CITY OF PILOT POINT
ORDINANCE NO. 589-16-2025

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PILOT POINT, TEXAS, ADOPTING THE PILOT POINT MASTER PLAN SET; AUTHORIZING PUBLICATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, The City of Pilot Point, Texas, is a home rule city acting under its charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9 of the Local Government Code; and

WHEREAS, the City Council deems it in the best interests of the public to adopt this ordinance replacing the Pilot Point Comprehensive Plan 2030, Future Land Use Plan, Master Thoroughfare Plan 2022, Trails Master Plan 2019-2039, and Parks Master Plan with the adoption of the Pilot Point Master Plan Set, which includes the Comprehensive Plan, Parks + Recreation Master Plan, and Downtown Master Plan and Master Thoroughfare Plan to reflect the changes in the community demographics and to establish plans for the future growth, development, and beautification of the City and its extraterritorial jurisdiction; and

WHEREAS, the City of Pilot Point has complied with the requirements contained in Section 9.04 of the Pilot Point Charter regarding the Comprehensive Plan adoption procedure; and

WHEREAS, the City of Pilot Point has complied with the provisions of Chapter 213.003 of the Texas Local Government Code regarding comprehensive planning public hearing requirements; and

WHEREAS, the Planning and Zoning Commission has forwarded their recommendation to the City Council of the final draft of the Pilot Point Master Plan Set and the final draft of the Amended Master Thoroughfare Plan, which are attached hereto as **Exhibit A**, and

WHEREAS, all statutory and constitutional requirements for the passage of this ordinance have been adhered to, including but not limited to the Open Meetings Act; and

WHEREAS, the purposes of this ordinance are to promote the public health, safety, and general welfare of the citizens of the City of Pilot Point.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PILOT POINT, TEXAS:

SECTION 1. RECITALS. That the recitals, findings, and determinations contained in the preamble to this Ordinance are incorporated into the body of this Ordinance as if fully set forth in this Section and are hereby found and declared to be true and correct legislative findings and are adopted as part of this Ordinance for all purposes.

SECTION 2. MASTER PLAN SET AND AMENDED MASTER THOROUGHFARE PLAN APPROVAL. That the City Council does hereby approve the Pilot Point Master Plan Set and amended Master Thoroughfare Plan, copies of which are attached hereto as Exhibit A and incorporated herein for all purposes.

SECTION 3. SEVERABILITY. That if any provision, section, subsection, sentence, clause or phrase of this Ordinance, or the application of same to any person or set of circumstances, is for any reason held to be invalid, the validity of the remaining provisions of this Ordinance or their application to other persons or sets of circumstances shall not be affected thereby, it being the intent of the City Council in adopting this Ordinance that no provision of this Ordinance shall 1 become inoperative because of the invalidity of another provision; and, therefore, all provisions of this Ordinance are declared severable for that purpose.

SECTION 4. EFFECTIVE DATE. This Ordinance shall take effect immediately upon its passage as provided by law.

PASSED AND APPROVED on this the 15th day of April, 2025.

Elisa Beasley, Mayor

ATTEST:

Lenette Cox, City Secretary

APPROVED AS TO FORM AND LEGALITY:

City Attorney

Pilot Point
TEXAS

PILOT POINT, TEXAS
MASTER PLAN SET

Draft: April 10, 2025

PLAN PILOT POINT

ACKNOWLEDGMENTS

We extend our sincere appreciation to the individuals whose guidance was crucial in steering the Comprehensive Plan process. We express our gratitude to the Pilot Point community for their visionary input and contributions to this Plan. In collaboration with our community and our partners, we created this Plan together for Pilot Point.

MAYOR AND CITY COUNCIL

Elisa Beasley, Mayor
Brian Heitzman, Place 1
Everett Cummings, Place 2
Ray Dane, Place 3
Elizabeth Jones, Place 4
Chad Major, Place 5
Andrew Ambrosio, Place 6

PLAN ADVISORY COMMITTEE

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Kevin Ware
Coby Chandler
Raymond David
Tammy Francois
Shannon Stephens
Dennis Fritz
Denise Sartain
Ryan Brown
Jack Dawson
Joyce Duesman
Kent Billiter
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PLANNING AND ZONING COMMISSION

Tammy Francois
Kathleen Scott
Steve Keith
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Mike Wilson
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CITY OF PILOT POINT

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City Manager

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Michele Sanchez
Financial Services

Wendy Adkins
Main Street Director / Marketing Director

Jason Poncio
Parks & Recreation Director

Angela Mathews
Chief of Police

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Scott Booth, PE, PTOE
Thomas Meurer, PLA
Tiffany McLeod, AICP

LETTER FROM THE CITY MANAGER

ABOUT THIS PLAN

Pilot Point is a city with deep roots, strong traditions, and a future full of opportunity. Our community values its historic charm, small-town character, and the natural beauty that surrounds us. As Pilot Point continues to grow, we must balance that growth with the qualities that make our city special. This Master Plan Set is our roadmap for the future, ensuring that we remain a vibrant and thriving community while preserving the essence of what makes Pilot Point unique.

The development of this Plan has been a collaborative effort, shaped by the voices of our community members, business owners, and community leaders. Through public meetings, surveys, and discussions, we have listened to the aspirations and concerns of our stakeholders. This Plan reflects those insights, providing a clear vision for the future and the strategic steps needed to achieve it.

Our commitment to thoughtful planning is not just about managing growth, it is about enhancing our quality of life, strengthening our economy, and ensuring that future generations can continue to enjoy all that Pilot Point has to offer. The recommendations in this Plan will guide our decision-making, from land use and transportation to parks, infrastructure, and economic development, and everything in between.

I want to thank everyone who participated in this process. Your input and dedication to our city have been invaluable. This Plan is not just a document; it is a commitment to our future—a future that we will build together. I look forward to seeing the positive impact this Plan will have on Pilot Point in the years to come.

Sincerely,

Britt Lusk
City Manager

PLAN PILOT POINT

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PLAN PILOT POINT

INTRODUCTION

01

PILOT POINT'S SPECIAL BLEND: CRAFTING A VISION FOR THE FUTURE

A great city, like a great drink, is made with intention—carefully blended, balanced, and infused with the right flavors. The Pilot Point Master Plan Set is no different. Every decision, investment, and strategy is part of a larger recipe for success, ensuring that Pilot Point grows in a way that is thoughtful, resilient, and uniquely its own.

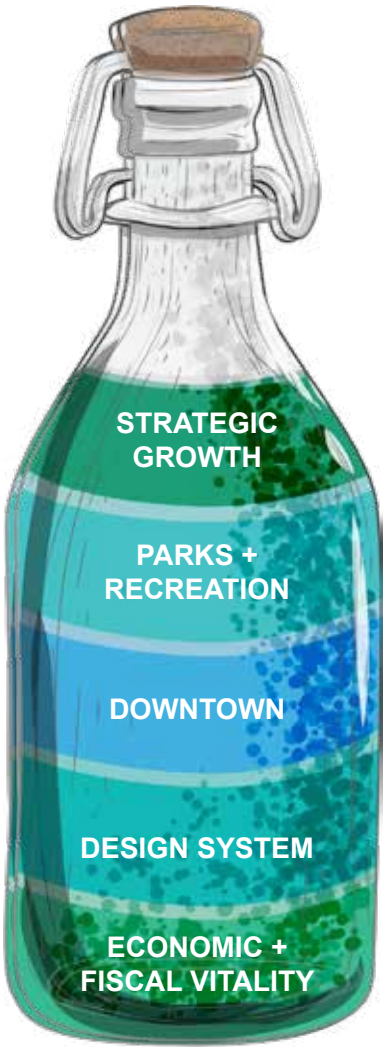
The bottle itself represents the Triple Bottom Line—the durable foundation that holds everything together. Every chapter in this plan is contained within this framework, ensuring that Pilot Point's future is people-focused, economically strong, and a great steward to nature. The Triple Bottom Line is comprised of three components:

- **People of Pilot Point** ensures that growth prioritizes access to resources, community needs, and a high quality of life for all residents.
- **Economic + Fiscal Vitality** provides the financial strength and investment strategies necessary to sustain long-term success.
- **Nature** ensures that greenspaces, parks, and environmental considerations remain a priority as the city expands.

The contents of the bottle represent Pilot Point's Special Blend—the mix of strategies, policies, and projects that will shape the city's future. Just like a master distiller or an expert barista selects the right ingredients to create a signature drink, each chapter of this Plan has its own unique mix, customized for its role in Pilot Point's future.

PILOT POINT'S SPECIAL BLEND

Each chapter contains strategies as flavor infusions—custom additions that enhance the overall Blend and ensure that each element serves a distinct purpose:



STRATEGIC GROWTH

provides the smooth, structured notes that hold everything together, ensuring that utilities, infrastructure, and city services are aligned with progress.

PARKS + RECREATION

introduces refreshing and lively infusions, enriching the city with greenspaces, trails, and public spaces that connect the community

DOWNTOWN

brings rich depth and character, ensuring that Pilot Point's historic heart remains vibrant, thriving, and authentic.

DESIGN SYSTEM

refines and balances the mix, ensuring that growth enhances the city's identity and mobility while maintaining a seamless and intentional character.

ECONOMIC + FISCAL VITALITY

adds the bold and energizing flavors that fuel business success, investment, and financial stability.

The Implementation Chapter acts as the final step in the method—the expert blending process that ensures all ingredients work together, leading to meaningful, lasting change.

Pilot Point's future is a crafted blend of tradition, innovation, and community-driven progress. With a strong bottle to hold it together, the right mix of elements inside, and carefully chosen flavor infusions of strategies, this plan is more than a vision, it's a recipe for success.

PURPOSE

The Plan Pilot Point Master Plan Set includes a Comprehensive Plan, Downtown Master Plan, and a Parks and Recreation Master Plan. Together, they act as an enhanced Comprehensive Plan, with extra detail and attention paid to Downtown and Parks and Recreation. The Comprehensive Plan aims to direct development and redevelopment efforts, ensuring they resonate with the community's envisioned future as much as possible. It addresses the diverse needs of its residential, agricultural, and undeveloped lands, fostering a balanced and sustainable growth trajectory for Pilot Point.

In Chapter 213 of the Texas Local Government Code, the foundation for the adoption of a comprehensive plan is established. The main purposes of a Comprehensive Plan are is to promote sound development of the municipality; to promote the public health, safety, and welfare; to preserve characteristics that are valuable to the community while creating a vision for the near-term future of Pilot Point, as well as almost 20 years into the future through year 2045; and to bring the community closer to its envisioned future.

Required note: This Comprehensive Plan does not and shall not constitute zoning regulations or establish zoning district boundaries with this municipality.

Specific objectives the Plan Pilot Point Comprehensive Plan aims to accomplish include:

- Advance the health, safety, and wellness of Pilot Point residents, businesses, and visitors.
- Identify desired public services, both current and future - including essential services and their efficiency.
- Foster public and private investment cooperation to provide economic opportunities and the desired level of amenities.
- Ensure compatibility between existing and future land uses.
- Manage growth in an orderly manner
- Ensure cost-effective public investments.
- Ensure data-driven and rational decision making that aligns with the Community's vision.

POWER OF A UNIFIED MASTER PLAN SET

This Master Plan Set integrates three critical long-range planning efforts—the Comprehensive Plan, Downtown Master Plan, and Parks + Recreation Master Plan—into a single, forward-thinking process. Traditionally developed independently, these plans often lacked alignment. This innovative, integrated approach maximizes efficiency, strengthens coordination, and enhances Pilot Point's long-term vision.

By planning together, the City achieves:

- *Cost savings + streamlined engagement:* A single, efficient public input process ensures all voices are heard without redundancy.
- *Cross-cutting solutions:* Interwoven strategies create smarter infrastructure investments and stronger economic opportunities.
- *Future-proofed planning:* Growth, mobility, recreation, and economic development are addressed holistically, ensuring adaptability and resilience.

Rather than isolated documents, Parks and Downtown are standalone chapters within the Comprehensive Plan, reinforcing seamless implementation. This approach enhances economic resilience, smart city integration, multimodal connectivity, and placemaking.

Strategic Coordination Across Key Focus Areas

Aligning all three plans unlocks more impactful and feasible solutions across:

- *Mobility + Connectivity*: Trails, sidewalks, and road networks are designed for accessibility, economic growth, and recreation.
- *Community Character:* Preserving Pilot Point's historic charm, rural feel, and open spaces.
- *Economic + Fiscal Vitality:* Positioning Pilot Point as a destination for investment and tourism.
- *Infrastructure + Utilities:* Strategic water, wastewater, drainage, power, and broadband planning.
- *Natural Systems:* Integrating parks, floodplain management, and conservation.
- *Land Use + Design:* Encouraging context-sensitive growth that enhances quality of life.
- *Events + Programming:* Creating vibrant, activity-driven public spaces.

This modernized, action-ready Master Plan Set ensures Pilot Point grows in a deliberate, innovative, and resilient way.

COMPREHENSIVE PLAN

A strategic roadmap guiding growth, infrastructure, land use, and economic development to ensure a resilient and thriving future for Pilot Point.

DOWNTOWN MASTER PLAN

A visionary framework for revitalizing Downtown, enhancing walkability, business vitality, historic preservation, and public spaces to create a dynamic destination.

PARKS + RECREATION MASTER PLAN

A blueprint for expanding parks, trails, and recreational opportunities, prioritizing connectivity, accessibility, and community well-being.

PLAN HIERARCHY + RELEVANCE

The Comprehensive Plan is one of the single most unifying alignment tools. Not only does it identify the community's vision for the future, its recommendations and implementation strategies touch nearly every other plan, initiative, and regulation that the City undertakes – including the Parks and Recreation Master Plan and Downtown Master Plan.

Aside from the three documents directly named in this Master Plan Set (Comprehensive, Parks and Recreation, and Downtown), the following plans, studies, and initiatives are directly related to the discovery, content, and outcomes of this Master Plan Set.

KEY ITEMS CONSULTED

- 2013 Comprehensive Plan
- Retail Study
- Impact Fee Study/Schedule
- Infrastructure Master Plans
- Pilot Point Municipal Development District (PPMDD) initiatives
- Previous Comprehensive, Downtown, and Parks and Recreation Master Plans

KEY ITEMS UPDATED OR INCORPORATED

- Future Land Use Plan
- Master Thoroughfare Plan
- Trails Master Plan

KEY ITEMS RECOMMENDED FOR UPDATE OR CREATION

- Code of Ordinances
- Capital Improvements Plan (CIP)
- Infrastructure Master Plans
- Development Incentives
- Funding Programs

PREVIOUS PLANNING EFFORTS

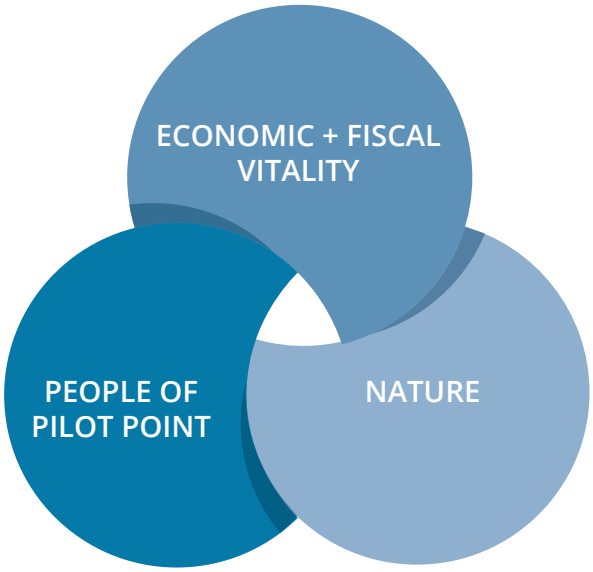
The prior comprehensive plan for Pilot Point, developed through the 2013 R/UDAT (Regional/Urban Design Assistance Team) process, aimed to guide growth while preserving the city's small-town character and historic assets. Recognizing the impending expansion of the Dallas North Tollway, the plan emphasized smart growth principles, focusing on land use planning, economic development, historic preservation, and connectivity. It sought to revitalize Downtown, strengthen ties to Ray Roberts Lake State Park, expand equine and agribusiness industries, and encourage strategic housing and commercial development. The plan also highlighted the need for infrastructure investments, enhanced parks and recreation opportunities, and a balanced approach to growth that maintained the community's identity while preparing for an inevitable population increase. Although the community has fond memories of the plan, it is outdated and a lack of a cohesive and practical implementation strategy has made an update necessary to align with Pilot Point's evolving needs and growth trajectory.

PLAN METHODS +APPROACHES

TRIPLE BOTTOM LINE

The Triple Bottom Line framework (People of Pilot Point, Economic + Fiscal Vitality, and Nature) was used to balance community needs with economic resilience and nature stewardship. This method ensured that policies and investments were socially comprehensive, economically viable, and environmentally sound, reinforcing the Plan's alignment with funding priorities and best practices. The Plan positions Pilot Point for balanced growth while preserving its small-town character and natural assets.

Triple Bottom Line:



AI-DRIVEN INSIGHTS + REFINEMENTS

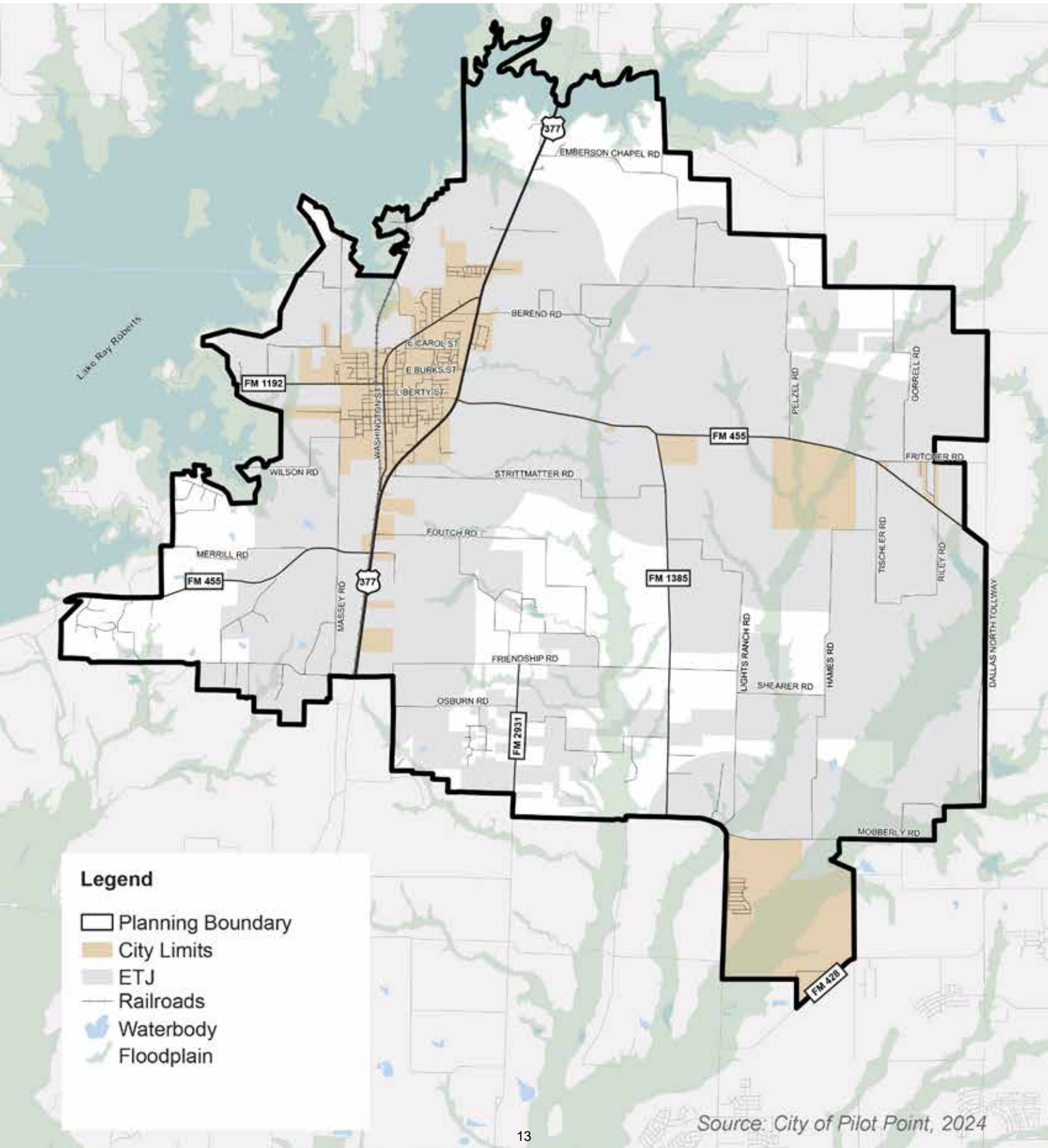
Artificial Intelligence (AI)-driven research and insights helped shape the Pilot Point Master Plan Set, ensuring it is both data-driven and implementation-ready. Guided and refined by real humans, AI assisted the formation of the Master Plan Set by synthesizing stakeholder input from Community Forums and Stakeholder Workshops, summarizing demographic and economic data, and aligning recommendations with frameworks like Crime Prevention through Environmental Design (CPTED) and the National League of Cities' Fiscal Health Framework. This tool also helped research growth trends, business demand, and infrastructure gaps, ensuring key elements of the Plan were backed by quantifiable data to support grant applications, funding opportunities, and long-term decision-making.

DESIGN THINKING

Design Thinking played a crucial role in making the Plan user-centered and solution-oriented, ensuring that strategies were adaptable and actionable. This iterative approach involved stakeholder engagement, scenario planning, and visualization techniques to address challenges such as Downtown walkability, mobility infrastructure, and strategic land use. By focusing on human-centered solutions, the plan introduced practical, phased implementation strategies that allow for flexibility while maintaining a cohesive vision for Pilot Point's future.

Design Thinking:

Map: Pilot Point Planning Area



PILOT POINT PLANNING AREA

The Planning Area of Plan Pilot Point includes the existing City Limits of Pilot Point, Pilot Point's extraterritorial jurisdiction (ETJ), and a few other areas for a total of 44,800 acres, or 70 square miles. Pilot Point sits along Highway 377 and is directly connected to the Dallas North Tollway on it's eastern ETJ edge by FM 455.

Cities and associated ETJs surrounding Pilot Point include Tioga, Celina, Aubrey and Sanger. Ray Roberts Lake State Park is Pilot Point's northwestern border. Of note is the Union Pacific Railroad that runs through through Pilot Point north to south, between Ray Roberts Lake and US 377. The Planning Area limits outline Ultimate Municipal Boundary (UMB) between Pilot Point and surrounding jurisdictions, but it is not guaranteed that these areas will be incorporated into Pilot Point due to ever changing annexation laws and broadening special districts powers (discussed in the ETJ section on the following page). It is imperative that Pilot Point continues to plan these areas to ensure the City is taking the necessary steps to grow strategically in addition to safeguarding the ability of the city to meet the Vision of Pilot Point if the opportunity arises to incorporate such areas.

Pilot Point is a Type A General Law Municipality, and this Comprehensive Plan's legal authority is bound by the Pilot Point city limits and its Extraterritorial Jurisdiction (ETJ) as illustrated on the map on the following page. There are different levels of authority and governance associated with the city limits versus the ETJ. The City's zoning cannot be applied to the ETJ—only within the city limits.

However, it is important to include the ETJ in the planning process due to Pilot Point's exponential population growth now outpacing prior estimates. This is largely due to residential developments and a regional demand for housing with many of these projects located within Pilot Point's ETJ.

ETJ CONTROL LIMITATIONS

Significant legislative changes at the State level have significantly impacted the powers of cities to plan and annex. Annexation is the process of how cities may expand their boundaries into their Extraterritorial Jurisdiction (ETJ) or within a mutually agreed upon area between jurisdictions. What was once a voluntary or involuntary process, annexation now largely requires the property owner to request the annexation or for provisions within a previously executed non-annexation agreement to trigger annexation; property owners may now also dis-annex, or remove themselves from within a city boundary and services, for select reasons.

While some developments or property owners may not prefer to be within the city limits, there are positives to being annexed, such as access to law enforcement, centralized sewer, parks, and recreation (to name a few). The Pilot Point ETJ is partially controlled by Cook and Grayson Counties for several administrative processes, including site development permitting within the ETJ. Areas within the city limits receive some services from the respective Counties as well, such as the respective County Sheriff.

Recent legislative changes have increased powers of municipal utility districts (MUD's) and other special districts and lessened the powers of cities. Previously, the City had leverage to more easily necessitate developments to be within city limits if they were proposed in its ETJ before, and thereby were able to control the developments on its fringes. Now cities are now required to pick between two non-preferred options when development is proposed in the ETJ (where a MUD is now commonly proposed since the changes) as outlined to the right:

1. MUD or special district outside of the city limits: Allow the MUD to develop outside of the city's limits while those residents enjoy all the City's amenities and publicly available infrastructure (ex. roads, etc.) without paying any City property taxes, and the City will have no guarantee of the development's design or infrastructure quality.

2. Development inside the city limits with incentives: Negotiate and collaborate with the developers to annex and construct the development inside the city limits, usually utilizing an incentive package as leverage, and then be forced to stretch way past where development should be with services and infrastructure extensions (ex. fire protection/stations, trash service, roads, sewer capacity, etc.) but securing the property tax and some influence over the design of the development and its infrastructure. Under this option, negotiations are limited, and lot sizes can be requested but are usually smaller than a quarter of an acre and are market driven.

Pilot Point does have some negotiating leverage because it offers City services. Though dis-annexation is largely beyond City control, the City can still champion the vision that it wants to see in its undeveloped areas.

BRIEF HISTORY OF PILOT POINT

The City of Pilot Point began as a small community strategically located at the anchor point of various wagon and walking trails in northern Texas. The presence of a hill with a tall cottonwood tree served as a prominent landmark for traveling Native Americans, cattle drivers, and American settlers, commonly known as the pilot's point – earning the area its name. A large parcel of land was granted to the family of Charles M. Smith in 1841, making them the first permanent settlers in the area. By 1845, the first homes were built, and a farming community was formed. On Christmas day in 1853, G.W. Newcome and James Pierson made the first town plat which formally established a layout.

More development would continue and in 1872, Pilot Point Seminary was founded as the first learning institution in the area. That same year, Pilot Point's (and Denton County's) first brick building was built at the growing town square. By 1877, the town was connected to a telegraph network, and in 1878, Pilot Point's first newspaper, The Post, was established. It would later be succeeded by The Post-Signal which remains in operation. Trains would arrive in Pilot Point in the fall of 1880 via the Texas and Pacific Railroad. The railroad would provide both passenger and freight service throughout the region. Around this time, the largest cotton gin in the United States was built by Henry Selz and J.P. Cooper in Pilot Point. In addition, the town's first bank, Pilot Point National Bank was opened in 1884 and is still open to this day as Point Bank.

During the 20th century, Pilot Point continued to grow and prosper as a central location of commerce for farmers and ranchers. By the 1920s, the town was thriving with over fifty businesses, a free public school system, many churches and local organizations and quaint neighborhoods. Most famously, Pilot Point's F&M Bank Building was used as the set of a bank robbery scene from the film Bonnie and Clyde in 1967. Over the years, industrial developments and horse ranches have become the lifeblood of the economy, though agriculture still plays a steady role in the economy. Pilot Point Square was listed on the National Register of Historic Places in 2007 due to its historic significance architecturally and its dutiful depiction of early development in North Texas. Today, Pilot Point is a burgeoning town, continuously blending its residents' growing modern ideals with a steady devotion to its agricultural and ranching roots.

Source: www.CityofPilotPoint.org

DEMOGRAPHICS

Understanding the demographics of Pilot Point is crucial for creating a roadmap for the future of Pilot Point that best serves all it's citizens. To the right showcases some general data on the housing market and educational attainment of Pilot Point. The median household income and college degree earners are higher than the national average suggesting a general sense of well-being in Pilot Point. Below is a condensed overview of Pilot Point's Tapestry Segments by ESRI, a tool that categorizes US neighborhoods into 67 distinct segments based on various demographic and socioeconomic factors. These segments, Middleburg (73%) and Green Acres (27%), provide insights into residents' diverse needs, spending habits, and backgrounds, which aid in tailoring the Pilot Point Comprehensive Plan.

$391,685
Median Home Value

$79,924
Median Household Income

2,664
Households

4.9
Home Value to Income Ratio

"Engaged Community, folks come together and help in good and bad times"
- Pilot Point's Small Town Charm Feedback

Educational Attainment

18.1%	No High School Diploma
20.8%	High School Graduate
26.1%	Some College/Associate Degree
35.0%	Bachelor's/Grad/Prof Degree

MIDDLEBURG (73% OF PILOT POINT)

transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. They are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise and time-saving tactics.

GREEN ACRES (27% OF PILOT POINT)

lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking, and camping, and even golf.

COMMUNITY ENGAGEMENT

This Plan was developed by the people of Pilot Point, for the people of Pilot Point. Community Engagement is the backbone of the comprehensive planning process, involving extensive collaboration with the community through a Community Survey, two in-person Community Forums, a third virtual Community Forum, stakeholder interviews, several meetings with the Plan Advisory Committee (PAC) and Technical Advisory Committee (TAC), and workshops with the Planning and Zoning Commission and City Council. Each section of the Comprehensive Plan begins with a summary of community feedback regarding the section topic but does not include all feedback. Displayed below is a timeline of the six-month planning process.

PHASE 1: KICK OFF + EXISITNG CONDITIONS

JANUARY 2024
- TAC #1
- CITY COUNCIL #1

FEBURUARY 2024
- WEBSITE LAUNCH
- SURVEY LAUNCH
- PAC #1
- STAKEHOLDER INTERVIEWS LAUNCH
- P&Z #1
- COMMUNTIY FORUM 1

MARCH 2024
- DOWNTOWN STAKEHOLDERS WORKSHOP

PHASE 2: VISIONING + DESIGN

MAY 2024
- COMMUNTIY FORUM 2

JUNE 2024
- DOWNTOWN @ THE NIGHT MARKET

JULY 2024
- TAC #2
- PAC #2

AUGUST 2024
- CITY COUNCIL #2

PHASE 3: DRAFT PLAN DEVELOPMENT

SEPTEMBER 2024
- TAC/PAC #3

PHASE 4: DRAFT PLAN CONCEPTS + HIGHLIGHTS

SEPTEMBER 2024
- TAC/PAC #4

OCTOBER 2024
- P&Z 2
- CITY COUNCIL 3

NOVEMBER 2024
- COMMUNITY FORUM 3

PHASE 5: FINIALIZE PLAN

PLANNING GROUPS

Elected + Appointed Officials

- Provide feedback and direction, as a Commission, at two key points during the process
- As individuals, attend public events, participate in collaboration and encourage others to do the same
- Champion and recommend approval of the final Plans

Planning Advisory Committee (PAC)

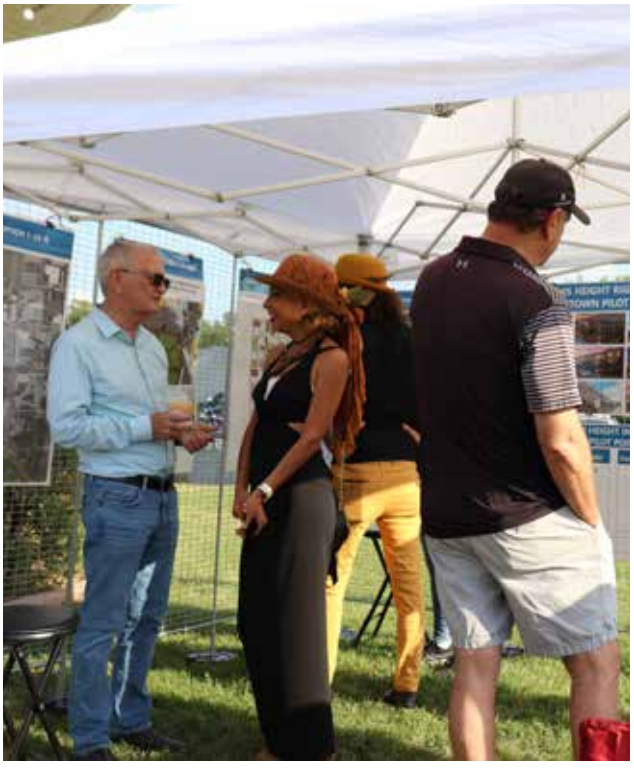
- Provide feedback and direction at four key points during the process
- Attend public events and encourage others to come
- Review the Draft Plan to ensure accuracy and relevance
- Recommend the Draft Plan Set to the Planning and Zoning Commission and City Council

Technical Advisory Committee (TAC)

- Provide feedback and direction at three key points during the process
- Attend public events and encourage others to come
- Provide technical information and coordinate City efforts with Planning Team
- Review the Draft Plan to ensure accuracy and relevance

Community At Large

- Provide feedback and direction throughout the process, including through the Online Survey, Interactive Map, and Downtown Square Scenarios
- Attend public events and encourage others to come
- Review the Draft Plan to ensure accuracy and relevance



Each of these groups played an important and impactful role in the community engagement. All the feedback was influential in crafting the plan, and each group helped drive conversations forward as the draft plan progressed. We extend our gratitude and appreciation to everyone involved in these groups. Your participation was crucial to the success of this plan.

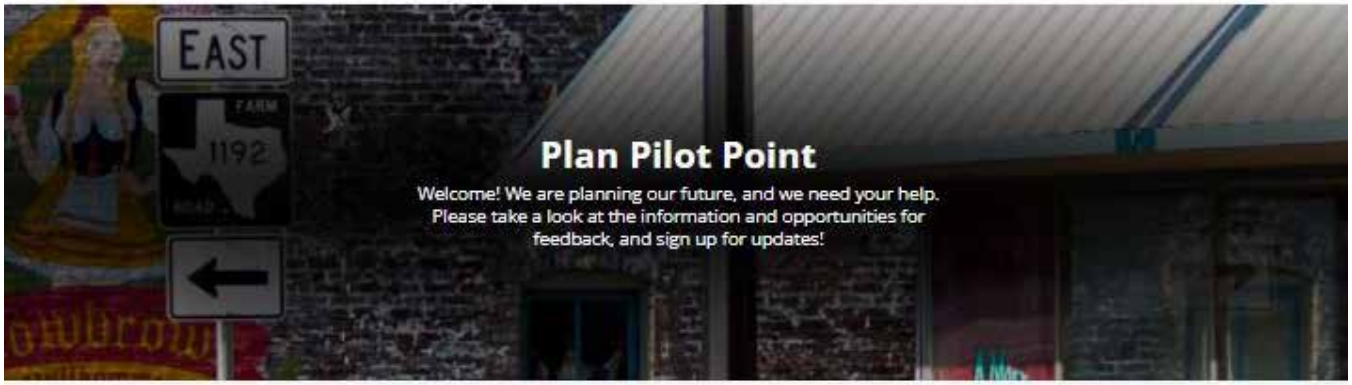
ONLINE OUTREACH + ENGAGEMENT

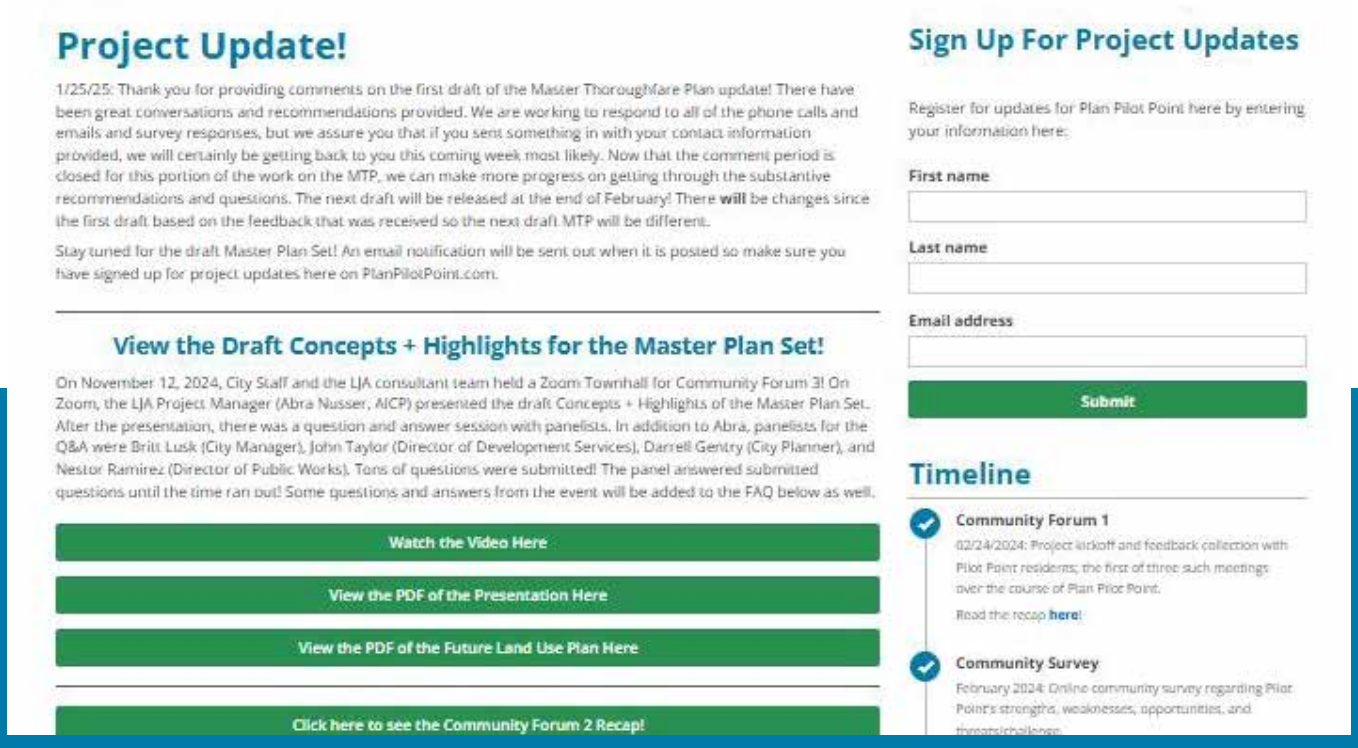
A project website for the Master Plan Set was launched early in the planning process to serve as a hub for information, updates/events, and feedback. The website was ADA accessible and could be translated into ten languages. The website housed the Online Survey, interactive feedback map, and scenario polling for the Downtown Square, as well as information of all meetings and events, document library and community forum recaps. The website was an incredible tool for engagement by keeping the public up to date on all past events and upcoming events while fostering an ongoing discussion of the future of Pilot Point. Below are a couple examples of the tools used on the webpage:

Interactive Map: Visitors could drop a pin and write a comment about the location. The pin would then be displayed for all viewers to also comment or add a pin of their own

Community Survey: When the survey was available, visitors could fill out the survey on the website's homepage.

Downtown Master Plan: A slider was used to showcase the existing downtown square in comparison to the proposed downtown square master plan.





COMMUNITY SURVEY FEEDBACK

A Community Survey was completed to better understand the community's perceived strengths, weaknesses, opportunities, and threats of Pilot Point, as well as levels of satisfaction, communication preferences, and general feedback. According to the Survey results, Pilot Point is a community with high levels of satisfaction that takes pride in the city's rural/country lifestyle with extensive open space and undeveloped agricultural land. Major strengths of Pilot Point reported by the Community Survey include the small town feel/ rural charm, public events, and sense of community. Respondents acknowledge the inevitable growth and additional new businesses as a positive but desire the expansion in a planned and strategic way. US Highway 377 was at top of mind for respondents, and many spoke to the need for improvements in terms of capacity, design, and adjacent development. Respondents were concerned that existing infrastructure and utility constraints could hinder growth in the future and want the City to be proactive in regards to public safety, planning, and fiscal sustainability. Because of this, Pilot Point has the opportunity to explore improved City services, what the services or improvements will cost, and what are the available methods to fund them. More dedicated areas for parks and recreation, including trails and bike lanes, were desired among many Survey respondents. Below is an illustrative and generalized summary of the top Strengths, Weaknesses, Opportunities, and Threats identified in the Survey:

KEY THEMES

STRENGTHS

The Community Survey highlights rural charm and the historic downtown as a strength, fostering a strong sense of identity among residents.

WEAKNESSES

Top weaknesses revolved around infrastructure concerns, particularly roads, traffic, water/wastewater, and future economic development.

OPPORTUNITIES

Economic development emerged as a top opportunity, with a focus on enhancing retail options, job availability, and workforce development.

THREATS

The top perceived threat facing Pilot Point is continued development with concerns about the loss of rural land, quality of development, and lack of control over future growth.

COMMUNITY SURVEY FEEDBACK (CONTINUED)

ON THE COMMUNITY SURVEY, RESPONDENTS WERE ASKED "EVERY CITY IS UNIQUE AND HAS ITS OWN PERSONALITY. WHAT DO YOU THINK THE CHARACTER OR SOUL OF PILOT POINT IS? HOW WOULD YOU DESCRIBE PILOT POINT IF IT WERE A PERSON?" TO CAPTURE A COMPREHENSIVE VIEW OF PILOT POINT'S CHARACTER.

Responses were combined into the following narrative:

If Pilot Point, Texas, were a person, it would be described as having a complex and evolving personality. This person would embody a quintessentially Texan spirit, marked by a rugged, pioneering nature and a deep connection to tradition and roots. They would be charming and friendly, reminiscent of beloved Western characters like Gus McCrea and Woodrow Call, but with an artistic and slightly eccentric side.

They'd be a mix of old soul wisdom and youthful enthusiasm, embodying the character of a small-town Texan with a historic background. They would be welcoming, warm-hearted, and community-focused, reflecting a town known for its friendly residents, horse and cattle culture, and scenic surroundings, including proximity to Ray Roberts Lake State Park.

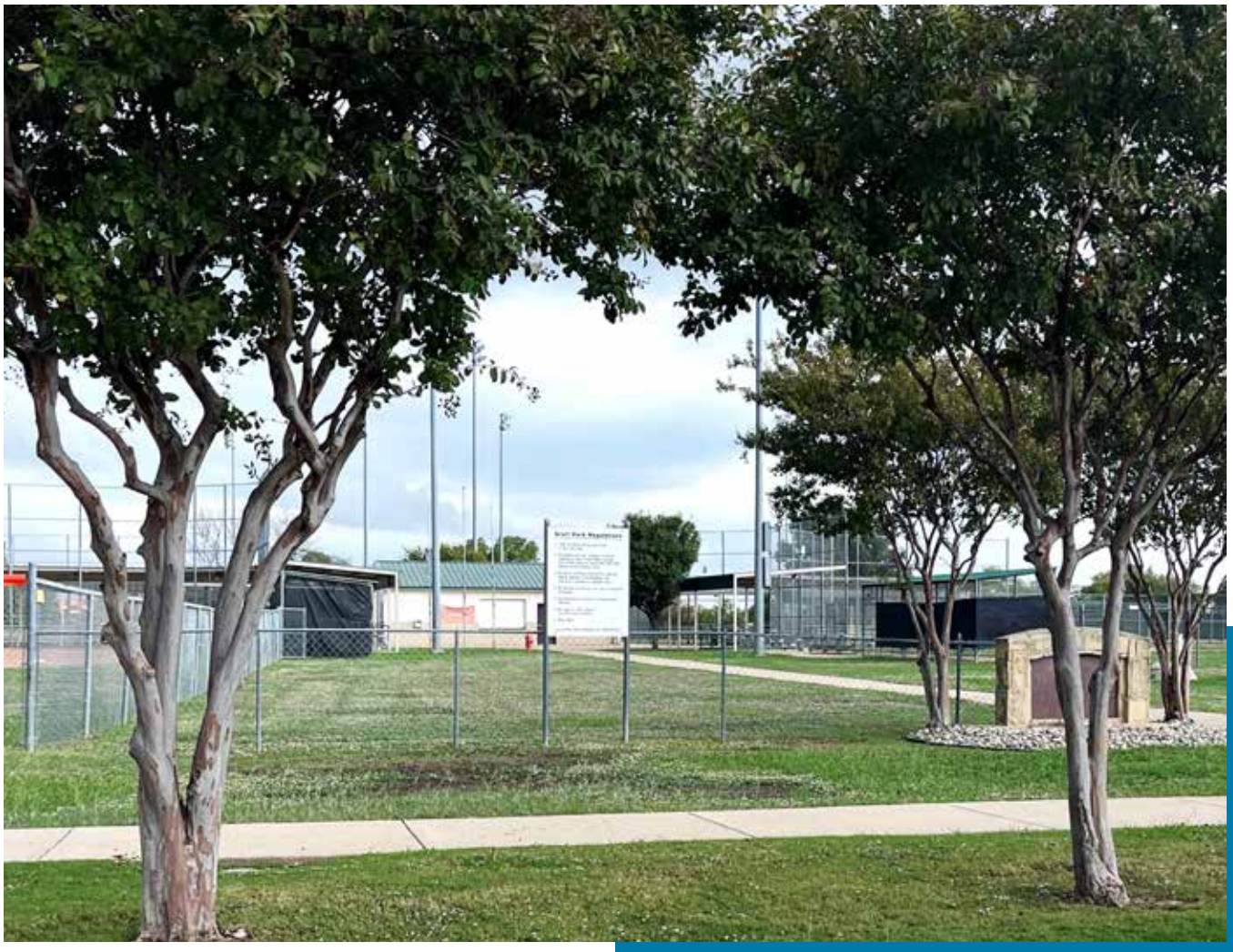
However, this person would also be struggling with growing pains, like a teenager on the brink of adulthood. They would be caught between preserving their small-town charm and adapting to rapid growth and new influences. They might feel a bit unsure of their identity and direction, like someone standing at a crossroads, searching for common ground between longtime residents and newcomers.

This person would have a touch of nostalgia, cherishing their historic character and horse-country roots. They would possess untapped potential, aspiring to be a vibrant community hub and tourist destination. Despite facing challenges with change and welcoming newcomers, they would remain resilient and hopeful for a future where tradition and progress coexist harmoniously. Ultimately, Pilot Point would be a friendly, eclectic, and somewhat quirky character, with a unique charm that leaves a lasting impression.

STAKEHOLDER INTERVIEWS

Early in the planning process, the Planning Team interviewed twelve community stakeholders representing a range of topics and expertise critical to long-range planning considerations in Pilot Point. These stakeholders each held a distinct point of view which helps create a complete view of Pilot Point's current state and where it is headed. Each stakeholder meeting was held virtually with the project leads and city staff. These conversations have directly impacted the Master Plan set and provided invaluable expertise to their respective sections. The following entities provided representatives for technical stakeholder interviews:

1. City of Pilot Point Engineers
2. Denton County Development Services
3. Downtown Pilot Point Business/Property Owners
4. Grayson County Development Services
5. Hearts for Homes
6. Lake Ray Roberts Equestrian Trail Association
7. Mustang Special Utility District
8. Texas Department of Transportation
9. Texas New Mexico Power
10. Union Pacific
11. Upper Trinity Regional Water District
12. Denton County Outer Loop



COMMUNITY FORUM 1

The first Community Forum was held on Saturday February 24, 2024 Pilot Point Community Center in a come-and-go format from 10:00 am to 2:00 pm. With over a hundred attendees, the forum was able to gather a robust amount of feedback on various topics.

At Community Forum 1, boards on easels were set up in a loop around the community center auditorium for visitors to gain insight into the comprehensive plan process and Pilot Point itself with information displayed such as city boundaries or demographics. Following these were a series of boards asking visitors to write their thoughts or vote on certain topics of interest. A few of these stations and their feedback are outlined here:

POPULAR DESTINATIONS

station included a regional-scaled map to show Pilot Point and nearby cities. Participants were asked to locate where they visited for shopping and eating out. This illustrated the potential tax revenue leakage is leaving the city, especially grocery.

MOBILITY JARS OF THE FUTURE

activity was designed to gather the community's priorities for mobility, connectivity, and transportation.
The top three priorities voted on were: Recreation, Travel Choice, and Sustainability.

KIDS PLAN PILOT POINT

station gave kids the opportunity to decorate a building, or design other features they would like for the future. The kids came up with many wonderful ideas, such as an ice cream shop, pet store, and a carousel on the Square

DESIGN FOCUS GROUPS

The Planning Team facilitated three Design Focus Group with City Staff and technical experts in topics where it was determined that insight and collaboration was needed beyond community feedback and stakeholder interviews. Elements of the Master Plan Set that warranted Design Focus Groups were Parks and Recreation, Master Thoroughfare Plan, and Infrastructure.

INFRASTRUCTURE

Need for this Design Focus Group was identified after stakeholder interviews that included Texas New Mexico Power, Upper Trinity Regional Water District, the City Engineer, and Mustang SUD. Engineers from the Planning Team, the Director of Public Works, and other key City Staff discussed a wide range of considerations relating to water supply, wastewater capacity, utilities, drainage/ flooding, anticipated capital improvements, and impact fees.

MASTER THOROUGHFARE PLAN (MTP)

Need for the Design Focus Group was identified after a stakeholder interview with TXDOT. Traffic Engineers from the Planning Team met with the Director of Public Works and other key City Staff to identify planned and ongoing highway projects outside of the City's control, specifically Dallas North Tollway, Denton County Outer Loop. This Design Focus Group also focused on long-range roadway alignments for portions of the Planning Area that are currently undeveloped – both City and State-owned. There was also targeted discussion on special topics, such as the City assuming ownerships of Liberty and Walcott and establishing railroad Quiet Zones through Downtown.

PARKS AND RECREATION

Need for this Design Focus Group was identified after Community Forum 1 and a stakeholder interview with the Lake Ray Roberts Equestrian Trails Association. Landscape Architects with the Planning Team met with the Director of Parks and Recreation and key City Staff to discuss existing and planned City parks and trails, utilizing easements and floodplains, a long-range park and recreation vision, the role of developers in allocating park space, programming needs for the Square and cooperative opportunities with Texas Parks and Wildlife Department (TPWD) and Pilot Point Independent School District (PPISD).

COMMUNITY FORUM 2

Community Forum 2 was held on Saturday May 18, 2024 at the Pilot Point Coffee House in a come-and-go format from 10:00 am to 2:00 pm. Community Forum 2 was similarly arranged with boards lining the walls of the Pilot Point Coffee House. Visitors began with boards recapping the feedback gathered up to that point and a review of the previous information discussed at Community Forum 1. The team built a parklet, a mini park with seating, shade, and yard games, in parking spots outside as an exhibit of the potential of activated sidewalks in the Pilot Point Square. Below are three stations that asked visitors on their feedback for Flooding/Drainage, Density, and Land Use.

"COMMUNITY FOCUSED ON HELPING NEIGHBORS AND MAINTAINING SMALL TOWN CHARM" - Pilot Point's "Posts to the Future"

FLOOD AND DRAINAGE

station engaged visitors by mapping flood risk areas and identifying natural areas for protection. Key observations included drainage and storm water infrastructure, protection of areas near the Lake and location of flood-prone areas.

THE LAND USE

This station let participants survey a map of Pilot Point and discussed where they would like to see certain land uses. There was a general openness to housing diversity and mixed-use near 377 and downtown, with preservation of rural feel beyond.

"PILOT POINT HAS CHOICES"

station facilitated a discussion about the trade-offs of density. Many recognized the inevitability of change and saw responsible multi-family development as a proactive approach to growth while maintaining the city's character.

COMMUNITY FORUM 3

The Community Forum 3 presentation, held on November 12, 2024, provided an in-depth review of the Draft Concepts and Highlights for the Pilot Point Master Plan Set, which includes the Comprehensive Plan, Downtown Master Plan, and Parks + Recreation Master Plan. The presentation covered key findings, public feedback themes, and proposed strategies across major focus areas, including Economic + Fiscal Vitality, Strategic Growth, Parks + Recreation, Downtown Revitalization, the Design System, and Implementation.

Key highlights included:

- Vision Guiding Principles as the city's "true north," ensuring future decisions align with community values.
- Economic + Fiscal Vitality strategies to address market leakage, attract businesses, and leverage Pilot Point's unique assets.
- Strategic Growth initiatives focusing on infrastructure, public services, water conservation, and emergency preparedness to support expected growth.
- Parks + Recreation priorities, including expanded trails, multi-generational recreation spaces, and preserving natural areas.
- Downtown revitalization efforts, featuring catalyst projects like the Downtown Square redesign, Water Tower Plaza, and Trailhead + Tucker Alley, aimed at increasing vibrancy, economic activity, and connectivity.
- Design System updates, particularly the Future Land Use Plan and Master Thoroughfare Plan, guiding development patterns, mobility networks, and environmental preservation.
- Implementation strategies detailing next steps, including plan adoption, policy updates, and future engagement opportunities.

The Forum emphasized public participation, strategic coordination, and long-term sustainability, ensuring that Pilot Point's growth, infrastructure, and quality of life enhancements align with community priorities.

DOWNTOWN STAKEHOLDERS WORKSHOP

The Downtown Stakeholders Workshop was held on March 21, 2024. Representing Downtown businesses, properties, and the City, some key stakeholders workshopped some important ideas that would later be discussed and collaborated on by the larger community at Community Forum 2 (Public Design Studio). The Workshop's purpose was to inform downtown stakeholders about the ongoing Master Plan set, review existing conditions, and review relevant feedback from the public, in addition to brainstorming Downtown design and programming needs. Though there was a robust discussion of many aspects that impact downtown, the stakeholders were asked to consider three main topics:

Downtown Boundary

The stakeholders were asked to consider the boundary of Downtown and where there could be "sub-areas" within the boundary. The group came up with three potential sub-areas that are reflected in the Downtown Master Plan.

Downtown Uses

Participants considered introducing higher density housing to sustain local businesses and create a more vibrant street life.

Downtown Theming + Amenities

Stakeholders also explored what the major themes should direct how Downtown should feel, including equestrian, the Lake, and the railroad. Above all, participants felt Downtown should feel laid back and family friendly. Based off these major themes, Downtown Stakeholders noted amenities such as shade trees, bike racks, outdoor seating, murals, bike and pedestrian-friendly streets, scalable parking, and horse tie-up locations would help accomplish implementing these themes throughout the Square.

DOWNTOWN @ THE NIGHT MARKET

Downtown @ the Night Market was a pop-up booth included in the Pilot Point annual Night Market on June 29, 2024 in Pilot Point's Downtown Square, making it the perfect occasion for residents to drop by and discuss the future of Downtown. Although the primary goal of this event was to gather feedback in possible enhancements to the Square, the booth also presented an opportunity for attendees to experience activated spaces, such as lawn games and a temporary splashpad in what is normally parking spaces.

Visitors had the option of choosing one of three options for the development and design of the Square, from keeping the Square "as-is" to bigger changes; they could then scan a QR code to review more detailed specifications of each scenario and vote for their favorite. Attendees could also vote for their desired maximum Downtown building height.

Although feedback about ideas for the Square were diverse, attendees agreed that the current configuration needs to be enhanced, but differed on what a re-imagined Square should include. Much of the discussion focused on parking, shade, traffic management, property activation, and amenities depicted in the conceptual illustrations. The majority of attendees agreed that historically compatible, three-story maximum building height was most appropriate for future Downtown infill. To see the approved Downtown Square concepts, check out the Downtown Master Plan Chapter.

"CREATE AN ECONOMICALLY RICH, VIBRANT, HISTORIC SQUARE THAT ATTRACTS FAMILIES..."
- Downtown @ The Night Market Feedback

Vision Guiding Principles

Pilot Point's future is shaped by a carefully crafted mix of priorities that define its identity and aspirations. The Vision Guiding Principles (i.e. VGP's) are more than just words on a page; they are Pilot Point's ***True North***, guiding decisions, investments, and growth for years to come. Just as navigators rely on true north to stay on course, Pilot Point's VGP's (listed on the following page) provide a steady, unwavering direction for the city's future. These principles are the foundation of the city's future, ensuring that as Pilot Point evolves, it remains uniquely itself—bold, balanced, and full of character. Pilot Point is growing, and with that growth comes opportunity and responsibility. The City will try to balance new development with historic preservation, expand economic vitality without losing small-town charm, and embrace innovation while staying true to Pilot Point's heritage.

The VGP's were carefully curated to refresh, energize, and bring people together in a way that makes Pilot Point a place worth savoring. When decisions are made, whether about growth, infrastructure, parks, economic development, or community investment, Pilot Point will return to these approved Principles, ensuring that the City's future remains consistent, intentional, and aligned with the community's vision. In the coming years, City Staff, Leadership, businesses, and residents should use these principles as a lens for evaluating proposals, setting priorities, and allocating resources. Whether updating zoning regulations, considering new developments, expanding public services, or planning community events, these principles should be the foundation of discussions and the decision-making process.

The VGP's for the Master Plan Set were developed from reoccurring themes in community and stakeholder feedback during the planning process. These VGP's represent Pilot Point's frequently discussed topics, such as how future growth should be approached, what types of amenities should be in the city, and things that should be highlighted as unique and special to the community moving forward.

VISION GUIDING PRINCIPLES

- **Strategic + Proactive:** Pilot Point's City Staff and Leadership have the training, funding, resources, and community support needed to be deliberate and thoughtful in the planning, decision-making, budgeting/funding, and implementation of key initiatives. Major decisions are well-informed, prioritizing the greater good and a high quality of life.

- **Preserved:** Pilot Point embraces growth while preserving its history, culture, and who we are as we grow.

- **Open + Green:** Pilot Point prioritizes preserving greenspace that is publicly accessible. Floodplains are preserved for parks and trails; new communities are developed in patterns that preserve greenspace for community access.

- **Vibrant + Thriving:** The City is buzzing with activity. Downtown is filled with residents and visitors; vacancy rates are low as more businesses open shop; the growing network of parks and trails are filled with residents; and there is symbiosis between Pilot Point's culture and industries.

- **Charming:** Homes, businesses, roadways, and public spaces are clean, well-maintained, and inviting – with patina in all the right places.

- **Fun:** Pilot Point builds a sustainable economic and cultural ecosystem around differentiators such as the Lake and equestrian heritage. The City has a reputation as a recreational and tourism retreat rich with shopping, dining, nightlife, and hospitality offerings.

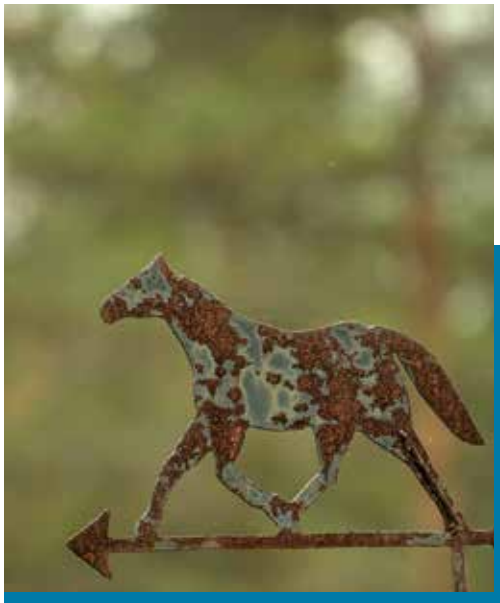
- **Connected + Integrated:** Residents are well connected to their neighborhoods, the City as a whole, and the DFW region through a cohesive network of trails, sidewalks, parks, and infrastructure.

- **Informative + Collaborative:** City Staff and Leadership, businesses, and residents proactively communicate and work together in good faith. The community can trust the City to be transparent as appropriate, and the City can trust the community to be a partner.

What is Patina, and Why Did Pilot Point Include It in Its Vision Guiding Principles?

Patina refers to the natural aging process that enhances the beauty and character of a material over time. It is often seen in historic buildings, aged wood, worn leather, and well-loved metalwork, where exposure to the elements and years of use create a rich, textured finish that tells a story. Patina is not about decay or neglect—it is about depth, authenticity, and the kind of character that only time can create.

Pilot Point's Vision Guiding Principles include the phrase "with patina in all the right places" because the city values preserving its history and charm while allowing for thoughtful progress and revitalization. This phrase reflects the idea that not everything old needs to be replaced, and not everything new needs to feel out of place.



PLAN PILOT POINT

ECONOMIC+ FISCAL VITALITY

02

PILOT POINT'S SPECIAL BLEND

Every great drink needs an infusion that energizes, strengthens, and sustains—something that adds a powerful kick while ensuring depth and resilience. In Pilot Point's Special Blend, Economic + Fiscal Vitality provides that infusion, fueling long-term financial strength, business growth, and investment in the Pilot Point's future. The flavor profile of Economic + Fiscal Vitality comes from four essential infusions, each carefully mixed to support the City's financial and economic success:

ECONOMIC + FISCAL VITALITY

Growth Management + Economic Adaptability adds a bold infusion of resilience, ensuring that development aligns with infrastructure capacity, business needs, and Pilot Point's small town character. This infusion ensures that Pilot Point grows intentionally, adapting to market demands while preserving what makes the city unique.

Fiscal Resilience + Revenue Diversification enhances the blend with deep, balanced notes, ensuring that Pilot Point maintains long-term financial stability. By expanding revenue sources, structuring incentives wisely, and planning infrastructure investments strategically, this infusion keeps the City's finances strong and sustainable.

Workforce + Housing Balance rounds out the blend with a smooth, rich infusion, connecting local job creation with housing opportunities that meet the needs of Pilot Point's growing workforce. A strong workforce and housing strategy ensures that businesses can thrive while residents have access to attainable, high-quality housing.

Infrastructure, Mobility + Local Connectivity provides a structured, steady infusion, ensuring that roads, utilities, broadband, and business districts are designed for long-term economic success. This infusion strengthens the base of Pilot Point's Special Blend, ensuring that the City's foundation supports growth while maintaining efficiency and accessibility.

Each of these infusions is essential for crafting an economy that is strong, adaptable, and prepared for the future. Together, they ensure that Pilot Point's economic foundation is as bold, balanced, and well-crafted as the city itself.

COMMUNITY FEEDBACK

KEY THEMES

Throughout the planning process, community members and stakeholders were provided multiple opportunities to offer input on Pilot Point's economic future. Surveys, stakeholder discussions, and public forums allowed residents to weigh in on priorities, challenges, and opportunities for strengthening economic and fiscal vitality. The feedback revealed a strong desire for balanced economic growth that preserves Pilot Point's charm, supports local businesses, and ensures financial resilience.

KEY PRIORITIES FROM COMMUNITY FEEDBACK INCLUDE:

Support for Small Businesses & Local Retail: Many residents expressed a desire for more locally owned restaurants, boutiques, and unique shopping options. Community members highlighted the importance of fostering entrepreneurship and ensuring that small businesses can thrive without being overshadowed by national chains.

Infrastructure & Growth Management: Stakeholders raised concerns about growth outpacing infrastructure improvements and how new infrastructure will be funded. Many participants emphasized the need for proactive investment in roads, utilities, and broadband expansion to support future business and residential growth.

Preserving Pilot Point's Character: Community members are concerned that growth will lead to over-commercialization. Participants want Pilot Point to maintain its rural and historic charm while still allowing for economic development that enhances its unique identity.

Downtown Revitalization & Business Attraction: Many planning process participants emphasized the importance of revitalizing Downtown Pilot Point, making it a destination for shopping, dining, and entertainment. Stakeholders expressed interest in incentives for property improvements, beautification projects, and strategies to attract businesses to fill vacant storefronts.

Job Creation & Economic Opportunity: Residents support diversifying the economy by attracting industries that provide higher-paying jobs and career pathways. Several respondents noted the importance of workforce development programs, partnerships with local businesses, and training initiatives to prepare residents for emerging job opportunities.

Tourism & Agritourism Development: Stakeholders saw opportunities to leverage Pilot Point's equestrian heritage, lake access, and small-town charm to attract tourists and recreational visitors. Many residents emphasized the need for strategic tourism investments that benefit the local economy without compromising the City's character.

"We love Pilot Point's small-town feel, but we need more businesses that bring people in and keep them here—not just passing through."
– Community Survey Respondent

SURVEY SUMMARY FEEDBACK

STRENGTHS

- Residents express pride in Pilot Point's small-town feel and community-oriented culture, which fosters support for local businesses and events.
- The historic charm of downtown and community events are valued assets that can serve as an economic driver for retail and tourism.
- Community members recognize the importance of planning for economic growth and acknowledge the City's potential to attract more businesses and jobs.
- There is active resident participation in discussions about business development, indicating strong interest in shaping economic policies.

WEAKNESSES

- Many residents feel that Pilot Point lacks a variety of retail, dining, and entertainment options, making it difficult to keep consumer spending local.
- Feedback suggests high barriers for local businesses, including issues related to permitting, code enforcement, and competition from outside corporations.
- Concerns exist about whether roads, water systems, and broadband infrastructure can support continued economic growth.
- Some residents noted that empty storefronts in downtown create a less vibrant business environment and suggested that more should be done to attract tenants.

OPPORTUNITIES

- There is strong community support for enhancing downtown through business incentives, beautification, and historic preservation to attract more visitors and economic activity.
- Leveraging Pilot Point's equestrian heritage, natural assets, and Lake Ray Roberts presents opportunities for increased tourism-based revenue.
- Establishing business incubators, co-working spaces, and workforce development initiatives could help attract entrepreneurs and skilled workers.
- Community feedback indicates support for attracting unique businesses that align with Pilot Point's identity, such as boutique retail, specialty restaurants, and experiential businesses

THREATS

- Concerns were raised that rapid development without strategic oversight could harm the City's character and overburden infrastructure.
- Some residents worry that large-scale chain businesses could overshadow local businesses, leading to a loss of Pilot Point's small-town charm.
- Growth in and around Pilot Point, particularly along major corridors like Highway 377, has led to traffic congestion and safety concerns that could deter business activity.
- Without diversification of businesses and industries, Pilot Point's economy could be vulnerable to external economic downturns or shifts in market demand.

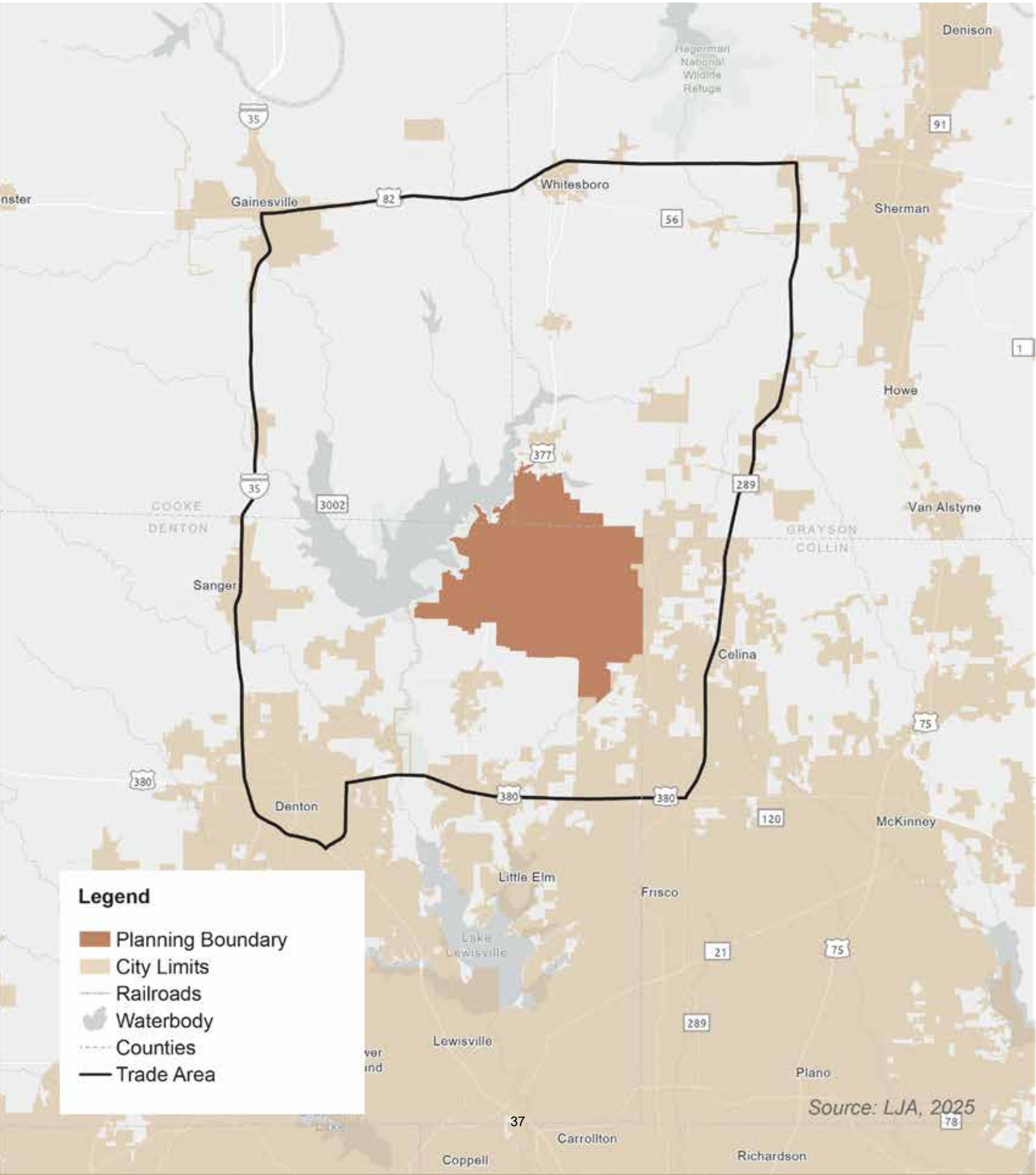
RELEVANT DATA, TRENDS, + INFORMATION

TRADE AREA

Pilot Point's Trade Area extends beyond the city limits and beyond the Planning Area, encompassing a broader region where residents, visitors, and businesses interact with the local economy. The boundaries of the Trade Area, as shown in the map below, reflect the primary catchment zone where Pilot Point's businesses attract consumer spending and where the City's economic influence reaches: US 82 to the north, SH 289 to the east, US 380 to the south, and IH 35 to the west. While the city limits define Pilot Point's jurisdiction, the Trade Area provides a more accurate representation of the market dynamics that shape retail, dining, entertainment, and service demand.

Understanding the Trade Area is crucial for business recruitment, economic development planning, and infrastructure investment. It allows Pilot Point to assess demographic trends, spending power, and competitive positioning relative to nearby municipalities. This regional perspective helps inform land use policies, commercial corridor improvements, and targeted economic initiatives that strengthen Pilot Point's role as a key destination within North Texas. By leveraging trade area insights, the city can attract businesses that complement existing services, reduce retail leakage, and reinforce Pilot Point's identity as a hub for equestrian, tourism, and agribusiness industries.

MAP: PILOT POINT TRADE AREA



INSIGHTS FROM THE PILOT POINT TRADE AREA

Regional Connectivity + Growth Pressures

Pilot Point is positioned at the convergence of major regional highways, providing strong access to both urban and rural markets. IH-35 and US 380 serve as key commercial and commuter corridors, linking Pilot Point to Denton, Frisco, and the broader DFW Metroplex, where rapid suburban growth is driving demand for new housing and commercial development. The Dallas North Tollway expansion is accelerating this trend, pushing growth northward and increasing pressure for expanded infrastructure and services within the trade area. As a result, Pilot Point has an opportunity to strategically capture spillover growth from rapidly developing areas like Celina, Prosper, and Aubrey, while maintaining its rural identity (which will evolve, over time). Managing this growth will require careful planning for infrastructure expansion, economic development, and preservation of the City's unique character.

Economic Development + Competitive Positioning

The Pilot Point Trade Area encompasses a diverse economic landscape, with high-growth suburban markets to the south, established employment centers to the north (ex. Gainesville and Sherman), and rural communities in between. Pilot Point must differentiate itself from larger retail and employment hubs such as Denton, Frisco, and Sherman, which currently capture a significant portion of regional consumer spending. Expanding local retail, dining, and entertainment options will allow Pilot Point to retain more spending within the city economy while meeting the needs of a growing population. At the same time, Pilot Point's equestrian and agribusiness economy provides a unique competitive advantage, positioning it as a regional destination for agritourism, equestrian services, and recreation tourism experiences. By leveraging these strengths, Pilot Point can attract small businesses, hospitality ventures, and experience-driven retailers that align with its brand as a historic, rural, and recreation-friendly community.

Infrastructure + Land Use Planning Considerations

As development pressures increase, Pilot Point must ensure that water, sewer, drainage, roads, and multimodal transportation networks are expanded strategically to support growth without straining City resources. The US 377 and FM 455 corridors are critical to business expansion and require continued investment in road capacity, traffic management, and pedestrian-friendly streetscape improvements. Industrial and employment land uses near IH-35 could provide opportunities for logistics, distribution, and manufacturing industries, leveraging regional highway access for economic growth. Additionally, ensuring that Pilot Point's growth remains connected and accessible through trail networks, rural-friendly roadways, and equine-friendly infrastructure will reinforce the city's distinct character, while accommodating future development. Thoughtful infrastructure investment will help Pilot Point balance growth while maintaining its small-town charm and scenic landscape.

Workforce + Housing Balance

Pilot Point's housing market is shaped by regional affordability trends (i.e. lack thereof), as rising home prices in the Metroplex push demand for housing in rural communities with commuter access. Pilot Point can provide a mix of housing types, including starter homes, townhomes, and mixed-use developments, to ensure that both local workers and new residents can live within the community. Workforce retention will also be influenced by Pilot Point's ability to expand broadband infrastructure and attract remote workers, small businesses, and entrepreneurs seeking a balance between small-town life and nature with regional job access. Additionally, strengthening partnerships with North Central Texas College (NCTC) and regional workforce development organizations can influence Pilot Point residents being equipped with the skills needed for high-demand industries. By aligning housing and workforce strategies with regional economic trends, Pilot Point can support a balanced and locally driven economy, while positioning the city as an attractive destination for both employers and residents.

Key Takeaways for Pilot Point

Pilot Point is well-positioned to capitalize on regional growth by strategically managing development and attracting businesses that complement, not compete with, nearby suburban markets. Expanding local retail, entertainment, and hospitality offerings will allow the city to capture more consumer spending and reduce economic leakage to larger trade centers. Pilot Point's unique equestrian, agribusiness, and tourism assets provide an opportunity to create a thriving destination economy, differentiating it from rapidly urbanizing neighbors. Thoughtful infrastructure investment will ensure that growth remains as sustainable as possible in a largely deregulated development environment in Texas. It will support long-term fiscal stability while preserving the city's scenic character. Finally, workforce and housing strategies should be aligned with regional trends, ensuring that Pilot Point can retain local talent, attract new residents, and create a strong foundation for economic resilience.

RELEVANT DATA, TRENDS, + INFORMATION (CONT...)

FUTURE DEMAND

POPULATION + HOUSEHOLD GROWTH DRIVING DEMAND

Pilot Point's population is projected to grow from 7,507 in 2024 to 10,144 by 2029, an increase of nearly 35% over five years. This rapid growth will drive demand for new businesses, expanded city services, and workforce development initiatives. Household growth is also significant, with an increase from 2,662 households in 2024 to 3,509 by 2029, reflecting rising residential development and an expanding tax base. The increasing number of households will generate greater consumer spending, housing needs, and demand for public services.

PROJECTED RETAIL + CONSUMER SPENDING GROWTH

As Pilot Point grows, consumer spending is expected to rise across multiple sectors, reflecting increased demand for businesses, entertainment, and dining options. Notable spending growth projections between 2024 and 2029 include:

- "Apparel & Services" is projected to grow by 60%, increasing from $6.87 million to $10.99 million.
- "Food Away from Home (Restaurants)" is expected to increase from $11.7 million to $18.7 million, showing demand for more dining options.
- "Entertainment & Recreation Spending" is forecasted to grow by over $7.1 million, particularly in fees for recreational activities, sports, and entertainment events.
- "Household Furnishings & Equipment" is expected to rise from $2.9 million to $4.7 million, reflecting demand for home improvement and new residential development.

These trends highlight opportunities for business recruitment and expansion, particularly in retail, dining, entertainment, and home-related industries.

EMPLOYMENT GROWTH + WORKFORCE NEEDS

Pilot Point's workforce will need to expand significantly to accommodate population growth and increased economic activity. The Planning Area currently has 331 businesses employing 2,912 people, but this will need to grow to support rising demand for goods and services. Projected factors of workforce demand include:

- Increased consumer spending will require more retail, restaurant, and hospitality employees.
- Housing growth will create demand for construction workers, electricians, plumbers, and contractors.
- A larger population will need expanded medical, dental, and wellness services to meet community needs.

To meet these demands, Pilot Point can leverage workforce training programs, regional partnerships, and targeted incentives for job creation. Additional housing of many types will be required to provide places to live for additional population and workforce.

INFRASTRUCTURE + DEVELOPMENT NEEDS

With the City's anticipated 35% growth rate in the near term, additional investments in infrastructure, roads, broadband, and City services will be required to support demand:

- Increased commercial and residential development will require improvements in water, sewer, drainage, power, internet, and transportation systems.
- Rising demand for office, retail, and restaurant space will make Downtown revitalization and corridor planning essential.
- Expanding population growth will require a mix of affordable housing, workforce housing, and mixed-use developments to meet community needs.

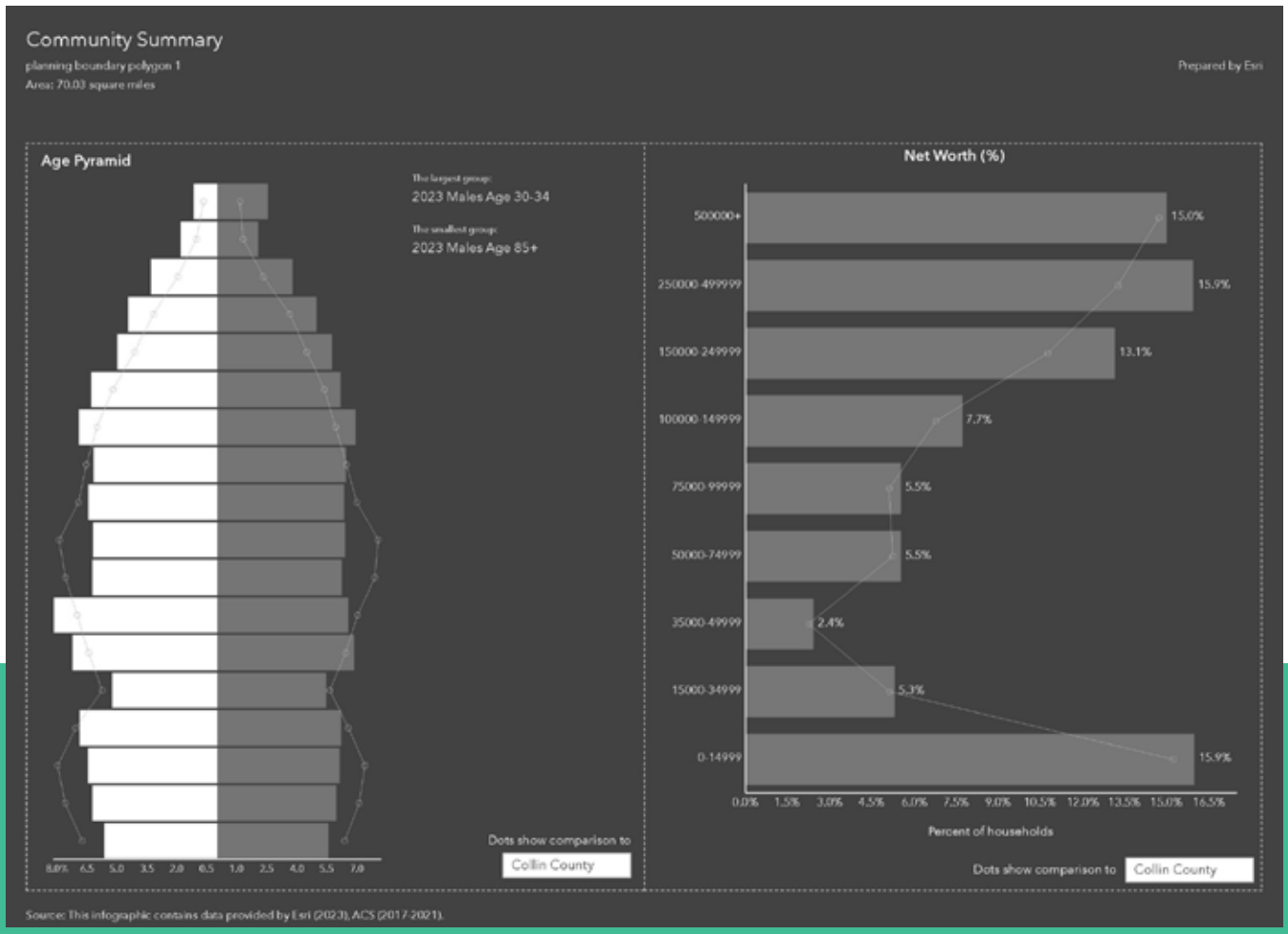
RELEVANT DATA, TRENDS, + INFORMATION (CONT...)

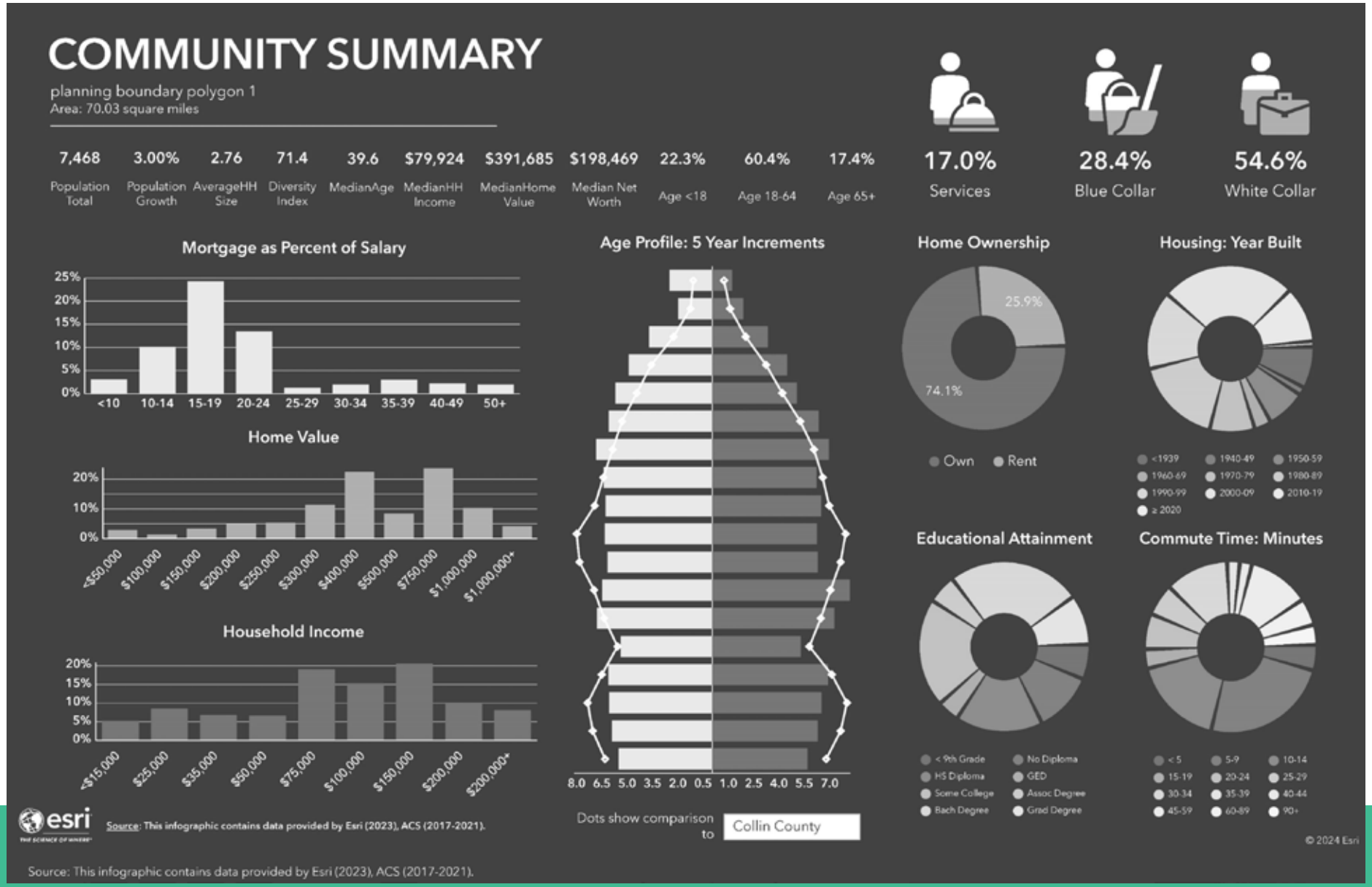
GROWTH MANAGEMENT + ECONOMIC ADAPTABILITY

Pilot Point is experiencing rapid growth, with its population projected to increase from 7,507 to over 10,144 by 2029. While growth brings economic opportunity, it also creates challenges in balancing development with infrastructure capacity, preserving the city's historic character, and maintaining affordability. The city must be proactive in directing commercial and residential expansion to ensure long-term economic stability. Additionally, retail leakage and changing business trends present both risks and opportunities—Pilot Point can diversify its economic base, attract new industries, and strengthen local businesses.

Key factors:

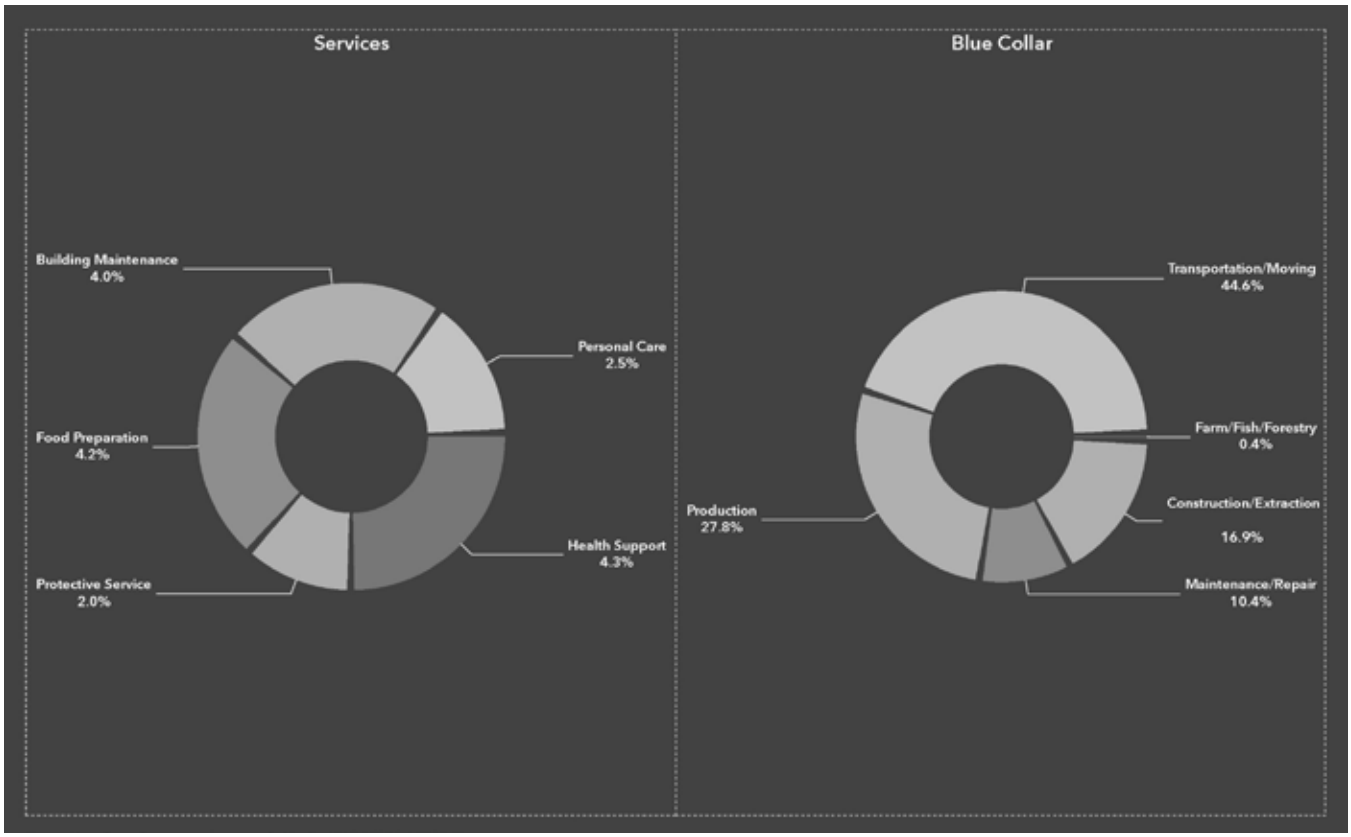
- Demographics + Market Trends: Population growth, shifts in household income, and emerging consumer preferences.
- Challenges of Growth: Balancing residential expansion with infrastructure demands and preserving Pilot Point's identity
- Shifts in Business Environment: Impact of e-commerce, demand for experiential retail, and the need for adaptive reuse in Downtown.

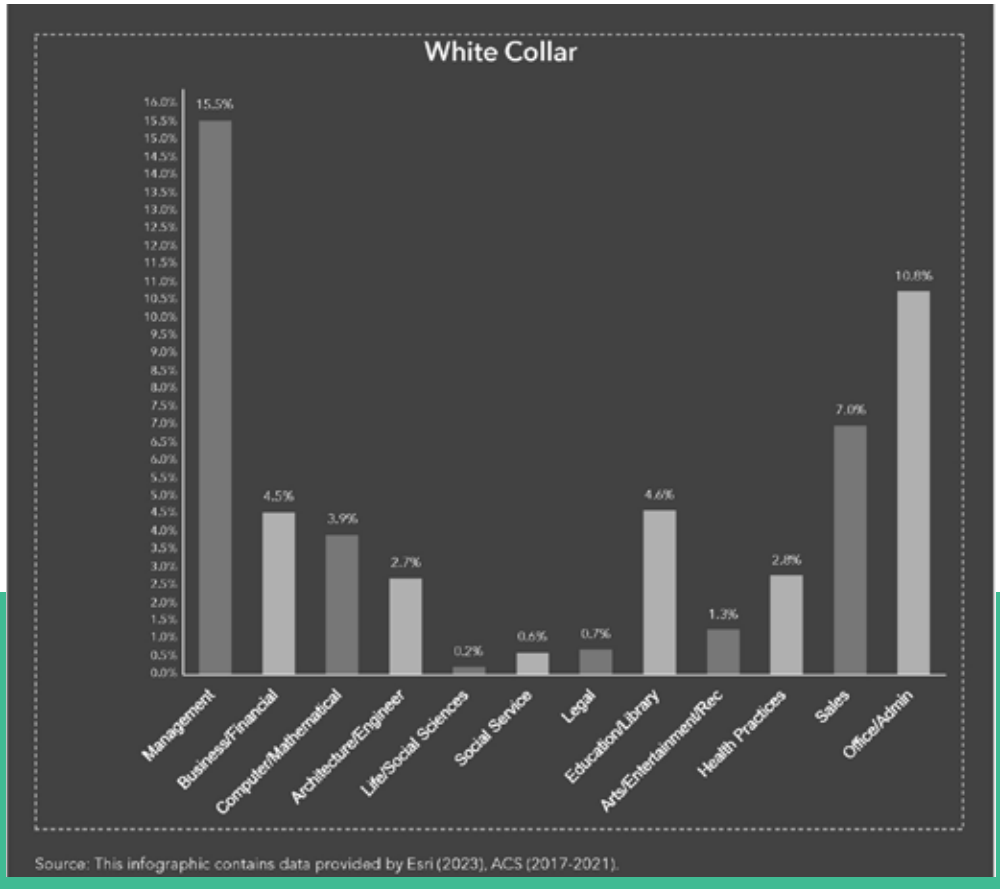




Source: This infographic contains data provided by Esri (2023), ACS (2017-2021).

COMMUNITY SUMMARY CONTINUED

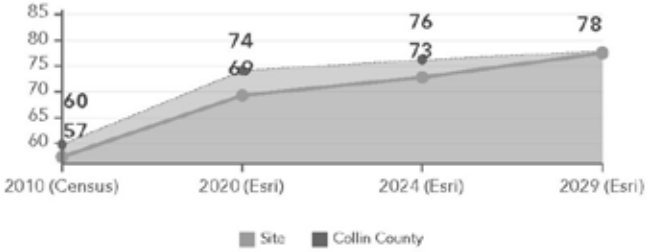




Community Change Snapshot

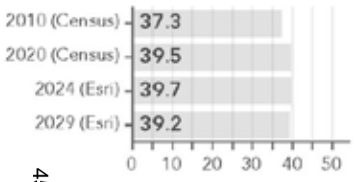
Area: 70.03 square miles

Diversity Index

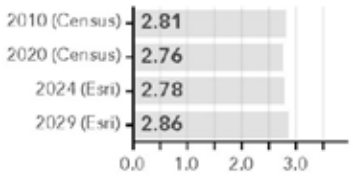


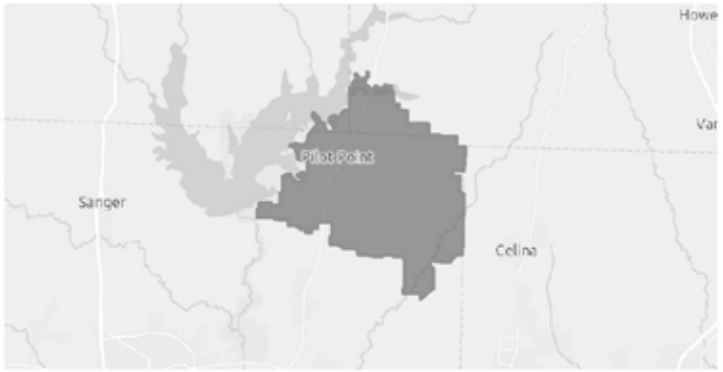
Dots show comparison to Collin County

Median Age

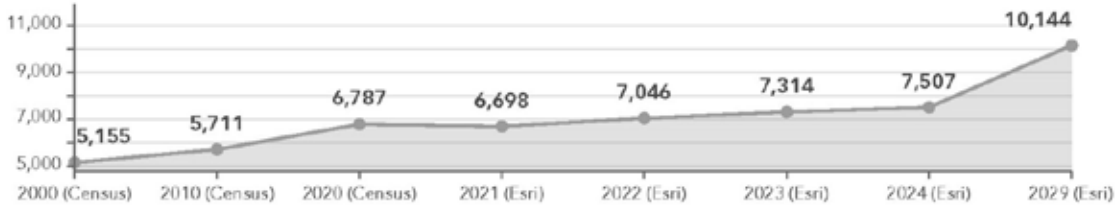


Average Household Size

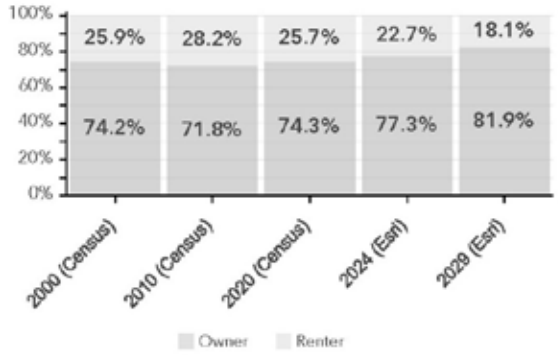




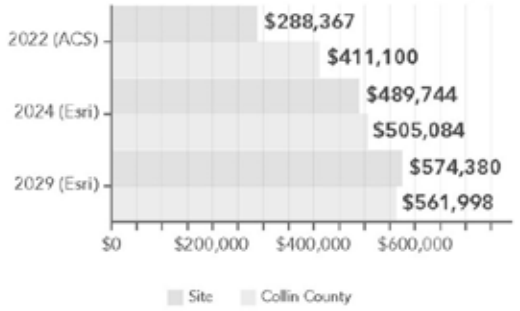
Total Population



Owner vs Renter Occupied Units



Median Home Value



Bars show comparison to Collin County

2000-2020 Compound Annual Growth Rate

1.38%	1.47%	1.59%
Population (Census)	Households (Census)	Housing Units (Census)

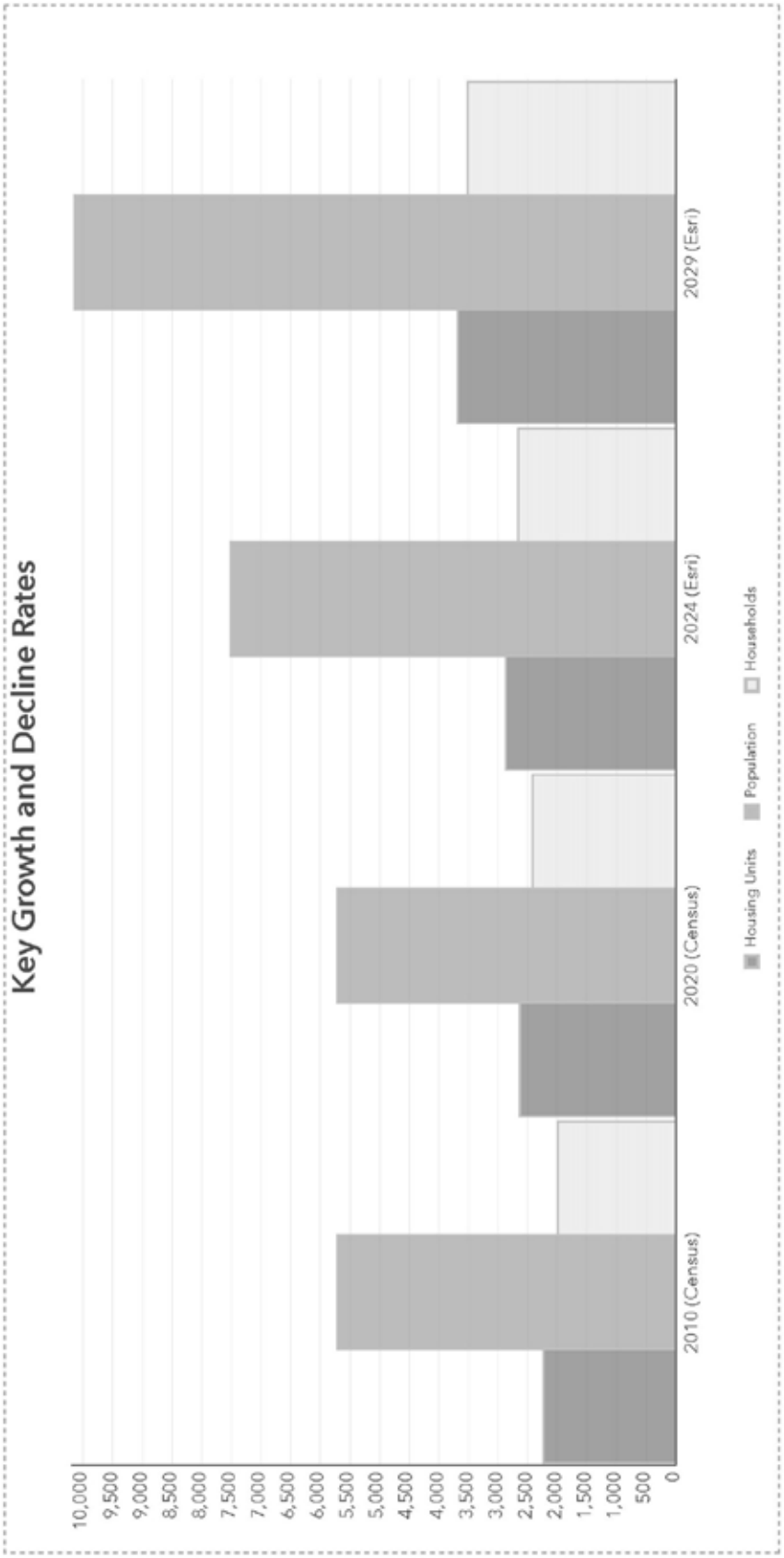
Total Housing Units: Past, Present, Future

2,234	2,630	2,863	3,682
2010 (Census)	2020 (Census)	2024 (Esri)	2029 (Esri)

Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2024, 2029), ACS (2018-2022). © 2025 Esri

Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2024, 2029), ACS (2018-2022).

COMMUNITY CHANGE SUMMARY, ESRI, 2025



Source: This infographic contains data provided by U.S. Census (2000, 2010, 2020), Esri (2024, 2029), ACS (2018-2022).

CONTEXT: FINANCING TOOLS

Tax Increment Reinvestment Zone (TIRZ)

A TIRZ is a financing tool that allows cities to reinvest a portion of new property tax revenue generated within a designated area back into that district to fund public improvements and infrastructure. TIRZs are often used to stimulate economic development, attract private investment, and improve underdeveloped or transitioning areas. Pilot Point has established two TIRZs to support infrastructure and economic development:

- TIRZ #1 – Focuses on downtown revitalization and mixed-use development, ensuring historic preservation, business retention, and infrastructure improvements in the Heritage District.
- TIRZ #2 – Encompasses key commercial corridors and supports infrastructure expansion, roadway improvements, and development incentives to attract businesses and retail investment.

Each TIRZ captures the incremental growth in property values within its boundaries and uses those funds to finance public improvements such as:

- Roadway and utility extensions
- Streetscape enhancements
- Public parking and pedestrian improvements
- Economic development grants

These reinvestments enhance property values, encourage new development, and ultimately strengthen Pilot Point's tax base without increasing tax rates for existing residents.

TIRZ #1 – Downtown Revitalization + Mixed-Use Development

TIRZ #1 is dedicated to preserving Pilot Point's historic charm while fostering a vibrant and economically resilient Downtown. It can support such initiatives like façade improvement and adaptive reuse grants, although it is not currently doing so, which would enable the restoration of historic buildings and their transformation into retail, restaurant, and office spaces. Streetscape enhancements, including lighting, sidewalk reconstruction, and pedestrian amenities, have improved walkability and created a more inviting environment for businesses, residents, and visitors.

Beyond physical improvements, TIRZ #1 has funded public parking upgrades and infrastructure enhancements to support Downtown's growing activity. It has also helped finance Bonnie & Clyde Days and other City-sponsored events, which attract visitors, generate local spending, and position Downtown Pilot Point as a regional destination for history, culture, and commerce.

TIRZ #2 – Commercial + Infrastructure Development

TIRZ #2 has played a crucial role in funding infrastructure improvements that support Pilot Point's commercial growth and business expansion. Investments have included roadway enhancements along US 377 and FM 455, such as intersection upgrades, turn lanes, and access management projects to accommodate increased traffic. Additionally, TIRZ funds have been used to extend water and sewer infrastructure for new retail and restaurant developments, ensuring that commercial sites are ready for investment.

Beyond infrastructure, TIRZ #2 has also been instrumental in business recruitment efforts, providing targeted incentives to attract large employers and strengthen tax revenue diversification. By facilitating commercial development and enhancing key corridors, TIRZ #2 has helped Pilot Point create a business-friendly environment that drives long-term economic vitality.

PATIO TOPIC: WHAT IS THE DIFFERENCE BETWEEN TIF AND TIRZ?

What is Tax Increment Financing (TIF)?
Tax Increment Financing (TIF) is a financing mechanism that allows a city to use new tax revenue generated from increased property values within a designated area to fund public improvements. The idea is that by making targeted investments in infrastructure, property values will rise, leading to more tax revenue, which can then be reinvested in that area.

- TIF districts do not increase tax rates—they capture the incremental increase in property taxes that occurs as the area develops.
- TIF funds are often used for infrastructure projects, streetscape improvements, public facilities, and incentives to attract private investment.
- TIF can be used at the city, county, or even state level, depending on the jurisdiction.

In Texas, TIF is often used as a funding mechanism within a Tax Increment Reinvestment Zone (TIRZ).

What is a Tax Increment Reinvestment Zone (TIRZ)?

A Tax Increment Reinvestment Zone (TIRZ) is the geographic area where TIF is applied. When a city designates an area as a TIRZ, it creates a boundary within which the property tax increment will be captured and reinvested into that zone.

- The city freezes the existing tax base within the TIRZ boundary. As property values increase over time, the additional tax revenue (the "increment") is dedicated to reinvestment in that zone.
- TIRZs are used to stimulate private investment in areas that might not develop without public support.
- A TIRZ can be created by a city, county, or other taxing entity to promote redevelopment.
- How Do TIF and TIRZ Relate to Each Other?
- TIRZ is the designated area where tax increment financing (TIF) is applied.
- TIF is the financial tool used within a TIRZ to capture and reinvest tax revenue.
- Essentially, TIRZ is the boundary, and TIF is the funding mechanism used to improve that area.

Key Takeaways

- TIRZ = The geographic district where tax increment financing is applied.
- TIF = The financial mechanism that captures and reinvests the tax increment.
- Cities use TIRZ and TIF together to fund infrastructure, economic development, and revitalization projects without increasing tax rates.

For additional information on TIRZ funding in Pilot Point, please see the Financing Tools section on the following pages.

Public Improvement Districts (PIDs) in Pilot Point

A PID is another financing tool that allows cities to levy special assessments on properties within a defined district to fund specific infrastructure and public enhancements. Unlike a TIRZ, which captures future tax revenue, a PID directly assesses property owners to pay for improvements that benefit them.

Pilot Point uses PIDs to finance:

- Infrastructure Development in Growth Areas: PIDs have been used to fund road, water, sewer, and drainage improvements in newly developing neighborhoods without shifting the financial burden to existing taxpayers.
- Parks + Open Space Enhancements: New communities have used PIDs to build trails, pocket parks, and green space, ensuring high-quality amenities for residents.
- Sidewalk + Trail Connections: PID funds have helped link new residential areas to Pilot Point's existing sidewalk and trail network, improving pedestrian mobility and community connectivity.

PIDs help ensure that new development pays for itself by shifting infrastructure costs to benefiting property owners instead of the general taxpayer base. This is particularly useful in high-growth areas where large-scale residential and commercial projects require new public infrastructure.

Other Financial Tools Supporting Economic Growth

- 380 Agreements allow the City to offer custom incentives to businesses in exchange for commitments such as job creation, infrastructure investments, or commercial development.
    - » The City has structured 380 agreements with businesses, providing tax rebates or infrastructure support in exchange for job creation, commercial investment, and sales tax growth.
- Municipal Utility Districts (MUDs), while not currently used in the Pilot Point city limits, MUDs are an option for financing water, sewer, and drainage improvements in new developments coming into the Planning Area by allowing developers to recoup infrastructure costs.
- Municipal Development District (MDDs), provide a local sales tax funding mechanism to support economic development initiatives, including infrastructure improvements, business attraction and expansion, and quality-of-life enhancements.
- Hotel Occupancy Tax (HOT) Funds are revenue from hotel stays and is dedicated to tourism-related projects, event marketing, and Downtown revitalization efforts.
    - » Marketing and event promotion for Pilot Point's equestrian tourism, Downtown events, and outdoor recreation attractions have been funded through HOT revenue.
- Economic development grants + state/federal funding from sources, such as the Texas Capital Fund, USDA Rural Development, and the Economic Development Administration (EDA) for major infrastructure and commercial development projects can help finance projects.
- Capital Improvement Plan (CIP) for Economic Development is used for water, sewer, and roadway upgrades using bond funds, grants, and economic development tools.

Why These Tools Matter for Pilot Point

As Pilot Point experiences rapid growth, these strategic financing mechanisms allow the City to expand infrastructure, attract business investment, and manage growth as sustainably as possible. By using TIRZs, PIDs, and other economic development tools, Pilot Point can ensure that the cost of growth is shared by developers and businesses to reduce burden on existing taxpayers.

These funding mechanisms enable Pilot Point to manage growth proactively, ensuring that new development is self-sustaining, infrastructure-ready, and enhances economic vitality. By strategically reinvesting tax revenues and using financial tools effectively, the City can support long-term fiscal health, business recruitment, and quality-of-life improvements for residents.

FISCAL RESILIENCE + REVENUE DIVERSIFICATION

Pilot Point's tax base is heavily reliant on residential property taxes, making revenue diversification a priority for long-term fiscal health. Retail leakage to Denton and Frisco, combined with a limited mix of commercial and industrial development, creates economic vulnerabilities. A more resilient financial model will require expanding sales tax revenue, increasing tourism-based economic activity, and leveraging public-private partnerships to finance infrastructure and economic development projects. By proactively planning for revenue growth, Pilot Point can ensure financial stability while maintaining quality services for residents and businesses.

Key factors:

- Current Tax Base Composition: Dependence on residential property taxes, with limited commercial and industrial diversification.
- Revenue Gaps: Retail leakage data indicating consumer spending outside city limits and its impact on sales tax revenue.
- Investment Needs: Capital required for infrastructure expansion, business incentives, and essential city services.

CITY OF PILOT POINT BUDGET

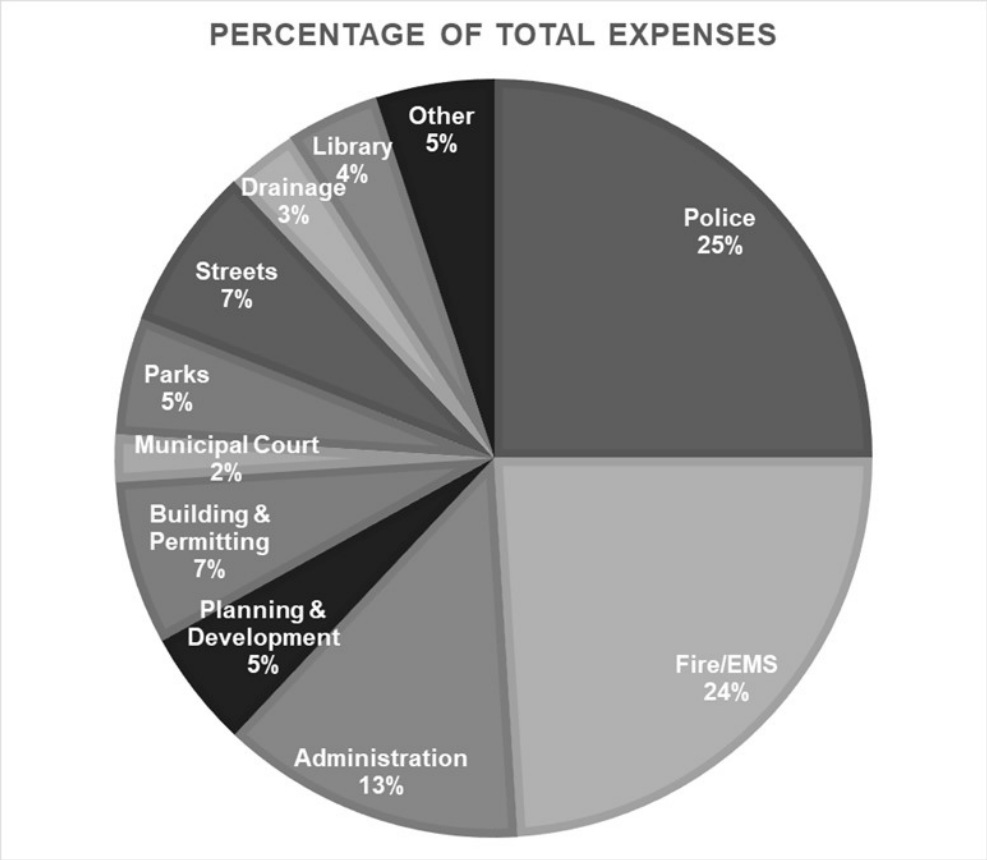
The City of Pilot Point's FY 2024-2025 Adopted Budget reflects a strategic approach to managing growth, infrastructure investment, and fiscal sustainability while maintaining a strong workforce and essential services. The City continues to navigate the challenges of rapid residential and commercial expansion, requiring balanced revenue generation, tax rate adjustments, and increased investments in infrastructure and personnel.

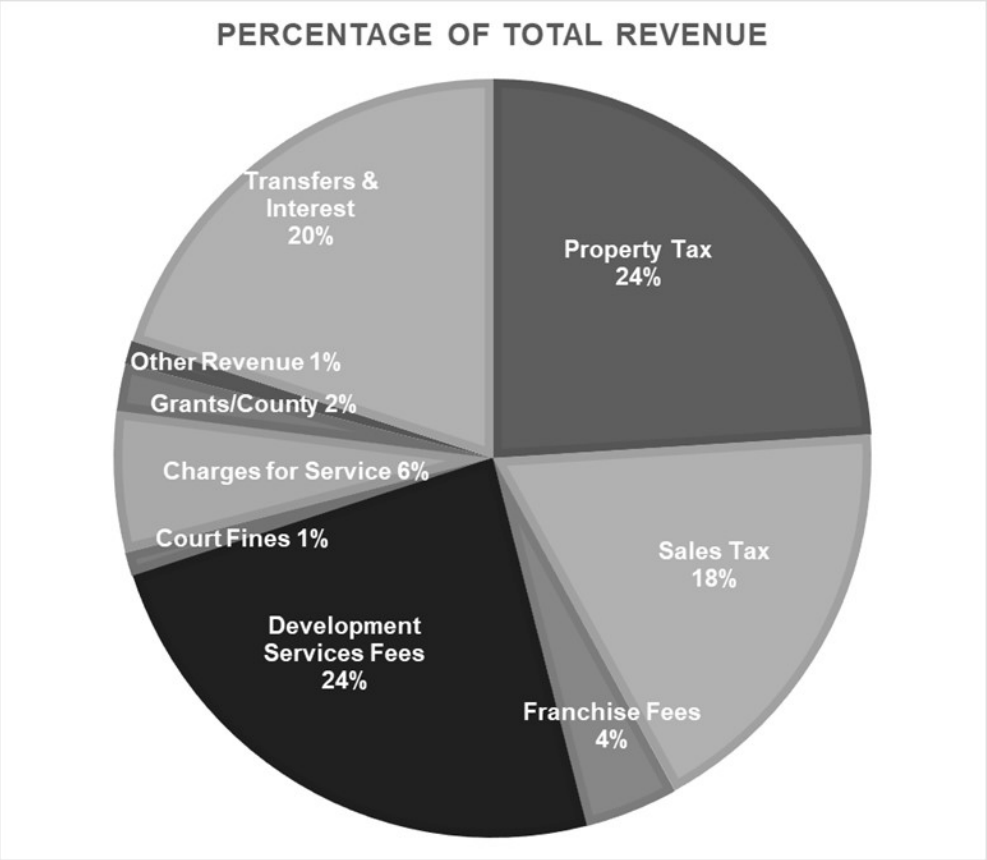
This budget supports nine new full-time positions and one part-time position, increases city contributions to employee retirement, and funds major capital projects, including water and sewer infrastructure upgrades and the construction of Fire Station #3. The City also adopted an 8% increase in water and sewer rates, reflecting rising costs of service and maintenance. One of the most notable changes in this year's budget is a 10% decrease in the property tax rate while still achieving an 18% increase in property tax revenue due to new property valuations. Sales tax revenue and development services fees are expected to continue rising, reflecting Pilot Point's growing economic activity.

Key Insights from the FY 2024-2025 Budget:

- Property Tax Rate Decrease but Revenue Increase
  - » New Rate: $0.586126 per $100 assessed valuation (down from $0.643710 in FY 2023-2024)
  - » Increase in Property Tax Revenue: $843,104, an 18% increase from last year
  - » Revenue from New Property Added: $771,654
- Sales Tax Growth
  - » Projected increase in sales tax revenue due to population growth and new businesses
- Utility Rate Adjustments
  - » 8% increase in water and sewer rates after a three-year freeze, responding to infrastructure needs
- Personnel Investments
  - » Nine full-time and one part-time new positions added across Administration, Police, Fire, Parks, and Public Works
  - » City's TMRS retirement contribution increased to 7%, making it competitive with peer cities
- Major Capital Projects
  - » Fire Station #3 construction continues
  - » $45 million in water and sewer projects funded by bonds (e.g., new water main installations, wastewater treatment expansion)
  - » Drainage Study funded by 2018 bonds, scheduled for completion in 2025
- General Fund Highlights
  - » Total General Fund Revenue: $10,041,090 (up from $8,510,880 in FY 2023-2024)
  - » Largest Revenue Sources:
    - Property Tax (24%)
    - Sales Tax (18%)
    - Development Services Fees (24%)
    - Transfers and Interest (20%)
  - » Largest Expenses:
    - Police (25%)
    - Fire/EMS (24%)
    - Administration (13%)
    - Parks (5%)
    - Streets (7%)
- Water and Sewer Fund
  - » Total Revenues: $5,843,640 (up from $4,968,000 in FY 2023-2024)
  - » Total Expenses: $5,842,930, nearly breaking even
  - » Projected Ending Fund Balance: $858,311

FY 2024-2025 EXPENSES AND REVENUE





WORKFORCE + HOUSING BALANCE

Pilot Point's workforce is primarily white-collar (55%), blue-collar (28%), and service-based (17%), reflecting a diverse employment base. However, the local labor force does not always align with emerging business needs, and many residents commute outside of the city for work, limiting economic retention. Additionally, the housing stock does not fully support growing workforce demands, with affordability concerns and a lack of diverse housing options to attract young professionals and middle-income workers. Addressing these gaps will ensure Pilot Point remains competitive in attracting businesses and retaining talent.

