

MOUNT VERNON
CITY COUNCIL WORKSHOP
MARCH 24, 2025



MOUNT VERNON 2024 LAND USE PLAN

PROJECT PARTNERS



PROJECT TEAM



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AGENDA

- Overview
- Mount Vernon Planning Hierarchy
- Process
- Survey
- Demographics
- New & Updated List
- Future Land Use
- Zoning



What is a Land Use Plan? What are the benefits?

- It is a strategic gameplan for land development over the next 10 years.
- It is a process of examining current conditions and anticipated social & economic trends to create a regulatory framework that guides city-wide future land patterns.
- It is a component of a Comprehensive Plan.
- It updates the Zoning Map & Future Land Use Map.

Background (History of Planning Efforts)

- The 2010 Comprehensive Plan describes strategies to proactively address future socioeconomic changes and development by considering the interconnected influences of land use, housing, economy, environment, etc.
- The 2016 Downtown Strategy Report describes the strategic prioritization of historic preservation to spur redevelopment projects in the Square.
- The 2023 Strategic Plan describes analysis of the public's goals and objectives from previous plans in relation to the potential developable acreage around the Interstate 30/Highway 37 corridors.
- The 2023 Engineering and Design Standards describes the updated infrastructure design guidelines for new development.
- The 2023 Water Distribution System Evaluation & 2023 Wastewater Collection System Analysis describe the city's water and sewer existing conditions and growth capacity.
- The 2024-2034 Parks Master Plan describes state of the existing park system and provides recommendations, priorities, and funding mechanisms to enhance the park system through land acquisition and park enhancements based on public comment.
- The 2025 Housing Study describes the assessment of existing housing inventory and demand to determine a projected gap.
- The Capital Improvements Plan describes the location, schedule and financing of capital improvements as budgeted by the city. These improvements can include emergency services, Public Works projects, and Parks and Recreation areas.
- The Annual Financial Report describes the municipality's financial health in relation to revenue and debt incurred from the previous fiscal year.



PLAN HIERARCHY



Mount Vernon
Land Use Plan 2024-2034



PROCESS



Inventory

- Site Visit Observations
- Demographics
- Classification & GIS Inventory
- Focus Group & Public Survey



Analysis

- Needs Analysis
- Planning Analysis



Recommendations

- FLU Classes
- Zoning Classes
- Land Use Standards
- Parking Schedule
- Site Standards



Review & Communication

- City Council
- City Staff Review



Final Plan

- Council Presentation & Adoption

PUBLIC SURVEY



Mount Vernon Land Use Plan Public Survey

If using a mobile device, for an improved experience please fill out the survey in horizontal (landscape) mode.

During the next few months, we will be updating the City's Zoning and Land Use regulations and maps with a Land Use Plan. To ensure the City's priorities are aligned with the needs of our residents, we need your input!

The **Land Use Plan** defines the various ways properties are categorized and utilized in the city. Through the update of the Future Land Use Plan, the City is striving to keep our local charm while managing the inevitable development pressure due to being in a popular market. We believe that development decisions which abide by the needs and desires of the community will encourage smart City spending and a stable population growth while creating an environment for people to live, work, and play.

The time you invest in this survey will influence decisions that will be made regarding the City's future. Your response will allow City leaders to identify and address the many opportunities and challenges facing the community.

Your responses will remain confidential. If you have any questions, feel free to call my office at 903-537-2252. Thank you for taking the time to better our community.

