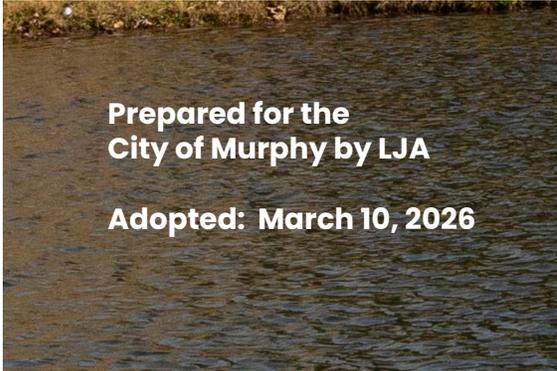


CITY OF MURPHY MASTER PLAN



**Prepared for the
City of Murphy by LJA**

Adopted: March 10, 2026



ACKNOWLEDGEMENTS

We Give Our Appreciation to the Murphy Community and:

Mayor + City Council

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 Andrew Chase, Council Member, Place 3
 Ken Oltmann, Council Member, Place 4
 Laura Deel, Council Member, Place 5
 Jené Butler, Deputy Mayor Pro Tem, Place 6

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INTRODUCTION

CHAPTER STRUCTURE

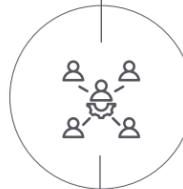
Murphy is a city defined by quality, with high expectations for its neighborhoods, public spaces, and everyday experience. This Master Plan serves as a refined framework for how the City maintains that standard through thoughtful coordination of policies, investments, and civic priorities. Rather than focusing on expansion, the Plan emphasizes care, balance, and long-term value in the decisions Murphy makes. It is a guide for protecting what works, enhancing what matters, and ensuring the city remains exceptional by design.



ABOUT THE MASTER PLAN

Explains why the Plan was updated, how it was created, and how it should be used.

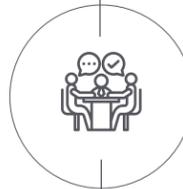
PAGE 5



PLANNING AREA + POPULATION

Summarizes Murphy's local context, planning boundaries, and maturity trends that influence decision-making.

PAGE 10



COMMUNITY ENGAGEMENT

Contains details on the Master Plan outreach and collaboration efforts, as well as a summary of the major community engagement events.

PAGE 17



COMMUNITY VISION

Presents the supporting themes that guided this Master Plan, along with the Community Vision Statement and Vision Guiding Principles, that anchor priorities throughout the Plan.

PAGE 26

ABOUT THE MASTER PLAN

LETTER FROM THE MAYOR

Over the past several years, Murphy has continued to invest in the qualities that make it a highly desirable place to live. From strong neighborhoods and public spaces to high expectations for design and service, our community has been intentional about maintaining a high standard of quality and care.

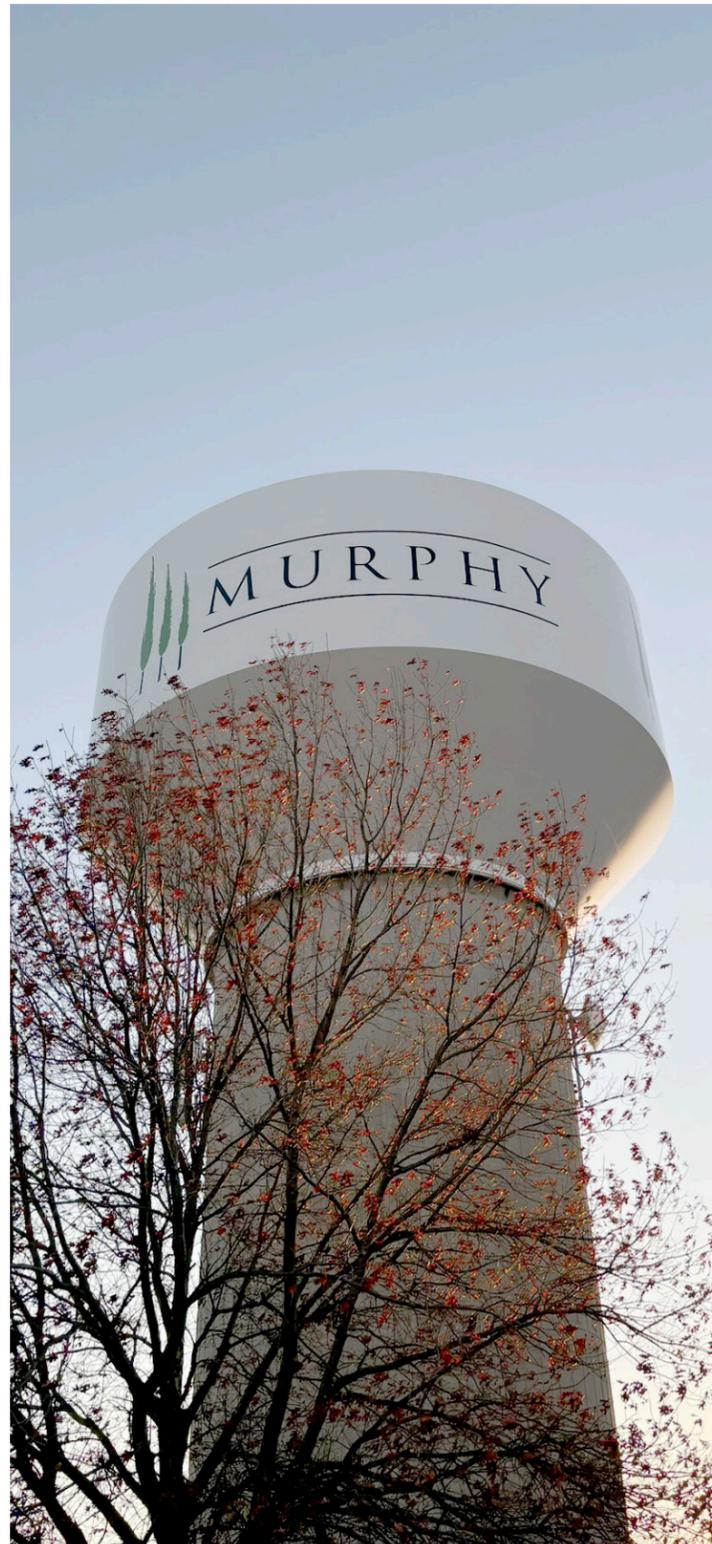
In light of this, the City of Murphy began an update to the Murphy Master Plan in 2025. This effort was shaped by the people who know the city best: residents, business owners, and community partners. Your contributions ensured the Plan reflects the values and character that define our community.

This Plan provides a shared framework for how Murphy continues to strengthen its destinations, parks, services, and fiscal health while protecting the character residents value. It belongs to the community, and its success depends on using it consistently to guide decisions that shape Murphy's future by design.

Thank you to everyone who participated. Your input strengthened this effort and helped clarify priorities for the years ahead. I invite the community to stay engaged as we implement the Plan and continue delivering the quality and character Murphy expects.



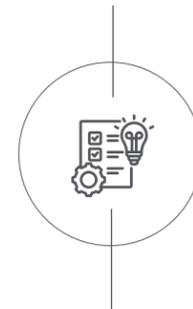
Warm Regards,
Scott Bradley
Scott Bradley
Mayor, City of Murphy



ABOUT THE MASTER PLAN

PURPOSE

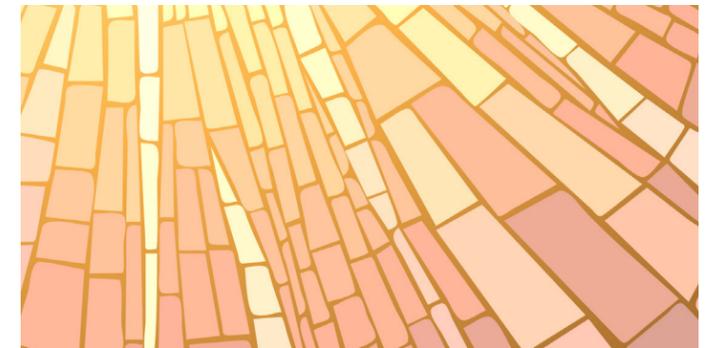
The purpose of the Master Plan is to address the future needs of the City by establishing a clear guide for policies, reinvestment, redevelopment, and decision-making that support Murphy's long-term quality and fiscal strength. The contents of this Plan:



- Set a Vision for the community for the next 15 to 20 years,
- Establish policies to guide City staff and leadership,
- Provide direction for both redevelopment and intentional new development in the city, and
- Include clear and implementable actions that support destinations, public amenities, and fiscal resilience.

The components of this Plan were significantly influenced by the collaboration and feedback established during the planning process. Housing, mobility and transportation, economic development, and parks and facilities are some of the key factors considered for Murphy in establishing a vision for the future. In this Plan, there is a special focus on destinations. "Destinations" refer to the key places, both City-owned and privately-owned, where design, amenities, and programming come together to create memorable experiences, community pride, and fiscal return.

Murphy is best understood as a mosaic: a collection of distinct neighborhoods, corridors, parks, and destinations. Each area has its own character and identity. When thoughtfully connected through design, mobility, and public investment, these individual pieces form a cohesive and beautiful whole. This Master Plan ensures that Murphy's parts remain unique while contributing to a unified community vision. The mosaic theme can be subtly seen throughout the Master Plan to symbolize this concept.



TIME FOR AN UPDATE

The Murphy Master Plan was last updated in 2008, and best practice recommends periodic updates to ensure plans reflect current conditions and priorities. With Murphy now reaching build-out, the city is navigating the realities of a maturing community, including limited vacant land, aging commercial areas, evolving infrastructure needs, and opportunities for redevelopment. Together, these circumstances signal a shift in focus: from accommodating growth to intentionally shaping reinvestment in destinations, amenities, and services that enhance quality of life and long-term value.

ABOUT THE MASTER PLAN

MASTER PLAN CHAPTERS

The Master Plan covers a wide array of topics, which are housed in four main chapters. The chapters contain community feedback highlights, some context and existing conditions details, a vision for the future, and a detailed action plan to achieve the vision.

Prior to those chapters, however, is some context about how the chapters were formed and what factors are present in Murphy in general.

- 2 **CHAPTER 2:**
Fiscal + Economic Vitality
- 3 **CHAPTER 3:**
Design System
- 4 **CHAPTER 4:**
Services, Facilities, + Utilities
- 5 **CHAPTER 5:**
Implementation

PLANS HIERARCHY + RELEVANCE

City of Murphy Strategic Plan

The Master Plan works primarily in conjunction with the Strategic Plan to provide a vision for the future of the City. The Strategic Plan is an important organizational vision that sets initial objectives. The City of Murphy adopted its current Strategic Plan in 2025. This document contains both a mission and vision statement for Murphy, along with 20 objectives organized in six key focus areas.

The Master Plan builds on the Strategic Plan by offering more detailed guidance on land use, design, and how to achieve the development goals of the community. Together, these documents work as a coordinated decision framework where the Strategic Plan sets organizational priorities and the Master Plan guides place-based decisions about design, reinvestment, and long-term community outcomes.



ABOUT THE MASTER PLAN

Parks, Recreation, Trails + Open Space Master Plan

This document was updated in 2024. It provides analysis on the natural spaces and recreational amenities in Murphy, including recommendations for future spaces that were considered in the development of this Plan.

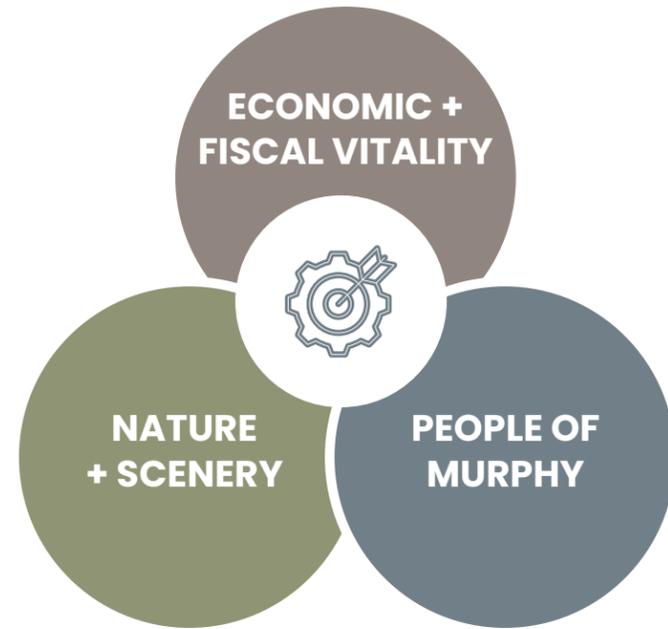


FUTURE PLANS

Future plans and studies are recommended to implement the guiding principles of the Master Plan. The Murphy Capital Improvement Program (CIP) is the funding program for large investments in and maintenance of infrastructure in 5-10-year cycles. The citywide policies and vision within the Plan will inform the CIP and provide for continued successful provision of services.

ABOUT THE MASTER PLAN

PLANNING APPROACH



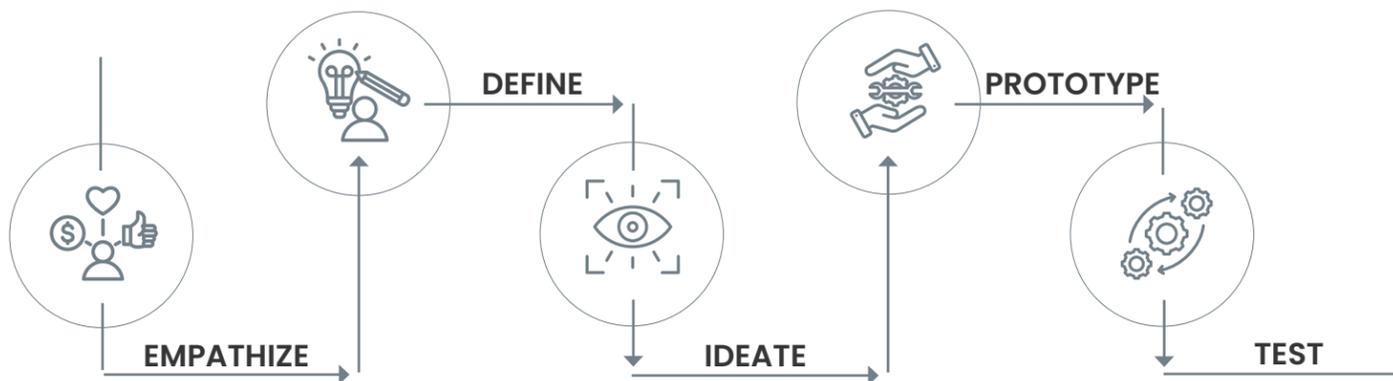
The Murphy Master Plan was created using the following two methodologies.

TRIPLE BOTTOM LINE (3BL)

The 3BL framework centers on the intersection of people, economy, and nature. The adjacent graphic provides an image of this concept. This framework was used throughout the Master Plan Process to ensure that implementation is nuanced and does not come at the expense of one of the three spheres. For Murphy, this means decisions should strengthen community experience, support fiscal performance, and protect the city's natural assets without advancing one outcome at the expense of another.

DESIGN THINKING

Design Thinking is a five-step, people-centered approach that prioritizes listening, testing ideas, and refining solutions through collaboration. The diagram above illustrates the concept, with the primary step, empathizing, being carried out throughout the process. Open listening, to understand resident and stakeholder needs and expectations, was emphasized throughout the process and informed both the Vision Guiding Principles and implementation actions.



PLANNING AREA + POPULATION

BRIEF HISTORY OF MURPHY

The area now known as Murphy was settled in 1846 by C.A. McMillen and was initially called "Old Decatur." After briefly being named "Maxwell's Branch" after the nearby Maxwell Creek, the community was renamed in 1888 for William Murphy, who donated land for the St. Louis and Southern Texas Railway. Additional settlers arrived from the southeastern U.S. region during that time. Many were of Scotch-Irish heritage, reflected not only in the name of the city, but many roads in and around it, such as Maxwell, McMillen, McWhirter and Dublin.

Though there is little remaining evidence of the early days of Murphy, several historic cemeteries are the final resting place for those who settled in the region. Other historical assets in the city include the 1938 Murphy School, now the bustling Murphy Community Center. Also remaining is the century-old First Baptist Church, moved to its current location in the mid-2000s to save it from demolition along the then-growing FM 544.

The Murphy community was known as a major agricultural community, exporting a significant amount of corn, onions, and cotton by way of railroad. Though the size and purpose of the community remained stable for over a century, the community began to fade as the region urbanized. In 1958, the city was officially incorporated, though approximately 25 percent the size of the current boundaries. In the early 1970's, newcomers to the region found Murphy to be a potential suburban community and some of the earliest subdivisions were Skyline Acres and Willow Wood Estates. The city adopted its first Master Plan in 1973 to prepare for what then Mayor Tom Clevenger stated, "extreme and traumatic growth". By the mid-1980's, Murphy was beginning to see significant residential development pressures, best reflected by The Timbers neighborhood.

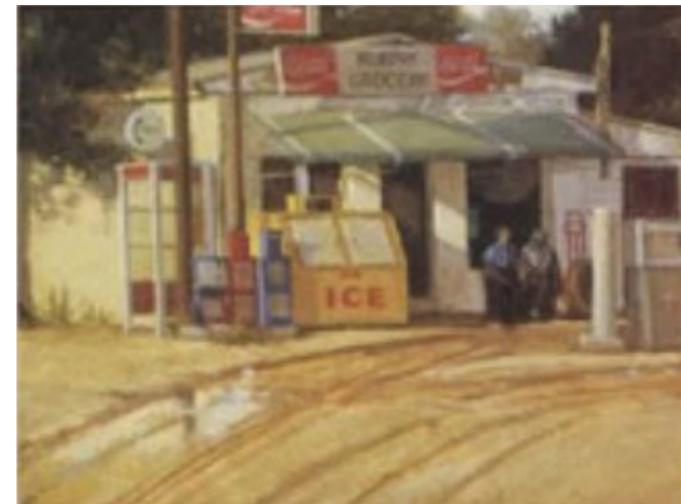


Image Source: City of Murphy website



Image Source: City of Murphy website

PLANNING AREA + POPULATION

BRIEF HISTORY OF MURPHY

The FM 544 thoroughfare of Murphy, now known as “The Corridor” was mostly developed as a commercial center from 1998 after the opening of the President George Bush Turnpike. Starbucks was one of the first major tenants to appear that year and signaled the beginning of what would become almost 2,000,000 square feet of retail and office space. The Corridor functions as a regional hub for daily services, shopping, and dining, and FM 544 serves nearly 55,000 cars per day. The city will soon welcome H-E-B, reflecting the Corridor’s continued role as a regional retail destination. In 2005, the ambitious Murphy Municipal Complex was completed, ushering in a new era of service to a growing city. The complex, including Central Park, continues to serve as the core asset for community events. As of 2026, the City maintains nearly 300 acres of parkland.

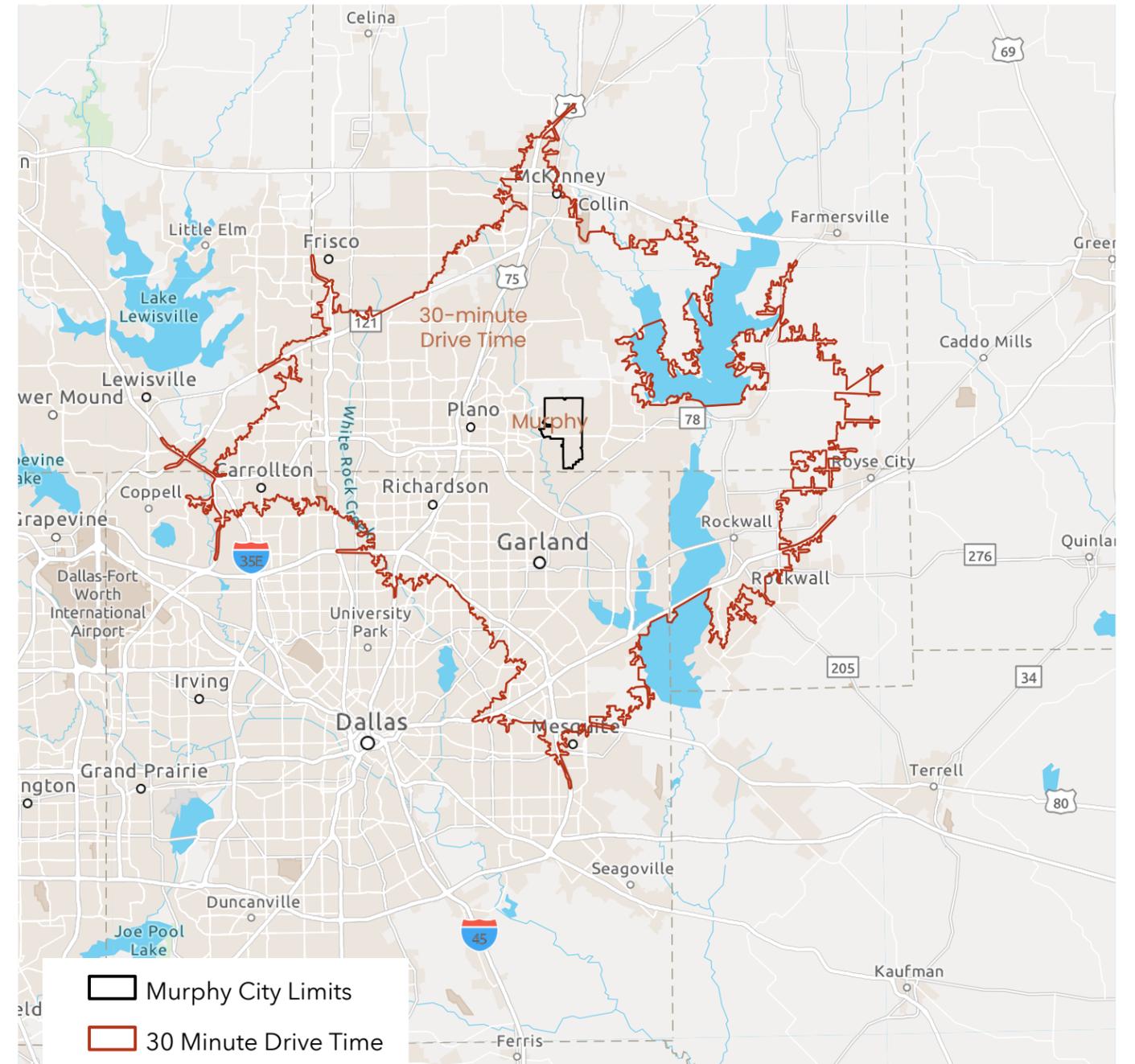
The City has adopted the motto, “Life Lived at Your Pace.” As a community of only approximately 5.7 square miles, Murphy may be small in area, but big in delivering a quality city for residents to in fact live life at their pace. It is the hope that this Master Plan will serve as a guide as Murphy continues to write its history for years to come.



PLANNING AREA + POPULATION

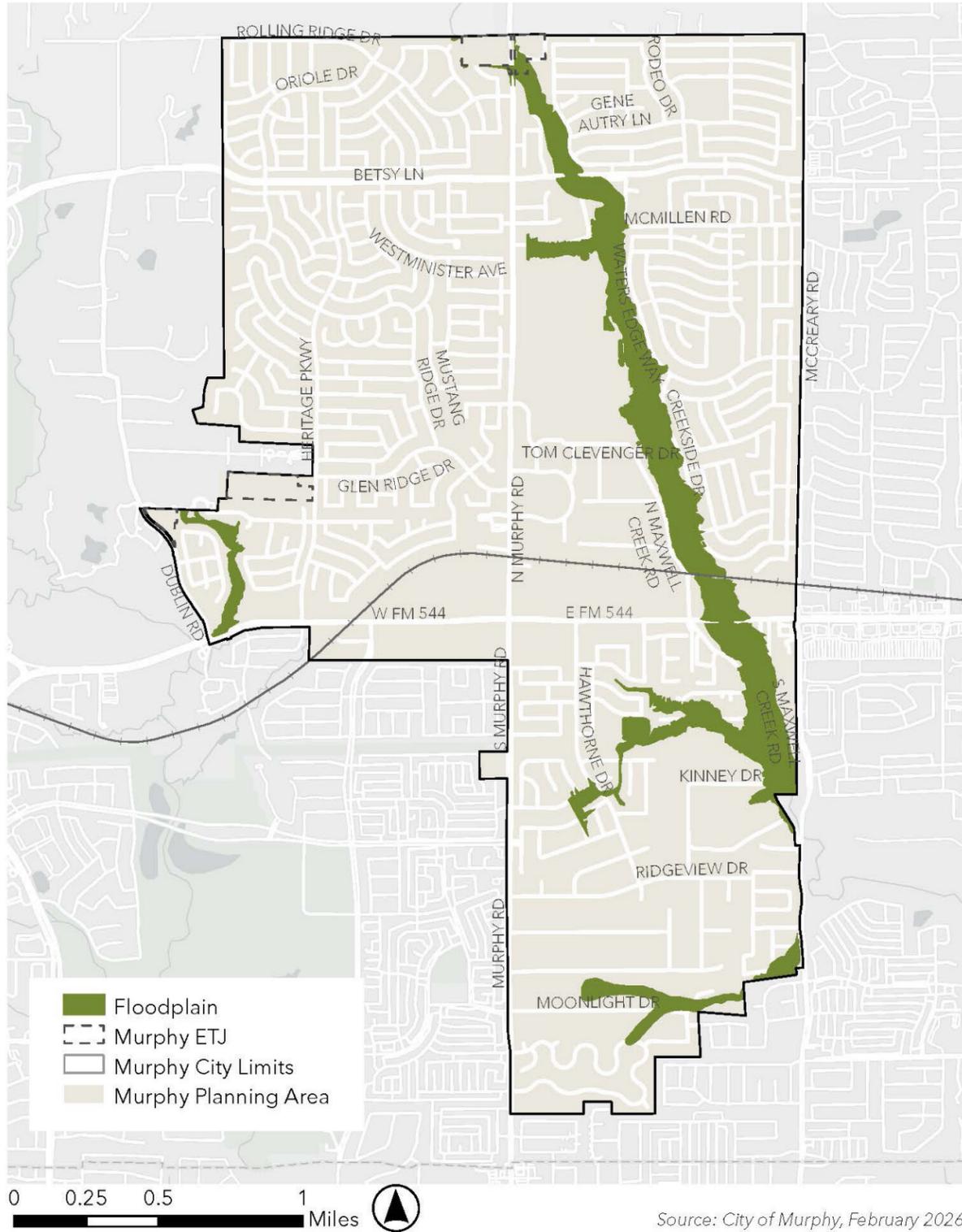
MURPHY + THE REGION

The City of Murphy is a suburban community located in the southern portion of Collin County. Murphy neighbors the cities of Plano, Richardson, Sachse, Wylie, and Parker, and is within the larger Dallas-Fort Worth Metroplex. The residents of Murphy can travel as far North as McKinney, as far South as Mesquite, as far East as Rockwall, and as far west as Carrollton generally within a 30-minute drive. Murphy is also within approximately 15 minutes of Lake Lavon and Lake Ray Hubbard, providing community members with nearby water amenities like boating, fishing, and paddleboarding.



PLANNING AREA + POPULATION

PLANNING AREA



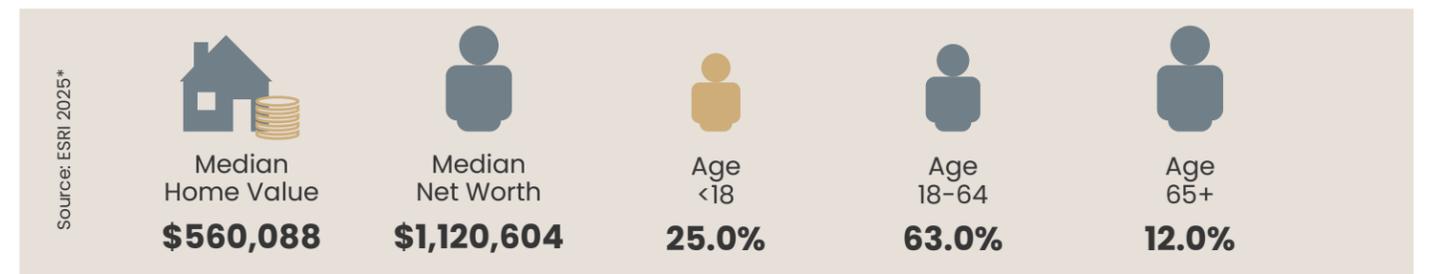
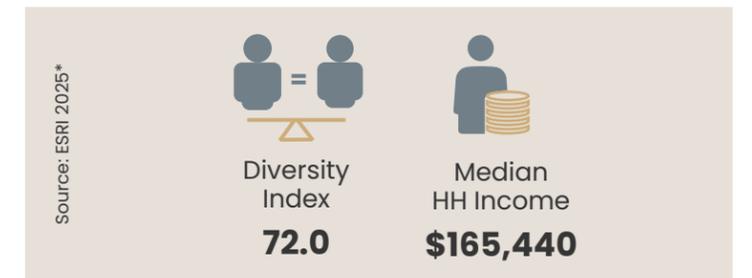
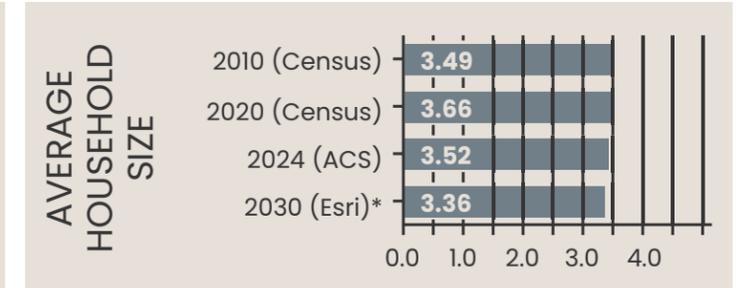
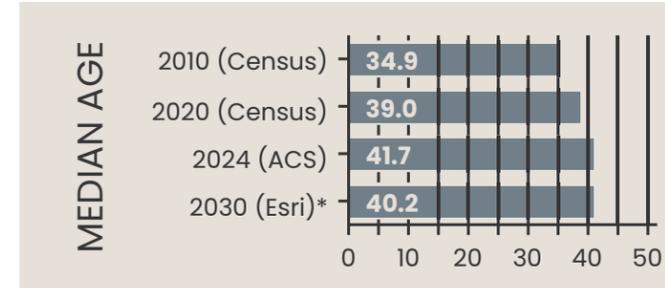
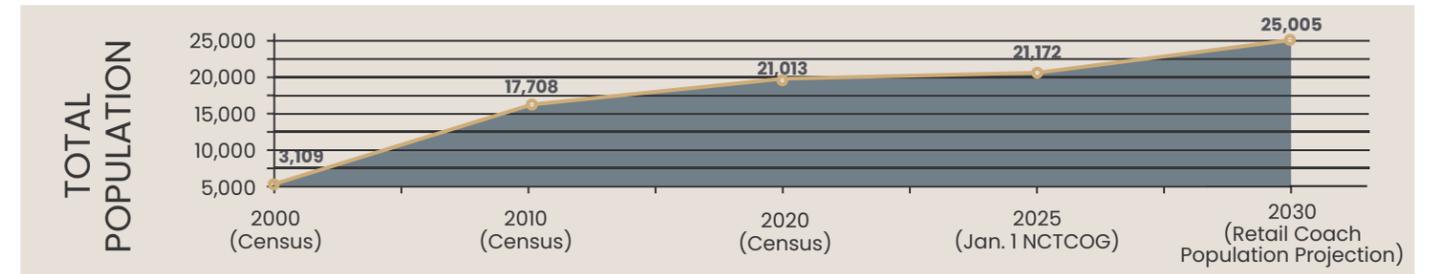
Source: City of Murphy, February 2026

PLANNING AREA + POPULATION

The City of Murphy was founded in 1958, in south Collin County, at a quarter of the size of the current boundaries. The current city limits include approximately 5.7 square miles, and the planning area is 5.76 square miles including the Extraterritorial Jurisdiction (ETJ). Since its founding, the City of Murphy has grown into a premier suburban community in the Dallas-Fort Worth Metroplex.

POPULATION GROWTH

As a largely built-out community, population trends in Murphy provide important context for planning decisions rather than a driver of future expansion. The City of Murphy had a population of approximately 21,172 people as of January 2025, and it is expected to remain relatively stable. The city experienced tremendous population growth from 2000 to 2010 gaining approximately 14,559 people. However, development activity transitioned from new construction to reinvestment and redevelopment in the following decade, gaining only 3,305 people. This change is attributed to the buildout and maturity of many of the neighborhoods in the city.



PLANNING AREA + POPULATION

BUILDOUT + MATURITY + EXTRATERRITORIAL JURISDICTION

BUILDOUT + MATURITY

Many of the residential neighborhoods in Murphy are now built out with little residential development left on the horizon. The city currently has approximately 6,159 housing units and only an additional 161 units are anticipated in the next five years based on Esri projections.

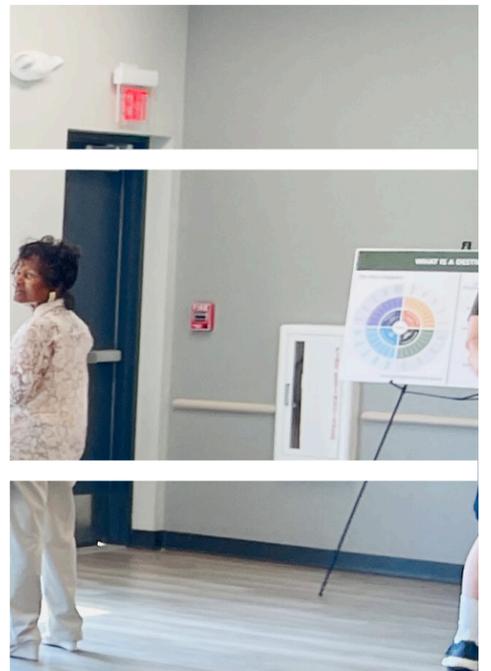
ETJ CONTROL LIMITATIONS

Extraterritorial jurisdiction (ETJ) is the land that an incorporated city may legally annex for the purpose of planning and accommodating future growth and development. Before 2015, cities were able to ensure new development within the ETJ was built with standard fire protection and infrastructure. However, in recent years, Texas legislation has been passed that:

- (1) Minimized the ability of cities to proactively annex property into the ETJ and
- (2) Increased the authority and operation of special districts over local infrastructure.

This shift in the regulatory environment in Texas has expedited the growth of special districts that are not required to negotiate with cities. This in turn may allow development incompatible with existing and future land uses of the city.

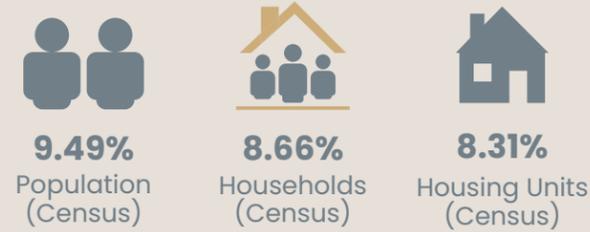
The City of Murphy specifically has limited ETJ due to its small size and the proximity of other cities. The City has ETJ to the north and west. Overall, the ETJ includes 36 acres or 0.06 square miles. Given these limitations, Murphy's planning efforts focus primarily on managing quality, compatibility, and reinvestment within the existing city limits.



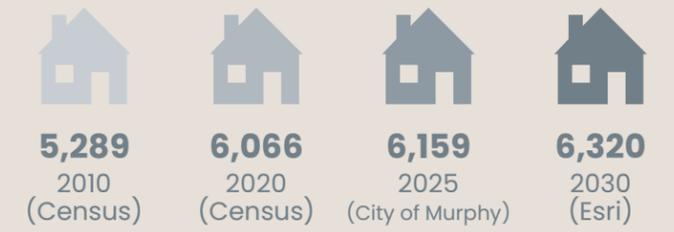
PLANNING AREA + POPULATION

HOUSING CONSTRUCTION

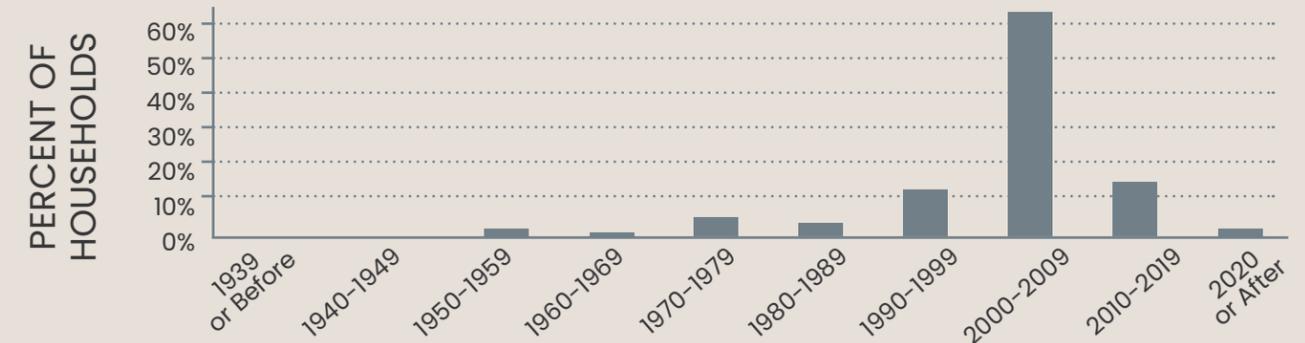
2000-2020 COMPOUND ANNUAL GROWTH RATE



TOTAL HOUSING UNITS: PAST, PRESENT, POTENTIAL



YEAR PROPERTY BUILT



COMMUNITY ENGAGEMENT

TYPES OF ENGAGEMENT

Throughout the Master Plan planning process many types of community engagement were used to curate a relevant and implementation ready plan. This allowed the planning team to:

- Share relevant information and Master Plan updates,
- Educate the community about the role and importance of the Master Plan, and
- Engage the community and build consensus.

The following seven types of engagement were used to inform the Plan. To complement this engagement, additional outreach was conducted through social media, newsletters, and flyers.

Methods

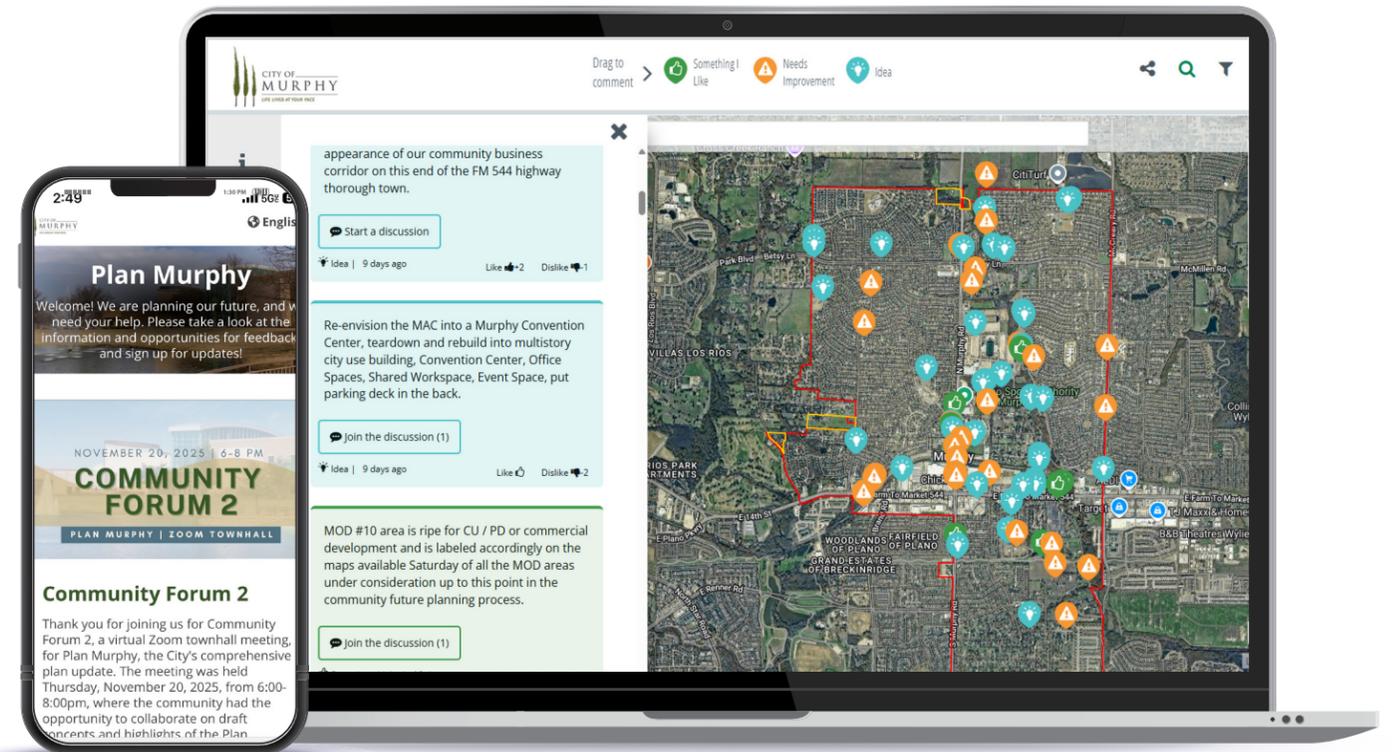
- Project Website + Collaboration Map
- 2024 Community Survey
- Stakeholder Interviews
- Community Forums
- Youth Advisory Committee
- Technical Advisory Committee
- Master Plan Advisory Committee



COMMUNITY ENGAGEMENT

WEBSITE + COLLABORATION MAP

During the development of this Master Plan, the project website, PlanMurphy.com, was used to keep community members informed on project updates, timeline, and engagement events. A collaboration map allowed for additional interaction between local individuals and the planning team. This map was available from June through October 2025, on the project website, and gave viewers the opportunity to provide feedback related to problem locations and areas of interest in Murphy. The following points highlight key feedback from the collaboration map feature:



KEY FEEDBACK	104 COMMENTS	335 "LIKES"	COMMUNITY APPRECIATION FOR EXISTING NATURAL AMENITIES AND TRAIL IMPROVEMENTS
	NEW IDEAS INCLUDING BIKE LANES, PARK ENHANCEMENTS, PUBLIC ART, REDEVELOPMENT, AND DESTINATIONS		LIGHTING AND LANE EXPANSION CITED AS NEEDED STREET IMPROVEMENTS

COMMUNITY ENGAGEMENT

2024 CITIZEN SURVEY

Prior to the Murphy Master Plan update process, the City conducted a Citizen Survey in October of 2024. In collaboration with OnPointe Insights, the City digitally surveyed residents for their opinion on development, quality of life, services provided by the City, and priorities for the future. The survey was designed to be convenient for residents to take from all devices. Residents were informed of this engagement opportunity through the city website along with advertisement via email and social media.

SURVEY INSIGHTS



1,146
SURVEY RESPONDENTS



62%
OF SURVEY RESPONDENTS HAD LIVED IN MURPHY FOR MORE THAN 10 YEARS



THE SAFE, WELL MAINTAINED, AND FAMILY FRIENDLY COMMUNITY IN MURPHY IS APPRECIATED BY SURVEY RESPONDENTS

74%
OF SURVEY RESPONDENTS BELIEVE MURPHY IS HEADING IN THE RIGHT DIRECTION

GROWTH AND TRAFFIC EMERGED AS THE MOST COMMON CONCERNS AMONG RESPONDENTS, FOLLOWED BY PRESERVING MURPHY'S SMALL-TOWN CHARACTER AND DESIRE FOR MORE AMENITIES



COMMUNITY ENGAGEMENT

STAKEHOLDER INTERVIEWS

Members of the community with various backgrounds and roles were interviewed in the summer of 2025. Critical feedback was gathered from these interviews, with conversations focused on Murphy strengths and weaknesses, quality of life, and successful implementation of ideas presented in this Plan.