Key factors:

- Employment Sectors + Labor Force Trends: Breakdown of Pilot Point's job market and workforce commuting patterns.
- Housing Gaps: Limited housing diversity impacting workforce retention, particularly for middle-income workers.
- Small Business + Workforce Training Needs: Opportunities to support workforce training and entrepreneurship initiatives.

KEY FACTS OF PILOT POINT, ESRI, 2024

KEY FACTS

7,468
Population

39.6
Median Age

2.8
Average Household Size

$79,924
Median Household Income

EDUCATION

18.1%
No High School Diploma

20.8%
High School Graduate

26.1%
Some College/ Associate's Degree

35.0%
Bachelor's/Grad Prof Degree

INCOME

$79,924
Median Household Income

$37,463
Per Capita Income

$198,469
Median Net Worth

EMPLOYMENT

54.6%
White Collar

28.4%
Blue Collar

17.0%
Services

4.1%
Unemployment Rate

BUSINESS

331
Total Businesses

2,912
Total Employees

ANNUAL HOUSEHOLD SPENDING

$2,107
Apparel & Services

$241
Computers & Hardware

$3,606
Eating Out

$6,474
Groceries

$7,430
Health Care

Tapestry segments

4C	Middleburg 1,938 households	72.7% of Households
6A	Green Acres 726 households	27.3% of Households

ANNUAL LIFESTYLE SPENDING

$2,255
Travel

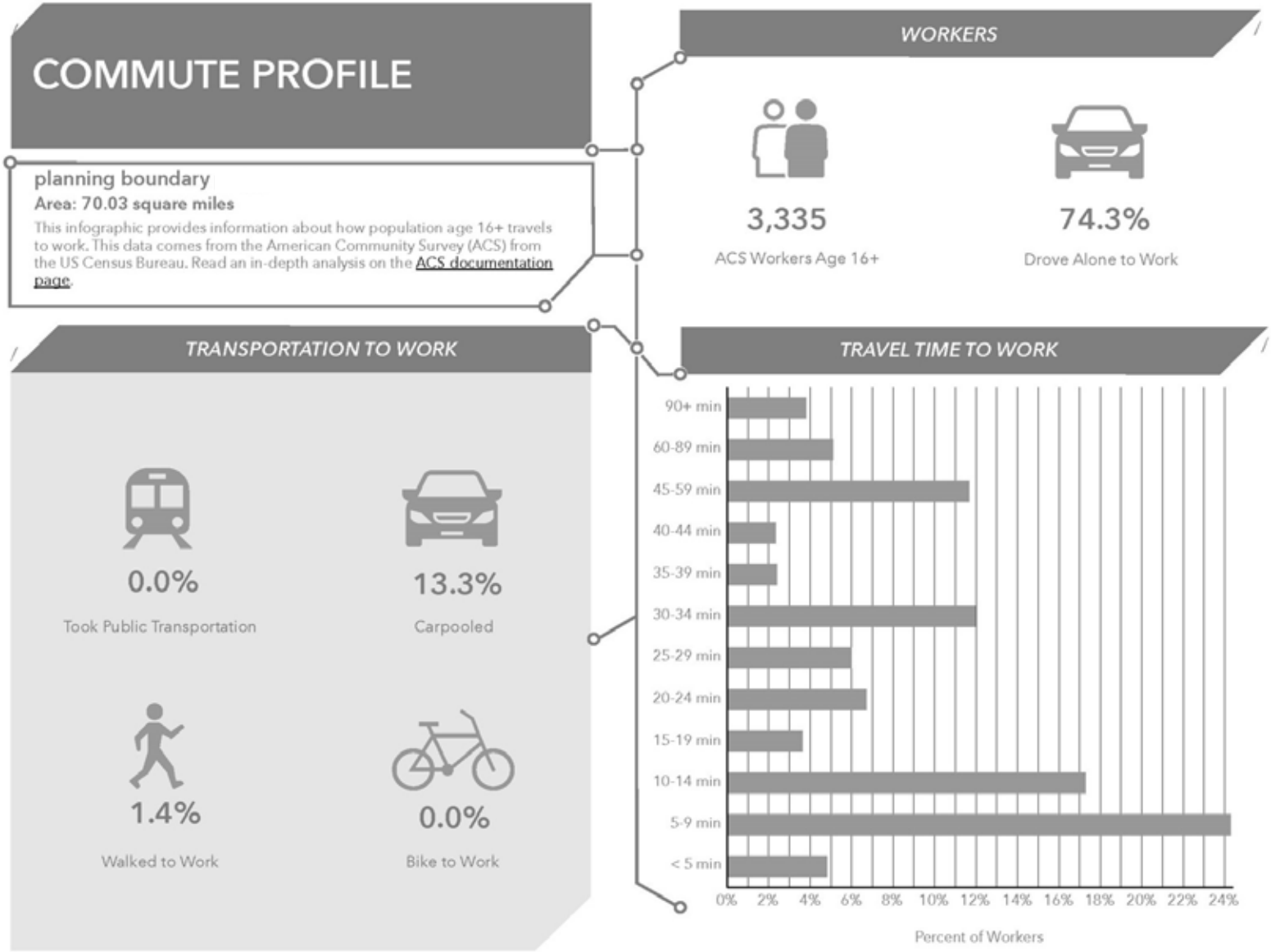
$53
Theatre/Operas/ Concerts

$57
Movies/Museum Parks

$61
Sports Events

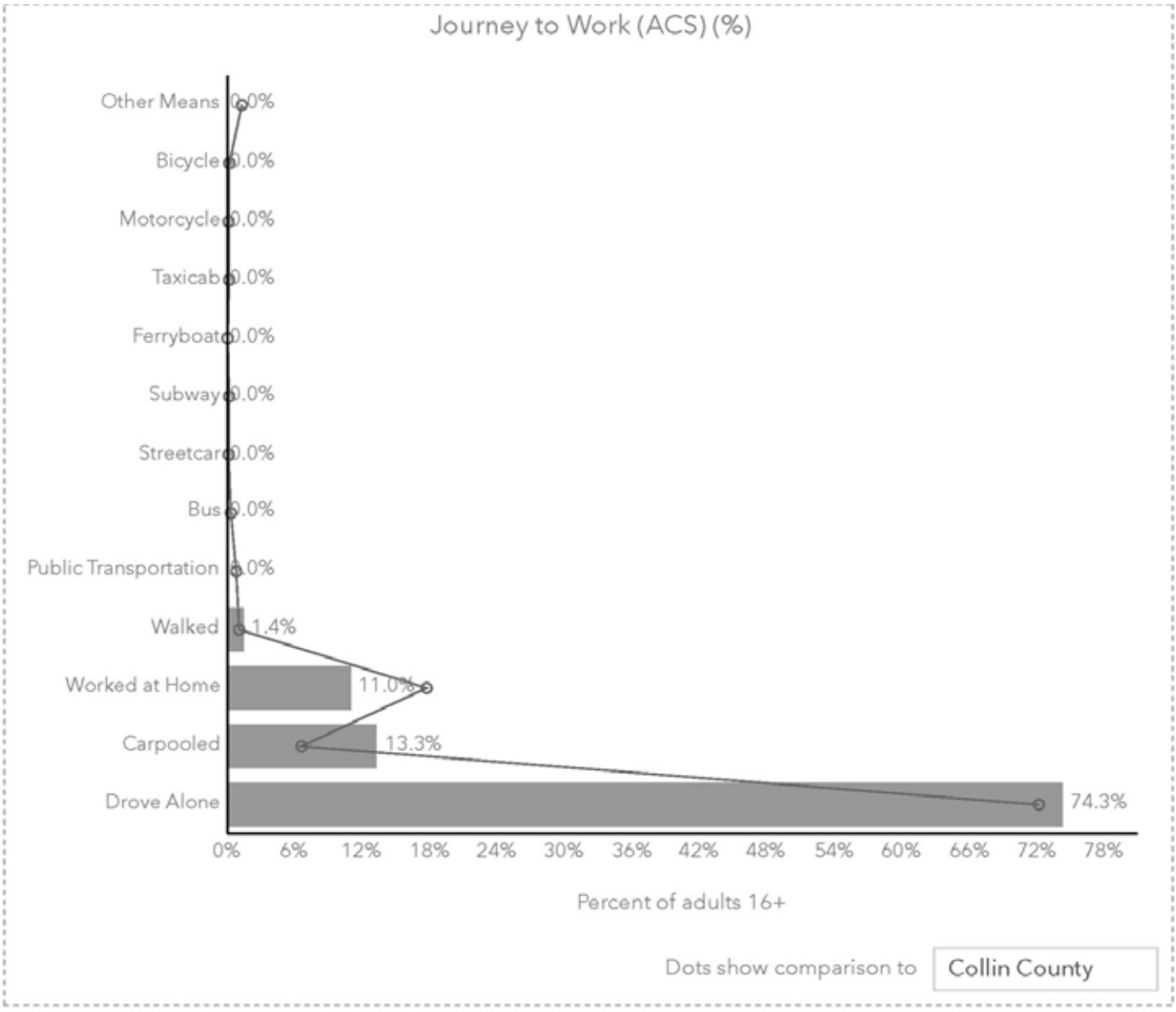
$9
Online Games

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023), Esri-MRI-Simmons (2023). © 2024 Esri



Source: This infographic contains data provided by ACS (2017-2021).

COMMUTE PROFILE, ESRI, 2024



Source: This infographic contains data provided by ACS (2017-2021).

INFRASTRUCTURE, MOBILITY + LOCAL CONNECTIVITY

Economic success depends on strong infrastructure, reliable utilities, and a well-connected transportation network. While the City of Pilot Point, Texas New Mexico Power (TNMP), and Mustang Special Utility District (MSUD) continue making investments in power, water, wastewater, and drainage infrastructure, long-term capacity concerns remain. Additionally, major roadways such as FM 455, US 377, and the planned Denton County Outer Loop and Dallas North Tollway require strategic improvements to support growth. Another critical factor is broadband expansion, as access to high-speed internet is increasingly necessary for both businesses and residents. Investments in these areas will ensure Pilot Point can accommodate future economic expansion while maintaining a high quality of life.

KEY FACTORS:

- Power + Water Capacity: TNMP's upgrades, MSUD's long-term water supply challenges, and city infrastructure needs.
- Roadway Network Needs: Future transportation planning along FM 455, US 377, and potential expansion of the Denton County Outer Loop.
- Broadband Gaps: The need for improved high-speed internet access for business growth and remote work opportunities.

WATER + WASTEWATER INFRASTRUCTURE AS AN ECONOMIC + FISCAL VITALITY ISSUE

Reliable water and wastewater service is not just a growth issue—it's a foundational economic and fiscal issue for Pilot Point. Without adequate water and sewer infrastructure:

- Commercial and industrial development is constrained, limiting job creation and tax revenue potential.
- Infrastructure costs rise as development becomes fragmented, requiring costly future retrofits and utility expansions.
- Developers may look elsewhere if water availability is uncertain, leading to lost economic opportunities.

By actively engaging with Mustang SUD, developers, and regional partners, Pilot Point can influence infrastructure investments in ways that support long-term economic resilience, sustainable growth, and fiscal stability. The City does not have direct authority over where and when Mustang SUD expands, but by using strategic planning, policy tools, and collaborative partnerships, it can help ensure that water and wastewater capacity supports, not limits, Pilot Point's future prosperity.

REFER TO THE STRATEGIC GROWTH CHAPTER FOR MORE INFORMATION.

VISION: ECONOMIC + FISCAL VITALITY

PILOT POINT'S ECONOMIC SUCCESS WILL BE BUILT ON CAPITALIZING ON IMPENDING GROWTH, A DIVERSIFIED TAX BASE, WORKFORCE READINESS, AND INFRASTRUCTURE INVESTMENTS THAT FOSTER LONG-TERM RESILIENCE. THE CITY WILL BALANCE HISTORIC CHARM WITH FORWARD-THINKING ECONOMIC STRATEGIES, ENSURING A VIBRANT BUSINESS CLIMATE, FISCAL STABILITY, AND CONNECTIVITY THAT SUPPORT RESIDENTS, BUSINESSES, AND VISITORS ALIKE.

This section outlines the vision and strategies for Economic + Fiscal Vitality, ensuring that Pilot Point's growth and financial approach aligns with community priorities, long-term resilience, and economic opportunity. Through strategic growth management, revenue diversification, workforce development, and infrastructure investments, Pilot Point will foster a balanced, business-friendly, and future-ready economy. These strategies will work together to create a thriving local economy, stable municipal finances, and a high quality of life for residents and businesses alike.

WHY IT'S IMPORTANT TO PILOT POINT

Economic + Fiscal Vitality is critical to Pilot Point's long-term resilience, sustainability, and quality of life. As a growing community positioned between Denton and the Dallas North Tollway corridor, Pilot Point has a unique opportunity to shape its economic future while maintaining its historic charm, rural character, and high quality of life. A strong local economy ensures that businesses thrive, jobs are created, and tax revenues remain stable, allowing the City to fund essential services, infrastructure, and community amenities without overburdening residents.

With rapid regional growth pressures, Pilot Point must proactively balance development with infrastructure capacity, ensuring that new growth enhances rather than strains the City's resources. The City's reliance on property taxes and limited commercial sales tax revenue underscores the need for economic diversification, particularly in retail, tourism, agribusiness, and small business entrepreneurship. Additionally, ensuring fiscal health through sound financial policies, strategic investments, and responsible budgeting will allow the City to sustain long-term prosperity

ECONOMIC + FISCAL BENEFITS

Pilot Point's economic growth will generate substantial fiscal benefits, strengthening the City's financial resilience, while improving job opportunities and quality of life. Projected population and household growth will expand the property tax base and increase sales tax revenue, allowing for greater investment in infrastructure, City services, and economic development initiatives. Business expansion and new industry attraction will drive job creation, while workforce training programs and small business incentives will help retain local talent and entrepreneurs. Thoughtful growth management strategies will ensure that infrastructure investments keep pace with development, preventing financial strain on the City. Investments in public spaces, tourism, and commercial areas will enhance Pilot Point's destination appeal, fostering long-term economic resilience.

- **Increased Tax Revenue:** Growth in property values, sales tax collections, and business investments will strengthen financial stability.
- **Job Creation + Workforce Development:** Expanding industries will create new job opportunities while workforce programs prepare residents for higher-paying careers.
- **Resilient Infrastructure Investments:** Growth will support road, utility, and broadband expansions, ensuring infrastructure aligns with economic needs.
- **Downtown + Commercial Growth:** Business-friendly policies and revitalization efforts will attract new retailers, restaurants, and service providers.
- **Enhanced Quality of Life + Tourism:** New amenities, entertainment, and recreational investments will improve resident experience and attract visitors to Pilot Point.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Growth is carefully planned to align with infrastructure capacity, financial stability, and sustainable development, ensuring a well-funded, high-quality city government.

PRESERVED

Economic development leverages Pilot Point's historic charm, equestrian identity, and agricultural heritage, ensuring growth enhances rather than replaces the city's character.

CHARMING

Investments in economic development support clean, well-maintained streets, storefronts, and public spaces, reinforcing Pilot Point's small-town appeal.

INFORMATIVE + COLLABORATIVE

A transparent, well-communicated economic strategy ensures that residents, businesses, and leaders work together to achieve long-term prosperity.

OPEN + GREEN

Sustainable strategies preserve natural resources, encourage agribusiness, and promote outdoor recreation, ensuring economic expansion maintains community greenspaces.

CONNECTED + INTEGRATED

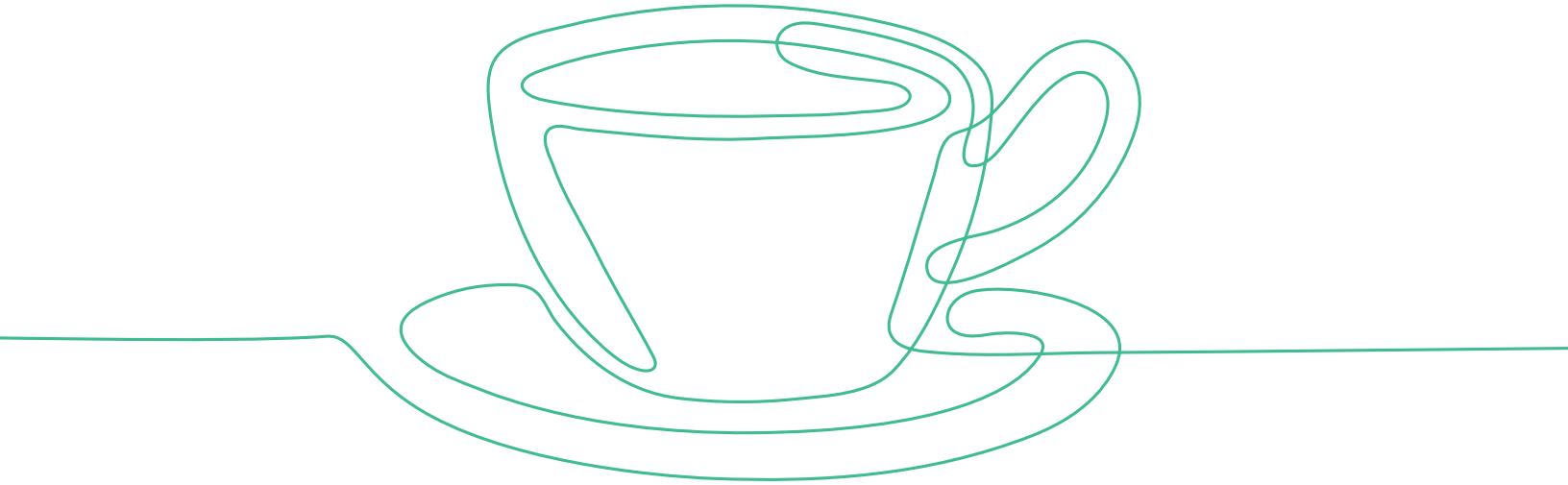
Economic investment improves infrastructure, broadband, and mobility networks, ensuring businesses and residents remain well-connected locally and regionally.

FUN

Growth builds on Pilot Point's natural and cultural assets, strengthening its reputation as a destination for recreation, shopping, dining, and entertainment.

VIBRANT + THRIVING

A strong local economy fuels downtown revitalization, supports businesses, and enhances parks and public spaces, keeping the city active and growing.



ALIGNMENT WITH BEST PRACTICES

Pilot Point's approach to Economic + Fiscal Vitality aligns with best practices from recognized national, state, and regional economic development frameworks:

- **Comprehensive Economic Development Strategy (CEDS):** Pilot Point's focus on business retention, infrastructure investment, and workforce alignment aligns with the U.S. Economic Development Administration's (EDA) CEDS framework, which emphasizes resilient economies through diversified growth strategies. The Comprehensive Economic Development Strategy (CEDS) is a federally recognized framework designed to guide sustainable, data-driven economic growth while enhancing resilience and long-term fiscal stability. Developed by the U.S. Economic Development Administration (EDA), a CEDS helps communities prioritize investments, coordinate public-private partnerships, and position themselves for state and federal funding opportunities. This chapter aligns with the CEDS approach, ensuring that economic development strategies are proactive, fiscally responsible, and tailored to local needs. By incorporating CEDS principles, Pilot Point will:
    - » Strengthen business retention and expansion efforts through targeted economic programs.
    - » Ensure workforce readiness by aligning job training initiatives with emerging industry needs.
    - » Diversify revenue sources by leveraging economic development incentives and grant funding.
    - » Support infrastructure investments that keep pace with growth while maintaining financial resilience.

This approach positions Pilot Point for long-term success, ensuring that economic development strategies are not only responsive to growth but also built for stability, resilience, and regional collaboration.

- **Triple Bottom Line Approach (National League of Cities):** Pilot Point's strategy balances People, Economy, and Nature, ensuring that economic development benefits all residents while protecting environmental and cultural assets.

- **City Fiscal Health Framework (National League of Cities):** Incorporates sound budgeting, revenue diversification, and long-term financial planning, reducing reliance on residential property taxes and increasing financial resilience.

- **Main Street America Principles:** Supports downtown revitalization through historic preservation, small business incentives, and placemaking initiatives, ensuring that economic growth enhances Pilot Point's identity rather than replacing it.

- **Texas Economic Development Best Practices:** Aligns with state-level strategies that emphasize business-friendly policies, tourism investment, and regional infrastructure collaboration to attract new employers and retain local businesses.

By integrating national, state, and regional best practices, Pilot Point can create an economically resilient, fiscally responsible, and community-driven future.

TRANSFORMATION CATALYSTS: APPLYING DOWNTOWN STRATEGIES TO PILOT POINT AS A WHOLE

Pilot Point's Downtown Transformation Catalysts provide a focused, strategic approach to revitalization, leveraging the City's history, culture, and economic assets to create a dynamic and engaging environment. However, the principles behind these catalysts extend far beyond the Downtown Core—they offer a roadmap for strengthening Pilot Point's identity, economic resilience, and quality of life across the entire city. By applying similar strategies citywide, Pilot Point can shape growth in a way that preserves its small-town character while embracing regional opportunities.

The Transformation Catalysts build on the foundation established in Downtown but adapt to the broader needs of Pilot Point's neighborhoods, economic corridors, and recreational assets. These catalysts aim to enhance Pilot Point's role as a regional destination, promote balanced growth, and ensure that infrastructure, mobility, and land use decisions reflect the City's long-term vision. With targeted investments, strategic partnerships, and a commitment to high-quality development, these initiatives will position Pilot Point for sustainable success while reinforcing the elements that make it unique.

CREATING A DYNAMIC + HISTORIC COMMUNITY HUB: EXPANDING CITYWIDE PLACEMAKING INITIATIVES.

ELEVATING DINING + ENTERTAINMENT: STRENGTHENING FOOD, NIGHTLIFE, AND DESTINATION EXPERIENCES ACROSS THE CITY.

CAPITALIZING ON PILOT POINT'S NATURAL ASSETS + HERITAGE: EXPANDING RECREATION + TOURISM BEYOND DOWNTOWN.

EXPANDING AND REFINING A CREATIVE + CULTURAL HUB: GROWING PILOT POINT'S ARTS, CULTURE, AND COMMUNITY OFFERINGS.

TRANSFORMING CATALYSTS

CREATING A DYNAMIC + HISTORIC COMMUNITY HUB: EXPANDING CITYWIDE PLACEMAKING INITIATIVES

Vibrant, well-designed public spaces create strong communities, and Pilot Point's approach to placemaking should extend beyond Downtown to ensure that neighborhoods, commercial corridors, and parks contribute to the City's identity. Placemaking efforts such as enhanced streetscapes, community gathering spaces, and pedestrian-friendly design can strengthen Pilot Point's appeal while maintaining its small-town charm. By investing in wayfinding, public art, and beautification projects in key areas outside of Downtown, the City can create a network of destinations where residents gather, businesses thrive, and visitors experience the character of Pilot Point. As growth continues, ensuring that new development is designed with community connections in mind will be critical in reinforcing a sense of place and identity across the entire city.

CAPITALIZING ON PILOT POINT'S NATURAL ASSETS + HERITAGE: EXPANDING RECREATION + TOURISM BEYOND DOWNTOWN

Pilot Point's greatest natural assets, such as Ray Roberts Lake State Park, equestrian trails, and open green spaces, can be leveraged to support recreation tourism, economic development, and quality-of-life improvements. While Downtown remains the historic and cultural center, expanding recreation-based tourism citywide can draw new visitors, support small businesses, and encourage responsible growth. Enhancing trail systems, expanding water access, and developing new parks can create new outdoor experiences for both residents and visitors, while preserving the natural beauty that makes Pilot Point unique. Likewise, agritourism and heritage tourism can be strengthened by promoting the area's equestrian culture, ranches, and local farms as part of a larger economic strategy. By ensuring that Pilot Point's natural assets are protected, enhanced, and integrated into the City's growth, these elements can remain key drivers of economic resilience and community pride.

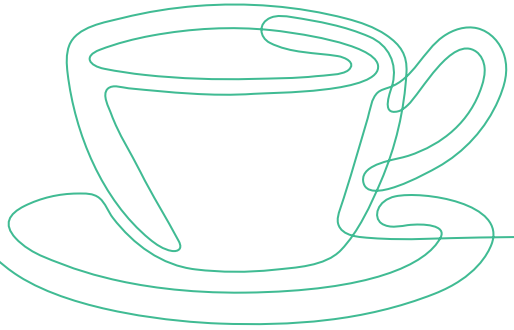
EXPANDING AND REFINING A CREATIVE + CULTURAL HUB: GROWING PILOT POINT'S ARTS, CULTURE, AND COMMUNITY OFFERINGS

Arts, culture, and creativity are essential ingredients in making a city feel alive. While Pilot Point's historic Downtown provides a strong cultural foundation, arts and creative expression should be celebrated throughout the city. Expanding cultural programming to include music, public art, festivals, and creative spaces in parks and commercial districts can help reinforce Pilot Point's identity as a welcoming, culturally rich destination. Partnerships with schools, artists, and local businesses can ensure that the arts are integrated into everyday life, from murals and sculptures in public spaces to new community-driven events. Strengthening Pilot Point's reputation as a hub for creativity will attract new residents, engage visitors, and support economic growth by fostering a culture of innovation and expression.

ELEVATING DINING + ENTERTAINMENT: STRENGTHENING FOOD, NIGHTLIFE, AND DESTINATION EXPERIENCES ACROSS THE CITY

A great city is known not just for its history and natural beauty, but also for its dining and entertainment experiences. Pilot Point has a strong foundation of locally owned restaurants, unique retail, and an emerging nightlife scene, but expanding these offerings citywide can enhance both economic growth and quality of life. Encouraging the development of restaurants, breweries, live music venues, and food-based tourism beyond Downtown will help create a more dynamic and diverse entertainment landscape. Developing entertainment districts in high-traffic areas such as along U.S. 377 or near Ray Roberts Lake State Park can help retain more local spending, attract visitors, and create new gathering spaces for residents. By fostering culinary and nightlife experiences that reflect Pilot Point's unique character, the City can solidify itself as a regional destination for dining, entertainment, and social experiences.

IMPLEMENTATION: ECONOMIC + FISCAL VITALITY



GOAL: FOSTER RESILIENT GROWTH, FISCAL STRENGTH, AND ECONOMIC VITALITY

Pilot Point will ensure strategic, well-managed growth that enhances infrastructure capacity, preserves small-town charm, and fosters a diverse, resilient economy. By expanding revenue sources, strengthening workforce development, and investing in critical infrastructure, the city will create a business-friendly environment that supports job creation, housing diversity, and long-term financial strength. Thoughtful planning will ensure that mobility, utilities, and commercial investment align with community needs, positioning Pilot Point as a prosperous, well-connected, and thriving place to live, work, and visit.

STRATEGY (GROWTH MANAGEMENT + ECONOMIC ADAPTABILITY): ENSURE PILOT POINT'S GROWTH IS STRATEGIC, RESILIENT, AND SUPPORTS LONG-TERM ECONOMIC HEALTH.

Pilot Point's growth must be strategic, resilient, and aligned with long-term economic health, ensuring that development enhances rather than strains infrastructure capacity while preserving the City's small-town charm. By promoting balanced land use planning, including mixed-use development, adaptive reuse of historic buildings, and commercial expansion, the City can create a dynamic and sustainable economic landscape. Diversifying the local economy through entrepreneurship, light industrial development, and destination-driven industries will reduce reliance on any single sector, strengthening Pilot Point's fiscal stability and ensuring continued prosperity.

- Amend the Code of Ordinances to allow mixed-use development by-right in areas intended on the Future Land Use Plan, including Downtown and along U.S. 377, while simplifying the approval process for adaptive reuse projects. Reducing zoning barriers will encourage a mix of housing, retail, and office spaces, influencing new development aligns with infrastructure capacity and market demand.
- Create a small business start-up toolkit that simplifies permitting and licensing requirements, providing a step-by-step guide for new business owners. Partner with local banks and real estate professionals to match vacant Downtown spaces with small business prospects, increasing activation and reducing long-term vacancies.
- Establish a Downtown Preservation Grant Program (or enhance an existing one) to support façade improvements, upper-story renovations, and outdoor activation projects. This will help property owners enhance the historic character of their buildings while creating attractive, functional spaces that support business and residential growth.
- Through incentive policy, develop a targeted commercial growth approach that prioritizes infrastructure investments in areas where water, wastewater, drainage, and mobility improvements can support business development. This ensures that commercial expansion occurs in locations that minimize city costs and maximize economic returns.
- Work with property owners and brokers to actively market Downtown and key commercial corridors as investment-ready locations. Develop a process to create site-specific recruitment packages for priority businesses will help attract retailers, restaurants, and service providers that align with Pilot Point's market needs and Vision.
- Coordinate with property owners to encourage temporary pop-up businesses (through temporary certificates of occupancy) in vacant Downtown storefronts and underutilized commercial spaces. Short-term leasing opportunities can help test market demand and support long-term occupancy while generating pedestrian activity.
- Expand placemaking initiatives using the Downtown Transformation Catalyst strategies to enhance streetscape improvements, outdoor seating areas, and pedestrian connectivity. A more inviting and walkable Downtown will attract both visitors and businesses, while reinforcing Pilot Point's identity as a destination.
-

STRATEGY (GROWTH MANAGEMENT + ECONOMIC ADAPTABILITY): ENSURE PILOT POINT'S GROWTH IS STRATEGIC, RESILIENT, AND SUPPORTS LONG-TERM ECONOMIC HEALTH.

- Streamline the development review process by creating a pre-approved site plan and landscape plan template for small-scale commercial or mixed-use developments and adaptive reuse projects. Offering a clear, predictable path to approval will help local businesses and developers navigate the process more efficiently.
- Collaborate with equestrian businesses and agritourism operators to expand marketing and branding efforts that highlight Pilot Point's unique identity. Supporting seasonal equestrian events Downtown can drive visitor spending and strengthen local businesses.
- Track growth and economic trends using existing GIS and economic data tools to monitor new development, available commercial spaces, and infrastructure capacity. Create these dashboards and establish a policy to regularly update and analyze this information to help the City and the MDD adjust policies to maintain a balanced and resilient economic landscape.
- Utilizing the contents of this Master Plan Set, develop a regional economic positioning statement that highlights Pilot Point's strategic location near the Dallas North Tollway and emphasizes its appeal for businesses, remote workers, and tourism. Use this messaging in economic development marketing materials, incentive discussions, and business recruitment efforts.
- Work with regional economic development groups, such as the North Central Texas Council of Governments (NCTCOG) and neighboring cities, to position Pilot Point as part of regional workforce and industry growth strategies. This will help align local workforce development, infrastructure expansion, and business recruitment with regional economic trends.
- Identify target industries that benefit from Pilot Point's nature-based character, such as agritourism, recreation tourism, equestrian-related businesses, and rural retreat destinations, and ensure zoning regulations support these uses by right. This will allow Pilot Point to attract businesses that align with its identity rather than competing directly with more urban markets.

STRATEGY (FISCAL RESILIENCE + REVENUE DIVERSIFICATION): STRENGTHEN PILOT POINT'S FINANCIAL POSITION BY EXPANDING REVENUE SOURCES AND REDUCING RELIANCE ON RESIDENTIAL PROPERTY TAXES.

Pilot Point's long-term financial stability depends on diversifying revenue sources and reducing reliance on residential property taxes, ensuring the city can fund essential services without overburdening homeowners. By expanding the sales tax base, the City can attract businesses that enhance local shopping, dining, and employment opportunities while generating additional revenue for public services. Strategic use of grants, public-private partnerships, and annexation of high-value commercial areas when feasible will further strengthen Pilot Point's fiscal resilience, supporting infrastructure investment and long-term economic sustainability.

- Based on the success of TIRZ #1 in supporting Downtown revitalization, evaluate whether expansion or a refined district boundary would better align with current redevelopment goals. Consider and explore a separate TIRZ that covers only the updated boundaries of Downtown to capture tax revenue from new development, funding targeted infrastructure improvements that support small business growth and Downtown revitalization.
- Adjust the City and MDD's economic development incentives to prioritize businesses that generate sales tax revenue consistent with the Vision, such as restaurants, entertainment venues, and retail anchors. Structuring incentives around revenue-producing businesses will maximize return on investment and reduce reliance on residential property taxes.
- Create a program to identify and actively market hotel and tourism development opportunities to capitalize on recreation and equestrian tourism. Encouraging lodging options near Downtown and Ray Roberts Lake State Park will generate Hotel Occupancy Tax (HOT) revenue, which can fund future tourism-related initiatives.
- Update impact fees based on the new Comprehensive Plan so that new development contributes proportionately for the cost of expanding water, wastewater, drainage, and transportation infrastructure. Keeping fees up-to-date will help maintain fiscal responsibility while providing necessary services for growth areas.
- Establish a Public-Private Infrastructure Incentive Program that offers matching funds or cost-sharing agreements for streetscape improvements, broadband expansion, and utility upgrades in commercial corridors and Downtown. Create clear program guidelines and an application process for businesses and developers to contribute to infrastructure projects in exchange for financial assistance or expedited approvals.
- Proactively allocate City Staff or consultants to secure state and federal grants for targeted economic development projects, particularly those that align with Downtown Transformation Catalyst strategies. Competitive grant applications will help offset infrastructure costs and provide financial support for revitalization efforts.
- Encourage annexation requests from property owners in commercial and high-value industrial areas by demonstrating the benefits of City services and infrastructure access. Providing clear incentives for voluntary annexation will help expand the tax base without straining municipal resources.

STRATEGY (FISCAL RESILIENCE + REVENUE DIVERSIFICATION): STRENGTHEN PILOT POINT'S FINANCIAL POSITION BY EXPANDING REVENUE SOURCES AND REDUCING RELIANCE ON RESIDENTIAL PROPERTY TAXES.

- Launch an annual Business Retention and Expansion (BRE) Program that includes structured site visits with local businesses to identify workforce needs, infrastructure challenges, and expansion opportunities. Develop a follow-up process where businesses receive tailored recommendations, permitting assistance, or connections to funding resources based on their needs.
- Establish an annual Retail Growth Review with the MDD and Chamber of Commerce to evaluate sales tax trends, retail leakage, and business recruitment targets. Use findings to update incentive strategies, marketing efforts, and zoning policies to strengthen local retail performance.
- Establish a Municipal Infrastructure Investment Plan that prioritizes projects with the highest return on investment in terms of revenue generation, tourism impact, long-term property tax gains, and costs of service. This Plan will ensure that even with limited funding flexibility, the City and MDD are making financially strategic infrastructure investments.
    - » Use long-term financial forecasting tools to model the impact of different development patterns on city revenues and expenses. Staff and the MDD should use fiscal impact analyses, land use revenue projections, and cost-of-service models to assess whether new developments generate enough revenue to cover infrastructure and service costs, especially during development agreement and incentive conversations. Tools like TIF revenue models and scenario-based budget planning can help anticipate funding needs and economic fluctuations, ensuring data-driven decisions that support long-term fiscal resilience.
- Monitor state legislative proposals related to property tax caps, sales tax limitations, and impact fee restrictions to anticipate potential revenue constraints. Work with the regional economic coalitions, the counties, nearby cities, and private sector industry to advocate for the ability of Pilot Point to have greater influence over fiscal resilience and provision of infrastructure and services.

STRATEGY (WORKFORCE + HOUSING BALANCE): SUPPORT WORKFORCE DEVELOPMENT AND HOUSING DIVERSITY TO ENSURE PILOT POINT REMAINS COMPETITIVE IN ATTRACTING BUSINESSES AND RETAINING TALENT.

- To remain competitive in attracting businesses and retaining talent, Pilot Point must align workforce development with housing diversity, ensuring that employees at all income levels can live and work within the community. By promoting a mix of housing types, expanding workforce training partnerships with colleges and businesses, and supporting live-work opportunities such as co-working spaces and mixed-use developments, the City can create a more adaptable and thriving economy. Strengthening career pathways, young professional networks, and quality-of-life initiatives will further enhance workforce retention, fostering a sustainable and prosperous future for Pilot Point.
- Encourage a mix of housing types near employment centers and Downtown through zoning updates that are more form-based and support housing, such as townhomes, condos, lofts, and live-work units. Ensuring a variety of housing options by right will allow workers at different income levels to live in Pilot Point rather than commuting from surrounding areas.
- Work with NCTC and regional trade schools to establish a Workforce Training Partnership that provides career-track certifications in high-demand fields like construction, hospitality, and advanced manufacturing. Identify funding sources or employer sponsorships to expand local training options.
- Establish a coworking space program in partnership with Downtown property owners, offering shared office space for entrepreneurs and remote workers. Repurposing existing commercial spaces for flexible work environments will attract small business activity and increase Downtown vibrancy, even if they are temporary in nature.
- Work with major employers to develop employer-assisted housing programs that provide down payment assistance or rental incentives for employees who live in Pilot Point. Employer-supported housing options can help retain local talent and reduce workforce turnover.
- Update live-work zoning regulations to allow small-scale businesses and professional offices in residential areas in and near Downtown and commercial corridors. Allowing more flexible land uses will support home-based businesses and promote entrepreneurship.
- Continue to expand Pilot Point Works program in cooperation with Pilot Point ISD and the Pilot Point Chamber of Commerce. Developing career training opportunities will strengthen workforce retention and prepare young residents for local employment.

- Create a Downtown Residential Incentive Program that provides tax abatements or fee waivers for property owners who convert upper stories into housing. Streamline permitting by developing a pre-approved template for upper-story residential projects, reducing time delays for applicants.
    - » Importance of Housing Downtown: A strong residential presence in Downtown Pilot Point is essential for creating a vibrant, economically resilient district that supports local businesses, enhances walkability, and reinforces the City's unique identity. Downtown housing increases foot traffic, supports retail and dining establishments, and ensures activity beyond traditional business hours, making the area more dynamic and attractive for both residents and visitors. By expanding residential options in Downtown, Pilot Point can create a more balanced live-work environment, reduce reliance on commuters for economic activity, and sustain long-term revitalization efforts.
    - » How Many Housing Units Are Needed: City planning research suggests that successful, walkable downtowns typically need a residential density of 16 to 30 units per acre to sustain local businesses and amenities. Based on the size of Downtown Pilot Point and available research and case studies, a thriving Downtown would ideally include at least 500 to 1,000 more housing units to create a stable customer base for shops, restaurants, and services. A phased approach would be practical: Phase 1: 250 Units, Phase 2: 500 Units, and Phase 3: 1,000 Units.
- Host a Workforce Housing Roundtable with major employers to assess interest in employer-assisted housing programs, such as down payment assistance or rental incentives for employees. Use feedback from this meeting to develop a voluntary Employer Housing Incentive Program that encourages participation from businesses. Providing housing options near job centers will help businesses attract and retain employees.
- Create a Young Professionals Network to connect new residents with business and community leaders, fostering networking and leadership development opportunities. Engaging young professionals will help build a strong local workforce and encourage long-term community investment.
- Develop a marketing campaign aimed at remote workers and entrepreneurs, highlighting Pilot Point as a rural work hub with connectivity to DFW job centers, affordable housing, and high quality of life. Promote this messaging through regional economic development organizations, co-working networks, and real estate outreach efforts.
- Strengthen broadband infrastructure expansion efforts by collaborating with regional internet service providers (ISPs) and grant programs to ensure that high-speed internet is available in both residential and commercial areas. This will make Pilot Point more attractive to remote workers, tech startups, and small businesses.

STRATEGY (INFRASTRUCTURE, MOBILITY + LOCAL CONNECTIVITY): INVEST IN INFRASTRUCTURE AND TRANSPORTATION NETWORKS THAT SUPPORT ECONOMIC GROWTH AND ENHANCE QUALITY OF LIFE

Pilot Point's economic growth and quality of life depend on strategic investments in infrastructure, mobility, and connectivity to support businesses, residents, and future development. By securing long-term water and utility capacity, expanding broadband access, and enhancing transportation networks, the City can create a more efficient and accessible environment for economic activity. Prioritizing business-friendly infrastructure in commercial corridors, downtown, and industrial areas will ensure that Pilot Point remains competitive, well-connected, and equipped to sustain long-term prosperity.

Funding and Investment Strategies for Infrastructure Expansion in Pilot Point's CCN

In the parts of the larger Planning Area where Pilot Point controls water and wastewater services (refer to the Strategic Growth chapter for more information), the City has direct authority to plan, fund, and extend infrastructure to accommodate growth and economic development. However, infrastructure expansion requires significant financial investment, and without strategic planning, the City could overextend resources or fail to attract the development needed to sustain these investments.

To ensure that water and sewer infrastructure supports, not hinders, growth, Pilot Point can utilize a combination of funding mechanisms, development policies, and infrastructure investment strategies. Several of those strategies are detailed below:

Capital Improvement Planning for Water + Wastewater Infrastructure

Pilot Point should enhance its Capital Improvement Plan (CIP) to strategically focus on water and wastewater infrastructure within its Certificate of Convenience and Necessity (CCN). This should prioritize:

- Increasing treatment capacity and adding elevated storage tanks to improve water availability and pressure.
- Identifying high-growth or redevelopment areas for new sewer lines, upgraded sewer lines, and treatment capacity expansions.
- Ensuring that older water and sewer lines are cataloged, replaced, and/or reinforced to prevent failures and inefficiencies.

By coordinating water and wastewater infrastructure investments with planned development, the City can guide growth most efficiently and reduce the risk of infrastructure overextension.

Utilizing Impact Fees to Fund Infrastructure Expansion

Impact fees are a key tool to ensure that new development pays for its proportionate share of infrastructure costs rather than placing the burden on existing taxpayers. Pilot Point should:

- Regularly update water and wastewater impact fees to reflect the true cost of infrastructure expansion.
- Structure impact fees based on growth areas, ensuring that higher fees apply in areas requiring significant infrastructure investment, while maintaining competitiveness in already-served areas.
- Consider phasing impact fees for large developments, allowing developers to pay fees in increments as infrastructure is needed, rather than requiring full payment upfront.

Well-structured and up-to-date impact fees help offset infrastructure costs while encouraging well-planned growth.

Public-Private Partnerships (P3s) for Water + Sewer Infrastructure

In cases where large-scale infrastructure expansion is needed to support economic development, Pilot Point can leverage Public-Private Partnerships (P3s) to share costs and risks with developers or utility providers. This can include:

- Developer-Funded Infrastructure Agreements: Requiring developers to finance water and sewer extensions, with the City reimbursing costs over time through property tax or utility revenue-sharing agreements.
- Utility Extension Incentive Zones: Offering incentives for private-sector investment in infrastructure within designated commercial or industrial zones in exchange for job creation or economic development commitments.
- Joint Infrastructure Investments: Working with developers or regional partners to co-fund major infrastructure projects, reducing the City's financial burden.

P3s allow Pilot Point to expand infrastructure without excessive upfront costs, ensuring that growth is developer- and market-driven, while still aligning with City priorities.

Tax Increment Financing (TIF) for Infrastructure in Redevelopment Areas

For areas that require significant infrastructure investment to support redevelopment or higher-density development (such as Downtown and adjacent growth areas), Pilot Point can utilize Tax Increment Financing (TIF) districts to help pay for water and sewer upgrades.

- TIF revenues can be used for water and wastewater infrastructure in Downtown Pilot Point, ensuring the City can support higher-density, mixed-use, and commercial growth.
- Expanding TIRZ #1 to include key economic corridors could allow for targeted investment in infrastructure upgrades to support commercial revitalization.
- Capturing increased property values from redevelopment ensures that infrastructure costs are funded by the growth they support.

TIF districts provide long-term funding streams for infrastructure improvements without requiring immediate budget outlays, allowing the City to strategically reinvest in its CCN areas. Wondering how TIF relates to TIRZ? Check out Patio Topic: What is the difference between TIF and TIRZ? in this chapter.

State and Federal Grants for Infrastructure Expansion

Pilot Point should actively pursue state and federal grant opportunities to supplement local funding for infrastructure investments. Key programs include:

- **Texas Water Development Board (TWDB) Water Infrastructure Fund –** Provides low-interest loans and grants for water and wastewater projects.
- **USDA Rural Development Water & Waste Disposal Loans + Grants –** Funds for water system expansion in rural areas, applicable to growth areas west of US 377.
- **Economic Development Administration (EDA) Public Works Grants –** Can fund water and sewer infrastructure to support commercial and industrial development.
- **Texas Capital Fund Infrastructure Program –** Grants for extending infrastructure to businesses and job-creating developments.

Applying for these grants can help offset infrastructure costs, allowing Pilot Point to expand its water and sewer systems without relying entirely on local funding sources.

Prioritizing High-Return Investment Areas

Since infrastructure expansion requires careful financial management, Pilot Point should prioritize water and wastewater investments in areas that provide the highest return on investment (ROI) for economic development. These include:

- **Downtown and Adjacent Redevelopment Areas –** Investing in water and sewer upgrades here will support mixed-use development, attract businesses, and increase property values.
- **Commercial Corridors along US 377 –** Ensuring that water and sewer capacity is sufficient to attract retail, office, and light industrial development.
- **Targeted Residential Growth Areas East of US 377 –** Extending infrastructure in a phased approach, focusing on the City's core, to support workforce housing and mixed-use communities while maintaining financial sustainability.

By focusing on areas where infrastructure investment will directly lead to tax base growth and job creation, Pilot Point can maximize its fiscal return while managing infrastructure costs effectively.

Implementing Conservation and Efficiency Standards

As Pilot Point expands its water and wastewater systems, it should integrate efficiency and conservation measures to reduce long-term strain on resources. Strategies include:

- Encourage reclaimed water use for irrigation and industrial applications.
- Implement tiered water pricing to incentivize conservation.
- Require drought-tolerant landscaping in new developments to reduce water demand.
- Upgrade city water infrastructure to reduce leaks and system losses.

By incorporating conservation into infrastructure expansion plans, Pilot Point can extend the life of existing water sources while reducing future infrastructure costs.

How These Strategies Align with Economic + Fiscal Vitality

Implementing strategic infrastructure funding and investment ensures that water and wastewater systems support economic growth, allowing Pilot Point to attract high-value commercial and industrial development while reducing financial strain on existing taxpayers. By putting measures in place that help ensure new development pays for itself, leveraging regional partnerships and outside funding sources, and prioritizing sustainable, resilient infrastructure, the City can expand services efficiently without overburdening public resources. Thoughtful water and wastewater planning is not just an engineering necessity—it is a critical economic development tool that enables fiscally responsible, planned growth, ensuring Pilot Point's long-term economic stability and prosperity.

Pilot Point does not have unlimited resources for infrastructure expansion, so every investment decision must be strategic and high-return. By leveraging impact fees, development agreements, grants, TIF districts, and regional partnerships, the City can expand its water and sewer capacity in a way that supports economic development, maintains fiscal stability, and ensures long-term sustainability.

REFER TO THE STRATEGIC GROWTH CHAPTER FOR SPECIFIC ACTIONS RELATING TO THIS STRATEGY.

PLAN PILOT POINT

DESIGN SYSTEM

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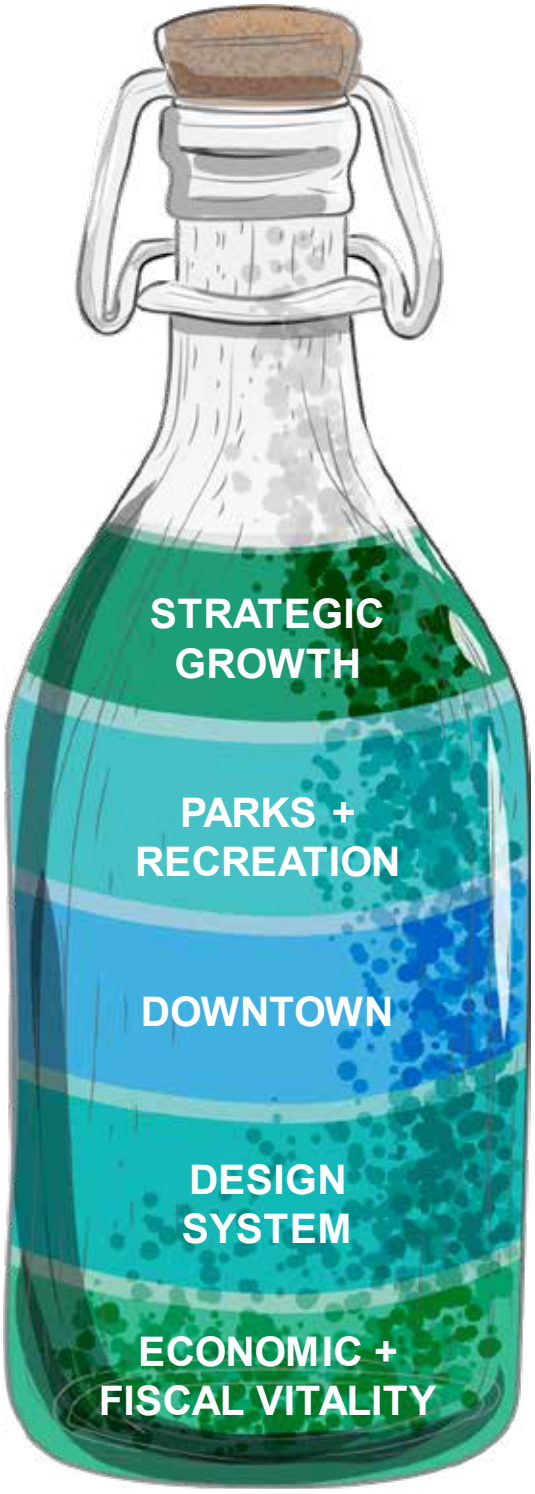


PILOT POINT'S SPECIAL BLEND

A great drink is more than just ingredients—it's a carefully crafted experience that balances tradition with innovation. In Pilot Point's Special Blend, the Design System is the infusion that ensures the city's character and mobility frameworks are well-mixed, creating a built environment that is vibrant, connected, and designed for long-term resilience. The flavor infusions of the Design System chapter create a balanced blend of identity and accessibility, ensuring that Pilot Point's growth enhances the city's charm while fostering connectivity and economic vitality:

DESIGN SYSTEM

Character Framework provides a deep, foundational infusion, defining how Pilot Point's neighborhoods, commercial areas, and public spaces evolve. Rooted in the Future Land Use Plan, this infusion ensures that growth preserves the city's small-town charm while accommodating modern development that strengthens community identity and economic vibrancy.

Mobility Framework adds a structured, flowing infusion, guiding how people move through the city with ease, safety, and efficiency. Anchored by the Master Thoroughfare Plan, this infusion ensures that streets, sidewalks, trails and transportation networks prioritize accessibility, multimodal options, and seamless connectivity between neighborhoods and key destinations.

Each of these infusions works together to craft a Design System that is as timeless, dynamic, and well-balanced as Pilot Point itself. Through strategic planning, intentional growth, and thoughtful public space investments, the city's character and mobility frameworks will shape a future that is both authentic and adaptable, rooted in tradition yet ready for tomorrow.

COMMUNITY FEEDBACK

KEY THEMES

PRESERVING SMALL-TOWN CHARACTER WHILE SUPPORTING GROWTH

Residents strongly value Pilot Point's historic charm and small-town feel, but recognize the need for responsible growth that enhances rather than diminishes its character. Many support mixed-use development that allows for housing options and local businesses, provided that new construction aligns with Pilot Point's existing aesthetic. While some expressed concerns about denser housing developments, there was broad agreement that thoughtful, high-quality growth can preserve community identity while meeting demand for new housing and businesses.

ACTIVATING PUBLIC SPACES TO STRENGTHEN COMMUNITY ENGAGEMENT

Residents expressed strong support for expanding and enhancing public gathering spaces, particularly in Downtown and high-traffic areas. The addition of plazas, shaded seating, and event spaces was widely supported to make Downtown more lively and inviting. Many also emphasized the importance of preserving green spaces and ensuring that public areas remain accessible for community events, outdoor dining, and cultural activities.

SUPPORTING WALKABILITY AND MIXED-USE DEVELOPMENT

Community members want to see walkable, mixed-use environments that allow residents to live, work, and shop within close proximity. There was strong support for revitalizing vacant buildings in Downtown and encouraging infill development to prevent urban sprawl. Ensuring a variety of housing types while maintaining the integrity of existing neighborhoods was a key priority in shaping the Future Land Use Plan.

IMPROVING PEDESTRIAN SAFETY AND CONNECTIVITY

Residents emphasized the need for better pedestrian infrastructure, including continuous sidewalks and safer crossings, particularly near schools and Downtown. There was significant support for widened sidewalks, shade trees, and traffic calming measures to make walking safer and more enjoyable Many also highlighted the importance of better trail connections between neighborhoods, parks, and Downtown, reinforcing Pilot Point's equestrian-friendly identity.

EXPANDING MULTI-MODAL OPTIONS + TRAIL CONNECTIVITY

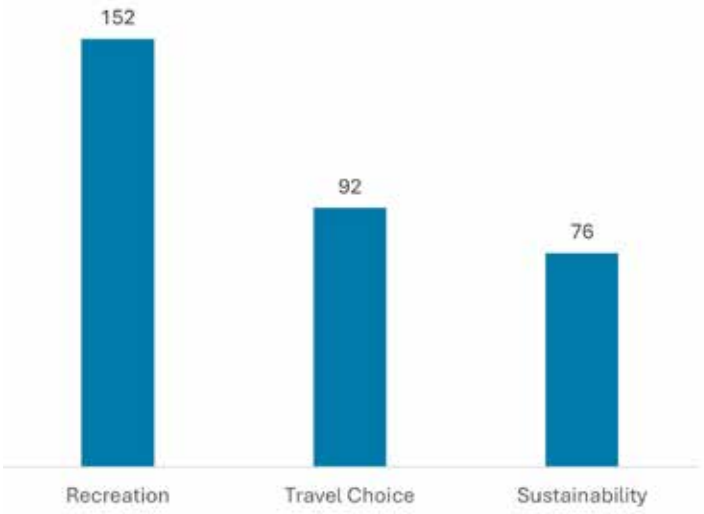
There is strong community interest in expanding Pilot Point's trail system to link key destinations such as Downtown, schools, and Lake Ray Roberts. Participants specifically requested additional equestrian trails and bike paths that reflect Pilot Point's unique outdoor recreation opportunities. Wayfinding signage and designated pedestrian zones were also suggested to enhance accessibility and improve safety for non-vehicular travelers.

ENHANCING DOWNTOWN MOBILITY AND TRAFFIC FLOW

Stakeholders want a balanced approach to street design in Downtown, ensuring that vehicles, cyclists, and pedestrians can move safely and efficiently. Residents support wider sidewalks, improved intersections, and outdoor dining options to enhance walkability while still accommodating vehicles. Concerns about cut-through traffic and congestion were frequently mentioned, with calls for traffic-calming measures to improve safety while maintaining the small-town feel.

MOBILITY PRIOIRTIES FROM COMMUNITY FORUM 1

At Community Forum 1, residents identified key mobility priorities, with an emphasis on enhancing Pilot Point's transportation network to encourage social interaction and high-quality design. Protecting the community by lowering the risk of travel-related injuries and reducing commute times between home, work, and schools were also cited as top concerns. Additionally, residents showed support for sustainable mobility solutions, including designs that protect sensitive natural areas and integrate green infrastructure into transportation planning.



Top three results of Mobility Jars Of the Future Station

SURVEY FEEDBACK SUMMARY

STRENGTHS

- Residents take pride in Pilot Point's small-town charm, historic character, and community spirit, emphasizing the importance of maintaining its unique identity.
- There is widespread support for more community gathering areas, green spaces, and shaded seating to foster social interaction and improve the public realm.
- Survey respondents strongly favor new trails, bike paths, and equestrian-friendly routes, ensuring better connections between neighborhoods, parks, and commercial areas.

WEAKNESSES

- Some respondents noted that vacant buildings and a lack of diverse retail and entertainment options limit Downtown's vibrancy and economic potential.
- Many residents expressed concerns about incomplete sidewalks, unsafe street crossings, and a lack of pedestrian connectivity, making some areas difficult to navigate on foot.
- Survey responses frequently mentioned parking limitations and inefficient traffic flow in Downtown and other high-activity areas, creating obstacles for residents and visitors.

OPPORTUNITIES

- Many residents want more event spaces, public plazas, and shaded areas to host community activities and support Downtown businesses.
- There is strong interest in expanding Pilot Point's trail system to link key destinations, including Downtown, parks, and Lake Ray Roberts, improving mobility and outdoor recreation opportunities.
- Respondents recognize the city's unique character and equestrian culture as major assets, presenting opportunities to promote heritage tourism and create destination-oriented amenities.

THREATS

- Without careful planning, rapid development and commercial expansion could disrupt Pilot Point's charm and neighborhood cohesion.
- Concerns were raised about the city's ability to fund necessary upgrades for pedestrian infrastructure, public spaces, and transportation networks.
- As surrounding cities expand, Pilot Point wants to maintain its distinct identity while staying competitive for business development and tourism.

RELEVANT DATA, TRENDS + INFORMATION

EXISTING CONDITIONS

A comprehensive understanding of existing land use, zoning, mobility infrastructure, and environmental constraints is essential to shaping Pilot Point's future growth and development. The Existing Conditions section provides a snapshot of the city's current land use patterns, zoning regulations, street network, pedestrian and bicycle infrastructure, and key mobility challenges. By analyzing how land is currently being used, where zoning regulations may need refinement, and where mobility gaps exist, this assessment helps identify opportunities for improvement and alignment with the city's long-term vision.

As Pilot Point experiences continued growth, understanding infrastructure capacity, connectivity gaps, and development constraints will be critical to ensuring that land use and transportation investments are strategic, sustainable, and supportive of the city's character. The following analysis highlights key trends, challenges, and opportunities that will inform the Mobility Framework and broader planning efforts.

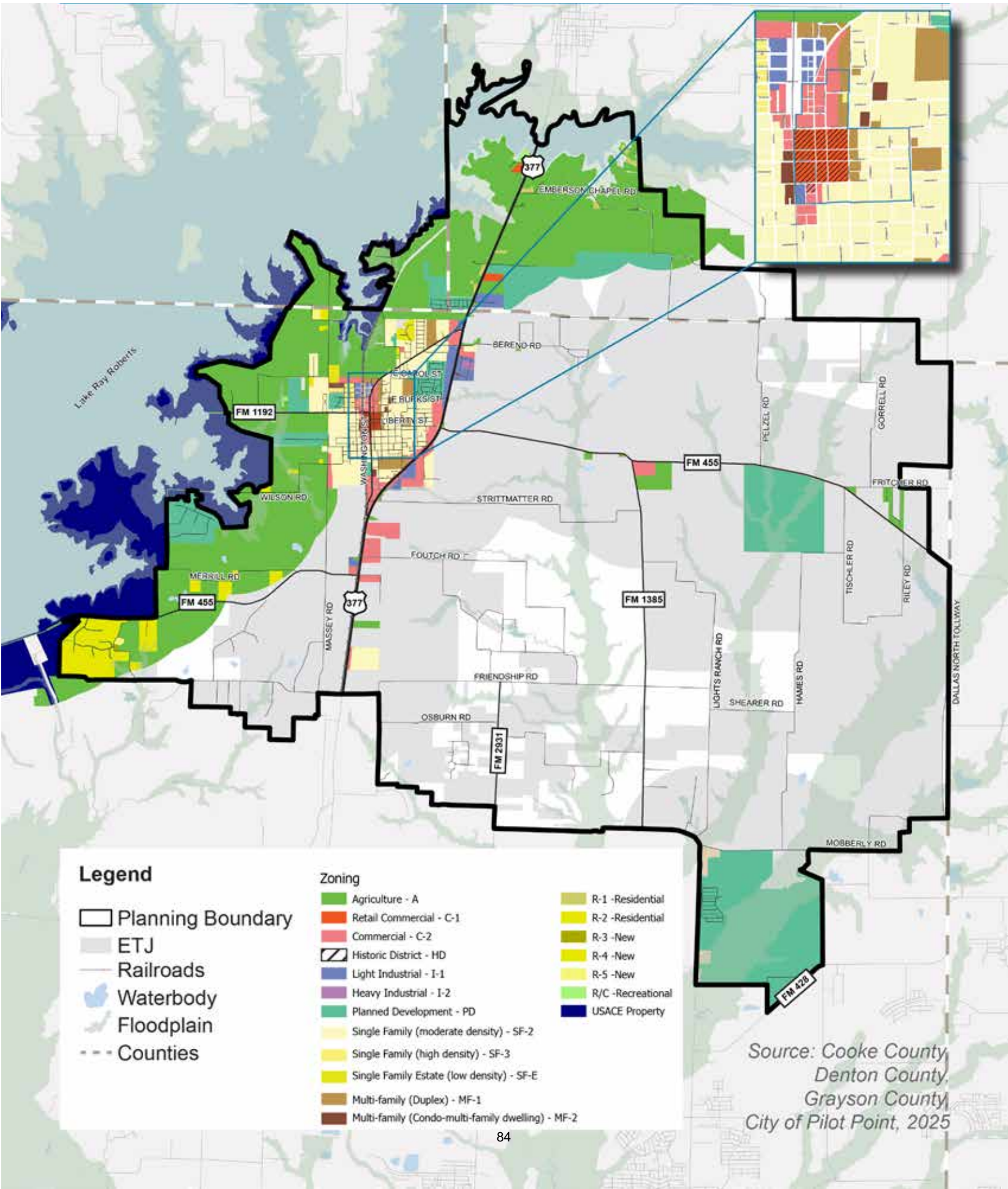
EXISTING LAND USE + EXISTING ZONING

EXISTING ZONING

Land Use and Zoning are fundamentally different. Existing land use simply illustrates how land is actually being used, regardless of how it is supposed to be used. Zoning is the development and use-based regulations that are legally enforceable. In instances where existing land use and zoning do not match, it is usually because the zoning changed as some point and the previous use was allowed to continue – a practice commonly known as 'grandfathering.' Also, because a city's zoning may only be prescribed within the city limits, there are inevitably misaligned uses when new land is incorporated.

As illustrated in the following map, only a portion of the study area currently qualified for zoning regulations – of which the majority is Agriculture, Planned Development, or some form of single-family residential.

MAP: EXISTING ZONING



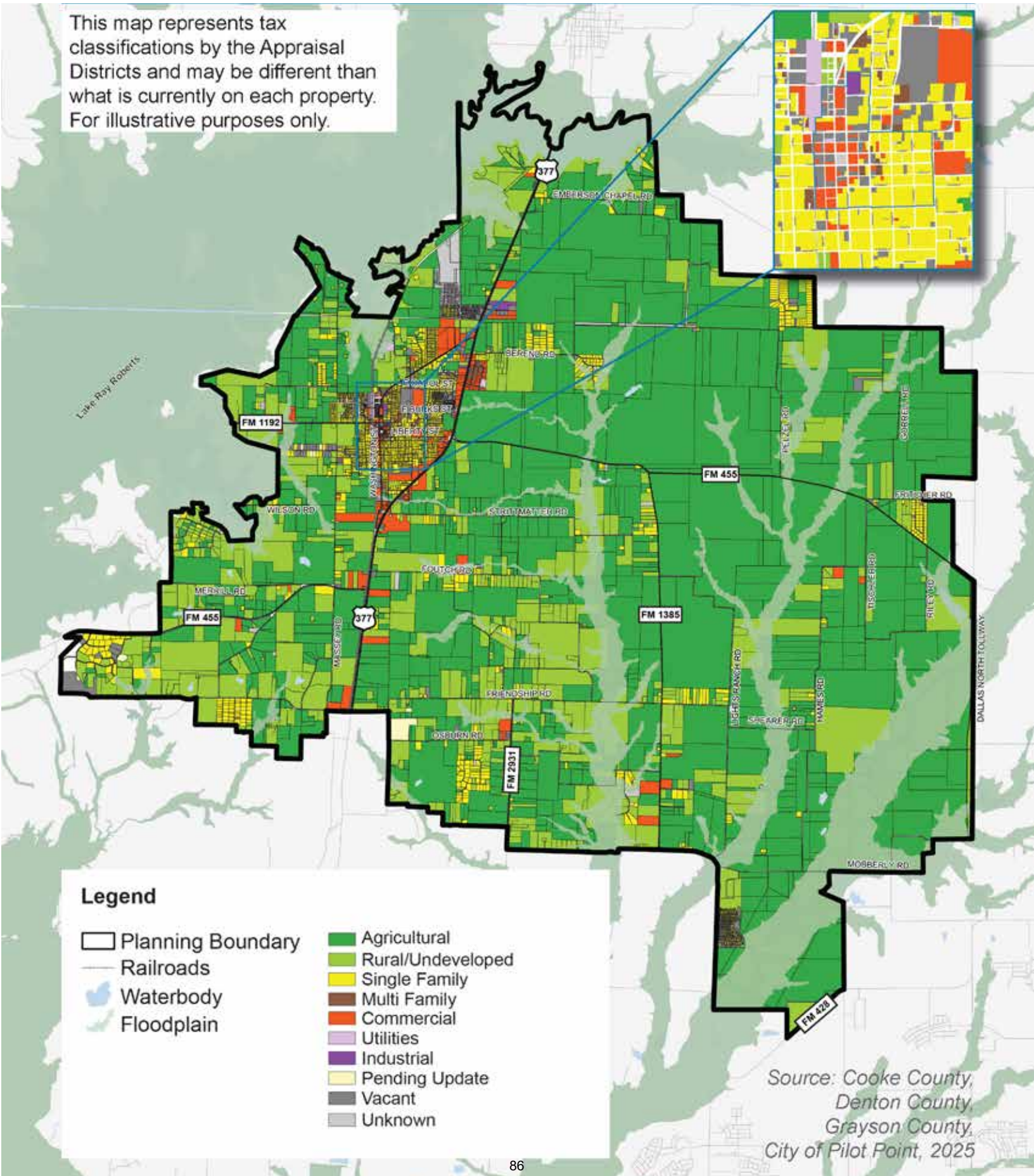
EXISTING LAND USE

The City has rolling topography with large open expanses of land and a number of drainage are-as (floodplains and creeks). There are large areas of agricultural uses, including farming and ranching, and large undeveloped areas. Limited retail and other commercial uses are mainly located along US Highway 377. The development pattern is predominantly agricultural, undeveloped, and large lot residential.

The map on the following page utilizes 2023 data from the Denton, Cooke, and Grayson County Appraisal Districts to illustrate state code land uses for the parcels within the study area. The table below provides a summary of the existing land use percentages for each land use code:

2024 Existing land use mix		
Land use	**Parcel count**	**Acres**
Agricultural	1,011	30,556
Rural/Undeveloped	870	11,783
Single Family	2,467	1,767
Multi Family	32	17
Commercial	286	647
Utilities	12	35
Industrial	5	22
Pending Update	152	93
Vacant	945	528
Unknown	264	227
Total	6,044	45,675

MAP: EXISTING LAND USE



OBSERVATIONS + ANALYSIS

Downtown + Commercial Core Zoning Supports Economic Growth but Needs Refinement

- **Zoning:** Downtown is primarily zoned Historic District (HD), Retail Commercial (C-1, C-2), and Planned Development (PD), which supports retail, office, and mixed-use potential.
- **Land Use:** Despite commercial zoning, some properties remain vacant or underutilized, limiting Downtown's full economic potential.
- **Opportunities:**
    - » Rezone Downtown to a hybrid form-based zoning to promote flexible, market-driven infill development.
    - » Activate vacant or underutilized lots with strategic redevelopment initiatives.
    - » Improve walkability and streetscape enhancements to encourage retail vibrancy.

Residential Zoning Dominates, but Housing Diversity is Limited

- **Zoning**: The area within the city limits is predominantly zoned Single-Family Residential (R-1, R-2, R-3), with very limited areas for Multi-Family (MF-1, MF-2) or mixed-use.
- **Land Use:** The Existing Land Use Map confirms that the majority of developed areas consist of single-family detached housing, while multi-family and mixed-use development are scarce.
- **Opportunities:**
    - » Expand multi-family and mixed-use zoning in strategic areas to increase housing diversity and affordability.
    - » Encourage townhomes, duplexes, and live-work units near commercial corridors.
    - » Consider zoning updates to allow more walkable, higher-density residential near Downtown.

Large Portions of the Planning Area Remain Agricultural or Undeveloped

- **Zoning:** Significant portions of the ETJ (Extra-Territorial Jurisdiction) and outlying areas are zoned Agricultural (A), with limited urban zoning beyond major road corridors.
- **Land Use:** The Existing Land Use Map confirms that much of this land is still actively used for agriculture or remains undeveloped.
- **Opportunities:**
    - » Strategically guide development in the ETJ through development agreements, non-annexation agreements, and strategic infrastructure expansion.
    - » Preserve key open spaces and equine-friendly areas to maintain Pilot Point's rural character.
    - » Identify priority growth areas where development is most feasible and fiscally sound.

Limited Mixed-Use Development Despite Market Demand

- **Zoning**: The zoning map shows that mixed-use development is not widely permitted, with commercial and residential uses largely separated rather than integrated.
- **Land Use:** The Existing Land Use Map suggests that demand for mixed-use development is untapped, as most properties are still used for single-use development or are undeveloped.
- **Opportunities:**
    - » Introduce mixed-use zoning in key areas and major corridors, such as Downtown, US 377, FM 455, and the Dallas North Tollway.
    - » Incentivize development or redevelopment of underutilized or vacant commercial properties into vibrant mixed-use hubs.
    - » Ensure future land use planning aligns with community demand for walkable environments.

Industrial Zoning Exists but is Underutilized

- **Zoning**: Industrial zones (I-1, I-2) are concentrated along the eastern and northern edges of the city limits.
- **Land Use:** Many of these areas remain undeveloped, underdeveloped, or lightly used, indicating potential challenges in attracting modern industrial tenants.
- **Opportunities**:
    - » Improve infrastructure and road access to attract logistics, manufacturing, or tech-based industries.
    - » Consider rezoning select industrial areas to support employment-focused mixed-use development.
    - » Encourage adaptive reuse of industrial sites for business incubators, creative spaces, or light manufacturing.

Floodplain and Environmental Constraints Limit Development in Certain Areas

Zoning: Some parcels within the Planning Area are constrained by floodplain, particularly near waterways and lower-lying areas.
Land Use: The Existing Land Use Map highlights undeveloped floodplain areas, reinforcing the need for conservation-oriented strategies.
Opportunities:

- » Designate flood-prone areas for parks, trails, and open space preservation where feasible.
- » Implement stormwater management and green infrastructure applications in new developments.
- » Encourage low-impact development (LID) practices to mitigate impacts to scenic assets and waterways.

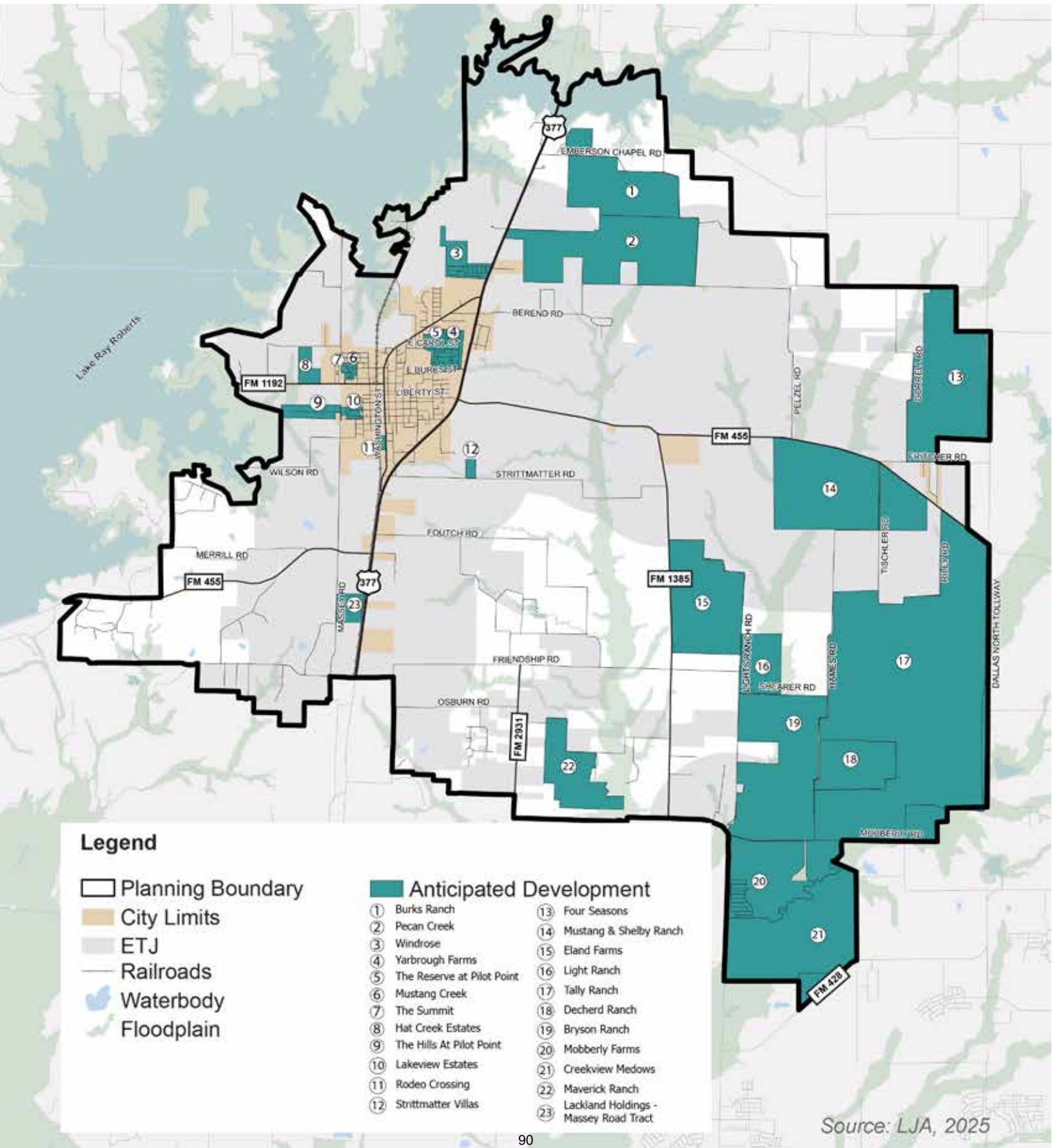
ANTICIPATED DEVELOPMENT

Pilot Point is experiencing significant growth, with numerous planned developments poised to transform the city's landscape. These developments vary in size and scope, ranging from small residential projects to expansive mixed-use communities. Notably, the Bryson Ranch development encompasses approximately 1,047 acres and proposes 3,173 single-family residences alongside 1,089 multi-family units, situated near the intersection of Mobberly Road and Lights Ranch Road. Similarly, the Mustang Ranch project plans around 2,452 single-family residences at the southwest corner of FM 455 and Tischler Road. Even larger, Talley Ranch stands out as a substantial master-planned community encompassing approximately 3,545 acres, strategically located at the southwest corner of the future North Dallas Tollway and FM 455.

These developments are strategically located, with smaller projects predominantly west of US 377, integrating into existing neighborhoods, while larger projects are planned for the undeveloped expanses east of US 377, indicating a concerted effort to manage urban expansion thoughtfully. The City's official resources, such as the Planned Developments page and the New Housing Developments Map, provide detailed insights into these projects, including their locations and conceptual plans, which are updated frequently as development activity is rapidly increasing.

These planned developments are crucial to consider in the Master Plan Set, as they will significantly influence Pilot Point's growth trajectory, infrastructure needs, and community character. By proactively integrating these projects into the planning process, the City can work to partner with developers to align their developments with the community's Vision and preserves the unique identity of Pilot Point as much as possible.

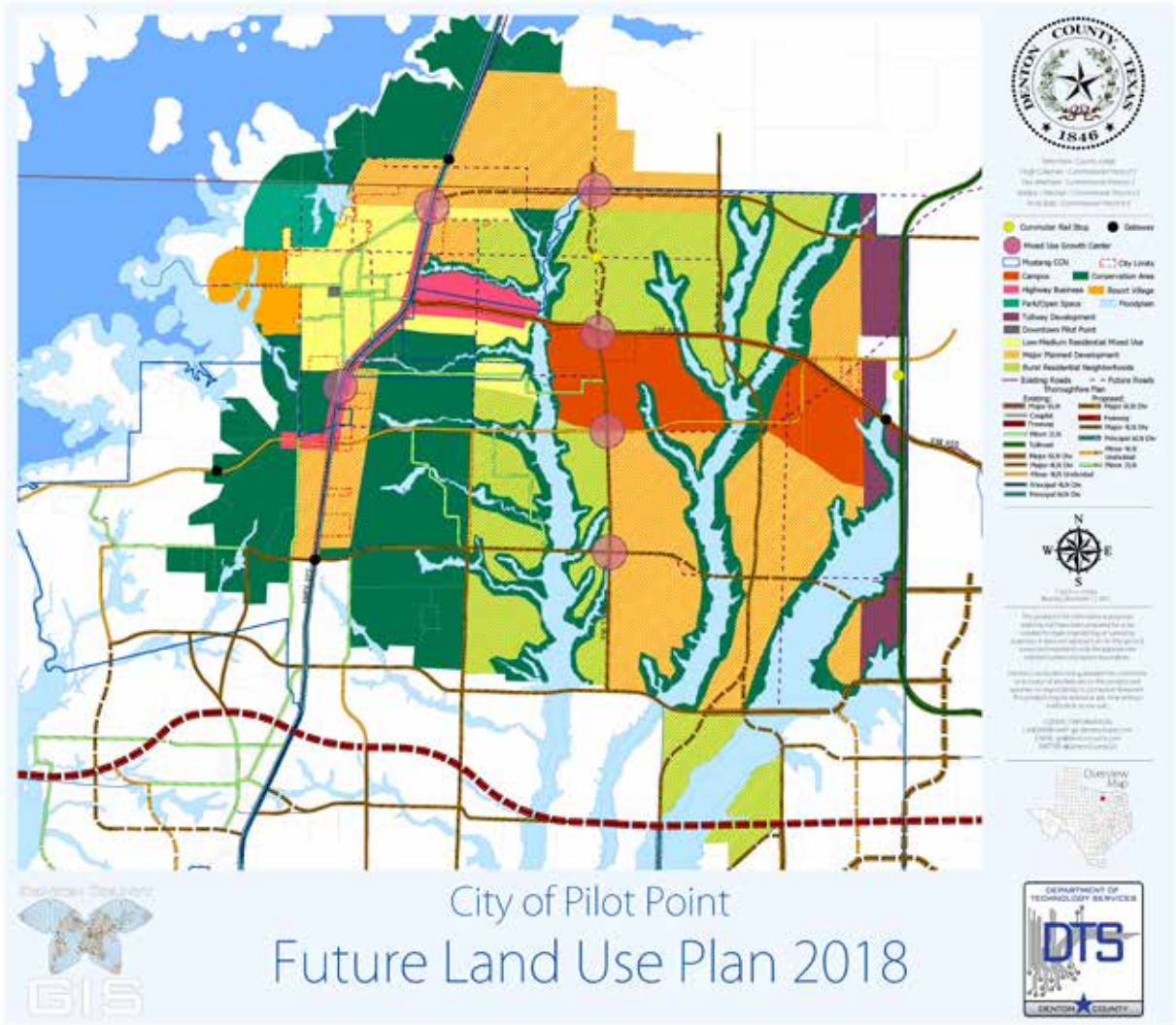
MAP: ANTICIPATED DEVELOPMENT



PRIOR FUTURE LAND USE PLAN

The 2018 Future Land Use Plan (FLUP) contained 11 land use designations and contains several overlapping pieces of information, including CCN boundaries and the since-updated Master Thoroughfare Plan. As the Plan shows, even as far back as 2018, there was an acknowledgment that the future Dallas North Tollway and general population growth would impact anticipated land uses throughout the planning area. Many elements of the 2018 FLUP remain applicable today, while others now require refinement.

MAP: PRIOR FUTURE LAND USE PLAN



Still Relevant

- Recognition of value mixed-use can bring along key corridors and nodes
- Written policies regarding mixed-use and housing choice
- Importance of gateways at major entrances to Pilot Point
- Need to preserve floodplains

Not Relevant/Changed

- Planning area boundary is larger today
- Downtown boundary is different
- Limited likelihood of commuter rail within plan horizon
- Missing key mixed-use corridors
- Missing integration of more industrial uses
- Recognition of lower intensities west of US 377

EXISTING STREETS AND PATHS

EXISTING STREETS

- Many of Pilot Point's streets are in poor condition, with frequent complaints about potholes, narrow roads, and damaged culverts. Survey respondents emphasized that road maintenance is an ongoing concern, particularly in older neighborhoods and areas experiencing new development.
- Residents have expressed concerns about poorly designed intersections, including areas where three roads converge but have only one stop sign, creating confusion and safety risks. Additionally, making left turns onto US 377 is difficult, highlighting the need for improved traffic control.
- As Pilot Point expands, narrow roads and lack of turn lanes are creating congestion issues. Residents have requested road widening, additional stop signs, and strategic intersection improvements to better accommodate increasing traffic.

EXISTING SIDEWALKS

- Many areas of Pilot Point lack sidewalks entirely, making it difficult for pedestrians, particularly schoolchildren, to walk safely. Community members emphasized that sidewalk connectivity should be a priority to ensure safer access to schools, parks, and Downtown.
- The lack of pedestrian crosswalks, particularly along Highway 377, creates a major barrier for non-motorized movement. Feedback indicates that crosswalks near schools and Downtown need urgent improvements, along with ADA-compliant curb ramps and better sidewalk maintenance.
- While Downtown Pilot Point has some pedestrian-friendly areas, newer residential subdivisions do not provide adequate sidewalks, reinforcing car dependency and limiting mobility options for residents.

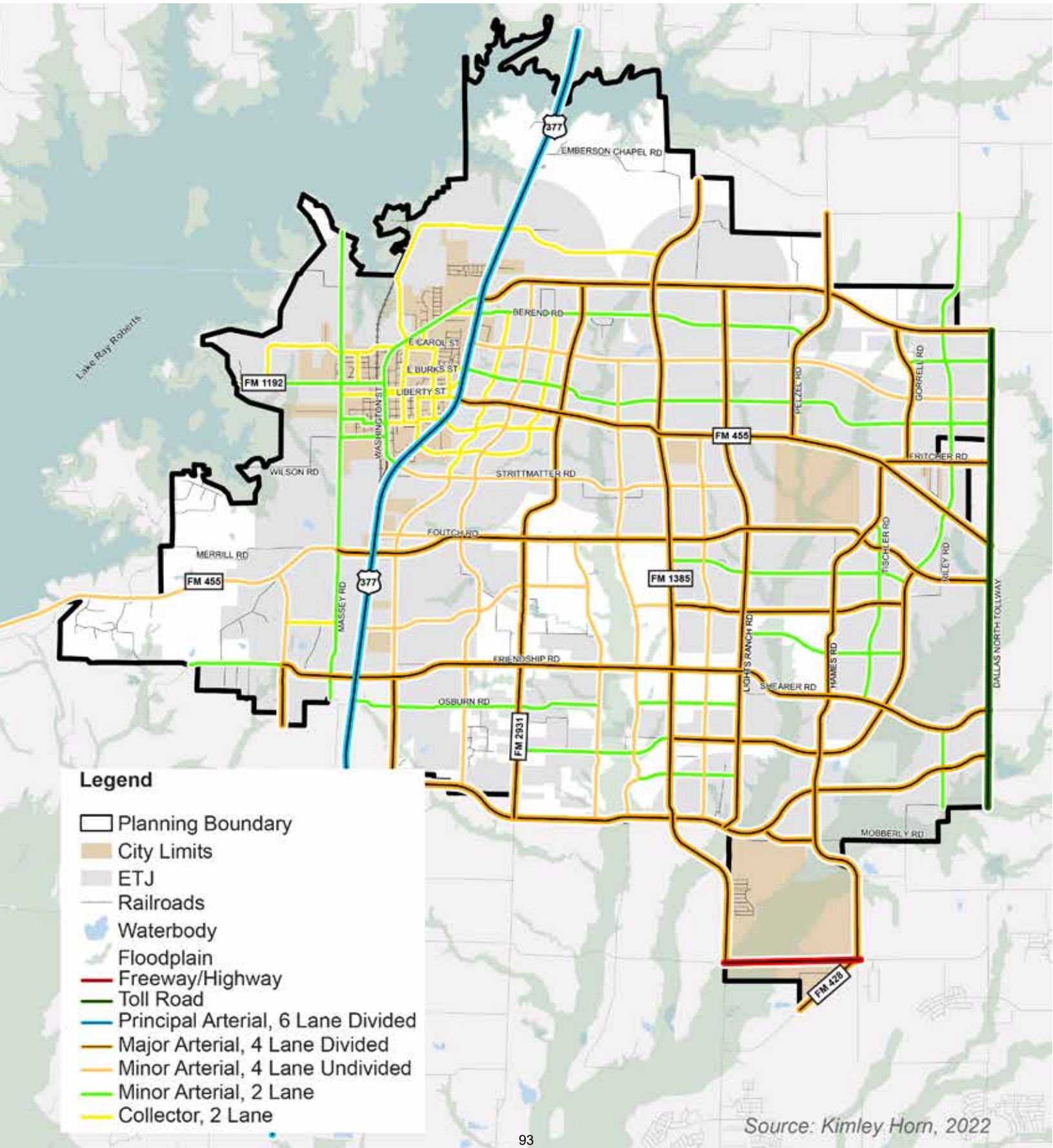
EXISTING TRAILS

- Pilot Point has very few dedicated trails within the city, with most trail access being outside city limits near Ray Roberts Lake State Park. Residents frequently drive to parks or other areas to access trails, rather than having direct neighborhood connections.
- Community members expressed strong support for expanding trails that link neighborhoods, parks, and Downtown. Key priorities include:
    - » Extending trails from Downtown to Ray Roberts Lake.
    - » Creating equestrian-friendly trails to align with Pilot Point's rural and equestrian culture.
    - » Enhancing wayfinding signage and lighting for safety.
- Expanding the trail network would boost tourism, support local businesses, and create new recreation-based economic opportunities, especially as more visitors seek eco-tourism and outdoor experiences.

PRIOR MASTER THOROUGHFARE PLAN

In 2022, the City contracted with Kimley-Horn to update the Master Thoroughfare Plan (MTP), outside of the Comprehensive Planning process, to coincide with an update to the City's Roadway Impact Fees. Since the MTP had just been updated in 2022, it was not included in the Master Plan Set Scope of Work to update. Upon review of feedback relating to desired growth patterns, envisioned design, and mobility-related goals, LJA recommended adding an update to the MTP to the Scope of Work. The 2022 MTP had multiple areas that needed to be synced with approved developments, and the approach to roadway placement was inconsistent with best practices for connectivity in future Pilot Point to address community feedback.

MAP: PRIOR MASTER THOROUGHFARE PLAN



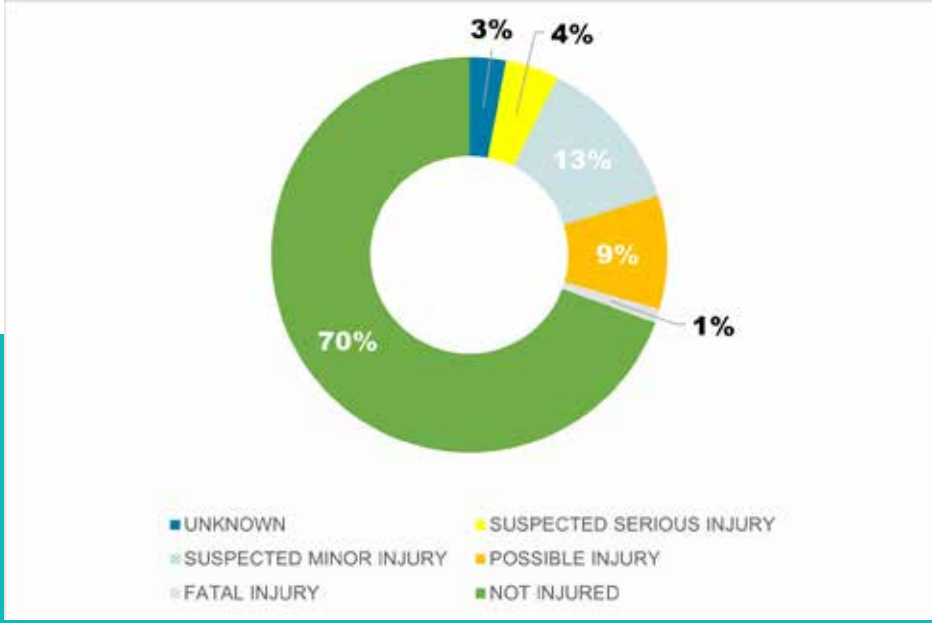
VEHICLE CRASHES

The crash data from TxDOT from 2020 to 2024 highlights key areas of concern for roadway safety in Pilot Point, particularly along major corridors such as US 377, FM 455, and FM 1192. The inherent flaw in this data is that not all vehicle crashes are reported, but the data does help visualize possible issues to address in the mobility network. The highest concentration of crashes occurs along US 377, with dense clusters near Downtown and key intersections, such as FM 455 and Strittmatter Road. These locations experience congestion and frequent turning conflicts, making them particularly dangerous for drivers and pedestrians alike. Downtown intersections also see a notable number of crashes, likely due to limited pedestrian crossings, unclear right-of-way, and parking-related conflicts, reinforcing the need for enhanced street design, traffic control, and pedestrian infrastructure.

Crash severity data reveals that while 70% of incidents resulted in no injuries and 30% led to some level of injury, fatality, or are unknown indicating a clear need for traffic calming measures and enhanced enforcement. Notably, 4% of crashes resulted in suspected serious injuries, while 1% were fatal, showing that while Pilot Point does not experience an overwhelming number of deadly crashes, even one fatality is tragic. Certain locations present significant risks for severe outcomes. Pedestrians and cyclists are particularly vulnerable in areas with high traffic speeds and limited crossing infrastructure, underscoring the importance of better multimodal planning to improve safety and accessibility.

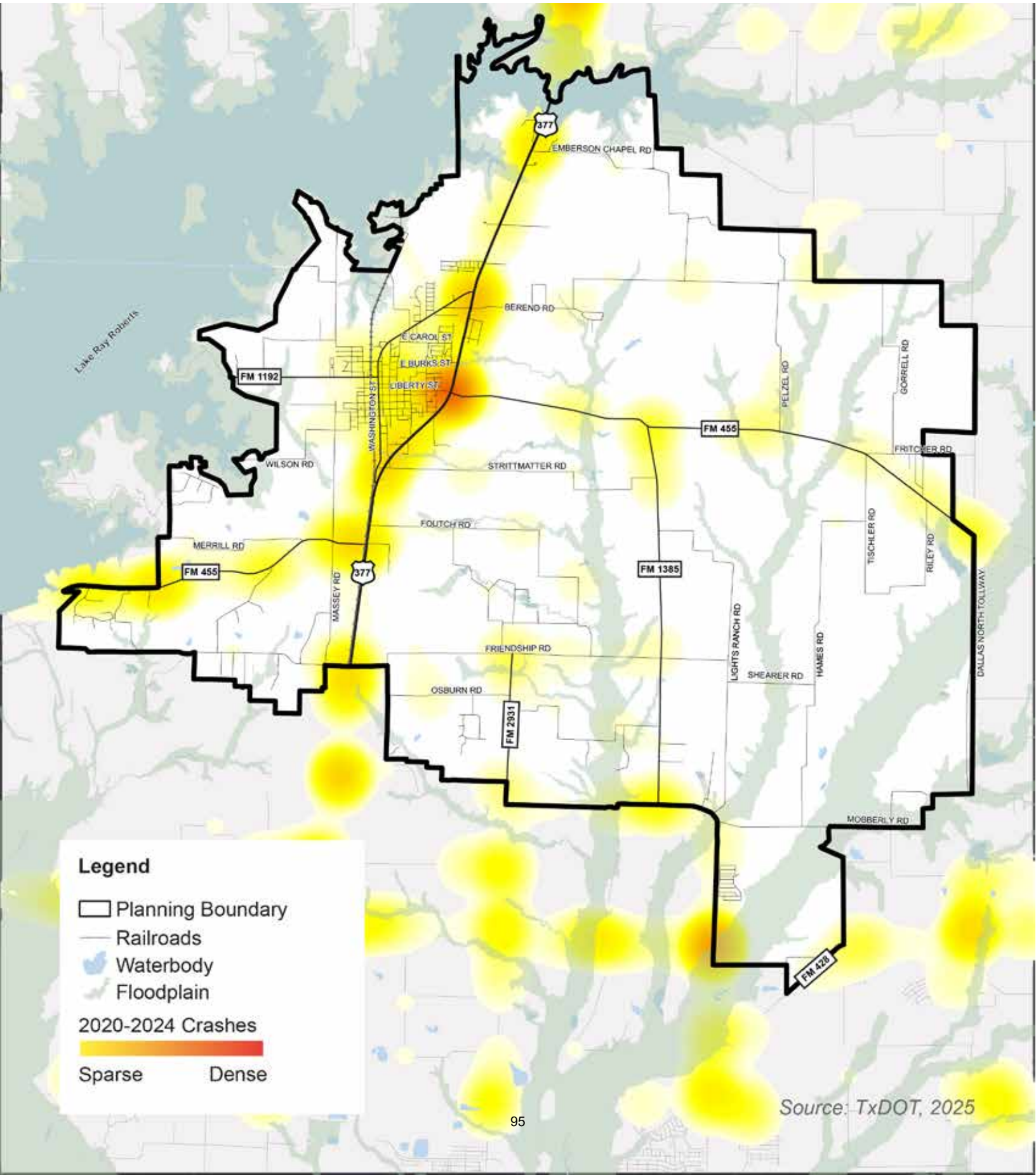
Nighttime crashes are another critical concern, with crash hotspots aligning closely with areas of high crash frequency during the day, particularly along US 377 and FM 455. Poor visibility, inadequate street lighting, and higher vehicle speeds at night contribute to elevated crash risks, making lighting and signage improvements essential for nighttime safety. Targeted interventions, such as improved intersection visibility, speed control measures, and expanded pedestrian crossings, could significantly reduce crash risks and enhance overall mobility for residents.

These crash trends highlight the urgent need for intersection safety enhancements, speed management, pedestrian infrastructure improvements, and better street lighting in high-risk areas. Addressing these safety challenges will be essential in shaping Pilot Point's Mobility Framework, ensuring that the city's road network supports both growth and safety for all users.

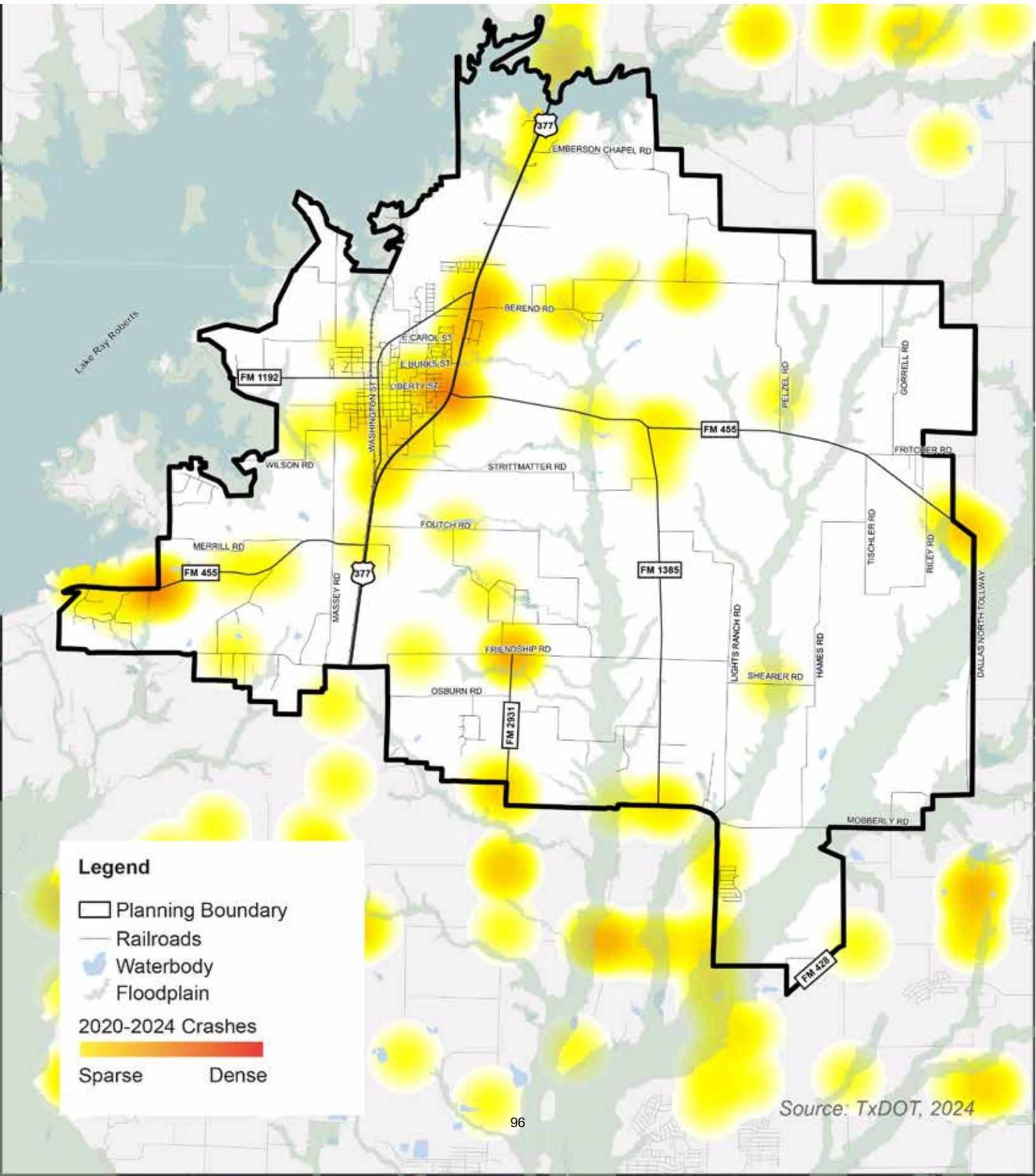


Crash Severity within the Planning Area, 2020-2024

MAP: TOTAL VEHICLE CRASHES (2020-2024)



MAP: VEHICLE CRASHES AT NIGHT (2020-2024)



FUTURE DEMAND

LAND USE + CHARACTER

Pilot Point's land use and development patterns are shifting due to increasing population and housing demand. Esri projections indicate that the city's population will rise from 7,500 in 2024 to over 10,000 in the coming years, intensifying the need for housing diversity, commercial development, and public spaces. While single-family homes dominate current zoning, market trends indicate rising demand for mixed-use and multi-family developments, particularly in and around Downtown.

Retail demand continues to grow, yet significant sales tax leakage suggests that residents frequently travel to Denton and Frisco for shopping and dining, reinforcing the need for expanded commercial corridors and a vibrant downtown retail environment. Additionally, placemaking and historic preservation initiatives are critical to maintaining Pilot Point's unique character while supporting economic vitality. Community engagement has highlighted strong preferences for walkable environments, infill development, and the activation of public spaces, particularly in Downtown and along key corridors.

MOBILITY + CONNECTIVITY

As development expands, Pilot Point's transportation network must evolve to support increased traffic, improve road safety, and enhance connectivity. The city remains highly car-dependent, with 74.3% of the workforce commuting alone by vehicle and very few residents walking or biking to key destinations. Commute Profile. Road congestion is expected to worsen along US 377, FM 455, and major intersections, requiring roadway expansions, intersection improvements, and enhanced traffic management strategies.

Beyond road infrastructure, residents have expressed a strong need for sidewalk expansions, protected bike lanes, and multi-use trails to create a safer, more connected community. Pedestrian and bicycle infrastructure is fragmented, with many neighborhoods lacking direct access to Downtown, parks, and schools. The Safe Streets for All Program and other funding initiatives will be critical in addressing pedestrian safety concerns, particularly along high-crash corridors like US 377 and FM 455.

Additionally, equestrian-friendly mobility options remain a priority, given Pilot Point's rural identity and strong equestrian culture. Future trail planning efforts can integrate horse-friendly routes, enhanced signage, and connectivity to regional trail networks, such as those near Ray Roberts Lake State Park.

VISION: DESIGN SYSTEM

PILOT POINT'S FUTURE WILL BE SHAPED BY A THOUGHTFULLY CRAFTED BUILT ENVIRONMENT THAT REINFORCES THE CITY'S SMALL-TOWN CHARM, ECONOMIC VITALITY, AND SCENIC CHARACTER WHILE ACCOMMODATING GROWTH IN A COHESIVE AND RESILIENT MANNER. AS THE CITY EVOLVES, INTENTIONAL DESIGN STANDARDS WILL GUIDE DEVELOPMENT, ENSURING THAT NEW NEIGHBORHOODS, COMMERCIAL CENTERS, AND PUBLIC SPACES COMPLEMENT PILOT POINT'S HISTORY, CULTURE, AND NATURAL LANDSCAPES. BY IMPLEMENTING A CLEAR AND ADAPTABLE FRAMEWORK FOR LAND USE, ARCHITECTURE, STREETSCAPES, AND PUBLIC SPACES, THE CITY WILL PROMOTE WALKABILITY, MULTIMODAL CONNECTIVITY, AND HIGH-QUALITY DEVELOPMENT THAT ALIGNS WITH COMMUNITY VALUES.

THE DESIGN SYSTEM WILL SERVE AS THE FOUNDATION FOR ENSURING THAT FUTURE GROWTH ENHANCES PILOT POINT'S IDENTITY, PRESERVING THE INTEGRITY OF DOWNTOWN, AGRICULTURAL HERITAGE, AND SCENIC CORRIDORS WHILE INTEGRATING MODERN INFRASTRUCTURE AND PLACEMAKING PRINCIPLES. THROUGH CONTEXT-SENSITIVE SOLUTIONS, MIXED-USE DISTRICTS, AND BALANCED DEVELOPMENT PATTERNS, PILOT POINT WILL CULTIVATE A VISUALLY COHESIVE, HIGHLY FUNCTIONAL, AND WELL-CONNECTED ENVIRONMENT THAT FOSTERS LONG-TERM PROSPERITY AND LIVABILITY.

The Design System establishes a clear and intentional framework for shaping Pilot Point's built environment, public spaces, and infrastructure investments to ensure that growth aligns with the city's historic character, rural charm, and evolving economic landscape. This section defines how land use, architecture, streetscapes, and public spaces will be designed to create a visually cohesive, highly functional, and well-connected city. By integrating placemaking principles, context-sensitive solutions, and multimodal connectivity, the Design System provides guidance on development form, character, and infrastructure integration to enhance Downtown, neighborhoods, commercial centers, and open spaces. This approach ensures that as Pilot Point grows, new development enhances, rather than disrupts, the city's identity—preserving scenic corridors, fostering walkable destinations, and reinforcing a sense of place.

WHY IT'S IMPORTANT TO PILOT POINT

Pilot Point's Design System is essential in shaping the city's future while preserving its historic character, economic vitality, and quality of life. As the community experiences rapid growth, the Character Framework ensures that new development enhances rather than diminishes Pilot Point's small-town charm, guiding land use, zoning, and placemaking strategies to create a cohesive and attractive built environment. The Mobility Framework is equally critical, providing a roadmap for safe, efficient, and multi-modal transportation systems that connect residents, businesses, and visitors. With increasing pressure on infrastructure, commercial corridors, and public spaces, this Design System will serve as a foundation for sustainable, people-focused growth, balancing economic opportunity, walkability, and accessibility while reinforcing the city's unique identity and heritage. By integrating thoughtful urban design and transportation planning, Pilot Point can ensure that future development is intentional, resilient, and reflective of the community's values—creating a city that is not only functional and connected but also vibrant and welcoming for generations to come.

ECONOMIC + FISCAL BENEFITS

The Design System plays a critical role in ensuring economic sustainability and long-term fiscal resilience for Pilot Point. By guiding intentional land use, strategic development, and infrastructure investments, this framework helps the City maximize tax revenue, attract businesses, and enhance property values, while minimizing costs associated with sprawl, inefficient infrastructure, and underutilized land.

The Character Framework promotes walkable, mixed-use development and Downtown revitalization, which has been shown to increase property values and local spending. Community input and Esri retail analysis confirm that Pilot Point experiences significant retail leakage, meaning residents frequently shop, dine, and seek services in nearby cities like Denton and Frisco instead of within their own community. Expanding commercial and mixed-use zoning in high-demand areas will help capture more local spending, support small businesses, and generate additional sales tax revenue. Additionally, redeveloping vacant and underutilized Downtown properties into active commercial and residential spaces will improve Pilot Point's fiscal health by increasing the tax base without requiring costly infrastructure expansion.

The Mobility Framework further enhances economic benefits by reducing infrastructure maintenance costs and increasing economic activity. Currently, Pilot Point is heavily car-dependent, with 74% of workers commuting alone by vehicle. Investing in multi-modal transportation, pedestrian-friendly streets, and trail networks will not only improve quality of life and safety but also boost property values in walkable areas and increase foot traffic to local businesses. Studies show that communities with strong pedestrian infrastructure experience higher retail sales and stronger local economies, reinforcing the fiscal value of sidewalks, bike lanes, and well-connected public spaces.

Additionally, infrastructure investments guided by the Design System ensure long-term fiscal sustainability by aligning growth with efficient land use and infrastructure capacity. Upgrades to water, wastewater, and stormwater systems are necessary to support large-scale developments like Talley Ranch and Bryson Ranch, and proactive infrastructure planning will prevent costly retrofits and emergency repairs in the future. Green infrastructure strategies, such as stormwater management and low-impact development, will also reduce maintenance costs and improve resilience against flooding and environmental degradation.

BY STRATEGICALLY INTEGRATING LAND USE PLANNING, TRANSPORTATION IMPROVEMENTS, AND INFRASTRUCTURE INVESTMENTS, THE DESIGN SYSTEM ENSURES THAT PILOT POINT MAXIMIZES ITS ECONOMIC POTENTIAL, ENHANCES QUALITY OF LIFE, AND REMAINS FISCALLY RESPONSIBLE IN THE FACE OF GROWTH.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Establishes clear standards and policies to guide future development, ensuring infrastructure and urban design decisions support long-term growth.

PRESERVED

Maintains Pilot Point's historic character, rural landscapes, and small-town charm through thoughtful land use planning and preservation strategies.

CHARMING

Promotes walkability, cohesive architectural styles, and streetscape enhancements that contribute to an inviting, visually appealing cityscape.

INFORMATIVE + COLLABORATIVE

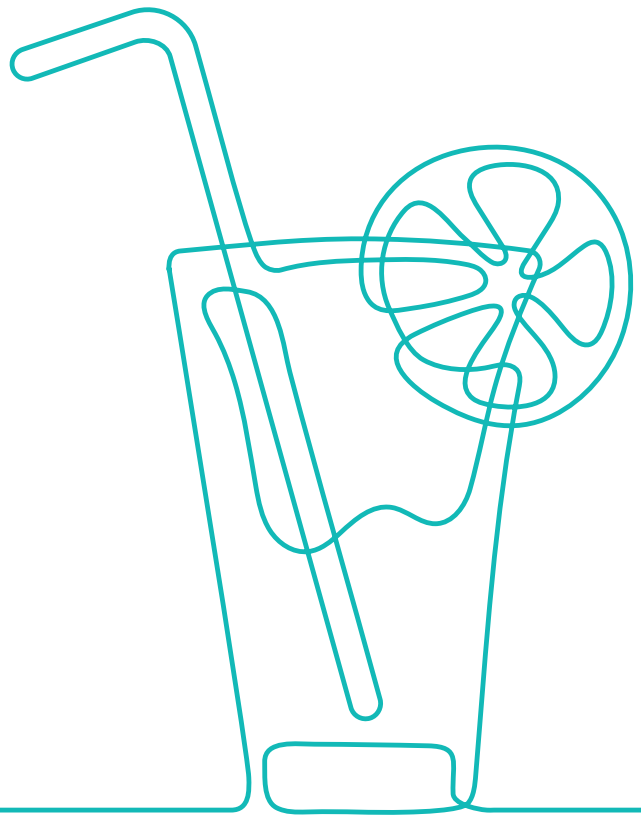
Provides a framework for decision-making that aligns land use policies, infrastructure investments, and community input to create a shared vision for growth.

OPEN + GREEN

Integrates parks, trails and floodplain conservation into development patterns to enhance public access to greenspaces and ecological resilience.

CONNECTED + INTEGRATED

Prioritizes multimodal transportation, well-planned neighborhoods, and seamless connections between key destinations.



VIBRANT + THRIVING

Encourages a mix of uses, active public spaces, and high-quality design that supports economic vitality and community engagement.

FUN

Aligns land use and public spaces with Pilot Point's recreational and tourism strengths, fostering a unique and engaging community experience.

ALIGNMENT WITH OTHER PLANS + BEST PRACTICES

A well-designed community balances form and function, ensuring that growth enhances livability, safety, health, and economic vitality. Pilot Point's Design System builds on proven planning methodologies that support a cohesive and resilient built environment. To ensure that the city's streets, neighborhoods, and public spaces reflect best practices in urban design, planning, and engineering, this section aligns the Design System with five key approaches:

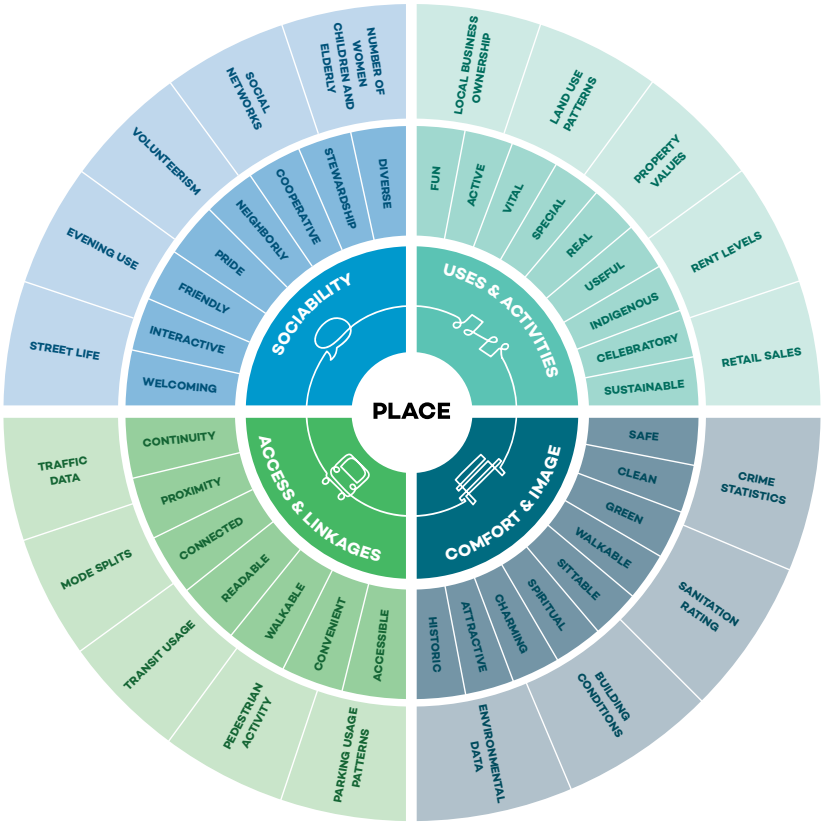
- **PPS Placemaking Framework –** Creating vibrant, people-centered spaces that celebrate Pilot Point's identity, encourage social interaction, and enhance the character of downtown, neighborhoods, and public areas.
- **15-Minute City Approach –** Promoting walkability, accessibility, and mixed-use development to ensure that daily needs—such as shopping, parks, and services—are within a short walk or bike ride from residents' homes.
- **Blue Zones Approach –** Encouraging healthy, active living through design choices that integrate trails, public spaces, and community gathering areas that support physical and social well-being.
- **Safe Systems Approach –** Prioritizing traffic safety, multimodal connectivity, and risk reduction in street design, ensuring that all users—pedestrians, cyclists, and drivers—can move safely throughout the city.
- **Crime Prevention Through Environmental Design (CPTED)** – Enhancing safety through intentional design strategies such as natural surveillance, improved lighting, and active public spaces that discourage crime and promote community stewardship.

Each of these approaches provides a strategic foundation for Pilot Point's Design System, ensuring that urban design decisions support resilience, health, safety, and economic growth. The following sections explore how these frameworks shape Pilot Point's built environment, creating a community that is welcoming, connected, and enduring.

PPS PLACEMAKING FRAMEWORK

The Placemaking Framework was developed by the Project for Public Spaces (PPS) as a community-centered approach to urban planning and design that emphasizes creating vibrant, engaging, and people-friendly public spaces. This framework focuses on transforming underutilized or disconnected areas into thriving destinations that foster social interaction, economic activity, and a strong sense of community identity. Unlike traditional urban planning, which often prioritizes infrastructure and vehicle movement, placemaking focuses on human-scale design and the ways people experience and interact with their environment.

Placemaking is not just about physical design—it is an ongoing, iterative process that involves community engagement, cultural activation, and economic development. It is rooted in the idea that successful public spaces are not just aesthetically pleasing but also functional, accessible, and welcoming to all. The framework draws from real-world best practices and has been implemented in cities worldwide, improving downtown districts, waterfronts, public parks, and transportation hubs. By using placemaking principles, communities can transform everyday spaces into dynamic, meaningful places where people want to gather, socialize, and linger.



RELEVANCE TO PILOT POINT'S DESIGN SYSTEM

For Pilot Point, Placemaking principles are essential in shaping Downtown revitalization, public spaces, and neighborhood connectivity. The city is in a period of growth, and integrating Placemaking strategies will ensure that development maintains Pilot Point's historic character while fostering economic and social vibrancy. The Parks and Recreation Master Plan and Downtown Master Plan already emphasize public gathering spaces, trails, and pedestrian-oriented development, making placemaking a natural fit for guiding design decisions and future investments.

The Character Framework uses Placemaking principles to activate underutilized public spaces, ensure streets and parks are inviting, and integrate mixed-use environments that promote interaction and activity. The Mobility Framework aligns with placemaking by designing streetscapes that prioritize pedestrians, cyclists, and multimodal access over car-centric design. By incorporating this framework, Pilot Point can enhance community gathering areas, strengthen local businesses, and create a walkable, visually appealing public realm that supports long-term economic and cultural sustainability.

WHY PILOT POINT IS ADOPTING THE PPS PLACEMAKING FRAMEWORK

Pilot Point's historic charm and small-town appeal are key assets, but the City can proactively enhance public spaces to maintain its identity while accommodating growth. The PPS Placemaking Framework ensures that Pilot Point's streets, parks, and public spaces are designed to be socially engaging, active, accessible, and visually appealing. This approach aligns with community feedback emphasizing the need for better walkability, more community gathering spaces, and revitalized Downtown amenities. By integrating the four elements of placemaking, Pilot Point can strengthen Sociability by supporting outdoor dining and events, enhance Uses + Activities through multi-functional public spaces, improve Access + Linkages with better pedestrian connectivity, and elevate Comfort + Image by ensuring high-quality streetscapes and shaded walkways.

15-MINUTE CITY APPROACH

The 15-Minute City concept, pioneered by urban planner Carlos Moreno and popularized post-COVID, is based on the idea that residents should be able to access daily needs—work, shopping, healthcare, education, and recreation—within a 15-minute walk or bike ride from home. This approach reduces car dependency, promotes local businesses, and aims to improve quality of life.

RELEVANCE TO PILOT POINT'S DESIGN SYSTEM

As Pilot Point grows, ensuring that residents have easy access to essential services without long car commutes will be increasingly important. The Design System will guide land use regulations, transportation planning, and mixed-use development to encourage walkable, well-connected neighborhoods that support local commerce and community interaction. While Texas law imposes certain limitations on municipal regulation within the ETJ, Pilot Point can still make significant strides toward becoming a 15-minute City by focusing on policies and initiatives within its city limits and leveraging partnerships and advocacy to influence development in surrounding areas.

15-Minute City Components

- Mixed-Use Development – Encouraging housing, retail, offices, and services in close proximity.
- Multi-Modal Connectivity – Expanding sidewalks, bike lanes, and trails to connect neighborhoods.
- Local Business Support – Strengthening downtown retail and neighborhood commercial centers.
- Public Space Activation – Enhancing parks, plazas, and gathering spaces to encourage social interaction.