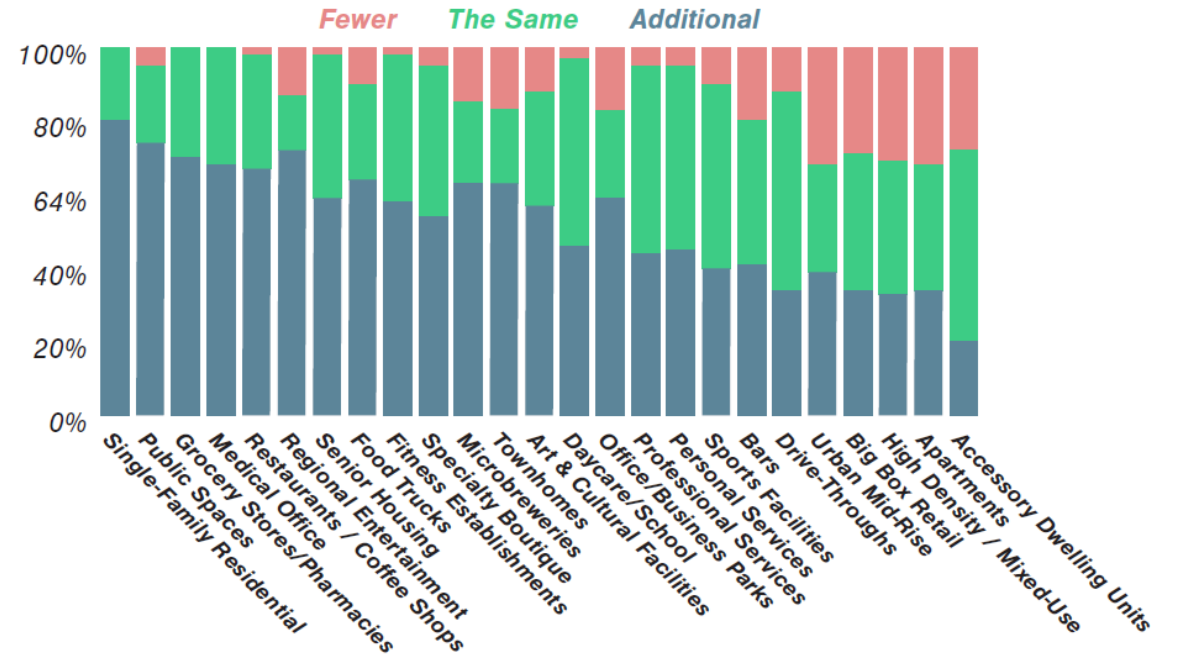


Figure 07: Desired Land Uses in Mount Vernon

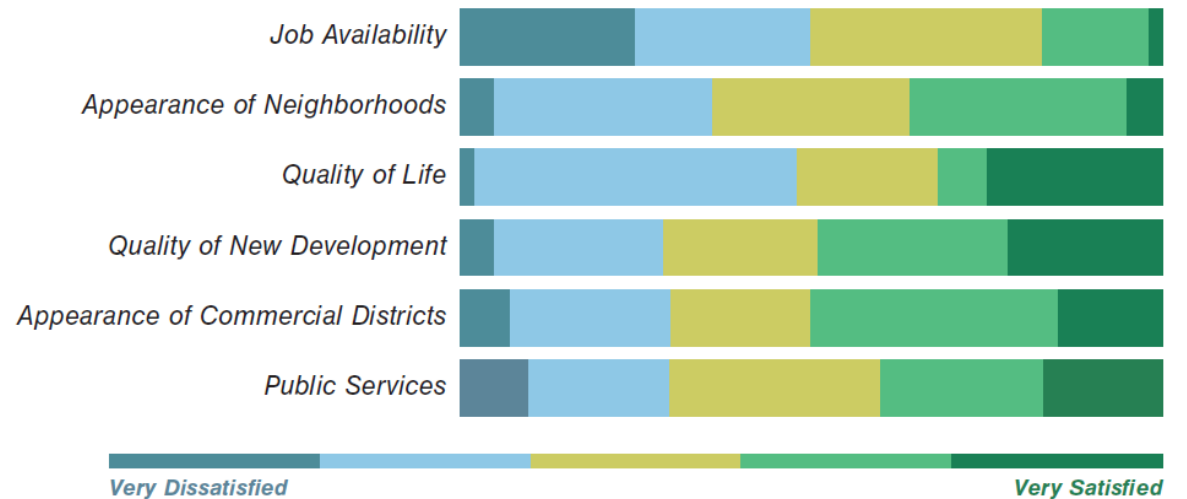