Stakeholders Interviewed

- Texas Department of Transportation (TxDOT)
- Realtor
- Restaurant Owner
- Local Developer
- City Committee Volunteer
- Former PISD Board Member
- Communications Professional
- Chamber of Commerce Member

Stakeholder Themes

- Success depends on proactive planning and engagement
- Lack of local dining, entertainment, and gathering places
- Strong community identity, schools, and safety are core strengths
- Limited land, aging infrastructure, and congestion on FM 544 create challenges
- Redevelopment opportunities should include placemaking and trails
- Community expectations and strong regional competition influence the type of amenities Murphy can attract

COMMUNITY ENGAGEMENT

COMMUNITY FORUM ONE

The come-and-go event was held on Saturday, July 26, 2025, at Murphy Activity Center from 10:00 am to 2:00 pm. Participants took part in meaningful, collaborative discussions guided by informational and interactive stations which were set up throughout the venue. These stations served to facilitate gathering valuable community feedback on topics regarding Master Plan elements and the City of Murphy. Members of the Planning Team were available throughout the event to discuss issues of interest and answer questions.

COMMUNITY FORUM FEEDBACK HIGHLIGHTS



COMMUNITY FORUM 1

LET'S PLAN MURPHY TOGETHER!

JULY 26, 2025
10:00 AM - 2:00 PM
Murphy Activity Center
201 N. Murphy Road

COME-AND-GO!

MURPHY MASTER PLAN

VISIT PLANMURPHY.COM FOR MORE INFO



DESIRE FOR MORE GREEN SPACE/
OPEN SPACE, PARKS,
DESTINATIONS,
AND ENVIRONMENTAL
SUSTAINABILITY

BALANCE IDENTITY, DESIGN,
AND DEVELOPMENT

IMPORTANCE OF WALKABILITY,
TRAILS, AND
CONNECTIVITY





INTEREST IN MORE COMMUNITY SPACES,
AMENITIES, FAMILY/MULTI-GENERATIONAL
ACTIVITIES

MIXED SUPPORT AND OPINIONS ON
DESIGN STYLE AND
MIXED-USE HOUSING



Event Highlights

- Family-friendly activities
- Murphy Strengths + Weaknesses
- Community design
- Big, Bold Ideas for Murphy's Future

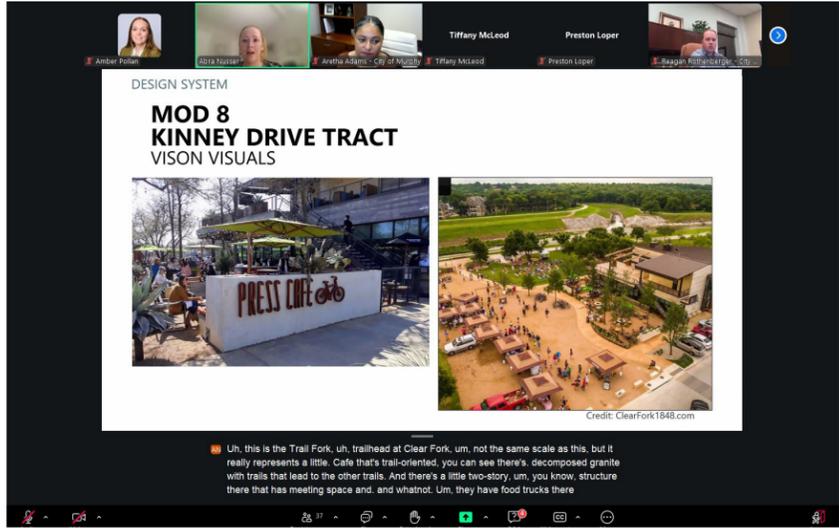
Scan here to head to >>> PlanMurphy.com



COMMUNITY ENGAGEMENT

COMMUNITY FORUM TWO: ZOOM TOWNHALL

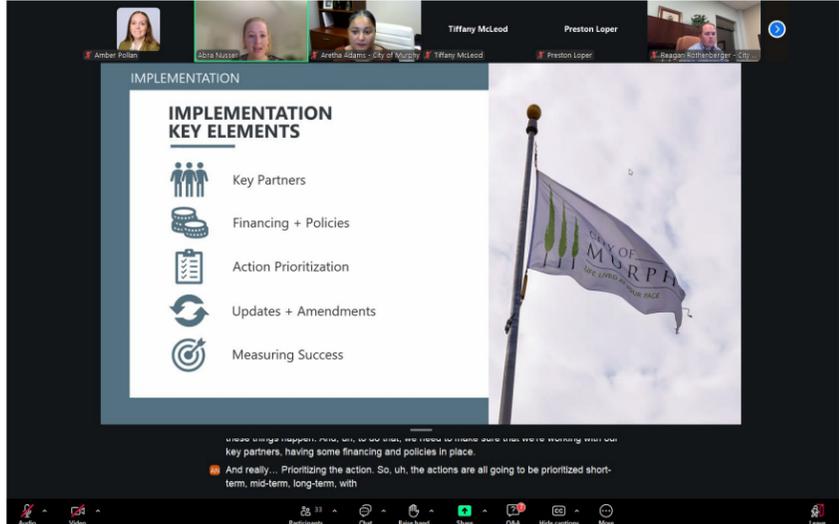
Community Forum 2 was a virtual Townhall meeting held via Zoom in November 20, 2025. The event was recorded live and was available for viewing later on-demand on the project website. The purpose of the Forum was to review draft concepts and highlights of the Master Plan Update, presented by the Planning Team. After the presentation, participants took part in a live question and answer session to ask questions and share feedback. Following the conclusion of the Zoom Townhall the presented slides and recording of the Townhall were posted on the project website. No changes were requested or recommended from community feedback during the Community Forum or during the comment period after.



DESIGN SYSTEM

MOD 8
KINNEY DRIVE TRACT
VISION VISUALS

Uh, this is the Trail Fork, uh, trailhead at Clear Fork, um, not the same scale as this, but it really represents a little, Cafe that's trail-oriented, you can see there's decomposed granite with trails that lead to the other trails. And there's a little two-story, um, you know, structure there that has meeting space and, and whatnot. Um, they have food trucks there



IMPLEMENTATION

IMPLEMENTATION
KEY ELEMENTS

-  Key Partners
-  Financing + Policies
-  Action Prioritization
-  Updates + Amendments
-  Measuring Success

And really... Prioritizing the action. So, uh, the actions are all going to be prioritized short-term, mid-term, long-term, with

PLAN MURPHY
ZOOM TOWNHALL
COMMUNITY FORUM 2



JOIN US LIVE ON ZOOM TO REVIEW HIGHLIGHTS OF THE DRAFT MASTER PLAN:

- Economic + Fiscal Vitality
- Land Use + Design
- Gateways + Monumentation
- Mobility + Connectivity
- Infrastructure + Facilities
- Implementation + Monitoring

NOVEMBER 20, 2025
VIRTUAL ON ZOOM
6:00 PM - 8:00 PM

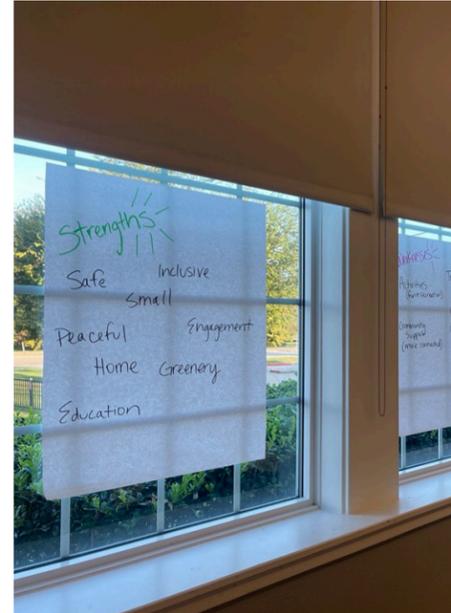
FOR MORE INFORMATION VISIT:

www.PlanMurphy.com



COMMUNITY ENGAGEMENT

YOUTH ADVISORY COMMITTEE



During the Youth Advisory Committee Meeting members participated in a SWOT (strengths, weaknesses, opportunities, and threats) exercise, reviewed the Vision Guiding Principles, and discussed possible ideas for one of the Murphy Opportunity Districts (MODs), the Kinney Drive Tract.

Discussion Themes

- A strong need for better walkability and traffic management
- Desire for opportunities for youth engagement and volunteering
- Strong interest in more activities, events, and community connection
- Discussed the Kinney Drive Tract MOD and refined the vision
- Improved aesthetics, continued property maintenance, and community engagement are important for the future

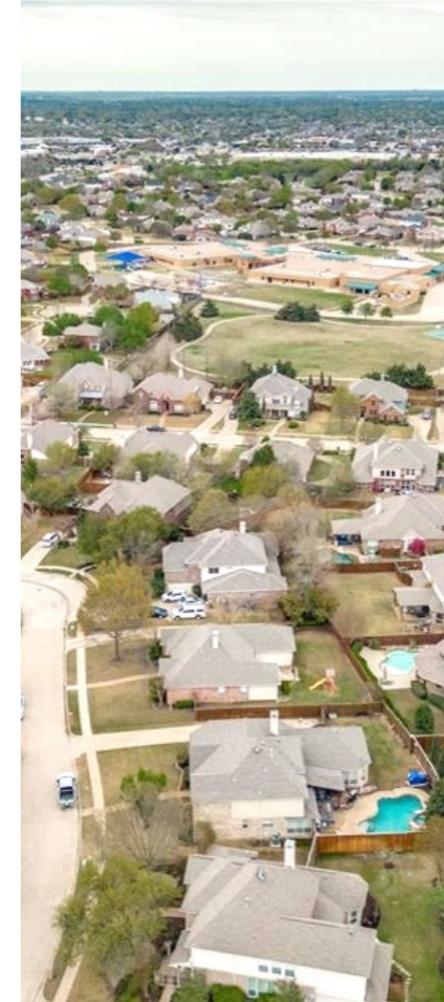
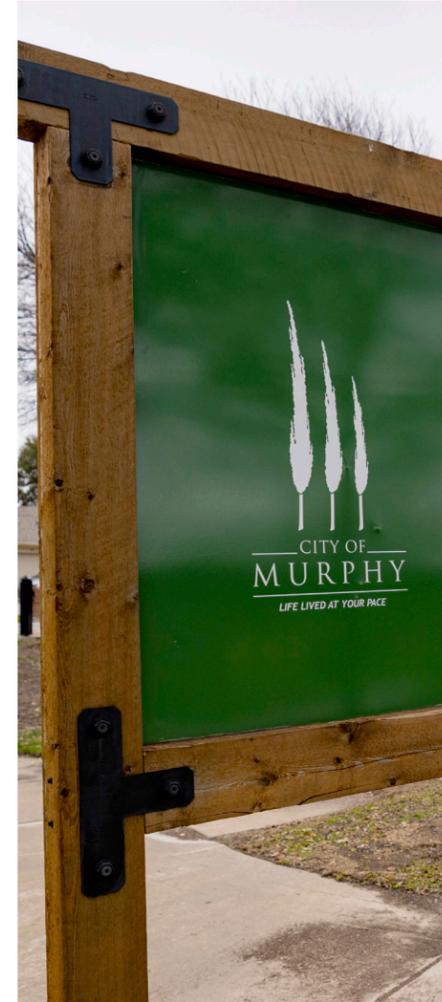
Youth Advisory Committee Role

The Youth Advisory Committee (YAC) included six local high school students who helped guide the Master Plan process by:

- Providing feedback and direction
- Participating in online engagement opportunities
- Attending project events and encouraging classmates to do the same

COMMUNITY ENGAGEMENT

MASTER PLAN ADVISORY COMMITTEE



The Master Plan Advisory Committee (MPAC) consisted of 11 members, with various backgrounds ranging from Board and City Council members to local business owners in Murphy. The MPAC met three times throughout the planning process to review feedback received at Community Forum One, collaborate on the Draft Vision Guiding Principles, and discuss draft concepts and highlights of the Master Plan. MPAC members were also tasked with spreading the word among the community, participating in

community engagement events, and reviewing the Draft Master Plan.

Some Key Direction Provided by the MPAC

- Refined draft Vision Guiding Principles
- Defined what will make future destinations unique in Murphy
- Tailored the draft vision and character for the Murphy Opportunity Districts

COMMUNITY ENGAGEMENT

TECHNICAL ADVISORY COMMITTEE



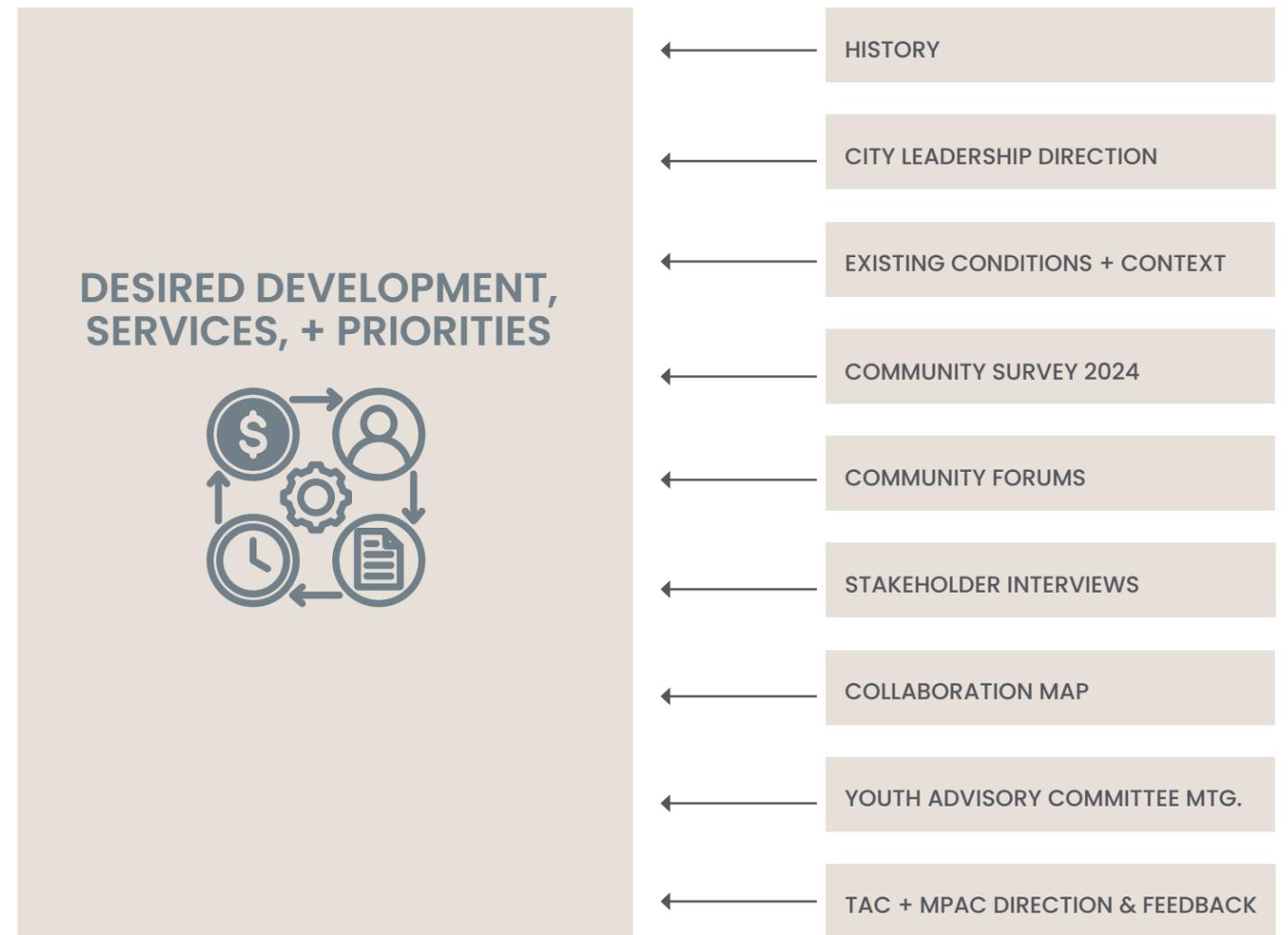
The Technical Advisory Committee (TAC) consisted of six members of City Staff, representing various departments. The TAC met three times throughout the planning process and provided guidance in the following ways:

- Identified planning trends and practices most relevant to Murphy in collaboration with the Planning Team
- Considered feedback and relevant data
- Determined current and future city projects relevant to the Planning Process
- Evaluated the Vision Statement, Vision Guiding Principles, and draft Master Plan

COMMUNITY VISION

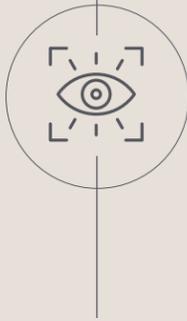
CRAFTING THE VISION

A clear vision provides a foundation for aligning community aspirations with City goals. The Vision Statement, adopted in the 2025 Strategic Plan, captures the broad identity and purpose of Murphy, while the Vision Guiding Principles provide more specific themes that reflect the priorities and values of the community. Used in conjunction, they can offer both a unifying statement of who Murphy strives to be and practical guideposts that shape how policies and everyday decisions can move the City toward the future. The TAC and MPAC were asked to review the draft Vision Guiding Principles and suggest adjustments, if needed, before recommending them for City Council adoption.



COMMUNITY VISION

VISION STATEMENT + VISION GUIDING PRINCIPLES

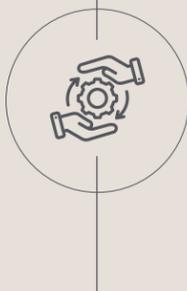


VISION STATEMENT

“The City of Murphy is a safe, connected and dependable city where families thrive, businesses prosper, and diversity is celebrated. Together we build a distinct community where everyone has the opportunity to belong”.

The Vision Statement was adopted by resolution for the 2025 Strategic Plan. When crafting the update to the vision for the Master Plan Update, it was readily apparent that the recently adopted Vision Statement included many of the themes from community feedback and analysis. Technical Advisory Committee (TAC) and Master Plan Advisory Committee (MPAC) evaluated the usage of the Vision Statement for the Master Plan Update as well. It was decided by TAC, MPAC, and City Council that the Vision Statement, complemented by the Vision Guiding Principles below, would guide Murphy’s future.

VISION GUIDING PRINCIPLES



The Vision Guiding Principles (VGPs) for the Master Plan Update were drafted from recurring themes in community feedback and the Vision Statement from the 2025 Strategic Plan. Input was compiled from the TAC, MPAC, stakeholder interviews, the first Community Forum, and the online Collaboration Map. The VGPs reflect the frequently discussed topics that Murphy wants to see for its future. They may not necessarily reflect what the city is today, but where the city intends to be. The VGPs should be utilized as guideposts to evaluate decisions and priorities within the Plan. The goals, strategies, actions, and policies in this Master Plan are consistent with the VGPs. The next two pages highlight the VGPs approved by City Council in October 2025, upon unanimous recommendation by the MPAC.

COMMUNITY VISION

VISION GUIDING PRINCIPLES

NEIGHBORLY + UNIQUE IDENTITY

Murphy will cultivate a consistent, welcoming identity that blends the warmth of its neighborhoods and community members with vibrant, high-quality design across all areas of the city. The community is a desirable and safe place to live, work, play, and learn, where every corner reflects the inviting, small-town spirit residents value in Murphy neighborhoods today.

THRIVING LOCAL ECONOMY + FISCAL HEALTH

The City will enhance its economic base by supporting existing businesses and attracting new ones that meet community needs. Having desirable housing and prospering commercial uses result in a balanced approach to sustain revenue for services and invest in the future.

CONNECTED + WALKABLE COMMUNITY

Murphy provides safe, comfortable, and efficient connections between neighborhoods, parks, and destinations through trails, sidewalks, bike routes, streets, and utilities. Strategic upgrades will help commercial and mixed-use areas feel welcoming, connected, and infused with Murphy’s character.

ENGAGING OPEN SPACE + RECREATION

Murphy will maintain excellent parks, trails, and open space, while adding recreation enhancements. This ensures that the inviting, close-knit quality found in neighborhoods is also reflected in common areas and gathering spaces citywide.

DISTINCTIVE DESTINATIONS + ACTIVITY HUBS

Murphy will encourage and market vibrant commercial and mixed-use areas that bring people together in enjoyable and beautiful settings. Destinations and activity hubs provide areas for community members to shop, dine, and experience Murphy, while also providing important sales tax revenue from visitors.

BALANCED GROWTH + LAND USE

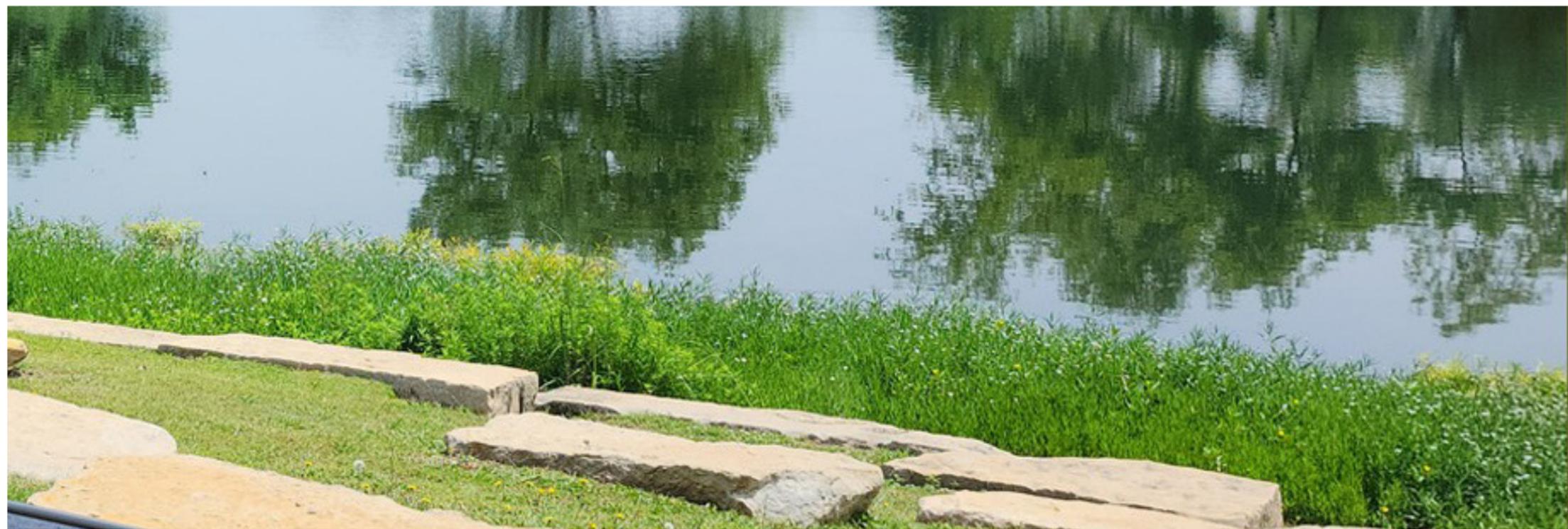
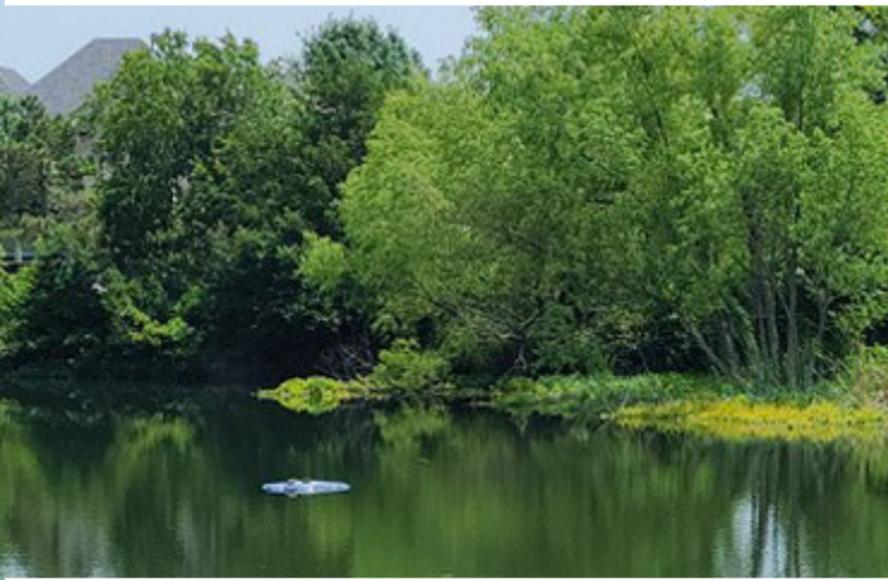
Remaining development and future redevelopment will provide green space, high-quality design, and compatible uses to the extent possible. Development and redevelopment will include the character and identity of Murphy into design and land use.

ENGAGED + INFORMED COMMUNITY

Community members will participate in meaningful opportunities to collaborate and provide feedback in shaping the city’s future. The City and Murphy residents will provide timely and transparent information, with mutual respect, to connect with each other on important issues.

RESILIENCE + ADAPTABILITY

Murphy will prepare for change by creating, refining, and enhancing flexible policies, infrastructure, and the local economy. Preparing for shocks and stresses within the city will help preserve Murphy’s quality of life and ensure it is prosperous and vibrant.



CHAPTER

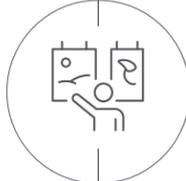
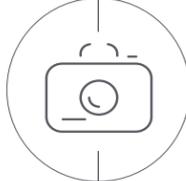
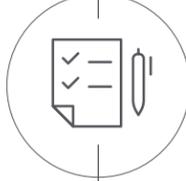
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FISCAL + ECONOMIC VITALITY

CHAPTER STRUCTURE

This chapter establishes a clear framework for fiscal and economic vitality in Murphy, grounded in community feedback, aligned with the Vision, and supported by targeted strategies and actions.

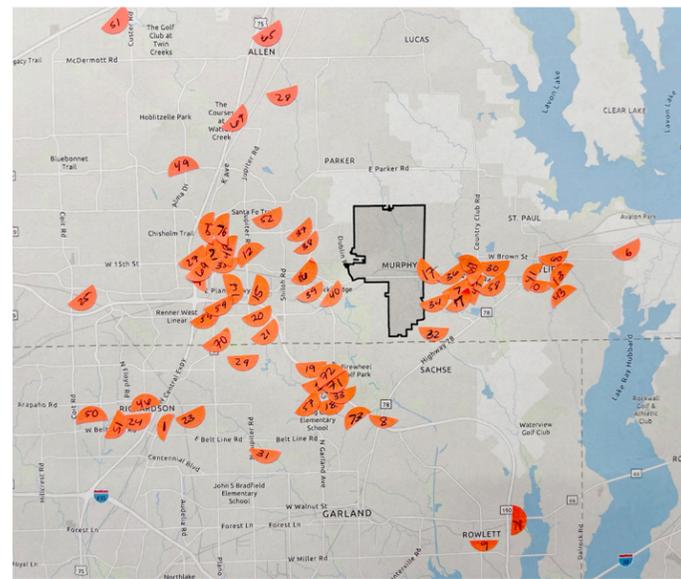
-  **COMMUNITY FEEDBACK**
Summary of feedback and input, relating to fiscal + economic vitality, that was received during the planning process.
PAGE 33
-  **CONTEXT**
Summary of relevant demographics, past planning efforts, and community information to establish Murphy's economic context.
PAGE 35
-  **VISION**
The future of fiscal + economic vitality in Murphy.
PAGE 49
-  **IMPLEMENTATION**
A list of actionable strategies and actions that Murphy can utilize and prioritize to make its Vision a reality.
PAGE 54

COMMUNITY FEEDBACK

LOCAL SPENDING + DESTINATIONS

Keep More Spending Local

Community Forum 1 featured a mapping exercise that asked participants to identify where they frequently shop, dine, and seek entertainment outside of Murphy. The most common destinations included the Woodbridge Crossing area in Wylie, the Firewheel Town Center in Garland, and Downtown Plano, particularly for restaurants, grocery stores, and entertainment. This exercise highlighted the extent of retail and dining sales tax dollars “leaking” to nearby communities and reinforces the opportunity to retain more local spending in Murphy.



Desire for Destination Locations

Community members want more sit-down restaurants, entertainment like movie theaters, and unique retail in Murphy. Residents expressed strong interest in more enhancing experience-oriented amenities like live music, public art, shaded plazas, and water features. There is a cautious level of support for mixed-use development with shops, housing, and public space in some cases, provided it matches Murphy’s character. Some residents expressed discomfort with multi-family housing, emphasizing a concern for increased traffic and uncertainty about whether it is needed. Many see walkability and boutique businesses as key to keeping dollars in town.



COMMUNITY FEEDBACK

LOCAL SPENDING + DESTINATIONS

Destination Location Elements

Residents prefer community-focused or green space uses over purely commercial expansion, but there is recognition that some areas could support mixed-use retail and entertainment to boost the economy. Destination location sites represent opportunities for intentional, community-focused development that delivers both experiential value and fiscal benefit. Stakeholders recognize the potential for associated commercial development to enhance tax revenue for the city.



Fix Traffic + Improve Walkability

Traffic congestion along FM 544 and major intersections was one of the most frequently cited challenges by residents and stakeholders. TxDOT data shows FM 544 is among the most congested corridors in Texas and operates at Level of Service F during peak hours. Walkability within neighborhoods was often mentioned as a strength; however, connectivity between destinations and shopping centers remains limited, with FM 544 acting as both a physical and psychological barrier. Additionally, walkability between and with shopping centers is lacking with FM 544 acting as both a physical and mental barrier to walkability in Murphy. Additional trail crossings across Maxwell Creek (east-west) were frequently requested connections.



CONTEXT

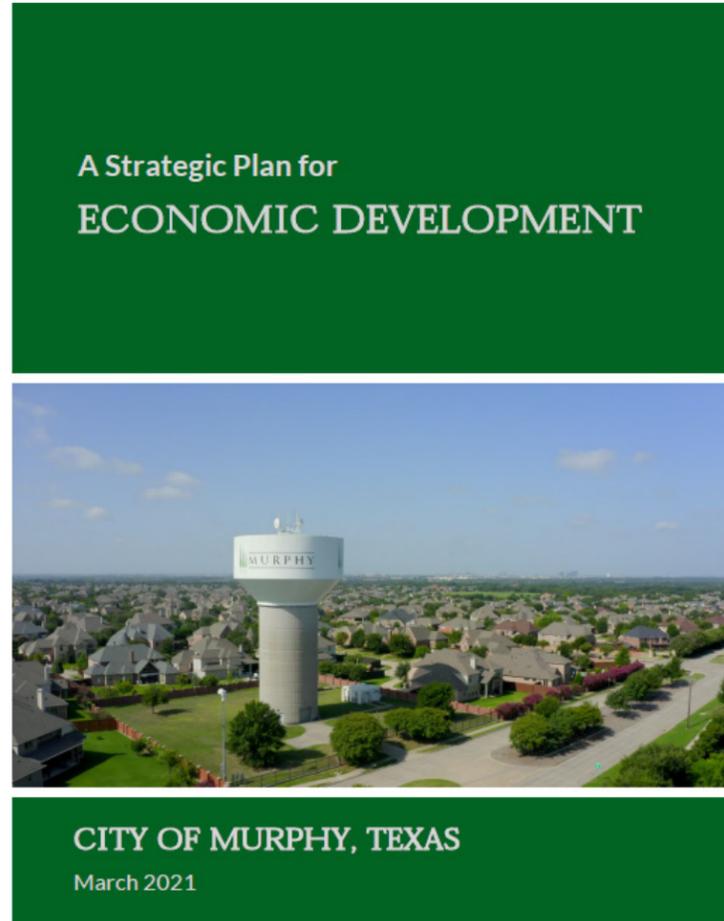
ECONOMIC DEVELOPMENT STRATEGIC PLAN

The City of Murphy's last Strategic Plan for Economic Development was completed in March 2021. The Plan focused on how to sustain and grow Murphy's economy as the City neared build-out. Challenges noted were limited land, retail leakage, losing tenants, and trade area share as surrounding cities grow their commercial areas. Murphy has many strengths to leverage, such as proximity to major employment, high household income, and a safe, family-centric community.

The key goals of the plan included improving brand awareness, retaining existing businesses, selectively recruiting new businesses, enhancing visual appeal, and investing in modern infrastructure. The City has implemented several strategies to advance these goals, including:

- Completed a branding project, "The Corridor at Murphy"
- Established business incentives for existing and new restaurants and retailers
- Planning new monument entry signs for Murphy
- Completed a mural on the Murphy Activity Center
- Adding median landscaping, and
- Intersection and pedestrian connectivity improvements at Maxwell Creek

An objective of the Master Plan is to build on prior efforts and provide the next phase of goals and strategies for economic development and long-term fiscal health in the City.



CONTEXT

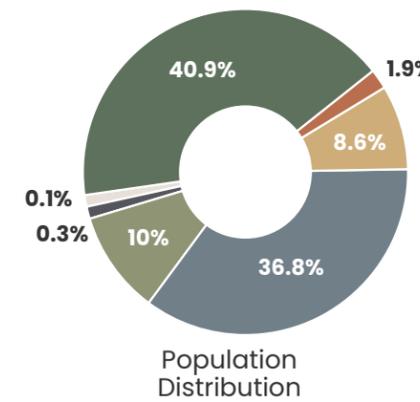
PEOPLE OF MURPHY

Murphy has a population of 21,172 as of January 2025, and is characterized by a relatively high level of diversity, with a diversity index score of 72. The largest racial groups in Murphy are White making up 41.9%, Asian making up 36.6%, and Black making up 10.6% of the population respectively.

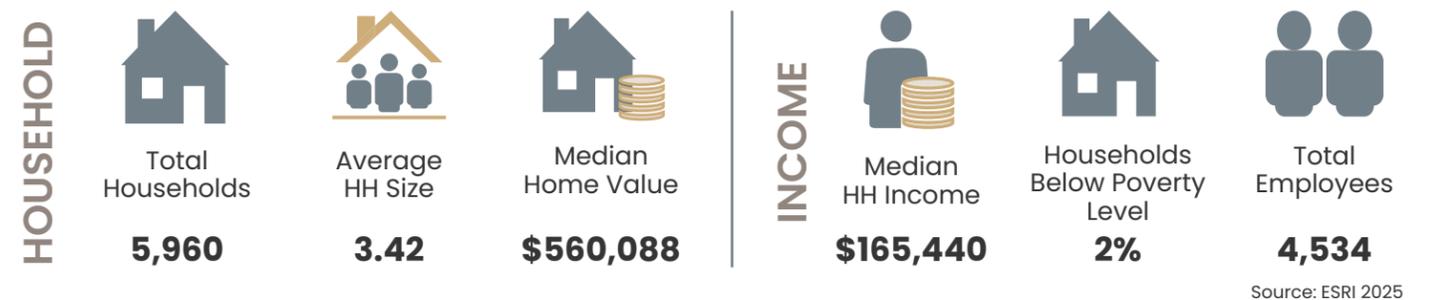
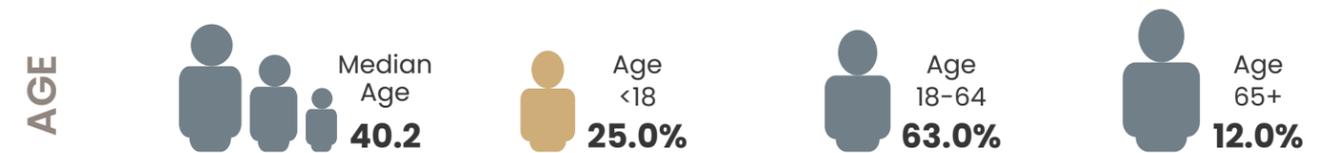
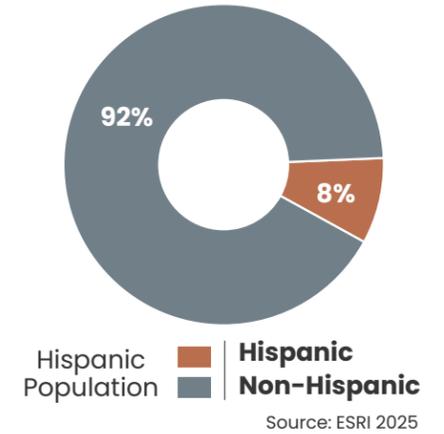
Households in Murphy are larger than average, with an average household size of 3.42 people, reflecting a strong presence of family households. The median age is 40.2 years, indicating that a large majority of the population is of working age. Children under the age of 18 account for 25% of the population, while adults aged 65 and older make up 12%.

Murphy is a well-educated and affluent community, with a median household income of \$165,440, which is more than twice the median household income for the State of Texas. A substantial 78.4% of households earn more than \$100,000 annually. Housing indicators show the median household value is \$560,088 and homeownership is high, with 94.1% of housing units being owner-occupied.

POPULATION: 21,172



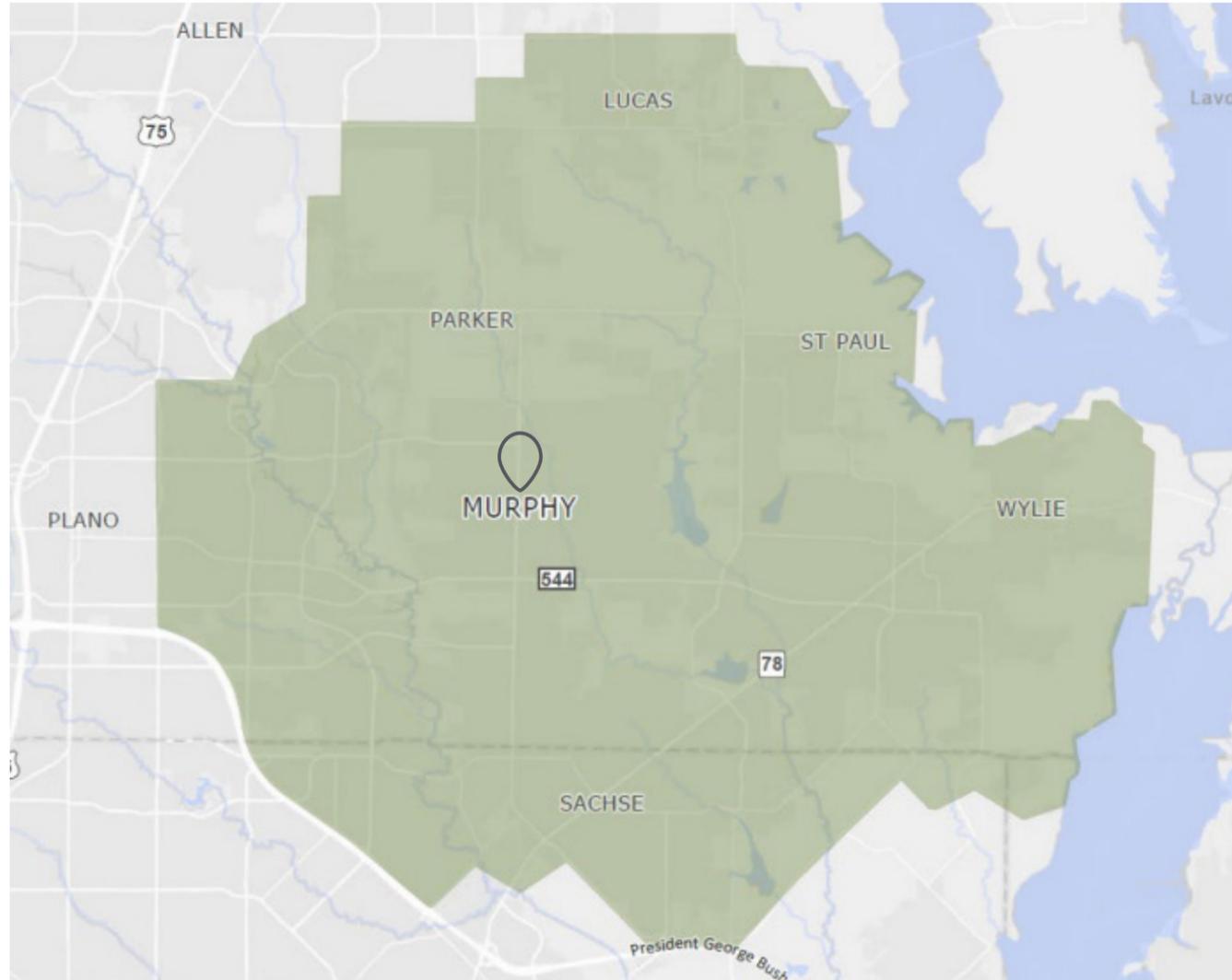
RACE	MEDIAN AGE
Asian	37.4
Black	38.4
Native American	42.5
Pacific Islander	38.8
White	44.8
Other Race	40.7
Multiple Races	24.4



CONTEXT

TRADE AREA

The following information is adapted from the *Murphy 2025 Economic Development Annual Report*.



CONTEXT

TRADE AREA

Retail Trade Area

Murphy's Retail Trade Area, as defined by the City's consultant Retail Coach, represents the geographic region from which approximately 80 to 85 percent of customers travel to make purchases within the community. This Retail Trade Area extends beyond Murphy to include portions of Lucas, Parker, Sachse, Wylie, Plano, Richardson, and Garland.

Collectively, the Retail Trade Area encompasses a population of approximately 207,459 residents. In 2025, total retail demand within the Trade Area was estimated at \$2.66 billion and is projected to increase to approximately \$3.19 billion by 2029, reflecting a demand growth of more than \$528.6 million over the five-year period. The Trade Area population has a median age of 37 and an average household income of \$ 127,868, indicating a mature and financially strong consumer base.



Image Source: LoopNet.com

CONTEXT

COMMERCIAL DEVELOPMENT CONDITIONS

The following information is adapted from the *Murphy 2025 Economic Development Annual Report*.

Commercial Space

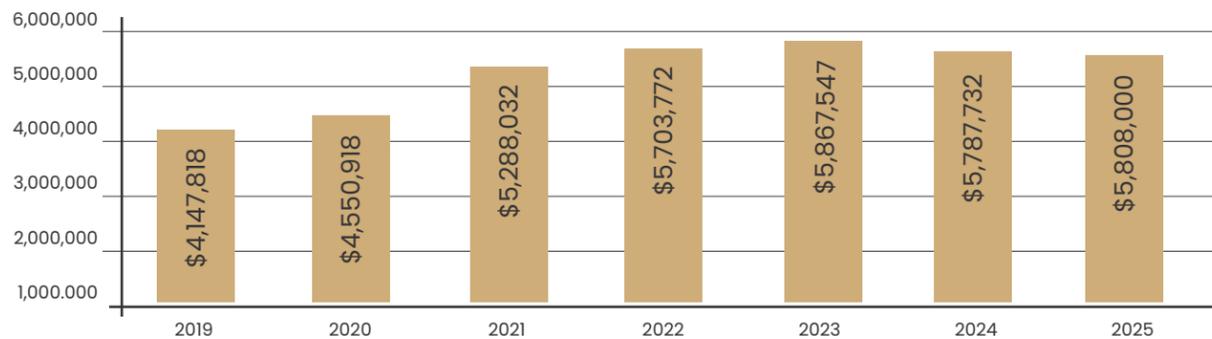
As of 2025, 286 businesses were known to be operating with a physical location in Murphy. The overall occupancy of existing commercial space continues to hold steady in Murphy, with an occupancy rate of approximately 98.5% and a net vacancy of approximately 24,000 square feet. Murphy has 1.72 million square feet of retail and office space, with an additional 180,000 square feet under construction.

Local Investment

In 2025, a total of 16,458 square feet of new commercial space was added, and 22 new businesses opened their doors. Looking ahead, more than 180,000 square feet of additional commercial projects are planned. Development activity extended beyond new construction, with 26 remodels and finish-outs completed. Four major new construction projects, Walmart Fuel Station, Murphy USA, Everbrook, and H-E-B were initiated. Overall, approximately \$20 million in value improvements occurred within Murphy and more is on the horizon.

Murphy Sales Tax Revenue

Fiscal year 2025 sales tax revenue receipts were up slightly over the prior fiscal year. Notably, online sales make up approximately 33.5% of overall collections, up from 31% in the prior fiscal year. When looking at sales tax revenue by category, retail makes up 52%, followed by dining at 22%, and services at 18%.



CONTEXT

CITY BUDGET

City of Murphy Fiscal Year (FY) 26 Budget Overview

The City of Murphy's FY 26 budget reflects a strategic approach to managing resources while addressing community needs and maintaining fiscal responsibility.

Total budget for FY 26 is \$63,099,037, a 9.7% increase from FY 25.

The FY 26 budget reflects a deficit, between revenue and expenditures, of \$944,050.

