respondents were Murphy’s “affordable housing/land” and “selection of housing.” There was also an option for people to choose the “Other” category, where they could write in responses. Written-in responses accounted for approximately five percent of the answers, and specifically noted were the absence of alleys, large lots, safety, and a country feel.

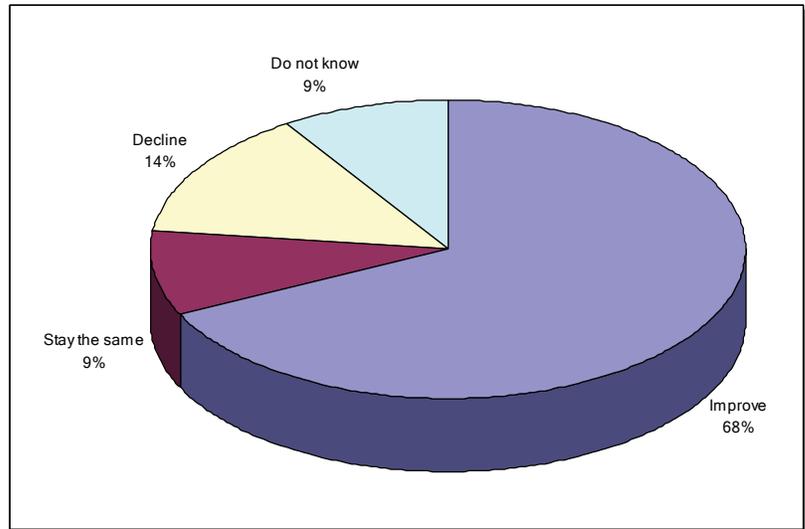
Table 2-1: Most Important Factor in Deciding to Move to Murphy

ANSWER OPTION	PERCENTAGE
Small town feel	25%
Affordable housing/land	19%
Selection of housing	12%
Clean and attractive	9%
Safe place to live	9%
Schools/education	8%
Close to work	5%
Other	5%
Friends/Family	3%
Distance to Dallas/Fort Worth	2%
Lower taxes	2%
Close proximity to the lake	1%
Did not answer	1%
Born in Murphy	0%
Parks	0%

Question #4: Do you think the quality of life in Murphy will improve, stay the same, or decline over the next five years?

Most respondents, 68 percent, felt that the quality of life in Murphy would improve over the next five years. Nine percent indicated that the quality of life would stay the same. A relatively small portion of the people surveyed, 14 percent, believed that Murphy's quality of life would decline over the next five years. Nine percent reported that they do not know. Overall, it appears that the community has a positive outlook regarding the improvement of the quality of life within the City.

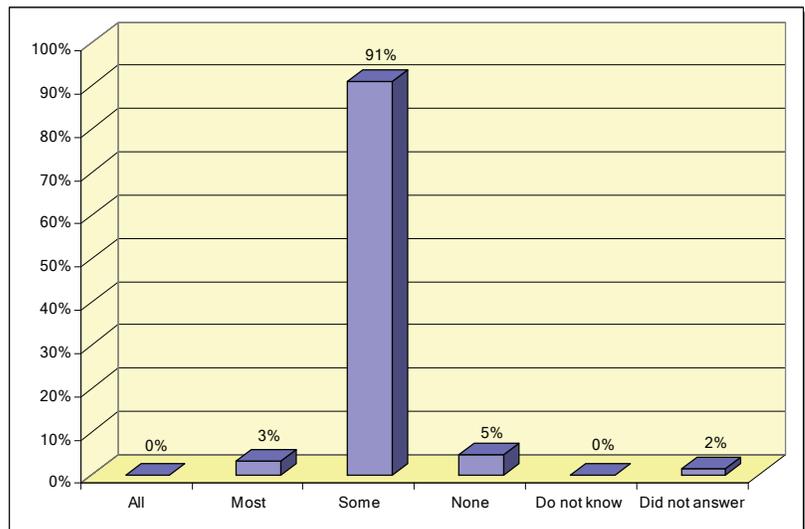
Figure 2-3: Murphy's Future Quality of Life (Next Five Years)



Question #5: Would you say that you and your family do all, most, some or none of your shopping in Murphy?

The overwhelming majority of people, 91 percent, reported that they did "some" of their shopping in Murphy. The second largest response, with only five percent, was that people did "none" of their shopping within Murphy. Three percent of respondents indicated that they did "most" of their shopping in the City. These responses would tend to indicate that the majority of all shopping needs cannot be met within the City limits alone.

Figure 2-4: Shopping in Murphy



Question #6: What would you consider the greatest single issue facing Murphy today?

Question #6 gave citizens a list of options as to the most critical issue facing Murphy and an opportunity to write in another answer if one of their choices was not listed. As with Question #3, respondents were not limited to one answer in this question. Therefore, the total percentages shown will equal a sum of more than 100 percent.

“Economic Development” and “Infrastructure and Roads” were the two highest responses with 26 and 25 percent, respectively. “Quality of Life” was also marked by a number of people as an important factor. Answers were written in by 14 percent of respondents and included the following:

- Elected officials;
- Murphy identity / median beautification; and
- Traffic and road conditions.

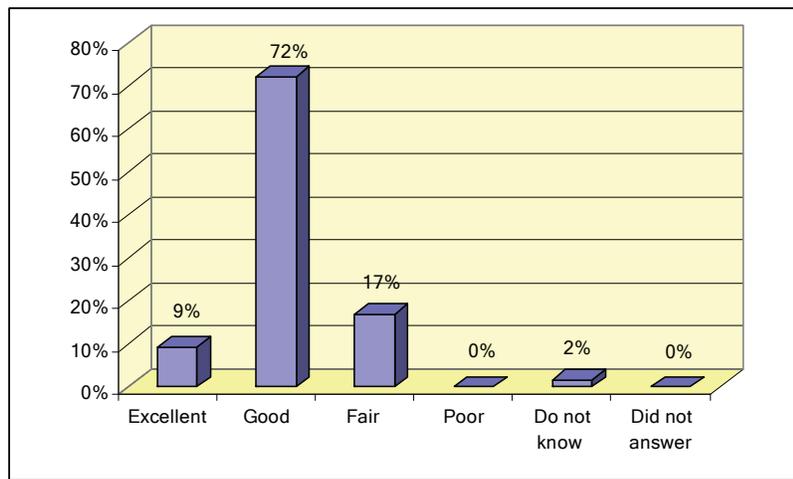
Table 2-2: Greatest Single Issue Facing Murphy Today

ANSWER OPTION	PERCENTAGE
Economic development (adding jobs and shopping opportunities)	26%
Infrastructure and roads	25%
Quality of life/small town feel	15%
Other	8%
Do not know	8%
City management	7%
Park development	4%
City services (utilities, taxes)	3%
Need for housing diversity (housing types other than single family)	1%
Schools/education	1%
Did not answer	1%
Police and crime	0%

Question #7: Overall, how would you describe the way in which the city is maintained?

Most people rated the maintenance of the City as “good,” with 72 percent responding to this category. The second highest response, at 17 percent, was that the way in which the City was maintained was “fair.” The third highest category reported was that the city was maintained in “excellent” condition. Overall, 81 percent of respondents marked “excellent” or “good,” and no responses were recorded for “poor.”

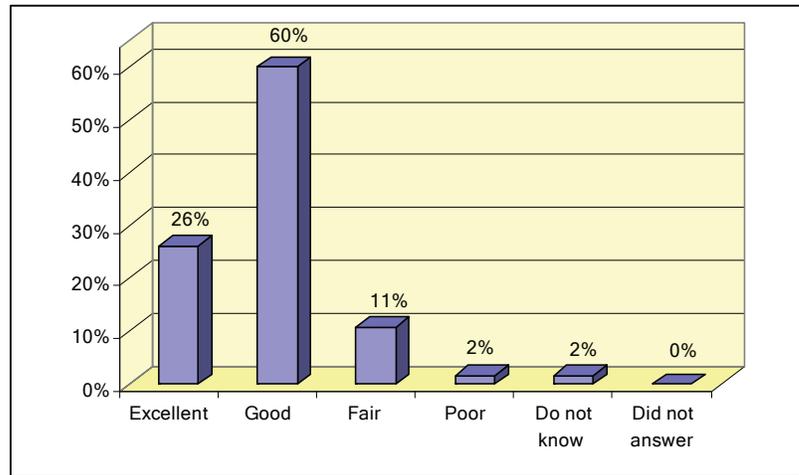
Figure 2-5: Rating of the Way Murphy is Maintained Overall



Question #8: Would you rate Murphy as excellent, good, fair, or poor in terms of cleanliness, quality of houses, and general appearance?

Figure 2-6: Rating of the Way Murphy is Maintained Overall

Cleanliness, quality of housing, and general appearance are factors in any community's quality of life. Murphy, according to the people participating in the survey, has been successful in developing these factors. As shown in *Figure 2-6*, 86 percent of people rated Murphy as either "excellent" or "good." Notably, the majority of people, 60 percent, rated the City "good." Only two percent of the respondents marked "poor" as their answer.



Question #9: For each of the services provided by the city, please rate the service as excellent, good, fair, or poor.

Question #9 listed many services provided by the City. These answers provide insight as to the types and amounts of services that may be needed (or to be enhanced) to improve Murphy's quality of life. *Table 2-3* below outlines these various elements and the respective responses to each. The highest percentage response is shown in a black box.

Table 2-3a: Rating of City Services

Answer Option	Street Maintenance	Recreational Programs	Storm Water Drainage	Police Department	Fire Department	Emergency Medical Services
Excellent	15%	2%	22%	35%	46%	34%
Good	49%	13%	57%	40%	37%	35%
Fair	25%	45%	12%	9%	8%	8%
Poor	9%	20%	3%	11%	0%	3%
No Opinion	0%	19%	6%	5%	9%	20%
Did Not Answer	2%	2%	0%	0%	0%	0%

Table 2-3b: Rating of City Services

Answer Option	Trash Collection Services	Recycling Collection Services	Water Services	Utilities	Animal Control	Parks
Excellent	40%	32%	38%	29%	20%	5%
Good	48%	32%	48%	54%	43%	42%
Fair	9%	18%	9%	15%	12%	32%
Poor	3%	12%	3%	0%	6%	15%
No Opinion	0%	5%	2%	2%	18%	6%
Did Not Answer	0%	0%	0%	0%	0%	0%

Interesting facts from these results include the following:

- The Fire Department received the highest rating of “excellent” responses, with 46 percent.
- Trash Collection Services, Water Services, the Police Department, and the Emergency Medical Services also received high rankings of “excellent.”
- Most services highest ranking category was “good.”
- The Recreational Programs highest ranking category was “fair.”
 - Approximately two thirds of participants rated Recreational Programs as either “fair” or “poor.”
 - One out five participants rated Recreational Programs as “poor.”
- Approximately half of the participants rated Parks as either “fair” or “poor.”
- Approximately one out of three participants rated the Recycling Services as either “fair” or “poor.”
- Approximately one out of five participants rated the Police Department as either “fair” or “poor.”

Question #10: Please mark if you would strongly support, somewhat support, somewhat oppose, or strongly oppose more of the following types of development in Murphy.

Question #10 is design to gather input regarding the types of development participants would like to see within Murphy. This question is another way to discern respondents’ feelings on specific type of land uses. Tables 2-4a and 2-4b outline these elements and the respective responses, with the highest percentage responses shown in a black box.

Table 2-4a: Support for Types of Development

Answer Option	Small Dept. Store (Kohl's)	Large Dept. Store (Dillard's)	Discount Retailers (Target)	Clothing Retailers	Shoe Stores	Jewelry Stores	Furniture & Appliance Stores	Florist & Card Shops	Recreational Supply Stores	Specialty Gift & Decorating Shops	Upscale Housing
Strongly Support	53%	18%	34%	29%	22%	14%	6%	40%	26%	37%	42%
Somewhat Support	36%	38%	37%	51%	49%	42%	37%	45%	52%	45%	34%
Somewhat Oppose	5%	20%	15%	11%	22%	31%	38%	11%	14%	11%	12%
Strongly Oppose	5%	20%	12%	3%	3%	6%	14%	3%	2%	0%	2%
No Opinion	0%	0%	0%	5%	3%	6%	3%	0%	5%	5%	9%
Did not answer	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%

Table 2-4b: Support for Types of Development

Answer Option	Entertainment Venues	Full Service (sit-down) Restaurant	Fast Food Restaurants	Single Category Food Shops (Bakery)	Maintenance and Repair Services	Office Suites / Business Parks	Family Practice Medical Offices	Medical Hospitals	Medical Clinics	Residential - Senior Living	Residential - Apartments
Strongly Support	38%	88%	11%	35%	9%	22%	45%	23%	25%	26%	3%
Somewhat Support	40%	9%	43%	55%	48%	46%	48%	42%	62%	44%	15%
Somewhat Oppose	9%	2%	23%	2%	25%	18%	3%	23%	9%	20%	26%
Strongly Oppose	8%	0%	22%	3%	15%	5%	2%	11%	3%	3%	50%
No Opinion	3%	0%	0%	3%	2%	6%	2%	0%	0%	6%	5%
Did not answer	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%

Respondents are most supportive of the following (in order of strongest support):

- Sit-down Restaurants,
- Family Practice Medical Offices,
- Single Category Food Shops (Bakery), and
- Small Dept. Store (Kohl's).

Respondents are most opposed to the following (in order of strongest opposition):

- Apartments,
- Furniture and Appliance Stores, and
- Fast Food Restaurants.

Also interesting were the responses to *Fast Food Restaurants*. Fifty-four percent supported this type of development to some degree, while 45 percent opposed it to some degree.

Question #11: How important or unimportant are the following to you in terms of Murphy’s quality of life?

Question #11 listed many elements that have been linked with the term “quality of life”. Some of these are present in Murphy, and some are either not present or are minimally present. These answers provide insight as to what types of development may be needed or what characteristics may be added or enhanced to improve Murphy’s quality of life. *Table 2-5* below outlines these various elements and the respective responses to each. The highest percentage response is shown in a black box.

Table 2-5: Importance of Certain Elements on Murphy’s Quality of Life

Answer Option	Trail System	Appearance of the City	Attractive Roadways	Availability of Apartments	Availability of Townhomes	An effective Roadway Network	Employment Opportunities	Enhancing the City Identity	Establishing Community Focal Points	Mixed Use Development	Open Space	Parks & Recreation	Walkability
Very Important	34%	75%	69%	3%	3%	66%	12%	54%	46%	20%	52%	51%	57%
Important	52%	22%	28%	5%	14%	25%	45%	25%	32%	29%	41%	43%	32%
Unimportant	9%	2%	2%	32%	34%	3%	26%	12%	17%	38%	2%	3%	8%
Very Unimportant	2%	0%	0%	57%	46%	2%	11%	3%	0%	8%	3%	0%	2%
No Opinion	0%	0%	0%	2%	2%	3%	5%	5%	2%	2%	2%	2%	0%
Did not answer	3%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%

Respondents felt the following were the most important elements for Murphy’s quality of life (in order of strongest support):

- Appearance of the City,
- Attractive Roadways,
- An effective Roadway Network, and
- Walkability.

Respondents felt the following were the most unimportant elements for Murphy’s quality of life (in order of strongest opposition):

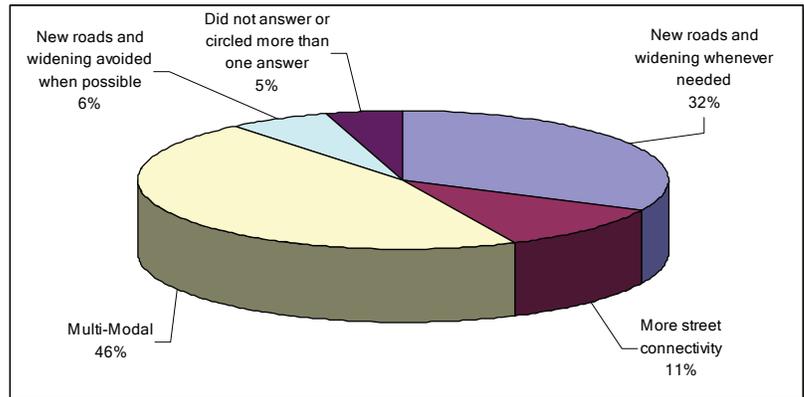
- Availability of Apartments,
- Availability of Townhomes, and
- Mixed Use Development.

Also interesting were the responses to *Mixed Use Development*. Forty-nine percent supported this type of development to some degree, while 46 percent opposed it to some degree.

Question #12: Which statement most accurately describes your opinion toward local transportation planning issues?

Figure 2-7: Opinions Toward Local Transportation Issues

Question #12 provided people with options to choose from in order to indicate how they felt regarding transportation planning. This question gives insight as to what respondents feel is important to concentrate on as the City makes transportation decisions. Figure 2-7 illustrates participants' answers.

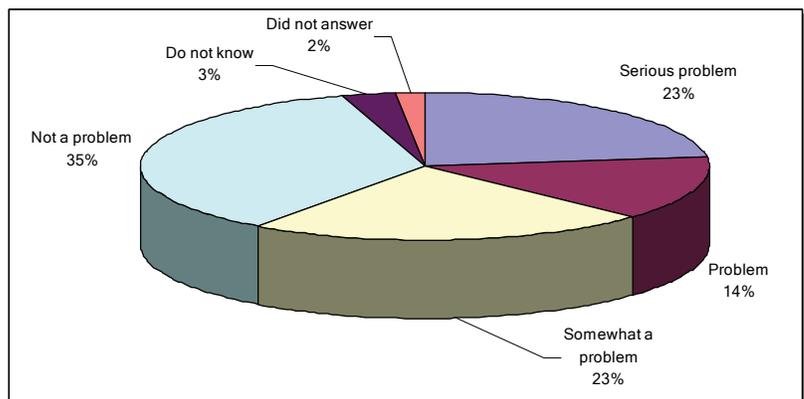


Forty-six percent of respondents felt that "Murphy should adhere to a multi-modal approach, encouraging bike lanes, sidewalks, and trail linkages to reduce auto travel." The second highest opinion (32 percent) was that "the street system should be expanded with additional roads and the widening of existing roads whenever necessary to meet increased demand." Only six percent responded that changes in the transportation network should be avoided.

Question #13: Is traffic speed on residential streets in your neighborhood a serious problem, a problem, somewhat a problem, or not a problem?

Figure 2-8: Traffic Speed on Residential Street

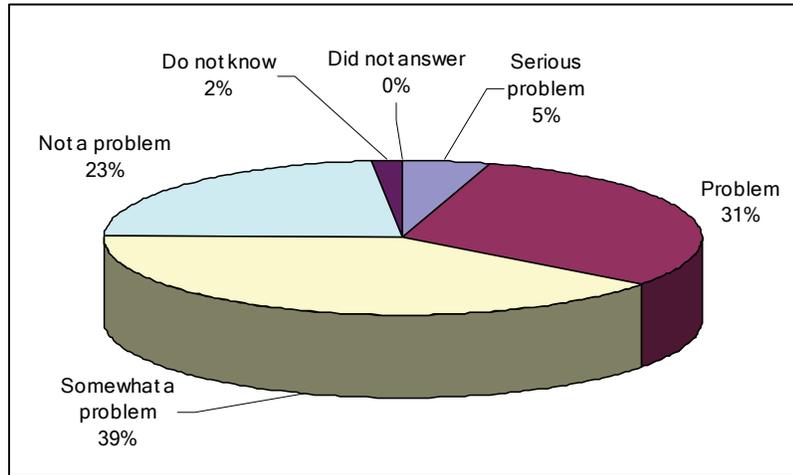
In this question, participants were asked if traffic speed on their residential streets was a problem. Sixty percent reported that traffic speed was some form of problem. Twenty-three percent felt that it was a "serious problem." Also, the same percentage (23 percent), believe that traffic speed was "somewhat a problem." However, a sizeable portion of the respondents, 35 percent, indicated that traffic speed was "not a problem" on their residential streets.



Question #14: Is traffic on major streets in the city of Murphy a serious problem, a problem, somewhat a problem, or not a problem?

In this question, participants were asked if traffic on major streets was a problem. Seventy-five percent reported that traffic on major streets was some type of problem. Interestingly, only five percent felt that it was a “serious problem.” Thirty-one percent believed that traffic was a “problem.” The largest group of respondents felt that traffic on major streets was “somewhat a problem.” Approximately, one out of every four indicated that traffic was “not a problem” on major streets.

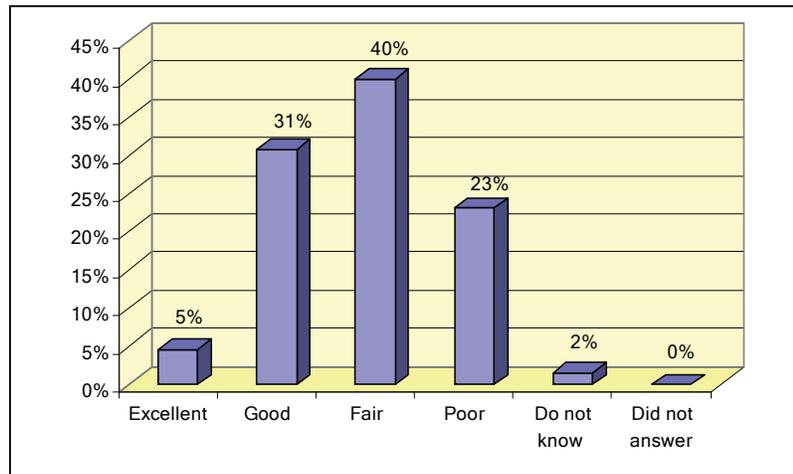
Figure 2-9: Traffic on Major Street



Question #15: Would you rate the efficiency of traffic signal coordination on major thoroughfares as excellent, good, fair, or poor?

This question was designed to gather input on the efficiency of traffic signal coordination. Sixty-three percent of the participants rated the efficiency of traffic signals as either “fair” (40 percent) or “poor” (23 percent). However, approximately one out of three participants responded with “excellent” (5 percent) or “good” (31 percent).

Figure 2-10: Efficiency of Traffic Signal Coordination



Question #16: If you could select one other city to use as a model for Murphy, what city would that be and why?