WHY PILOT POINT IS ADOPTING THE 15-MINUTE CITY APPROACH

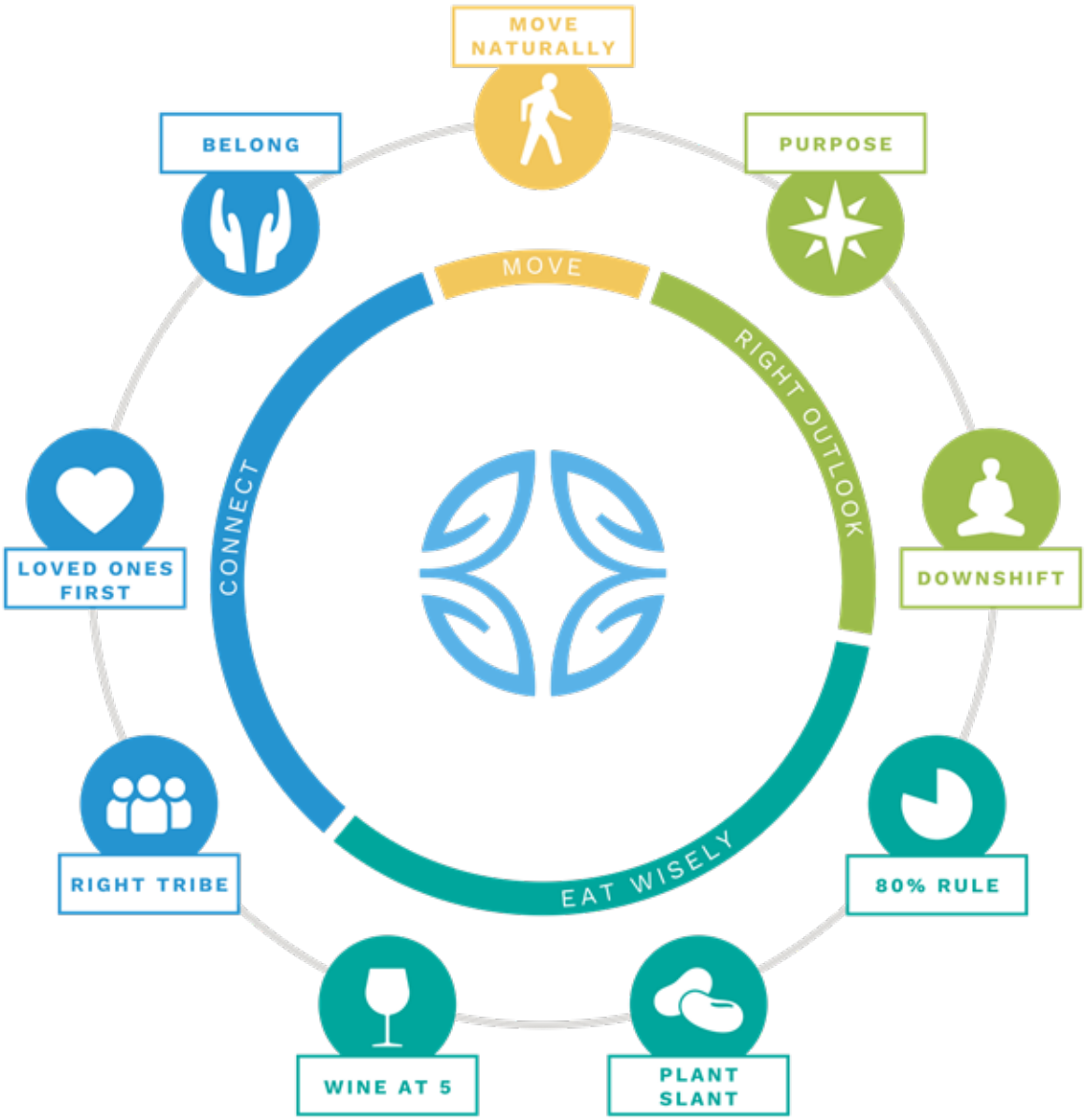
While the traditional 15-Minute City Approach may be difficult to implement fully within the Planning Area due to Texas's limitations on ETJ regulation, Pilot Point recognizes the value of creating localized areas where daily needs can be met within a short distance. This approach is particularly relevant for Downtown, where compact, walkable development can enhance business activity, residential livability, and mobility options. By prioritizing mixed-use development, multimodal connectivity, and essential services within proximity to homes, Pilot Point can offer residents greater convenience and reduce dependence on long commutes.

As Pilot Point grows, maintaining local accessibility to essential services, jobs, and recreation will be critical to sustaining quality of life and minimizing traffic congestion. The 15-Minute City Approach ensures that residents can access daily needs, such as groceries, healthcare, schools, and entertainment, within a short walk or bike ride from home. While Pilot Point does not have the density of a major metro area, this concept is adapted here to preserve walkability in Downtown, promote mixed-use development, and integrate trail and mobility networks to reduce car dependency. Pilot Point is already seeing growth in retail and service demand, as reflected in the Esri Retail Demand Outlook and Shopping and Spending data, which indicate expanding market potential for walkable commercial areas. Applying the 15-Minute City Approach can guide land use and zoning updates that encourage neighborhood-scale commercial/mixed-use nodes and pedestrian-friendly design.

BLUE ZONES APPROACH

The Blue Zones concept was developed from research by Dan Buettner, a National Geographic Fellow, who identified regions around the world where people live longer, healthier lives due to environmental, social, and lifestyle factors. These regions, including Okinawa (Japan), Sardinia (Italy), Nicoya (Costa Rica), Ikaria (Greece), and Loma Linda (California, USA), share common characteristics that promote well-being and longevity.

The Blue Zones approach to urban planning focuses on creating communities that naturally encourage active living, social connection, and access to healthy food, all of which contribute to physical, mental, and emotional well-being. By integrating these principles into city design, Blue Zones offer a proactive approach to health—rather than treating illness, cities create environments that naturally support healthier lifestyles. Pilot Point can apply Blue Zones principles to its Character Framework and Mobility Framework by prioritizing walkable streets, access to nature, and community-oriented public spaces. By encouraging human-centered design strategies, Pilot Point can increase quality of life, promote active transportation, and foster a sense of community.



RELEVANCE TO PILOT POINT'S DESIGN SYSTEM

As Pilot Point grows, adopting Blue Zones principles will help ensure that new developments prioritize walkability, green spaces, and community engagement. The Design System will incorporate these concepts into:

- Residential Development – Encouraging walkable neighborhoods with parks, plazas, and gathering spaces.
- Downtown Transformation – Promoting active storefronts, outdoor dining, and pedestrian-friendly streets.
- Mobility + Connectivity – Expanding trail networks, bike lanes, and safe pedestrian crossings to reduce car dependency.
- Healthy Food Access – Supporting farmers markets, community gardens, and local food initiatives to improve nutrition options for residents.

BLUE ZONES POWER 9 COMPONENTS

The Power 9 principles, identified by Dan Buettner's research into the world's longest-living populations, provide a framework for designing communities that naturally encourage health, longevity, and well-being. People in Blue Zones move naturally throughout their day, incorporating walking, biking, and other forms of active transportation rather than relying on structured exercise. Their lives have a strong sense of purpose, which is reinforced by community engagement, lifelong learning, and meaningful social connections. Stress is minimized through built-in moments of relaxation and mindfulness, whether in nature, plazas, or quiet gathering spaces. Blue Zones residents eat balanced, whole-food diets, guided by the 80% rule, which encourages mindful eating habits and portion control, and a plant-based diet that prioritizes vegetables, legumes, and whole grains.

Socialization is deeply embedded in their lifestyle, with spaces designed for gathering, sharing meals, and even enjoying a glass of wine with friends at the end of the day. A strong sense of belonging is cultivated through faith, civic participation, and family connections, and residents consistently prioritize their loved ones by maintaining intergenerational relationships and ensuring family-friendly living environments. Finally, these communities thrive because of tight-knit social circles, where friendships and shared activities foster engagement, happiness, and accountability for healthy living. By integrating these Power 9 principles into urban planning, housing, mobility, and public space design, Pilot Point can create an environment that naturally supports healthier, longer, and more fulfilling lives for its residents.

WHY PILOT POINT IS ADOPTING THE BLUE ZONES APPROACH

Pilot Point is incorporating the Blue Zones Approach to promote healthier living through human-centered design. With the city's strong equestrian, outdoor recreation, and small-town culture, Blue Zones concepts can guide neighborhood design, mobility enhancements, and public space improvements to encourage more active lifestyles, social interaction, and well-being consistent with this Master Plan Set Triple Bottom Line. Pilot Point's parks, trails, and Downtown improvements will reflect these principles by making walking, biking, and social gathering more accessible and enjoyable.

SAFE SYSTEMS APPROACH

The Safe Systems Approach is a proactive, evidence-based framework designed to eliminate traffic fatalities and serious injuries by creating a transportation system that accommodates human error. Originating from Sweden's Vision Zero initiative in the 1990s, this approach has been widely adopted by transportation agencies and municipalities worldwide to prioritize human life in mobility planning. Unlike traditional traffic safety models that place responsibility solely on individual road users, the Safe Systems Approach acknowledges that mistakes will happen and seeks to design streets, speeds, vehicles, and infrastructure in a way that minimizes crash severity. This model has been endorsed by the U.S. Department of Transportation and is a core element of national roadway safety initiatives, including the Safe Streets for All (SS4A) program. Vision Zero, a widely recognized traffic safety philosophy, is an outcome of implementing the Safe Systems Approach, as it ensures that all road users, including pedestrians, cyclists, and drivers, are protected through a holistic, integrated system of strategies.

RELEVANCE TO PILOT POINT'S DESIGN SYSTEM

Pilot Point's rapid growth, expanding road network, and increasing traffic volumes require a forward-thinking approach to mobility safety. With development accelerating along US 377, FM 455, and future corridors like the Dallas North Tollway extension, the city faces unique challenges in balancing growth with safety. The Comprehensive Safety Action Plan (CSAP), being developed concurrently with this Comprehensive Plan, aligns directly with the Safe Systems Approach, providing data-driven insights into where and how safety interventions should be prioritized. By integrating Safe Systems principles into the Mobility Framework of the Design System, Pilot Point can ensure that streets are designed with multiple users in mind, rather than prioritizing speed and vehicular throughput alone. Additionally, Downtown Pilot Point's walkability goals and future mixed-use development require safer intersections, pedestrian-friendly design, and traffic-calming measures—all of which are embedded in the Safe Systems model. By adopting this approach, Pilot Point positions itself for grant funding opportunities through SS4A while making safety a foundational principle of its transportation planning.

COMPONENTS OF THE SAFE SYSTEMS APPROACH

The Safe Systems Approach is built on six core principles that redefine how transportation networks function:

Death and Serious Injuries are Unacceptable

No loss of life on roadways is acceptable, and mobility planning must aim to eliminate fatalities.

Humans Make Mistakes

Infrastructure must account for predictable human errors and minimize their consequences.

Humans Are Vulnerable

Crash forces should be managed to avoid exceeding the human body's threshold for serious injury.

Responsibility is Shared

Governments, planners, engineers, policymakers, and users all play a role in maintaining safety.

Safety is Proactive

Instead of reacting to crashes, decision-makers must anticipate risks and design solutions before incidents occur.

Redundancy is Key

Multiple layers of protection (road design, vehicle standards, speed management) should work together to reduce risk.

In practice, the Safe Systems Approach is implemented through five key system elements:

- Safe Roads: Designing streets that promote lower speeds, clear visibility, and well-marked crossings.
- Safe Speeds: Setting and enforcing speed limits based on roadway context and risk.
- Safe Vehicles: Encouraging safety technologies like automatic braking and crash avoidance systems.
- Safe Road Users: Promoting education, enforcement, and policies that encourage responsible behaviors.
- Post-Crash Care: Ensuring that emergency response systems are equipped to provide rapid medical attention when crashes do occur.

WHY PILOT POINT IS ADOPTING THE SAFE SYSTEMS APPROACH

Pilot Point is committed to ensuring that all residents, whether they drive, walk, or bike, can move safely and efficiently through the city. Crash data from the Comprehensive Safety Action Plan has already highlighted areas where roadway conditions contribute to high-risk scenarios, particularly along major corridors. With growth intensifying, the city cannot afford to take a reactive approach to traffic safety; instead, infrastructure investments must incorporate design elements that proactively reduce risk. The integration of Vision Zero principles into the city's transportation policies aligns with broader regional and federal goals, making Pilot Point more competitive for safety-related funding. Additionally, Pilot Point's walkability, mixed-use development, and Downtown transformation catalysts depend on safe, accessible mobility networks that invite residents and visitors to engage with the built environment. By embracing the Safe Systems Approach, Pilot Point is laying the foundation for a transportation network that prioritizes human life, supports economic vitality, and fosters a culture of safety-first planning.

CPTED APPROACH

Also key to the Strategic Growth chapter, Crime Prevention Through Environmental Design (CPTED) is a proactive approach to city planning and design that reduces crime by modifying the built environment to enhance visibility, increase natural surveillance, and promote community interaction. CPTED principles focus on designing spaces that discourage criminal behavior while making public areas safer and more inviting. This evidence-based strategy has been widely adopted by law enforcement agencies, city planners, and local governments to improve public safety, reduce vandalism, and enhance overall quality of life.

WHY PILOT POINT IS ADOPTING THE CPTED APPROACH

As Pilot Point grows, ensuring safe, well-designed public spaces, streets, and neighborhoods will be critical to maintaining a strong sense of community and reducing crime risks. By integrating CPTED principles into new developments, Downtown revitalization efforts, and public facility planning, the city can create environments that naturally deter crime and promote safety. Key applications include:

- Natural Surveillance: Designing parks, streets, and public spaces with open sightlines, lighting, and active use areas to improve visibility and deter crime.
- Access Control: Using strategic placement of walkways, fences, and signage to guide movement and prevent unauthorized access to sensitive areas.
- Territorial Reinforcement: Encouraging community ownership of spaces through landscaping, public art, and clear distinctions between public and private areas.
- Maintenance + Design Standards: Implementing policies to ensure public spaces, alleys, and business districts remain clean, well-lit, and well-maintained, reducing opportunities for criminal activity.

By incorporating CPTED best practices into public safety planning, infrastructure design, and development regulations, Pilot Point can foster a safer, more walkable, and community-oriented city. This Approach not only enhances security but also supports economic development, strengthens neighborhood cohesion, and ensures that residents and visitors feel safe and engaged in public spaces.

HOW THE SIX APPROACHES RELATE TO THE PARKS AND RECREATION MASTER PLAN & DOWNTOWN MASTER PLAN

Pilot Point's Parks and Recreation Master Plan and Downtown Master Plan establish a vision for vibrant, connected, and engaging public spaces that foster economic growth, community interaction, and a high quality of life. The five planning approaches—Placemaking, 15-Minute City, Blue Zones, Safe Systems Approach, and CPTED—are directly aligned with the objectives outlined in these plans. Each approach provides a strategic framework that supports the Downtown Transformation Catalysts and the four components of the Parks and Recreation Master Plan, ensuring that growth is intentional, sustainable, and enhances Pilot Point's unique character.

PARKS AND RECREATION MASTER PLAN ALIGNMENT

The four components of the Parks and Recreation Master Plan—Play + Reflect, Trails + Connectivity, Nature + Trees, and Gather + Celebrate—are strongly reinforced by these six approaches.

Placemaking Framework	15-Minute City	Blue Zones	Safe Systems Approach	CPTED
Enhances Gather + Celebrate by activating public parks, plazas, and gathering spaces to create destinations that foster community interaction, cultural events, and recreation. The framework also supports Trails + Connectivity by ensuring that parks and public spaces are easily accessible, safe, and connected to the surrounding neighborhoods.	Aligns with Play + Reflect and Trails + Connectivity, ensuring that residents can access parks, trails, and recreation areas within a short walk or bike ride. This reduces car dependency and enhances community well-being by promoting local recreation opportunities.	Is embedded in all four components, particularly Play + Reflect and Nature + Trees, by promoting natural movement, social connectivity, and access to green spaces. By integrating healthy design principles, such as shaded walking paths and stress-reducing public spaces, Pilot Point can create parks and recreational spaces that encourage physical activity and longevity.	Reinforce Trails + Connectivity by ensuring that sidewalks, bike paths, and road crossings are designed for safety. This supports multi-modal transportation and pedestrian-friendly routes to parks, schools, and community hubs.	Supports Gather + Celebrate and Nature + Trees by ensuring that parks and recreation spaces are well-lit, highly visible, and designed to feel safe and inviting for all users. By integrating natural surveillance and thoughtful design, these areas become active and welcoming community hubs.

DOWNTOWN MASTER PLAN ALIGNMENT

The four Downtown Transformation Catalysts—Downtown Core Redesign, Recreation Tourism, Arts + Culture, and Dining + Entertainment—are directly aligned with the five approaches.

Placemaking Framework	15-Minute City	Blue Zones	Safe Systems Approach	CPTED
Is central to the Downtown Core Redesign, ensuring that public spaces, plazas, and streetscapes are inviting, pedestrian-friendly, and activated with events and programming. Placemaking also strengthens Dining + Entertainment by improving outdoor dining opportunities, creating spaces for live music, and enhancing the overall experience of Downtown as a destination.	Supports Downtown Core Redesign and Recreation Tourism by making Downtown a walkable, mixed-use hub where residents and visitors can access shops, restaurants, cultural attractions, and trails without relying on a car. This strengthens Downtown's role as the heart of Pilot Point's economy and social life.	Reinforces Arts + Culture and Dining + Entertainment by ensuring that Downtown prioritizes walkability, community connection, and access to healthy food and social spaces. By integrating walkable streets, outdoor gathering areas, and community-focused spaces, Blue Zones principles will help make Downtown a thriving social and economic center.	Are crucial for the Downtown Core Redesign and Recreation Tourism, as Downtown Pilot Point sees significant pedestrian and vehicular traffic. These approaches ensure that streets are designed for safety, with pedestrian-priority zones, protected crossings, and traffic-calming measures that support walkability and accessibility.	Aligns with Arts + Culture and Dining + Entertainment by ensuring that public spaces, event areas, and streetscapes are designed with safety and security in mind. This includes well-lit sidewalks, clear sightlines, and active storefronts, which contribute to a lively, engaging, and safe Downtown atmosphere.

VISION: CHARACTER FRAMEWORK

PILOT POINT'S CHARACTER FRAMEWORK IS THE FOUNDATION FOR SHAPING GROWTH, PRESERVING THE CITY'S HISTORIC CHARM AND RURAL IDENTITY, AND ENSURING THAT DEVELOPMENT ENHANCES BOTH LIVABILITY AND ECONOMIC RESILIENCE. THROUGH A CLEAR AND STRATEGIC APPROACH TO LAND USE, INFRASTRUCTURE, AND COMMUNITY DESIGN, THE CHARACTER FRAMEWORK ENSURES THAT GROWTH IS PREDICTABLE, HIGH-QUALITY, AND ALIGNED WITH PILOT POINT'S LONG-TERM VISION.

THIS FRAMEWORK GUIDES DEVELOPMENT IN A WAY THAT BALANCES TRADITION AND PROGRESS, ENSURING THAT NEW NEIGHBORHOODS, BUSINESS DISTRICTS, AND INFRASTRUCTURE INVESTMENTS ARE INTEGRATED SEAMLESSLY WHILE PROTECTING THE HISTORIC DOWNTOWN, NATURAL LANDSCAPES, AND THE CITY'S EQUESTRIAN AND AGRICULTURAL HERITAGE. BY ESTABLISHING CLEAR EXPECTATIONS FOR LAND USE AND DESIGN FORM, PILOT POINT CAN ENSURE THAT FUTURE DEVELOPMENT ENHANCES, RATHER THAN DETRACTS FROM, THE CITY'S UNIQUE IDENTITY.

PURPOSE OF THE CHARACTER FRAMEWORK

The Character Framework serves as the foundation for guiding growth, development, and preservation in Pilot Point, ensuring that new investments reinforce the city's historic charm, rural identity, and economic sustainability. It provides clear, actionable guidance for land use, urban form, and design standards that shape a cohesive, high-quality built environment, respecting Pilot Point's heritage while accommodating future needs. Functioning as a bridge between long-range planning and real-world development, this framework ensures that land use, zoning, and design policies work together to create a resilient, well-connected, and thriving community by defining where and how growth should occur while protecting existing neighborhoods, enhancing public spaces, and directing new development to locations that align with the city's vision and infrastructure capacity.

ESTABLISHING A PREDICTABLE AND INTENTIONAL GROWTH PATTERN

The Character Framework provides clarity to developers, property owners, and residents regarding how Pilot Point should grow, ensuring that new development is aligned with infrastructure capacity, mobility networks, and city services while avoiding uncoordinated sprawl. By directing higher-intensity development to strategic locations and protecting rural landscapes and historic areas, the framework fosters a harmonious balance between new growth and the preservation of Pilot Point's small-town identity.

REINFORCING PILOT POINT'S SMALL-TOWN CHARM AND RURAL IDENTITY

A defining feature of the Character Framework is its emphasis on protecting cultural and historical assets, ensuring that new development is context-sensitive and contributes to the character of downtown, neighborhoods, and agricultural lands. By integrating design standards that reflect Pilot Point's heritage while incorporating modern amenities and walkability enhancements, the framework supports placemaking initiatives that strengthen the city's sense of community and reinforce its local identity.

GUIDING LAND USE AND URBAN FORM TO BALANCE GROWTH AND PRESERVATION

The Future Land Use Plan, embedded within the Character Framework, defines clear land use categories to ensure compatibility between different types of development while preserving Pilot Point's distinct character. Thoughtful land use planning encourages mixed-use development in strategic areas while safeguarding low-density residential and natural spaces. Additionally, well-planned transitions between development types ensure that new projects integrate seamlessly with existing neighborhoods, preventing abrupt land use conflicts.

SUPPORTING SUSTAINABLE AND CONNECTED DEVELOPMENT PATTERNS

By encouraging walkable, multimodal neighborhoods with strong connections to public spaces, parks, and trails, the Character Framework promotes an interconnected and accessible community. Growth is strategically directed toward areas that support economic vitality, ensuring that jobs, services, and amenities are located within a short distance of residential areas. The framework also emphasizes resilience-focused planning, ensuring that land use decisions reduce environmental impacts, mitigate flooding, and enhance natural resources to support Pilot Point's long-term sustainability.

ALIGNING WITH INFRASTRUCTURE AND POLICY DECISIONS TO ENHANCE QUALITY OF LIFE

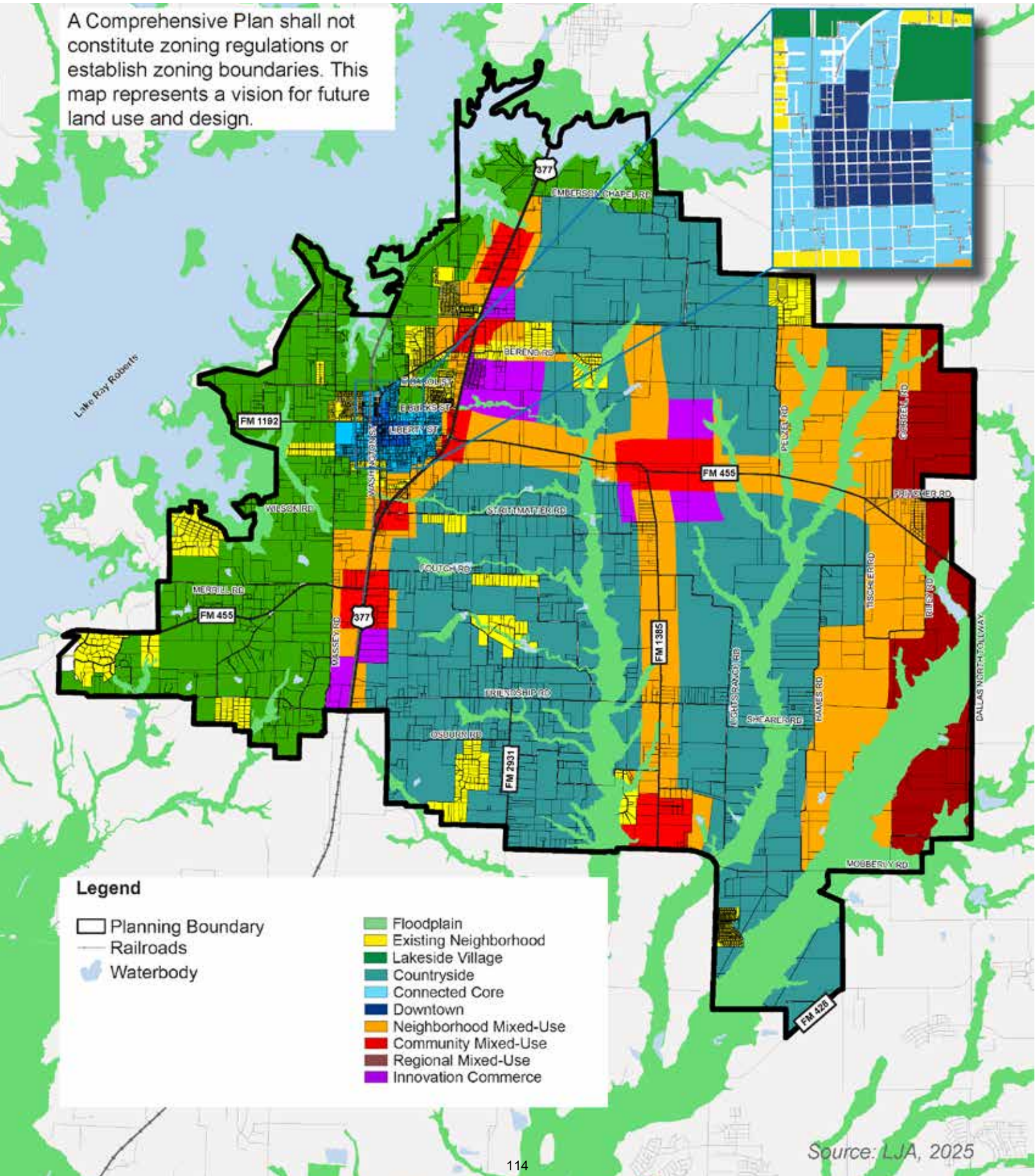
A critical component of the Character Framework is ensuring that land use and development policies are supported by adequate infrastructure, including water, wastewater, stormwater, and transportation networks. This alignment guides zoning updates, subdivision regulations, and urban design standards to reflect Pilot Point's long-term vision while also serving as a roadmap for decision-making to help prioritize capital improvement projects and public investments that enhance livability and economic resilience.

FUTURE LAND USE PLAN AS THE GUIDING DOCUMENT

The Future Land Use Plan (FLUP) serves as the primary tool for guiding growth, development, and preservation in Pilot Point, ensuring that land use patterns align with the community's long-term vision for economic resilience, enhancement of natural areas, and preservation of small-town character. While not a zoning map, the FLUP provides policy direction for zoning decisions, infrastructure investments, and land development to shape a well-planned and balanced city.

This comprehensive Framework shows a proactive vision of anticipated growth, ensuring that land use decisions protect and enhance existing neighborhoods, guide appropriate new development, and coordinate infrastructure improvements. It also provides clear expectations for property owners, businesses, developers, and City officials, ensuring that all future development aligns with Pilot Point's priorities for a great quality of life, economic vitality, and a connected community.

MAP: FUTURE LAND USE PLAN



Source: LJA, 2025

KEY ELEMENTS OF THE FUTURE LAND USE PLAN

1. Future Land Use Plan Map

The FLUP map visually represents the city's growth strategy, indicating where:
- New residential, commercial, and industrial growth should be directed.
- Rural and agricultural areas should be preserved.
- Key infrastructure investments will support development.

2. Future Land Use Designations

Summary
Each Future Land Use Designation defines development expectations related to building form, intensity, and compatibility. The FLUP categorizes land into distinct areas, each with its own intended character, density, and compatibility considerations. These designations:
- Work to preserve Pilot Point's historic and rural identity while supporting strategic growth.
- Encourage walkable, mixed-use development along key corridors and Downtown.
- Ensure that higher-density and commercial uses are appropriately located, avoiding conflicts with residential areas.
- Protect natural areas and green spaces, enhancing quality of life.

These categories include:

Preservation-Oriented Areas
- Floodplain + Open Space – Areas prioritized for parks, trails, and conservation.
- Existing Neighborhoods – Primarily residential, with a focus on preserving character and ensuring compatible infill development.

Activity Centers + Mixed-Use Areas
- Downtown Core – A walkable, mixed-use district supporting local businesses, restaurants, residential lofts, and public spaces.
- Connected Core – A transitional area with residential uses and low-intensity commercial to complement Downtown.
- Neighborhood Mixed-Use – Small-scale commercial and residential integration, creating vibrant, walkable destinations.
- Community Mixed-Use – A larger-scale version of Neighborhood Mixed-Use, supporting big-box retail, offices, and apartments.
- Regional Mixed-Use – Destination-oriented development along the Dallas North Tollway (DNT), including multi-family housing, hotels, and employment hubs.

Employment + Industrial Areas
- Innovation Commerce – Designated for light industrial, research, and tech-based businesses.
- Job Center – Areas designed to attract high-employment uses, such as office campuses and major employers.

Special Districts
- Lakeside Village – A mix of lake-oriented residential, hospitality, and recreational uses, preserving scenic views and natural features.
- Countryside – Low-density residential, agritourism, and conservation-focused development, ensuring Pilot Point's rural character remains intact.

FLOODPLAIN + OPEN SPACE

Intended Character: The Floodplain + Open Space designation preserves Pilot Point's most critical environmental assets, maintaining large areas of undeveloped land for stormwater management, habitat conservation, and passive recreation. These natural corridors will function as permanent green infrastructure, mitigating flood risks while enhancing biodiversity and air quality. Well-designed greenways and preserved floodplain areas will provide scenic trails, boardwalks, and educational opportunities, fostering environmental awareness and community engagement. Development adjacent to these areas will be required to incorporate conservation easements and sustainable water management techniques to protect natural hydrology. Public spaces within these zones will function as recreational areas featuring hiking trails, picnic spots, and wildlife viewing platforms, offering accessible outdoor experiences for residents. Over time, enhancements will be made to improve water retention, erosion control, and the overall ecological health of these protected lands.

Anticipated Uses: Parks, trails, nature preserves, low-impact recreation (e.g., fishing, birdwatching), and flood control infrastructure.

Development Intensity: No large-scale development permitted; limited passive recreation infrastructure allowed.

Key Considerations:

- Dedication of adjacent development areas to conservation easements when bordering floodplains.
- Ensure all new developments integrate green infrastructure such as bioswales and permeable surfaces to manage stormwater naturally.
- Design floodplain-adjacent parks with resilient materials to withstand occasional flooding while maintaining usability.
- Use trails and boardwalks to activate spaces without disrupting natural drainage systems.

EXISTING NEIGHBORHOODS

Intended Character: The Existing Neighborhoods designation represents Pilot Point's well-established residential areas, where small-town charm, tree-lined streets, and strong community ties define daily life. These areas will experience thoughtful reinvestment and limited infill housing, ensuring that new development blends seamlessly with existing homes. Residential blocks will be enhanced with improved sidewalks, pedestrian connections, and landscaping upgrades, creating safer, more walkable streets. As the city grows, these neighborhoods will be supported by nearby parks, schools, and small-scale commercial amenities, strengthening their role as vibrant, family-friendly communities. Historic homes and structures will be preserved through adaptive reuse programs and homeowner reinvestment incentives, reinforcing Pilot Point's architectural heritage. Future improvements will focus on expanding tree canopies, increasing street lighting, and fostering neighborhood engagement through community events and local initiatives.

Anticipated Uses: Single-family homes, parks, neighborhood-scale civic uses (ex. churches, schools, small community centers).

Development Intensity: 1-4 dwelling units per acre (DUA), primarily detached single-family housing.

Key Considerations:

- Encourage limited infill development that is contextually compatible with existing homes.
- Support homeowner reinvestment efforts by offering façade improvement programs and flexible zoning for ADUs (Accessory Dwelling Units).
- Enhance multimodal connections by adding sidewalks, bike paths, and improved crossings near schools and parks.
- Strengthen neighborhood identity through placemaking initiatives like historic markers and community gardens.

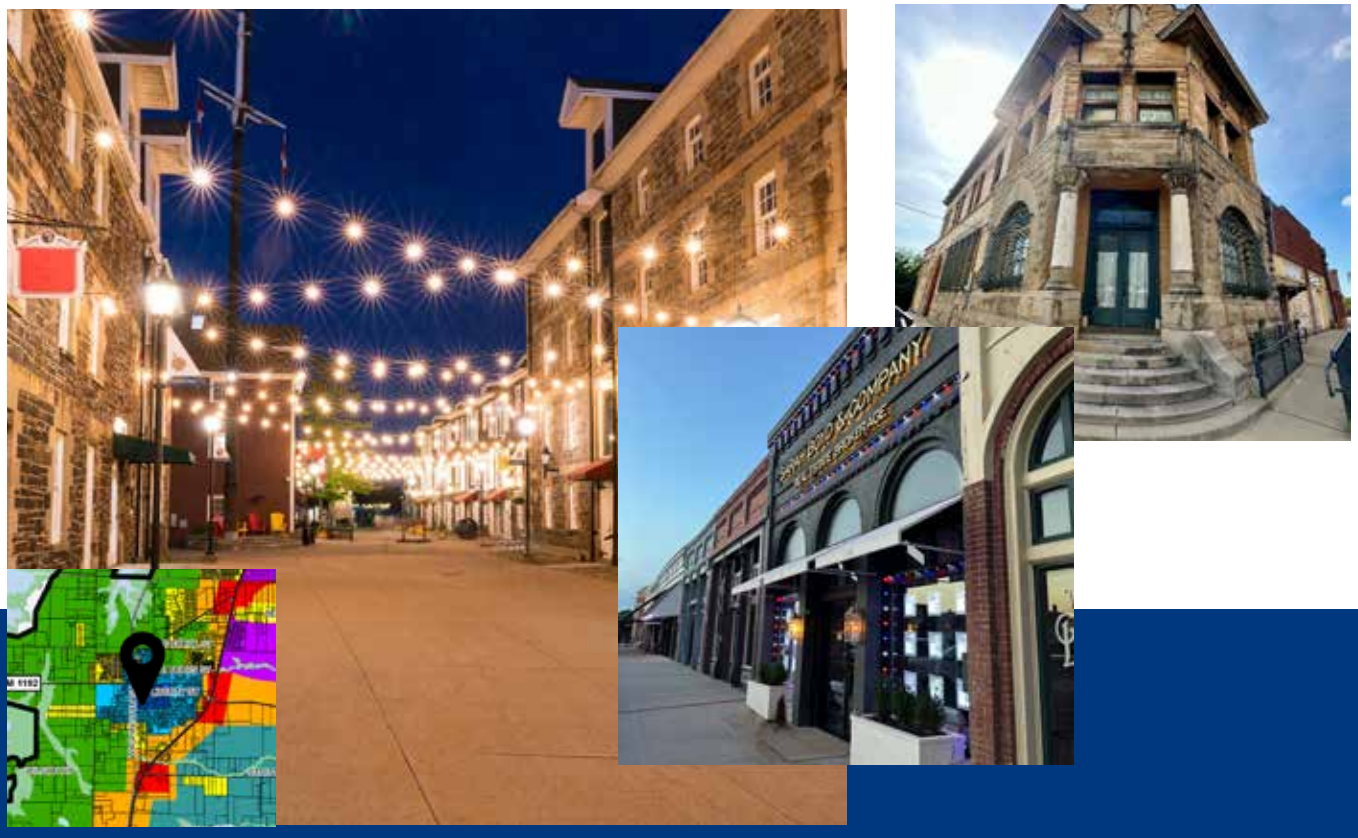
DOWNTOWN

Intended Character: Downtown is the heart of Pilot Point, where historic charm meets modern vitality, creating a walkable, dynamic area that serves as the city's cultural, commercial, and social center. The area will continue to be a destination for residents and visitors alike, featuring locally owned shops, farm-to-table restaurants, offices, and upper-story residential lofts. Streets will be bustling with pedestrians, outdoor dining, and seasonal events, reinforcing a sense of community and economic vibrancy. Public spaces such as plazas, pocket parks, and gathering areas will host farmers' markets, festivals, and concerts, enhancing downtown's role as Pilot Point's primary gathering space. Future development will maintain human-scale design, historic preservation, and active ground-floor uses, ensuring that downtown retains its traditional character while evolving to meet modern needs. Infrastructure improvements will focus on street beautification, traffic calming, enhanced lighting, and multimodal connections, ensuring that the area remains safe, accessible, and welcoming for all visitors.

Anticipated Uses: Ground-floor retail, restaurants, offices, upper-story residential (lofts/ apartments), boutique hotels, cultural institutions, entertainment venues, and civic spaces.
Development Intensity: Up to 3 stories; high lot coverage with pedestrian-oriented design to encourage walkability and active storefronts.

Key Considerations:

- Ensure all new buildings align with Downtown's historic character through design guidelines and architectural standards.
- Expand outdoor public spaces, including plazas, seating areas, and festival-friendly streetscapes.
- Implement parking management strategies that balance vehicular access with a pedestrian-first approach.
- Preserve and repurpose historic structures, ensuring that adaptive reuse projects contribute to Downtown's long-term resilience.



CONNECTED CORE

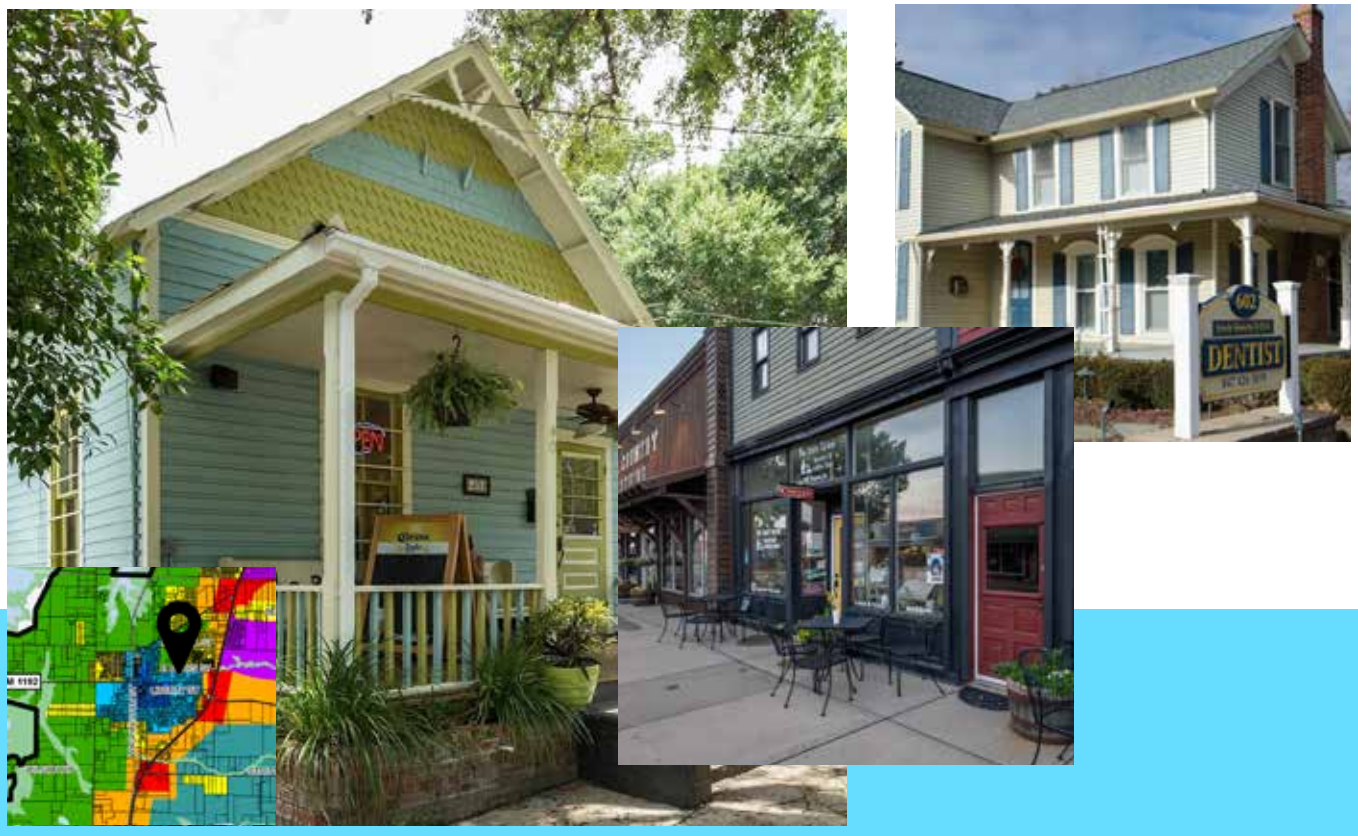
Intended Character: The Connected Core serves as a transitional area between Downtown and surrounding residential neighborhoods, blending compact housing, small-scale retail, and creative workspaces into a walkable, human-centered environment. These areas will support a mix of townhomes, duplexes, and live-work units, offering alternative housing options for young professionals, artists, and entrepreneurs. Neighborhood-scale commercial uses, such as coffee shops, co-working spaces, and independent boutiques, will provide daily conveniences while reinforcing the area's community-driven atmosphere. Public realm improvements will focus on creating inviting, shaded sidewalks, pocket parks, and shared green spaces, promoting interaction and outdoor activity. Streets will be designed to accommodate pedestrians and cyclists first, ensuring that new development prioritizes walkability and alternative transportation. The area will act as an incubator for small businesses and innovative housing models, allowing for thoughtful growth that complements Pilot Point's historic Downtown

Anticipated Uses: Ground-floor retail, restaurants, offices, upper-story residential (lofts/ apartments), boutique hotels, civic spaces

Development Intensity: Up to 3 stories; high lot coverage with pedestrian-oriented frontages.

Key Considerations:

- Ensure new buildings reflect historic character through design guidelines.
- Expand public spaces, including pocket parks, outdoor dining, and festival-friendly streetscapes.
- Implement parking strategies to reduce congestion while improving pedestrian mobility.
- Encourage vertical mixed-use development with residential over retail, maximizing economic vibrancy.



LAKESIDE VILLAGE

Intended Character: A low-intensity residential area that embraces the rural, natural beauty of the lake-adjacent landscape while preserving open space and creating a cohesive network of trails and scenic corridors. This area will consist of low-density estate-style homes, clustered conservation neighborhoods, and small-scale agritourism ventures, such as wineries or farm-to-table venues, that blend seamlessly into the natural landscape.

Rather than large-scale commercial or resort-style development, Lakeside Village will prioritize a quiet, nature-integrated residential experience, where equestrian trails, passive recreation, and community gathering spaces create a relaxed and scenic environment. Development will focus on clustered rural residential patterns that retain a significant portion of land for natural areas, trails, and buffers, preventing suburban sprawl.

Anticipated Uses: Estate-style homes, low-density conservation subdivisions, small-scale agritourism (ex. farm/ranch-to-table restaurants, wineries), equestrian trails, passive recreation, community parks.

Development Intensity: 1-3 dwelling units per acre (DUA), ensuring that homes are spaced out, and large portions of land remain undeveloped as permanent open space.

Key Considerations:

- Clustered development patterns will be encouraged to retain at least 50% open space, preserving tree groves, native grasslands, and scenic views.
- Small-scale agritourism and rural businesses will be supported to allow for vineyards, farm-to-table restaurants, wedding/event venues, and equestrian-friendly properties.
- New roads and trails will be designed to connect neighborhoods to nature, not commercial corridors, ensuring scenic routes with a rural feel.
- Civic gathering spaces, such as community gardens or neighborhood parks, will create opportunities for social engagement without requiring high-intensity land uses.

COUNTRYSIDE

Intended Character: A low-intensity residential area that embraces the rural, natural beauty of the lake-adjacent landscape while preserving open space and creating a cohesive network of trails and scenic corridors. This area will consist of low-density estate-style homes, clustered conservation neighborhoods, and small-scale agritourism ventures, such as wineries or farm-to-table venues, that blend seamlessly into the natural landscape. Rather than large-scale commercial or resort-style development, Lakeside Village will prioritize a quiet, nature-integrated residential experience, where equestrian trails, passive recreation, and community gathering spaces create a relaxed and scenic environment. Development will focus on clustered rural residential patterns that retain a significant portion of land for natural areas, trails, and buffers, preventing suburban sprawl.

Anticipated Uses: Estate-style homes, low-density conservation subdivisions, small-scale agritourism (e.g., farm-to-table restaurants, wineries), equestrian trails, passive recreation, community parks.

Development Intensity: 1-3 dwelling units per acre (DUA), ensuring that homes are spaced out, and large portions of land remain undeveloped as permanent open space.

Key Considerations:

- Clustered development patterns will be encouraged to retain at least 50% open space, preserving tree groves, native grasslands, and scenic views.
- Small-scale agritourism and rural businesses will be supported to allow for vineyards, farm-to-table restaurants, wedding/event venues, and equestrian-friendly properties.
- New roads and trails will be designed to connect neighborhoods to nature, not commercial corridors, ensuring scenic routes with a rural feel.
- Civic gathering spaces, such as community gardens or neighborhood parks, will create opportunities for social engagement without requiring high-intensity land uses.

NEIGHBORHOOD MIXED-USE

Intended Character: The Neighborhood Mixed-Use area is designed to integrate small-scale commercial and residential uses within a walkable, community-focused setting. This area will support neighborhood retail, townhomes, and live-work spaces, providing daily conveniences and fostering local entrepreneurship. Development will be scaled appropriately to fit within residential areas, ensuring that businesses like corner cafés, small grocers, and service providers enhance rather than disrupt neighborhood character. Walkability will be a primary focus, with pedestrian-scale streetscapes, bike-friendly infrastructure, and green space integration. Architectural guidelines will prioritize human-scale design, emphasizing storefront transparency and engaging public spaces. Over time, this area will evolve into a vibrant, self-sustaining neighborhood hub, reducing car dependency and strengthening local economies.

Anticipated Uses: Small-scale retail, townhomes, live-work units, offices, boutique commercial spaces.

Development Intensity: Up to 3 stories; moderate lot coverage with pedestrian-oriented design

Key Considerations:

- Ensure compatibility between commercial and residential uses through transitional zoning.
- Require active ground-floor uses in key locations to promote vibrancy and engagement.
- Enhance multimodal access by improving sidewalks, crosswalks, and bike lanes.
- Limit large-scale commercial development, prioritizing locally owned businesses and community-serving retail.

COMMUNITY MIXED-USE

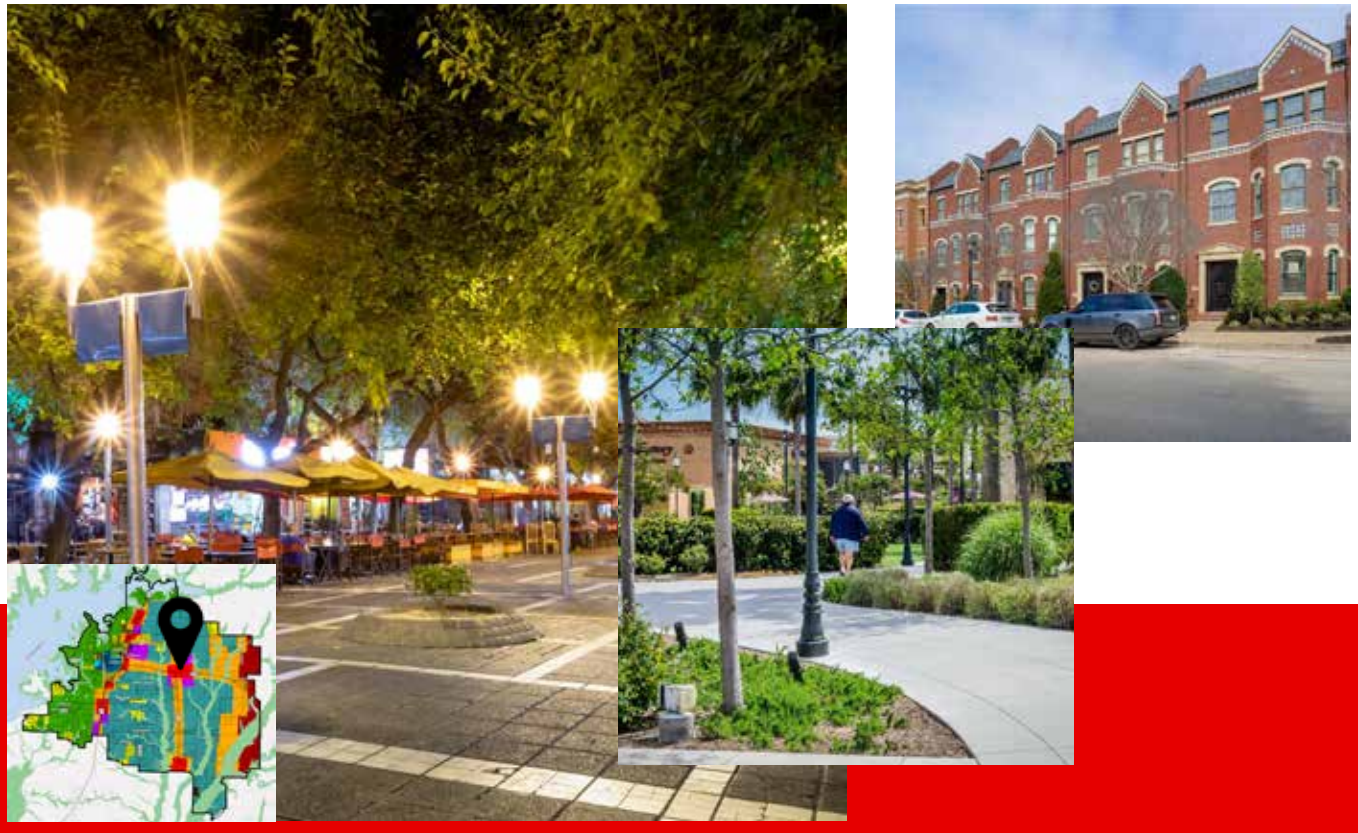
Intended Character: The Community Mixed-Use area is designed to serve as a larger-scale commercial and residential hub, supporting regional retail, employment, and housing diversity. This area will accommodate a mix of retail centers, office spaces, and mid-rise apartment buildings, creating a lively and functional urban environment. Development will focus on walkability, transit access, and integrated public spaces, ensuring that residents and visitors can access daily needs without long commutes. Buildings will incorporate modern design principles, green roofs, and energy-efficient infrastructure, reinforcing sustainability goals. Streets will be activated with sidewalk cafés, street trees, and public plazas, making the area a destination for both commerce and recreation. Over time, Community Mixed-Use areas will evolve into thriving, connected areas that balance economic vitality with high-quality living environments

Anticipated Uses: Large-scale retail, office buildings, mixed-use residential, entertainment venues, lifestyle centers.

Development Intensity: Up to 4 stories; high lot coverage with structured parking encouraged.

Key Considerations:

- Encourage vertical and horizontal mixed-use development to create a true live-work-play environment.
- Ensure public spaces are integrated into development plans, such as plazas and pocket parks.
- Enhance transit connectivity by incorporating bus stops and pedestrian-oriented street design.
- Require sustainable building practices to promote environmental responsibility.



REGIONAL MIXED-USE

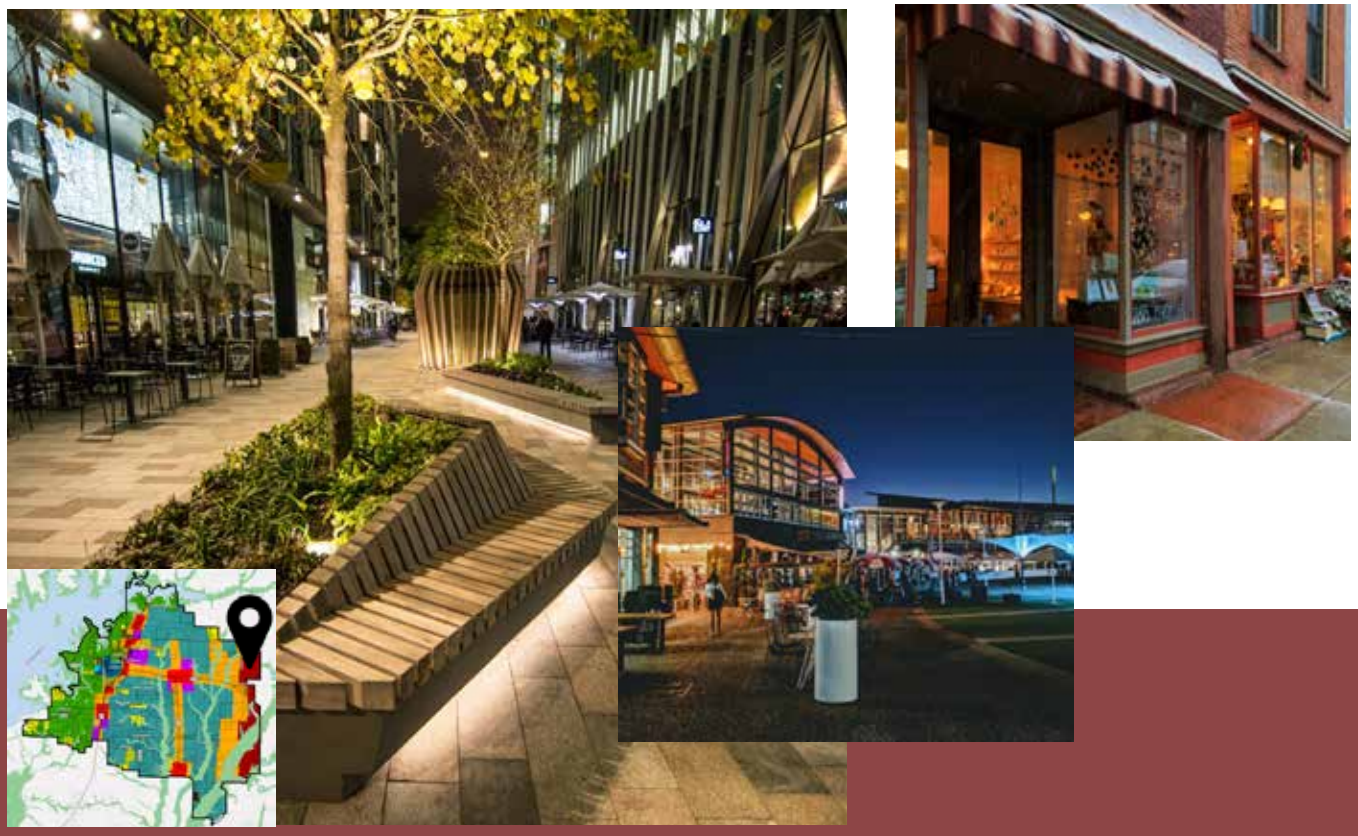
Intended Character: The Regional Mixed-Use area is designed to be Pilot Point's most dynamic and high-visibility commercial and employment destination, leveraging major roadway access and regional traffic patterns to support destination retail, hospitality, corporate campuses, and high-density residential. This area will serve as a regional draw, attracting visitors, businesses, and residents seeking a modern, amenity-rich environment with convenient access to the Dallas North Tollway and other major corridors. Large-scale employers, retail centers, and entertainment venues will enhance Pilot Point's economic sustainability, providing a high-volume job center and a diverse tax base. Residential development in this area will be focused on multi-family housing, townhomes, and mixed-use buildings, ensuring that employment and commercial areas are supported by housing options that reduce commute times and promote walkability. Over time, this area will evolve into a regional activity hub with a mix of live-work-play opportunities, maintaining architectural and landscape design standards that reflect Pilot Point's identity.

Anticipated Uses: Large-scale retail, entertainment venues, corporate offices, hospitality (hotels, resorts), mixed-use residential, employment centers, regional medical and professional services, and lifestyle centers.

Development Intensity: Up to 6 stories; higher lot coverage with green infrastructure and structured parking encouraged to support a dense, walkable environment.

Key Considerations:

- Require multimodal infrastructure, including public transit access, bike lanes, and pedestrian pathways, to reduce traffic congestion.
- Support a mix of residential options, including multi-family housing and live-work spaces, to create a true live-work-play area.
- Utilize structured parking solutions to reduce surface parking and create a more urbanized, walkable setting.



COMPARISON OF THREE MIXED-USE FUTURE LAND USE DESIGNATIONS (FLUDS)

CATEGORY	Neighborhood Mixed-Use (NMU)	Community Mixed-Use (CMU)	Regional Mixed-Use (RMU)
Intended Character	A small-scale, neighborhood-oriented district blending local retail, townhomes, and live-work spaces in a walkable setting. Supports daily conveniences like cafés and small businesses while maintaining a residential feel.	A larger, mid-scale activity hub with retail centers, offices, entertainment venues, and multi-family residential. Designed for a balance of shopping, dining, and employment in a pedestrian-friendly setting.	A high-visibility commercial and employment destination, supporting destination retail, corporate offices, hospitality, and entertainment near major corridors. A regional draw for businesses, visitors, and moderate density housing.
Primary Uses	Small-scale retail, townhomes, live-work units, boutique offices, neighborhood-serving businesses.	Retail centers, offices, entertainment venues, multi-family residential, mixed-use developments.	Large-scale retail, hotels, corporate offices, employment hubs, mixed-use high-density residential.
Development Intensity	**Up to 3 stories, lower lot coverage to maintain a neighborhood feel.**	**Up to 4 stories, medium lot coverage with a mix of commercial and residential.**	**Up to 6 stories, high lot coverage with structured parking and regional accessibility.**
Scale & Density	**Low-density mixed-use with a focus on small business and residential integration.**	**Medium-density mixed-use, balancing housing, retail, and office uses.**	**Moderate-density mixed-use, attracting regional employers, retail destinations, and corporate offices.**
Walkability + Accessibility	Designed for pedestrian-friendly streetscapes and safe crossings.	Internal connectivity supports walkable development and biking infrastructure.	Prioritizes major roadway access and structured parking while encouraging pedestrian-friendly design within development areas.
Economic Focus	Supports local entrepreneurs and neighborhood businesses.	Attracts larger commercial tenants and office users.	Designed for regional-scale employment and commercial growth.
Housing Component	Townhomes, duplexes, and residential above retail.	Mid-rise apartments, townhomes, and mixed-use residential.	High-density apartments, condos, and live-work units.
Key Considerations	- Maintain neighborhood character while supporting small businesses. - Limit height for compatibility with adjacent homes. - Encourage active ground-floor uses.	- Balance housing, retail, and employment for a sustainable area. - Create public gathering spaces. - Ensure infrastructure and parking solutions support growth.	- Attract major employers and destination retail. - Require high-quality architecture and multimodal access. - Implement structured parking to reduce congestion.

INNOVATION COMMERCE

Intended Character: The Innovation Commerce area is envisioned as Pilot Point's hub for high-tech industries, research, and clean manufacturing, designed to attract companies that align with the city's long-term economic growth. This area will include modern corporate campuses, business incubators, and flexible industrial spaces, all of which will be designed with sustainability and efficiency in mind. Buildings will incorporate energy-efficient technology, green infrastructure, and high-quality landscaping to enhance aesthetics and functionality. Unlike traditional industrial zones, Innovation Commerce will be designed with pedestrian-friendly streets, shared green spaces, and multimodal connectivity to encourage employee interaction and workplace well-being. Traffic circulation will be planned to reduce congestion and minimize truck traffic impact on surrounding neighborhoods, ensuring compatibility with adjacent land uses. Over time, this area will evolve into a thriving employment center that supports local job creation and fosters economic resilience.

Anticipated Uses: Research labs, office parks, light industrial, corporate headquarters, advanced manufacturing.

Development Intensity: Up to 2 stories; campus-style layouts with green buffers.

Key Considerations:

- Encourage partnerships with universities and research institutions to attract talent and investment.
- Require sustainable building design to reduce environmental impact and energy consumption.
- Develop a trail system and open spaces within the area to enhance walkability and workforce well-being.
- Ensure adequate road capacity and freight routes to support logistics without impacting residential areas.

JOB CENTER (PLACE TYPE)

Intended Character: The Job Center designation is a floating place type, rather than a fixed land use designation, designed to allow significant employment-generating developments to be integrated within other Future Land Use Designations (FLUDs) when they meet specific criteria. This ensures that large-scale employers seeking to establish a presence in Pilot Point are not restricted by strict land use designations but instead are evaluated based on their economic impact, site compatibility, and mitigation measures. A Job Center must provide at least 100 local jobs and be designed to blend into its surrounding context with extensive landscaping, tree preservation, and sensitive site planning. Traffic and infrastructure impacts must be mitigated or prevented, ensuring that new employment centers do not disrupt existing residential areas or strain local infrastructure. Developments within this designation must also incorporate residential compatibility standards, including buffering, step-down building heights, and thoughtful site orientation, to minimize negative impacts on adjacent properties. This place type supports Pilot Point's economic growth by allowing for strategic job centers within mixed-use and rural areas while maintaining the community's character and environmental priorities. Applicable FLUDs: Neighborhood Mixed-Use (NMU), Countryside (in addition to the other areas that would already envision this use and form).

Anticipated Uses: Corporate offices, technology hubs, logistics centers, research facilities, clean-tech manufacturing, business parks.

Development Intensity: Up to 5 stories; designed with extensive green buffers, tree preservation, and high-quality landscaping to maintain compatibility with surrounding areas.

Key Considerations:

- Encourages sustainable design, including energy-efficient buildings, green infrastructure, and on-site stormwater management.
- Should enhance Pilot Point's long-term economic sustainability by attracting high-quality employers while maintaining community character.

VISION: MOBILITY FRAMEWORK

PILOT POINT'S MOBILITY FRAMEWORK IS THE BACKBONE OF A SAFE, EFFICIENT, AND WELL-CONNECTED COMMUNITY, ENSURING THAT GROWTH ENHANCES QUALITY OF LIFE, ECONOMIC VITALITY, AND ACCESSIBILITY. AS THE CITY EVOLVES, STREETS, TRAILS, AND PUBLIC SPACES WILL BE DESIGNED TO SUPPORT MOVEMENT FOR ALL USERS WHILE PRESERVING THE SMALL-TOWN CHARM, DOWNTOWN, AND SCENIC LANDSCAPES THAT DEFINE PILOT POINT'S CHARACTER.

A STRONG EMPHASIS ON SAFETY, WALKABILITY, AND CONNECTIVITY WILL GUIDE INVESTMENTS IN ROADWAY IMPROVEMENTS, BICYCLE AND PEDESTRIAN INFRASTRUCTURE, AND MULTIMODAL ACCESS, ENSURING THAT RESIDENTS, BUSINESSES, AND VISITORS CAN MOVE SEAMLESSLY THROUGHOUT THE CITY. BY APPLYING THE SAFE SYSTEMS APPROACH, PLACEMAKING, BLUE ZONES, CPTED, AND 15-MINUTE CITY PRINCIPLES, FUTURE TRANSPORTATION NETWORKS WILL BE RESILIENT, WELL-INTEGRATED, AND ADAPTABLE TO CHANGING MOBILITY NEEDS.

CAREFULLY PLANNED STREETS AND INFRASTRUCTURE WILL STRENGTHEN CONNECTIONS BETWEEN NEIGHBORHOODS, BUSINESSES, PARKS, AND REGIONAL DESTINATIONS, REDUCING CONGESTION WHILE FOSTERING A HEALTHY, ACTIVE, AND ECONOMICALLY VIBRANT PILOT POINT. THROUGH SMART INVESTMENTS AND COORDINATED PLANNING, MOBILITY WILL ENHANCE THE COMMUNITY'S LONG-TERM VISION FOR THRIVING AND WELL-CONNECTED NEIGHBORHOODS AND DESTINATIONS.

PURPOSE OF THE MOBILITY FRAMEWORK

The Mobility Framework serves as the foundation for guiding transportation investments, connectivity improvements, and roadway planning in Pilot Point, ensuring that new development is well-supported by infrastructure that enhances safety, accessibility, and economic resilience. It provides clear, actionable guidance for roadway classifications, multimodal networks, and transportation design standards, shaping a cohesive, well-integrated mobility system that supports both current and future needs. Functioning as a bridge between land use planning, recreational access, and infrastructure development, this Framework ensures that roads, sidewalks, trails, and other transportation elements work together to create a resilient, well-connected, and thriving community by defining where and how mobility improvements should occur while protecting existing neighborhoods, ensuring smooth traffic flow, and directing investments to areas that align with the city's growth and infrastructure capacity.

ESTABLISHING A PREDICTABLE AND INTENTIONAL TRANSPORTATION NETWORK

The Mobility Framework provides clarity to City Staff and leadership, residents, businesses, and developers regarding how Pilot Point's transportation network should evolve, ensuring that new development aligns with mobility capacity, safety standards, and infrastructure priorities while avoiding uncoordinated expansion that strains roadways and services. By identifying priority corridors for roadway expansion, multimodal connections, and traffic improvements, this framework fosters a balanced transportation system that supports both local and regional mobility needs while protecting the city's small-town identity and scenic landscapes.

ENHANCING PILOT POINT'S ACCESSIBILITY, TRAILS, AND SMALL-TOWN LIVABILITY

A defining feature of the Mobility Framework is its emphasis on safe and seamless connections between neighborhoods, business districts, parks, and recreational destinations. The city's trail and greenway network, detailed in the Parks + Recreation Master Plan, is a critical part of this system, ensuring that residents can walk, bike, or ride safely between key destinations without relying solely on roadways. Expanded trail corridors, dedicated bike lanes, and pedestrian-priority streetscapes will provide direct connections between parks, schools, employment centers, and mixed-use districts, reinforcing Pilot Point's commitment to walkability and active transportation.

To further strengthen connectivity, new roadways will be planned and constructed with integrated pathways, multi-use trails, or sidepaths, ensuring that the transportation network not only serves vehicles but also complements and expands the city's growing trail system. These pathways will be strategically designed to connect residential areas to parks, schools, and Downtown, reducing the need for short vehicle trips and enhancing community mobility. The incorporation of safe crossings, dedicated bike infrastructure, and scenic pathways along new thoroughfares will create a seamless network that supports both transportation and recreation objectives.

GUIDING ROADWAY, GREENWAY, AND MULTIMODAL PLANNING TO BALANCE GROWTH AND CONNECTIVITY

The Master Thoroughfare Plan (MTP), embedded within the Mobility Framework, defines a clear hierarchy of roadway classifications, ensuring that Pilot Point's transportation system supports land use decisions while maintaining functional efficiency. Through planned arterial expansions, intersection improvements, and local street connections, Pilot Point will maximize roadway capacity while minimizing congestion and bottlenecks. Equally important is the expansion of Pilot Point's trail system, ensuring that greenways are not only recreational but also functional transportation corridors.

Multimodal strategies—including trail-to-Downtown connectors, equestrian-friendly routes, and park-adjacent pedestrian networks—will be implemented to support walkability, bicycle access, and traffic safety enhancements, ensuring that transportation investments complement rather than compete with community growth objectives. Roadway expansions will integrate sidepaths and greenway extensions, ensuring that new infrastructure actively supports the broader vision for a connected, pedestrian-friendly Pilot Point.

SUPPORTING SUSTAINABLE AND RESILIENT TRANSPORTATION SYSTEMS

By encouraging context-sensitive road design, stormwater-integrated infrastructure, and sustainable mobility choices, the Mobility Framework ensures that Pilot Point's transportation network is built to withstand future challenges. Streets, sidewalks, and trails will be designed to support walkability, green infrastructure, and transportation resiliency, reinforcing Blue Zones strategies for active living, CPTED safety principles, and water-sensitive urban design standards. Infrastructure investments will be prioritized in growth areas that align with economic and land use planning, ensuring that Pilot Point's mobility system remains adaptable, future-proofed, and environmentally responsible.

ALIGNING MOBILITY INVESTMENTS WITH INFRASTRUCTURE, TRAILS, AND POLICY DECISIONS

A critical component of the Mobility Framework is ensuring that roadway improvements, pedestrian and bicycle infrastructure, and transportation policies are coordinated with the city's infrastructure capacity and growth priorities. This alignment guides zoning updates, subdivision regulations, and street design standards to reflect Pilot Point's long-term vision, while also serving as a roadmap for prioritizing capital improvement projects and public investments that enhance livability, safety, and connectivity.

By requiring that new roadways include integrated pedestrian and bike infrastructure, Pilot Point will ensure that all future developments strengthen connectivity to the city's broader greenway and trail system. Through coordinated planning and strategic investments, Pilot Point will develop a transportation system that supports its small-town character while ensuring that residents, businesses, and visitors can travel efficiently, safely, and seamlessly across the city's evolving trail and roadway network.

MASTER THOROUGHFARE PLAN AS THE GUIDING DOCUMENT

The Master Thoroughfare Plan (MTP) serves as the primary tool for guiding roadway development, expansions, and improvements to ensure a well-connected, efficient, and multimodal transportation network in Pilot Point. While not a project-specific construction plan, the MTP provides a long-range vision for how the city's major roadways will function as growth occurs and mobility needs evolve.

This MTP aligns with the Comprehensive Plan, Future Land Use Plan, and Parks + Recreation Master Plan, ensuring that roadway expansions, pedestrian networks, and trail systems work together to support safe, accessible, and efficient transportation for all users. By establishing a clear roadway hierarchy, defining right-of-way needs, and identifying special intersection considerations, the MTP provides clarity for developers, city staff, and regional planning agencies on how to coordinate roadway improvements with anticipated development patterns.

KEY ELEMENTS OF THE MASTER THOROUGHFARE PLAN

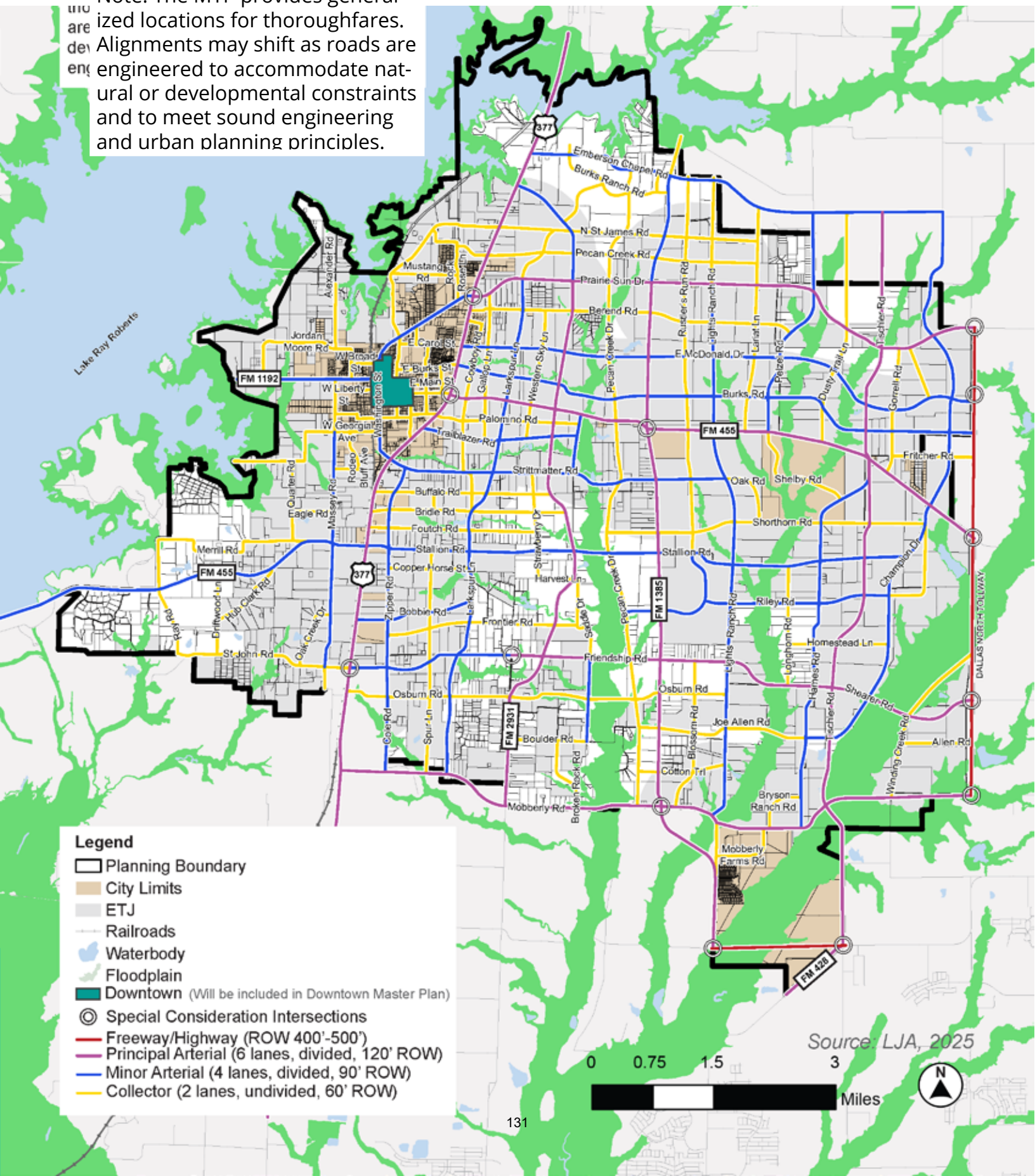
1. Master Thoroughfare Plan Map

The MTP map visually represents Pilot Point's long-term roadway strategy, outlining:

- The city's functional roadway classifications, including freeways, arterials, and collectors.
- Key corridors and connections that will accommodate future growth and economic development.
- Planned roadway expansions and new routes to improve regional mobility.
- Special consideration intersections where enhancements will be required for safety and traffic flow.
- Trail and multimodal connections that will complement the city's overall transportation system.

MAP: MASTER THOROUGHFARE PLAN

Note: 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.



2. Roadway Network and Functional Classifications

Summary

Each roadway classification in the Master Thoroughfare Plan (MTP) defines transportation expectations related to capacity, connectivity, and roadway function. The MTP categorizes streets into distinct classifications, each with its own design, right-of-way standards, and intended role within Pilot Point's mobility network. These classifications:

Ensure a well-balanced and efficient transportation system, supporting regional and local connectivity.
Accommodate different levels of traffic flow and land use needs, ensuring that roadways serve residential, commercial, and employment areas appropriately.
Enhance multimodal accessibility, integrating trails, sidewalks, and bike lanes into key corridors.
Guide infrastructure investments and roadway improvements, ensuring that Pilot Point grows with a safe, reliable, and well-planned network.

These classifications include:

Regional Roadways
- Freeways/Highways – High-capacity corridors designed for regional mobility and long-distance travel, such as the planned Dallas North Tollway expansion.

Primary Mobility Corridors
- Principal Arterials – Major thoroughfares facilitating regional traffic movement and connecting employment centers, commercial hubs, and industrial areas.

Community Roadways
- Minor Arterials – Serve as key connectors between principal arterials and local streets, balancing mobility with access to businesses, mixed-use districts, and residential areas.
- Collectors – Provide local access while distributing traffic to arterial roadways, supporting neighborhood connectivity, schools, parks, and multimodal routes.

Pilot Point's roadway network is structured to support growth, mobility, and community character through a hierarchical classification system that ensures efficient, accessible, and well-planned transportation infrastructure. Each roadway type in the Master Thoroughfare Plan (MTP) serves a distinct function, guiding development while integrating context-sensitive solutions (CSS) to balance mobility with aesthetics, safety, and multimodal access. This approach allows streets to be tailored to their surroundings, ensuring that roadway design complements adjacent land uses and enhances community livability. Additionally, Special Consideration Intersections have been identified where targeted improvements will be necessary to enhance traffic flow, pedestrian safety, and multimodal connectivity. The following sections provide detailed descriptions of each roadway classification, outlining their intended role, design standards, and key considerations for future development.

FREEWAYS/HIGHWAYS (400'-500' ROW, DIVIDED, 4-6+ LANES)

Freeways and highways serve as the highest-capacity corridors in Pilot Point, designed for regional mobility, long-distance travel, and freight movement. These roadways provide limited access with interchanges rather than intersections, ensuring continuous high-speed travel between major employment hubs, industrial centers, and urbanized areas. In Pilot Point, the future expansion of the Dallas North Tollway (DNT) on the eastern boundary and the Denton County Outer Loop near the southern boundary will be key elements of the regional roadway network. These corridors are critical for economic development, offering businesses and logistics centers access to regional and statewide markets while serving as primary commuter routes for residents.

While these highways will significantly influence growth and transportation patterns, the City of Pilot Point will not own or maintain either of these corridors, as they will be managed by regional and state transportation agencies. Coordination with these agencies will be essential to ensure that access points, frontage roads, and adjacent development align with Pilot Point's long-term mobility goals.

Potential Context-Sensitive Customizations

- Noise barriers and landscape buffers to protect adjacent residential areas from highway traffic noise.
- Interchange and frontage road designs to maintain accessibility while controlling congestion at major entry points.
- Wildlife crossings and stormwater management solutions to minimize environmental impacts along rural and scenic corridors.

PRINCIPAL ARTERIALS (120’ ROW, DIVIDED, 6 LANES)

Principal Arterials are the backbone of Pilot Point’s evolving mobility, designed to move high volumes of traffic efficiently through the city and provide direct access to major master planned communities, commercial, employment, and industrial areas. These roadways are divided with medians, ensuring safe and controlled traffic flow, while simultaneously providing key stormwater management and beautification objectives. They also provide key regional connections, linking Pilot Point to neighboring cities, business hubs, and key destinations. Principal Arterials will be designed to accommodate future demand, ensuring safe intersections, multimodal infrastructure, and access management strategies to reduce congestion and improve travel times.

Special Consideration Intersections on these corridors will include signal timing optimizations, turn lane extensions, and potential paving and striping enhancements to enhance traffic flow, safety, and branding of the city.

Basic street section that can be customized to context:

Example customization with separated, off-street bike lane:

Potential Context-Sensitive Customizations

- Pedestrian and bicycle infrastructure to support multimodal access, particularly in mixed-use and commercial areas.
- Landscaped medians and wayfinding signage to reinforce community character along major corridors.
- Driveway access restrictions and intersection improvements to reduce conflict points and enhance safety.

MINOR ARTERIALS (90’ ROW, DIVIDED, 4 LANES)

Minor Arterials play a supporting role to principal arterials, distributing traffic to activity centers, commercial areas, and mixed-use districts while providing more frequent access points than their higher-capacity counterparts. These roadways balance mobility and accessibility, accommodating moderate speeds and controlled intersections while supporting a variety of transportation modes. Many of Pilot Point’s commercial corridors and mixed-use centers will be located along Minor Arterials, requiring context-sensitive design solutions to ensure compatibility with surrounding land uses.

Special Consideration Intersections in these corridors may include high-visibility pedestrian crossings, intersection safety enhancements, adaptive traffic signals, and/or roundabouts to accommodate fluctuating traffic patterns.

Basic street section that can be customized to context:

Example customization with separated, off-street bike lane:

Potential Context-Sensitive Customizations

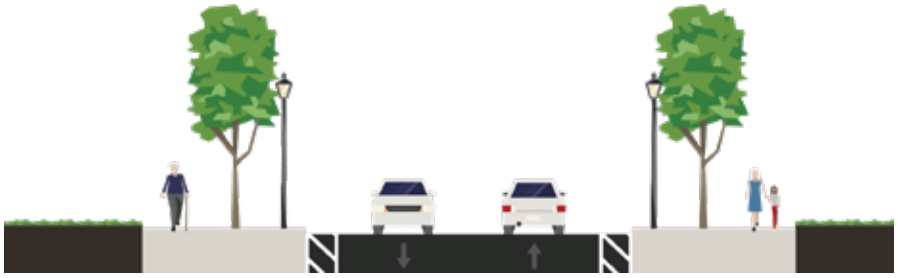
- Buffered or off-street bike lanes and enhanced pedestrian crossings to promote multimodal transportation.
- Adaptive traffic signals to improve efficiency at high-demand intersections while accommodating pedestrian crossings.
- Flexible streetscape design that allows for on-street parking or wider sidewalks in mixed-use environments.

COLLECTORS (60’ ROW, UNDIVIDED, 2 LANES)

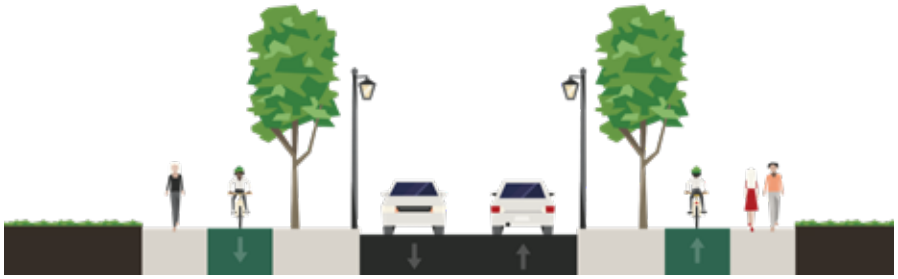
Collector streets bridge the gap between arterials and local streets, providing direct access to homes, schools, parks, and community destinations. These roadways distribute traffic from neighborhoods and activity centers onto larger roadways while maintaining a safe, community-oriented environment. Collectors also play a key role in defining the rural and scenic character of Pilot Point’s heritage corridors and agricultural landscapes. Some will be designated as Heritage Corridors, where design standards will prioritize tree preservation, scenic vista protection, and sensitive infrastructure improvements to ensure these roads enhance, rather than detract from, Pilot Point’s small-town charm. Additionally, Rural Infrastructure Standards will be adopted for collectors in rural areas, ensuring that these roadways maintain narrower widths, dark-sky-friendly lighting, and natural stormwater solutions rather than conventional urban infrastructure. These enhancements will help retain Pilot Point’s scenic roadways while providing safe, efficient mobility for residents, visitors, and businesses.

Special Consideration Intersections along collector streets will include traffic calming measures, school zone safety enhancements, and pedestrian refuge islands to support safe and efficient crossings.

Basic street section that can be customized to context:



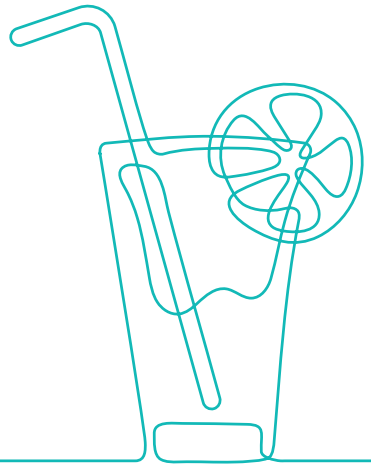
Example customization with separated, off-street bike lane:



Context-Sensitive Customizations

- Traffic calming elements such as chicanes, speed tables, and landscaped curb extensions to enhance neighborhood safety.
- Heritage Corridor design standards, including tree-lined roadways, historic markers, and scenic vista protections, to reinforce Pilot Point’s small-town character.
- Rural Infrastructure Standards, incorporating narrower lanes, dark-sky-friendly lighting, and natural stormwater management solutions, ensuring that rural collectors retain their historic and environmental integrity.

IMPLEMENTATION: DESIGN SYSTEM



GOAL (CHARACTER FRAMEWORK): GUIDE GROWTH AND DEVELOPMENT TO REINFORCE PILOT POINT'S HISTORIC CHARM, NATURAL SCENERY, AND ECONOMIC RESILIENCE WHILE CREATING WELL-CONNECTED, VIBRANT, AND WALKABLE PLACES

STRATEGY: PRESERVE PILOT POINT'S HISTORIC ASSETS AND SMALL TOWN FEEL.

Pilot Point's character is defined by its historic town center, agricultural landscapes, and open spaces. As growth continues, development must be managed to preserve scenic and cultural assets while ensuring that new projects respect the existing built environment.

- Create a Rural Conservation Overlay District to establish guidelines for scenic view preservation, open space integration, and land use compatibility in agricultural and scenic areas, ensuring rural and ecological assets remain intact and to provide for agritourism and recreation tourism opportunities.
- Develop a Heritage Corridor Program to establish design guidelines for key historic roadways and rural corridors, preserving tree canopies, scenic vistas, and historic sites while allowing for sensitive infrastructure improvements.
- Adopt Rural Infrastructure Standards that preserve Pilot Point's small-town feel, ensuring that new roads in rural and scenic areas include narrower widths, dark-sky-friendly lighting, and natural stormwater solutions rather than conventional urban infrastructure.
- Require Conservation-Based Subdivision Standards that incorporate natural open spaces, native vegetation, and sustainable stormwater management into new rural developments, aligning with Parks + Recreation priorities for expanded green space. Theses standards require flexibility in lot size and neighborhood design.
- Establish a Historic + Cultural Asset Inventory to catalog historic buildings, landscapes, barns, and cultural sites in and beyond Downtown, identifying opportunities for preservation, adaptive reuse, or integration into the City's tourism efforts.
- Protect scenic and natural features by establishing a process for and prioritizing land conservation agreements, transfer of development rights (TDRs), and purchase of development rights (PDRs) to maintain critical greenbelts and prevent land fragmentation.
- Promote agritourism and heritage-based development by working with landowners to encourage farm/ranch stays, equestrian trails, and historic site programming, strengthening Pilot Point's position as a destination for agritourism, heritage tourism, and recreation tourism.

STRATEGY: INTEGRATE THOUGHTFUL, CONTEXT-SENSITIVE DEVELOPMENT.

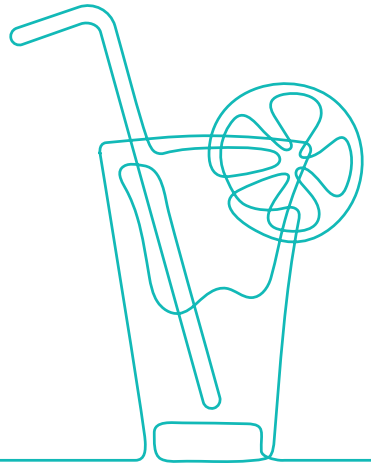
New development should enhance the existing built environment, ensuring that Pilot Point grows in a way that is compatible, attractive, and functional. This means encouraging compact, walkable neighborhoods, ensuring that transitions between different land uses are carefully planned, and updating zoning regulations to support the City's long-term goals.

- Revise the Code of Ordinances to refine zoning districts to support the intended character, scale, and function of each area as designated on the Future Land Use Plan, maintaining consistency between land use planning and investment priorities.
- Revise the Code of Ordinances to adjust standards to promote infill development where infrastructure and services already exist, particularly around Downtown, mixed-use corridors, and employment hubs, reducing sprawl and strengthening community connectivity.
    - » Examples include reducing/removing minimum lot size in Downtown, adopting residential compatibility standards to protect existing residential uses, adjusting drainage/detention requirements, having build-to lines instead of building setbacks, etc.
- Revise the Code of Ordinances to support mixed-use and "Missing Middle Housing," such as townhomes, duplexes, live-work spaces, and small-scale retail, reinforcing the Downtown Master Plan's Transformation Catalyst Strategies.
- Revise the Code of Ordinances to ensure smooth transitions between land uses by implementing buffering standards, height step-downs, and landscaping requirements, ensuring that new development integrates seamlessly into existing neighborhoods.
- Implement hybrid form-based codes for key areas to prioritize building design, pedestrian orientation, and high-quality architecture, particularly in Downtown, neighborhood centers, and mixed-use districts.
- Revise the Code of Ordinances to enhance public spaces and streetscape design by requiring that all major development projects incorporate pocket parks, plazas, green buffers, and pedestrian-friendly features to support concepts outlined in the Master Plan Set.
- Leverage Public-Private Partnerships to incentivize development projects that support community objectives, such as high-quality mixed-use buildings, walkable destinations, green infrastructure enhancements, and preservation of scenic or natural areas.

STRATEGY: CREATE AND ENHANCE RESILIENT + CONNECTED PLACES.

A resilient and connected Pilot Point ensures that development integrates with parks, Downtown Transformation Catalysts, and scenic features, creating a cohesive network of vibrant spaces, active districts, and preserved greenbelts.

- Align land use and design standards with the Downtown Transformation Catalysts by requiring that new development in and around Downtown Pilot Point supports key investments such as the Square Redesign, Water Tower Plaza, and the Tucker Alley Trailhead. Develop a Downtown hybrid form-based code to ensure pedestrian-friendly storefronts, outdoor seating, and activated public spaces in these priority areas.
- Revise the Code of Ordinances to require integration of high-priority greenbelts into new development by ensuring that land use decisions preserve and connect major floodplain corridors, tree canopies, and open space buffers, creating a citywide network of parks and trails that enhances both recreation and stormwater management. Require trail dedication and construction as a public improvement through the Subdivision Ordinance.
- Support the implementation of Park Zones by ensuring that land use and zoning decisions reinforce the vision for regional parks, neighborhood parks, and trail-based recreation, particularly in areas identified for community gathering spaces and sports tourism opportunities. Revise the Code of Ordinances to require minimum open space percentages on all new development and redevelopment types with an associated public recreation easement.
- Expand natural and recreational buffers along the Ray Roberts Lake Corridor by revising the Code of Ordinances to require low-impact development within Lakeside Village, ensuring that new residential and resort/hospitality uses protect natural features while capitalizing on the proximity to the Lake and public recreation opportunities.
- Revise the Code of Ordinances to require a continuous pedestrian system within all new developments and redevelopment projects. Require pedestrian and bike-friendly infrastructure, ensuring seamless connections to parks, schools, and commercial areas.
- Integrate green infrastructure and Water-Sensitive Urban Design (WSUD) Standards into subdivision regulations, ensuring that all new developments incorporate permeable surfaces, bioswales, native landscaping, and natural drainage solutions to reduce flooding risks and improve stormwater management.



GOAL (MOBILITY FRAMEWORK): DEVELOP A SAFE, CONNECTED, AND MULTIMODAL TRANSPORTATION NETWORK THAT SUPPORTS PILOT POINT'S SMALL-TOWN CHARM, ECONOMIC VITALITY, AND FUTURE GROWTH, WHILE PRESERVING SCENIC AND RURAL CORRIDORS.

STRATEGY: PRESERVE PILOT POINT'S HISTORIC ASSETS AND SMALL TOWN FEEL

Pilot Point's character is defined by its historic town center, agricultural landscapes, and open spaces. As growth continues, development must be managed to preserve scenic and cultural assets while ensuring that new projects respect the existing built environment.

- Create a Rural Conservation Overlay District to establish guidelines for scenic view preservation, open space integration, and land use compatibility in agricultural and scenic areas, ensuring rural and ecological assets remain intact and to provide for agritourism and recreation tourism opportunities.
- Develop a Heritage Corridor Program to establish design guidelines for key historic roadways and rural corridors, preserving tree canopies, scenic vistas, and historic sites while allowing for sensitive infrastructure improvements.
- Adopt Rural Infrastructure Standards that preserve Pilot Point's small-town feel, ensuring that new roads in rural and scenic areas include narrower widths, dark-sky-friendly lighting, and natural stormwater solutions rather than conventional urban infrastructure.
- Require Conservation-Based Subdivision Standards that incorporate natural open spaces, native vegetation, and sustainable stormwater management into new rural developments, aligning with Parks + Recreation priorities for expanded green space. Theses standards require flexibility in lot size and neighborhood design.
- Establish a Historic + Cultural Asset Inventory to catalog historic buildings, landscapes, barns, and cultural sites in and beyond Downtown, identifying opportunities for preservation, adaptive reuse, or integration into the City's tourism efforts.
- Protect scenic and natural features by establishing a process for and prioritizing land conservation agreements, transfer of development rights (TDRs), and purchase of development rights (PDRs) to maintain critical greenbelts and prevent land fragmentation.
- Promote agritourism and heritage-based development by working with landowners to encourage farm/ranch stays, equestrian trails, and historic site programming, strengthening Pilot Point's position as a destination for agritourism, heritage tourism, and recreation tourism.
- Update roadway lighting standards to maintain Pilot Point's rural character while enhancing safety in key areas. City staff should develop dark-sky-compliant street lighting guidelines that balance preservation of night sky visibility with pedestrian safety. Lighting should be scaled appropriately for Downtown, residential areas, and rural corridors to prevent excessive brightness while ensuring visibility for multimodal users.

STRATEGY: ENHANCE ROADWAY AND INTERSECTION DESIGN TO SUPPORT SAFE AND EFFICIENT TRAVEL.

Pilot Point's roadway network should be designed to accommodate growth while preserving the community's unique character, ensuring safety, and enhancing efficiency for all users. Through context-sensitive design solutions, key corridors and intersections will be upgraded to manage traffic flow, improve safety, and accommodate multimodal transportation options.

- Take Liberty Street off-system with TxDOT to provide the City with local control over its design, operation, and multimodal enhancements. City staff should continue discussions with TxDOT and an engineering consultant to assess feasibility, negotiate maintenance agreements, and establish a transition plan that ensures Liberty Street improvements align with the Vision for Downtown.
- Work with TxDOT on US 377, FM 455, FM 2931, and other TxDOT roadways to secure landscape, lighting, and safety improvements that enhance multimodal accessibility. City staff should advocate for sidepaths, safe crossings, and intersection upgrades in all future TxDOT projects by actively participating in design discussions and submitting formal project requests.
- Develop Downtown-specific cross sections for each roadway. Since Downtown streets are unique in right-of-way width, function, and context, each roadway must be treated with a custom approach.
- Develop a Downtown-specific Capital Improvements Program (CIP) that prioritizes multimodal projects, intersection safety, and pedestrian-friendly enhancements. City staff should utilize data from the Comprehensive Safety Action Plan to inventory sidewalk gaps, crossing deficiencies, and outdated infrastructure and establish a phased funding and implementation plan for Downtown mobility projects.
- Upgrade Special Consideration Intersections (SCI) by implementing signal timing optimization, pedestrian refuge islands, and dedicated turn lanes where necessary. City staff should conduct a traffic and safety audit for each SCI, ranking them for upgrades based on congestion levels, crash history, multimodal needs, and role within the network.
- Require intersection and traffic impact studies for all new developments meeting a projected daily trip threshold, ensuring that infrastructure improvements are integrated into the approval process. Update the Subdivision Ordinance to set detailed and clear criteria for when and how developers must fund roadway improvements based on anticipated traffic generation.
- Expand access management regulations to limit excessive curb cuts, require shared driveways, and encourage internal circulation between commercial properties. Update the Code of Ordinances to require developments to provide these and for businesses along major roadways to consolidate driveways and provide rear or side parking access where feasible.
- Preserve and enhance Heritage Corridors by establishing rural roadway design standards that prioritize tree preservation, scenic buffers, and dark-sky-compliant lighting. Adopt a Heritage Corridor Overlay District that sets specific right-of-way treatments for scenic roadways.

- Customize cross sections for key streets, such as Walcott Street, to incorporate a dedicated equestrian trail connecting Ray Roberts Lake State Park to Downtown and the Walcott Trailhead. Continue conversations with TxDOT about taking this roadway off-system. Design separated equestrian paths with designated crossings, wayfinding signage, and low-impact surfacing to ensure safety and usability.
- Install permanent traffic monitoring stations at high-volume corridors and key intersections to track congestion trends, speed compliance, and drivers with warrants out for arrest. City staff should use this data to adjust signal timing, law enforcement, and refine future roadway design projects in alignment with real-world conditions.
- Create a Pavement Condition Index (PCI) rating system to assess roadway conditions and prioritize resurfacing projects accordingly. Conduct annual pavement evaluations and integrate the findings into the CIP to ensure preventive maintenance before full reconstruction is needed.
- Evaluate additional roadway segments that may benefit from off-system transition to local control. City staff should assess FM-designated roadways within Downtown and other key areas for potential transfer from TxDOT to the City to allow for better alignment with Pilot Point's Vision for multimodal and streetscape improvements. This evaluation should be included in future transportation planning discussions with TxDOT.

STRATEGY: EXPAND AND CONNECT THE CITYWIDE PEDESTRIAN, BICYCLE, AND TRAIL NETWORK.

A well-connected multimodal network is essential for ensuring accessibility, promoting active transportation, and enhancing quality of life. Pilot Point's trail system, sidewalks, and bike lanes should function as an integrated network that links neighborhoods, Downtown, parks, schools, and employment centers, reinforcing the City's commitment to walkability and connectivity.

- Update the Subdivision Ordinance to require sidewalks, sidepaths, and trail connections in all new subdivisions and roadway projects. City staff should ensure that all development approvals include pedestrian and bicycle infrastructure, with appropriate shade from trees and pedestrian-scale lighting, as standard design elements rather than optional features.
- Develop a citywide Sidewalk and Pedestrian Gap Analysis through the Comprehensive Safety Action Plan process to identify missing connections and prioritize infill projects. Use the analysis to update the CIP and systematically address sidewalk deficiencies in school zones, Downtown, and neighborhood centers.
- Require sidepaths or separated bike lanes along new arterial and collector roadways to enhance multimodal transportation options. City staff should revise roadway cross-section templates in the Engineering Design Standards to ensure these features are integrated into all new road expansions.
- Designate select rural roadways and trails as preferred routes for gravel biking, incorporating signage and wayfinding elements. City staff should work with a consulting landscape architect and planner to ensure that gravel bike routes connect to parks and scenic areas while maintaining a safe, low-traffic character.
- Ensure all parks and trails are connected to the city's transportation network by requiring

developments adjacent to parks to dedicate public recreation easements. City staff should revise park dedication and development standards and fees to prioritize multimodal connectivity and require direct trail access from new residential and commercial projects.

- Create a Downtown pedestrian safety and circulation standards that crosswalk visibility, sidewalk continuity, and pedestrian priority areas. City staff should identify critical crossings for signal upgrades, curb extensions, and mid-block crossings to improve walkability and tie them into the Downtown CIP.
- Develop a citywide bike parking program requiring new commercial and mixed-use developments to install bike racks and secure storage. City staff should also evaluate key Downtown locations for public bike racks and repair stations and ensure they go in based on a refined and established Downtown Brand once created.
- Adopt a comprehensive trail maintenance program, coordinated through a developed Asset Management Program, that ensures routine resurfacing, drainage improvements, and vegetation management. City staff should establish a dedicated funding source for long-term trail upkeep.
- Install wayfinding signage throughout the trail and pedestrian network to improve navigation and connectivity. City staff, in consultation with a landscape architect, should develop a unified signage system that includes branded distance markers, directional arrows, and safety messaging.
- Coordinate pedestrian and bicycle infrastructure improvements with the Parks + Recreation Master Plan to ensure seamless integration of recreational and transportation networks. City staff should align upcoming park and trail expansions with planned roadway and sidewalk improvements through the CIP process.
- Require protected crossings where trails and equestrian routes intersect roadways to enhance user safety. City staff should update the Engineering Design Standards and Subdivision Ordinance to mandate elevated crossings, pedestrian signals, or high-visibility markings at all planned and existing trail-roadway intersections, particularly along major corridors, near parks, and at Downtown trailheads.

STRATEGY: ENSURE TRANSPORTATION RESILIENCE AND LONG-TERM RESILIENCE.

Pilot Point's transportation network must be designed to adapt to future growth, environmental considerations, and evolving mobility needs. A resilient and sustainable transportation system will minimize environmental impacts, improve stormwater management, and ensure that roadways remain functional and efficient in the long term.

- Develop a storm-ready mobility strategy that ensures key corridors remain operational during heavy rainfall events. Prioritize stormwater management upgrades in flood-prone roadways and integrate permeable surfaces, bioswales, and enhanced drainage solutions into all new roadway designs.
- Develop a citywide stormwater infrastructure expansion plan to reduce roadway flooding risks. Identify areas where stormwater runoff causes frequent street closures or damage, and integrate stormwater mitigation projects, bioswales, and green drainage systems into roadway design updates and Capital Improvement Program (CIP) planning.
- Establish hazard-resilient infrastructure initiative to assess long-term roadway vulnerabilities and update engineering standards accordingly. City staff should incorporate heat-

resistant materials, flood mitigation strategies, and drought-resistant landscaping into roadway and parking lot standards and designs to minimize infrastructure degradation.

- Coordinate with TxDOT and regional agencies to secure long-term funding for critical infrastructure projects. Identify state and federal grants that align with mobility priorities and develop a strategy to maximize funding opportunities, ensuring that local transportation needs are well-represented in regional planning efforts.
- Revise engineering and roadway design standards to require stormwater best management practices in all new and reconstructed roads. Require green infrastructure techniques, such as bioswales, permeable pavement, and vegetative buffer zones, to reduce flooding risks and improve water quality.
- Create a dedicated funding mechanism for roadway and trail maintenance to ensure long-term upkeep of transportation infrastructure. City staff should explore public-private partnerships, local infrastructure impact fees, and grant funding sources to establish a sustainable financial model for ongoing transportation investments.
- Recommend electric vehicle (EV) charging infrastructure in new commercial and mixed-use developments by updating parking requirements. Identify key public locations for EV charging stations, such as Downtown, parks, and shopping centers, and seek partnerships with private EV infrastructure providers to expand accessibility.
- Update the City's emergency management plan to evaluate the role of key roadways during extreme weather events or natural disasters. Conduct a complete debrief on the 2024 tornado event to evaluate lessons learned. City staff should coordinate with emergency management agencies to identify alternative evacuation routes, prioritize roadway hardening projects, and establish clear signage for emergency detours.
- Establish a comprehensive Asset Management Program for transportation infrastructure, integrating GIS tracking of pavement conditions, bridge integrity, and right-of-way obstructions. City staff should utilize this system to proactively schedule maintenance, track project lifecycles, and coordinate infrastructure improvements with future land use planning.
- Implement a Future-Ready Roadways Initiative that integrates emerging mobility trends, such as connected vehicles, micromobility, and smart infrastructure, into the City's long-term transportation strategy. Stay engaged with regional and national best practices to ensure that Pilot Point is prepared for new transportation technologies and changing mobility behaviors.

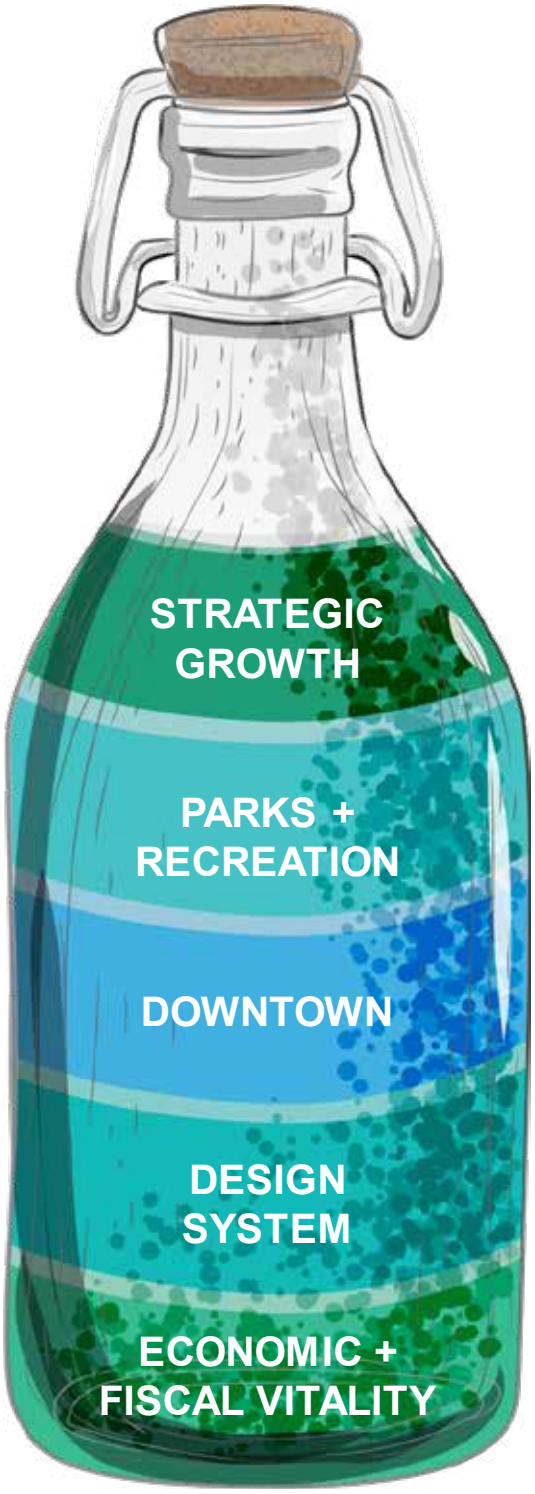
PILOT POINT
BEARCATS

PURPLE DOOR
COFFEE @ HOUSE
HERE
TO

PLAN PILOT POINT

DOWNTOWN MASTER PLAN

04



PILOT POINT'S SPECIAL BLEND

A great drink is more than just a mix of ingredients—it's a crafted experience that brings people together, tells a story, and leaves a lasting impression. In Pilot Point's Special Blend, Downtown is the infusion that adds character, vibrancy, and richness—a carefully balanced mix of history, culture, commerce, and community that creates a destination unlike any other. Downtown Pilot Point is the heart of the city, where historic charm meets modern opportunity. A thriving downtown isn't just about beautiful buildings or great restaurants—it's about creating a place where people want to gather, businesses want to invest, and visitors want to explore. Like the perfect infusion in a crafted drink, Downtown must be bold, balanced, and layered, blending its historic core with future growth to create a one-of-a-kind experience that evolves over time. The flavor infusions of the Downtown Master Plan bring depth and variety to Pilot Point's Special Blend, ensuring that Downtown remains dynamic, economically resilient, and a place where people linger, connect, and thrive:

These infusions don't exist in isolation—they blend together to form an unforgettable experience, making Downtown a place where residents gather, businesses grow, and visitors fall in love with Pilot Point's small-town charm.

With the right balance of preservation and progress, tradition and innovation, Downtown Pilot Point is crafting something truly special—a legacy of vibrancy, resilience, and connection that will shape the city for generations to come.

PLANNING PROCESS OVERVIEW

The Pilot Point Downtown Master Plan serves as a strategic roadmap to guide the revitalization, enhancement, and resilient evolution of Downtown Pilot Point. Building upon the community's commitment to preserving its historic charm while embracing future opportunities, this Plan outlines a vision for creating a vibrant, walkable, and economically robust downtown that serves residents, visitors, and businesses alike. Developed through extensive community engagement, stakeholder collaboration, and data-driven analysis, the Downtown Master Plan sets forth actionable strategies to strengthen Pilot Point's identity, enhance its public spaces, and position Downtown as the recognized cultural and economic heart of the city.

Pilot Point is a community rich in history and tradition, with a distinctive small-town character that residents deeply value. As the city experiences regional growth and development pressures, there is a critical need to proactively plan for the future of Downtown—ensuring that it remains a thriving, accessible, and welcoming destination.

The primary objectives of this Downtown Master Plan are to:

- Preserve and enhance Pilot Point's historic charm while fostering growth that complements the community's identity.
- Strengthen the Downtown economy by attracting diverse businesses, promoting tourism, and supporting existing enterprises.
- Improve walkability, connectivity, and mobility through pedestrian-friendly streetscapes, expanded sidewalks, and accessible parking.
- Redesign and activate public spaces to encourage community gatherings, events, and outdoor activities that bring vibrancy to Downtown.
- Promote arts, culture, and placemaking to celebrate Pilot Point's heritage and create unique experiences for residents and visitors.
- Protect natural resources and infuse nature-based assets into Downtown.

As Pilot Point continues to experience the rapid growth shaping the Dallas-Fort Worth Metroplex, proactive planning for the future of its downtown is critical to preserving its historic charm while fostering economic vitality. With the city anticipating significant population increases and new development in the coming years, there is a growing need to strengthen the role of Downtown as the cultural and economic heart of the community. In response, Pilot Point is prioritizing placemaking strategies that celebrate its unique character, support local businesses, and create vibrant, people-centered spaces. Recognizing that a thriving downtown enhances quality of life and fosters community pride, the City is focused on creating a walkable, connected, and welcoming environment that serves both residents and visitors.

To accommodate this growth while maintaining Pilot Point's small-town feel, the Downtown Master Plan outlines a vision that balances historic preservation with modern improvements. The Plan emphasizes enhancing public spaces, improving pedestrian infrastructure, and activating key areas like the historic Square to foster community gatherings, events, and economic activity. In addition to promoting local businesses and tourism, the City aims to improve mobility, expand parking options, and strengthen connections between Downtown, surrounding neighborhoods, and nearby attractions such as Lake Ray Roberts. By prioritizing design improvements, new development opportunities, and community programming, Pilot Point is positioning Downtown as a vibrant destination that reflects the city's values and future aspirations.

To achieve these goals, Pilot Point is fostering strong partnerships with property owners, developers, and community stakeholders to ensure that future growth aligns with the City's vision for Downtown. Strategic investments in infrastructure, streetscape enhancements, and public amenities will be coupled with policies that encourage mixed-use development, support small businesses, and create opportunities for arts, culture, and recreation. This Plan serves as a guide to attract new businesses, activate underutilized spaces, and strengthen the local economy, all while preserving the historic integrity and rural charm that define Pilot Point. Through thoughtful planning and collaboration, the City is taking a forward-thinking approach to creating a dynamic, resilient, and inclusive Downtown that serves as a source of pride for the entire community.

COMMUNITY + STAKEHOLDER ENGAGEMENT

During the planning process, stakeholders were engaged through a variety of platforms and methods, including public meetings and workshops, an online survey, stakeholder interviews, and a Downtown Design Survey (see Chapter 1 for more information). These efforts aimed to gather community input and collaborate with residents, business owners, and other stakeholders on Downtown Pilot Point's development needs, priorities, and design preferences. A key element of engagement was the evaluation of three Downtown design options, which ultimately led to the community selecting Option 3, focused on expanding and redesigning the Square to support community gatherings, events, and long-term growth.

FEEDBACK GROUPS

- Downtown business owners and property owners
- City officials and economic development leaders
- Local civic organizations and Main Street program representatives
- Residents
- Regional tourism and equestrian industry representatives
- Visitors

We love being in downtown Pilot Point, but the biggest challenge is keeping a steady stream of customers, especially on weekdays. There's a huge opportunity to attract more visitors if we invest in the right mix of businesses.
– Downtown Business Owner

KEY THEMES

Throughout the planning process, multiple opportunities were provided for stakeholders to offer input on Downtown Pilot Point's needs and future vision. Community forums, surveys, and workshops allowed residents and stakeholders to weigh in on specific issues and design decisions. The Downtown Design Survey, which evaluated three design options, played a pivotal role in shaping the final direction of the Downtown Master Plan. Key priorities from community feedback include:

- **Retail, Dining, and Entertainment:** Participants in the planning process expressed a strong desire for more diverse retail options, locally-owned restaurants, coffee shops, and family-friendly entertainment venues. The need to attract small businesses to preserve the city's small-town character is frequently emphasized.
- **Walkability and Pedestrian Safety:** Improving pedestrian infrastructure is a top priority, with calls for wider sidewalks, additional crosswalks, and pedestrian-friendly streetscapes. Community members highlight the importance of creating safe, accessible pathways that connect the Square to surrounding neighborhoods and nearby attractions, such as Ray Roberts Lake State Park.
- **Public Spaces and Green Areas:** There is broad support for creating more public spaces, including shaded gathering areas, outdoor seating, and landscaped green spaces. The community emphasizes the importance of adding trees and native plants to provide shade and improve aesthetics, with some suggesting interactive spaces like community gardens or small event areas.

- **Community Events and Gathering Spaces:** Desires for more community events, such as night markets, festivals, and outdoor concerts are frequently communicated. Observations that the redesign of the Square should accommodate these events, with flexible spaces that can host both large gatherings and smaller, everyday activities, are frequently voiced.
- **Historic Preservation:** Many participants in the planning process communicated the importance of maintaining the city's historic character, especially Downtown. While modernization is welcomed by most, residents expressed a clear preference for design strategies that protect the integrity of historic buildings and that make future improvements be architecturally significant and consistent.

COMMUNITY SURVEY

A 19-question Community Survey was conducted over approximately one month at the beginning of the planning process, followed by the Downtown Design Survey, which focused specifically on three proposed design options for the Downtown Square. Both surveys were available online, with paper copies provided upon request.

Key Findings from the Community Survey Relating to Downtown:

- More restaurants, coffee shops, and retail options Downtown.
- Better walkability, wider sidewalks, and more pedestrian crossings as top priorities.
- Interest in more community events, including farmers markets, festivals, and outdoor concerts.
- Increased parking availability and better traffic flow around the Downtown Square

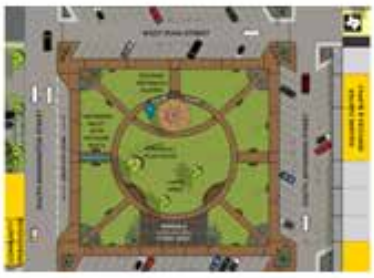
Downtown needs more things to do at night and on weekends. The buildings are beautiful, but we need more businesses to keep people here.
– Local Resident, Survey Response

Key Findings from the Downtown Design Survey

Participants were provided a series of questions relating to the design of Downtown. Three options were provided for review and consideration: (1) leave the Square as is, (2) leave the extent of the Square as it was at the time of the Survey but improve it inspired by a prior design concept a few years prior, and (3) shut down the portion of Liberty Street on the south side of the Square and expand the Square to the south, with extensive improvements. Reflected below are the results of the Survey:

Option 1: As Is

7%



Option 2: Existing Area but Improved

39%

Option 3: Expanded Area and Improved

54%

- 54% of respondents selected Option 3 (Expanded Area and Improved) as the preferred Downtown Square design.
- 92% supported the inclusion of more landscaping and trees, emphasizing native species and thoughtful placement.
- 89% of respondents rated ample parking as "extremely important," "very important," or "somewhat important," stressing the need for a balance between green spaces and functional parking.
- 85% identified community gathering spaces—such as event lawns, plazas, and shaded seating areas— as "extremely important," "very important," or "somewhat important," to Downtown.
- Respondents praised Option 3 for its emphasis on community space, future growth potential, and expanded event capabilities while expressing concerns about parking availability and maintaining the city's historic charm.

The feedback highlights a community eager for a vibrant, inclusive Downtown that blends history with modern amenities, encourages economic activity, and creates inviting public spaces for residents and visitors alike. The responses to the Downtown Design Survey were taken to the Technical Advisory Committee and to the Planning Advisory Committee for review and consideration and to provide additional input. Both Committees selected Option 3 to provide to City Council as their recommendation. City Council selected Option 3 on August 22, 2024, to move forward with for the future of Downtown Pilot Point, and it would be further refined later in the process.

SURVEY FEEDBACK SUMMARY

STRENGTHS

- Residents value Downtown Pilot Point's historic charm, small-town feel, and community spirit.
- Strong community engagement in planning processes and local events.
- Proximity to Lake Ray Roberts and the equestrian community offers tourism potential.
- Community support for expanded events, improved walkability, and small business growth.

WEAKNESSES

- Vacant or underutilized buildings detract from Downtown vibrancy.
- Inadequate pedestrian infrastructure and limited parking in high-traffic areas.
- Lack of shade, green spaces, and public seating reduces comfort and accessibility.
- Limited dining, shopping, and entertainment options hinder economic growth.

OPPORTUNITIES

- Activate the expanded Downtown Square for community events, outdoor dining, and public markets.
- Implement shaded seating areas, native landscaping, and accessible green spaces.
- Leverage the town's equestrian heritage and proximity to Lake Ray Roberts to boost tourism.
- Encourage new businesses and mixed-use development to strengthen Downtown's economic base.
- Use public-private partnerships and grants to fund revitalization efforts.

THREATS

- Balancing rapid regional growth with the community's desire to preserve Pilot Point's small-town identity.
- Addressing concerns over parking availability while expanding public gathering spaces.
- Securing funding and stakeholder buy-in for large-scale infrastructure improvements.
- Competing with nearby cities for tourism and business attraction while maintaining unique community character.

This Downtown Master Plan reflects the community's vision for a more vibrant, walkable, and inclusive Downtown Pilot Point. By selecting Option 3 for the Square redesign, the City and the community have chosen a path that supports long-term growth, community events, and economic revitalization, while honoring the city's historic charm.

