

LAND USE: Refers to the mix of development types (i.e. commercial, residential etc.) in a community.			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Blank canvas for commercial, can work with developers to meet vision for City - Opportunities along interstate, state highway - In between two trade areas (Rockwall, Royse City) - Opportunity to develop good mixed-use development (multi-level office/living/retail/restaurant space) - Walkable Main Street with residential in close proximity to downtown – build on that to make it more accessible - Good base from Unified Development Ordinance (UDO) - Have looked at how we are going to develop in the future – more corridor-focused now - Blank canvas for every aspect, can start fresh 	<ul style="list-style-type: none"> - Do something unique and different from surrounding communities - Expand open spaces – biking trails, kid-friendly amenities - Trail to connect to Rockwall and Royse City - Opportunities for physical activity (all ages) - Walkability; connected destinations; pedestrian-oriented development; ability to walk to work - Fate can spur trail connectivity for Rockwall County - Residential – higher-density, affordable, mix of housing types – expand to have more diverse types of housing - Quality development – long-term value - Continue momentum - Connectivity between developments - Missing uses – office parks/light industrial (trendy, can provide lasting value); technology park - Need safe route across I-30 for non-motorists 	<ul style="list-style-type: none"> - Destination – pull people for experience - Connecting south side to north of I-30 – need safe route - Walkability throughout City - Accessibility - Quality - Uniqueness - Fiscal resiliency as it relates to mixture of land uses - Adaptability 	<ul style="list-style-type: none"> - Reduce future amendments to future land use plan - Current issues: unpredictability, allowable density, residential zoning doesn't have overlap – less adaptable - Allow for diverse market of products to help maintain value over time - Need more options to satisfy diverse viewpoints, desires - Equity/inclusion – something for everybody - Maintain and improve scores on annual community survey

S.O.A.R. Discussion with CPAC (February 22, 2021)

HOUSING & NEIGHBORHOODS: Refers to the mix of residential choices, amenities, and geographic locations available to residents.			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Property values - Have customer base – how can we better serve them in other areas? - HOA structure with parks - Family-friendly - Location - Amenities - Schools - Outside HOAs – bigger property - Good mix of options - Access to interstate - Land - Price point 	<ul style="list-style-type: none"> - Residential – higher-density, affordable, mix of housing types – expand to have more diverse types of housing - Accessory dwelling units - Opportunity to experiment with different housing types - Like Park Place neighborhood (Rockwall) – every house is different, colorful, new, well-maintained yards, sidewalks, connected to parks and downtown -> but, expensive HOA dues - Character diversity of neighborhoods 	<ul style="list-style-type: none"> - Walkability - Connectivity - Value - Quality - Maintaining sense of community - Choice – aging in place through different stages of life - Medium to higher income housing 	<ul style="list-style-type: none"> - Maintained value - Development patterns matches what we have planned - Ability to live in Fate during all stages of life - Maintain and improve scores on annual community survey
TRANSPORTATION: Refers to the multi-modal transportation network and infrastructure supporting efficient and safe mobility.			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Strong corridors - Infrastructure relatively new - Well thought-out thoroughfare plan with connectivity from city-maintained smaller roads to larger thoroughfares 	<ul style="list-style-type: none"> - Golf carts (limitations on what roads, criteria for vehicles) - Maintain condition of existing infrastructure - Drainage improvements - Keeping up with maintenance and communicating plan - Active transportation facilities with new roadways - On-street bike facility – if safe and separated 	<ul style="list-style-type: none"> - Accommodate automated vehicles - Alleviate bottlenecks where possible for commuters - Maintain access in and out of the City - Improve traffic flow in and around downtown - Charging stations for electric vehicles - Longer-term – light rail? - People don't have to drive far to work, they can work within Fate! 	<ul style="list-style-type: none"> - Low wait times - Maintain what we have - Self-reliant for infrastructure growth - Quality of roadways - Variety of transportation options - Maintain and improve scores on annual community survey

S.O.A.R. Discussion with CPAC (February 22, 2021)

PARKS & NATURAL ENVIRONMENT: <i>Parks and the natural environment provide residents spaces for enjoying the outdoors.</i>			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Quality parks on north side, coming soon to the south side - Diverse amenities/offering - HOAs have parks too - Have a plan for trails - Good balance between residential and park space – ratio has been maintained 	<ul style="list-style-type: none"> - Sports fields are underserved - Tournaments as revenue generator - Sports tourism - Coordination with local businesses to offer specials during tournament events - Multi-purpose fields and court space (like Terrell Excel Center) - Passive recreation opportunities - Natural areas - More passive activities – fishing, birdwatching 	<ul style="list-style-type: none"> - Balance between passive and active recreation - Wi-Fi equipped parks/spaces - Outdoor space near downtown - Use facilities for revenue potential (youth sports) - Outdoor stage - Safe spaces (ex: Yellowjacket Park in Rockwall, fenced in) - Dog parks – one in north and one in south 	<ul style="list-style-type: none"> - Maintain foot traffic in parks - Community participation in events - Well-utilized parks/facilities that is measurable - Retain natural areas for wildlife habitat - Maintain and improve scores on annual community survey
ECONOMIC DEVELOPMENT: <i>Refers to the market opportunities FOR securing and advancing business growth and job development.</i>			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Great Economic Development staff team - Diversify economic development committees using 4A/4B - Demographics – young age with expendable income - Rate at which target demographic is growing - Affordable for DFW area - Developable land along interstate - Good access at 551, future Ben Payne - Commercial developers have discovered Fate 	<ul style="list-style-type: none"> - Challenge – proximity to Rockwall and Royse City - Define what we want from business standpoint while maintaining flexibility as desires and trends change - Predictability - Leverage existing Econ. Dev. corporations more 	<ul style="list-style-type: none"> - Return on investment - Flexibility as desires change and as businesses turn over - Providing mechanisms to cultivate personal wealth -> leads to community investment - Known as best place to do business in TX! - Incubator for entrepreneurs - Workforce development, developing skills – connections to these opportunities - Relationship with educational institution or training program 	<ul style="list-style-type: none"> - Diversification of tax base (not fully dependent on single-family property tax revenue) - Budget – positive revenue streams - Population retention - Attracting and retaining skilled workers - Good mix of economic opportunities - Maintain and improve scores on annual community survey

COMMUNITY INFRASTRUCTURE: <i>Refers to city assets necessary to support development, public safety, and quality of life.</i>			
STRENGTHS	OPPORTUNITIES	ASPIRATIONS	RESULTS
<ul style="list-style-type: none"> - Community buy-in – do good with what little we have - Public safety officers cross-trained in police, fire, EMS - Sense of City wanting to work with businesses through seeking out potential businesses - Infrastructure fairly new, held up well under recent weather stresses - Social media presence of City, good communication, responsive - Emergency management procedures and response 	<ul style="list-style-type: none"> - Keeping up with pace of growth – maintain and improve level of service 	<ul style="list-style-type: none"> - Drainage and stormwater management - Improving electrical infrastructure on south side - Better broadband access - Maintain adequate public safety services with growth 	<ul style="list-style-type: none"> - Maintain and improve scores on annual community survey - Maintaining/increasing LOS while not increasing spending (measure through per capita spending)