



## SECTION 6: EXISTING LAND USE

### Regional Context

The City of Whitehouse is often referred to as a bedroom community with great schools and a natural setting. Most residents commute into the City of Tyler for

***"There are two reasons why people come to Whitehouse, the lake is a draw with the open space, and there are great schools."  
- Dave Terre***

employment, shopping, higher-level education, or healthcare. As a result, the residential and public/semi-public sectors of the economy make up the majority of land uses found within the City. The location of Lake Tyler on the City's east side also impacts land use within the community.

The City of Troup is located approximately 8 miles to the south of Whitehouse

(Map 6.1). Troup is significantly smaller than Whitehouse but has been the site of some ongoing industrial development. Many residents of Troup also commute into Tyler for employment. As a result, some interaction between the three cities has impacted land use within Whitehouse and along State Highway 110.



Map 6.1: Regional context of south central Smith County

Lake Tyler and Lake Tyler East serve to funnel traffic originating in southern Smith County which is destined for Tyler through the cities of Whitehouse or New Chapel Hill. Interstate Highway 20 serves as the major east/west corridor, with US 69, State Highway 155, and State Highway 110 the major north/south corridors.



## Existing Land Use Survey

### Survey Methodology

Two major Existing Land Use (ELU) Surveys have been conducted within the Whitehouse study area for the purpose of planning. The first was undertaken by the consultants responsible for the 1995 Comprehensive Plan. A multiphase land use survey has also been conducted for this Plan update.

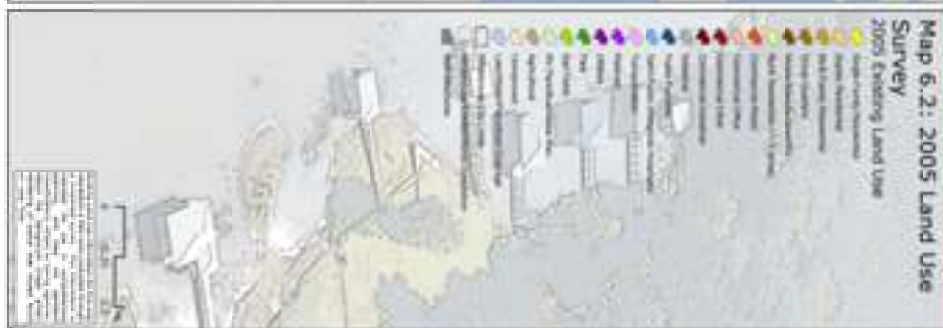
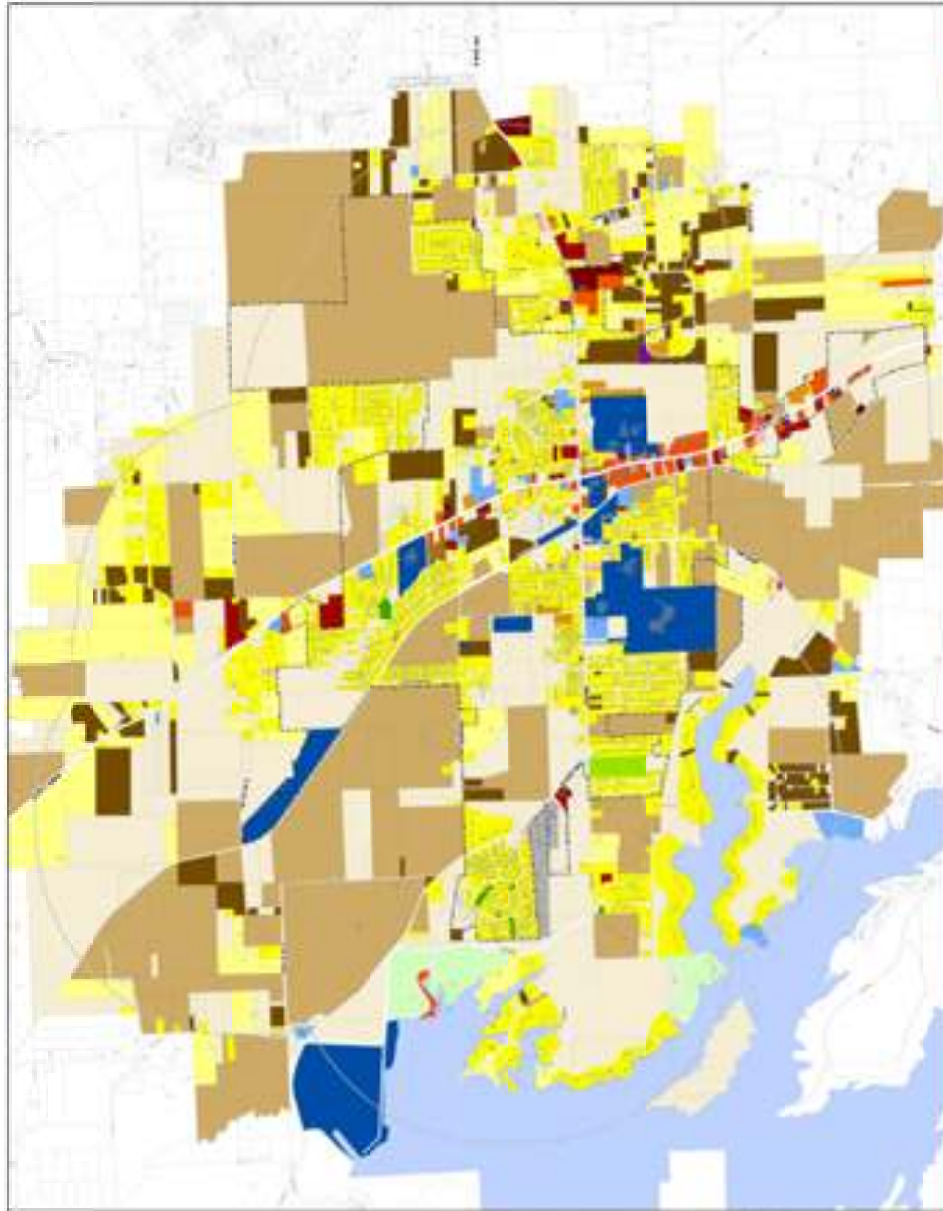
The first phase in this study component was to update the original 1995 Survey to bring it up to the higher precision standards and more detailed land use categories utilized for the 2005 Land Use Survey. It was also necessary to correct some omissions and errors in the 1995 Survey in order to provide more consistency with 2005 data. High-level aerial photography from 1995 and City staff input were used for these efforts. For the purpose of comparison, the updated 1995 Land Use Survey is included in this document (Map 6.3, Page 64).