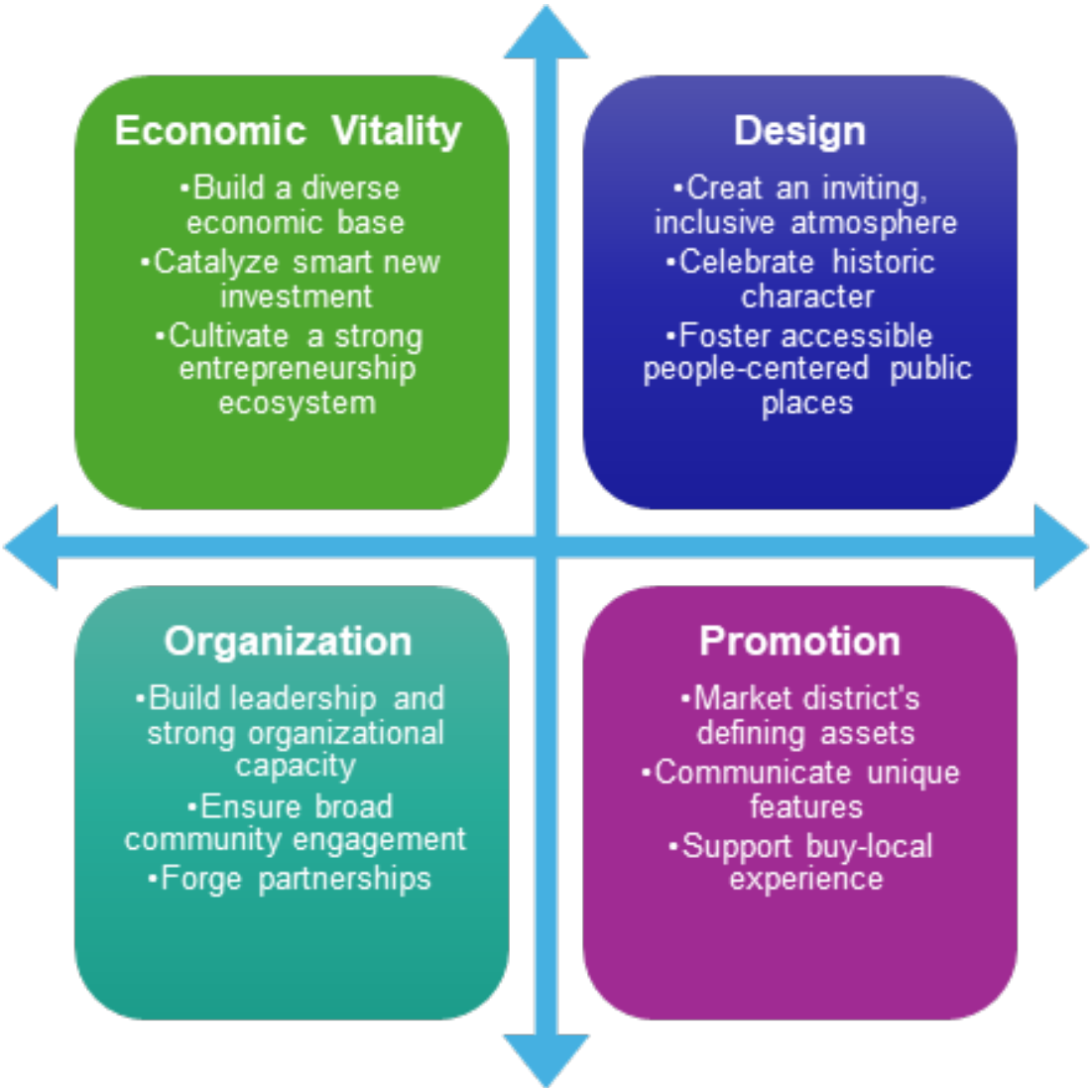
PLAN ALIGNMENT WITH MAIN STREET AMERICA

Pilot Point was selected as a Texas Main Street City in 2002. This selection allowed for the city to become a part of the Main Street America program. Main Street America is a national organization focused on the restoration of historic downtown and commercial areas throughout the nation. Main Street America specifically formed as a subsidiary of the National trust for Historic Preservation in 2013. This allowed for the adoption of additional programing to better serve US communities and reevaluate existing practices.

A significant part of being a Main Street America community, and being eligible to receive associated resources and grant funding, is committing to revitalization efforts in the historic downtown area or commercial neighborhood within a city. The City of Pilot Point currently follows "The Main Street Approach" to revitalization, which focuses on the Main Street America Four Points Framework.

The Main Street America Four Points Framework is a comprehensive, community-driven approach to revitalizing historic downtowns and neighborhood commercial districts. Developed by the National Main Street Center in the 1980s, this framework has become a nationally recognized model for vibrant economic development, historic preservation, and community engagement. The Four Points—Economic Vitality, Design, Promotion, and Organization—serve as the foundation for revitalization strategies, working together to foster vibrant, thriving downtowns that reflect a community's unique character and meet the needs of residents, businesses, and visitors. Adopted in thousands of communities across the U.S., Downtowns successfully planned and activated with the Framework have seen significant economic growth and revitalization. Each community is encouraged to tailor strategies to its specific needs, culture, and goals. Provided on the next page is an illustration of the Four Points Framework.

MAIN STREET APPROACH: FOUR POINTS OF COMMUNITY TRANSFORMATION



GRANT ELIGIBILITY

There are many grants available to communities that are active in the Main Street America program. These grants are detailed more in the Implementation Chapter, but provided below are some key considerations of how this Plan aligns with eligibility requirements to set Downtown Pilot Point up for success:

- The Plan is organized with the Main Street Approach through the use of the Four Points Framework
- The Plan contains four Transformation Catalysts that will result in Downtown revitalization; and
- Actionable actions are provided to inform priorities and a work plan for potential grant projects.

EXISTING CONDITIONS + CONTEXT

DEMOGRAPHICS + GROWTH

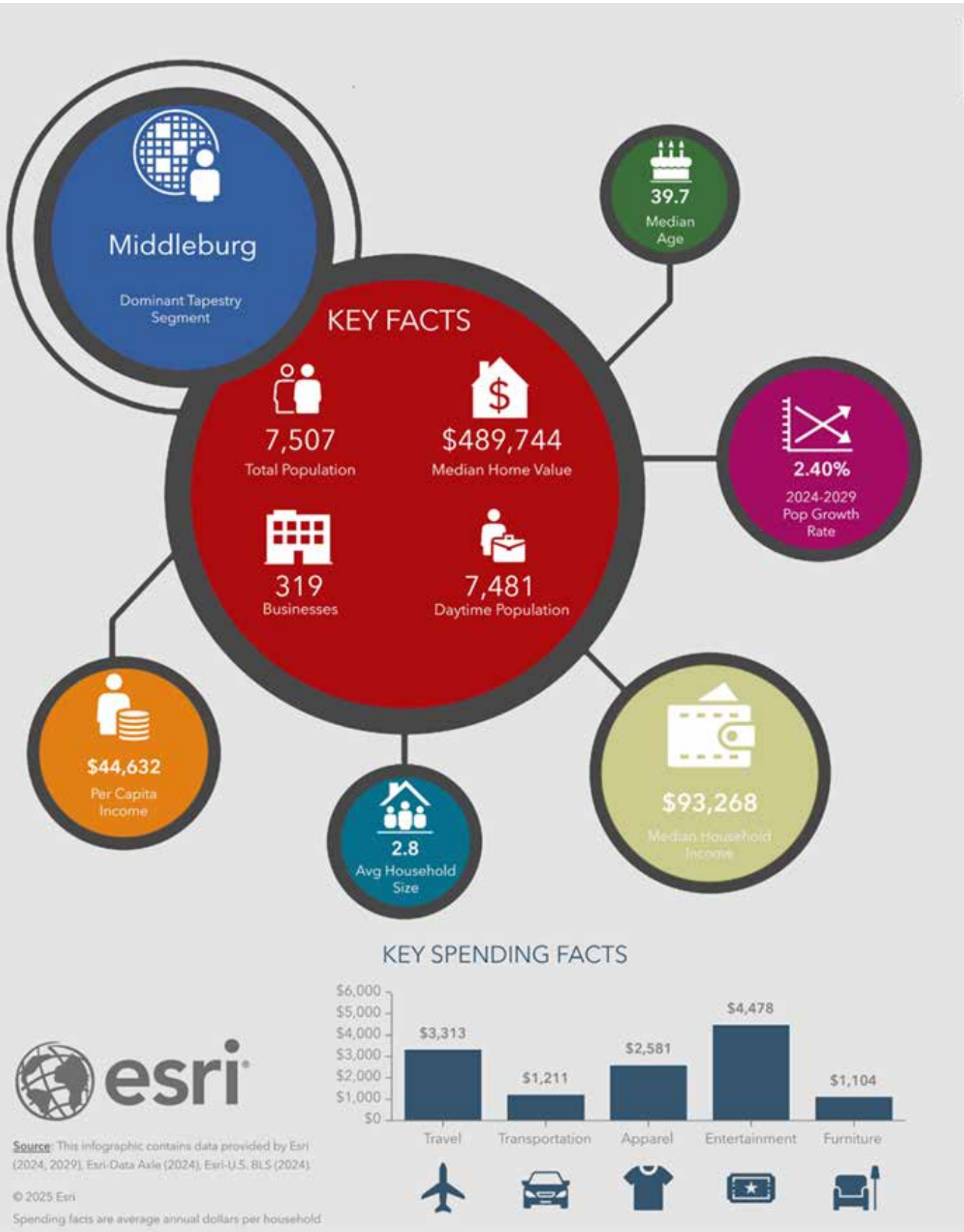
Pilot Point is experiencing steady population growth, with a current population of 7,468 and an annual growth rate of 3%. The area has a relatively high homeownership rate of 74%, reflecting a stable residential base with a median home value of $391,685. The median household income is $79,924, with a significant proportion of residents earning between $100,000 and $149,999—suggesting that households have strong purchasing power. However, Pilot Point faces significant market leakage, as residents frequently travel outside the city for groceries, dining, retail, and entertainment, creating a need for more local businesses to capture this spending.

Downtown Pilot Point is positioned as the economic and cultural center of the community, but its ability to grow is constrained by aging infrastructure and limited commercial space. Many older buildings lack the necessary grease trap and waste disposal infrastructure for restaurant development, making it challenging for new food establishments to open. Additionally, community feedback highlights concerns over traffic congestion, parking shortages, and the need for expanded city services to support the growing population Survey Feedback. With Pilot Point's location along the Dallas North Tollway expansion and its proximity to Lake Ray Roberts, continued growth is expected, requiring strategic infrastructure improvements to maintain Downtown's economic vitality.

Pilot Point's consumer market trends indicate a demand for family-friendly entertainment, outdoor recreation, and high-quality dining. Esri's Tapestry Segmentation identifies two dominant demographic groups: Middleburg (72.7%), representing suburban families who value outdoor activities and home improvement projects, and Green Acres (27.3%), characterized by rural affluence and strong community ties. These groups suggest that businesses catering to active lifestyles, family-friendly experiences, and quality-of-life amenities will likely thrive in Downtown Pilot Point. Additionally, residents demonstrate strong spending in travel, recreation, and dining, reinforcing the need for local businesses that can capture these dollars.

As Pilot Point continues to grow, infrastructure investments, regulatory updates, and strategic economic development initiatives will be crucial in shaping Downtown's future. Ensuring adequate water, sewer, and transportation capacity will be essential to accommodate new businesses and residents. The city can balance growth with historic preservation, as survey respondents express a desire to maintain Pilot Point's small-town charm and rural character while embracing new development. Managing these competing priorities will be key to ensuring that Downtown Pilot Point remains a vibrant, resilient, and economically successful destination.

THE PEOPLE OF PILOT POINT



DOWNTOWN KEY GROUPS + FINANCING

There are various roles and entities responsible for the vitality of Downtown Pilot Point. Understanding what each role is responsible for, and how they are related, is key to identifying opportunities for improved alignment.

MUNICIPAL DEVELOPMENT DISTRICT

- Provides and implements economic initiatives citywide
- Recruits and retains local businesses

MAIN STREET + MARKETING DIRECTOR

- Manages compliance and Main Street Program
- Plans and markets Downtown events

PILOT POINT DEPARTMENT

- Manages Downtown TIRZ

MAIN STREET BOARD

- Civilian arm of Main Street Program oversight
- Voice for Downtown businesses and stakeholders

Each of these entities can work together on the ideas and strategies outlined in the Plan to continue to grow and enhance Downtown Pilot Point. Exploration of these concepts and actions together will make the implementation more efficient and cohesive.

Downtown TIRZ

What is a TIRZ?

A Tax Increment Reinvestment Zone (TIRZ) is a financing tool used by municipalities to fund public improvements and incentivize private development within a designated area. A TIRZ works by capturing the increase in property tax revenue (the tax increment) that results from rising property values and reinvesting that revenue back into the zone for infrastructure, streetscapes, historic preservation, and other economic development initiatives. When a TIRZ is created, the baseline property value is established. As new development occurs and property values rise, the additional tax revenue generated from the increased value is set aside for reinvestment within the zone rather than going into the City's general fund.

Pilot Point's TIRZ #1

Pilot Point's Tax Increment Reinvestment Zone (TIRZ) #1 is a designated area established to stimulate economic development by reinvesting the incremental tax revenues generated within its boundaries. This zone encompasses key areas such as the Downtown Area, Yarbrough Farms, and the US-377 corridor. The primary objective of TIRZ #1 is to fund projects that enhance public infrastructure and services within the zone. According to the TIRZ #1 Financing Plan, funds can be allocated for:

- Administrative Costs: Covering expenses related to managing the TIRZ.
- Capital Infrastructure Needs: Investments in public works such as roads, utilities, and facilities.
- Public Safety Costs: Transferring funds to the General Fund to support public safety services within the TIRZ boundaries.

As of the fiscal year 2024-2025 budget:

- Starting Fund Balance: $86,505
- Projected Revenues: $901,000, comprising property tax collections and interest earnings
- Planned Expenditures: $975,000, allocated to professional services, construction projects, and transfers to support public safety
- Ending Fund Balance: Projected to be $12,505

These financial allocations reflect the City's commitment to utilizing TIRZ #1 funds for infrastructure improvements and essential services, thereby promoting sustainable growth and development within the zone.

What Can a TIRZ Do for Downtown Pilot Point?

01. FUND INFRASTRUCTURE + STREETSCAPE IMPROVEMENTS

A TIRZ can provide critical funding for infrastructure upgrades such as sidewalk repairs, street paving, lighting, stormwater management, and utility enhancements.
Helps implement streetscape beautification projects, including landscaping, signage, and pedestrian-friendly enhancements, making Downtown inviting.

02. SUPPORT HISTORIC PRESERVATION + ADAPTIVE REUSE

A TIRZ can assist in revitalizing historic buildings by offering grants or incentives for facade restoration and structural improvements.
Encourages adaptive reuse of underutilized buildings, making it easier for property owners to convert older structures into viable retail, office, or residential spaces.

03. ATTRACT NEW BUSINESSES + INVESTMENT

Provides funding to attract and retail businesses by offering incentives such as rent assistance, grant programs, and small business support initiatives.
Helps finance public-private partnerships that stimulate economic activity, such as mixed-use developments or boutique hotels.

04. IMPROVE PARKING + MOBILITY INFRASTRUCTURE

Can be used to fund public parking solutions, such as shared parking agreements, parking lot enhancements, or structured parking facilities.
Supports multimodal transportation improvements, including better pedestrian crossings, bike infrastructure, and wayfinding signage.

05. EXPAND PUBLIC SPACES + COMMUNITY AMENITIES

A TIRZ can help fund the creation of new parks, plazas, and gathering spaces withing Downtown.
Supports public art installations, event programming, and cultural attractions that bring more visitors and economic activity.

COMMUNITY VISION + GUIDING PRINCIPLES

CREATED FOR THE MASTER PLAN SET BASED ON COMMUNITY FEEDBACK, THE CITY'S VISION GUIDING PRINCIPLES ARE CONDUCIVE TO THE IMPLEMENTATION OF THIS PLAN. PROVIDED BELOW ARE THE VISION GUIDING PRINCIPLES FOR THE MASTER PLAN SET:, PILOT POINT WILL CREATE A CONNECTED, WELL-SERVICED, AND SAFE COMMUNITY THAT THRIVES AMID RAPID REGIONAL EXPANSION.

STRATEGIC + PROACTIVE

Pilot Point's City Staff and Leadership have the training, funding, resources, and community support needed to be deliberate and thoughtful in the planning, decision-making, budgeting/funding, and implementation of key initiatives. Major decisions are well-informed, prioritizing the greater good and a high quality of life.

- Provides clear strategies, funding, and resources to guide thoughtful, well-informed growth.

OPEN + GREEN

Pilot Point prioritizes preserving greenspace that is publicly accessible. Floodplains are preserved for parks and trails; new communities are developed in patterns that preserve greenspace for community access.

- Prioritizes parks, trails, and green infrastructure, ensuring accessible public spaces.

VIBRANT + THRIVING

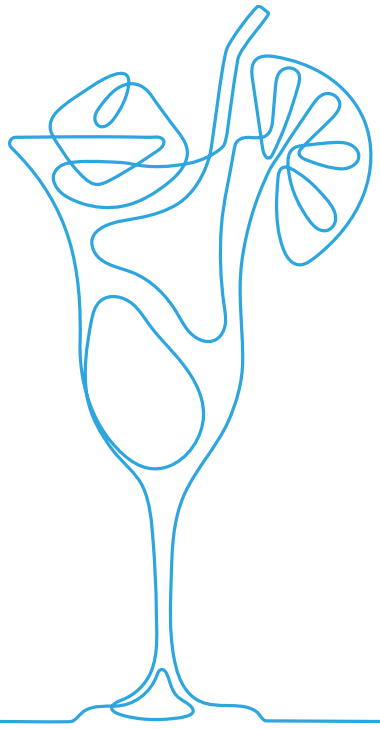
The City is buzzing with activity. Downtown is filled with residents and visitors; vacancy rates are low as more businesses open shop; the growing network of parks and trails are filled with residents; and there is symbiosis between Pilot Point's culture and industries.

- Curates a lively hub where businesses thrive and public spaces stay active

CHARMING

Homes, businesses, roadways, and public spaces are clean, well-maintained, and inviting – with patina in all the right places.

- Streetscapes, buildings, and public spaces are well-maintained, visually appealing, and authentic



COMMUNITY VISION + GUIDING PRINCIPLES PART II

PRESERVED

Pilot Point embraces growth while preserving its history, culture, and who we are as we grow.

- Protects historic character while allowing for resilient economic expansion.

FUN

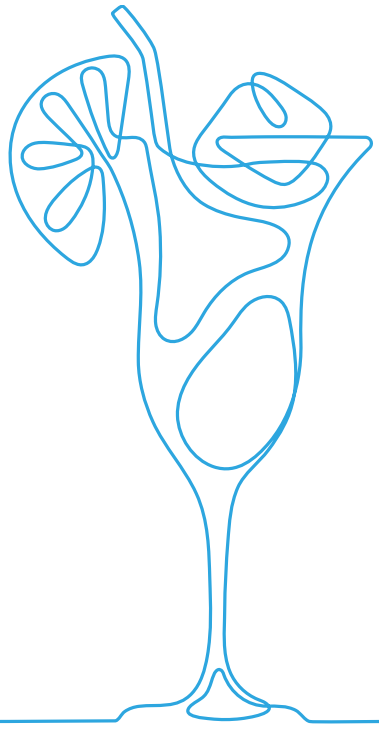
Pilot Point builds a sustainable economic and cultural ecosystem around differentiators such as the Lake and equestrian heritage. The City has a reputation as a recreational and tourism retreat rich with shopping, dining, nightlife, and hospitality offerings.

- Capitalizes on Lake, equestrian culture, and historic charm to expand recreation and tourism

CONNECTED + INTEGRATED

Connected + Integrated: Residents are well connected to their neighborhoods, the City as a whole, and the DFW region through a cohesive network of trails, sidewalks, parks, and infrastructure.

- Improves sidewalks, trails, and connectivity, ensuring seamless mobility, day and night



INFORMATIVE + COLLABORATIVE

City Staff and Leadership, businesses, and residents proactively communicate and work together in good faith. The community can trust the City to be transparent as appropriate, and the City can trust the community to be a partner.

- Fosters transparent communication and strong partnerships between the City, businesses, residents, and organizations

DOWNTOWN VISION

Downtown Pilot Point is poised for a vibrant transformation that blends historic charm with modern economic growth, ensuring it remains the cultural and commercial heart of the community. The Vision for Downtown is built upon the Main Street America Four-Point Framework— Economic Vitality, Design, Organization, and Promotion—and guided by strategic Transformation Strategies (i.e. Transformation Catalysts) that will enhance Downtown's economic resilience, livability, and visitor experience. By preserving historic architecture, expanding local business opportunities, and enhancing pedestrian-friendly infrastructure, Downtown will emerge as a regional destination that balances heritage with progress.

The future of Downtown is shaped by four Transformation Catalysts, each designed to drive revitalization and long-term success:
Downtown Core Redesign will create a dynamic and historically preserved destination, improving public spaces, storefronts, and gathering areas.
Recreation Tourism will leverage Pilot Point's proximity to Ray Roberts Lake State Park and equestrian culture to attract outdoor enthusiasts and visitors.
Arts + Culture initiatives will position Downtown as a creative hub, fostering public art, cultural programming, and performance spaces.
Dining + Entertainment will strengthen Downtown's nightlife and culinary scene, encouraging new restaurants, breweries, and entertainment venues that enhance the visitor and resident experience. Together, these Catalysts will drive Downtown's evolution into a vibrant, economically thriving destination.

Downtown's Character Areas-Downtown Core, Downtown North, and Downtown East—each play a unique role in shaping its future. The Downtown Core will maintain its role as the historic and economic center, with an activated Square, diverse businesses, and expanded community gathering spaces. Downtown North will serve as a gateway, supporting lodging, trail-oriented businesses, and improved streetscapes to welcome visitors and enhance connectivity. Downtown East will evolve into a mixed-use neighborhood, providing housing, compatible small businesses, and creative industries while linking the Downtown Core to US 377 and surrounding areas.

A comprehensive Mobility Framework with three key Street Types will ensure safe, efficient, and multimodal transportation throughout Downtown. Pedestrian-oriented streets will be enhanced with widened sidewalks, outdoor seating, and activated public spaces, while key corridors will balance vehicular access with bicycle and pedestrian safety improvements. Additionally, Special Consideration Intersections will be redesigned to improve traffic flow, visibility, and accessibility, making Downtown more navigable for all users. New trail connections will further link Downtown to Ray Roberts Lake State Park and recreational assets, reinforcing Pilot Point's reputation as an outdoor-friendly destination. By expanding arts and culture offerings, attracting diverse businesses, and activating community spaces, Pilot Point will cultivate a dynamic and resilient Downtown that serves as a source of pride, economic opportunity, and regional attraction for generations to come.

DOWNTOWN CHARACTER FRAMEWORK

The Character Framework serves as a guide to preserving and enhancing Downtown Pilot Point's unique identity while addressing areas in need of improvement. This framework recognizes the distinct characteristics of Downtown's three character areas—North, Core, and East—and uses them to shape cohesive, community-driven development. Developed through extensive community engagement and stakeholder input, this framework ensures that Downtown Pilot Point remains functional, vibrant, and true to its historic and cultural roots while embracing opportunities for growth.

COMMUNITY FEEDBACK

Community feedback regarding the Downtown Character Framework highlights a strong interest in preserving Pilot Point's unique identity while making strategic improvements that enhance its functionality and appeal. Input from community forums, stakeholder workshops, and surveys reflects varying priorities across the three distinct areas of Downtown—North, Core, and East.

- **Downtown North** – Gateway + Connectivity: Residents recognize Downtown North as a key entry point to the city and an important link between neighborhoods, Downtown, and regional destinations. Feedback emphasized the need for better pedestrian and bicycle connections, enhanced signage, and mixed-use development that complements existing businesses, while supporting trail-oriented recreation and tourism through the Walcott Trailhead.
- **Downtown Core** – Historic + Economic Heart: The Square and surrounding area remain central to Pilot Point's identity, with strong community support for historic preservation, infrastructure modernization, and economic activation. People want wider sidewalks, safer crossings, shaded gathering spaces, ample parking, and outdoor dining to enhance walkability and public life. Additionally, there is strong interest in increasing the variety of businesses while maintaining the Core's authentic small-town character.
- **Downtown East** – Compatible + Innovative: As an area primed for growth due to its location between US 377 and the Downtown Core, residents view Downtown East as an opportunity for adaptive reuse of historic buildings, new creative spaces, and expanded commercial and residential offerings. There is enthusiasm for more small businesses, boutique retail, and mixed-use development, but concerns about preserving neighborhood scale and ensuring new projects are compatible with residential living and that they fit neighborhood character.

KEY THEMES FROM COMMUNITY ENGAGEMENT

- **Historic Preservation:** Commitment to retaining Downtown's historic architecture and charm, particularly around the Square.
- **Economic Growth:** Interest in attracting new businesses and diverse retail, dining, and entertainment options across all three Character Areas.
- **Walkability + Connectivity:** Support for improved sidewalks, bike paths, alley activation, and safer crossings, especially in Downtown North and Core.
- **Public Space + Placemaking:** Desire for expanded community gathering spaces, public art, landscaping, and shaded seating to make Downtown more inviting and fun.
- **Parking + Infrastructure:** Concerns about parking availability, traffic flow, stormwater management, and maintaining the balance between accessibility and pedestrian-friendly improvements.
- **Future Development:** Support for thoughtful expansion in Downtown, ensuring that growth enhances Pilot Point's charm while providing needed housing and business opportunities.

The community envisions a connected, walkable, and thriving Downtown where each Character Area plays a role in strengthening Pilot Point's economic, cultural, and social fabric, while preserving its authentic identity.

Pilot Point's charm is what makes it special. Any development should be thoughtful and not over-commercialized.
– Workshop Participant

TRENDS + DATA

FUTURE DEMAND

As Pilot Point continues to grow, future demand for Downtown's three Character Areas will be shaped by each one's location along key roadways and within Downtown, demographic shifts, economic trends, and regional development pressures. With a projected annual population growth rate of at least 3% and increasing affluence among residents, Downtown Pilot Point will need to adapt to rising demand for diverse retail, dining, housing, and public space options. The Downtown Core will see increased demand for multi-story, walkable, mixed-use development, balancing historic preservation with modern amenities. Downtown North, as a gateway corridor, is well-positioned for regional visitors, recreation tourism, and lodging options to support Ray Roberts Lake State Park visitors. Downtown East, with available land, historic structures, and proximity to US 377 is expected to attract small business growth, live-work spaces, and creative industries, capitalizing on the city's distinct character.

Downtown's current retail market leakage highlights a significant opportunity to expand commercial offerings, ensuring that residents and visitors can shop, dine, and seek entertainment locally instead of traveling to Denton, Frisco, Celina, and other nearby towns. Demand for event spaces, boutique retail, and nighttime economy expansion aligns with the growing interest in cultural tourism and community-driven experiences. Additionally, as the region sees increasing development tied to the Dallas North Tollway expansion, the Character Areas will need to accommodate higher levels of foot traffic, tourism, and workforce migration while maintaining Pilot Point's historic charm and small-town identity.

ECONOMIC + FISCAL BENEFITS

The Downtown Character Framework provides a strategic approach to leveraging Pilot Point's unique character, increasing property values, and driving long-term economic growth. By establishing distinct identities for each of the three Character Areas, the Framework enhances Pilot Point's ability to attract businesses, support tourism, strengthen the local economy, and communicate the Vision for Downtown while ensuring preservation of historic assets.

Increased Property Values + Investment: Implementing character-based design standards and targeted development incentives will encourage higher-value commercial and mixed-use projects, increasing property values and generating more property tax revenue.

Enhanced Business Attraction + Retention: By creating well-defined, marketable districts within Downtown, the framework will reduce market leakage, helping Pilot Point capture a larger share of retail, dining, and entertainment spending currently going to other cities.

Tourism + Destination Development: The Downtown Core's historic preservation, pedestrian-friendly enhancements, and activated public spaces will attract more visitors, boosting sales tax revenue from restaurants, retail, and lodging. Downtown North's gateway improvements and connection to regional assets like Ray Roberts Lake State Park will strengthen Pilot Point's tourism economy, while Downtown East will provide charming space for creative industries and live-work businesses.

Job Creation + Workforce Growth: By fostering a diverse mixture of businesses, residential opportunities, and cultural assets, the Framework supports job growth in hospitality, retail, tourism, and professional services, making Downtown an employment hub for the community.

Resilient Revenue Generation: A balanced mix of small businesses, regional attractions, and historic preservation incentives will create an improved and diversified tax base, ensuring that Pilot Point's economic growth remains strong through market fluctuations while reinforcing long-term fiscal health.

EXISTING CONDITIONS

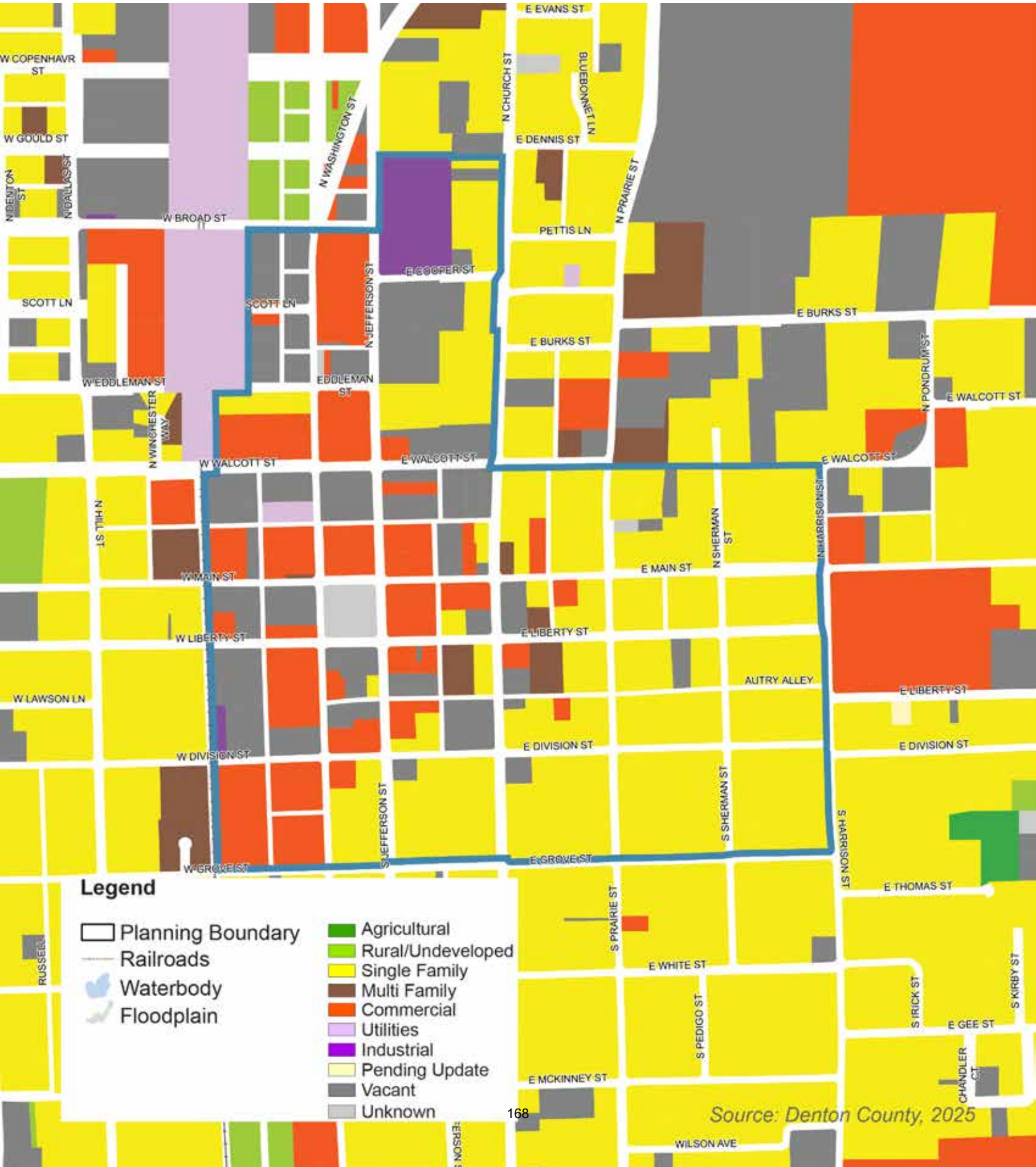
Downtown Pilot Point is composed of three distinct Character Areas, each with unique land use patterns, building typologies, and economic activity. The Downtown Core serves as the historic and cultural center, anchored by the Square and surrounded by a mix of small businesses, restaurants, and civic spaces. Many buildings in this area retain their original historic architecture, though some are in need of renovation or adaptive reuse. While some storefronts are occupied and thriving, vacancy rates remain a challenge, and many properties are undeveloped or structures have fallen into disrepair.

Downtown North acts as a transitional area, consisting of a mix of commercial, institutional, and undeveloped parcels. This area has larger, contiguous undeveloped areas than either of the other Character Areas, making it suitable for businesses requiring more space, such as lodging, professional services, and recreation-oriented businesses. However, existing development in this area is fragmented, with gaps in streetscape cohesion and a lack of consistent pedestrian infrastructure.

Downtown East consists of a mix of detached, lower-density structures, many of which are residential or commercial conversions. This area presents an opportunity for adaptive reuse of historic structures and the expansion of small-scale commercial businesses. While it maintains a neighborhood-oriented character, except along US 377, some portions lack consistent sidewalks, street lighting, and street-facing retail to fully support pedestrian activity.

Green space and trails are limited, and there are few designated public gathering areas beyond the Square. Community input suggests an interest in expanding shaded seating areas, creating pocket parks, and enhancing public space usability.

MAP: EXISTING LAND USE



LAND USE + ZONING

EXISTING LAND USE

Land use refers to the actual active use of a property, regardless of how it is supposed to be used, the corresponding regulations (zoning), or its tax classification. Land use is important to consider because it reflects what people see and perceive when they are Downtown.

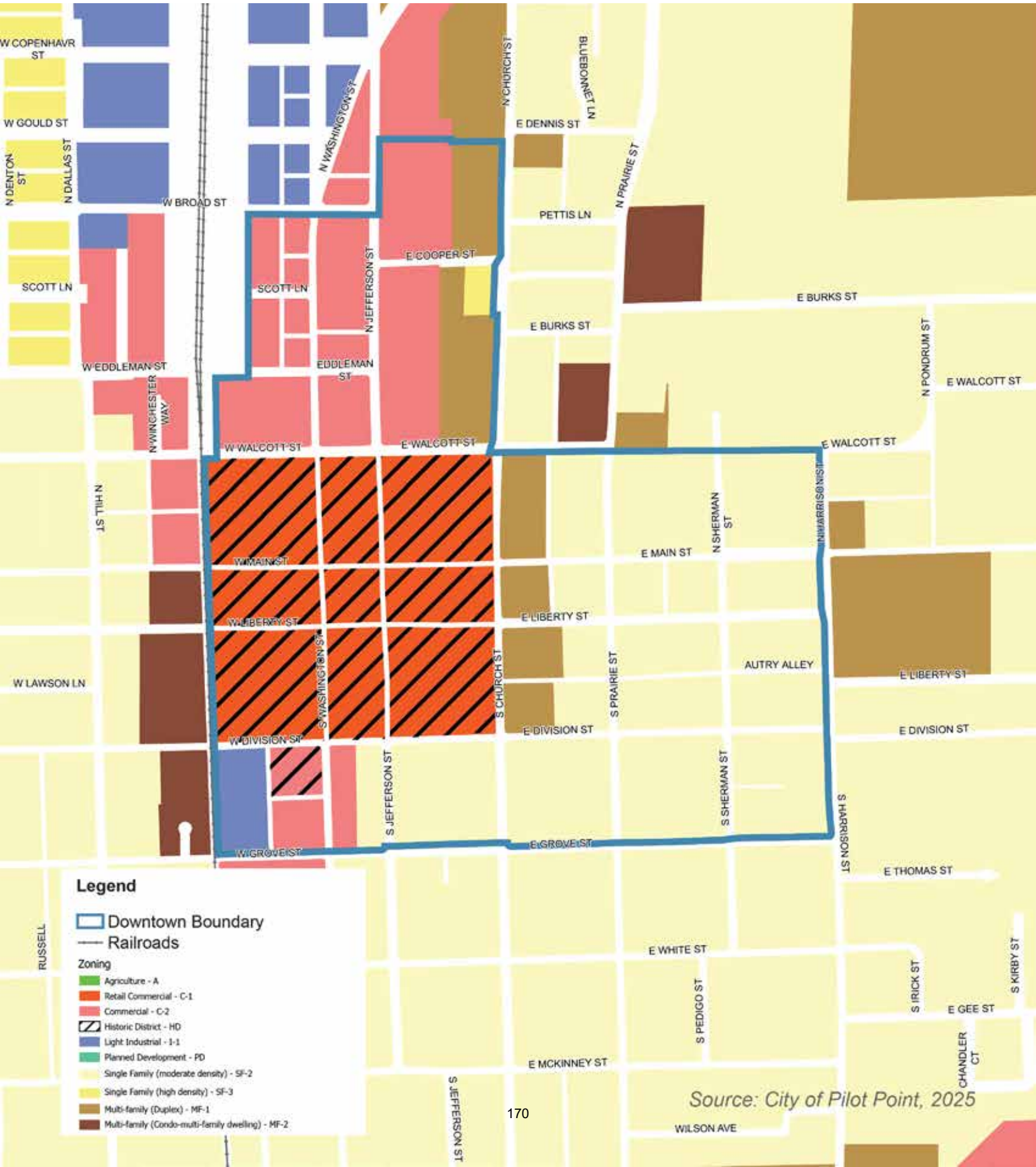
There is a large amount of land in Downtown, even within the Downtown Core, that is vacant and/or undeveloped. Most of the land uses adjacent to the Square are either civic in nature (City Hall and the gazebo), commercial, or vacant. Even extending as far as Walcott and Division, there are less than 10 individual parcels that are not civic, commercial, or vacant. East of Church, the land use pattern changes significantly, giving way to almost exclusively single-family land uses. North of Walcott, there is a mix of single family and commercial land uses, as well as one large industrial parcel. This sub-area also has the highest amount of vacant/undeveloped parcels.

Noticeably missing is a critical mass of residential uses (i.e. homes) needed to support large amounts of additional restaurant, retail, and entertainment uses the community is requesting. With so much land undeveloped and so many structures vacant, there is also a good amount of green space and mature trees that could be utilized in new shared community-gathering spaces.

EXISTING ZONING

The Zoning Map provides a visual for existing zoning areas in Downtown Pilot Point. The northern portion of Downtown (north of Walcott) is zoned primarily for commercial and duplexes. The eastern portion of Downtown (east of Church) is zoned primarily for single family residential. The hashed area of approximately nine blocks is referred to as the "Historic District" and regulated under the Heritage District Design Guidelines (2023). This document identifies two zones within the District. Zone 1 encompasses the properties immediately adjacent to the Square and Zone 2 expands to capture the entire eight blocks surrounding the Square. These design guidelines establish goals, standards, policies, and processes regarding design of the public realm, individual sites, new buildings, and additions.

MAP: EXISTING ZONING



Source: City of Pilot Point, 2025

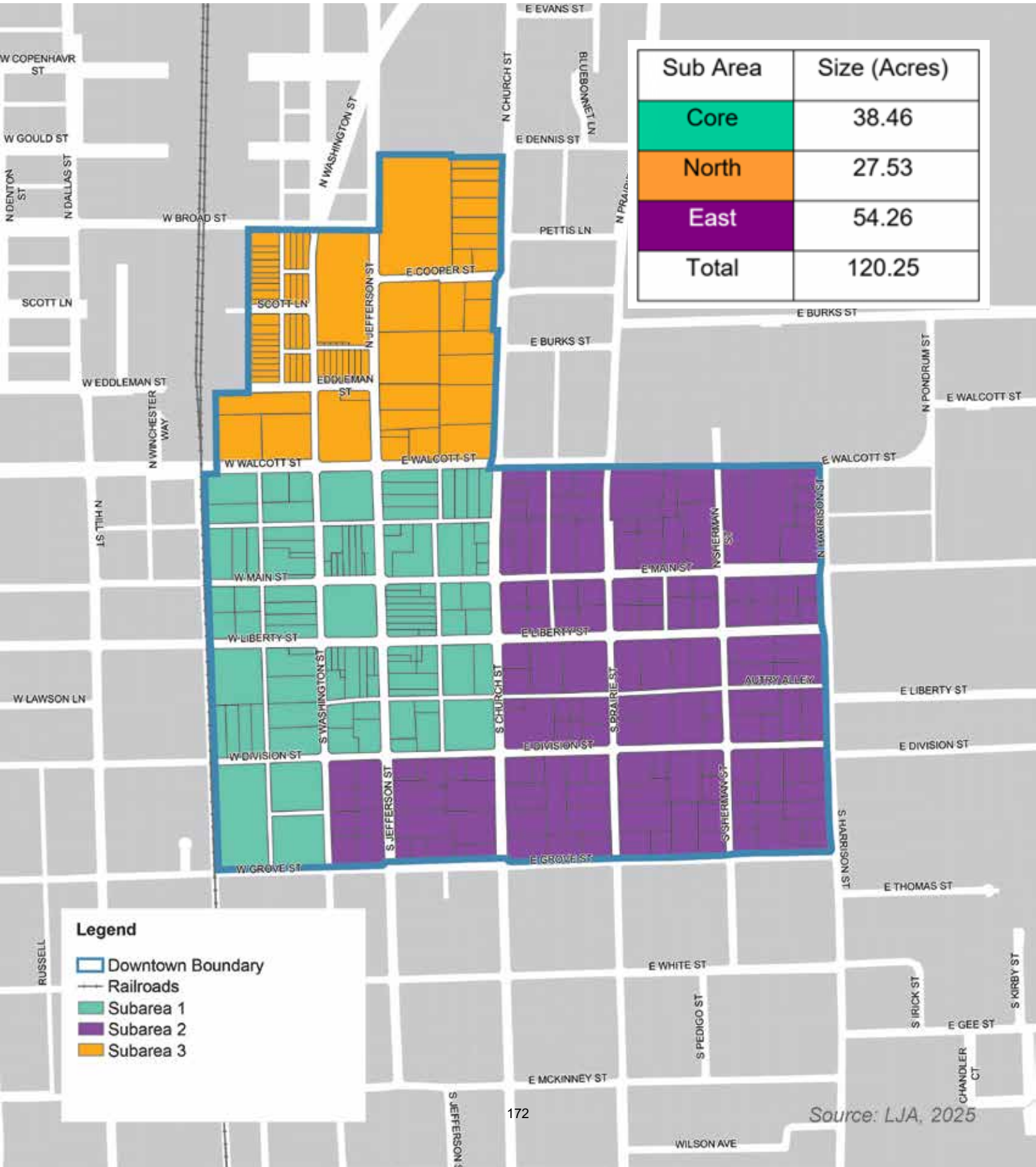
VISION: DOWNTOWN CHARACTER FRAMEWORK

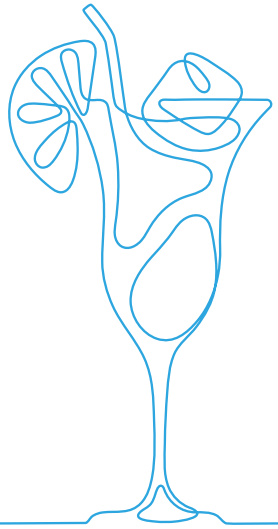
DOWNTOWN PILOT POINT IS DEFINED BY ITS DISTINCT CHARACTER AREAS, EACH PLAYING A VITAL ROLE IN SHAPING THE CITY'S HISTORIC CHARM, ECONOMIC GROWTH, AND FUTURE DEVELOPMENT. THE CHARACTER AREAS FRAMEWORK IDENTIFIES THREE KEY DISTRICTS, DOWNTOWN CORE, DOWNTOWN NORTH, AND DOWNTOWN EAST, EACH WITH UNIQUE FUNCTIONS, LAND USES, AND OPPORTUNITIES FOR ENHANCEMENT.

THE DOWNTOWN CORE SERVES AS THE HEART OF THE COMMUNITY, WHERE HISTORIC PRESERVATION, RETAIL, DINING, AND PUBLIC SPACES CREATE A VIBRANT, PEOPLE-CENTERED DISTRICT. DOWNTOWN NORTH ACTS AS A GATEWAY TO DOWNTOWN, OFFERING OPPORTUNITIES FOR LODGING, TRAIL-ORIENTED BUSINESSES AND HOUSING, AND IMPROVED STREETSCAPES TO WELCOME VISITORS AND ENHANCE CONNECTIVITY. DOWNTOWN EAST, A TRANSITIONAL AREA BETWEEN THE DOWNTOWN CORE AND US 377, IS POSITIONED TO EXPAND HOUSING OPTIONS, SUPPORT SMALL BUSINESSES, AND FOSTER CREATIVE INDUSTRIES WHILE IMPROVING WALKABILITY AND INFRASTRUCTURE.

This section outlines the vision and defining character traits of each area, ensuring that future growth and redevelopment aligns with Downtown residents, Pilot Point's identity, economic resilience, and quality of life priorities. Through strategic development and redevelopment, thoughtful preservation, and infrastructure improvements, these Character Areas will work together to create a cohesive, dynamic, and thriving Downtown.

MAP: DOWNTOWN CHARACTER AREAS





GOAL (DOWNTOWN CORE): ESTABLISH THE DOWNTOWN CORE AS A VIBRANT, PEDESTRIAN-ORIENTED DESTINATION AS A THRIVING CULTURAL AND ECONOMIC HUB.

GENERAL DESCRIPTION + LOCATION

The Core Character Area, shown in teal on the map, is the historic and economic heart of Downtown Pilot Point. It includes the Downtown Square, surrounding two-block radius, the Historic Schoolhouse, and the Library/Community Center. Bounded by Walcott Street to the north, Church Street to the east, Division Street to the south, and the railroad tracks to the west, this area serves as the primary gathering place for residents, visitors, and businesses.

FUTURE VISION + ROLE IN DOWNTOWN

The Core Character Area will remain the social, cultural, and economic epicenter of Pilot Point, fostering vibrancy through retail, dining, entertainment, and community events. The Square will be a walkable, people-centered district, where historic preservation meets modern activation through outdoor dining, public spaces, and cultural programming. Ground-floor retail will be diverse and engaging, while upper floors will introduce office space, creative studios, and residential options. Streets will be safer and more inviting, with expanded sidewalks, landscaping, and shaded gathering spaces.

FUTURE CHARACTER TRAITS

Walkable + Pedestrian Oriented

Wide sidewalks, improved crossings, and activated alleys will enhance safe and enjoyable pedestrian movement.

Historic + Authentic

Preservation efforts will retain Pilot Point's small-town charm, with historic buildings thoughtfully restored and adapted.

Lively + Active

The Square will host regular events, markets, and community festivals, driving engagement and economic activity.

Retail + Dining Destination

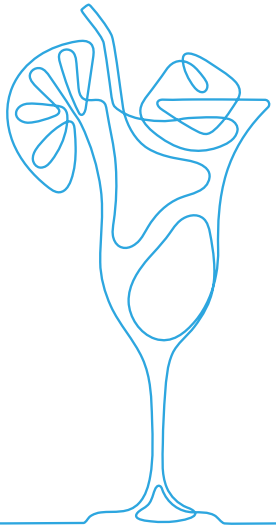
A diverse mix of restaurants, boutiques, and entertainment options will reinforce the Square as a regional destination.

Flexible + Multi-Use Spaces

Public spaces will be designed to support daily social interaction, outdoor dining, and seasonal activities.

Connected + Accessible

Improved sidewalks, trail connections, and wayfinding signage will make navigating Downtown seamless for residents and visitors.



GOAL (DOWNTOWN NORTH): TRANSFORM THE NORTH CHARACTER AREA INTO A WELCOMING GATEWAY DISTRICT THAT SUPPORTS TOURISM AND CONNECTIONS TO DOWNTOWN.

GENERAL DESCRIPTION + LOCATION

The North Character Area, shown in orange on the map, is located north of the Downtown Core. It includes a Post Office, Iglesia Jesucristo Rey De Reyes, and the City of Pilot Point maintenance yard. This area has a mix of commercial, institutional, and underutilized/undeveloped parcels, and it has the opportunity to provide significant support to commercial uses Downtown with multi-story, walkable development that includes housing.

FUTURE VISION + ROLE IN DOWNTOWN

The North Character Area will evolve into a vibrant mixed-use gateway, providing key services, housing, lodging, and visitor-oriented amenities to support tourism and economic growth. This district will serve as a welcoming entry point into Downtown, offering hotels, trail-oriented businesses and housing, and small-scale retail that enhance the arrival experience. Infrastructure improvements will enhance walkability and visual appeal, making it a seamless extension of the Core while preserving its commercial and institutional functions..

FUTURE CHARACTER TRAITS

Gateway-oriented + Welcoming

Streetscaping, signage, and the Walcott Trailhead will create a clear and inviting entry into Downtown.

Lodging + Visitor Services

Hotels, short-term rentals, and visitor amenities will support regional tourism and event-driven demand.

Community Services + Civic Spaces

This area will retain key community functions, including the Post Office and institutional uses, while integrating public spaces.

Trail-Oriented + Recreational Connectivity

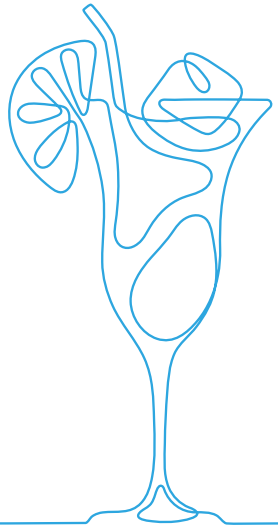
Enhancing trail connections will link this area to Downtown and Ray Roberts Lake State Park.

Adaptive + Transitional

Future development will support commercial and service-based businesses that complement the Downtown.

Enhanced Infrastructure + Streetscapes

Road and sidewalk improvements will create safer, more accessible connections to the rest of Downtown.



GOAL (DOWNTOWN EAST): TRANSITION THE EAST CHARACTER AREA INTO A WALKABLE, MIXED-USE NEIGHBORHOOD THAT FOSTERS COMPATIBILE SMALL BUSINESS GROWTH AND HOUSING.

GENERAL DESCRIPTION + LOCATION

The East Character Area, shown in purple on the map, is located east of the Downtown Core, generally between Church Street and Harrison Street, with a couple of blocks west of Church to S. Washington Street, between W. Division Street and E. Grove Street. It features a mixture of residential and commercial properties, making it a transitional area between the Downtown Core to the west and the highway corridor to the east.

FUTURE VISION + ROLE IN DOWNTOWN

The East Character Area will transform into a thriving mixed-use neighborhood, offering housing, small businesses, and live-work opportunities. As the primary connection between the Downtown Core and US 377, this area will see new investment in adaptive reuse, creative industries, and neighborhood-serving retail and restaurants. Streetscape and infrastructure improvements will enhance safety, walkability, and visual cohesion to strengthen its link to the Downtown Core.

FUTURE CHARACTER TRAITS

Neighborhood-Oriented + Walkable

Streets will feature consistent sidewalks, pedestrian-scale lighting, and landscaping to enhance walkability.

Diverse Housing + Live-Work Options

New residential development will offer a mix of townhomes, condos, live-work spaces, etc.

Creative + Small Business Friendly

Affordable, flexible commercial spaces will support artists, makers, and entrepreneurs.

Seamlessly Connected To The Core

Infrastructure improvements will make it easy to walk, bike, or drive between Downtown East and the other areas of Downtown.

Adaptive + Redevelopment-Ready

Underutilized properties will be transformed into compatible, vibrant, and functional spaces for modern needs.

Resilient + Green Infrastructure

Green spaces, stormwater solutions, and tree-lined streets will enhance aesthetics, walkability, and flood management.

IMPLEMENTATION: DOWNTOWN CHARACTER AREAS

The most important components to implementing the Vision of the Downtown Character Areas are the following two things:

1. Create and adopt a Downtown Code that codifies the Vision for each of the Character Areas with associated detailed regulations. The Downtown Code should deregulate uses that are consistent with the Vision, and should focus on design and form. The Downtown Code should be clear, simple, and progressive, and should have a built in set of minor and major modifications that prevent the need for projects consistent with the Vision to rezone in the future.

2. Implement the goals, strategies, and actions within each of the Transformation Catalysts provided within this Downtown Master Plan. The Transformation Catalysts, complemented with a new Downtown Code, will make the Vision a reality

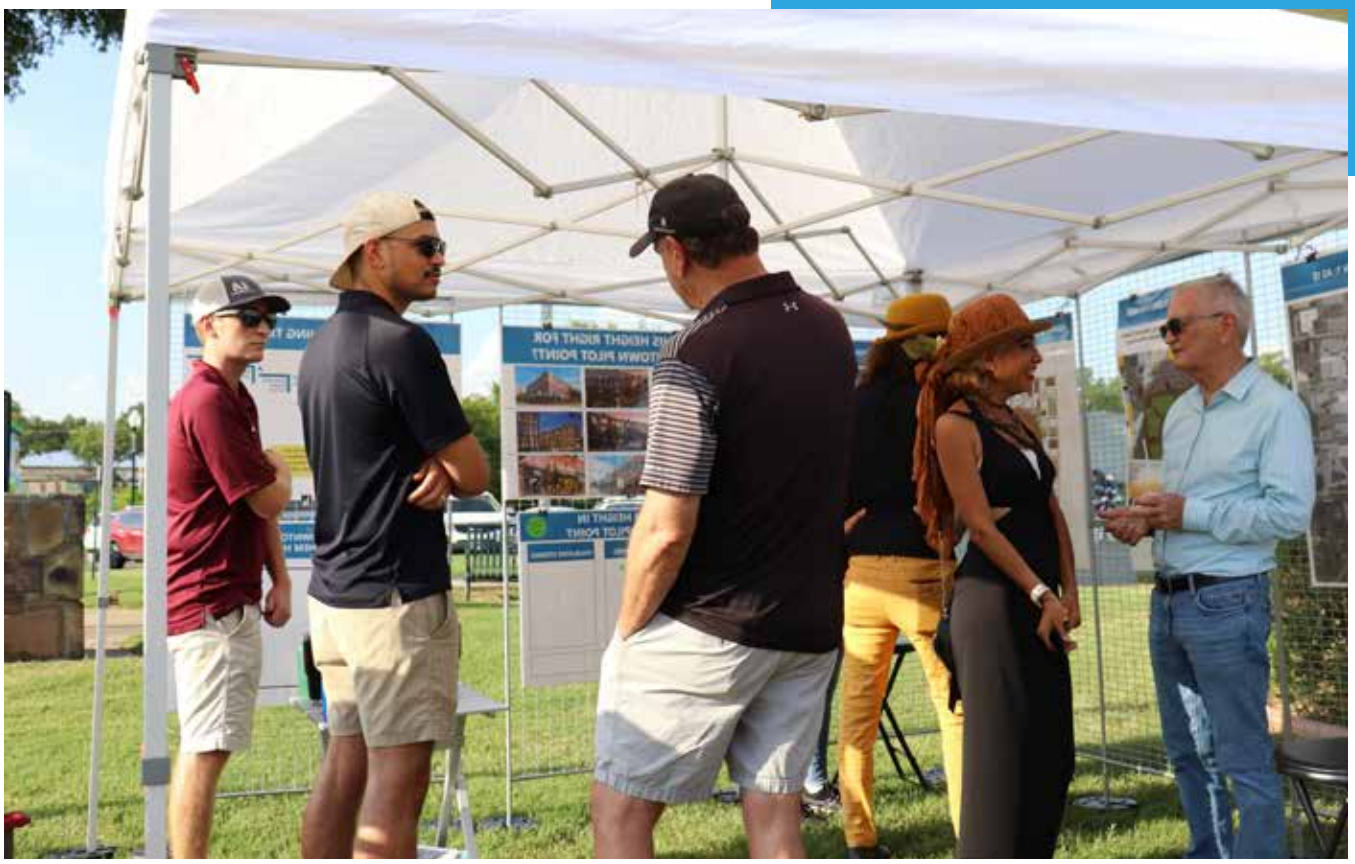
DOWNTOWN MOBILITY FRAMEWORK

The Downtown Mobility Framework serves as a guide to improving transportation, accessibility, and connectivity while ensuring that Downtown Pilot Point remains safe, efficient, and walkable. This Framework defines three distinct Street Types—Type A, Type B, and Type C—as well as Special Consideration Intersections, each with a unique role in balancing vehicular, pedestrian, and multimodal movement throughout Downtown. Developed through extensive community engagement and stakeholder input, this framework ensures that streets, sidewalks, trails, and intersections are designed to enhance mobility, support economic activity, and maintain Pilot Point's small-town character. By implementing targeted improvements and strategic enhancements, the Downtown Mobility Framework establishes a seamless, accessible, and future-ready transportation network that supports Pilot Point's continued growth and vitality.

COMMUNITY FEEDBACK

Community feedback on the Downtown Mobility Framework reflects strong interest in improving pedestrian safety, enhancing streetscape aesthetics, and maintaining efficient traffic flow, while ensuring that Pilot Point's small-town charm and historic character remain is preserved and enhanced as much as possible. Residents, business owners, and stakeholders emphasized the need for clear connectivity between neighborhoods, commercial areas, and public spaces while accommodating, vehicles, pedestrians, bikers, and horse riders in a balanced manner.

- **Type A Streets – Pedestrian-Oriented + Historic Core:** The community overwhelmingly supports enhancing the pedestrian experience on Type A streets, which include the Square and the most walkable portions of Downtown (as envisioned). Residents value the historic Main Street feel, buildings lining the streets with shops, restaurants, and entertainment, and people-focused design (versus car-focused). Feedback emphasized the importance of wide sidewalks, shaded areas, decorative lighting, and street trees to create an inviting, walkable environment that supports outdoor dining, shopping, and tourism. Some concerns were raised about maintaining vehicle access for deliveries and short-term parking while prioritizing pedestrian comfort and mobility.
- **Type B Streets – Enhanced Streetscapes + Mixed-Use Corridors:** Community members see Type B streets as key connectors that transition between Downtown and surrounding areas, balancing vehicular movement with pedestrian and cyclist safety. There is strong support for branding elements, decorative signage, and cohesive landscaping to strengthen Downtown Pilot Point's identity. Residents emphasized the need for safe and consistent sidewalks, parallel parking, bike racks, and pedestrian-scale lighting, ensuring that these streets remain walkable, while efficiently moving traffic into and through Downtown. Business owners and residents supported creating welcoming streetscapes that encourage foot traffic while maintaining easy vehicle access.
- **Type C Streets – Residential Connectors + Neighborhood Character:** Feedback on Type C streets emphasized the importance of preserving neighborhood feel, while improving walkability and safety. Residents appreciate the quaint houses, quieter ambiance, and residential scale of these streets but identified gaps in sidewalks, inconsistent lighting, and concerns about cut-through traffic. There was strong support for traffic calming measures, connected/continuous sidewalks, and improved pedestrian crossings to make these streets safer for families, cyclists, and pedestrians to better connect to and from Downtown.
- **Special Consideration Intersections – Key Crossings + Safety Upgrades:** Several intersections were identified as areas of concern due to visibility issues, pedestrian safety challenges, and vehicle congestion. Community members and stakeholders strongly supported improving crosswalks, adjusting intersection designs, and adding intersection enhancements such as bump-outs, raised crosswalks, and warning lights/features to create safer and more efficient crossings. Locations near the Square, along major entry corridors, and at high-traffic intersections were frequently cited for redesign or additional safety features.
- **Trails – Connectivity + Outdoor Access:** Community members expressed strong enthusiasm for expanding and improving the trail network to enhance connectivity between neighborhoods, parks, and Downtown. Many residents want better access to Ray Roberts Lake, equestrian-friendly trails, and safe pedestrian and bike routes linking residential areas to the Square. Feedback emphasized the need for trail lighting, wayfinding signage, and resting areas to improve the user experience. Additionally, there is interest in integrating trails with commercial areas to support local businesses, allowing visitors and residents to easily transition from recreational spaces to dining and retail.



KEY THEMES FROM COMMUNITY ENGAGEMENT

- **Pedestrian-Oriented Design:** Strong support for expanding sidewalks, adding shade structures, improving lighting, and ensuring ADA accessibility.
- **Traffic Flow + Safety Enhancements:** Residents value efficient traffic movement but want to see lower speed limits, improved crossings, and safer routes for pedestrians and cyclists.
- **Streetscape + Branding Improvements:** Support for more trees, decorative elements, and cohesive streetscape branding to enhance Pilot Point's unique identity.
- **Parking + Accessibility Considerations:** Interest in balancing on-street parking, off-street parking, delivery and trash access/service, and pedestrian space to support both businesses and visitors.
- **Neighborhood Integration + Connectivity:** Strong interest in ensuring that Type C streets remain safe and accessible, with improved sidewalks, lower-speed traffic, and better connections to Downtown.

The community envisions a Downtown where streets are walkable, functional, and aesthetically pleasing—ensuring that Pilot Point's growth supports a well-connected and welcoming environment for all.

TRENDS + DATA

FUTURE DEMAND

Pilot Point's mobility network must evolve to meet the demands of a growing and diversifying population, while maintaining safe, efficient, and accessible transportation options. Community feedback highlights a strong desire for improved walkability, better street connectivity, and expanded trail networks to support pedestrian and cyclist (and even equestrian) movement throughout Downtown and into surrounding areas. Type A Streets (pedestrian-focused) will need to accommodate increased foot traffic and outdoor activation, requiring investments in wider sidewalks, shade structures, and streetscape improvements. Type B Streets, which balance vehicle flow with enhanced pedestrian experiences, will need strategic upgrades, such as improved crosswalks, traffic calming measures, and branding elements that promote Downtown Pilot Point's unique identity. Type C Streets (residential connectors) will see increased demand for ADA accessibility, street lighting, and traffic-calming solutions to ensure safe movement between neighborhoods and Downtown amenities.

The demand for better multimodal transportation infrastructure is also rising, as Pilot Point's growth creates the need for stronger connections between residential areas, employment hubs, schools, and recreational destinations. According to Esri, approximately 74% of workers in Pilot Point commute alone by car, with little existing infrastructure for public transit, walking, or biking. Future mobility improvements should focus on expanding sidewalk and trail networks, creating safer biking infrastructure, and improving street design to accommodate multiple modes of travel. Special Consideration Intersections, particularly near high-traffic corridors, will require upgraded intersection design and engineering, pedestrian crossings, and potential traffic-calming enhancements.

TRAILS + RECREATION AS KEY MOBILITY ASSETS

Pilot Point's proximity to Lake Ray Roberts and its growing network of trails position it well for expanded recreation-based mobility. Community input strongly supports improved trail connections linking Downtown to regional outdoor amenities, particularly for equestrian-friendly routes, bike paths, and nature-based recreation. Future demand will center on enhanced trailheads, wayfinding signage, and safe crossings where trails intersect with roadways. These trails will serve not just as recreational assets but also as alternative transportation routes, encouraging more walkable and bike-friendly commuting options.

INFRASTRUCTURE NEEDS TO SUPPORT GROWTH

With continued growth expected, infrastructure upgrades—including expanded water, sewer, and stormwater management systems—will be critical to supporting Downtown's development. Expanding utility capacity, implementing green infrastructure solutions, and improving drainage systems will help accommodate the increasing density and activity within Downtown's Character Areas. Strategic infrastructure planning will also be essential in ensuring that Downtown remains resilient, attractive, and capable of sustaining long-term economic success while meeting the evolving needs of residents, businesses, and visitors.

ECONOMIC + FISCAL BENEFITS

The Downtown Mobility Framework enhances economic sustainability by improving pedestrian access, optimizing traffic flow, and increasing Downtown's commercial viability. A more walkable, connected, and accessible Downtown leads to higher consumer spending, business retention, and property reinvestment.

- **Higher Foot Traffic = Increased Sales Revenue:** Type A streets (pedestrian-oriented) encourage more spending per visitor, as research shows walkable business districts generate up to 40% more sales tax revenue than car-centric ones. Wide sidewalks, outdoor seating, and activated streetscapes will extend visitor dwell time and increase local business revenues.
- **Improved Infrastructure = More Private Investment:** Streetscape enhancements, traffic flow improvements, and multimodal connections reduce development barriers, making Downtown more attractive to investors. When cities improve walkability and public spaces, adjacent commercial properties see a 5-20% increase in value.
- **Reduced Transportation Costs + Improved Accessibility:** Safer pedestrian and cyclist infrastructure allows more residents and visitors to access Downtown without relying on cars, reducing parking congestion and creating cost savings for the City in long-term parking infrastructure. Additionally, improving walkability increases the number of viable storefronts per block, maximizing tax-generating businesses.
- **Trail Connectivity + Outdoor Recreation Spending:** Expanding trail access and pedestrian-friendly infrastructure aligns with statewide tourism trends that show visitors spend more in communities with integrated recreation and walkable destinations. This boosts hospitality revenue, lodging tax collections, and local retail sales while positioning Pilot Point as a hub for eco-tourism, recreation tourism, and outdoor recreation spending.
- **More Efficient Use of Public Funds:** By focusing on multimodal improvements rather than costly road expansions, this Framework reduces long-term maintenance costs while supporting a more balanced and financially resilient transportation network. Strategic investments in biking, walking, and pedestrian-friendly intersections reduce strain on streets and extend infrastructure lifespan.

EXISTING CONDITIONS

The Downtown mobility network is currently designed around vehicular travel, with limited accommodations for pedestrians, cyclists, and alternative modes of transportation. While the Square and immediate surroundings have walkable sections, many streets lack continuous sidewalks, safe crossings, and dedicated pedestrian infrastructure. Although some improvements are planned or in progress, most roads prioritize vehicular movement over multimodal access, making it challenging for pedestrians, cyclists, and equestrians to navigate Downtown safely.

- **Type A Streets** (Pedestrian-Oriented Streets) include the Square and adjacent high-activity corridors. While these streets are intended to prioritize walkability, outdoor seating, and pedestrian movement, there are inconsistencies in sidewalk width, shade structures, and crosswalk safety. Some intersections within this network experience frequent conflicts between pedestrians and vehicles, with concerns about visibility and accessibility.
- **Type B Streets** (Mixed-Traffic Corridors) serve as connectors between the Downtown Core and surrounding neighborhoods. These streets are characterized by informal parallel parking, moderate traffic flow, and a mix of commercial and residential uses. However, most Type B streets lack adequate pedestrian crossings, wayfinding signage, and designated bike infrastructure, creating safety concerns for non-motorized users.
- **Type C Streets** (Neighborhood Connectors) primarily serve residential areas but provide key linkages to Downtown businesses and amenities. These streets are typically lower-traffic but lack continuous sidewalks, crosswalks, or pedestrian-scale lighting, reducing overall walkability. Residents have expressed concerns about speeding, cut-through traffic, and the need for additional traffic-calming measures to enhance safety in these areas.
- **Several Special Consideration Intersections** have been identified as high-risk or difficult to navigate, particularly those along major entry points into Downtown. These intersections often experience visibility issues, pedestrian safety concerns, or congestion, requiring improvements such as flashing crosswalk signals, curb extensions, or better signage to improve safety.

Pilot Point's trail network remains largely underdeveloped, with growing interest in expanding pedestrian, bike, and equestrian connections between Downtown and surrounding recreational areas, including Ray Roberts Lake State Park and regional trails. Many trail connections currently lack wayfinding signage, dedicated crossings, and proper surfacing, making them less accessible and integrated into the broader mobility network.

Overall, existing conditions highlight a need for targeted street improvements, better pedestrian and cyclist accommodations, and strategic investments in infrastructure and connectivity to support Pilot Point's future mobility needs. Across all character areas, aging infrastructure, inconsistent streetscape design, and gaps in pedestrian connectivity are noted challenges. Some sections of Downtown have well-maintained sidewalks and lighting, while others have cracked pavement, missing curb ramps, or insufficient pedestrian crossings

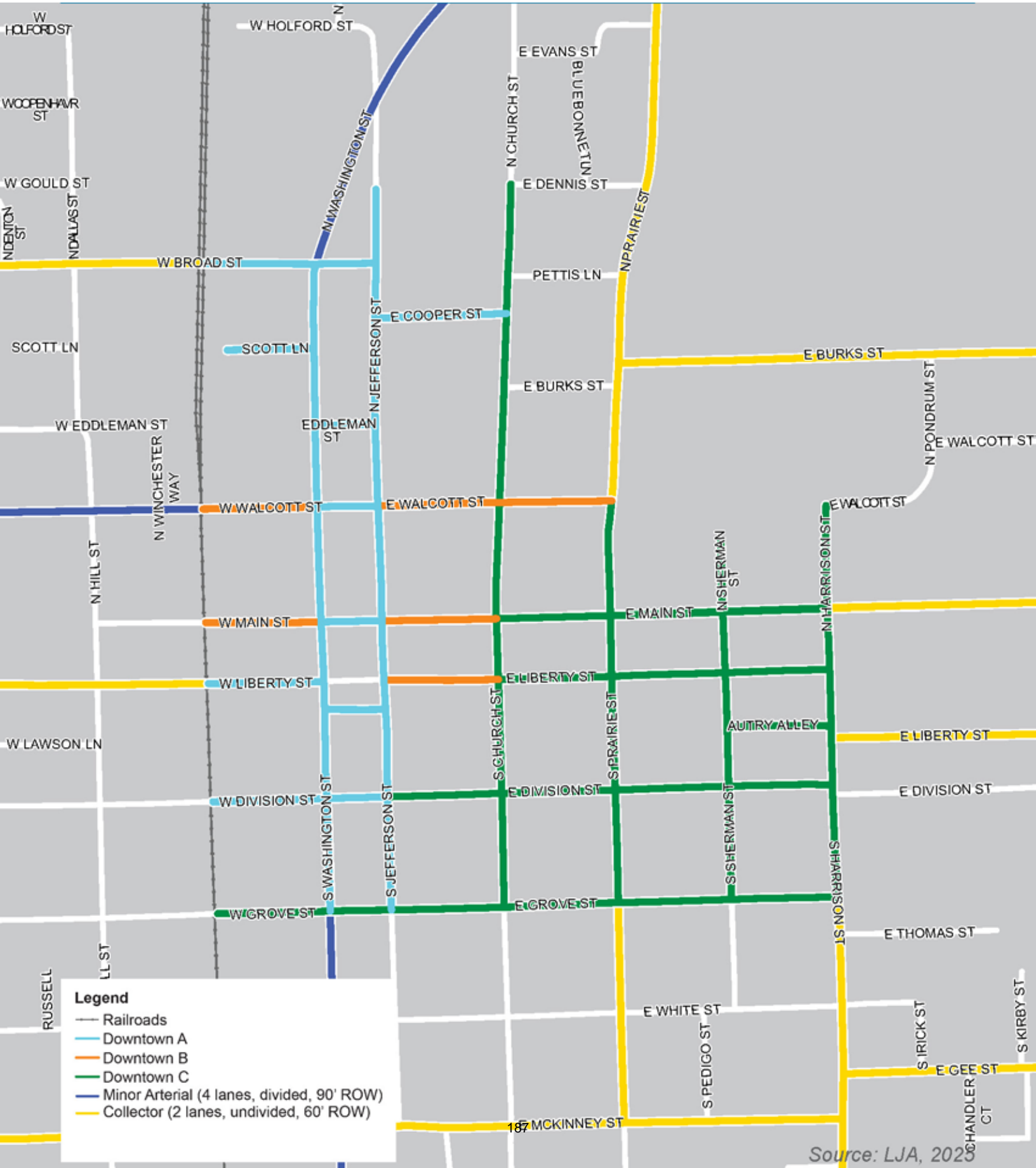
VISION: DOWNTOWN MOBILITY FRAMEWORK

A WELL-PLANNED MOBILITY NETWORK IS ESSENTIAL TO DOWNTOWN PILOT POINT'S SUCCESS, ENSURING THAT RESIDENTS, BUSINESSES, AND VISITORS CAN MOVE SAFELY, EFFICIENTLY, AND PLEASANTLY. THE DOWNTOWN MOBILITY FRAMEWORK DEFINES A BALANCED APPROACH TO TRANSPORTATION, ADDRESSING VEHICLE ACCESS, PEDESTRIAN SAFETY, CYCLING INFRASTRUCTURE, AND OVERALL CONNECTIVITY WHILE MAINTAINING PILOT POINT'S SMALL-TOWN CHARACTER.

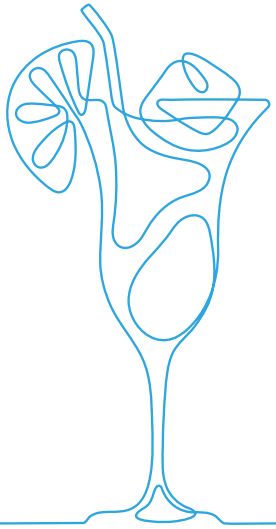
THIS FRAMEWORK CATEGORIZES DOWNTOWN'S STREETS INTO THREE DISTINCT STREET TYPES—TYPE A, TYPE B, AND TYPE C—EACH DESIGNED TO SUPPORT SPECIFIC MOBILITY NEEDS. TYPE A STREETS PRIORITIZE PEDESTRIAN ACTIVITY, FEATURING WIDER SIDEWALKS, OUTDOOR DINING, AND TRAFFIC CALMING TO ENHANCE THE WALKABLE ENVIRONMENT. TYPE B STREETS SERVE AS MIXED-TRAFFIC CORRIDORS, BALANCING VEHICULAR MOVEMENT WITH PEDESTRIAN-FRIENDLY ENHANCEMENTS SUCH AS IMPROVED CROSSINGS AND PARALLEL PARKING. TYPE C STREETS ACT AS NEIGHBORHOOD CONNECTORS, LINKING RESIDENTIAL AREAS TO DOWNTOWN WHILE PROMOTING SAFE AND EFFICIENT MULTIMODAL ACCESS. ADDITIONALLY, SPECIAL CONSIDERATION INTERSECTIONS ARE IDENTIFIED FOR TARGETED IMPROVEMENTS TO ENHANCE OVERALL MOBILITY AND ACCESSIBILITY.

This section provides a comprehensive look at existing conditions, mobility challenges, and future improvements to ensure that Pilot Point's Downtown remains safe, accessible, and well-connected for all users—whether they travel by foot, bike, or vehicle.

MAP: DOWNTOWN MOBILITY FRAMEWORK



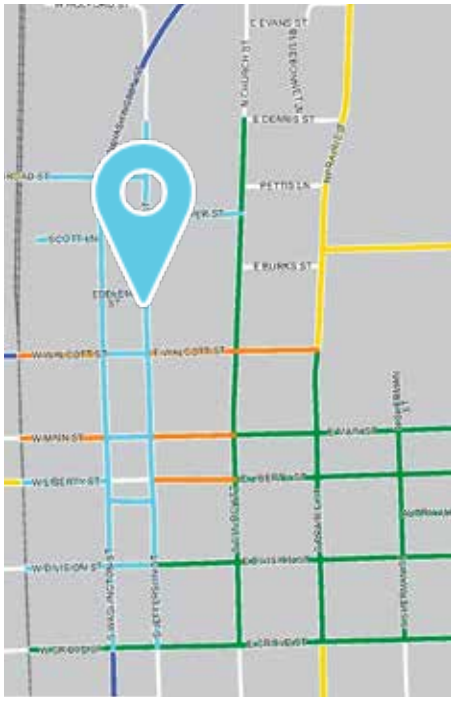
Source: LJA, 2025



GOAL (TYPE A STREETS – PEDESTRIAN-ORIENTED MAIN STREETS): CREATE HIGHLY WALKABLE, PEOPLE-CENTERED STREETS THAT SUPPORTS VIBRANCY WHILE REINFORCING PILOT POINT'S HISTORIC CHARM.

GENERAL DESCRIPTION + LOCATION

Type A Streets, shown in blue on the map, are pedestrian-focused corridors within Downtown Pilot Point, primarily centered around the Square and adjacent high-activity areas. These streets feature continuous blockfaces with little to no breaks in storefronts, creating a traditional Main Street feel. Buildings in this zone are set within a zero-to-10-foot build-to-zone, allowing for consistent storefront activation, outdoor seating, and an inviting pedestrian realm.



FUTURE VISION + ROLE IN DOWNTOWN

Type A Streets will evolve into vibrant, pedestrian-first destinations, supporting shopping, dining, and social engagement. These streets will be activated throughout the day and into the evening, with expanded outdoor seating, event programming, and inviting storefronts. Enhancements will focus on creating a seamless, walkable experience that reinforces Pilot Point's historic charm while encouraging economic vitality.

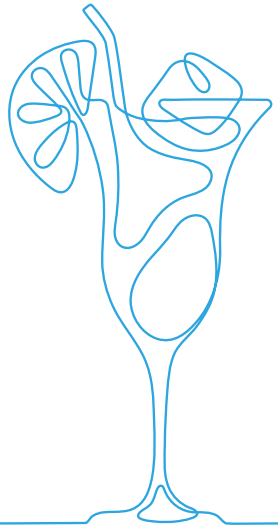
FUTURE STREET TRAITS

Wide pedestrian pathways with enhanced lighting, seating, and shade to maximize comfort.

Public space integration with designated areas for events, performances, and community gatherings.

Traffic-calming measures to slow vehicle speeds and prioritize pedestrians.

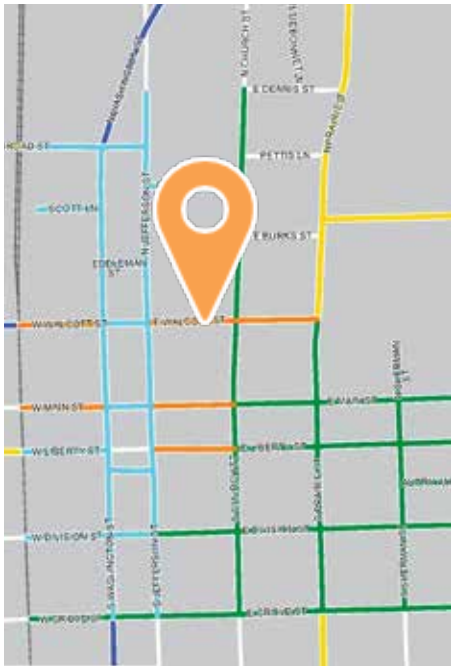
Historic and contextual storefronts that align with Pilot Point's small-town character.



GOAL (TYPE B STREETS – MIXED-TRAFFIC + ENHANCED STREETSCAPES): BALANCE VEHICULAR MOVEMENT WITH PEDESTRIAN-FRIENDLY DESIGN

GENERAL DESCRIPTION + LOCATION

Type B Streets, shown in orange on the map, serve as key connectors between the Downtown Core and surrounding areas, featuring a mix of commercial, residential, and civic uses. These streets have a mixed blockface, meaning some areas have continuous storefronts while others feature detached buildings. A zero-to-10-foot build-to-zone ensures that new development maintains a walkable, human-scaled environment while allowing flexibility in building placement.



FUTURE VISION + ROLE IN DOWNTOWN

Type B Streets will be vibrant, multimodal corridors that balance vehicle traffic with safe pedestrian and bicycle infrastructure. These streets will serve as gateway corridors, featuring branding elements, enhanced landscaping, and well-marked crossings to unify the Downtown experience. With improvements to sidewalk continuity, bike lanes, and public transit integration, Type B Streets will become attractive, functional spaces that encourage foot traffic and neighborhood connectivity.

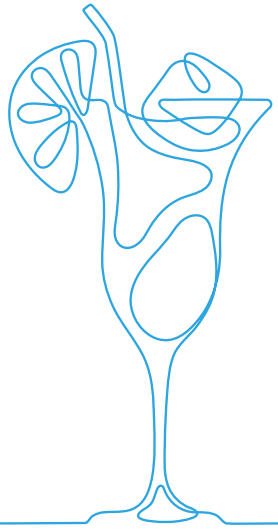
FUTURE STREET TRAITS

Enhanced streetscape elements including trees, decorative lighting, and consistent signage.

Integrated multimodal design, allowing for safe bike lanes and improved pedestrian crossings.

Parallel parking and dedicated loading zones to support businesses while maintaining street flow.

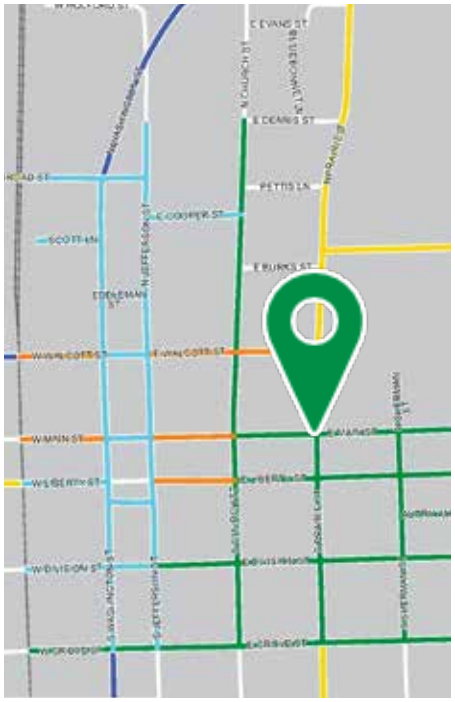
Neighborhood-compatible commercial activity, encouraging small business growth in mixed-use settings.



GOAL (TYPE C STREETS – NEIGHBORHOOD CONNECTORS): PROVIDE SAFE, COMFORTABLE, AND ATTRACTIVE NEIGHBORHOOD-SCALE STREETS THAT CONNECT NEIGHBORHOOD AREAS AND THE REST OF DOWNTOWN.

GENERAL DESCRIPTION + LOCATION

Type C Streets, shown in green on the map, primarily serve residential areas adjacent to Downtown, acting as neighborhood-scale streets that provide key connections to shops, parks, and public spaces. These streets feature detached blockforms, meaning buildings are separated with consistent setbacks, giving them a quieter, more residential feel. A block-based setback averaging approach ensures that new development integrates well with existing structures.



FUTURE VISION + ROLE IN DOWNTOWN

Type C Streets will be safe, inviting, and well-integrated with the surrounding residential fabric, ensuring that pedestrians, cyclists, and motorists can move comfortably. These streets will focus on traffic calming, pedestrian safety, and enhanced streetscaping to provide comfortable, attractive, and functional routes between neighborhoods and Downtown destinations.

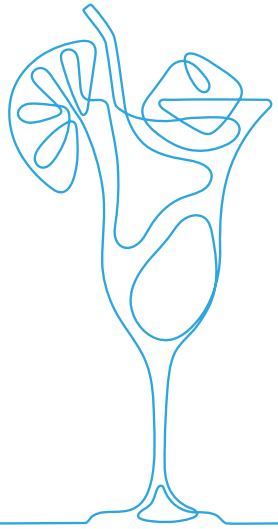
FUTURE STREET TRAITS

Traffic-calming features, such as raised crosswalks, curb extensions, and landscaped medians.

Consistent sidewalks and pedestrian-scale lighting to improve neighborhood walkability.

On-street parking designed to complement residential areas while preserving access.

Tree-lined streetscapes that create an inviting, shaded pedestrian environment.



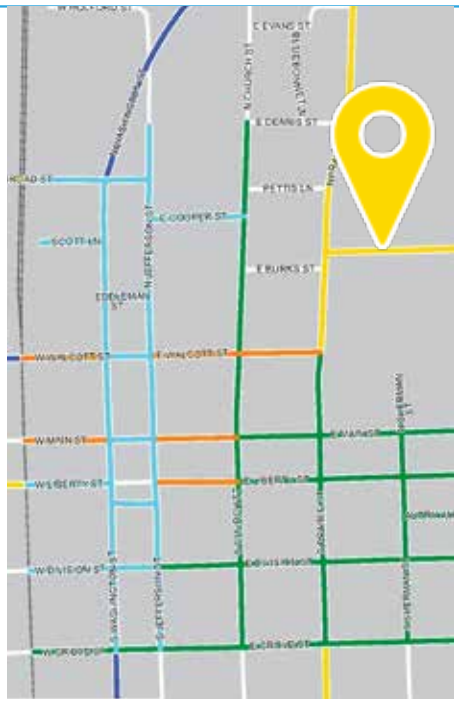
GOAL (SPECIAL CONSIDERATION INTERSECTIONS – DESIGNED INTERSECTIONS): ENHANCE KEY INTERSECTIONS TO IMPROVE SAFETY, VISIBILITY, AND EFFICIENCY.

GENERAL DESCRIPTION + LOCATION

Special Consideration Intersections are key nodes within Downtown Pilot Point that require targeted safety, efficiency, and design improvements. These intersections are major pedestrian and vehicular crossing points, often serving as gateways into Downtown or transitions between different street types.

FUTURE VISION + ROLE IN DOWNTOWN

The goal for Special Consideration Intersections is to increase safety, improve traffic flow, and enhance pedestrian accessibility while maintaining the historic and small-town character of Pilot Point. Strategic design interventions will ensure that these intersections function efficiently for all users, reduce congestion, and create a more connected Downtown experience.



FUTURE STREET TRAITS

High-visibility pedestrian crossings with refuge islands and traffic signal upgrades.

Gateway treatments, such as branded signage, public art, and enhanced landscaping.

Thoughtful designs or realigned intersections where necessary to improve flow and reduce conflict points.

Consistent wayfinding elements to help visitors navigate key Downtown destinations.

IMPLEMENTATION: DOWNTOWN MOBILITY FRAMEWORK

COMPARISON OF DOWNTOWN PILOT POINT STREET TYPES

CATEGORY	TYPE A (PEDESTRIAN ORIENTED STREETS)	TYPE B (MIXED-TRAFFIC + ENHANCED STREETSCAPES)	TYPE C (NEIGHBORHOOD CONNECTORS)
PRIMARY FUNCTION	Retail, dining, entertainment, and public gathering	Mixed-use corridors balancing vehicle and pedestrian access	Neighborhood-scale streets linking residential areas to Downtown
TYPICAL LOCATION	Downtown Core & Square	Key entry corridors & transitional areas	Residential streets near Downtown
BLOCKFACE TYPE	**Continuous blockface** with little to no breaks in storefronts	**Mixed blockface** with both continuous and detached buildings	**Detached blockface**, with setbacks and more open space
BUILD-TO-ZONE	**0 to 10 feet**, ensuring a tight, pedestrian-friendly streetscape	**0 to 10 feet**, allowing flexibility in mixed-use environments	**Block-based setback averaging** to maintain neighborhood scale
SIDEWALK DESIGN	Wide sidewalks (10'+) with outdoor seating and pedestrian amenities	Moderate sidewalks (6'-10') with enhanced landscaping	Standard sidewalks (5'-8'), ensuring residential walkability
TRAFFIC FLOW	Slow-moving, pedestrian-priority streets with traffic calming	Balanced flow of vehicles, pedestrians, and cyclists	Low-speed, residential streets with minimal through traffic
PARKING CONFIGURATION	Limited on-street parking; focus on outdoor space and curb management zones	Parallel parking and designated curb management zones	On-street parking with residential-friendly configurations
LANDSCAPING & STREETSCAPE	Highly designed, with shade trees, decorative lighting, and seating areas	Consistent plantings, signage, and pedestrian-scale lighting	Tree-lined streets with green infrastructure elements
MULTIMODAL DESIGN	Prioritizes pedestrians; limited bike lanes	Supports bikes, pedestrians, and vehicles	Pedestrian- and cyclist-friendly but primarily residential-focused
STREET ACTIVITY	Active throughout the day and evening, with frequent events and outdoor commerce	Moderate commercial activity; key corridors for access to Downtown	Low-activity residential character with local access to parks and trails

CURB MANAGEMENT ZONES FOR LOADING/ UNLOADING AND RIDE SERVICE PICKUP/DROPOFF

EFFECTIVE CURB MANAGEMENT IS ESSENTIAL TO BALANCING ACCESS FOR BUSINESSES, RESIDENTS, AND VISITORS IN DOWNTOWN PILOT POINT. DESIGNATED CURB MANAGEMENT ZONES FOR LOADING/UNLOADING AND RIDE SERVICE PICKUP/DROPOFF HELP REDUCE CONGESTION, IMPROVE SAFETY, AND ENHANCE THE OVERALL EFFICIENCY OF DOWNTOWN'S STREET NETWORK.

LOADING/UNLOADING ZONES

The purposes of these zones are to (1) support local businesses, restaurants, and retail shops by providing dedicated spaces for deliveries and short-term loading; and (2) ensure efficient and safe movement of goods without blocking traffic or pedestrian pathways.

Location + Design Considerations

- Strategically placed near commercial storefronts but outside of high-pedestrian areas.
- Clearly marked with signage to prevent unauthorized parking.
- Limited time restrictions (e.g., 15-30 minutes) to promote turnover and prevent long-term parking.
- Located near alleyways or side streets when possible to minimize conflicts with pedestrian-heavy areas.
- Designed to accommodate commercial delivery vehicles without obstructing bike lanes or crosswalks.

RIDE SERVICE PICKUP/DROPOFF ZONES

The purposes of these zones are to (1) provide safe and designated areas for rideshare services (Uber, Lyft, taxis, shuttles, etc.), reducing double parking and traffic disruptions; and (2) improve traffic flow near Downtown's busiest locations, including the Square, event venues, and entertainment areas.

Location + Design Considerations

- Clearly signed and designated curbside areas near high-demand locations, such as restaurants, hotels, and major attractions.
- Short-term stopping only (no standing or parking allowed) to encourage quick turnover.
- Positioned near pedestrian crossings but away from main intersections to avoid congestion.
- Integration with digital wayfinding or ride-hailing apps to guide users to designated pickup/dropoff points.
- Enhanced with lighting and accessible curb ramps for safety and ADA compliance.

KEY BENEFITS OF WELL-MANAGED CURB ZONES

- Reduces congestion by minimizing illegal parking and double-parking.
- Improves pedestrian safety by separating high-traffic pickup/dropoff areas from busy crosswalks.
- Supports business operations by providing dedicated space for deliveries without disrupting traffic.
- Enhances the visitor experience by ensuring efficient and predictable access to rideshare services and business deliveries.

By implementing strategically placed and well-marked curb management zones, Pilot Point can improve traffic flow, enhance pedestrian safety, and support Downtown's growing commercial activity.

ACHIEVING THE VISION

The most important components to implementing the Vision of the Downtown Mobility Framework are the following two things:

1. Create and adopt Downtown Street Sections with a complementary set of Context-Sensivite Solutions for design of each roadway. Streets in downtowns are very unique and need to be considered on a case-by-case basis. Unlike undeveloped areas of Pilot Point, each street in Downtown has different right-of-way widths, different uses, different existing development, different envisioned development, etc. Some streets may be very similar and can utilize the same Street Sections, but many will require specific stakeholder consideration and design.

2. Develop, adopt, and begin implementation of a Downtown Capital Improvements Program. Linked with associated funding sources that are Downtown-specific and for the general City, phase improvements Downtown for construction.

TRANSFORMATION CATALYSTS

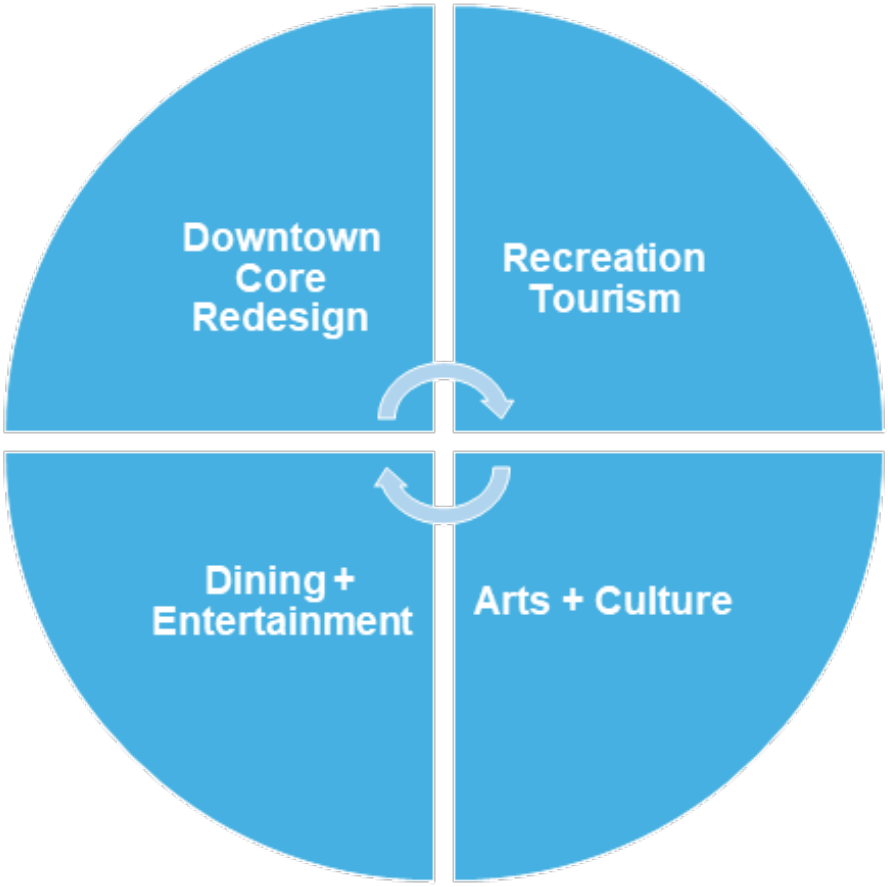
VISION: TRANSFORMATION CATALYSTS

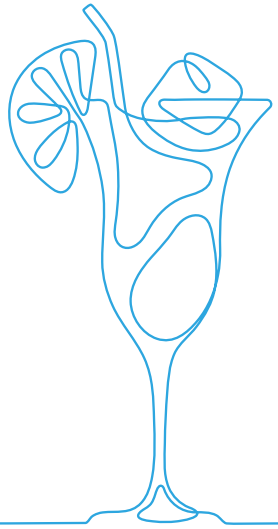
Downtown Pilot Point is on the cusp of a transformation—one that respects its historic charm while embracing opportunities for growth, economic vitality, and community engagement. This chapter explores the key strategies, consistent with Main Street America's Transformation Strategies, that will shape the future of the Downtown Core, leveraging a balance of preservation and innovation to create a thriving, dynamic hub.

Through strategic planning and community-driven initiatives, these Transformation Catalysts will guide the evolution of Pilot Point's Downtown into a destination where history, culture, and commerce converge. Each initiative outlined in this chapter builds upon Pilot Point's unique assets—its amazing people, historic buildings, local businesses, and proximity to nature—to create an engaging environment that supports economic development and enhances quality of life.

The following pages detail transformative strategies and projects that will redefine the Downtown Core, including public space improvements, expanded recreation opportunities, cultural enhancements, and a strengthened dining and entertainment scene. These efforts are aligned with the Main Street America™ Four-Point Approach, ensuring that revitalization is comprehensive, resilient, and community-centered.

By investing in these Transformation Catalysts, Pilot Point and the community are taking intentional steps to preserve heritage while fostering a vibrant, resilient downtown that will serve as the heart of the community for generations to come.



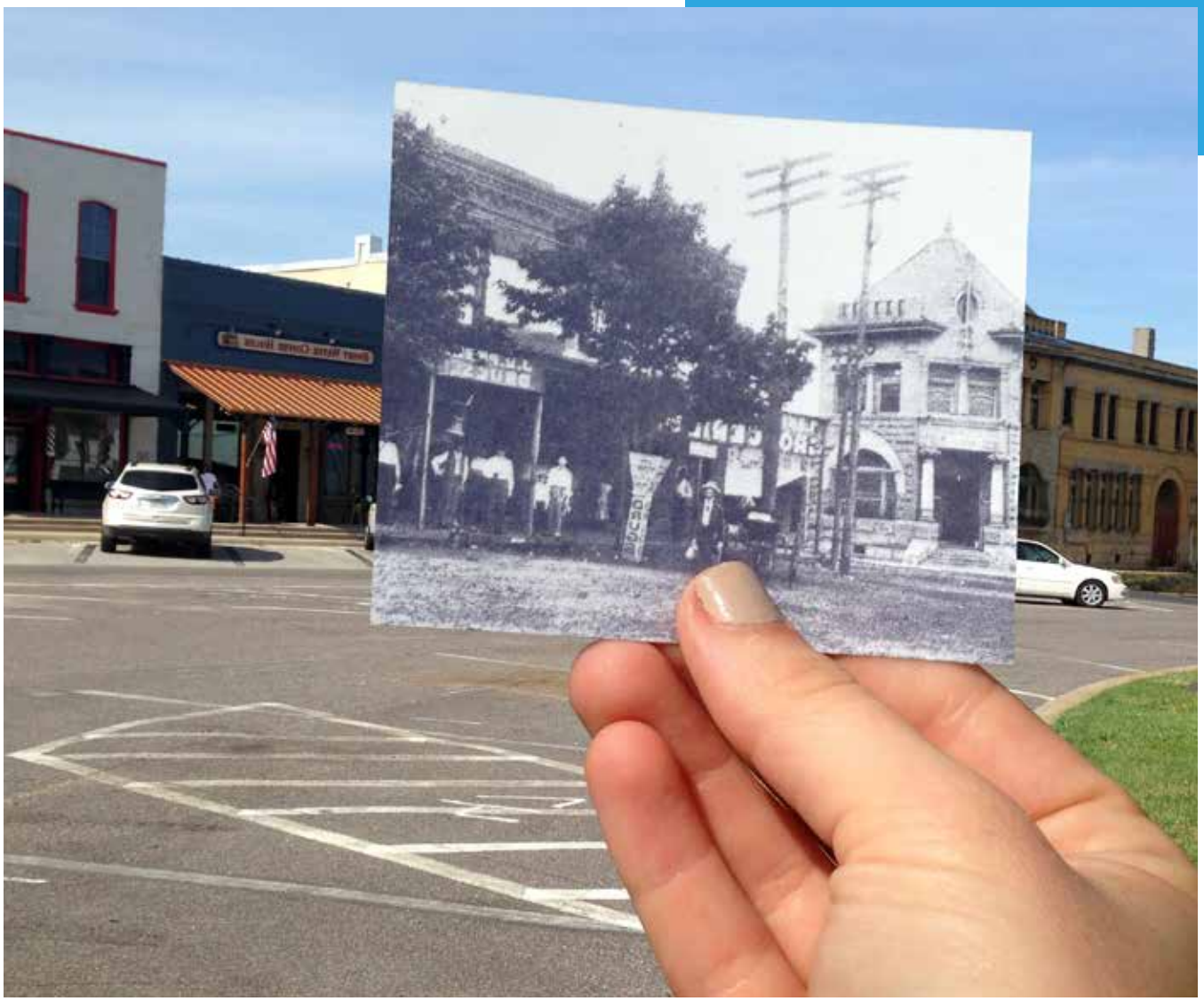


GOAL: CREATE A DYNAMIC + HISTORIC COMMUNITY HUB (DOWNTOWN CORE REDESIGN)

DOWNTOWN PILOT POINT'S CORE WILL BE A LIVELY, PEDESTRIAN-FRIENDLY HUB WHERE HISTORY AND PROGRESS COEXIST. IT WILL BE A GATHERING PLACE FOR RESIDENTS AND VISITORS, FEATURING INVITING PUBLIC SPACES, SHADED WALKWAYS, OUTDOOR DINING, AND INTERACTIVE ELEMENTS LIKE A SPLASH PAD AND EVENT SPACE. THE SQUARE WILL SERVE AS THE CULTURAL AND ECONOMIC HEART OF THE CITY, BLENDING HISTORIC CHARM WITH MODERN FUNCTIONALITY.

The Downtown Core Redesign represents a transformative catalyst for Pilot Point, strategically aligned with the Main Street America Four-Point Approach to create a vibrant, community-centered hub that blends history with modern functionality. The vision is to reimagine the Downtown Core as a lively, pedestrian-friendly space that fosters economic growth, cultural identity, and community connection. By integrating inviting public spaces, shaded walkways, outdoor dining, and flexible event spaces, the redesign aims to enhance the Downtown's role as both a local gathering place and a regional destination, supporting local businesses while honoring Pilot Point's historic character.

Rooted in the Main Street America Transformation Strategies, the redesign focuses on four core objectives: fostering Economic Vitality through increased foot traffic and local spending, enhancing Design with cohesive aesthetics and accessible streetscapes, promoting the Downtown as a cultural hub through events and tourism, and strengthening community engagement through collaborative partnerships. This initiative is more than a visual upgrade—it's a long-term investment in the city's economic resilience, cultural legacy, and quality of life, ensuring the Downtown Core continues to serve as the heart of Pilot Point for future generations.



WHY IT'S IMPORTANT TO PILOT POINT

The redesign of the Downtown Square and redevelopment of the Downtown Core aim to both honor its historic roots and foster future growth. As one of the city's most treasured assets, the Square's preservation and revitalization are essential to maintaining Pilot Point's rich history and ensuring it remains a central feature of the community's identity. The redesigned Square is envisioned as a catalyst for economic growth, with an activated, well-designed space intended to attract new businesses, increase foot traffic, and boost local spending. It will serve as a vibrant central gathering space for community events, farmers' markets, and social interactions, strengthening Pilot Point's small-town charm while supporting thoughtful growth. The prepared Downtown Core Redesign Concept also emphasizes walkability and connectivity by expanding pedestrian-friendly infrastructure and placemaking improvements to other areas of the Downtown Core, making the area more accessible and inviting for both residents and visitors, encouraging longer visits and deeper engagement. Additionally, a revitalized and visually appealing Downtown Core is expected to boost tourism, positioning Pilot Point as a regional destination and providing vital support to local businesses.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Collaborative planning will ensure a sustainable and long-lasting transformation.

PRESERVED

Maintains and enhances the historic character while integrating modern features.

CHARMING

Clean, inviting, and well-maintained public spaces enhance the overall aesthetic.

INFORMATIVE + COLLABORATIVE

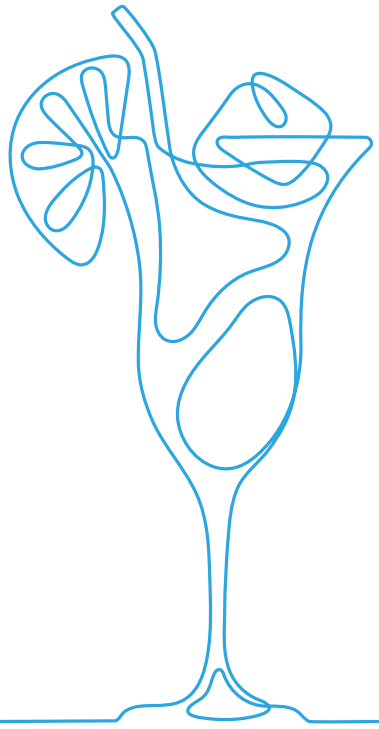
The City will work transparently with residents and businesses to ensure a shared vision for success.

OPEN + GREEN

The Plan prioritizes landscaping, shade structures, and natural areas.

CONNECTED + INTEGRATED

Improved Sidewalks, bike paths, and pedestrian flow will ensure accessibility.



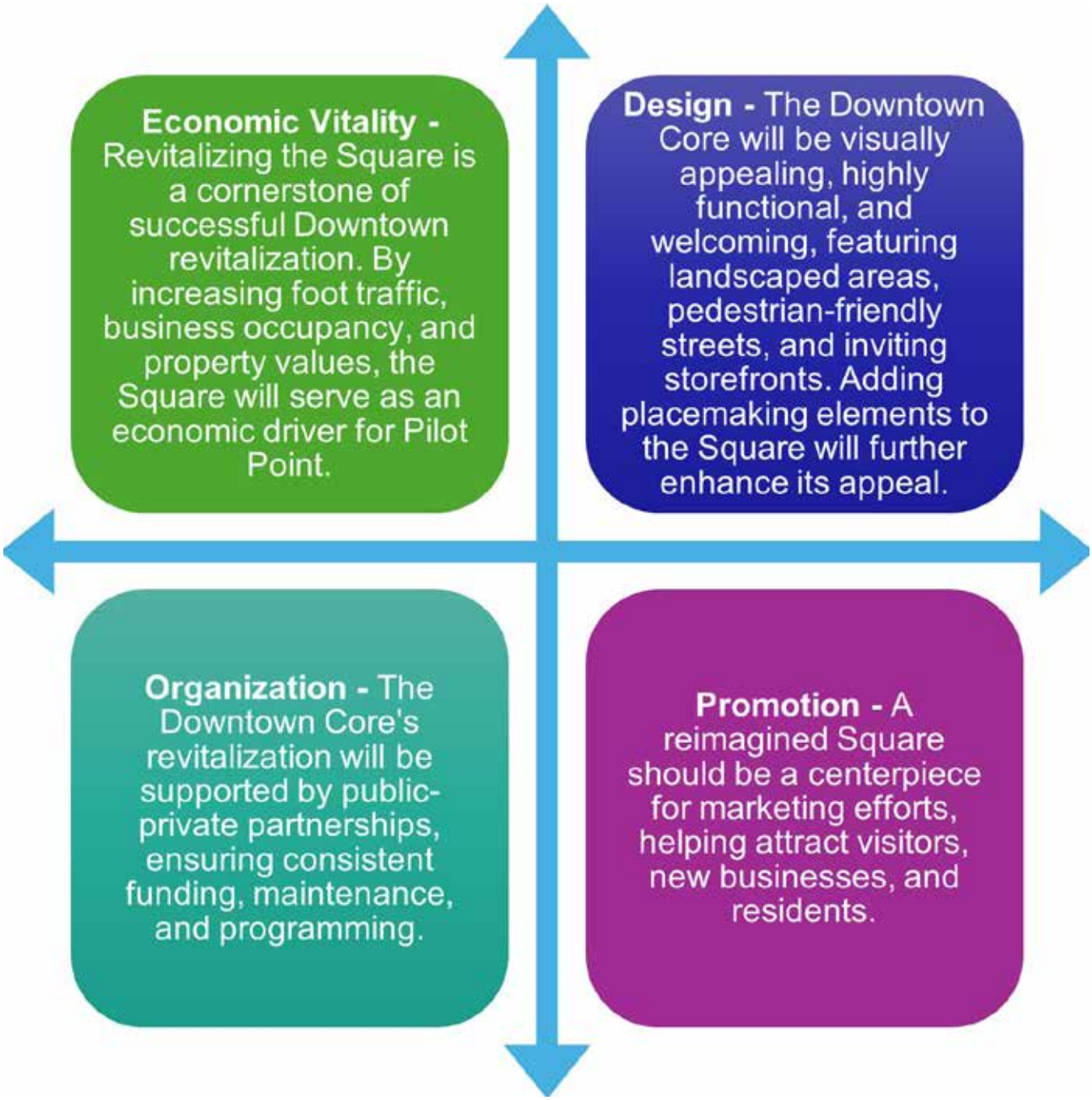
VIBRANT + THRIVING

Increased foot traffic and businesses make it a lively Downtown destination where businesses thrive and people gather.

FUN

Engaging features such as a splash area, outdoor seating, live music, and farmers markets will keep the space engaging and social year round.

ALIGNMENT WITH VISION FOUR POINTS FRAMEWORK



COMMUNITY FEEDBACK RELATED TO DOWNTOWN CORE REDESIGN

The Downtown Square was the most discussed topic in community engagement efforts during the planning process.

Feedback related to the revitalization of the Downtown Core (including the Square) in Pilot Point highlights a strong community interest in both preserving its historic charm and enhancing its functionality to better serve residents, visitors, and businesses. Key points from community forums, stakeholder workshops, and surveys include:

- **Historic Preservation:** Strong community desire to preserve the Square's historic character while modernizing infrastructure.
- **Economic Growth:** Support for attracting new businesses, dining, and entertainment to increase foot traffic, fill vacancies, and position Downtown as a regional destination.
- **Public Spaces + Activation:** Interest in flexible spaces for events, farmers' markets, and community gatherings, with added green spaces, public art, and recreational amenities throughout the Downtown Core, especially the Square.
- **Walkability + Connectivity:** Calls for wider sidewalks, safer crosswalks, ADA accessibility, activated alleys, and better links to parks, neighborhoods, and Ray Roberts Lake State Park.
- Infrastructure + Parking: Concerns about parking loss from the Square redesign (no parking will be lost), need for expanded parking options, improved traffic flow, and enhanced stormwater management.
- **Aesthetic Enhancements:** Desire for landscaping, shaded seating, cohesive streetscape designs, and outdoor dining to boost visual appeal.
- **Eyes Toward the Future:** Mixed opinions on changes to the Square's layout, parking reduction, funding, and long-term maintenance of public spaces.
- **Tourism + Cultural Identity:** Emphasis on promoting Pilot Point's history, equestrian culture, and proximity to the Lake to attract visitors and support local businesses.

The community supports revitalizing the Downtown Core while maintaining its historic charm, improving accessibility, and boosting economic vibrancy, but seeks balance with parking, infrastructure, and long-term sustainability. The Square redesign is at top of mind in the community, and many are eager to see improvements begin.

RELEVANT DATA, TRENDS, AND INFORMATION

- Demographic trends show an increasing preference for walkable downtowns, where public spaces are multifunctional and community-oriented.
- The economic benefits of revitalizing downtown squares are well-documented in urban planning and economic development research. Studies indicate that such revitalization efforts can lead to increased foot traffic, higher property values, and enhanced local business revenues. For instance, the Brookings Institution highlights that quality public space investments are correlated with increased land and property values in surrounding areas, including retail and housing sectors. brookings.edu

- Additionally, the University of Wisconsin-Extension emphasizes that downtowns serve as the commercial heart of communities, generating revenue and employment opportunities while enhancing the overall quality of life for residents, workers, and visitors alike. economicdevelopment.extension.wisc.edu
- Economic research highlights that revitalized downtown squares lead to:
    - » A 25-30% increase in foot traffic.
    - » A 10-15% increase in property values.
    - » A significant rise in local business revenues

ECONOMIC + FISCAL BENEFITS

The Downtown Core Redesign is poised to deliver substantial economic and fiscal benefits to Pilot Point by revitalizing the area into a vibrant, multi-functional hub that attracts both residents and visitors. Research consistently shows that investments in downtown public spaces directly correlate with increased foot traffic, higher property values, and strengthened local economies. Studies by the Brookings Institution highlight that quality public space investments can lead to a 25-30% increase in foot traffic and a 10-15% rise in property values, fostering an environment where local businesses can thrive (Brookings Institution). By enhancing walkability, expanding outdoor dining, and creating flexible event spaces, the redesigned Downtown Core will drive consumer spending, encourage longer visitor stays, and ultimately boost sales tax revenues, supporting the city's fiscal sustainability.

Additionally, the revitalization aligns with broader economic trends favoring walkable, community-oriented downtowns that serve as cultural and economic anchors. Research from the University of Wisconsin-Extension underscores that vibrant downtowns generate employment, stimulate entrepreneurial activity, and contribute significantly to municipal tax bases (University of Wisconsin-Extension). For Pilot Point, these impacts are particularly relevant as the redesign will not only attract new businesses but also strengthen existing ones by creating a more accessible and attractive destination. As more visitors frequent the Downtown Core for events, shopping, and dining, local businesses will benefit from increased customer spending, and the city will experience a positive fiscal ripple effect through higher sales tax revenues, rising property values, and enhanced economic stability.

CASE STUDY: FREDERICKSBURG, TEXAS – MAIN STREET REVITALIZATION

https://www.traveltexas.com/articles/post/historic-fredericksburg-to-johnson-city-road-trip/)

n anticipation of their 175th anniversary, Fredericksburg undertook a comprehensive revitalization of their Main Street corridor. City officials drew inspiration from the town's early 1900s history to reinvigorate the area, enhancing its historical look and feel. The project focused on preserving historical elements while updating infrastructure to improve pedestrian accessibility and aesthetic appeal. Like Fredericksburg, Pilot Point has a rich historical heritage that can be showcased through thoughtful introduction of redesign elements into the Downtown Core. Emphasizing historical aesthetics, while improving functionality can attract visitors and foster community pride.

CONCEPT: DOWNTOWN CORE REDESIGN

What the Downtown Core Redesign Concept Represents

The Downtown Core Vision Concept serves as a guiding framework for future zoning regulations to shape the desired form, character, and layout of Downtown Pilot Point. While development and redevelopment will not unfold exactly as illustrated in this Concept, the next two decades will bring an organic and evolving transformation. Some historic buildings will be repurposed or expanded, while others may be removed by property owners to make way for new construction. The process will be gradual, unfolding in response to market conditions, community needs, and individual investment decisions. Below are the key intentions of this Vision Concept:

- Buildings/Structures Pulled up to the Street
- Parking Areas and Layouts (On-Street and Off-Street)
- Design Features to Contribute to Walkability, Placemaking, and Branding
- Enhanced Crossings for Walkability, Placemaking, and Branding
- Incremental Block Transitions from All Residential to Mixed-Uses
- Residential Looking or Residentially-Used Structures Remaining in Some Areas
- Newly Designed and Expanded Downtown Square with Anchor(s) along All Four Sides
- Institutional Anchor on the Northeast Side of the Square
- Redesigned Streets Surrounding the Square
- Shared Patio Concepts
- Renovated and Expanded Square “Park”
- Special View Corridor with Enhanced Walkability and Gathering to the South of the Square
- Trees and Other Landscaping to Add Shade and Beautification
- Potential New Development or Redevelopment in Light Pink (Conceptual)
- Potential Buildings to Remain in Light Brown (Conceptual)
- Continuous Pedestrian System within Downtown Core
- Street Configurations and Layout Options
- Water Tower Alley + Water Tower Plaza
- Tucker Alley

SQUARE PLAZA

1. **Expanded Area**: Liberty Street, between S. Washington Street and S. Jefferson Street, will be shut down and incorporated into the new, expanded Square.
2. **Historic Gazebo**: The existing, historic gazebo will remain in the new Square as a refurbished and preserved landmark of Downtown Pilot Point.
3. **Open Air Stage**: A stage, complemented by storage area and a public restroom, will anchor the southeast corner of the new Square to provide area for performances.
4. **Plaza Splash**: Interactive water jets will spray from stone and other materials for water play, but also to provide a sound and feel of water for relief in the Texas heat.
5. **Landmark Carousel**: In the form of a real, operated, carousel ride or more of a playground photo opportunity, this will showcase Pilot Point's horse country.
6. **Plaza Green**: With synthetic turf, beautiful trees, and seasonal, native landscaping, the new Square will be a feature display of nature, beauty, and shade.

Rendering of Square Redesign – Aerial View

Rendering of Square Redesign – Plaza View

North Facing Aerial Rendering of Square Redesign

East Facing Aerial Rendering of Square Redesign

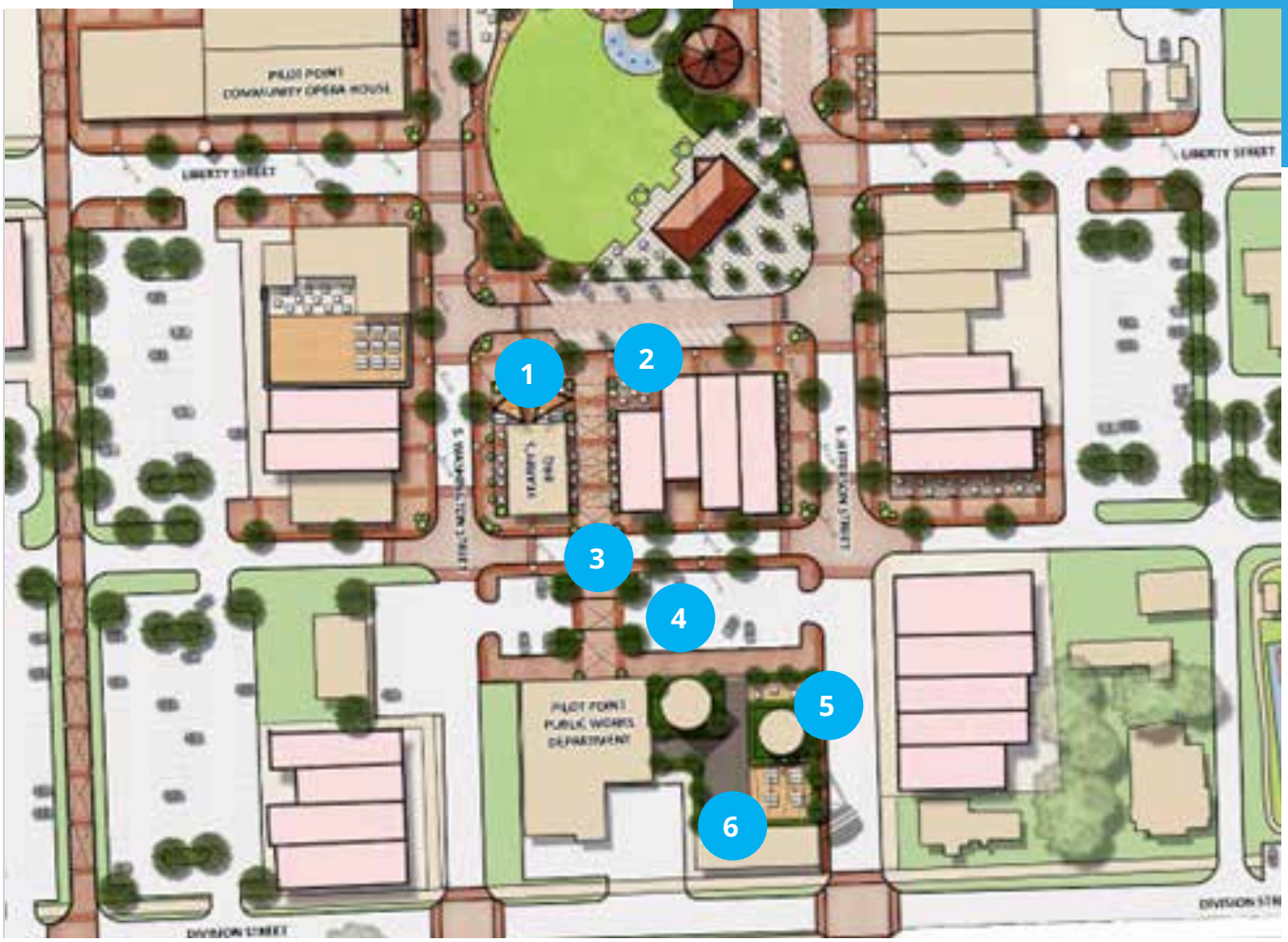
Southwest Aerial Rendering of Square Redesign

Square Redesign – Splashpad view

Square Redesign – West View

Square Redesign – Plaza View

WATER TOWER ALLEY + PLAZA



1. **Pedestrian Connection**: The pedestrian connection alley will connect the Square to the Water Tower Plaza to the south. It may not end up being located exactly where shown.
2. **Activated Storefonts**: Yearby's and new shops on the south side of the expanded Square can have patio dining or pop-up retail to add activity near Water Tower Alley.
3. **String Lights**: Water Tower Alley will have string lights overhead to add ambiance and safety.
4. **Shared Parking**: Small parking lots within the Downtown Core can support adjacent businesses, housing, and recreation.
5. **Historic Water Tower**: The Water Tower can be enhanced to add program lights and other features to continue to serve as a Downtown landmark.
6. **Moveable Tables + Chairs**: Flexible seating to support outdoor reflection, dining, and fun can be included in the Plaza.