Table 2-6 Model Cities

Question #16, the final question of the questionnaire, asked respondents to name a city that they thought would be a good model for Murphy. This question may give insight as to which cities citizens would most want to emulate as Murphy grows in population and as new development occurs. All cities given by participants are listed in *Table 2-6*. The comments people gave are as follows:

- **Frisco or Keller** - High growth communities with services to accommodate single family home owners.
- **McKinney**. Has a small town feel, heritage, and a sense of community with enough big town amenities.
- **Southlake** - Create a town center / gathering place similar in Murphy - would be a great asset.
- I like **Flower Mound** because they try and set a high standard for all new developments. They regulate non-standard or non-corporate architecture, large lots to reduce the impact on the city facilities and highly encourage "quality" developments.
- I could think of cities not to model (Sasche, Wylie, Garland - except for Firewheel Town Center is great, Mesquite, Denton, etc.). **Addison** has some nice areas but they are getting very noisy and busy. The newer areas of **Richardson** have nice shopping centers, parks, and open space. Apartments are not desirable in any circumstances to me.
- **Marble Falls** - Small town atmosphere, but enough commercial / restaurants to meet the needs of its citizens & tourists who come to local / nearby attractions.
- **Southlake** - Used a town center approach.
- **Plano** - Old homes and buildings have been preserved - strict building codes - concrete parking lots & streets - great parks.
- I don't know a city - maybe like **Highland Park**? Good landscaping, place to relax and hang out, little shops, individually owned restaurants to eat outside, covered patios lots of shaded spots - it's hot here.
- **Southlake** - They encourage cohesive community events. Great shops.
- **Frisco** - Maintains the upscale look.
- **Plano** - A large city with a lot of area that could be considered having a small town atmosphere.
- **Granbury** - Small town feel, clean, friendly, has character.

#	CITY
1	Addison
2	Addison
3	Addison
4	Alpharetta, GA
5	Cambridge, California
6	Cedar Hill
7	Celebration
8	Fairview
9	Flower Mound
10	Frisco
11	Frisco
12	Frisco
13	Frisco
14	Frisco
15	Frisco
16	Granbury
17	Grapevine
18	Grapevine
19	Highland Park
20	Highland Park
21	Highland Village
22	Keller
23	Marble Falls, TX
24	McKinney.
25	Monterrey, California
26	Plano
27	Plano
28	Plano
29	Plano (West)
30	Reston, VA
31	Reston, VA
32	Richardson
33	Richardson (New Areas)
34	Round Rock, TX
35	Southlake
36	Southlake
37	Southlake
38	Southlake
39	Southlake
40	Southlake
41	Southlake
42	Southlake
43	Sugarland, TX
44	The Woodlands, TX
45	Trophy Club, Texas and
46	Walnut Creek, California
47	Williamsburg, VA

- **Reston, VA** - Planned community.
- **Southlake** - Country feel.
- Everyone likes **Frisco**, I like multi-use plus a mixture of trails and the nice materials.
- **Monterey, CA** - Wonderful diversity of shops, artistry, eateries. Great fun, appearance, ease of use.
- **Southlake** - Great schools, shopping, and quality of life.
- **Cambridge, California** - Small, quaint, and beautiful.
- **Trophy Club, TX** and **Alpharetta, GA** - We would like Murphy to be unique from other cities in Dallas so that it has name recognition and people will be drawn to the city (visiting & relocating).
- **Grapevine** - They have an identity with their "Grapefest" - community events - shopping areas that are inviting and a feeling of a community with people pulling together.
- **Highland Park** - The school system is good and we need education for the future.
- **Fairview** - They have been able to maintain a country feel while managing growth and development.
- **Walnut Creek, CA** - Upscale, clean, and quality construction.
- **Plano** - Good planning
- **Frisco** - Like the building design and wide road - the zoning is good.
- **Richardson** - Well run, great services, good long term plan, diverse.

S·W·O·T Analysis

A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis is a technique in which various characteristics are evaluated in regards to their affect on the community in question. When this method is applied to a business setting, strengths and weaknesses are considered to be internal evaluations, while opportunities and threats are considered to be external. However, in reference to a community or City, strengths and weaknesses are thought to reflect the present, and opportunities and threats refer to the future. It is important to note that some characteristics, such as growth for example, could easily fall into more than one category. In fact, depending on the point of view, growth could be considered a strength, weakness, opportunity, and threat, all for the same City.

In order to receive additional public input and to supplement the input provided by the VCS and the questionnaire, a SWOT exercise was held at the Community Workshop on January 10, 2008, which 54 people participated. This gave participants an opportunity to freely discuss characteristics about Murphy and issues facing the City, and to discover what other citizens at the meeting thought about such characteristics and issues. Four questions for the SWOT were provided - these were:

1. What positive characteristics does Murphy **currently** have that should be built upon?
2. What unfavorable characteristics does Murphy **currently** have that should be minimized?
3. What characteristics could Murphy seize for success in the **future**?
4. What characteristics does Murphy need to guard against to ensure success in the **future**?

After these questions were given, participants were asked to take time and write down their responses on individual response sheets. Then participants were asked to publicly share their responses with the other participants. The responses were recorded on large easel pads at the front of the room. At the end of the Community Workshop, participants were asked to vote for the strengths, weaknesses, opportunities, and threats, they felt were the most important.

The results of the SWOT exercise are outlined in bulleted form in the following sections and are in ranking order. Comments marked with an asterisk are comments that repeatedly appeared on the individual response sheets, but where not voted on during the exercise (due to the fact that the individuals did not express the comment verbally during the exercise).

Strengths

- | | |
|-----------------------|----------|
| 1. Small Town Feel | 24 Votes |
| 2. Quality of Life | 7 Votes |
| 3. Family Friendly | 6 Votes |
| 4. No Apartments | 5 Votes |
| 5. Educated Residents | 3 Votes |
| 6. Schools | 3 Votes |



- | | |
|--------------------------|---------|
| 7. Location | 1 Vote |
| 8. Involved Citizens | 1 Vote |
| 9. Open Space | 1 Vote |
| 10. Housing | 0 Votes |
| 11. Leadership | 0 Votes |
| 12. Diversity of People | 0 Votes |
| 13. Land Development | 0 Votes |
| 14. Safety (Police) | 0 Votes |
| 15. City Hall | 0 Votes |
| 16. Staff | 0 Votes |
| 17. No Alleys | 0 Votes |
| 18. Public Services* | |
| 19. Quality Development* | |
| 20. Cleanliness* | |

Weakness

- | | |
|-------------------------------------|----------|
| 1. Traffic During Rush Hour | 21 Votes |
| 2. Lack of High School | 11 Votes |
| 3. No Defined Character | 5 Votes |
| 4. North Murphy Road (Narrows) | 3 Votes |
| 5. Lack of Retail (Restaurants*) | 3 Votes |
| 6. McMillan Road | 2 Votes |
| 7. No Pedestrian/Bike Opportunities | 2 Votes |
| 8. North Half of Heritage Pkwy. | 1 Vote |
| 9. Drive For High-Density | 1 Vote |
| 10. Little Landscaping | 1 Vote |
| 11. Train | 1 Vote |
| 12. Inadequate Recycling Program | 1 Vote |
| 13. Lack of Street Lights | 1 Votes |
| 14. Money Motivated Development | 0 Votes |
| 15. Convenience Stores | 0 Votes |
| 16. Divided Community* | |
| 17. No Aesthetic Character* | |
| 18. Urban Design* | |
| 19. Undeveloped Parks* | |
| 20. City Leadership* | |

Opportunities

- | | |
|-------------------------|----------|
| 1. No Apartments | 10 Votes |
| 2. Trails System | 9 Votes |
| 3. Community Activities | 9 Votes |
| 4. Branding | 8 Votes |

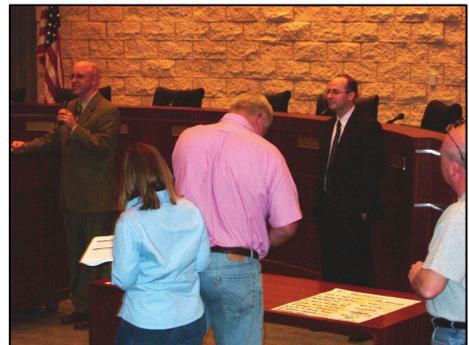


5. Parks and Open Space	7 Votes
6. Plan Traffic Before Development	3 Votes
7. Landscape	1 Vote
8. Movies	1 Vote
9. High School (Local)	1 Vote
10. Traffic Signs	0 Votes
11. Protect Neighborhoods	0 Votes
12. High End Boutique Retail	0 Votes
13. Land Used	0 Votes
14. Embrace Diversity	0 Votes
15. DART/Light Rail*	
16. Sustainability*	
17. Improved Traffic & Roadways*	
18. Retail and Restaurants*	
19. Economic Development *	
20. Maintain Safety, Quality of Life*	
21. Design Standards*	



Threats

1. Build Smart / Not Fast	17 Votes
2. Too Much Concrete, Little Green	12 Votes
3. Issue Polarization	7 Votes
4. Lack of Youth Activities	4 Votes
5. School Board Voice	3 Votes
6. Backbone (Development Regulations)	2 Votes
7. Economic Development in Wylie	2 Votes
8. Own Identity	1 Vote
9. No TxDOT Bypass	1 Vote
10. No Senior Center	1 Vote
11. Traffic Cameras	0 Votes
12. Small Neighborhood Crime	0 Votes
13. Degradation of Neighborhoods	0 Votes
14. Far West Plano	0 Votes
15. Apartments*	
16. Big Box Retail*	
17. Traffic*	
18. Loss of Small Town Feel*	
19. Taxes*	
20. Infrastructure / Water Supply*	



City of Murphy

2008 Comprehensive Plan



Chapter 3

Future Land Use Plan

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Introduction

The right of a municipality to manage and regulate land use is rooted in its need to protect the health, safety and welfare of local citizens. The first step in establishing the guidelines for such oversight is the community's Comprehensive Plan. Although it is one of several components of the City of Murphy's Comprehensive Plan, the significance of the Future Land Use Plan text and map cannot be overstated. Similar to the way in which a map serves as a guide to a particular destination, the Future Land Use Plan should serve Murphy as a guide to its particular, unique vision for its future form: what the community wants to look and feel like "when it grows up".

Each place that is represented on a map can also be compared to each individual decision that the City makes with regard to land use and zoning; these individual decisions can either lead to, or away from, the City attaining its vision. In order to serve as the City's most complete long-range "roadmap" possible, the Future Land Use Plan establishes an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible and diversified land uses. Graphically depicted on *Plate 3-1*, the *Future Land Use Plan Map* should ultimately reflect the City's long-range statement of public policy and it should be used as a basis for future development decisions. It is important to note that the *Future Land Use Plan Map* is not a zoning map, which legally regulates specific development requirements on individual parcels. The zoning map should, however, be guided by graphic depiction of the City's preferred long-range development pattern as shown on the *Future Land Use Plan Map*.



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Goals and Objectives

The following goals, objectives and corresponding recommendations were developed through the visioning portion of the City's comprehensive planning process. All additional discussion throughout this chapter is intended to support and supplement these goals and objectives. It should be noted that some goals and objectives are applicable to more than one chapter within the Comprehensive Plan, and therefore may be discussed in such other pertinent chapter(s).

Land Use

Goal 3.1: Balanced Land Use

Encourage a balance of land uses in order to serve the needs of citizens and to provide a more diversified local economic base.

Objective 3.1.A: Identify specific land uses that are needed to serve the community, such as healthcare, educational, cultural, office and retail facilities; establish ways in which the City can proactively provide for and attract businesses and agencies that address these needs.

Objective 3.1.B: Provide for local non-residential uses so that residents can have more of their office, retail and service needs met within Murphy.

Objective 3.1.C: Ensure that Murphy's land use policies adequately allow for non-residential uses that will supply the essential tax base needed for the City to support existing and future residents.

Objective 3.1.D: Establish ways in which residential and complementary non-residential development can be compatibly integrated into the community as development occurs.

Objective 3.1.E: Identify and/or develop focal point destinations within the community.

Goal 3.2: Urban Design

Promote the implementation of quality design standards in order to maximize desirability and aesthetic appeal throughout the City.

Objective 3.2.A: Ensure that development standards for non-residential uses are the highest possible so that a positive visual perception of Murphy continues to be projected to citizens and visitors.

Objective 3.2.B: Continue to encourage quality sign standards throughout the City, and work to phase out existing illegal and non-conforming signs.

- Objective 3.2.C: Investigate methods to further improve the appearance of existing businesses.
- Objective 3.2.D: Allow and/or encourage new development types and trends (e.g., new urbanism/traditional neighborhood development, etc.), which promote alternative designs to create pedestrian-friendly and mixed land use environments, in appropriate areas.
- Objective 3.2.E: Encourage pedestrian connections and access between residential and non-residential areas via careful design of the City's roadway network and trail system.
- Objective 3.2.F: Promote walking and bicycle trails to provide residents alternatives to automobile travel.

Goal 3.3: City Appearance

Improve the overall appearance and image appeal of the City.

- Objective 3.3.A: Continue to develop and strengthen relationships with private/non-profit organizations (such as businesses and churches) to assist in City beautification efforts.
- Objective 3.3.B: Continue to require high quality, high durability and low maintenance building materials for residential and non-residential developments.
- Objective 3.3.C: Continue proactive code enforcement and promote citizen awareness of City property maintenance codes.
- Objective 3.3.D: Provide incentives for existing businesses to make improvements to their properties and structures (i.e., give their properties a "facelift").
- Objective 3.3.E: Strengthen landscaping requirements and maintenance requirements for businesses.
- Objective 3.3.F: Promote voluntary and mandatory participation in additional residential and non-residential landscaping, such as a program to plant large shade trees that will mature and add aesthetic and financial value to properties.
- Objective 3.3.G: Promote drought-tolerant landscaping.

Goal 3.4: Housing

Encourage housing diversity to accommodate people of a variety of incomes, family sizes, lifestyles and ages.

Objective 3.4.A: Ensure that the City is a “full-life cycle” community by encouraging housing choices and the community resources needed for people to live their entire lives in Murphy, if they so desire.

Objective 3.4.B: Ensure that there is a mixture of single-family, multiple-family and other residential dwelling types to accommodate the housing needs of a diverse population.

Objective 3.4.C: Ensure that higher density housing types, such as townhomes, condominiums, duplexes and multiple-family units, are sensitively located such that they are compatible and complementary to surrounding land uses.

Goal 3.5: Neighborhood Stability

Encourage long-term stability, reinvestment and uniqueness within the City's neighborhoods.

Objective 3.5.A: Maintain the City's long term value and quality of life in the future by ensuring that existing neighborhoods are well maintained and enhanced, if needed.

Objective 3.5.B: Create distinctive neighborhood areas that will positively contribute to the City's current reputation for its high quality living environment, and to its future need for long term sustainability.

Objective 3.5.C: Require non-residential developments to be distinctive, visually attractive, pedestrian-friendly, and to have connections to adjacent neighborhoods through the use of quality and connectivity design standards.

Objective 3.5.D: Encourage a diversity of residential dwelling choices in terms of size and type.

Objective 3.5.E: Establish a strategy that minimizes the local impact of non-residential uses, while maximizing the economic benefit and long term stability of such uses.

Objective 3.5.F: Encourage reinvestment and redevelopment of older non-residential areas.

Goal 3.6: Livability and Sustainability Concepts

Review local development standards to ensure that livability and sustainability concepts are being used in the design of new developments within the community.

- Objective 3.6.A: Develop standards for transitional elements to ensure positive relationships between residential and non-residential developments.
- Objective 3.6.B: Review the City's zoning and subdivision ordinances, as well as its engineering design standards, to ensure that the recommendations of this Plan are incorporated, especially in terms of allowing flexible and innovative design solutions.
- Objective 3.6.C: Ensure that all neighborhoods have convenient access to parks, open space, trails, schools and retail areas, which will maintain values and attract reinvestment.
- Objective 3.6.D: Ensure that non-residential developments have characteristics that enhance and contribute to the livability and attractive visual appeal of Murphy.
- Objective 3.6.E: Identify ways in which parks, trails and open space areas can be integrated with existing and future developments.
- Objective 3.6.F: Require pedestrian access throughout newly developed areas and to adjacent developments, wherever possible. When new development occurs and is not adjacent to existing development, provide for temporary (or interim) pedestrian access until such time as the adjoining undeveloped areas are developed with permanent pedestrian access.
- Objective 3.6.G: Given that the vast majority of the City's homes were constructed between 2000 and 2007, investigate options for their continued sustainability and long term stability in value.
- Objective 3.6.H: Encourage development proposals to consider local environmental factors, such as retention and protection of existing trees, respect for natural topography, protection of drainage, creek and floodplain areas, and conservation of the City's open space areas.

Population Projections and Capacity

Increased demand for all types of land uses must be taken into account when establishing the City's *Future Land Use Plan*. Such increased demand is inevitable with population growth and subsequent increases in economic demand. The population projections and ultimate population capacity contained herein will also assist in planning the City's infrastructure needs. The following is a discussion of the way in which the population projections for Murphy were established.

Murphy's Past Growth Rates

The table below (*Table 3-1*), contains data on Murphy's population since January 1, 2000, along with a population estimate for January 1, 2008. It also shows the related compound annual growth rates (CAGR) of the City from 2000 to 2008. Historic population growth can often help project the level of growth a city will experience in the future. As the table shows, Murphy's greatest periods of growth occurred from 2001 to 2002 and from 2004 to 2005. The compound annual growth rate from 2000 to 2008 is 20.74 percent, which greatly exceeded the City's growth rates in previous decades.

Table 3-1: Murphy Population, 2000-2008

Year	Population	Population Change	Percent Change	Compound Annual Growth Rate (CAGR)		
2000	3,099	-	-	31.39%	27.68%	20.74%
2001	3,200	101	3.26%			
2002	5,350	2,150	67.19%			
2003	6,450	1,100	20.56%	22.95%	16.12%	
2004	7,700	1,250	19.38%			
2005	9,750	2,050	26.62%	11.31%	16.12%	
2006	11,300	1,550	15.90%			
2007	12,450	1,150	10.18%			
2008 ⁽¹⁾	14,000	1,550	12.45%			

Source: North Central Texas Council of Governments
⁽¹⁾ SPG Estimate based on 09/07 Housing Count

Ultimate Capacity – 17,000 Residents

Murphy has currently reached 82 percent of its "build-out" (i.e., ultimate) population of approximately 17,000 persons. Only a few areas of the City and its extraterritorial jurisdiction (ETJ) remain developable for future residential neighborhoods, and most of these areas have already been platted by developers (subdivided into residential lots). Considering that other municipalities surround Murphy, there are virtually no vacant areas for the City to grow into geographically by annexation. This means that population increase will only occur by developing the few remaining residential areas that are already within the City's limits, plus the few remaining infill parcels in the City's ETJ area. In order to guide the

City in planning for how many people may ultimately need to be supported, an assessment of Murphy's ultimate population is made within *Table 3-2*.

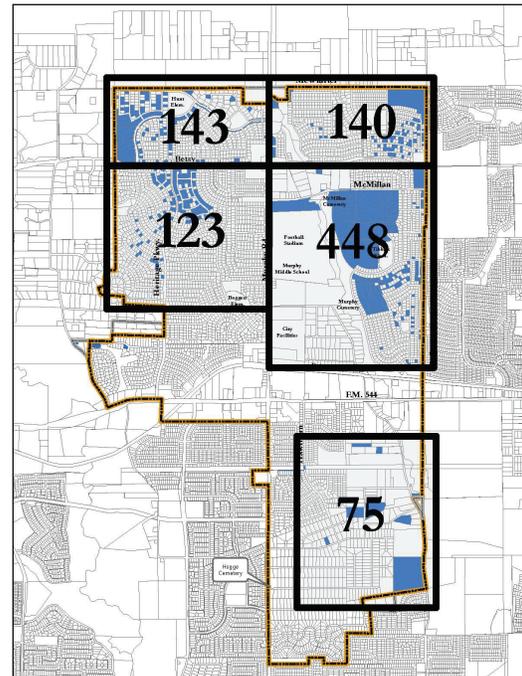
Table 3-2: Murphy Ultimate Population Capacity

Land Use	Vacant Acres or Lots	DUA ⁽¹⁾	Occ. Rate ⁽²⁾	PPH ⁽³⁾	ROW ⁽⁴⁾	Non-Res. Uses ⁽⁵⁾	Projected		
							Housing Units	Households	Population
Vacant, Platted Lots	929	n/a	91.5%	3.01	None	None	929	850	2,559
Medium Density Residential	13.5	8.5	91.5%	3.01	15%	None	98	89	269
Mixed Use Residential	42.2	8.5	91.5%	3.01	15%	60%	122	112	336
Ultimate Capacity with Vacant Areas							1,148	1,051	3,163
Current Population⁽⁶⁾							4,999	4,574	13,768
Ultimate Population Capacity							6,147	5,625	16,931

- (1) Dwelling Units per Acre
- (2) Occupancy Rate - 2000 Census
- (3) Persons per Household - 2000 Census
- (4) Percentage subtracted for roadways.
- (5) Percentage subtracted for non-residential uses.
- (6) 2008 population estimate - Chapter 1

The future population of the City is a number that has been continuously revised over the years, with some projections over 20,000 residents. Murphy is now at the stage of development when the community can review the remaining vacant land to predict how many new homes can be built. Fortunately, the City has the advantage of having almost all residential land subdivided into lots. From a population projection standpoint, this situation allows for a more accurate prediction of the future population than basing projections on residential acreages and dwelling units per acre.

As the map to the right indicates, the City has approximately 929 lots remaining to be developed. The majority of the lots are located on the east side of Murphy Road. The residential areas south of F.M. 544 contain the largest parcels that have not started the platting process. These areas were assumed to develop at the same density as the existing neighboring developments.



Remaining Vacant Residential Lots in 2008: 929 Lots

Population Growth Rate Scenarios

Table 3-3 on the following page, contains population projections according to four different compound annual growth rates (2.0%, 3.5%, 5.0% and 10%). *Figure 3-1* shows the four growth rate scenarios compared graphically. The following describes each growth rate scenario, and reasons for its incorporation as a viable predictor of growth.

2.0% CAGR: The 2.0% CAGR is a conservative growth rate that reflects concerns for a declining housing market and slowing national economy.

3.5% CAGR: The 3.5% CAGR is also a conservative growth rate that assumes Murphy will maintain a reasonable amount of residential growth.

5.0% CAGR: The 5.0% CAGR balances a conservative growth rate with the actual growth rates the City has been experiencing over the last two years.