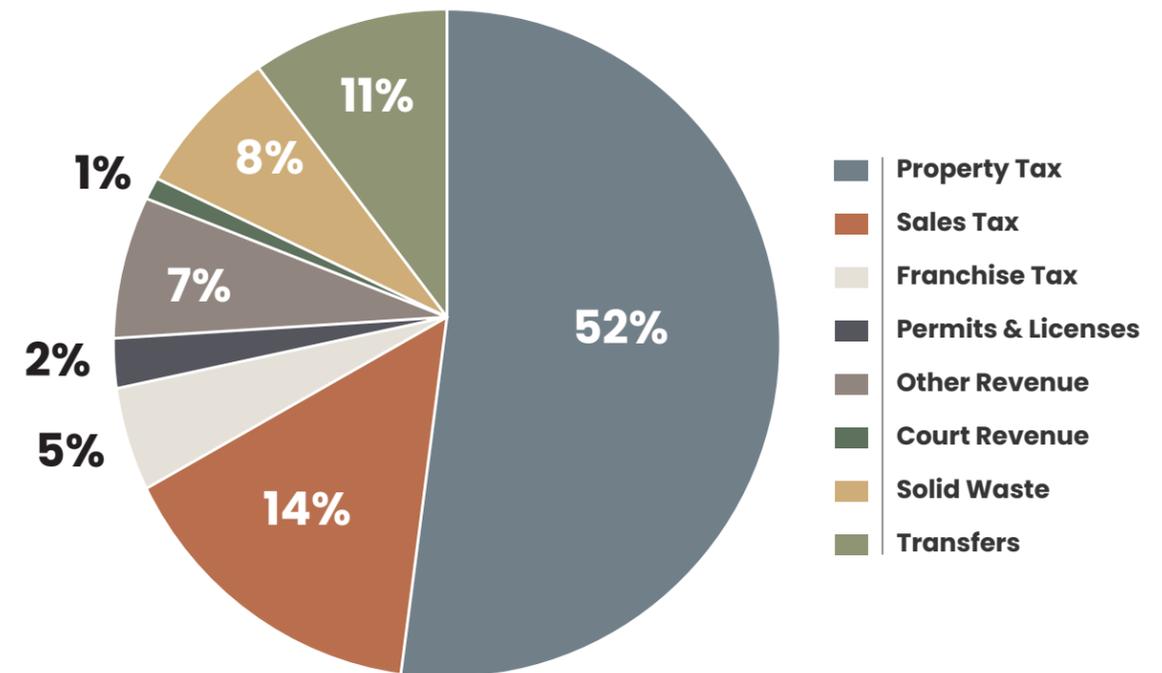
Property Tax Rate

Property tax revenue is projected to increase by \$585,175, a 4.32% increase from the previous year. The proposed property tax rate is \$0.357514 per \$100 of assessed valuation, down from \$0.362533 per \$100 of assessed valuation in FY 25. Certified property values increased 6.11% from 2024 to 2025, totaling \$3.95 billion in total taxable value. Of this increase, \$14 million is attributed to new residential and commercial construction.

General Fund Revenue

General fund revenue for FY 26 is approximately \$20.2 million, which represents a net increase of \$1.1 million from the FY 25 budget. Property taxes are the City's largest revenue source, accounting for 52% of revenue in FY 26. The second largest source of revenue is sales tax, accounting for 14% of revenue in 2026. Sales tax growth has stabilized over the last two years, with consumer spending plateauing. The remaining revenue derives from multiple sources including solid waste, municipal court, and other revenue.

FY 26 GENERAL FUND REVENUE: \$20,279,889



CONTEXT

CITY BUDGET

Expenditures

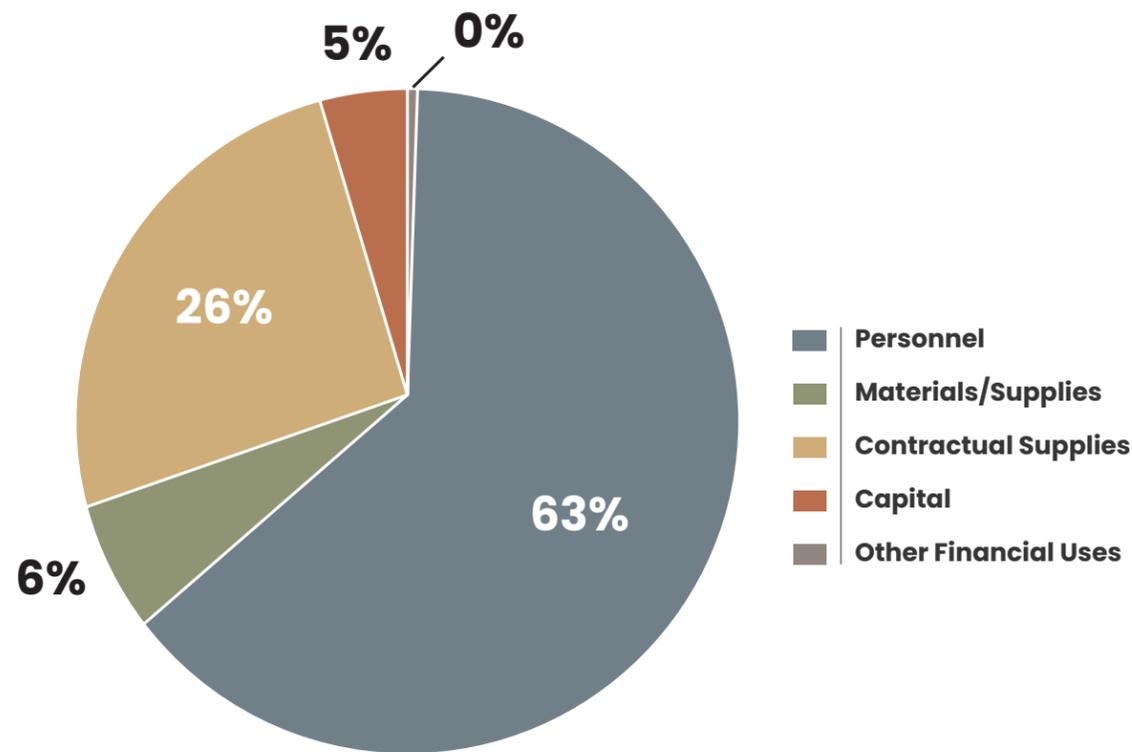
Total Fiscal Year (FY) 26 General Fund expenditures are \$21,223,938 which represents a net increase of \$863,659 from the FY 25 budget.

General Fund expenditures are comprised of four categories: personnel services, materials and supplies, contractual supplies, and capital outlay. Of these, personnel services represent 63 percent of total expenditures and contractual supplies represent 26 percent.

The City of Murphy's FY 26 budget reflects the fiscal realities of a mature, built-out community that is increasingly reliant on redevelopment and incremental reinvestment rather than large-scale expansion. While the overall FY 26 budget increased by nearly 10 percent from FY 25, the presence of a modest operating deficit underscores the importance of long-term financial planning, expenditure management, and revenue diversification as redevelopment opportunities become more limited. Overall, Murphy's FY 26 budget demonstrates a stable but increasingly constrained fiscal environment.

Continued focus on redevelopment, strategic reinvestment, support for local businesses, and prudent cost management will be essential to maintaining economic vitality and fiscal resilience as the City transitions from growth-driven expansion to long-term stewardship of its existing community and assets.

FY 26 GENERAL FUND EXPENDITURES: \$21,223,938



CONTEXT

FINANCING + ECONOMIC DEVELOPMENT TOOLS

Murphy Community Development Corporation + Murphy Municipal Development District

In 2024, the Murphy City Council restructured the Murphy Community Development Corporation (MCDC) and the Murphy Municipal Development District (MMDD) boards to be governed by a singular body, the Murphy Economic Development Corporation (MEDC). However, the two entities remain independent with distinct goals for the City's success.

MURPHY COMMUNITY DEVELOPMENT CORPORATION (MCDC)

The MCDC plans and initiates projects on the City's behalf that promote community enhancements, such as parks and related open space improvements. Funding for these projects is provided by half of one percent of sales tax revenue dollars generated from sales that are subject to general sales tax within the City of Murphy.

MURPHY MUNICIPAL DEVELOPMENT DISTRICT

The MDD was formed to allow the City of Murphy to adopt a sales tax to fund the district. The MDD receives revenue from a quarter-cent sales tax generated within the city limits. The MDD can undertake a variety of projects with high flexibility using the sales tax proceeds, like the MCDC. The revenues are used to promote economic growth, carry out programs related to community development, and promotion of new and expanded business enterprises.

Incentive Agreements

The City of Murphy is committed to the attraction of a diverse mix of goods and services to the community that improves its quality of life. Success in economic development ensures that Murphy maintains a dynamic commercial sector with healthy property values and sales tax revenue. The City utilizes incentive agreements to retain existing businesses and attract new ones.

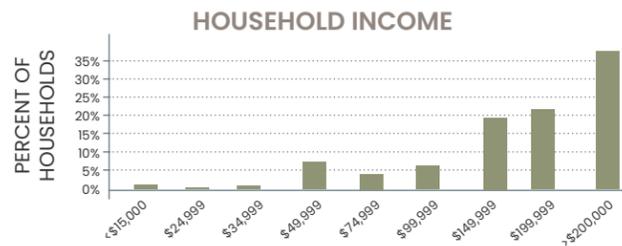
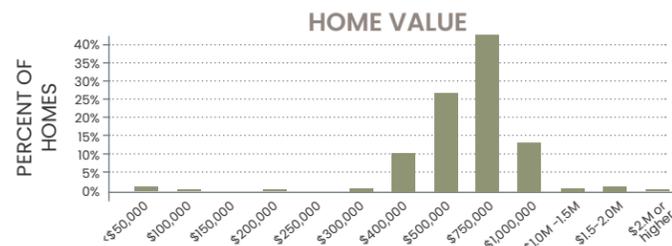


CONTEXT

HOUSING

Housing Market Characteristics

The following housing market characteristics are based on analysis from Esri, which is a company that combines geographic information system (GIS) software, location intelligence, and mapping to produce data and statistics. The median home value in Murphy is approximately \$560,088, which is about 43 percent higher than the state average of \$317,618. Nearly 43 percent of homes in Murphy are valued between \$500,000 and \$749,999, reflecting a predominantly higher-value housing market. Much of the city's housing stock is maturing, with 84 percent of homes built before 2009. Notably, 63 percent of all homes were constructed between 2000 and 2009. Homeownership rates are very high, with approximately 94 percent of housing units owner-occupied. Among the remaining renters, gross monthly rents range from approximately \$1,250 to over \$3,500, with 48 percent of rental units falling between \$2,500 and \$2,999.



CONTEXT

EMPLOYMENT

Business Summary

According to NAICS business data, the five largest industry sectors in Murphy are: Retail Trade (12.4%), Other Services (12.2%), Health Services (11.9%), Eating and Drinking Establishments (10.7%), and Professional, Scientific, and Technical Services (10.2%). Murphy has a generally higher concentration of retail trade and eating and drinking establishments than compared to Collin County. Murphy has less health services and professional services than compared to Collin County. Health and professional services present an opportunity to provide more diversity to the City's employment base.

Additionally, approximately 83 percent of jobs in Murphy are categorized as "White-Collar" jobs, with high concentrations of Business and Finance, Management, and health-related occupations. Further, approximately 10 percent of jobs are categorized as "Blue-Collar" jobs with high concentrations of Transportation/ Moving, Maintenance / Repair, and Production. Approximately eight percent of jobs are in "services," with high concentrations of Food Preparation, Health Support, and Personal Care. According to Esri, as well as anecdotally, many Murphy residents report working remotely, at home, at least part of the time.

The age cohort distribution indicates that a significant portion of Murphy's workforce is approaching retirement, with large population cohorts between ages 50 and 65. The single largest cohort falls between ages 15 and 19, representing a primarily high school-aged population that may not yet be fully engaged in the labor force.

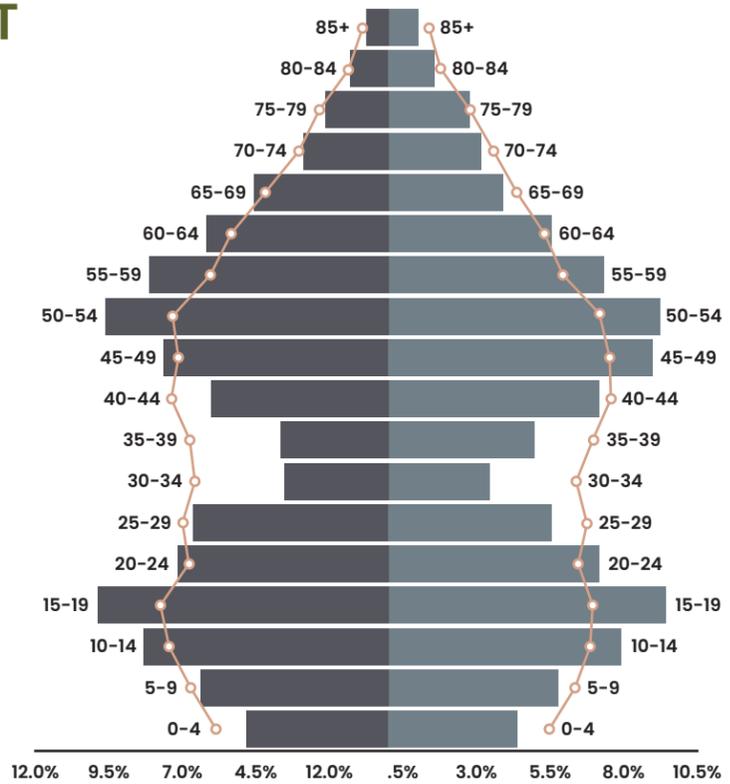
Together, these characteristics suggest that many residents in Murphy work at businesses that are located outside of the city limits, even if a resident works from home. Future employment growth in Murphy can be strengthened by attracting and retaining mid-career professionals, supporting the transition of younger residents into the workforce, and encouraging reinvestment and redevelopment that broadens the city's employment base beyond retail and food service uses. Remote workers and entrepreneurs have expressed the desire for more coworking and meeting space to support their work. There could also be a focus on attracting businesses and new non-residential development that could increase the diversity of local jobs to sync up to resident demographics.



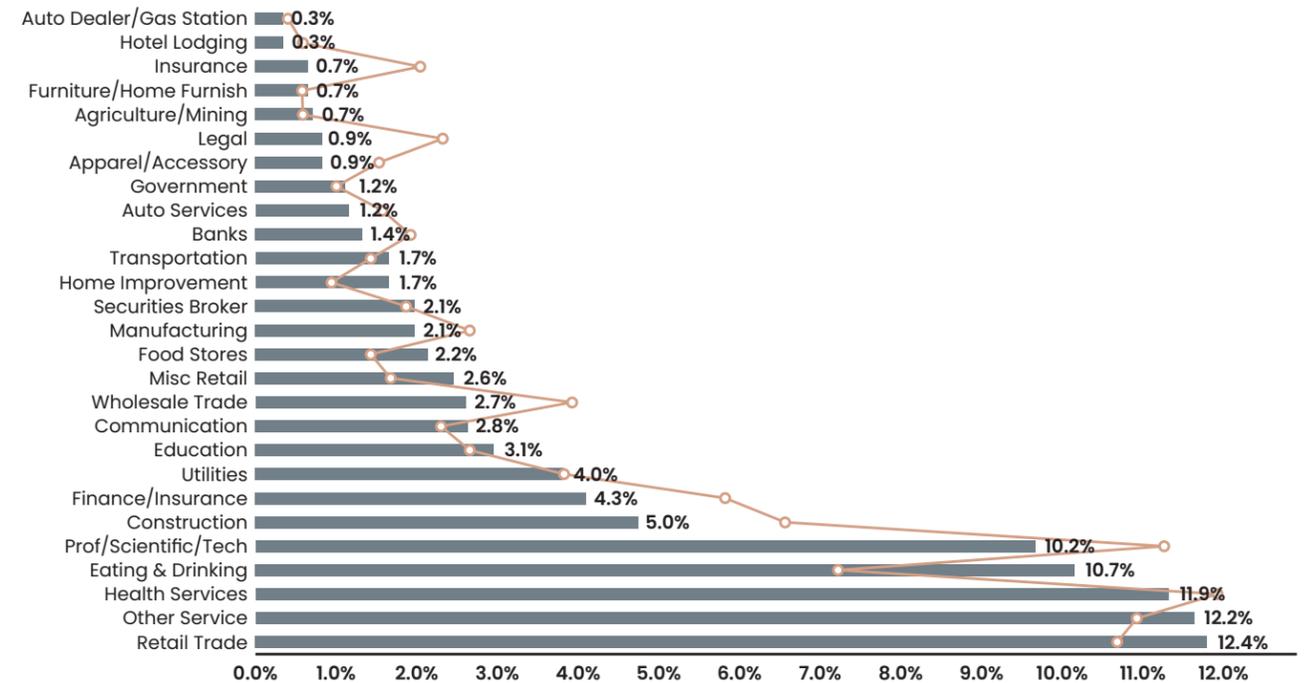
CONTEXT

EMPLOYMENT

AGE PYRAMID



PERCENT OF BUSINESSES

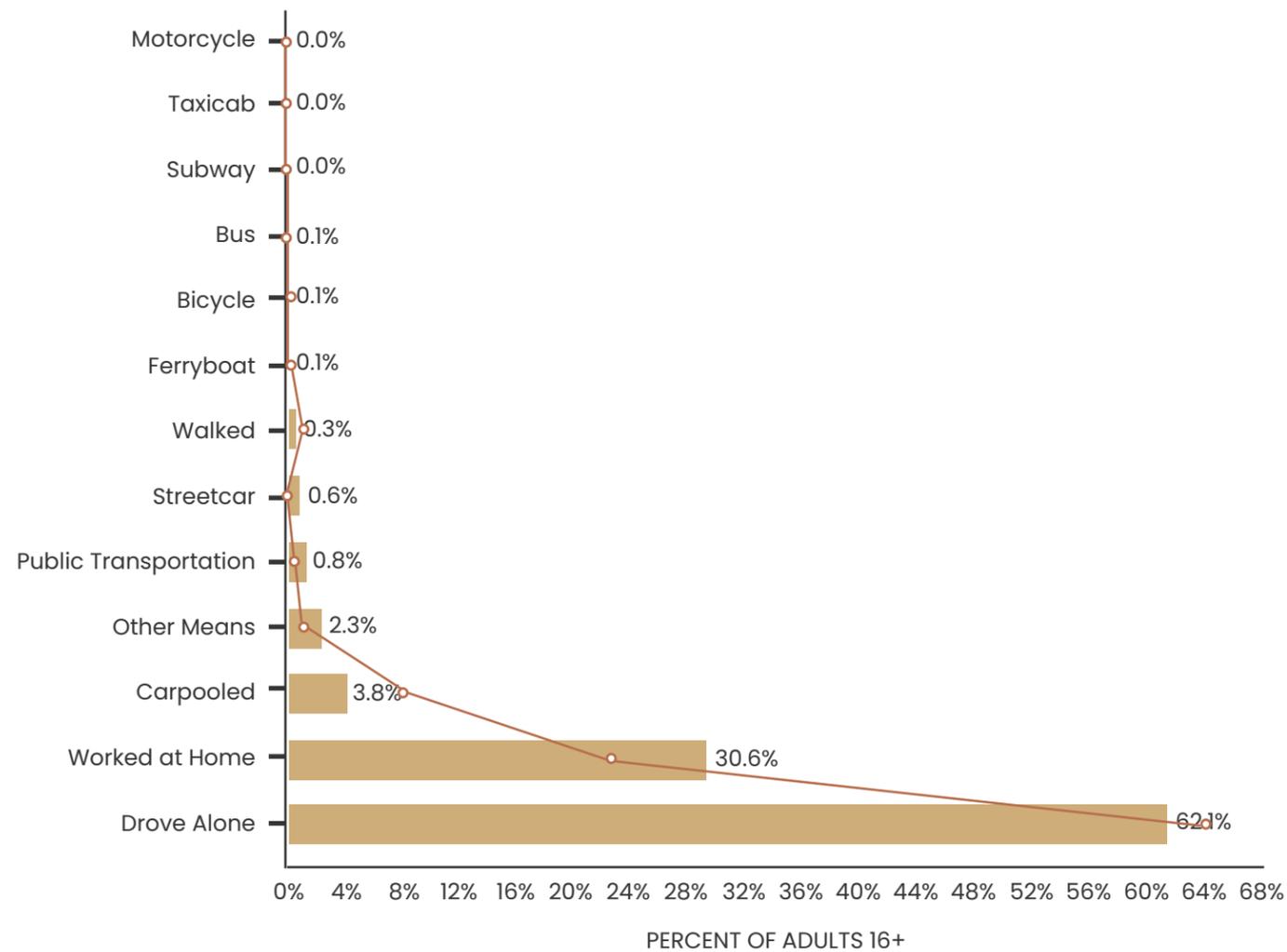


CONTEXT

COMMUTE PROFILE

The following data is based on the 2019–2023 American Community Survey derived by Esri for the Planning Area (not just the City Limits). The following information reflects how Murphy residents, ages 16 and older, travel to work. Esri estimates that approximately 9,978 Murphy residents are part of the workforce within this age group. Of these workers, approximately 62 percent commute by driving alone, most commonly experiencing travel times of 30 to 34 minutes. An additional approximately 31 percent of workers work from home, reflecting a significant level of remote employment and/or entrepreneurship. The high percentage (comparatively) of remote workers suggests that Murphy could benefit from expanded office, co-working, and shared workspace options to support flexible work arrangements and reduce long-distance commuting.

JOURNEY TO WORK (ACS) (%)



CONTEXT

COMMUTE PROFILE

Murphy Planning Area

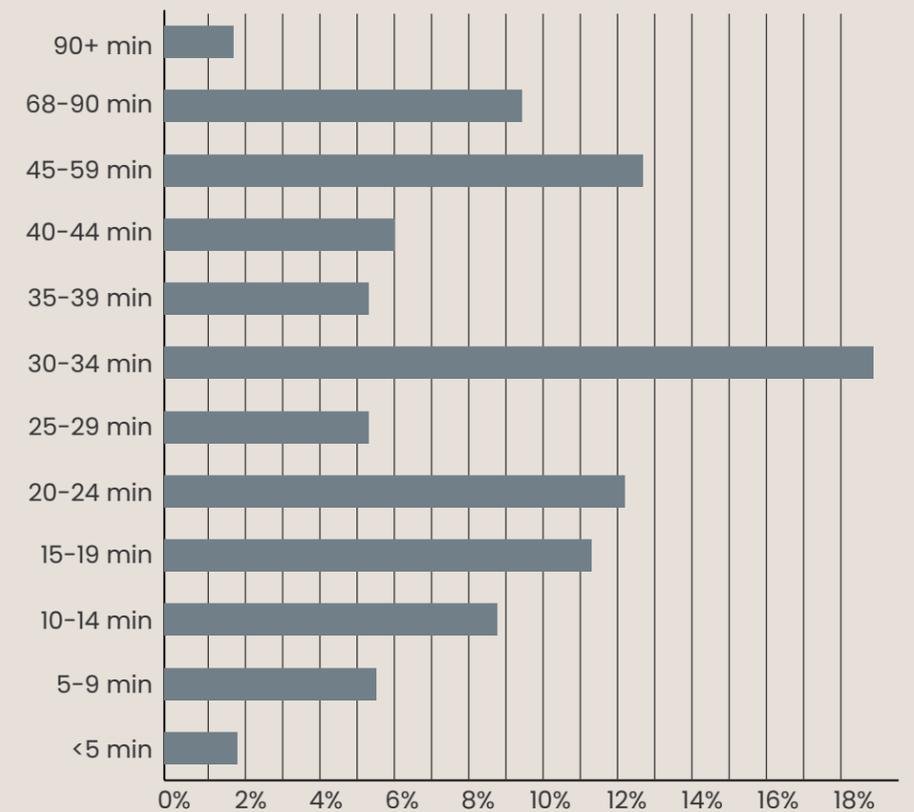
This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau derived by Esri.



TRANSPORTATION TO WORK



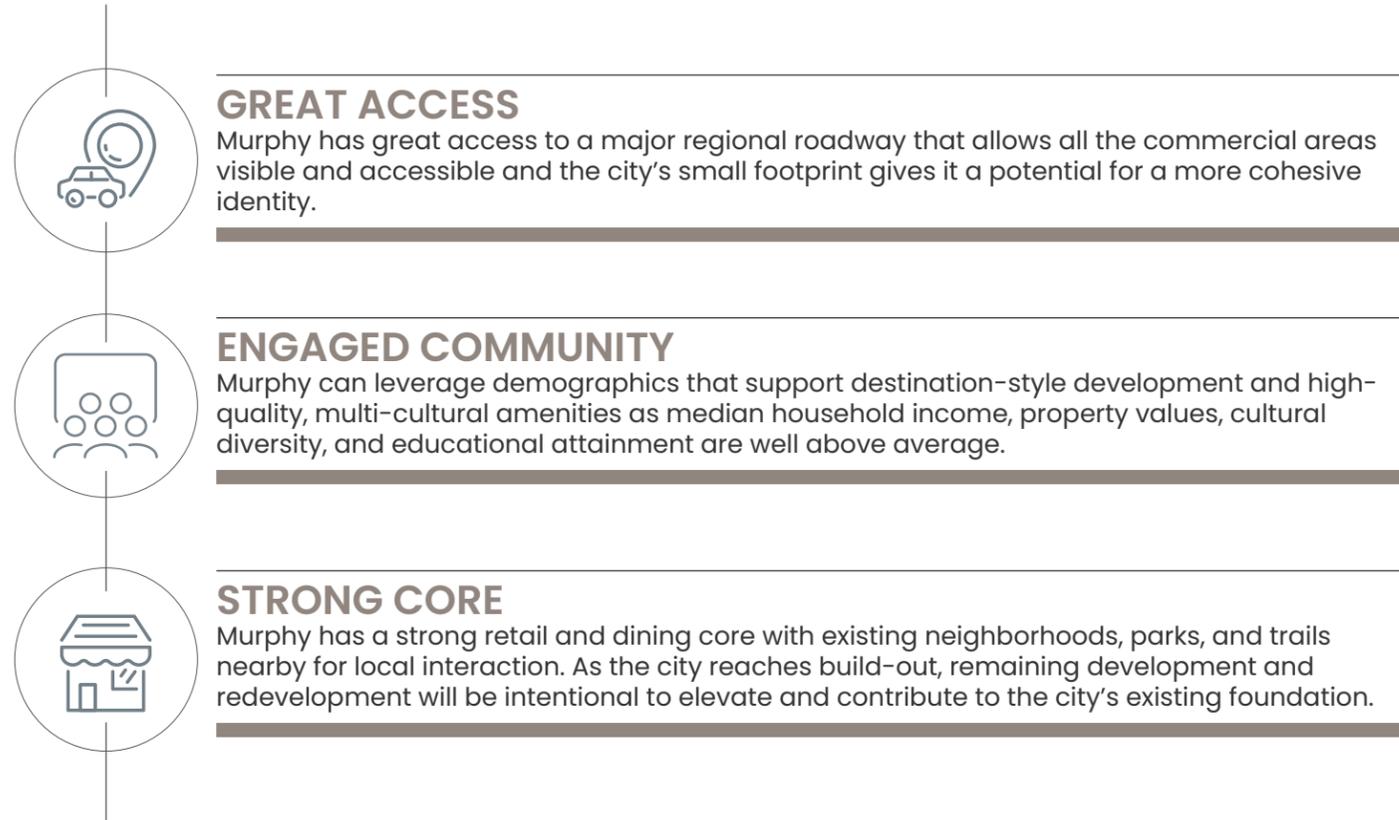
TRAVEL TIME TO WORK



VISION

Community differentiators demonstrate unique qualities that make the community stand out from its neighboring cities. Murphy's key differentiators are illustrated below. These three differentiators can be leveraged to enhance the City's economic competitiveness and adaptability.

Community Differentiators



Murphy's fiscal resilience can be strengthened by focusing on retaining local spending, attracting high quality destination-style businesses, and strategically reinvesting in established commercial areas to reflect the community's character and values. The City will leverage its great access, engaged community, and strong core to diversify revenue sources, improve the performance of existing businesses, and ensure public investments are aligned with long-term economic vitality.

VISION

ALIGNMENT WITH GUIDING PRINCIPLES

Neighborly + Unique Identity

Support for local businesses, place-based redevelopment, and coordinated corridor enhancements reinforce Murphy's neighborly character and strengthen a distinct community identity rooted in local investment.

Distinctive Destinations + Activity Hubs

Strategic recruitment of destination-style businesses and focused redevelopment of key sites help strengthen Murphy's activity hubs and enhance the City's appeal as a place to gather, shop, and dine.

Thriving Local Economy + Fiscal Health

Performance-based economic development, strategic reinvestment, and disciplined use of incentives help protect public resources and support long-term fiscal stability.

Balanced Growth + Land Use

Emphasis on redevelopment, reinvestment, and selective site transformation supports growth that aligns with Murphy's built-out condition and established land use patterns.

Connected + Walkable Community

Targeted reinvestment along FM 544, commercial centers, and within the Murphy Opportunity Districts (MODs) supports improved connectivity and walkable access between neighborhoods, businesses, and activity areas.

Engaged + Informed Community

Business outreach, transparent performance monitoring, and ongoing evaluation of economic outcomes support an informed community and accountable decision-making.

Engaging Open Space + Recreation

The encouraged incorporation of plazas, public art, and outdoor gathering spaces into redevelopment areas reinforces the role of shared spaces as economic and community assets.

Resilience + Adaptability

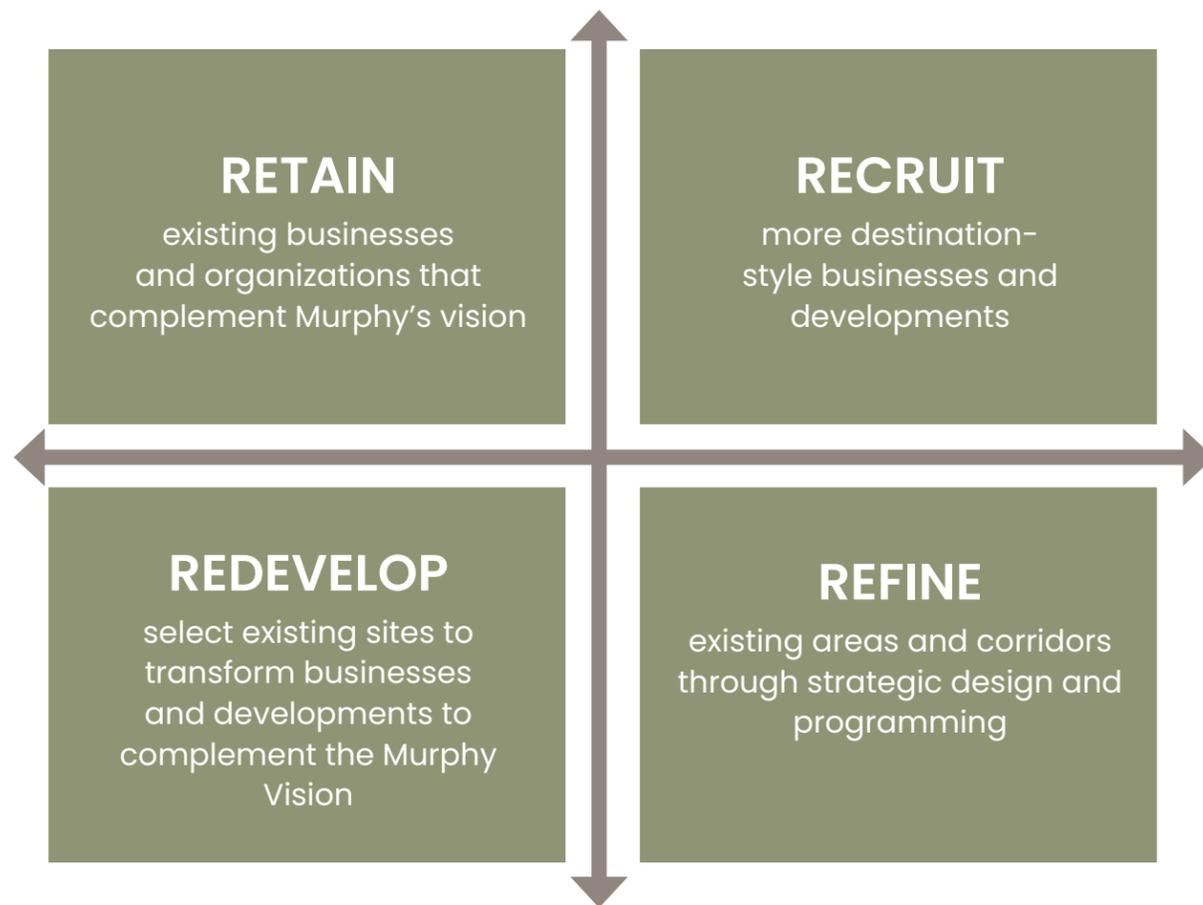
Revenue diversification, phased public investment, and performance tracking strengthen the City's ability to adapt to economic change and maintain long-term fiscal resilience.



VISION

MURPHY'S FOUR R MODEL

As Murphy approaches build-out, economic success and resilience will depend less on expansion and more on intention. This vision focuses on strengthening what already works, being selective about what comes next, and making thoughtful improvements over time. The Retain, Recruit, Redevelop, and Refine framework pictured below provides a clear, balanced approach to support local businesses, attract the right opportunities, reinvest in key areas, and continuously elevate the quality, performance, and character of Murphy's economic landscape.



VISION

MURPHY'S FOUR R MODEL

Retain

Murphy will be a city where existing businesses and organizations that complement Murphy's Vision are supported, valued, and positioned for long-term success. The City will leverage its visibility and connectivity along FM 544 to ensure that established businesses remain easy to reach, are highly visible, and are competitive within the regional marketplace. Reliable access and well-maintained infrastructure will reinforce business stability and customer convenience. The City's residents will continue to play an active role in sustaining local businesses by shopping locally, fostering strong customer relationships, and valuing the goods and services provided by long-standing establishments.

Recruit

Murphy will strategically recruit more destination-style businesses and development that enhance the city's regional appeal, while delivering measurable fiscal benefits. Direct visibility and connectivity along FM 544 and Murphy Road position the city as an accessible and convenient location for specialty retail, dining, entertainment, and experience-driven commercial uses. The City's residents will support these destinations through strong local demand and ongoing patronage. A strong and recognizable commercial core anchors these efforts to foster connected, walkable, and highly visible areas where destination businesses can cluster, complement one another, and become iconic gathering places.



VISION

MURPHY'S FOUR R MODEL

Redevelop

Murphy's Opportunity Districts (MODs) (detailed further in Chapter 3) represent priority areas for improving fiscal performance through reinvestment and redevelopment; however, they are not the only locations where redevelopment may occur over time. As market conditions, property ownership, and community needs evolve, additional sites may emerge as candidates for strategic reinvestment. The City and MEDC will intentionally guide redevelopment, whether within the MODs or at other future opportunity sites, toward vibrant, well-connected, and highly functional destinations that strengthen Murphy's identity and economic vitality. Strategic visibility, access, and connectivity to existing amenities and neighborhoods will remain key considerations in evaluating redevelopment potential. Redevelopment that aligns with the Murphy Vision will result in thriving centers of commercial and community activity that bolster long-term fiscal and economic vitality.

Refine

Murphy will thoughtfully elevate its existing commercial places and corridors by focusing on the details that shape how the city looks, feels, and functions every day. Refinement is about care: maintaining what works, improving what has aged, and ensuring that businesses, residents, and visitors experience places that feel welcoming, cohesive, and unmistakably Murphy. Through coordinated design, intentional upkeep, and small but meaningful placemaking investments, the City will strengthen identity, comfort, and visual continuity across commercial areas citywide. These ongoing refinements, whether along major corridors or within neighborhood-serving centers, will help Murphy remain polished, recognizable, and resilient as the city continues to evolve.



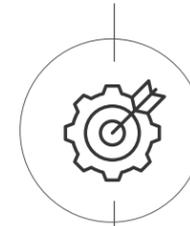
Image Source: LoopNet.com

IMPLEMENTATION

STRATEGY 1

Retain

Retain existing businesses and organizations that complement Murphy's Vision.



Implementation Actions

Action 2.1.1

Establish recurring, experience-driven events, such as art walks, wine walks, or seasonal markets, to activate existing commercial centers, increase foot traffic, and reinforce Murphy's identity as a community that supports local business.

Action 2.1.2

Establish a formal Business Retention and Expansion (BRE) Program that includes regular, structured check-ins with local businesses to identify operational challenges, infrastructure needs, workforce issues, and reinvestment opportunities.

Action 2.1.3

Collaborate with the Murphy Chamber of Commerce to promote existing businesses through City communications, events, and "shop local" initiatives.

Action 2.1.4

Amend the Zoning Ordinance to provide more flexibility for pop-ups, seasonal businesses, shared spaces, and temporary uses within existing commercial centers to help businesses adapt to changing consumer behavior and reduce vacancy risk.

Action 2.1.5

Establish a coordinated Shop Murphy Program in partnership with the Murphy Chamber of Commerce that includes:

- a quarterly Business Spotlight Series featured through City and Chamber communication channels;
- a citywide promotional calendar aligning business promotions with community events and seasonal activity; and
- an annual Shop Local Week that incentivizes local spending through promotions, passport programs, or limited-time events.

Completion of the program will include adoption of a defined annual schedule, promotional toolkit, and performance tracking tied to participation and engagement.

Action 2.1.6

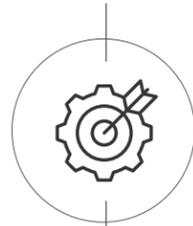
Conduct an annual review of sales tax trends, vacancy rates, and reinvestment activity within existing commercial centers to proactively identify areas or businesses that may benefit from targeted support before decline occurs.

IMPLEMENTATION

STRATEGY 2

Recruit

Recruit more destination-style business and developments.



Implementation Actions

Action 2.2.1

Develop a clear economic positioning and messaging framework that communicates Murphy's differentiators (access, engaged residents, and a strong commercial core) to guide business recruitment, marketing materials, and incentive discussions. Deliverables should include a concise narrative, key talking points, and use cases for staff, MEDC, MDD, and MDCD.

Action 2.2.2

Refine Murphy EDC incentive programs to prioritize high-quality dining, entertainment, experiential retail, and community-serving destinations that align with the Four R Vision and demonstrate measurable fiscal return.

Action 2.2.3

Establish a defined procedure and quarterly schedule to identify, evaluate, and market hotel and lodging opportunities in strategic locations to capture Hotel Occupancy Tax (HOT) revenue that can be reinvested into destination amenities and economic development initiatives.

Action 2.2.4

Establish a recurring review process to evaluate retail leakage, trade area demand, and sales tax trends, with findings used to adjust recruitment targets and refine marketing and incentive priorities.

Action 2.2.5

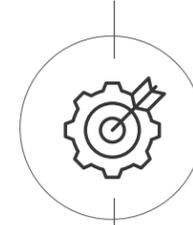
Refine the Zoning Ordinance to allow desired commercial and mixed-use development types by right, where appropriate, without requiring a Specific Use Permit or rezoning, to reduce uncertainty and improve predictability in the development process.

IMPLEMENTATION

STRATEGY 3

Redevelop

Guide reinvestment and redevelopment to strengthen fiscal performance and create meaningful destinations.



Implementation Actions

Action 2.3.1

In coordination with property owners, evaluate existing zoning and development standards within the Murphy Opportunity Districts and other emerging opportunity sites to determine where updates are needed to support the City's desired redevelopment vision.

Action 2.3.2

Prepare site-specific redevelopment profiles for Murphy Opportunity Districts that summarize desired uses, development character, access considerations, and public realm expectations to support proactive marketing and recruitment efforts.

Action 2.3.3

Develop conceptual site frameworks for priority redevelopment areas that illustrate preferred land uses, building placement, circulation, pedestrian connections, and open space to guide discussions with property owners and inform future zoning actions, where appropriate.

Action 2.3.4

Encourage redevelopment projects to integrate placemaking and destination-oriented amenities, such as outdoor seating, public art, shaded gathering areas, live music spaces, and water features, that enhance community experience and economic performance.

Action 2.3.5

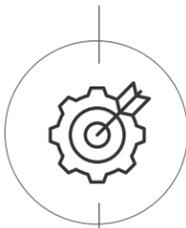
Implement a redevelopment performance monitoring program to track occupancy, sales activity, and community use within redeveloped areas, using results to refine incentives, infrastructure priorities, and future redevelopment strategies.

IMPLEMENTATION

STRATEGY 4

Refine

Refine existing areas and corridors through strategic design and programming.



Implementation Actions

Action 2.4.1

Continue to implement “The Corridor at Murphy” branding strategy and prioritize coordinated improvements along FM 544.

Action 2.4.2

Build on the recent completion of the Murphy Activity Center mural and other placemaking efforts by continuing to incorporate public art, enhanced landscaping, and gathering features throughout the community.

Action 2.4.3

Continue regular coordination with neighboring cities, TxDOT, and regional entities, such as the North Central Texas Council of Governments (NCTCOG), to address shared traffic, access, and improvement challenges on FM 544.

Action 2.4.4

Promote the REVAMP grant program by communicating eligible improvement categories, application criteria, and annual funding timelines to encourage property owners and businesses to pursue reinvestment projects that enhance appearance, comfort, and usability.

Action 2.4.5

Conduct a citywide connectivity audit of existing commercial areas to identify priority sidewalk gaps, internal circulation issues, trail connections, and crossing improvements, and use the results to inform annual capital and maintenance programming.

Action 2.4.6

Establish a public art and placemaking program for commercial areas that identifies priority locations, acceptable project types, and a regular cadence for implementation, ensuring that placemaking investments are intentional, distributed, and repeatable rather than one-off.

Action 2.4.7

Create a corridor and commercial area coordination process with TxDOT, neighboring cities, and regional partners to review access, visibility, and mobility issues on a recurring basis and align external projects with Murphy’s citywide economic and connectivity goals.

Action 2.4.8

Formalize a Public-Private Reinvestment Program that defines eligible project types, cost-sharing mechanisms, and evaluation criteria for streetscape, broadband, and site improvements that support reinvestment in existing commercial areas.



CHAPTER

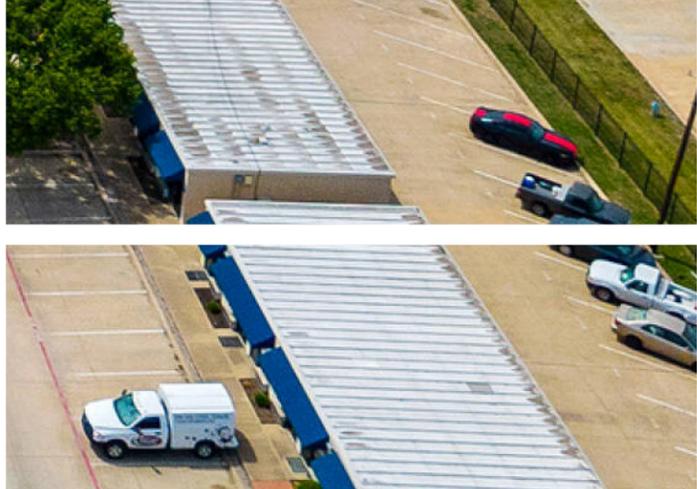
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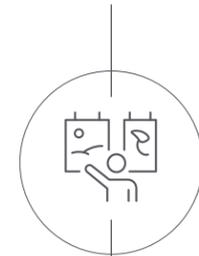
5



DESIGN FRAMEWORK

CHAPTER STRUCTURE

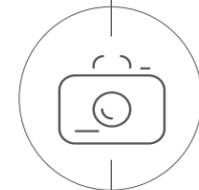
This chapter brings together key pieces of community feedback, existing context, Land Use and Placemaking, Murphy Opportunity Districts (MODs), and Mobility and Connectivity to form a unified Design Framework for Murphy.



COMMUNITY FEEDBACK

An overview of what residents, stakeholders, and youth shared about how land use and mobility work together in Murphy.

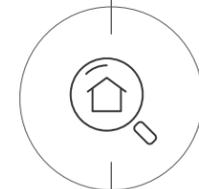
PAGE 62



CONTEXT

A snapshot of current conditions in Murphy, to provide insight as to where the city is today.

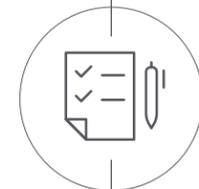
PAGE 67



LAND USE, PLACEMAKING, + MODS

An approach tailored to Murphy's vision of creating distinctive destinations, protecting established neighborhoods, and shaping intentional future development.