TUCKER ALLEY

1. **Walcott Trailhead**: On the north side of Walcott Street, within the Downtown North subarea, the City owns an area that is intended to be developed as a regional trailhead destination.
2. **Enhanced Paving + Lighting**: Stamped concrete or decomposed granite will line Tucker Alley to connect the Walcott Trailhead to points south, including the Square.
3. **Adapted Sites**: Some private parking lots may need to be adapted to nearby shared parking to accommodate the a trail that does not have vehicles.
4. **Shared Parking**: Multiple shared parking lots throughout the Downtown Core can help support businesses, housing, and recreation.
5. **Trail-oriented Development**: Properties along Tucker Alley can be designed to activate the trail side to bring people from the trail into adjacent businesses.
6. **Connection to South**: The Square and the Western Son Trailhead are intended to provide hubs of activity and recreation for people using Tucker Alley to enjoy.

DOWNTOWN CORE REDESIGN IMPLEMENTATION

STRATEGY (ECONOMIC DEVELOPMENT): STRENGTHEN DOWNTOWN'S BUSINESS ENVIRONMENT

- Launch a Downtown Façade Improvement Grant Program. Establish grant criteria, allocate funding, and begin outreach to property owners for participation.
- Develop a lease assistance program as a small business incubator to reduce vacant storefronts. Partner with property owners and create financial incentives for small businesses to open and have a "lease ramp" that increases over time.
- Implement a small business recruitment strategy. Identify target businesses and conduct proactive outreach with recruitment materials and exact spaces in mind.
- Revise Downtown zoning to encourage mixed-use development, and allow for combined residential, retail, and office spaces by right.
- Create a business incubator in a vacant Downtown building. Secure funding, retrofit a space, and offer low-cost leases to new businesses.

STRATEGY (DESIGN): IMPROVE WALKABILITY AND PUBLIC SPACES

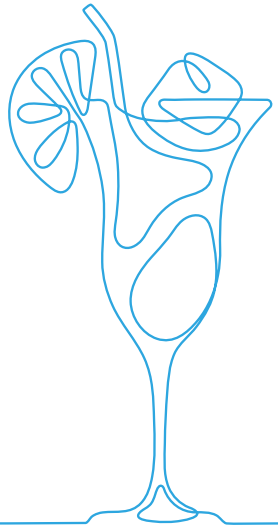
- Cross reference: Commission a Design Schematic for Square Park. Include coordination with TxDOT in the scope of work, to submit documentation and finalize taking Liberty Street, west of US 377, off-system and to finalize a design for S. Washington Street inspired by the Downtown Core Redesign Concept.
- Cross reference: Commission a Park Master Plan for Old City Park.
- Once a Design Schematic for Square Park is finalized and approved, develop phased implementation projects, into a Downtown CIP.
- Clean up and activate alleyways with murals, lighting, and seating. Work with artists and property owners to transform alleys into pedestrian-friendly spaces.
- Develop a set of Downtown street furniture to install over time. Select bench designs, bike racks, and trash receptacles, and install them in areas as they are improved and ready for people to linger and reflect.
- Revise engineering standards for Downtown to require green infrastructure, such as trees, rain gardens, permeable paving, and planters to improve aesthetics and stormwater management, instead of standard detention.

STRATEGY (ORGANIZATION): STRENGTHEN DOWNTOWN STAKEHOLDER ENGAGEMENT

- Create a Downtown Merchants Association. Establish a working group to coordinate advocacy, promotions, and collaborative events.
- Cross reference: Hire a Community Events Manager and at least one initial support staff member to plan, coordinate, and execute community events (including events Downtown).
- Continue to host quarterly Downtown Happenings meetings with property owners and developers. Provide updates on projects, programs, events, funding opportunities, and business incentives.
- Develop a maintenance and beautification schedule with associated Staff allocation. Assign responsibilities for ongoing cleaning, landscaping, and seasonal decorations installation and take down.
- Pursue state and federal grant funding for public improvements. Identify funding sources and submit applications for infrastructure projects quarterly.

STRATEGY (PROMOTION): ESTABLISH DOWNTOWN AS A DESTINATION

- Develop a Downtown Branding Strategy that includes a creative selling strategy, intended messages, a color palette, a Downtown logo, and a set of theming elements.
- Launch a set of Downtown marketing campaigns with social media, signage, news stories, complementary events, and exciting messages. Be strategic with messaging and be careful to not over-communicate.
- Develop a Downtown loyalty program. Offer and launch incentives to customers who shop at multiple businesses.
- Implement a visitor-friendly wayfinding system. Install directional signage at entry points and key intersections. Determine the various spots (including those within the Downtown Recreation Tourism Concept, commission creation of a wayfinding system, and install wayfinding signs over time.
- Expand digital marketing efforts. Launch a Downtown website with business directories, event listings, program outlines, and investment opportunities.



GOAL: CAPITALIZE ON PILOT POINT'S NATURAL ASSETS AND HERITAGE (RECREATION TOURISM)

PILOT POINT WILL BE RECOGNIZED AS A PREMIER OUTDOOR RECREATION DESTINATION, BLENDING ITS EQUESTRIAN HERITAGE WITH MODERN ADVENTURE OPPORTUNITIES. EXPANDED TRAILS, PARKS, AND PROXIMITY TO THE LAKE WILL CREATE A SEAMLESS OUTDOOR EXPERIENCE, ATTRACTING HIKERS, CYCLISTS, CAMPERS, AND HORSE ENTHUSIASTS. THE CITY WILL SERVE AS A GATEWAY TO NATURE, WHERE LOCAL BUSINESSES THRIVE BY CATERING TO OUTDOOR AND ADVENTURE TOURISM.

The Recreation Tourism Transformation Catalyst for Downtown Pilot Point aims to harness the community's unique recreational assets and vibrant tourism potential to drive economic growth, cultural enrichment, and community engagement. Aligned with the Main Street America™ Four-Point Approach, this initiative focuses on cultivating Downtown Pilot Point as a premier destination that blends rich equestrian heritage, proximity to Ray Roberts Lake State Park, and small-town charm with dynamic recreational and tourism opportunities.

The vision is to position Downtown Pilot Point as an active hub for outdoor enthusiasts, cultural tourists, and local residents, creating an interconnected network of trails, parks, event spaces, and recreational amenities that celebrate the city's natural beauty and historic roots. From equestrian-friendly amenities and multi-use trails to Lake connections and community events, this Catalyst strategy emphasizes creating memorable experiences that attract visitors while serving the needs of the local community.

This strategy is not just about attracting tourists—it's about strengthening Pilot Point's identity as a recreational haven, fostering economic resilience, and enriching the quality of life for residents. By investing in recreation infrastructure, promoting cultural tourism, and activating underutilized spaces, the Recreation Tourism Transformation Catalyst will help Pilot Point thrive as a dynamic, inclusive, and resilient destination for generations to come.

WHY IT'S IMPORTANT TO PILOT POINT

Recreation tourism offers Pilot Point a resilient growth opportunity by leveraging its proximity to Ray Roberts Lake State Park, rolling landscapes, and rich equestrian and farming/ranching culture. This strategy not only taps into a thriving national outdoor recreation market, boosting local businesses, hospitality, and retail, but also preserves vital green spaces through investments in parks, trails, and outdoor amenities. Well-designed trails will connect neighborhoods, Downtown, and the Lake, fostering connectivity and community cohesion, while promoting healthy, active lifestyles. By embracing its natural assets and rural charm, Pilot Point can position itself as a premier recreation destination, driving economic vitality and enhancing residents' quality of life.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Injecting recreation tourism assets and programming into Downtown will further economic vibrancy.

PRESERVED

Protects Pilot Point's heritage and rural charm while enhancing its recreation identity.

CHARMING

Downtown's quaint and small-town feel will attract residents and visitors alike for unique experiences.

INFORMATIVE + COLLABORATIVE

Works with private companies and relevant institutional partners to connect Downtown to the Lake.

OPEN + GREEN

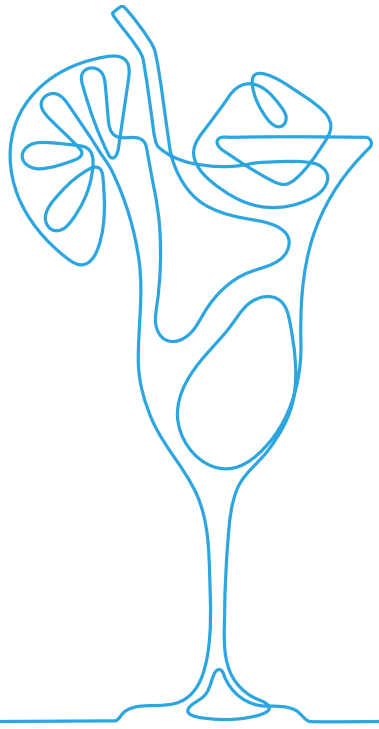
Expands parks, trails, and nature -focused amenities.

CONNECTED + INTEGRATED

New trails and pathways will provide connections between Downtown, the Lake, and neighborhoods for a cohesive experience.

VIBRANT + THRIVING

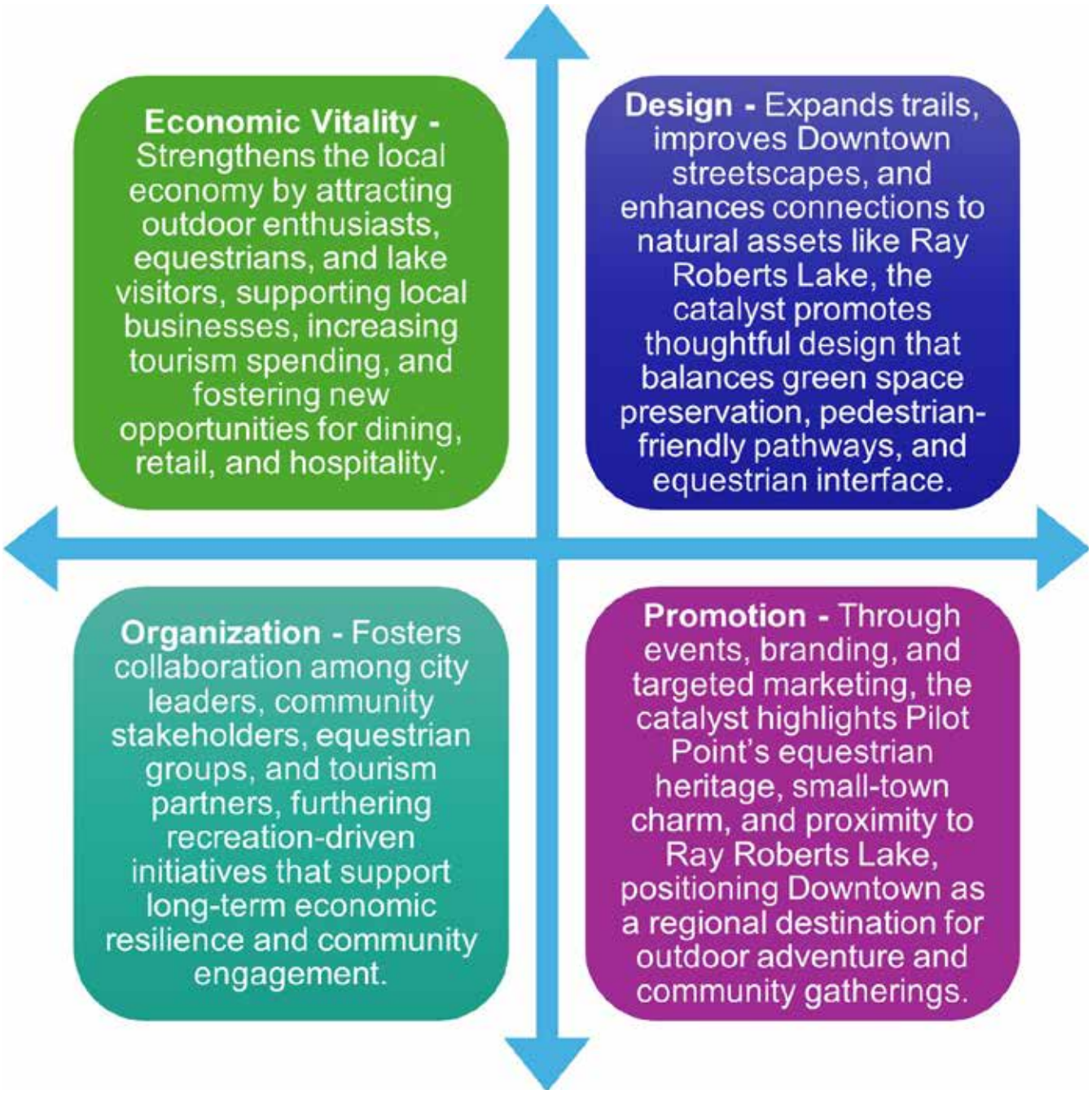
Recreation tourism will support businesses and attract visitors.



FUN

Encourages adventure, family outings, and year-round outdoor activities.

ALIGNMENT WITH THE FOUR POINTS FRAMEWORK



COMMUNITY FEEDBACK RELATED TO RECREATION TOURISM

Feedback related to the Recreation Tourism Transformation Catalyst for Downtown Pilot Point underscores the community's enthusiasm for leveraging natural assets and cultural identity to strengthen recreation tourism, while preserving the city's small-town charm. Key points from community forums, stakeholder workshops, and surveys include:

- **Lake + Equestrian Connections:** Strong support for enhancing links between Downtown, Ray Roberts Lake State Park, and equestrian trails, with interest in equestrian-friendly amenities, hitching posts, and trailheads that connect riders safely to Downtown.
- **Trail Expansion + Outdoor Recreation:** Calls for an expanded network of biking, walking, and equestrian trails that link neighborhoods, parks, Downtown, and the Lake, with interest in nature-based recreation such as kayaking, fishing, and camping.
- **Health + Active Living:** Community emphasis on improving public health and promoting active lifestyles through expanded recreation opportunities, including trails, fitness areas, and connected open spaces for diverse ages and stages.
- **Events + Tourism Activation:** Desire for more events that celebrate Pilot Point's equestrian culture, Lake proximity, and small-town charm—such as festivals, trail rides, and recreation-focused events—to draw visitors and strengthen Downtown's role as a tourism hub.
- **Green Space + Amenities:** Interest in preserving and enhancing green spaces, adding shaded seating, picnic areas, water access points, and recreational facilities that create inviting spaces for residents and visitors.
- **Wayfinding + Accessibility:** Calls for clear signage, trail markers, and wayfinding that guide visitors from Downtown to the Lake, equestrian trails, and parks, while ensuring ADA accessibility, where applicable, throughout the recreation network.
- **Economic Opportunities:** Recognition of recreation tourism as an economic driver, with support for businesses catering to outdoor enthusiasts, equestrians, and Lake visitors, alongside concerns about maintaining local character amidst growth.

The community values Pilot Point's natural and cultural assets and sees recreation tourism as a strategic opportunity to attract visitors, support local businesses, and promote healthy living, while emphasizing the need for strong connections between Downtown, the Lake, and equestrian trails.

RELEVANT DATA, TRENDS, AND INFORMATION

- Pilot Point's potential as a recreation tourism hub aligns with key economic and visitor trends, supported by demographic insights from Esri. With a growing population of 7,507, projected to reach 10,144 by 2029, and a median household income of $93,268, the community is well-positioned to capitalize on recreation-driven economic development.
- Pilot Point's predominantly family-oriented (72.7%) and country-living (27.3%) households reflect a strong local interest in outdoor activities such as hiking, fishing, and equestrian sports. Expanding guided horseback riding, hiking excursions, and fishing charters can attract both visitors and residents seeking outdoor experiences.
- With a diverse and growing population (29% Hispanic origin), there is an opportunity to integrate cultural tourism elements such as local festivals, heritage events, and culinary experiences that reflect the community's unique identity.
- The Planning Area demographics suggest a preference for local gatherings and family-oriented entertainment, making Downtown an ideal location for outdoor concerts, seasonal markets, and equestrian-themed events.
- The median age of 39.6 suggests an active working-age population that values wellness and outdoor recreation. Trail expansions, green spaces, and fitness-focused programming could cater to residents seeking active lifestyles.
- Demographic insights from Pilot Point reveal strong community support for enhanced recreation spaces, trails, and protected open spaces. With 87% of survey respondents advocating for more parks and trails, there is a clear demand for outdoor amenities that promote health, wellness, and community engagement.
- Survey responses highlight specific community desires for enhanced recreational programming, including pickleball courts, walking trails, dog parks, equestrian facilities, and improved Lake connectivity. Integrating these amenities into the Downtown area not only serves local residents but also attracts visitors seeking unique outdoor experiences.
- Aligning with national trends, Pilot Point residents have expressed a preference for sustainability-focused mobility solutions that promote walking, biking, and green spaces. Recreation-oriented investments contribute to public health, reduce environmental impact, and create lasting economic benefits for the community.
- Research indicates that investments in recreation and tourism infrastructure can significantly boost local economies. In Pilot Point, according to Esri, recreation expenditures already account for substantial household spending, with $2.4 million spent annually on entertainment and recreation fees, including tickets to parks, museums, and sporting events. Enhancing these offerings can further attract visitors and increase local business revenues.
- Proximity to Ray Roberts Lake and Pilot Point's equestrian heritage are key differentiators that position the city as a unique recreational destination. The Lake Ray Roberts Equestrian Trail Association has successfully secured over $460,000 in grants for trail restoration and amenities through the years, reflecting strong regional interest in outdoor and equestrian activities. Establishing connections from Downtown to these natural assets through trail systems and equestrian-friendly facilities can significantly boost tourism and related spending.
- According to the National Main Street Center, revitalization strategies that incorporate recreation and tourism can lead to:
    - A 20-30% increase in visitor foot traffic to downtown areas
    - A 10-15% rise in local business revenues, driven by increased tourism and community events
    - Enhanced property values in areas adjacent to parks, trails, and other recreational amenities

ECONOMIC + FISCAL BENEFITS

- Recreation tourism attracts visitors who spend on dining, lodging, retail, and entertainment. Given Pilot Point's proximity to the Dallas-Fort Worth Metroplex, the city is well-positioned to capture both day-trip and overnight visitors seeking outdoor experiences.
- Tourism-related activities, such as equestrian events, outdoor festivals, and lake-centered recreation, can lead to higher foot traffic in Downtown, directly benefiting local retailers, restaurants, and service providers. Similar revitalization efforts have shown that communities can experience a 20-30% increase in foot traffic and a 10-15% rise in local business revenues when recreation-based tourism is integrated into downtown strategies.
- By enhancing recreational amenities and promoting tourism, Pilot Point can attract more visitors who contribute directly to the local economy through spending on dining, shopping, lodging, and entertainment. Data from Esri shows that households in the area already spend over $2.4 million annually on recreation and entertainment, indicating a strong market for additional tourism-driven revenues.
- Expanding the city's recreation infrastructure supports job creation in hospitality, retail, event planning, and outdoor recreation services. Seasonal employment opportunities linked to tourism and events also help diversify the local economy and reduce reliance on single-industry economic drivers.
- Survey data highlights significant market leakage, with residents traveling outside Pilot Point for shopping, dining, and recreation activities. By creating more local amenities and attractions, the City can capture a greater share of this spending, improving local business profitability and boosting sales tax collections.
- Strategic public investments in recreation can stimulate private development and partnerships, particularly in areas near new or enhanced recreation amenities. This could include mixed-use developments, hospitality businesses, and retail expansion, further strengthening Pilot Point's economic base.
- Recreation spaces, parks, and trails have been proven to increase surrounding property values. As Downtown Pilot Point becomes a more attractive destination for visitors and residents, property appreciation can lead to increased property tax revenues, bolstering the City's budget and funding future community improvements.

- The creation of flexible event spaces and trails leading to natural attractions will enhance Pilot Point's abilities to host a greater variety of events, from equestrian shows and farmers' markets to outdoor concerts and community festivals. These events not only attract visitors and substantial crowds but also serve as significant economic drivers, generating increased sales for local businesses and elevating the city's profile as a regional destination.
- Investments in amenities like parks and trails can lead to increased property values, encouraging further private investment and development. Recreation-based development often requires less infrastructure investment compared to large commercial projects, making it a cost-effective growth strategy.
- Communities rich in recreational opportunities attract and retain young professionals, remote workers, and retirees—key demographics for sustaining economic vitality. Investing in recreation tourism can attract state and federal grants aimed at developing outdoor amenities, reducing the financial burden on the city.
- According to the Outdoor Recreation Roundtable, the outdoor recreation industry generated $1.2 trillion in economic output and supported 5 million jobs across the U.S. in 2023. This demonstrates the significant economic impact of recreation tourism nationwide.
- In Arkansas, the outdoor recreation industry alone contributed $7.3 billion in economic impact, supporting 68,000 jobs and generating nearly $2 billion in tax revenue in 2023.
- According to the Urban Land Institute, studies show that areas near parks, trails, and green spaces experience property value increases of up to 20%, making recreation investments a fiscally responsible development strategy.
- Federal and state grants are widely available for trail development, conservation, and outdoor recreation infrastructure, reducing municipal financial burdens while enhancing tourism appeal.
- By capitalizing on recreation tourism, Pilot Point can drive sustainable economic growth, attract new businesses, boost tax revenues, and enhance residents' quality of life, transforming its downtown into a vibrant regional hub.

PATIO TOPIC: WHAT IS "TRAIL-ORIENTED DEVELOPMENT?"

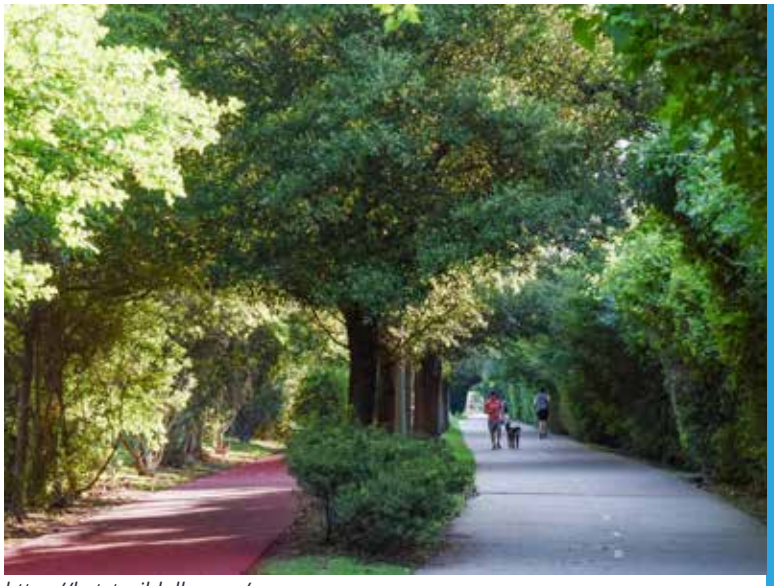
Trail-Oriented Development (TrOD) is a planning, development, and recreation approach that prioritizes multi-use trails as key corridors for economic growth, mobility, recreation, and community connectivity. Similar to Transit-Oriented Development (TOD), which focuses on transit hubs, TrOD encourages development around major trail networks to enhance walkability, attract businesses, and improve quality of life.

Key elements of Trail-Oriented Development include:

- **Mixed-Use Development** – Encouraging residential, commercial, and recreational uses near trails to create vibrant, pedestrian-friendly environments.
- **Connectivity + Mobility** – Enhancing access to trails for biking, walking, and alternative transportation modes/methods.
- **Economic Development** – Leveraging trails to attract businesses, such as bike shops, cafés, and outdoor recreation retailers.
- **Environmental Sustainability** – Preserving green space and reducing reliance on cars by providing alternative transportation options.
- **Health & Wellness** – Promoting active lifestyles by integrating trails into daily activities, including commuting and social interactions.

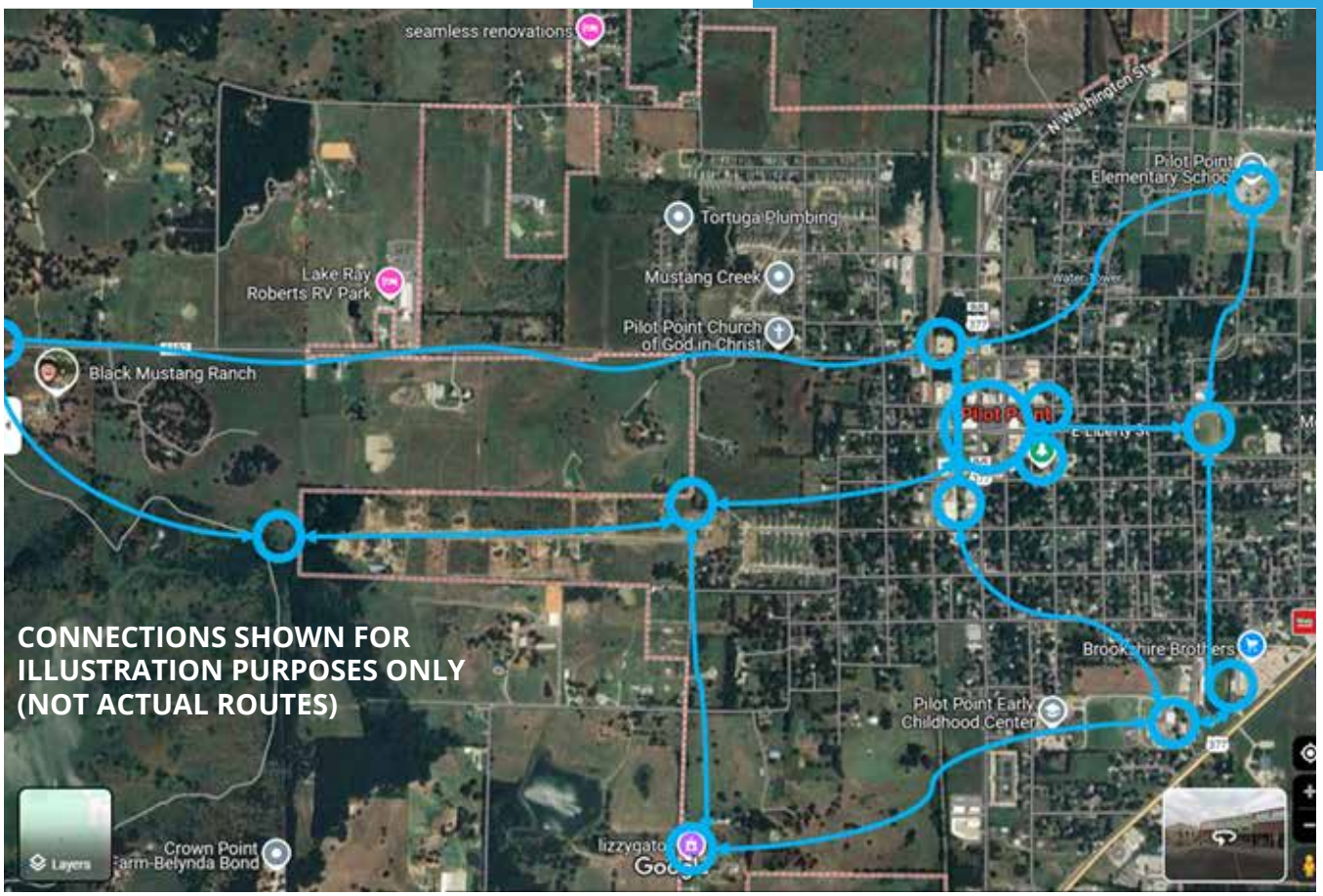
Trail-Oriented Development is particularly relevant for Pilot Point since the community values and wants outdoor recreation, sustainability, and economic diversification through tourism and local business growth. There were consistent and frequent discussions within the community, during the planning process, around parks, recreation, and connectivity, and feedback emphasized the importance of trails for community engagement and economic resilience.

CASE STUDY: DALLAS, TEXAS – KATY TRAIL DEVELOPMENT



https://katytraildallas.org/

Dallas transformed an abandoned railroad track into the Katy Trail, a 3.5-mile landscaped pedestrian and bicycle pathway. The trail connects various districts, providing recreation opportunities and serving as a greenway through the city. It has become a popular destination for residents and visitors, promoting outdoor activities and contributing to revitalization. Pilot Point can leverage its natural surroundings by developing trails that connect key areas, such as Downtown and Ray Roberts Lake State Park. This would promote outdoor recreation and attract tourists.



CONCEPT: DOWNTOWN RECREATION TOURISM

What the Downtown Recreation Tourism Concept Represents

- Envisioned trailheads, such as the Walcott Trailhead, Vest Lane Trailhead, and the Western Son Trailhead, serve as key anchors in the Downtown Pilot Point recreation network.
- Conceptual routes that represent desired connections between hubs in the network. The City can work to secure easements or pathways in right-of-way to formally connect the destinations shown.
- There are several hubs shown that are not formally envisioned trailheads, but if a trailhead were to be added in those locations, they could enhance the recreation network for Downtown and for the city overall.
- School District-owned properties are “low hanging fruit” for potential partnerships, not only for the recreation network, but also for Safe Routes to School.
- At the western terminus of Vest Lane, there is a very key connection that can take place to the trail within Ray Roberts Lake State Park, just to the west. Should the City provide a public trail through the easement on Vest Lane and connect it to a trailhead on the eastern terminus of Vest Lane, it could help discussions with the Texas Parks and Wildlife Department (TPWD) for direct connection into the system. In the past, this has not happened due to perceptions that the connection would only be for residents on Vest Lane. Should the connection be for the entire community as originally communicated and intended, the conversation with TPWD could be more successful.

WALCOTT TRAILHEAD

WALCOTT TRAILHEAD AREA

This area is owned by the City of Pilot Point and is envisioned to be a mixed-use trailhead destination. Taking inspiration from the Trailhead at Clearfork in Fort Worth, the City and MDD can work together to curate a public-private partnership for a truly successful cornerstone in the Downtown recreation Tourism Network of assets.
This destination will provide a key link between Ray Roberts Lake State Park and Downtown. Provided below are some elements that can be considered at this location.

Outdoor Dining

Monument Signage

Two-story Mixed-use

Recreation-related Storefront(s)

Recreation-related Rentals with Trail Information

Adaptable Event Space

WESTERN SON TRAILHEAD

WESTERN SON TRAILHEAD AREA

Some of this area is owned by the City of Pilot Point and some is owned by Western Son Distillery. It is envisioned to be a mixed-use trailhead destination.

The City and MDD can work together to curate a public-private partnership for a lively hub in the southwest corner of Downtown.

This destination will anchor the south side of Tucker Alley, which extends northward to the Walcott Trailhead. Provided below are some existing elements that can be enhanced/ expanded within this block.

Iconic Landmark Elemnets

Pilot Point-focused Murals and Public Art

Open Air Performance Stage

Tucker Alley Trail Connection

Shared Parking

Connection to Water Tower Plaza

ICE HOUSE PARK

ICE HOUSE PARK AREA

The Historic Ice House (located at 123 E Main) was donated to the City of Pilot Point following its use as an ice distribution center in the 1930s. The Municipal Development District, in cooperation with the City of Pilot Point, renovated it for use in downtown events in 2023, and shortly thereafter, entered into a lease with The Little Piglet Bakery and Scoops. This area can continue to evolve into a programmable destination. Provided below are some existing elements that can be enhanced/expanded.

Historic Structure

Pathway Connections to Adjacent Areas

Programmable Space

Outdoor Patio Space

Events + Programs

Walk-up Order Window

OLD CITY PARK

OLD CITY PARK AREA

Old City Park is owned and maintained by the City of Pilot Point. On the east side of Downtown, this destination is key component to family-friendly fun.
The park has significant improvements, but some of the elements could be upgraded and updated.
Provided below are some existing elements that can be enhanced/ expanded within the Park.

Basketball Court

Playground Equipment

Swingset

Splashpad

Event Opportunities

Need Another Pic Here, PP!

RECREATION TOURISM IMPLEMENTATION

STRATEGY (ECONOMIC DEVELOPMENT): GROW OUTDOOR RECREATION AND HOSPITALITY BUSINESS

- Formalize a program to recruit outfitters and recreation-focused businesses. Identify potential operators for kayak rentals, bike shops, and tour guides.
- Encourage trail-oriented development (TrOD). Modify zoning to incentivize businesses near trailheads and outdoor spaces.
- Formalize a program to expand lodging options for outdoor visitors. Promote boutique hotels, bed-and-breakfasts, and RV parks near Downtown.
- Formalize a program to develop equestrian-friendly businesses. Support horse-friendly lodging, dining, and trailhead amenities.
- Launch a Downtown adventure gear rental hub. Work with local entrepreneurs to offer bikes, kayaks, and hiking gear.
-

STRATEGY (DESIGN): IMPROVE OUTDOOR RECREATION INFRASTRUCTURE

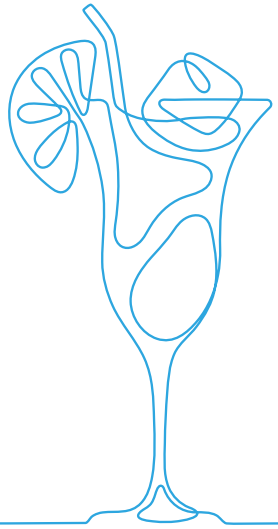
- Work with TPWD to connect the Vest Lane Trail to the Ray Roberts Lake State Park trail system to the west. Once secured, improve the Vest Lane Trail with decomposed granite and a border or other horse-appropriate improvement.
- Install new amenities at trailhead locations marked on the Downtown Recreation Tourism Concept. Work with property owners to add bike racks, restrooms, picnic tables, and shaded seating areas. Temporary amenities can be utilized until more permanent trailhead improvements can be installed.
- Improve signage and wayfinding for outdoor spaces, including trails like Tucker Alley. Install clear directional signs linking trails, parks, and Downtown.
- Redesign Downtown sidewalks for pedestrian comfort. Widen sidewalks, add shade structures, and integrate decorative paving. Integrate pathway priorities with the Comprehensive Safety Action Plan.
- Install pedestrian-scale lighting throughout the Downtown Core. Conduct a lighting audit, select fixture designs, and replace outdated infrastructure in areas where people would like to be Downtown initially, and then in areas people are intended to be.

STRATEGY (ORGANIZATION): BUILD PARTNERSHIPS FOR OUTDOOR RECREATION GROWTH

- Form a Recreation Advisory Committee and establish a quarterly meeting schedule. Include business owners, outdoor enthusiasts, and city officials to guide strategy.
- Work with TPWD to meet quarterly on shared marketing and infrastructure improvement projects.
- Engage local businesses in trail and park sponsorships. Offer naming rights for amenities like pavilions, benches, and bike racks.
- Coordinate with regional tourism boards. Align marketing efforts with state and county visitor campaigns.
- Develop a funding strategy for long-term outdoor improvements. Seek grants and sponsorships to support infrastructure and events.
-

STRATEGY (PROMOTION): MARKET PILOT POINT AS A PREMIER OUTDOOR DESTINATION

- Develop a recreation tourism marketing campaign. Promote outdoor activities through social media, websites, and print ads.
- Host annual outdoor events like a Trail Run or Pre-Camping Tailgate. Secure sponsors and coordinate logistics for large-scale events.
- Create digital trail maps with GPS tracking. Provide mobile-friendly interactive maps for hiking, biking, and equestrian trails.
- Work with a Downtown property owner (or property owner very close to Downtown) to develop a glamping experience so that visitors can be near Downtown fun and amenities and also close to the Lake and nature.
- Offer bundled travel experiences. Partner with hotels, restaurants, and guides to create themed weekend getaway packages.
- Launch a regional visitor outreach program. Promote Pilot Point's recreation assets to Dallas-Fort Worth and surrounding areas.



GOAL: EXPAND AND REFINE A CREATIVE AND CULTURAL HUB (ARTS + CULTURE)

DOWNTOWN PILOT POINT WILL BE A CREATIVE DESTINATION WHERE ARTS, HISTORY, AND CULTURE INTERSECT. PUBLIC ART, MURALS, LIVE PERFORMANCES, AND CREATIVE SPACES WILL MAKE THE CITY A HUB FOR REGIONAL ARTS ENGAGEMENT. PILOT POINT WILL BE A GO-TO LOCATION FOR ARTISTS, MUSICIANS, AND CULTURAL EVENTS, CELEBRATING ITS RICH HISTORY AND VIBRANT ARTISTIC EXPRESSION.

he Arts and Culture Transformation Catalyst for Downtown Pilot Point builds upon the city's rich artistic heritage, existing creative assets, and growing cultural scene to establish a dynamic hub for creativity and expression. With historic venues like the Pilot Point Opera House, vibrant downtown murals, and a community passionate about the arts, this initiative seeks to celebrate and expand upon these strengths. Aligned with the Main Street America™ Four-Point Approach, this strategy will foster an environment where arts, history, and culture thrive together.

The vision is to integrate arts and culture into the daily life of Downtown by supporting local artists, activating public spaces, and expanding cultural programming. Continuing to enhance existing assets with live performances, public art, and creative events—such as art walks, live music, and interactive installations—will help attract visitors and sustain a lively arts economy. This initiative also aims to provide new opportunities for artists and entrepreneurs by fostering studio spaces, galleries, and creative businesses.

More than just an arts initiative, this strategy is about deepening Pilot Point's identity as a cultural destination, driving economic growth, and strengthening community connections. By investing in cultural spaces, expanding artistic experiences, and leveraging the city's creative spirit, the Arts and Culture Transformation Catalyst will ensure that Downtown Pilot Point remains a place where art, history, and local talent come together to inspire and engage.

WHY IT'S IMPORTANT TO PILOT POINT

The Arts and Culture Transformation Catalyst is essential to Pilot Point as it builds upon the city's rich artistic heritage, historic landmarks like the Pilot Point Opera House, and existing cultural assets such as Downtown murals and local creative talent. By fostering a thriving arts scene through public art, live performances, and cultural events, this strategy enhances the city's identity, attracts visitors, and supports creative entrepreneurs. A strong arts and culture presence not only reinforces Pilot Point's historic charm but also drives economic growth by increasing foot traffic, activating underutilized spaces, and making Downtown a more engaging, dynamic place to experience.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Strengthens Pilot Point's creative economy by planning for arts growth and fostering partnerships with local artists, businesses, and organizations.

PRESERVED

Celebrates and revitalizes Pilot Point's historic assets, including the Pilot Point Opera House and Downtown murals, ensuring cultural heritage remains a focal point of Downtown.

CHARMING

Enhances Downtown's character through public art, historic preservation, and immersive cultural experiences that reinforce Pilot Point's small-town appeal.

INFORMATIVE + COLLABORATIVE

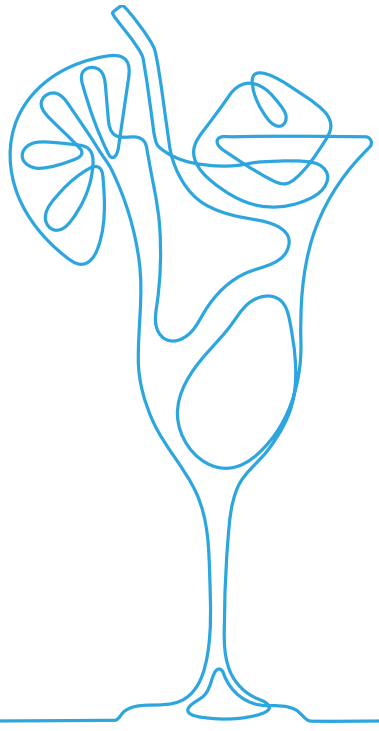
Engages local artists, educators, and organizations to foster a creative and inclusive community that tells Pilot Point's unique story.

OPEN + GREEN

Encourages public art, outdoor performances, and creative placemaking in parks, plazas, pathways, and gathering spaces to blend art into everyday life.

CONNECTED + INTEGRATED

Bridges art, business, and tourism, linking cultural events with dining, retail, and recreation opportunities for a cohesive Downtown experience.



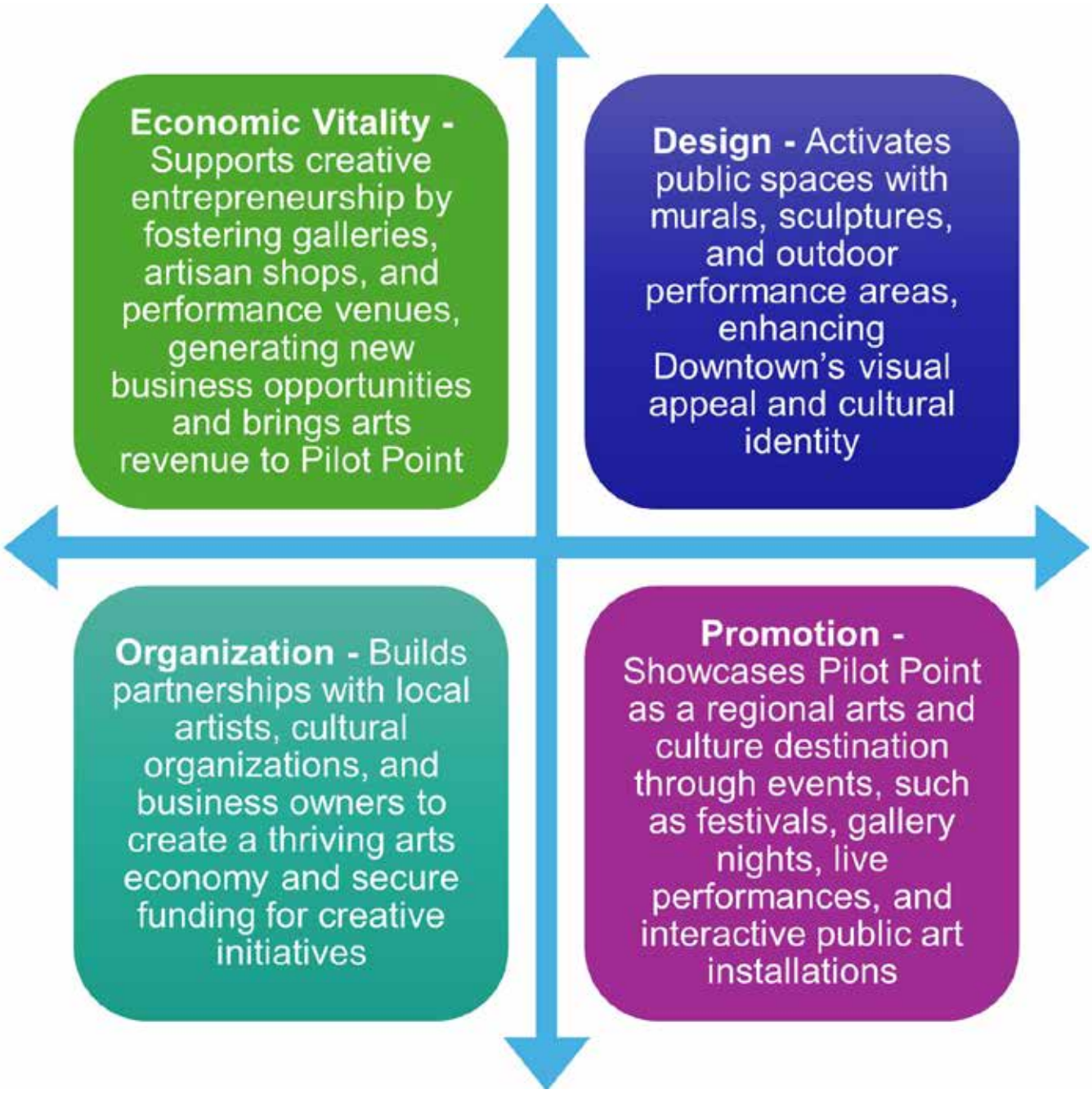
VIBRANT + THRIVING

Draws visitors and residents with a dynamic arts scene, creative businesses, and engaging events.

FUN

Expands live music, festivals, and interactive art experiences, ensuring there is always something exciting happening Downtown..

ALIGNMENT WITH THE FOUR POINTS FRAMEWORK



COMMUNITY FEEDBACK RELATED TOARTS + CULTURE

Feedback related to the Arts and Culture Transformation Catalyst for Downtown Pilot Point highlights strong community interest in enhancing cultural offerings, celebrating local history, and expanding opportunities for artistic expression. Input from community forums, stakeholder workshops, and surveys revealed key themes:

- Pilot Point Opera House: Recognized as a valued historic and cultural asset, with community support for its preservation, revitalization, and continued use as a venue for performances and events. Residents expressed interest in ensuring it remains an active part of the Downtown experience.
- Public Art and Placemaking: Enthusiasm for expanding murals and interactive art installations throughout Downtown to enhance its character and provide unique visual appeal.
- Expanded Arts Programming: Community members expressed interest in more live music, theater performances, and festivals, along with events that provide broader cultural engagement opportunities.
- Family-Friendly Cultural Events: A desire for arts-based activities that appeal to families, such as outdoor performances, community art projects, and interactive creative experiences.

The community sees arts and culture as an opportunity to enhance Pilot Point's identity, with strong interest in leveraging existing assets, like the Opera House and public murals, while expanding cultural programming to make Downtown a more engaging and vibrant destination

RELEVANT DATA, TRENDS, AND INFORMATION

- Downtown arts districts spur investment in galleries, restaurants, music venues, and retail, boosting employment in creative and service sectors. Pilot Point's existing local artisan presence and historic character create strong foundations for expansion.
- Public art, performance spaces, and cultural events increase walkability and foot traffic, supporting higher property values and business activity.
- Visitors increasingly seek authentic, immersive experiences, making live performances, artist markets, and interactive exhibits valuable tourism drivers.
- With a thriving equestrian culture, historic square, and existing events like Bonnie & Clyde Days, the city has strong potential to position itself as an arts and cultural destination.
- Efforts such as the development of a Public Art Master Plan in Pilot Point have been explored to address community issues and opportunities, indicating a proactive approach to integrating arts and culture into local development. According to the Plan, the following themes are relevant to the Arts + Culture Transformation Catalyst for Downtown:
    - » Public art can reflect Pilot Point's equestrian heritage, history, and cultural diversity, strengthening the city's identity as a creative and destination-friendly community.
    - » Public art installations, murals, and interactive sculptures attract visitors, artists, and businesses, increasing foot traffic and spending in local shops, restaurants, and lodging.
    - » Art-infused streetscapes, wayfinding signage, and cultural landmarks improve pedestrian experience, making downtown more vibrant and appealing.
    - » The Plan explores funding mechanisms, incentives, and spaces for public art projects, pop-up galleries, and performance spaces, boosting the local creative economy.
    - » Public art initiatives can unite residents, inspire civic pride, and activate underutilized spaces, ensuring that arts and culture remain accessible and inclusive.

Photo of the original mural that had to be censored to avoid the threat of prosecution. (Photo by Justine Scott)

The Great Mural Fiasco

The story of Justine Scott's controversial mural in Pilot Point and its transformation into a musical comedy, The Great Mural Fiasco, perfectly illustrates the Arts + Culture Transformation Catalyst in action. What began as a local debate over artistic expression and community values has evolved into a cultural milestone, proving how the arts can shape a city's identity, engage residents, and drive economic and creative revitalization. The mural itself—depicting a stylized, nude Eve reaching for an apple—sparked a heated public dispute in 2003, leading to legal battles and censorship before it was ultimately restored. Now, two decades later, Scott has reimagined the controversy as a theatrical production that preserves Pilot Point's history through storytelling and performance. Fittingly, the musical was performed at The Garage Door Theater, housed within the Pilot Point Community Opera House in Downtown, reinforcing the city's ongoing investment in the arts.

This evolution from public art controversy to cultural asset highlights the power of the arts to redefine a community's narrative and generate renewed interest in its Downtown. By leveraging this moment in Pilot Point's history as a thematic foundation for performance, dialogue, and tourism, the musical demonstrates how local stories and artistic expression can attract new audiences, inspire civic pride, and contribute to economic development. It aligns with the Arts + Culture Transformation Catalyst by proving that creative initiatives—whether through public murals, live performances, or historic storytelling—can serve as economic and social drivers, positioning Pilot Point as a culturally vibrant, artistically engaged, and historically significant destination.

ECONOMIC + FISCAL BENEFITS

- Investing in arts and culture as a Downtown Transformation Catalyst aligns with national trends in creative placemaking, economic development, and cultural tourism. According to the National Endowment for the Arts, the arts and culture sector contributes $1 trillion annually to the U.S. economy, supporting 4.6 million jobs, demonstrating its role as a significant economic driver.
- According to the Texas Cultural Trust, over the past decade, Texas's arts and culture sector has expanded by 63%, contributing $7.3 billion to the state's economy and generating nearly $459.1 million in state sales tax revenue. Approximately 960,000 Texans are employed in creative fields, representing nearly 1 in 14 jobs statewide, and one in four visitors to Texas engages in cultural tourism. These tourists tend to stay longer and spend more than other visitors, enhancing local economies.
- Arts-related industries grow local economies by attracting visitors, businesses, and residents seeking unique cultural experiences. According to Americans for the Arts, communities investing in the arts see 20%+ higher revenue from tourism spending.
- Funding opportunities exist for arts-based economic development through state arts agencies, NEA grants, and local partnerships, reducing municipal costs while enhancing cultural infrastructure.
- According to the Houston Arts Alliance, the nonprofit arts and culture industry in the greater Houston area generates over $1.3 billion annually, supporting 21,378 full-time jobs and contributing $251.7 million in tax revenue to local, state, and federal governments.
- According to the National Gallery of Art, the integration of arts and culture into community planning has been linked to increased property values and revitalized neighborhoods, attracting both residents and businesses.

PATIO TOPIC: THE CREATIVE CLASS AND IT'S ROLE IN PILOT POINT'S ARTS + CULTURE TRANSFORMATION

The Creative Class, a socio-economic group identified by urban theorist Richard Florida, consists of professionals in arts, technology, design, media, and knowledge-based industries who drive innovation, economic growth, and cultural vibrancy. These individuals prefer dynamic, walkable communities with strong arts, culture, and entrepreneurial ecosystems, making them a key target for Pilot Point's Arts + Culture Transformation Catalyst.

Why the Creative Class Matters

The Creative Class plays a crucial role in modern economic development by:

- Revitalizing downtown areas through investment in public art, galleries, performance spaces, and creative workspaces.
- Driving economic growth by launching startups, supporting local businesses, and attracting corporate investment.
- Enhancing cultural identity and tourism by making communities more appealing through festivals, music scenes, and artistic expression.
- Improving quality of life with investments in arts, sustainability, and recreation, making cities more livable and desirable.

Is Pilot Point a Good Place to Attract the Creative Class?

Pilot Point possesses several characteristics that make it an attractive destination for the Creative Class, though some challenges must be addressed. The town's affordable real estate and cost of living provide an appealing alternative to urban centers, allowing artists, entrepreneurs, and remote workers to establish themselves in a unique setting. Its historic downtown, equestrian culture, and proximity to Ray Roberts Lake align with the Creative Class's preference for authenticity, heritage, and natural beauty.

Another advantage is Pilot Point's proximity to the Dallas-Fort Worth Metroplex, which enables creative professionals to stay connected to larger cultural and business networks while enjoying a lower cost of living and a vibrant small-town atmosphere. The town also benefits from strong community interest in arts and placemaking, demonstrating local support for public art, festivals, and creative spaces that could help establish Pilot Point as a hub for arts and innovation.

However, Pilot Point lacks dedicated creative infrastructure, such as artist studios, performance venues, and coworking spaces, which are essential for attracting and retaining creative professionals. While the town is well known for its equestrian culture and rural charm, it is not yet widely recognized as a center for arts and innovation. Developing branding strategies and incentives for creative entrepreneurs will be essential to drawing new talent and investment.

Overall, Pilot Point has great potential to attract the Creative Class, but strategic investments in arts infrastructure, entrepreneurship, and cultural programming will be necessary to fully realize this opportunity.

How Public Art Can Support the Creative Class

A public art focus in Downtown can create an artistic and culturally rich environment, reinforcing Pilot Point as a destination for creatives by:

- Strengthening Downtown identity through murals, sculptures, and interactive art.
- Providing platforms for local artists to showcase their work and collaborate on public projects.
- Activating underutilized spaces to host arts festivals, maker markets, and cultural events, driving tourism and business activity.
- Enhancing walkability and placemaking, making the downtown area more engaging and livable for creative professionals.

Pilot Point has significant potential to attract the Creative Class by leveraging its public art initiatives, historic charm, affordability, and location near DFW. By investing in arts, entrepreneurship, and cultural tourism, Pilot Point can transform its downtown into a regional hub for creativity, innovation, and economic vitality.

CASE STUDY: ASHEVILLE, NORTH CAROLINA – THE CREATIVE CLASS + DOWNTOWN

https://www.cntraveler.com/shops/asheville/river-arts-district

Asheville, North Carolina, transformed from a struggling mountain town into a thriving arts and cultural hub by strategically investing in public art, creative infrastructure, and historic preservation. The City's Public Art Master Plan played a crucial role in revitalizing underutilized spaces, turning them into arts districts, artist studios, and creative businesses. Downtown Asheville became a magnet for creative entrepreneurs, boutique shops, and independent galleries, fostering an ecosystem where artists, designers, and digital professionals could thrive. The adaptive reuse of historic buildings into mixed-use creative hubs further reinforced the city's authentic and artistic identity, making it a prime destination for the Creative Class. Cultural tourism flourished through signature events, like the LEAF Global Arts Festival, while investments in walkability, bike infrastructure, and outdoor recreation enhanced Asheville's overall quality of life, making it an attractive place for remote workers and entrepreneurs.

Pilot Point shares many of Asheville's strengths, including historic charm, natural beauty, and strong community interest in arts and placemaking. By leveraging the creative economy, revitalizing Downtown spaces, and fostering the Creative Class, Pilot Point can similarly attract artists, cultural entrepreneurs, and knowledge-based professionals. Investments in public art installations, live-work spaces, and cultural tourism initiatives can enhance the city's identity as a regional arts hub, drawing both visitors and new residents. Asheville's success demonstrates that when communities support creativity and cultural expression, they create economic resilience, increase property values, and fuel business growth. By following a similar approach, Pilot Point's Arts + Culture Transformation Catalyst can position the city as a vibrant destination for the Creative Class, ensuring long-term economic resilience and cultural enrichment.

GALLERY: PUBLIC ART SAMPLING IN DOWNTOWN PILOT POINT

PHOTOPOINT
TEXAS

Pepper

ARTS + CULTURE IMPLEMENTATION

STRATEGY: (ECONOMIC DEVELOPMENT): SUPPORT THE ARTS AS AN ECONOMIC DRIVER

- Develop an arts incubator space in a Downtown building. Offer affordable studio and gallery space for local artists.
- Encourage live/work spaces for artists. Update zoning to allow for mixed-use artist housing and studios.
- Create a microgrant program for artists and creatives. Provide small grants for murals, performances, and creative businesses.
- Support adaptive reuse of historic buildings for arts venues. Offer tax incentives for theaters, galleries, and performance spaces.
- Recruit an anchor arts institution to Downtown. Partner with a university, museum, or major gallery.
-

STRATEGY: (DESIGN): ENHANCE THE BUILT ENVIRONMENT THROUGH ART

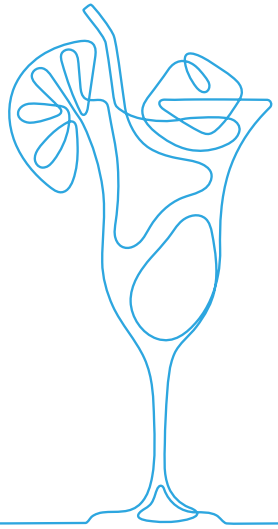
- Install public art and interactive installations in areas in need of activation. Work with artists to create murals, sculptures, and digital exhibits.
- Develop an arts-focused streetscape plan. Incorporate artistic crosswalks, unique seating, and decorative lighting. Some of these things can be temporary until more permanent improvements can be installed.
- Upgrade the Opera House as a premier arts venue. Secure funding for renovations and programming.
- Enhance cultural wayfinding and signage. Add bilingual signs and interactive kiosks highlighting arts destinations.

STRATEGY: (ORGANIZATION): BUILD A STRONGER ARTS + CULTURE ECOSYSTEM

- Create a Cultural Arts Commission to guide public art policy and actively seek grants for arts-related funding.
- Partner with schools and nonprofits to expand arts education Downtown. Develop workshops, summer programs, and artist mentorships that take place Downtown.
- Establish an annual arts grant fund to provide financial support for emerging artists and cultural organizations. Ensure grants are substantial enough to make a difference in their success.
- Develop corporate sponsorships for major arts initiatives. Engage businesses to fund large-scale arts events and programs.
- Meet with the Greater Denton Arts Council to explore potential partnerships and better understand how similar programming can begin in Pilot Point. Partner with nearby cities to share touring exhibits and performances and focus on experiences that could be unique to Pilot Point.
-

STRATEGY: ESTABLISH PILOT POINT AS A REGIONAL ARTS HUB

- Launch an annual signature arts festival. Feature visual arts, live music, and cultural performances.
- Create a citywide public art map and self-guided tour. Develop digital and print guides that get updated as needed or twice a year.
- Host monthly art walks with live performances and art installations. Work with businesses to coordinate extended hours and special events.
- Market Pilot Point's arts scene through regional advertising. Invest in print, radio, and digital outreach, and specifically reach out to University of North Texas and Texas Women's University.
- Develop a video series highlighting local artists. Share artist profiles and behind-the-scenes content on social media.



GOAL: ENHANCE THE NIGHTLIFE AND CULINARY SCENE (DINING + ENTERTAINMENT)

PILOT POINT'S DOWNTOWN WILL BE A GO-TO SPOT FOR FOOD LOVERS AND NIGHTLIFE ENTHUSIASTS. FEATURING DIVERSE DINING OPTIONS, CRAFT BREWERIES, LIVE MUSIC, AND ENGAGING EVENING EVENTS, IT WILL CREATE A DYNAMIC AND SOCIAL DOWNTOWN ATMOSPHERE. WITH A MIX OF HISTORIC CHARM AND MODERN CULINARY TRENDS, PILOT POINT WILL OFFER A MEMORABLE DINING AND ENTERTAINMENT EXPERIENCE.

The Dining and Entertainment Transformation Catalyst for Downtown Pilot Point envisions a vibrant, energetic district where food, nightlife, and cultural experiences come together to create a thriving social and economic hub. Building upon the Downtown Core Redesign, this strategy enhances Pilot Point's charm by expanding dining, live entertainment, and gathering spaces to attract both residents and visitors.

The vision is to diversify dining options, from casual cafés and family-friendly restaurants to upscale eateries and breweries, while fostering a dynamic nightlife and entertainment scene. Live music at the Pilot Point Opera House, open-air performances in enhanced Downtown Square, and curated events like food festivals, night markets, and outdoor movie nights will further establish Downtown as a regional destination. Improvements to public spaces, walkability, and outdoor seating will create a more engaging and inviting atmosphere for dining and entertainment.

By integrating recreation tourism, this strategy also ensures that visitors from Ray Roberts Lake, equestrian trails, and regional events have compelling reasons to dine, drink, and stay longer in Downtown. Strengthening connections between restaurants, entertainment venues, and cultural experiences, the Dining and Entertainment Transformation Catalyst will position Downtown Pilot Point as a bustling, must-visit destination where great food, live entertainment, and a lively atmosphere make every visit unforgettable.

WHY IT'S IMPORTANT TO PILOT POINT

The Dining and Entertainment Transformation Catalyst is critical for Pilot Point to establish a vibrant, all-day Downtown experience, offering diverse food, nightlife, and entertainment options that cater to both residents and visitors. By expanding restaurant choices, enhancing outdoor dining, and activating nightlife with live music and events, this strategy will make Downtown a regional destination. Coupled with the Downtown Core Redesign, improved public spaces, and stronger connections to Ray Roberts Lake tourism, this initiative will create a welcoming, energetic atmosphere that encourages people to dine, stay, and return often, driving local business success and strengthening the community's economic vitality.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Supports restaurant and entertainment growth, ensuring businesses thrive and new investment aligns with community needs.

PRESERVED

Reinforces the historic character of Downtown by revitalizing underutilized spaces for restaurants, breweries, and entertainment venues.

CHARMING

Enhances the ambiance of Downtown with clean, well-maintained, and inviting spaces to dine and enjoy the company of others.

INFORMATIVE + COLLABORATIVE

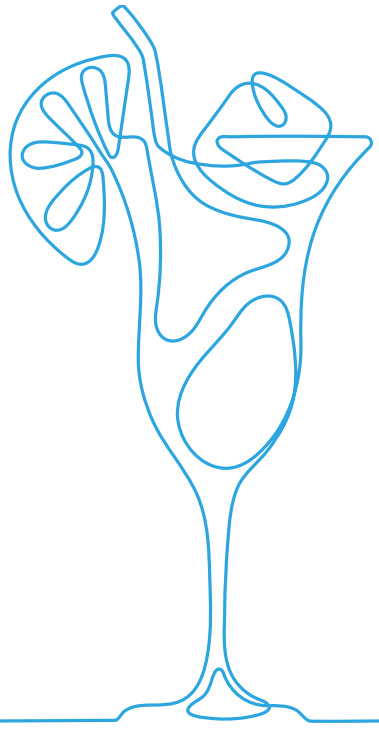
Encourages business owners, event organizers, and community stakeholders to shape a dynamic and engaging dining and entertainment scene.

OPEN + GREEN

Enhanced landscaping and outdoor spaces makes Downtown a more inviting place to socialize.

CONNECTED + INTEGRATED

Strengthens ties between dining, entertainment, and tourism, encouraging visitors from Ray Roberts Lake and equestrian trails to explore Downtown.



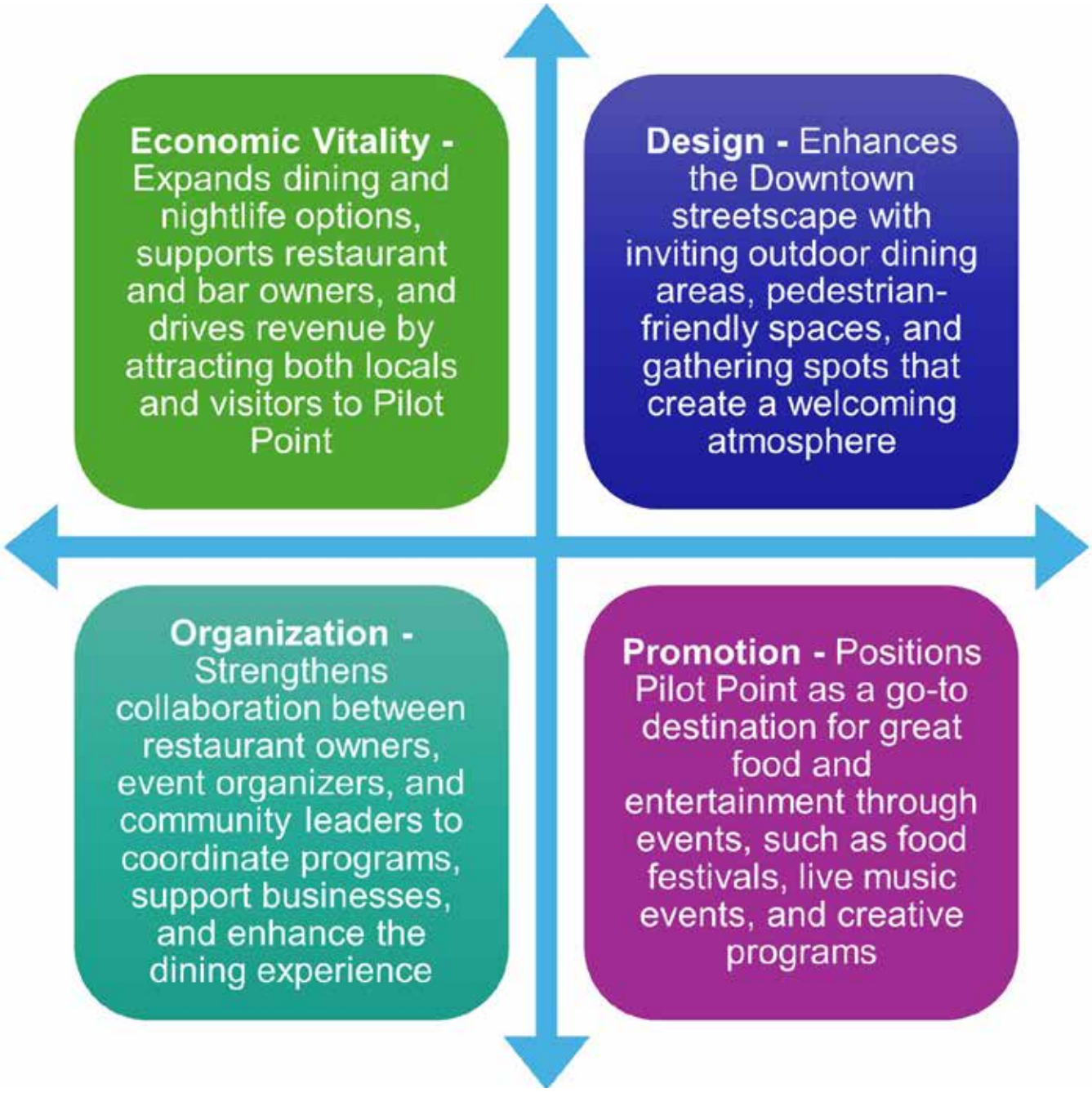
VIBRANT + THRIVING

Transforms Downtown into a lively destination with diverse dining options, nightlife, and cultural events that attract visitors and locals alike.

FUN

Expands activities such as live music, food festivals, outdoor movie nights, and family-friendly entertainment, ensuring there's something for everyone.

ALIGNMENT WITH THE FOUR POINTS FRAMEWORK



COMMUNITY FEEDBACK RELATED TO DINING + ENTERTAINMENT

Feedback related to the Dining + Entertainment Transformation Catalyst for Downtown Pilot Point highlights strong community interest in expanding local dining and nightlife options to create a more vibrant and engaging destination, while maintaining the city's welcoming and historic character. Key points from community forums, stakeholder workshops, and surveys include:

- **Expanded Dining Options:** Strong demand for a greater variety of restaurants, including sit-down dining, cafés, bakeries, and fine dining options to complement the existing food scene and attract both residents and visitors.
- **Nightlife + Evening Activation:** Desire for entertainment venues, such as live music spaces, wine bars/wineries, breweries, and late-night cafés to extend Downtown activity beyond typical business hours and create a dynamic evening atmosphere.
- **Outdoor + Placemaking Enhancements:** Interest in pedestrian-friendly enhancements such as expanded sidewalks, outdoor seating, shaded areas, landscaping, and lighting improvements to support patio dining and entertainment.
- **Community Events + Pop-Ups:** Support for recurring events like night markets, food festivals, themed dining experiences, and pop-up performances to bring energy and foot traffic to Downtown, while showcasing local businesses and talent.
- **Historic Charm + Ambience:** Recognition of Pilot Point's historic character as a unique asset, with calls to ensure that new dining and entertainment developments respect and enhance the existing historic architectural style.
- **Parking + Accessibility:** Concerns about ensuring adequate parking and walkability, with suggestions for better wayfinding, designated parking areas, and improved pedestrian connectivity between dining, shopping, and entertainment hubs.
- **Economic Growth + Business Support:** Acknowledgment of the role that dining and entertainment play in economic resilience, with interest in incentives for small business owners, creative use of vacant buildings, and strategies to attract new culinary and entertainment entrepreneurs.

The community sees Dining + Entertainment as a key opportunity to increase Downtown's appeal, support local businesses, and enhance Pilot Point's identity as a vibrant gathering place, while ensuring thoughtful growth that aligns with the city's small-town charm.

RELEVANT DATA, TRENDS, AND INFORMATION

- Community survey responses and stakeholder feedback indicate strong local and visitor demand for expanded dining and entertainment options. Many residents often leave Pilot Point for dining and nightlife, resulting in significant market leakage to surrounding cities.
- Pilot Point's population is growing, with a median age of 39.6 and a household size of 2.8, reflecting a mix of young families, professionals, and retirees. The city's two dominant Tapestry Segments—Middleburg (72.7%) and Green Acres (27.3%)—suggest strong demand for family-oriented and experience-driven dining, casual entertainment, and community gathering spaces. Additionally, residents have a median household income of $79,924, providing discretionary spending power for dining and social activities.
- Consumer expenditure data from Esri shows significant spending on dining, entertainment, and social activities, with strong growth projected in food away from home, live events, and experience-based outings. The community has a high rate of spending on recreation and entertainment fees, such as concerts, sporting events, and dining experiences, suggesting an opportunity to capture more local and visitor spending by expanding options within Pilot Point.
- Pilot Point's historic Downtown, proximity to Ray Roberts Lake State Park, and equestrian culture provide a unique tourism draw, making it well-positioned to support a regional dining and entertainment hub. Enhancing the local food scene, adding outdoor dining, and creating nightlife attractions can boost visitor spending and establish Pilot Point as a destination.
- Research supports that pedestrian-friendly environments with expanded sidewalks, outdoor seating, and vibrant nightlife encourage greater social and economic activity. Community interest in placemaking, improved lighting, and street beautification aligns with strategies that visitors staying in Downtown longer and increased consumer spending.
- Stakeholders emphasize the importance of a locally-owned restaurant and entertainment scene, avoiding over-reliance on chains and maintaining Pilot Point's small-town charm, while catering to the growing and evolving population

ECONOMIC + FISCAL BENEFITS

- With a median household income of $79,924 and a population that prioritizes dining and entertainment experiences, expanding this sector will capture more local spending and drive increased sales tax revenue. Pilot Point's residents currently travel to Denton and Frisco for many high-end dining and entertainment, leading to significant retail leakage. This directly supports municipal services, infrastructure investments, and public improvements, helping sustain Pilot Point's growth.
- With a workforce that is 54.6% white-collar, 28.4% blue-collar, and 17.0% service industry (according to Esri), there is an opportunity to grow the hospitality and service sectors by adding restaurant, event, and tourism-based employment. A vibrant dining and nightlife scene will also support entrepreneurship, particularly among small business owners looking to tap into Pilot Point's expanding market.
- A revitalized dining and entertainment scene enhances Downtown's desirability, attracting new businesses and increasing commercial lease rates, property values, and investor interest in mixed-use development. Given the area's population growth projections (7,507 in 2024 to 10,144 in 2029), demand for live-work-play environments will continue to increase.
- Pilot Point's proximity to Ray Roberts Lake and its equestrian culture provides an untapped opportunity to create a destination-driven entertainment scene that appeals to visitors, day-trippers, and weekend tourists. By developing outdoor dining, live music, and themed events, the City can increase visitor spending and further strengthen the regional economic impact.
- With 72.7% of households in the Middleburg segment and 27.3% in Green Acres, the target audience for dining and entertainment venues favors family-oriented experiences, casual sit-down restaurants, and community gathering spaces. This supports demand for mid-tier and upscale dining and family-friendly entertainment venues that align with local consumer preferences.
- As Pilot Point continues to grow and attract professionals and families, having a thriving restaurant and entertainment sector will enhance quality of life, helping to retain talent and attract new residents who seek an engaging, small-town-meets-modern-amenities environment. By having a strong quality of life, it can also attract prospective employers with local jobs.

By aligning development strategies with Pilot Point's unique demographics and economic trends, the Dining + Entertainment Transformation Catalyst presents a high-impact opportunity to boost local spending, enhance tourism, create jobs, and establish Downtown as a regional destination—all while preserving the city's historic charm and community character.

WHAT IS "FARM-TO-TABLE DINING?"

Farm-to-table dining is a culinary approach that emphasizes fresh, locally sourced ingredients, connecting consumers with regional farmers, ranchers, and artisans. While traditionally focused on organic produce and specialty crops, farm-to-table in rural and ranching communities often highlights locally-raised meats, dairy, and handcrafted goods. Instead of a purely farm-to-table restaurant model, many communities integrate local sourcing into steakhouses, pop-up dining events, and seasonal markets. These experiences can take the form of ranch-to-table dinners, food festivals celebrating regional flavors, or partnerships between chefs and local ranchers, reinforcing a community's agricultural identity while creating unique dining experiences. There are also opportunities to host special dinners on local horse ranches that can showcase local, fresh food in a unique setting.

HOW THIS RELATES TO PILOT POINT

Given Pilot Point's strong ranching heritage, equestrian culture, and proximity to agricultural producers, a traditional farm-to-table model may not be the best fit, but ranch-to-table and equestrian-inspired culinary experiences could thrive. Rather than focusing on vegetable-driven menus or organic farm networks, Pilot Point can embrace local beef, dairy, and honey producers, crafting a dining identity around high-quality Texas ranching. A premium steakhouse sourcing from nearby ranches, pop-up "Dinner on the Square" events featuring local beef and artisanal goods, and continuing to expand the farmers markets held Downtown, could create a farm-to-table experience that aligns with Pilot Point's small-town feel. Additionally, special events, such as equestrian-themed wine dinners, chuckwagon cookouts, barbecue competition, or cowboy heritage food festivals could further celebrate Pilot Point's agricultural and Western roots, while attracting visitors seeking an authentic Texas experience.

FREDERICKSBURG, TEXAS – FARM-TO-TABLE SUCCESS

Fredericksburg, a historic town in the Texas Hill Country, has successfully blended farm-to-table dining with agritourism, leveraging its strong agricultural base, vineyards, and local food producers. Restaurants like Cabernet Grill and Farm Haus Bistro source directly from nearby farms and ranches, creating seasonal menus that showcase the region's fresh ingredients. The town's strong culinary identity is reinforced through vineyard partnerships, where local wines complement farm-to-table dishes, attracting both residents and tourists seeking authentic, high-quality dining experiences.

Beyond its restaurants, Fredericksburg has established food-centric events that highlight its agricultural and culinary assets. The Fredericksburg Food & Wine Fest brings together regional chefs, winemakers, and farmers for tastings, cooking demonstrations, and farm showcases, boosting the local economy and tourism. Additionally, farm dinners at local wineries, seasonal farmers' markets, and agricultural tours provide immersive experiences, connecting visitors with the area's food heritage. By integrating dining, tourism, and agriculture, Fredericksburg has become a culinary destination, offering a model for Pilot Point to develop its own farm-to-table identity tied to its ranching, equestrian, and agricultural strengths.Downtown and Ray Roberts Lake State Park. This would promote outdoor recreation and attract tourists.

SHARED UTILITY AREAS

To support restaurant growth, improve waste management, and maintain the historic character of Downtown Pilot Point, we recommend creating four shared utility areas—one behind the buildings on each side of the Square. These areas will combine shared grease traps and dumpsters, providing a clean, efficient, and business-friendly infrastructure solution.

What is included?

Each shared utility area will be a designated space behind the buildings on all four sides of the Square, depending on property owner cooperation, specifically designed to serve multiple restaurants and businesses while remaining organized and visually unobtrusive. These areas will feature:

- Underground shared grease traps to eliminate visible infrastructure and control odors.
- Enclosed shared dumpsters with screening and odor control to maintain Downtown aesthetics.
- Recycling bins to encourage sustainable waste management.
- Well-lit and paved access for sanitation services and restaurant staff.
- Clearly marked signage to ensure proper use and compliance.

Each shared utility area, located behind the buildings on each side of the Square, will need to accommodate both a shared grease trap and a shared dumpster enclosure while ensuring efficient access for businesses and sanitation services. Each area will require between 150 to 300 square feet to function effectively, depending on the number of restaurants and businesses it serves.

Key space considerations

- Underground Grease Trap: Requires approximately 8x10 feet (80 sq ft) per unit, large enough to serve 2–3 restaurants per trap.
- Shared Dumpster Enclosure: Needs 10x15 feet (150 sq ft) to house commercial waste bins and recycling containers while allowing for truck access.
- Access & Buffer Space: A 5–10 foot clearance zone is necessary to ensure businesses, sanitation trucks, and maintenance crews can maneuver safely.

Total Estimated Space Per Utility Area

- 150–300 square feet per shared site, depending on the number of businesses served.
- Serving Capacity: Each shared utility area can support 4–6 restaurants and 6–10 retail or office users per block.

This layout ensures that each side of the Square has a dedicated, well-maintained waste management area, keeping Pilot Point's Downtown clean, functional, and visually appealing. This design will reduce clutter in alleyways, improve sanitation, and create a more organized system for waste disposal and grease management.

Why are these Shared Utility Areas important?

Encourages Restaurant Growth & Reduces Barriers to Entry

- Many older buildings in Downtown lack space for individual grease traps, making it costly or even impossible for new restaurants to open.
- A shared grease trap system eliminates the need for each business to install its own, lowering upfront costs for new food establishments.
- Simplifies the permitting process, allowing more dining options to flourish Downtown.

Creates a Cleaner, More Organized Downtown

- Eliminates overflowing individual dumpsters and scattered grease bins, which can attract pests and create foul odors.
- Reduces truck congestion in alleyways, as shared waste collection is more efficient than multiple small pickups.
- Maintains the charm and walkability of Pilot Point's historic Downtown by keeping unsightly waste infrastructure out of public view.

Improves Waste and Grease Management

- Prevents sewer blockages by capturing fats, oils, and grease (FOG) before they enter the municipal sewer system.
- Ensures compliance with health and environmental regulations, avoiding costly fines and emergency cleanups.
- Provides a centralized maintenance schedule, reducing the risk of neglected or overflowing grease traps.

T POINT
RCATS

DINING + ENTERTAINMENT IMPLEMENTATION

STRATEGY (ECONOMIC DEVELOPMENT): STRENGTHEN THE FOOD & BEVERAGE INDUSTRY DOWNTOWN

- Develop a restaurant recruitment strategy targeting diverse cuisine options. Identify gaps in the market, create recruitment materials, identify intended spaces for them to occupy, and conduct outreach to restaurant groups and chefs.
- Launch a grant program for restaurant and bar expansions. Provide funding for businesses to expand patios, improve storefronts, provide shared parking, provide trail-oriented features, or add entertainment features.
- Encourage food-based entrepreneurship with a shared-use commercial kitchen. Identify a suitable location, secure funding, and create a rental structure for food startups.
- Promote adaptive reuse of vacant buildings for dining and entertainment venues. Work with property owners to create incentives for converting spaces into vibrant, multi-use spaces.
- Support late-night food and beverage establishments by streamlining permitting and removing applicable restrictions. Develop an expedited review process for live music venues, wine bars, cocktail lounges, rooftop restaurants, late night cantinas, night markets, etc.

STRATEGY (DESIGN): IMPROVE DINING & ENTERTAINMENT INFRASTRUCTURE

- Expand outdoor dining with a dedicated patio improvement program. Create design guidelines, offer financial assistance, and work with businesses to install seating areas, weather protection, lighting, etc.
- Create designated entertainment zones with flexible event and arts infrastructure. Identify compatible locations for live music, street performances, and vendor spaces with built-in electrical hookups.
- Implement an outdoor "dining dome" or greenhouse seating concept for year-round use. Work with interested property owners to install creative, semi-permanent structures that extend outdoor dining in inclement weather or extreme temperatures.
- Develop Crime Prevention through Environmental Design (CPTED) features for new parking lots. Providing visibility, lighting, and clear pathways to destinations can make parking at night safer for Downtown residents and visitors.
- Analyze existing grease trap, dumpster, and recycling needs in the Downtown Core.
- Identify one spot for a Shared Utility Area (possibly on the south side of the Square) to catalyze new restaurants to locate in Pilot Point. See discussion on Shared Utility Areas on pages ## for more information.

STRATEGY (ORGANIZATION): SUPPORT + COORDINATE THE DINING + ENTERTAINMENT INDUSTRY

- Form a Downtown Restaurant and Night Life Association. Establish a working group to share best practices, coordinate events, and advocate for industry-friendly policies.
- Develop a "Restaurant Ready" permit assistance program. Offer hands-on guidance for new dining and entertainment businesses navigating health, alcohol, and occupancy permits.
- Coordinate logistics for outdoor dining and street events, such as the ranch-to-table style events. Streamline permitting and provide guidance on closing streets or adding temporary seating.
- Create a safety and hospitality training program for nighttime staff to establish a standardized safety protocol across all nighttime businesses and proactively train things like how to de-escalate conflicts and recognize early signs of trouble. Work with law enforcement and tourism organizations to ensure a welcoming nightlife experience.

STRATEGY (PROMOTION): ESTABLISH PILOT POINT AS A PREMIER DINING + ENTERTAINMENT DESTINATION

- Launch a 'Taste of Pilot Point' dining passport program. Offer incentives for visitors to try multiple restaurants and collect stamps for discounts or prizes.
- Create a signature food and drink festival showcasing local flavors. Partner with restaurants, breweries, and local vendors to host tasting events and chef demonstrations.
- Promote the ranch-to-table movement by encouraging local sourcing. Connect restaurateurs with area farms and ranches and develop marketing campaigns around locally sourced menus.
- Develop a nightlife marketing campaign highlighting evening experiences. Feature live music, rooftop bars, and craft cocktails in digital and print advertising.
- Expand social media presence with restaurant spotlights and chef interviews. Create video content, food photography, and behind-the-scenes features to engage food lovers.
- Seek out innovative nightlife uses, like glow-in-the-dark mini golf or axe throwing, speakeasy or saloon, jazz club, art gallery with wine bar, whiskey bar, etc. through a recruiting campaign. Share the story of Pilot Point and what the City/MDD will incentivize.

PLAN PILOT POINT

PARKS + RECREATION PLAN

05

PILOT POINT'S SPECIAL BLEND

A great drink isn't just refreshing—it brings people together, creates lasting memories, and provides a foundation for both energy and relaxation. In Pilot Point's Special Blend, Parks and Recreation is the infusion that enriches the city with places to play, connect, and celebrate. Parks, trails, and public spaces shape the heart of the community, ensuring that as Pilot Point grows, it remains a place where nature is preserved, recreation is accessible, and gathering spaces bring people together. The flavor infusions of the Parks and Recreation Master Plan each contribute a distinct character to Pilot Point's future:

Play + Reflect adds an infusion of energy and balance, blending active recreation with quiet spaces for relaxation. From modern sports fields and playgrounds to shaded walking paths and meditation gardens, this infusion ensures that parks serve both the body and the mind, providing opportunities for high-energy play and peaceful reflection alike.

Trails + Connectivity provides a smooth, flowing infusion that links neighborhoods, parks, schools, and Downtown with safe, scenic routes for walking, biking, and equestrian access. This infusion ensures that Pilot Point remains connected—both physically and socially—through a network of well-designed trails that promote mobility, recreation, and outdoor exploration.

Nature + Trees deepens the blend with a rich, earthy infusion, reinforcing Pilot Point's commitment to conservation, green spaces, and environmental resilience. This infusion ensures that the city's natural beauty, tree canopy, and rural landscape are protected and expanded, creating a balance between growth and preservation.

Gather + Celebrate enhances the mix with a vibrant, social infusion, transforming public spaces into lively destinations for festivals, markets, and community events. This infusion supports cultural vibrancy, local businesses, and a shared sense of identity, making Pilot Point a place where traditions thrive and new experiences are created.

Each of these infusions strengthens Pilot Point's Special Blend, ensuring that the city's parks and recreation system remains dynamic, connected, and deeply rooted in community values. By investing in high-quality parks, trails, and gathering spaces, Pilot Point is crafting an experience that residents and visitors will savor for generations to come.

INTRODUCTION + PLAN CONTEXT

The Pilot Point Parks and Recreation Master Plan serves as a comprehensive guide for shaping the future of the city's parks, recreation, and trails. Initiated in January 2024, this plan provides direction for future improvements, investments, and budgetary decisions to ensure long-term success. Developed through extensive community engagement, data analysis, and best practices in planning, this document outlines a vision for a well-connected, accessible, and sustainable parks and recreation system Pilot Point is experiencing rapid growth while maintaining its rural and historical character.

The primary objectives of this Parks and Recreation Master Plan are to:

- Enhance the quality of life for all current and future residents by providing high-quality recreational opportunities and green space.
- Preserve and protect the natural landscape, while expanding accessible greenspace and guiding growth for community resilience.
- Strengthen community identity and economic vitality through investment in parks and trails.
- Expand connectivity and access through trails and pedestrian infrastructure.
- Strengthen economic vitality and growth through recreation tourism, partnerships, and funding innovation.

As Pilot Point continues to experience the regional growth trends transforming the Dallas-Fort Worth Metroplex, proactive planning for parks and recreation facilities is essential. The City anticipates the addition of thousands of new homes over the next five to ten years, increasing the demand for high-quality amenities and recreational opportunities. In response, Pilot Point is prioritizing placemaking strategies that support quality of life, economic growth, and fiscal resilience. Recognizing the critical role of parks and recreation in fostering community pride and identity, the City is actively working to enhance public spaces, expand recreational programming, and create vibrant events that strengthen the local sense of place.

To accommodate both current and future residents, Pilot Point is focused on developing a comprehensive parks and recreation system that supports a great quality of life, as well as that attracts tourists and visitors. The City's Parks and Recreation System includes community parks, neighborhood parks, trails, and public facilities, in addition to over 25 miles of multi-use and equestrian trails around Lake Ray Roberts. There are opportunities to improve accessibility, connectivity, and access in many areas, as well as facility installations and upgrades on existing park land.

To address these challenges, Pilot Point is collaborating with developers of new neighborhoods to ensure that growth contributes to the Parks and Recreation System through the inclusion of neighborhood parks, amenity centers, trails, pools, fitness centers, and other recreation elements. Beyond these partnerships, this Plan serves as a tool to assess current service levels, identify and plan for future needs, and maintain eligibility for grant funding, park land dedication and requirements of new development. Through these efforts, Pilot Point is taking a strategic and forward-thinking approach to building a robust and inclusive Parks and Recreation System.

PLANNING PROCESS OVERVIEW

COMMUNITY + STAKEHOLDER ENGAGEMENT

During the planning process, stakeholders were engaged through a variety of platforms and methods, including public meetings and workshops, an online survey, stakeholder interviews, and more *(see Chapter 1 for more information)*. These efforts were aimed at gathering information and collaborating with residents and stakeholders on park and recreation needs and priorities. The following presents the results from each of these engagement methods.

KEY THEMES

Throughout the planning process, multiple opportunities were provided for stakeholders to offer input on parks and recreation needs. Two of these opportunities, in the form of community forums, specifically allowed for direct input on these items.

- Developing additional parks, trails, and recreational facilities.
- Connectivity improvements, including sidewalks, trails, safe crossings.
- Enhancing Downtown events, shaded gathering spaces, and community celebrations.
- Conserving greenspace and enhancing tree coverage for environmental preservation.
- More playgrounds, splash pads, and sports fields.
- Improving pedestrian and cycling connections between neighborhoods, parks, and Downtown.
- Nature preservation, tree canopy expansion, and quiet reflection spaces.
- Downtown revitalization to enhance gathering and event spaces.

Key Feedback Themes: Word Cloud

The word cloud (above) in the shape of the Pilot Point planning area contains words most often seen in the community engagement feedback. Their size in the word cloud indicates their frequency. Sidewalks and Trails were one of the most common desires of the community followed closely by Dog Parks and Playgrounds. Other common ideas were a sport fields, equestrian facilities, shaded gathering spaces and a recreation center. All of these themes were considered in this plan as possible future park programming.

COMMUNITY SURVEY

A 19-question Community Survey was conducted over the course of approximately one month, at the beginning of the planning process. The Survey was online, but paper copies were available upon request. Key findings include:

- 22% of respondents under 18 showed a need for playgrounds, sports fields, and family recreation.
- 60% of respondents between ages 18-64 indicated a demand for fitness trails, sports leagues, and outdoor adventure spaces.
- 17% of respondents older than 65 specified a need for walking paths, shaded areas, and senior-friendly fitness facilities.

The feedback regarding parks and recreation in Pilot Point highlights a wide range of desires and concerns from the community, emphasizing the need for improved facilities, more recreational options, and better connectivity. Overall, the feedback reflects a community eager for more comprehensive and inclusive recreational facilities and programs, improved safety and connectivity, and a well-maintained, vibrant public space that meets the needs of its growing population.

Feedback Summary

STRENGTHS

- Residents value Pilot Point's small-town charm, natural surroundings, and parks.
- Community engagement is strong, with interest in outdoor spaces and activities.
- Proximity to Lake Ray Roberts offers recreational potential.

WEAKNESSES

- Lack of continuous, connected, and level trails, sidewalks, and safe pedestrian areas.
- Limited park amenities, outdated equipment, and limited maintenance.
- No community pool and few structured recreation programs.

OPPORTUNITIES

- Expand trails and sidewalks, linking parks, the Lake, and other destinations.
- Develop a recreation center, dog park, and more green spaces.
- Leverage Pilot Point's equestrian identity with dedicated trails or facilities.
- Host more community events and explore partnerships for funding.

CHALLENGES/THREATS

- Rapid growth could threaten open space, natural areas, and rural character.
- Limited funding and infrastructure constraints.
- Competition from nearby cities with better recreational facilities.
- Need for better planning and long-term vision for parks and open space.

PLAN ALIGNMENT WITH REGIONAL + STATE PRIORITIES

TEXAS PARKS AND WILDLIFE DEPARTMENT (TPWD) PRIORITIES

The Pilot Point Parks and Recreation Master Plan aligns with key priorities outlined in several Texas Parks and Wildlife Department (TPWD) strategic documents. The 2024 TPWD Land and Water Resources Conservation and Recreation Plan provides statewide goals for park expansion, ecological conservation, and sustainable development, while the TPWD R3 Strategic Plan emphasizes public engagement, accessibility, and community-led recreation programs to increase outdoor participation. Research from TPWD economic and ecological reports highlights the role of parks and trails in boosting local economies, improving public health, and enhancing climate resilience, reinforcing the need for nature-based tourism and conservation strategies. Additionally, TPWD grant program guidelines outline funding opportunities for parks and trails, recommending sustainability measures, connectivity enhancements, and conservation easements to maximize eligibility. A thorough review of TPWD plans, studies, and information resulted in the following summary of TPWD priorities, which can be integrated into this Parks and Recreation Master Plan, to align Pilot Point for future funding and support through TPWD:

1. CONSERVATION AND STEWARDSHIP OF NATURAL AND CULTURAL RESOURCES

TPWD Goal: Protect, restore, and manage Texas' land, water, and wildlife to ensure long-term environmental and recreational sustainability. Key strategies for Pilot Point include:

Prioritize parkland acquisition in ecologically significant landscapes, wildlife corridors, and floodplains.

Ensure that development projects incorporate low-impact design, permeable surfaces, and native vegetation to mitigate environmental impacts.

Protect historic sites, integrate interpretive signage, and create educational programming that highlights Pilot Point's equestrian heritage and Downtown's history.

With Texas' population projected to grow to 50 million by 2050, cities must proactively plan to preserve open space and balance development with conservation efforts.

Preserve wetlands and forests and incorporate stormwater management solutions to prevent urban heat island effects.

Utilize green infrastructure and evaluate heritage preservation with the Downtown Square Redesign project.

2. INCREASING PUBLIC ACCESS AND OUTDOOR RECREATION OPPORTUNITIES

TPWD Goal: Ensure that all Texans have equitable access to outdoor spaces and recreation. Key Strategies for Pilot Point include:

- TPWD prioritizes regional connectivity—Pilot Point should extend trail networks to schools, neighborhoods, parks, and Lake Ray Roberts.
- Prioritize universal design to make parks, playgrounds, and trails accessible for people of all abilities (including ADA accessibility).
- Promote Outdoor Recreation for all Ages by creating multi-generational play areas (fitness zones, senior walking loops, interactive play features) and developing nature-based recreation areas (including wildlife observation sites and water recreation access).
- Incorporate water-based recreation (such as boating, paddling, and fishing access points) into park planning and trailheads if/where possible.
- The division of the city into recreation zones (West, North, Southwest, Southeast) aligns with TPWD's goals for localized, accessible parks.
- Destination trailheads will serve as entry points to larger trail systems, complete with signage, parking, and amenities

3. ECONOMIC DEVELOPMENT AND PARK-BASED TOURISM

TPWD Goal: Leverage parks and trails to drive local economies, boost tourism, and support small businesses. Key Strategies for Pilot Point include:

Collaborate with businesses, conservation groups, and private landowners through public-private partnerships to fund parks and trails.

Develop seasonal festivals, equestrian events, farmers' markets, and outdoor concerts to generate economic activity through event and recreation-driven tourism.

Encourage restaurants, breweries, and retail hubs near trailheads to attract visitors through trail-oriented development.

Establish campgrounds, cabins, and short-term rentals to encourage eco-tourism and extended stays in Pilot Point.

The equine and agricultural tourism industry could be strengthened through park-based agritourism events.

The Downtown Square Redesign should integrate outdoor plazas, public seating, and recreational features to serve as a hub for local tourism.

4. EDUCATION, COMMUNITY ENGAGEMENT, AND RECRUITMENT (R3 PLAN)

TPWD Goal: Expand public outreach, increase environmental education, and attract new park users. Key Strategies for Pilot Point include:

- Develop junior ranger programs, guided nature walks, and/or outdoor skills workshops to engage youth.
- Encourage volunteer tree planting, park clean-ups, and "Friends of the Park" advocacy groups.
- Install interpretive signage, birdwatching stations, and native plant gardens to encourage ecological awareness for wildlife and conservation education.
- Evaluate programming for Spanish-speaking residents, seniors, and differently-abled individuals that celebrate the wide arrange of cultures and abilities in Pilot Point.
- Lake Ray Roberts and surrounding parks could include interactive environmental exhibits.
- Partnerships with local schools and libraries could support outdoor learning experiences and STEM-based recreation programs.

5. SUSTAINABLE FUNDING AND FINANCIAL RESILIENCE

TPWD Goal: Develop innovative funding solutions to support long-term park maintenance and expansion. Key Strategies for

Leverage TPWD Grant Programs for outdoor recreation development, as well as trail construction and restoration.

Pursue alternative revenue sources, such as conservation easements to secure long-term parkland, corporate sponsorships for park and trail improvements, and tourism-based sales tax.

Collaborate with neighboring municipalities, state and regional agencies, and the school district for shared maintenance of interconnected trail systems.

Establish a capital improvement funding strategy, incorporating grant applications, partnerships, and dedicated revenue streams.

REGIONAL TRAIL + TRANSPORTATION/MOBILITY PLANS

Several regional trail and transportation plans and efforts are pertinent to the development of the Pilot Point Parks and Recreation Master Plan. These plans, developed by various agencies, aim to enhance connectivity, accessibility, and mobility within Pilot Point and the broader North Texas region as summarized below:

1. North Central Texas Council of Governments (NCTCOG) Regional Veloweb

The NCTCOG has established the Regional Veloweb, an extensive network of off-street, shared-use paths designed for bicyclists, pedestrians, and other non-motorized forms of alternative transportation. This network spans approximately 8,618 miles across the North Texas region, promoting alternative transportation modes and recreational activities. Integrating Pilot Point's trails with the Regional Veloweb can enhance regional connectivity and provide residents with expanded mobility options. (NCTCOG.org)

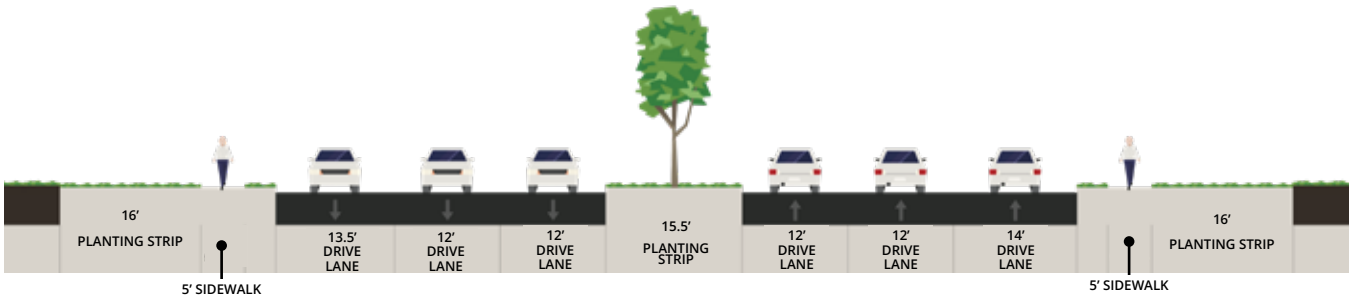
2. Denton County Thoroughfare Plan

Denton County's Thoroughfare Plan outlines the framework for current and future roadway development to accommodate growth and improve transportation efficiency. The Plan includes proposed expansions and new roadways that could impact Pilot Point's infrastructure. Each new roadway will include sidewalks or pathways that can tie into the Pilot Point Parks and Recreation System. Denton County Outer Loop (a six-lane highway) is also proposed to go through the south side of the Planning Area, east-west, which can help connectivity. Aligning the City's mobility initiatives with the County's planned roadways will ensure cohesive development and optimized traffic flow. (DentonCounty.org)

3. TxDOT US 377 Widening Project

TxDOT has proposed the widening and reconstruction of US 377 from north of Business 377E to US 380 in Denton County initially, and then continuing northward to the Denton-Grayson County Line, through Pilot Point. The project aims to expand the current two-lane rural roadway into a six-lane, raised median-divided roadway with improved facilities for pedestrians and cyclists, including 14-foot-wide outside shared-use lanes and 5-foot sidewalks. Incorporating these enhancements into Pilot Point's master plan can improve safety and accessibility for non-motorized users. (KeepItMovingDallas.com/US377) The City can explore potential enhancements to the proposed project, such as wider sidewalks, trees, lighting, and median plantings. See below for an example section of the proposed roadway.

TXDOT'S US 377 - PILOT POINT



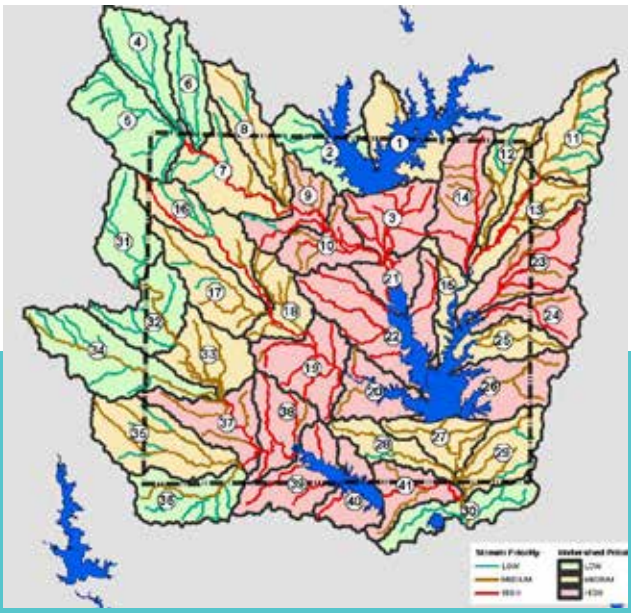
4. Pilot Point Trails Master Plan (2019-2039)

Pilot Point's own Trails Master Plan serves as a foundational document for developing local trail systems over a 20-year horizon. Although the Plan is being updated with this planning effort, the Plan set a great foundation for trail development in Pilot Point and emphasized creating a network of trails that connect key areas within the city and link to regional trail systems. By aligning with regional plans, Pilot Point can enhance local and regional connectivity, offering residents and visitors seamless access to a broader trail network. (PilotPointTX.gov)

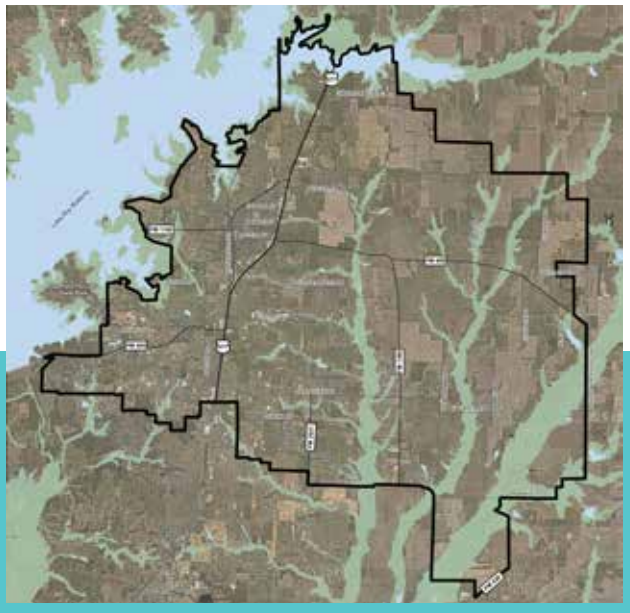
BY CONSIDERING THESE REGIONAL PLANS AND PROJECTS, PILOT POINT CAN PROMOTE CONNECTIVITY, SUPPORT RESILIENT GROWTH, AND ENHANCE THE QUALITY OF LIFE FOR RESIDENTS.

5. Denton County Greenbelt Plan

The Denton County Greenbelt Plan focuses on preserving and enhancing greenbelt corridors along the Elm Fork of the Trinity River, which includes areas within the Pilot Point Planning Area. The greenbelts serve as vital natural assets, providing recreational opportunities such as hiking, biking, horseback riding, and paddling. Integrating Pilot Point's trails with the Denton County Greenbelt Plan can enhance regional connectivity and offer residents expanded access to natural spaces. Of the 41 sub-watersheds within Denton County, 11 were designated as "High Priority." Of the 11, two are within the Planning Area: "Pecan Creek" (pictured below to the right, #14) and "Town of Celina-Lewisville Lake" (#13). The Pecan Creek sub-watershed runs north-south, between FM 2931 and FM 1385, and the Town of Celina-Lewisville Lake sub-watershed is in the southeast portion of the Planning Area, near Mobberly Farms. Overall there are three "Primary Greenbelt Preservation Opportunities" within the Planning Area as pictured below to the left.



Source: Denton County Greenbelt Plan



Source: City of Pilot Point, 2024

EXISTING CONDITIONS + CONTEXT

DEMOGRAPHICS + GROWTH

Pilot Point is experiencing steady growth, with the population projected to increase from 7,507 in 2024 to 10,144 by 2029, a 3.77% annual growth, according to Esri. The community is becoming more diverse, with Hispanics making up 29% of the population and a rising Diversity Index (from 60 in 2010 to 78 projected in 2029). The median age of 39.7 indicates a balanced mix of young families, working professionals, and retirees. Household growth is outpacing population growth (5.68% annually), with a strong homeownership rate of approximately 74%. Income levels are also rising, with a median household income of $93,268, expected to reach $112,251 by 2029, which reflects economic growth in the Planning Area.

Pilot Point is characterized by a strong presence of young families and older, self-reliant households, with the dominant Esri lifestyle segments being “Middleburg” (73%) and “Green Acres” (27%). Key characteristics of these broad Esri demographics segments include:

- “Middleburg” (73%): Young, family-oriented households with traditional values. These households prioritize affordability, community engagement, and outdoor recreation.
- “Green Acres” (27%): Older, self-reliant households that value country living, self-sufficiency, and outdoor activities such as gardening, fishing, and hunting.

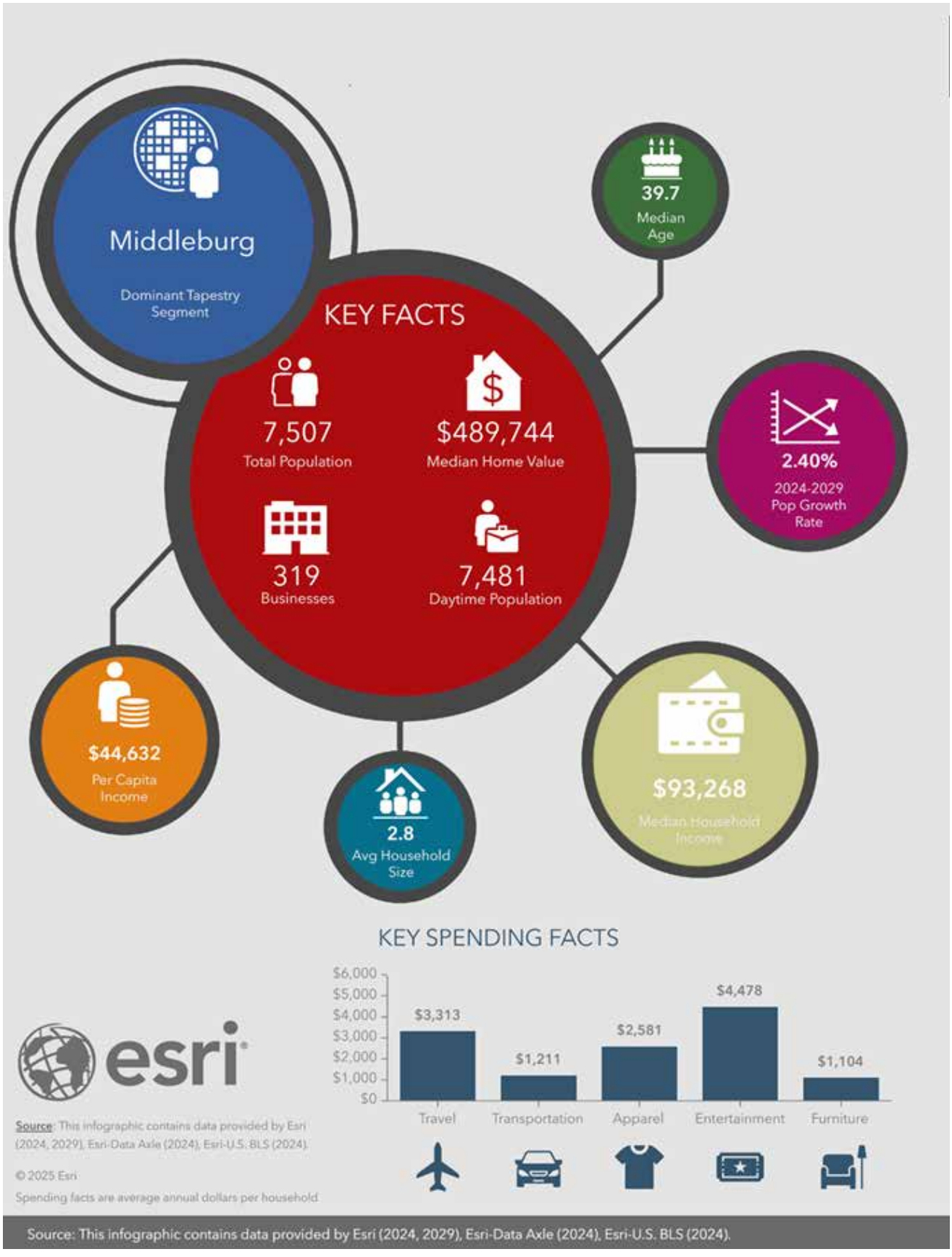
The employment profile includes approximately 55% white-collar jobs, 28% blue-collar jobs, and 17% service industry roles. This distribution indicates a diverse workforce that will benefit from accessible and varied recreational opportunities, housing, and neighborhoods.

PILOT POINT IS GROWING FASTER THAN THE REGIONAL AVERAGE, WITH INCREASING DEMAND FOR PARKS AND TRAILS. AN AGING POPULATION REQUIRES MORE PASSIVE RECREATION SPACES, IN ADDITION TO ACTIVE EXPERIENCES.

MIDDLEBURG EXAMPLE

GREEN ACRES EXAMPLE

THE PEOPLE OF PILOT POINT (VIA ESRI)



Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-U.S. BLS (2024).

COMMUNITY VISION + GUIDING PRINCIPLES

CREATED FOR THE MASTER PLAN SET BASED ON COMMUNITY FEEDBACK, THE CITY'S VISION GUIDING PRINCIPLES ARE CONDUCIVE TO THE IMPLEMENTATION OF THIS PLAN. PROVIDED BELOW ARE THE VISION GUIDING PRINCIPLES FOR THE MASTER PLAN SET:, PILOT POINT WILL CREATE A CONNECTED, WELL-SERVICED, AND SAFE COMMUNITY THAT THRIVES AMID RAPID REGIONAL EXPANSION.

STRATEGIC + PROACTIVE

Pilot Point's City Staff and Leadership have the training, funding, resources, and community support needed to be deliberate and thoughtful in the planning, decision-making, budgeting/funding, and implementation of key initiatives. Major decisions are well-informed, prioritizing the greater good and a high quality of life.

- Contribute to long-term community resilience through a high quality, planned Parks and Recreation System

OPEN + GREEN

Pilot Point prioritizes preserving greenspace that is publicly accessible. Floodplains are preserved for parks and trails; new communities are developed in patterns that preserve greenspace for community access.

- Expand public green space access, while protecting, restoring, and enhancing habitats, natural areas, and floodplains

VIBRANT + THRIVING

The City is buzzing with activity. Downtown is filled with residents and visitors; vacancy rates are low as more businesses open shop; the growing network of parks and trails are filled with residents; and there is symbiosis between Pilot Point's culture and industries.

- Create, improve, and activate parks, trails, and gathering spaces for economic and social benefits

PRESERVED

Pilot Point embraces growth while preserving its history, culture, and who we are as we grow.

- Protect community heritage and the natural landscape, while guiding future growth, through proactive planning, design, and implementation

CHARMING

Homes, businesses, roadways, and public spaces are clean, well-maintained, and inviting – with patina in all the right places.

- Present an organized and welcoming set of recreation destinations for residents and visitors to enjoy and to communicate the character of Pilot Point

FUN

Pilot Point builds a sustainable economic and cultural ecosystem around differentiators such as the Lake and equestrian heritage. The City has a reputation as a recreational and tourism retreat rich with shopping, dining, nightlife, and hospitality offerings.

- Lean into strong roots and assets to craft unique experiences for a strong tourism sector and quality of life

CONNECTED + INTEGRATED

Connected + Integrated: Residents are well connected to their neighborhoods, the City as a whole, and the DFW region through a cohesive network of trails, sidewalks, parks, and infrastructure.

- Create a seamless network of trails, sidewalks, paths, parks, and destinations that provide transportation options, recreation opportunities, and commuting paths

INFORMATIVE + COLLABORATIVE

City Staff and Leadership, businesses, and residents proactively communicate and work together in good faith. The community can trust the City to be transparent as appropriate, and the City can trust the community to be a partner.

- Work together to collaborate, plan, design, construct, and activate future improvements for favorable results

VISION: PARKS AND RECREATION SYSTEM

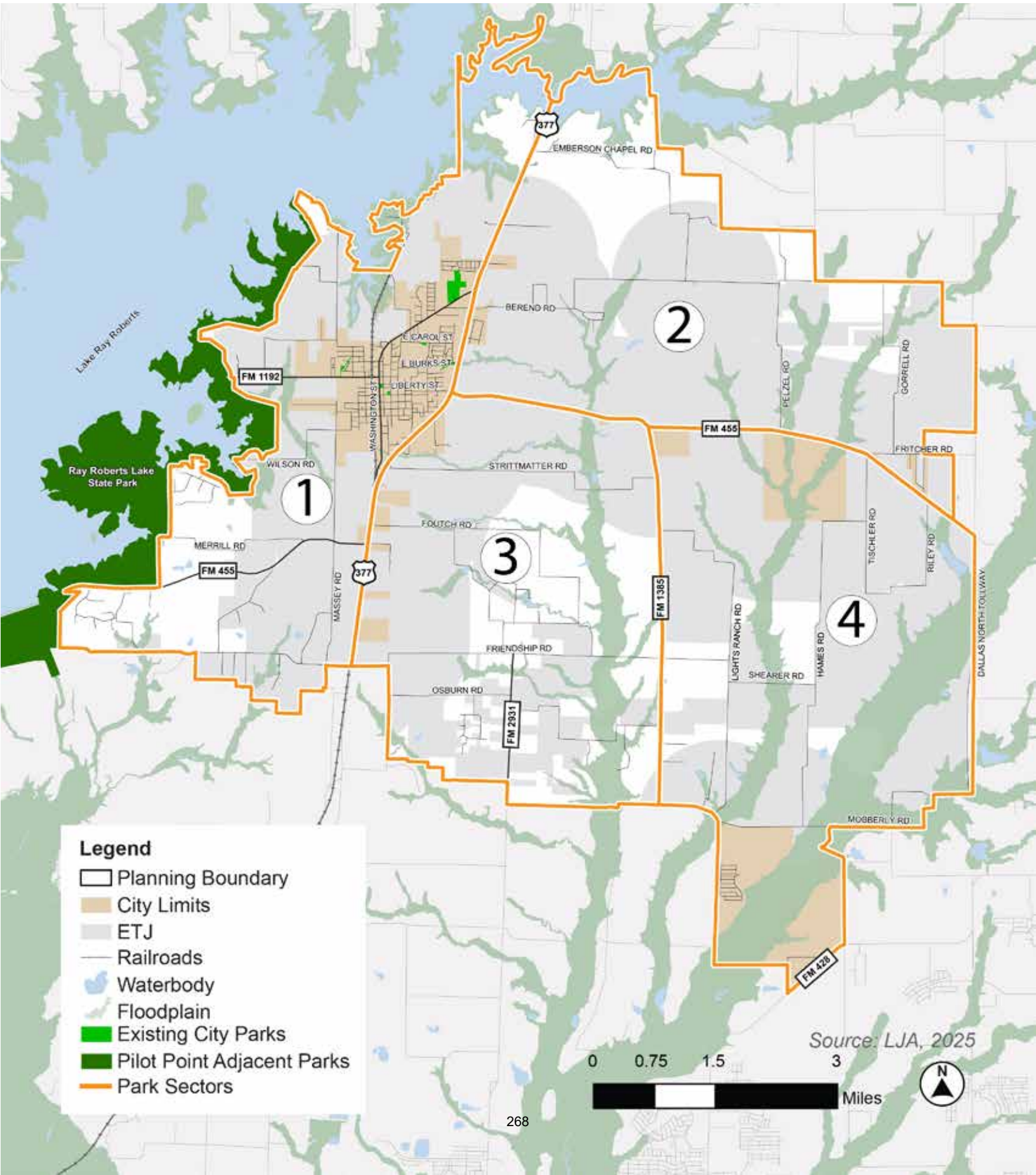
This Parks and Recreation Master Plan provides a blueprint for long-term resilience by:

- Enhancing recreational opportunities and green spaces.
- Expanding connectivity and access through trails and pedestrian infrastructure.
- Preserving natural landscapes while guiding new growth.
- Strengthening economic vitality and social connections through tourism, partnerships, and funding innovation.

The Pilot Point Parks and Recreation Master Plan is a visionary, community-led strategy designed to elevate the city's quality of life while honoring and enhancing its rich heritage, natural environment, and recreational traditions. New master-planned communities will integrate complementary neighborhood parks, trails, amenities, and retail/dining options to connect key destinations, such as schools, parks, and public buildings.

With limited staffing, funding, and control over new development, the Plan leverages low-cost, community-driven initiatives and strategic partnerships to create a connected, vibrant, and resilient Pilot Point. This Plan prepares Pilot Point for future challenges such as increasing population, extreme weather, economic shifts, and infrastructure needs.

Map: Four Sector Approach



FOUR SECTOR APPROACH TO PARKS + RECREATION

A key feature of the Plan is the organization of the city into four distinct geographic Sectors for future parks and recreation improvements and programming. Each of the four Sectors focus on different sports for potential league play to ensure a diverse spread of parks and recreation offerings. Each sector will have its own signature facilities, distinct from the others, and will provide local access of park and recreation facilities for each sector of the city. As shown on the previous page, Sector 1 (West) is west of US 377, Sector 2 (North) is northeast of US 377 and FM 455, Sector 3 (Southwest) is between US 377 and FM 1385, south of FM 455, and Sector 4 (Southeast) is between FM 1385 and Dallas North Tollway, south of FM 455. Dividing the city into Sectors in this manner will ensure an organized and hyperlocal approach to access and distribution of parks and recreation facilities and programming, while ensuring the community can have a complete set of unique facilities when combined together.

Another key feature of this Parks and Recreation Master Plan is the organization of System elements into four categories for future parks and recreation improvements and programming. Whereas the Sectors organize the System into four geographies/areas, these organize the System into different types of features, facilities, programming, and initiatives that will result in a healthy and robust Parks and Recreation System.

PLAY + REFLECT:

This section establishes inclusive, multi-use recreational spaces that inspire active play and quiet reflection. By incorporating sport-specific community parks, reflective garden corners, educational signage, and seasonal outdoor programming, the Plan nurtures both physical vitality and cultural engagement—especially in Zone 1, where a multi-generational facility and library set the standard for the community to enjoy.