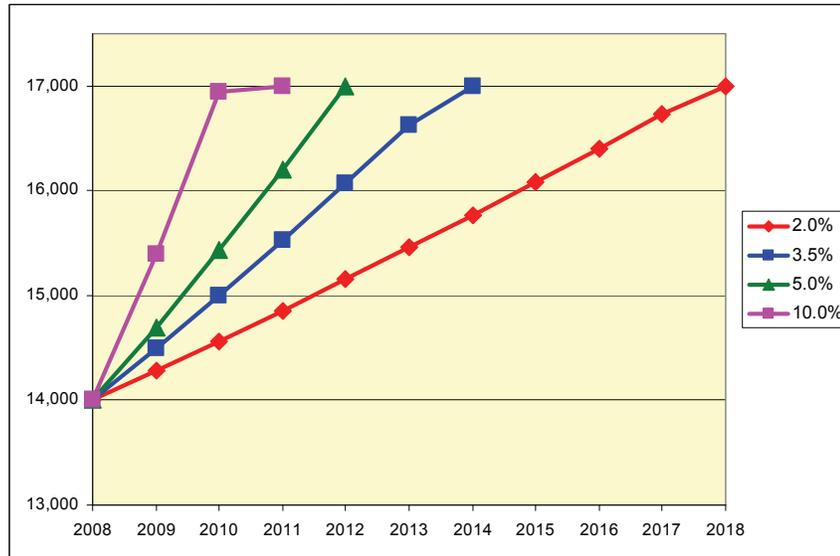
10.0% CAGR: The 10.0 % CAGR is comparable to the City’s actual growth rates over the last two years.

Table 3-3: Population Growth Rate Scenarios

Compound Annual Growth Rates (CAGR)				
Year	2.0%	3.5%	5.0%	10.0%
	Population	Population	Population	Population
2008	14,000	14,000	14,000	14,000
2009	14,280	14,490	14,700	15,400
2010	14,566	14,997	15,435	16,940
2011	14,857	15,522	16,207	17,000
2012	15,154	16,065	17,000	---
2013	15,457	16,628	---	---
2014	15,766	17,000	---	---
2015	16,082	---	---	---
2016	16,403	---	---	---
2017	16,731	---	---	---
2018	17,000	---	---	---
Average Yearly Population Increase	300	500	750	1,000
Average Yearly Residential Building Permits*	109	182	272	363

*Based on U.S. Census 2000 data: 3.01 average household size, 91.5% occupancy rate.

Figure 3-1: Population Growth Rate Scenarios



For planning purposes, the moderate 3.5 percent growth rate is recommended. This rate is used to project that Murphy’s ultimate population of 17,000 people will be reached by the year 2014. This rate will be used throughout this Comprehensive Plan in relation to the City’s future needs for public facilities, parks and other related planning elements.

Recommended Pattern of Land Use

The *Future Land Use Plan Map, Plate 3-1*, has been created as the result of numerous public meetings with the Planning and Zoning Commission and City Staff. It is important to note that the *Future Land Use Plan Map* does not directly affect the regulation of land within Murphy or its extraterritorial jurisdiction (ETJ) because it is not a zoning map. The *Future Land Use Plan Map* is intended to provide a graphic depiction of what Murphy perceives as its ideal land use pattern. It should be used by the City to guide decisions on proposed zoning/development requests in the future. It should be noted that while the *Future Land Use Plan Map* itself is an integral part of this *Future Land Use Plan* chapter, the land use policy recommendations that support the Map and that relate to how land use development should occur are also important. These policy recommendations are contained in the last section of this *Future Land Use Plan* chapter. The subsequent paragraphs, related map colors, and pictures are provided to clarify the various land use types shown on the *Future Land Use Plan Map*.

Future Land Use Categories

Table 3-4 below outlines descriptions of the various land use types shown on the *Future Land Use Plan Map*. Also shown are related map colors and example images.

Table 3-4: Future Land Use Types and Descriptions

Land Use Category	Color	Description
Estate Residential		Single-family detached homes on lots greater than or equal to 40,000 square feet. This land use type is similar to the older residential areas of Murphy, which are characterized by large lots and which promote a semi-rural atmosphere.

Examples of "Estate Residential"



Land Use Category	Color	Description
Low Density Residential		Single-family detached homes on less than 40,000 square-foot lots. This land use type primarily reflects the newer residential areas of Murphy, which are characterized by moderate-sized and smaller lots and which promote a more “suburban living” atmosphere.

Examples of “Low Density Residential”



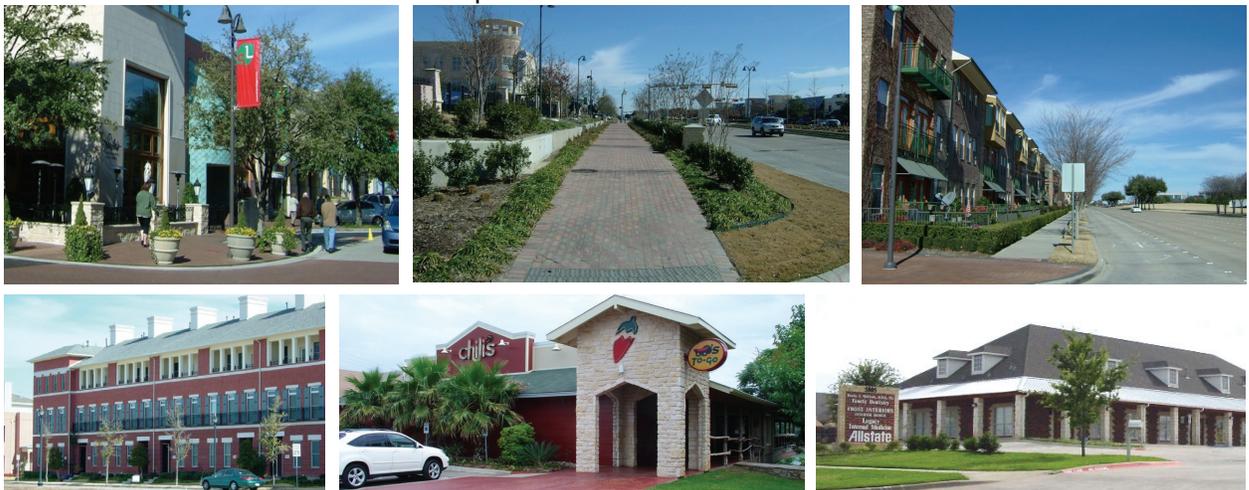
Land Use Category	Color	Description
Medium Density Residential		Townhouse and patio home developments, which are intended to accommodate the City’s need, and desire, for diversity in housing choices such that Murphy can become more of a “full-life cycle” community.

Examples of “Medium Density Residential”



Land Use Category	Color	Description
Mixed Use		<p>A mixture of non-residential and residential uses, with the non-residential component comprising a greater percentage of the development than the residential component - this would be approximately a 60/40 percent split. Residential and non-residential uses would not have to be within the same building, but would be incorporated into each overall development project. Non-residential uses should be limited to office, retail and public uses. Residential uses should be limited to a variety of multiple-family uses.</p>

Examples of "Mixed-Use Residential"



Land Use Category	Color	Description
Neighborhood Retail and Office		<p>Areas appropriate for this land use type are intended for neighborhood-scale retail establishments, office complexes and small-scale offices, such as doctors', lawyers' and realtors' offices. Development should be compatible with the surrounding residential neighborhoods (e.g., hours of operation).</p>

Examples of "Neighborhood Retail and Office"



Land Use Category	Color	Description
General Retail		Areas appropriate for this land use type are intended to provide for a variety of retail trade and personal / business services. Generally, businesses within this use would include single-use buildings (of a variety of sizes) as well as multiple-use buildings.

Examples of "General Retail"



Land Use Category	Color	Description
High Intensity Retail		Areas appropriate for this land use type are intended to provide for a variety of more region-serving retail trade and personal / business services. Generally, businesses within this use would have large single-use buildings, commonly referred to as "big-box" stores.

Examples of "High Intensity Retail"



Land Use Category	Color	Description
Commercial		Areas appropriate for this land use type are intended to accommodate a variety of commercial, service and wholesale uses, some of which may involve outdoor activity areas or storage. These areas are generally appropriate in locations along major thoroughfares, and they should be separated and/or buffered from nearby residential uses.

Examples of "Commercial"



Land Use Category	Color	Description
Public / Semi-Public		Areas with this land use designation are generally appropriate for public schools and government buildings, offices, facilities and non-park properties (including public cemeteries); institutional uses (churches, medical); and non-government facilities where people frequently gather (private schools, meeting halls).

Examples of "Public / Semi-Public"



Land Use Category	Color	Description
Parks & Open Space		Areas with this land use designation are representative of parks and open spaces that are currently in existence or planned. Like public/semi-public uses, parks and open spaces are permitted within any area of the City.

Examples of "Parks & Open Space"



Land Use Category	Color	Description
Private Recreation		Areas with this land use designation are primarily representative of privately owned (i.e., homeowner association) parks and amenity facilities. These parks and facilities serve as a type of park/open space, but are not accessible to the general public.

Examples of "Private Recreation"



Future Land Use Calculations

Table 3-5 below lists the various categories of land use by acreage and percentage of land area within the City's limits and its ETJ area. This information represents calculations derived from the recommended, graphic pattern of land uses as shown on the *Future Land Use Plan Map, Plate 3-1*.

Table 3-5: Future Land Use Calculations

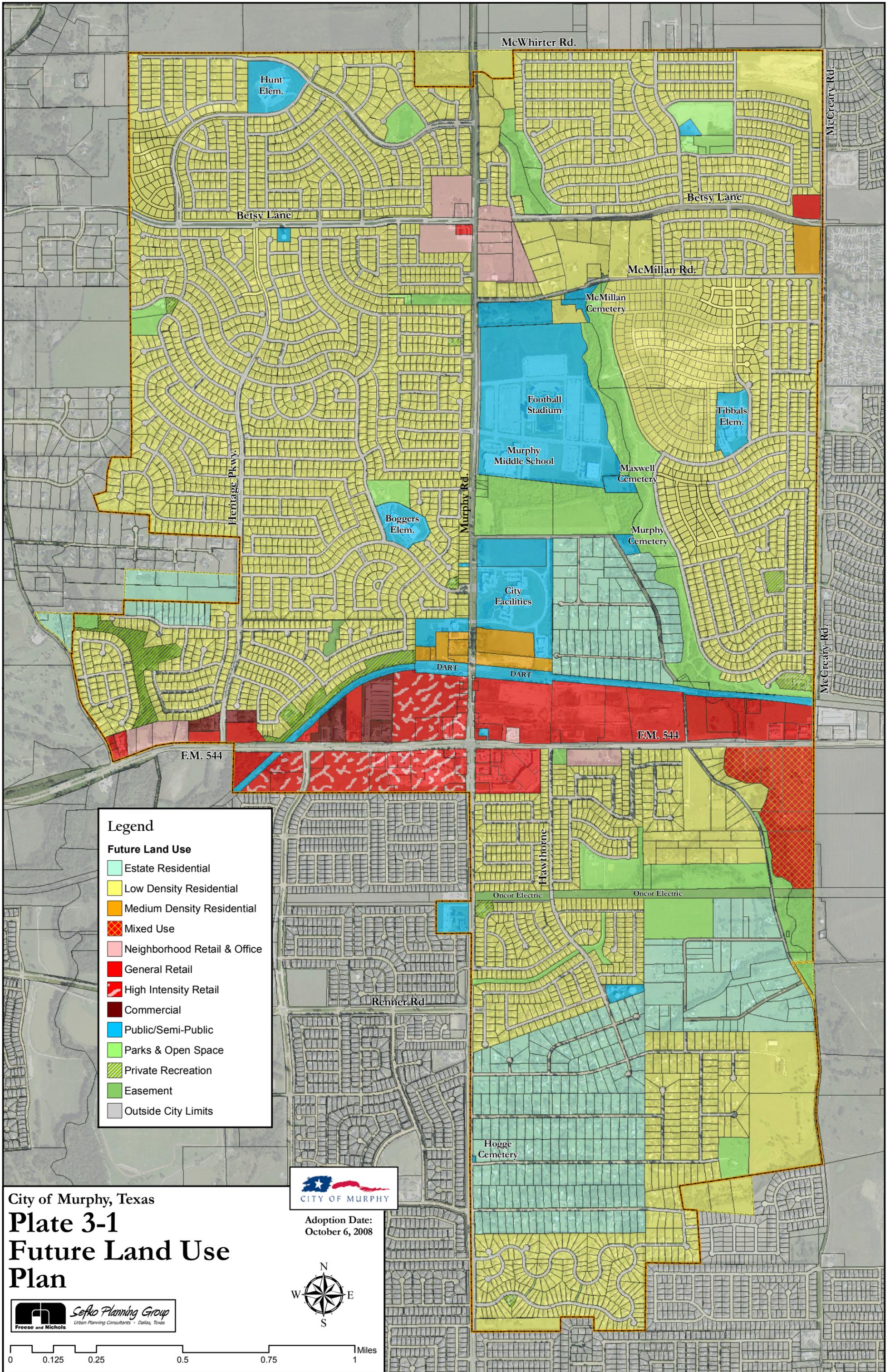
Land Use Category	City Limits & ETJ	
	Acres	Percent
Estate Residential	358.4	9.9%
Low Density Residential	1,914.7	53.3%
Medium Density Residential	13.5	0.4%
Mixed-Use	42.2	1.2%
Neighborhood Retail and Office	54.9	1.5%
General Retail	130.9	3.6%
High Intensity Retail	71.4	2.0%
Commercial	21.0	0.6%
Public/Semi-Public	247.6	6.6%
Parks and Open Space	218.6	6.1%
Private Recreation	17.5	0.5%
Easement	35.8	1.0%
Rights-of-Way	485.5	13.4%
Total Acreage	3,612.0	100.0%

Administration & Map Interpretation

Development Proposals and the Future Land Use Plan

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern shown on the *Future Land Use Plan Map (Plate 3-1)*. Review of such development proposals should be in accordance with Recommendation 3.2 as outlined later in this chapter.

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Legend

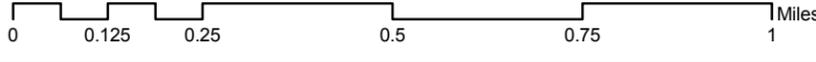
Future Land Use

- Estate Residential
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Neighborhood Retail & Office
- General Retail
- High Intensity Retail
- Commercial
- Public/Semi-Public
- Parks & Open Space
- Private Recreation
- Easement
- Outside City Limits

City of Murphy, Texas
Plate 3-1
Future Land Use
Plan



Adoption Date:
 October 6, 2008



Future Land Use Policy Recommendations

The *Goals & Objectives*, public input, and the concepts outlined previously within this chapter provide a basis for the following future land use recommendations. The *Implementation Strategies* (Chapter 7) will outline specific ways in which the City can implement these policies, along with other recommended policies from other chapters of the *2008 Comprehensive Plan*. It should be noted that the following land use recommendations are in no specific order of priority or importance.

General Recommendations

Recommendation 3.1: Balance Residential and Non-Residential Land Uses.

Recommendation 3.1.A: Maintain a Future Land Use Plan and Map that balances residential and non-residential land uses.

The various types of land use have different needs in terms of location. For example, residential areas should be designed to have minimal impact from major roadways, thereby preserving the integrity of local neighborhoods and ensuring the safety of local residents. In contrast, non-residential uses should generally be located at major intersections in order to allow them the highest visibility possible. The exception to this may be heavy commercial and industrial uses, which often have open storage areas and large warehouses that do not require as much high visibility from major roadways.

Retail and some commercial land uses require locations that provide visibility, because these types of land uses often depend on “walk-in business” for success. Consequently, land along several of Murphy’s major thoroughfares has been primarily designated for, and should generally be preserved for, retail and commercial land uses. The market, in conjunction with City policy, has largely dictated the existing land use pattern in Murphy over the years. The *Future Land Use Plan*, graphically shown on *Plate 3-1*, further reinforces these concepts.



It should be noted that non-residential development is extremely important to the economic viability of the City; this importance will only increase with the increased needs of additional population in Murphy and its surrounding economic market area. It has been shown that non-residential uses are generally less intensive users of public services than residential uses. Therefore, non-residential uses have the long term benefit of helping to subsidize the City’s residential population through their property and sales taxes. Also, it should be recognized that developing all major roadway frontages with non-residential uses is not generally feasible or advisable, as there will likely not be enough market demand to support and sustain such large amounts of these types of land uses. Therefore, the *Future Land Use Plan Map*

depicts affirmation that the City's primary concentration of these uses should continue to be along the F.M. 544 corridor.

Recommendation 3.2: Ensure Zoning Districts are in Agreement with the Future Land Use Plan.

Recommendation 3.2.A: Amend the Future Land Use Plan prior to rezoning land that would otherwise result in an inconsistency between the *Future Land Use Plan* and the Zoning Map.

At times, the City will likely encounter development proposals that do not directly reflect the purpose and intent of the land use pattern as shown on the *Future Land Use Plan Map (Plate 3-1)*. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the proposed change a better use than that originally envisioned and depicted on the *Future Land Use Plan Map*?
- Will the proposed use impact adjacent residential areas in a negative manner? Will the proposed use be compatible with and/or enhance adjacent residential uses?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety, welfare and/or social well-being of the community? Would it contribute to the City's long-term economic stability and sustainability?

Development proposals that are inconsistent with the *Future Land Use Plan Map* (or that do not meet its general intent) should be reviewed based upon the above questions and should be evaluated on their own merit. It should be incumbent upon the applicant making such a proposal to provide evidence that the proposal meets the aforementioned considerations, supports community goals and objectives as set forth within this Comprehensive Plan, and represents a long term economic and/or social benefits for the Murphy community as a whole, not just a short-term financial gain for whomever is developing the project.

It is important to recognize that proposals not directly consistent with the Plan could reflect higher and better long term uses than those originally envisioned and shown on the Map for a particular area. This may be due to changing markets, demographics and/or economic trends that occur at some point in the future after the Plan is adopted. If such changes occur, and especially if there are demonstrated significant social and/or economic benefits to the City of Murphy, then these proposals should be approved and the *Future Land Use Plan Map* should be amended accordingly.

Housing and Neighborhood Recommendations

The vast majority of growth within Murphy has occurred since 2001. As a result, Murphy does not face many of the same challenges a community with a much older housing stock would face with respect to providing quality, highly “livable” neighborhoods. With very few exceptions, homes in Murphy are generally well-maintained. The City’s relatively small number of older homes have generally been maintained with care, and the City’s newer homes have either new or like-new exterior appearance. For example, fences and the painted portions of home facades of homes in Murphy generally exhibit little evidence of wear or significant deterioration. The following recommendations will focus on continuing to maintain the high quality appearance of Murphy’s neighborhoods, and finding ways to further improve the appearance and livability of these areas.

Recommendation 3.3: Develop a Capital Improvement Program for Neighborhood Enhancement and Beautification.

Recommendation 3.3.A: Develop a program for capital items, such as sidewalks, benches, trees and other small neighborhoods amenities, to be strategically placed in neighborhoods throughout the community.

Murphy has an advantage over most communities with its high quality and relatively new housing stock. Neighborhoods and homes within the community have been built with quality materials and designed to be visually appealing. However, in an effort to increase the desirability and livability of Murphy’s neighborhoods, some additional steps can be taken. Neighborhood enhancements and beautification efforts such as adding sidewalks, benches, trees and other small neighborhoods amenities can be programmed into the City’s budget. An assessment would need to be performed to determine which capital items should be installed and their appropriate locations, as well as how such items should be maintained.



Recommendation 3.4: Implement Drought-Tolerant Landscaping.

Recommendation 3.4.A: Establish an incentive program for homeowners’ associations (HOA) to implement drought-tolerant landscaping.

As recent droughts across Texas and the county have revealed, the need to ensure an adequate water supply is an important community goal. Communities are now taking a proactive role in helping to educate people about the value of water. Locally, Murphy receives its drinking water supply from the North Texas Municipal Water District (NTMWD). NTMWD’s primary surface water supplies are Lake Lavon, Lake Texoma and Jim Chapman Lake. In early 2005, the north Texas region began experiencing a significant drought event that continued until the spring of 2007. During this time, NTMWD responded by implementing a Water Conservation and Drought Contingency Plan, which had several implications such as severe lawn watering and swimming pool water use restrictions. The Water Conservation and

Drought Contingency Plan was enforced until July 2007, when all of the NTMWD reservoirs returned to manageable conservation levels.

In an effort to prepare for other such drought events in the future, the City should encourage drought-tolerant or native landscaping. The benefit to such landscaping is that native and environmentally acclimated plant species are used in landscape plantings, and such species are able to conserve valuable water and can survive when other less drought-tolerant plant species will die and need to be replaced. The City should work to establish guidelines for drought-tolerant and native landscaping. Once guidelines have been established, the City should develop an incentive program to work with homeowners' associations (HOAs) and with non-residential property owners to implement these guidelines in their respective landscaped areas.

Recommendation 3.5: Investigate a Murphy Wildflower Program.

Recommendation 3.5.A: Investigate the feasibility and public support for a Murphy Wildflower Program designed to enhance the image of neighborhoods and roadway corridors.

A wildflower program could provide a visual benefit for residents. Wildflowers have been used by communities across the state to enhance their image. The City of Richardson, a local example, has a well-established program for planting and maintaining wildflowers on public and private property. Through its investigation of a wildflower program, Murphy would have to determine the appropriate level of City involvement. For the purpose of this discussion, possible sites for wildflower areas could include parks, neighborhood entranceways, road medians and rights-of-way, easements and large lots. The degree to which such a program has public support at its inception will be critical to ensure its long term success.



Recommendation 3.6: Continue to Evolve Into a Full-Life Cycle Community.

Recommendation 3.6.A: Continue to promote land use decisions that allow Murphy to be a full-life cycle community.