PAGE 77



MOBILITY + CONNECTIVITY

Presents the vision of how people move through Murphy by car, foot, bike, or trail, while improving safety, walkability, and connections.

PAGE 119

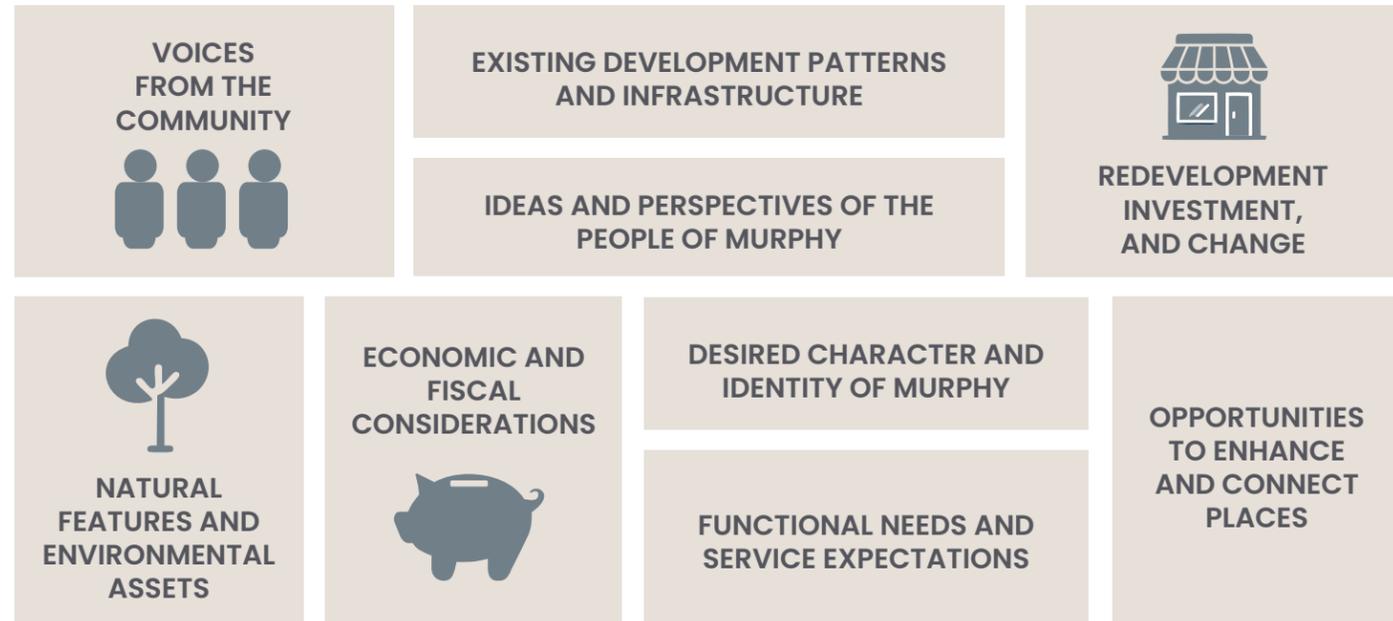
DESIGN FRAMEWORK

COMPONENTS – BRINGING THE PIECES TOGETHER

Murphy’s Design Framework reflects how the city has grown, matured, and taken shape over time. Its neighborhoods, parks, corridors, and civic spaces were not built all at once, but as individual pieces informed by different eras, needs, and community values. Together, these pieces form a mosaic—distinct on their own, but most successful when they work together as part of a larger picture.

Several elements play an especially important role in organizing Murphy today. Maxwell Creek runs north-south through the city, serving as a defining natural asset that supports parks, trails, drainage, and ecological health, while also functioning as a strong physical edge that shapes neighborhoods and movement. FM 544 runs east-west as Murphy’s primary commercial corridor, acting as both a regional destination and a major organizing feature that influences access, safety, and connectivity. These two systems intersect with established neighborhoods, schools, and park spaces, creating both opportunities for connectivity and placemaking.

The Design Framework brings together these components, some of which are illustrated below, into a unified approach for decision-making. Rather than treating each project, corridor, or site in isolation, the Framework is intended to guide how individual “mosaic tiles,” whether a neighborhood infill project, a creekside improvement, a corridor investment, or a new destination, contribute to a cohesive, connected, and resilient whole picture. By aligning land use, programming, design, and mobility, the Design Framework helps ensure that future actions strengthen Murphy’s identity, improve everyday experiences, and support long-term community and fiscal health.



COMMUNITY FEEDBACK

COMMUNITY FEEDBACK SUMMARY

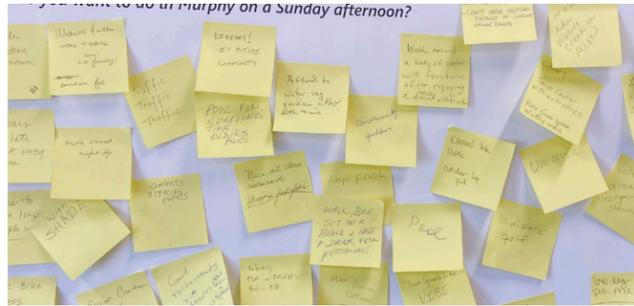
Throughout engagement efforts, participants consistently shared ideas about how Murphy could become more connected, vibrant, and inviting. Five key themes emerged from this input, which together describe what the community wants to see as Murphy continues to grow and adapt as a nearly built-out city. These insights guided the development of Murphy’s Design Framework. The following Community Feedback sections summarize key feedback from engagement activities that shaped these themes.



COMMUNITY FEEDBACK

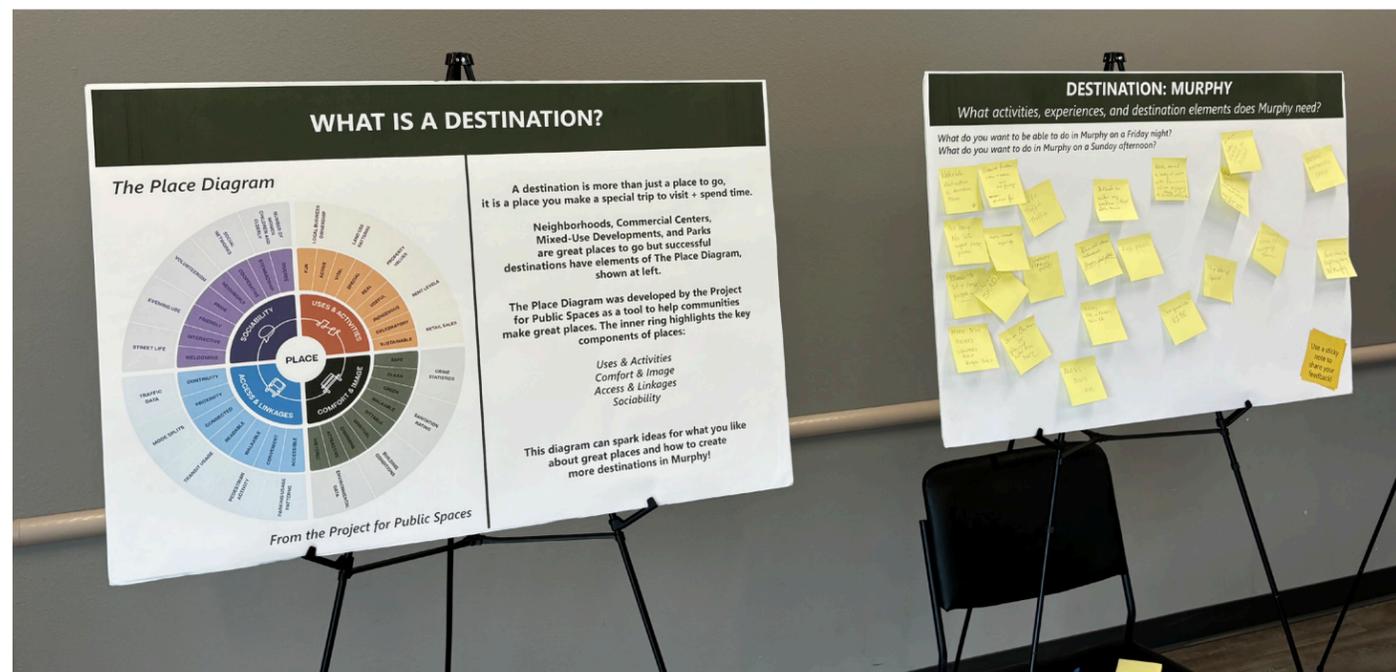
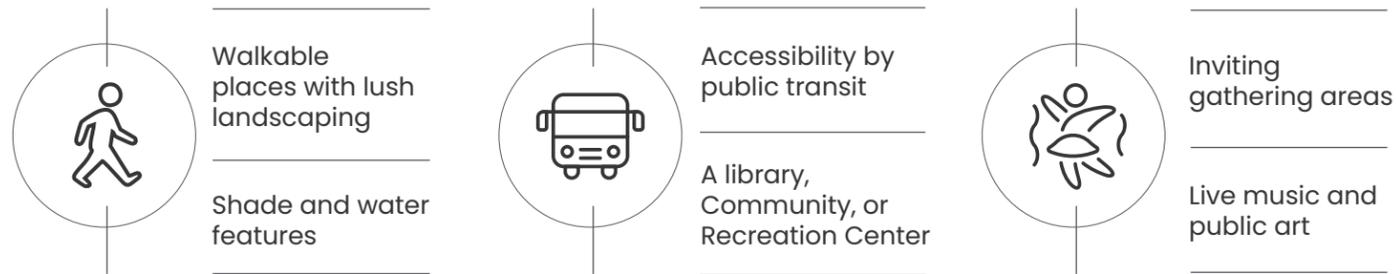
Destinations

Attendees at Community Forum 1 shared a strong desire for walkable spaces with lush landscaping and inviting places to gather. Shade, water features, live music venues, and public art consistently rose to the top of the list of desired features. Many also expressed enthusiasm for gathering at hubs such as a library, community center, or recreation facility. Overall, residents are looking for places that bring people together and make Murphy feel more connected, active, and fun.



While many ideas centered on parks and recreation, feedback from across the engagement process pointed to broader interest in restaurants, shopping, and experience-based destinations that offer places to linger, explore, and enjoy time with others.

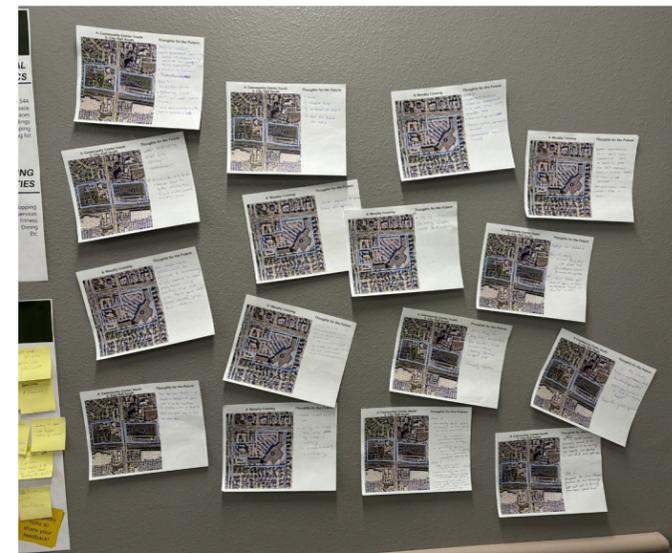
After an introduction to what Project for Public Spaces considers a great place, participants were asked to think about elements they want to see somewhere they would like to go to in Murphy on a Friday night or Saturday afternoon. Some ideas were as follows:



COMMUNITY FEEDBACK

MURPHY OPPORTUNITY DISTRICTS (MODS)

During Community Forum 1, participants were invited to share ideas and feedback on the Murphy Opportunity Districts (MODs) 1 through 10. These sites were selected by City Staff at the beginning of the planning process for high level evaluation of potential futures as areas of the city with potential for reinvestment and enhancement over time. Through hands-on exercises and open discussion, participants explored the proposed MOD sites 1-10, to provide both general and MOD-specific feedback. Input focused on balancing quality development with open space, walkability, and community-oriented destinations.



Input focused on balancing quality development with open space, walkability, and community-oriented destinations.

DESIRED USES

- Unique destination-style places
- Emphasis on high-quality compatible development
- Unique local retailers
- Community-focused uses
- Potential location for compatible housing options and well-designed mixed-use development

DESIRED FEATURES

- More green space
- Support for facade and pavement improvements
- Focus on walkable, community-oriented outdoor elements
- Utilize existing open space
- Unpaved walking and nature trails

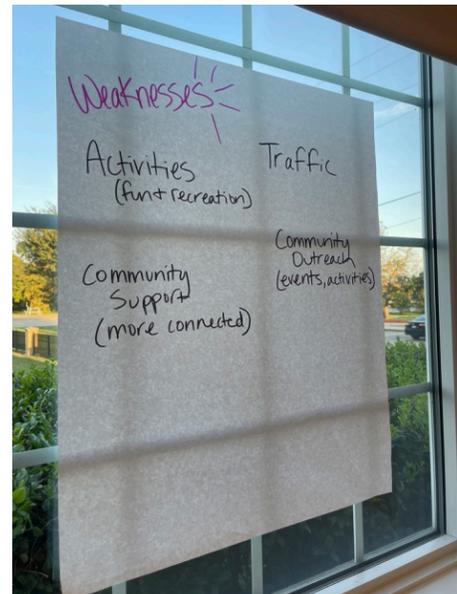
COMMUNITY FEEDBACK

TRAFFIC

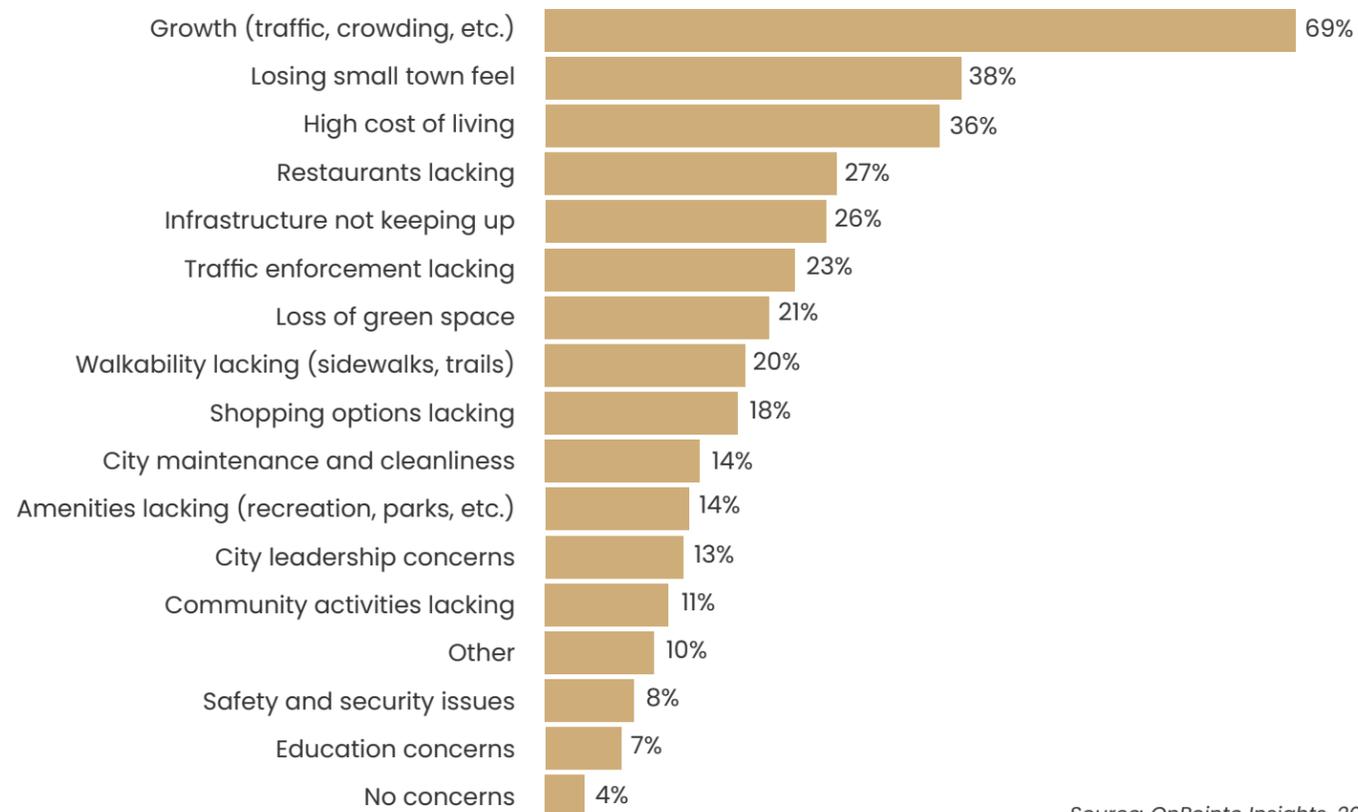
Community feedback indicated a need to address growing traffic, especially along FM 544. Several residents and stakeholders shared that congestion during peak hours can make travel frustrating, with many intentionally avoiding this area when possible. These concerns were echoed in the 2024 Community Survey conducted by OnPointe Insights and were also top of mind for the Master Plan Advisory Committee and Youth Advisory Committee.

In addition to congestion, participants expressed interest in practical improvements such as safer intersection and trail crossings and more walkable destinations. There was consistent support for traffic operation improvements like better traffic signal timing and coordination, as Murphy's roads have limited ability for widening.

Residents are in support of high-quality projects and redevelopment efforts. More local destinations like sit-down dining, family-friendly entertainment, and everyday amenities close to neighborhoods reduces the need to leave Murphy – and would reduce traffic on the roads.



Overall: Issues and Concerns



Source: OnPointe Insights, 2024

COMMUNITY FEEDBACK

TRAILS + PATHWAYS

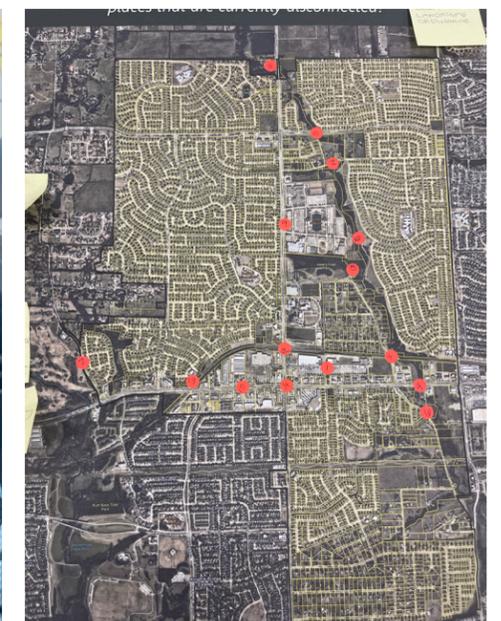
Community feedback showed a strong desire for better east-west connections across Maxwell Creek, particularly to make it easier and safer to move through the city without relying on a car. Participants were highly anticipating the planned bridge at FM 544 and Maxwell Creek at Community Forum 1, viewing it as a critical trail crossing that would provide improved pedestrian safety along the heavily traveled FM 544 corridor. Some participants were pleasantly surprised to discover how extensive the existing trail system already is, particularly the connections leading to Breckinridge Park, and shared interest in more connections. At the same time, comments reinforced that traffic congestion along FM 544 affects how comfortable people feel walking or biking nearby, highlighting the need for improvements to address routes, buffering, and comfort of connections.

MAXWELL CREEK TRAIL

- Provide more east-west connections across the Creek to improve access, reduce gaps between neighborhoods, parks, and destination
- Need for improved wayfinding and visibility to more easily find and navigate the trail system
- Enhanced comfort along the trail with more shade, landscaping, and seating

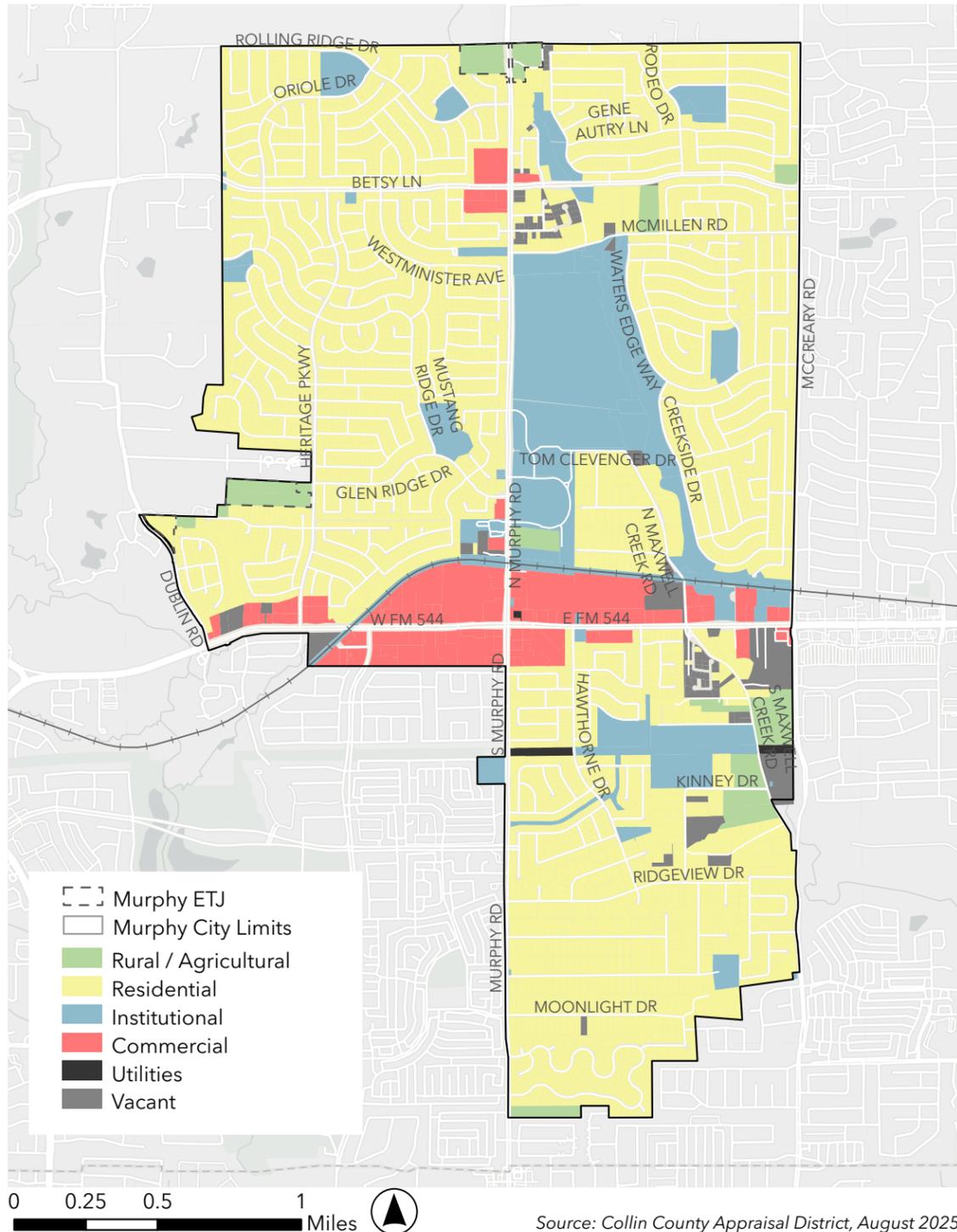
FM 544

- Prioritize completing the FM 544 and Maxwell Creek pedestrian bridge
- Provide safer, more comfortable pedestrian crossings along FM 544
- Improve trail and sidewalk connections on both sides of The Corridor
- Enhanced walkability at commercial centers with better paths and more landscaping to break up large parking lots



CONTEXT

EXISTING LAND USE



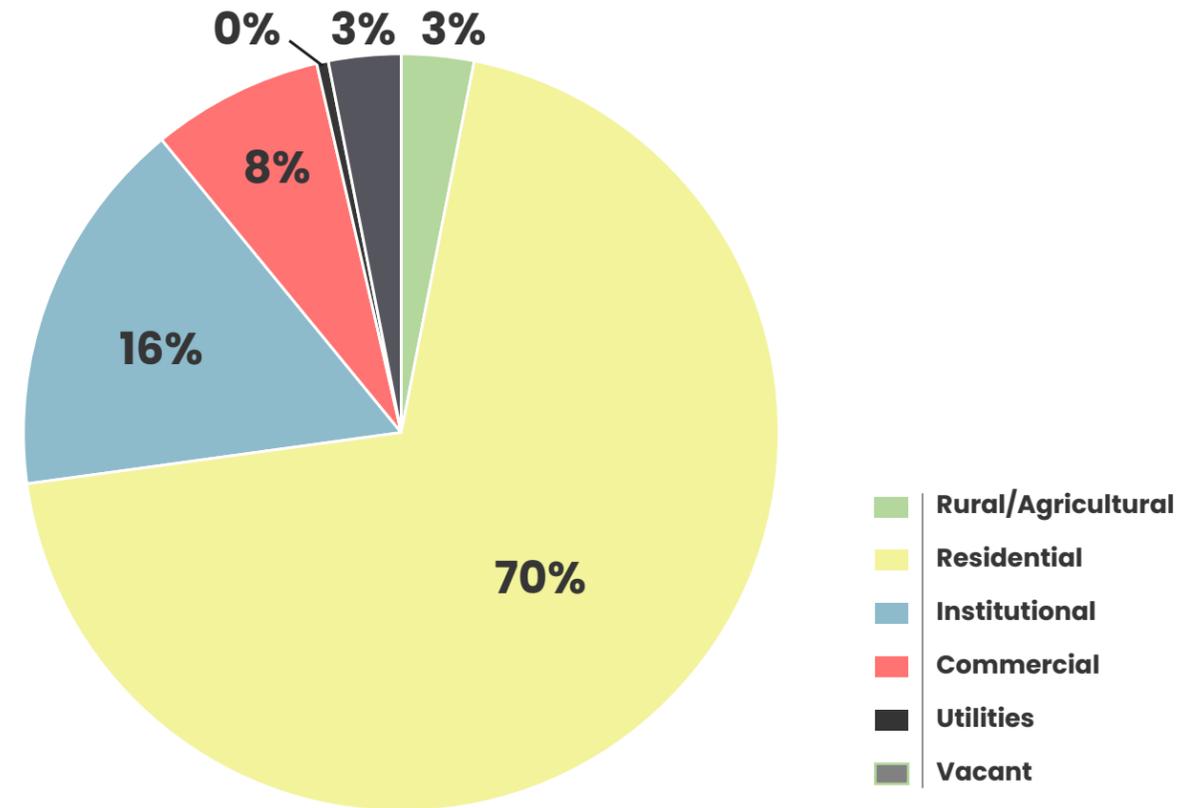
Source: Collin County Appraisal District, August 2025

Based on Collin County Appraisal District tax classifications. For illustrative purposes.

CONTEXT

EXISTING LAND USE

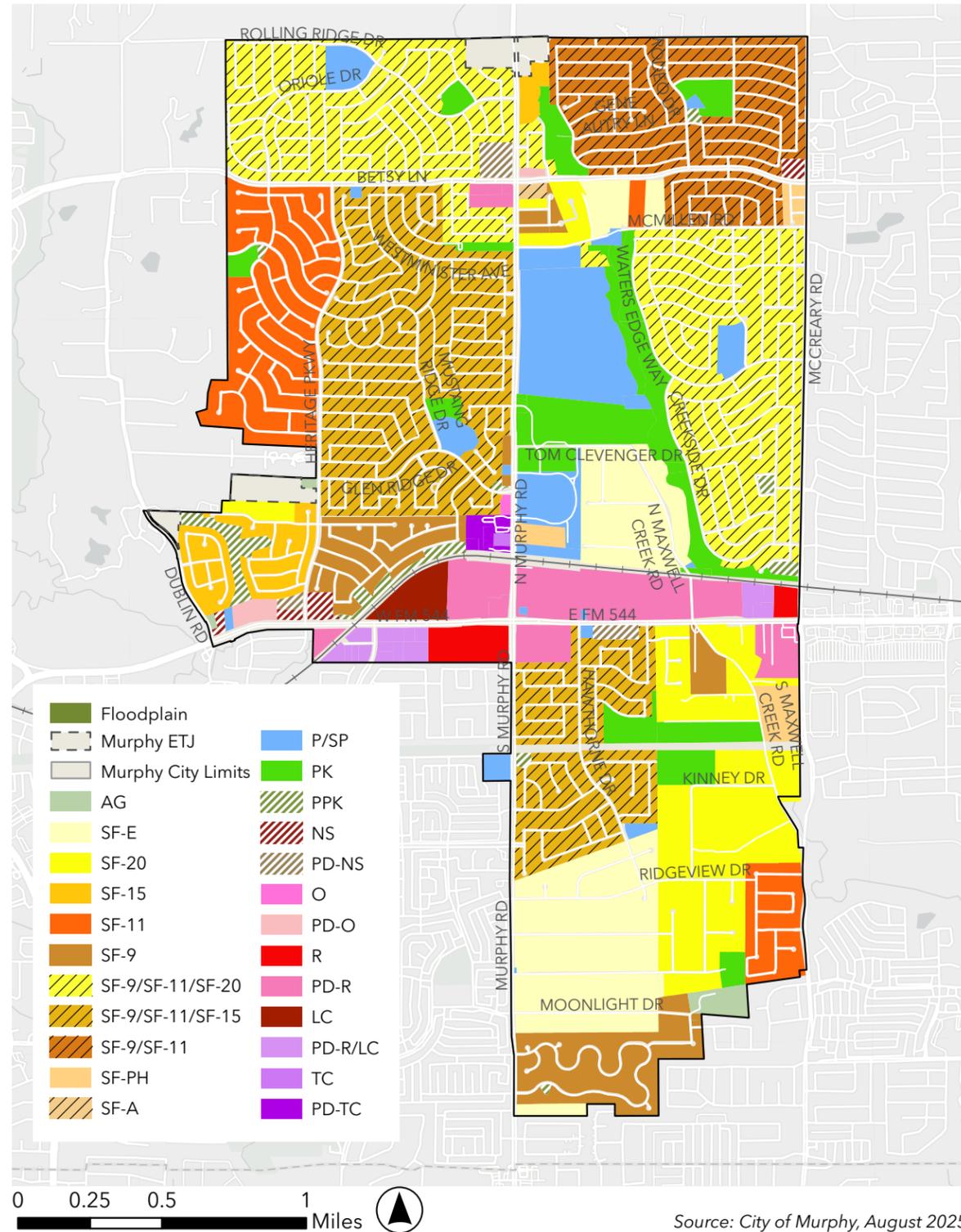
Existing Land Use Chart



Existing land use illustrates how land in Murphy is generally being used, based on the Collin County Appraisal District tax classifications. This information establishes a baseline for understanding development patterns, infrastructure needs, and opportunities for change. The existing land use pattern reflects a primarily residential community that is largely built out. Approximately 70 percent of the city's land consists of residential uses, primarily owner-occupied single-family neighborhoods that are a big part of defining Murphy's character and sense of place. Institutional uses account for 16 percent of the city and represent schools and civic uses such as City Hall, Central Park, and PSA Murphy. Commercial land makes up a small portion of the city at 8 percent and vacant land at 3 percent, meaning opportunities for future new development are constrained. This land use distribution places increased pressure on existing commercial areas to support local services and generate tax revenue. It also highlights the importance of thoughtful reinvestment and strategic decision making for the development (or potential preservation in some cases) of remaining vacant parcels to support future community needs.

CONTEXT

EXISTING ZONING



CONTEXT

EXISTING ZONING

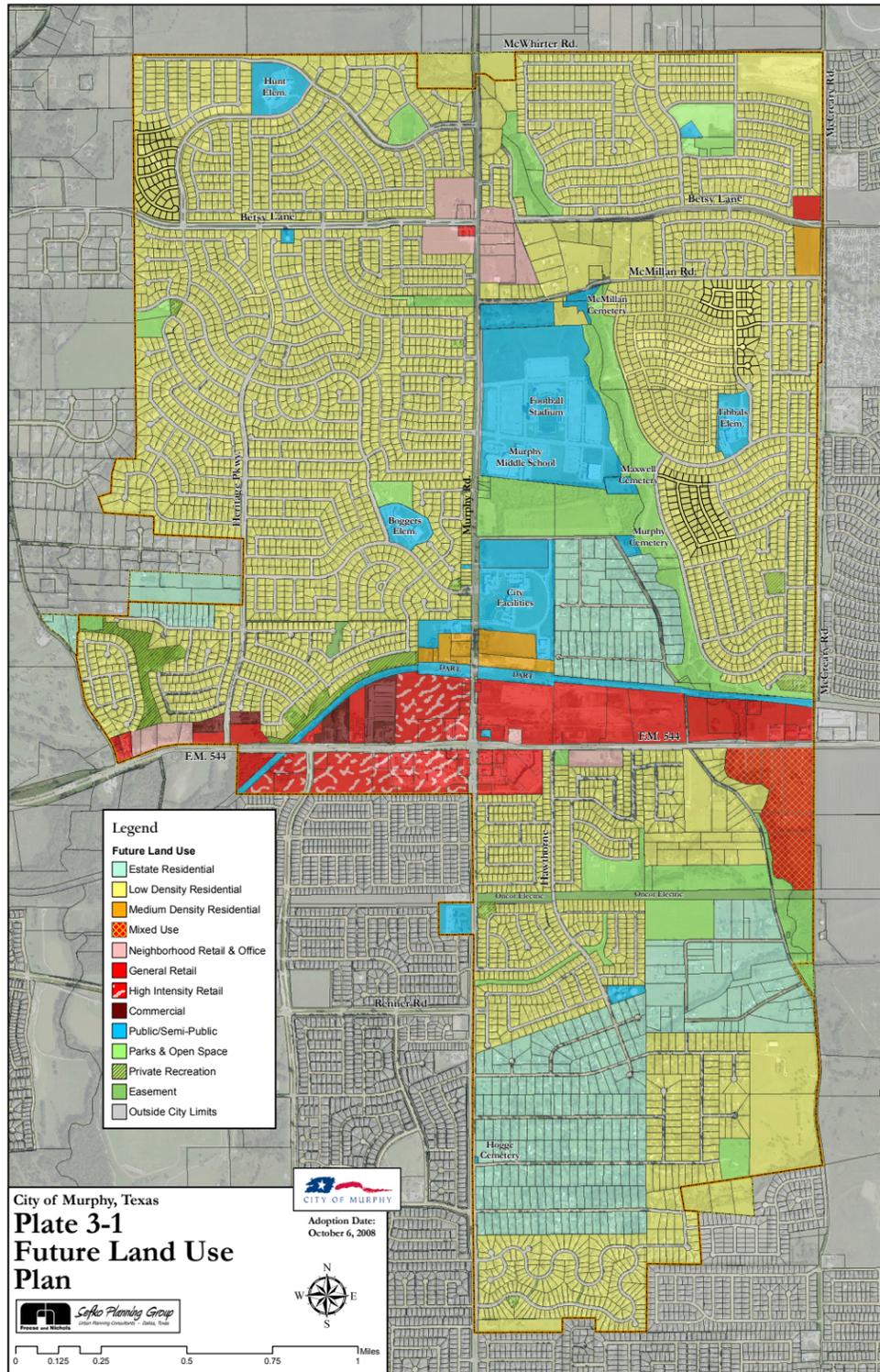
A Zoning Map is a regulatory map that is adopted as part of the City's Zoning Ordinance. It assigns specific zoning districts to parcels of land and provides regulation on how individual parcels of land can be developed. The districts have established standards for the types of uses permitted, the process for developing and redeveloping property, and the specific building height, setbacks, and intensity that can occur. Unlike the Existing Land Use Map, which generally illustrates how property is being used (based on its tax classification), the Zoning Map reflects the legally enforceable development regulations that play a role in day-to-day development review and decision making.

Similar to the Existing Land Use Map, Murphy's current Zoning Map reflects that it is a predominantly single-family residential community, with multiple variations of single-family districts covering the majority of the city. Office, retail, and Planned Development (PD) zoning is concentrated along FM 544 and near the intersection of Betsy Lane and Murphy Road, which reinforces these areas as the prime locations for commercial activity and employment in the city. Overall, existing zoning patterns generally align with the intent of the Future Land Use Plan, however, where there are inconsistencies, zoning updates can encourage development that supports Murphy's vision, market conditions, and long-term goals.



CONTEXT

PREVIOUS FUTURE LAND USE PLAN (2008)



CONTEXT

PREVIOUS FUTURE LAND USE PLAN

The 2008 Future Land Use Plan served as Murphy's primary long-range guide during a time when Murphy was still experiencing significant residential growth and had much more undeveloped land available than it does today. The Future Land Use Plan focused on expansion of lower-density single family residential areas as the dominant land use pattern, with commercial and mixed-use along major corridors. The vision was to preserve neighborhood stability while providing for commercial activity in visible and accessible locations that could add to the city's tax base. Area designations provided some direction as to anticipated land use.

Since adoption of the 2008 Plan, Murphy has largely filled in, and the focus has shifted from growth management to reinvestment and refinement. Availability of vacant land and separating uses with new development are no longer as applicable. While the Future Land Use Plan provided a framework for guiding growth at that time, it offered little direction for redevelopment. The role of the Future Land Use Plan can shift from shaping new neighborhoods to guiding how existing areas can evolve while aligning with the priorities of Murphy of today.

Anticipated Development and Redevelopment

Several major new projects are approved or underway, including residential infill projects like Crescent Hill, The Enclave at Maxwell Creek, Oasis Springs, and Murphy Gardens. Murphy Marketplace is seeing new commercial construction, and the long-anticipated H-E-B grocery store, at the southwest corner of FM 544 and McCreary Road, has broken ground. The H-E-B development represents a significant investment and fills a long-standing need for a full-service grocery option within the city.

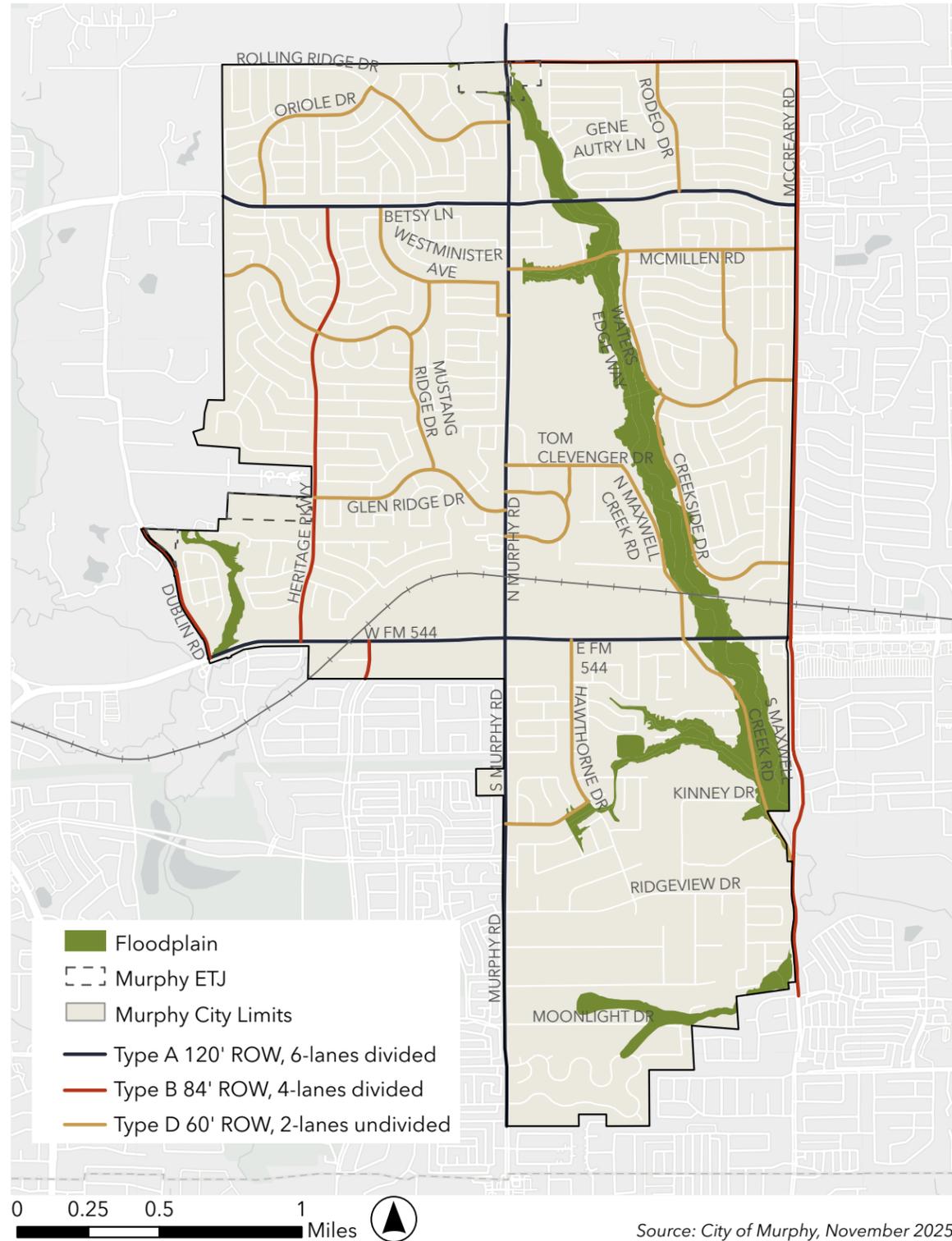
As development activity continues, it will be increasingly important for new and infill development to reflect the character and qualities of Murphy's existing neighborhoods. Looking ahead, development adjacent to or within established neighborhoods should be designed with compatibility in mind.

Existing commercial areas are also strong and seeing diversification. Businesses, such as restaurants, fitness, entertainment, and retail, are continuing to locate along FM 544, reinforcing The Corridor's role as a regional destination. Looking ahead, future development in Murphy should prioritize redevelopment of underutilized sites, enhancement of existing commercial centers, and thoughtful use of remaining vacant parcels.



CONTEXT

EXISTING MASTER THOROUGHFARE PLAN



Source: City of Murphy, November 2025

CONTEXT

EXISTING MASTER THOROUGHFARE PLAN

A Master Thoroughfare Plan establishes the functional classification of roadways within the city and provides conceptual guidance for roadway design based on size, capacity, and role in the transportation network. Murphy's existing Master Thoroughfare Plan was adopted in 2008 and included conceptual cross-sections intended to support future growth and connectivity as the city developed. Since adoption, most of the roadway improvements identified in the plan have been completed, and the network largely reflects the planned framework. In the past, new roadways have been met with resident opposition and have been adjusted or removed from consideration entirely. Although traffic remains a top weakness and challenge that the community is experiencing, and new routes or upgrades could assist with this, no changes to the Master Thoroughfare Plan are proposed based on feedback and direction received during the planning process.

EXISTING STREETS + SIDEWALKS

FM 544 and Murphy Road are the two main roadways that run through the city and carry the majority of daily traffic, connecting Murphy to nearby communities and regional destinations. Other major streets, such as Betsy Lane, McCreary Road, Maxwell Creek Road, and Heritage Parkway, help link neighborhoods, schools, parks, and commercial areas. Altogether, Murphy has approximately 106 miles of streets and 159 miles of sidewalks. While most neighborhood streets are designed for slower speeds and local access, FM 544 functions as a busy regional corridor and is maintained by TxDOT, meaning it is not directly controlled by the City.

Sidewalk conditions in Murphy vary depending on when areas were developed. Newer neighborhoods generally have more continuous sidewalks that make it easier to walk within subdivisions, while older areas and major corridors have some gaps. Residents have noted that these gaps can make walking along or across busy streets, especially near FM 544, feel uncomfortable or unsafe and that improving sidewalks along key streets is an important step toward better connections in the city.



VISION

DESIGN FRAMEWORK

The Design System is comprised of two main components: (1) Land Use + Placemaking and (2) Mobility + Connectivity. Each has a guiding plan (Future Land Use Plan and Master Thoroughfare Plan respectively) and four guiding strategies that will provide tools, priorities, and implementation actions and policies that provide a coordinated Design Framework for Murphy.



LAND USE + PLACEMAKING

- Mobility Integration
- Future Land Use Plan (FLUP)
- Thriving + Distinctive Destinations
- Gateways + Monumentation



MOBILITY + CONNECTIVITY

- Land Use Integration
- Master Thoroughfare Plan (MTP)
- Safer + Smoother Travel
- Connected Paths + Trails

VISION

ALIGNMENT WITH VISION GUIDING PRINCIPLES

Neighborhoodly + Unique Identity

The Design Framework advances Murphy's neighborhoodly and unique identity by establishing character-based land use guidance, placemaking strategies, and gateway treatments that reinforce a clear sense of arrival. The framework also prioritizes compatibility within neighborhoods and along their edges to protect established character.