TRAILS + CONNECTIVITY:

This section envisions a cohesive network of safe, accessible trails, sidewalks, and public spaces that seamlessly connect the four recreational zones with neighborhoods, schools, and Downtown. Through volunteer-led maintenance, accessibility enhancements, and the integration of multi-use pathways (including equestrian routes), the Plan fosters active transportation and a well-connected community.

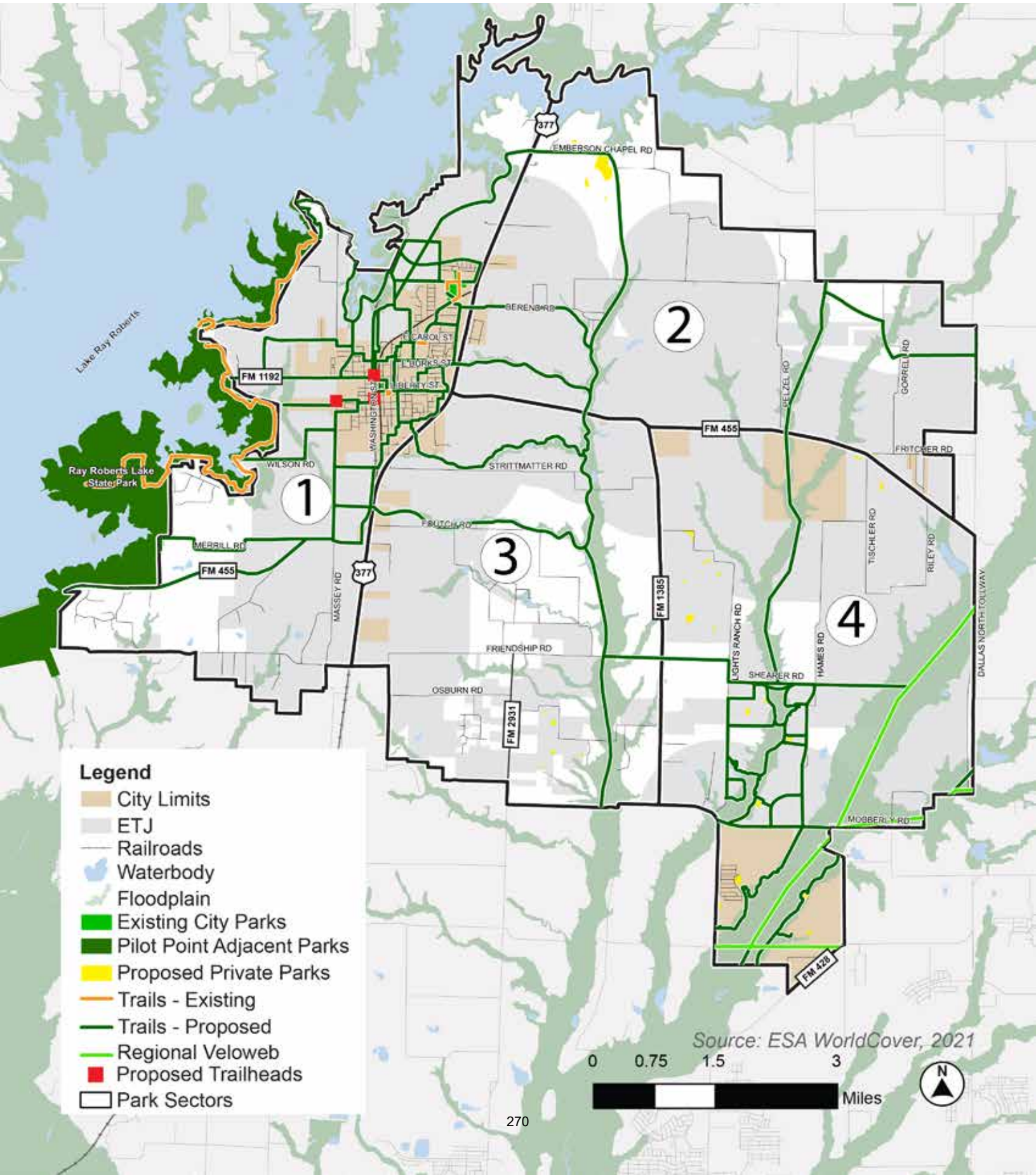
NATURE + TREES:

Focused on enhancing and preserving Pilot Point's natural landscape, this section outlines community-led initiatives for native tree plantings, habitat restoration, and the development of scenic, functional trails. These efforts support preservation of the rural landscape and nature stewardship, ensuring that the city's greenspaces remain open, green, and multi-functional for future generations.

GATHER + CELEBRATE:

Aimed at creating vibrant public spaces and a distinctive, low-cost events calendar, this section transforms key venues—such as the Downtown Square and community parks—into dynamic gathering spots. By supporting grassroots events, engaging local businesses, and building regional partnerships, the Plan celebrates Pilot Point's unique heritage, recreational culture, and community spirit, driving local tourism and economic vitality.

Map: Parks + Recreation Vision



PLAY + REFLECT

Parks are more than just open spaces—they are where residents of all ages play, relax, and recharge. This section takes a deep dive into how Pilot Point can enhance its recreation spaces to provide opportunities for physical activity, creative play, and peaceful retreat. From modernized playgrounds and splashpads to shaded walking trails and quiet reflection areas, this section outlines the City's approach to multi-generational recreation. We explore the importance of inclusive and nature-based play spaces, as well as how investments in mental and physical wellness through park amenities can improve quality of life for all.

PLAY + REFLECT CONTEXT

The following insights highlight key industry benchmarks, emerging priorities, and specific demands driven by Pilot Point's growth and demographics.

COMMUNITY FEEDBACK

The feedback gathered from community engagement events and surveys provided valuable insight into the community's priorities for parks in Pilot Point. This input was carefully assessed and incorporated into the Play + Reflect Vision. Through this effort, stakeholders consistently highlighted the following priorities:

COMMUNITY MEMBERS EXPRESS A FONDNESS FOR NATURE AND OPEN SPACES IN PILOT POINT AND HOPE NATURE-BASED SPECIAL PLACES CAN BE IN PILOT POINT'S FUTURE.

- A significant 87% of Survey respondents expressed a desire for more parks, trails, and protected open spaces. Residents emphasized the need for expanded and modernized parks, particularly multi-use spaces.
- 29% of Survey respondents reported being satisfied or very satisfied with Parks and Recreation in Pilot Point, indicating room for enhancements.
- There is strong community support for a multi-generational recreation center featuring a gym, meeting spaces, and indoor courts.
- The community repeatedly expressed needs for additional pickleball courts, soccer fields, baseball and softball fields, a public swimming pool, and more splashpads.
- Expanding programming, increasing study spaces, and constructing a new library or community center to better serve the growing community is desired.
- There is strong interest in additional playgrounds, sports fields, and adventure parks for youth-oriented amenities.
- Parents and caregivers emphasized the need for shaded play areas, ADA-accessible parks, and toddler-friendly zones to create more safe and inclusive playgrounds and recreational spaces.

TRENDS + DATA

The National Recreation and Park Association (NRPA) gathers data annually from park and recreation agencies nationwide to assemble a clear overview of park and recreation agencies' performance. In the 2024 NRPA Agency Performance Review, information and trends are provided to allow agencies to compare their own performance metrics with those of other U.S. agencies to identify areas of excellence and areas for potential improvement. The report encourages cities to review the information and then customize their parks and recreation systems to meet the unique context, character, and vision of their community. Provided below are some highlights relating to Play + Reflect:

- Park access remains a priority, with the typical U.S. city having one park for every 2,386 residents, while smaller jurisdictions average one park per 1,172 residents.
- Recreation center demand is high, as 62% of agencies operate such facilities, reinforcing the need for indoor community spaces
- Programming trends indicate strong participation in special events (89%), social recreation programs (88%), and team sports (86%).
- Additionally, high-priority amenities include pickleball courts, fitness enhancement classes, and swimming pools.
- Community centers also play a vital role, with 59% of agencies providing these spaces to support expanded library services and multi-use facilities.
- Growing emphasis on nature-based recreation through eco-friendly parks, reforestation projects, and passive recreation spaces.

Beyond national benchmarks, emerging trends show increasing interest in health and wellness initiatives, including outdoor fitness areas, yoga spaces, and mental wellness programs. Resilience is also a focus, with communities prioritizing eco-friendly play structures, multi-functional park designs, features to reduce urban heat island effects, stormwater management, and other System features.

FUTURE DEMAND

Data from Esri informs the picture of future demand for Play + Reflect in Pilot Point. Pilot Point's population is projected to grow from 7,507 in 2024 to 10,144 by 2029, increasing demand for parks and recreational facilities. Household composition indicates that 72% of households are families, reinforcing the need for family-oriented recreational amenities. The following age distributions further define specific community needs:

- 22% of residents under 18 show a strong demand for playgrounds and youth sports facilities.
- 60% of adults between the ages of 18 and 64 desire fitness opportunities and organized sports leagues.
- 17% of residents aged 65 and older demonstrate a growing interest in spaces for reflection, walking trails, and community gardens.

The city's median household income of $93,268 suggests the potential for public-private partnerships to enhance recreational infrastructure. Additionally, recreation expenditures reflect a strong engagement in organized sports, with residents currently spending approximately $400,942 on participant sports fees and over $1 million on sports, recreation, and exercise equipment each year, demonstrating a significant demand for athletic, recreation, and fitness amenities. Projecting how these numbers will increase with Pilot Point's growing population, poised for extension of the Dallas North Tollway, US 377, and Denton County Outer Loop, paints a picture of extensive Play + Reflect spending that Pilot Point can capture in its limits.

ECONOMIC + FISCAL BENEFITS

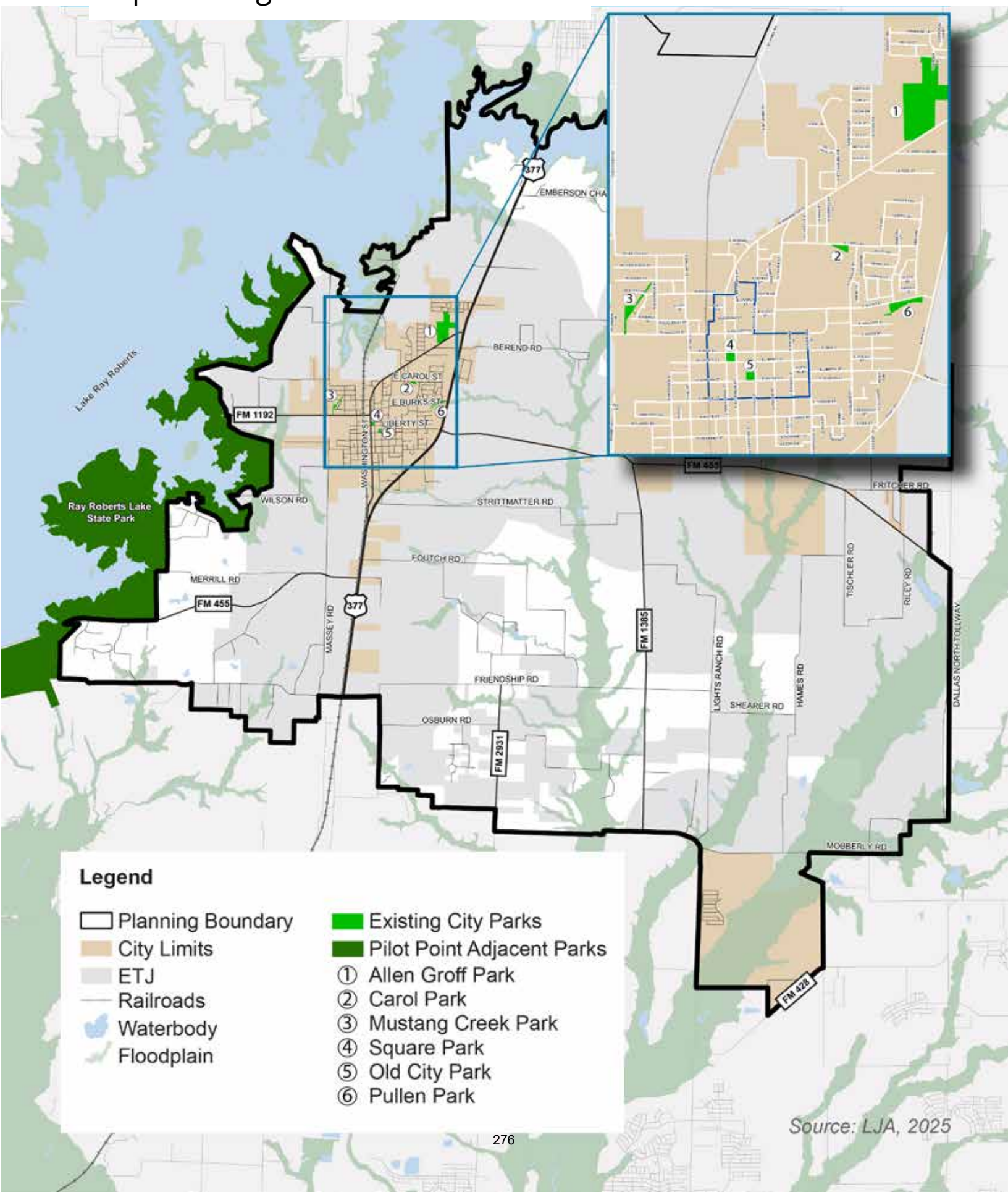
Investing in parks and recreational spaces yields substantial economic and fiscal benefits for communities like Pilot Point. Local park and recreation agencies across the United States generated more than $201 billion in economic activity and supported over 1.1 million jobs in 2021 through their operations and capital spending. Beyond direct economic contributions, parks enhance property values, with homes near well-maintained green spaces experiencing value increases of up to 20%. This appreciation not only benefits homeowners but also boosts municipal property tax revenues.

Moreover, accessible parks promote physical activity, leading to improved public health and reduced healthcare costs. Communities with ample green spaces see decreased rates of chronic diseases, translating to significant medical cost savings. Parks also serve as catalysts for tourism, attracting visitors for various recreational activities and events, which stimulates local economies through increased spending in hospitality and retail sectors. Investments in parks and recreation infrastructure are recognized by 94% of adults as important for promoting economic activity in their communities. By prioritizing the development and maintenance of parks and recreational facilities, Pilot Point can enhance quality of life, stimulate economic growth, and foster a vibrant, healthy community.

EXISTING PARKS

The City of Pilot Point owns and maintains five public parks within its city limits, only two of which are improved: Allen Groff III Memorial Ballpark (improved), Old City Park (improved), Carol Park (unimproved), Mustang Creek Park (unimproved), and Pullen Park (unimproved). The Downtown Square, although not a formally dedicated park, is provided in the existing level of service as it is the major gathering space for the city now and is envisioned to be a "crown jewel" of the Parks and Recreation System in the heart of the city. Pilot Point-adjacent parks to the west (in Ray Roberts Lake State Park) are also shown since they provide extensive and accessible Play + Reflect areas for residents and visitors in close proximity.

Map: Existing Parks



ALLEN GROFF III MEMORIAL BALLPARK

LOCATION:

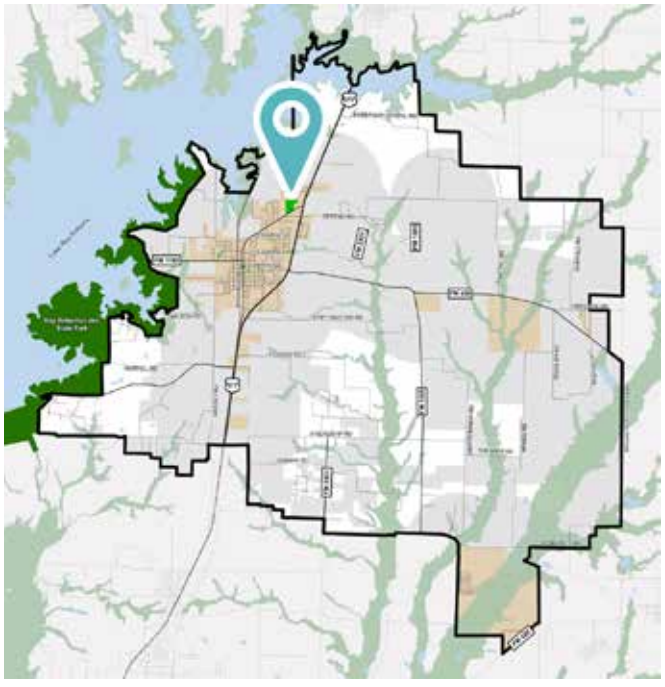
On the north side of N. Washington St.

APPROXIMATE AREA:

33 Acres

AMENITIES:

Sports Courts and Fields, Lighting, trees, picnic tables, playground



CAROL PARK

LOCATION:

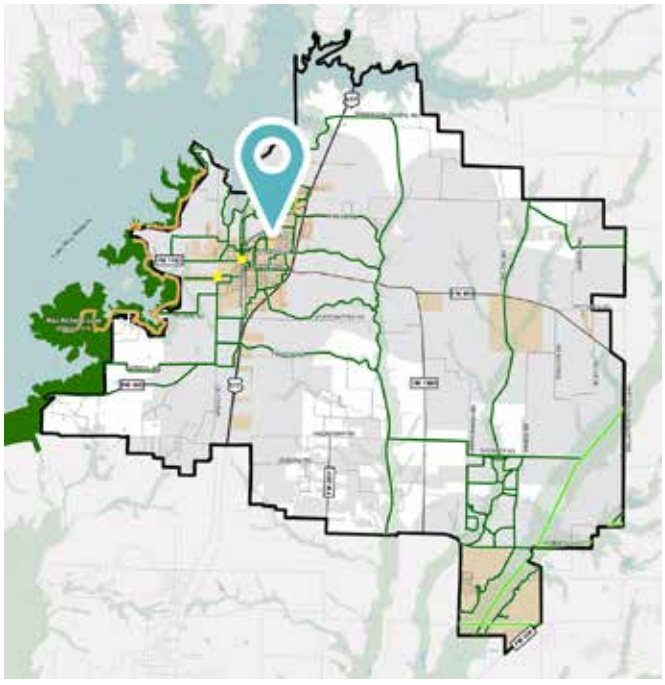
South side of E. Carol St., on the north side of Pilot Point Elementary School

APPROXIMATE AREA:

1 Acre

AMENITIES:

Benches, trees



MUSTANG CREEK PARK

LOCATION:

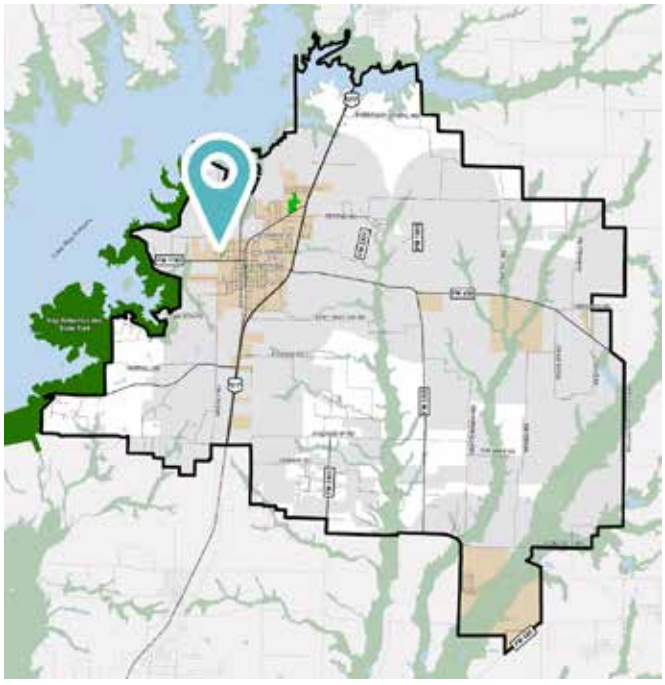
Between W. Gould St. and W Walcott St.

APPROXIMATE AREA:

2.5 Acres

AMENITIES:

Unimproved



DOWNTOWN SQUARE

LOCATION:

Downtown, between Main St. and Liberty St.

APPROXIMATE AREA:

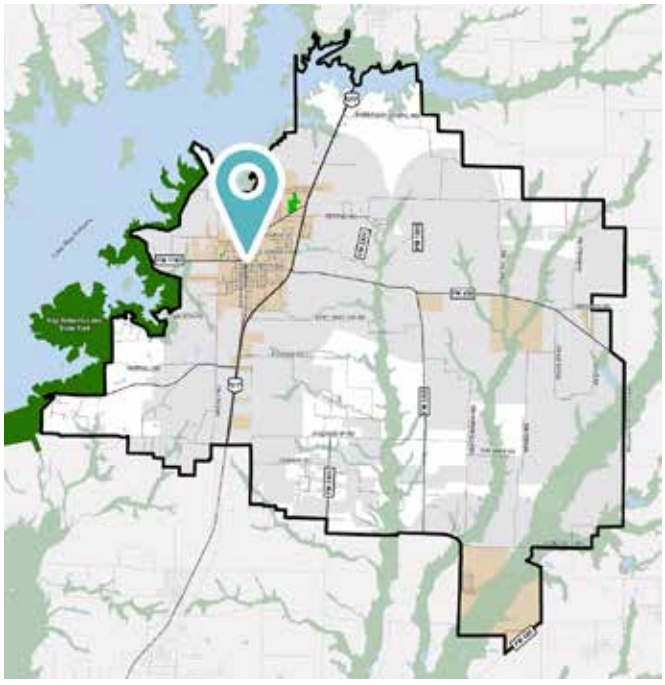
1.1 Acre

AMENITIES:

Gazebo, benches, memorials, lighting, parking

NOTE:

Not formally dedicated as a park



OLD CITY PARK

LOCATION:

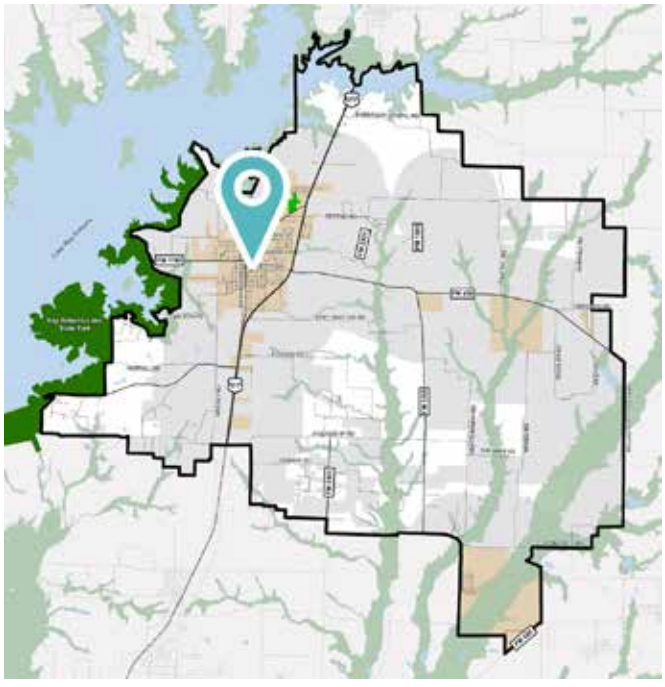
On the northwest corner of E. Division St. and S Church St.

APPROXIMATE AREA:

1 Acre

AMENITIES:

Basketball Courts, lighting, trees. picnic tables, playground, splash pad



PULLEN PARK

LOCATION:

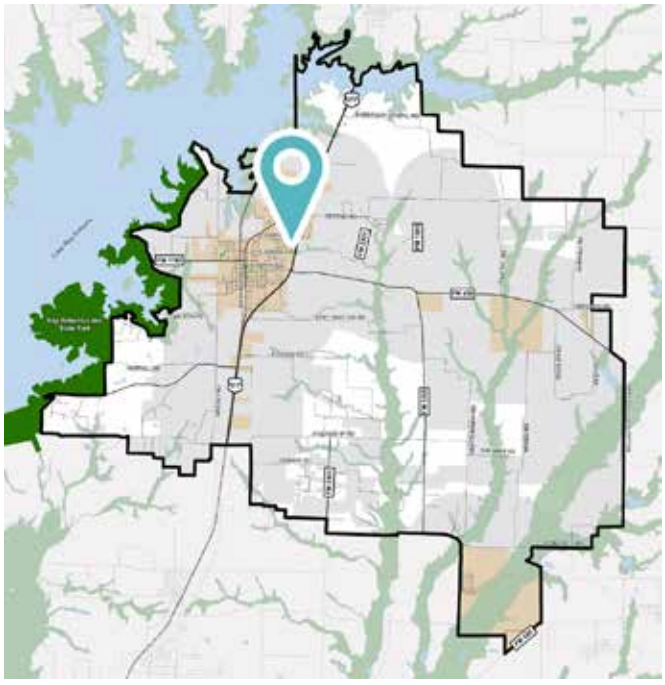
Southside of E. Burk St.

APPROXIMATE AREA:

2.2 Acres

AMENITIES:

Existing Trees / Unimproved



NEIGHBORHOOD OR PRIVATE PARKS

LOCATION:

Several neighborhoods and schools in Pilot Point have parks that could possibly be accessed, if agreements are completed.

AMENITIES:

Playground, pool, trees, shade structures

RAY ROBERTS LAKE STATE PARK

LOCATION:

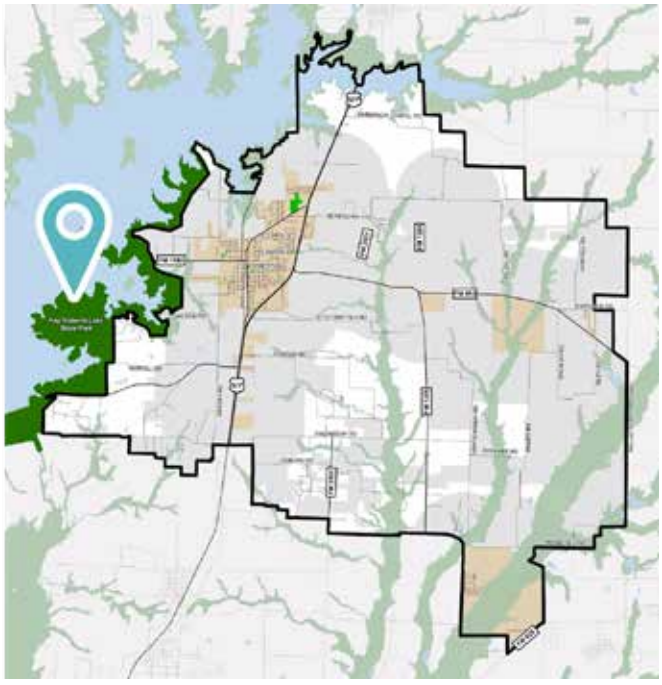
East shore of Ray Roberts Lake

APPROXIMATE AREA:

3,777 Acres

AMENITIES:

Picnic areas, swimming beach, fishing, boat ramps,
multi-use trails, lodging, marina, restrooms, showers



PLAY + REFLECT EXISTING LEVEL OF SERVICE

The National Recreation and Park Association (NRPA) provides benchmarking data. Provided below are some key findings from the 2024 NRPA Agency Performance Review and are utilized here to evaluate Pilot Point's existing Play + Reflect offerings. NRPA emphasizes that optimal parkland acreage and some of the items listed below can vary based on specific community needs, population density, and local priorities. Therefore, while the benchmarks offer a reference point, Pilot Point should assess its unique demographic and geographic factors to determine the appropriate Play + Reflect features that best serves the residents.

PARK FACILITIES

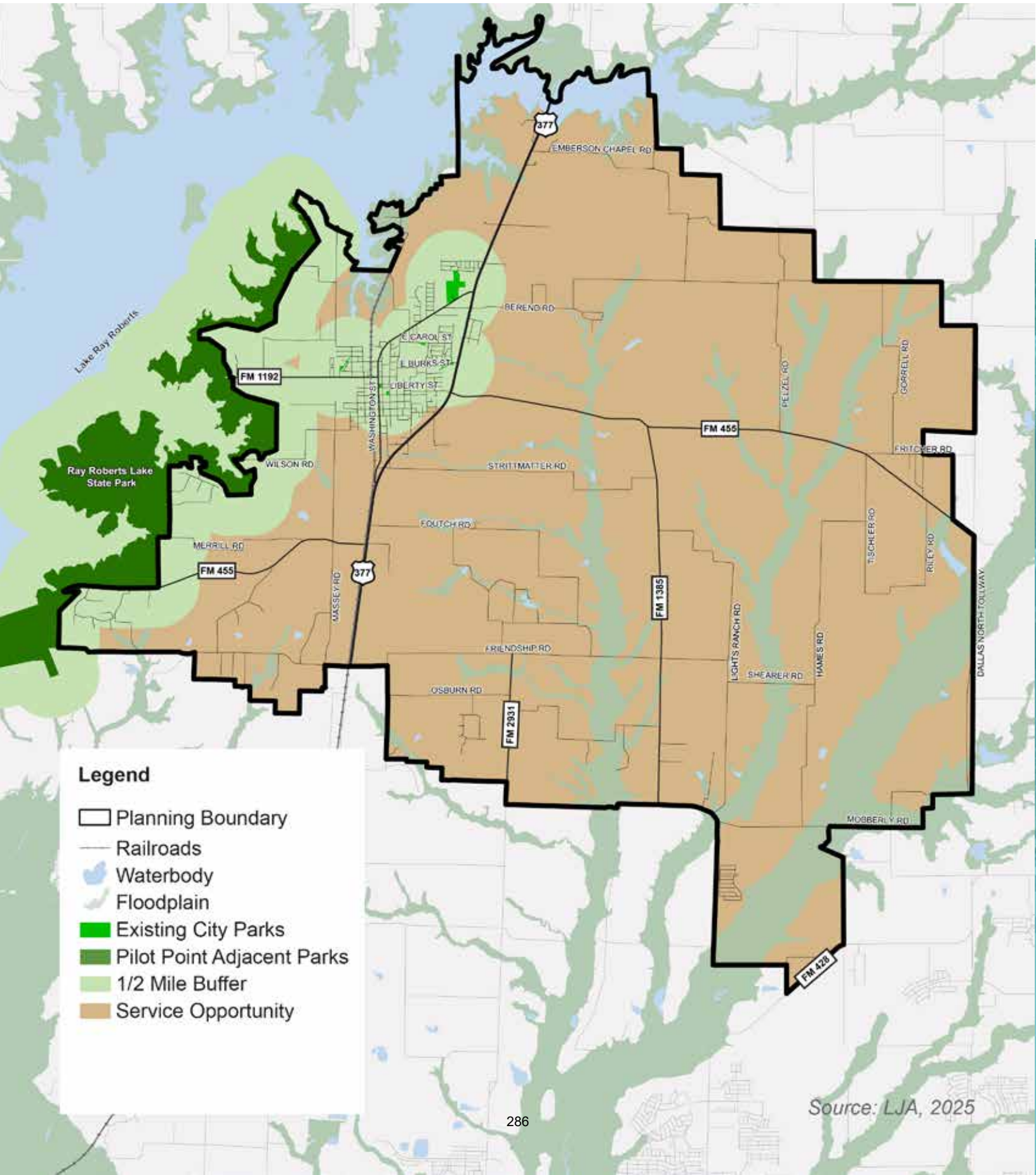
- Residents per park: Typically, there is one park for every 2,386 residents. For jurisdictions with populations less than 20,000, this ratio improves to 1 park per 1,172 residents.
  - Based on the Planning Area's estimated 7,507 residents, 6.41 parks would be provided. In Pilot Point, there are five parks, but only two of them have park improvements.
- Acres of parkland per 1,000 residents: The typical park and recreation agency has 10.6 acres of parkland for every 1,000 residents in the jurisdiction. Agencies serving fewer than 20,000 people typically offer 12.6 acres per 1,000 residents.
  - Based on the Planning Area's estimated 7,507 residents, 94.59 acres would be provided. Pilot Point has approximately 39.7 acres of parkland in the Planning Area.
- Outdoor park and recreation facilities: prevalence and population per facility – An overwhelming majority of park and recreation agencies have playgrounds (93 percent), diamond fields (85 percent) and basketball courts (84 percent) in their portfolio of assets.
  - Pilot Point has all of these facilities at Allen Groff III Memorial Ballpark.
- Indoor park and recreation facilities: prevalence and population per facility – A majority of agencies offer community centers and recreation centers; two in five agencies offer senior centers and performance amphitheaters.
  - Pilot Point has a small community center, but it does not have recreation amenities, fitness equipment, or an amphitheater. The Community Center has a multi-functional space and a small kitchen for senior activities and community events.

PROGRAMMING

- Key programming activities include themed special events, social recreation events, team sports, fitness enhancement classes, and health and wellness education.
- Targeted programs for children, older adults and people with disabilities – 83% of agencies offer summer camp to their communities' younger residents.

To assess the current level of service for parks in Pilot Point, existing public parks (represented in green) and Pilot Point adjacent parks (represented in dark green) were mapped, located on the next page. A half-mile (0.5-mile) service and utilization buffer (depicted in light green) was applied to illustrate areas within feasible walking distance. Regions outside this buffer were identified as service gaps and highlighted as potential opportunities for future park development (shown in light brown). This analysis indicates a widespread need for additional parks throughout Pilot Point.

Map: Existing Parks Level of Service



VISION: PLAY + REFLECT

Pilot Point envisions a dynamic and inclusive park system that nurtures both recreation and reflection, ensuring all residents have access to vibrant outdoor spaces that enhance physical and mental well-being. Our parks serve as the heart of the community—where families gather, children explore, and individuals find solace in nature. As Pilot Point grows, we will protect and expand open spaces, integrating high-quality amenities while preserving our rural charm and natural beauty. From active recreation to serene spaces for relaxation, our parks will celebrate Pilot Point's heritage, encourage healthy lifestyles, and foster a deep connection between people and place.

GOAL: ORGANIZE

This Plan organizes the city into four distinct geographic Sectors for future parks and recreation improvements and programming. Each of the four Sectors focus on different sports for potential league play to ensure a diverse spread of parks and recreation offerings. Each Sector will have its own signature facilities, distinct from the others, and will provide local access of park and recreation facilities for each Sector of the city.

SECTOR 1 (WEST):

Located west of US 377, this Sector builds upon the more existing and developed portion of Pilot Point. It is adjacent to Ray Roberts Lake State Park on its west side.

- Signature Facilities: Multi-generational Recreation Center and Library
- League Sports: Baseball and Softball
  - 4 to 6 field baseball/softball complex
  - Concessions
- Sector Features:
  - Indoor gymnasium, walking track, fitness center, and indoor pool
  - Expanded library with digital learning spaces
  - Multipurpose rooms for community events, esports, and youth programs

SECTOR 2 (NORTH):

Located east of US 377 and north of FM 455, this Sector has Lake adjacency on its north side and spans from US 377 to Dallas North Tollway.

- Signature Facility: Adventure Playground with Obstacle Course
- League Sports: Tennis and Pickleball
- Sector Features:
  - Skate plaza, pay-to-play course, zip lines
  - Meditation gardens and sensory walking paths
  - Shaded seating areas and quiet reflection spaces

SECTOR 3 (SOUTHWEST):

Located between US 377 and FM 1385, south of FM 455. This Sector has a large, High Priority Greenbelt running north-south along the Pecan Creek floodplain and has numerous ranches and farms.

- Signature Facility: Nature Center + Preserve
- League Sports: Frisbee Golf, Golf, and Basketball
- Sector Features:
  - Integrated nature trails, water play area, and reflection gardens/ arboretums
  - Educational/interactive nature center
  - Pavilion for family gatherings and picnics

SECTOR 4 (SOUTHEAST):

Located between FM 1385 and the Dallas North Tollway, south of FM 455. This Sector has two High Priority Greenbelts running generally north-south, along two floodplain areas.

- Signature Facility: Multi-sport Field Complex
- League Sports: Soccer and Football
  - Synthetic turf fields for soccer, flag football, youth leagues
- Sector Features:
  - Dog park
  - Splashpad
  - Fishing pond

GOAL: 10-MINUTE WALK

Pilot Point is committed to ensuring that residents have access to high quality parks and green spaces within a 10-minute walk of their home. This vision prioritizes hyperlocal facilities, safe access, and seamless connectivity between parks, neighborhoods, and key destinations. The City will begin and/or continue to:

- Expand park availability, in areas without parks, through strategic land acquisition and partnerships.
- Utilize shared-use agreements with schools, churches, and private developments to maximize park access.
- Activate underutilized spaces by developing pocket parks, community gardens, and flexible recreation areas.
- Improve existing park facilities and maintenance to enhance recreation experiences.
- Provide ADA-compliant features in new and existing parks to improve access for all abilities.

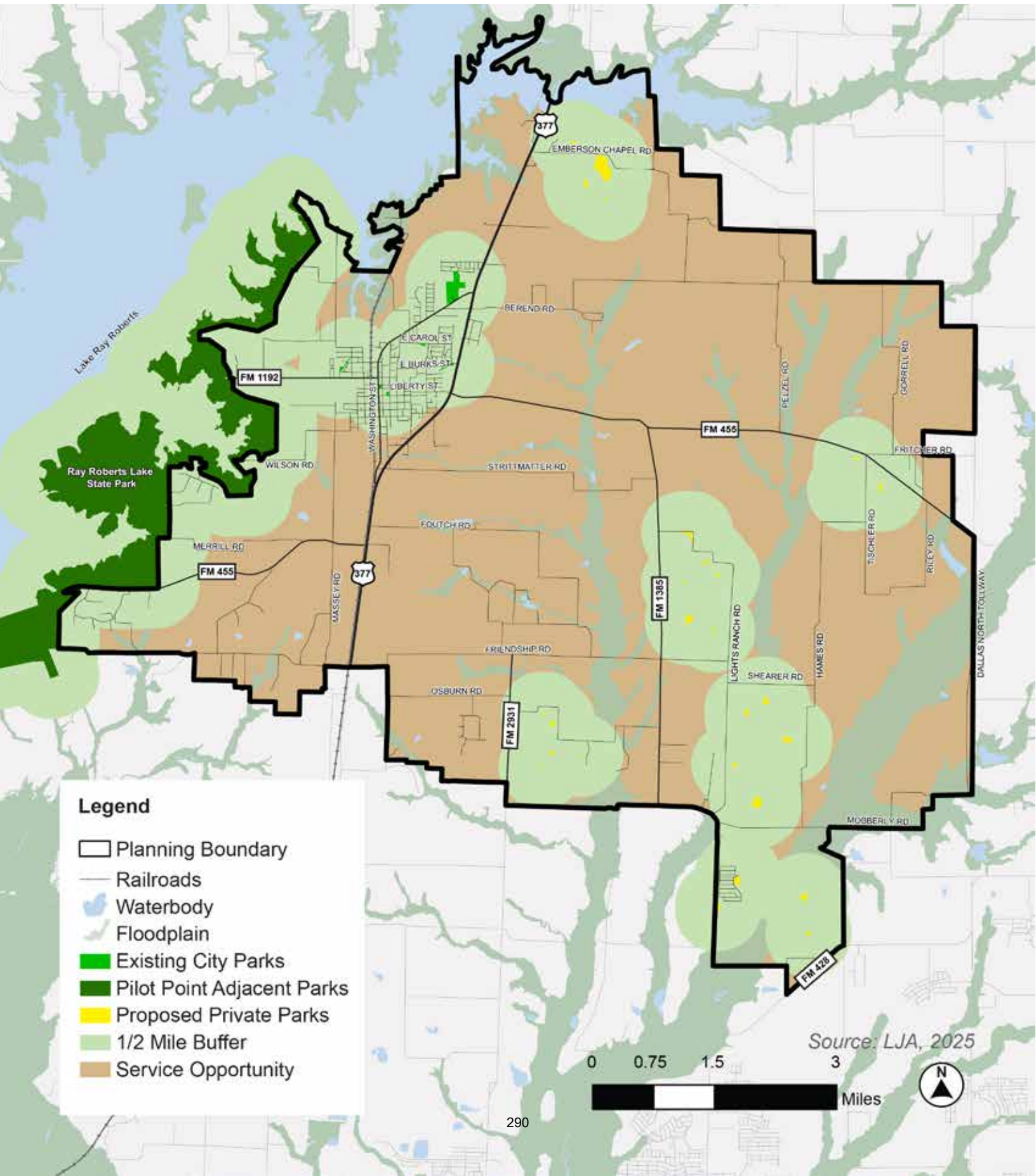
GOAL: MULTI-USE SPORTS + WELLNESS FACILITIES

Future park and recreation planning in Pilot Point will emphasize versatile, multi-use facilities that serve people of diverse ages, interests, and abilities. These spaces will encourage year-round engagement, active lifestyles, and social connections. The City will begin and/or continue to:

- Develop multi-sport athletic complexes that accommodate youth and adult leagues and informal play.
- Create flexible indoor and outdoor recreation areas for fitness, wellness, and community programs.
- Design multi-generational recreation areas, including:
  - For Youth: Playgrounds, splashpads, and skate plazas/features.
  - For Adults: Fitness stations, jogging trails, and sports courts.
  - For Seniors: Shaded seating, accessible pathways, and low-impact exercise zones.

Anticipated Parks Level of Service
To assess the anticipated future level of service for parks in Pilot Point, the map on the next page integrates proposed private parks (yellow) with existing public parks (green) and adjacent parks (dark green). A 0.50-mile service and utilization buffer (light green) has been applied to identify areas with walkable park access and highlight opportunities for future park development (light brown). While the anticipated parks level of service covers most of Pilot Point's city limits, significant portions of the extraterritorial jurisdiction (ETJ) and areas designated for potential growth remain underserved in terms of parks and recreation amenities.

Map: Anticipated Parks Level of Service



IMPLEMENTATION: PLAY + REFLECT

STRATEGY: EXPANSION

- Revise the Subdivision Ordinance to require public park dedication and development to meet level of service standards (half-mile buffers), ensuring connectivity through existing or planned recreation facilities. Develop a neighborhood park level of service and associated fee estimate that includes amenities based on community feedback, best practices, and national trends. Neighborhood parks should include, at minimum, a playground, trash can, bench, lighting, irrigated trees, and parking spaces.
- Revise the Code of Ordinances to require a minimum of 20 percent of gross acreage in new Master Planned Communities and Planned Development Districts be designated as usable public parks and open space, including for commercial, residential, and mixed-use projects.
- Collaborate with Pilot Point ISD to establish a joint-use agreement, allowing shared access to school playgrounds and recreational assets during designated times to enhance community park access.
- Conduct an evaluation on existing City or PPMDD-owned land that can be utilized for parks and recreation amenities.
- In partnership with the PPMDD, adopt a policy to actively acquire new parkland in areas that are currently outside of the 10-minute walk (i.e. half a mile) to a park. Utilize parkland dedication fees that have been collected and/or public-private partnerships to attain park land in underserved areas, along the three High Priority Greenbelt Corridors, and/or adjacent to Lake-adjacent properties.
- Acquire and/or designate land for the Signature Facility in Sector 1.
- Acquire and/or designate land for the Signature Facility in Sector 2.
- Acquire and/or designate land for the Signature Facility in Sector 3.
- Acquire and/or designate land for the Signature Facility in Sector 4.
- Expand parkland acreage following NRPA guidelines to maintain a balance of a minimum of 10.6 acres per 1,000 residents.

STRATEGY: FACILITIES + DEVELOPMENT

- Commission a Park Master Plan for Allen Groff III Memorial Ballpark.
- Commission a Park Master Plan for Carol Park.
- Commission a Park Master Plan for Old City Park.
- Commission a Park Master Plan for Mustang Creek Park
- Commission a Park Master Plan for Pullen Park.
- Commission a Design Schematic for Square Park.
- Commission a Community Center and Library Master Plan that provides an initial design program for the Sector 1 Signature Facilities. Incorporate features that can allow this facility to act as an emergency shelter during severe weather events.

STRATEGY: FEATURES + DESIGN

- Conduct an ADA assessment on Allen Groff III Memorial Ballpark and Old City Park to determine what types of retrofits can improve ADA accessibility. Can be accomplished through park design efforts for each park as well.
- Adopt a policy and standards for new parks to include drought-resistant landscaping, shade trees, and water-efficient features for water conservation to reduce urban heat effects. Evaluate Allen Groff III Memorial Ballpark and Old City Park to see where these features may be appropriate, and install them temporarily until the parks are master planned.
- Adopt a policy and standards for new parks to include green stormwater infrastructure, stormwater filtration features (ex. bioswales), and permeable paving (where practical) to minimize flooding risks and protect water quality.
- Adopt a policy and standards for new parks to include small, quiet garden areas and seating spots to encourage reflection and relaxation, as well as to provide sensory-sensitive buffers from louder play areas. Evaluate Allen Groff III Memorial Ballpark and Old City Park to see where these areas may be appropriate, and install them temporarily until the parks are master planned.
- Adopt a policy and standards for low-cost signage that highlights local history, native wildlife, and conservation efforts, linking to Texas Parks and Wildlife Department priorities.
- Adopt a policy and standards to develop parks with solar-powered charging stations, shaded pavilions, and emergency water access to serve as disaster relief centers.

STRATEGY: RECREATION

The actions in this section recognize that significant facility and staffing increases and improvements will be required to accomplish these. For this reason, these actions will be achieved in a different approach, phased over time, as facility construction and staffing occur.

- Establish a five-year phased plan to introduce league play, tournaments, and instructional programs aligned with each Sector's facilities, and include a staffing plan for additional personnel and their responsibilities. Prioritize youth and adult participation to maximize facility use and revenue generation.
- Implement at least three new programs per Sector utilizing any available areas and partnering with businesses and organizations when necessary or relevant, such as:
  - Youth: STEM-based outdoor camps, intro-to-sports leagues.
  - Adults: Fitness boot camps, recreational team sports.
  - Seniors: Low-impact exercise zones, social walking clubs.
- Develop annual flagship events per Sector, such as:
  - Sector 1: Baseball/softball tournaments, library literacy-athletic challenges.
  - Sector 2: Tennis/pickleball expos, skateboarding competitions.
  - Sector 3: Outdoor adventure races, birdwatching festivals.
  - Sector 4: Soccer and football youth championships, water-based recreation days at fishing ponds.
- Develop a dedicated digital hub and the associated programming to populate it:
  - Online program registration, league sign-ups, and facility reservations.
  - Real-time event notifications, fitness tracking incentives, and gamified community challenges.
  - Structured after-school sports and arts programming in partnership with schools.
  - Summer camps focusing on fitness, outdoor education, and recreation safety.

TRAILS + CONNECTIVITY

Pilot Point's future is one of movement—both in how people connect to parks, neighborhoods, and destinations, and in how the city grows in a way that prioritizes accessibility and mobility. This section explores how an expanded trail network, improved pedestrian and bicycle infrastructure, and strategic connectivity investments will transform Pilot Point into a truly walkable and bike-friendly community. With a focus on linking parks, schools, neighborhoods, and key destinations, we examine how thoughtful planning can enhance recreation, increase safety, and boost economic vitality. Whether it is multi-use trails, safe crossings, or new pathways, this section outlines the roadmap for a connected and active Pilot Point.

TRAILS + CONNECTIVITY CONTEXT

The following insights highlight key industry benchmarks, emerging priorities in pedestrian and bicycle infrastructure, and specific demands driven by Pilot Point's growth and community feedback.

COMMUNITY FEEDBACK

Throughout the planning process, trails and connectivity emerged as a key priority. Residents consistently expressed the desire for improved pedestrian and bicycle infrastructure, particularly between parks, neighborhoods, schools, and Downtown Pilot Point. The following feedback highlights Pilot Point's strong interest in expanding and enhancing its trail network:

COMMUNITY MEMBERS WANT SAFE, PEDESTRIAN AND BIKE-FRIENDLY ACCESS TO AND FROM RAY ROBERTS LAKE, DOWNTOWN PILOT POINT, AND SCHOOLS.

- Residents emphasize the need for trail connections linking parks, neighborhoods, schools, and Downtown.
- Many residents voice support for a trail connecting Downtown Pilot Point to Ray Roberts Lake State Park.
- Community members request improved crosswalks, lighting, wayfinding signage, and designated paths reflect a strong demand for better safety and connectivity measures.
- Many residents express frustration with disconnected sidewalks and missing bike infrastructure. Major roadways, such as US 377, can act as barriers to non-motorized movement, necessitating safe crossing points and integrated design solutions to ensure seamless connectivity without barriers.
- Given Pilot Point's equestrian culture and roots, residents are interested in integrating equestrian trails with multi-use paths.

TRENDS + DATA

The 2024 NRPA Agency Performance Review Report highlights several key trends relevant to Pilot Point's trail and connectivity needs. Agencies serving populations of 20,000 to 50,000 typically maintain around 10 miles of trails, underscoring the importance of developing connected trail networks. Rural communities like Pilot Point can particularly benefit from dedicated equestrian and multi-use trails, which also attract tourists. Additionally, improving sidewalks, crosswalks, and lighting is essential for enhancing accessibility to parks and trails. Many agencies are investing in wayfinding systems to improve the user experience, making it easier for residents and visitors to navigate these spaces. On a broader scale, national trends reveal a growing investment in pedestrian-friendly infrastructure, as cities work to improve walkability and access to recreational amenities. Following the pandemic, there has been a surge in trail usage, reflecting a strong preference for outdoor recreation. As Pilot Point continues to grow, it is crucial to proactively plan for the integration of greenways into future development to ensure continued connectivity and accessibility.

- Cities nationwide aim to ensure that every resident has access to a park or trail within a 10-minute walk, and they increasingly prioritize integrating parks with public transportation, bike lanes, pedestrian-friendly routes, and safe crossings.
- Agencies emphasize ADA compliance through connectivity, inclusive play spaces, and park and trail distribution throughout the system.
- Parks and trails contribute significantly to local economies through increased property values, tourism, and business activity.
- Investing in trails yields a strong return on investment (ROI), particularly when combined with commercial districts and outdoor recreation tourism.
- More cities are prioritizing bike lanes, pedestrian-friendly pathways, and greenbelts to enhance mobility and reduce car dependency.

FUTURE DEMAND

As Pilot Point continues to grow, the demand for trails, connectivity, and access will increase significantly, driven by population expansion, employment trends, and regional mobility initiatives. Esri data projects a substantial rise in commuter traffic, with over 93 percent of Pilot Point's workforce traveling outside the city for employment, reinforcing the need for multi-modal connections between neighborhoods, parks, and commercial hubs. With Pilot Point's population projected to grow from 7,507 in 2024 to 10,144 by 2029 according to Esri, the demand for pedestrian, bicycle, and trail connectivity will continue to rise. Currently, 74% of the workforce commutes alone by car, making alternative transportation infrastructure crucial for reducing congestion and promoting active transportation options. Additionally, fewer than 2% of residents walk to work, reinforcing the need for expanded sidewalk networks and multi-use trails to improve pedestrian mobility.

Currently, Pilot Point lacks sufficient sidewalk and trail infrastructure, limiting safe, non-vehicular mobility. The Dallas North Tollway (DNT) expansion and the Denton County Thoroughfare Plan will further integrate Pilot Point into the regional transportation network, creating opportunities for pedestrian and bicycle-friendly infrastructure to support sustainable growth. Additionally, the planned expansion of regional Greenbelts aligns with priorities for nature-based recreation and alternative transportation, positioning Pilot Point as a trail-oriented destination. Future investments can focus on shared-use paths, equestrian trails, and greenways, linking key destinations while enhancing economic development through trail-oriented businesses. Demand for eco-tourism and equestrian trails will expand as Pilot Point establishes itself as an outdoor recreation hub, while enhanced public trail access to Ray Roberts Lake and other regional parks will attract visitors and further support the local economy.

Future infrastructure demand is also influenced by changing lifestyle trends. Esri data indicates that residents spend approximately $2,255 per household annually on travel and $61 on sports events, highlighting a growing market for recreational trails and outdoor experiences. The Denton County Greenbelt Plan identifies Ray Roberts Greenbelt and Pecan Creek Greenbelt as priority areas for connectivity improvements, providing Pilot Point with an opportunity to expand its trail network and integrate with regional transportation systems.
To meet future demand, Pilot Point must expand its sidewalk infrastructure, develop multi-use trails, and enhance regional connectivity. As the Dallas North Tollway extends northward and transportation corridors expand, ensuring pedestrian-friendly development, safe crossings, and accessible trailheads will be essential. Investing in bicycle and pedestrian infrastructure will improve mobility, increase property values, and enhance the overall quality of life for residents

ECONOMIC + FISCAL BENEFITS

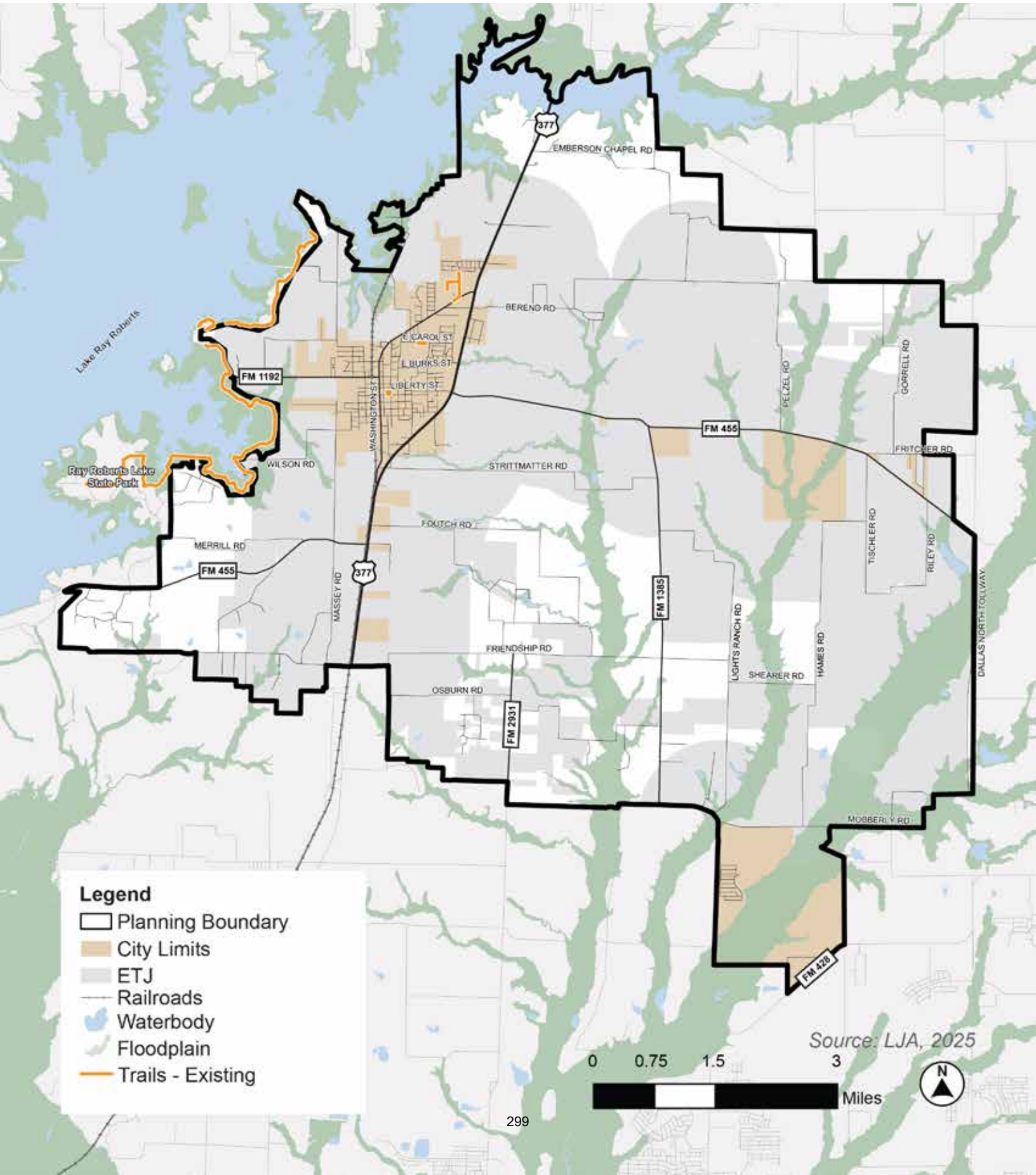
Investing in connectivity, access, and trails in Pilot Point offers substantial economic and fiscal benefits, enhancing property values, stimulating tourism, and promoting public health. Studies have demonstrated that proximity to parks and trails increases residential property values, leading to higher property tax revenues. Tourism is another significant economic driver. The development of trails and recreational facilities attracts visitors, generating direct spending in local businesses. Moreover, accessible parks and trails encourage physical activity, leading to healthcare cost savings.

Walkable communities tend to see higher foot traffic to local businesses, particularly in Downtown areas, boosting local spending. Expanding bike and pedestrian routes reduces traffic congestion, lowers public health costs, and reduces long-term infrastructure maintenance costs of roadways, benefiting both the environment and the community.
(TPL.org)

EXISTING TRAILS

Trail connectivity within the Pilot Point Planning Area is currently limited; however, new trails are being installed as part of ongoing development, and the City has actively pursued grant funding for improvements. Existing trail amenities include small loops within Old City Park and Allen Groff Park, as well as a trail/sidewalk running along Carol Park. The remaining trails are primarily located within Ray Roberts Lake State Park (adjacent to the Planning Area) and are utilized by both local residents and regional visitors. The following maps show the existing trail system in more detail.

Map: Existing Trails



CAROL TRAIL

LOCATION:

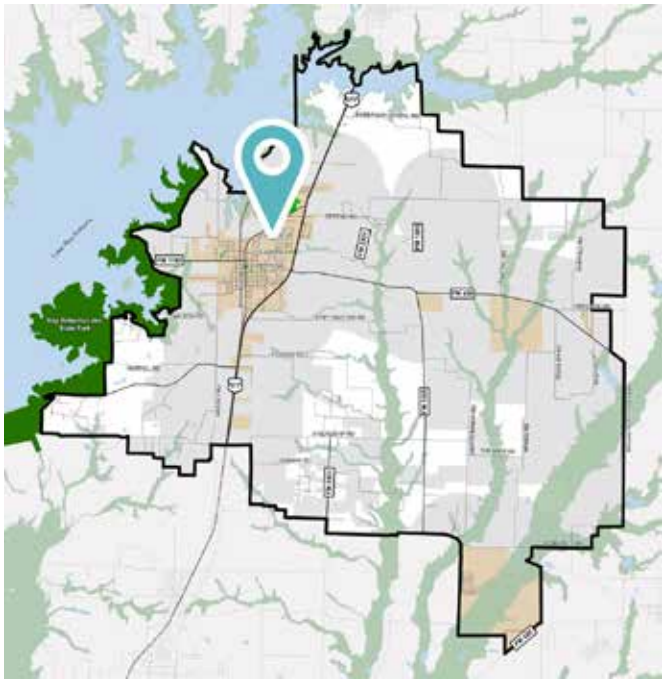
South side of E. Carol St., on the north side of Pilot Point Elementary School

APPROXIMATE LENGTH:

.11 Miles

AMENITIES:

Benches, trees



GROFF TRAIL

LOCATION:

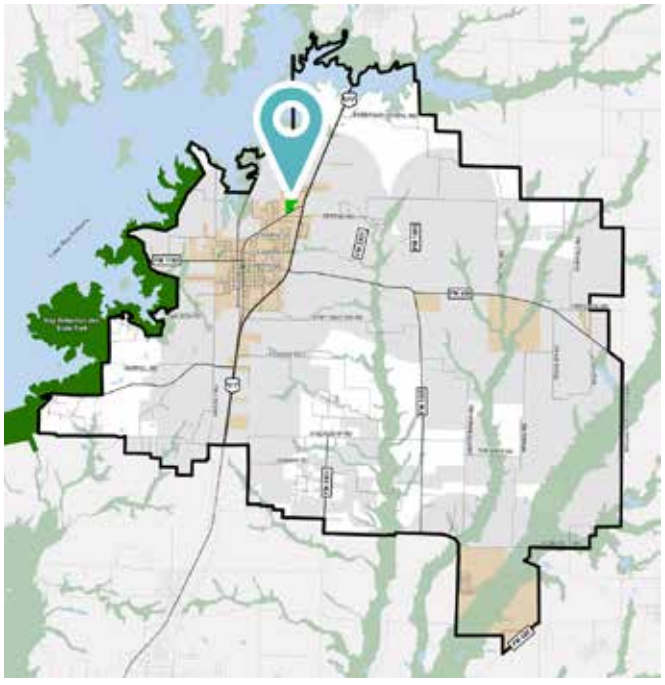
On the north side of N. Washington St., Approximately 1,000 feet west of US 377

APPROXIMATE LENGTH:

.83 Miles (partially unpaved)

AMENITIES:

Sports Courts and Fields, Lighting, trees, picnic tables, playground



NEIGHBORHOOD/ PRIVATE TRAILS

LOCATION:

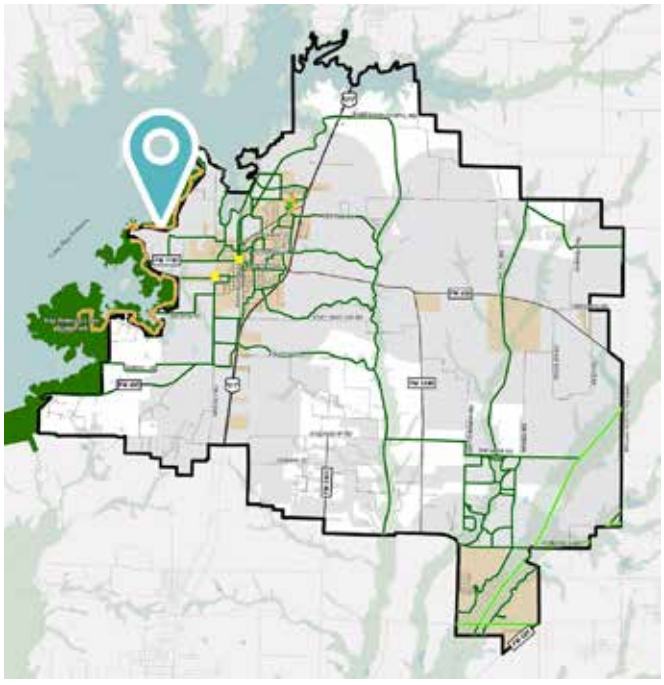
Several neighborhoods in Pilot Point have a network of sidewalks and trails that help connect the neighborhoods to destinations

ISLE DU BOIS AND JORDAN UNIT TRAILS

LOCATION:

Ray Roberts Lake State Park, between west side of planning area and Ray Roberts Lake

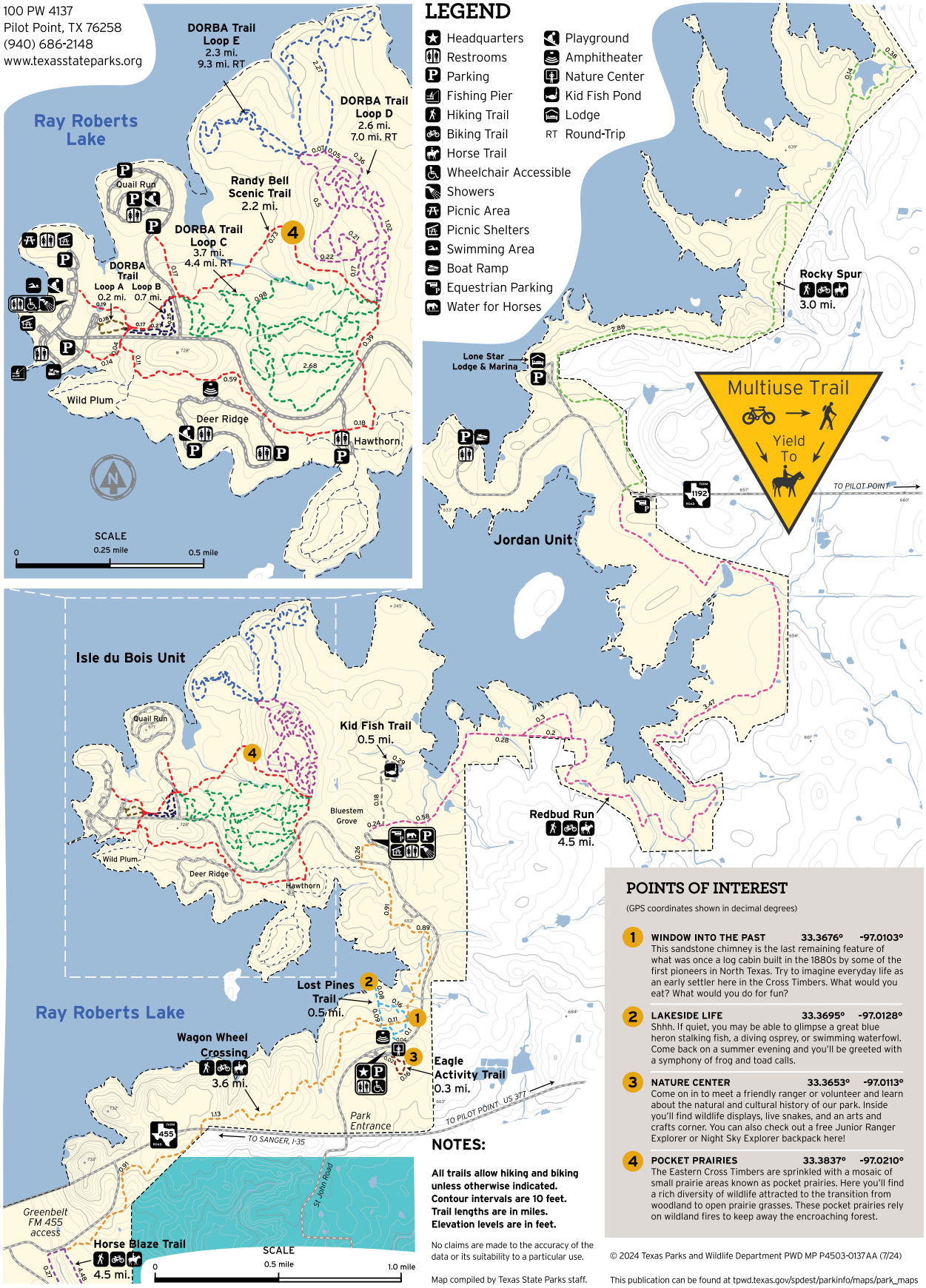
Trails network (shown on next page) owned and maintained by Texas Parks and Wildlife Department



Ray Roberts Lake State Park

Isle du Bois and Jordan Unit Trails Map

100 PW 4137
Pilot Point, TX 76258
(940) 686-2148
www.texasstateparks.org



LEGEND

- Headquarters
- Restrooms
- Parking
- Fishing Pier
- Hiking Trail
- Biking Trail
- Horse Trail
- Wheelchair Accessible
- Showers
- Picnic Area
- Picnic Shelters
- Swimming Area
- Boat Ramp
- Equestrian Parking
- Water for Horses
- Playground
- Amphitheater
- Nature Center
- Kid Fish Pond
- Lodge
- RT Round-Trip

POINTS OF INTEREST

(GPS coordinates shown in decimal degrees)

1. **WINDOW INTO THE PAST** 33.3676° -97.0103°
   This sandstone chimney is the last remaining feature of what was once a log cabin built in the 1880s by some of the first pioneers in North Texas. Try to imagine everyday life as an early settler here in the Cross Timbers. What would you eat? What would you do for fun?
2. **LAKESIDE LIFE** 33.3695° -97.0128°
   Shhh. If quiet, you may be able to glimpse a great blue heron stalking fish, a diving osprey, or swimming waterfowl. Come back on a summer evening and you'll be greeted with a symphony of frog and toad calls.
3. **NATURE CENTER** 33.3653° -97.0113°
   Come on in to meet a friendly ranger or volunteer and learn about the natural and cultural history of our park. Inside you'll find wildlife displays, live snakes, and an arts and crafts corner. You can also check out a free Junior Ranger Explorer or Night Sky Explorer backpack here!
4. **POCKET PRAIRIES** 33.3837° -97.0210°
   The Eastern Cross Timbers are sprinkled with a mosaic of small prairie areas known as pocket prairies. Here you'll find a rich diversity of wildlife attracted to the transition from woodland to open prairie grasses. These pocket prairies rely on wildland fires to keep away the encroaching forest.

NOTES:

All trails allow hiking and biking unless otherwise indicated. Contour intervals are 10 feet. Trail lengths are in miles. Elevation levels are in feet.

No claims are made to the accuracy of the data or its suitability to a particular use.

Map compiled by Texas State Parks staff.

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For assistance using this map, contact the park. For a web version of the map text, visit our Trails Information page.

Ray Roberts Lake State Park Isle du Bois and Jordan Unit

Explore the natural beauty of North Central Texas.

Emerald green reflects against crystal blue waters, providing scenic views throughout the park. Whether you are on wheel, foot, boat or horseback, the beauty of this park will astound you. Explore the mix of Eastern Cross Timbers and Blackland Prairie that is Isle du Bois, and find yourself coming back for more.

STAYING SAFE

DRINK PLENTY OF WATER. Your body quickly loses fluids when you're on the trail. Bring a quart of water per hour of activity.

TELL OTHERS WHERE YOU'LL BE. If possible, avoid exploring alone. Tell someone where you are going and when you plan to return.

CHECK FOR TRAIL CLOSURES. Certain trails may be closed during prescribed burns, inclement weather, or for other resource management work.

POTENTIALLY HARMFUL PLANTS AND ANIMALS LIVE HERE. You'll see them more easily if you stay on trails. Do not approach wildlife!

White-tailed Deer

TRAIL ETIQUETTE

Trash your trash. Pack out all of your trash and Leave No Trace.

Leave feeding to nature. Feeding wild animals will make them sick. Please do not feed them.

Keep pets on leashes for their safety, and to protect wildlife.

Take only memories and pictures. Help preserve nature. Please don't disturb or remove any of the park's plants, animals or artifacts.

No horsing around. Horseback riders must stay on trails marked for horses.

Pick up your poo. Please clean up after horses and pets.

TRAIL	DISTANCE	DIFFICULTY	DESCRIPTION
EAGLE ACTIVITY TRAIL	0.3 mi.	Easy	Can you leap like a frog? Scamper like a squirrel? Test your animal abilities and more on this self-guided trail designed for kids and their families.
LOST PINES TRAIL	0.5 mi.	Easy	Catch a glimpse of the lake, see a remnant of an early settler's cabin, and take in the towering pines mixed with native oaks and elms, all in a half-mile loop.
RANDY BELL SCENIC TRAIL	2.2 mi.	Easy	Experience the many stories this concrete trail has to share, and explore the woodlands and prairies as they were before Ray Roberts Lake was developed.
WAGON WHEEL CROSSING	3.6 mi. (one way)	Moderate	This trail system connects the Bluestem parking area to the Horse Blaze Trail on the FM 455 section of the Greenbelt. From there, you can continue onto the Greenbelt trails. No potable water is available along the trail.
REDBUD RUN	4.5 mi.	Easy	Explore this relatively flat multiuse equestrian trail as it follows the shoreline. No potable water is available along the trail.
ROCKY SPUR	3.0 mi.	Moderate	Up for a challenge? Explore the sandstone rocks and cross rough terrain with many elevation changes. No potable water is available along the trail.
DORBA TRAIL LOOP A	0.2 mi.	Moderate	Named for the Dallas Off-Road Bicycle Association, five consecutive trails were built by mountain bikers. This is the shortest of the DORBA Loops; perfect for beginners or as a warm-up.
DORBA TRAIL LOOP B	0.7 mi.	Moderate	Less than a mile, this portion of the trail is a great follow-up from Loop A.
DORBA TRAIL LOOP C	3.7 mi. 4.4 mi. RT	Moderate	The middle portion of the DORBA trail.
DORBA TRAIL LOOP D	2.6 mi. 7.0 mi. RT	Moderate	Note: D loop is EXPERT only.
DORBA TRAIL LOOP E	2.3 mi. 9.3 mi. RT	Moderate	Wrap up nearly 10 miles of trail system by completing this final loop.

FOR EMERGENCIES, PLEASE CALL 9-1-1.

For information on Texas State Parks, visit www.texasstateparks.org Sign up today for free email updates: texasstateparks.org/email Facebook.com/TexasStateParks @TPWDparks #TexasStateParks Sponsor: **Whole Earth Provision Co.**

TRAILS + CONNECTIVITY EXISTING LEVEL OF SERVICE

The National Recreation and Park Association (NRPA) provides benchmarking data. Provided below are some key findings from the 2024 NRPA Agency Performance Review and are utilized here to evaluate Pilot Point's existing Trails + Connectivity offerings. NRPA emphasizes that optimal mileage of trails can vary based on specific community needs, population density, and local priorities. Therefore, while the benchmarks offer a reference point, Pilot Point can assess its unique demographic and geographic factors to determine the appropriate Trails + Connectivity features that best serves the residents.

EXISTING TRAIL NETWORK

The typical park and recreation agency oversees 16 miles of trails. For agencies serving populations under 20,000, the median is 4.5 miles, while those serving 20,000 to 49,999 residents manage about 10 miles of trails.

- Pilot Point has less than a mile of trails within the Planning Area, but over 20 miles of trails are nearby in Ray Roberts Lake State Park.
- As Pilot Point's population grows from 7,507 in 2024 to over 10,144 by 2029, it should expand beyond the minimum 4.5-mile benchmark and aim toward a minimum of 10 to 16 miles of multi-use trails to maintain a strong level of service.

EXISTING RIGHTS-OF-WAY

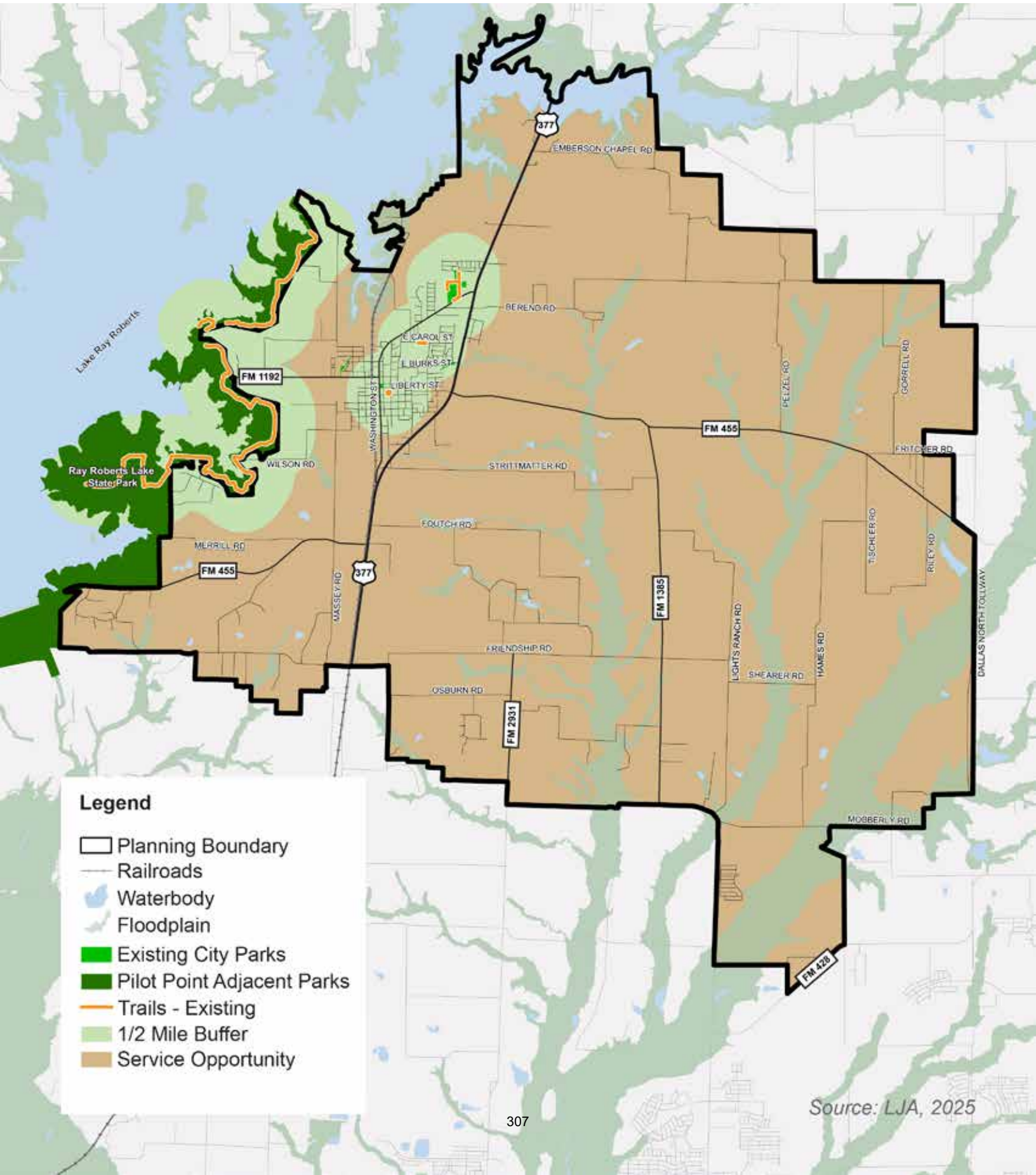
Although the City recently hired a consultant to develop a Sidewalks Inventory, current data on existing sidewalks is limited. The newer neighborhoods, such as Mobberly Farms, have sidewalks on at least one side of the street throughout the neighborhood. Older and more rural areas of Pilot Point have no sidewalks or the sidewalks that are there are typically fragmented and in poor condition.

RECREATION ACCESS

Access to parks and recreation on foot or bike is very limited to residents. Most residents must drive to somewhere in the city or nearby that has a trail or park.

To assess the existing level of service for trails in Pilot Point, the analysis of the map on the next page identified existing trails (orange) and applied a 0.50-mile service and utilization buffer (light green). Areas outside this buffer were designated as service opportunity zones (light brown), highlighting gaps in trail accessibility. The findings indicate a need for additional trails, with a particularly noticeable lack of service in the eastern portion of Pilot Point's Planning Area.

Map: Existing Trails Level of Service



VISION: TRAILS + CONNECTIVITY

The Pilot Point trail network will seamlessly connect neighborhoods, schools, parks, and key destinations, providing safe, accessible, and engaging pathways for walking, biking, and equestrian use. Our vision is a system of scenic trails that not only support active lifestyles but also serve as an integral part of the town's identity—enhancing mobility, fostering social interaction, and preserving natural corridors. By linking the community to Lake Ray Roberts and beyond, these trails will offer recreational opportunities, improve environmental resilience, and reinforce Pilot Point's reputation as a city that values connectivity, sustainability, and outdoor adventure.

GOAL: ENHANCE PILOT POINT'S UNIQUE CHARACTER THROUGH TRAILS

The City will begin and/or continue to:

- The city will have trail routes that celebrate local history, culture, and natural beauty, incorporating inspired design elements and connecting key landmarks.
- The trail network will be well-designed and will provide a sense of place and identity.
- Trails will connect Pilot Point and serve as economic development and recreation corridors that tell a story and create experiences.

GOAL: BUILD AN INTEGRATED, ACCESSIBLE TRAIL NETWORK

The City will begin and/or continue to:

- Pilot Point will have a comprehensive trail network that connects neighborhoods, parks, schools, and destinations, ensuring safe and easy access for residents and visitors.
- Pilot Point's trail network will be a backbone for community mobility, recreation, connectivity, and wellness.
- The city will complete a phased expansion of multi-use trails, ensuring that safe and direct access for pedestrians, cyclists, and equestrians is prioritized.

GOAL: FOSTER COMMUNITY ENGAGEMENT AND ACTIVE LIFESTYLES

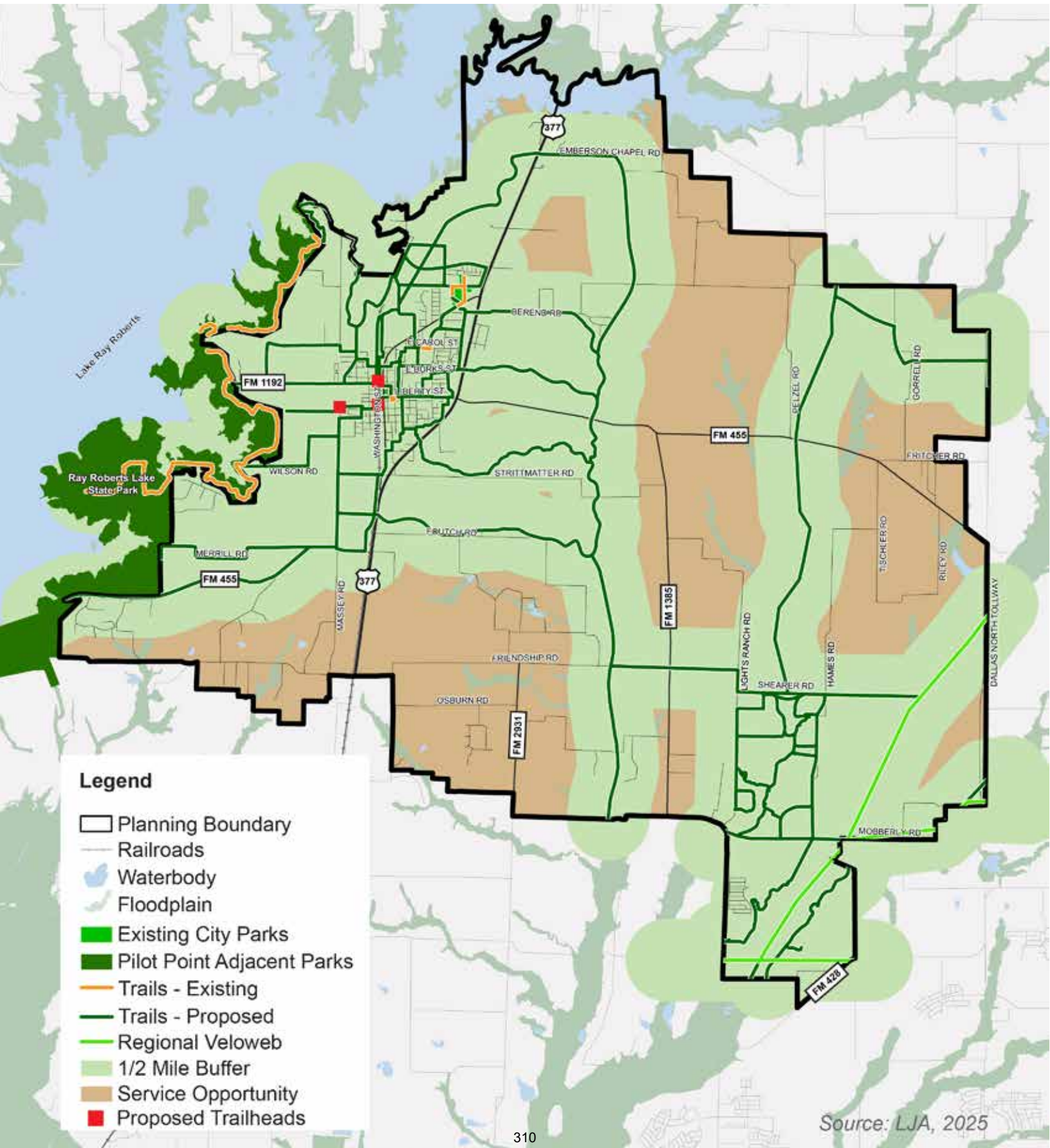
The City will begin and/or continue to:

- The City will promote active transportation and outdoor recreation by improving trail accessibility, crafting partnerships with local businesses, and hosting community events focused on walking, biking, and non-motorized forms of transportation.
- The trail network will not only serve as transportation and recreation infrastructure but also as a catalyst for community engagement, health, and economic activity.
- Trail usage will be encouraged and increased by providing programming, partnerships, and ongoing investment for active, outdoor-focused lifestyles.

ANTICIPATED LEVEL OF SERVICE FOR TRAILS + CONNECTIVITY

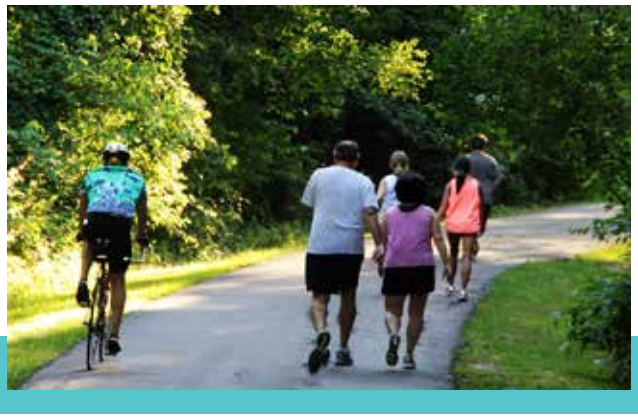
The map on the next page explores the anticipated level of service for trails. The analysis of existing trails (orange) informed the placement of proposed trails (dark green) in future master-planned communities, large easements, floodplains, select roadways, and along the railway to close gaps and improve connectivity. A 0.50-mile service and utilization buffer (light green) was applied to assess walkable access, identifying remaining service gaps (light brown). To achieve the anticipated level of service, future developments must incorporate trails as part of their infrastructure.

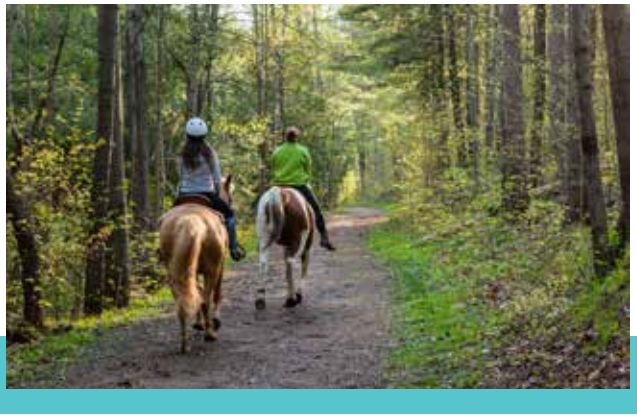
Map: Anticipated Trails Level of Service



TRAILS + TRAILHEADS: TYPOLOGIES

TRAIL TYPES





SHARED-USE GREENBELT TRAILS (PRIMARY MULTI-USE PATHWAY SYSTEM)

Purpose: Provide a safe, accessible, and scenic network for walkers, joggers, cyclists, and equestrians, connecting neighborhoods, parks, and key destinations

Recommended Features:

- Minimum 12 feet wide (10 feet for low-traffic areas), constructed with asphalt or concrete for durability
- Buffered from roadways (min. 5 feet from curb) and separated from vehicular lanes with tree-lined buffers or landscaped medians
- Rest stops with benches, shade structures, and hydration stations every 1–1.5 miles
- Trail lighting & emergency call boxes in high-use sections for safety
- Wayfinding signage every ½ mile, including mile markers, maps, and historical/natural interpretation panels
- Stormwater management features (bioswales, permeable sections, or boardwalks in flood-prone areas)

Priority Corridors:

- US 377 Trail (Sectors 1 + 3): North-south corridor connecting Downtown to parks, schools, and commercial districts
- Lake Ray Roberts Greenbelt Connector (Sector 1): Linking the city with existing Corps of Engineers trails at the lake
- Pecan Creek Greenbelt Trail (Sector 3): North-south trail integrating floodplain conservation and active mobility routes

EQUESTRIAN-FRIENDLY TRAILS (DEDICATED + HYBRID MULTI-USE)

Purpose: Support Pilot Point's horse-friendly identity with dedicated equestrian access while integrating equine-compatible shared-use paths

Recommended Features:

- Minimum 10 feet wide, unpaved with compacted stone dust or decomposed granite for durability
- Hitching posts, water troughs, and horse trailer parking at designated trailheads
- Trail crossing warning signs at road intersections, ensuring grade-separated crossings (bridges or underpasses) where possible
- Low-grade slopes (<5%) to accommodate horse movement safely
- Vegetation buffers (10 feet min.) to separate equestrian and pedestrian/cyclist sections in hybrid-use trails

Priority Corridors:

- Jordan Park Equestrian Trail Extension: Side path along Walcott to connect the Walcott Trailhead with the Jordan Park Trailhead for equestrian-friendly recreation
- Equestrian-Friendly Greenbelt Spur Trails: Integrating dedicated horse paths alongside multi-use corridors (ex. Pecan Creek Greenbelt)

Top Left Image: (nps.gov/natr/planyourvisit/chishafoka)

NATURE + SINGLETRACK TRAILS (HIKING + MOUNTAIN BIKING FOCUS)

Purpose: Provide off-road, natural surface trails that encourage outdoor recreation and nature immersion while preserving sensitive ecosystems

Recommended Features:

- Singletrack width (3–6 feet), constructed with natural soil, gravel, or reinforced woodchips for erosion control
- Multi-use alignment (hiking and mountain biking) where feasible, with switchbacks & bermed corners for sustainable MTB flow trails
- Elevated boardwalks in wetland zones and erosion-resistant trail surfacing on slopes
- Trail difficulty levels designated (beginner, intermediate, advanced)
- Interpretive and wildlife signage, showcasing local ecology, birding hotspots, and historical landmarks

Priority Corridors:

- Pilot Point Nature Preserve Trail System (Sector 3) – Featuring hiking-only, MTB, and nature-interpretation loops
- Pecan Creek Wilderness Pathways – Preserving natural floodplain corridors for low-impact eco-trails

SAFE ROUTES TO SCHOOLS + PARKS (PEDESTRIAN + CYCLING PATHS)

Purpose: Establish safe, accessible routes that encourage walking and biking to school, parks, and Downtown

Recommended Features:

- 6 to 8 feet wide concrete sidewalks along priority neighborhood corridors
- Dedicated on-street bike lanes or protected multi-use paths where feasible
- Enhanced crosswalks with pedestrian refuge islands & flashing beacons at major intersections
- Speed reduction measures (raised crossings, curb extensions) in high-traffic pedestrian zones
- Shaded tree canopy coverage (goal: 50% shade on paths) for walkability in warm months

Priority Corridors:

- Bearcat Cub Trail Program: Dedicated safe routes connecting schools, parks, and residential zones
- Liberty Street and Prairie Street Trails: Enhanced walkability and cycling routes to commercial centers and parks
- Downtown Circulator Pathways: Establishing an inviting pedestrian-friendly Downtown loop

Top Right Image: (loraincountyhealth.com/saferoutes)

TRAILHEAD TYPES

DESTINATION + LOOP TRAILS (RECREATION + TOURISM FOCUSED)

Purpose: Create unique, experience-driven trails that promote local tourism, fitness, and outdoor community events

Recommended Features:
- Multi-surface design: Paved and natural segments for versatile recreation
- Scenic viewpoints, overlooks, & Instagram-worthy stops
- Integrated public art, historic markers, and event programming spaces
- Fitness loops with exercise stations (push-up bars, balance beams, etc.)
- Lighting & event-friendly infrastructure to support seasonal night hikes or fun runs

Priority Corridors:
- Downtown Heritage Trail Loop: Highlighting Pilot Point's cowboy culture, historic square, and parks
- Ray Roberts Outdoor Adventure Loop: Featuring kayak launch points, fishing piers, and trail-side camping nodes
- Pilot Point Fitness and Wellness Circuit: Encouraging active living through structured fitness trails near sports complexes

Top Left Image: (traillink.com/trail/sauk-rail-trail)

NEIGHBORHOOD TRAILHEADS

Purpose: Seamlessly integrate trail access into community life, ensuring walkable and bikeable connections for residents and nearby businesses.

Standard Features (Minimum):
- Wayfinding and directional signage
- Metal bollards (to prevent unauthorized motor vehicle access)
- Waste/recycling bins
- Bicycle racks
- Dog waste stations

Enhanced Features (Where Feasible):
- Street parking (3–5 spaces) or small gravel lots
- Lighting (solar-powered where possible)
- Interpretive signage (local history, ecology, or cultural facts)
- Public art installations
- Water fountains (with dog bowl attachments)

Strategic Locations:
- Prairie Street Trailhead: Adjacent to Liberty Elementary, offering Safe Routes to Schools
- Downtown Neighborhood Access Points: Small trailheads in residential neighborhoods north and east of Downtown
- Vest Lane Trailhead: Provide equestrian-friendly connectivity

Top Right Image: (accesstrails.org/overview/tualatin-river-greenway)

REGIONAL DESTINATION TRAILHEADS (MAJOR ACCESS POINTS + TRAIL TOURISM HUBS)

Purpose: Serve as gateways for recreation tourism, high-traffic trail zones, and visitors arriving by car or trailer.

Standard Features (Minimum):

- Large parking lot (10–20 spaces, expandable for events)
- Wayfinding signage with trail distances, conditions, and safety tips
- Accessible restrooms or portable facilities
- Waste/recycling bins
- Metal bollards at trail entry
- Dog waste stations

Enhanced Features (For Regional Use):

- Covered pavilions or shaded picnic areas
- Scenic overlooks or rest stops
- Bike repair stations
- Charging stations for e-bikes and personal mobility devices
- Water fountains (including bottle refill and pet bowl attachments)
- Interpretive signage (local history, ecology, and community highlights)

Strategic Locations:

- Walcott Regional Trailhead: Connecting to the Walcott Shared-Use Path and Ray Roberts Lake State Park.
  - E-bike charging station
  - Small amphitheater or performance lawn (for community events)
  - Public art installations celebrating Pilot Point's cowboy heritage
  - Equipped with basic equestrian amenities for users connecting to the Ray Roberts State Park trail system
    - * Pull-through trailer parking (5 spaces)
    - * Hitching posts
    - * Water troughs
    - * Manure disposal bins
- Pecan Creek Greenbelt Trailhead (Sector 3): Family-focused hub with eco-education elements.

Top Image: (bikeorlando.net/neighborhood-lakes-scenic-trail)

EQUESTRIAN TRAILHEADS (DEDICATED HORSE ACCESS POINTS)

Purpose: Support Pilot Point's equestrian culture while ensuring safety and comfort for riders and horses

Standard Features (Minimum):
- Pull-through trailer parking (for 5–10 trailers)
- Hitching posts and staging areas
- Water troughs for horses
- Manure disposal bins

Enhanced Features (Regional Trailheads):
- Mounting ramps for mobility-impaired users
- Wash stations for horses
- Small corrals or holding pens
- Picnic areas with horse hitching posts

Strategic Locations:
- Jordan Park Equestrian Trailhead (Pilot Point-adjacent): Direct access to the State Park's equestrian trails
- Wilson Road Equestrian Trailhead: Formalized to serve equestrian users
- Walcott Trailhead (Hybrid): Note features above

THEMED + SPECIALTY TRAILHEADS (TOURISM & COMMUNITY-FOCUSED AMENITIES)

Purpose: Enhance community identity, tourism, and public engagement

Types of Themed Trailheads:
- Historic Trailheads:
    - Focus on Pilot Point's heritage, with interpretive signage and public art
    - *Example*: Downtown Heritage Loop Trailhead — featuring cowboy culture history and access to local businesses
- Eco-Education Trailheads:
    - Designed to showcase local ecology, wetlands, and wildlife
    - *Example*: Pecan Creek Greenbelt Trailhead — with nature-themed play areas and birding platforms
- Recreation-Focused Trailheads:
    - Provide amenities for community events, fitness activities, and social gatherings
    - *Example*: Walcott Regional Trailhead Mini-Plaza — combining trail access with community gathering space for events and markets

Top Left Image: (wherethetrailsare.com/2015/06/mineola-nature-preserve-mineola-tx)

Top Right Image: (sycamorelandtrust.org/2021/07/keep-renewing-mother-nature)

TRAILS + CONNECTIVITY IMPLEMENTATION

STRATEGY: EXPANSION

- Revise the Code of Ordinances to require public trail dedication and construction of trails, in accordance with this Plan and the Anticipated Trails Level of Service Map, as public improvements within new development or redevelopment as applicable. The standards should also require a continuous pedestrian system, to include dedicated public trails, where trails are not shown on the Anticipated Trails Level of Service Map.
- Revise the Code of Ordinances to require public dedication and construction of trailheads, off-spots, and associated parking along public improvement-required trails in accordance with specified features and designs.
- Revise the Code of Ordinances to require public dedication and construction of off-street, multi-use trails along new major system roadways (minor arterials and principal arterials).
- Work with TxDOT to try to get the pathways along the future US 377 upgraded from five feet wide to 10 feet wide and to install irrigated trees along them. Also explore pedestrian-scaled lighting and security callboxes.
- Complete feasibility studies and secure funding for the next five miles of multi-use trails, prioritizing connections between parks, schools, and residential areas, outside Downtown.
- Complete a feasibility study and concept plan for Tucker Alley in Downtown to connect the Walcott Trailhead to the Library and Community Center area, with an associated route east to the Square.
- Design and install three new trailhead locations with safe parking, signage, and amenities at major access points.
- Integrate equestrian-friendly trails by designating and enhancing at least two trail segments with appropriate surfaces, signage, hitching posts, and horse trailer-friendly parking.
- In conjunction with the Comprehensive Safety Action Plan in progress and the Safe Routes to Schools Program, develop a detailed project list of sidewalks and trails to prioritize pedestrian and bike-friendly routes between schools, parks, and residential areas.
- Secure easements or right-of-way agreements for at least three priority trail corridors, preferably along the High Priority Greenbelts, to expand connectivity and ensure long-term connectivity.

STRATEGY: FEATURES + DESIGN

- Complete planning and design on the Vest Lane Trailhead. Identify funding for phased improvements.
- Complete conceptual design on the Walcott Trailhead to be able to communicate the vision for the destination with potential developers.
- Create and adopt a Complete Streets policy to inform new rights-of-way and associated improvements, which should include Context-Sensitive Solutions (CSS).
- Create and adopt Trail Corridor Design Standards for each trail type. Standard multi-use trails should be 10 feet wide and paved. Trail corridors should be designed to be multi-functional, where possible, to absorb and/or treat stormwater.
- Require amenities along future trails that generally reflect the following:
    - *At minimum:*
        * Shaded off-spots with a bench or place to sit generally every half mile
        * Waste/recycling bins
        * Wayfinding signage and distance markers
        * Parking at major access points
    - *Where possible:*
        » Water fountain approximately every two miles, as possible with available infrastructure
        » Restrooms
        » Interpretive/educational signs and public art, such as sculptures and storytelling panels
        » Security callboxes
        » Picnic tables
        » Dark Sky-compliant, pedestrian-scale lighting for high use trails
- Install wayfinding signage and interpretive markers along trails, highlighting local history, nature, and cultural landmarks, with an initial objective of placing 15 signs in key locations. Some of the locations can be proactively identified for future trails and can be installed when they are constructed.
- Improve accessibility by upgrading the existing trail at Allen Groff III Memorial Ballpark to be a continuous loop that meets ADA standards, provides direct connections to the adjacent school and neighborhood to the north, and includes amenities as outlined herein.
- Implement a Themed Trail Program with designated sections for nature immersion, fitness loops, and historical storytelling, piloting at least one themed route.

STRATEGY: ACTIVATION

- Partner with the School District to have a communitywide Walk, Bike, and Roll Day, in conjunction with the school-based program that happens each spring.
- Add four seasonal (minimum one per season), trail or path-based community events to the City event calendar that are guided nature walks, art or wine walks, history tours, and/or themed experiences.
- Create a volunteer "Trail Steward" program that enlists residents in maintenance, cleanup, and enhancement efforts, with a goal of two active Trail Stewards per mile of existing trail. Ensure role is exciting, communicates importance, and is easy to sign up for online.
- Develop an inspirational set of interactive features that can be provided to developers for potential installation along trails in new neighborhoods, such as fitness stations, geocaching points, and/or scavenger hunt markers, to enhance engagement and appeal.
- Partner with local schools, companies, and/or organizations to plan, design, and install at least two educational trail segments focused on nature, wellness, and/or history or local equestrian/ farming culture.

NATURE + TREES

Pilot Point's natural beauty is one of its most defining characteristics, and ensuring its protection is key to a sustainable future. This chapter examines the role of trees, green infrastructure, and conservation efforts in shaping a healthier and more resilient community. From expanding the city's tree canopy and restoring natural habitats to implementing sustainable water management strategies, we explore how thoughtful environmental planning can provide lasting benefits. By investing in nature, Pilot Point can enhance air and water quality, provide habitat for wildlife, and create cooler, more inviting public spaces for future generations.

NATURE + TREES CONTEXT

The following insights highlight key industry benchmarks, emerging trends in urban forestry and ecological preservation, and specific demands driven by Pilot Point's growth and community feedback.

COMMUNITY FEEDBACK

- During community engagement, residents expressed strong support for enhancing green spaces and preserving natural areas in Pilot Point. The predominant themes regarding trails that emerged throughout the process include:
- Residents request additional tree canopy in parks, along trails, and in Downtown, emphasizing the need for expanded tree planting programs for shade and cooling.
- Many residents express a desire to conserve greenspace, particularly near the Lake and in rural areas, to protect natural areas from overdevelopment.
- There is strong interest in creating birdwatching areas, pollinator gardens, and nature preserves, along with a focus on wildlife conservation and eco-tourism.
- A desire to preserve floodplains as parkland to reduce risks to life and property and maintain open space.

Residents want to protect natural landscapes, ranches, and farms from overdevelopment to maintain the rural character of the area.

TRENDS + DATA

The 2024 NRPA Agency Performance Review Report highlights several trends that align with the needs and priorities expressed by Pilot Point residents. The report notes that the typical U.S. city manages 10.6 acres of parkland per 1,000 residents, with smaller jurisdictions like Pilot Point often exceeding this benchmark due to their emphasis on preserving open space. Additionally, the report underscores that the average city provides 16 miles of trails, reinforcing the importance of trail access for public park satisfaction and community well-being. The report also emphasizes expanding tree canopy, enhancing shaded areas, and investing in conservation programs as critical strategies to increase park usability, support eco-tourism, and improve environmental sustainability.

Across the U.S., communities are increasingly prioritizing urban forestry, expanding tree canopy, floodplain preservation, and green infrastructure investments to combat the urban heat island effect and stormwater challenges, and to mitigate risks to life and property. With rising temperatures, cities are expanding tree canopy coverage to provide more enjoyment for residents outside, improve air quality, and enhance resilience against extreme weather. Research from the Trust for Public Land (TPL) and NRPA supports strategic tree planting efforts, particularly in fast-growing communities like Pilot Point, where urban expansion threatens natural ecosystems.

The economic, ecological, and social benefits of investing in nature and trees are well-documented. Proximity to parks and tree-lined streets can increase property values by up to 20 percent, generating higher tax revenues for municipalities. Urban forests reduce cooling costs by 30 percent in summer and heating costs by 50 percent in winter, providing long-term energy savings for residents and businesses. Recreation-driven economic growth is also a key trend, with well-maintained trails, greenbelts, and natural reserves attracting visitors for hiking, birdwatching, and eco-tourism. Additionally, riparian corridor restoration is gaining traction as cities seek to reduce flood risks, improve water quality, and lower infrastructure costs by using natural buffers to filter pollutants and absorb stormwater. Beyond economic and ecological benefits, access to green spaces has been linked to a 20 percent reduction in anxiety and depression rates, reinforcing the importance of ensuring all residents live within a 10-minute walk of a park or natural area. By embracing these national trends, Pilot Point can develop a resilient, economically viable, and ecologically resilient future for its parks and green spaces.

(NRPA.org, USDA.org, TPL.org)

FUTURE DEMAND

As Pilot Point's population grows from 7,507 in 2024 to a projected 10,144 by 2029, the demand for trees, green spaces, and ecological preservation will rise significantly. Expanding urban development increases the need for tree canopy coverage to mitigate heat island effects, improve air quality, and reduce energy costs. Riparian corridor restoration is also crucial for stormwater management and flood prevention, as tree-lined buffers help stabilize stream banks, filter pollutants, and enhance water retention. With the city's expansion, ensuring resilient land use and preserving open spaces are essential to maintaining its rural character and environmental resilience.

Demographic trends from Esri show a growing demand for nature-based recreation and shaded park spaces, particularly as households increase from 2,662 in 2024 to 3,509 by 2029. With 17 percent of residents over age 65, the City should prioritize age-friendly green spaces that support passive recreation, such as walking trails and shaded seating. Additionally, studies show that homes near parks and tree-lined streets can see property value increases of up to 20 percent, reinforcing the economic benefits of tree canopy and park expansion.

To meet future demand, Pilot Point should expand tree planting programs, enhance riparian conservation, and incorporate nature-based recreation options into its parks and trails network. Projected increases in recreation spending indicate that residents will prioritize access to forests, greenbelts, and outdoor experiences, further strengthening the need for preserved and interconnected natural spaces. These efforts will support resilience, economic vitality, and community well-being, ensuring that Pilot Point remains a green, livable city for generations to come.

ECONOMIC + FISCAL BENEFITS

Preserving green spaces and natural areas provides significant economic and fiscal benefits, particularly in stormwater management and disaster mitigation. Floodplain parks help reduce costly flood damages by naturally absorbing excess rainfall, lowering the need for expensive recovery efforts. Additionally, conserved natural areas fuel eco-tourism, attracting visitors for birdwatching, hiking, and outdoor recreation, which boosts local businesses. Beyond tourism, these protected landscapes enhance a community's appeal to businesses and residents, strengthening economic development and overall livability.

Investing in riparian corridor restoration and urban forestry offers long-term economic and environmental advantages for communities like Pilot Point. Riparian buffers—vegetated zones along water bodies—help filter sediments, nutrients, and pollutants, improving water quality and reducing the cost of water treatment infrastructure. Studies indicate that households are willing to pay an average of $45 per year for enhanced water quality, underscoring the economic value of riparian conservation. Additionally, these corridors mitigate flood risks by stabilizing stream banks and absorbing excess rainfall, minimizing the need for costly flood control measures. They also serve as critical wildlife habitats, supporting biodiversity while stimulating nature-based tourism through fishing, kayaking, and birdwatching, all of which contribute to local economic growth.

Urban forests further amplify these benefits by enhancing property values, with homes near well-maintained green spaces experiencing up to a 20 percent increase in value. Strategically planted trees lower energy costs by providing shade in summer and serving as windbreaks in winter, leading to reduced heating and cooling expenses. Additionally, urban trees improve air quality by capturing pollutants and sequestering carbon dioxide, which supports public health and lowers healthcare costs. By prioritizing riparian restoration and expanding tree canopy coverage, Pilot Point can maximize environmental benefits, reduce infrastructure expenses, and enhance residents' overall quality of life.

(TexasRiparian.org, UrbanForestrySouth.org, USDA.org, CNR.NCSU.edu)

EXISTING TREES IN PILOT POINT

Pilot Point is located in the Cross Timbers ecoregion, which features a mix of woodlands, grasslands, and riparian areas. The natural environment in Pilot Point plays a significant role in defining the city's character, supporting biodiversity, and providing ecological benefits such as air purification, stormwater management, and urban cooling. Pilot Point's landscape is defined by oak woodlands and open prairies, with several native tree species contributing to the region's ecological diversity.

MAJOR TREE SPECIES

Post Oak (Quercus stellata) – Dominant Species

Thrives in well-drained, sandy soils common in the Cross Timbers region.
Forms oak savannas, which are critical for biodiversity.
Highly drought-resistant and long-lived.

Blackjack Oak (Quercus marilandica)

Often found alongside Post Oaks in dry, sandy soils.
Provides habitat for various bird species and pollinators.

Eastern Redcedar (Juniperus virginiana)

A fast-growing species that often encroaches on prairie ecosystems.
Provides windbreaks but can become invasive if unmanaged.

Pecan (Carya illinoinensis) & Hickory (Carya spp.)

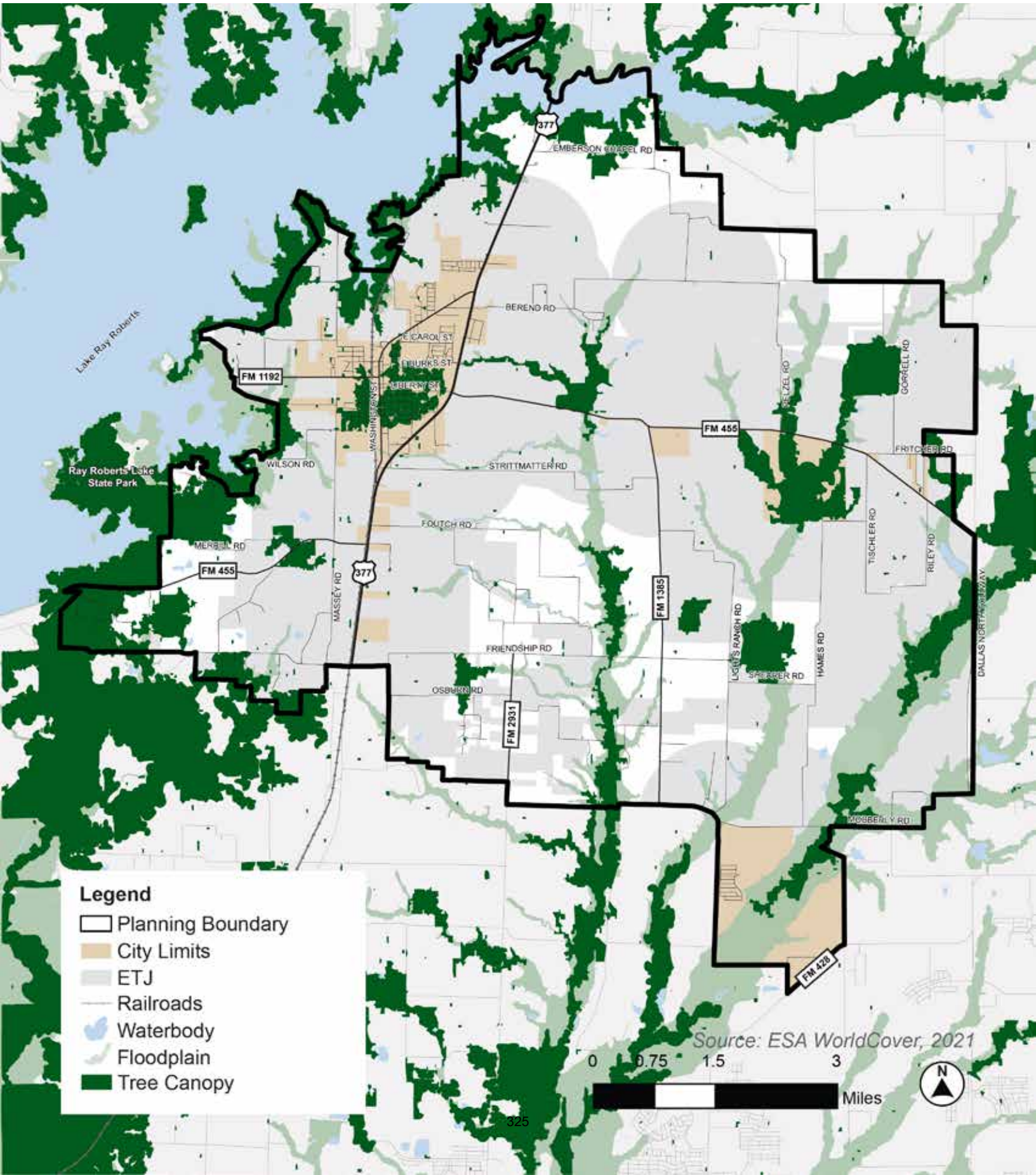
Common in riparian corridors and areas with rich soils.
Valuable for both wildlife and local agriculture.

TREE CANOPY COVERAGE

Tree canopy in the Planning Area is fragmented, with denser woodlands near parks and undeveloped areas. Large mature tree stands are located near Ray Roberts Lake State Park, along creeks, and in older neighborhoods. Threats to the tree canopy include urban expansion, invasive species, and extreme weather.

The Existing Tree Canopy Map on the next page illustrates geographic areas where tree cover corresponds to approximately 10 percent or more of the land surface, according to ESA WorldCover as of 2021.

Map: Existing Tree Canopy



VISION: NATURE + TREES

Nature is at the core of Pilot Point's identity, and our commitment to conservation will shape the future of our urban forest, greenbelts, and natural landscapes. By preserving and expanding tree canopies, restoring wildlife corridors, and protecting sensitive ecosystems, we will ensure that future generations can enjoy the rich biodiversity that defines our region. Trees and open spaces will be thoughtfully integrated into parks, trails, and streetscapes, providing shade, improving air quality, and enhancing community resilience. Through stewardship and strategic planning, Pilot Point will remain a place where nature thrives alongside progress.

GOAL: PRESERVE AND ENHANCE PILOT POINT'S NATURAL LANDSCAPE

Pilot Point is committed to the long-term conservation of its natural environment. This goal focuses on maintaining and expanding the city's green spaces, tree canopies, and native ecosystems to ensure they remain vibrant for future generations. The City will begin and/or continue to:

- Implement policies to repair, enhance, and protect open spaces and native habitats.
- Incorporate green infrastructure, such as bioswales, permeable pavement, and rain gardens to manage stormwater and promote resilience.
- Promote eco-tourism and recreation tourism opportunities that highlight Pilot Point's natural beauty, such as wildlife viewing areas, nature trails, and educational programs.
- Create protected areas to safeguard critical ecosystems and maintain biodiversity.

GOAL: CREATE GREEN, WALKABLE, AND HEALTHY PLACES

Pilot Point will design an interconnected network of green spaces that are not only inviting but also resilient to extreme weather. This goal focuses on creating multi-functional and walkable places and experiences that prioritize nature and wellbeing. The City will begin and/or continue to:

- Develop tree-lined streets and pathways and shaded parks and plazas to reduce the urban heat island effect and enhance comfort during extreme weather conditions.
- Incorporate nature into public spaces with community gardens and wildlife corridors to enhance both biodiversity and aesthetics.
- Design pedestrian-friendly areas that encourage walking, cycling, and outdoor activities for diverse ages and stages, while minimizing the city's carbon footprint.
- Implement resilient landscaping and infrastructure to manage stormwater, reduce flooding, and adapt to changing weather patterns.

GOAL: FOSTER COMMUNITY STEWARDSHIP AND RESILIENT GROWTH

Pilot Point will engage the community, stakeholders, and partners in conservation efforts and encourage future development that is resilient and preserves scenery, habitat, and trees. This goal focuses on creating opportunities for residents and local organizations to actively participate in the stewardship of the city's natural resources. The City will begin and/or continue to:

- Launch tree-planting initiatives and support neighborhood beautification projects to increase green cover and strengthen community pride.
- Provide nature-based education programs that engage residents in sustainability practices, such as composting, wildlife protection, and sustainable gardening.
- Ensure that new growth aligns with countryside conservation efforts, integrating green spaces and nature-driven design into planning and development.

IMPLEMENTATION : NATURE + TREES

STRATEGY: EXPANSION

- Identify and acquire at least three key areas/ properties for new parks, nature preserves, or greenbelt expansions/enhancements to increase public access to open spaces.
- Secure grant funding or private partnerships to support two eco-tourism projects, such as a designated wildlife observation area or an interpretive nature trail.
- Launch a citywide tree-planting campaign with a goal of adding 1,000 native and drought-resistant trees in parks, streetscapes, and public spaces over five years.
- Establish conservation easements or designated preserve areas to protect at least 500 acres of critical natural habitats from development pressures.
- Evaluate and adopt landscape and tree-related standards for new roadways, significant roadway reconstruction, parks, new neighborhoods, and trails.
- Develop a program to engage the community in planting native and drought-resistant trees along trail corridors and on private property to enhance shade and habitat quality.

STRATEGY: FEATURES + DESIGN

- Develop and adopt nature-based infrastructure standards that outline design and applications for new bioswales, rain gardens, and permeable pavement installations to enhance resilience and mitigate impacts of extreme weather.
- Evaluate and enhance tree preservation requirements and guidelines for new development that protect mature trees, require replacement plantings, and incentivize native landscaping in new developments.
- Construct at least two informal gardens, with meditation and reflection areas, in areas of the city lacking tree canopy and fresh food within walking distance, to enhance urban agriculture, biodiversity, and local food access.
- Install at least five stormwater management features (ex., rain gardens, permeable pathways, bioswales, etc.) in high-priority, flood-prone areas as identified in a Drainage Study.
- Design and construct a signature nature-themed play area in a local park, incorporating natural materials and educational elements about local ecosystems.
- Develop standards for new parks that require with ADA-accessible trails, seating, trees, native landscaping, and wayfinding signage that connect residents and visitors to natural features and green infrastructure.

STRATEGY: ENHANCE + RESTORATION + PROTECTION

- Complete restoration of at least 50 acres of degraded habitat, focusing on native prairie, wetland, or woodland areas.
- Remove invasive plant species from at least five high-priority locations and replant with native vegetation to improve biodiversity.
- Develop and enforce a riparian buffer protection policy along streams and shores to prevent erosion and enhance water quality.
- Launch an annual community "Nature Steward" volunteer program to engage residents, property owners, business owners, and employees in tree care, habitat restoration, and litter cleanup. Ensure role is exciting, communicates importance, and is easy to sign up for online.
- Implement a Dark Sky initiative by retrofitting City-owned outdoor lighting in parks and trails to reduce light pollution and protect nocturnal wildlife. Adopt Dark Sky standards for future lighting.