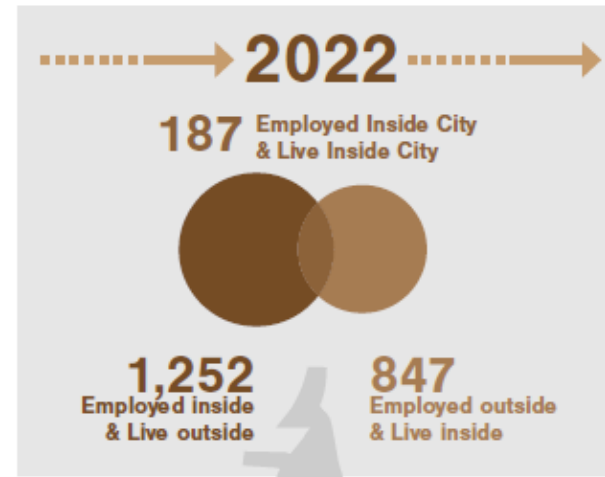
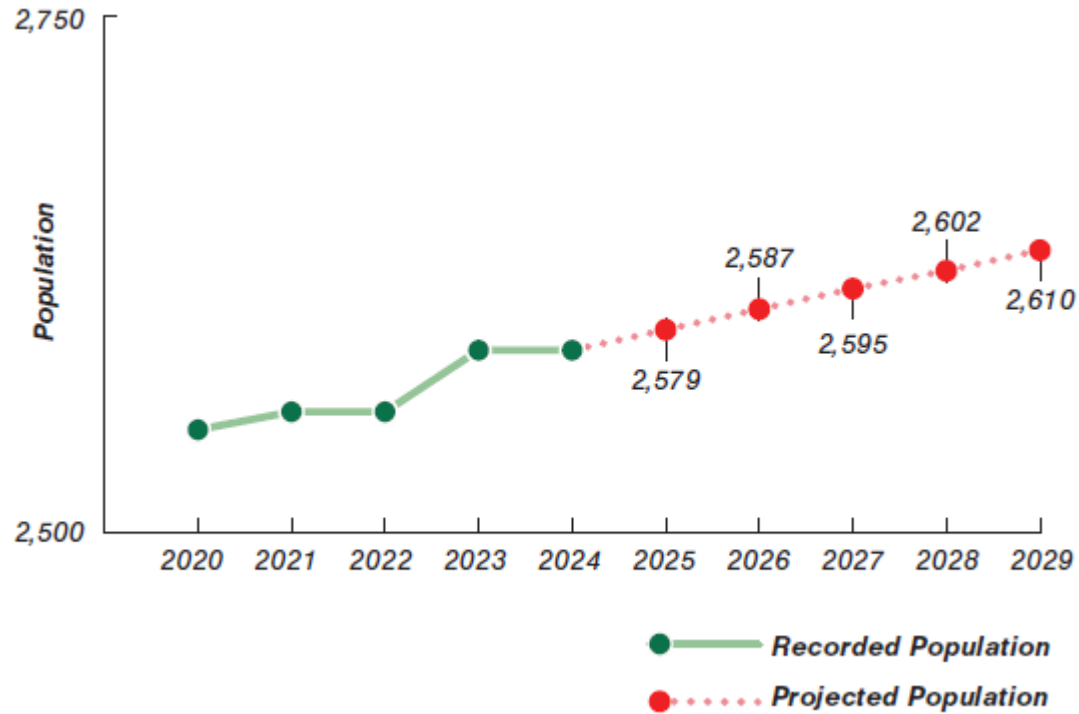
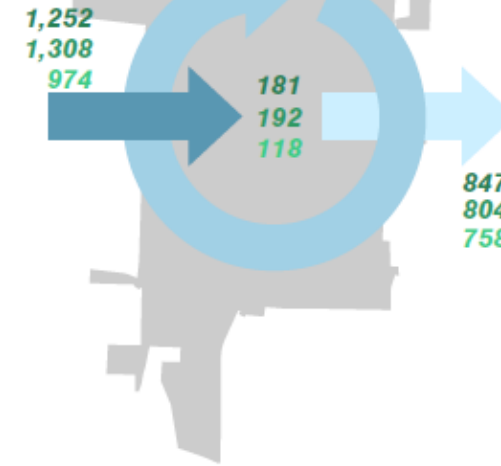