Distinctive Destinations + Activity Hubs

The Design Framework helps define and activate destinations, particularly along FM 544 and within the Murphy Opportunity Districts, by aligning placemaking, design, and mobility tools around community-driven visions.

Thriving Local Economy + Fiscal Health

The Design Framework supports economic vitality by focusing development and redevelopment within the Murphy Opportunity Districts and key corridors. Gateways and monumentation are used to strengthen destinations and support long-term, revenue-generating activity.

Balanced Growth + Land Use

Balanced growth is supported through a character- and function-based Future Land Use approach that defines appropriate height, intensity, and character across Murphy. This approach distinguishes Murphy Opportunity Districts as strategic designations and reflects the City's transition from growth-oriented expansion toward long-term maturity and reinvestment.

Connected + Walkable Community

This chapter advances connectivity through integrated land use and mobility strategies that improve walkability, trail access, crossings, and everyday connections between neighborhoods, parks, schools, and destinations.

Engaged + Informed Community

Community input directly informed the Design Framework, with feedback on destinations, traffic, trails, and opportunity areas shaping the structure, strategies, and priorities presented in this chapter.

Engaging Open Space + Recreation

Parks, trails, and natural systems are embedded within the Design Framework as organizing elements that shape development patterns, guide trail alignments, and enhance recreational and gathering spaces across the city.

Resilience + Adaptability

The Design Framework promotes adaptability through flexible, integrated land use and mobility frameworks that respond to changing market conditions, infrastructure needs, and long-term community priorities.



Source: City of Murphy website

LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE PLAN FRAMEWORK: A GUIDE TO LAND USE + PLACEMAKING



LAND USE, PLACEMAKING, + MODS

MOBILITY INTEGRATION

Mobility integration ensures that land use and placemaking decisions in Murphy are supported by safe and effective ways for people to move around their neighborhoods and the city. Murphy is not anticipating new major roads so there must be a focus on making thoughtful improvements to the existing network to coordinate land use, streets, trails, and destinations into a cohesive system. Mobility considerations are embedded into placemaking, as emphasized in the three concepts below.

Connected + Walkable

Creating connected and walkable places comes from aligning development patterns, site design, and public spaces so that destinations are accessible without always needing a car. In Murphy, new developments and redevelopment can be oriented toward sidewalks, trails, and open spaces. Efforts to strengthen pedestrian connections across major roads and Maxwell Creek to be safe and comfortable should be part of the site design process.

Active + Linked

Though Murphy is currently equipped with a strong trail network, continued enhancements are needed to ensure community members can choose to walk or bike to destinations, instead of drive. Ensuring that trails are not isolated recreational amenities but intentional connectors between land use and activity centers in the city.

Regional + Local

One of Murphy's greatest strengths is its access and location within the DFW Metroplex. Balancing the nature of regional traffic volume with local resident experience will be important throughout Murphy's future. Ensuring that impacts of regional traffic can be buffered and mitigated as much as possible is a top priority for the community.



LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE PLAN

Purpose + Usage

The Future Land Use Plan (FLUP) outlines the community's long-term vision for how land should develop and redevelop. While it serves as the legal foundation for zoning decisions, it is not a zoning document and does not provide the same level of detail. Instead, it provides broad guidance to inform new development and redevelopment, and in some cases, it may differ from existing development patterns or previously approved entitlements.

When new development or redevelopment is proposed in Murphy, the FLUP should be consulted to assess how the proposal aligns with the Community's future vision. The Future Land Use Designation serves as a guide to support other elements of the Comprehensive Plan, including the Master Thoroughfare Plan, Vision Statement, and all other related components.

The FLUP is an essential tool used to guide desired economic development activity. By laying out what the city would like to see in the future in terms of anticipated intensity, character, and use, the Vision becomes clearer. Developers, retailers, entrepreneurs, property owners, and others can understand what the community wants to see and what has been planned.



FLUP

The FLUP is composed of three primary components:

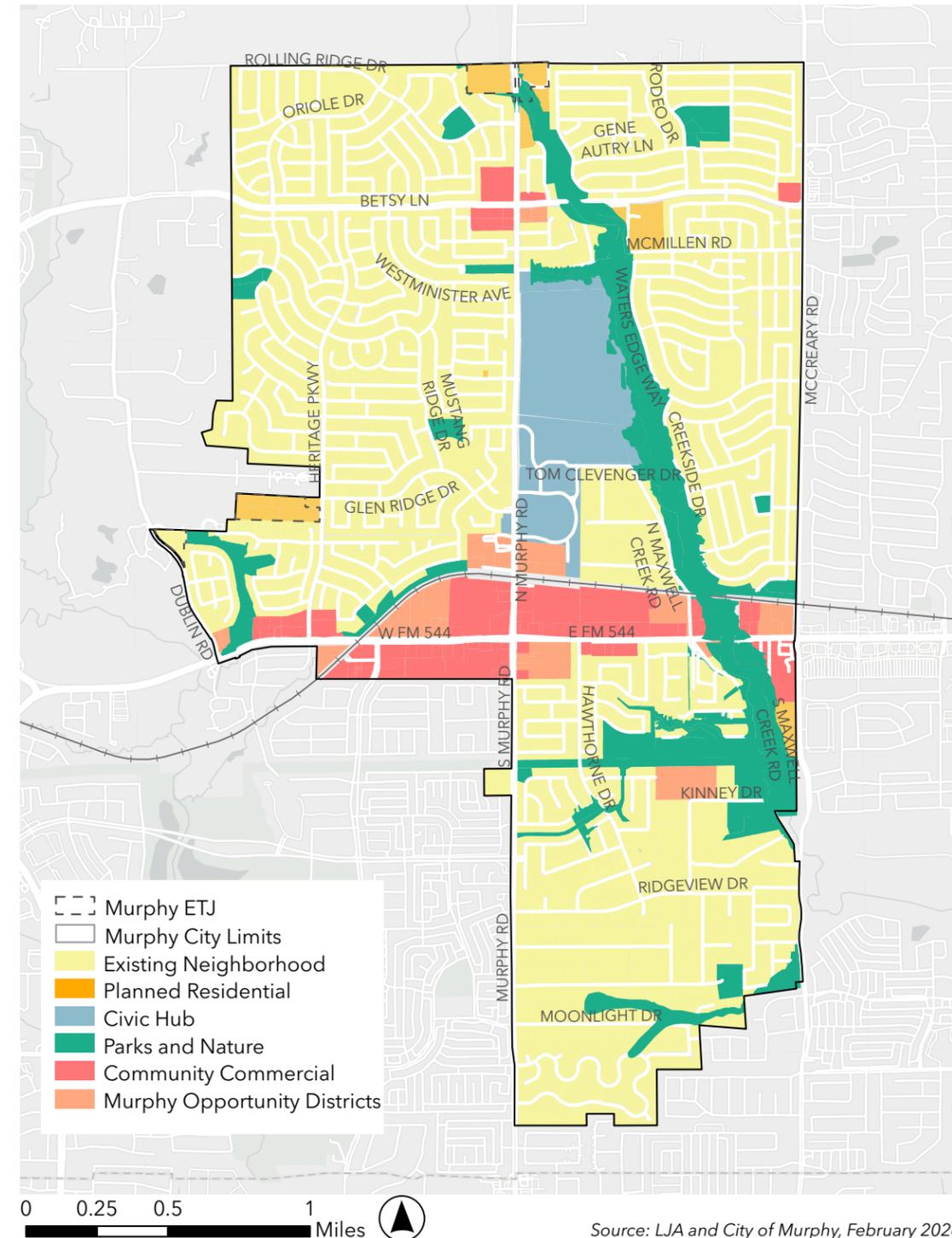
1. A map
2. Descriptions of anticipated intensity, character, and land uses
3. A set of supporting policies



LAND USE, PLACEMAKING, + MODS

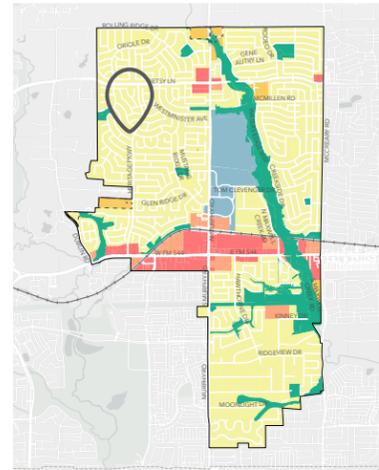
FUTURE LAND USE PLAN

A Future Land Use Plan does not constitute a zoning regulation or establish zoning district boundaries.



LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: EXISTING NEIGHBORHOOD

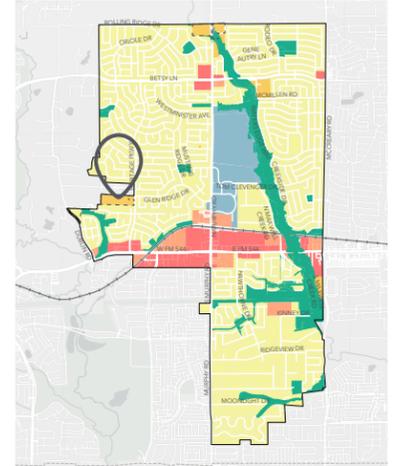


Vision
New development is designed to blend seamlessly with existing neighborhood character, reinforcing a cohesive and familiar pattern of homes, streets, and open spaces. Building scale, placement, and design respect established residential form, while nearby parks, schools, and destinations are thoughtfully integrated to support a complete neighborhood environment.

Anticipated Uses
Homes, parks, schools, and open space

LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: PLANNED RESIDENTIAL

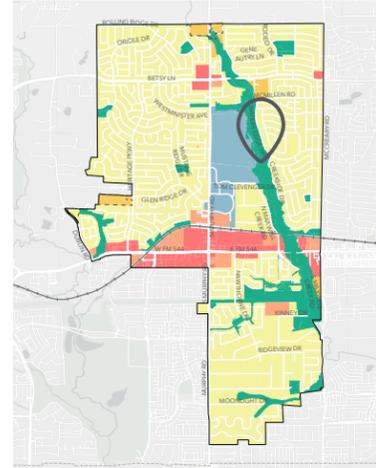


Vision
Planned residential areas are envisioned as small, thoughtfully designed neighborhoods with high-quality architecture, cohesive site planning, and a refined residential character. A mix of housing types may be accommodated, unified by consistent design standards, shared open spaces, and an intentional neighborhood layout that creates an intimate, well-crafted living environment.

Anticipated Uses
Residential neighborhoods, parks, schools, and open space

LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: PARKS + NATURE



Vision

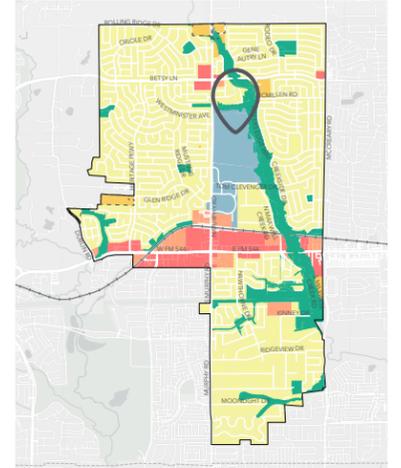
Parks + Nature areas preserve and celebrate recreation spaces and natural landscapes, including floodplains, creeks, and mature tree cover. These areas function as essential green infrastructure, capturing stormwater and accommodating heavy rains while providing shaded, accessible open spaces that support recreation, relaxation, and environmental quality.

Anticipated Uses

Public and private parks, open space, floodplain, creeks.

LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: CIVIC HUB



Vision

Civic Hub areas function as central gathering places where civic and institutional uses are integrated with thoughtfully designed mixed-use development. Active ground-floor uses, green space, trails, and family-friendly recreation areas come together to create vibrant public environments that support daily activity, community events, and civic life.

Anticipated Uses

Government and institutional uses, parks and recreation, mixed-use development, retail, restaurant, office, and residential (low-density, owner-occupied preferred).

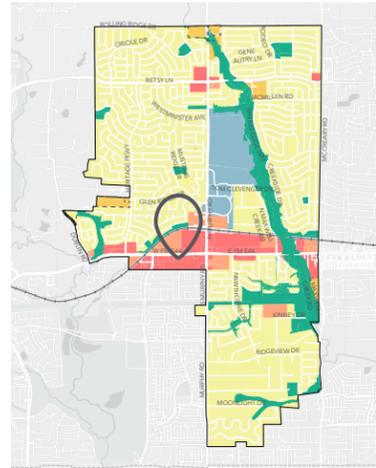
LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: COMMUNITY COMMERCIAL



Vision

Community Commercial areas support neighborhood-serving retail and service uses while also accommodating select destination-oriented retail, restaurant, entertainment, and similar uses. Development is designed to fit comfortably alongside surrounding residential areas, creating active, well-designed places that serve both local needs and a broader market. Where residential uses are included, ground-floor commercial space is prioritized, with low-density, owner-occupied homes and shared open spaces contributing to a cohesive, walkable environment.



Anticipated Uses

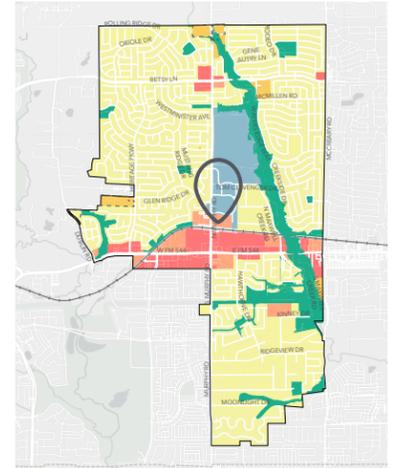
Corridor-oriented commercial uses, including personal services, office, retail, restaurant, entertainment with family-oriented amenities and gathering/lingering space.



LAND USE, PLACEMAKING, + MODS

FUTURE LAND USE DESIGNATION: MURPHY OPPORTUNITY DISTRICTS (MODS)

The Murphy Opportunity Districts (MODs) designation applies to 11 locations across the city that include some of the remaining developed and undeveloped properties with potential for enhancement or redevelopment. These areas represent key opportunities to reinforce existing activity areas and, where appropriate, support the emergence of destination-oriented places that serve both residents and visitors. Each MOD is guided by a site-specific vision developed through an extensive, hands-on community engagement process, including a dedicated station at Community Forum 1, collaboration map input, Youth Advisory Committee feedback, in-depth discussion with the Master Plan Advisory Committee, and direction from the Planning and Zoning Commission, City Council, and Staff. The planning process considered what makes each site unique and how it could evolve in a manner that aligns with Murphy's character, mobility priorities, and expectations for high-quality development. This included identifying opportunities for gathering places, complementary uses, and destination-supportive features, while maintaining compatibility with surrounding neighborhoods through appropriate buffering and transitions. Together, the resulting visions provide flexible, place-based guidance to support thoughtful future development or redevelopment. Unlike citywide Future Land Use Designations, which establish broad land use and character expectations, the Murphy Opportunity Districts provide targeted, site-specific guidance intended to help shape distinctive places, including community and regional destinations, where conditions and community priorities support that role.



Anticipated Uses

Anticipated uses and character visions for each MOD are outlined on the pages that follow, reflecting community input and planning best practices.



LAND USE, PLACEMAKING, + MODS

MODS MURPHY OPPORTUNITY DISTRICTS: 1-6



MOD 1:
DUBLIN
GATEWAY



MOD 2:
HERITAGE
GATEWAY



MOD 3:
BRAND
GATEWAY



MODs 4 + 5:
COMMUNITY CENTER SOUTH +
CITY HALL SOUTH



MOD 6:
MURPHY
CROSSING



MOD 7:
MURPHY
MARKETPLACE
EAST



MOD 8:
KINNEY DRIVE
TRACT



MOD 10:
McCREARY
GATEWAY



MOD 9:
MAXWELL
CREEK
EAST



MOD 11:
NORTH
MURPHY
GATEWAY

LAND USE, PLACEMAKING, + MODS

MODS MURPHY OPPORTUNITY DISTRICTS: 7-11

LAND USE, PLACEMAKING, + MODS

MOD 1 DUBLIN GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: 700 FM 544, at the northeast corner of FM 544 and Dublin Road

SIZE: Approximately 3 acres

EXISTING ZONING: Neighborhood Services (NS) and Agriculture / Open Space (AG)



EXISTING CONDITIONS

The site currently includes a mix of auto-oriented and residential uses, including an auto repair business, a used car dealership, a cell tower, and two single-family homes. Sidewalk infrastructure is present along FM 544, providing an initial foundation for future pedestrian connectivity.



LAND USE, PLACEMAKING, + MODS

MOD 1 DUBLIN GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 1 is envisioned as a welcoming entry into Murphy that establishes a strong sense of arrival through enhanced landscaping and coordinated entry signage. Development is focused on the corner of the site with commercial buildings oriented around shared green space, creating an active and visible focal point. Building scale and site design transition toward less intensive development, parking, or open space along the north end of the site to ensure compatibility with adjacent residential areas.



LAND USE, PLACEMAKING, + MODS

MOD 2 HERITAGE GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544, between Heritage Parkway and the DART rail line

SIZE: Approximately 4 acres

EXISTING ZONING: Planned Development Retail (PD-R) with mixed-use development permitted up to three stories, with ground-floor commercial and residential above.



EXISTING CONDITIONS

The site is largely undeveloped and includes mature trees, with adjacency to the DART rail line and Eden Branch. The area functions today as a natural edge condition along the corridor.



LAND USE, PLACEMAKING, + MODS

MOD 2 HERITAGE GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 2 is envisioned as a gateway site that balances natural character with carefully scaled development opportunities. Two potential development directions were identified through the planning process, each grounded in preservation of existing trees where possible.

One option supports low-intensity outdoor recreation and/or a destination-oriented restaurant integrated within the existing tree canopy. This concept emphasizes shared outdoor space with picnic seating and gathering areas, with the potential for small-scale amenities such as an acoustic music area and string lighting oriented along Eden Branch and the adjacent rail corridor.

Alternatively, if developed with residential uses similar to the existing zoning, the site may accommodate mixed-use development organized around shared green space. Architecture should be compatible with nearby residential areas, incorporating materials such as brick and stone, pitched roof forms, and a neutral color palette.

Under either approach, preservation of existing trees is highly preferred and is a defining element of the site's character and future development.



Existing PD Zoning Rendering

LAND USE, PLACEMAKING, + MODS

MOD 3 BRAND GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: North of FM 544, east of the railroad tracks

SIZE: Approximately 22 acres

EXISTING ZONING: Light Commercial (LC)



EXISTING CONDITIONS

The site includes a mix of auto-oriented and commercial uses, including a used car dealership, retail center, office space, auto repair, dry cleaner, self-storage, and a car wash. Development is generally oriented toward individual parcels rather than a cohesive site layout.



LAND USE, PLACEMAKING, + MODS

MOD 3 BRAND GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 3 is envisioned as a major gateway opportunity along FM 544, positioned for coordinated redevelopment that elevates the corridor's image and supports destination-oriented commercial activity. The site is appropriate for multi-story commercial uses, such as a hotel with conference and event facilities and/or a campus-style medical development.

Future redevelopment should establish a unified look and feel across the site, with coordinated architecture, site design, and signage. Shared green space is encouraged as an organizing element to create a more cohesive, campus-like environment and enhance the overall character of the gateway.



LAND USE, PLACEMAKING, + MODS

MOD 4+5 MOD 4: COMMUNITY CENTER SOUTH + MOD 5: CITY HALL SOUTH

LOCATION MAP + EXISTING CONDITIONS

MOD 4:

LOCATION: Along the west side of Murphy Road, north of FM 544 and the railroad tracks

SIZE: Approximately 12 acres

EXISTING ZONING: Town Center (TC) and Planned Development Town Center (PD-TC)

MOD 5:

LOCATION: Along the east side of Murphy Road, north of FM 544 and the railroad tracks

SIZE: Approximately 12 acres

EXISTING ZONING: Public / Semi-Public (P/SP) and Single-Family – Patio (SF-PH)



EXISTING CONDITIONS

MOD 4: The site includes City-owned and private properties with existing civic and community-serving uses, including the City Animal Shelter, Activity Center, Community Center, a salon, and mature trees. These uses establish the area as a center for public services and community activity.

MOD 5: The site is currently undeveloped and presents a significant opportunity for coordinated, future development.

MOD 4



MOD 5



LAND USE, PLACEMAKING, + MODS

MOD 4+5 MOD 4: COMMUNITY CENTER SOUTH + MOD 5: CITY HALL SOUTH continued

FUTURE CONDITIONS

VISION

MOD 4: On City-owned properties, MOD 4 builds upon its existing civic role by expanding community-focused facilities, amenities, and programming that enhance public use and activity. On privately owned properties, the vision supports office or residential uses, including low-density townhomes, that complement surrounding civic functions and reinforce a cohesive Town Center character.

MOD 5: MOD 5 is envisioned as a multi-story, destination-oriented campus that may accommodate office, residential, and/or boutique hotel uses. Opportunities for co-working space and conference facilities support flexible employment and gathering needs, while enhanced landscaping and shared green space establish a high-quality, campus-style environment.

TOGETHER, MODs 4 and 5 are intended to function as a coordinated place, with intentional design and connectivity across Murphy Road and between site elements. Streetscape improvements, shared open spaces, and visual continuity reinforce their relationship and create a cohesive civic and employment-oriented destination north of FM 544.

MOD 4



MOD 5



LAND USE, PLACEMAKING, + MODS

MOD 6 MURPHY CROSSING

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544, east of Murphy Road

SIZE: Approximately 12 acres

EXISTING ZONING: Planned Development Retail (PD-R)



EXISTING CONDITIONS

The site includes approximately 44,000 square feet of existing commercial space across five buildings, with 29 total tenant spaces. Current uses include shopping, services, and dining. The site is characterized by large surface parking areas, limited landscaping, and a primarily auto-oriented layout.



LAND USE, PLACEMAKING, + MODS

MOD 6 MURPHY CROSSING continued

FUTURE CONDITIONS

VISION

MOD 6 is envisioned as a reinvestment opportunity that enhances the function and appearance of an established commercial center. Two potential approaches were identified to support long-term viability while maintaining compatibility with surrounding residential areas.

One approach supports redevelopment with office, retail, and restaurant uses organized around shared green space. This concept emphasizes improved site design, enhanced landscaping, and building placement that creates a more cohesive and pedestrian-friendly environment.

Alternatively, the site may focus on targeted site improvements, including reconfiguration of parking areas and the addition of shared green space. This approach prioritizes incremental upgrades that improve functionality, aesthetics, and comfort without full redevelopment.

Under either approach, design should remain compatible with adjacent residential uses and reinforce Murphy's expectations for high-quality development.



Source: SHOP Companies

LAND USE, PLACEMAKING, + MODS

MOD 7 MURPHY MARKET PLACE EAST

LOCATION MAP + EXISTING CONDITIONS

LOCATION: West Side of North Maxwell Creek Road, approximately 250 feet north of FM 544

SIZE: Approximately 8 acres

EXISTING ZONING: Planned Development Retail (PD-R)



EXISTING CONDITIONS

The site is currently undeveloped and includes sidewalk infrastructure and street trees along Maxwell Creek Road, establishing a strong streetscape foundation for future development.



LAND USE, PLACEMAKING, + MODS

MOD 7 MURPHY MARKET PLACE EAST continued

FUTURE CONDITIONS

VISION

MOD 7 is envisioned as a destination-oriented marketplace that brings together food, activity, and gathering in a vibrant, people-focused setting. The site is well suited for uses such as restaurants, retail, family-friendly entertainment, and hospitality, supported by shared outdoor spaces that encourage lingering and community interaction.

Features such as a food truck park, informal performance space, seating areas, and event-oriented amenities reflect the intended character of the site, while allowing flexibility for a boutique hotel or similar destination use that complements the overall experience. Development should emphasize placemaking, high-quality design, and an inviting atmosphere that builds on the site's visibility and existing streetscape.



Existing PD Zoning Layout

LAND USE, PLACEMAKING, + MODS

MOD 8 KINNEY DRIVE TRACT

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Kinney Drive
SIZE: Approximately 16 acres
EXISTING ZONING: Parks / Open Space (PK)



EXISTING CONDITIONS

The site is currently undeveloped and closely associated with the surrounding trail network and natural landscape.



LAND USE, PLACEMAKING, + MODS

MOD 8 KINNEY DRIVE TRACT continued

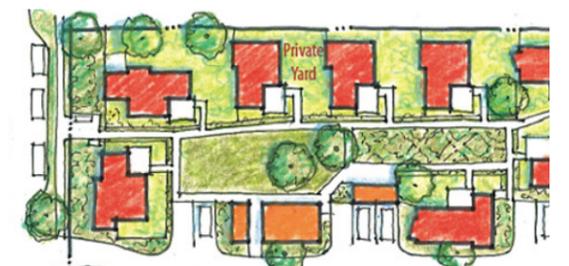
FUTURE CONDITIONS

VISION

MOD 8 is envisioned as a trail-oriented place that emphasizes nature, outdoor experience, and thoughtful integration with the surrounding landscape. Development, if pursued, should be low-intensity and oriented north toward the trail system, reinforcing the site's role as a destination for recreation and connection to nature.

Appropriate uses may include a low-density residential concept, such as a pocket neighborhood, or a small-scale trailhead and nature-focused destination. These uses may be supported by complementary elements such as event space, small shops, office space, and/or a restaurant, provided they remain secondary to the site's natural character.

Nature restoration, native vegetation, and partnerships that support environmental stewardship are central to the vision for this site. Any future development should incorporate a trailhead and small park element, ensuring public access, outdoor gathering, and continuity with the broader trail network.



Source: Ross Chapin Architects, Pocket Neighborhoods

LAND USE, PLACEMAKING, + MODS

MOD 9 MAXWELL CREEK EAST

LOCATION MAP + EXISTING CONDITIONS

LOCATION: South of FM 544 at South Maxwell Creek Road

SIZE: Approximately 6 acres

EXISTING ZONING: Single-Family Residential 20 (SF-20)



EXISTING CONDITIONS

The site includes three single-family residences and is shaped by the presence of Maxwell Creek and associated floodplain areas. Mature vegetation and natural creek corridors define the site's character and create a strong connection to the surrounding landscape.



LAND USE, PLACEMAKING, + MODS

MOD 9 MAXWELL CREEK EAST continued

FUTURE CONDITIONS

VISION

MOD 9 is envisioned as an intimate, creekside destination that celebrates nature, relaxation, and simple moments of connection. The site lends itself to a patio-style restaurant experience nestled within the landscape, where dining spaces open toward the creek and surrounding greenery, offering views, shade, and a strong sense of place.

Green areas are envisioned as extensions of the dining experience, with outdoor seating woven into the natural setting to encourage lingering, casual gatherings, and family-friendly activity. Any future use should be thoughtfully designed to respect the creek, preserve natural features, and maintain the quiet, organic character that makes this location distinctive.



Source: ShacksAustinRanch.com

LAND USE, PLACEMAKING, + MODS

MOD 10 MCCREARY GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Northwest corner of FM 544 at McCreary Road

SIZE: Approximately 8 acres

EXISTING ZONING: Retail (R) and Planned Development Retail / Light Commercial (PD-R / LC)



EXISTING CONDITIONS

The site includes an active church, a retail strip center, and a gas station fronting FM 544, with sidewalk infrastructure and street trees along the corridor. An undeveloped area lies behind the existing commercial uses, adjacent to the railroad tracks, creating an opportunity for future infill or coordinated expansion.



LAND USE, PLACEMAKING, + MODS

MOD 10 MCCREARY GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 10 is envisioned as a flexible, destination-oriented gateway that builds on existing development along FM 544 while unlocking new opportunities behind it. The site is well suited for office, retail, and/or restaurant uses that incorporate recreation or play-oriented components, creating an active and welcoming environment for everyday use and gathering.

Alternatively, the vision supports adaptive reuse or expansion of existing front buildings, paired with activation of the rear portion of the site. This approach allows new uses to extend beyond the corridor frontage to form a destination-style plaza or patio experience, where outdoor space, dining, and informal activity become defining features. In either case, development should emphasize connectivity across the site, thoughtful placement of buildings and open space, and a cohesive design that enhances this visible corridor location.



Source: Heath Economic Development Corporation

LAND USE, PLACEMAKING, + MODS

MOD 11 NORTH MURPHY GATEWAY

LOCATION MAP + EXISTING CONDITIONS

LOCATION: Southeast corner of North Murphy Road at Betsy Lane

SIZE: Approximately 3 acres

EXISTING ZONING: Single-Family Residential Attached (SF-A)



EXISTING CONDITIONS

The site includes one single-family residential structure and two undeveloped lots. A meandering trail is located along Betsy Lane, with sidewalks along Murphy Road, which provide connectivity to the property. The site has several mature trees. Since the nearby corners have been recently developed/ redeveloped, this site is positioned for for compatible reinvestment at a neighborhood scale.



LAND USE, PLACEMAKING, + MODS

MOD 11 NORTH MURPHY GATEWAY continued

FUTURE CONDITIONS

VISION

MOD 11 is envisioned as a small-scale, neighborhood-serving development that provides a sensitive transition to adjacent residential areas. The site is appropriate for retail and office uses designed at a compatible scale, with architecture, materials, and site layout that reflect a low density, residential character. Development should be oriented towards Murphy Road and Betsy Lane and emphasize pedestrian connections to nearby Maxwell Creek to reinforce walkability and access to open space. Given its prominent intersection location, the site is also envisioned as an opportunity for enhanced landscaping and potential gateway-type features that establish a sense of arrival into Murphy.



LAND USE, PLACEMAKING, + MODS

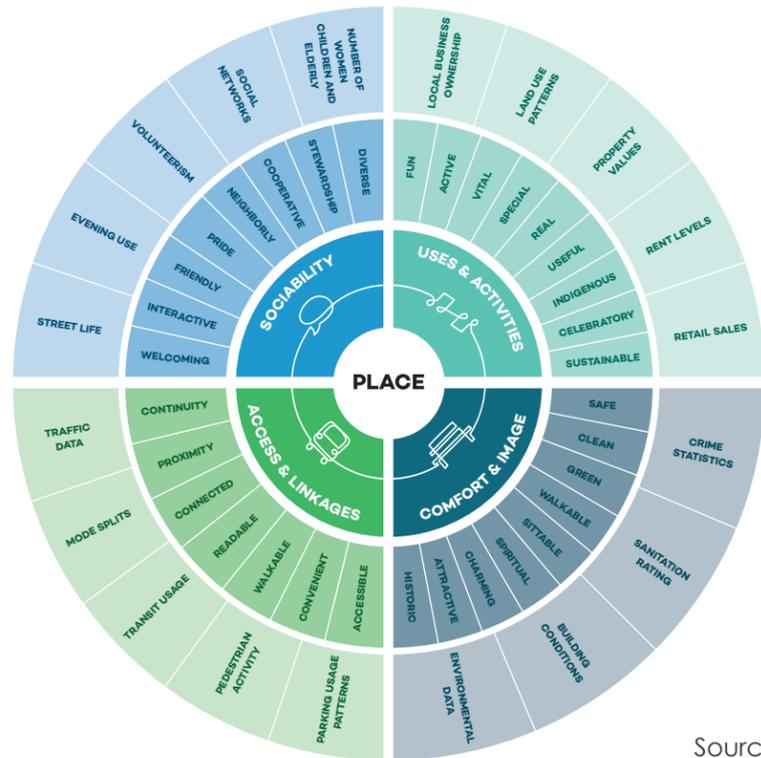
THRIVING + DISTINCTIVE: PLACEMAKING

As Murphy moves forward in creating thriving and distinctive places in the Murphy Opportunity Districts and around the city, the Placemaking Wheel and focus on Murphy's parks and recreation amenities are elements for success.

Great Places

The Placemaking Wheel is the best practice tool developed by Project for Public Spaces (PPS) that is used in destination design to outline the elements that elevate a space to a vibrant and interactive place. It is based on the concept that great public spaces are those places where celebrations are held, social and economic exchanges occur, friends run into each other, and cultures mix. They are the "front porches" of our public spaces, where we interact with each other. When these spaces work well, they serve as the stage for our public lives.

In evaluating thousands of public spaces around the world, PPS found that to be successful, spaces generally share the following four qualities: they are accessible, people are engaged in activities there, the space is comfortable, and is a place where people can meet each other and take people when they come to visit. The Placemaking Wheel can be applied to the evaluation of development design to encourage and ensure that Murphy is thriving and distinctive.



Source: Project for Public Spaces

Parks + Recreation

Parks and recreation play an essential part in contributing to the creation and maintenance of thriving and distinctive places. Murphy parks, recreation amenities, and facilities, alongside natural features such as Maxwell Creek are as valuable to residents as civic or commercial activity hubs. Protecting, promoting, and incorporating the City's recreational amenities into placemaking initiatives is essential.

LAND USE, PLACEMAKING, + MODS

THRIVING + DISTINCTIVE: A SUCCESS DRIVER

The Fiscal + Economic Vitality chapter set up four strategies that serve as key success drivers for Murphy to be a thriving and distinctive city. They guide how the City can set priorities and identifies improvements, whether to create special places, protect those that already exist, or enhance areas that need additional support. Together with the Plan's broader policies and actions, these principles will foster vibrant destinations and energize activity throughout the City to help realize the Vision.

Retain

Support long-standing businesses, beloved gathering spots, and valued community traditions that anchor identity and community care.

Recruit

Attract new businesses, experiences, and development concepts that bring energy, variety, and opportunity, enhancing the city's appeal as a dynamic and welcoming destination.

Redevelop

Reimagine underutilized sites with innovative, sustainable, and community-focused redevelopment that transforms overlooked areas into vibrant, connected, and purposeful places.

Refine

Elevate the City's overall quality through thoughtful design, polished aesthetics, and enhancements to public and private spaces that reinforce a cohesive, safe, and high-performing urban environment.



LAND USE, PLACEMAKING, + MODS

GATEWAYS + MONUMENTATION

The City of Murphy can enhance and promote its identity through coordination of existing and future gateways and monumentation. The use of these elements creates distinction from neighboring cities. Communicating to residents and visitors that they have arrived in Murphy is critical for civic pride and the city brand. There are existing and varied monument features along FM 544, Murphy Road, and Betsy Lane. The Gateways + Monumentation Map indicates the location of existing features and highlights the areas where additional monument features are recommended.

The Corridor Brand

Located between Dublin and McCreary Road, FM 544 has been designated "The Corridor" as a marketing effort to support The Corridor as the heart of Murphy's commercial community. Designed in 2022, The Corridor's purpose is to help local business thrive through collaboration with the City of Murphy. The Economic Development team partners with business owners to boost visibility through marketing, community engagement, and social media promotion. This effort is in a great position to continue expansion of the visibility, coordination, and support of businesses and encourage activation of spaces.



Gateway Typologies

The City can use Primary, Secondary, and Neighborhood Gateways as a coordinated system to clearly signal arrival into Murphy, its key corridors, and its neighborhoods. Primary Gateways mark major entrances into the city, Secondary Gateways highlight entry into important corridors or activity areas, and Neighborhood Gateways provide subtle, pedestrian-scaled markers that reflect local character. Used together, these gateway typologies create a layered sense of place that strengthens identity, improves wayfinding, and reinforces civic pride without over-marking the city. Each typology is conceptually illustrated on the following page.

Design Principles

These five design principles serve as a shared visual and conceptual toolkit for Murphy's gateways, corridors, and public spaces. Together, they help the City evaluate projects, guide design decisions, and create a more cohesive and recognizable community experience over time. Used consistently, these principles reinforce Murphy's identity while allowing flexibility across different locations, scales, and budgets.

-  **Arrival:** Design elements that clearly signal entry into Murphy or a specific place within the city.
-  **Identity:** Consistent colors, materials, and graphics that reflect Murphy's character and brand.
-  **Consistency:** A shared design language that creates cohesion across gateways and public spaces.
-  **Pride:** High-quality, well-maintained elements that foster community ownership and care.
-  **Visibility:** Gateway features that are easy to see and recognize without overwhelming their surroundings.

LAND USE, PLACEMAKING, + MODS

GATEWAYS + MONUMENTATION

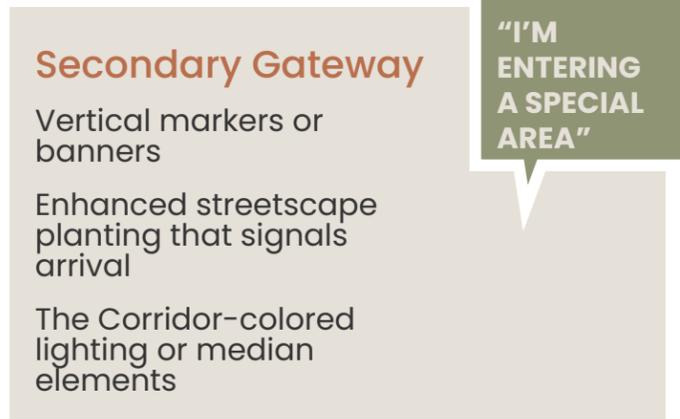
Gateway Typologies Conceptual Illustrations



Primary Gateway

- Monument sign
- Enhanced landscaping
- Lighting + public art

"I HAVE ARRIVED IN MURPHY"



Secondary Gateway

- Vertical markers or banners
- Enhanced streetscape planting that signals arrival
- The Corridor-colored lighting or median elements

"I'M ENTERING A SPECIAL AREA"



Neighborhood Gateway

- Low-profile markers or signage
- Small-scale, branded design elements along sidewalks or trails
- Landscaping that reflects neighborhood character

"I'M IN A SPECIAL AREA OR DISTRICT"



LAND USE, PLACEMAKING, + MODS

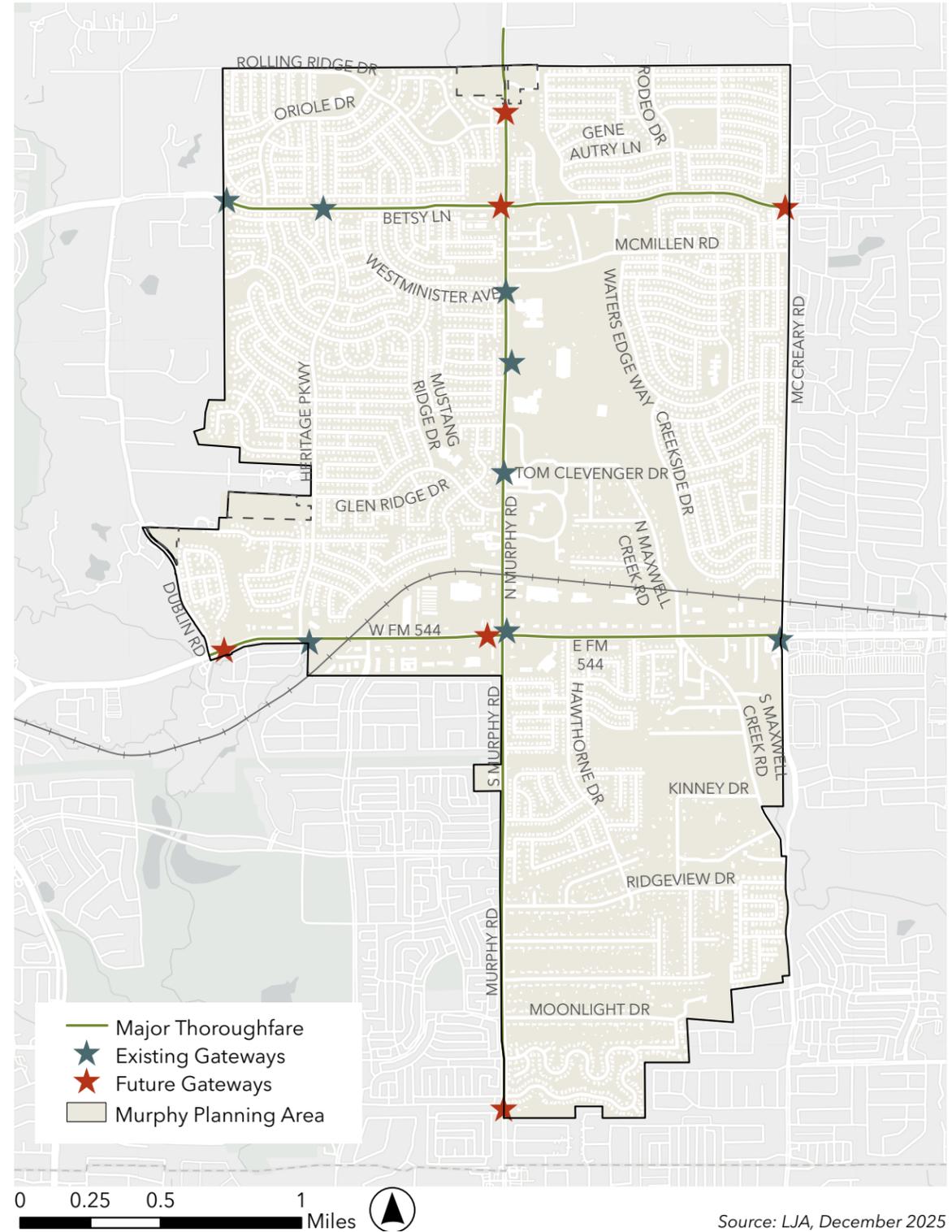
GATEWAYS + MONUMENTATION

A Sample of Existing Gateways Monumentation Elements



LAND USE, PLACEMAKING, + MODS

GATEWAYS + MONUMENTATION



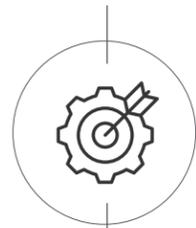
Source: LJA, December 2025

LAND USE, PLACEMAKING, + MODS

IMPLEMENTATION

Strategy 1: Land Use, Placemaking, + MODs

Guide development, redevelopment, and reinvestment in Murphy through clear land use direction, predictable design expectations, and targeted placemaking efforts that strengthen community character, support local businesses, and enhance key corridors and destinations.



Implementation Actions

Action 3.1.1

Establish design expectations for scale, materials, parking, greenspace, and pedestrian orientation to ensure that infill and redevelopment projects enhance surrounding property values and community character.

Action 3.1.2

Work with property owners on City-initiated rezoning discussions within Murphy Opportunity Districts (MODs) to align zoning with the Future Land Use Plan and make the desired vision permitted by right.

Action 3.1.3

Use the Future Land Use Plan as a proactive tool during pre-application meetings to clearly communicate desired development character, intensity, and access expectations prior to formal submittals.

Action 3.1.4

Establish the Master Plan Advisory Committee (MPAC) as a standing committee to review projects for compliance with the Master Plan and as an active part of the implementation, review, and for updating the Master Plan in the future.

Action 3.1.5

Partner with local businesses and organizations to test at least two temporary activations, such as food truck nights, art walks, or small concerts, in underutilized plazas or parking areas.

Action 3.1.6

Update the Sign Ordinance to support cohesive design by refining standards for size, materials, monumentation, landscaping, lighting, and other relevant features.

Action 3.1.7

Prepare corridor-specific development and access guidance for FM 544 and Murphy Road that illustrates preferred driveway spacing, cross-access, internal circulation, pedestrian connectivity, and streetscape expectations.

LAND USE, PLACEMAKING, + MODS

IMPLEMENTATION

Strategy 1: Land Use, Placemaking, + MODs

Guide development, redevelopment, and reinvestment in Murphy through clear land use direction, predictable design expectations, and targeted placemaking efforts that strengthen community character, support local businesses, and enhance key corridors and destinations.



Implementation Actions continued

Action 3.1.8

Ensure focus on non-residential and mixed-uses aligned with economic development and sales tax objectives, and update zoning where appropriate.

Action 3.1.9

Revise the Code of Ordinances to require internal pedestrian connectivity for new or redeveloping commercial and mixed-use sites, including connections between buildings, parking areas, adjacent properties, and nearby sidewalks or trails where feasible.

Action 3.1.10

Revise the Code of Ordinances to require consideration of trail and greenbelt integration for development proposals adjacent to Maxwell Creek, planned trail corridors, or existing greenbelts.

Action 3.1.11

Create a simple Placemaking Wheel-based checklist to evaluate development proposals for comfort, activation, visibility, and community use, and incorporate the checklist into City review and incentive discussions.