The 2005 Land Use Survey utilized current high-level aerial photography and windshield survey visits as the foundation for its classifications. The survey was conducted in late 2005 and represents land use by ownership parcel. This method involves some limitations due to its usage of parcels as its base unit. Where one or more land uses were observed on a single parcel, the dominant or principal land use was recorded.

In order to provide elected officials and consultant staff with consistent land use statistics, the survey was frozen once completed in late 2005. Therefore, some redevelopment occurring just prior to publication of this Plan may not be included in the survey. The final 2005 Land Use Survey reveals many interesting characteristics of development within the City (Map 6.2, Page 63).

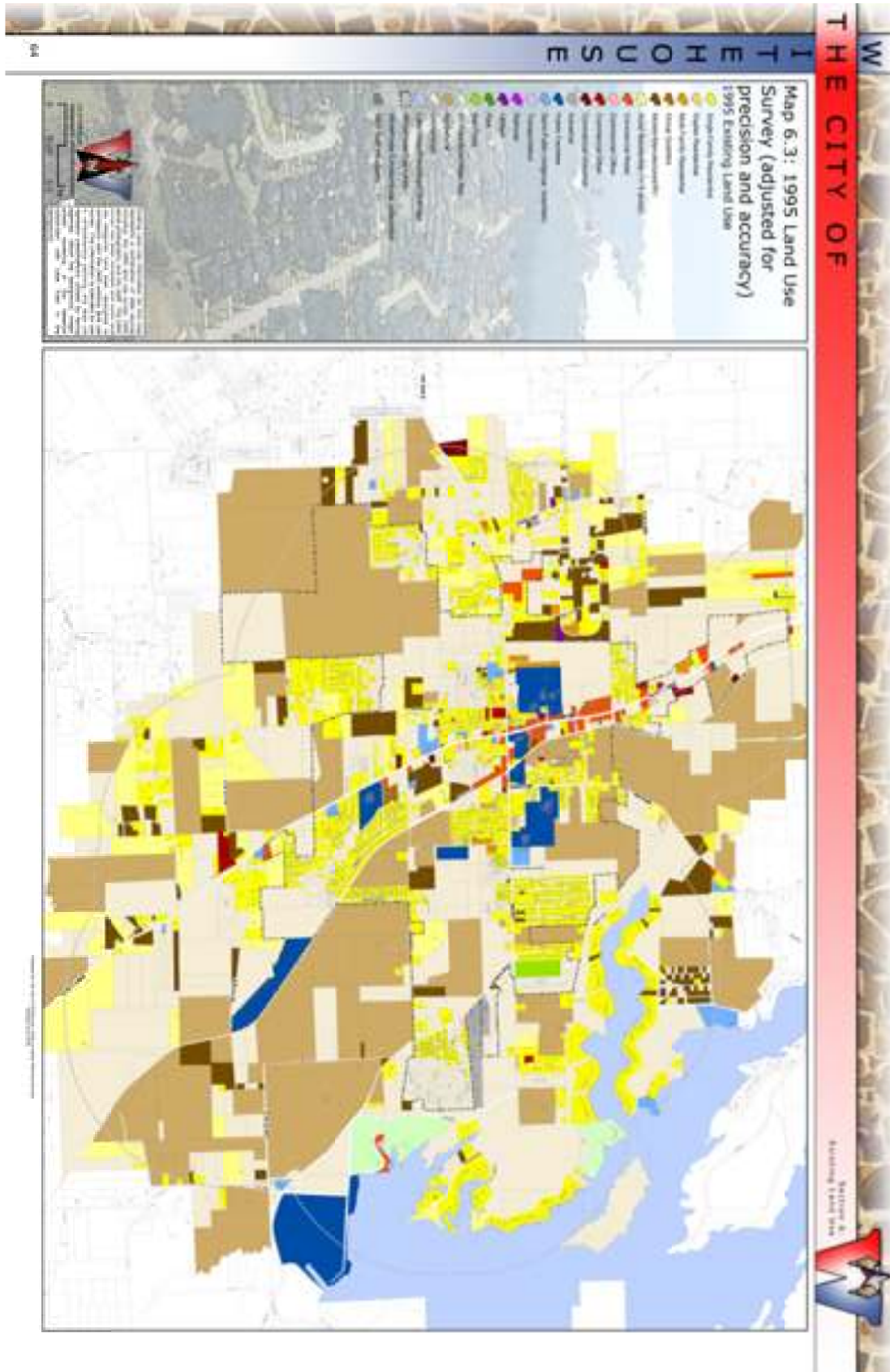


Note: this page folds out on printed copies, please download Map 6.2 for a full resolution version of this map





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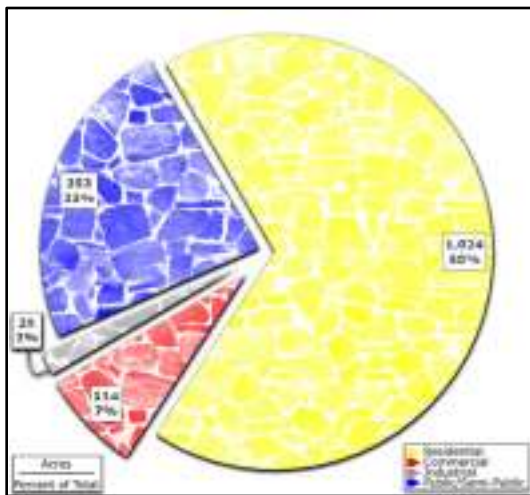