GATHER + CELEBRATE

Public spaces are the heart of any thriving community, and in Pilot Point, parks and downtown spaces serve as a hub for gathering, celebration, and shared experiences. This chapter explores how the city can enhance its public spaces to create dynamic venues for festivals, farmers' markets, and cultural events while also ensuring year-round vibrancy in plazas, squares, and community centers. With a focus on placemaking, social gathering spaces, and event infrastructure, we delve into how the right investments in parks and downtown areas can foster stronger social connections, support local businesses, and create lasting memories for residents and visitors alike.

GATHER + CELEBRATE CONTEXT

The following insights highlight key industry benchmarks, emerging strategies in placemaking and event-driven economic development, and specific demands driven by Pilot Point's growth and cultural identity.

COMMUNITY FEEDBACK

Community engagement events and the Community Survey provided valuable insight into the community's priorities for both existing and future events and activities. This feedback was carefully analyzed and incorporated into the Gather + Celebrate Vision to ensure alignment with community aspirations. Key themes that emerged throughout the process include:

- Residents expressed desires for more downtown events and activities. There is interest in weekly events, live music, and seasonal festivals that would enhance the Downtown Pilot Point atmosphere.
- Community members want expanded family-friendly programming with activities such as farmers markets, outdoor movie nights, and fun runs, which appeal to a wide range of age groups.
- More spaces for community gatherings are wanted, with a call for a public plaza and enhanced event space in Downtown Pilot Point to provide a central location for community events and interactions.
- There is strong support for more public events and festivals. Residents want to expand cultural celebrations and local vendor markets that reflect the community's identity.
- Enhanced public gathering spaces are of interest to the community. Revitalizing the Downtown Square and creating other event venues to have activities, events, and gatherings is a frequent topic of conversation with residents

TRENDS + DATA

Public gathering spaces and community events are increasingly recognized as key drivers of economic vitality, social cohesion, and cultural engagement. The 2024 NRPA Agency Performance Review Report highlights that 89 percent of agencies host special events, reinforcing the need for multi-use event venues that accommodate concerts, festivals, and markets. Esri data shows that Pilot Point residents spend an average of $53 per household annually on concerts and performing arts, $57 on movies and museums, and $61 on sports events, highlighting a growing demand for cultural experiences.

Public spaces contribute to economic growth by attracting visitors, increasing property values, and supporting local businesses. According to NRPA, 40 percent of agencies feature dedicated outdoor performance spaces, which enhance community engagement and provide venues for public events. Studies show that placemaking investments—such as revitalized downtown squares and flexible event spaces—can increase property values by up to 20 percent while generating higher tax revenues and tourism spending. Successful downtown parks often include plazas, amphitheaters, and seasonal programming that help drive economic activity and community engagement. Additionally, access to gathering spaces is linked to improved mental health, reduced stress, and stronger community connections.

To meet growing demand, Pilot Point should prioritize multi-generational, accessible public spaces that support diverse events, cultural programming, and recreation tourism. Many communities use local identity factors (e.g., equestrian culture or historic sites) to shape events, fostering pride and attracting tourism. Investing in flexible gathering spaces, Downtown revitalization, and event-driven economic development will strengthen community identity, economic resilience, and quality of life.
(NRPA.org, TPL.org, Esri)

FUTURE DEMAND

As Pilot Point's population grows from 7,507 in 2024 to an estimated 10,144 by 2029, the demand for public gathering spaces, cultural programming, and event infrastructure will rise significantly. Community events, concerts, and festivals act as economic drivers, attracting visitors and increasing local spending in hospitality, dining, and retail. Esri data projects that Pilot Point residents will spend approximately $57 per household annually on movies, museums, and parks, with an additional $61 on sports events, reflecting a strong market for expanded entertainment and event offerings.

Shifting demographics further highlight the need for multi-generational gathering spaces. With 17% of the population aged 65 and older, there is increasing demand for accessible venues, shaded event plazas, and cultural activities that cater to seniors while engaging younger residents. Additionally, the city's Middleburg (73%) and Green Acres (27%) segments favor local festivals, live music, and social events, reinforcing the need for investment in vibrant public spaces. To meet future demand, Pilot Point should enhance its downtown square, develop dedicated event spaces, and expand cultural programming. Research indicates that well-designed gathering spaces can increase nearby property values by up to 20 percent, boosting municipal tax revenues and supporting business growth.

Beyond the economic benefits, public gathering spaces foster community connection, cultural exchange, and civic engagement. These spaces serve as venues for recreation, festivals, and local traditions, contributing to higher quality of life and long-term community prosperity. By prioritizing public gathering spaces and event-driven development, Pilot Point can enhance economic vitality, attract new residents and businesses, and strengthen its identity as a regional destination for culture and celebration.

(Esri, Brookings.edu)

ECONOMIC + FISCAL BENEFITS

Investing in public gathering spaces and community events provides substantial economic and fiscal benefits for Pilot Point. These investments increase property values, stimulate tourism-driven spending, and create jobs, strengthening local economic resilience. Studies show that homes near parks and well-maintained public spaces can see property value increases of up to 20%, leading to higher tax revenues and additional funding for community services.

Community events and festivals serve as major economic stimulators, drawing visitors who spend on lodging, dining, and retail. Nationwide, local park and recreation agencies generate over $154 billion in annual economic activity, supporting 1.1 million jobs across sectors such as hospitality, retail, and event management. Public spaces also contribute to business attraction and retention, helping communities revitalize commercial districts and support small businesses through increased foot traffic.

Beyond financial benefits, public gathering spaces enhance community well-being and social cohesion. These spaces provide opportunities for cultural exchange, recreational activities, and civic engagement, fostering a stronger sense of place and identity. By investing in multi-use venues, flexible event spaces, and cultural programming, Pilot Point can leverage these economic and social advantages to create a prosperous, vibrant, and connected community.

(Brookings.edu, NRPA.org, TPLA.org)

EXISTING PUBLIC EVENTS + CULTURAL ASSETS

RECURRING CITY-SPONSORED ACTIVITIES

SENIOR COMMUNITY CENTER EVENTS

- Senior Exercise Class: Held multiple times weekly to promote health and wellness among senior residents.
- Game Day: Regular sessions offering various games and social activities.
- Bingo & Crafting Day: Combines bingo games with crafting activities for seniors.

LIBRARY PROGRAMS

- Storytime: Weekly sessions for children aged 0-5, featuring stories, songs, and activities.
- Yarn Buddies: A weekly meetup for individuals interested in crocheting, knitting, and other yarn crafts.
- Book Club Meetings: Monthly discussions on selected books.
- Growing and Nourishing Healthy Communities: Educational sessions on health and gardening, often including community garden activities.

ANNUAL EVENTS

SPRING

Easter Egg Hunt and Flower Festival

SUMMER

Pilot Point Market

FALL

Bonnie and Clyde Days
Scare on the Square

WINTER

Christmas on the Square

EVENT GATHERING SPACES

DOWNTOWN SQUARE

- Open areas for festivals and markets
- Historic landmarks and memorials

PILOT POINT SENIOR COMMUNITY CENTER

- Spaces for senior-focused activities and events
- Facilities for exercise classes, game days, and social gatherings

ALLEN GROFF III MEMORIAL BALLPARK

- Open play areas
- Picnic tables and benches
- Sport courts and ballfields

RAY ROBERTS LAKE STATE PARK

(adjacent to the Planning Area)

- Amphitheater for outdoor performances
- Picnic areas and shelters
- Playgrounds and swimming areas
- Extensive trail systems for hiking, biking, and equestrian use

PILOT POINT COMMUNITY LIBRARY

- Meeting rooms for workshops and clubs
- Spaces for educational and recreational programs

VISION: GATHER + CELEBRATE

Pilot Point's public spaces will be places of joy, connection, and celebration—bringing people together through festivals, events, and everyday interactions. Our town square, community parks, and gathering spaces will reflect the spirit of our residents, supporting cultural vibrancy, local businesses, and a strong sense of belonging. From seasonal markets to live performances, from historic commemorations to casual meet-ups, these spaces will serve as the backdrop for shared experiences that strengthen our community bonds. By fostering creativity, inclusivity, and a welcoming atmosphere, Pilot Point will continue to be a community where traditions flourish and new memories are made.

GOAL: FOSTER A THRIVING CALENDAR OF COMMUNITY EVENTS

An exciting, year-round lineup of events will enhance Pilot Point's character, encourage community engagement, and offer entertainment for diverse ages and stages.

The City will begin and/or continue to:

- Host a variety of cultural, recreational, and seasonal events, such as farmers' markets, concerts, art festivals, and holiday celebrations.
- Expand programming for all age groups, including youth activities, family-friendly gatherings, and senior engagement opportunities.
- Leverage Pilot Point's history and heritage by hosting signature events that highlight the city's traditions, cowboy culture, and local arts scene.
- Encourage community participation by involving local organizations, schools, and businesses in event planning and sponsorships.

GOAL: CREATE WELCOMING SPACES FOR ALL TO GATHER

Public places will be designed and programmed to be welcoming and inclusive, ensuring people can access them and enjoy them, regardless of age, ability, or background. The City will begin or continue to:

- Enhance accessibility and universal design in public spaces, incorporating ramps, seating, shaded areas, and ADA-compliant amenities.
- Develop multi-use community hubs that accommodate a wide range of gatherings, from casual meetups to large-scale festivals.
- Ensure public places are safe, inviting, and well-lit, fostering a comfortable environment for families, seniors, and visitors.
- Introduce interactive public art and cultural displays that celebrate Pilot Point's identity and encourage social connections.

GOAL: STRENGTHEN THE LOCAL ECONOMY THROUGH PUBLIC GATHERINGS

Community events and public gatherings will drive economic growth, stimulate local business activity, and attract visitors, creating a stronger, more connected city. The City will begin or continue to:

- Leverage events to boost tourism, attracting regional visitors and increasing foot traffic in Downtown and commercial areas.
- Support local businesses through vendor opportunities, pop-up markets, and collaborations with restaurants, breweries, and artisans.
- Foster public-private partnerships to expand event funding, sponsorships, and programming.
- Activate underutilized spaces with creative placemaking initiatives, such as food truck courts, live performance spaces, and seasonal/temporary pop-ups/installations

IMPLEMENTATION: GATHER + CELEBRATE

STRATEGY: EXPANSION

- Hire a Community Events Manager and at least one initial support staff member to plan, coordinate, and execute community events (including events Downtown).
- Enhance/evaluate the rotating seasonal event schedule, ensuring at least one major community event per quarter, such as a winter holiday market, spring art fair, summer concert series, and fall harvest festival.
- Develop partnerships with local schools and organizations to host a youth-focused gathering or event.
- Develop partnerships with local organizations to host a senior-focused gathering or event.
- Adjust farmers' market operations by adding evening or themed markets, increasing vendor participation, and continuing to incorporate live entertainment or cooking demonstrations.
- Secure funding and sponsorships to add at least one large-scale horse or agriculture-focused event to the events calendar, such as an informal rodeo or farm-to-table dining experience, which attracts tourism and economic activity.
- Provide affordable vendor spaces at community events, allowing local entrepreneurs to showcase their products and services to a wider audience.

STRATEGY: FEATURES + DESIGN

- With the redesign of Downtown, proactively evaluate adaptable shade structures to mitigate sun and extreme heat to better support events and gatherings in the summer. Also evaluate the installation of interpretive signs and public art that can highlight local history, traditions, and/or culture throughout the space.
- Evaluate outdoor seating, shaded areas, and informal performance areas for year-round use with upcoming Parks Master Plans for Allen Groff III Memorial Ballpark, Pullen Park, and Mustang Creek Park.
- Adopt a Public Art Donation Policy to encourage easy donation and installation of public art, such as murals, sculptures, and digital kiosks that tell the story of Pilot Point's history and culture.
- Create and adopt event space standards that include lighting, signage, and ADA-accessible amenities, ensuring all public gathering spaces are welcoming and safe.
- Purchase and organize a complete set of moveable street furniture and modular event infrastructure (such as pop-up tents, sound systems, temporary seating, and fake plants) to enhance different types of City gatherings.

STRATEGY: ACTIVATION

- Create and launch a Block Party Trailer that can be rented for neighborhood events. The Trailer can be delivered upon request and will include moveable seating, tables, yard games, and other useful celebration materials for neighborhood (not private) events.
- Launch a collaboration with the School District to create a Community Event Committee to link student volunteers, who need community volunteer hours, with the City's events team to provide outreach assistance, setup, cleanup, and event staffing.
- Implement a "Patio Night Series" featuring live music, art walks, and open-air dining experiences at least once per month. Restaurants or establishments without outdoor dining facilities would be invited to activate a few parking spaces outside their area, or other nearby spot, in a City-approved configuration.
- Develop a "Gather & Celebrate" promotional campaign with digital marketing, social media highlights, and printed event guides to increase event awareness and attendance.
- Offer vendor and sponsorship incentives for local businesses to participate in festivals, ensuring at least 10 new sponsor or vendor participants per year in City-hosted events.

Pilot Point
TEXAS

PLAN PILOT POINT

STRATEGIC GROWTH

06

PILOT POINT'S SPECIAL BLEND

Strategic Growth forms the robust foundation of Pilot Point's Special Blend, ensuring that the city's infrastructure and services are meticulously planned and managed to support sustainable development and enhance residents' quality of life. This essential beverage is crafted from four key infusions, each contributing to a resilient and thriving community:

STRATEGIC GROWTH

Water + Wastewater infuses the blend with a steadfast commitment to a diversified and efficient water supply and wastewater system. By adopting the One Water Approach, Pilot Point integrates water supply, wastewater, stormwater, and reuse strategies, reducing reliance on groundwater and ensuring long-term viability.

Drainage, Stormwater, + Resilience adds a dynamic infusion that strengthens flood protection and promotes environmental stewardship. Implementing Sponge City principles, the City incorporates natural drainage and green infrastructure into developments, enhancing resilience to changing weather and safeguarding the community against flooding.

Energy + Digital Connectivity introduces a forward-thinking infusion that ensures access to modern energy and broadband infrastructure. By partnering with utility providers to upgrade and expand services, Pilot Point supports residents, businesses, and future Smart City initiatives, fostering economic growth and technological advancement.

Public Safety + Emergency Services provides a protective infusion that maintains a safe and well-protected community. Through proactive policing, emergency preparedness, and wildfire risk reduction strategies, the city enhances public safety, building trust and resilience among residents.

Together, these infusions create a Strategic Growth brew that not only supports Pilot Point's infrastructure and service needs but also aligns with the City's vision for a sustainable, connected, and secure future.

COMMUNITY FEEDBACK

KEY THEMES

Throughout the planning process, community members and stakeholders were provided multiple opportunities to offer input on Pilot Point's growth, infrastructure, and emergency services. Surveys, stakeholder discussions, and public forums allowed residents to share their concerns, priorities, and ideas for ensuring that future development aligns with the city's needs and character. The feedback highlighted the necessity of proactive planning for utilities, drainage, digital connectivity, and public safety.

Key priorities from community feedback include:

WATER + WASTEWATER INFRASTRUCTURE

Residents expressed concerns about the City's ability to maintain and expand water and wastewater services amid rapid growth. Many noted frustration over high water rates and the perception that the cost of service is disproportionately high compared to neighboring communities. Stakeholders also emphasized the need for a long-term solution(s) to water supply challenges, particularly as Mustang Special Utility District (SUD) controls service areas beyond the city's core. There is strong interest in securing additional water sources, upgrading aging infrastructure, and ensuring that new developments do not overburden the system.

DRAINAGE, STORMWATER, + RESILIENCE

Flooding and inadequate drainage were cited as persistent problems in multiple areas. Several respondents noted that stormwater runoff from new developments has worsened flooding conditions in their neighborhoods, and drainage ditches are poorly maintained or ineffective. Business owners in industrial areas highlighted that stormwater infrastructure is insufficient to support commercial expansion, with some calling for improved drainage codes and better planning models. Community members emphasized the need for flood mitigation strategies, enhanced stormwater regulations, and infrastructure upgrades that can handle increased precipitation levels.

ENERGY + DIGITAL CONNECTIVITY (POWER + INTERNET)

Access to reliable internet was a frequent point of concern, with residents in newer developments expressing frustration over limited broadband options and slow internet speeds. Many called for fiber internet expansion, particularly in growth areas, to support home businesses and remote work. On the power side, stakeholders raised concerns about electric grid reliability, particularly during severe weather events, and encouraged the City to explore undergrounding utilities where feasible, including partnering with others for utilities not in the City's direct control.

PUBLIC SAFETY + EMERGENCY SERVICES

Community members strongly support investments in emergency services. Several respondents noted concerns about staffing levels for police and emergency responders, particularly as the population continues to grow. There were also multiple requests for more fire hydrants, as some areas reportedly lack sufficient hydrant coverage for fire suppression. Additionally, some residents expressed a desire for increased police presence and traffic enforcement, particularly along high-traffic corridors like US 377.

COMMUNITY SURVEY FEEDBACK SUMMARY

STRENGTHS

- Residents value proactive planning for infrastructure improvements and emergency preparedness.
- The community supports strategic investments in water, drainage, and broadband to accommodate growth.
- Police, Fire, and EMS services are highly valued, with residents expressing pride in the existing facilities and staff.

WEAKNESSES

- High water costs and aging infrastructure are recurring concerns.
- Drainage issues and stormwater runoff are viewed as barriers to responsible growth.
- Internet access is inconsistent, with limited broadband options in some areas.
- Emergency services staffing and coverage may struggle to keep pace with rapid growth.

OPPORTUNITIES

- Regional partnerships for water supply and expanded wastewater capacity could ease long-term concerns.
- Upgrading stormwater systems and implementing resilience strategies can improve flood protection.
- Encouraging broadband providers to expand fiber infrastructure could enhance digital connectivity.
- Strategic investments in public safety, such as new hydrants and expanded EMS staffing, can support the growing population.

THREATS

- Lack of infrastructure planning could strain resources, especially water supply and emergency response capacity.
- Unregulated growth may worsen flooding issues, leading to increased costs for mitigation.
- Limited internet access may hinder business and residential growth, putting Pilot Point at a competitive disadvantage.
- Residents and stakeholders recognize the importance of long-term infrastructure investment, and they expect the City to be proactive in addressing these needs as Pilot Point grows.

RELEVANT DATA, TRENDS, + INFORMATION

POPULATION GROWTH

Pilot Point is undergoing a major demographic transformation, driven by regional economic expansion, large-scale residential developments, and proximity to the Dallas North Tollway (DNT). The city's strategic location in fast-growing Denton County positions it for sustained, long-term growth. In recent years, Pilot Point's annual population growth has surpassed 26%, placing it among the fastest-growing communities in North Texas. Celina, located just south of Pilot Point along the Tollway, experienced a 30%+ annual growth rate in 2023, providing a relevant benchmark for Pilot Point's trajectory. Given the number of incoming master-planned communities, Pilot Point is likely to experience exponential growth in the coming decades.

EXISTING POPULATION + DEMOGRAPHICS

As of 2024, Pilot Point's estimated population is 7,507 residents. The city has historically maintained a rural, small-town character, but increasing development pressures are reshaping its demographics. Key population metrics according to Esri include:

- Median Age: 39.6 years – a balance between young professionals, families, and retirees
- Average Household Size: 2.76 persons per household
- Median Household Income: $79,924, reflecting a growing middle-class population
- Homeownership Rate: 74.1% of households own their homes, with rental demand expected to increase

KEY FACTORS DRIVING GROWTH

Pilot Point's rapid expansion is driven by several major factors:

Proximity to High-Growth Corridors

The Dallas North Tollway expansion and the Denton County Outer Loop project will improve regional connectivity.

US 377 improvements will enhance access to employment hubs in Frisco, Prosper, and Denton.

Large-Scale Residential Developments

More than 20,000 new housing units are planned within incoming master-planned communities in a largely unrestrained state regulatory framework.

Major developments include Bryson Ranch, Talley Ranch, Four Seasons, Pecan Creek, Mustang Ranch, Eland Ranch, and Creekview Meadows.

Housing Affordability Compared to Nearby Cities

According to Esri, Pilot Point's median home value of $391,685 is lower than in Frisco ($575,000) and Prosper ($700,000+).

More affordable land and housing options are attracting both first-time buyers and investors.

Employment + Economic Expansion

The region is seeing growth in industrial, logistics, and retail sectors, creating local job opportunities.

E-commerce, distribution centers, and service industries are expanding northward from Frisco and Denton.

LEGISLATIVE CHANGES IMPACTING GROWTH

Recent legislative changes at the state level are reshaping how Texas cities, including Pilot Point, manage growth, infrastructure, and municipal authority. One of the most impactful changes is Senate Bill 2038 (2023), which allows property owners to petition for removal from a city's Extraterritorial Jurisdiction (ETJ). This shift limits Pilot Point's ability to plan for and regulate growth in areas just outside its city limits, creating uncertainty about infrastructure coordination and development patterns. As a result, the city may face challenges in ensuring that new developments contribute to funding water, wastewater, and road expansions, rather than straining existing resources. Additionally, special districts such as Housing Finance Corporations (HFCs) are increasingly being used to finance new housing while offering property tax exemptions, which, while beneficial for expanding housing supply, can reduce local tax revenue available for public services.

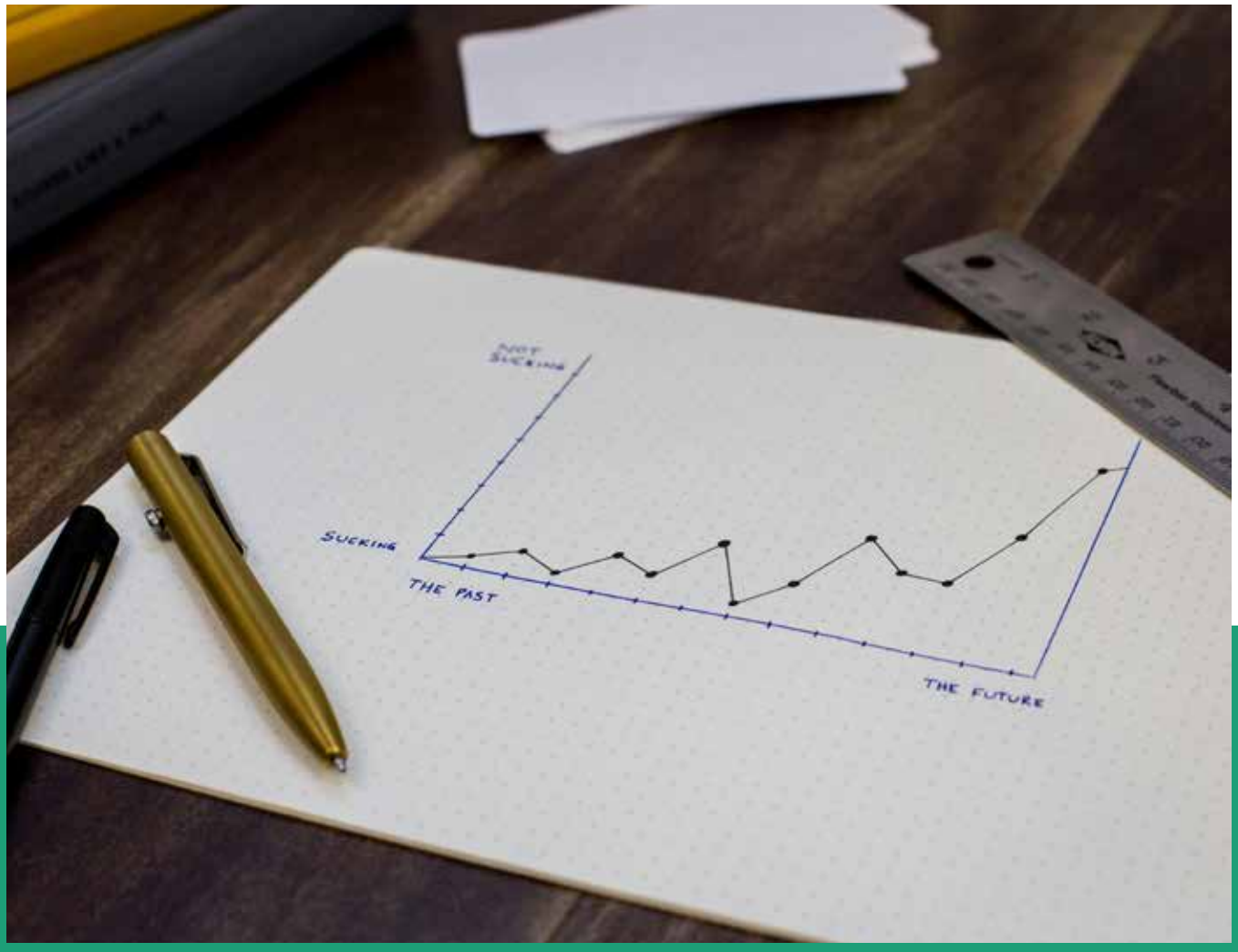
Beyond ETJ changes, Texas has enacted State preemption laws that restrict municipal control over zoning, land use, and infrastructure policies. These laws prevent cities from implementing local regulations that differ from state-mandated standards, limiting Pilot Point's ability to tailor growth management strategies to its unique needs. Additionally, legislation favoring private development over municipal oversight has encouraged the expansion of special purpose districts that independently fund and manage infrastructure, sometimes outside city influence. While these changes promote growth by streamlining development approvals, they also reduce Pilot Point's ability to guide long-term city planning, reinforcing the importance of proactive infrastructure investments and intergovernmental coordination.

PILOT POINT POPULATION PROJECTIONS

Pilot Point's population growth is now outpacing prior estimates due to massive residential developments and regional demand for housing. Updated projections, incorporating Celina's historic growth rates, suggest that Pilot Point will reach mid-sized city status within two decades.

Multiple incoming large-scale developments are significantly expanding Pilot Point's housing capacity and population, reinforcing the need to adjust population projections upward. Provided below is just a sampling of these large-scale master planned communities:

- Bryson Ranch – 1,050 acres with ~3,000 homes, townhomes, and commercial space. Features four amenity centers, parks, and trails.
- Four Seasons Ranch – 1,115 acres planned for ~4,200 residential units (single-family + multifamily)
- Talley Ranch – 3,735 acres designated with at least 4,000 residential units likely for a master-planned community
- Pecan Creek – 926 acres with ~4,000 residential units, school site, retail, and mixed-use areas
- Mustang Ranch – 669 acres planned for ~4,060 homes and commercial space
- Eland Ranch – Located at DNT + FM 455, a future master-planned community
- Creekview Meadows – 1,027 acres with ~2,450 homes.



CALCULATING GROWTH

What is CAGR?

The Compound Annual Growth Rate (CAGR) is a measurement used to determine the consistent rate of growth over a period of time, assuming that growth occurs at a steady rate. Unlike a simple annual growth rate, which can fluctuate year to year, CAGR smooths out variations to provide a more stable, long-term projection. This makes it particularly useful for forecasting population trends, where growth rates may accelerate in early years before stabilizing over time. CAGR is calculated using a formula that accounts for compounding effects, meaning that each year's growth builds upon the previous year's population base.

Why is CAGR being used for Pilot Point?

Pilot Point is entering an unprecedented period of rapid expansion, fueled by large-scale residential developments, proximity to the Dallas North Tollway, Denton County Outer Loop, other regional roadways, and intense regional demand for housing. Given Pilot Point's unique position, a static, linear growth model would fail to capture the true exponential nature of early growth phases. CAGR allows the projections to accurately reflect high early growth periods while adjusting for long-term stabilization. It also allows modeling different phases of growth, where development surges in early years but slows as infrastructure reaches capacity. This makes the population projections more relevant as it allows us to factor in comparable cities in Texas, along the Dallas North Tollway specifically, which have followed similar expansion patterns.

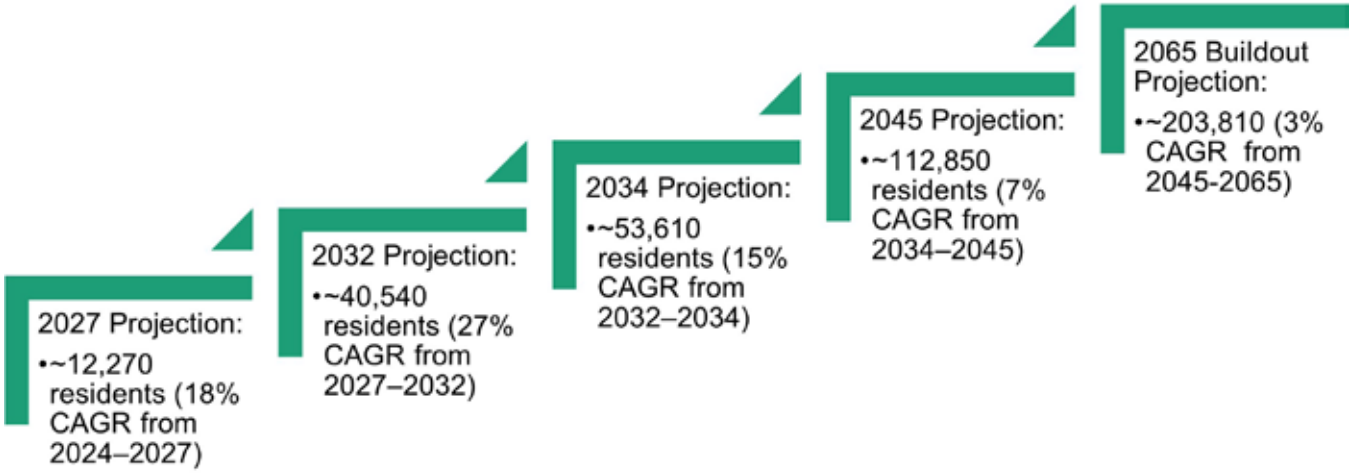
Methodology for Pilot Point's Projections

To ensure accuracy, the projections are structured in growth phases, using different CAGR rates to reflect distinct stages of development:

1. 2024-2027 (High Growth Phase – 18%)
    - » Initial population surge due to major planned developments breaking ground
    - » Rapid housing construction driving an influx of new residents
2. 2027-2032 (Accelerated Growth Phase – 27%)
    - » Peak expansion period, mirroring Celina's recent rapid rise, informed by other comparable cities
    - » Full-scale build-out of multiple master-planned communities and commercial centers
3. 2032-2034 (Moderation Phase – 15%)
    - » Growth remains high, but slows slightly as infrastructure expands
    - » The city's development pattern transitions from rapid land absorption to denser infill growth
4. 2034-2045 (Stabilization Phase – 7%)
    - » Growth continues but at a more sustainable rate
    - » The city starts to mature, with infrastructure constraints moderating expansion
5. 2045-2065 (Long-Term Build-out Phase – 3%)
    - » Pilot Point reaches full urbanization, with fewer available land parcels
    - » Growth slows significantly, reflecting trends seen in mature DFW cities

Using CAGR-based projections, we can realistically anticipate Pilot Point's future size while recognizing that growth rates will fluctuate over time. This methodology ensures that planning efforts align with expected infrastructure demands, allowing Pilot Point to make data-driven decisions for utilities, roads, public safety, and economic development as it transitions from a small town into a major destination.

These projections indicate that Pilot Point is on track for rapid near-term expansion, reaching over 112,000 residents by 2045, before transitioning to a more moderate growth pattern. While the initial growth surge mirrors Celina's explosive trajectory (and formerly Frisco's as growth marched up the Dallas North Tollway), long-term projections suggest a gradual stabilization, with the city reaching approximately 200,000 residents by 2065. This shift reflects the natural progression of largely unrestrained urbanization, where early growth is driven by land availability, infrastructure investments, and regional demand, but later expansion slows as land constraints, infrastructure capacity, and market absorption rates take effect. These figures highlight the critical need for strategic long-term planning, ensuring that Pilot Point can accommodate high growth in the next two decades while preparing for a resilient future as a major city in North Texas.



PILOT POINT'S POPULATION PROJECTION AT BUILD-OUT

At full build-out, Pilot Point could reach approximately 200,000 residents, a scale comparable to McKinney and Frisco today. Build-out populations projects are inherently flawed, however, because regulatory updates, market conditions, water supply, and wastewater treatment are very unstable, unpredictable, and limited in some cases. Some build-out considerations are as follows:

- Land Availability + Infrastructure Expansion
  - » Large expanses of undeveloped land provide opportunity for development.
  - » Water and wastewater system capacity must scale rapidly.
  - » Transportation investments are needed to prevent congestion and provide connectivity.
- Mixed-Use + Higher-Density Development
  - » As land becomes more valuable, Pilot Point may see more townhomes, multifamily units, and mixed-use centers.
  - » Downtown redevelopment could play a role in creating a vibrant city core.
- Economic Diversification
  - » A city of 200,000 residents will require a strong commercial and employment base.
  - » Planning should account for major retail, office, and industrial corridors.

CHALLENGES + OPPORTUNITIES

While growth presents economic opportunities, it also poses infrastructure and land-use challenges. The City must strategically plan for expansion to maintain and enhance quality of life.

Challenges

- Attracting higher-wage jobs through business-friendly policies.
- Expanding parks and recreation to enhance community character.
- Encouraging mixed-use developments to create a walkable city center.
- Leveraging regional transportation improvements to sustain accessibility.

Opportunities

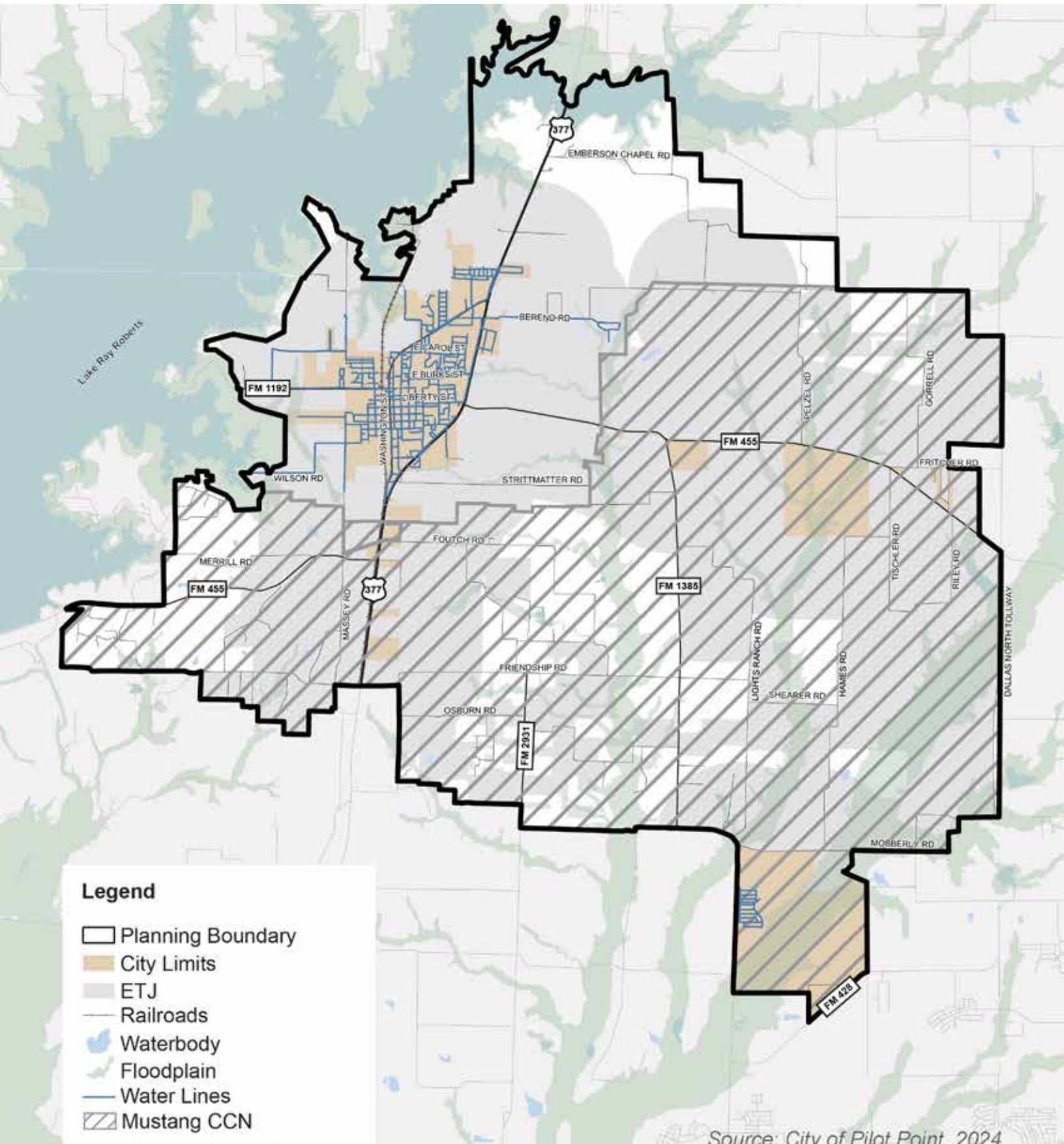
- Managing rapid infrastructure demands (water, roads, public safety).
- Ensuring a balanced housing market that serves all income levels.
- Preventing urban sprawl while accommodating high population growth.
- Maintaining Pilot Point's historic charm amidst large-scale development

Pilot Point is on track for explosive growth, with a population trajectory that could be similar to Celina. Over the next two decades, Pilot Point will transition from a small town to a major activity hub, requiring bold planning decisions to ensure resilient development. With strategic infrastructure investments, diversified land use, and economic foresight, Pilot Point has the opportunity to position itself as a thriving, well-planned community within the rapidly expanding DFW region.

EXISTING CONDITIONS

As Pilot Point prepares for substantial population growth, the City must proactively plan for infrastructure expansions across four key areas: (1) Water + Wastewater, (2) Drainage, Stormwater, + Resilience, (3) Energy + Digital Connectivity, and (4) Public Safety + Emergency Services. Future demand in each of these categories will be driven by regional growth trends, major planned developments, and legislative changes affecting municipal service delivery. Pilot Point's future demand for utilities, stormwater management, energy, and emergency services is increasing at an exponential rate. Strategic investments and proactive planning are critical in ensuring long-term safety, balance, and resilience. The city must take bold action today to ensure that infrastructure expansion keeps pace with growth while maintaining high standards of service for residents and businesses.

MAP: EXISTING WATER LINES



Source: City of Pilot Point, 2024

WATER + WASTEWATER

The Mustang SUD encompasses roughly 50 square miles (71% of the planning boundary), while the City's Certificate of Convenience and Necessity (CCN) encompasses approximately a 7.75 square-mile service area. The service operates on a single pressure plane. A summary of the existing water system infrastructure as of 2024 is as follows:

- 1 pressure planes (PP)
- 2,324 connections
- 7 pump stations (PS)
- 7 ground storage tanks (GST)
- 2 elevated storage tanks (EST)
- 8 wells; 7 active and 1 plugged
- 54.84 miles of pipeline (51.68 miles owned by Pilot Point and 3.16 miles owned by Mustang)

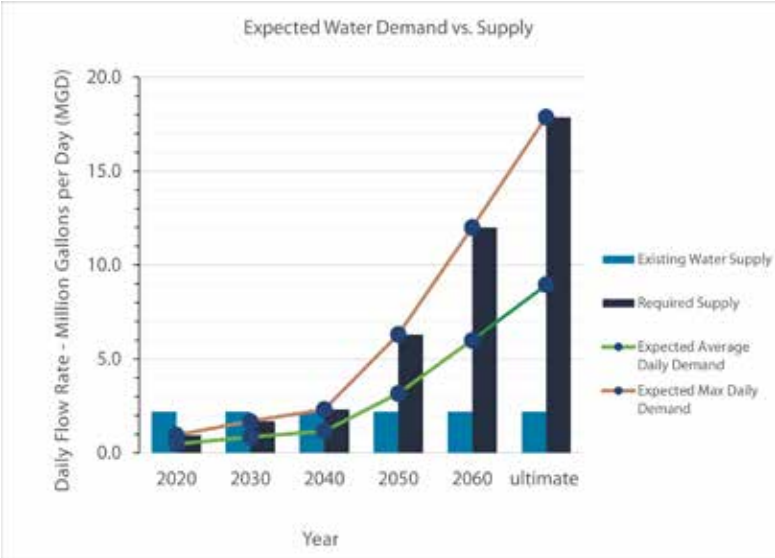
A Certificate of Convenience and Necessity (CCN) is a permit issued by the Public Utility Commission of Texas (PUCT) granting exclusive retail service rights to the service provider.

Water Infrastructure Components

Water Sources:
7 ground water wells (100%)

Water Storage:
7 ground storage tanks
2 elevated storage tanks

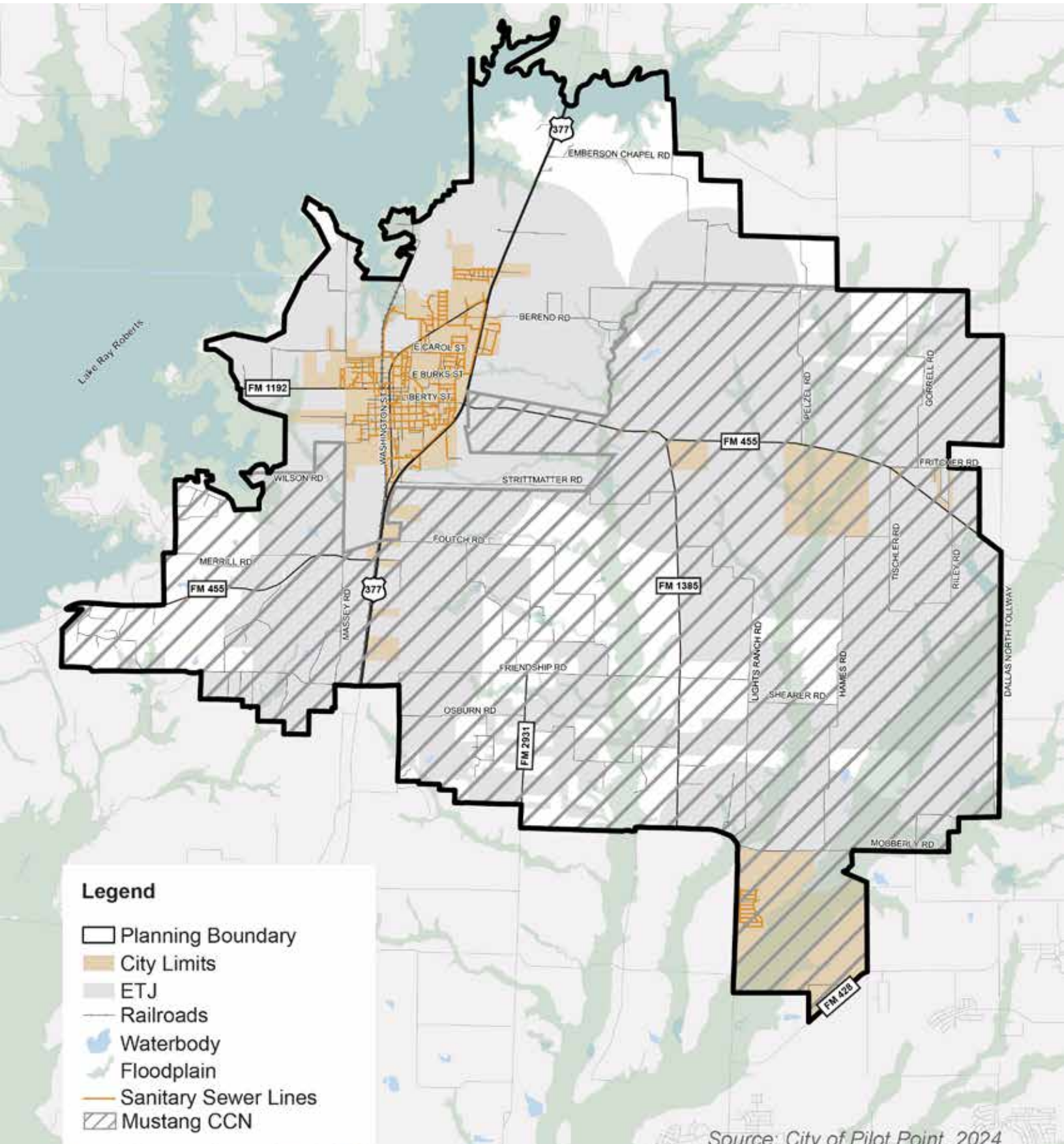
Connections/Utilities:
7 pump stations
2,324 connections
Pipelines



Key Takeaways

- As of 2024, existing water supply is currently meeting demand, but will not be able to accommodate future demand by 2040.
- Water supply can be affected due to old wells providing 100% of City water supply.
- Pilot Point will need to increase to accommodate new demand.
- The graph to the right is the expected water supply and the demand projected through build-out. The steep rise in expected water demand matches the projected growth in population.

MAP: EXISTING SANITARY SEWER LINES



Source: City of Pilot Point, 2024

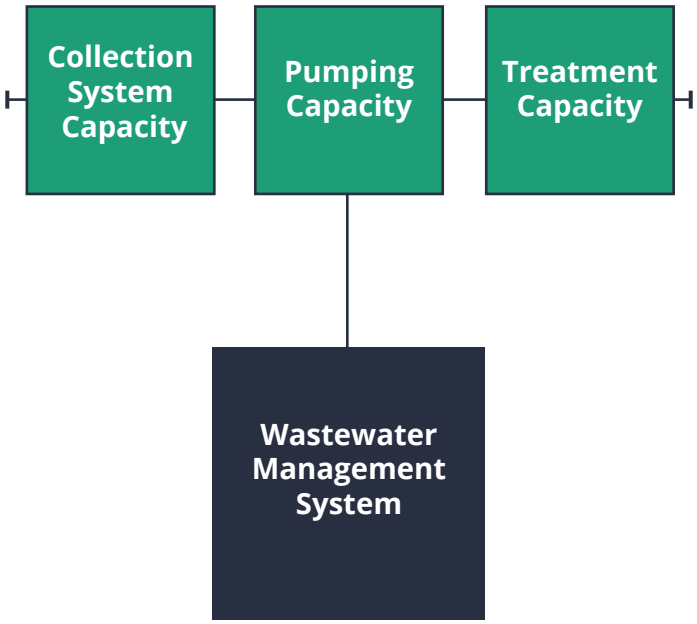
WATER + WASTEWATER

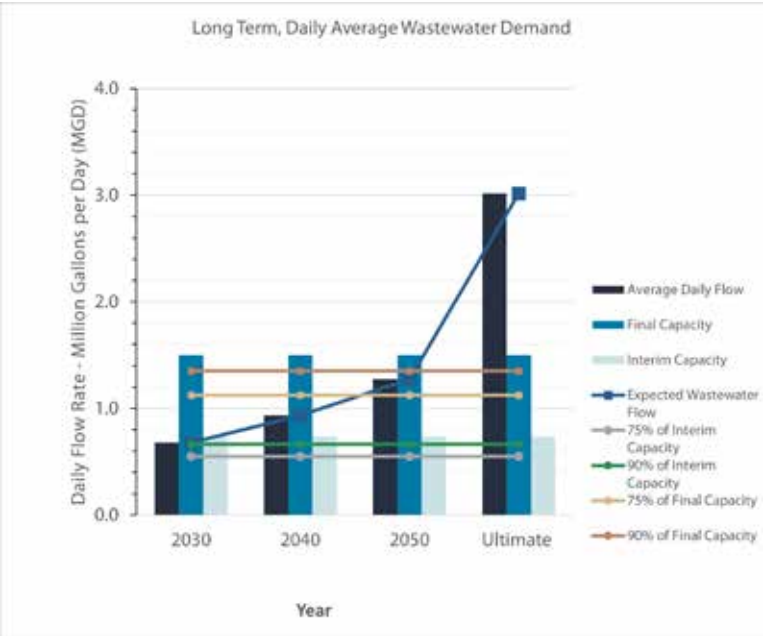
The City provides wastewater collection, conveyance, and treatment for parts of the urbanized areas within its City limits and portions of its ETJ within Denton County. Wastewater is transported to Pilot Point's wastewater treatment plant via City-owned lines for treatment. A summary of the existing sewer system infrastructure as of 2024 is as follows:

- 17 lift stations
- 1 wastewater treatment plant (WWTP)
- 34.42 miles of pipeline (31.62 miles owned by Pilot Point and 2.80 miles owned by Mustang)

Sewer Infrastructure Components

The three aspects of the Wastewater Management System are the Collection System Capacity, Pumping Capacity, and Treatment Capacity. These capacities determine the level of service capable of a city's sewer infrastructure. These three systems must be working in unison to efficiently and effectively serve residents.





Key Takeaways

- As of 2024, the wastewater treatment plant's interim capacity of .735 MGD is anticipated to meet demand until 2040, where final capacity of 1.5 MGD will need to be reached by updating it through expansion however it will not support the ultimate build-out demand
- Ultimate flow demand will need to be roughly 6.87 times what it is in 2024
- Pictured on the right is the expected wastewater demand projected to through ultimate build-out

Water + Wastewater Future Demand

With Pilot Point's population projected to surpass 112,000 by 2045, the demand for water supply and wastewater treatment capacity will skyrocket. The city's existing water and sewer infrastructure will require significant expansion to meet the needs of a growing residential and commercial base.

Key Trends + Challenges:

- Rising Water Demand: With thousands of new housing units planned, the City's water demand will increase exponentially. Stakeholders have expressed concerns about Mustang Special Utility District's service limitations and the need for Pilot Point to secure independent water sources.
- Wastewater Infrastructure Constraints: The existing wastewater collection and treatment system is approaching capacity. Future growth will require expanded sewer lines, lift stations, and treatment plants.
- Regional Water Partnerships: The Upper Trinity Regional Water District is planning a looped water system that could serve Pilot Point, but infrastructure investments need to be accelerated to avoid service delays.
-

Future Demand Considerations:

- Expansion of regional water agreements to secure long-term supply.
- Investment in new treatment capacity for both potable water and wastewater.
- Upgraded distribution and collection systems to serve new development.

Patio Topic: Special Utility Districts and Their Role in Pilot Point's Growth

Texas has an extensive network of Special Utility Districts (SUDs) due to the state's unique development patterns, rapid population growth, and the need to provide essential infrastructure in rural and unincorporated areas. Unlike in many other states where cities manage water and sewer utilities, Texas allows independent districts to oversee these services, which can lead to both benefits and challenges. Texas SUDs exist primarily to bridge the gap where municipal water and wastewater services do not extend, particularly in rural and suburban areas experiencing rapid growth. Key reasons for their prevalence include:

- Decentralized Service Model – SUDs provide water and wastewater services in areas where city utilities are unavailable or not cost-effective.
- Flexible Governance – SUDs operate independently, allowing local decision-making on infrastructure development rather than relying on city or county governments.
- Rapid Growth & Unincorporated Areas – As metro regions expand, SUDs enable development without requiring annexation or immediate city infrastructure investment.
- Financial Tools & Funding Mechanisms – SUDs can issue bonds, set utility rates, and obtain grants to fund large-scale water and sewer projects.

Mustang Special Utility District's Role in Pilot Point

Mustang Special Utility District (Mustang SUD) is the primary provider of water and wastewater services for Pilot Point and its surrounding communities. Originally established to ensure access to safe drinking water, Mustang SUD has expanded its role to include wastewater collection, treatment, and infrastructure maintenance. Mustang SUD's Responsibilities:

- Water Supply Management – Overseeing water sourcing, treatment, and distribution across its service area, including parts of Pilot Point.
- Wastewater Collection & Treatment – Operating three wastewater treatment plants (WWTPs) and managing a network of 42 lift stations and transmission mains to ensure efficient wastewater flow.
- Infrastructure Expansion – As the area grows, Mustang SUD must expand water and wastewater systems, including new wells, pipelines, and treatment capacity upgrades.
- Regulatory Compliance – Ensuring that treated water meets or exceeds state and federal environmental standards before discharge.

Mustang SUD plays a critical role in Pilot Point's future growth, but because it operates independently of the city government, Pilot Point has limited authority over water and wastewater service expansion, infrastructure investment, and rate structures.

Are SUDs Beneficial or Challenging for Water Management?

The presence of SUDs in Texas presents both advantages and obstacles when it comes to managing water and wastewater infrastructure in fast-growing areas like Pilot Point.

Benefits

- Ensures Water & Sewer Access in Expanding Communities – Without SUDs, many growing areas would lack reliable utilities.
- Funds Large-Scale Infrastructure Projects – SUDs can finance major improvements through bonds and grants.
- Specialized Utility Management – Since SUDs focus solely on water and wastewater services, they can be more efficient than municipally run systems.
-
-
-

Challenges

- Fragmentation of Water & Wastewater Planning – Multiple independent entities managing utilities makes regional coordination more difficult.
- Limited City Control – Pilot Point must negotiate with Mustang SUD for infrastructure expansions, allocations, and rate adjustments rather than setting its own policies.
- Potential Growth Limitations – If Mustang SUD cannot expand water or wastewater capacity quickly enough, it could delay or restrict development in Pilot Point.

How Mustang SUD Impacts Pilot Point's Future Growth

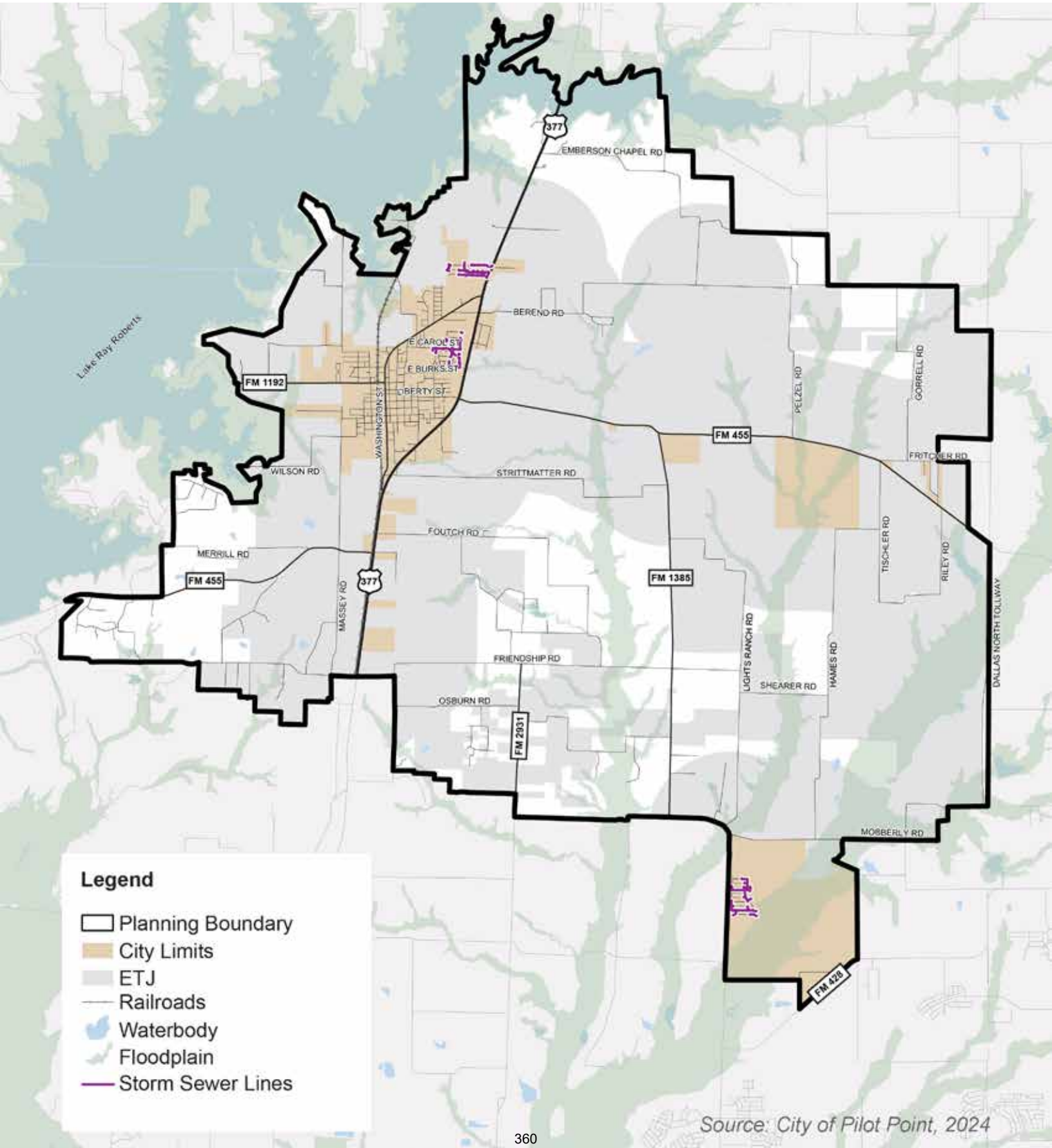
As Pilot Point continues to expand, ensuring adequate water and wastewater capacity is essential for economic development, housing growth, and business attraction. However, since Mustang SUD controls utility services, the City must proactively coordinate with the district to avoid infrastructure bottlenecks. Key considerations for Pilot Point include:

- Mustang SUD's ability to expand infrastructure will determine the pace of new development. The City must work closely with Mustang SUD to prioritize service expansion in designated growth areas.
- Regional water planning efforts, including partnerships with Upper Trinity Regional Water District (UTRWD) and the City of Denton, may be necessary to supplement long-term supply.
- Pilot Point should advocate for increased transparency and coordination with Mustang SUD to ensure utility planning aligns with the City's long-term vision.

Managing Growth in a Water-Limited Future

While SUDs like Mustang provide essential water and wastewater services, they also pose challenges when cities grow faster than infrastructure can keep up. For Pilot Point, strategic coordination with Mustang SUD and regional partners will be key to ensuring that water supply and wastewater capacity do not become constraints on development. As the city continues to grow, long-term planning, conservation efforts, and investment in diversified water sources will be essential for maintaining sustainability and economic vitality.

MAP: EXISTING STORM SEWER LINES



DRAINAGE, STORMWATER, + RESILIENCE

Stormwater infrastructure is intended to redirect rainwater runoff from paved and residential areas into lakes, rivers, retention ponds, or creeks. Infrastructure for managing stormwater may consist of pipes, gutters, curbs, drains, and collection systems. Pilot Point's current stormwater infrastructure is not well documented, however, the city collects stormwater runoff and directs it into rivers and creeks that are part of a watershed. Runoff from these watersheds flow west and south into Lake Ray Roberts and Lake Lewisville respectively. Buck Creek, Pierce Spring Branch and Sand Branch flow into Lake Ray Roberts. Bray Branch, Pecan Creek, Little Elm Cree, and Mustang Creek flow into Lake Lewis.

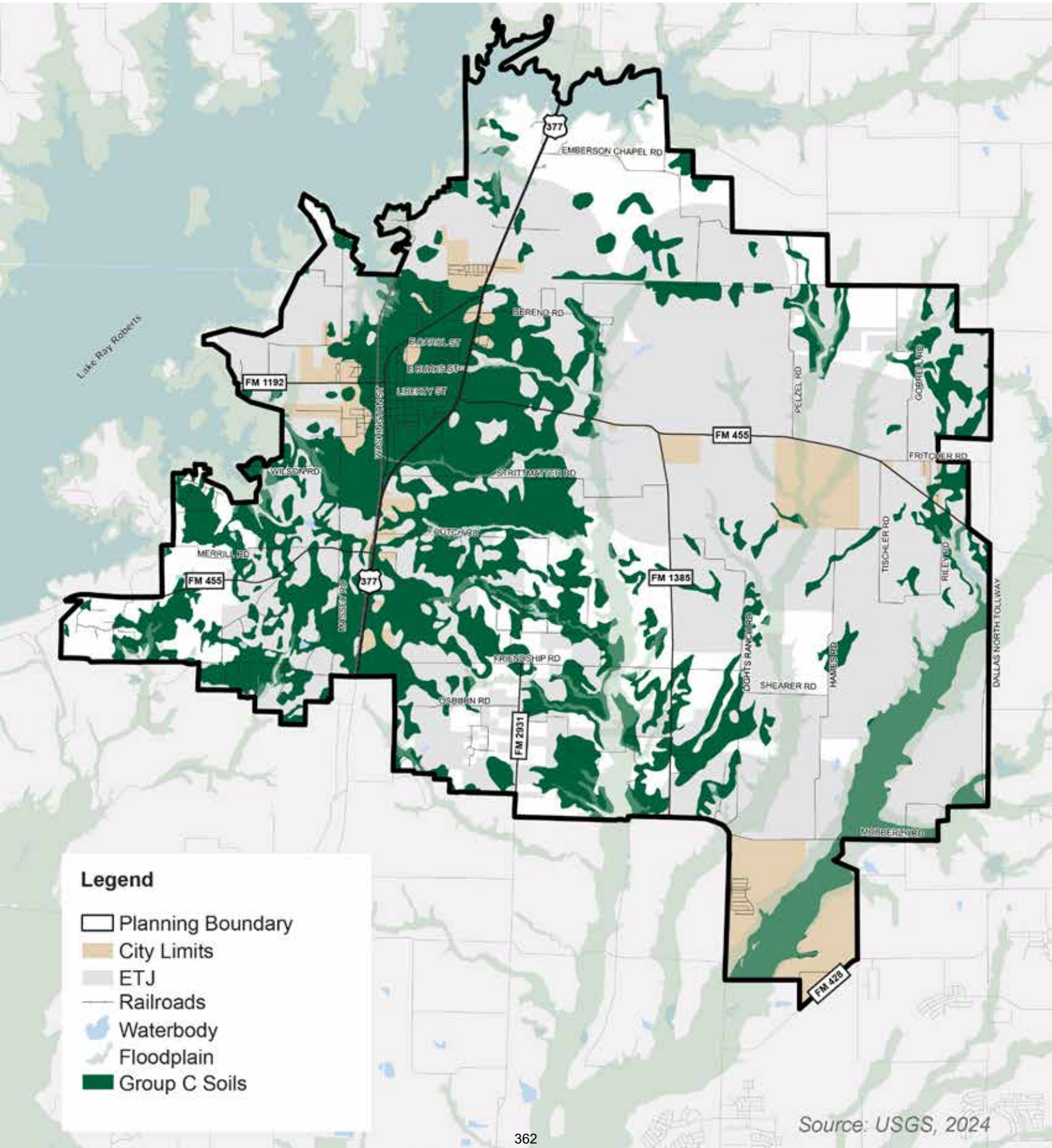
Floodplains

Floodplains are essential for managing drainage and preventing floods. Additionally, they offer ideal sites for trails, parks, and areas for recreation.

Key Takeways

- Storm sewer infrastructure is currently limited to new neighborhoods.
- A drainage inventory assessment is needed to prioritize maintenance needs.

MAP: HYDROLOGIC GROUP C SOILS



DRAINAGE, STORMWATER, + RESILIENCE

In Pilot Point, natural systems are leveraged to inform future land planning and development, aiming to protect natural features. These systems deliver crucial advantages, including infrastructure support, improved quality of life, environmental preservation, and aesthetic appeal for the community. The following natural systems are vital and must be protected:

-
- Floodplains
- Wetlands
- Creeks
- Mixed Forests
- Row Crops
- Hydrologic Group C soils

The Hydrologic Group C Soils absorb water slowly when fully wet because they have layers that block water or have a fine texture such as clay or sandy loam.

The USDA reports that the three largest crop categories by land coverage in Pilot Point are pasture, fallow, and hay.

Key Takeways

- Effective land use policies are essential for safeguarding these natural elements, ensuring their long-term ecological health.
- Protecting these natural systems provides essential services such as flood control, water filtration, and biodiversity support.
- Balancing development with nature preservation involves adopting practices that minimize environmental impact, such as low impact design.

Drainage, Stormwater, + Resilience Future Demand

As Pilot Point grows, stormwater management and resilience planning will be critical to mitigating flood risks and ensuring balanced development. Recent community feedback highlights persistent flooding issues, particularly in Downtown and along major roadways, due to inadequate drainage infrastructure. Without significant stormwater system upgrades, the Pilot Point risks increased property damage and public safety hazards from heavy rainfall and severe weather events.

The majority of flood-prone areas have been identified Downtown, near major roads, and within city limits, indicating that existing drainage systems are insufficient for current and future demand. Community members have expressed strong support for protecting natural flood mitigation areas, such as those near Ray Roberts Lake State Park, where wildlife habitats and natural water absorption zones provide ecological benefits and flood resilience. However, with new development, these areas face increasing pressure from urban runoff. Additionally, the City's stormwater infrastructure is largely outdated or non-existent, relying on open ditches and undersized culverts, which are no longer adequate given Pilot Point's existing population and projected population growth.

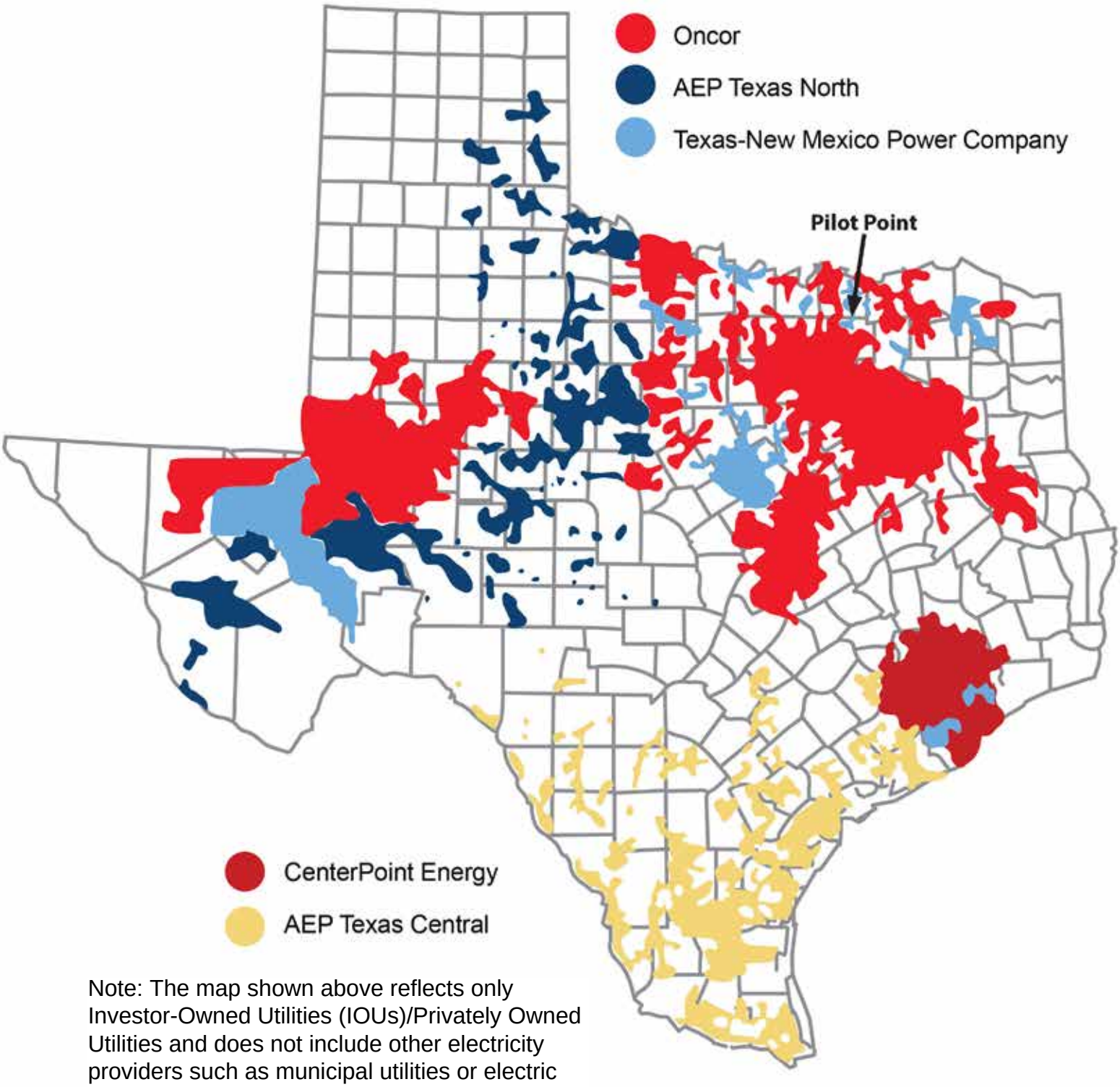
Key Trends + Challenges:

- Flood-prone areas Downtown and near major roads are experiencing property damage and runoff issues due to inadequate drainage infrastructure.
- Aging stormwater systems, including open ditches and undersized culverts, are struggling to handle increased development runoff.
- More frequent extreme weather events are driving the need for long-term climate resilience and stormwater capacity upgrades.
- Natural flood mitigation areas, such as those near Ray Roberts Lake State Park, are under pressure from development and need preservation for flood control.

Future Demand Considerations:

- Regional stormwater detention basins to control runoff from new developments.
- Upgraded drainage infrastructure in flood-prone Downtown and roadways.
- Resilient stormwater planning, incorporating green infrastructure and low-impact development strategies.
- Preservation of natural flood mitigation zones near Lake Ray Roberts and other sensitive areas.

MAP: ELECTRIC SERVICE IN TEXAS



Note: The map shown above reflects only Investor-Owned Utilities (IOUs)/Privately Owned Utilities and does not include other electricity providers such as municipal utilities or electric cooperatives. We acknowledge that providers like CoServ Electric Cooperative, Inc. and other electric co-ops may serve areas within and around Pilot Point, TX, though they are not represented in this particular exhibit.

ENERGY + DIGITAL COMMUNITY

Historically, electrical services were provided by public entities. However, since the 1990s, some states, including Texas, began deregulating electricity. This means consumers can choose their providers and plans, which creates competition and can result in lower prices. Pilot Point does not provide municipal electric service to its residents. However, Pilot Point residents can choose between at least 40 electric utility providers for their home. The larger providers include:

- Texas-New Mexico Power (TNMP) Company
- Direct Energy
- Coserv
- Atmos

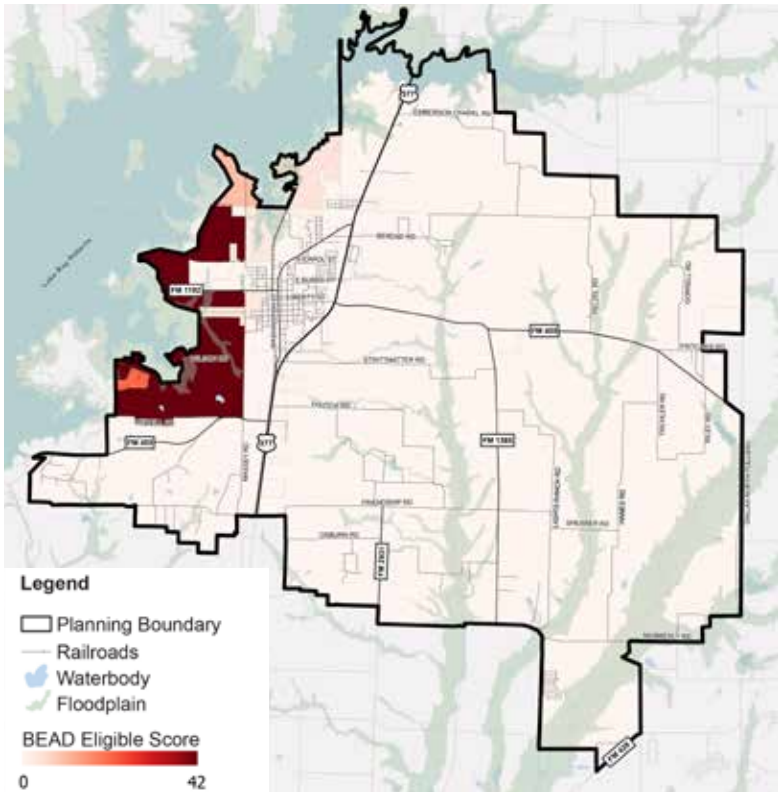
In 2023, the City purchased a total of 1,363,153 kilowatt-hours of electricity.

In 1983, the City of Pilot Point entered into a franchise fee agreement with Texas-New Mexico Power Company (TNMP) to allow the utility company to utilize city right-of-way for running utility lines. Fast forward to 2023, and that original agreement has expired, prompting the need for renewal. The proposed new agreement extends TNMP's rights and privileges for an additional forty (40) years. Under the new agreement, TNMP will pay the City a franchise fee based on the kilowatt-hours (kWh) of electricity delivered within the City limits, with a charge of approximately $0.0034 per delivered kWh.

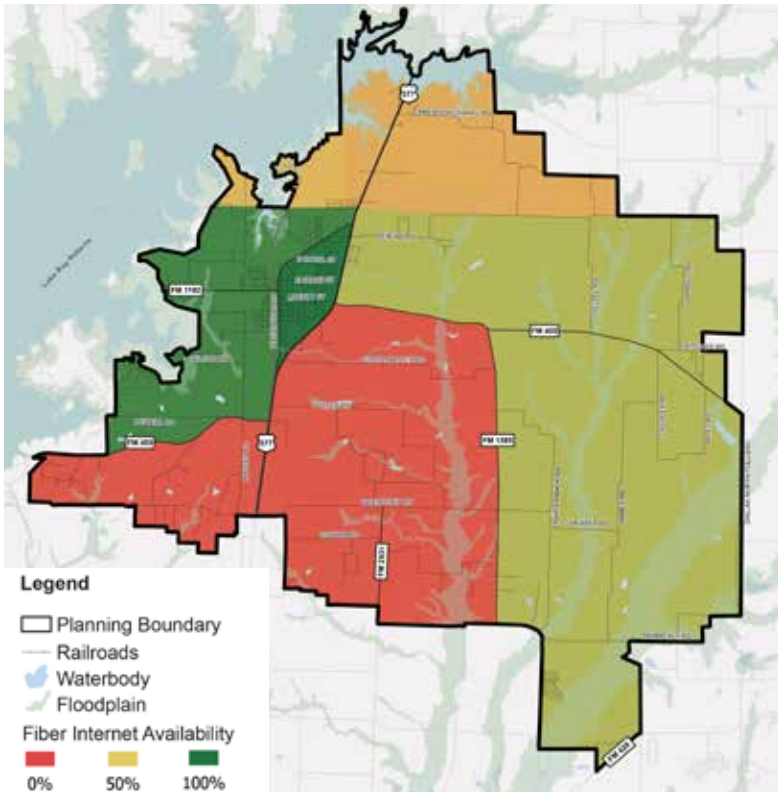
Underground Utilities Benefits

-
- Increased reliability with fewer outages
- Enhanced safety with reduced fire hazards and accidents
- Improved aesthetics by eliminating overhead lines
- Environmental benefits by preserving trees and green spaces
- Reduced maintenance needs with longer lifespan
- Efficient pedestrian space without poles or wires

MAP: BROADBAND EQUITY, ACCESS AND DEPLOYMENT PROGRAM ELIGIBILITY



MAP: FIBER AVAILABILITY



Broadband Equity, Access and Deployment Program

The Broadband Equity, Access, and Deployment (BEAD) Program is a federal initiative under the Infrastructure Investment and Jobs Act (IIJA) aimed at expanding high-speed internet access across the United States, particularly in underserved and unserved areas. Managed by the National Telecommunications and Information Administration (NTIA), the program seeks to ensure that all Americans have access to reliable, affordable, high-speed internet, promoting digital equity and fostering economic growth. Key objectives include:

-
- Expand High-Speed Internet Access: Focus on areas that lack reliable internet access
- Promote Digital Equity: Ensure that all populations, including low-income households, have access to broadband services.
- Enhance Economic Opportunities: Foster job creation and economic growth through improved internet access.
-

The map included on the left illustrates the total number of Underserved and Unserved, Broadband Serviceable Locations (BSLs), or "BEAD Eligible" locations. This helps identify areas eligible for immediate funding and investigate all aspects of reported availability and the number of serviceable locations as of December 2023. BSLs are categorized into three speed tiers:

- Served: Low-latency Fiber, Cable, Copper, or Licensed Terrestrial Fixed Wireless offering speeds greater than or equal to 100/20 Mbps.
- Underserved: Low-latency Fiber, Cable, Copper, or Terrestrial Licensed Fixed Wireless offering speeds less than 100/20 Mbps but greater than or equal to 25/3 Mbps.
- Unserved: Service that is not low-latency or offers speeds less than 25/3 Mbps, including Geostationary Satellite, Non-geostationary Satellite, Unlicensed Terrestrial Fixed Wireless, and other technologies.

Fiber Availability

The map on the prior page illustrates the availability of fiber internet in the Pilot Point study area. Regions highlighted in green have fiber internet service, while those in yellow or red may lack it. Overall, 78.13% of Pilot Point has access to fiber internet. The most widely available provider in the area is Open Infra.

This data is crucial for understanding the current infrastructure and identifying areas that require further development. Enhancing fiber internet coverage is essential for supporting the community's growing demand for high-speed internet services.

Energy + Connectivity Future Demand

Pilot Point's energy and broadband infrastructure must scale up to accommodate residential, commercial, and industrial growth. Reliable electricity and high-speed internet access will be essential for business development and quality of life.

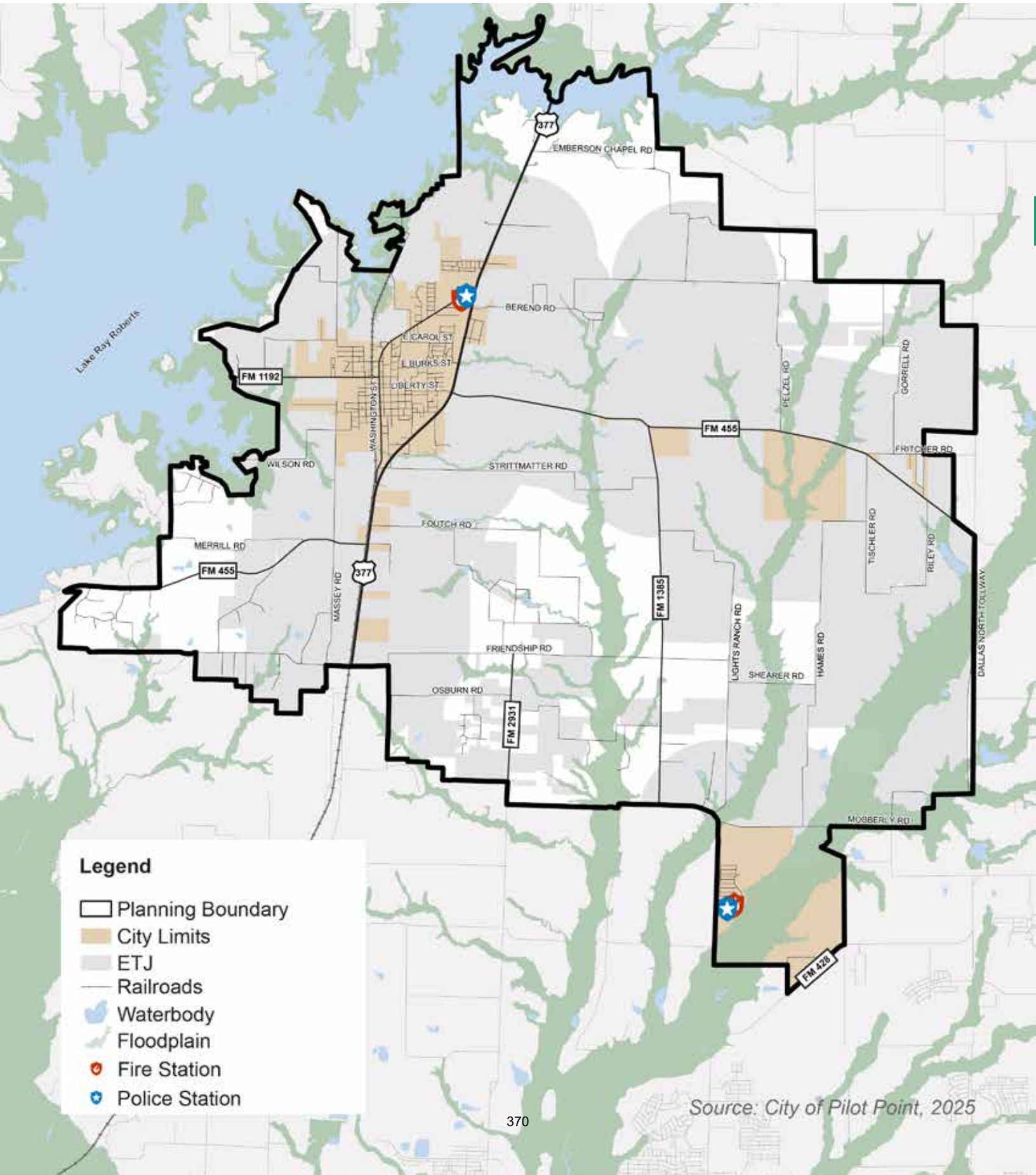
Key Trends + Challenges:

- Grid Reliability + Expansion: As housing developments increase, there is concern about power grid stability, particularly during peak demand seasons and severe weather events. The City can explore redundant power supply options.
- Broadband + Digital Divide: Currently, broadband access is inconsistent, with some areas relying on slow satellite service. According to Esri, only 60.6% of households have broadband subscriptions, reflecting a digital connectivity gap in a modern age.
- Smart City Infrastructure Needs: Future smart grid and fiber-optic investments can modernize utilities and attract technology-driven businesses.

Future Demand Considerations:

- Grid modernization and capacity upgrades to handle rapid growth.
- Public-private partnerships to expand fiber-optic broadband networks.
- Smart technology integration for energy efficiency and grid resilience.

MAP: EXISTING POLICE AND FIRE SERVICES



PUBLIC SAFETY + EMERGENCY SERVICES

POLICE

Pilot Point operates its own police department, stationed at 1797 North Washington St., with 18 authorized positions. With a population of around 5,000, this equates to roughly two officers per 1,000 residents. The International City/County Management Association (ICMA) suggests a standard ratio of 2.6 to 1.8 full-time officers per 1,000 residents, with an average of 2.5, indicating a need for increased officer recruitment. The unincorporated areas within the planning area are served by the respective county sheriff's departments.

FIRE + EMS

Pilot Point provides its own Fire and Emergency Medical Services (EMS) from a station located at 1789 North Washington St. The City Fire Department operates as a career/volunteer department, comprised of a Chief, an Assistant Chief, a full-time Fire Marshal and 20 full-time staff members. Response times for all services can be affected by factors such as staffing levels, equipment availability, facility conditions, road deterioration, and connectivity within the city and fire district.

Key Takeways

- City services must be expanded to accommodate the growing population
- An evaluation is needed to assess current service levels, determine desired service levels, and explore options to implement community-identified needs for safety and financial viability

Public Safety + Emergency Services Future Demand

Rapid population growth will dramatically increase demand for police, fire, and emergency medical services (EMS). The city must plan for additional staffing, new facilities, and enhanced emergency response capabilities to maintain public safety standards.

Key Trends + Challenges:

- Growing Demand for Fire and EMS Services: With a projected population exceeding 100,000 by 2045, existing fire stations and EMS units will be insufficient.
- Policing Capacity + Crime Prevention: As the city grows, maintaining a low crime rate will require more officers, expanded community policing programs, and upgraded facilities.
- Disaster Preparedness + Resilience: Future severe weather events, flooding risks, and emergency response coordination will require significant investments in disaster preparedness plans and upgraded infrastructure.

Future Demand Considerations:

-
- New fire stations and EMS response units to serve expanding neighborhoods.
- Increased police force & community engagement initiatives.
- Emergency preparedness planning for major weather events and infrastructure failures.

VISION: STRATEGIC GROWTH

PILOT POINT'S FUTURE WILL BE DEFINED BY INTENTIONAL, WELL-PLANNED GROWTH THAT ENHANCES QUALITY OF LIFE, INFRASTRUCTURE RESILIENCE, AND PUBLIC SAFETY WHILE PRESERVING THE CITY'S HISTORIC CHARACTER AND NATURAL ASSETS. AS THE CITY EXPANDS, INVESTMENTS IN UTILITIES, STORMWATER MANAGEMENT, DIGITAL CONNECTIVITY, AND EMERGENCY SERVICES WILL ENSURE THAT GROWTH REMAINS SUSTAINABLE, EFFICIENT, AND FORWARD-THINKING. BY PROACTIVELY ADDRESSING INFRASTRUCTURE CAPACITY, RESILIENCE, AND SERVICE DEMANDS, PILOT POINT WILL CREATE A CONNECTED, WELL-SERVICED, AND SAFE COMMUNITY THAT THRIVES AMID RAPID REGIONAL EXPANSION.

This section outlines the vision and strategies for Strategic Growth, ensuring that Pilot Point's expansion is well-managed, infrastructure is resilient, and essential services keep pace with demand. Through proactive utility planning, stormwater management, digital connectivity improvements, and enhanced public safety investments, Pilot Point will support balanced, high-quality development while maintaining its historic charm and natural assets. These strategies will work together to ensure a well-serviced, connected, and safe community, positioning Pilot Point for long-term success amid rapid regional growth.

WHY IT'S IMPORTANT TO PILOT POINT

As Pilot Point experiences unprecedented growth, strategic planning is essential to ensure that infrastructure, utilities, and public services keep pace with demand. Without proactive investment in water, wastewater, stormwater management, energy, digital connectivity, and emergency services, rapid development could strain resources, increase flood risks, and outpace public safety capacity. By planning ahead, the city can embrace growth while preserving its historic character and natural assets, creating a resilient, well-serviced, and connected community. Investments in modernized utilities, regional stormwater solutions, broadband expansion, and enhanced emergency preparedness will protect quality of life, attract businesses, and strengthen Pilot Point's long-term economic and fiscal sustainability. This chapter serves as a roadmap for managing growth responsibly, ensuring Pilot Point remains safe, thriving, and future-ready.

ECONOMIC + FISCAL BENEFITS

This Strategic Growth chapter is essential to Pilot Point's long-term economic stability and fiscal sustainability, ensuring that water, wastewater, stormwater, energy, broadband, and public safety services are strategically planned and managed. By proactively and strategically expanding infrastructure, improving service reliability, and maintaining fiscal responsibility, the City strengthens economic growth, increases tax revenue, and enhances cost-efficient service delivery. These strategies reduce costs, expand the tax base, and attract business investment, supporting workforce development and a thriving local economy while preserving Pilot Point's financial stability and high quality of life.

ATTRACTING BUSINESS INVESTMENT AND HIGH-QUALITY DEVELOPMENT

A well-planned and reliable infrastructure system is essential for economic growth and business investment in Pilot Point. Ensuring dependable water, wastewater, power, and broadband services reduces uncertainty for developers, making the city more attractive for commercial and industrial expansion. Broadband expansion plays a critical role in enhancing economic competitiveness, enabling the city to attract tech-driven businesses, remote workers, and entrepreneurs, which diversifies and strengthens the local economy. Additionally, proactive coordination with Mustang SUD and other utility providers ensures that water and wastewater capacity keeps pace with growth, preventing service bottlenecks that could otherwise delay new residential and commercial projects.

STRENGTHENING THE CITY'S FISCAL HEALTH

A strategic approach to infrastructure expansion allows Pilot Point to manage growth cost-effectively, ensuring that utility upgrades and service expansions are phased appropriately to prevent costly, last-minute emergency improvements. Investments in stormwater management and resilience, such as adopting Sponge City principles, help minimize flooding risks and infrastructure damage, reducing the financial burden of emergency repairs and property losses. Additionally, enhancements to public safety, including fire station expansions, EMS improvements, and crime prevention initiatives, can lower ISO fire ratings and crime rates, ultimately reducing insurance costs for both homeowners and businesses, making Pilot Point a more affordable and attractive place to live and invest.

EXPANDING THE CITY'S REVENUE BASE

Expanding water and wastewater capacity allows more land to become developable, increasing property values and generating higher property tax revenue from new commercial and residential growth. To ensure fiscal sustainability, the City utilizes technology fees and utility impact fees, ensuring that new developments contribute to infrastructure costs rather than placing the burden on existing taxpayers. Additionally, investments in public safety, reliable utilities, and broadband expansion enhance Pilot Point's appeal as a destination for tourism and recreation, supporting Downtown businesses, outdoor attractions, and agritourism while generating additional sales tax revenue to further strengthen the City's economy.

ALIGNMENT WITH VISION GUIDING PRINCIPLES

STRATEGIC + PROACTIVE

Infrastructure expansion is planned in advance to support growth, prevent service gaps, and ensure fiscal responsibility

PRESERVED

Regional water coordination and smart land use policies help protect natural resources while supporting growth

CHARMING

Well-maintained infrastructure and underground utilities preserve Pilot Point's character and visual appeal.

INFORMATIVE + COLLABORATIVE

The City works with regional partners to ensure transparent decision-making and shared growth planning.

OPEN + GREEN

Sponge City principles and stormwater best practices enhance flood mitigation, water reuse, and green infrastructure.

CONNECTED + INTEGRATED

Broadband expansion and utility upgrades improve community connectivity and service reliability.

VIBRANT + THRIVING

Expanding utilities, energy, and broadband attracts businesses, supports tourism, and strengthens Downtown.

FUN

Reliable infrastructure and public safety enhance parks, events, and tourism opportunities.

ALIGNMENT WITH OTHER PLANS + BEST PRACTICES

To ensure that Pilot Point's strategic growth is well-managed, resilient, and sustainable, this section integrates three key plans and five best-practice approaches that guide infrastructure, public safety, and water management decisions. The city's strategies align with the North Texas Groundwater Conservation District (NTGCD) Plan, the 2022 State Water Plan, and the North Central Texas Council of Governments (NCTCOG) Water Quality Management Plan, ensuring compliance with regional and state-level water resource management goals.

Additionally, Pilot Point is adopting best-practice frameworks to enhance public safety, environmental resilience, and long-term infrastructure efficiency, including the One Water Approach for integrated water management, the Sponge City Approach for stormwater absorption and flood mitigation, Crime Prevention Through Environmental Design (CPTED) for community safety, Neighborhood Policing for proactive law enforcement, and Firewise for wildfire risk reduction. This section outlines how these plans and strategies collectively shape Pilot Point's approach to growth, ensuring that new development is supported by sustainable infrastructure and a strong public safety framework.

TWDB'S STATE WATER PLAN

The Texas Water Development Board (TWDB) is the state's primary agency responsible for water planning, infrastructure funding, and conservation efforts. The agency develops the State Water Plan every five years, guiding regional and local water resource management to ensure long-term sustainability, drought resilience, and infrastructure reliability. With Texas' population projected to grow from 29.5 million in 2020 to 51.5 million by 2070, TWDB plays a critical role in coordinating water supply projects, groundwater conservation, and funding mechanisms to meet future demand. The 2022 State Water Plan outlines a roadmap for addressing the state's declining water supplies, which are projected to drop by 18% over the next 50 years due to aquifer depletion and surface water loss.

Goals + Strategies in the State Water Plan

The State Water Plan establishes Desired Future Conditions (DFCs) for water management, focusing on water conservation, expanded reuse, new reservoir projects, and enhanced drought preparedness. The plan emphasizes that groundwater availability is expected to decline by 32% statewide, underscoring the need for alternative supply sources, interregional collaboration, and stronger water conservation policies. Key strategies include:

- Increasing water reuse and reclamation to maximize existing supply.
- Enhancing regional cooperation to prevent fragmented water management.
- Developing new surface water reservoirs and promoting aquifer recharge projects.
- Improving conservation efforts through municipal water efficiency programs and drought response plans.
-

To achieve these goals, TWDB recommends increased investment in infrastructure, stricter water-use regulations, and the adoption of integrated management strategies like the One Water approach, which Pilot Point is exploring to ensure a reliable water future.

How This Chapter Supports TWDB's Goals

This chapter aligns directly with TWDB's statewide water planning goals by outlining conservation measures, diversified water sourcing strategies, and sustainable infrastructure investments for Pilot Point. Given the rapid growth and groundwater dependency of the city, implementing the One Water approach will allow Pilot Point to reduce reliance on groundwater, maximize reclaimed water usage, and integrate regional supply partnerships. Additionally, the city's focus on stormwater management, aquifer protection, and infrastructure coordination with regional providers reinforces TWDB's strategy of long-term resource sustainability. By integrating these strategies, Pilot Point will support statewide conservation efforts while ensuring a resilient water future for its residents and businesses.

NORTH TEXAS GROUNDWATER CONSERVATION DISTRICT

The North Texas Groundwater Conservation District (NTGCD) is responsible for managing and protecting groundwater resources in Denton, Cooke, and Montague counties, including Pilot Point. Established to promote conservation, prevent over-extraction, and safeguard water quality, NTGCD regulates groundwater use through well permitting, monitoring, and conservation initiatives. Given Pilot Point's reliance on the Trinity Aquifer, the NTGCD plays a critical role in ensuring that groundwater remains a viable, long-term water source for the city's residents, businesses, and agricultural users. The district's Groundwater Management Plan establishes a framework for sustainable water use, aligning local development with regional water availability to prevent depletion and contamination.

Goals + Strategies in the NTGCD Groundwater Management Plan

The NTGCD's Desired Future Conditions (DFCs) goals define the long-term sustainability targets for groundwater levels, ensuring that aquifer withdrawals do not exceed natural recharge rates. These conditions are set in coordination with regional groundwater conservation districts and the Texas Water Development Board (TWDB) to balance growth with resource protection. The DFCs aim to prevent significant declines in water availability, reduce aquifer drawdown, and maintain groundwater as a reliable supply source for future generations. Achieving these goals requires conservation measures, increased monitoring of water usage, and collaboration between municipalities, developers, and water providers.

How This Chapter Supports NTGCD Goals

This chapter directly supports NTGCD's water conservation and sustainability goals by outlining strategies to reduce groundwater dependence, enhance water efficiency, and protect aquifer recharge areas. By incorporating the One Water approach, Pilot Point can align its infrastructure investments with best practices in water reclamation, stormwater reuse, and conservation incentives. Additionally, strategic planning efforts—such as strengthening well permitting, encouraging alternative water sources, and promoting groundwater-friendly development policies—will help Pilot Point meet NTGCD's long-term sustainability targets. By integrating regional water partnerships, modernizing utility infrastructure, and ensuring responsible growth, Pilot Point will contribute to the protection of groundwater resources while supporting its expanding population.

NCTCOG WATER QUALITY MANAGEMENT PLAN

The North Central Texas Council of Governments (NCTCOG) is a regional planning agency that supports 16 counties, including Denton County, in addressing shared challenges such as transportation, water quality, and infrastructure planning. Established in 1966, NCTCOG works to strengthen local governments through regional coordination, data-driven decision-making, and collaborative resource management. One of its core environmental initiatives is the Water Quality Management Plan (WQMP), which is updated annually to ensure that regional water infrastructure, wastewater treatment, and stormwater management practices align with state and federal regulations. The most recent update to the WQMP was adopted by NCTCOG's Executive Board on August 24, 2024, and submitted to the Texas Commission on Environmental Quality (TCEQ) for approval.

Goals + Strategies in the Water Quality Management Plan

The WQMP outlines key strategies to protect water quality, prevent contamination, and promote sustainable wastewater management across North Texas. Given the region's rapid population growth and increasing development pressures, the plan focuses on integrated stormwater management, regional watershed planning, and sustainable wastewater infrastructure expansion. Specific strategies include:

- Total Maximum Daily Load (TMDL) Implementation Plans to reduce bacteria levels in impaired water bodies.
- The Texas SmartScape™ Program, which promotes native landscaping to reduce irrigation demand and improve stormwater runoff quality.
- Strengthened construction stormwater management policies to prevent sediment pollution from new developments.
- Encouraging regional collaboration in wastewater treatment plant expansions to ensure growing cities like Pilot Point have access to modern, high-capacity facilities.
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How This Chapter Supports NCTCOG's Goals

This chapter aligns directly with NCTCOG's WQMP objectives by promoting sustainable water management, improved stormwater resilience, and responsible wastewater infrastructure expansion. By adopting the One Water approach, Pilot Point can reduce strain on groundwater, expand water reclamation programs, and integrate regional water supply partnerships. Additionally, the city can support NCTCOG's SmartScape™ principles by encouraging water-efficient landscaping in new developments and adopting best practices in stormwater management to mitigate runoff pollution. Through these efforts, Pilot Point will contribute to the region's long-term water quality goals while ensuring its own infrastructure remains resilient and sustainable.

ONE WATER APPROACH

The One Water Approach is a holistic, integrated water management framework that treats all water—drinking water, wastewater, stormwater, and reclaimed water—as a single resource. Rather than managing these systems separately, One Water promotes a cohesive strategy where water is captured, reused, and conserved across municipal, industrial, and environmental applications. This approach maximizes efficiency, enhances sustainability, and improves resilience by ensuring that water resources are used strategically rather than wasted. The U.S. Water Alliance, Texas Water Development Board (TWDB), and many progressive municipalities advocate for One Water principles to address the challenges of population growth, climate variability, and water supply constraints.

Why Pilot Point is Adopting the One Water Approach

Pilot Point is experiencing rapid growth, which will dramatically increase demand on water supply and wastewater systems. Given limited groundwater availability, fragmented water planning, and regional drought concerns, Pilot Point must transition from traditional water management to an integrated, conservation-focused model. By adopting One Water principles, the City can:

- Expand water reclamation and reuse programs to reduce reliance on new water sources.
- Implement green infrastructure and stormwater capture systems to replenish local supplies.
- Improve coordination with regional water providers to ensure long-term reliability.
- Reduce wastewater discharge and improve treatment efficiencies, making the system more cost-effective and sustainable.

The One Water Approach is not just a conservation strategy—it is a financially responsible, forward-thinking investment in Pilot Point's water future. By treating all water as a valuable resource, Pilot Point can protect its aquifers, reduce infrastructure costs, and build a resilient water system that supports long-term growth and economic development.

CASE STUDY: CENTRAL ARKANSAS WATER – PUBLIC ART + THE ONE WATER APPROACH

In 2021, Central Arkansas Water unveiled the "Water is Life" mural in downtown Little Rock, Arkansas, as part of the "Forest to Faucet" initiative. Funded by a $20,000 grant from the U.S. Water Alliance, this project aimed to highlight the essential role of clean drinking water in the community. Local artist Tanya Hollifield collaborated with approximately 70 community members to create the mural, which features a unique water bottle filling station to promote public access to water. Additionally, the mural includes a chalkboard to encourage community conversations about water, and artwork from students at three schools was displayed as part of the project.

(Brian Chilson, 2021)

ONE WATER APPROACH

The Sponge City Approach is a nature-based urban water management strategy designed to absorb, store, and reuse rainwater rather than allowing it to become surface runoff. Originally developed in China, this approach integrates green infrastructure, permeable surfaces, wetlands, and urban water reuse systems to reduce flooding, improve groundwater recharge, and enhance climate resilience. Instead of relying solely on traditional stormwater drainage systems, Sponge Cities use landscaping, natural water retention areas, and smart urban design to slow down and manage stormwater more effectively.

Concept: Sponge City

Shi, C., Miao, X., Xu, T., Gao, W., Liu, G., Li, S., Lin, Y., Wei, X., & Liu, H. (2023). Promoting Sponge City Construction through Rainwater Trading: An Evolutionary Game Theory-Based Analysis. Water, 15(4), 771. https://doi.org/10.3390/w15040771

Why Pilot Point is Adopting the Sponge City Approach

Pilot Point's rapid development and increasing impervious surfaces are intensifying stormwater runoff issues, increasing flood risks, and placing pressure on aging drainage systems. Additionally, aquifer recharge is critical for long-term water security, meaning that capturing and reinfiltrating stormwater must be a priority. By incorporating Sponge City principles, Pilot Point can:

- Reduce urban flooding risks by integrating stormwater retention ponds, bioswales, and permeable pavement into new developments.
- Enhance groundwater recharge by protecting and restoring natural drainage corridors and green spaces.
- Improve water quality by filtering runoff through constructed wetlands and rain gardens before it reaches local waterways.
- Make infrastructure investments more cost-effective by using green stormwater solutions alongside traditional drainage systems.
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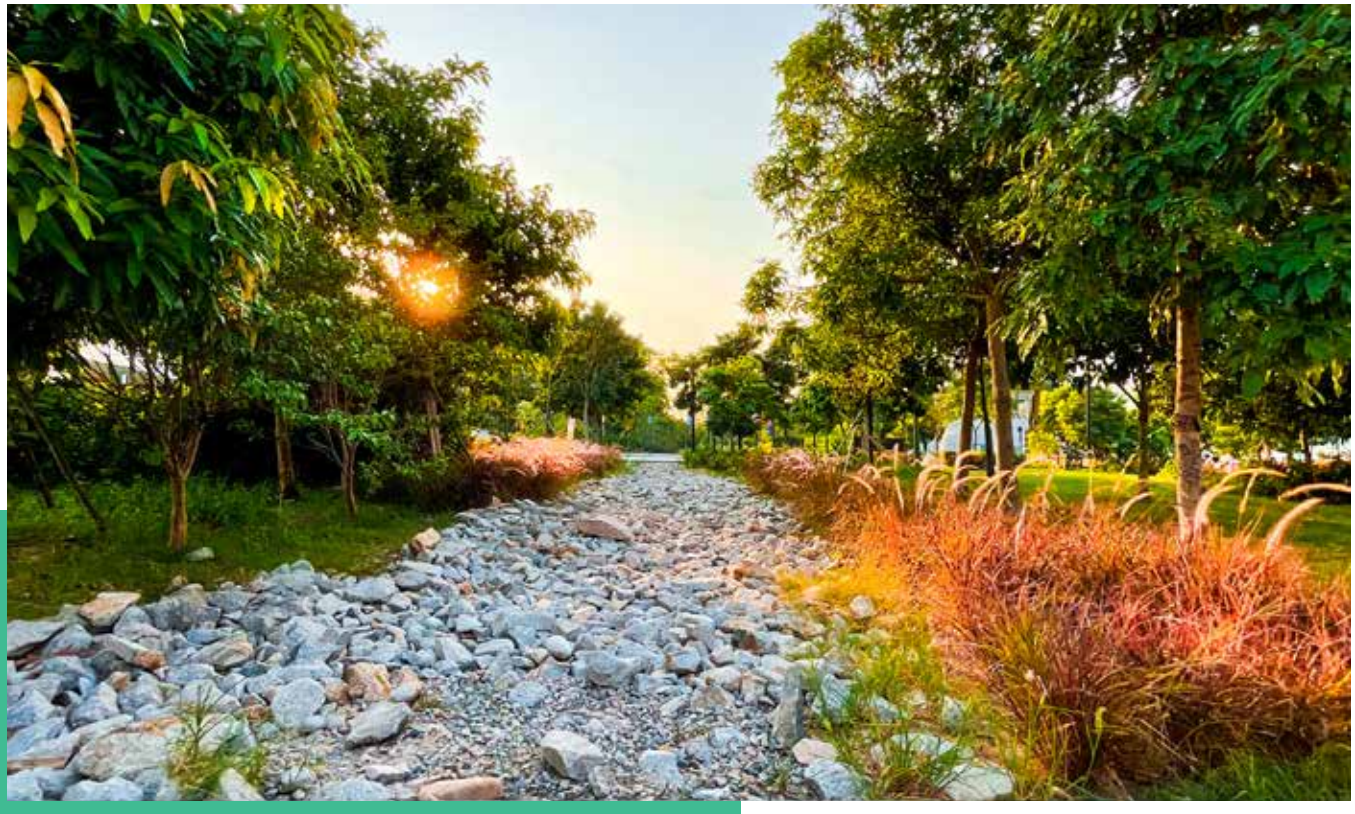
The Sponge City Approach aligns with Pilot Point's goals for stormwater resilience, flood prevention, and supportable water use. By integrating stormwater absorption, filtration, and reuse into city planning, Pilot Point can create a more resilient and environmentally responsible place while ensuring that growth does not lead to increased flood risks or water shortages.



CPTED APPROACH

Crime Prevention Through Environmental Design (CPTED) is a proactive approach to city planning and design that reduces crime by modifying the built environment to enhance visibility, increase natural surveillance, and promote community interaction. CPTED principles focus on designing spaces that discourage criminal behavior while making public areas safer and more inviting. This evidence-based strategy has been widely adopted by law enforcement agencies, city planners, and local governments to improve public safety, reduce vandalism, and enhance overall quality of life.

Why Pilot Point is Adopting the CPTED Approach

As Pilot Point grows, ensuring safe, well-designed public spaces, streets, and neighborhoods will be critical to maintaining a strong sense of community and reducing crime risks. By integrating CPTED principles into new developments, Downtown revitalization efforts, and public facility planning, the city can create environments that naturally deter crime and promote safety. Key applications include:

- **Natural Surveillance:** Designing parks, streets, and public spaces with open sightlines, lighting, and active use areas to improve visibility and deter crime.
- **Access Control:** Using strategic placement of walkways, fences, and signage to guide movement and prevent unauthorized access to sensitive areas.
- **Territorial Reinforcement:** Encouraging community ownership of spaces through landscaping, public art, and clear distinctions between public and private areas.
- **Maintenance + Design Standards:** Implementing policies to ensure public spaces, alleys, and business districts remain clean, well-lit, and well-maintained, reducing opportunities for criminal activity.

By incorporating CPTED best practices into public safety planning, infrastructure design, and development regulations, Pilot Point can foster a safer, more walkable, and community-oriented city. This approach not only enhances security but also supports economic development, strengthens neighborhood cohesion, and ensures that residents and visitors feel safe and engaged in public spaces.

COMMUNITY POLICING APPROACH

Community Policing is a community-based law enforcement strategy that emphasizes proactive crime prevention, relationship-building, and collaboration between police officers and residents. Instead of relying solely on reactive policing, where officers respond to incidents as they occur, Neighborhood Policing focuses on fostering trust, visibility, and problem-solving partnerships between law enforcement and the community. This model has been successfully implemented in cities across the U.S., reducing crime rates while enhancing community cooperation, civic engagement, and overall safety.

Why Pilot Point is Adopting the Neighborhood Policing Approach

As Pilot Point continues to expand in both population and geographic area, maintaining strong, positive relationships between law enforcement and residents will be essential to preventing crime and ensuring public trust. By incorporating Neighborhood Policing principles, the city can:

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- Increase police presence in neighborhoods and commercial areas, improving response times and deterrence of crime.
- Encourage officers to build long-term relationships with residents, business owners, and community leaders, fostering trust and information-sharing.
- Implement problem-oriented policing, where officers actively work with neighborhoods to identify and address local safety concerns before they escalate.
- Utilize data-driven patrol strategies, ensuring that police resources are efficiently allocated to areas with the greatest need.

By adopting Neighborhood Policing, Pilot Point can ensure that law enforcement remains community-driven, proactive, and responsive to the unique needs of its growing population. This approach will help create stronger, safer neighborhoods, where residents and officers work collaboratively to prevent crime, solve problems, and maintain a high quality of life for everyone.

FIREWISE USA APPROACH

Firewise USA is a national program sponsored by the National Fire Protection Association (NFPA) that encourages homeowners and communities to take proactive measures to reduce wildfire risks. The program provides a collaborative framework, guiding communities to organize, plan, and implement actions that adapt to living with wildfire threats. By fostering neighborhood cooperation and education, Firewise USA aims to enhance the safety and resilience of communities facing wildfire hazards.

Why Pilot Point is Adopting the Firewise USA Approach

Implementing Firewise USA principles is considered a best practice for public safety because it emphasizes community engagement and preparedness. By assessing wildfire risks, creating defensible spaces around properties, and utilizing fire-resistant landscaping, communities can significantly reduce the potential for fire-related damage. These measures not only protect individual homes but also contribute to the overall safety of the community, making it easier for firefighters to defend properties during wildfire events.

By adopting the Firewise USA approach, Pilot Point commits to proactive wildfire risk reduction strategies. This includes forming local committees to assess vulnerabilities, developing action plans tailored to specific needs and engaging in regular maintenance to ensure the effectiveness of implemented measures. Embracing Firewise USA practices fosters a culture of shared responsibility, enhances property values, and ensures the safety and well-being of residents in the face of potential wildfire threats.

IMPLEMENTATION: STRATEGIC GROWTH

GOAL (WATER + WASTEWATER): ENSURE A RESILIENT, DIVERSIFIED, AND EFFICIENT WATER SUPPLY AND WASTEWATER SYSTEM THAT MEETS THE NEEDS OF A GROWING POPULATION WHILE REDUCING RELIANCE ON GROUNDWATER.

STRATEGY: ADOPT THE ONE WATER APPROACH TO INTEGRATE WATER SUPPLY, WASTEWATER, STORMWATER, AND REUSE STRATEGIES.

- Develop a wastewater reuse pilot program by identifying a City-owned facility, such as a park or municipal building, to use reclaimed water for irrigation and non-potable needs. Staff will coordinate with consulting engineers to design the system, obtain permits, and apply for grant funding to offset costs.
- Require new developments to submit groundwater impact assessments before approval, specifying estimated water demand and proposed mitigation measures for high-use developments. City staff will review these reports as part of the subdivision approval process and ensure compliance with regional water conservation standards.
- Continue discussions with Upper Trinity Regional Water District (UTRWD) to develop long-term surface water supply agreements. The City should schedule quarterly meetings with UTRWD representatives and work toward a memorandum of understanding (MOU) that outlines infrastructure investment needs and service integration strategies.
- Through messaging resources available on USWaterAlliance.org, launch a messaging campaign about the importance of water conservation and water quality. The City will provide periodic social media posts and press releases containing key messaging for the One Water Approach.
- Link the Arts + Culture Transformation Catalyst for Downtown to the One Water Approach with art installations. Integrating arts and culture into water management fosters community engagement, enhances planning with diverse perspectives, and seamlessly incorporates water infrastructure into daily life.

STRATEGY: REDUCE GROUNDWATER DEPENDENCE THROUGH CONSERVATION, ALTERNATIVE SOURCING, AND INFRASTRUCTURE PLANNING.

- Adopt permanent water conservation ordinances requiring all new commercial and residential developments to incorporate drought-resistant landscaping, drip irrigation systems, and rainwater harvesting features where feasible. The City will enforce compliance through the development review process.
- Launch a citywide leak detection and repair initiative by implementing scheduled assessments of the water distribution system, prioritizing aging infrastructure for replacement. The City will apply for infrastructure grants and allocate capital improvement funds annually to reduce water loss.
- Secure state and federal grants for water conservation projects by identifying eligibility under Texas Water Development Board (TWDB) programs. The City will submit applications for funding opportunities focused on advanced metering, reuse infrastructure, and aquifer recharge projects.

STRATEGY: ENHANCE COORDINATION WITH NTGCD, PUC, AND REGIONAL PROVIDERS TO ALIGN WITH LONG-TERM SUSTAINABILITY GOALS.

- Establish a formal water resource working group consisting of City Staff, NTGCD representatives, NCTCOG representatives, and developers to discuss One Water measures quarterly. This group will review groundwater level data, recommend local policy adjustments, and identify best practices for sustainable development.
- Consider expanding the City's groundwater monitoring program by requiring all new large-scale developments (over 50 homes) to install monitoring wells and submit annual usage reports to the City and NTGCD. This data will inform future water supply planning.
- Update the City's water and wastewater master plans to reflect anticipated population growth and new conservation strategies. The City will contract with consultants to complete these updates within the next three years.
- Update the City's Capital Improvement Plan (CIP) for water and wastewater expansion to align with projected population growth. Staff will work with engineers to develop a phased five- to ten-year investment strategy that includes water line extensions and wastewater treatment expansions in key growth areas.
- Develop a water supply contingency plan to prepare for potential drought conditions and infrastructure failures. This should outline emergency conservation measures, identify backup water sources, and establish partnerships for emergency water supply agreements.
- Engage with the Public Utility Commission (PUC) to explore updates to the City's Certificate of Convenience and Necessity (CCN) to secure Pilot Point's ability to manage its water assets. Staff will coordinate with legal and regulatory advisors to assess boundary adjustments and service area protections.
- Ensure the City's water infrastructure remains operationally resilient by evaluating staffing, training, and succession planning for critical Public Works positions. Staff will develop a workforce plan to maintain expertise in system maintenance and emergency response.
- Initiate discussions with the City of Denton to explore interlocal agreements for future water supply solutions. While UTRWD is included in the strategies, the City of Denton's Ray Roberts Treatment Plant is another potential source for long-term water reliability.
- Expand public outreach on water conservation and infrastructure updates. Many residents expressed concerns about future water supply and infrastructure capacity in surveys. The City should implement an educational campaign to increase awareness of conservation efforts and upcoming projects.
- Continue the lead and copper service line inventory and replacement in compliance with TCEQ requirements. Ensuring regulatory compliance and improving water quality will be critical as the City expands and applies for grants.

GOAL (DRAINAGE, STORMWATER, + RESILIENCE): CREATE A STORMWATER MANAGEMENT SYSTEM THAT ENHANCES FLOOD PROTECTION, PROMOTES WATER REUSE, AND STRENGTHENS CLIMATE RESILIENCE THROUGH GREEN INFRASTRUCTURE.

STRATEGY: ADOPT SPONGE CITY PRINCIPLES TO INTEGRATE NATURAL DRAINAGE AND PERMEABLE SURFACES INTO NEW DEVELOPMENTS.

- Require all new developments to incorporate bioswales, local and regional retention ponds, and permeable pavement in stormwater management plans by updating the Code of Ordinances. The City will ensure compliance through the development review process and enforce standards through construction inspections.
- Develop a City-led rain garden pilot project by selecting a right-of-way or park site to serve as a demonstration for green infrastructure benefits. The City will coordinate with landscape architects to secure funding, finalize designs, and oversee implementation.
- Apply for state and federal funding through NCTCOG's stormwater grant programs and the Texas Water Development Board (TWDB) to support large-scale green infrastructure projects. The City will submit annual grant applications to finance initiatives such as permeable streets, naturalized detention basins, and enhanced floodplain restoration.
- Conduct updates on all drainage related manuals, standards, and construction specifications. Consider updates to NCTCOG Integrated Stormwater Management (iSWM) regional stormwater standards based on the most recent updates.

STRATEGY: PROTECT AND ENHANCE NATURAL FLOOD MITIGATION AREAS, INCLUDING WETLANDS AND AQUIFER RECHARGE ZONES.

- Identify and map key aquifer recharge zones within Pilot Point's Planning Area, collaborating with NTGCD to secure conservation easements and protect groundwater resources. The City will integrate these maps into zoning standards and the interactive mapping system for development review.
- Establish an incentive program for property owners who implement rain gardens, green roofs, or pervious pavement by offering rebates or property tax credits. The City will draft and adopt program guidelines, ensuring clear eligibility criteria and funding allocations.
- Partner with conservation organizations and NCTCOG to restore and expand local wetland areas for flood control and groundwater recharge. The City will work with local land trusts to secure conservation easements and prioritize protection of sensitive floodplain areas.
- Evaluate available resources and partnership opportunities with Upper Trinity Regional Water District (UTRWD) to align stormwater and aquifer recharge goals with regional best practices. The City will coordinate discussions to identify collaborative projects and funding sources.

STRATEGY: IMPROVE LOCAL STORMWATER POLICIES TO ALIGN WITH THE NCTCOG WATER QUALITY MANAGEMENT PLAN.

- Update local stormwater ordinances to require best management practices (BMPs) for construction sites, including silt fences, sediment basins, and stabilized construction entrances. The City will conduct routine compliance inspections and enforce penalties for non-compliance.
- Conduct a flood risk assessment in partnership with NCTCOG to identify vulnerable infrastructure and prioritize drainage improvements. The City will apply for grant funding to address high-risk areas and develop an implementation plan for phased upgrades.
- Strengthen the City's stormwater maintenance program by increasing inspections and ensuring that detention basins, culverts, and drainage channels remain clear and functional. Staff will document maintenance activities annually and recommend capital improvements where necessary.
- Develop a tiered stormwater fee structure based on impervious surface area to provide a dedicated revenue source for drainage improvements. Staff will evaluate similar regional fee models and present recommendations to the City Council for adoption.
- Expand infiltration and inflow (I&I) reduction efforts to prevent excess stormwater from entering the wastewater system, reducing strain on treatment facilities. The City will implement routine smoke testing and camera inspections to locate leaks in older sewer lines and allocate funding for necessary repairs.
- Require post-construction stormwater controls for all new developments exceeding one acre to prevent long-term runoff issues. The City will adopt updated site review procedures mandating retention basins, biofiltration systems, or similar stormwater management solutions for large developments.
- Develop Drainage Studies for all watersheds in the Planning Area to identify vulnerable areas and prioritize flood mitigation projects. While several individual stormwater policies exist, the Drainage Studies will provide a structured, data-driven approach to addressing flood risks and infrastructure gaps.
- Expand flood mapping efforts to incorporate recent severe weather events and future climate projections. Many flood-prone areas in Pilot Point have been mapped, but the City should work with regional agencies to refine predictions and ensure proper floodplain management.

GOAL (ENERGY + DIGITAL CONNECTIVITY): ENSURE RELIABLE AND MODERNIZED ACCESS TO ENERGY AND BROADBAND INFRASTRUCTURE TO SUPPORT RESIDENTS, BUSINESSES, AND FUTURE SMART CITY INITIATIVES.