Action 3.1.12

Coordinate Parks and Recreation Master Plan recommendations with the City's Capital Improvement Program (CIP) to ensure that park, trail, and public space investments support placemaking and connectivity goals.

Action 3.1.13

Use tools, such as the REVAMP grant program to encourage facade, landscaping, and parking lot improvements by clearly identifying eligible projects, priority areas, and available funding options.

Action 3.1.14

Develop a phased gateway and monumentation evaluation to identify priority locations, design considerations, existing gateway and monument improvement opportunities, and potential funding approaches along FM 544, Murphy Road, and key entry points.

LAND USE, PLACEMAKING, + MODS

IMPLEMENTATION

Development Review Policies

These policies guide how the City of Murphy evaluates development, redevelopment, and incentive requests to ensure decisions align with the Master Plan and the community's desired character. They provide a clear and consistent framework for staff, boards, and City Council to assess proposals based on long-term value, placemaking quality, and overall community benefit.

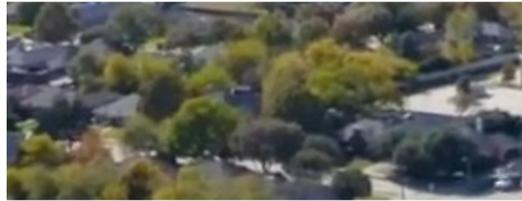


- Development and redevelopment proposals should be evaluated based on their consistency with the Future Land Use Plan, Design System, and the broader Comprehensive Plan, including economic vitality, mobility, parks, and community character objectives.
- Projects should demonstrate how building placement, site layout, landscaping, and pedestrian orientation contribute to an active, comfortable, and visually cohesive environment, particularly within Murphy Opportunity Districts and along key corridors.
- Rezoning and incentive requests should prioritize long-term community value, reinvestment, and compatibility over short-term gains, with consideration given to how proposals strengthen surrounding properties, neighborhoods, and public spaces.
- Projects located along FM 544, Murphy Road, or other major corridors should be evaluated for their ability to support safe access, internal circulation, shade, lighting, and future connectivity, rather than relying solely on isolated site solutions.
- Development proposals adjacent to parks, trails, greenbelts, or Maxwell Creek should be reviewed for opportunities to preserve, enhance, or extend public access, landscaping, and places to pause and gather consistent with adopted parks and trail priorities.
- Requests for incentives should demonstrate alignment with the City's desired development character and placemaking goals, including the creation of welcoming outdoor spaces, enhanced landscaping, and environments that encourage people to linger and return.
- Infill and redevelopment projects should be evaluated based on their ability to adapt to existing conditions, including parcel size, surrounding development, and infrastructure, while advancing the intent of the Future Land Use Plan.
- Projects should be assessed for how they support a mix of activity, comfort, and experience through elements such as seating, shade, lighting, landscaping, and human-scale design that contribute to identifiable destinations and gathering places.
- Proposals that incorporate high-quality design, durable materials, and thoughtful site planning should be prioritized over those that rely primarily on minimum code compliance.
- Development and incentive decisions should reinforce predictability, transparency, and consistency by clearly documenting how proposals align with Master Plan policies, Design System expectations, and adopted implementation tools.



MOBILITY + CONNECTIVITY

A GUIDE TO MOBILITY + CONNECTIVITY



MOBILITY + CONNECTIVITY

LAND USE INTEGRATION

Land use integration ensures that mobility and connectivity decisions in Murphy are guided by how land develops, redevelops, and functions over time. As Murphy approaches buildout and does not anticipate major roadway expansion, transportation investments must be carefully aligned with land use patterns, activity centers, and redevelopment priorities to make the most of the existing network. Land use considerations are embedded into mobility planning, as emphasized in the three concepts below.

Context-Sensitive + Scaled

Mobility improvements in Murphy should respond to surrounding land uses, neighborhood character, and redevelopment context rather than applying one-size-fits-all solutions. Street design, trail placement, and crossing treatments should reflect whether areas function as residential neighborhoods, community destinations, or corridor environments, with attention to scale, comfort, and compatibility.

Destination-Focused + Supportive

Transportation investments should support access to key destinations such as parks, schools, trails, Murphy Opportunity Districts, and community-serving commercial areas. Mobility projects should reinforce these places by improving access, visibility, and connections, particularly where redevelopment or reinvestment is anticipated.

Regional-Aware + Community-Oriented

Murphy's transportation network must balance its role within the regional system with the daily needs of residents. Mobility decisions should acknowledge regional travel demands while prioritizing safety, connectivity, and quality of life within the city, especially along major corridors where regional traffic intersects with local destinations.



MOBILITY + CONNECTIVITY

MASTER THOROUGHFARE PLAN (MTP)

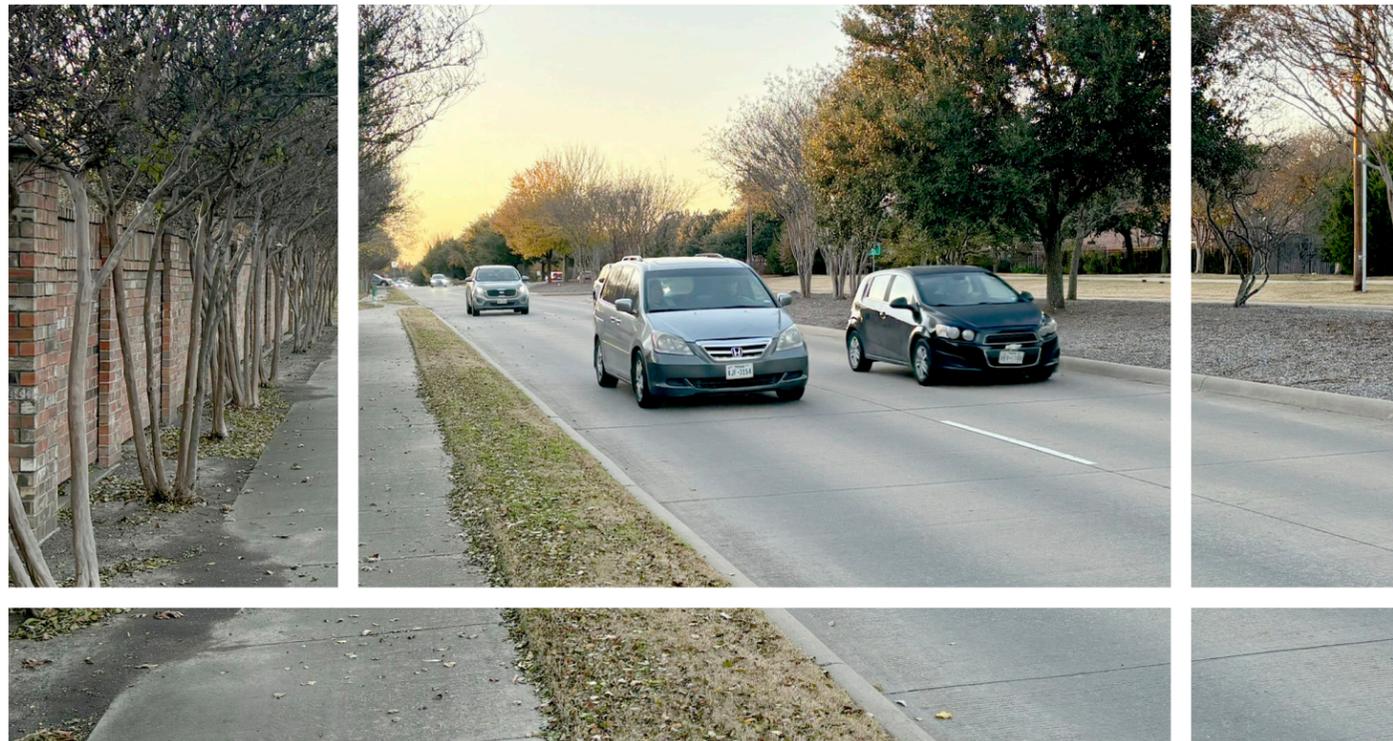
PURPOSE + USAGE

The Master Thoroughfare Plan (MTP) works alongside the Future Land Use Plan to ensure that Murphy’s transportation network supports how the city functions today and how it develops. Because most roadways in Murphy are already constructed and the overall thoroughfare framework has remained largely unchanged since 2008, the MTP is not focused on expanding the roadway system or introducing new major routes. Instead, it provides clarity on how the existing network should function and where targeted improvements are appropriate.

The MTP defines the intended role of each street—whether serving neighborhoods, connecting destinations, or accommodating regional travel—and uses functional classifications to guide decisions related to access, circulation, safety, and design. These classifications help the City evaluate development and redevelopment proposals, coordinate with regional partners, and prioritize capital investments in a manner that aligns mobility decisions with land use, placemaking, and community character.

When new development or redevelopment is proposed, the MTP should be used to assess access, frontage design, circulation patterns, and connectivity expectations. Even where roadway alignments remain unchanged, the MTP informs how streets interface with adjacent land uses, including driveway placement, pedestrian and bicycle accommodations, and improvements within the public right-of-way.

By clearly communicating how Murphy’s streets are intended to function, the MTP provides a shared reference for residents, property owners, and the development community. This consistency supports predictable decision-making and helps ensure that incremental changes reinforce the City’s long-term vision rather than work against it.



MOBILITY + CONNECTIVITY

MASTER THOROUGHFARE PLAN (MTP)



The MTP provides generalized locations for thoroughfares. Alignments may shift as roads are engineered to accommodate natural or developmental constraints and to meet sound engineering and urban planning principles.

Source: City of Murphy, November 2025

MOBILITY + CONNECTIVITY

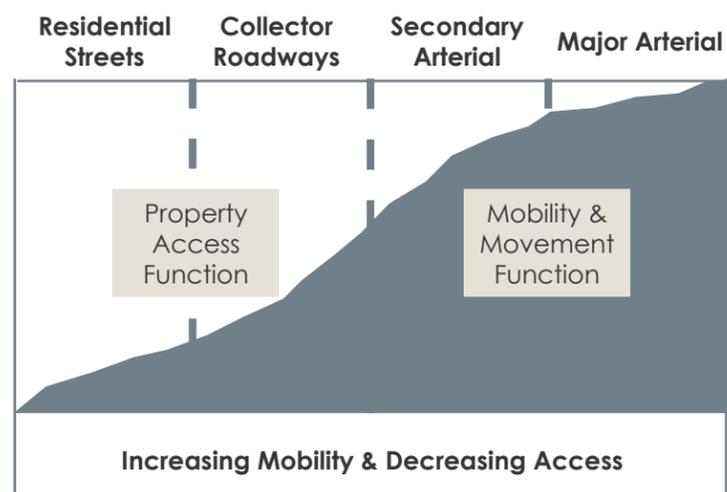
MASTER THOROUGHFARE PLAN (MTP)

FUNCTIONAL CLASSIFICATIONS

The following Functional Classifications are reflected on the Master Thoroughfare Plan Map. The Functional Classifications are intended to help the City provide safe and efficient mobility throughout the community, while also providing access to local land uses. These Functional Classifications coordinate with the City's requirements for street design standards through the Subdivision Ordinance. The MTP shows ultimate configurations of roadways according to the defined hierarchical system.

ROADWAY TYPE		RIGHT-OF-WAY WIDTH	ULTIMATE NUMBER OF TRAFFIC LANES	MEDIAN WIDTH
Major Streets	Type A: Major Arterial	120 Feet	6 Lanes	16 Feet
	Type B: Secondary Arterial	84 Feet	4 Lanes	16 Feet
Minor Streets	Type C: Major Collector (Non-Residential)	70 Feet	4 Lanes	None
	Type D: Minor Collector (Residential)	60 Feet	2 Lanes	None
	Type E: Residential Street	50 Feet	2 Lanes	None

A functional classification system organizes roadways based on their primary role in providing access to properties and facilitating movement through the city. This approach has been applied in Murphy's transportation network over time and has been included in prior Master Thoroughfare Plans for the city. As shown in the illustration to the right, as the roadway gets larger and has more capacity, it shifts from property-specific access to regional movement of vehicles. This system uses the strategy that higher-capacity roads, such as arterials, are intended to prioritize efficient travel and should limit the number of access points to maintain safety and traffic flow.



MOBILITY + CONNECTIVITY

MASTER THOROUGHFARE PLAN

FUNCTIONAL CLASSIFICATIONS: TYPE A – MAJOR ARTERIAL

The required right-of-way for a Type A – Major Arterial, is shown within the Functional Classification Table. 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, 2008 Thoroughfare Plan, 2002 Thoroughfare Plan, and 1986 Thoroughfare Plan. There are three Major Arterials shown on the MTP Map: Murphy Road, FM 544, and Betsy Lane. FM 544 is owned and maintained by the Texas Department of Transportation (TxDOT).



Conceptual illustration



MOBILITY + CONNECTIVITY

MASTER THOROUGHFARE PLAN

FUNCTIONAL CLASSIFICATIONS: TYPE B – SECONDARY ARTERIAL

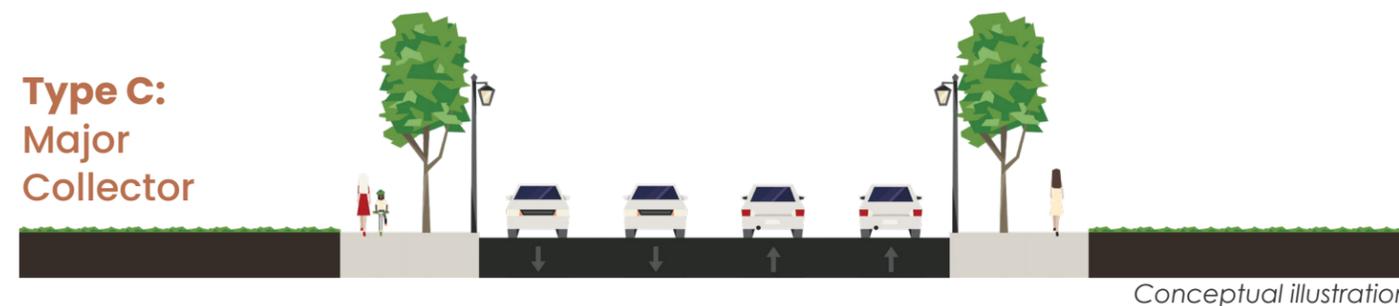
The Type B– Secondary Arterial serves the purpose of providing for major traffic movement but is not intended to be as significant in terms of traffic flow (mobility) as a Type A – Major Arterial. The required right-of-way for a Type B – Secondary Arterial is shown within the Functional Classifications Table. The configuration is generally a four-lane, divided roadway with lights, trees, and a sidewalk on each side. Examples of secondary arterials include Heritage Parkway and McCreary Road.



MASTER THOROUGHFARE PLAN

FUNCTIONAL CLASSIFICATIONS: TYPE C – MAJOR COLLECTOR

Type C – Major Collector right-of-way is conceptually illustrated below. The configuration is generally a four-lane undivided roadway with lights, plantings, and a sidewalk on each side. **Notably, there are no Type C – Major Collectors designated on the MTP.** This functional classification is intended to serve as a potential option, if needed. Collector streets are generally designed to collect traffic from residential or local streets and distribute it to system arterials. Collectors typically provide more driveways and access points for private properties than arterials do, but access should still be controlled through the use of mutual access easements and shared driveways and other techniques that minimize disturbance of the free-flow of traffic. This type of roadway should provide a balance of mobility and access to land uses. An additional variation of Type C can have one travel lane on each side, with a turn lane in the middle and bike lanes on each side (with lights, trees, and a sidewalk on each side as well), if applicable.

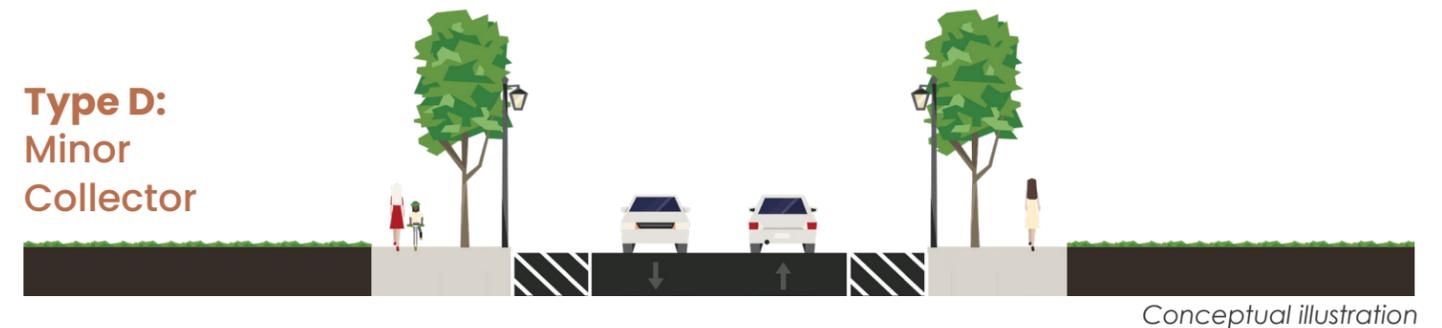


MOBILITY + CONNECTIVITY

MASTER THOROUGHFARE PLAN

FUNCTIONAL CLASSIFICATIONS: TYPE D – MINOR COLLECTOR

The following is an illustration showing the recommended right-of-way for a Type D – Minor Collector (Residential). With 60 feet of right-of-way width, the configuration of this type of roadway is generally two lanes and undivided, with lights, trees, and sidewalks on each side. Minor collectors provide for access between parts of a neighborhood or transition of travel between a residential street to a Secondary Arterial or Arterials to travel more broadly in and out of the city. Minor Collectors in Murphy include Oriole Drive, Mustang Ridge Drive, Creekside Drive, Maxwell Creek Road, and Hawthorne Drive.



MASTER THOROUGHFARE PLAN

FUNCTIONAL CLASSIFICATIONS: TYPE E – RESIDENTIAL STREET

The Type E – Residential / Local Street, conceptually illustrated below, is structured to convey light, mostly residential-based, traffic volumes and has a total right-of-way width of 50 feet. This roadway type is indicated in white on the Master Thoroughfare Plan and is for local streets. These roadways are typically interior roadways within residential developments and they are two-lane, undivided.



MOBILITY + CONNECTIVITY

SPECIAL CONSIDERATION INTERSECTION

FM 544 AND MURPHY ROAD

Not all intersections are the same, some warrant special consideration with regard to enhanced design, traffic mitigation, and safety. In Murphy the intersection of FM 544 and Murphy Road is a key intersection that could benefit from enhanced landscaping, streetlights, pavers, and pedestrian crossing enhancements. This intersection could receive attention with future gateway signage or monuments and coordination with surrounding shopping centers.



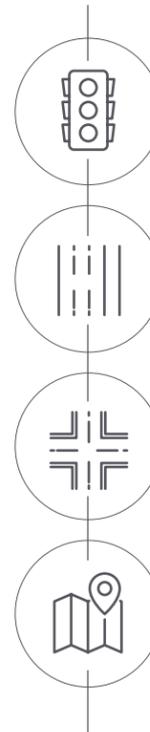
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MOBILITY + CONNECTIVITY

SAFER + SMOOTHER TRAVEL

Murphy's approach to safer and smoother travel focuses on making existing streets and pathways work better for the people who use them every day. Community feedback consistently identified traffic, particularly along FM 544, as one of the most noticeable daily challenges, with residents expressing support for practical improvements that improve safety and efficiency, while making travel through the city more predictable.

This strategy responds directly to that feedback by focusing on traffic operations, coordination, and targeted improvements along Murphy's busiest corridors. FM 544 plays a dual role as both a local street and a regional route, carrying commuter and freight traffic well beyond Murphy's city limits and operating under TxDOT jurisdiction. Improving conditions along The Corridor requires collaboration that extends beyond the city and prioritizes solutions that balance regional mobility with the local experience.



SIGNAL TIMING

MEDIAN CUTS

TURNING LANES AND STRIPING

REGIONAL COORDINATION

MOBILITY + CONNECTIVITY

SAFER + SMOOTHER TRAVEL

Signal Timing

Coordinating and optimizing signal timing along FM 544 can improve traffic flow, reduce delays, and make travel through Murphy more predictable. Signal timing improvements focus on better progression between intersections and coordination with adjacent jurisdictions to reflect how the corridor actually functions throughout the day.



-  Less time spent at lights
-  Reduced travel time across the road network
-  Increased safety for vehicles, bikes, and pedestrians

Median Cuts

Evaluating existing median openings along FM 544 can improve safety and efficiency by reducing conflict points and managing turning movements more effectively. Thoughtful access management helps balance convenient property access with smoother traffic operations along the corridor. Murphy has already seen the benefits of median management along Murphy Road, near Murphy Marketplace (between Walmart and Lowe's), where directing left-turn movements through a modified median reduced conflicts and improved traffic flow.



-  Improves safety
-  Traffic management
-  Aesthetic opportunity

MOBILITY + CONNECTIVITY

SAFER + SMOOTHER TRAVEL

Turning Lanes + Striping

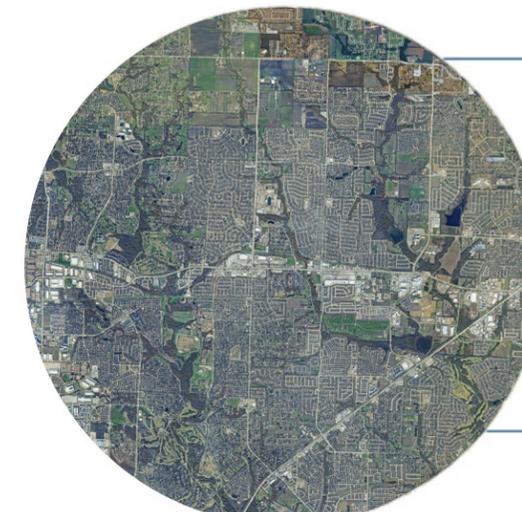
Strategic use of left- and right-turn lanes, along with updated striping, can improve traffic flow and reduce rear-end and turning-related crashes. These improvements help clarify driver expectations and allow through traffic to move more smoothly past turning vehicles.



-  Reduces crashes
-  Guides navigation
-  Minimizes congestion

Regional Coordination

Given Murphy's location within the DFW area and FM 544's role as a regional corridor, local improvements are not enough. Coordination with TxDOT, Collin County, and neighboring cities helps to align operational strategies. It could serve to identify regional relief routes to divert non-local and freight traffic, when possible. Regional coordination supports long term effectiveness and efficiency, recognizing many traffic challenges are influenced by situations outside city boundaries.



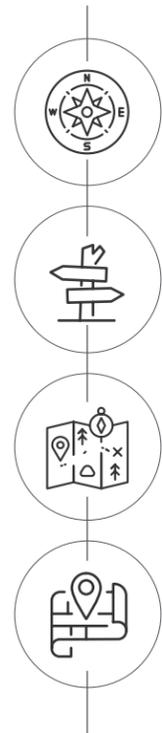
-  Enhanced mobility
-  Improved service
-  Greater efficiency

MOBILITY + CONNECTIVITY

CONNECTED TRAILS + PATHS

Murphy's vision for connected trails and paths is rooted in the community's desire for safe, comfortable, scenic, and convenient ways to move between neighborhoods, parks, schools, and everyday destinations. Community feedback emphasized the importance of east-west connections across Maxwell Creek and to improve the safety and comfort near busy roads and crossings. There is also a great opportunity to increase residents' awareness of the extent of the trail system and recent and planned improvements the City has been making to connect and improve the system.

The Connected Trails + Paths strategy responds to Murphy's context by focusing on completing and enhancing the existing network. Trails, sidewalks, and crossings are essential infrastructure that aligns with land use, redevelopment efforts, and destinations in the city. This is also a critical way to support walkability and bikeability while reinforcing Murphy's parks, natural systems, and activity hubs.



ALIGNMENTS

TRAILS + CROSSINGS

DESTINATIONS

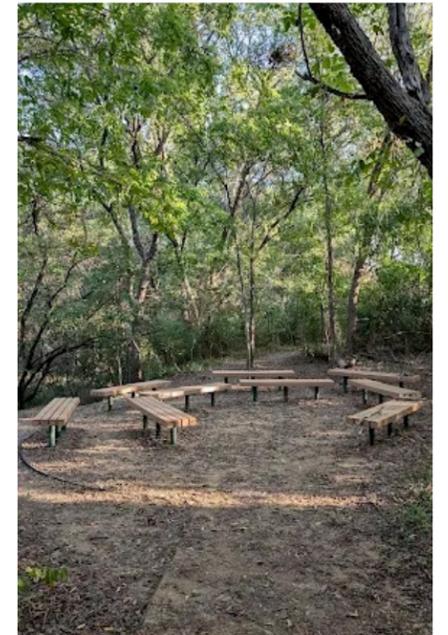
TRAILS MASTER PLAN

MOBILITY + CONNECTIVITY

CONNECTED TRAILS + PATHS

Alignments

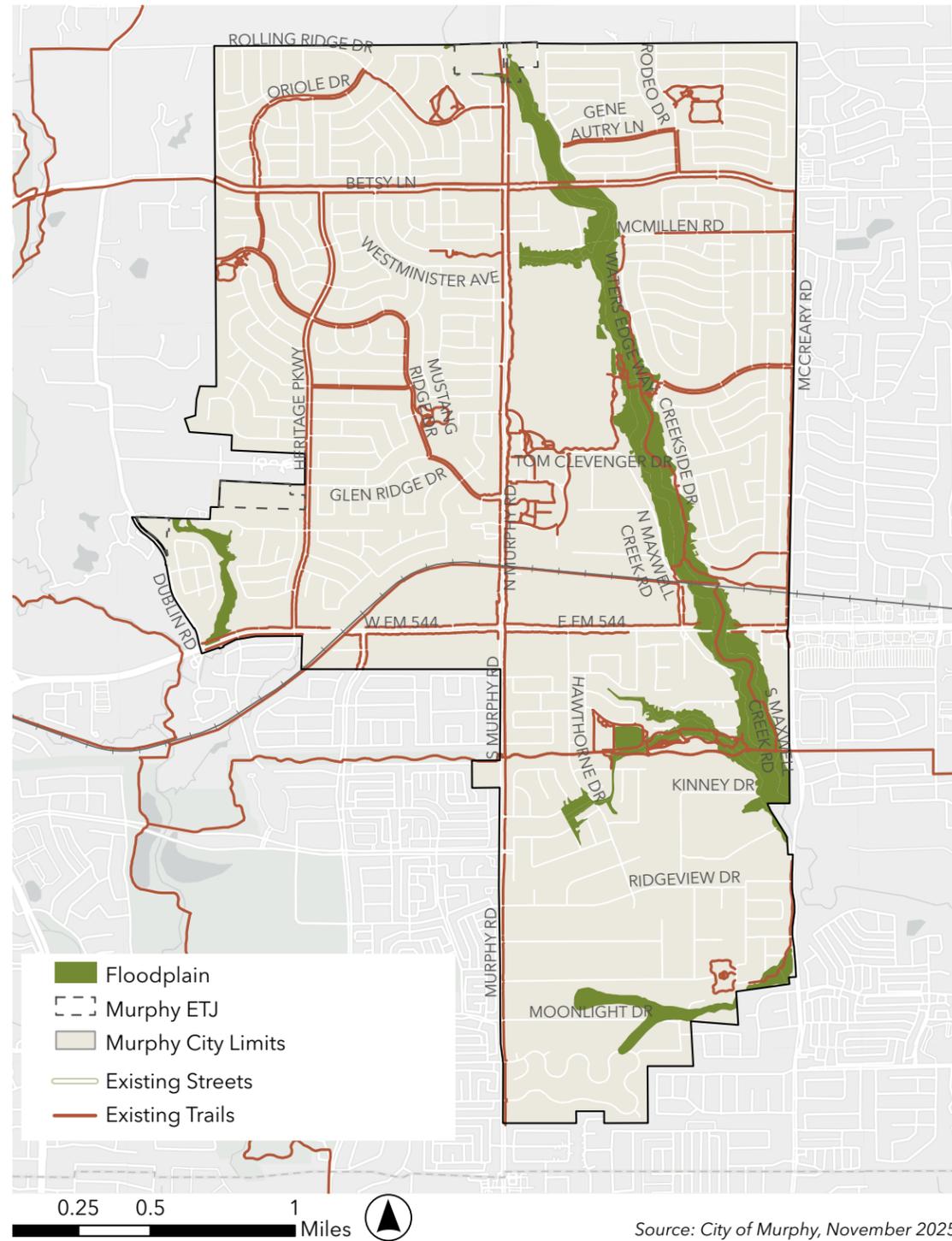
Trail, sidewalk, and path alignments are important to making walking and biking intuitive and inviting. Natural features, such as Maxwell Creek and existing easements, can be used to create routes that feel safe and appealing. Aligning trails along open space, rights-of-way, and redevelopment sites like the MODs will help to highlight Murphy's natural assets and improve connections between neighborhoods and destinations.



MOBILITY + CONNECTIVITY

CONNECTED TRAILS + PATHS

EXISTING TRAILS MAP



MOBILITY + CONNECTIVITY

CONNECTED TRAILS + PATHS

Trails + Crossings

Safe and visible crossings are essential to creating a truly connected system, especially where trails cross major roads in Murphy, like FM 544 and Betsy Lane. Community feedback strongly supported the completion of a pedestrian bridge at FM 544 along Maxwell Creek and adding additional east-west crossing to close gaps.

There are several methods of crossing collector streets and major thoroughfares such as at-grade, overhead and below-grade crossings. The preferred alternative is to cross any major collector or thoroughfare, such as Murphy Road or FM 544, with an at-grade crossing, at a signalized intersection. The traffic signals stop oncoming traffic and allow for a safe crossing for pedestrian and trail users. Prioritizing signalized, at-grade crossings with clear signage, striping and visibility enhancements help make trails safer and more practical for daily use but have to be considered with other mobility goals in the corridor. Coordinating trail crossings with roadway and intersection improvements support mobility and safety goals are addressed together.

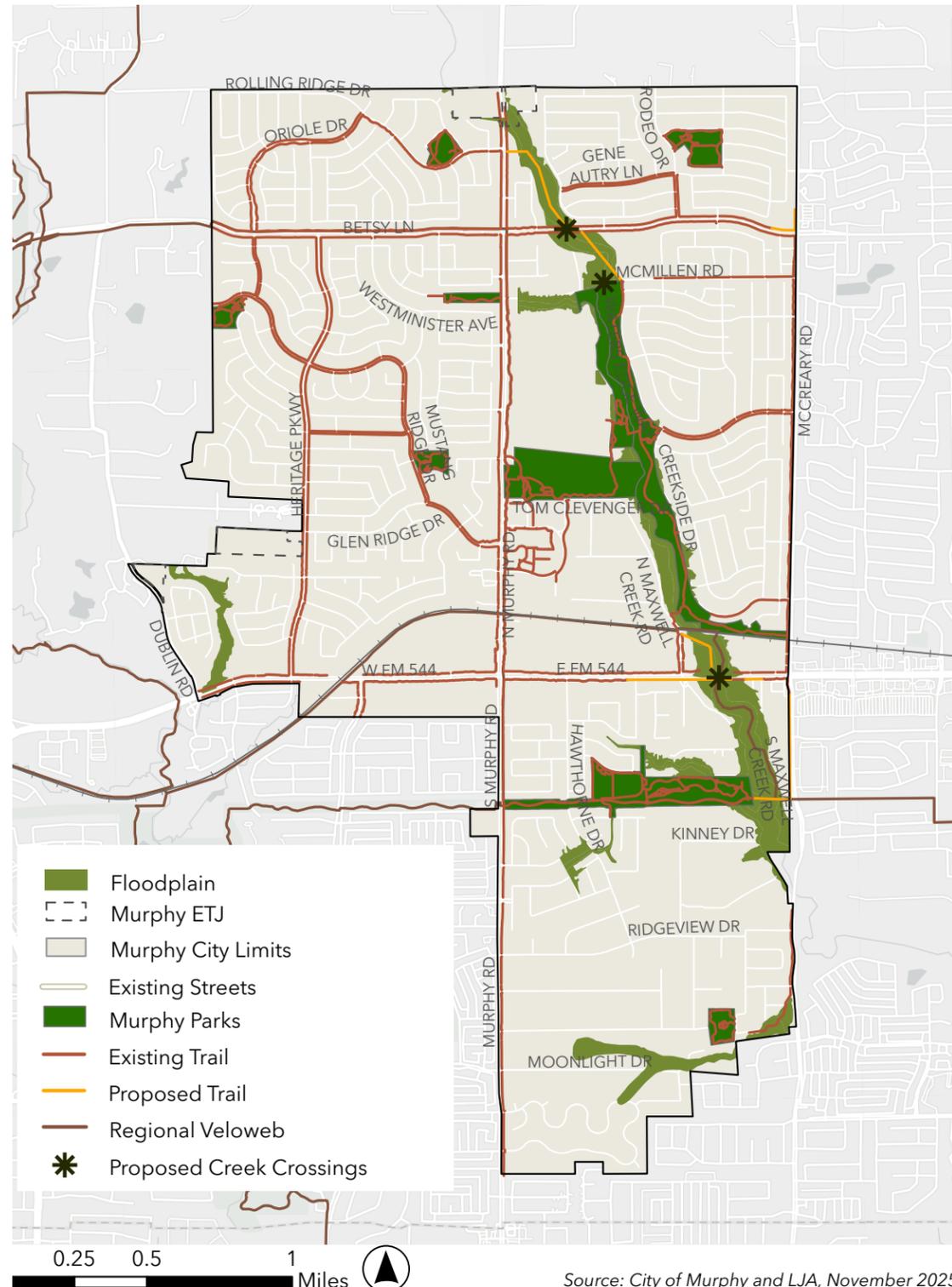
Destinations

By expanding sidewalks and trail connections throughout the city, Murphy can become a more multimodal, walkable, and active community. Connected trails and paths are most effective when they lead to meaningful places. By strengthening trail connections to destinations like Breckenridge Park, commercial areas, the Civic Hub, and Murphy Opportunity Districts, improvements will provide residents and visitors with enhanced walkability, quality of life, and economic vitality.



MOBILITY + CONNECTIVITY

CONNECTED TRAILS + PATHS: TRAILS MASTER PLAN



MOBILITY + CONNECTIVITY

TRAILS MASTER PLAN

Trails are an important component of Murphy's Parks and Recreation System, as they serve recreational, transportation and linkage purposes. In Murphy, the transportation and linkage aspects of a citywide trail system serve a local and regional purpose. The city has the opportunity to connect trails in Murphy with several adjacent trail systems; such as to the west through the Dart Rail Line easement and to county-wide trail systems. The Trails Master Plan has seen success in the completion of the ONCOR trail through the Timber Nature Preserve, connecting Murphy regionally to Plano and Wylie. (Source: 2024 Parks, Recreation, Trails & Open Space).

In 2012, the City of Murphy participated in a collaborative multi-jurisdictional planning effort to develop the Collin County Regional Trails Master Plan. This Master Plan exists with the primary goal of providing coordination and connectivity within the county for future trail development. The Regional Trail Master Plan (RTMP) reviewed existing planned trails in Collin County as well as developed a plan to connect all major trail corridors in the county; known as the Regional Trail System. Once the development plans were established, the RTMP then provided guidelines for implementation of development (Source: 2024 Parks, Recreation, Trails & Open Space Master Plan).

Considerations

Considerations as trails are developed should include:

- Type of trail
- Surface
- Width
- Vertical clearance
- Slope limitations
- Trail use rules
- Safety plan
- Signage

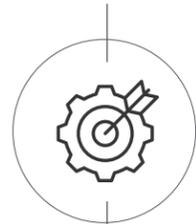


MOBILITY + CONNECTIVITY

IMPLEMENTATION

Strategy 2: Mobility + Connectivity

Maintain and improve Murphy's transportation network by prioritizing safety, maintenance, and connectivity; coordinating closely with regional partners; and investing strategically in streets, sidewalks, and trails that support daily travel, recreation, and access to community destinations.



Implementation Actions

Action 3.2.1

Update the citywide Pavement Condition Survey to ensure that each street is scored and maintenance, rehabilitation, and replacement strategies are integrated into the Capital Improvements Program (CIP) to guide roadway investment and prioritization.

Action 3.2.2

Prepare an ADA Transition Plan to review aspects of programs, services, facilities, and activities in compliance with ADA regulations, and use the plan to inform future capital projects, maintenance priorities, and development review.

Action 3.2.3

Engineer and construct two additional east-west trail crossing locations for future pedestrian sidepaths along Maxwell Creek, north of FM 544, to provide additional trail connectivity and Safe Routes to School, and incorporate these improvements into the Capital Improvements Program (CIP).

Action 3.2.4

Work with TxDOT, Collin County, and adjacent jurisdictions to:

- Evaluate signal timing through the FM 544 Corridor, from major intersection to major intersection (including outside the Murphy City Limits).
- Add turning lanes (left and right) to increase capacity.
- Evaluate regional relief routes, with applicable signage, to keep commuter and freight vehicles off of FM 544 entirely.
- Evaluate existing median cuts along FM 544 for potential efficiency and safety enhancements.

Action 3.2.5

Update the Capital Improvements Program (CIP) to prioritize roadway, sidewalk, and trail projects that address safety concerns, connectivity gaps, and documented maintenance needs identified through adopted plans and studies.

Action 3.2.6

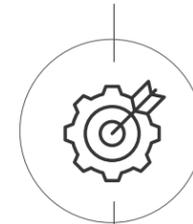
Identify priority pedestrian and bicycle improvements along FM 544 that can be advanced through coordination with TxDOT and future funding opportunities.

MOBILITY + CONNECTIVITY

IMPLEMENTATION

Strategy 2: Mobility + Connectivity

Maintain and improve Murphy's transportation network by prioritizing safety, maintenance, and connectivity; coordinating closely with regional partners; and investing strategically in streets, sidewalks, and trails that support daily travel, recreation, and access to community destinations.



Implementation Actions (continued)

Action 3.2.7

Identify priority sidewalk gaps near schools, parks, neighborhoods, and community destinations, and integrate a phased sidewalk infill program into the Capital Improvements Program (CIP).

Action 3.2.8

Coordinate with Plano ISD and Wylie ISD to identify Safe Routes to School improvements and integrate those recommendations into future roadway, sidewalk, and trail projects.

Action 3.2.9

Develop standard street and trail cross-section templates and incorporate them into the City's engineering standards, development review process, and Capital Improvements Program (CIP) project design.

Action 3.2.10

Integrate lighting, wayfinding, and safety features into future trail and greenbelt projects through updates to capital project scopes and park and trail design standards.

Action 3.2.11

Coordinate mobility improvements with planned park, trail, and greenbelt investments by aligning project timing and funding through the Capital Improvements Program (CIP).

Action 3.2.12

Establish a recurring review cycle to reassess pavement conditions, sidewalk needs, and trail priorities, and update the Capital Improvements Program (CIP) accordingly to reflect changing conditions and community needs.

CHAPTER

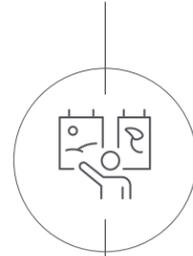
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SERVICES, FACILITIES, + UTILITIES

CHAPTER STRUCTURE

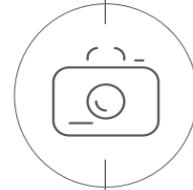
This chapter summarizes community feedback, existing conditions and context, vision, and implementation for services, facilities, and utilities in Murphy.



COMMUNITY FEEDBACK

Summary of feedback and input relating to services, facilities, utilities, and infrastructure received from the community engagement, and past planning efforts.

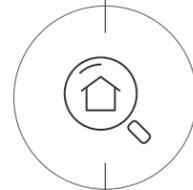
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CONTEXT

Existing conditions for city infrastructure, services and facilities, and conceptual risk management.

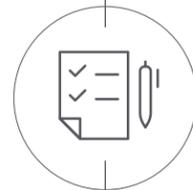
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VISION

The future of utilities, services, and facilities in Murphy.

PAGE 160



IMPLEMENTATION

Actionable strategies relating to utilities, services and facilities that Murphy can utilize and prioritize to make its Vision into reality.

PAGE 166

COMMUNITY FEEDBACK

SERVICES + FACILITIES

Stormwater + Drainage

Drainage, flooding, and stormwater concerns were limited; however, Maxwell Creek and associated floodplains were consistently identified as valued natural assets and opportunities for trails, open space, and nature-based amenities.

Water + Wastewater

Water and wastewater services are not widely perceived as problematic, indicating systems are generally meeting current needs while still requiring proactive planning for long-term maintenance and future growth.

Energy

Energy resilience, including interest in solar and energy-efficient infrastructure, emerged as an underlying value tied to expectations for redevelopment and modern systems.

Public Safety

Public safety is central to residents' experience of Murphy, with the community frequently describing the city as a safe place to live and expressing a strong desire to maintain that standard as growth occurs.

Parks + Trails + Community Facilities

Parks, trails, and community facilities were among the most consistently emphasized priorities, reinforcing their role as essential public infrastructure that supports quality of life and community identity.

Overall, feedback related to services and utilities was largely implicit and forward-looking, reflecting confidence in existing systems and a shared focus on planning ahead rather than reacting to failures.



CONTEXT

EXISTING SERVICES

Existing services provided in Murphy are listed below. The City of Murphy contracts with Republic Services for solid waste and recycling services, and this contract will remain active until 2029. (Source: FY26 Adopted Budget Book)

City Administration

Responsible for the administration of all affairs of the City.

City Council

Responsible for establishing a vision for the City's development.

Finance Department

Responsible for effectively safeguarding the City's assets.

Fire Department

Responsible for fire and life safety prevention, planning, preparation, response, restoration, and review. Some incidents require resources greater than available in Murphy, so a reliance on neighboring communities is also planned. This additional aid is also reciprocated to those other communities as needed.

Public Works Department

Responsible for the maintenance and operation of the utility and transportation systems.

Community Development

Responsible for ensuring that development approved and undertaken enhances the overall quality of life.

Police Department

Responsible for providing police services to ensure safety.

Animal Control

Responsible for responding to domestic animal, wildlife, and livestock issues that arise throughout the City.

Parks Department

Responsible for providing a safe, accessible and well-maintained park system.

CityPOV™
Dashboard

Murphy, TX
2024

npointe
INSIGHTS



2024 Community Survey

During the 2024 Community Survey residents were asked to select the two most important operational issues. In order of importance the top three most important issues were "maintain streets," "water quality and conservation initiatives," and "maintain sidewalks."

Excerpt From 2025 Strategic Plan Mission Statement:

"The City of Murphy is dedicated to sustaining a safe, inclusive, and vibrant community. Through strong governance, transparency, and fiscal responsibility, we will enhance infrastructure, economic vitality, and quality of life for all residents. We are committed to ensuring that Murphy remains a welcoming and thriving community."

2025
CITY OF MURPHY
STRATEGIC PLAN

A Roadmap to Sustainable Success



CONTEXT

EXISTING FACILITIES



CONTEXT

EXISTING FACILITIES

Murphy has community service functions operating from a central location in the city. In 2004, the City constructed a 48.5-acre municipal complex made up of four buildings including City Hall, Police and Courts Building, Fire Station, and Public Works Building. Additionally, the Murphy Community Center (MCC) and Murphy Activity Center (MAC) are available for reservations, classes, open gym, and more.

A specific recommendation of the 2008 Comprehensive Plan was to develop a multiple-purpose community center. Feedback then, and now, expressed a desire for a recreation center, senior center, and a library. Another recommendation was to determine the future use of Old City Hall and explore which community uses may be appropriate through further study.