## Land Use Survey Results

### Development Ratios and Patterns

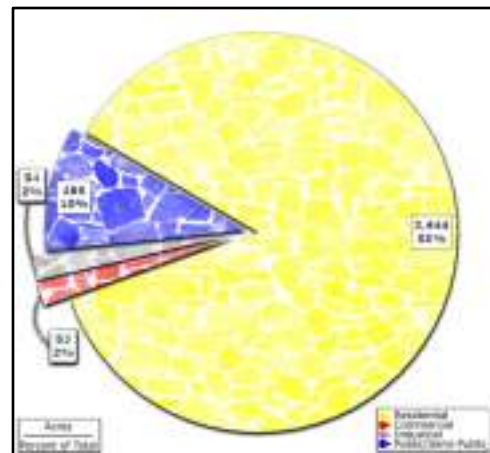
Excluding land reserved for right-of-way, 47% of the City of Whitehouse has been developed for some urban use. The remaining 53% includes land which is either unimproved or involved in low intensity agricultural uses such as cattle grazing or crop production.



**Chart 6.1:** Land use ratio of developed land inside the City Limits in 2005 excluding unimproved/agricultural

By acre 68% (1,024 acres) of improved land within the City Limits is developed for residential usage (Chart 6.1). The other major land use component is public/semi-public which accounts for 23% (353 acres) of total developed land. Commercial and industrial uses account for only 9% (143 acres) of all improved land. By parcel 92% (2,207 parcels) of improved land within the City has been developed as residential. Of the remaining developed land, commercial activities account for only 5% (112 parcels), public/semi-public for 3% (61 parcels), and industrial at less than 1% (10 parcels).

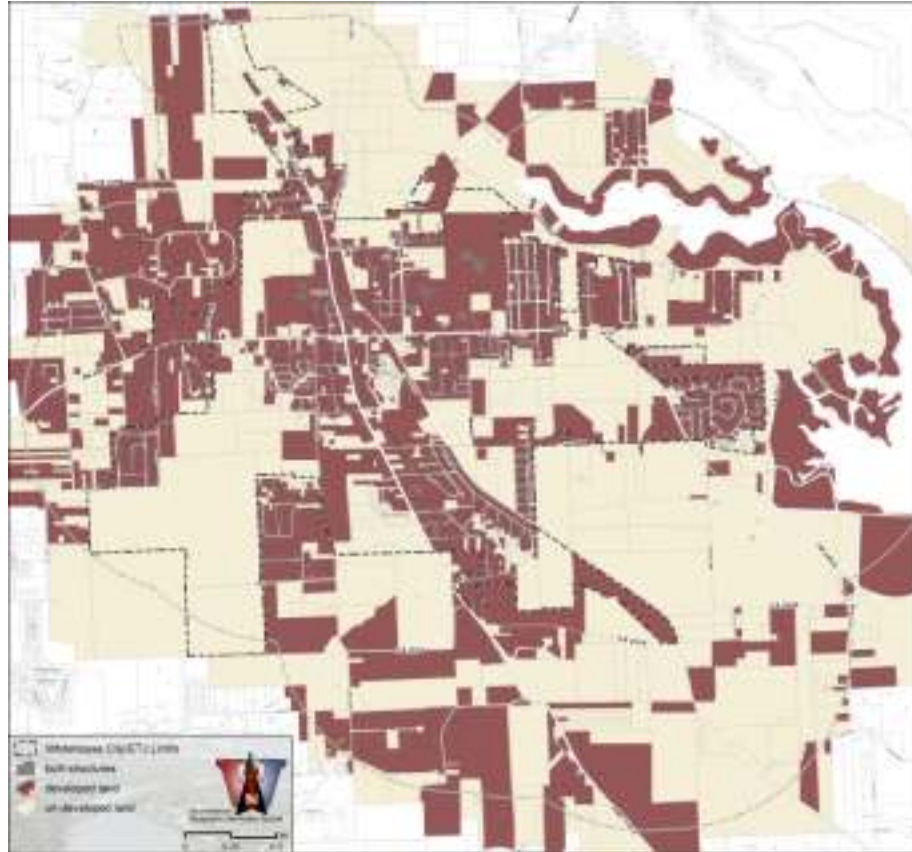
Land within the ETJ has been developed in a far less intense manner (Chart 6.2). By acre 86% (2,444 acres) is utilized for residential uses including many residential lots exceeding five acres in size. Relative to other cities, Whitehouse's ETJ includes a disproportionately large amount of public/semi-public land uses accounting for 10% (286 acres) of improved land. Much of this land has been developed by the City of Tyler for recreational or public



**Chart 6.2:** Land use ratio of developed land in the ETJ in 2005 excluding unimproved or agricultural land

works purposes in association with Lake Tyler. Industrial or commercial activities account for 4% (107 acres) of the improved land within the ETJ.

Land use ratios and styles within the City have followed a pattern typical of cities undergoing rapid urbanization during the post-World War II era. Segregated land uses have resulted in commercial concentrations which are found primarily along major



Map 6.4: Developed land within Whitehouse

thoroughfares. Public/semi-public land uses such as school facilities have also been located along major streets. Residential development, dominated by the detached single-family home, is located principally within multi-phase subdivisions.

Many new residential neighborhoods have been designed with typical curvilinear street layouts with ample use of cul-de-sacs. Older neighborhoods can be found designed with modified residential grid patterns. Many of these older neighborhoods have segregated land uses but have developed with more integration with surrounding thoroughfares and neighborhoods. The City lacks a recognizable downtown as most development activity has favored automobile oriented shopping centers along busy TxDOT highways (Map 6.4). Mixed-use is also limited to older portions of the City where cumulative zoning has permitted



adjacent residential and commercial activities. Such accidental horizontal mixed-use often comes about as a result of older homes being converted to use as small-scale office or service facilities.