Figure 06: Perception of Mount Vernon

DEMOGRAPHICS

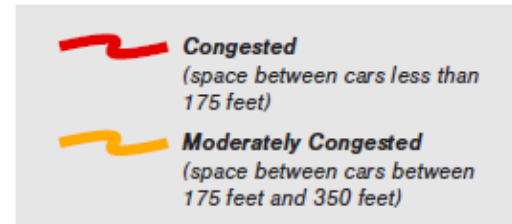


INFLOW/OUTFLOW JOB COUNT



TRAFFIC COUNT & CONGESTION FORECAST

YEAR OF DATA **2023**
2018
2013

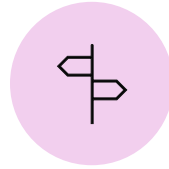


NEW & UPDATED



Land Uses

- Add Mixed-Use Zoning
- Revise existing zoning & future land uses
- Revise setbacks, lot size minimums, and building envelopes



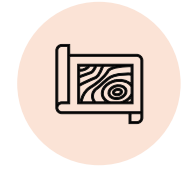
Mobility, Access, and Safety

- Shorter blocks
- Shared driveways & parking
- Cross-access
- Plan for additional arterials



Quality of Life

- Landscaping
- Screening/Buffering
- Lighting
- Signage
- Cell tower
- Drive-through lane
- Industrial facades
- Parkland dedication



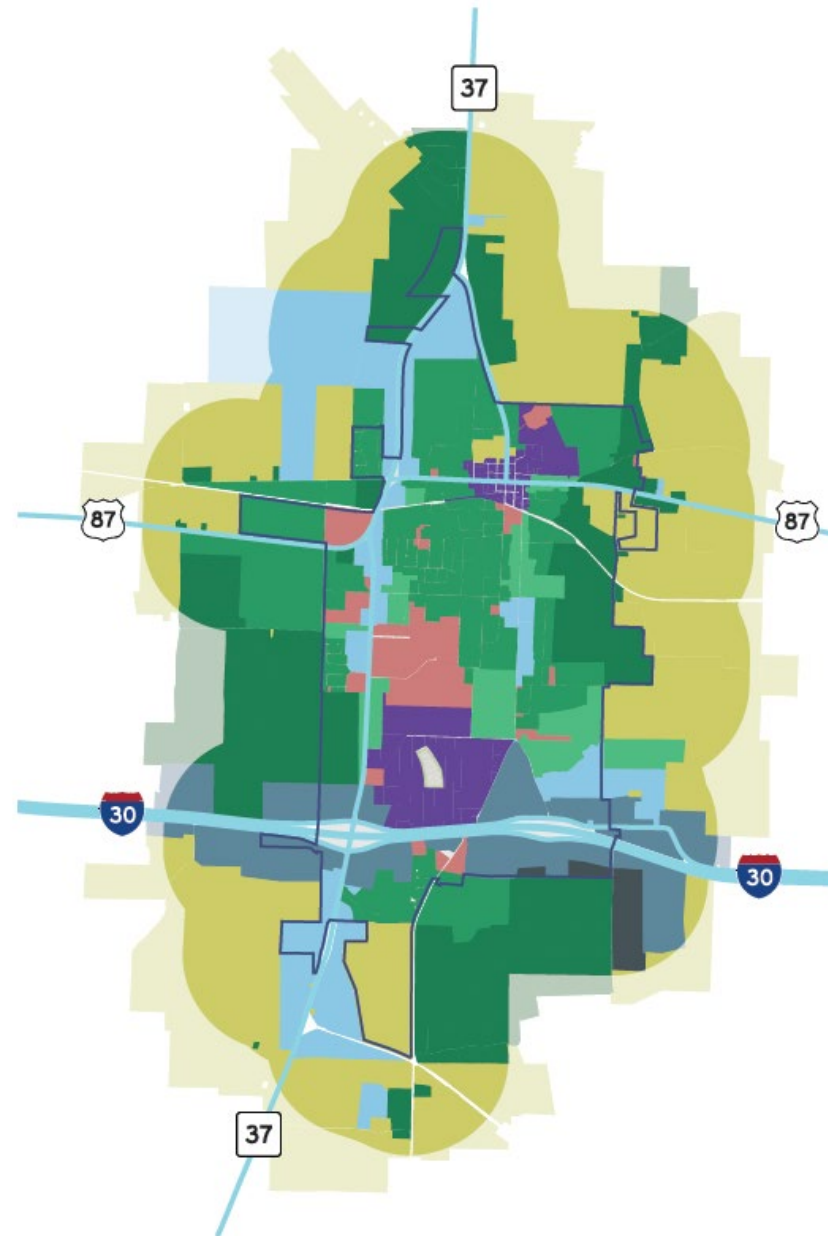
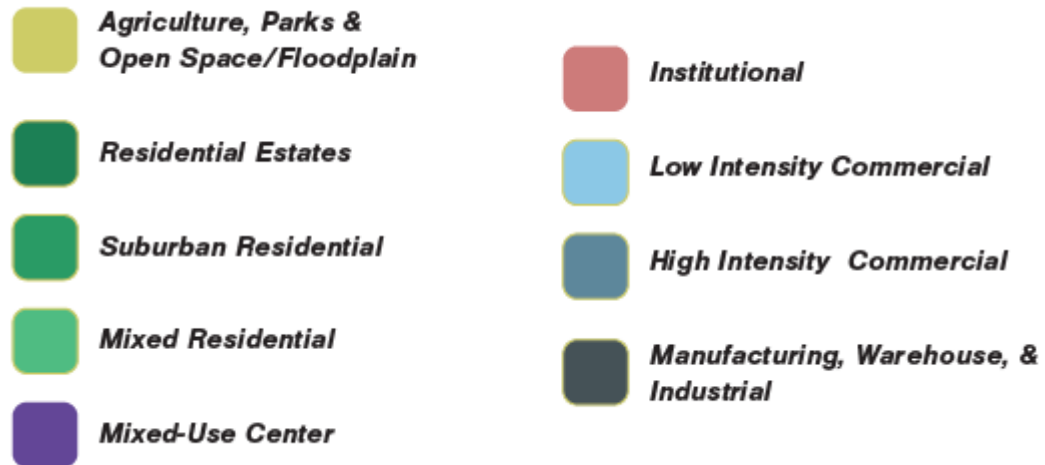
GIS Integration