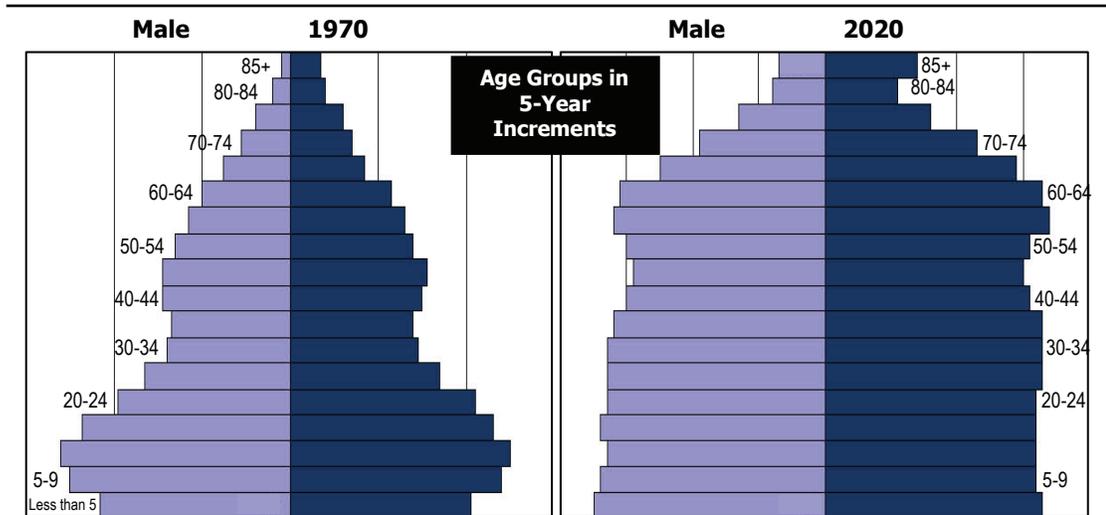
All sustainable communities must provide housing for the full cycle of life - young single people, married couples, families with children, "empty-nesters", retirees and seniors (including independent, assisted-

living and full-nursing care residential living options). People progressing through each of these life phases have different requirements in terms of size, location, type and cost of housing units. Truly successful communities that provide a housing mixture that accommodates these options generally maintain long term stability in property values, retain their citizens longer, and continue to attract new businesses and reinvestment within those communities. It is very important to carefully integrate non-single-family housing types into the overall development pattern of the City such that they contribute positively to the community's desire to provide housing choices that fit citizens' diverse and evolving lifestyles as their life cycles progress from one phase to the next.

Over the past 20 years or so, major changes have occurred in the composition of the general population. On average, people are living longer, having fewer children, living more single lifestyles, and becoming more ethnically diverse. Consider the following trends identified by William Frey, Senior Fellow with the Brookings Institution, related to the general population:

- **Traditional Families** - Married couples with children made up only 27 percent of all suburban households in 2000; by 2010, they will constitute as little as 20 percent. Today, the other 73 percent of American households are made up of singles, families with no children, and single parents with children.

Figure 3-2: Population Age Distribution 1970 & 2020



Source: Riche, Martha Farnsworth. Farnsworth Riche and Associates. *The Implications of Changing U.S. Demographics for Housing Choice and Location in Cities*. A Discussion Paper Prepared for The Brookings Institution Center on Urban & Metropolitan Policy. March 2001. (Adapted from Figure 1.)

- **People Living Alone** - People living alone constituted 23.5 percent of households in 2000; by 2010, they will grow to over 33 percent of all households.
- **Population 35 Years & Over** - Population aged 35 and over reached 46.3 percent in 1990; in 2000, they rose to 50.5 percent.

- **Minorities** - In the 2000 census, 27 percent of the suburban population in large metropolitan areas nationwide was made up of minorities, up from 19 percent in 1990; minorities were responsible for the bulk of the population growth in many suburban regions.

The demographic changes noted above have important implications for real estate markets. For example, compared to families with children, singles, couples with no children, and retirees are more likely to be attracted to smaller, lower-maintenance housing that is clustered within walking distance of retail, employment and transit facilities. Another interesting fact is that in the Dallas Metroplex in 2005, 26 percent of all households were comprised of single persons, and 47 percent of mortgages were written for single persons.

All new homes being constructed in Murphy are single-family detached residences. This is a reflection of the initial demand for housing in developing areas. Families looking for larger homes (for the money) on single-family lots in a good school district are often the first to move into a new subdivision. However, as in all maturing communities, early residents either “age” and stay in the community, or they move to another. In fact, the average American moves once every five years, so within eight to ten years, a majority of the original purchasers typically move out of the community and a new population moves in. This is a phenomenon that all communities have experienced, and has contributed to a rapid decline of many monotonous subdivisions. Master-planned communities however, are careful to include a variety of housing types over time, such that there are housing choices for residents to move into as their lifestyle and housing needs change.

The additional issue that many fast-growing suburban areas face is the fact that a majority of their building stock and utility infrastructure was built within a relatively short time frame, and will consequently age together and require increasing amounts of maintenance. The best way to avoid the negative effects of this on the quality of the community and the municipal and school tax rate is to encourage continued reinvestment in the community by creating a diversity of housing and retail types and amenities. The greater the diversity of product type, the stronger the market is for each type. The worst possible scenario would be to build all of one type and size of home and one type of retail center, as so many communities have done over the last 30 to 50 years.

Recommendation 3.7: Promote and Continue Code Compliance Efforts.

Recommendation 3.7.A: Review current codes to ensure neighborhoods are being well-kept, and continue the City's proactive code compliance efforts.

Proactive code enforcement is one way in which Murphy maintains and ensures long term value in its local housing stock, unit by unit. Many cities have code enforcement policies that are reactive - that is, violations of general code regulations are not actively enforced unless and until a complaint is made. Other cities have code enforcement policies that are more proactive - that is, staff is actively looking at areas of the community from a regulatory perspective, and enforcing codes as they see violations on a regular, consistent basis, even without a complaint being made. Currently, the City has a proactive code compliance policy and it is recommended that this policy and these efforts continue to ensure that Murphy's well-kept neighborhoods and business areas continue to exhibit, and reinforce, community pride and aesthetic appeal in the future.



Livability Recommendations

Recommendation 3.8: Integrate Livability Concepts Into Land Use Decisions, Such as Rezoning Cases.

Recommendation 3.8.A: The following are example questions to consider during a rezoning request:

- Does the proposed development provide something unique for Murphy - a diversity of housing types, lot sizes, land uses, amenities, social services, etc.?
- Is the proposed development within walking distance to retail areas, public uses, parks and open space, etc.?
- Does the proposed development provide off-street pedestrian and bicycle connections to existing and future residential and business areas?
- How does the development proposal impact the City fiscally - tax revenue, employment, infrastructure, and other public considerations (such as parks, schools, etc.)?
- How does the development proposal impact the school district in terms of school attendance zones and school campus planning?
- Does the proposed development allow for the future integration of transit, when applicable?

- How does the proposed development respect environmentally significant areas like floodplains and areas of mature tree cover - are these areas protected and used as an amenity?

The way in which land is developed within a community has a direct and lasting impact on quality of life. In the future as development continues, opportunities will exist for Murphy to incorporate livability concepts within its land use decisions to improve the community's overall quality of life. Ideally, the result of a community's land use pattern is that citizens' housing and service needs are met while providing a desirable environment to live, work, shop, learn and play.

Recommendation 3.9: Promote Quality Building Materials for Non-Residential Construction.

Recommendation 3.9.A: Require three basic building materials for building facades, and two of the three required materials should be brick and stone.

Quality design and building materials are intended to improve not only the visual appeal, but also the long term property value stability and the quality of life, or livability, of Murphy. This recommendation focuses on one element of the man-made environment that can be enhanced. This element and other similar elements are often difficult to quantify because their aesthetic quality is inherently subjective. They often deal with the sensory response of people to the physical environment in terms of its visual appearance, spatial character and relationships. Although individual responses to aesthetic considerations vary, the careful application of image-enhancing design principles in planning practice should improve the quality of the built environment and the corresponding quality of life enjoyed by Murphy's citizens and visitors.

The images that people experience along major roadways often create a lasting impression of the local quality of life. Communities across the country have recognized that the "view from the road" offers a tremendous opportunity to enhance their image. Murphy has made significant efforts at improving its image by successfully implementing higher quality landscaping, screening, signage and building construction standards in recent years, and these efforts are already making a positive difference in the quality of new developments in Murphy. These efforts should continue.

Recommendation 3.9.B: Implement environmentally responsible construction methods and building designs for future municipal buildings.

As stated in the goals and objectives, Murphy has expressed a desire to build a community that will be sustainable throughout the future. Concepts such as quality design and building materials have been expressed as ways to improve the quality of life within the City. As part of that quality design, new building techniques that conserve resources and that are designed to minimize environmental impacts have been considered important for the municipal government to support.

Cities across the country have been implementing building design programs such as LEED (Leadership in Energy and Environmental Design by the U.S. Green Building Council), which encourages sustainable green building and development practices. Quality environmental design not only encourages the preservation of environmental resources, but also helps minimize some utility expenditures. Therefore, in order to promote environmental responsibility and to conserve operational costs of municipal buildings, the City should use environmentally responsible construction methods and building designs when constructing new municipal buildings.

Recommendation 3.10: Promote Connections and Integration Between Developments.

Recommendation 3.10.A: Ensure non-residential developments are complementary to surrounding residential developments by requiring at least two (2) connections into adjacent areas. Apply specific standards and/or methods to integrate hike and bike trails, bike lanes, parks and open spaces into existing and future developments.

Pedestrian access between non-residential developments and neighborhoods can enhance citizens' sense of community. This type of access can also provide a means for residents to move through the community and increase social interaction (i.e., meet their neighbors), and can provide a safe way to increase children's mobility. A functional network of trails and connections will help Murphy maintain a unique, community atmosphere as the City grows and matures.



Participation in the trail system in developed areas will most likely be the responsibility of the City of Murphy, but developer participation can be solicited and encouraged in areas that are currently vacant as they develop. To create trail systems in newer or developing areas, some communities have adopted policies that new subdivisions provide points of access to a designated trail segment. These access points are generally located such that they provide connections with trails on adjacent properties.



Recommendation 3.10.B: Where possible, encourage the design of non-residential developments and residential developments to be integrated rather than isolated from surrounding properties to ensure a positive relationship between properties, and to minimize the impact of non-residential development on residential development.

Furthermore, creating attractive pedestrian connections from non-residential development areas into surrounding neighborhoods will increase the desirability, sense of place, and value of those neighborhoods while at the same time supporting business activity in the non-residential developments. Sidewalks in and around the non-residential developments are also a vital part of the infrastructure. In heavy traffic areas, sidewalks should be wide enough to accommodate two-way pedestrian traffic (approximately six to eight feet wide, but up to ten feet in retail/restaurant areas), and they should provide interesting views, shade and a feeling of safety.

Recommendation 3.11: Continue the City's Parks and Recreation Planning Efforts.

Recommendation 3.11.A: Continue the City's efforts to provide parks and trails throughout the community by implementing the recommendations of the Park Master Plan.

The amount and quality of parks and open space within a community are often cited as important elements of the local quality of life. Murphy has recognized this fact through the Park Master Plan and other various park planning efforts through the years. This Plan describes methods to implement a community-wide park system that allows residents to be in close proximity to a park or trail.



Recommendation 3.12: Develop Incentives to Improve Existing Facades and Remove Pole Signs.

Recommendation 3.12.A: Develop a program where the City will match a dollar amount, up to a given point, for a business to either improve its existing façade or to remove an existing pole sign.

While the City has some control over the appearance of new construction, the City's ability to influence older construction is limited to primarily code enforcement. Improvements to the façades or sites of existing businesses are mostly by private initiative by the business/property owners, not by the City. However, the City can offer incentives to business and property owners to improve their premises, and one way to do this might be for the City to match the owner's investment up to a specific dollar amount (i.e., the City helps to subsidize the improvements). The owner benefits from the incentive by either reducing their cost or by adding additional building features they might need or want to increase their business's visibility or customer appeal. Also, the City benefits because the appearance, and eventually the value and tax base, of the overall area is increased by these improvements.

Incentives can also be provided to remove pole signs. However, one major difference between improving building façades and mitigating pole signs is that pole signs can legally be amortized out of use. Notably, the amortization of signs can be more difficult to achieve due to political pressures. Incentives tend to create a "win-win" scenario for business owners and for the City.

Recommendation 3.13: Build Upon Private and Non-Profit Relationships.

Recommendation 3.13.A: Continue to build upon and strengthen programs such as a “Keep Murphy Beautiful” program where the City can work with businesses and other organizations to improve the appearance and overall quality of life of the City.

The City should continue to be involved with the Keep Texas Beautiful (KTB) program, which is a formal neighborhood/community clean-up program. The program is “the grassroots arm of the Texas Department of Transportation’s ‘Don’t Mess with Texas’ litter prevention campaign and its ‘Adopt-a-Highway’ program.” The program has been adopted by over 300 communities in Texas and offers its affiliates a variety of services to promote grassroots beautification efforts. The City should participate in KTB-sponsored programs and events such as the “Don’t Mess with Texas Trash-Off.” The KTB reports this event is the single largest one-day clean-up event in the state, with nearly 200,000 volunteers each year. Additionally, there was input from the CPAC members that Murphy needs a clean-up program along the City’s primary roadway corridors to help improve its image.

City of Murphy

2008 Comprehensive Plan



Chapter 4

Thoroughfare Plan

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Introduction

Thoroughfare planning is critical for any city to address in order to meet the mobility needs of its citizens and businesses. Every person and business is directly affected by a community's ability to accommodate the movement of traffic. Notably, transportation is directly linked to land use. The type of roadway dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and traffic flow of the roadway. A prime example of the interrelated nature of land use and transportation within Murphy is F.M. 544. The high traffic volumes of this roadway have resulted in non-residential development along the frontage. Retail and other non-residential land uses usually seek to locate in areas with high traffic volumes, high visibility and easy accessibility.

Many of the decisions regarding land uses and roadways within Murphy have already been made; two major roadways (F.M. 544 and Murphy Road) run through the City, and local rights-of-way in almost all other portions of the City have been constructed or planned. A major challenge for Murphy now lies in the accommodation of population growth, and of resulting increases in traffic demand, within the City's existing transportation system.

More specifically, the City's transportation system should:

- Provide mobility and accessibility at appropriate levels according to the type of roadway;
- Focus on multi-modal transportation options, such as pedestrian/bicycle access;
- Expand as needed to meet the needs of the City's growing population and additional development;
- Be economically feasible for the citizenry and the City from a construction/improvement standpoint, but also fiscally efficient in the longer term due to high durability construction and low maintenance costs; and
- Be correlated with regional considerations, such as new/expanded roadway systems in adjacent cities.

It is important to note that the references made herein regarding the transportation system should not be viewed as applying solely to roadways. Communities across Texas and the nation are becoming increasingly aware of the problems inherent in constructing a transportation system for the automobile alone. Pedestrian and bicycle accommodation is important to the creation of a community that will be sustainable for decades to come. Therefore, another challenge for the City lies in the integration of pedestrian and bicycle facilities such that these facilities actually create desirable alternative modes of transportation.



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Goals and Objectives

The following goals, objectives, and corresponding recommendations were developed through the visioning portion of this comprehensive planning process. All additional discussion throughout the chapter is intended to support and supplement these goals and objectives. It should be noted that some goals and objectives are applicable to more than one chapter, and therefore may be discussed in each pertinent section.

Transportation & Mobility

Goal 4.1: Quality Roadways and Trails

Ensure that the community's roadway and trail systems are cost-effective, adequate to meet the traffic capacity needs of the current and projected population, and reflective of the quality and unique character of Murphy.

Objective 4.1.A: Enhance current and newly constructed roadways with a combination of aesthetically attractive and design-coordinated light fixtures, landscaping, medians, and pedestrian and bicycle amenities to make the City's roads visually unique and to help residents and visitors recognize that they are in Murphy.

Objective 4.1.B: Identify strategies that will result in mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well-designed pedestrian and bicycle facilities.

Objective 4.1.C: Identify current areas where access and mobility deficiencies exist, and address those deficiencies in a prioritized manner.

Objective 4.1.D: Investigate methods to ease neighborhood traffic by increasing major thoroughfare efficiency.

Objective 4.1.E: Investigate methods to limit or reduce neighborhood cut-through traffic.

Goal 4.2: Roadway and Trail System Needs

Address roadway and trail system needs according to the type of development or redevelopment that is anticipated to occur.

Objective 4.2.A: Correlate the *Thoroughfare Plan* with the *Future Land Use Plan*, specifically to ensure that the various land uses are accommodated by the thoroughfare system.

Objective 4.2.B: Review standards for roadway design based on anticipated function, traffic volume, and adjacent land use.

Objective 4.2.C: Incorporate updated standards for roadways, specifically for shared driveways, separation distances between driveways, and cross-access agreements.

Objective 4.2.D: Plan for an interconnected and diverse street pattern to ease congestion, more evenly distribute traffic, and offer flexibility of routes.

Goal 4.3: Pedestrian and Bicycle Access

Create strategies to facilitate pedestrian and bicycle access as an attractive, alternative form of transportation in Murphy.

Objective 4.3.A: Provide convenient, safe, and attractive pedestrian and bicycle mobility throughout the City in a variety of forms.

Objective 4.3.B: Pursue funding for retroactive and proactive integration of pedestrian and bicycle access.

Objective 4.3.C: Provide for a secondary circulation system within the *Thoroughfare Plan* by connecting neighborhoods to schools, retail, and recreation facilities via pedestrian and bicycle routes.

Objective 4.3.D: Investigate developing trails within utility easements.

Goal 4.4: Cooperative/Regional Planning

Work with adjacent cities, Collin County, and state governmental entities on efforts to maintain and/or expand the roadway and trail systems.

Objective 4.4.A: Ensure that Murphy's *Thoroughfare Plan* is coordinated with the plans of surrounding cities as well as Collin County and the North Central Texas Council of Governments (NCTCOG).

Objective 4.4.B: Investigate how local, county, state, and federal funds could be combined and coordinated to positively affect local and regional transportation needs.

Goal 4.5: Improve Image of City Roadways

Develop and implement methods to beautify City roadways with landscaping.

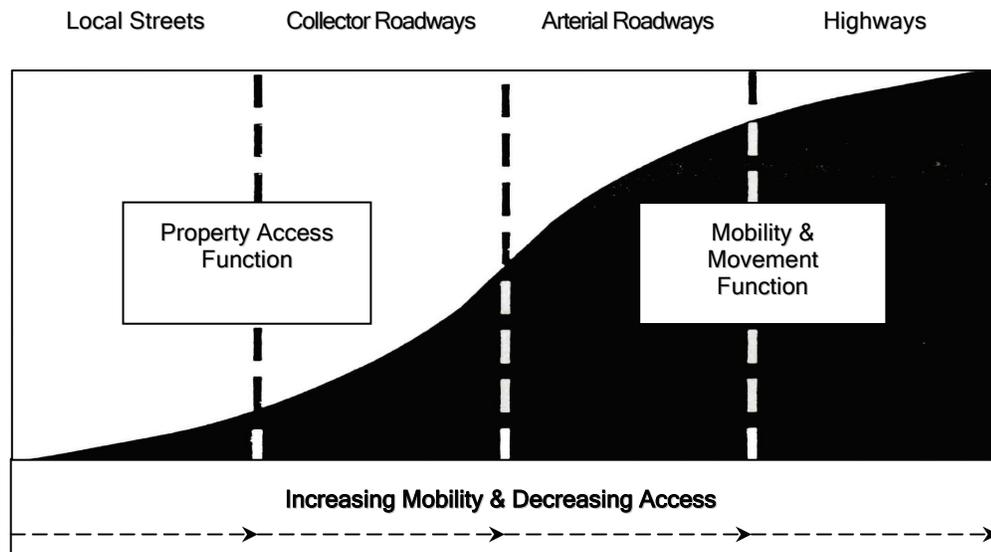
Objective 4.5.A: Develop streetscape amenity plans for Murphy's major traffic corridors.

The Functional Classification System and Related Levels of Service

Functional Classification System

The *Thoroughfare Plan* for Murphy is based upon a classification system that recognizes that every roadway within the City can be described according to its function. Thoroughfare types, as discussed in the following sections, generally include arterial roadways, collector roadways, and local streets. The functional classification system concept is not new to Murphy; this system was referenced within the *Thoroughfare Plan* that was part of the City's 1986 Thoroughfare Plan. Functional aspects of each type of roadway, including mobility and access, generally differentiate these classifications. *Illustration 4-1* graphically depicts these functional differences. As the illustration shows, access decreases as the thoroughfare type changes from local streets to highways, while mobility increases. It also shows that roadways such as arterials and highways that are intended to provide mobility should not be compromised by an abundance of separate access points for land uses. This will be addressed later within this *Thoroughfare Plan*.

Illustration 4-1: Functional Classification System



Level of Service

The phrase “level of service” refers to the level of efficiency with which a roadway (or segment of roadway) is serving the transportation needs of those utilizing it. As *Table 4-1* shows, the descriptions of each level of service relates to how efficiently traffic is flowing, maneuverability, and operational problems. Level of service “C” is considered acceptable in most cities. Generally, level of service “D” is used by municipalities to justify the need for roadway improvements. Most roadways appear to be operating at level of service “C” or better during off-peak times. However, at peak times some intersections, such as Murphy Road and F.M. 544, become extremely congested and appear to be operating at level of service “F.” The City should strive to ensure that local roadways operate at a level of service “C” or better.

Table 4-1: Definition of Level of Service

Level of Service (LOS)	Description	Example
A and B	Light, free-flowing traffic volumes. Virtually no delays with smooth progression of traffic, and speed is generally unaffected by other vehicles. Slight decline in the freedom to maneuver from A to B.	Residential or rural streets
C	Basically satisfactory to good progression of traffic, but at that point where individual drivers become affected by interactions with other vehicles. Light congestion, and speed is affected by the presence of other vehicles.	Urban thoroughfares at off-peak hours
D	High density, but stable, traffic flow. Speed and freedom to maneuver are restricted. Small increases in traffic volume will cause significant operational problems. This LOS is generally used to justify thoroughfare improvements.	Secondary streets at peak hours
E	Operating conditions at or near capacity level. All speeds are reduced, but remain relatively uniform, meaning generally not stop-and-go. Operations at this level are usually unstable, because small increases in traffic volume will cause severe speed reductions.	Primary streets at peak hours
F	Forced flow. Heavy congestion. Total breakdown with stop-and-go operation. Queues/backlog (i.e., vehicle stacking) at intersections may exceed 100 vehicles.	Developed areas in larger cities at the peak hours

Source: Sefko Planning Group

Regional and Local Mobility and Access

The Local Thoroughfare System (Roadway Cross-Sections)

The following sections contain roadway cross-sections for the applicable types of thoroughfares shown on the *Thoroughfare Plan Map, Plate 4-1*. The cross-sections are intended to help the City provide for adequate mobility along high-traffic roadways, while also providing for access to local land uses. These cross-sections are generally consistent with the City's current requirements for roadway widths within the adopted Subdivision Ordinance and 2002 Thoroughfare Plan. The *Thoroughfare Plan Map* shows the existing roadways and future recommended roadways according to the hierarchical system defined herein.