STRATEGY: PARTNER WITH UTILITY PROVIDERS TO UPGRADE AND EXPAND ELECTRICITY AND BROADBAND INFRASTRUCTURE.

- Engage Texas-New Mexico Power (TNMP) and broadband providers in a formal working group to coordinate planned expansions on a quarterly basis. The City will establish a recurring utility coordination meeting schedule and notify all relevant stakeholders.
- Finalize and implement the new franchise agreement with Texas-New Mexico Power (TNMP). The City must ensure that financial benefits from the franchise fees are leveraged for infrastructure investments.
- Underground power lines in key public areas when feasible. Undergrounding utilities improves grid resilience, reduces power outages, and enhances aesthetics, particularly in commercial districts and Downtown.
- Require all new developments to install underground utilities for electrical and broadband infrastructure where feasible. The City will enforce this requirement through the subdivision approval process and explore incentives for compliance in applicable development agreements.
- Develop a long-term broadband expansion strategy by identifying underserved areas and seeking state and federal funding to fill coverage gaps. The City will submit an annual grant proposal to the Texas Broadband Development Office to support infrastructure deployment.

STRATEGY: ENCOURAGE INVESTMENT IN SMART GRID TECHNOLOGIES AND RENEWABLE ENERGY SOLUTIONS.

- Explore partnerships with private solar and battery storage providers to install microgrids for emergency power at key municipal buildings and facilities. The City will release a Request for Proposals (RFP) to identify potential partners.
- Require energy efficiency and smart metering in all City-owned facilities to reduce utility costs and improve real-time energy tracking. The City will include these measures as a standard in its capital improvement planning process.
- Develop a microgrid feasibility study to determine how localized energy networks can improve power stability and resilience. The City will pursue grant funding and industry partnerships to assess potential implementation sites.
- Incorporate energy efficiency upgrades into all future municipal facility renovations by adopting a checklist of required improvements. The City will prioritize LED lighting, programmable thermostats, solar-ready designs, and HVAC efficiency upgrades in new projects.
- Develop a power grid resilience strategy by evaluating backup power sources for critical infrastructure, such as emergency service facilities and key municipal buildings. The City will assess options including battery storage installations and partnerships with energy providers to explore microgrid solutions.
- Collaborate with telecom providers to map broadband coverage gaps and prioritize infrastructure investments. A City-led broadband needs assessment will identify areas eligible for state and federal broadband expansion funding.
- Require all new developments to install broadband infrastructure and consider a technology fee as part of development agreements. Revenue from this fee can be used to support digital infrastructure improvements and public safety monitoring technologies as Pilot Point expands.

STRATEGY: PROMOTE DIGITAL ACCESSIBILITY BY EXPANDING BROADBAND TO UNDERSERVED AREAS.

- Utilizing available Census tract data, install free public Wi-Fi zones in neighborhoods where broadband access is limited. These Wi-Fi zones will support digital access for students, improve public outreach, and enhance emergency communications.
- Expand public Wi-Fi zones in parks and Downtown areas to enhance digital connectivity and business accessibility. The City will contract with a broadband provider to install and maintain these hotspots, ensuring long-term sustainability.
- Establish a digital literacy initiative in partnership with local schools, the library, and community organizations to provide training on internet access, cybersecurity, and online resources. The City will work with stakeholders to develop workshops and provide free learning materials.
- Develop a broadband infrastructure grant assistance program to help small businesses and residents access funding for broadband installation costs. The City will identify available grants and assist applicants in navigating the process to ensure they can affordably connect to high-speed internet.
- Leverage the Broadband Equity, Access, and Deployment (BEAD) Program for infrastructure expansion. Pilot Point should actively seek funding through BEAD to improve internet access for rural and underserved areas.

GOAL (PUBLIC SAFETY + EMERGENCY SERVICES): MAINTAIN A SAFE, WELL-PROTECTED COMMUNITY THROUGH PROACTIVE POLICING, EMERGENCY PREPAREDNESS, AND WILDFIRE RISK REDUCTION STRATEGIES.

STRATEGY: EXPAND COMMUNITY POLICING AND CPTED PRINCIPLES TO ENHANCE CRIME PREVENTION AND COMMUNITY TRUST.

- Implement CPTED guidelines into the Code of Ordinances by requiring new developments to incorporate crime prevention design elements, such as pedestrian-scale lighting, clear sightlines, and controlled access points. The City will enforce these standards through site plan and building permit reviews to enhance public safety in new developments.
- Establish a Community Policing Initiative by assigning officers to designated districts and requiring bi-annual community engagement meetings. The Police Department will develop a formalized schedule and performance benchmarks to track officer-resident interactions and community feedback.
- Conduct a community-based crime prevention training program, partnering with local businesses and organizations, for residents and business owners, offering workshops on burglary prevention, security assessments, and emergency response best practices. The City will partner with the Chamber of Commerce to host these events quarterly.
- Continue the Neighborhood Block Leader program to strengthen communication between residents and law enforcement. The City will work with neighborhood leaders to designate Block Leaders, provide training, and hold periodic meetings to share information and best practices.
- Increase police staffing levels in alignment with projected population growth by developing a recruitment and retention plan that ensures police-to-population ratios remain effective while addressing workforce challenges. The Police Department will conduct regular workforce assessments to maintain appropriate staffing levels.
- Implement a citywide smart security camera network, such as Flock Safety, at key public spaces, intersections, and commercial areas. The Police Department will work with local businesses and residents to explore a voluntary security footage-sharing program to enhance surveillance capabilities.
- Explore resources needed to launch and maintain a crime mapping and data-driven patrol initiative to identify high-risk areas for targeted patrols and community outreach. The Police Department can analyze crime trends using real-time data, adjusting resource deployment to improve safety outcomes and reduce response times.
- Enhance emergency responder training and community outreach efforts. Public safety personnel should engage in additional training for disaster response, emergency medical services, and cybersecurity threats as these concerns were raised in stakeholder discussions.

STRATEGY: IMPROVE EMERGENCY RESPONSE INFRASTRUCTURE AND STAFFING TO KEEP PACE WITH POPULATION GROWTH.

- Develop a long-term fire station expansion plan by identifying optimal locations for new facilities based on projected population density and emergency response times. The Fire Department will conduct a feasibility study and present recommendations to City Leadership to ensure strategic placement of future fire stations.
- Increase EMS and law enforcement staffing levels by implementing a phased hiring plan aligned with population benchmarks. The City will conduct a public safety staffing needs assessment every two years to guide recruitment and retention strategies.
- Upgrade emergency communication systems to enhance coordination during disasters and public safety incidents by integrating smart dispatch technology and expanding the City's emergency alert system. The City will work with regional and state public safety agencies to ensure interoperability and real-time information sharing.
- Evaluate the provision of Fire and EMS services outside the city limits for financial and service viability. As Pilot Point grows, coordinating with Denton County on service boundaries and funding responsibilities will be critical.
- Annually review the City's Fire Safety ISO Ranking and identify improvement strategies. Upgrading fire services could lower insurance costs for residents and businesses while improving emergency response capabilities.
- Develop and implement a municipal cybersecurity response plan to protect critical infrastructure, public safety systems, and City data from cyber threats. The City will conduct an annual cybersecurity audit, identify vulnerabilities in emergency communication systems, and establish an incident response protocol in coordination with state and federal cybersecurity agencies.
- Expand cybersecurity training for City employees, law enforcement, and emergency responders to enhance preparedness against cyber attacks and data breaches. The City will implement a required annual training program covering phishing awareness, secure data handling, and emergency IT response measures, ensuring that all personnel are equipped to handle cyber threats.
-

STRATEGY: INTEGRATE FIREWISE PRINCIPLES TO REDUCE WILDFIRE RISK AND IMPROVE DISASTER READINESS.

- Require defensible space planning in new developments by enforcing setbacks, fire-resistant landscaping, and building material standards in fire-prone areas. The City will update the Code of Ordinances to include Firewise design standards for new construction in at-risk areas.
- Host annual wildfire mitigation workshops to educate residents and businesses on fire prevention, home hardening, and emergency evacuation planning. The Fire Department will coordinate with state and regional fire agencies to lead these sessions and provide training materials.
- Develop a wildfire hazard mapping system to guide future land use planning and emergency response. The City will work with GIS specialists to identify high-risk areas, prioritize fuel reduction projects, and update fire risk maps annually in collaboration with emergency services.

Implementation Chapter

IMPLEMENTATION

STRUCTURE OF IMPLEMENTATION

HOW THE PLAN COMES TOGETHER

The Implementation Chapter serves as the final blending process in the **Pilot Point Special Blend**, ensuring that all ingredients, the individual chapters, work together to create a successful, well-balanced future for the city. Just as a crafted drink requires careful infusion and mixing of flavors, this plan integrates policies, infrastructure investments, and strategic actions to shape Pilot Point's evolution.

Each chapter of the plan plays a distinct role, contributing its unique elements to the final blend. The Economic + Fiscal Vitality Chapter ensures financial sustainability and business growth, while the Strategic Growth Chapter lays the foundation for utilities, infrastructure, and public safety services. The Design System Chapter defines how the built environment and mobility network function cohesively, while the Downtown Master Plan revitalizes the heart of Pilot Point as an economic and cultural hub. The Parks + Recreation Master Plan enhances livability by preserving open space, expanding recreational opportunities, and fostering community connections.

The Implementation Chapter acts as the expert blending process, bringing together these ingredients in a way that ensures alignment, feasibility, and long-term success. Just as a master distiller fine-tunes the aging process of a spirit to develop depth and complexity, Pilot Point must carefully prioritize actions, balance investments, and track progress over time to achieve the vision set forth in this plan.

THE ROLE OF THE TRIPLE BOTTOM LINE

At the core of the Implementation Chapter is a commitment to the Triple Bottom Line, a framework that ensures all actions support the people of Pilot Point, foster economic and fiscal vitality, and preserve and enhance nature. This approach recognizes that sustainable growth must be well-balanced, equitable, and resilient, providing benefits across multiple sectors rather than prioritizing one at the expense of another.

People of Pilot Point is the foundation of every decision, ensuring that growth prioritizes access to resources, community needs, and a high quality of life for all residents. Investments in infrastructure, public services, and recreation amenities must be designed to serve the evolving needs of both current and future residents, reinforcing a strong sense of place and belonging.

Economic + Fiscal Vitality represents the financial strength and strategic investment necessary to sustain long-term success. Pilot Point's future depends on a diversified tax base, resilient local businesses, and targeted infrastructure investments that support business expansion while ensuring fiscal responsibility. Implementation efforts must align with best practices in economic development, leveraging funding tools such as grants, public-private partnerships, and tax incentives to maximize return on investment.

Nature ensures that greenspaces, parks, and environmental considerations remain a priority as the city expands. Smart growth strategies must incorporate conservation, stormwater management, and sustainable infrastructure solutions to maintain Pilot Point's scenic character and ecological resilience. Future investments in parks and trails should promote access to open space while enhancing nature stewardship and integrating weather-responsive design.

Together, these three elements form the guiding structure for implementing the Comprehensive Plan. The Triple Bottom Line serves as the lens through which all decisions are evaluated, ensuring that every action advances a future that is prosperous, well-connected, and a strong steward of nature. Pilot Point's growth will

be guided by a commitment to preserving its rural character, protecting valuable greenspaces, and integrating smart infrastructure solutions that balance development with long-term resilience.

HOW IMPLEMENTATION IS ORGANIZED

The Implementation Chapter is structured to translate the goals and strategies outlined in each chapter of the Comprehensive Plan into clear, actionable steps. While vision and planning set the foundation, successful implementation requires prioritization, accountability, and adaptability over time.
Implementation is organized into four key components:

1. **Goals** – The overarching priorities that define what Pilot Point aims to achieve in each focus area. These goals are broad, future-oriented, and aligned with the community's vision and guiding principles. Goals represent the long-term aspirations that drive policy decisions, infrastructure investments, and program development.

2. **Strategies** – The broad approaches that guide how each goal will be accomplished. Strategies provide direction on the key methods and frameworks necessary to achieve the desired outcomes. They serve as a bridge between vision and execution, ensuring that implementation efforts remain focused, efficient, and aligned with best practices.

3. **Actions** – The specific, tangible steps that must be taken to implement each strategy. Actions range from policy updates, infrastructure improvements, and financial investments to partnership development, regulatory changes, and community engagement initiatives. Each action includes a recommended timeframe, estimated cost range, and potential funding sources to ensure realistic execution.

4. **Prioritization Framework** – A structured process for determining the timeline, feasibility, and funding approach for each action. Actions are categorized by:
    - Timeframe: Short-Term (1-3 years), Mid-Term (4-7 years), and Long-Term (8+ years).
    - Conceptual Cost: From low-cost administrative actions ($) to major infrastructure investments ($$$$).
    - Readiness Factors: Whether an action depends on policy changes, funding availability, or coordination with outside entities such as Mustang SUD, TxDOT, NCTCOG, or private developers.

This structured approach ensures that implementation efforts are clear, trackable, and flexible enough to adapt to evolving community needs. The City of Pilot Point will regularly assess and update implementation priorities based on progress, funding opportunities, and external factors such as regional growth, economic trends, and infrastructure demands. By aligning actions with funding mechanisms, partnerships, and realistic timelines, this Plan creates a strong, achievable framework for delivering the strategic, well-balanced growth that Pilot Point residents envision for the future.

PRIORITIZATION FRAMEWORK

Not all actions can or should happen at once. Prioritization ensures that limited resources are directed toward the highest-impact initiatives first.

TIMEFRAME

- **Short-Term (1-3 Years)** → Actions that are low-cost, high-impact, and require minimal policy change.
- **Mid-Term (4-7 Years)** → Actions that require moderate investment, regulatory updates, or additional planning.
- **Long-Term (8+ Years)** → Major infrastructure, high-cost initiatives, and actions that require significant funding, partnerships, or phased implementation.

CONCEPTUAL COST

- **$ (Low Cost)**: Policy changes, small beautification projects, planning studies.
- **$$ (Moderate Cost)**: Targeted incentives, small infrastructure updates, business support programs.
- **$$$ (High Cost)**: Utility and roadway improvements, economic development initiatives.
- **$$$$ (Major Cost):** Large-scale infrastructure, multimodal transportation networks, major capital projects.

IMPLEMENTATION READINESS FACTORS

Some projects can be acted on immediately, while others depend on funding, partnerships, or regulatory changes. Readiness factors include:

- **Funding Availability** (Can grants, city funds, or private investment cover this?)
- **Policy Adjustments Required** (Does the City need to update codes or adopt new regulations?)
- **Partnerships Needed** (Does this require collaboration with the State, County, TxDOT, Mustang SUD, or the private sector?)
- **Community + Political Support** (Does this align with community priorities and leadership direction?)

PRIORITIZATION MATRIX

The Prioritization Matrix serves as the actionable roadmap for realizing the vision, goals, and strategies outlined in this plan. It translates high-level policies into specific, measurable steps that guide decision-making, investment prioritization, and community improvements over time.
Each action in the matrix is structured to provide clear direction on what needs to be done, who is responsible, how it will be funded, and when it should occur. The matrix builds upon the prioritization framework, ensuring that actions are strategically phased, financially feasible, and aligned with Pilot Point's evolving needs.

Structure of the Prioritization Matrix

Each action in the matrix includes the following components:

- **Action** – The specific initiative or project to be undertaken.
- **Chapter** – The chapter the action is from (ex. Parks + Recreation Master Plan, Economic + Fiscal Vitality, etc.).
- **Timeframe** – Categorized as short-term (1-3 years), mid-term (4-7 years), or long-term (8+ years), based on priority and feasibility.
- **Conceptual Cost** – A conceptual range of costs ($ - $$$$) to help guide budgeting and funding decisions.

How to Use the Prioritization Matrix

City staff, elected officials, developers, and community partners can use the matrix as a working document to:

- Prioritize annual budgets and Capital Improvement Plans (CIP)
- Track progress on key initiatives and performance metrics
- Align development proposals with City goals and infrastructure investments
- Pursue funding opportunities and public-private partnerships
- Evaluate and adjust strategies based on emerging needs and conditions

As Pilot Point continues to grow, the matrix will serve as a flexible implementation tool, ensuring that the City remains responsive to change while staying focused on long-term sustainability and community priorities. It should be reviewed regularly and updated as part of the Monitoring + Evaluation Process to reflect progress, completed actions, and necessary refinements.

Table: Prioritization Matrix

<<See separate document for review.>>

FUNDING + PARTNERSHIPS

A well-implemented plan requires creative financing, leveraging partnerships, and securing external funding sources. Pilot Point has access to multiple funding tools:

ECONOMIC DEVELOPMENT + INFRASTRUCTURE GRANTS

These grants support business expansion, workforce development, broadband infrastructure, and job creation—all crucial for Pilot Point's long-term economic resilience.

Comprehensive Economic Development Strategy (CEDS) Grants

- Administered By: U.S. Economic Development Administration (EDA)
- Purpose: Supports infrastructure and economic development projects that promote business expansion, job creation, and long-term economic resilience.
- Eligible Projects:
    - Business parks, workforce training centers, and industrial site development.
    - Utility infrastructure upgrades to support business expansion.
    - Adaptive reuse of historic structures for commercial development.
- How This Supports Pilot Point:
    - Can fund infrastructure upgrades for business parks, mixed-use development, and workforce training programs.
    - Aligns with the Economic + Fiscal Vitality and Strategic Growth Chapters.

Denton County Economic Development Program

- Administered By: Denton County Economic Development
- Purpose: Provides financial incentives for job creation and commercial development.
- Eligible Projects:
    - Infrastructure enhancements supporting new business growth.
    - Development of commercial or industrial hubs.
    - Public-private partnerships for business expansion.
- How This Supports Pilot Point:
    - Encourages local business retention and recruitment while expanding employment opportunities.
    - Aligns with the Economic + Fiscal Vitality and Downtown Master Plan Chapters.

Economic Development Administration (EDA) Public Works Grants

- Administered By: U.S. Economic Development Administration (EDA)
- Purpose: Funds critical infrastructure improvements that support economic growth.
- Eligible Projects:
    - Water, sewer, and broadband infrastructure for industrial/commercial sites.
    - Development of employment centers to attract new businesses.
    - Utility expansion projects for future growth areas.
- How This Supports Pilot Point:
    - Supports utility infrastructure needed for strategic growth and business investment.
    - Aligns with the Strategic Growth and Economic + Fiscal Vitality Chapters.

MOBILITY, TRANSPORTATION, + CONNECTIVITY GRANTS

These grants enhance multimodal mobility, pedestrian safety, road infrastructure, and public transportation access.

U.S. Department of Transportation (USDOT) Safe Streets + Roads for All (SS4A) Program

- Administered By: USDOT
- Purpose: Supports safety improvements for pedestrians, cyclists, and vehicles.
- Eligible Projects:
  - Crosswalks, pedestrian bridges, and multimodal infrastructure.
  - Intersection redesigns to reduce traffic conflicts.
  - Sidewalk expansions and ADA accessibility improvements.
- How This Supports Pilot Point:
  - Can fund mobility enhancements along US 377, FM 455, and Downtown streetscapes.
  - Aligns with the Design System and Downtown Master Plan Chapters.

TxDOT Transportation Alternatives (TA) Program

- Administered By: Texas Department of Transportation (TxDOT)
- Purpose: Provides funding for pedestrian and bicycle infrastructure.
- Eligible Projects:
  - Trail development and multi-use paths.
  - Bicycle-friendly infrastructure improvements.
  - Safe Routes to School pedestrian enhancements.
- How This Supports Pilot Point:
  - Can improve pedestrian and bicycle connections between Downtown, parks, and neighborhoods.
  - Aligns with the Parks + Recreation and Mobility Framework strategies.

Green Ribbon Program

- Administered By: Texas Department of Transportation (TxDOT)
- Purpose: Supports landscaping and beautification efforts along state highways.
- Eligible Projects:
  - Planting native trees and grasses along highway corridors.
  - Installation of irrigation and streetscape enhancements.
  - Median and right-of-way beautification projects.
- How This Supports Pilot Point:
  - Can enhance the aesthetics of US 377 and FM 455, making Pilot Point's gateways more attractive.
  - Aligns with the Design System Chapter by promoting a visually appealing community entrance.

PARKS, TRAILS, + RECREATION GRANTS

These grants provide funding for parkland acquisition, trail expansions, and recreational improvements.

Texas Parks & Wildlife Department (TPWD) Grants

- Administered By: Texas Parks & Wildlife Department
- Purpose: Supports outdoor recreation, conservation, and community park development.
- Eligible Projects:
    - Park improvements, sports fields, and nature trails.
    - Acquisition of land for new parks and green spaces.
    - Enhancements to public access for outdoor recreation.
- How This Supports Pilot Point:
    - Can fund park expansion, trail connectivity, and recreational facility development.
    - Aligns with the Parks + Recreation Master Plan.

Denton County OPEN Grants

- Administered By: Denton County Commissioners Court
- Purpose: Provides funding for community-led projects, including park improvements.
- Eligible Projects:
    - Community gardens, pocket parks, and shaded gathering spaces.
    - Park accessibility enhancements and nature-based amenities.
- How This Supports Pilot Point:
    - Expands local access to small-scale recreational spaces.
    - Aligns with the Parks + Recreation and Downtown Master Plan Chapters.

HISTORIC PRESERVATION + DOWNTOWN REVITALIZATION GRANTS

These grants help preserve Pilot Point's historic assets while supporting Downtown growth.

Texas Historical Commission (THC) Historic Preservation Grants

- Administered By: Texas Historical Commission
- Purpose: Funds restoration of historic buildings and sites.
- Eligible Projects:
    - Preservation of historic storefronts, landmarks, and civic buildings.
    - Adaptive reuse projects in historic districts.
- How This Supports Pilot Point:
    - Helps fund preservation efforts in Downtown Pilot Point.
    - Aligns with the Downtown Master Plan and Main Street America Framework.

Main Street America + Texas Main Street Grants

- Administered By: National Main Street Center & Texas Historical Commission
- Purpose: Supports business development, façade improvements, and streetscape enhancements in historic downtowns.
- Eligible Projects:
    - Retail business incentives for historic district redevelopment.
    - Downtown event programming, wayfinding, and beautification.
    - Grants for activating underutilized storefronts.
- How This Supports Pilot Point:
    - Helps revitalize the Downtown Square and promote business growth.
    - Aligns with the Downtown Master Plan and Economic + Fiscal Vitality Chapters.

COMMUNITY IMPACT & LOCAL FUNDING GRANTS

These grants provide funding for nonprofit initiatives, housing stability, and community support programs.

United Way of Denton County Community Impact Grants

- Administered By: United Way of Denton County
- Purpose: Supports initiatives that address education, income stability, health, and housing.
- Eligible Projects:
    - Programs for youth, seniors, and vulnerable populations.
    - Financial assistance for housing and economic stability.
- How This Supports Pilot Point:
    - Expands resources for community well-being and housing stability.
    - Aligns with People of Pilot Point goals.

Hotel Occupancy Tax (HOT) Funds

- Administered By: City of Pilot Point
- Purpose: Funds tourism, marketing, and cultural programming.
- Eligible Projects:
    - Destination marketing, wayfinding signage, and special events.
    - Enhancements to visitor amenities.
- How This Supports Pilot Point:
    - Can be leveraged for Downtown revitalization and tourism initiatives.
    - Aligns with the Downtown Master Plan and Economic Development goals.

PUBLIC-PRIVATE PARTNERSHIPS (P3S): A COLLABORATIVE APPROACH TO GROWTH

As Texas continues to adjust municipal control over land use and development regulations, partnerships between the City and the private sector are more important than ever. To ensure that new growth benefits both developers and the community, Pilot Point should take a proactive, collaborative approach that aligns private investment with public priorities. By engaging developers, businesses, and investors early in the process, the City can work within the constraints of state law to shape projects that support Pilot Point's vision, infrastructure capacity, and long-term fiscal sustainability. Instead of reacting to development proposals, the City can focus on building relationships with the private sector that encourage responsible growth while maximizing public benefits. Through a variety of existing tools and strategies, Pilot Point can guide development, improve infrastructure, and create vibrant places—all while leveraging private investment to reduce financial risk.

Aligning Private Development with the City's Vision + Planning Frameworks

For growth to be truly successful, developers and the City should work together from the start. One of the most effective ways to do this is through development charrettes—structured workshops where the developer, City staff, multi-disciplinary consultants, and key stakeholders come together to:

- Align projects with Pilot Point's Comprehensive Plan and Future Land Use Plan.
- Ensure infrastructure capacity meets future demands (water, wastewater, roads, trails).
- Integrate best practices from regional and state agencies, such as the North Texas Groundwater Conservation District (NTGCD) for water conservation, Texas Water Development Board (TWDB) for infrastructure resilience, and Texas Parks and Wildlife Department (TPWD) for recreation planning.
- Incorporate high-quality design, placemaking, and public safety principles, including Crime Prevention Through Environmental Design (CPTED) and the Project for Public Spaces (PPS) Placemaking Framework.
- Identify potential funding mechanisms and development incentives that support project goals.

By holding charrettes for new master-planned communities and major developments, the City can help set a shared vision early, reducing delays, conflicts, and costly redesigns later in the process.

How the Development Community Can Partner Effectively with the City

Private developers and businesses play a direct role in shaping the future of Pilot Point. To ensure successful, high-quality projects, developers should:

- Engage the City early to align their vision with infrastructure and policy realities.
- Incorporate multimodal connectivity by integrating sidewalks, trails, and equestrian paths into site planning.
- Coordinate on stormwater and drainage solutions that support regional flood mitigation strategies.
- Explore cost-sharing agreements for road extensions, parkland dedication, and public space enhancements.
- Utilize development incentives that align with the City's economic and land-use goals.

Beyond infrastructure and land use considerations, developers should also explore innovative and progressive development types that achieve a strong return on investment (ROI) while reinforcing the vision of the plan. Walkable communities, mixed-use districts, and high-quality urban design enhance long-term property values, attract diverse buyers and tenants, and create places where people want to live and work. New developments should consider smarter housing solutions, flexible lot sizes, and integrated green space designs to maximize land use efficiency and market appeal.

Recognizing the limited water supply in North Texas is another key element of responsible development. Developers who integrate water conservation strategies, efficient irrigation systems, and alternative water sources can reduce long-term operational costs while contributing to a more resilient community. Collaboration between the City and developers in implementing water-conscious design principles is critical for ensuring long-term sustainability.

Public-Private Infrastructure Incentive Program

Pilot Point recognizes that strong infrastructure is the backbone of sustainable growth. Through its Public-Private Infrastructure Incentive Program, the City encourages private-sector investment in critical infrastructure improvements that benefit both new developments and the broader community. This program focuses on projects that align with the City's comprehensive planning efforts, including:

- *Water and Wastewater Infrastructure Expansion*: Private developments should incorporate groundwater monitoring, wastewater reuse, and conservation strategies that align with NTGCD and TWDB recommendations. Developers may receive incentives for integrating low-impact development (LID) features, rainwater harvesting, or bioswales into site planning.
- *Multimodal Transportation Enhancements*: Pilot Point has prioritized sidewalks, trails, and bicycle-friendly infrastructure in the Mobility Framework. New developments can receive incentives for dedicating trail easements, upgrading pedestrian connections, or integrating equestrian-friendly amenities into their site plans.
- *Stormwater Management and Drainage Solutions*: The City is working to implement regional watershed planning and green infrastructure projects. Developers can contribute by constructing regional detention ponds, integrating pervious pavement, and utilizing best management practices (BMPs) to improve water quality and reduce flood risks.
- *Downtown Revitalization and Public Space Investments*: As part of the Downtown Transformation Catalysts, developers can partner with the City on façade improvements, pocket parks, and public gathering spaces that enhance placemaking and walkability.

Through this incentive-based approach, Pilot Point will ensure that new development contributes to infrastructure capacity while maintaining the City's commitment to resilience, mobility, and public safety.

City-Led Requests for Proposals (RFPs) for Key Catalyst Projects

The City can also take a proactive role in shaping growth by issuing Requests for Proposals (RFPs) for key projects. An RFP allows the City to solicit competitive proposals from developers, businesses, and investors to bring high-priority sites to life.

For example, the City could issue RFPs for:

- The Walcott Trailhead, seeking a private or nonprofit partner to develop a community-oriented destination with trail connections, equestrian amenities, and retail opportunities.
- Water Tower Plaza, inviting developers to propose placemaking enhancements, cultural programming, and commercial activation strategies to create a vibrant gathering space.
- Downtown mixed-use infill sites, providing incentives for projects that support retail, dining, and residential growth.

The RFP process allows the City to outline specific goals, design expectations, and financial incentives, ensuring that new projects align with Pilot Point's vision while attracting qualified partners who can execute transformative projects.

Case Study: The Silos in Waco – A Model for Public-Private Partnerships

One of the most successful public-private partnership models in Texas is The Silos at Magnolia in Waco. Once an abandoned industrial site, the property was transformed into a thriving mixed-use district through collaboration between private developers, the City, and local organizations.

Key factors in the project's success included:

- City-led infrastructure investments to improve streets, sidewalks, and utilities.
- Public-private cost-sharing agreements to develop parking and event spaces.
- Strategic placemaking efforts, including parks, greenspaces, and experiential retail.
- A shared vision between the City and the developer, ensuring that the project fit Waco's character and economic strategy.

Today, The Silos serve as a regional destination, generating millions in economic activity and revitalizing Waco's urban core. By following a similar model, Pilot Point can leverage public-private partnerships to activate key sites, attract visitors, and strengthen its local economy.

Collaboration Leads to Better Outcomes

Through early engagement, infrastructure partnerships, and innovative funding mechanisms, Pilot Point can ensure that private development contributes to long-term resilience, fiscal strength, and community character. By working together, developers, businesses, nonprofits, institutional partners, other organizations, and the City can create a thriving, well-connected Pilot Point that balances growth with sustainability and public benefit.

The best results happen when the public and private sectors view one another as collaborators rather than adversaries. The City should continue fostering a transparent and predictable development process where private investors understand expectations from the outset. In turn, the development community should approach projects with a commitment to working alongside City staff, stakeholders, and residents to shape places that align with both market needs and community values. This mutual understanding leads to higher-quality projects, more efficient approvals, and long-term economic success for all involved. A thriving Pilot Point depends on this spirit of partnership—where growth is not just installed but thoughtfully guided and curated toward a future that benefits everyone.

FINANCING MECHANISMS: A COHESIVE ROADMAP TO FUND PROGRESS

To ensure sustainable growth, Pilot Point has outlined a comprehensive set of financing mechanisms that leverage local, state, and federal funding opportunities while engaging the private sector in cost-sharing. These mechanisms will enable the City to fund infrastructure, economic development, and quality-of-life improvements without overburdening residents with additional tax liabilities. The roadmap consists of the following strategies:

Tax Increment Reinvestment Zones (TIRZ)

TIRZs allow the City to capture the increase in property tax revenue generated by new development within a designated district and reinvest it into public infrastructure and economic development projects.

- Existing TIRZ #1 focuses on Downtown revitalization, funding streetscape enhancements, façade grants, public parking, and infrastructure improvements to support mixed-use development.
- Existing TIRZ #2 supports Creekview and Mobberly Farms.
- Potential TIRZ Expansion: The City can evaluate whether to expand TIRZ #1 to include key commercial corridors that would benefit from targeted infrastructure investments.

Public Improvement Districts (PIDs)

PIDs are an effective tool that allows property owners within a defined area to pay for specific public infrastructure improvements through assessments.

- Used in growth areas to fund water, sewer, road, and drainage infrastructure.
- Provides high-quality parks and trail networks by ensuring new developments contribute to recreational amenities.
- Helps integrate sidewalk and trail connections, supporting Pilot Point's walkability goals.

Impact Fees and Infrastructure Cost-Sharing

Impact fees ensure that new developments pay a fair share of the cost for expanding water, wastewater, drainage, and transportation infrastructure.

- Regularly updating impact fees ensures they reflect actual costs and infrastructure expansion needs.
- Phased impact fee models can be explored to reduce upfront costs for large-scale developments while maintaining financial sustainability.
- Developer-funded infrastructure agreements can be structured to require private-sector investment in water and sewer expansions, with the City reimbursing costs over time.

Public-Private Infrastructure Incentive Program

This initiative will provide matching funds or cost-sharing agreements for streetscape enhancements, broadband expansion, and utility upgrades in commercial districts.

- Establishes clear guidelines and an application process for businesses and developers to apply for financial assistance.
- Encourages investment in high-impact infrastructure that supports Pilot Point's economic and mobility goals.
- Aligns with the City's design and placemaking strategies to create inviting public spaces that drive economic activity.

Chapter 380 Agreements for Business Incentives

Pilot Point can enter into Chapter 380 Agreements, which allow the City to provide economic incentives to businesses in exchange for job creation, infrastructure investment, or commercial development.

- Can be structured as tax rebates, fee waivers, or direct infrastructure investment.
- Helps attract high-value businesses and retailers to Downtown and the US 377 corridor.
- Encourages targeted industry sectors, such as agritourism, recreation tourism, and professional services.

Hotel Occupancy Tax (HOT) Revenue

Revenue from hotel stays is allocated to tourism-related projects, event marketing, and Downtown improvements.

- Supports destination branding and visitor attraction efforts.
- Helps finance placemaking initiatives, wayfinding signage, and tourism-driven events such as equestrian tourism and historic festivals.

State and Federal Grants for Infrastructure Expansion

Pilot Point should actively seek grants and low-interest loans to offset local funding needs for water, sewer, mobility, and public space improvements.

- Texas Water Development Board (TWDB) Water Infrastructure Fund: Grants and loans for water and wastewater infrastructure.
- USDA Rural Development Water & Waste Disposal Loans + Grants: Supports water system expansion in rural areas.
- Economic Development Administration (EDA) Public Works Grants: Funds water, sewer, and roadway infrastructure for business expansion.
- Texas Capital Fund Infrastructure Program: Grants for extending public infrastructure to job-creating developments.

Municipal Utility Districts (MUDs)

MUDs, while not currently used in the Pilot Point city limits, could serve as a potential tool to finance water, sewer, and drainage infrastructure in large-scale developments within the Planning Area.

- Allows developers to recover costs of infrastructure improvements without relying on City budget allocations.
- Works well in high-growth residential or mixed-use districts.

Capital Improvement Plan (CIP) for Strategic Investments

Pilot Point's Capital Improvement Plan (CIP) prioritizes investments in water, wastewater, drainage, roadways, and multimodal infrastructure.

- Funded through a combination of bond financing, TIRZ revenue, and impact fees.
- Aligns public infrastructure expansion with the City's growth management and economic development priorities.

Long-Term Financial Resilience and Revenue Diversification

Pilot Point's fiscal health depends on reducing its reliance on residential property taxes and expanding alternative revenue streams.

- Encouraging lodging options near Downtown and Ray Roberts Lake to increase HOT revenue.
- Annexing high-value commercial and industrial areas to expand the property tax base without increasing tax rates.
- Tracking economic trends using GIS and fiscal impact models to assess how different development patterns affect City revenue and service costs.

This roadmap provides a comprehensive financial toolkit that enables Pilot Point to invest in critical infrastructure, attract economic development, and improve community amenities without placing an undue financial burden on residents. By leveraging TIRZs, PIDs, impact fees, state and federal grants, public-private partnerships, and economic development incentives, the City can create a resilient, fiscally responsible, and thriving community.

METRICS + ACCOUNTABILITY: ENSURING LONG-TERM SUCCESS

Pilot Point's Comprehensive Plan is designed to be a living document that guides decision-making and investments over time. However, a plan is only as effective as its implementation. To ensure that the City stays on track, it is critical to establish clear performance metrics, regular evaluation processes, and accountability mechanisms that provide transparency and keep stakeholders engaged. By adopting a structured approach to tracking progress, Pilot Point can identify successes, address challenges, and make informed adjustments to policies and priorities. This section outlines the key tools and processes the City will use to ensure that the vision set forth in this plan translates into measurable action.

KEY COMPONENTS OF THE METRICS + ACCOUNTABILITY FRAMEWORK

1. Tracking progress through performance metrics
2. Implementation responsibilities and oversight
3. Annual review process and reporting
4. Public transparency and community engagement
5. Comprehensive plan amendments and updates

1. TRACKING PROGRESS THROUGH PERFORMANCE METRICS

To assess whether implementation efforts are moving in the right direction, Pilot Point will establish Key Performance Indicators (KPIs) for each major area of the plan. These metrics should be quantifiable, relevant, and easy to track over time.

Examples of Performance Metrics by Category

Economic + Fiscal Vitality

- Number of new businesses opened annually
- Growth in sales tax revenue
- Amount of grant funding secured for economic development
- Vacancy rate in Downtown storefronts
- Private investment leveraged through City incentive programs

Strategic Growth (Utilities, Public Services, Infrastructure)

- Percentage of population served by City water and wastewater systems
- Number of infrastructure expansion projects completed
- Annual investment in water and wastewater upgrades
- Response times for emergency services

Mobility + Transportation

- Miles of new sidewalks, trails, and multimodal infrastructure added

- Number of pedestrian and bicycle safety improvements implemented
- Reduction in high-crash intersections over time
- Traffic counts and congestion monitoring at key intersections

Parks + Recreation

- Increase in park acreage per 1,000 residents
- Number of new trail miles added
- Participation rates in City-sponsored recreational programs
- Public satisfaction with park and trail maintenance (via surveys)

Downtown + Placemaking

- Attendance at Downtown events and festivals
- Number of public space activations (pop-ups, temporary art installations)
- Amount of funding dedicated to streetscape and public realm improvements

Tracking these metrics will allow the City to demonstrate progress, identify areas that need additional focus, and make data-driven decisions about future investments.

2. IMPLEMENTATION RESPONSIBILITIES AND OVERSIGHT

Ensuring accountability requires clearly defining who is responsible for implementation efforts. While City staff will take the lead on many initiatives, successful execution will also depend on partnerships with businesses, developers, regional agencies, and community organizations.

Key Implementation Roles

City Council – Sets priorities, approves budgets, and adopts policy changes.	**City Staff + Departments** – Leads day-to-day execution, grant applications, infrastructure projects, and development reviews.	**Municipal Development District (MDD)** – Focuses on business attraction, retention, and strategic economic growth initiatives.
Parks + Recreation Board – Guides park development, recreational programming, and trail expansion.	**Main Street Board** – Supports Downtown business growth, historic preservation, and placemaking efforts.	**Regional + State Agencies (TxDOT, NTGCD, NCTCOG, TWDB, TPWD, etc.)** – Provide funding, technical assistance, and regulatory oversight in key areas such as transportation, water, and conservation.

By clearly defining roles and responsibilities, Pilot Point can ensure that all stakeholders are aligned and working toward a common vision.

3. ANNUAL REVIEW PROCESS AND REPORTING

To maintain accountability and allow for flexibility, the City should conduct an Annual Implementation Review to assess progress, update priorities, and refine strategies.

Annual Implementation Report

Each year, City staff should produce a brief but informative report that:

- Summarizes major accomplishments and milestones
- Reviews progress toward performance metrics
- Identifies challenges or barriers to implementation
- Highlights funding opportunities and upcoming projects
- Recommends any necessary updates to priorities or action items

This report should be presented to City Council, shared with community stakeholders, and made publicly available to ensure transparency.

4. PUBLIC TRANSPARENCY AND COMMUNITY ENGAGEMENT

Accountability also requires open communication and opportunities for public input. The City should ensure that residents, businesses, and stakeholders remain informed and engaged throughout the implementation process.

Recommended Engagement Strategies

- **Public Dashboard** – Create an online dashboard that tracks progress on key projects and performance metrics.
- **Community Check-Ins** – Host annual town halls or open houses to discuss implementation progress and gather feedback.
- **Stakeholder Roundtables** – Convene focused discussions with business owners, developers, and community organizations.
- **Regular Updates via Social Media** – Provide accessible, easy-to-understand updates on major projects and initiatives.

Keeping the public informed builds trust and encourages continued participation in shaping Pilot Point's future.

5. ADAPTING TO CHANGING CONDITIONS

In Texas, zoning regulations must be adopted in accordance with a comprehensive plan (i.e. Master Plan Set), as required by the Texas Local Government Code § 211.004. This ensures that land use decisions align with the municipality's long-term vision for growth and development. When a development proposal is inconsistent with the Comprehensive Plan, the City has two primary options:

1. Deny the proposal to maintain adherence to the existing Comprehensive Plan.

2. Consider a Comprehensive Plan Amendment submitted by the developer, typically involving changes to the Future Land Use Plan or the Master Thoroughfare Plan.

Comprehensive Plan Amendment Process

To ensure that amendments are thoughtfully considered and align with Pilot Point's goals, the following structured process should be implemented:

1. *Submission of Amendment Application*
   The developer provides a detailed outline of the proposed change, including:
   - Explanation of the amendment's importance to Pilot Point.
   - Assessment of the proposal's impact on the Triple Bottom Line: economic + fiscal vitality, nature, and people of Pilot Point.
   - Demonstration of how the amendment complies with other sections of the Comprehensive Plan.

    - Rationale for why the proposed change is preferable to the existing plan provisions.
2. *Community Engagement*
   The applicant is required to host a community meeting to discuss the proposed amendment. This involves:
    - Announcements on the City's social media platforms and direct mailings to properties within a 1,000-foot radius of the proposed development site.
    - Gathering input from residents and stakeholders to inform the decision-making process.
3. *Formal Public Hearings*
   The proposed amendment undergoes public hearings before both the Planning and Zoning Commission and the City Council, ensuring transparency and community involvement.

Updates to the Comprehensive Plan

Given Pilot Point's rapid growth, it is essential to keep the Comprehensive Plan (i.e. Master Plan Set) current. The Master Plan Set should be reviewed and updated every three years, focusing on goals, strategies, policies, actions, and maps to ensure they reflect the evolving needs of the community.

Additionally, the Master Plan Set should undergo major updates at least every five years. This revision process includes:

- Conducting comprehensive public outreach efforts and updating the Community Survey to gather resident input.
- Assessing existing conditions, goals, the Vision Statement, and strategies with public input.
- Establishing a new Planning Advisory Committee to provide diverse perspectives on proposed updates.
- Updating the Character Framework and Mobility Framework to align with current trends and community aspirations.

Types of Plan Amendments

1. *Amendments to Actions*
   These should be made by resolution of the City Council after review and recommendation by the Planning and Zoning Commission as part of the Monitoring and Evaluation Process.
2. *Text Amendments*
   Project-specific text amendments, such as changes to the Guiding Principles, Vision, or Character Framework, are discouraged unless conducted as part of a comprehensive review process with associated community engagement.
3. *Other Plan Amendments*
   Map and text amendments may be necessary as part of a City-led planning effort. Such amendments should occur concurrently with the adoption of the plan or during a scheduled plan update.
4. *Administrative Changes*
   Minor corrections, such as fixing typographical errors or updating hyperlinks, can be made administratively by staff and do not require action by the City Council.

By adhering to this structured approach, Pilot Point can effectively manage developments that deviate from the comprehensive plan, ensuring that any changes contribute positively to the community's long-term vision and comply with state regulations.

The Pilot Point Master Plan Set is more than a collection of policies, maps, and strategies—it is a collective commitment to a future that is thoughtful, resilient, and uniquely Pilot Point. This Master Plan Set is the product of countless conversations, dedicated research and analysis, and the shared aspirations of residents, business owners, City leadership, and community partners who have worked together to ensure that Pilot Point grows in a way that reflects its heritage while embracing new opportunities.

To everyone who contributed to this effort, through public meetings, surveys, workshops, and collaborative discussions, ***thank you****. Your insights, ideas, and passion for Pilot Point have shaped this document into a powerful tool for guiding the City's next chapter.*

The Master Plan Set provides a framework to ensure that growth is intentional, that investments are strategic, and that Pilot Point continues to be a place where families, businesses, and visitors find a strong sense of place. It is not a rigid document but a guide that will evolve over time, adapting to new challenges and opportunities while staying true to the values that make Pilot Point special. Much like that finely crafted blend, this Master Plan Set has been carefully composed to ensure that each element comes together in a way that enhances the whole. Each decision, each investment, and each partnership will build on this foundation, strengthening Pilot Point's identity and ensuring its prosperity for generations to come.

With this plan, Pilot Point is not just preparing for the future—it is shaping it. The work ahead is ambitious, but with the dedication of the community and leadership, the City is well-positioned to usher in a new era of growth, opportunity, and quality of life. This is the roadmap.
Now, it is time to bring it to life.

Chapter	Action Number	Action	Timeframe	Conceptual Cost
2 - Economic + Fiscal Vitality	2.01	Amend the Code of Ordinances to allow mixed-use development by-right in areas intended on the Future Land Use Plan, including Downtown and along U.S. 377, while simplifying the approval process for adaptive reuse projects. Reducing zoning barriers will encourage a mix of housing, retail, and office spaces, influencing new development aligns with infrastructure capacity and market demand.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.02	Create a small business start-up toolkit that simplifies permitting and licensing requirements, providing a step-by-step guide for new business owners. Partner with local banks and real estate professionals to match vacant Downtown spaces with small business prospects, increasing activation and reducing long-term vacancies.	2 - Mid-term (4-7 years)	1 - $
2 - Economic + Fiscal Vitality	2.03	Establish a Downtown Preservation Grant Program (or enhance an existing one) to support façade improvements, upper-story renovations, and outdoor activation projects. This will help property owners enhance the historic character of their buildings while creating attractive, functional spaces that support business and residential growth.	2 - Mid-term (4-7 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.04	Through incentive policy, develop a targeted commercial growth approach that prioritizes infrastructure investments in areas where water, wastewater, drainage, and mobility improvements can support business development. This ensures that commercial expansion occurs in locations that minimize city costs and maximize economic returns.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.05	Work with property owners and brokers to actively market Downtown and key commercial corridors as investment-ready locations. Develop a process to create site-specific recruitment packages for priority businesses will help attract retailers, restaurants, and service providers that align with Pilot Point's market needs and Vision.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.06	Coordinate with property owners to encourage temporary pop-up businesses (through temporary certificates of occupancy) in vacant Downtown storefronts and underutilized commercial spaces. Short-term leasing opportunities can help test market demand and support long-term occupancy while generating pedestrian activity.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.07	Expand placemaking initiatives using the Downtown Transformation Catalyst strategies to enhance streetscape improvements, outdoor seating areas, and pedestrian connectivity. A more inviting and walkable Downtown will attract both visitors and businesses, while reinforcing Pilot Point's identity as a destination.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.08	Streamline the development review process by creating a pre-approved site plan and landscape plan template for small-scale commercial or mixed-use developments and adaptive reuse projects. Offering a clear, predictable path to approval will help local businesses and developers navigate the process more efficiently.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.09	Collaborate with equestrian businesses and agritourism operators to expand marketing and branding efforts that highlight Pilot Point's unique identity. Supporting seasonal equestrian events Downtown can drive visitor spending and strengthen local businesses.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.10	Track growth and economic trends using existing GIS and economic data tools to monitor new development, available commercial spaces, and infrastructure capacity. Create these dashboards and establish a policy to regularly update and analyze this information to help the City and the MDD adjust policies to maintain a balanced and resilient economic landscape.	2 - Mid-term (4-7 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
2 - Economic + Fiscal Vitality	2.11	Utilizing the contents of this Master Plan Set, develop a regional economic positioning statement that highlights Pilot Point's strategic location near the Dallas North Tollway and emphasizes its appeal for businesses, remote workers, and tourism. Use this messaging in economic development marketing materials, incentive discussions, and business recruitment efforts.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.12	Work with regional economic development groups, such as the North Central Texas Council of Governments (NCTCOG) and neighboring cities, to position Pilot Point as part of regional workforce and industry growth strategies. This will help align local workforce development, infrastructure expansion, and business recruitment with regional economic trends.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.13	Identify target industries that benefit from Pilot Point's nature-based character, such as agritourism, recreation tourism, equestrian-related businesses, and rural retreat destinations, and ensure zoning regulations support these uses by right. This will allow Pilot Point to attract businesses that align with its identity rather than competing directly with more urban markets.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.14	Based on the success of TIRZ #1 in supporting Downtown revitalization, evaluate whether expansion or a refined district boundary would better align with current redevelopment goals. Consider and explore a separate TIRZ that covers only the updated boundaries of Downtown to capture tax revenue from new development, funding targeted infrastructure improvements that support small business growth and Downtown revitalization.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.15	Adjust the City and MDD's economic development incentives to prioritize businesses that generate sales tax revenue consistent with the Vision, such as restaurants, entertainment venues, and retail anchors. Structuring incentives around revenue-producing businesses will maximize return on investment and reduce reliance on residential property taxes.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.16	Create a program to identify and actively market hotel and tourism development opportunities to capitalize on recreation and equestrian tourism. Encouraging lodging options near Downtown and Ray Roberts Lake State Park will generate Hotel Occupancy Tax (HOT) revenue, which can fund future tourism-related initiatives.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.17	Update impact fees based on the new Comprehensive Plan so that new development contributes proportionately for the cost of expanding water, wastewater, drainage, and transportation infrastructure. Keeping fees up-to-date will help maintain fiscal responsibility while providing necessary services for growth areas.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.18	Establish a Public-Private Infrastructure Incentive Program that offers matching funds or cost-sharing agreements for streetscape improvements, broadband expansion, and utility upgrades in commercial corridors and Downtown. Create clear program guidelines and an application process for businesses and developers to contribute to infrastructure projects in exchange for financial assistance or expedited approvals.	2 - Mid-term (4-7 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.19	Proactively allocate City Staff or consultants to secure state and federal grants for targeted economic development projects, particularly those that align with Downtown Transformation Catalyst strategies. Competitive grant applications will help offset infrastructure costs and provide financial support for revitalization efforts.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
2 - Economic + Fiscal Vitality	2.20	Encourage annexation requests from property owners in commercial and high-value industrial areas by demonstrating the benefits of City services and infrastructure access. Providing clear incentives for voluntary annexation will help expand the tax base without straining municipal resources.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.21	Launch an annual Business Retention and Expansion (BRE) Program that includes structured site visits with local businesses to identify workforce needs, infrastructure challenges, and expansion opportunities. Develop a follow-up process where businesses receive tailored recommendations, permitting assistance, or connections to funding resources based on their needs.	2 - Mid-term (4-7 years)	1 - $
2 - Economic + Fiscal Vitality	2.22	Establish an annual Retail Growth Review with the MDD and Chamber of Commerce to evaluate sales tax trends, retail leakage, and business recruitment targets. Use findings to update incentive strategies, marketing efforts, and zoning policies to strengthen local retail performance.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.23	Establish a Municipal Infrastructure Investment Plan that prioritizes projects with the highest return on investment in terms of revenue generation, tourism impact, long-term property tax gains, and costs of service. This Plan will ensure that even with limited funding flexibility, the City and MDD are making financially strategic infrastructure investments.	1-Short-term (1-3 years)	2 - $$
2 - Economic + Fiscal Vitality	2.24	Monitor state legislative proposals related to property tax caps, sales tax limitations, and impact fee restrictions to anticipate potential revenue constraints. Work with the regional economic coalitions, the counties, nearby cities, and private sector industry to advocate for the ability of Pilot Point to have greater influence over fiscal resilience and provision of infrastructure and services.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.25	Encourage a mix of housing types near employment centers and Downtown through zoning updates that are more form-based and support housing, such as townhomes, condos, lofts, and live-work units. Ensuring a variety of housing options by right will allow workers at different income levels to live in Pilot Point rather than commuting from surrounding areas.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.26	Work with NCTC and regional trade schools to establish a Workforce Training Partnership that provides career-track certifications in high-demand fields like construction, hospitality, and advanced manufacturing. Identify funding sources or employer sponsorships to expand local training options.	2 - Mid-term (4-7 years)	1 - $
2 - Economic + Fiscal Vitality	2.27	Establish a coworking space program in partnership with Downtown property owners, offering shared office space for entrepreneurs and remote workers. Repurposing existing commercial spaces for flexible work environments will attract small business activity and increase Downtown vibrancy, even if they are temporary in nature.	2 - Mid-term (4-7 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.28	Work with major employers to develop employer-assisted housing programs that provide down payment assistance or rental incentives for employees who live in Pilot Point. Employer-supported housing options can help retain local talent and reduce workforce turnover.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.29	Update live-work zoning regulations to allow small-scale businesses and professional offices in residential areas in and near Downtown and commercial corridors. Allowing more flexible land uses will support home-based businesses and promote entrepreneurship.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.30	Continue to expand Pilot Point Works program in cooperation with Pilot Point ISD and the Pilot Point Chamber of Commerce. Developing career training opportunities will strengthen workforce retention and prepare young residents for local employment.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
2 - Economic + Fiscal Vitality	2.31	Create a Downtown Residential Incentive Program that provides tax abatements or fee waivers for property owners who convert upper stories into housing. Streamline permitting by developing a pre-approved template for upper-story residential projects, reducing time delays for applicants.	2 - Mid-term (4-7 years)	1 - $
2 - Economic + Fiscal Vitality	2.32	Host a Workforce Housing Roundtable with major employers to assess interest in employer-assisted housing programs, such as down payment assistance or rental incentives for employees. Use feedback from this meeting to develop a voluntary Employer Housing Incentive Program that encourages participation from businesses. Providing housing options near job centers will help businesses attract and retain employees.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.33	Create a Young Professionals Network to connect new residents with business and community leaders, fostering networking and leadership development opportunities. Engaging young professionals will help build a strong local workforce and encourage long-term community investment.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.34	Develop a marketing campaign aimed at remote workers and entrepreneurs, highlighting Pilot Point as a rural work hub with connectivity to DFW job centers, affordable housing, and high quality of life. Promote this messaging through regional economic development organizations, co-working networks, and real estate outreach efforts.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.35	Strengthen broadband infrastructure expansion efforts by collaborating with regional internet service providers (ISPs) and grant programs to ensure that high-speed internet is available in both residential and commercial areas. This will make Pilot Point more attractive to remote workers, tech startups, and small businesses.	2 - Mid-term (4-7 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.36	Increasing treatment capacity and adding elevated storage tanks to improve water availability and pressure.	3 - Long-term (8+ years)	3 - $$$
2 - Economic + Fiscal Vitality	2.37	Identify high-growth or redevelopment areas for new sewer lines, upgraded sewer lines, and treatment capacity expansions.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.38	Ensure that older water and sewer lines are cataloged, replaced, and/or reinforced to prevent failures and inefficiencies.	2 - Mid-term (4-7 years)	3 - $$$
2 - Economic + Fiscal Vitality	2.39	Regularly update water and wastewater impact fees to reflect the true cost of infrastructure expansion.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.40	Structure impact fees based on growth areas, ensuring that higher fees apply in areas requiring significant infrastructure investment, while maintaining competitiveness in already-served area.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.41	Consider phasing impact fees for large developments, allowing developers to pay fees in increments as infrastructure is needed, rather than requiring full payment upfront.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.42	Require developers to finance water and sewer extensions, with the City reimbursing costs over time through property tax or utility revenue-sharing agreements.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.43	Offer incentives for private-sector investment in infrastructure within designated commercial or industrial zones in exchange for job creation or economic development commitments.	1-Short-term (1-3 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.44	Work with developers or regional partners to co-fund major infrastructure projects, reducing the City’s financial burden.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.45	Use TIF revenues for water and wastewater infrastructure in Downtown Pilot Point, ensuring the City can support higher-density, mixed-use, and commercial growth.	2 - Mid-term (4-7 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.46	Expand TIRZ #1 to include key economic corridors that could allow for targeted investment in infrastructure upgrades to support commercial revitalization. Capturing increased property values from redevelopment ensures that infrastructure costs are funded by the growth they support.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
2 - Economic + Fiscal Vitality	2.47	Downtown and Adjacent Redevelopment Areas –Invest in water and sewer upgrades here to support mixed-use development, attract businesses, and increase property values.	2 - Mid-term (4-7 years)	3 - $$$
2 - Economic + Fiscal Vitality	2.48	Commercial Corridors along US 377 – Ensure that water and sewer capacity is sufficient to attract retail, office, and light industrial development.	1 - Short-term (1-3 years)	5 - Varies
2 - Economic + Fiscal Vitality	2.49	Targeted Residential Growth Areas East of US 377 – Extend infrastructure in a phased approach, focusing on the city's core, to support workforce housing and mixed-use communities while maintaining financial sustainability.	3 - Long-term (8+ years)	5 - Varies
2 - Economic + Fiscal Vitality	2.50	Encourage reclaimed water use for irrigation and industrial applications.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.51	Implement tiered water pricing to incentivize conservation.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.52	Require drought-tolerant landscaping in new developments to reduce water demand.	1-Short-term (1-3 years)	1 - $
2 - Economic + Fiscal Vitality	2.53	Upgrade City water infrastructure to reduce leaks and system losses.	2 - Mid-term (4-7 years)	3 - $$$
3 - Design System	3.01	Create a Rural Conservation Overlay District to establish guidelines for scenic view preservation, open space integration, and land use compatibility in agricultural and scenic areas, ensuring rural and ecological assets remain intact and to provide for agritourism and recreation tourism opportunities.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.02	Develop a Heritage Corridor Program to establish design guidelines for key historic roadways and rural corridors, preserving tree canopies, scenic vistas, and historic sites while allowing for sensitive infrastructure improvements.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.03	Adopt Rural Infrastructure Standards that preserve Pilot Point's small-town feel, ensuring that new roads in rural and scenic areas include narrower widths, dark-sky-friendly lighting, and natural stormwater solutions rather than conventional urban infrastructure.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.04	Require Conservation-Based Subdivision Standards that incorporate natural open spaces, native vegetation, and sustainable stormwater management into new rural developments, aligning with Parks + Recreation priorities for expanded green space. These standards require flexibility in lot size and neighborhood design.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.05	Establish a Historic + Cultural Asset Inventory to catalog historic buildings, landscapes, barns, and cultural sites in and beyond Downtown, identifying opportunities for preservation, adaptive reuse, or integration into the City's tourism efforts.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.06	Protect scenic and natural features by establishing a process for and prioritizing land conservation agreements, transfer of development rights (TDRs), and purchase of development rights (PDRs) to maintain critical greenbelts and prevent land fragmentation.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.07	Promote agritourism and heritage-based development by working with landowners to encourage farm/ranch stays, equestrian trails, and historic site programming, strengthening Pilot Point's position as a destination for agritourism, heritage tourism, and recreation tourism.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.08	Revise the Code of Ordinances to refine zoning districts to support the intended character, scale, and function of each area as designated on the Future Land Use Plan, maintaining consistency between land use planning and investment priorities.	1-Short-term (1-3 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.09	Revise the Code of Ordinances to adjust standards to promote infill development where infrastructure and services already exist, particularly around Downtown, mixed-use corridors, and employment hubs, reducing sprawl and strengthening community connectivity.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.10	Revise the Code of Ordinances to support mixed-use and “Missing Middle Housing,” such as townhomes, duplexes, live-work spaces, and small-scale retail, reinforcing the Downtown Master Plan’s Transformation Catalyst Strategies.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.11	Revise the Code of Ordinances to ensure smooth transitions between land uses by implementing buffering standards, height step-downs, and landscaping requirements, ensuring that new development integrates seamlessly into existing neighborhoods.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.12	Implement hybrid form-based codes for key areas to prioritize building design, pedestrian orientation, and high-quality architecture, particularly in Downtown, neighborhood centers, and mixed-use districts.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.13	Revise the Code of Ordinances to enhance public spaces and streetscape design by requiring that all major development projects incorporate pocket parks, plazas, green buffers, and pedestrian-friendly features to support concepts outlined in the Master Plan Set.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.14	Leverage Public-Private Partnerships to incentivize development projects that support community objectives, such as high-quality mixed-use buildings, walkable destinations, green infrastructure enhancements, and preservation of scenic or natural areas.	1-Short-term (1-3 years)	5 - Varies
3 - Design System	3.15	Align land use and design standards with the Downtown Transformation Catalysts by requiring that new development in and around Downtown Pilot Point supports key investments such as the Square Redesign, Water Tower Plaza, and the Tucker Alley Trailhead. Develop a Downtown hybrid form-based code to ensure pedestrian-friendly storefronts, outdoor seating, and activated public spaces in these priority areas.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.16	Revise the Code of Ordinances to require integration of high-priority greenbelts into new development by ensuring that land use decisions preserve and connect major floodplain corridors, tree canopies, and open space buffers, creating a citywide network of parks and trails that enhances both recreation and stormwater management. Require trail dedication and construction as a public improvement through the Subdivision Ordinance.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.17	Support the implementation of Park Zones by ensuring that land use and zoning decisions reinforce the vision for regional parks, neighborhood parks, and trail-based recreation, particularly in areas identified for community gathering spaces and sports tourism opportunities. Revise the Code of Ordinances to require minimum open space percentages on all new development and redevelopment types with an associated public recreation easement.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.18	Expand natural and recreational buffers along the Ray Roberts Lake Corridor by revising the Code of Ordinances to require low-impact development within Lakeside Village, ensuring that new residential and resort/hospitality uses protect natural features while capitalizing on the proximity to the Lake and public recreation opportunities.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.19	Revise the Code of Ordinances to require a continuous pedestrian system within all new developments and redevelopment projects. Require pedestrian and bike-friendly infrastructure, ensuring seamless connections to parks, schools, and commercial areas.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.20	Integrate green infrastructure and Water-Sensitive Urban Design (WSUD) Standards into subdivision regulations, ensuring that all new developments incorporate permeable surfaces, bioswales, native landscaping, and natural drainage solutions to reduce flooding risks and improve stormwater management.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.21	Create a Rural Conservation Overlay District to establish guidelines for scenic view preservation, open space integration, and land use compatibility in agricultural and scenic areas, ensuring rural and ecological assets remain intact and to provide for agritourism and recreation tourism opportunities.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.22	Develop a Heritage Corridor Program to establish design guidelines for key historic roadways and rural corridors, preserving tree canopies, scenic vistas, and historic sites while allowing for sensitive infrastructure improvements.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.23	Adopt Rural Infrastructure Standards that preserve Pilot Point's small-town feel, ensuring that new roads in rural and scenic areas include narrower widths, dark-sky-friendly lighting, and natural stormwater solutions rather than conventional urban infrastructure.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.24	Require Conservation-Based Subdivision Standards that incorporate natural open spaces, native vegetation, and sustainable stormwater management into new rural developments, aligning with Parks + Recreation priorities for expanded green space. These standards require flexibility in lot size and neighborhood design.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.25	Establish a Historic + Cultural Asset Inventory to catalog historic buildings, landscapes, barns, and cultural sites in and beyond Downtown, identifying opportunities for preservation, adaptive reuse, or integration into the City's tourism efforts.	2 - Mid-term (4-7 years)	1 - $
3 - Design System	3.26	Protect scenic and natural features by establishing a process for and prioritizing land conservation agreements, transfer of development rights (TDRs), and purchase of development rights (PDRs) to maintain critical greenbelts and prevent land fragmentation.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.27	Promote agritourism and heritage-based development by working with landowners to encourage farm/ranch stays, equestrian trails, and historic site programming, strengthening Pilot Point's position as a destination for agritourism, heritage tourism, and recreation tourism.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.28	Update roadway lighting standards to maintain Pilot Point's rural character while enhancing safety in key areas. City staff should develop dark-sky-compliant street lighting guidelines that balance preservation of night sky visibility with pedestrian safety. Lighting should be scaled appropriately for Downtown, residential areas, and rural corridors to prevent excessive brightness while ensuring visibility for multimodal users.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.29	Take Liberty Street off-system with TxDOT to provide the City with local control over its design, operation, and multimodal enhancements. City staff should continue discussions with TxDOT and an engineering consultant to assess feasibility, negotiate maintenance agreements, and establish a transition plan that ensures Liberty Street improvements align with the Vision for Downtown.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.30	Work with TxDOT on US 377, FM 455, FM 2931, and other TxDOT roadways to secure landscape, lighting, and safety improvements that enhance multimodal accessibility. City staff should advocate for sidepaths, safe crossings, and intersection upgrades in all future TxDOT projects by actively participating in design discussions and submitting formal project requests.	2 - Mid-term (4-7 years)	5 - Varies

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.31	Develop Downtown-specific cross sections for each roadway. Since Downtown streets are unique in right-of-way width, function, and context, each roadway must be treated with a custom approach.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.32	Develop a Downtown-specific Capital Improvements Program (CIP) that prioritizes multimodal projects, intersection safety, and pedestrian-friendly enhancements. City staff should utilize data from the Comprehensive Safety Action Plan to inventory sidewalk gaps, crossing deficiencies, and outdated infrastructure and establish a phased funding and implementation plan for Downtown mobility projects.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.33	Upgrade Special Consideration Intersections (SCI) by implementing signal timing optimization, pedestrian refuge islands, and dedicated turn lanes where necessary. City staff should conduct a traffic and safety audit for each SCI, ranking them for upgrades based on congestion levels, crash history, multimodal needs, and role within the network.	2 - Mid-term (4-7 years)	3 - $$$
3 - Design System	3.34	Require intersection and traffic impact studies for all new developments meeting a projected daily trip threshold, ensuring that infrastructure improvements are integrated into the approval process. Update the Subdivision Ordinance to set detailed and clear criteria for when and how developers must fund roadway improvements based on anticipated traffic generation.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.35	Expand access management regulations to limit excessive curb cuts, require shared driveways, and encourage internal circulation between commercial properties. Update the Code of Ordinances to require developments to provide these and for businesses along major roadways to consolidate driveways and provide rear or side parking access where feasible.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.36	Preserve and enhance Heritage Corridors by establishing rural roadway design standards that prioritize tree preservation, scenic buffers, and dark-sky-compliant lighting. Adopt a Heritage Corridor Overlay District that sets specific right-of-way treatments for scenic roadways.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.37	Customize cross sections for key streets, such as Walcott Street, to incorporate a dedicated equestrian trail connecting Ray Roberts Lake State Park to Downtown and the Walcott Trailhead. Continue conversations with TxDOT about taking this roadway off-system. Design separated equestrian paths with designated crossings, wayfinding signage, and low-impact surfacing to ensure safety and usability.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.38	Install permanent traffic monitoring stations at high-volume corridors and key intersections to track congestion trends, speed compliance, and drivers with warrants out for arrest. City staff should use this data to adjust signal timing, law enforcement, and refine future roadway design projects in alignment with real-world conditions.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.39	Create a Pavement Condition Index (PCI) rating system to assess roadway conditions and prioritize resurfacing projects accordingly. Conduct annual pavement evaluations and integrate the findings into the CIP to ensure preventive maintenance before full reconstruction is needed.	2 - Mid-term (4-7 years)	1 - $
3 - Design System	3.40	Evaluate additional roadway segments that may benefit from off-system transition to local control. City staff should assess FM-designated roadways within Downtown and other key areas for potential transfer from TxDOT to the City to allow for better alignment with Pilot Point's Vision for multimodal and streetscape improvements. This evaluation should be included in future transportation planning discussions with TxDOT.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.41	Update the Subdivision Ordinance to require sidewalks, sidepaths, and trail connections in all new subdivisions and roadway projects. City staff should ensure that all development approvals include pedestrian and bicycle infrastructure, with appropriate shade from trees and pedestrian-scale lighting, as standard design elements rather than optional features.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.42	Develop a citywide Sidewalk and Pedestrian Gap Analysis through the Comprehensive Safety Action Plan process to identify missing connections and prioritize infill projects. Use the analysis to update the CIP and systematically address sidewalk deficiencies in school zones, Downtown, and neighborhood centers.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.43	Require sidepaths or separated bike lanes along new arterial and collector roadways to enhance multimodal transportation options. City staff should revise roadway cross-section templates in the Engineering Design Standards to ensure these features are integrated into all new road expansions.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.44	Designate select rural roadways and trails as preferred routes for gravel biking, incorporating signage and wayfinding elements. City staff should work with a consulting landscape architect and planner to ensure that gravel bike routes connect to parks and scenic areas while maintaining a safe, low-traffic character.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.45	Ensure all parks and trails are connected to the city's transportation network by requiring developments adjacent to parks to dedicate public recreation easements. City staff should revise park dedication and development standards and fees to prioritize multimodal connectivity and require direct trail access from new residential and commercial projects.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.46	Create Downtown pedestrian safety and circulation standards that crosswalk visibility, sidewalk continuity, and pedestrian priority areas. City staff should identify critical crossings for signal upgrades, curb extensions, and mid-block crossings to improve walkability and tie them into the Downtown CIP.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.47	Develop a citywide bike parking program requiring new commercial and mixed-use developments to install bike racks and secure storage. City staff should also evaluate key Downtown locations for public bike racks and repair stations and ensure they go in based on a refined and established Downtown Brand once created.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.48	Adopt a comprehensive trail maintenance program, coordinated through a developed Asset Management Program, that ensures routine resurfacing, drainage improvements, and vegetation management. City staff should establish a dedicated funding source for long-term trail upkeep.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.49	Install wayfinding signage throughout the trail and pedestrian network to improve navigation and connectivity. City staff, in consultation with a landscape architect, should develop a unified signage system that includes branded distance markers, directional arrows, and safety messaging.	1-Short-term (1-3 years)	2 - $$
3 - Design System	3.50	Coordinate pedestrian and bicycle infrastructure improvements with the Parks + Recreation Master Plan to ensure seamless integration of recreational and transportation networks. City staff should align upcoming park and trail expansions with planned roadway and sidewalk improvements through the CIP process.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.51	Require protected crossings where trails and equestrian routes intersect roadways to enhance user safety. City staff should update the Engineering Design Standards and Subdivision Ordinance to mandate elevated crossings, pedestrian signals, or high-visibility markings at all planned and existing trail-roadway intersections, particularly along major corridors, near parks, and at Downtown trailheads.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.52	Develop a storm-ready mobility strategy that ensures key corridors remain operational during heavy rainfall events. Prioritize stormwater management upgrades in flood-prone roadways and integrate permeable surfaces, bioswales, and enhanced drainage solutions into all new roadway designs.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.53	Develop a citywide stormwater infrastructure expansion plan to reduce roadway flooding risks. Identify areas where stormwater runoff causes frequent street closures or damage, and integrate stormwater mitigation projects, bioswales, and green drainage systems into roadway design updates and Capital Improvement Program (CIP) planning.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.54	Establish hazard-resilient infrastructure initiative to assess long-term roadway vulnerabilities and update engineering standards accordingly. City staff should incorporate heat-resistant materials, flood mitigation strategies, and drought-resistant landscaping into roadway and parking lot standards and designs to minimize infrastructure degradation.	2 - Mid-term (4-7 years)	2 - $$
3 - Design System	3.55	Coordinate with TxDOT and regional agencies to secure long-term funding for critical infrastructure projects. Identify state and federal grants that align with mobility priorities and develop a strategy to maximize funding opportunities, ensuring that local transportation needs are well-represented in regional planning efforts.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.56	Revise engineering and roadway design standards to require stormwater best management practices in all new and reconstructed roads. Require green infrastructure techniques, such as bioswales, permeable pavement, and vegetative buffer zones, to reduce flooding risks and improve water quality.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.57	Create a dedicated funding mechanism for roadway and trail maintenance to ensure long-term upkeep of transportation infrastructure. City staff should explore public-private partnerships, local infrastructure impact fees, and grant funding sources to establish a sustainable financial model for ongoing transportation investments.	1-Short-term (1-3 years)	5 - Varies
3 - Design System	3.58	Recommend electric vehicle (EV) charging infrastructure in new commercial and mixed-use developments by updating parking requirements. Identify key public locations for EV charging stations, such as Downtown, parks, and shopping centers, and seek partnerships with private EV infrastructure providers to expand accessibility.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.59	Update the City’s emergency management plan to evaluate the role of key roadways during extreme weather events or natural disasters. Conduct a complete debrief on the 2024 tornado event to evaluate lessons learned. City staff should coordinate with emergency management agencies to identify alternative evacuation routes, prioritize roadway hardening projects, and establish clear signage for emergency detours.	1-Short-term (1-3 years)	1 - $
3 - Design System	3.60	Establish a comprehensive Asset Management Program for transportation infrastructure, integrating GIS tracking of pavement conditions, bridge integrity, and right-of-way obstructions. City staff should utilize this system to proactively schedule maintenance, track project lifecycles, and coordinate infrastructure improvements with future land use planning.	2 - Mid-term (4-7 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
3 - Design System	3.61	Implement a Future-Ready Roadways Initiative that integrates emerging mobility trends, such as connected vehicles, micromobility, and smart infrastructure, into the City's long-term transportation strategy. Stay engaged with regional and national best practices to ensure that Pilot Point is prepared for new transportation technologies and changing mobility behaviors.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.01	Launch a Downtown Façade Improvement Grant Program. Establish grant criteria, allocate funding, and begin outreach to property owners for participation.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.02	Develop a lease assistance program as a small business incubator to reduce vacant storefronts. Partner with property owners and create financial incentives for small businesses to open and have a "lease ramp" that increases over time.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.03	Implement a small business recruitment strategy. Identify target businesses and conduct proactive outreach with recruitment materials and exact spaces in mind.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.04	Revise Downtown zoning to encourage mixed-use development, and allow for combined residential, retail, and office spaces by right.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.05	Create a business incubator in a vacant Downtown building. Secure funding, retrofit a space, and offer low-cost leases to new businesses.	3 - Long-term (8+ years)	5 - Varies
4 - Downtown Master Plan	4.06	Commission a Design Schematic for Square Park. Include coordination with TxDOT in the scope of work, to submit documentation and finalize taking Liberty Street, west of US 377, off-system and to finalize a design for S. Washington Street inspired by the Downtown Core Redesign Concept.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.07	Commission a Park Master Plan for Old City Park.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.08	Once a Design Schematic for Square Park is finalized and approved, develop phased implementation projects, into a Downtown CIP.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.09	Clean up and activate alleyways with murals, lighting, and seating. Work with artists and property owners to transform alleys into pedestrian-friendly spaces.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.10	Develop a set of Downtown street furniture to install over time. Select bench designs, bike racks, and trash receptacles, and install them in areas as they are improved and ready for people to linger and reflect.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.11	Revise engineering standards for Downtown to require green infrastructure, such as trees, rain gardens, permeable paving, and planters to improve aesthetics and stormwater management, instead of standard detention.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.12	Create a Downtown Merchants Association. Establish a working group to coordinate advocacy, promotions, and collaborative events.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.13	Hire a Community Events Manager and at least one initial support staff member to plan, coordinate, and execute community events (including events Downtown).	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.14	Continue to host quarterly Downtown Happenings meetings with property owners and developers. Provide updates on projects, programs, events, funding opportunities, and business incentives.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.15	Develop a maintenance and beautification schedule with associated Staff allocation. Assign responsibilities for ongoing cleaning, landscaping, and seasonal decorations installation and take down.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.16	Pursue state and federal grant funding for public improvements. Identify funding sources and submit applications for infrastructure projects quarterly.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
4 - Downtown Master Plan	4.17	Develop a Downtown Branding Strategy that includes a creative selling strategy, intended messages, a color palette, a Downtown logo, and a set of theming elements.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.18	Launch a set of Downtown marketing campaigns with social media, signage, news stories, complementary events, and exciting messages. Be strategic with messaging and be careful to not over-communicate.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.19	Develop a Downtown loyalty program. Offer and launch incentives to customers who shop at multiple businesses.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.20	Implement a visitor-friendly wayfinding system. Install directional signage at entry points and key intersections.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.21	Determine the various spots (including those within the Downtown Recreation Tourism Concept, commission creation of a wayfinding system, and install wayfinding signs over time.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.22	Expand digital marketing efforts. Launch a Downtown website with business directories, event listings, program outlines, and investment opportunities.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.23	Formalize a program to recruit outfitters and recreation-focused businesses. Identify potential operators for kayak rentals, bike shops, and tour guides.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.24	Encourage trail-oriented development (TrOD). Modify zoning to incentivize businesses near trailheads and outdoor spaces.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.25	Formalize a program to expand lodging options for outdoor visitors. Promote boutique hotels, bed-and-breakfasts, and RV parks near Downtown.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.26	Formalize a program to develop equestrian-friendly businesses. Support horse-friendly lodging, dining, and trailhead amenities.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.27	Launch a Downtown adventure gear rental hub. Work with local entrepreneurs to offer bikes, kayaks, and hiking gear.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.28	Work with TPWD to connect the Vest Lane Trail to the Ray Roberts Lake State Park trail system to the west. Once secured, improve the Vest Lane Trail with decomposed granite and a border or other horse-appropriate improvement.	3 - Long-term (8+ years)	5 - Varies
4 - Downtown Master Plan	4.29	Install new amenities at trailhead locations marked on the Downtown Recreation Tourism Concept. Work with property owners to add bike racks, restrooms, picnic tables, and shaded seating areas.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.30	Improve signage and wayfinding for outdoor spaces, including trails like Tucker Alley. Install clear directional signs linking trails, parks, and Downtown.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.31	Redesign Downtown sidewalks for pedestrian comfort. Widen sidewalks, add shade structures, and integrate decorative paving. Integrate pathway priorities with the Comprehensive Safety Action Plan.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.32	Install pedestrian-scale lighting throughout the Downtown Core. Conduct a lighting audit, select fixture designs, and replace outdated infrastructure in areas where people would like to be Downtown initially, and then in areas people are intended to be.	2 - Mid-term (4-7 years)	3 - $$$
4 - Downtown Master Plan	4.33	Form a Recreation Advisory Committee and establish a quarterly meeting schedule. Include business owners, outdoor enthusiasts, and city officials to guide strategy.	2 - Mid-term (4-7 years)	1 - $
4 - Downtown Master Plan	4.34	Work with TPWD to meet quarterly on shared marketing and infrastructure improvement projects.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.35	Engage local businesses in trail and park sponsorships. Offer naming rights for amenities like pavilions, benches, and bike racks.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.36	Coordinate with regional tourism boards. Align marketing efforts with state and county visitor campaigns.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
4 - Downtown Master Plan	4.37	Develop a funding strategy for long-term outdoor improvements. Seek grants and sponsorships to support infrastructure and events.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.38	Develop a recreation tourism marketing campaign. Promote outdoor activities through social media, websites, and print ads.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.39	Host annual outdoor events like a Trail Run or Pre-Camping Tailgate. Secure sponsors and coordinate logistics for large-scale events.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.40	Create digital trail maps with GPS tracking. Provide mobile-friendly interactive maps for hiking, biking, and equestrian trails.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.41	Work with a Downtown property owner (or property owner very close to Downtown) to develop a glamping experience so that visitors can be near Downtown fun and amenities and also close to the Lake and nature.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.42	Offer bundled travel experiences. Partner with hotels, restaurants, and guides to create themed weekend getaway packages.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.43	Launch a regional visitor outreach program. Promote Pilot Point's recreation assets to Dallas-Fort Worth and surrounding areas.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.44	Develop an arts incubator space in a Downtown building. Offer affordable studio and gallery space for local artists.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.45	Encourage live/work spaces for artists. Update zoning to allow for mixed-use artist housing and studios	2 - Mid-term (4-7 years)	1 - $
4 - Downtown Master Plan	4.46	Create a microgrant program for artists and creatives. Provide small grants for murals, performances, and creative businesses.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.47	Support adaptive reuse of historic buildings for arts venues. Offer tax incentives for theaters, galleries, and performance spaces.	3 - Long-term (8+ years)	5 - Varies
4 - Downtown Master Plan	4.48	Recruit an anchor arts institution to Downtown. Partner with a university, museum, or major gallery.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.49	Install public art and interactive installations in areas in need of activation. Work with artists to create murals, sculptures, and digital exhibits.	2 - Mid-term (4-7 years)	3 - $$$
4 - Downtown Master Plan	4.50	Develop an arts-focused streetscape plan. Incorporate artistic crosswalks, unique seating, and decorative lighting. Some of these things can be temporary until more permanent improvements can be installed.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.51	Upgrade the Opera House as a premier arts venue. Secure funding for renovations and programming.	3 - Long-term (8+ years)	3 - $$$
4 - Downtown Master Plan	4.52	Enhance cultural wayfinding and signage. Add bilingual signs and interactive kiosks highlighting arts destinations.	2 - Mid-term (4-7 years)	3 - $$$
4 - Downtown Master Plan	4.53	Create a Cultural Arts Commission to guide public art policy and actively seek grants for arts-related funding.	2 - Mid-term (4-7 years)	1 - $
4 - Downtown Master Plan	4.54	Partner with schools and nonprofits to expand arts education Downtown. Develop workshops, summer programs, and artist mentorships that take place Downtown.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.55	Establish an annual arts grant fund to provide financial support for emerging artists and cultural organizations. Ensure grants are substantial enough to make a difference in their success.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.56	Develop corporate sponsorships for major arts initiatives. Engage businesses to fund large-scale arts events and programs.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
4 - Downtown Master Plan	4.57	Meet with the Greater Denton Arts Council to explore potential partnerships and better understand how similar programming can begin in Pilot Point. Partner with nearby cities to share touring exhibits and performances and focus on experiences that could be unique to Pilot Point.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.58	Launch an annual signature arts festival. Feature visual arts, live music, and cultural performances.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.59	Create a citywide public art map and self-guided tour. Develop digital and print guides that get updated as needed or twice a year.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.60	Host monthly art walks with live performances and art installations. Work with businesses to coordinate extended hours and special events.	2 - Mid-term (4-7 years)	1 - $
4 - Downtown Master Plan	4.61	Market Pilot Point's arts scene through regional advertising. Invest in print, radio, and digital outreach, and specifically reach out to University of North Texas and Texas Women's University.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.62	Develop a video series highlighting local artists. Share artist profiles and behind-the-scenes content on social media.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.63	Develop a restaurant recruitment strategy targeting diverse cuisine options. Identify gaps in the market, create recruitment materials, identify intended spaces for them to occupy, and conduct outreach to restaurant groups and chefs.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.64	Launch a grant program for restaurant and bar expansions. Provide funding for businesses to expand patios, improve storefronts, provide shared parking, provide trail-oriented features, or add entertainment features.	2 - Mid-term (4-7 years)	3 - $$$
4 - Downtown Master Plan	4.65	Encourage food-based entrepreneurship with a shared-use commercial kitchen. Identify a suitable location, secure funding, and create a rental structure for food startups.	3 - Long-term (8+ years)	5 - Varies
4 - Downtown Master Plan	4.66	Promote adaptive reuse of vacant buildings for dining and entertainment venues. Work with property owners to create incentives for converting spaces into vibrant, multi-use spaces.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.67	Support late-night food and beverage establishments by streamlining permitting and removing applicable restrictions. Develop an expedited review process for live music venues, wine bars, cocktail lounges, rooftop restaurants, late night cantinas, night markets, etc.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.68	Expand outdoor dining with a dedicated patio improvement program. Create design guidelines, offer financial assistance, and work with businesses to install seating areas, weather protection, lighting, etc.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.69	Create designated entertainment zones with flexible event and arts infrastructure. Identify compatible locations for live music, street performances, and vendor spaces with built-in electrical hookups	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.70	Implement an outdoor "dining dome" or greenhouse seating concept for year-round use. Work with interested property owners to install creative, semi-permanent structures that extend outdoor dining in inclement weather or extreme temperatures.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.71	Develop Crime Prevention through Environmental Design (CPTED) features for new parking lots. Providing visibility, lighting, and clear pathways to destinations can make parking at night safer for Downtown residents and visitors.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.72	Analyze existing grease trap, dumpster, and recycling needs in the Downtown Core.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.73	Identify one spot for a Shared Utility Area (possibly on the south side of the Square) to catalyze new restaurants to locate in Pilot Point.	2 - Mid-term (4-7 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
4 - Downtown Master Plan	4.74	Form a Downtown Restaurant and Night Life Association. Establish a working group to share best practices, coordinate events, and advocate for industry-friendly policies.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.75	Develop a "Restaurant Ready" permit assistance program. Offer hands-on guidance for new dining and entertainment businesses navigating health, alcohol, and occupancy permits.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.76	Coordinate logistics for outdoor dining and street events, such as the ranch-to-table style events. Streamline permitting and provide guidance on closing streets or adding temporary seating.	1-Short-term (1-3 years)	5 - Varies
4 - Downtown Master Plan	4.77	Create a safety and hospitality training program for nighttime staff to establish a standardized safety protocol across all nighttime businesses and proactively train things like how to de-escalate conflicts and recognize early signs of trouble. Work with law enforcement and tourism organizations to ensure a welcoming nightlife experience.	2 - Mid-term (4-7 years)	5 - Varies
4 - Downtown Master Plan	4.78	Launch a ‘Taste of Pilot Point’ dining passport program. Offer incentives for visitors to try multiple restaurants and collect stamps for discounts or prizes.	1-Short-term (1-3 years)	2 - $$
4 - Downtown Master Plan	4.79	Create a signature food and drink festival showcasing local flavors. Partner with restaurants, breweries, and local vendors to host tasting events and chef demonstrations.	2 - Mid-term (4-7 years)	2 - $$
4 - Downtown Master Plan	4.80	Promote the ranch-to-table movement by encouraging local sourcing. Connect restaurateurs with area farms and ranches and develop marketing campaigns around locally sourced menus.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4.81	Develop a nightlife marketing campaign highlighting evening experiences. Feature live music, rooftop bars, and craft cocktails in digital and print advertising.	2 - Mid-term (4-7 years)	1 - $
4 - Downtown Master Plan	4.83	Seek out innovative nightlife uses, like glow-in-the-dark mini golf or axe throwing, speakeasy or saloon, jazz club, art gallery with wine bar, whiskey bar, etc. through a recruiting campaign. Share the story of Pilot Point and what the City/MDD will incentivize.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.01	Revise the Subdivision Ordinance to require public park dedication and development to meet level of service standards (half-mile buffers), ensuring connectivity through existing or planned recreation facilities. Develop a neighborhood park level of service and associated fee estimate that includes amenities based on community feedback, best practices, and national trends. Neighborhood parks should include, at minimum, a playground, trash can, bench, lighting, irrigated trees, and parking spaces.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.02	Revise the Code of Ordinances to require a minimum of 20 percent of gross acreage in new Master Planned Communities and Planned Development Districts be designated as usable public parks and open space, including for commercial, residential, and mixed-use projects.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.03	Collaborate with Pilot Point ISD to establish a joint-use agreement, allowing shared access to school playgrounds and recreational assets during designated times to enhance community park access.	1-Short-term (1-3 years)	5 - Varies
5 - Parks and Rec Master Plan	5.04	Conduct an evaluation on existing City or PPMDD-owned land that can be utilized for parks and recreation amenities.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.05	In partnership with the PPMDD, adopt a policy to actively acquire new parkland in areas that are currently outside of the 10-minute walk (i.e. half a mile) to a park. Utilize parkland dedication fees that have been collected and/or public-private partnerships to attain park land in underserved areas, along the three High Priority Greenbelt Corridors, and/or adjacent to Lake-adjacent properties.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
5 - Parks and Rec Master Plan	5.06	Acquire and/or designate land for the Signature Facility in Sector 1.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.07	Acquire and/or designate land for the Signature Facility in Sector 2.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.08	Acquire and/or designate land for the Signature Facility in Sector 3.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.09	Acquire and/or designate land for the Signature Facility in Sector 4.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.10	Expand parkland acreage following NRPA guidelines to maintain a balance of a minimum of 10.6 acres per 1,000 residents.	2 - Mid-term (4-7 years)	3 - $$$
5 - Parks and Rec Master Plan	5.11	Commission a Park Master Plan for Allen Groff III Memorial Ballpark.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.12	Commission a Park Master Plan for Carol Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.13	Commission a Park Master Plan for Old City Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.14	Commission a Park Master Plan for Mustang Creek Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.15	Commission a Park Master Plan for Pullen Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.16	Commission a Design Schematic for Square Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.17	Commission a Community Center and Library Master Plan that provides an initial design program for the Sector 1 Signature Facilities. Incorporate features that can allow this facility to act as an emergency shelter during severe weather events.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.18	Conduct an ADA assessment on Allen Groff III Memorial Ballpark and Old City Park to determine what types of retrofits can improve ADA accessibility. Can be accomplished through park design efforts for each park as well.	2 - Mid-term (4-7 years)	1 - $
5 - Parks and Rec Master Plan	5.19	Adopt a policy and standards for new parks to include drought-resistant landscaping, shade trees, and water-efficient features for water conservation to reduce urban heat effects.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.20	Evaluate Allen Groff III Memorial Ballpark and Old City Park to see where these features may be appropriate, and install them temporarily until the parks are master planned.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.21	Adopt a policy and standards for new parks to include green stormwater infrastructure, stormwater filtration features (ex. bioswales), and permeable paving (where practical) to minimize flooding risks and protect water quality.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.22	Adopt a policy and standards for new parks to include small, quiet garden areas and seating spots to encourage reflection and relaxation, as well as to provide sensory-sensitive buffers from louder play areas. Evaluate Allen Groff III Memorial Ballpark and Old City Park to see where these areas may be appropriate, and install them temporarily until the parks are master planned.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.23	Adopt a policy and standards for low-cost signage that highlights local history, native wildlife, and conservation efforts, linking to Texas Parks and Wildlife Department priorities.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.24	Adopt a policy and standards to develop parks with solar-powered charging stations, shaded pavilions, and emergency water access to serve as disaster relief centers.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.25	Establish a five-year phased plan to introduce league play, tournaments, and instructional programs aligned with each Sector's facilities, and include a staffing plan for additional personnel and their responsibilities. Prioritize youth and adult participation to maximize facility use and revenue generation.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.26	Implement at least three new programs per Sector utilizing any available areas and partnering with businesses and organizations when necessary or relevant.	2 - Mid-term (4-7 years)	5 - Varies

Chapter	Action Number	Action	Timeframe	Conceptual Cost
5 - Parks and Rec Master Plan	5.27	Develop annual flagship events per Sector.	1-Short-term (1-3 years)	5 - Varies
5 - Parks and Rec Master Plan	5.28	Develop a dedicated digital hub and the associated programming to populate it.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.29	Revise the Code of Ordinances to require public trail dedication and construction of trails, in accordance with this Plan and the Anticipated Trails Level of Service Map, as public improvements within new development or redevelopment as applicable. The standards should also require a continuous pedestrian system, to include dedicated public trails, where trails are not shown on the Anticipated Trails Level of Service Map.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.30	Revise the Code of Ordinances to require public dedication and construction of trailheads, off-spots, and associated parking along public improvement-required trails in accordance with specified features and designs.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.31	Revise the Code of Ordinances to require public dedication and construction of off-street, multi-use trails along new major system roadways (minor arterials and principal arterials).	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.32	Work with TxDOT to try to get the pathways along the future US 377 upgraded from five feet wide to 10 feet wide and to install irrigated trees along them. Also explore pedestrian-scaled lighting and security callboxes.	3 - Long-term (8+ years)	2 - $$
5 - Parks and Rec Master Plan	5.33	Complete feasibility studies and secure funding for the next five miles of multi-use trails, prioritizing connections between parks, schools, and residential areas, outside Downtown.	1-Short-term (1-3 years)	5 - Varies
5 - Parks and Rec Master Plan	5.34	Complete a feasibility study and concept plan for Tucker Alley in Downtown to connect the Walcott Trailhead to the Library and Community Center area, with an associated route east to the Square.	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.35	Design and install three new trailhead locations with safe parking, signage, and amenities at major access points.	2 - Mid-term (4-7 years)	3 - $$$
5 - Parks and Rec Master Plan	5.36	Integrate equestrian-friendly trails by designating and enhancing at least two trail segments with appropriate surfaces, signage, hitching posts, and horse trailer-friendly parking.	3 - Long-term (8+ years)	3 - $$$
5 - Parks and Rec Master Plan	5.37	In conjunction with the Comprehensive Safety Action Plan in progress and the Safe Routes to Schools Program, develop a detailed project list of sidewalks and trails to prioritize pedestrian and bike-friendly routes between schools, parks, and residential areas.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.38	Secure easements or right-of-way agreements for at least three priority trail corridors, preferably along the High Priority Greenbelts, to expand connectivity and ensure long-term connectivity.	1-Short-term (1-3 years)	5 - Varies
5 - Parks and Rec Master Plan	5.39	Complete planning and design on the Vest Lane Trailhead. Identify funding for phased improvements.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.40	Complete conceptual design on the Walcott Trailhead to be able to communicate the vision for the destination with potential developers.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.41	Create and adopt a Complete Streets policy to inform new rights-of-way and associated improvements, which should include Context-Sensitive Solutions (CSS).	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.42	Create and adopt Trail Corridor Design Standards for each trail type. Standard multi-use trails should be 10 feet wide and paved. Trail corridors should be designed to be multi-functional, where possible, to absorb and/or treat stormwater.	2 - Mid-term (4-7 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
5 - Parks and Rec Master Plan	5.43	Require amenities along future trails that generally reflect the following: At minimum: oShaded off-spots with a bench or place to sit generally every half mile oWaste/recycling bins oWayfinding signage and distance markers oParking at major access points Where possible: oWater fountain approximately every two miles, as possible with available infrastructure oRestrooms oInterpretive/educational signs and public art, such as sculptures and storytelling panels oSecurity callboxes oPicnic tables oDark Sky-compliant, pedestrian-scale lighting for high use trails	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.44	Install wayfinding signage and interpretive markers along trails, highlighting local history, nature, and cultural landmarks, with an initial objective of placing 15 signs in key locations. Some of the locations can be proactively identified for future trails and can be installed when they are constructed.	3 - Long-term (8+ years)	5 - Varies
5 - Parks and Rec Master Plan	5.45	Improve accessibility by upgrading the existing trail at Allen Groff III Memorial Ballpark to be a continuous loop that meets ADA standards, provides direct connections to the adjacent school and neighborhood to the north, and includes amenities as outlined herein.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.46	Implement a Themed Trail Program with designated sections for nature immersion, fitness loops, and historical storytelling, piloting at least one themed route.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.47	Partner with the School District to have a communitywide Walk, Bike, and Roll Day, in conjunction with the school-based program that happens each spring.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.48	Add four seasonal (minimum one per season), trail or path-based community events to the City event calendar that are guided nature walks, art or wine walks, history tours, and/or themed experiences.	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.49	Create a volunteer “Trail Steward” program that enlists residents in maintenance, cleanup, and enhancement efforts, with a goal of two active Trail Stewards per mile of existing trail. Ensure role is exciting, communicates importance, and is easy to sign up for online.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.50	Develop an inspirational set of interactive features that can be provided to developers for potential installation along trails in new neighborhoods, such as fitness stations, geocaching points, and/or scavenger hunt markers, to enhance engagement and appeal.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.51	Partner with local schools, companies, and/or organizations to plan, design, and install at least two educational trail segments focused on nature, wellness, and/or history or local equestrian/farming culture.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.52	Identify and acquire at least three key areas/properties for new parks, nature preserves, or greenbelt expansions/enhancements to increase public access to open spaces.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.53	Secure grant funding or private partnerships to support two eco-tourism projects, such as a designated wildlife observation area or an interpretive nature trail.	3 - Long-term (8+ years)	5 - Varies
5 - Parks and Rec Master Plan	5.54	Launch a citywide tree-planting campaign with a goal of adding 1,000 native and drought-resistant trees in parks, streetscapes, and public spaces over five years.	2 - Mid-term (4-7 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
5 - Parks and Rec Master Plan	5.55	Establish conservation easements or designated preserve areas to protect at least 500 acres of critical natural habitats from development pressures.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.56	Evaluate and adopt landscape and tree-related standards for new roadways, significant roadway reconstruction, parks, new neighborhoods, and trails.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.57	Develop a program to engage the community in planting native and drought-resistant trees along trail corridors and on private property to enhance shade and habitat quality.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.58	Develop and adopt nature-based infrastructure standards that outline design and applications for new bioswales, rain gardens, and permeable pavement installations to enhance resilience and mitigate impacts of extreme weather.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.59	Evaluate and enhance tree preservation requirements and guidelines for new development that protect mature trees, require replacement plantings, and incentivize native landscaping in new developments.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.60	Construct at least two informal gardens, with meditation and reflection areas, in areas of the city lacking tree canopy and fresh food within walking distance, to enhance urban agriculture, biodiversity, and local food access.	2 - Mid-term (4-7 years)	3 - $$$
5 - Parks and Rec Master Plan	5.61	Install at least five stormwater management features (ex., rain gardens, permeable pathways, bioswales, etc.) in high-priority, flood-prone areas as identified in a Drainage Study.	2 - Mid-term (4-7 years)	3 - $$$
5 - Parks and Rec Master Plan	5.62	Design and construct a signature nature-themed play area in a local park, incorporating natural materials and educational elements about local ecosystems.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.63	Develop standards for new parks that require with ADA-accessible trails, seating, trees, native landscaping, and wayfinding signage that connect residents and visitors to natural features and green infrastructure.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.64	Complete restoration of at least 50 acres of degraded habitat, focusing on native prairie, wetland, or woodland areas.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.65	Remove invasive plant species from at least five high-priority locations and replant with native vegetation to improve biodiversity.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.66	Develop and enforce a riparian buffer protection policy along streams and shores to prevent erosion and enhance water quality.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.67	Launch an annual community “Nature Steward” volunteer program to engage residents, property owners, business owners, and employees in tree care, habitat restoration, and litter cleanup. Ensure role is exciting, communicates importance, and is easy to sign up for online.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.68	Implement a Dark Sky initiative by retrofitting City-owned outdoor lighting in parks and trails to reduce light pollution and protect nocturnal wildlife. Adopt Dark Sky standards for future lighting.	2 - Mid-term (4-7 years)	3 - $$$
5 - Parks and Rec Master Plan	5.69	Hire a Community Events Manager and at least one initial support staff member to plan, coordinate, and execute community events (including events Downtown).	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.70	Enhance/evaluate the rotating seasonal event schedule, ensuring at least one major community event per quarter, such as a winter holiday market, spring art fair, summer concert series, and fall harvest festival.	1-Short-term (1-3 years)	5 - Varies
5 - Parks and Rec Master Plan	5.71	Develop partnerships with local schools and organizations to host a youth-focused gathering or event.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.72	Develop partnerships with local organizations to host a senior-focused gathering or event.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.73	Adjust farmers’ market operations by adding evening or themed markets, increasing vendor participation, and continuing to incorporate live entertainment or cooking demonstrations.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
5 - Parks and Rec Master Plan	5.74	Secure funding and sponsorships to add at least one large-scale horse or agriculture-focused event to the events calendar, such as an informal rodeo or farm-to-table dining experience, which attracts tourism and economic activity.	2 - Mid-term (4-7 years)	5 - Varies
5 - Parks and Rec Master Plan	5.75	Provide affordable vendor spaces at community events, allowing local entrepreneurs to showcase their products and services to a wider audience.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.76	With the redesign of Downtown, proactively evaluate adaptable shade structures to mitigate sun and extreme heat to better support events and gatherings in the summer.	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.77	Also evaluate the installation of interpretive signs and public art that can highlight local history, traditions, and/or culture throughout the space.	2 - Mid-term (4-7 years)	1 - $
5 - Parks and Rec Master Plan	5.78	Evaluate outdoor seating, shaded areas, and informal performance areas for year-round use with upcoming Parks Master Plans for Allen Groff III Memorial Ballpark, Pullen Park, and Mustang Creek Park.	2 - Mid-term (4-7 years)	2 - $$
5 - Parks and Rec Master Plan	5.79	Adopt a Public Art Donation Policy to encourage easy donation and installation of public art, such as murals, sculptures, and digital kiosks that tell the story of Pilot Point's history and culture.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.80	Create and adopt event space standards that include lighting, signage, and ADA-accessible amenities, ensuring all public gathering spaces are welcoming and safe.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.81	Purchase and organize a complete set of moveable street furniture and modular event infrastructure (such as pop-up tents, sound systems, temporary seating, and fake plants) to enhance different types of City gatherings.	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.82	Create and launch a Block Party Trailer that can be rented for neighborhood events. The Trailer can be delivered upon request and will include moveable seating, tables, yard games, and other useful celebration materials for neighborhood (not private) events.	1-Short-term (1-3 years)	2 - $$
5 - Parks and Rec Master Plan	5.83	Launch a collaboration with the School District to create a Community Event Committee to link student volunteers, who need community volunteer hours, with the City's events team to provide outreach assistance, setup, cleanup, and event staffing.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.84	Implement a "Patio Night Series" featuring live music, art walks, and open-air dining experiences at least once per month. Restaurants or establishments without outdoor dining facilities would be invited to activate a few parking spaces outside their area, or other nearby spot, in a City-approved configuration.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.85	Develop a "Gather & Celebrate" promotional campaign with digital marketing, social media highlights, and printed event guides to increase event awareness and attendance.	1-Short-term (1-3 years)	1 - $
5 - Parks and Rec Master Plan	5.86	Offer vendor and sponsorship incentives for local businesses to participate in festivals, ensuring at least 10 new sponsor or vendor participants per year in City-hosted events.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.01	Develop a wastewater reuse pilot program by identifying a City-owned facility, such as a park or municipal building, to use reclaimed water for irrigation and non-potable needs. Staff will coordinate with consulting engineers to design the system, obtain permits, and apply for grant funding to offset costs.	2 - Mid-term (4-7 years)	2 - $$
6 - Strategic Growth	6.02	Require new developments to submit groundwater impact assessments before approval, specifying estimated water demand and proposed mitigation measures for high-use developments. City staff will review these reports as part of the subdivision approval process and ensure compliance with regional water conservation standards.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.03	Continue discussions with Upper Trinity Regional Water District (UTRWD) to develop long-term surface water supply agreements. The City should schedule quarterly meetings with UTRWD representatives and work toward a memorandum of understanding (MOU) that outlines infrastructure investment needs and service integration strategies.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.04	Through messaging resources available on USWaterAlliance.org, launch a messaging campaign about the importance of water conservation and water quality. The City will provide periodic social media posts and press releases containing key messaging for the One Water Approach.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.05	Link the Arts + Culture Transformation Catalyst for Downtown to the One Water Approach with art installations. Integrating arts and culture into water management fosters community engagement, enhances planning with diverse perspectives, and seamlessly incorporates water infrastructure into daily life.	2 - Mid-term (4-7 years)	2 - $$
6 - Strategic Growth	6.06	Adopt permanent water conservation ordinances requiring all new commercial and residential developments to incorporate drought-resistant landscaping, drip irrigation systems, and rainwater harvesting features where feasible. The City will enforce compliance through the development review process.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.07	Launch a citywide leak detection and repair initiative by implementing scheduled assessments of the water distribution system, prioritizing aging infrastructure for replacement. The City will apply for infrastructure grants and allocate capital improvement funds annually to reduce water loss.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.08	Secure state and federal grants for water conservation projects by identifying eligibility under Texas Water Development Board (TWDB) programs. The City will submit applications for funding opportunities focused on advanced metering, reuse infrastructure, and aquifer recharge projects.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.09	Establish a formal water resource working group consisting of City Staff, NTGCD representatives, NCTCOG representatives, and developers to discuss One Water measures quarterly. This group will review groundwater level data, recommend local policy adjustments, and identify best practices for sustainable development.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.10	Consider expanding the City's groundwater monitoring program by requiring all new large-scale developments (over 50 homes) to install monitoring wells and submit annual usage reports to the City and NTGCD. This data will inform future water supply planning.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.11	Update the City's water and wastewater master plans to reflect anticipated population growth and new conservation strategies. The City will contract with consultants to complete these updates within the next three years.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.12	Update the City's Capital Improvement Plan (CIP) for water and wastewater expansion to align with projected population growth. Staff will work with engineers to develop a phased five- to ten-year investment strategy that includes water line extensions and wastewater treatment expansions in key growth areas.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.13	Develop a water supply contingency plan to prepare for potential drought conditions and infrastructure failures. This should outline emergency conservation measures, identify backup water sources, and establish partnerships for emergency water supply agreements.	1-Short-term (1-3 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.14	Engage with the Public Utility Commission (PUC) to explore updates to the City's Certificate of Convenience and Necessity (CCN) to secure Pilot Point's ability to manage its water assets. Staff will coordinate with legal and regulatory advisors to assess boundary adjustments and service area protections.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.15	Ensure the City's water infrastructure remains operationally resilient by evaluating staffing, training, and succession planning for critical Public Works positions. Staff will develop a workforce plan to maintain expertise in system maintenance and emergency response.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.16	Initiate discussions with the City of Denton to explore interlocal agreements for future water supply solutions. While UTRWD is included in the strategies, the City of Denton's Ray Roberts Treatment Plant is another potential source for long-term water reliability.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.17	Expand public outreach on water conservation and infrastructure updates. Many residents expressed concerns about future water supply and infrastructure capacity in surveys.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.18	The City should implement an educational campaign to increase awareness of conservation efforts and upcoming projects.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.19	Continue the lead and copper service line inventory and replacement in compliance with TCEQ requirements. Ensuring regulatory compliance and improving water quality will be critical as the City expands and applies for grants.	1-Short-term (1-3 years)	3 - $$$
6 - Strategic Growth	6.20	Require all new developments to incorporate bioswales, local and regional retention ponds, and permeable pavement in stormwater management plans by updating the Code of Ordinances. The City will ensure compliance through the development review process and enforce standards through construction inspections.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.21	Develop a City-led rain garden pilot project by selecting a right-of-way or park site to serve as a demonstration for green infrastructure benefits. The City will coordinate with landscape architects to secure funding, finalize designs, and oversee implementation.	2 - Mid-term (4-7 years)	2 - $$
6 - Strategic Growth	6.22	Apply for state and federal funding through NCTCOG's stormwater grant programs and the Texas Water Development Board (TWDB) to support large-scale green infrastructure projects. The City will submit annual grant applications to finance initiatives such as permeable streets, naturalized detention basins, and enhanced floodplain restoration.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.23	Conduct updates on all drainage related manuals, standards, and construction specifications. Consider updates to NCTCOG Integrated Stormwater Management (iSWM) regional stormwater standards based on the most recent updates.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.24	Identify and map key aquifer recharge zones within Pilot Point's Planning Area, collaborating with NTGCD to secure conservation easements and protect groundwater resources. The City will integrate these maps into zoning standards and the interactive mapping system for development review.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.25	Establish an incentive program for property owners who implement rain gardens, green roofs, or pervious pavement by offering rebates or property tax credits. The City will draft and adopt program guidelines, ensuring clear eligibility criteria and funding allocations.	2 - Mid-term (4-7 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.26	Partner with conservation organizations and NCTCOG to restore and expand local wetland areas for flood control and groundwater recharge. The City will work with local land trusts to secure conservation easements and prioritize protection of sensitive floodplain areas.	2 - Mid-term (4-7 years)	3 - $$$
6 - Strategic Growth	6.27	Evaluate available resources and partnership opportunities with Upper Trinity Regional Water District (UTRWD) to align stormwater and aquifer recharge goals with regional best practices. The City will coordinate discussions to identify collaborative projects and funding sources.	2 - Mid-term (4-7 years)	1 - $
6 - Strategic Growth	6.28	Update local stormwater ordinances to require best management practices (BMPs) for construction sites, including silt fences, sediment basins, and stabilized construction entrances. The City will conduct routine compliance inspections and enforce penalties for non-compliance.	1-Short-term (1-3 years)	3 - $$$
6 - Strategic Growth	6.29	Conduct a flood risk assessment in partnership with NCTCOG to identify vulnerable infrastructure and prioritize drainage improvements. The City will apply for grant funding to address high-risk areas and develop an implementation plan for phased upgrades.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.30	Strengthen the City's stormwater maintenance program by increasing inspections and ensuring that detention basins, culverts, and drainage channels remain clear and functional. Staff will document maintenance activities annually and recommend capital improvements where necessary.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.31	Develop a tiered stormwater fee structure based on impervious surface area to provide a dedicated revenue source for drainage improvements. Staff will evaluate similar regional fee models and present recommendations to the City Council for adoption.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.32	Expand infiltration and inflow (I&I) reduction efforts to prevent excess stormwater from entering the wastewater system, reducing strain on treatment facilities. The City will implement routine smoke testing and camera inspections to locate leaks in older sewer lines and allocate funding for necessary repairs.	1-Short-term (1-3 years)	3 - $$$
6 - Strategic Growth	6.33	Require post-construction stormwater controls for all new developments exceeding one acre to prevent long-term runoff issues. The City will adopt updated site review procedures mandating retention basins, biofiltration systems, or similar stormwater management solutions for large developments.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.34	Develop Drainage Studies for all watersheds in the Planning Area to identify vulnerable areas and prioritize flood mitigation projects. While several individual stormwater policies exist, the Drainage Studies will provide a structured, data-driven approach to addressing flood risks and infrastructure gaps.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.35	Expand flood mapping efforts to incorporate recent severe weather events and future climate projections. Many flood-prone areas in Pilot Point have been mapped, but the City should work with regional agencies to refine predictions and ensure proper floodplain management.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.36	Engage Texas-New Mexico Power (TNMP) and broadband providers in a formal working group to coordinate planned expansions on a quarterly basis. The City will establish a recurring utility coordination meeting schedule and notify all relevant stakeholders.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.37	Finalize and implement the new franchise agreement with Texas-New Mexico Power (TNMP). The City must ensure that financial benefits from the franchise fees are leveraged for infrastructure investments.	1-Short-term (1-3 years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.38	Underground power lines in key public areas when feasible. Undergrounding utilities improves grid resilience, reduces power outages, and enhances aesthetics, particularly in commercial districts and Downtown.	2 - Mid-term (4-7 years)	3 - $$$
6 - Strategic Growth	6.39	Require all new developments to install underground utilities for electrical and broadband infrastructure where feasible. The City will enforce this requirement through the subdivision approval process and explore incentives for compliance in applicable development agreements.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.40	Develop a long-term broadband expansion strategy by identifying underserved areas and seeking state and federal funding to fill coverage gaps. The City will submit an annual grant proposal to the Texas Broadband Development Office to support infrastructure deployment.	1-Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.41	Explore partnerships with private solar and battery storage providers to install microgrids for emergency power at key municipal buildings and facilities. The City will release a Request for Proposals (RFP) to identify potential partners.	3 - Long-term (8+ years)	2 - $$
6 - Strategic Growth	6.42	Require energy efficiency and smart metering in all City-owned facilities to reduce utility costs and improve real-time energy tracking. The City will include these measures as a standard in its capital improvement planning process.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.43	Develop a microgrid feasibility study to determine how localized energy networks can improve power stability and resilience. The City will pursue grant funding and industry partnerships to assess potential implementation sites.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.44	Incorporate energy efficiency upgrades into all future municipal facility renovations by adopting a checklist of required improvements. The City will prioritize LED lighting, programmable thermostats, solar-ready designs, and HVAC efficiency upgrades in new projects.	1-Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.45	Develop a power grid resilience strategy by evaluating backup power sources for critical infrastructure, such as emergency service facilities and key municipal buildings. The City will assess options including battery storage installations and partnerships with energy providers to explore microgrid solutions.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.46	Collaborate with telecom providers to map broadband coverage gaps and prioritize infrastructure investments. A City-led broadband needs assessment will identify areas eligible for state and federal broadband expansion funding.	3 - Long-term (8+ years)	1 - $
6 - Strategic Growth	6.47	Require all new developments to install broadband infrastructure and consider a technology fee as part of development agreements. Revenue from this fee can be used to support digital infrastructure improvements and public safety monitoring technologies as Pilot Point expands.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.48	Utilizing available Census tract data, install free public Wi-Fi zones in neighborhoods where broadband access is limited. These Wi-Fi zones will support digital access for students, improve public outreach, and enhance emergency communications.	2 - Mid-term (4-7 years)	2 - $$
6 - Strategic Growth	6.49	Expand public Wi-Fi zones in parks and Downtown areas to enhance digital connectivity and business accessibility. The City will contract with a broadband provider to install and maintain these hotspots, ensuring long-term sustainability.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.50	Establish a digital literacy initiative in partnership with local schools, the library, and community organizations to provide training on internet access, cybersecurity, and online resources. The City will work with stakeholders to develop workshops and provide free learning materials.	3 - Long-term (8+ years)	1 - $

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.51	Develop a broadband infrastructure grant assistance program to help small businesses and residents access funding for broadband installation costs. The City will identify available grants and assist applicants in navigating the process to ensure they can affordably connect to high-speed internet.	2 - Mid-term (4-7 years)	2 - $$
6 - Strategic Growth	6.52	Leverage the Broadband Equity, Access, and Deployment (BEAD) Program for infrastructure expansion. Pilot Point should actively seek funding through BEAD to improve internet access for rural and underserved areas.	2 - Mid-term (4-7 years)	1 - $
6 - Strategic Growth	6.53	Implement CPTED guidelines into the Code of Ordinances by requiring new developments to incorporate crime prevention design elements, such as pedestrian-scale lighting, clear sightlines, and controlled access points. The City will enforce these standards through site plan and building permit reviews to enhance public safety in new developments.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.54	Establish a Community Policing Initiative by assigning officers to designated districts and requiring bi-annual community engagement meetings. The Police Department will develop a formalized schedule and performance benchmarks to track officer-resident interactions and community feedback.	1 - Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.55	Conduct a community-based crime prevention training program, partnering with local businesses and organizations, for residents and business owners, offering workshops on burglary prevention, security assessments, and emergency response best practices. The City will partner with the Chamber of Commerce to host these events quarterly.	2 - Mid-term (4-7 years)	5 - Varies
6 - Strategic Growth	6.56	Continue the Neighborhood Block Leader program to strengthen communication between residents and law enforcement. The City will work with neighborhood leaders to designate Block Leaders, provide training, and hold periodic meetings to share information and best practices.	1 - Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.57	Increase police staffing levels in alignment with projected population growth by developing a recruitment and retention plan that ensures police-to-population ratios remain effective while addressing workforce challenges. The Police Department will conduct regular workforce assessments to maintain appropriate staffing levels.	1-Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.58	Implement a citywide smart security camera network, such as Flock Safety, at key public spaces, intersections, and commercial areas. The Police Department will work with local businesses and residents to explore a voluntary security footage-sharing program to enhance surveillance capabilities.	1-Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.59	Explore resources needed to launch and maintain a crime mapping and data-driven patrol initiative to identify high-risk areas for targeted patrols and community outreach. The Police Department can analyze crime trends using real-time data, adjusting resource deployment to improve safety outcomes and reduce response times.	1 - Short-term (1-3 years)	5 - Varies
6 - Strategic Growth	6.60	Enhance emergency responder training and community outreach efforts. Public safety personnel should engage in additional training for disaster response, emergency medical services, and cybersecurity threats as these concerns were raised in stakeholder discussions.	2 - Mid-term (4-7 years)	1 - $
6 - Strategic Growth	6.61	Develop a long-term fire station expansion plan by identifying optimal locations for new facilities based on projected population density and emergency response times. The Fire Department will conduct a feasibility study and present recommendations to City Leadership to ensure strategic placement of future fire stations.	1-Short-term (1-3 years)	2 - $$

Chapter	Action Number	Action	Timeframe	Conceptual Cost
6 - Strategic Growth	6.62	Increase EMS and law enforcement staffing levels by implementing a phased hiring plan aligned with population benchmarks. The City will conduct a public safety staffing needs assessment every two years to guide recruitment and retention strategies.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.63	Upgrade emergency communication systems to enhance coordination during disasters and public safety incidents by integrating smart dispatch technology and expanding the City's emergency alert system. The City will work with regional and state public safety agencies to ensure interoperability and real-time information sharing.	1-Short-term (1-3 years)	3 - $$$
6 - Strategic Growth	6.64	Evaluate the provision of Fire and EMS services outside the city limits for financial and service viability. As Pilot Point grows, coordinating with Denton County on service boundaries and funding responsibilities will be critical.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.65	Annually review the City's Fire Safety ISO Ranking and identify improvement strategies. Upgrading fire services could lower insurance costs for residents and businesses while improving emergency response capabilities.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.66	Develop and implement a municipal cybersecurity response plan to protect critical infrastructure, public safety systems, and City data from cyber threats. The City will conduct an annual cybersecurity audit, identify vulnerabilities in emergency communication systems, and establish an incident response protocol in coordination with state and federal cybersecurity agencies.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.67	Expand cybersecurity training for City employees, law enforcement, and emergency responders to enhance preparedness against cyber attacks and data breaches. The City will implement a required annual training program covering phishing awareness, secure data handling, and emergency IT response measures, ensuring that all personnel are equipped to handle cyber threats.	1-Short-term (1-3 years)	2 - $$
6 - Strategic Growth	6.68	Require defensible space planning in new developments by enforcing setbacks, fire-resistant landscaping, and building material standards in fire-prone areas. The City will update the Code of Ordinances to include Firewise design standards for new construction in at-risk areas.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.69	Host annual wildfire mitigation workshops to educate residents and businesses on fire prevention, home hardening, and emergency evacuation planning. The Fire Department will coordinate with state and regional fire agencies to lead these sessions and provide training materials.	1-Short-term (1-3 years)	1 - $
6 - Strategic Growth	6.70	Develop a wildfire hazard mapping system to guide future land use planning and emergency response. The City will work with GIS specialists to identify high-risk areas, prioritize fuel reduction projects, and update fire risk maps annually in collaboration with emergency services.	1-Short-term (1-3 years)	1 - $
4 - Downtown Master Plan	4,82	Expand social media presence with restaurant spotlights and chef interviews. Create video content, food photography, and behind-the-scenes features to engage food lovers.	1-Short-term (1-3 years)	1 - $

Updated