- A geospatial platform that can analyze data and produce static and online maps for public viewing.

FUTURE LAND USE

Categories	Existing	Proposed
Civic & Open Space	<ul style="list-style-type: none"> • Parks and Open Space • Public/Semi-Public 	<ul style="list-style-type: none"> • Agriculture, Parks & Open Space/Floodplain • Institutional
Residential	<ul style="list-style-type: none"> • Estate Density Residential • Low Density Residential • Medium Density Residential • High Density Residential • Manufactured Home Overlay 	<ul style="list-style-type: none"> • Residential Estates • Suburban Residential • Mixed-Residential
Commercial	<ul style="list-style-type: none"> • Central Business District • Office • Mixed Use • Retail • Commercial 	<ul style="list-style-type: none"> • Low Intensity Commercial • High Intensity Commercial • Mixed-Use Center
Industrial	<ul style="list-style-type: none"> • Industrial 	<ul style="list-style-type: none"> • Manufacturing, Warehouse, & Industrial

FUTURE LAND USE

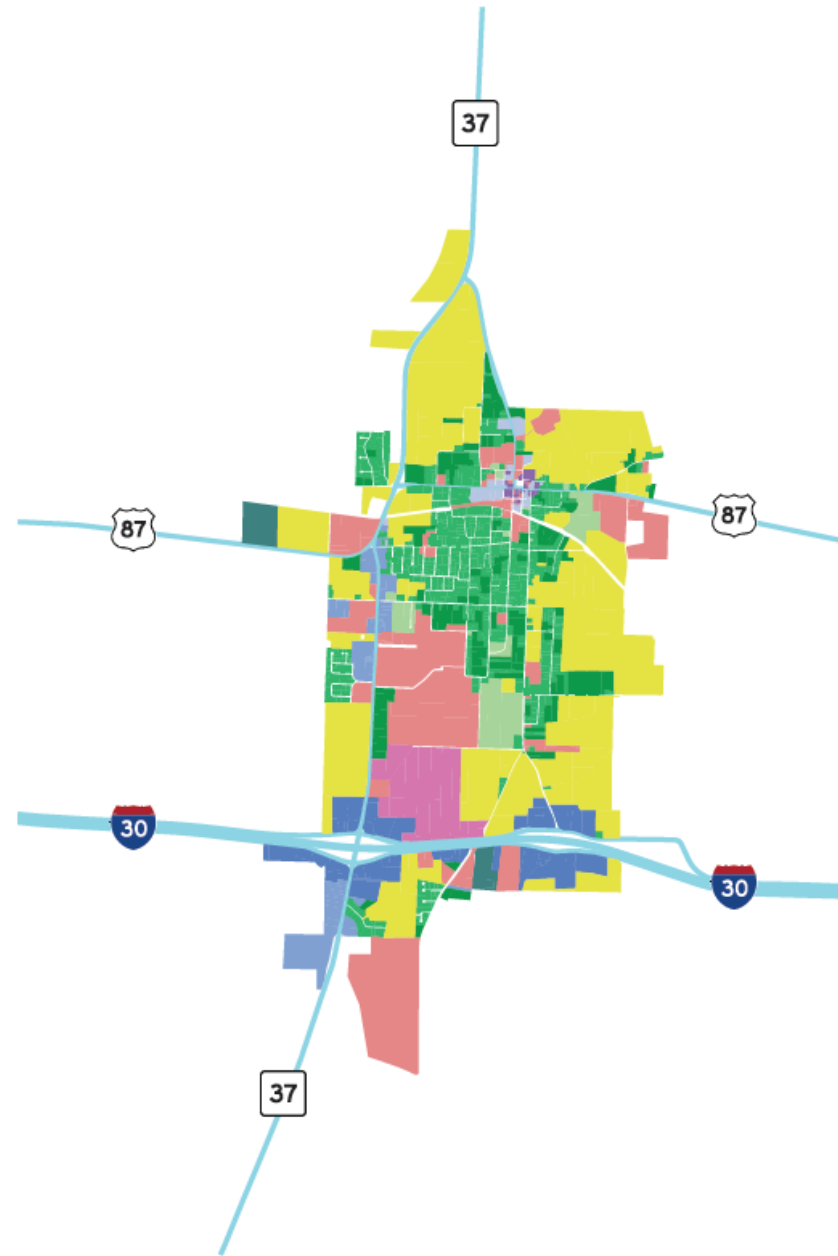


ZONING

Categories	Existing	Proposed
Agriculture	<ul style="list-style-type: none"> • (AG) Agriculture • Park 	<ul style="list-style-type: none"> • (AG) Agricultural Homesteads
Residential	<ul style="list-style-type: none"> • R-3 Residential • R-4 Residential • R-6 Residential • R-16 Residential • R-17 Residential • (MH) Manufactured Housing 	<ul style="list-style-type: none"> • (R-1) Residential Estates • (R-2) Low-Density Residential • (R-3) Mid-Density Residential • (R-4) Multifamily Residential
Planned	<ul style="list-style-type: none"> • (PD) Planned Development 	<ul style="list-style-type: none"> • (MU-TC) Mixed-Use Town Center • (PD) Planned Development
Public	<ul style="list-style-type: none"> • (CF) Community Facilities • Hospital 	<ul style="list-style-type: none"> • (CF) Community Facilities
Commercial	<ul style="list-style-type: none"> • Office Services • Local Retail • General Business • Outdoor Commercial 	<ul style="list-style-type: none"> • (B-1) Neighborhood Business • (B-2) Community Business • (B-3) Regional Business
Industrial	<ul style="list-style-type: none"> • Intensive Industrial 	<ul style="list-style-type: none"> • (D-1) Light Industrial • (D-2) General Industrial