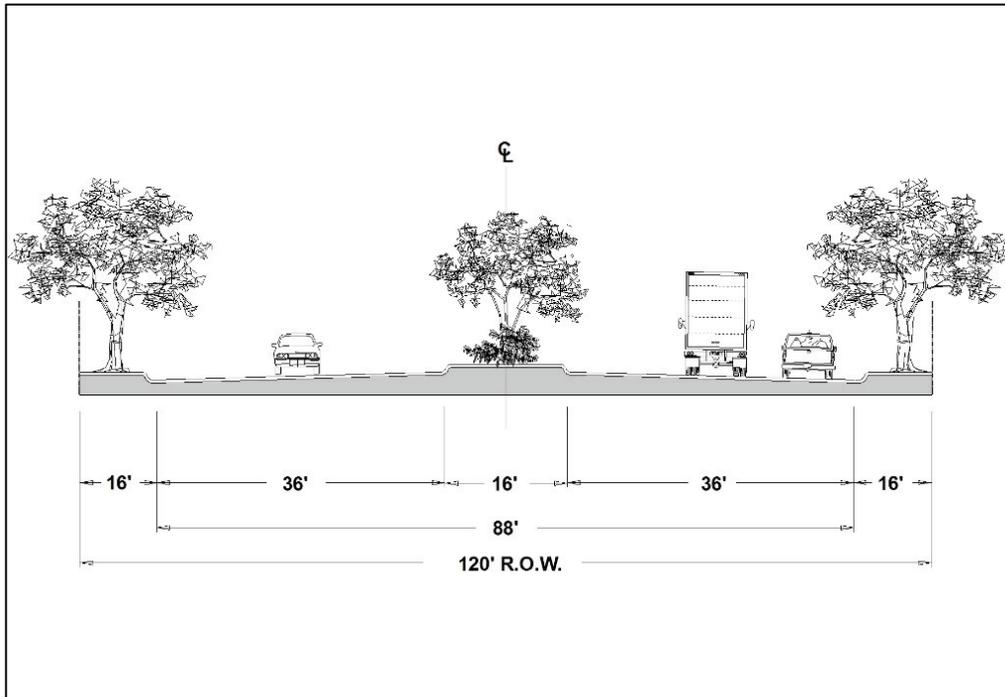
Table 4-2: Summary of Roadway Cross-Sections

Roadway Type		Right-of-Way Width	Street Paving Width	Ultimate Number of Traffic Lanes	Median Width
Major Streets	Type "A" - Major Arterial	120 feet	87 feet	6 Lanes	16 feet
	Type "B" - Secondary Arterial	84 feet	64 feet	4 Lanes	16 feet
Minor Streets	Type "C" - Major Collector (Non-Residential)	70 feet	44 feet	4 Lanes	None
	Type "D" - Minor Collector (Residential)	60 feet	37 feet	2 Lanes	None
	Type "E" - Residential Street	50 feet	27 feet	2 Lanes	None

TYPE "A" – Major Arterial

The required right-of-way for a TYPE "A" - Major Arterial is shown within *Illustration 4-2*. With 120 feet of right-of-way width, this is the largest roadway section for the City and it maintains the existing required configuration for this type of roadway in the City's Subdivision Ordinance, 2002 Thoroughfare Plan, and 1986 Thoroughfare Plan. There are three TYPE "A" - Major Arterials shown on the *Thoroughfare Plan Map (Plate 4-1)*, these are Murphy Road, F.M. 544, and Betsy Lane.

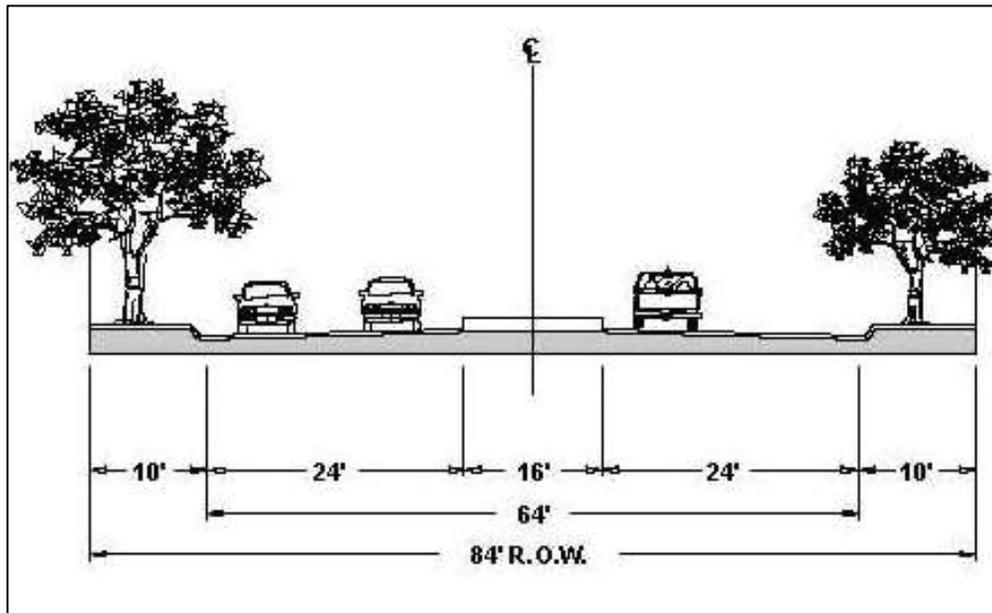
Illustration 4-2: TYPE "A" - Major Arterial



TYPE "B" – Secondary Arterial

The TYPE "B" - Secondary Arterial serves the purpose of providing for major traffic movement, but is not intended to be as significant in terms of traffic flow (mobility) as a TYPE "A" - Major Arterial. The required right-of-way for a TYPE "B" - Secondary Arterial is shown within *Illustration 4-3*. With 84 feet of right-of-way width and a minimum 64 feet of roadway paving (including the 16' raised median), the configuration of this type of roadway is consistent with the City's current requirements. Examples of secondary arterials include Heritage Parkway and McCreary Road.

Illustration 4-3: TYPE "B" - Secondary Arterial

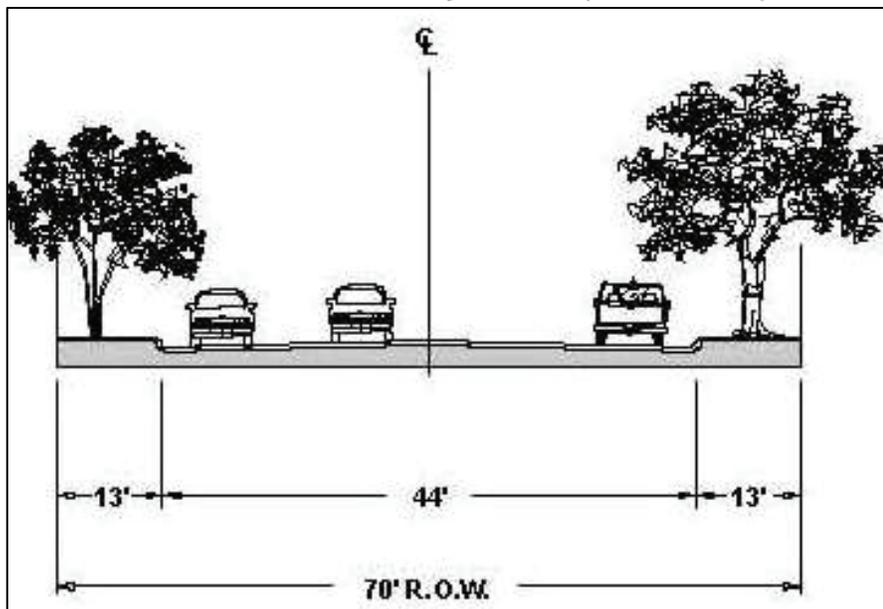


TYPE "C" – Major Collector (Non-Residential)

Collector streets are generally designed to collect traffic from residential / local streets (i.e., from residential and commercial developments) and distribute it to major roadways. Collectors should provide more access to adjacent land uses than arterials do, but access should still be controlled through the use of cross-access easements and shared driveways (refer to access control standards, found later in this chapter) and other techniques that minimize disturbance of the free-flow of traffic. This type of roadway should provide an equal amount of mobility and access to land uses. Neighborhoods should be developed between major thoroughfares and collector streets in the future so that traffic may be diverted from residential areas, thereby reducing the amount of cut-through traffic in residential neighborhoods.

Illustration 4-4 shows the recommended right-of-way for a TYPE "C" - Major Collector. With 70 feet of right-of-way width and a minimum of 44 feet of paving, the configuration of this type of roadway is consistent with the City's current major collector street classification found within the Subdivision Ordinance and 2002 Thoroughfare Plan. Notably, there are no TYPE "C" - Major Collectors designated on the Thoroughfare *Plan Map, Plate 4-1*. This cross-section is intended to serve as a future option, and may be added to the *Thoroughfare Plan Map* at a later time if needed.

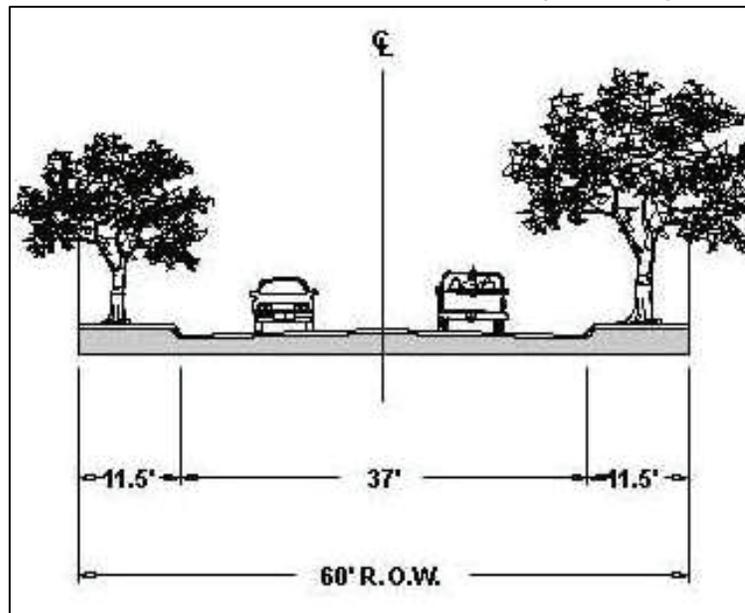
Illustration 4-4: TYPE "C" - Major Collector (Non-Residential)



TYPE "D" – Minor Collector (Residential)

Illustration 4-5 shows the recommended right-of-way for a TYPE "D" - Minor Collector (Residential). With 60 feet of right-of-way width and a minimum of 37 feet of paving, the configuration of this type of roadway is consistent with the City's current minor collector street classification found within the Subdivision Ordinance and 2002 Thoroughfare Plan.

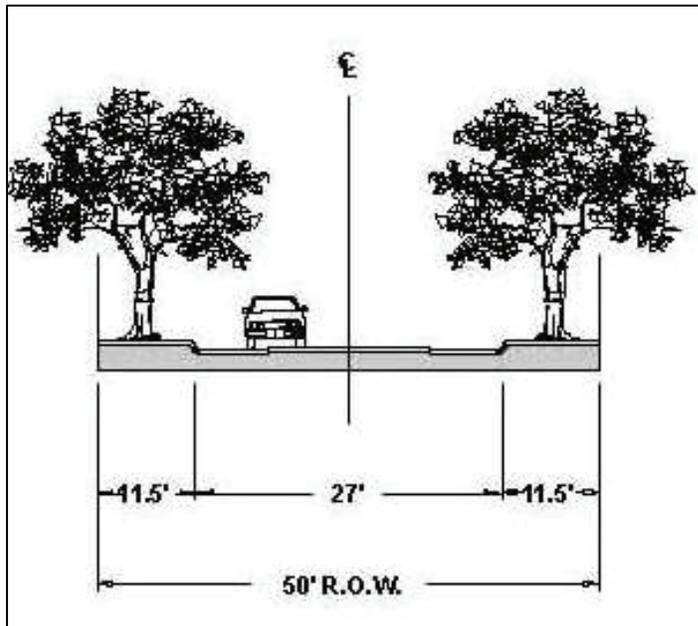
Illustration 4-5: TYPE "D" - Minor Collector (Residential)



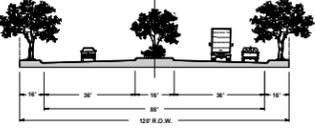
TYPE "E" – Residential / Local Street

The TYPE "E" - Residential / Local Street, shown in *Illustration 4-6*, is structured to convey light, mostly residential-based, traffic volumes and has a total right-of-way width of 50 feet with a minimum of 27 feet of paving, which is consistent with the City's existing regulations. It should be noted that no roadways of this type have been shown on the *Thoroughfare Plan Map, Plate 4-1*. This is primarily because these roadways are typically interior roadways within residential developments.

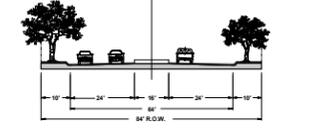
Illustration 4-6 TYPE "E" - Residential / Local Street



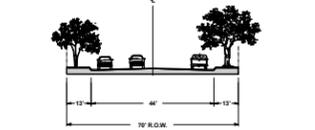
Thoroughfare Types



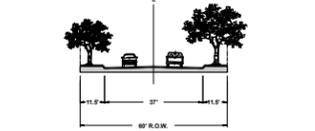
Type "A" - Major Arterial



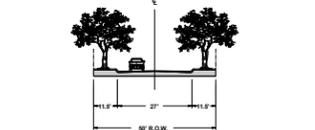
Type "B" - Secondary Arterial



Type "C" - Major Collector (Non-Residential)



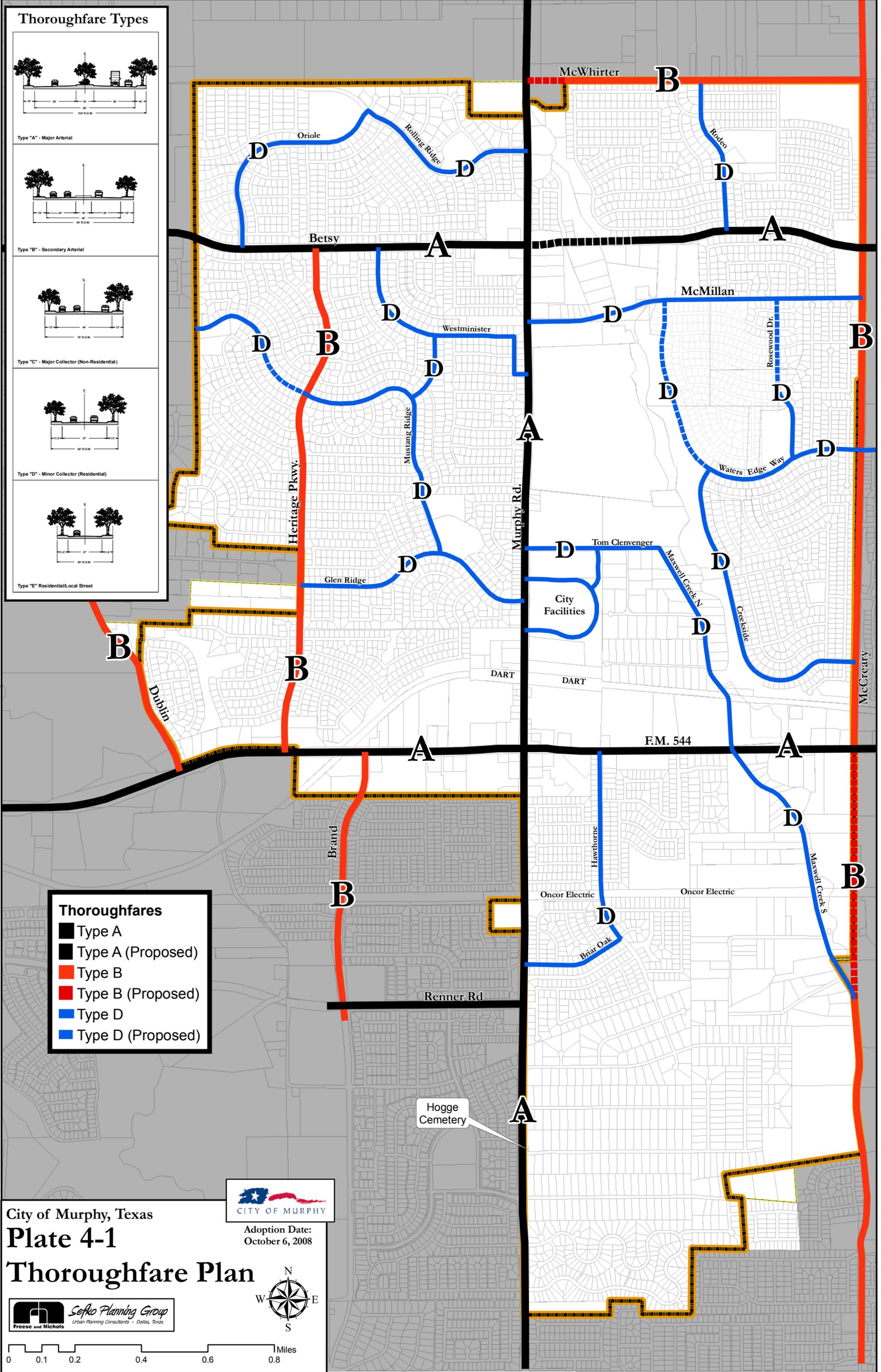
Type "D" - Minor Collector (Residential)



Type "E" - Residential/Local Street

Thoroughfares

- Type A
- Type A (Proposed)
- Type B
- Type B (Proposed)
- Type D
- Type D (Proposed)

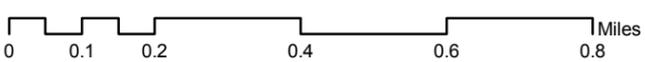


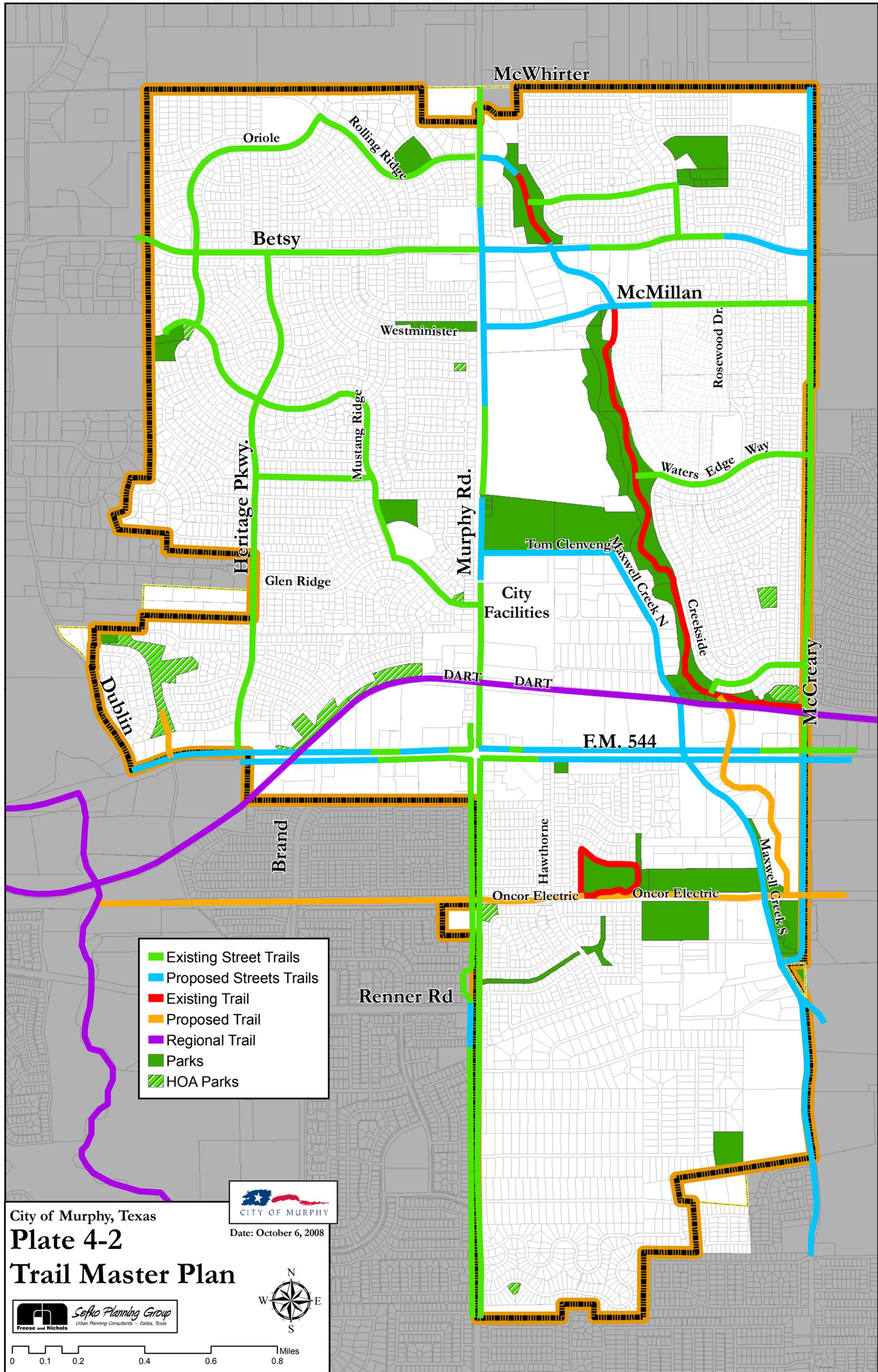
Adoption Date:
October 6, 2008

City of Murphy, Texas

Plate 4-1

Thoroughfare Plan





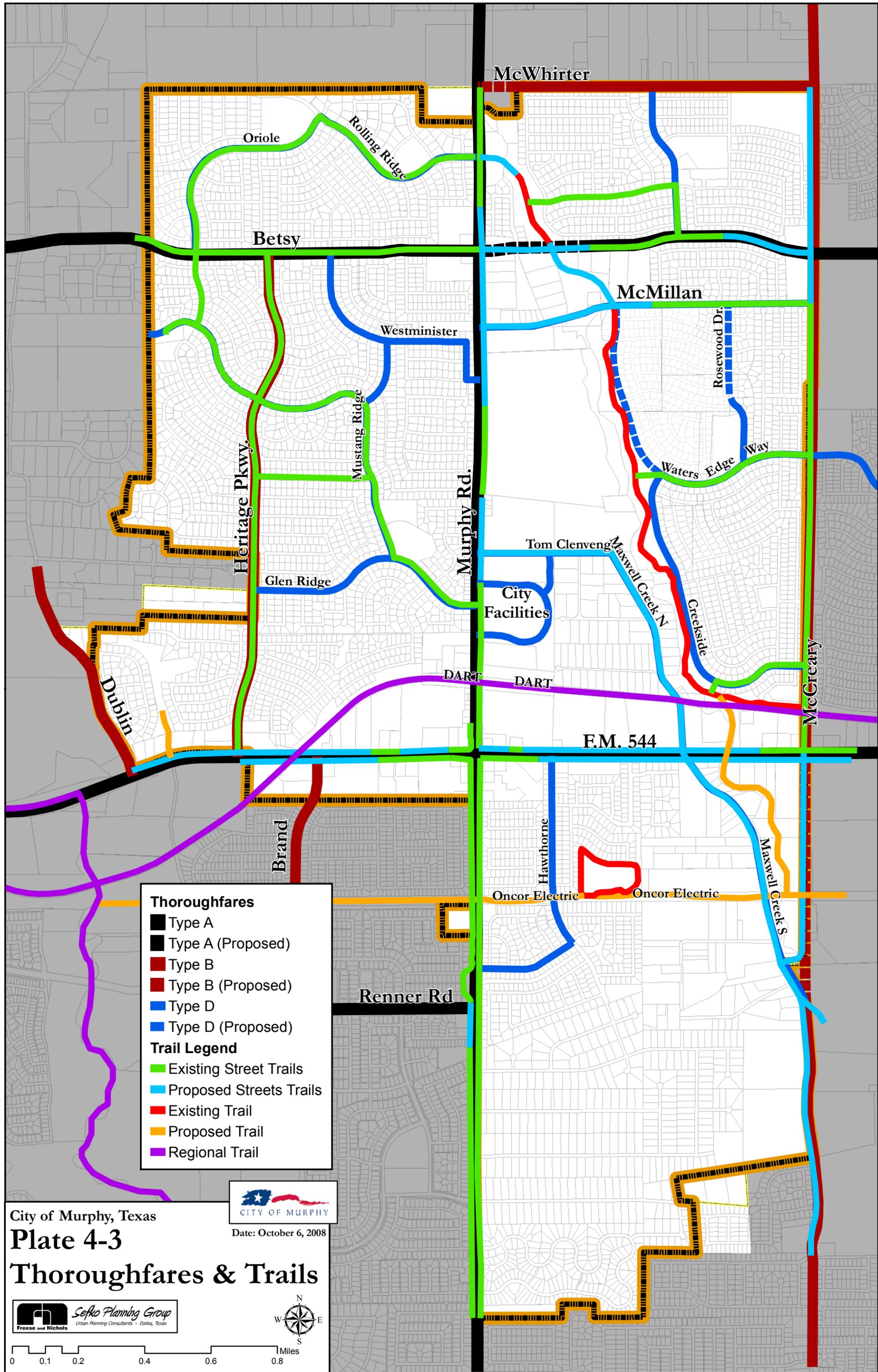
- █ Existing Street Trails
- █ Proposed Streets Trails
- █ Existing Trail
- █ Proposed Trail
- █ Regional Trail
- █ Parks
- ▨ HOA Parks