Although the City lacks a clearly defined downtown, development concentrations can be observed following major thoroughfares (Map 6.4). These thoroughfares form a crisscross pattern with State Highway 110 running north/south and Farm to Market Road 346 running east/west. In most cases, land along these thoroughfares has been developed while it remains relatively unimproved between them. Historically most urban development was concentrated on the northern side of the City. Some construction occurred south of FM 346 but the majority of commercial development and public/semi-public facilities were found to the north. In the past 20 years most new residential neighborhoods have been built in the southern portions of the City.

### Residential

Just as residential activities dominate other land uses within the City, detached single-family homes dominate all other residential unit types. By acre 80% (818 acres) of all residential lots are built in this style (Chart 6.3). The next largest category is manufactured homes accounting for 10% (107 acres) of the total. The third-largest group consists of large lot single-family (greater than five acres) representing 7% (68 acres).

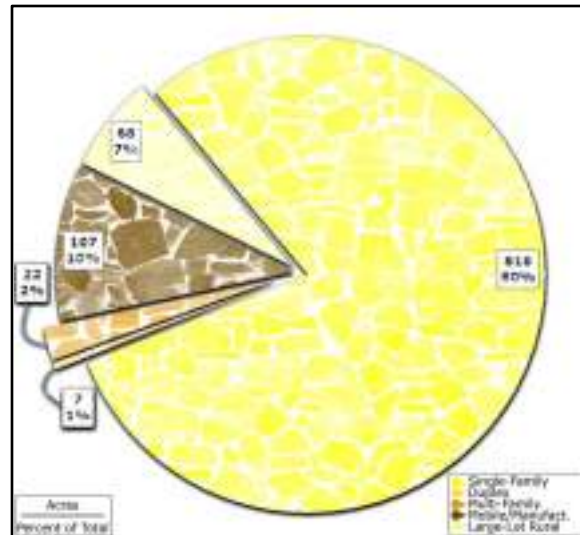


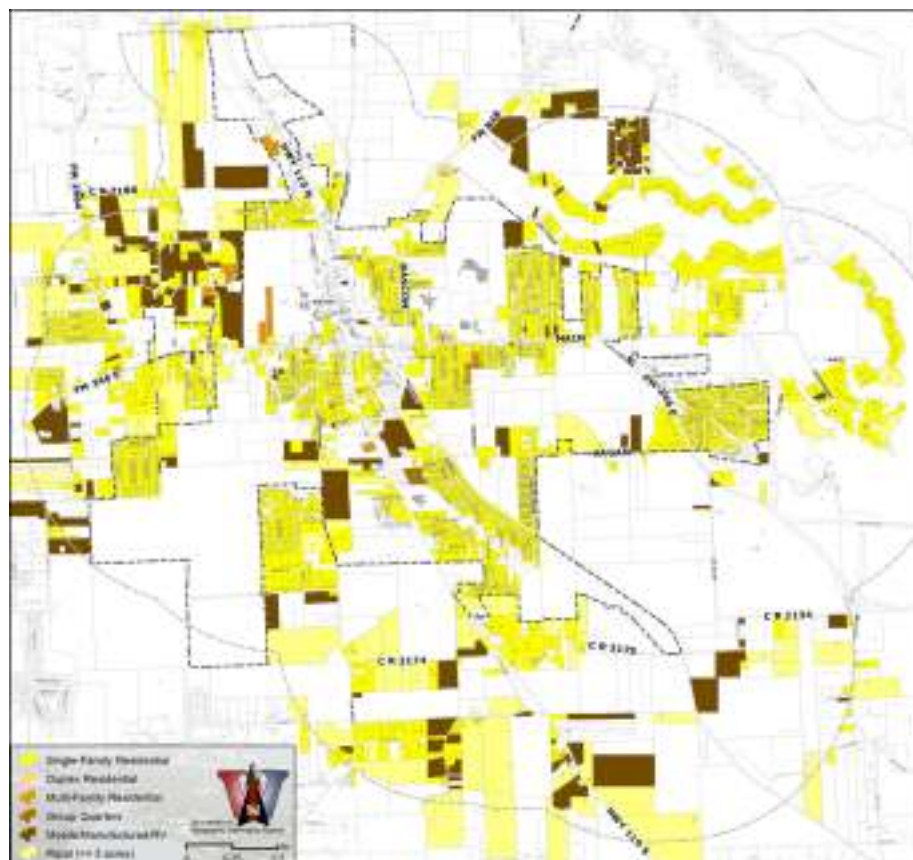
Chart 6.3: Housing type within the City Limits

Altogether these types of detached single-family homes account for all but 3% of the housing stock within Whitehouse. This type of residential development would seem to indicate either a strong preference for this style of housing or a limited market forcing residents into choosing what is provided. Other types of residential units include duplexes accounting for 1% of residential acreage and



multi-family attached representing 2% of the total housing stock. When the housing stock is considered using housing units instead of acres the dominance of the single-family detached home is even more pronounced. 86% (2,129 units) are constructed in this style. Manufactured homes account for 7% of all units (165 units) while large lot residential housing represents less than 1% (eight units) of the total. In terms of units, multi-family market share is increased with 2% (52 units) of the units constructed as duplexes and 5% (119 units) built as attached multi-family.

Both ratios are important and reveal a different part of the overall housing picture. The housing mix reported in acres is a good indication of how residential land use is apportioned on the whole. However, it tends to overemphasize single-family



Map 6.5: Residential land use within the City Limits and ETJ

detached housing and in particular large lot development. Higher density developments such as attached multi-family housing are artificially deflated. The residential unit mix is a better representation of how individual household units and families live. Families and individuals living in higher density residential units are counted equally; however, this reporting style deemphasizes the spatial requirements of each land use type.