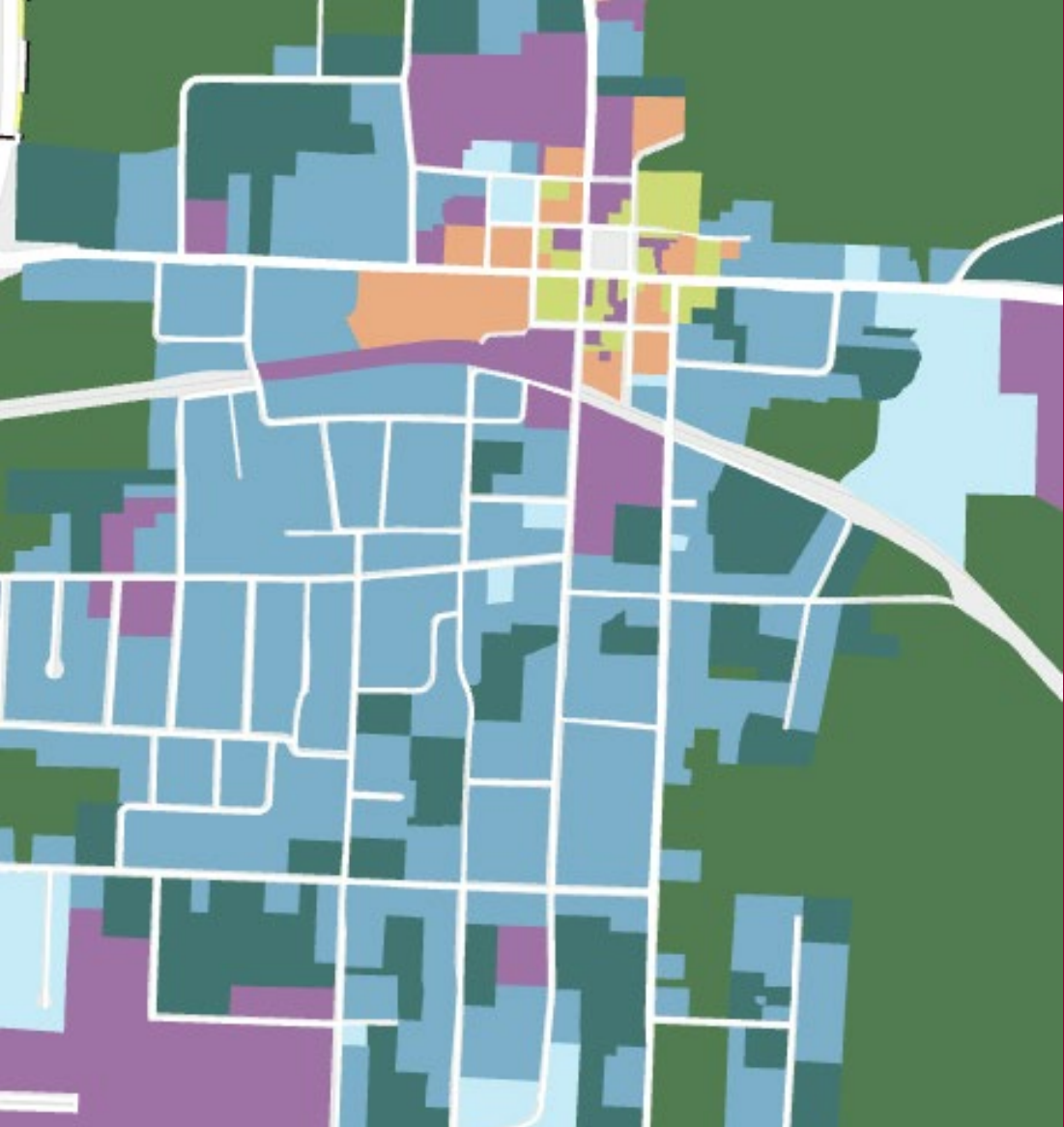
ZONING

- | | | |
|--|--|---|
| AG <i>Agricultural Homestead</i> | R-4 <i>Multi-Family Residential</i> | B-1 <i>Neighborhood Business</i> |
| R-1 <i>R-1 Residential Estates</i> | PD <i>Planned Development</i> | B-2 <i>Community Business</i> |
| R-2 <i>SF Low-Density Residential</i> | MU <i>Mixed-Use Town Center</i> | B-3 <i>Regional Business</i> |
| R-3 <i>SF Mid-Density Residential</i> | CF <i>Community Facilities</i> | D-1 <i>Light Industrial</i> |
| | | D-2 <i>General Industrial</i> |



FUTURE LAND USE & ZONING





MOUNT VERNON 2024 LAND USE PLAN

Questions?



MHS
Planning & Design