City of Murphy, Texas
Plate 4-2
Trail Master Plan



Date: October 6, 2008





Thoroughfares

- Type A
- Type A (Proposed)
- Type B
- Type B (Proposed)
- Type D
- Type D (Proposed)

Trail Legend

- Existing Street Trails
- Proposed Streets Trails
- Existing Trail
- Proposed Trail
- Regional Trail

City of Murphy, Texas

Plate 4-3

Thoroughfares & Trails



Date: October 6, 2008



0 0.1 0.2 0.4 0.6 0.8 Miles

Thoroughfare Policy Recommendations

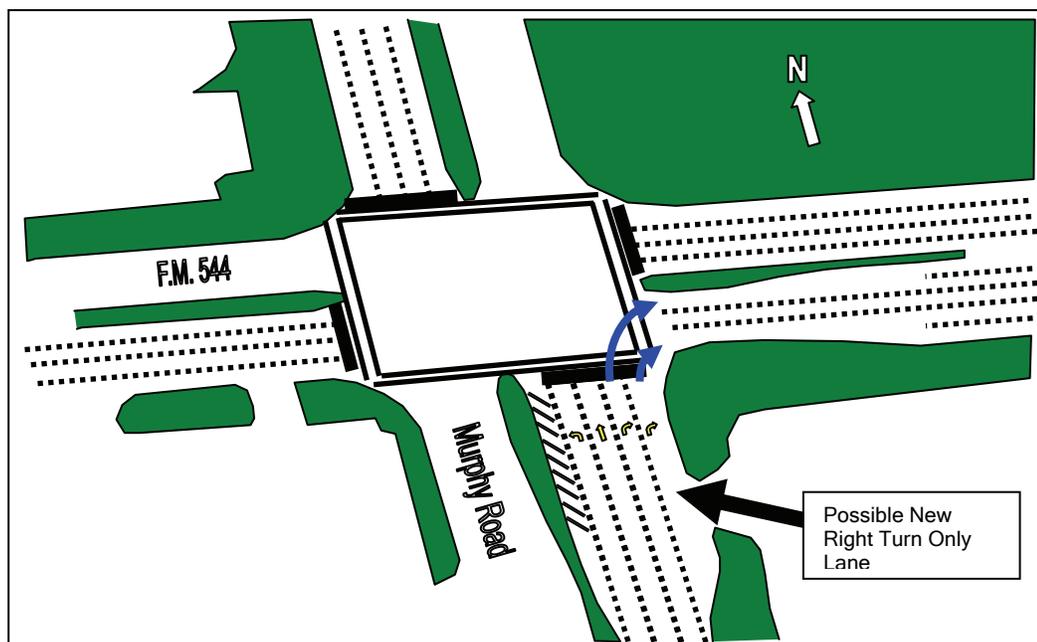
The *Goals & Objectives*, public input, and the concepts outlined previously within this chapter provide a basis for these thoroughfare recommendations. The *Implementation Strategies* (Chapter 7) will outline specific ways in which the City can implement these policies, along with other recommended policies from other chapters of the *2008 Comprehensive Plan*. It should be noted that the recommendations are in no specific order of importance.

Recommendation 4.1: Continually Investigate and Implement Methods to Improve Traffic Flow.

Recommendation 4.1.A: Conduct a traffic engineering study for the optimal lane configuration for the intersection of Murphy Road and F.M. 544.

The intersection of Murphy Road and F.M. 544 experiences large amounts of traffic flow. In the afternoon, stacked traffic waiting to turn from northbound Murphy Road onto eastbound F.M. 544 can extend over a quarter mile and drivers must wait several traffic signal cycles for an opportunity to turn right. This situation causes impatient drivers to cut-through The Timbers residential neighborhood as well as the southeast corner retail center parking lot. In the mornings, traffic in the reverse direction (i.e., westbound traffic on F.M. 544 waiting to turn south onto Murphy Road) experiences a similar traffic stacking problem, with impatient drivers cutting through the Willow Wood Ranch Estates subdivision. A traffic engineering study should be conducted to establish the optimal lane configuration for both roadways in all directions. A listing of improvements should be created in the traffic engineering study to prioritize specific improvements.

Illustration 4-7 - Hypothetical Lane Configuration to Address Traffic at F.M. 544 and Murphy Road



Recommendation 4.1.B: Develop a prioritized listing of intersections and other traffic areas throughout Murphy for which traffic engineering studies should be conducted.

In addition to the intersection of Murphy Road and F.M. 544, other areas where traffic congestion occurs would benefit from traffic engineering studies, and a listing of these areas should be developed and prioritized to continue the City's efforts in improving traffic efficiency within the community. During the development of this chapter, input was received regarding possible locations for traffic engineering studies, including the following intersections and traffic areas (these areas are not in order of importance):

- 1) McCreary Road and F.M. 544;
- 2) North Murphy Road and Betsy Lane;
- 3) Brand Road and F.M. 544;
- 4) North Maxwell Creek Road, Tom Clevenger Drive, and F.M. 544 retail development cross-access roads;
- 5) Hawthorne Drive, Briar Oak Drive, and Oak Bluff Drive; and
- 6) Elmcrest Drive and South Murphy Road.

Notably, other areas within Murphy should also be considered for traffic engineering studies, in addition to the ones listed above. Once a complete listing of possible areas has been created, then the City should prioritize which studies should be conducted first.

Recommendation 4.1.C: Work with TxDOT, North Central Texas Council of Governments (NCTCOG), and surrounding cities to address traffic signal timing problems.

Two aspects of traffic signal timing should be considered. First, consideration should be given to the backlog of vehicles at intersections. Second, consideration should be given to the flow of traffic from one intersection to the next major intersection. Coordination between the City, TxDOT, NCTCOG, and surrounding cities is necessary to address the issues of traffic signal timing. However, the City of Murphy is limited in its control over traffic signal timing in some areas due to the timing of signals in surrounding communities. Nevertheless, the City should work with these agencies and adjacent cities to achieve the common goal of reducing congested traffic queues and improving traffic flow and efficiency. An example of one area that would greatly benefit from improved traffic flow is the segment of Murphy Road from its intersection with F.M. 544 to its intersection with Renner Road.



Recommendation 4.1.D: Continue to improve the City’s access management standards for developments along major roadways.

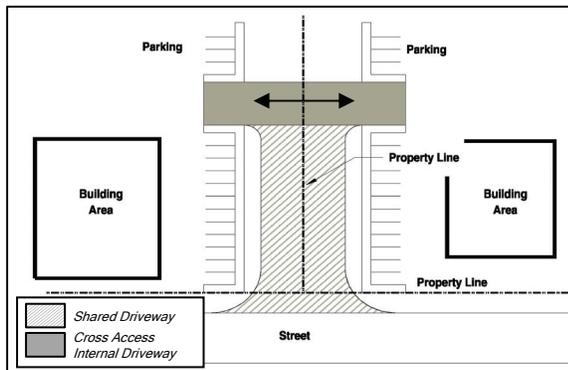
The flow of traffic is typically a major concern for most communities. Communities desire to provide a transportation infrastructure that moves traffic efficiently and ensures public safety. The ability to move traffic efficiently along a corridor with minimal interference from traffic turning from and onto intersecting driveways / streets is a major benefit to motorists. Ideally, traffic should be able to avoid unnecessary “stop-and-go” inconvenience due to over abundance of intersecting driveways / streets.

Shared Driveways - Currently, a growing number of cities across Texas limit the number of intersections and driveway openings (curb cuts) that are permitted along major roadways in order to maximize traffic efficiency and safety. The concept of “shared driveways” has been promoted as a method to limit the over abundance of driveways along major roadways. The general concept of shared driveways allows existing driveways to remain in place, but requires new developments to incorporate the use of shared driveways and to provide cross-access between developments.

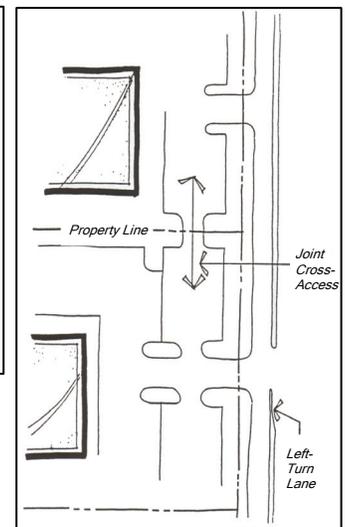
Driveway Spacing - In addition to the concept of “shared driveways,” the City should investigate developing minimum driveway spacing standards. These standards would detail the minimum distance that a driveway must be spaced from intersections and existing driveways. Therefore, as a result of regulating driveway spacing, traffic safety and traffic integrity (the consistent movement of traffic with minimal interruptions to traffic flow) will be improved.

Cross-Access - Additionally, cross-access is a simple site design concept that ensures neighboring developments have access to one another without the need for a vehicle to go out onto a roadway unnecessarily.

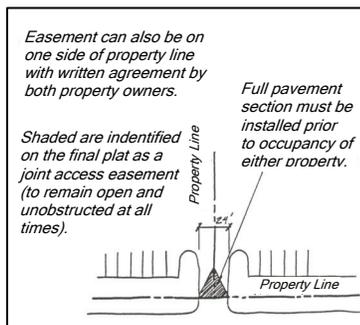
For example, a retail development at a major intersection is anchored by a major retailer, such as a Lowes, Target, Best Buy, etc. with smaller restaurant pad sites along the public roadway frontage. If cross-access among these lots/users is provided for in the design and construction of the overall development, then someone is able to drive from one of the restaurant pad sites to the retail anchor, and back again, without having to go out onto the public roadway, thus reducing the amount of traffic on the road.



Shared Access Driveway & Cross-Access Internal Driveway



Cross-Access



Shared Access - Joint Property Openings for Non-Residential Sites



Example of a Shared Driveway between Two Non-Residential Uses

Recommendation 4.2: Discourage Cut-Through Traffic in Residential Neighborhoods.

Recommendation 4.2.A: With input from the public, develop a City program and procedures to implement traffic calming devices in neighborhoods that experience excessive cut-through traffic.

During the comprehensive planning process, citizens commented about the desire to reduce the amount of cut-through traffic in their neighborhoods. The term “cut-through traffic” generally applies to vehicles that travel through a residential neighborhood for the purpose of avoiding traffic on major roadways. In order to address this issue, traffic calming devices could be installed on roadways to discourage cut-through traffic. The City should work with the neighborhoods to develop a City program and procedures to implement traffic calming devices. Notably, neighborhoods that have expressed a desire to reduce cut-through traffic are the same as those mentioned in Recommendation 4.1.B. The following are typical traffic calming devices that could be installed within existing neighborhoods (other devices should also be explored and considered):



1) Speed tables with textured pavement:

Definition: A sloped four- to six-inch rise, placed across the street pavement that extends approximately six feet in width.

2) Landscaped Traffic Islands:

Definition: Similar to regular medians, landscaped traffic islands are landscaped areas within the roadway that area designed to slow the flow of traffic as vehicles navigate around them. The primary neighborhood benefits of using landscaped traffic islands are increased roadway beautification and decreased traffic speed. These features should be landscaped using drought-tolerant and native landscaping.



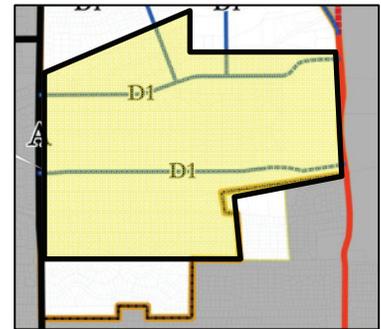
Since every person in the neighborhood where traffic calming devices might be installed will be affected by such devices, public input is critical to ensure that neighborhoods are receiving the tools (i.e., traffic calming devices) which the majority of the people in that neighborhood truly desire.

The design of future residential neighborhoods should carefully consider the potential for cut-through traffic. The layout of streets should incorporate curves, offsets, discontinuous street segments, and other similar strategies that will help discourage unnecessary cut-through traffic in these neighborhoods in the future.

Recommendation 4.2.B: Protect the neighborhood integrity of the southeast portion of the City by not extending either Ridgeview Drive or Skyline Drive to McCreary Road / North Maxwell Creek Road.

During the initial development of the City Thoroughfare Plan, extensions of Ridgeview Drive and Skyline Drive were proposed to McCreary Road / North Maxwell Creek Road. An east/west connection for this area was considered to provide access to the east, where new development would be occurring. This east/west connection would have allowed residents to avoid the intersection of F.M. 544 and Murphy Road when traveling to the east.

However, after area residents voiced strong opposition to extending Ridgeview Drive or Skyline Drive to the east, revisions were made City's Thoroughfare Plan that removed any road extensions. Residents cited that increased cut-through traffic would decrease their quality-of-life. With this community input, the importance of protecting neighborhood integrity outweighed the thoroughfare-planning objective of connectivity.



First Draft of the Thoroughfare Plan showing the extension of Ridgeview Drive and Skyline Drive, which received negative feedback from the surrounding neighborhood.



Residents from the area above expressed a strong desire not to have either Ridgeview Drive or Skyline Drive extended east to McCreary Road / North Maxwell Creek Road

Recommendation 4.3: Encourage Pedestrian and Bicycle Traffic.

Recommendation 4.3.A: Upgrade traffic signals and the design of crosswalks to promote more pedestrian-friendly crossings at major intersections.

In order to encourage pedestrians and bicycles as alternative modes of travel, traffic signal timing must allow adequate time for a person to cross the entire intersection safely. Often, traffic signal timing does not allow sufficient time for a person to cross the entire intersection, leaving pedestrians stranded either in the median or in front of traffic as the signal turns green. Crosswalk signal timing and the “walkability” of crosswalk paving surfaces and pathways across major intersections should be reviewed to ensure that pedestrians and bicyclists are able to safely cross the street. Toward this goal, the following improvements could be made:

- 1) Installation of push-button crosswalk devices;
- 2) Installation of lights indicating when the push-button device has been pressed by someone wanting to cross the street;
- 3) Installation of lighting, color and audible (for sight-impaired pedestrians) timing indicators in the crosswalk signal to indicate the amount of time remaining before the light turns green; and
- 4) Improvements, as necessary, to ensure that pedestrians have a safe, barrier-free, ADA-compliant “walkable” pathway all the way across major intersections.



Recommendation 4.3.B: Provide quality recreational mobility options and opportunities for people to move throughout the community without the need of an automobile, using trails and sidewalks that interconnect the City and join with regional trail systems.

One method of reducing the number of automobiles on roadways in Murphy is to provide pedestrian and bicycle connections through the integration of trails and street trails (i.e., sidewalks).

Pedestrian and bike access between neighborhoods can enhance citizens’ sense of community. This type of access can also provide a means for residents to move through the community, to meet their neighbors, and to provide a safe way to increase children’s mobility safety. A functional network that allows pedestrian and bike access will help Murphy develop a unique, community atmosphere as the City’s population grows. A system of trails and bike lanes can be integrated along rights-of-way and floodplains to provide a comprehensive alternative transportation system.

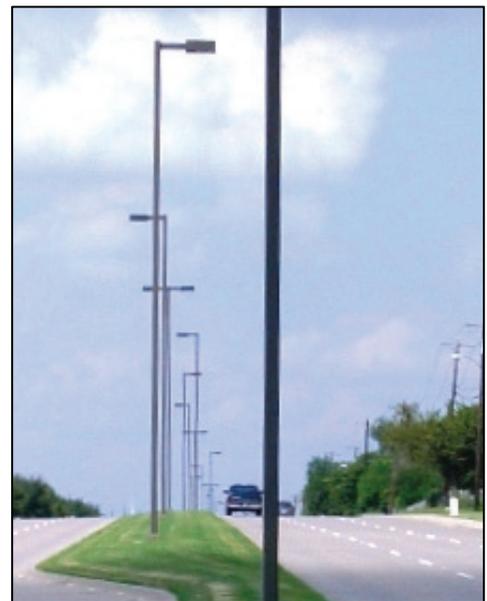
Although some trails within Murphy should be more recreation-based, some trails need to be located in such a way as to provide connections (as an alternative to the automobile) between residential and non-residential land uses. Areas such as residential neighborhoods, schools, retail areas, and public areas

should be pedestrian- and bicycle-friendly, and should feature trails or street trails (i.e., sidewalks) for connectivity purposes. Using the *Parks, Recreation, and Open Space Plan* (reference: *Trail Master Plan Map, Plate 4-2* and the *Thoroughfares & Trails Map, Plate 4-3*) and working with property owners, the City should plan for the construction and timing of the City-wide trail system. The City's *Parks, Recreation, and Open Space Plan* will help guide the City's efforts to build a quality trail system that interconnects the City and joins regional trail systems extending into neighboring communities. Notably, the three regional trails, which are in various stages of planning and development, are the Rowlett Creek Inter-City Trail, the Cotton Belt Trail (along the DART right-of-way), and the Muddy Creek Trail (located in Wylie and Sachse).

Recommendation 4.4: Improve Community Street Lighting.

Recommendation 4.4.A: Investigate which roadways and intersections within the City should have street lighting improved or installed, and develop a prioritized listing of such roadways and intersections.

Street lighting is an important element contributing to the safety of Murphy's roadways and intersections. Street lighting also greatly enhances citizens' emotional sense of well-being by making them feel safe and secure in their community and within their own neighborhoods. During the development of the 2008 Comprehensive Plan, comments were received during the March 10, 2008 Planning & Zoning Commission meeting that a lack of proper street lighting was a concern for many Murphy residents. Given these comments, the City should investigate areas along its roadways where lack of proper street lighting may present a public safety concern, and these areas should be documented and prioritized. Subsequently, these findings should be presented to City Staff and City Council to determine further action. Notably, the City may be limited in its ability to improve lighting in some situations, because an entity other than the City of Murphy (such as TxDOT or Collin County) may be responsible for certain roadways. In these areas, the City should continue its efforts to work closely with these entities to develop street lighting solutions that are mutually agreeable and that adequately address citizens' safety concerns.



Recommendation 4.5: Improve the Visual Image of City Roadways.

Recommendation 4.5.A: Use Murphy Road, Heritage Parkway, Brand Road, Betsy Lane, and McCreary Road as image-enhancement corridors and begin implementing the following recommendations.

The following corridors should be aesthetically improved using drought-tolerant and native landscaping in coordination with other image-enhancing treatments:

1) Murphy Road (north and south segments)

a. Recommended Landscaping/Improvements:

- i. Street Medians: Trees (3 inch caliper at time of planting) at 30 foot internals.
- ii. Street Medians: Landscaping end caps (refer to pictures below) containing small native shrubs, approximately 15 feet deep from median opening. For safety reasons, sight visibility guidelines should be used for landscaped areas.
- iii. Street Medians: Low wall features and berming.
- iv. Rights-of Way: Public artwork.



Examples of a Landscaping End Cap

2) Heritage Parkway and Brand Road

a. Recommended Landscaping/Improvements:

- i. Street Medians: Tree Clusters (3 inch caliper at time of planting).
- ii. Street Medians: Brick end caps.



Landscaping Concept for Heritage Parkway

3) Betsy Lane

a. Recommended Landscaping/Improvements:

- i. Street Medians: Design a landscape cluster (refer to picture below) that can be repeated throughout the length of the median. Trees should be located to allow for the expansion of Betsy Lane from four lanes to six lanes.



Landscape Cluster Concept for Betsy Lane

- ii. Street Fringe (i.e., area between curb and sidewalk): Native grasses and shrubs with opportunities for xeriscaping.

4) McCreary Road.

a. Recommended Landscaping/Improvements:

- i. Continue the existing corridor landscaping northward along McCreary Road when roadway expansion occurs.