Single-family lot sizes within the City Limits average 0.42 acres per unit (Chart 6.4). Almost 1,900 individual units have been built on lots of less than or equal to one half-acre in size. Residential lots built at one half-acre to one full acre in size

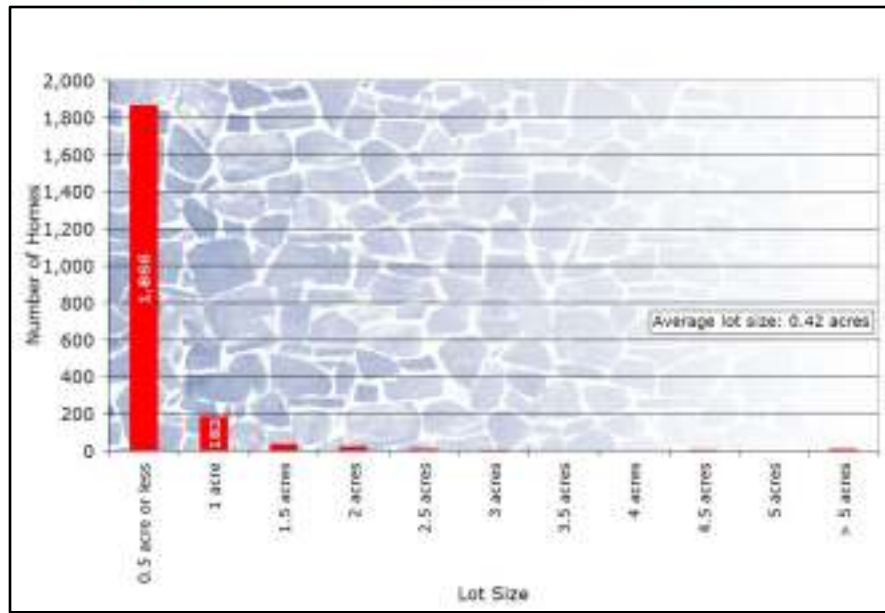


Chart 6.4: Single-family lot sizes within the City Limits

are the next largest category but only include 183 units. This represents a significant drop as does the total count for homes in the one to 1.5 acre range accounting for only 36 units.

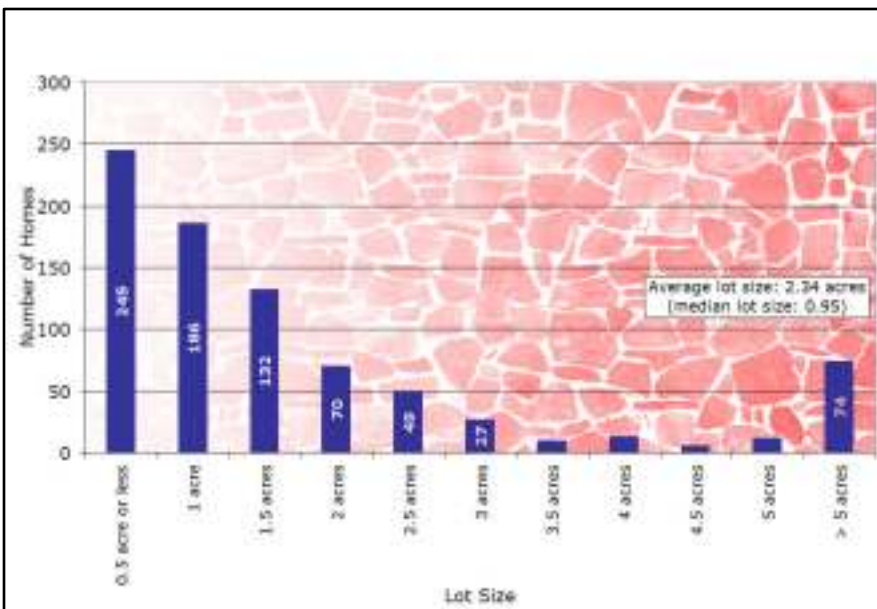


Chart 6.5: Single-family lot sizes within the ETJ

Single-family lot sizes within the City Limits indicate a strong influence of zoning and subdivision regulations due to their size and layout. As would be expected, lot sizes within the ETJ are significantly larger. However,

even without regulations several residential subdivisions have been developed within the ETJ at urban densities similar to those within the City Limits.



The average lot size for single-family detached housing within the ETJ is 2.34 acres (Chart 6.5). However, there is significant deviation between the average and median values. The median lot size within the ETJ is only 0.95 acres indicating the presence of several very large rural lots acting as statistical outliers. The most common lot size category is still less than half an acre with just under 250 lots within this size range. The category between one half-acre and one full acre includes 186 lots. Lot sizes decrease steadily until the greater than five acre category when very large lots skew the statistical curve.

Overall, the City reflects a fairly uniform if not limited housing stock. Spatially residential development is spread throughout the community. Residential development has also taken place surrounding Lake Tyler. While not within the City Limits, many of these residents travel through Whitehouse on a daily basis for grocery shopping, schools, or during their commute to Tyler for work.

### Commercial

Despite the fact that the City of Whitehouse is dominated by residential land uses some commercial and business activities have thrived within the City. Still, commercial activity including industrial, retail, and business services account for only 10% (143 acres) of the City's developed acreage.

The largest category of commercial land use by acreage is classified as Commercial Retail. This category includes retail sales and retail services which generate significant volumes of traffic. Banks and restaurants are two