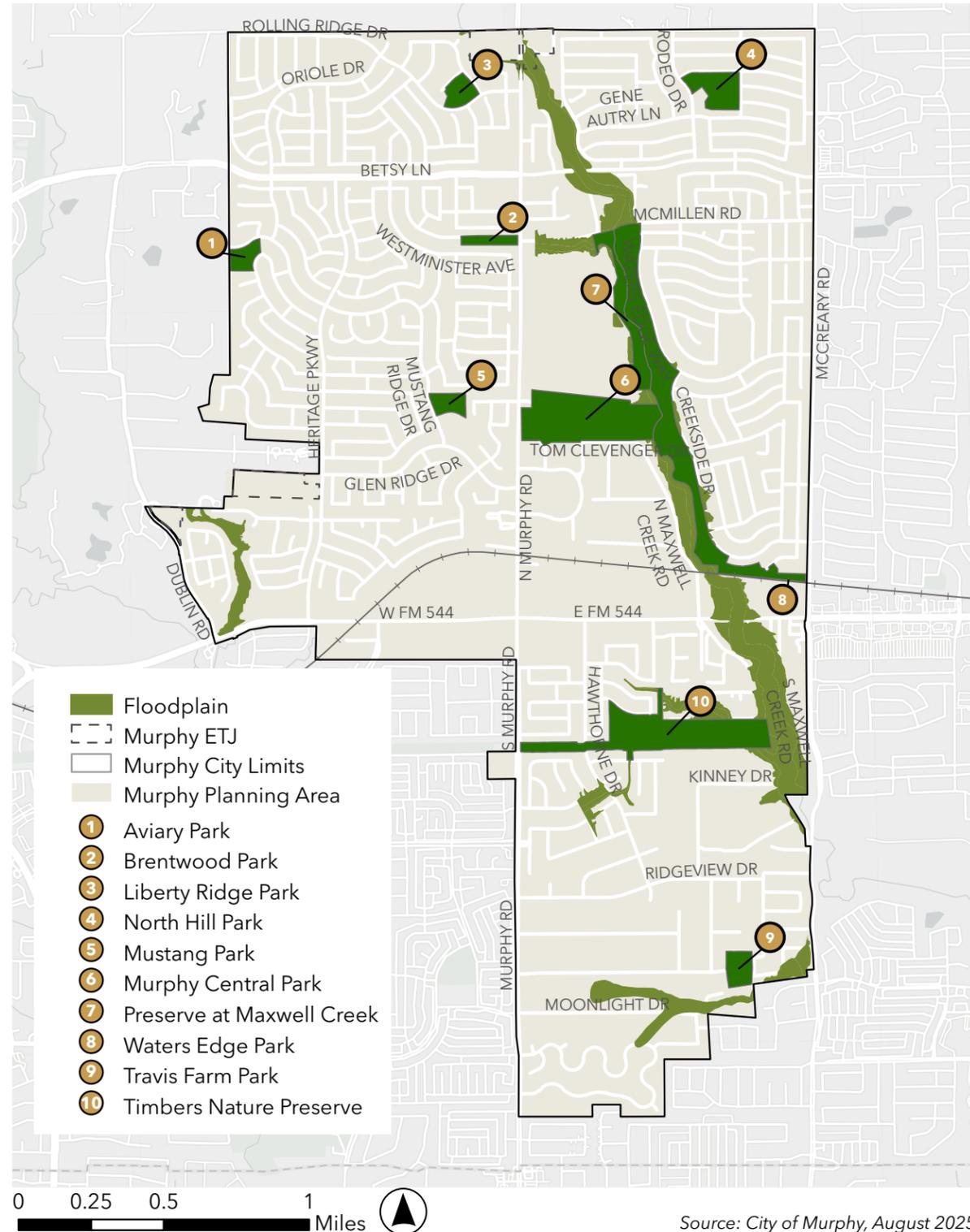
Murphy Community Center (MCC) + Murphy Activity Center (MAC)

The Murphy Community Center is one of the City's community recreation and event facilities operated by the City of Murphy's Parks & Recreation Department. It offers space for community events, classes, fitness, and other recreation-related activities for Murphy residents. The Murphy Activity Center works in concert with the Murphy Community Center and also offers space for recreation-related activities as well as meeting room space.

The MCC and MAC provide opportunities for Murphy residents that include open gym and sports activities, fitness facilities, recreation programs, summer camps, youth activities, community event space, family event and group gathering space, and meeting space.

CONTEXT

EXISTING PARKS



CONTEXT

EXISTING PARKS

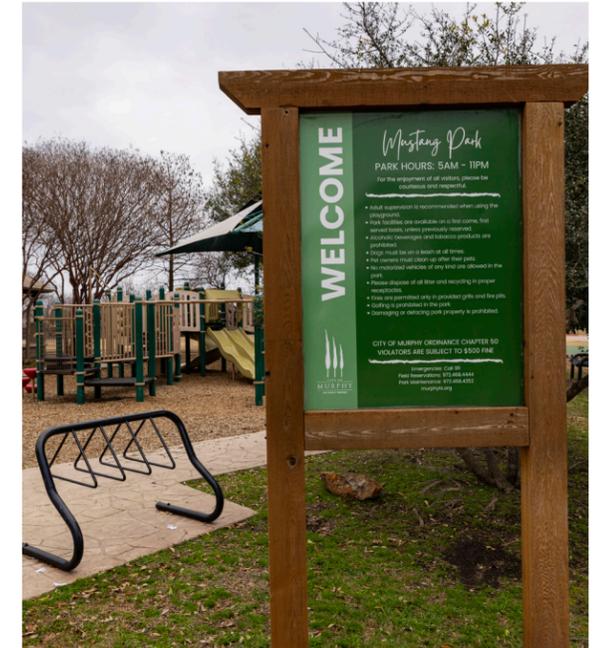
The City adopted a Parks, Recreation, Trails, and Open Space Master Plan update in 2024, which complements the Master Plan by providing information and goals as to how City public spaces, recreational amenities, and natural areas evolve as a part of City infrastructure. The Plan provides a framework for preserving open space, enhancing parkland, and improving trail connectivity to meet the diverse needs of residents of all ages. It was developed through a collaborative process involving City Staff, the Parks & Recreation Board, and the Youth Advisory Committee, with additional input from residents through public meetings and surveys.

Murphy enjoys 10 existing parks, nine of which are neighborhood parks and Murphy Central Park, a community park and greenbelt.

The Parks Department is responsible for approximately 324 acres of developed and undeveloped park land, medians/ rights-of-way, and other City-owned property and facilities.

List of Existing Parks

Brentwood Park	3.48 Acres
Aviary Park	5 Acres
Liberty Ridge Park	5 Acres
Mustang Park	5.10 Acres
Waters Edge Park	5.6 Acres
Travis Farm Park	6.6 Acres
North Hill Park	12 Acres
Timbers Nature Preserve	30 Acres
Preserve at Maxwell Creek	42 Acres
Murphy Central Park	60 Acres



CONTEXT

PARKS, RECREATION, TRAILS, AND OPEN SPACE MASTER PLAN

The 2024 Parks, Recreation, Trails + Open Space Master Plan outlines a park system that functions as both community infrastructure and a defining element of Murphy’s identity. Rather than focusing solely on new park acquisition, the plan emphasizes maximizing existing assets, particularly natural corridors, neighborhood parks, and regional trail connections. The concepts below highlight key ideas and strategies from the plan that shape how parks, open space, and trails support quality of life, connectivity, and long-term resilience.

- **Maxwell Creek as the City’s primary greenbelt and linear park system**, explicitly identified as the key organizing natural corridor for open space, trails, and floodplain preservation citywide.
- **Use of floodplains for recreation and open space rather than development**, including acquisition of floodplain lands and easements to preserve them as parks, trails, and natural areas.
- **Citywide linear trail network anchored by Maxwell Creek**, with planned connections to Plano, Wylie, Sachse, and the Collin County Regional Trail System, positioning Murphy as part of a broader regional trail system.
- **Trail design standards tailored by context**, including wider trail widths (10–12 feet) in the Maxwell Creek Corridor and narrower trails within neighborhood parks, showing intentional differentiation rather than one-size-fits-all design.
- **Integration of trails with utilities, drainage, and stormwater systems**, explicitly stating that trail planning should coordinate with water quality, stormwater runoff, and other infrastructure to reduce conflicts and improve outcomes.
- **Murphy Central Park as a multi-functional civic destination**, featuring an amphitheater, spray ground, food truck court, outdoor learning center, nature trails, and planned additions such as a fitness court and bike skills area.
- **Emphasis on inclusive and evolving park amenities**, including planned expansion of playgrounds to be more inclusive and adaptable to different ages and abilities.
- **Nature-based parks with educational components**, such as outdoor learning centers and interpretive signage at sites like Murphy Central Park and the Preserve at Maxwell Creek.
- **Use of utility easements (ONCOR) as trail corridors**, turning infrastructure corridors into recreational assets and regional connections.
- **Commitment to low-maintenance, resilient park design**, including native plantings, xeriscaping, and low-maintenance materials to reduce irrigation and long-term operations costs.
- **Phased, costed 10-year implementation strategy**, clearly identifying short-, mid, and long-term park investments, including trail widening along Maxwell Creek and park renovations tied to specific funding sources.

CONTEXT

PARKS, RECREATION, TRAILS, AND OPEN SPACE MASTER PLAN

The Parks, Recreation, Trails + Open Space Master Plan establishes a clear framework for how Murphy’s park system should grow, function, and be maintained over time. The goals reflect a balance between enhancing quality of life, preserving natural assets, and delivering recreational opportunities that meet the needs of a growing and diverse community. Together, they emphasize both system-wide excellence and place-based investments in parks, trails, and open space through standards, maintenance, and partnerships. These goals guide future decisions related to park improvements, connectivity, funding priorities, and long-term stewardship of community assets.

- Goal 1:**
Create a top-tier parks system that is among the best in smaller communities in the Dallas–Fort Worth area (under 25,000 population), based on National Recreation and Park Association (NRPA) metrics such as park acreage per capita, residents per playground, and residents per park.
- Goal 2:**
Develop and implement a comprehensive park system in Murphy that enhances the city’s physical form, aesthetics, and overall appearance, contributing to a more attractive and inviting environment for residents and visitors.
- Goal 3:**
Offer a diverse range of recreational facilities, programs, and special events that increase involvement and meet the evolving needs of Murphy’s expanding and diverse population.
- Goal 4:**
Preserve and enhance Murphy’s open space and natural resources, with a particular focus on floodplains, greenbelts, and natural corridors.
- Goal 5:**
Implement the City’s trail plan to establish a comprehensive network of pedestrian and bicycle pathways throughout Murphy to the greatest extent feasible.
- Goal 6:**
Ensure that all Murphy parks and recreational facilities are maintained in superior condition, achieving a maintenance rating of at least 95 percent based on inspections and resident feedback.
- Goal 7:**
Create mechanisms to work with public and private entities to acquire, develop, and maintain parks, recreation facilities, services, and open space.
- Goal 8:**
Incorporate a citizen participation process into ongoing park planning and design projects, as well as future updates to the Parks, Recreation, Trails & Open Space Master Plan.

CONTEXT

EXISTING FLOODPLAINS



CONTEXT

EXISTING NATURAL FEATURES

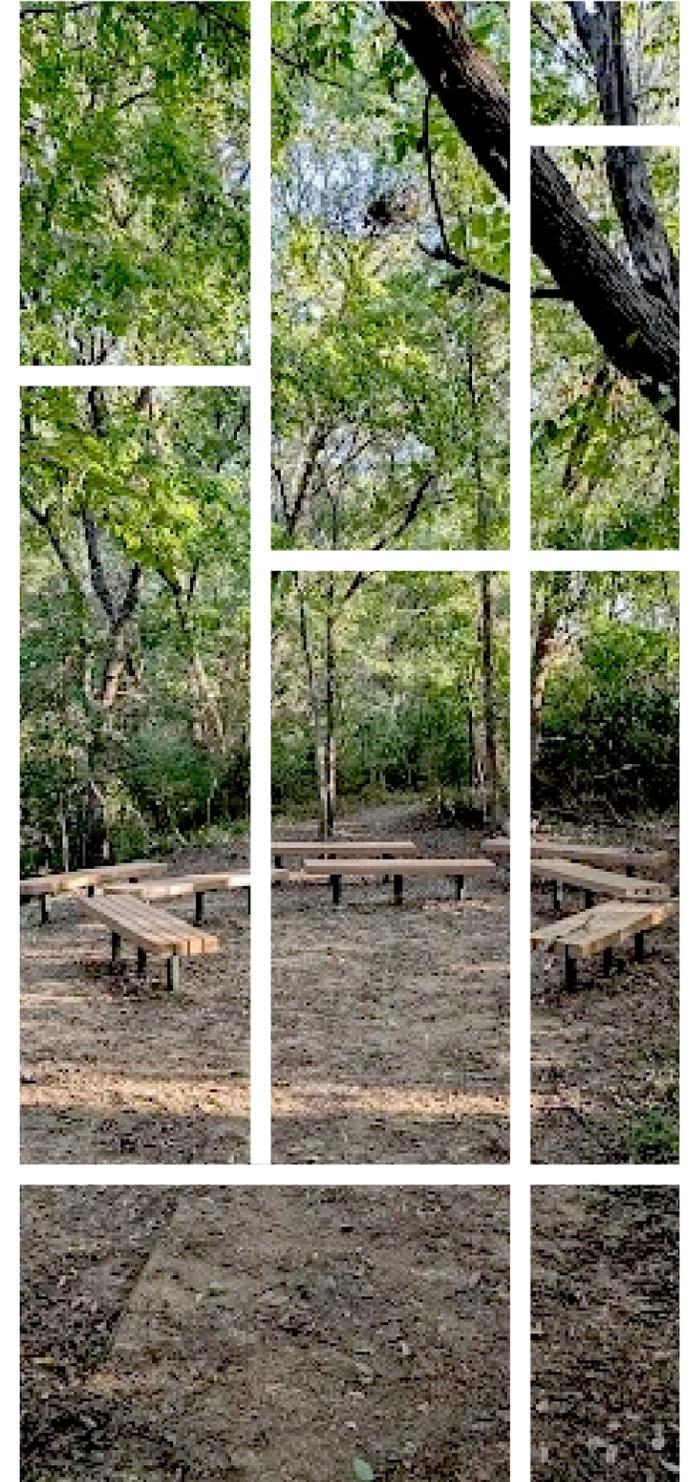
Floodplains play a defining role in Murphy’s physical form, environmental health, and long-term resilience. Maxwell Creek, the only creek within the city limits, serves as Murphy’s primary greenbelt, flowing from Murphy Road to McCreary Road and shaping where development can occur. Throughout the planning process, residents consistently expressed appreciation for the creek’s greenery, natural character, and trail connections, reinforcing its role as both an environmental asset and a cherished community space.

A 100-year floodplain is land that has a one percent chance of flooding in any given year, making careful planning within these areas essential to protecting people, property, and public investment. In Murphy, floodplain areas are most closely associated with Maxwell Creek, where preserving natural floodplain functions helps manage stormwater, reduce flood risk, and protect adjacent neighborhoods. Rather than viewing these areas as limitations, the community has repeatedly identified them as places that contribute to Murphy’s identity and quality of life.

When preserved and thoughtfully integrated into the park and trail system, floodplains provide multiple benefits:

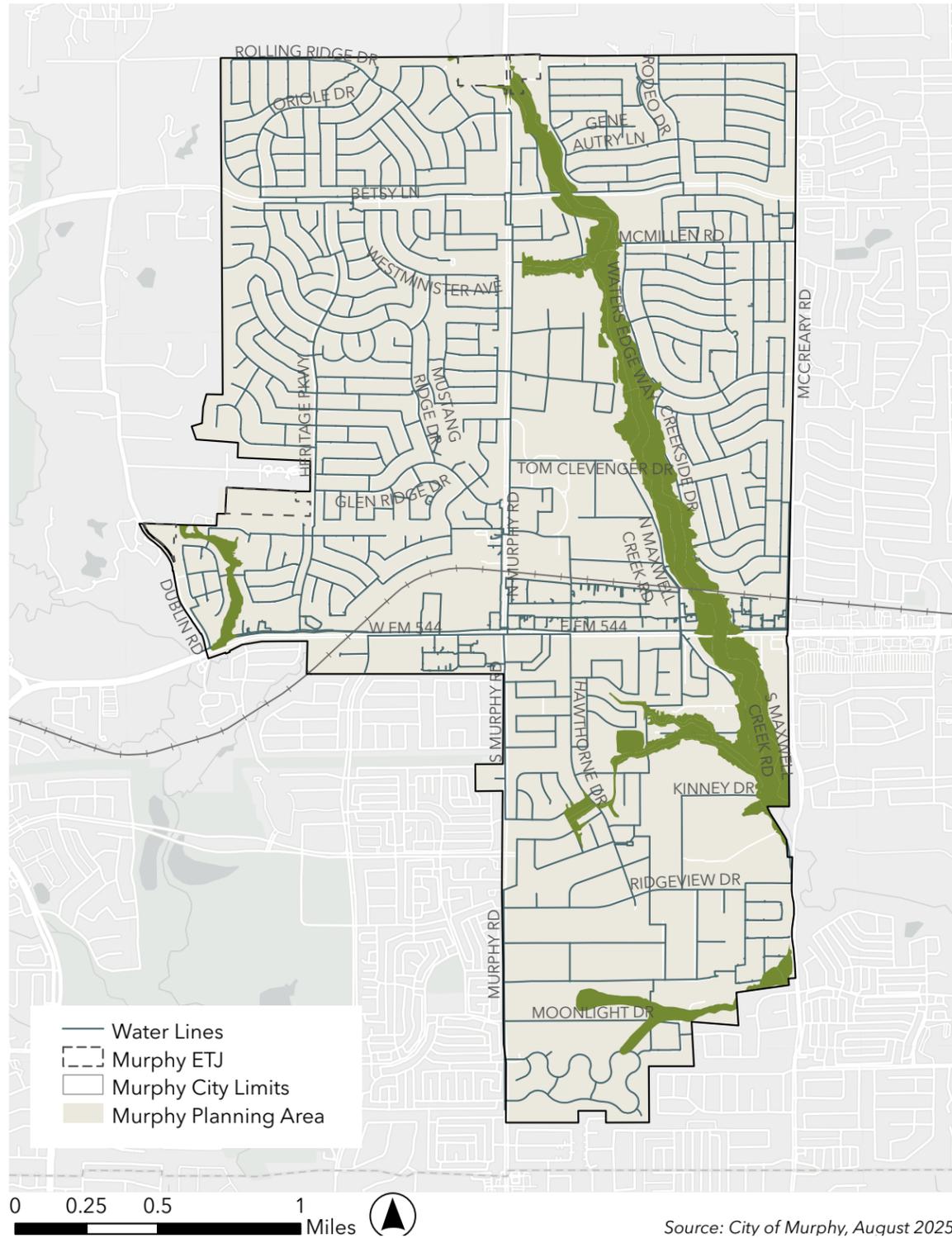
- Reduced flood risk by allowing stormwater to spread out and slow naturally
- Protection of infrastructure and lower long-term maintenance costs
- Cleaner waterways through natural filtration of runoff
- Cooling, shade, and habitat provided by trees and native vegetation
- Beloved trails and green spaces that support walking, biking, and everyday recreation

The Parks, Recreation, Trails + Open Space Master Plan identifies the Maxwell Creek corridor as the city’s key linear park and trail system, connecting neighborhoods, parks, and regional trail networks. By prioritizing floodplains as open space and recreational infrastructure, Murphy aligns community values with best practices while working with natural systems to support safety, environmental stewardship, and a high quality of life.



CONTEXT

EXISTING WATER LINES



Source: City of Murphy, August 2025

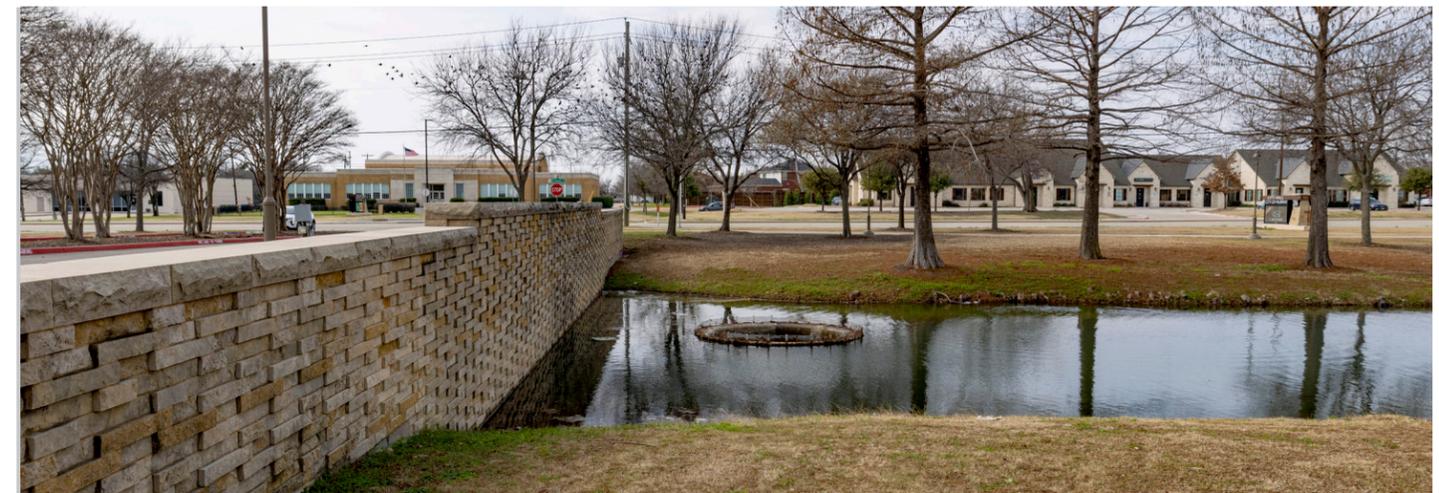
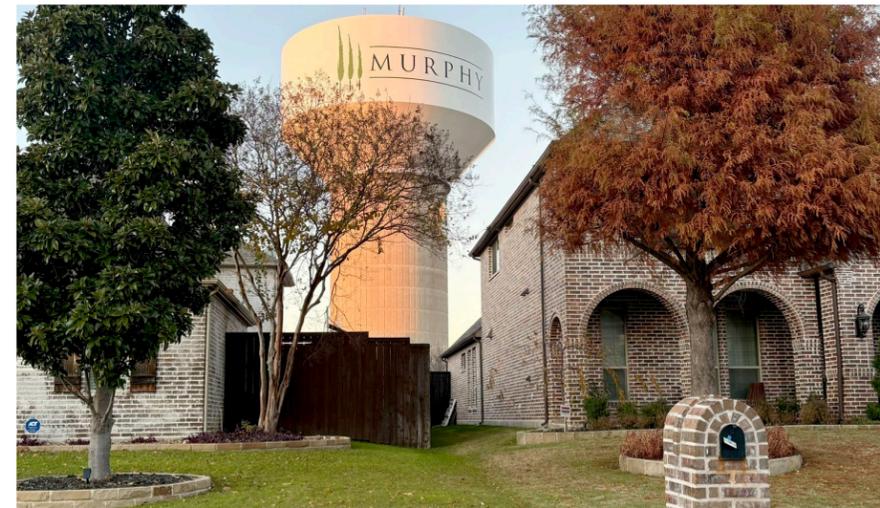
CONTEXT

EXISTING WATER INFRASTRUCTURE

The City of Murphy receives its drinking water from the North Texas Municipal Water District (NTMWD), which supplies treated surface water from regional sources including Lake Lavon, as well as other NTMWD system reservoirs. NTMWD treats and conveys this water through its regional system before delivery to customer cities, including Murphy.

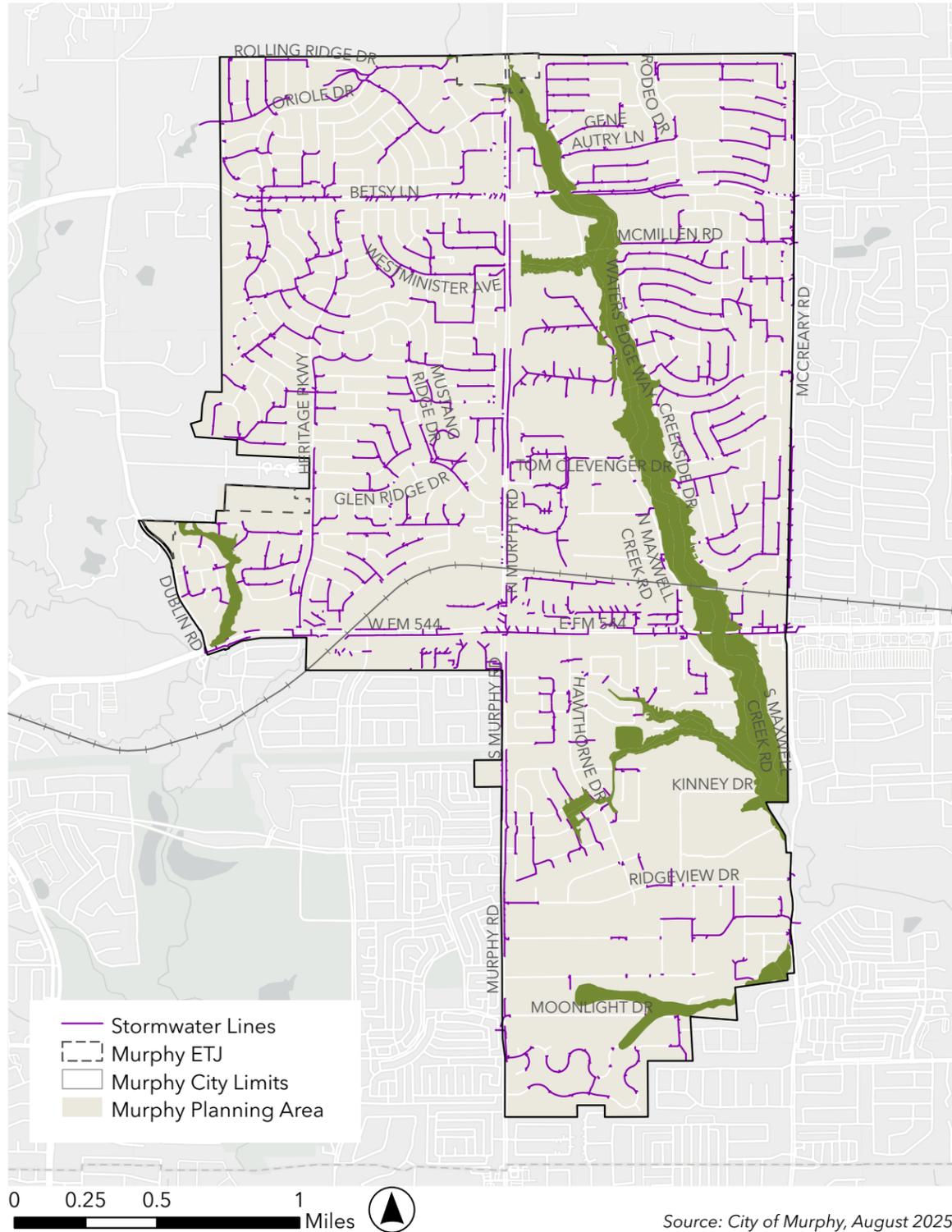
Murphy's water distribution system serves the entire city and includes 6,398 metered connections, 101.2 miles of water lines, and 1,140 fire hydrants, as documented in the City's FY26 Adopted Budget Book. Storage and pressure for the system are supported by three ground-level storage tanks, two elevated storage tanks, and one pump station, all owned and operated by the City of Murphy.

Average water pressure within the system ranges from 60 to 70 pounds per square inch (PSI). As part of recent infrastructure improvements, the City has added diesel generator backup power to critical water and wastewater facilities to ensure continuous service during extended power outages. As Murphy transitions from rapid growth to a more mature development phase, maintaining and reinvesting in existing water infrastructure has become a higher priority than system expansion.



CONTEXT

EXISTING STORMWATER LINES



Source: City of Murphy, August 2025

CONTEXT

EXISTING STORMWATER INFRASTRUCTURE

The City of Murphy's Stormwater Maintenance Division is responsible for inspecting, maintaining, and repairing the City's stormwater system, which includes open drainage features (such as roadside ditches), mainline storm sewer pipes, curbs, storm inlets, and outfalls. Debris accumulation within the system can restrict stormwater flow and increase the risk of localized flooding during heavy rainfall events. To reduce these risks, stormwater infrastructure is inspected on a routine basis, with additional inspections conducted following significant rainfall and in response to resident service requests.

Key characteristics of Murphy's stormwater system include:

- Broad stormwater utility coverage across much of the city
- A combination of piped storm sewer infrastructure and open drainage features
- Regular inspection and maintenance focused on debris removal and system performance

Stormwater infrastructure coverage varies by location within the city. South of FM 544, storm sewer infrastructure is more limited, reflecting lower development intensity and more rural development patterns. In these areas, stormwater conveyance relies more heavily on open drainage and natural flow paths rather than enclosed storm sewer systems.

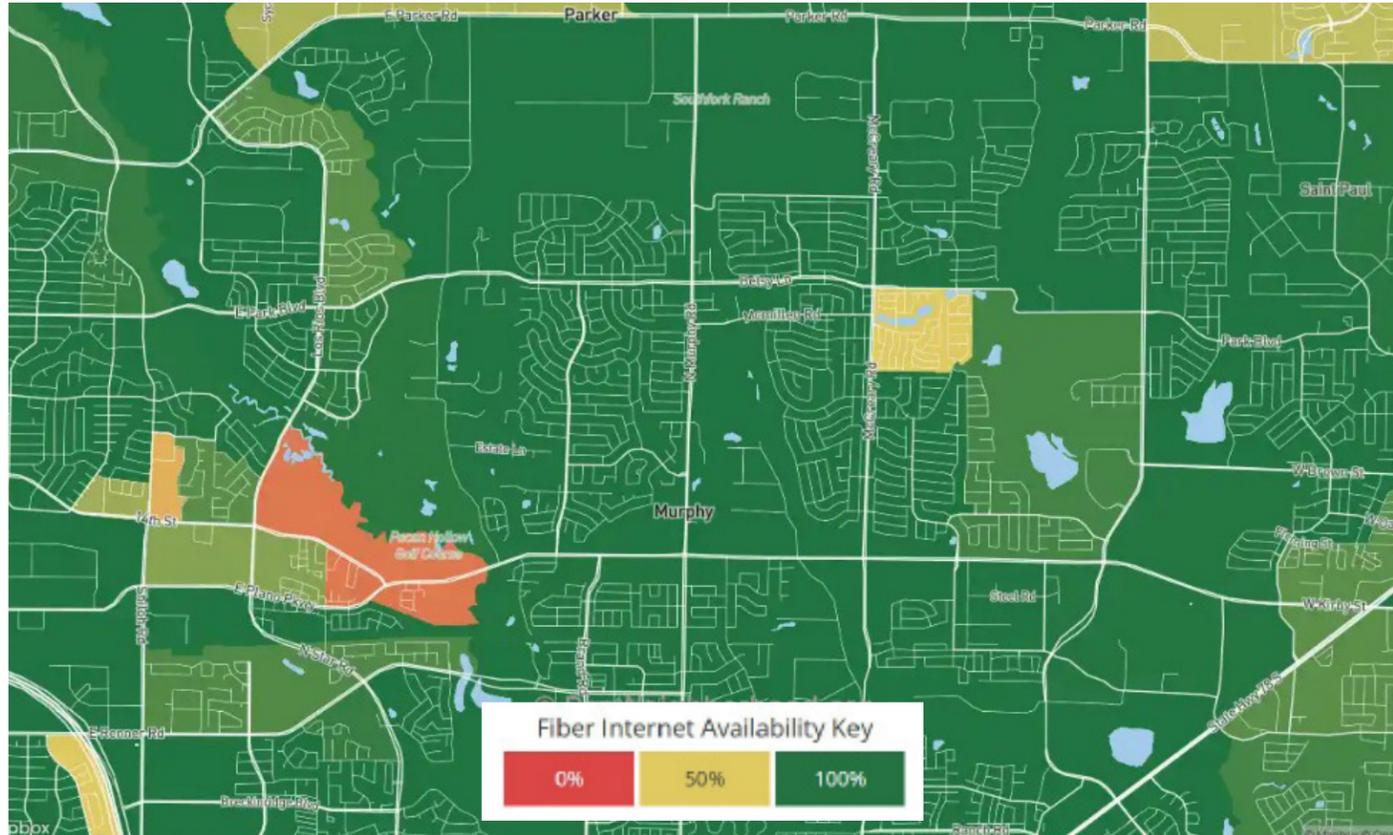
Overall, Murphy has extensive stormwater infrastructure serving most developed areas; however, the reduced presence of storm sewer south of FM 544 remains an important consideration for maintenance planning, capital improvements, and future redevelopment. As development patterns evolve, continued evaluation of stormwater needs, particularly in areas transitioning from rural to more urban conditions, will be critical to managing runoff, protecting property, and supporting long-term system resilience.



CONTEXT

EXISTING FRANCHISE UTILITIES

Existing Fiber Internet Map



Source: BestNeighborhood.org

Electricity + Natural Gas

Electric service in Murphy is provided through multiple retail electric providers, with physical electric distribution infrastructure operated by Oncor Electric Delivery and Farmers Electric Cooperative in different areas of the city. For municipal operations, the City of Murphy purchases electricity through retail providers, including GEXA Energy, as documented on the City website.

Natural gas service in Murphy is provided by Atmos Energy, which owns and maintains the natural gas distribution system serving the city. Electricity and natural gas utilities operate independently of the City, but play a critical role in supporting municipal facilities, emergency services, and overall community resilience.

Internet + Broadband

Internet service in Murphy is provided by multiple private providers, offering a range of technologies and service levels across the city. Residential broadband access is widely available, and service options include high-speed cable, fiber, and wireless internet, depending on location.

While broadband service is generally available citywide, internet infrastructure is privately owned and operated, and service quality, pricing, and maximum speeds vary by provider and neighborhood. As Murphy continues to evolve, digital connectivity remains an important consideration for residents, businesses, remote work, education, and municipal services.

CONTEXT

RISK MANAGEMENT + RESILIENCE

Risk Management + Resilience - Existing Conditions

Murphy's risk management efforts focus on preparedness, communication, and coordination to support public safety, infrastructure reliability, and continuity of services during emergency events. These efforts are implemented across multiple City functions, including emergency services, development regulations, public health and safety inspections, and public communications. Risk reduction activities extend beyond emergency response and include preventative measures such as building and fire code enforcement, routine inspections, and coordination among City departments. Together, these systems support consistent service delivery and emergency response across a range of potential events.

Community Risk Reduction + Preparedness

The City of Murphy reduces community risk through established municipal programs and operational practices, including:

- Coordinated police, fire, and emergency response services
- Permitting and enforcement of adopted building, fire, and electrical codes
- Public health and safety inspections
- Communication tools used to distribute information during emergency situations

These activities represent the City's primary approach to managing risk and supporting emergency preparedness.

Emergency Communications

Murphy uses multiple communication tools to provide information to residents during emergencies and significant events.

- **Rave Smart911** is the City's official emergency notification system and is used to distribute alerts related to weather events, public safety incidents, and other urgent situations.
- **The Helpful Update Board (HUB)** is used to share information online with residents during severe weather events or other catastrophic situations.

These tools support timely information sharing and public awareness during emergency conditions.



CONTEXT

RISK MANAGEMENT + RESILIENCE

Community-Based Response

The City supports community-level preparedness through the Community Emergency Response Team (CERT) program. CERT members are residents who receive training related to disaster preparedness and basic emergency response skills.

CERT training includes:

- Fire safety
- Light search and rescue
- Disaster medical operations
- Team organization

During emergency events and community activities, CERT members may assist with response support activities in coordination with City staff and emergency responders.

Built Environment Safety

The City of Murphy has adopted nationally recognized safety codes to support life safety and reduce risk in the built environment. In 2024, the City adopted:

- The 2021 International Building Codes
- The 2021 International Fire Code
- The 2020 National Electrical Code

These codes are implemented through the City's permitting and inspection processes and apply to new development and redevelopment.

Understanding Risk in Murphy

Based on City discussions and emergency management practices, risks in Murphy generally fall into three categories:



Natural Risks

- Fire
- Tornado
- Drought
- Flooding
- Freezing Temperatures

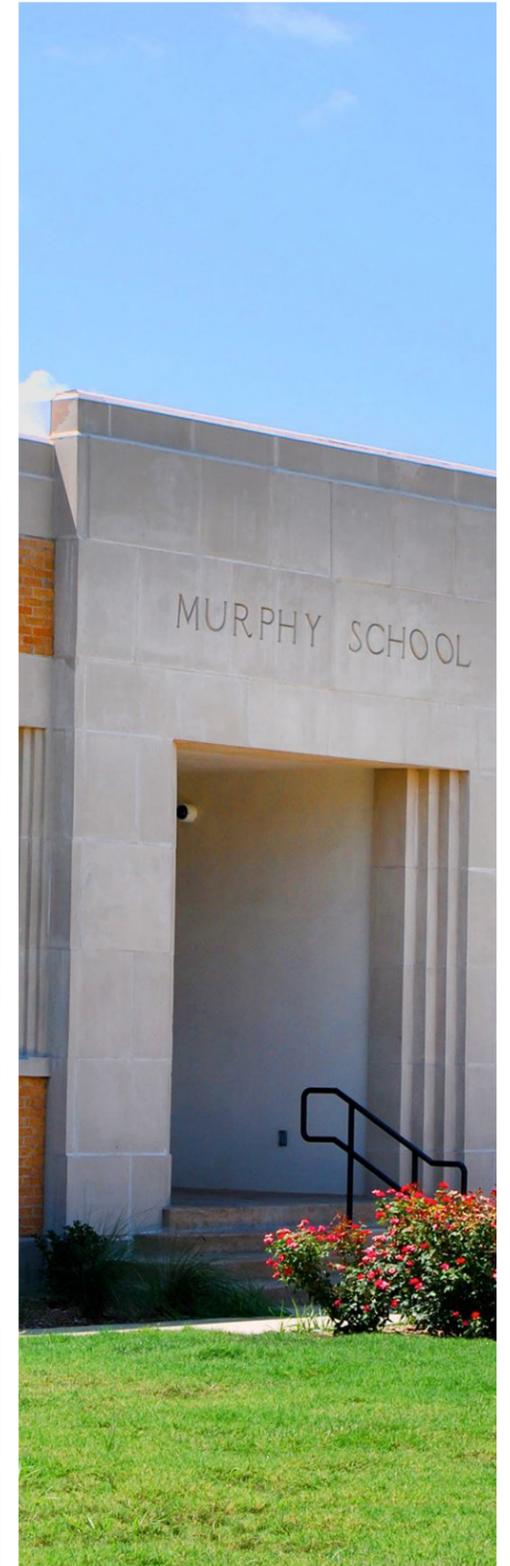
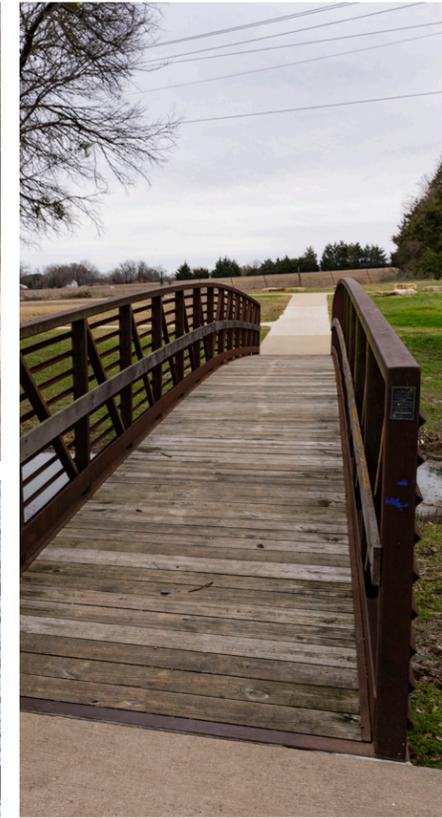
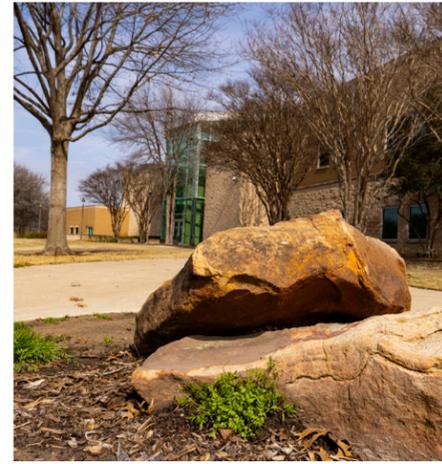
Technological Risks

- Cyberattacks
- Systematic Failure
- Internet of Things (IoT)
- Data/Privacy Breaches

Human-Caused Risks

- Intentional or Violent Act
- Missing Person
- Collisions/Crashes

VISION



VISION

Murphy's vision is to maintain, manage, and reinvest in the infrastructure and public services that support daily life, public safety, and long-term community confidence. As the City transitions from a period of rapid growth to a more mature development phase, the focus shifts from expansion to stewardship, ensuring that existing systems are reliable, well-maintained, and resilient. The strategies in this chapter emphasize asset management, lifecycle-based reinvestment, coordinated service delivery, and integration across utilities, facilities, parks, and trails. Together, these approaches reinforce fiscal responsibility, protect public investment, and help preserve Murphy's established character and quality of life.

This vision closely aligns with the Vision Guiding Principles by treating infrastructure and services as foundational elements of a connected, walkable, and engaging community. Parks, trails, floodplains, and utilities are planned as interconnected systems that enhance open space, support distinctive destinations, and strengthen neighborhood connections. Clear communication, transparent planning, and coordinated emergency preparedness reflect Murphy's commitment to an engaged and informed community, while resilience-focused actions, such as backup power, risk-informed capital planning, and community-based preparedness, ensure the City can adapt to change and recover from disruptions.

Collectively, the vision positions services, facilities, and utilities not as isolated functions, but as integrated public assets that support balanced growth, community identity, and long-term adaptability.



VISION

ALIGNMENT WITH VISION GUIDING PRINCIPLES

Neighorly + Unique Identity

The reliable services, well-maintained facilities, and high-quality parks highlighted in this chapter help reinforce Murphy's neighborly character and supports public spaces and infrastructure that reflect the community's values and identity.

Distinctive Destinations + Activity Hubs

Well-planned and reliable services, public infrastructure, and facilities help the City's destinations, civic spaces, and activity hubs operate smoothly and remain safe, attractive, and vibrant.

Thriving Local Economy + Fiscal Health

Fiscally responsible management of services, facilities, and utilities protects public investment and supports long-term economic stability.

Balanced Growth + Land Use

Maintenance and reinvestment in the community's existing systems, in coordination with land use patterns, support growth that is compatible with established neighborhoods and Murphy's mature development context.

Connected + Walkable Community

Coordinated planning for utilities, parks, trails, and facilities help ensure safe and reliable connections between neighborhoods, parks, schools, facilities, and destinations.

Engaged + Informed Community

Clear communication and transparency continue to outline how services are delivered, maintained, and improved.

Engaging Open Space + Recreation

Parks, trails, and open space are essential public infrastructure. Reinvestment, connectivity, and green infrastructure strategies reinforce Murphy's commitment to maintaining high quality recreational facilities, integrated natural areas, utilities, and services.

Resilience + Adaptability

Through asset management, emergency planning, and coordination across departments, the City is better able to adapt to changing conditions and recover from disruptions or emergencies.



VISION

SERVICES, FACILITIES, + UTILITIES

Services

Murphy's vision for municipal services is centered on reliability, responsiveness, and consistency. As the city matures, services are expected to function seamlessly in the background to support daily life, public safety, and community confidence without disruption. Residents value Murphy as a safe, well-managed community, and the City's service delivery model reinforces that expectation through coordinated operations, clear communication, and professional standards across departments.

Looking ahead, Murphy will continue to focus on maintaining service quality while adapting to changing needs, including redevelopment, evolving technology, and shifting demographics. The vision emphasizes proactive planning, efficient use of resources, and coordination among City functions to ensure services remain dependable and aligned with community expectations over time.

Facilities

Murphy's public facilities are envisioned as functional, well-maintained, and appropriately scaled to support City operations and community use. Facilities play a critical role in delivering services, housing essential staff and equipment, and providing spaces for civic engagement. The City's vision prioritizes facilities that support operational efficiency, safety, and accessibility while remaining fiscally responsible.

As Murphy transitions from growth to reinvestment, facilities planning will emphasize maintenance, reinvestment, and strategic upgrades rather than expansion alone. Public facilities will continue to support emergency response, community programs, and daily operations, with an emphasis on durability, adaptability, and long-term performance.



VISION

SERVICES, FACILITIES, + UTILITIES

Parks + Trails

Murphy's parks and trail system is envisioned as essential community infrastructure that supports quality of life, connectivity, and environmental stewardship. Residents consistently value parks, trails, and green spaces, particularly along Maxwell Creek, for recreation, everyday use, and their contribution to Murphy's character. Parks and trails are not viewed as optional amenities, but as core public assets that connect neighborhoods and provide accessible outdoor experiences.

Looking forward, the City's vision builds on existing assets by prioritizing connectivity, preservation of natural corridors, and thoughtful integration with development. Trails and parks will continue to serve multiple purposes, including recreation, mobility, floodplain preservation, and community gathering, reinforcing their role as a defining element of Murphy's identity.