Current Landscape along McCreary Road should be Continued Northward

The visual image that travelers experience along major roadways as they drive through and within a city often creates a lasting impression of the community's quality of life. It is apparent that Murphy has recognized that major roadways offer a tremendous opportunity to enhance its visual image in that the City has already made progress in working with TxDOT on the development of the F.M. 544 Streetscape Plan. These efforts to work with TxDOT on improvements along F.M. 544 should be continued.

Murphy should also continue efforts to improve the appearance and attractiveness of its existing medians and rights-of-way using streetscape amenity plans. As with other elements within this chapter, the City's designated image-enhancement corridors should be prioritized by order of importance or other ranking method, such as financing ability or construction timing. Additionally, consideration should be given to the amount of landscaping and the desired look, or "theme," for each roadway corridor. Subsequently, the City should develop streetscape amenity plans for each of the image-enhancement corridors to implement the development of these concepts.

Recommendation 4.6: Investigate the Need for Noise Abatement / Screening Walls.

Recommendation 4.6.A: Investigate the need and feasibility of constructing noise abatement / screening walls and materials for existing residential areas that abut major roadways.

As Murphy has grown, residential lots that were once abutting relatively benign two-lane roadways are now adjacent to major six-lane thoroughfares. The noise from traffic can have negative consequences on quality of life and property values for these residential properties. Murphy's original residential neighborhoods were constructed without much consideration for screening walls because the lower amounts of traffic on adjacent then-rural roadways did not warrant such buffering. However, there are



now a few areas that should be investigated for the construction of some form of screening wall to better buffer and protect residential properties from the traffic noise and other negative effects of adjacent thoroughfares. For example, residential areas along F.M. 544 and Murphy Road could benefit from noise abatement/screening walls and materials. The City should consider a policy regarding the possible construction of such walls in these areas. One consideration to determine whether or not to construct a screening wall could be the actual amount of noise produced by traffic using the roadway, as measured by a noise study. Additionally, some residential property owners may be willing to dedicate a portion of their land for construction of noise abatement walls to receive such a benefit. Furthermore, the construction of a quality, continuous screening wall where residential lots back or side onto major thoroughfares would also improve the image of these roadways, because many of these areas have individual back yard fences that are not consistent in materials or finishes, and that are often unsightly along such visually important roadway corridors. Notably, quality building and landscaping materials (e.g., drought-tolerant and native landscaping) should be used to improve the image of the roadway.

Recommendation 4.7: Develop and Maintain a Capital Improvement Program (CIP) Listing of Projects.

Recommendation 4.7.A: Prioritize roadway expansion (and related projects such as street lighting), landscaping, and trail projects into a Capital Improvements Program (CIP) listing to accommodate desired future growth of the City.

One of the main purposes of a comprehensive plan is to serve as a guide for decision-makers regarding how the community should grow. This chapter outlines specific mobility and transportation-related recommendations and projects the City should plan to implement in the future. At the March 10, 2008 Planning & Zoning Commission meeting, a consensus was reached regarding the importance of the recommendations within this chapter, and it was determined that roadway improvement projects were the most important ones to implement in the near term. Landscaping projects and trail projects were cited as subsequent in importance, respectively. The ranking in importance for thoroughfare-related projects should only be considered as a general guideline. For instance, not all roadway improvement projects must be completed prior to undertaking implementation of a landscaping project or construction of a trail.

Recommendation 4.7.B: Investigate and pursue opportunities for joint funding of roadway and trail projects.

Opportunities exist for joint funding of certain projects with other entities. For example, grants for trails can be applied for and acquired from various federal, state, and county agencies. The City should continue to monitor, and to actively pursue, opportunities for sharing the cost of roadway and trail projects within the community.

City of Murphy

2008 Comprehensive Plan



Chapter 5

Economic Development Strategies

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Introduction

To the average citizen, the concept of economic development can be difficult and ambiguous to understand because the topic spans a broad range of issues. However, economic development generally can be summarized by the efforts to create and retain jobs and to increase the tax base in a community. Economic development efforts center on improving the quality of life through business development and retention.

There are three basic targets of economic development programming:

- **Existing business/industry** - this refers to efforts aimed at the retention and increased viability of existing local businesses.
- **New business/industry** - this refers to efforts aimed at the creation of new business activity within a community, as measured by increases in employment and expansion of the tax base.
- **Outside investment** - this refers to efforts aimed at attracting people into the community to spend money locally.

Texas Economic Development Sales Tax¹

The economic development sales tax is the undisputed workhorse of local economic development in Texas. First created in 1989 to give smaller Texas communities the financial wherewithal to build effective economic development programs, the tax today serves as the backbone of local economic development efforts in more than 450 cities across the state.

The broader “4B tax” remains the more popular choice for Texas communities. As of December 2007, 556 Texas cities have adopted the economic development sales tax: 337 impose the 4B tax, 116 impose the 4A tax, and 103 impose both the 4A and 4B tax.

Although the economic development tax is nearly twenty years old and has been the subject of many legislative changes, the original intent of this critical tool remains the same: helping communities attract primary jobs and create wealth for its citizens.

¹ Excerpt from “The Texas Economic Development Sales Tax: A PRIMER FOR LOCAL OFFICIALS.” Texas Economic Development Council. www.texasedc.org

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Goals and Objectives

The following goals, objectives and corresponding recommendations were developed through the visioning portion of the City's comprehensive planning process. All additional discussion throughout the chapter is intended to support and supplement these goals and objectives. It should be noted that some goals and objectives are applicable to more than one chapter within the Comprehensive Plan, and therefore may be discussed in such other pertinent chapter(s).

Economic Development

Goal 5.1: Collaborative EDC Relationships

Work collaboratively with the Murphy Economic Development Corporations (4A and 4B EDCs) in achieving their goals and objectives.

Objective 5.1.A: Investigate ways the City and the EDCs can combine resources to benefit residents and local businesses.

Objective 5.1.B: Work jointly with the EDCs and the Chamber of Commerce to further develop and promote the City's identity.

Objective 5.1.C: Investigate having a community-wide event to promote Murphy and its history.

Goal 5.2: Economic Environment

Provide a stable, high quality economic environment.

Objective 5.2.A: Promote a business-friendly environment by assisting developers and/or business owners with navigating the development review process or other City processes.

Objective 5.2.B: Establish high standards for the development of non-residential uses. Such standards should be responsive to the market and economic development needs of the community.

Objective 5.2.C: Identify specific areas of the City where key image enhancement should occur.

Goal 5.3: Business Development

Encourage the establishment of new businesses and promote the retention of existing businesses in Murphy, thereby creating increased and diversified business opportunities.

Objective 5.3.A: Attract retail and commercial development along F.M. 544, Murphy Road and McCreary Road.

Objective 5.3.B: Utilize public incentives including special financing districts, such as a Tax Increment Financing (TIF) district, to encourage economic development.

Objective 5.3.C: Promote Murphy to be more of a destination for business, commerce and family activities.

Objective 5.3.D: Promote the convenience of local retail.

Primary Organizations Supporting Economic Development

Murphy Economic Development Corporation (§4A)

The Murphy Economic Development Corporation (MEDC) is a §4A economic development corporation formed under the Texas State Legislature’s Development Corporation Act of 1979. The MEDC was created by voter approval in 2003, and is funded with a half (1/2) cent sales tax. A five-member board of directors, appointed by the City Council, oversees the organization. The MEDC works closely with the City and has a full-time project manager.

MEDC (§4A) Tax Revenue

Table 5-1 displays the tax revenue collected by the MEDC for the years 2004 and 2005. The Texas Comptroller publishes the Economic Development Corporate Report every two years. This report lists the revenue the comptroller returns to cities for economic development efforts. The latest report was published in November 2006.

Table 5-1: MEDC Tax Revenue

Year	Amount
2004	\$187,143
2005	\$293,352
Source: Texas Comptroller – Economic Development Corporation Report: Fiscal Years 2004 and 2005	

MEDC (§4A) Projects

Table 5-2 lists the projects the MEDC has supported since its inception in 2003. The Murphy Marketplace project has received the greatest amount of MEDC funds. This development is intended to be a focal point of the community. Once constructed, the development should feature retail and service oriented businesses that will help Murphy retain its citizens’ sales tax dollars, which are currently being spent in surrounding cities because Murphy does not have adequate shopping opportunities within its own city limits at this time.

Table 5-2: MEDC Projects Since 2003

Project	Amount
Murphy Marketplace	\$2,500,000
North Maxwell Creek Road	\$450,000
Amando’s	\$3,181
Murphy Family Eyecare	\$2,000
Source: MEDC	

MEDC (§4A) Priority Matrix

Figure 5-1 is the current priority matrix for the MEDC. Priorities are scored according to four external factors and five internal factors and weighted separately. The five top scoring priorities are categorized as major priorities and the remaining priorities are considered minor priorities.

Figure 5-1: MEDC Priority Matrix

Priorities	Weighting	External Factors					Internal Factors					Subtotal	Total
		Financial Impact	Long Term Impact	Short Term Impact	Overall Economic Impact	Subtotal	City Support	Strategic Importance	Implementation	Timing (Urgency)	Budget		
MAJOR		20%	20%	20%	40%	100%	25%	25%	10%	20%	20%	100%	
1	Municipal/Fiscal Sustainability Study	4.00	5.00	5.00	5.00	4.80	4.75	5.00	4.50	5.00	3.00	4.49	9.29
2	Incentives/Inducements	4.50	4.25	3.75	4.75	4.40	4.50	4.50	4.00	3.50	4.25	4.20	8.60
3	Roads & Infrastructure	4.25	4.50	3.50	4.25	4.15	4.75	4.00	3.75	4.00	4.50	4.26	8.41
4	Additional Marketing to Retailers	3.50	4.00	3.75	4.25	3.95	3.50	3.50	3.25	3.75	3.75	3.58	7.53
5	4B Projects that 4A can participate in	3.25	3.75	3.25	4.25	3.75	3.25	3.75	3.50	3.75	4.00	3.65	7.40
MINOR													
6	Advertising	3.75	3.25	3.75	3.75	3.65	3.75	3.50	3.00	2.75	3.50	3.36	7.01
7	Continue and expand Marketing appearance	3.50	3.25	3.00	3.50	3.35	3.50	3.50	3.25	3.25	3.25	3.38	6.73
8	Work with multiple developers	2.75	3.50	3.00	3.00	3.05	3.50	3.75	3.50	3.25	3.25	3.46	6.51
9	Joint meetings with City Council & 4B (annually/semi-annually)	2.00	3.00	3.00	3.25	2.90	4.25	3.75	2.75	2.50	2.50	3.28	6.18
10	Communicate with landowners on development projects	2.75	3.25	3.00	3.25	3.10	3.00	3.00	3.00	2.75	2.50	2.85	5.95
11	Business owners interactions	2.50	3.50	3.25	3.25	3.15	2.75	3.25	2.75	2.50	2.50	2.78	5.93
12	Collaborate with P & Z	2.25	3.50	3.00	3.25	3.05	2.75	3.75	2.50	2.75	2.25	2.88	5.93
13	Marketing for existing tenants	2.75	3.25	2.50	3.25	3.00	2.75	2.75	2.75	2.75	2.75	2.75	5.75
14	Interaction with boards	2.00	3.00	2.75	2.75	2.65	2.50	3.00	2.25	2.25	2.00	2.45	5.10
15	Membership to Restaurant Association	2.00	2.50	2.50	2.50	2.40	1.75	2.50	1.50	2.50	2.00	2.11	4.51
16	Tenant's employee training	1.75	2.25	2.25	2.25	2.15	2.50	2.25	2.00	2.25	2.50	2.34	4.49

Murphy Community Development Corporation (§4B)

The Murphy Community Development Corporation (MCDC) is a §4B economic development corporation formed under the Texas State Legislature's Development Corporation Act of 1979. Notably, the difference between §4A and §4B is that §4A is intended primarily for manufacturing and industrial development and the §4B is broader because it includes quality of life improvements, including economic development that will attract and retain primary employers. The MCDC was created by voter approval in 2003 and is funded with a half (1/2) cent sales tax. A seven-member board of directors, appointed by the City Council, oversees the organization. The MCDC works closely with the City, and has a full-time project manager who also works as the project manager for the §4A MEDC.

MCDC (§4B) Tax Revenue

Table 5-3 displays the tax revenue collected by the MCDC for the years 2004 and 2005. The Texas Comptroller publishes the Economic Development Corporate Report every two years. This report lists the revenue the comptroller returns to cities for economic development efforts. The latest report was published in November 2006. Notably, the amounts are identical to the amount the §4A EDC collected.

Table 5-3: MCDC Tax Revenue

Year	Amount
2004	\$187,143
2005	\$293,352
Source: Texas Comptroller – Economic Development Corporation Report: Fiscal Years 2004 and 2005	

MCDC (§4B) Projects

Table 5-4 lists the projects the MCDC has supported since its inception in 2003. The Murphy Marketplace project has received the greatest amount of MCDC funds. Similar to the efforts of the §4A MEDC, the MCDC has focused on ensuring the development of the Murphy Marketplace. The Gables Ranch Parks and other park efforts have also received considerable support. Tax revenue has also been spent on improving Murphy's roadways.

Table 5-4: MCDC Projects Since 2003

Project	Amount
Murphy Marketplace	\$1,500,000
Gables Ranch Park	\$301,000
544 Median	\$117,947
Park Tract	\$110,000
South Murphy Road Lighting	\$90,000
Parks - Dirt	\$22,000
Park Equipment	\$12,000
Amando's	\$4,192
Source: MCDC	

MCDC (§4B) Priority Matrix

Figure 5-2, on the following page, is the current priority matrix for the MCDC. Priorities are scored according to four external factors and four internal factors and weighted separately. Economic development incentives were the top scoring priority.

Figure 5-2: MCDC Priority Matrix

Priorities	Weighting	External Factors					Internal Factors					Total
		Economic Impact	Recreational Impact	Aesthetics Impact	Cultural Impact	Subtotal	City Support	Strategic Importance	Ease of Implementation	Timing (Urgency)	Subtotal	
		40%	30%	20%	10%	100%	40%	30%	10%	20%	100%	
Economic Development/Incentives		4.71	2.71	3.00	2.71	3.57	4.43	4.57	2.57	4.00	4.20	7.77
Community Center		3.00	4.71	3.29	3.43	3.61	5.00	4.00	3.00	3.14	4.13	7.74
South Murphy Road Lighting		3.86	2.29	4.43	2.71	3.39	4.57	4.29	1.86	3.71	4.04	7.43
Buildout amenities on current park land		2.86	5.00	3.71	3.29	3.71	4.29	3.71	2.86	3.00	3.71	7.43
Allowable City Wide lighting		4.00	2.71	3.71	3.14	3.47	4.57	3.86	2.14	3.29	3.86	7.33
Procurement of park land		2.57	4.86	3.43	2.86	3.46	4.57	3.71	2.00	3.29	3.80	7.26
FM 544 Streetscape		3.43	2.14	4.43	2.86	3.19	4.43	4.14	2.14	3.71	3.97	7.16
Trail procurement and enhancements		2.57	4.86	3.71	3.29	3.56	4.00	3.71	2.29	3.14	3.57	7.13
Park equipment		2.29	4.71	3.29	3.14	3.30	4.43	3.57	3.29	3.14	3.80	7.10
Determine city wide beautification projects		3.00	2.29	4.00	2.86	2.97	4.14	3.86	2.86	3.14	3.73	6.70
Allowable Improvement/Remodel of existing Shopping areas		3.86	1.71	2.86	2.43	2.87	3.29	3.00	2.00	2.71	2.96	5.83
Allowable WiFi Network		2.86	2.43	1.57	2.43	2.43	3.29	2.71	2.00	2.29	2.79	5.21
Allowable Green Policy Projects (recycling center/community garden)		2.00	2.71	3.00	2.57	2.47	3.14	2.71	2.57	1.86	2.70	5.17
Renovation of old City Hall		1.57	3.00	3.00	2.71	2.40	2.86	1.71	1.71	2.14	2.26	4.66

Economic Development Policy Recommendations

The *Goals & Objectives*, public input, and the concepts outlined previously within this chapter provide a basis for the following economic development recommendations. The *Implementation Strategies* (Chapter 7) will outline specific ways in which the City can implement these policies, along with other recommended policies from other chapters of the *2008 Comprehensive Plan*. It should be noted that the following economic development recommendations are in no specific order of priority or importance.

Recommendation 5.1: Fund Incentives through the Economic Development Sales Tax Revenue.

Recommendation 5.1.A: Establish the incentives as recommended in the *Future Land Use Plan* (Recommendation 3.12) to improve existing building façades and to remove pole signs using economic development corporation funding.

According to the Texas Comptroller, §4B corporations created by cities with a population of 20,000 or less and those classified as “landlocked” communities may use sales tax proceeds to fund projects that promote new or expanded business development without the project having to create or retain primary jobs.² Notably, “primary jobs” are defined as jobs that infuse new dollars into the local economy by creating or selling a product or service that is ultimately exported to regional, statewide, national or international markets.³ Before any actions are taken, the City’s EDCs should investigate the details of providing such incentives; additionally, coordination with the City administration will be necessary to determine the parameters of any such incentives.

Recommendation 5.2: Synchronize Economic Development Efforts with the Comprehensive Plan

Recommendation 5.2.A: Synchronize the City’s economic development efforts with the goals, objectives and recommendation of the 2008 Comprehensive Plan to build upon the efforts of both.

Similar to Recommendation 5.1.A, where an action of the City’s EDCs is needed to fulfill a recommendation from this Comprehensive Plan, efforts between the EDCs and the City in implementing its Comprehensive Plan should complement one another. Specifically, EDC efforts to recruit businesses should generally be coordinated with the *Future Land Use Plan Map (Plate 3-1)* and its intended land uses. For example, the *Future Land Use Plan Map* shows some areas designated as High Intensity Retail. These areas are planned to utilize the large remaining properties along the F.M. 544 corridor for larger retailers, such as “big-box” developments. If the EDC can promote such land uses through their efforts, then Murphy has an increased chance of seeing that area developed as it is currently envisioned. Two other major land use efforts that would benefit from a coordinated effort with the City’s EDCs are the

² “Economic Development Sales Tax.” Susan Combs, Texas Comptroller of Public Accounts . August 2007

³ “The Texas Economic Development Sales Tax: A PRIMER FOR LOCAL OFFICIALS.” Texas Economic Development Council. www.texasedc.org

Mixed-Use Residential and Neighborhood Retail and Office designated areas on the *Future Land Use Plan Map*.

Recommendation 5.3: Use Portions of the “§4B” Sale Tax Revenue to Fund Park Plan Recommendations.

Recommendation 5.3.A: Ensure significant funding to implement Park Plan recommendations with resources from the MCDC.

The MCDC has already significantly funded a number of park planning efforts. Parks are a critical component to Murphy’s quality of life, as evidenced by the community input received during this comprehensive planning process. The funding and subsequent continued development of the Murphy park system is an important community goal. Using funding provided by the MCDC will help decrease the time it will take for Park Plan recommendations to become reality. If funds are not used from the MCDC, then the City’s general budget will be used to implement the recommendations. Given the fact that Murphy residents expressed a strong desire for additional park facilities, a viable method to build park facilities would be through MCDC funding.



Recommendation 5.4: Use Portions of the Economic Development Sales Tax Revenue for Various Projects.

Recommendation 5.4.A: Fund projects that improve Murphy’s quality of life and that improve existing infrastructure.

Murphy is in need of several projects that both the MEDC (§4A) and MCDC (§4B) can help participate in financially. One of the largest complaints received during the comprehensive planning process was that traffic congestion was negatively influencing residents’ quality of life. As a result, the *Thoroughfare Plan* (Chapter 4) recommends several traffic studies in which the MEDC (§4A) and MCDC (§4B) can play a critical role in the funding of such services. Additionally, both organizations



could participate in the financial support of the following transportation recommendations: (Notably, some restrictions to funding may apply and parameters/validity would have to be determined.)

- 1) Landscaping/Streetscape Plan and Construction;

- 2) Improving Community Street Lighting;
- 3) Promoting Pedestrian (e.g., sidewalks) and Bicycle Trails; and
- 4) Traffic Signals and Crosswalks.

Additionally, recommendations from the *Future Land Use Plan* chapter (Chapter 3), such as the Livability Recommendations, may also be suitable candidates for funding from both the MEDC (§4A) and MCDC (§4B).

City of Murphy

2008 Comprehensive Plan



Chapter 6

Community Facilities Plan

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Introduction

The provision of adequate public facilities is a primary quality of life indicator for municipalities across Texas. The type and quality of public facilities and services available to the residents of Murphy is, and will continue to be, an important factor influencing the desirability of Murphy as a place to live. With available land becoming a scarce commodity in Murphy, it is important to determine the appropriate facilities the City will need to continue serving its citizens as it continues to grow and mature.

It should be noted that public buildings that house the various governmental and service functions of a municipality are generally of two types: (1) those requiring a nearly central or a common location and serve the entire municipal area, and (2) those serving segments of the community on a “service area” basis. Murphy’s City Hall is an example of a governmental building that serves the entire community, while a fire station represents a public building that has a service area relationship with the community. Due to Murphy’s smaller geographical area as compared to most cities (i.e., Murphy is approximately 5.65 square miles, and measures approximately two miles from east to west and 3.5 miles from north to south), the City has the advantage of having most of its community service functions operating from one centralized location.

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Goals and Objectives

The following goals, objectives and corresponding recommendations were developed through the visioning portion of the City's comprehensive planning process. All additional discussion throughout this chapter is intended to support and supplement these goals and objectives. It should be noted that some goals and objectives are applicable to more than one chapter within the Comprehensive Plan, and therefore may be discussed in such other pertinent chapter(s).

Community Facilities and Services

Goal 6.1: Population Projections

Develop City population projections and/or estimates and keep them updated in order to help prepare for the future facility and service needs of the City.

- Objective 6.1.A: Correlate City services with anticipated population growth and capacity.
- Objective 6.1.B: Plan for the expansion of all City services in advance of population growth.
- Objective 6.1.C: Investigate the need for additional community services that are not available or that are available in a limited capacity.

Goal 6.2: Public Safety

Ensure that the City continues to provide its citizens with a safe environment.

- Objective 6.2.A: Continually monitor the needs of all City departments associated with public safety.
- Objective 6.2.B: Solicit input from residents and from the fire and police departments to determine the community's safety issues.
- Objective 6.2.C: Investigate the need for additional facilities and public safety personnel as the City continues to grow.
- Objective 6.2.D: Ensure that the City has an emergency management plan, and is well-equipped with emergency warning sirens for weather and other safety issues.