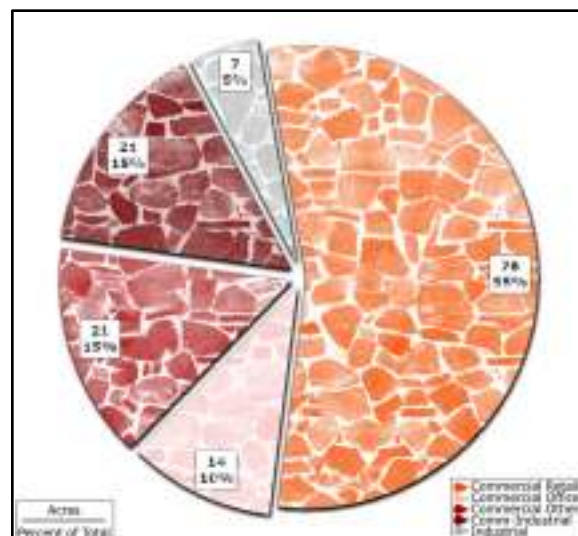
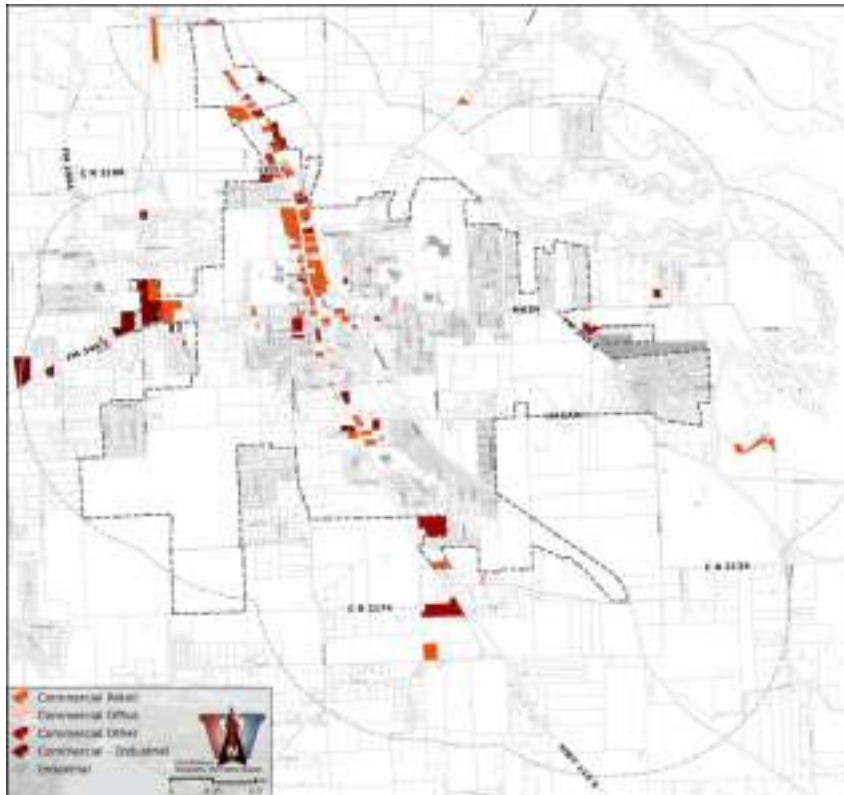


Chart 6.6: Commercial existing land use within the City Limits

possible examples of this type of land use. Commercial Retail accounts for 55% (78 acres) of the total land developed for commercial activities (Chart 6.6). Also significant are the Commercial Other and Commercial-Industrial categories.



These classifications include land uses such as wholesale distribution, self storage, automotive maintenance and sales, etc. Together these categories account for 30% (42 acres) of commercially developed land. The Commercial Office classification includes office uses as well as commercial services generating low traffic



Map 6.6: Commercial land use within the City Limits and ETJ

volumes such as law offices. This category accounts for only 10% (14 acres) of all commercial land within the City. The smallest classification is "Industrial." Land with this designation accounts for only 5% (7 acres) of all commercial property. It should also be noted that much of the land classified as industrial lies within an industrial park which is not yet fully developed.

When the commercial categories are ranked by parcel rather than acre the Commercial Retail category is still dominant with 55% (65 parcels) of all developed parcels. The primary change in the rankings is observed in the Commercial Office category which accounts for 16% (20 parcels) of the total.

Some significant commercial activities are also located within the ETJ. A large lumber production company as well as several wholesale distribution facilities account for industrial and commercial industrial development. Some retail land use is located fronting on Lake Tyler as well as several automotive related facilities spread throughout the jurisdiction.



With very few exceptions all development within the commercial group has occurred fronting along major thoroughfares (Map 6.6). The most significant concentrations of retail and services can be found in the State Highway 110 corridor north of FM 346. Industrial development has occurred on the eastern and western edges of the City. Little industrial or commercial activity is associated with the railroad right-of-way.

While zoning has been in place since the late 1980s commercial development still frequently occurs in close proximity to single-family residential land uses. Self storage facilities in particular have been located near schools and planned single-family subdivisions. Much of the land along the two principal thoroughfares is zoned for commercial despite the presence of many single-family homes. As redevelopment has progressed several awkward land use mixes have occurred. Additionally, several single-family neighborhoods within the ETJ platted and designed at city densities have had issues with commercial infiltration. In both cases, residential lots were converted into a commercial use near the end of a cul-de-sac street.

### **Public/Semi-Public**

After residential, the second largest land use classification within the City is public/semi-public. This category accounts for 23% (353 acres) of improved land within the City. The grouping includes land uses such as City buildings, schools, parks, public works facilities, churches, fraternal organizations, and medical institutions and clinics.

***"We [WISD] have to go where you [the City of Whitehouse] go, or we have to go to Tyler... we've got to have the City to help us make a viable school site."  
- Dennis Miller***

***"We're the largest employer in the City, and cause more congestion than anyone and [as we grow] will continue to do so, when we're in session we nearly double the population of the City."  
- Dennis Miller***

The Whitehouse Independent School District (WISD) maintains all six of its school sites within the City Limits of Whitehouse. The School District is the largest owner of developed public land



within the City. Most schools are located within the northern half of the City with all but two found within the northeastern quadrant. This concentration tends to complicate traffic flow and land use throughout the City. WISD also serves as the major employer of residents not commuting into Tyler.



**Image 6.1:** Children playing at the City Park on Main Street, one of two City owned park facilities.

The City of Whitehouse maintains several municipal buildings and facilities, two equipped parks, some greenbelt land, and several large undeveloped tracts of property. The City is also responsible for both potable water storage/distribution including three elevated storage tanks as well as the sanitary sewer system and wastewater treatment plant.