Utilities

Murphy's vision for utilities centers on understanding, maintaining, and reinvesting in existing infrastructure to support reliable service and long-term system performance. Through systematic assessment of water, wastewater, stormwater, and related systems, the City builds a clear picture of asset condition, remaining service life, and maintenance needs. This information provides the foundation for informed decision-making and helps reduce reliance on reactive repairs or emergency replacements.

Murphy's utility asset management is envisioned as part of a coordinated approach that aligns utilities, parks, and public facilities, recognizing that these systems are physically and operationally interconnected. Maintenance, rehabilitation, and replacement decisions for utilities will be coordinated with investments in parks, trails, and facilities, particularly where infrastructure overlaps with floodplains, greenbelts, and public buildings. Strategic innovation, such as green infrastructure, smart utility technologies, and fiber-ready standards, should be used to enhance performance and efficiency where appropriate. Together, this integrated asset management approach supports a deliberate, transparent, and defensible Capital Improvement Program, ensuring that utility investments are phased, prioritized, and aligned with broader City infrastructure needs.



VISION

SERVICES, FACILITIES + UTILITIES

Risk Management + Resilience

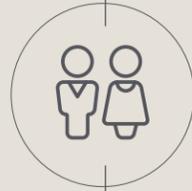
Murphy's vision for risk management and resilience focuses on preparedness, coordination, and clear communication. The City recognizes that effective risk management depends on established systems, trained staff and residents, and reliable information sharing during emergency situations. Existing programs, adopted safety codes, and communication tools provide a strong foundation for managing a range of potential risks.

Over time, Murphy will continue to strengthen resilience by maintaining and refining existing practices, supporting community-based preparedness, and ensuring that safety considerations are integrated into everyday City operations. The City's vision emphasizes readiness and continuity of services rather than reactive measures, supporting public safety and operational stability during emergency events.



Technological

Technological resilience in Murphy centers on maintaining the functionality of critical systems during disruptive events. The City's approach emphasizes the role of backup power, redundancy, and coordination in supporting emergency services, utilities, communications, and City operations during power outages, cyber incidents, or system failures. By accounting for system dependencies and continuity needs in utility operations and facility planning, Murphy supports reliable service delivery in emergency conditions.



Human

Human resilience in Murphy is supported by informed, prepared, and engaged residents working alongside public safety professionals. The City's Community Emergency Response Team (CERT) program provides training in disaster preparedness, basic response skills, and neighborhood coordination. Through resident participation and coordination with City staff and first responders, CERT expands local response capacity and supports community-level readiness during emergency events.



Natural

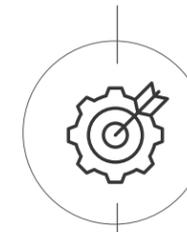
Natural resilience in Murphy is closely tied to flooding and extreme weather risks, particularly along Maxwell Creek and associated floodplains. The City's approach recognizes floodplains as important areas for stormwater management, environmental protection, and public safety. Through floodplain management, routine maintenance, and coordination with stormwater infrastructure and open space systems, Murphy supports risk reduction while preserving natural systems that contribute to long-term resilience.

IMPLEMENTATION

UTILITIES

Strategy 1

Provide reliable utility service by managing infrastructure as long-term assets, prioritizing reinvestment based on condition and risk, and using data to inform capital planning.



Implementation Actions

Action 4.1.1

Expand and utilize the Asset Management System for water, wastewater, and stormwater systems, to include an asset inventory, condition assessment, risk and criticality assessment, level of service, and asset dashboards for real-time asset information.

Action 4.1.2

Conduct a systemwide water audit to quantify water loss and identify priority leak detection areas.

Action 4.1.3

Identify opportunities to integrate green infrastructure into stormwater projects and standard specifications, especially along Maxwell Creek.

Action 4.1.4

Draft and adopt development standards that require new development to be constructed with conduit and access points that allow future fiber-optic internet installation without additional excavation or disruption.

Action 4.1.5

Develop a formal Capital Improvement Plan (CIP) for replacing utilities based on information and analysis from the Asset Management Program.

Action 4.1.6

Create a risk- and condition-informed utility reinvestment dashboard for utilization in the CIP.

Action 4.1.7

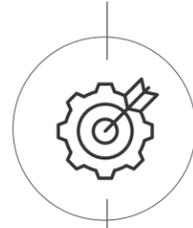
Update the City's Storm Water Utility Analysis every five years to determine if current rates are appropriate for future improvements.

IMPLEMENTATION

SERVICES + FACILITIES

Strategy 2

Deliver consistent and dependable municipal services and public safety by assessing and managing facilities, fleet, major equipment, and city operations, and prioritizing reinvestment.



Implementation Actions

Action 4.2.1

Evaluate existing City buildings for potential Crime Prevention through Environmental Design (CPTED) improvements to mitigate any safety risks.

Action 4.2.2

Complete design and installation of the Murphy Veterans Tribute.

Action 4.2.3

Evaluate the long-term feasibility of the Murphy Animal Shelter and associated partnership opportunities to serve current and future needs.

Action 4.2.4

Integrate City-owned facilities into the Asset Management System with condition, lifecycle, and replacement attributes.

Action 4.2.5

Add fleet vehicles and major equipment to the Asset Management System with lifecycle and replacement data.

Action 4.2.6

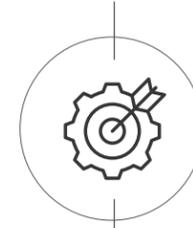
Evaluate smart utility technologies that continue to improve monitoring, efficiency, and/or response.

IMPLEMENTATION

PARKS + TRAILS

Strategy 3

Steward parks and trails as public assets while intentionally evolving the system to add new connections, amenities, and experiences aligned with community priorities.



Implementation Actions

Action 4.3.1

Integrate parks, trails, and major park amenities into the Asset Management System with condition and lifecycle attributes.

Action 4.3.2

Apply condition scoring criteria to parks and trail assets to inform reinvestment decisions.

Action 4.3.3

Identify priority trail expansion and connectivity projects, including along Maxwell Creek.

Action 4.3.4

Update the Parks, Recreation, Trails + Open Space Master Plan every five years to identify new recreation amenities or experiences that respond to evolving community needs.

Action 4.3.5

Continue to evaluate opportunities to enhance parks and trails with green infrastructure or placemaking elements.

Action 4.3.6

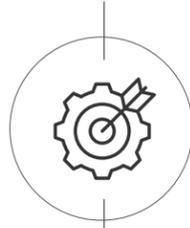
Identify regional trail coordination opportunities and include them on the CIP.

IMPLEMENTATION

RISK MANAGEMENT + RESILIENCE

Strategy 4

Protect public safety and continuity of services by embedding risk and preparedness considerations into asset management, communications, and capital planning.



Implementation Actions

Action 4.4.1

Classify critical infrastructure and facilities based on continuity-of-operations needs, to help the City understand which buildings are most essential during emergencies.

Action 4.4.2

Document backup power and redundancy attributes for critical assets within the City's asset records.

Action 4.4.3

Integrate emergency communication systems (Rave Smart911 and the HUB) as operational assets to reinforce their role as essential infrastructure during emergency events.

Action 4.4.4

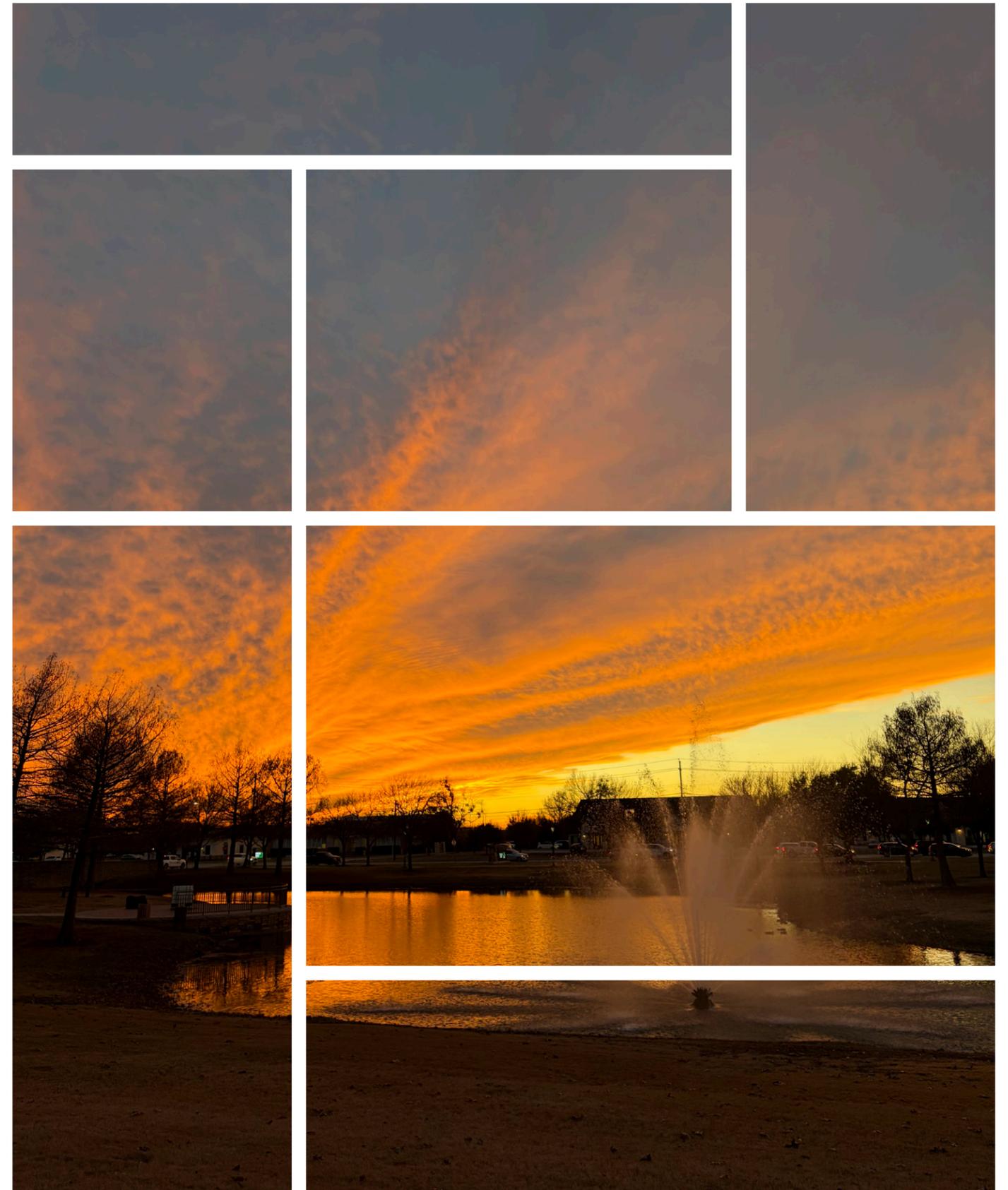
Incorporate floodplain and extreme weather risk vulnerabilities into the City's asset records.

Action 4.4.5

Align CERT deployment areas with geographic risk and critical asset locations to coordinate volunteers and the areas where response support is most likely to be needed in an emergency.

Action 4.4.6

Integrate after-action findings from emergency events into asset risk updates.



CHAPTER

1

2

3

4

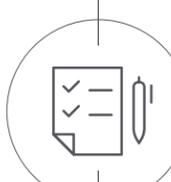
5



IMPLEMENTATION

CHAPTER STRUCTURE

This chapter translates the Master Plan into action. It outlines potential partnerships, financing and funding tools, and the processes needed to carry the Plan forward and keep it relevant. The chapter concludes with an Action Matrix that organizes and prioritizes the Strategies and Actions identified throughout the Plan.

	USAGE + UPDATES Defines how the Master Plan is used in daily decision-making and establishes a clear process for tracking progress and updating the Plan as conditions change. PAGE 173
	KEY PARTNERSHIPS Identifies public, private, and community partners that can help advance the Murphy Vision through collaboration, coordination, and shared investment. PAGE 177
	FINANCING + FUNDING Highlights funding sources and financial tools that can support implementation, maintenance, and targeted improvements across the city. PAGE 178
	ACTION PRIORITIZATION Organizes the Plan's strategies and actions into a clear, prioritized framework to guide implementation. PAGE 179

USAGE + UPDATES

PLANNING FOR IMPLEMENTATION

The Master Plan is the City’s primary reference for evaluating development, infrastructure investments, and land use related policy decisions. It provides clear direction for City Staff and City Leadership when reviewing projects, setting priorities, and making recommendations that shape Murphy’s physical form and quality of life. While the Plan establishes long-range direction, it is not static. Portions of the Plan may require refinement or additional detail as projects advance, conditions change, or new opportunities emerge. Targeted updates allow the City to respond to real-world circumstances while remaining consistent with the community’s Vision and Guiding Principles.

Implementation occurs through existing City tools and processes, including the Capital Improvements Program (CIP), zoning and subdivision regulations, and development review procedures. Some recommendations can be carried out through updates to current ordinances or administrative practices, while others may require new tools, policies, or investments.

Proactive + Reactive Implementation

The Master Plan is implemented through a combination of proactive actions initiated by the City and reactive actions that occur during development review. Both are necessary to fully realize the Plan’s intent.



PROACTIVE IMPLEMENTATION

- Actions led by the City to set expectations, invest strategically, and guide future development
- Updating or creating subdivision regulations
- Updating or creating zoning regulations
- Programming and funding public improvements through the Capital Improvements Program (CIP)



REACTIVE IMPLEMENTATION

- Actions that apply the Plan during project-specific review
- Subdivision plat review
- Site plan review
- Rezoning request that align with the Master Plan

Together, these approaches ensure the Master Plan functions as both a policy guide and a decision-making tool, shaping outcomes whether the City is leading an initiative or responding to development proposals.

USAGE + UPDATES

A GUIDE FOR EVERYDAY DECISION MAKING

Murphy is largely built out, which means the City’s future will be shaped by how effectively it manages reinvestment, redevelopment, and public spending. Decisions related to infill development, neighborhood preservation, and public facility improvements directly influence community character, economic performance, and long-term fiscal resilience. The Master Plan serves as the City’s primary place-based framework, while the City’s Strategic Plan establishes organizational priorities, resource allocation, and performance goals. Used together, these documents align what the City is trying to achieve with how the organization delivers it.

The Master Plan should be used by the City organization as a whole, including City Council, boards and commissions, and City Staff, when evaluating development proposals, prioritizing capital investments, coordinating departmental work programs, and assessing the long-term return on public infrastructure and service commitments. Property owners, developers, and builders are encouraged to reference the Master Plan to understand community expectations and deliver projects that strengthen Murphy’s tax base while reinforcing its identity.

FLEXIBLE + RELEVANT

Strong, fiscally resilient communities adapt without losing direction. This Master Plan is intended to remain responsive while protecting the City’s long-term interests and supporting broader organizational objectives. Updates or amendments should be deliberate and supported by an understanding of community priorities, economic and fiscal impacts, and alignment with Strategic Plan goals.



WHEN CONSIDERING AMENDMENTS, CITY OFFICIALS AND CITY COUNCIL SHOULD:

- Confirm that the proposed change aligns with the Vision, goals, and policies of the Master Plan
- Evaluate whether the amendment supports Strategic Plan priorities, long-term economic vitality, efficient service delivery, and fiscal resilience
- Seek appropriate public input to inform decisions, identify potential impacts, and strengthen trust in the planning process

Used consistently, the Master Plan and Strategic Plan work together to provide clarity, predictability, and accountability to guide Murphy in making sound decisions that protect public investment, reinforce strong places, and support lasting economic vitality.



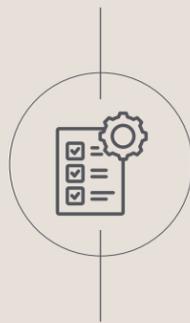
USAGE + UPDATES

PLAN REVIEWS + UPDATES

To remain effective and relevant, the Master Plan must be actively used, periodically reviewed, and updated with purpose. For a largely built-out community like Murphy, regular plan review supports informed decision-making, protects public investment, and ensures alignment between community expectations, economic conditions, and organizational priorities.

BIENNIAL REVIEW

A focused review of the Master Plan should occur no less than every two years to confirm that the Plan remains relevant, legally compliant, and actionable.



The review should include a coordinated discussion involving the Planning and Zoning Commission and the Master Plan Advisory Committee (MPAC). This review should:

- Incorporate changes in State law that may affect Plan policies or implementation
- Assess progress on Plan strategies and actions
- Identify shifts in local conditions that may affect Plan assumptions
- Evaluate continued support for the Vision and Guiding Principles

COMPLETE REVIEW + UPDATE WITH PUBLIC PARTICIPATION

At key intervals, the Plan should undergo a more comprehensive review and update. For a mature, built-out community like Murphy, this should occur approximately every five to seven years.



A complete review should include:

- Broad public engagement to reaffirm or refine community priorities
- Active involvement of the Master Plan Advisory Committee (MPAC) to provide continuity, technical insight, and community perspective
- A holistic evaluation of Plan policies, maps, and implementation strategies
- Consideration of economic conditions, fiscal performance, and long-term service delivery impacts
- Coordination with the City's Strategic Plan to ensure alignment between place-based goals and organizational direction

City Council, boards and commissions, advisory committees, and City Staff share responsibility for ensuring the Plan remains relevant, credible, and reflective of community values. Meaningful public input during this process strengthens trust, improves decision quality, and reinforces long-term community support.

USAGE + UPDATES

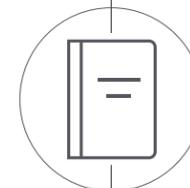
REGULATORY MECHANISMS

Subdivision review, development review, and zoning actions are the primary regulatory tools for implementing the Master Plan. Together, these processes shape how land is developed, redeveloped, and reinvested across Murphy. The Master Plan should guide regulatory decisions related to land use, development form, and infrastructure coordination. Requests that do not align with the Plan should be considered only when a corresponding amendment to the Master Plan has been initiated and is under active consideration. Master Plan amendments should undergo an evaluation to the overall Master Plan with associated analysis and public input and should not be solely focused on one area of land. This ensures that decisions remain transparent, intentional, and consistent with adopted community direction.



ZONING ORDINANCE

Zoning is the City's most direct and influential implementation tool. Updates to the Zoning Ordinance should reflect the policies, future land use direction, and infrastructure assumptions established in the Master Plan. Land use regulations, development standards, and zoning districts should align with the Future Land Use Plan to ensure that development intensity, character, and scale are appropriate for their context and supported by planned infrastructure.



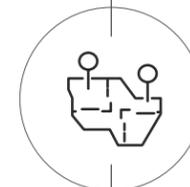
ZONING TEXT AMENDMENTS

This Plan includes recommendations related to design quality, compatibility, and placemaking. These recommendations should be incorporated into the Zoning Ordinance through targeted text amendments, including updates to development standards, design requirements, and use provisions that reinforce Murphy's desired character and long-term vitality.



ZONING MAP AMENDMENTS

The zoning Map should be consistent with the Master Plan and the Future Land Use Plan. Achieving this consistency does not require wholesale rezoning across the City. Instead, Murphy should prioritize strategic areas, such as reinvestment sites, opportunity areas, or locations experiencing redevelopment pressure, where zoning updates are necessary to implement the Plan's vision. Consistent application of zoning policy over time will help realize the preferred land use pattern while providing predictability for property owners and decision-makers.



SUBDIVISION ORDINANCE

The Subdivision Ordinance plays a critical role in shaping Murphy's physical form. The layout of lots, streets, blocks, and easements determines neighborhood structure, connectivity, and long-term infrastructure performance. Subdivision regulations should support the Master Plan by promoting connected street networks, appropriate block patterns, coordinated infrastructure placement, and development layouts that reinforce community character. As Murphy continues to evolve through reinvestment and redevelopment, subdivision standards will remain a key tool for ensuring that incremental change contributes positively to the City as a whole.

Two of the most effective proactive actions the City can take to implement the Plan are periodic updates to the Zoning Ordinance and the Subdivision Ordinance.

KEY PARTNERSHIPS

Successful implementation of the Master Plan depends on strong, ongoing partnerships. While the Plan establishes clear direction, its outcomes are shaped by collaboration among public agencies, local organizations, businesses, and residents. These partners help translate policy into action, align investment with community priorities, and ensure that Murphy's Vision is realized in a coordinated and fiscally responsible manner. The partners listed below play particularly important roles in advancing the Plan. This list is not exhaustive and may evolve as new opportunities and relationships emerge.



Murphy Municipal Development District (MDD) + Murphy Community Development Corporation (MCDC)

Murphy's long-term quality of life is closely tied to its economic and fiscal health. The MDD and MCDC are essential partners in implementing the Master Plan by supporting strategic reinvestment, catalytic projects, and public improvements that strengthen the City's tax base and enhance community amenities. Coordination between the Master Plan and MDD/MCDC priorities helps ensure that economic development efforts reinforce Murphy's desired character and long-term resilience.

Property + Business Owners

Property owners and business owners are key partners in bringing the Master Plan to life. Through early and consistent collaboration, the City can provide clarity, set expectations, and guide reinvestment in a way that aligns private investment with public goals. This partnership approach encourages quality development, reduces uncertainty, and supports long-term economic vitality.

Collin County + TxDOT

Regional and state agencies play a critical role in projects that affect major transportation corridors, particularly FM 544. Coordination with Collin County and TxDOT is necessary to align mobility improvements, access management, safety enhancements, and infrastructure investments with the City's planning objectives. These partnerships help ensure that regional infrastructure supports local goals.

Neighboring Cities

As Murphy approaches build-out, collaboration with neighboring cities becomes increasingly important—especially along shared corridors, boundary areas, and locations with redevelopment potential. Residents, businesses, and visitors move fluidly across city boundaries, making it essential that planning decisions consider regional travel patterns, land use relationships, and shared infrastructure. Ongoing coordination supports mutually beneficial outcomes and reduces unintended impacts.

The Community

Community members are the most important partners in implementation. The Master Plan directly affects how Murphy grows, reinvests, and allocates resources. Ongoing engagement helps residents understand how the Plan informs decisions, provides opportunities for meaningful input, and builds shared ownership of Murphy's future. Active community participation strengthens trust, improves outcomes, and reinforces the City's long-term Vision.

FINANCING + FUNDING

Successful implementation of the Master Plan depends on disciplined financial planning and strategic use of funding tools. For a largely built-out community like Murphy, the focus is less on expansion and more on targeted reinvestment, infrastructure performance, and maximizing the return on public investment.

The Master Plan provides a framework for sequencing projects, aligning funding sources, and coordinating investments across departments and partner organizations. Tracking the Plan's Strategies and Actions allows the City to anticipate funding needs, pursue the right tools at the right time, and avoid reactive or fragmented decision-making.



Grants + Programs

External funding programs can accelerate implementation of high-priority projects that advance mobility, open space, economic development, and infrastructure improvements. Rather than pursuing grants opportunistically, Murphy should target programs that align with adopted Plan priorities and have a clear path to implementation. For example:

- Transportation and corridor enhancements identified in this Plan may align with programs offered by Texas Department of Transportation, such as the Green Ribbon Grant Program, which supports multimodal improvements, safety enhancements, and corridor aesthetics along state-maintained roadways like FM 544.
- Open space preservation, trail connections, and greenbelt projects may be well positioned for support through Collin County programs, including the Collin County Open Space Grant, which assists cities in protecting and enhancing publicly accessible natural areas.

By clearly defining project intent, community benefit, and implementation readiness, the Master Plan strengthens Murphy's competitiveness for these and similar funding opportunities. Partnerships with regional agencies, counties, and neighboring jurisdictions can further improve coordination and grant success.



Public-Private Partnerships

Public-Private Partnerships (P3s) offer opportunities to leverage private investment in support of public goals, particularly in areas targeted for reinvestment or redevelopment. When structured intentionally, P3s can help fund infrastructure upgrades, deliver public amenities, and activate underutilized sites.

The Master Plan provides the policy framework for evaluating these partnerships, ensuring that public investments:

- Support the City's long-term Vision and economic objectives
- Deliver clear public benefits alongside private development
- Protect fiscal health and avoid long-term maintenance or service burdens

Used selectively, P3s can serve as catalysts to align private market interest with community priorities identified in the Plan.



Capital Improvements Program (CIP)

The Capital Improvements Program (CIP) is the City's primary mechanism for turning Plan priorities into funded projects. A comprehensive CIP allows Murphy to coordinate infrastructure investment with redevelopment opportunities, address aging facilities, and plan proactively for long-term service delivery. Capital financing tools, including Certificates of Obligation, bond programs, and other authorized mechanisms, may be necessary to advance projects identified in this Plan. When aligned with the Master Plan and the City's Strategic Plan, the CIP helps ensure that capital spending supports economic vitality, fiscal resilience, and community priorities rather than isolated improvements.

ACTION PRIORITIZATION

CONCEPTUAL COST AND TIMEFRAME

The Prioritization Matrix is the primary implementation tool of the Master Plan. It is intended to function as a working to-do list for the City to help City Council, boards and commissions, advisory committees, and City Staff move from vision to action in a disciplined and coordinated way.

Effective implementation requires clear priority setting. Not every Action can or should be pursued at the same time. The Prioritization Matrix helps the City make informed choices by organizing Actions based on relative cost, anticipated timeframe, and sequencing. Used consistently, it supports transparent decision-making, realistic work planning, and alignment between policy direction, budgeting, and staff capacity.

Each Action is assigned a conceptual cost range, represented by one to four dollar signs. These indicators are illustrative and are intended to communicate relative scale but not precise project budgets. Timeframes are provided as a general planning guide to help sequence Actions and set expectations.

While the Action Matrix establishes order and priority, it is intentionally flexible. Priorities may shift in response to unforeseen circumstances, emergency needs, time-sensitive funding opportunities, new partnerships, or strategic opportunities that advance the City's goals. When adjustments occur, they should be made deliberately and transparently, with a clear explanation of how the change supports the Master Plan's Vision, priorities, and long-term interests.



The purpose of the Prioritization Matrix is to:

- Establish a shared, citywide set of implementation priorities
- Provide a clear checklist for tracking progress and accountability
- Support annual work planning, budget discussions, and Capital Improvements Program (CIP) development
- Consolidate Actions from across the Plan into a single, easy-to-use reference

Timeframe Definitions



SHORT TERM
Within 3 Years



MID TERM
Within 3-5 Years



LONG TERM
Within 6-20 Years

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
2: FISCAL + ECONOMIC VITALITY			
STRATEGY 1: RETAIN <i>Retain existing businesses and organizations that complement Murphy's Vision.</i>			
2.1.1	Establish recurring, experience-driven events, such as art walks, wine walks, or seasonal markets, to activate existing commercial centers, increase foot traffic, and reinforce Murphy's identity as a community that supports local business.	Short-term (1-3 years)	1 - \$
2.1.2	Establish a formal Business Retention and Expansion (BRE) Program that includes regular, structured check-ins with local businesses to identify operational challenges, infrastructure needs, workforce issues, and reinvestment opportunities.	Short-term (1-3 years)	1 - \$
2.1.3	Collaborate with the Murphy Chamber of Commerce to promote existing businesses through City communications, events, and "shop local" initiatives.	Short-term (1-3 years)	1 - \$
2.1.4	Amend the Zoning Ordinance to provide more flexibility for pop-ups, seasonal businesses, shared spaces, and temporary uses within existing commercial centers to help businesses adapt to changing consumer behavior and reduce vacancy risk.	Short-term (1-3 years)	1 - \$
2.1.5	Establish a coordinated Shop Murphy Program in partnership with the Murphy Chamber of Commerce that includes: <ul style="list-style-type: none"> • a quarterly Business Spotlight Series featured through City and Chamber communication channels; • a citywide promotional calendar aligning business promotions with community events and seasonal activity; and • an annual Shop Local Week that incentivizes local spending through promotions, passport programs, or limited-time events. Completion of the program will include adoption of a defined annual schedule, promotional toolkit, and performance tracking tied to participation and engagement.	Mid-term (3-5 years)	1 - \$
2.1.6	Conduct an annual review of sales tax trends, vacancy rates, and reinvestment activity within existing commercial centers to proactively identify areas or businesses that may benefit from targeted support before decline occurs.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
2: FISCAL + ECONOMIC VITALITY			
STRATEGY 2: RECRUIT <i>Recruit more destination-style business and developments.</i>			
2.2.1	Develop a clear economic positioning and messaging framework that communicates Murphy's differentiators (access, engaged residents, and a strong commercial core) to guide business recruitment, marketing materials, and incentive discussions. Deliverables should include a concise narrative, key talking points, and use cases for staff, MEDC, MDD, and MCDC.	Short-term (1-3 years)	1 - \$
2.2.2	Refine Murphy EDC incentive programs to prioritize high-quality dining, entertainment, experiential retail, and community-serving destinations that align with the Four R Vision and demonstrate measurable fiscal return.	Mid-term (3-5 years)	1 - \$
2.2.3	Establish a defined procedure and quarterly schedule to identify, evaluate, and market hotel and lodging opportunities in strategic locations to capture Hotel Occupancy Tax (HOT) revenue that can be reinvested into destination amenities and economic development initiatives.	Mid-term (3-5 years)	1 - \$
2.2.4	Establish a recurring review process to evaluate retail leakage, trade area demand, and sales tax trends, with findings used to adjust recruitment targets and refine marketing and incentive priorities.	Short-term (1-3 years)	1 - \$
2.2.5	Refine the Zoning Ordinance to allow desired commercial and mixed-use development types by right, where appropriate, without requiring a Specific Use Permit or rezoning, to reduce uncertainty and improve predictability in the development process.	Mid-term (3-5 years)	1 - \$
2: FISCAL + ECONOMIC VITALITY			
STRATEGY 3: REDEVELOP <i>Guide reinvestment and redevelopment to strengthen fiscal performance and create meaningful destinations.</i>			
2.3.1	In coordination with property owners, evaluate existing zoning and development standards within the Murphy Opportunity Districts and other emerging opportunity sites to determine where updates are needed to support the City's desired redevelopment vision.	Mid-term (3-5 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
2.3.2	Prepare site-specific redevelopment profiles for Murphy Opportunity Districts that summarize desired uses, development character, access considerations, and public realm expectations to support proactive marketing and recruitment efforts.	Short-term (1-3 years)	1 - \$
2.3.3	Develop conceptual site frameworks for priority redevelopment areas that illustrate preferred land uses, building placement, circulation, pedestrian connections, and open space to guide discussions with property owners and inform future zoning actions, where appropriate.	Mid-term (3-5 years)	2 - \$\$
2.3.4	Encourage redevelopment projects to integrate placemaking and destination-oriented amenities, such as outdoor seating, public art, shaded gathering areas, live music spaces, and water features, that enhance community experience and economic performance.	Short-term (1-3 years)	N/A
2.3.5	Implement a redevelopment performance monitoring program to track occupancy, sales activity, and community use within redeveloped areas, using results to refine incentives, infrastructure priorities, and future redevelopment strategies.	Mid-term (3-5 years)	2 - \$\$
2: FISCAL + ECONOMIC VITALITY			
STRATEGY 4: REFINE <i>Refine existing areas and corridors through strategic design and programming.</i>			
2.4.1	Continue to implement "The Corridor at Murphy" branding strategy and prioritize coordinated improvements along FM 544.	Short-term (1-3 years)	2 - \$\$
2.4.2	Build on the recent completion of the Murphy Activity Center mural and other placemaking efforts by continuing to incorporate public art, enhanced landscaping, and gathering features throughout the community.	Mid-term (3-5 years)	2 - \$\$
2.4.3	Continue regular coordination with neighboring cities, TxDOT, and regional entities, such as the North Central Texas Council of Governments (NCTCOG), to address shared traffic, access, and improvement challenges on FM 544.	Short-term (1-3 years)	1 - \$
2.4.4	Promote the REVAMP grant program by communicating eligible improvement categories, application criteria, and annual funding timelines to encourage property owners and businesses to pursue reinvestment projects that enhance appearance, comfort, and usability.	Short-term (1-3 years)	2 - \$\$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
2.4.5	Conduct a citywide connectivity audit of existing commercial areas to identify priority sidewalk gaps, internal circulation issues, trail connections, and crossing improvements, and use the results to inform annual capital and maintenance programming.	Short-term (1-3 years)	2 - \$\$
2.4.6	Establish a public art and placemaking program for commercial areas that identifies priority locations, acceptable project types, and a regular cadence for implementation, ensuring that placemaking investments are intentional, distributed, and repeatable rather than one-off.	Mid-term (3-5 years)	2 - \$\$
2.4.7	Create a corridor and commercial area coordination process with TxDOT, neighboring cities, and regional partners to review access, visibility, and mobility issues on a recurring basis and align external projects with Murphy's citywide economic and connectivity goals.	Short-term (1-3 years)	1 - \$
2.4.8	Formalize a Public-Private Reinvestment Program that defines eligible project types, cost-sharing mechanisms, and evaluation criteria for streetscape and site improvements that support reinvestment in existing commercial areas.	Short-term (1-3 years)	1 - \$
3: DESIGN FRAMEWORK			
<p>STRATEGY 1: LAND USE, PLACEMAKING, + MODS <i>Guide development, redevelopment, and reinvestment in Murphy through clear land use direction, predictable design expectations, and targeted placemaking efforts that strengthen community character, support local businesses, and enhance key corridors and destinations.</i></p>			
3.1.1	Establish design expectations for scale, materials, parking, greenspace, and pedestrian orientation to ensure that infill and redevelopment projects enhance surrounding property values and community character.	Short-term (1-3 years)	1 - \$
3.1.2	Work with property owners on City-initiated rezoning discussions within Murphy Opportunity Districts (MODs) to align zoning with the Future Land Use Plan and make the desired vision permitted by right.	Mid-term (3-5 years)	1 - \$
3.1.3	Use the Future Land Use Plan as a proactive tool during pre-application meetings to clearly communicate desired development character, intensity, and access expectations prior to formal submittals.	Short-term (1-3 years)	N/A
3.1.4	Establish the Master Plan Advisory Committee (MPAC) as a standing committee to review projects for compliance with the Master Plan and as an active part of the implementation, review, and for updating the Master Plan in the future.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
3.1.5	Partner with local businesses and organizations to test at least two temporary activations, such as food truck nights, art walks, or small concerts, in underutilized plazas or parking areas.	Mid-term (3-5 years)	1 - \$
3.1.6	Update the Sign Ordinance to support cohesive design by refining standards for size, materials, monumentation, landscaping, lighting, and other relevant features.	Short-term (1-3 years)	1 - \$
3.1.7	Prepare corridor-specific development and access guidance for FM 544 and Murphy Road that illustrates preferred driveway spacing, cross-access, internal circulation, pedestrian connectivity, and streetscape expectations.	Short-term (1-3 years)	1 - \$
3.1.8	Ensure focus on non-residential and mixed-uses aligned with economic development and sales tax objectives, and update zoning where appropriate.	Short-term (1-3 years)	1 - \$
3.1.9	Revise the Code of Ordinances to require internal pedestrian connectivity for new or redeveloping commercial and mixed-use sites, including connections between buildings, parking areas, adjacent properties, and nearby sidewalks or trails where feasible.	Short-term (1-3 years)	1 - \$
3.1.10	Revise the Code of Ordinances to require consideration of trail and greenbelt integration for development proposals adjacent to Maxwell Creek, planned trail corridors, or existing greenbelts.	Short-term (1-3 years)	1 - \$
3.1.11	Create a simple Placemaking Wheel-based checklist to evaluate development proposals for comfort, activation, visibility, and community use, and incorporate the checklist into City review and incentive discussions.	Short-term (1-3 years)	1 - \$
3.1.12	Coordinate Parks and Recreation Master Plan recommendations with the City's Capital Improvement Program (CIP) to ensure that park, trail, and public space investments support placemaking and connectivity goals.	Short-term (1-3 years)	N/A
3.1.13	Use tools, such as the REVAMP grant program to encourage facade, landscaping, and parking lot improvements by clearly identifying eligible projects, priority areas, and available funding options.	Short-term (1-3 years)	1 - \$
3.1.14	Develop a phased gateway and monumentation evaluation to identify priority locations, design considerations, existing gateway and monument improvement opportunities, and potential funding approaches along FM 544, Murphy Road, and key entry points.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
3: DESIGN FRAMEWORK			
<p>STRATEGY 2: MOBILITY + CONNECTIVITY <i>Maintain and improve Murphy’s transportation network by prioritizing safety, maintenance, and connectivity; coordinating closely with regional partners; and investing strategically in streets, sidewalks, and trails that support daily travel, recreation, and access to community destinations.</i></p>			
3.2.1	Update the citywide Pavement Condition Survey to ensure that each street is scored and maintenance, rehabilitation, and replacement strategies are integrated into the Capital Improvements Program (CIP) to guide roadway investment and prioritization.	Short-term (1-3 years)	2 - \$\$
3.2.2	Prepare an ADA Transition Plan to review aspects of programs, services, facilities, and activities in compliance with ADA regulations, and use the plan to inform future capital projects, maintenance priorities, and development review.	Mid-term (3-5 years)	2 - \$\$
3.2.3	Engineer and construct two additional east-west trail crossing locations for future pedestrian sidepaths along Maxwell Creek, north of FM 544, to provide additional trail connectivity and Safe Routes to School, and incorporate these improvements into the Capital Improvements Program (CIP).	Mid-term (3-5 years)	3 - \$\$\$
3.2.4	Work with TxDOT, Collin County, and adjacent jurisdictions to: <ul style="list-style-type: none"> Evaluate signal timing through the FM 544 Corridor, from major intersection to major intersection (including outside the Murphy City Limits). Add turning lanes (left and right) to increase capacity. Evaluate regional relief routes, with applicable signage, to keep commuter and freight vehicles off of FM 544 entirely. Evaluate existing median cuts along FM 544 for potential efficiency and safety enhancements. 	Mid-term (3-5 years)	3 - \$\$\$
3.2.5	Update the Capital Improvements Program (CIP) to prioritize roadway, sidewalk, and trail projects that address safety concerns, connectivity gaps, and documented maintenance needs identified through adopted plans and studies.	Short-term (1-3 years)	1 - \$
3.2.6	Identify priority pedestrian and bicycle improvements along FM 544 that can be advanced through coordination with TxDOT and future funding opportunities.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
3.2.7	Identify priority sidewalk gaps near schools, parks, neighborhoods, and community destinations, and integrate a phased sidewalk infill program into the Capital Improvements Program (CIP).	Mid-term (3-5 years)	2 - \$\$
3.2.8	Coordinate with Plano ISD and Wylie ISD to identify Safe Routes to School improvements and integrate those recommendations into future roadway, sidewalk, and trail projects.	Short-term (1-3 years)	1 - \$
3.2.9	Develop standard street and trail cross-section templates and incorporate them into the City’s engineering standards, development review process, and Capital Improvements Program (CIP) project design.	Short-term (1-3 years)	2 - \$\$
3.2.10	Integrate lighting, wayfinding, and safety features into future trail and greenbelt projects through updates to capital project scopes and park and trail design standards.	Short-term (1-3 years)	1 - \$
3.2.11	Coordinate mobility improvements with planned park, trail, and greenbelt investments by aligning project timing and funding through the Capital Improvements Program (CIP).	Short-term (1-3 years)	1 - \$
3.2.12	Establish a recurring review cycle to reassess pavement conditions, sidewalk needs, and trail priorities, and update the Capital Improvements Program (CIP) accordingly to reflect changing conditions and community needs.	Short-term (1-3 years)	1 - \$
4: SERVICES, FACILITIES, + UTILITIES			
<p>STRATEGY 1: UTILITIES <i>Provide reliable utility service by managing infrastructure as long-term assets, prioritizing reinvestment based on condition and risk, and using data to inform capital planning.</i></p>			
4.1.1	Expand and utilize the Asset Management System for water, wastewater, and stormwater systems, to include an asset inventory, condition assessment, risk and criticality assessment, level of service, and asset dashboards for real-time asset information.	Mid-term (3-5 years)	3 - \$\$\$
4.1.2	Conduct a systemwide water audit to quantify water loss and identify priority leak detection areas.	Mid-term (3-5 years)	2 - \$\$
4.1.3	Identify opportunities to integrate green infrastructure into stormwater projects and standard specifications, especially along Maxwell Creek.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
4.1.4	Draft and adopt development standards that require new development to be constructed with conduit and access points that allow future fiber-optic internet installation without additional excavation or disruption.	Short-term (1-3 years)	1 - \$
4.1.5	Develop a formal Capital Improvement Plan (CIP) for replacing utilities based on information and analysis from the Asset Management Program.	Short-term (1-3 years)	2 - \$\$
4.1.6	Create a risk- and condition-informed utility reinvestment dashboard for utilization in the CIP.	Mid-term (3-5 years)	2 - \$\$
4.1.7	Update the City's Storm Water Utility Analysis every five years to determine if current rates are appropriate for future improvements.	Mid-term (3-5 years)	1 - \$
4: SERVICES, FACILITIES, + UTILITIES			
STRATEGY 2: SERVICES + FACILITIES <i>Deliver consistent and dependable municipal services and public safety by assessing and managing facilities, fleet, major equipment, and city operations, and prioritizing reinvestment.</i>			
4.2.1	Evaluate existing City buildings for potential Crime Prevention through Environmental Design (CPTED) improvements to mitigate any safety risks.	Short-term (1-3 years)	1 - \$
4.2.2	Complete design and installation of the Murphy Veterans Tribute.	Short-term (1-3 years)	1 - \$
4.2.3	Evaluate the long-term feasibility of the Murphy Animal Shelter and associated partnership opportunities to serve current and future needs.	Mid-term (3-5 years)	2 - \$\$
4.2.4	Integrate City-owned facilities into the Asset Management System with condition, lifecycle, and replacement attributes.	Mid-term (3-5 years)	2 - \$\$
4.2.5	Add fleet vehicles and major equipment to the Asset Management System with lifecycle and replacement data.	Mid-term (3-5 years)	2 - \$\$
4.2.6	Evaluate smart utility technologies that continue to improve monitoring, efficiency, and/or response.	Short-term (1-3 years)	1 - \$

ACTION PRIORITIZATION

ACTION NUMBER	ACTION	TIMEFRAME	CONCEPTUAL COST
4: SERVICES, FACILITIES, + UTILITIES			
STRATEGY 3: PARKS + TRAILS <i>Steward parks and trails as public assets while intentionally evolving the system to add new connections, amenities, and experiences aligned with community priorities.</i>			
4.3.1	Integrate parks, trails, and major park amenities into the Asset Management System with condition and lifecycle attributes.	Mid-term (3-5 years)	2 - \$\$
4.3.2	Apply condition scoring criteria to parks and trail assets to inform reinvestment decisions.	Short-term (1-3 years)	1 - \$
4.3.3	Identify priority trail expansion and connectivity projects, including along Maxwell Creek.	Short-term (1-3 years)	1 - \$
4.3.4	Update the Parks, Recreation, Trails + Open Space Master Plan every five years to identify new recreation amenities or experiences that respond to evolving community needs.	Short-term (1-3 years)	2 - \$\$
4.3.5	Continue to evaluate opportunities to enhance parks and trails with green infrastructure or placemaking elements.	Short-term (1-3 years)	N/A
4.3.6	Identify regional trail coordination opportunities and include them on the CIP.	Short-term (1-3 years)	1 - \$
4: SERVICES, FACILITIES, + UTILITIES			
STRATEGY 4: RISK MANAGEMENT + RESILIENCE <i>Protect public safety and continuity of services by embedding risk and preparedness considerations into asset management, communications, and capital planning.</i>			
4.4.1	Classify critical infrastructure and facilities based on continuity-of-operations needs, to help the City understand which buildings are most essential during emergencies.	Short-term (1-3 years)	1 - \$
4.4.2	Document backup power and redundancy attributes for critical assets within the City's asset records.	Short-term (1-3 years)	1 - \$
4.4.3	Integrate emergency communication systems (Rave Smart911 and the HUB) as operational assets to reinforce their role as essential infrastructure during emergency events.	Short-term (1-3 years)	2 - \$\$
4.4.4	Incorporate floodplain and extreme weather risk vulnerabilities into the City's asset records.	Short-term (1-3 years)	1 - \$
4.4.5	Align CERT deployment areas with geographic risk and critical asset locations to coordinate volunteers and the areas where response support is most likely to be needed in an emergency.	Short-term (1-3 years)	1 - \$
4.5.6	Integrate after-action findings from emergency events into asset risk updates.	Short-term (1-3 years)	1 - \$