Goal 6.3: City Communication Strategy

Develop a City communication strategy to increase communication between citizens, City officials and employees.

Objective 6.3.A: Ensure that City information is available to citizens through telephone, email, internet and any other useful communication options.

Objective 6.3.B: Provide online access to selected City services and information, including water, municipal court and library services.

Objective 6.3.C: Provide collaborative and interactive citizen/City communication opportunities.

City Services and Facilities

The City of Murphy has done an excellent job of planning for its services and facilities well in advance of need. The City constructed a 48.5 acre municipal complex in 2004. The four buildings that comprise the complex are the City Hall, Police and Courts Building, Fire Station, and Public Works Building. The City currently employs 90 people. *Table 6-1* lists the number of employees per department for the City. Furthermore, *Plate 6-1* displays the locations of the buildings with an aerial photograph to allow for an understanding of the physical layout of each building.

Table 6-1: City Employees by Department & Location

Department & Location		Employees
City Hall	Administration	2.0
	Building Maintenance	3.0
	City Secretary	1.0
	Economic Development	1.0
	Finance Department	2.0
	Human Resources	1.0
	I.T. Department	2.0
	Parks Department	1.5
	Public Works	3.0
	Water Department	4.0
SUB-TOTAL		20.5
SUB-TOTAL PERCENT OF TOTAL		22.8%
Police & Courts	Animal Control	1.0
	Communication Department	7.0
	Courts	3.0
	Police Department	22.0
	SUB-TOTAL	33.0
SUB-TOTAL PERCENT OF TOTAL		36.7%
Fire	Fire Department	18.5
	SUB-TOTAL	18.5
	SUB-TOTAL PERCENT OF TOTAL	20.6%
Public Works	Parks Department	9.0
	Public Works Department	9.0
	SUB-TOTAL	18.0
SUB-TOTAL PERCENT OF TOTAL		20.0%
TOTAL EMPLOYEES		90

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Fire Station

Police Station

Old City Hall

City Hall

Public Works

Murphy Rd.

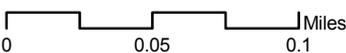
F.M. 544



City of Murphy, Texas

Date: October 6, 2008

**Plate 6-1
Community Facilities Map**



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City Hall

Murphy's City Hall is a four year old 29,295 square-foot building that houses most of the City's administrative departments. The building is in good condition and has walking trails, a pond, and substantial landscaping on the grounds surrounding it. Currently, 20.5 people (0.5 designates a part-time employee) work at City Hall, and these employees account for 22.8 percent of the City's workforce.

The building was designed with an ample amount of office/work space to accommodate additional employees that the City will need to handle future growth. As mentioned in the *Future Land Use Plan* chapter, Murphy will add approximately 3,000 more residents and will be "built-out" from a residential growth standpoint by the year 2014. Therefore, the anticipated growth of the City's administrative departments within the City Hall will be minimal, if levels of service stay the same.



Police and Courts Building

The Police and Courts Building is a 23,365 square-foot building that houses Animal Control, the Communications Department, Municipal Courts, and the Police Department. The building is in good condition and has a screened parking/service area for City vehicles. Currently 33 people work at the Police and Courts Building, and these employees account for 36.7 percent of the City's workforce. Notably, the City has 22 police officers within its Police Department.



Police service is an extremely important factor in determining a community's overall quality of life. Safety is often a prime consideration for people when deciding where to establish a home. A high crime rate (or even just a perception of crime) can cause people to decide not to locate in a particular area. Conversely,

a low crime rate can be an attractor for population growth. The ratio of police officers to population is commonly used to assess whether the police force can properly serve the citizenry. An accepted ratio of police officers to population is between 1.5 and 1.8 officers per 1,000 people.

Table 6-2: Ratio Analysis of Existing & Future Police Service Needs

Accepted Ratio of Police Officers to Population: 1.5 to 1.8 per 1,000 people		
Current # of Officers	Ratios	Future # of Officers Needed 2014 Population of 17,000
22	1.5 Officers Per 1,000	26
	1.6 Officers Per 1,000	27
	1.7 Officers Per 1,000	29
	1.8 Officers Per 1,000	31
Current Population:		14,000
Current Ratio of Officers Per 1,000 People:		1.57

The City currently has a ratio of 1.57 officers per 1,000 people. The generally accepted ratios are difficult to apply to small cities, given the fact that there has to be a certain number of officers for each shift, 24 hours per day and seven days per week. However, *Table 6-2* projects the number of police officers that will be needed if Murphy’s population increases in accordance with the projections within this Comprehensive Plan.

Fire Station

The Fire Station is a 27,335 square-foot building that houses only the Fire Department. The building is in good condition and has direct access to North Murphy Road, the City’s primary north/south arterial. Currently 18.5 people (0.5 designates a part-time employee) work at the Fire Station, and these employees account for 20.6 percent of the City’s workforce.



The Fire Station is centrally located and services the entire City. The farthest point within the City from the Fire Station is approximately 2.2 miles away in the Murphy Farms subdivisions. With this current facility and mutual aid agreements with surrounding cities supplementing City services, Murphy is currently providing for the fire protection needs of its citizens. Therefore, with minimal additional future growth expected, the need to build an additional fire station is limited. Notably, during the community input process, the Fire Department received very favorable comments on its service.

Public Works Building

The Public Works Building is an 8,375 square-foot building that houses the Parks and Public Works Departments. The building is in good condition, and is located in the southeast corner of the municipal complex area. Eighteen people currently work in the Public Works Department Building, and account for 20 percent of the City's workforce.



Old City Hall / Murphy School

One of the few remaining pieces of Murphy's history is the Old City Hall / Murphy School building. The building was constructed in the 1930s in association with the Works Progress Administration. It originally housed Murphy's elementary and high school students. After the school closed in 1950, citizens renovated it to become a community center and the City Hall.

This building is not currently being used and an architectural evaluation was recently conducted to determine what measures would be necessary to bring the building up to current standards. The architectural evaluation concluded that the building was viable candidate for reuse. A small animal shelter is located behind the Old City Hall. In July of 2007, the Capital Projects Advisory Committee discussed the possibility of converting the former City Hall into a new community center¹. The Capital Projects Advisory Committee approved placing a community center in the bond package proposal, not to exceed \$5 million. These funds were intended to cover the cost of the renovation and conversion of the former City Hall building.



¹ Capital Projects Advisory Committee Recommendations. July 16, 2007

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Community Facilities Policy Recommendations

The *Goals & Objectives*, public input, and the concepts outlined previously within this chapter provide a basis for the following community facility planning recommendations. The *Implementation Strategies* (Chapter 7) will outline specific ways in which the City can implement these policies, along with other recommended policies from other chapters of the *2008 Comprehensive Plan*. It should be noted that the following recommendations are in no specific order of priority or importance.

Recommendation 6.1: Develop a Multiple-Purpose Community Center.

Recommendation 6.1.A: The City should develop a Multiple-Purpose Community Center to house a recreation center, senior center and library for its citizens.

During the comprehensive planning process, it became evident that facilities and services that citizens wanted were a recreation center, senior center and a library. These three facilities/services could be accommodated in one building to help take advantage of economies of scale, and to streamline the number of City personnel that will be needed to run these operations. The cost savings to develop such a multiple-purpose building was viewed as a benefit during the planning process.

The size and location of such a facility will need to be determined, and the three component operations will have to be reviewed separately. The size of the recreation center area of the facility will need to be based on additional research and input from the community to better determine what types of recreational equipment and activities citizens would like to have in the facility. Similarly, the size requirements and activities for the senior center area need to be better evaluated and based upon additional community input and analysis of budget constraints.

The library area is the only component in which general guidelines for facility size exist. The American Library Association (ALA) standards for library space in relation to population is 0.75 square feet per library patron, which is the standard used for many cities in Texas in making decisions regarding library service. *Table 6-3* shows square footage projected for the City's anticipated future population based on a slightly decreased amount of square footage per library patron than what the ALA recommends. This decreased ratio is likely more applicable because not every person in Murphy will ultimately use the library.

In addition, the phrase "library service" has changed in recent years. It is no longer adequate to provide only books and other traditional research materials. Libraries need to be more diverse, with computer and internet related services as well; therefore,



when library services are discussed herein, the discussion is intended to encompass these newer technology-related services. Based upon the standard of 0.5 square feet per person, the ultimate population will require approximately 8,500 square feet of library space.

Table 6-3: Library Square Footage Needs

Library Facility		
Basis & Needs	2008	2014
Population	14,000	17,000
Square Footage Needed Based on Revised ALA Standard of 0.5 Square Feet per Person	7,000	8,500

Recommendation 6.2: Determine the Future Use of the Old City Hall.

Recommendation 6.2.A: The City should reuse the Old City Hall building for a community use.

The City should preserve the Old City Hall and find a community use for the building. The architectural evaluation revealed that the building could be rehabilitated and saved. With this information in hand, City leaders have a better understanding of what it will cost to bring the Old City Hall up to current building standards. A variety of uses could be accommodated on the current 5.5-acre site, and further study should be given to explore which community uses may be appropriate.



Recommendation 6.3: Determine the Desired Ratio of Police Officers.

Recommendation 6.4.A: The City should determine the desired ratio of police officers per 1,000 residents, and should plan to increase staffing accordingly as population grows.

As discussed earlier in this chapter, the City currently has 1.57 officers per 1,000 residents. As the City reaches its “build-out” population, it will need to hire between four and nine more officers within the next six years to maintain the ratios described in *Table 6-2*. Community and Police Department input will be critical to ensuring that the appropriate ratio is determined.

Recommendation 6.4: Continue the City's Communication Efforts.

Recommendation 6.5.A: Murphy should continue its current level of community communication through use of the internet, meeting with community groups, mailings and various other techniques.

Murphy has been very effective in communicating with its citizens. City staff updates the City's website daily, and mailers are sent within utility bills informing residents of community news and events. City staff also has meetings with developers and builders to discuss issues and concerns. Murphy has received positive input regarding communication between the citizens and the City.

Murphy's proactive communication strategy is important to ensure that City information is available to citizens through telephone, email, internet and any other useful communication options. As a result, citizens are well-informed of community events and issues. Through this information, citizens and business can be more involved with their local government.

City of Murphy

2008 Comprehensive Plan



Chapter 7

Implementation Strategies

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Introduction

Truly successful communities have a vision for their future. They set forth clear goals and objectives, as well as establish a policy direction aimed at creating that vision. Then they have a practical and specific set of techniques and priorities for carrying out that direction. This chapter completes Murphy's *2008 Comprehensive Plan* by providing implementation techniques and priorities that cohesively address the goals, objectives and policy recommendations established herein.

Planning is essential to setting the stage for quality growth and development in any community. Implementation is essential to carrying out the vision for planning. Techniques for implementation prescribe methods that should be taken to achieve the goals, objectives and policy recommendations expressed in the Plan. Implementation must be designed so that it can begin immediately after a plan is approved. The Plan must be structured to provide direction for decision-makers and stakeholders for successful implementation.

Murphy has a history of comprehensive, or long-range, planning. The related implementation of its planning efforts over time has helped the City evolve into a highly desirable place to live, as evidenced by its population growth in recent years. With this *Implementation Strategies* chapter, the *2008 Comprehensive Plan* seeks to continue Murphy's proactive approach to planning and "making the community's vision happen" as it continues to grow and mature.

This *Implementation Strategies* chapter is structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for Murphy described within this Plan. Specifically, it provides an overall listing of prioritized implementation actions, for the short- and long-term. These priorities are correlated to the *Comprehensive Plan* chapter in which they are discussed and the appropriate goal and/or objective to which they relate.

This chapter of the Plan should be viewed as the City's initial "action plan" for implementation, and it should be updated as progress occurs on these items. The process of taking action, reporting on results, and updating the priorities is necessary to respond to change and to keep the Plan current, while continuing to implement the Plan's overall policy framework.

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General Use of the Plan

A Guide for Daily Decision-Making

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether it is a subdivision that is being platted, a home that is being built, or a new school, church or shopping center that is being constructed, represents an addition to Murphy's physical form. The composite of all such additions to the community forms the City's visual image as it is perceived and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the applicable recommendations as outlined within the Comprehensive Plan. Private builders and developers, likewise, should be familiar with and should try to work within the broad concepts, policies and recommendations of this Plan so that their land development efforts become part of a meaningful whole in shaping the City.

A Flexible Guide

Plan Amendments

This *2008 Comprehensive Plan* is intended to be a dynamic planning document for Murphy – one that responds to changing needs and conditions. The full benefits of the Plan can only be realized by maintaining it as a usable, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be reviewed and possibly revised. By such action, the Plan will remain current and effective in meeting the City's decision-making needs.

Plan amendments should be made after thorough analysis of immediate needs, as well as consideration for the long-term effects of proposed amendments. The City Council and other officials should consider each proposed amendment carefully to determine whether or not it is consistent with the Plan's intent, and whether it will be beneficial for the long-term health and vitality of the City.

Annual Reviews

Annual reviews of the *2008 Comprehensive Plan* should be undertaken with respect to current conditions and trends. The Planning and Zoning Commission has been invaluable to this comprehensive planning process. The Commission members' knowledge of the City's *2008 Comprehensive Plan* as well as what is occurring in Murphy in terms of development, re-zonings and capital improvements would provide great insight during periodic future reviews of this Comprehensive Plan. The Planning and Zoning Commission should review the Plan annually, and should make recommendations on prioritized changes to this document if any such are needed to keep pace with changing times.

During annual review of the Comprehensive Plan by the Planning and Zoning Commission, a report of their findings should be prepared by staff and presented to the City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions to the Plan should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Adjustments related to capital expenditures;
- Changes to the City's regulations or programs;
- Adjustments of Comprehensive Plan priorities; and
- Changes in State and federal laws.

Five-Year Review & Update

In addition to periodic annual review, the *2008 Comprehensive Plan* should undergo a thorough review and update every five years. The review and update process should begin with the establishment of a committee similar to the Comprehensive Plan Steering Committee that was appointed to assist in the preparation of this Plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders, developers, business owners, and other citizens and individuals who express an interest in the long-term growth and development of the City.

Specific Implementation Strategies/Priorities

Implementation is probably one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic mechanisms for implementation, the recommendations contained within the Comprehensive Plan will be difficult to realize. The City should work toward implementation of recommendations on an incremental, annual basis.

The three tables on the following pages provide a coordinated listing of *2008 Comprehensive Plan* implementation priorities. Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption – Murphy is no exception. Implementation of the *2008 Comprehensive Plan*, therefore, must be prioritized to guide **immediate priorities, on-going priorities, and long-term priorities**. These priorities must be balanced with timing, funding and City staff resources. While all Plan recommendations share some level of importance because they warranted discussion within the Plan, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time. Other than the inclusion of these actions into the three aforementioned priority categories, they are in no particular order of priority.

Table 7-1: Immediate Priorities

Item	Immediate Priorities	Chapter Reference	Policy Rec. Reference	Implementation Mechanism	Org / Dept
I.1	Continue to promote land use decisions that allow Murphy to be a full-life cycle community.	Chapter 3: Land Use	3.6.A	Comprehensive Plan; Zoning Ordinance	Planning Dept.
I.2	Require three basic building materials for building facades, and two of the three required materials should be brick and stone.	Chapter 3: Land Use	3.9.A	Zoning Ordinance	Planning Dept.
I.3	Conduct a traffic engineering study for the optimal lane configuration for the intersection of Murphy Road and F.M. 544.	Chapter 4: Thoroughfares	4.1.A	City Policy	Public Works
I.4	Develop a prioritized listing of intersections and other traffic areas throughout Murphy for which traffic engineering studies should be conducted.	Chapter 4: Thoroughfares	4.1.B	City Policy	Public Works
I.5	Continue to improve the City's access management standards for developments along major roadways.	Chapter 4: Thoroughfares	4.1.D	Comprehensive Plan; City Policy	Planning Dept.

I.6	Upgrade traffic signals and the design of crosswalks to promote more pedestrian-friendly crossings at major intersections.	Chapter 4: Thoroughfares	4.3.A	City Project	Public Works
I.7	Investigate which roadways and intersections within the City should have street lighting improved or installed, and develop a prioritized listing of such roadways and intersections.	Chapter 4: Thoroughfares	4.4.A	City Policy	Public Works; Planning Dept.
I.8	Use Murphy Road, Heritage Parkway, Brand Road, Betsy Lane, and McCreary Road as image-enhancement corridors and begin implementing the following recommendations (refer to chapter for specific recommendations).	Chapter 4: Thoroughfares	4.5.A	City Policy	Public Works; Planning Dept.
I.9	Synchronize the City's economic development efforts with the goals, objectives and recommendations of the 2008 Comprehensive Plan to build upon the efforts of both.	Chapter 5: Economic Development	5.2.A	City Policy	Planning Dept.; Economic Develop.
I.10	The City should develop a Multiple-Purpose Community Center to house a recreation center, senior center and library for its citizens.	Chapter 6: Community Facilities	6.1.A	City Project	Parks Dept.

Table 7-2: On-Going Priorities

Item	On-Going Priorities	Chapter Reference	Policy Rec. Reference	Implementation Mechanism	Org / Dept
I.11	Maintain a Future Land Use Plan and Map that balances residential and non-residential land uses.	Chapter 3: Land Use	3.1.A	Comprehensive Plan	Planning Dept.
I.12	Amend the <i>Future Land Use Plan</i> prior to rezoning land that would otherwise result in an inconsistency between the <i>Future Land Use Plan</i> and the Zoning Map.	Chapter 3: Land Use	3.2.A	Comprehensive Plan; Zoning Map	Planning Dept.
I.13	Review current codes to ensure neighborhoods are being well-kept, and continue the City's proactive compliance efforts.	Chapter 3: Land Use	3.7.A	City Policy	Building Dept.
I.14	Integrate livability concepts into land use decisions, such as rezoning cases.	Chapter 3: Land Use	3.8.A	Comprehensive Plan; Zoning Ordinance	Planning Dept.
I.15	Implement environmentally responsible construction methods and building designs for future municipal buildings.	Chapter 3: Land Use	3.9.B	City Policy	City Admin.
I.16	Ensure non-residential developments are complementary to surrounding residential developments by requiring at least two (2) connections into adjacent areas. Apply specific standards and/or methods to integrate hike and bike trails, bike lanes, parks and open spaces into existing and future developments.	Chapter 3: Land Use	3.10.A	Zoning Ordinance; Subdivision Ordinance	Planning Dept.
I.17	Where possible, encourage the design of non-residential developments and residential developments to be integrated rather than isolated from surrounding properties to ensure a positive relationship between properties, and to minimize the impact of non-residential development on residential development.	Chapter 3: Land Use	3.10.B	Zoning Ordinance; Subdivision Ordinance	Planning Dept.

I.18	Continue the City's efforts to provide parks and trails throughout the community by implementing the recommendations of the Park Master Plan.	Chapter 3: Land Use	3.11.A	City Policy	Parks Dept.
I.19	Develop a program where the City will match a dollar amount, up to a given point, for a business to either improve its existing façade or to remove an existing pole sign.	Chapter 3: Land Use	3.12.A	City Policy	Economic Develop.
I.20	Continue to build upon and strengthen programs such as a "Keep Murphy Beautiful" program where the City can work with businesses and other organizations to improve the appearance and overall quality of life of the City.	Chapter 3: Land Use	3.13.A	City Policy	Public Works
I.21	Work with TxDOT, North Central Texas Council of Governments (NCTCOG), and surrounding cities to address traffic signal timing problems.	Chapter 4: Thoroughfares	4.1.C	City Policy	Public Works
I.22	Provide quality recreational mobility options and opportunities for people to move throughout the community without the need of an automobile, using trails and sidewalks that interconnect the City and join with regional trail systems.	Chapter 4: Thoroughfares	4.3.B	City Policy	Parks Dept.
I.23	Prioritize roadway expansion (and related projects such as street lighting), landscaping, and trail projects into a Capital Improvements Program (CIP) listing to accommodate desired future growth of the City.	Chapter 4: Thoroughfares	4.7.A	City Policy	Public Works; Planning Dept.
I.24	Investigate and pursue opportunities for joint funding of roadway and trail projects.	Chapter 4: Thoroughfares	4.7.B	City Policy	Public Works; Planning Dept.
I.25	Ensure significant funding to implement Park Plan recommendations with resources from the MCDC.	Chapter 5: Economic Development	5.3.A	City Policy	Economic Develop.

I.26	Fund projects that improve Murphy's quality of life and that improve existing infrastructure.	Chapter 5: Economic Development	5.4.A	City Policy	Economic Develop.
I.27	The City should reuse the Old City Hall building for a community use.	Chapter 6: Community Facilities	6.2.A	City Policy	Parks Dept.
I.28	The City should determine the desired ratio of police officers per 1,000 residents, and should plan to increase staffing accordingly as population grows.	Chapter 6: Community Facilities	6.3.A	City Policy	Police Dept.
I.29	Murphy should continue its current level of community communication through use of the internet, meeting with community groups, mailings and various other techniques.	Chapter 6: Community Facilities	6.4.A	City Policy	City Admin.

Table 7-3: Long Term Priorities

Item	Long Term Priorities	Chapter Reference	Policy Rec. Reference	Implementation Mechanism	Org / Dept
I.30	Develop a program for capital items, such as sidewalks, benches, trees and other small neighborhood amenities, to be strategically placed in neighborhoods throughout the community	Chapter 3: Land Use	3.3.A	City Policy	Planning Dept.; Public Works
I.31	Establish an incentive program for homeowners' associations (HOA) to implement drought-tolerant landscaping.	Chapter 3: Land Use	3.4.A	City Policy	Planning Dept.; Public Works
I.32	Investigate the feasibility and public support for a Murphy Wildflower Program designed to enhance the image of neighborhoods and roadway corridors.	Chapter 3: Land Use	3.5.A	City Policy	Public Works
I.33	With input from the public, develop a City program and procedures to implement traffic calming devices in neighborhoods that experience excessive cut-through traffic.	Chapter 4: Thoroughfares	4.2.A	City Policy	Public Works
I.34	Investigate the need and feasibility of constructing noise abatement / screening walls and materials for existing residential areas that abut major roadways.	Chapter 4: Thoroughfares	4.6.A	City Policy	Public Works
I.35	Establish the incentives as recommended in the <i>Future Land Use Plan</i> (Recommendation 3.12) to improve existing building façades and to remove pole signs using economic development corporation funding.	Chapter 5: Economic Development	5.1.A	City Policy	Economic Develop.