The City of Tyler owns and operates much of the Lake Tyler frontage. The lake is used for recreation and as a major regional supply of drinking water. Tyler also operates several water recreational facilities including a park, a boat dock/storage center, a marina, and RV park. Though these are not included in the public/semi-public category, Tyler also holds several large unimproved parcels in reserve as well as several drainage control facilities including a spillway.



**Image 6.2:** Baseball and softball games are hosted at the Whitehouse Little League Ballpark complex

Both regional healthcare systems including the East Texas Medical Center and Trinity Mother Frances Health System maintain associated doctor's offices and medical clinics within the City of Whitehouse. Several dentists, chiropractors, veterinarians, and other health-related establishments also operate within the City. A large number of churches and fraternal organizations are also found within the City Limits and in the ETJ.

## Agricultural/Unimproved

Unimproved land or property engaged in agricultural activities accounts for 53% (1,706 acres) of land within the City Limits.

Approximately half of this land falls into each of these two classifications.

Several contiguous hundred plus acre tracts of such land



Map 6.7: Agricultural and Unimproved land use within the City Limits and ETJ

can be found south of FM 346 and to the northeast of State Highway 110 (Map 6.7).

Development potential of this unimproved land depends upon a somewhat limited number of individual families and organizations. The Lilly family, Hagan family, and the City of Tyler own approximately 1,800 acres of land within the City of Whitehouse and its ETJ. This ownership group accounts for just over 22% (1,400 acres) of the agricultural/unimproved land within the study area, and nearly half of such property within the ETJ on the City's east side. As a result, these interest groups will have a significant impact on how land is developed through the life of this document.



## The 1995 Future Land Use Plan

The 1995 Plan utilized a relatively simple future land use classification system including nine principal land use categories. These classifications included Retail/Office, Commercial/Warehouse, Light Industrial, Business Park, Public/Semi-Public, Park, and High and Low Density Residential.

Most of the existing commercial development along the northern section of State Highway 110, the core portions of FM 346, and State Highway 110 South were designated with the future land use classification of Retail/Office. Land which was currently in use by the City of Whitehouse or WISD was classified within the Public/Semi-Public category with some additional recommendations for new schools within the southeast and southwest quadrants of the City. Although some existing residential property was located within the commercial zones, these two categories followed existing conditions relatively closely.

The Plan identified two areas for industrial and higher intensity commercial activities. A Business Park was planned in the southern portion of the City beyond the current City Limits while an industrial area was planned for the extreme northeast portion of the State Highway 110 corridor. Land use in both of these portions of the City was either rural residential or agricultural/unimproved at the time of Plan adoption. The 1995 Comprehensive Plan also classified much of the land surrounding Railroad Avenue as Commercial/Warehousing.



**Image 6.3:** Active rose production fields located south of Hagan Road and along Railroad Avenue which were planned for Commercial/Warehousing in the 1995 Comprehensive Plan.

At the time some freight cars were stored near the railroad tracks within this portion of the City. However, most of the existing land uses for property with this planning classification was residential, active agricultural production, or unimproved land (Image 6.3). Rose production was (and remains) a particularly prominent activity accounting for



just under 40 acres of field and greenhouse space within the Railroad Avenue corridor.

Many abstract park locations were recommended by the Plan within the northwest, southwest, and southeast quadrants of the City. A trail system following Blackhawk Creek connecting western FM 346 to southern State Highway 110 was also recommended.

Most existing multi-family complexes and buildings were classified as High Density Residential. This includes the Pecan Wood and Memory Lane areas of town. Portions of the City occupied by a mix of small-scale commercial and older single-family detached housing along FM 346 near the Junior High School were also classified for High Density Residential. Low Density Residential was recommended throughout the ETJ and City Limits in all remaining portions of the study area. Only this one residential classification type was given within the core of the City and throughout the ETJ which does not differentiate between large and small lot detached housing.

## Land Use since Adoption of the 1995 Comprehensive Plan

### Overall Land Use Mix since 1995

The following sections will present a comparison between 2005 land use ratios with those found in 1995. In order to accomplish this comparison it was necessary to "normalize" the 1995 land use survey onto a common parcel map with the 2005 data. As a consequence, it should be understood that some tracks of land which were undeveloped and not subdivided in 1995 have subsequently been individually platted. Annexations have also occurred

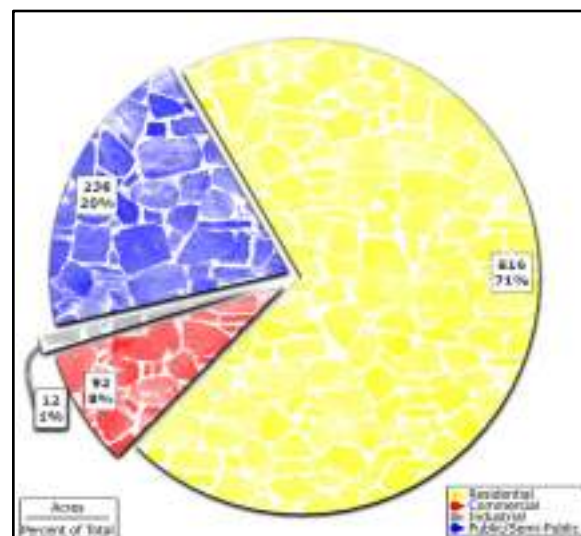
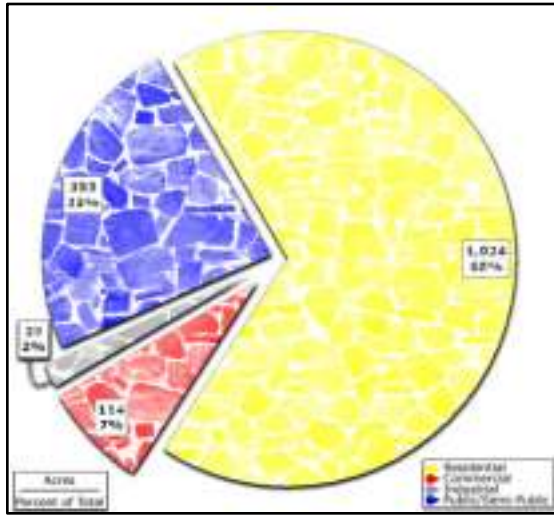


Chart 6.7: Land use mix for developed property in 1995 within the City Limits





which have extended both the City Limits and ETJ. For the sake of continuity the parcel base map and jurisdictional boundaries from 2005 will be used for both data sets. Therefore, it is expected that some minor variations will occur between land use statistics reported in 1995 and those discussed in the following sections.

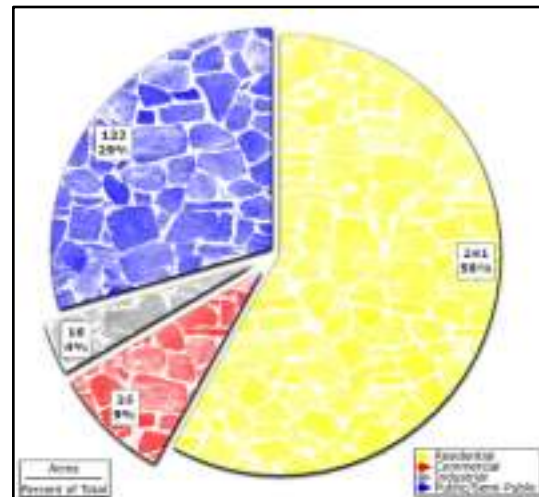


**Chart 6.8:** Land use mix for developed property in 2005 within the City Limits

For the most part, land development in the past 10 years has mirrored the existing land use in 2005. Compared side-by-side the overall land use mix within the City Limits today is extremely similar to levels observed in 1995 (Chart 6.7, Page 76, and Chart 6.8). The commercial and industrial land use categories show virtually no change in terms of percentage share. Residential land use has decreased slightly within

the overall land use mix (68% in 2005 versus 71% in 1995). The most dramatic increase is of land classified as public/semi-public. In 1995 public/semi-public land totaled only 20% (236 acres) of the total as compared to 23% (353 acres) in 2005.

New development within the last 10 years emulates these changes with 29% (122 acres) of land development/redevelopment falling within the public/semi-public category (Chart 6.9). Several large projects have been completed during this time period including a large high school facility and a new City Hall. Industrial and commercial development levels have also increased since 1995. Commercial

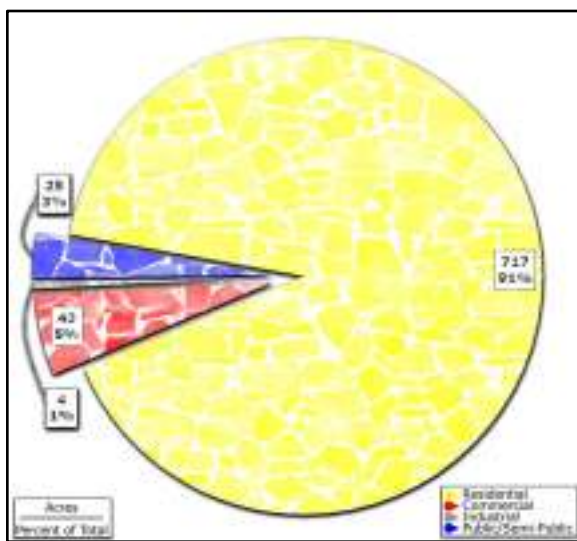


**Chart 6.9:** Land use mix for property developed between 1995 and 2005 within the City Limits (by acre)



construction accounted for 9% (35 acres) of land with 4% (16 acres) being developed as industrial. It is important to note however that much of the industrial construction within the City Limits took the form of self storage or other low employment activities. Residential development fell slightly in terms of overall percentage, accounting for only 58% (241 acres) of all new building activities.

While nonresidential land use is increasing in terms of acreage the same is not necessarily true when land use is measured by parcel, with residential accounting



**Chart 6.10:** Land use mix for property developed between 1995 and 2005 within the City Limits (by parcel)

for 91% (717 parcels) of new construction between 1995 and 2005 (Chart 6.10). In 1995, 92% (1,531 parcels) of the improved parcels within the City Limits were residential. While many parcels have subsequently been built upon, 92% (2,207 parcels) are still developed as residential in 2005. Nonresidential land uses including commercial and public/semi-public have increased in overall number but still only account for 8% (183 parcels) of the total lots within the City Limits.

A discussion of land use change is complicated by large acquisitions of right-of-way by TxDOT. The Department is in the midst of a major project to widen Main Street (FM 346). The majority of this expanded right-of-way has been acquired from property on the south side of the existing highway. Land formally accommodating a significant number of homes and businesses has been purchased resulting in unusually high land use conversion to an unimproved status.

***"One of the biggest things that has happened as far as opportune timing is this construction on 346... vast sections of our City have been removed... so we are at that tipping point [where if the City chooses a direction we can] set a pattern for what will happen in the long run."***  
– Mark Sweeney



This upheaval may help to provide the community with an opportunity to see redevelopment within this corridor match the desires expressed within this Plan more quickly than otherwise possible. However, land use statistics within this section showing overall change from 1995 to 2005 may be slightly skewed due to this commercial and residential relocation.

The only significant change within the ETJ during the 1995 to 2005 time period is an increase in the percent share of the residential land use category. In 1995 84% (1,906 acres) of land had been built for residential purposes. This percentage has increased to 86% (2,444 acres) during the decade since the 1995 Comprehensive Plan was adopted. While this small change does indicate a certain level of stability, analysis of new development within the ETJ reveals that change within other land use categories is occurring at significantly lower levels than the overall mix. Of this new development, 95% (591 acres) was residential compared to an overall residential component accounting for 86% of the land. Commercial and public/semi-public land uses are a declining component of the overall mix.

### Residential Development since 1995

Analyzing change within the residential land use category reveals relatively little variation during the 1995 to 2005 period in terms of overall land use mix.

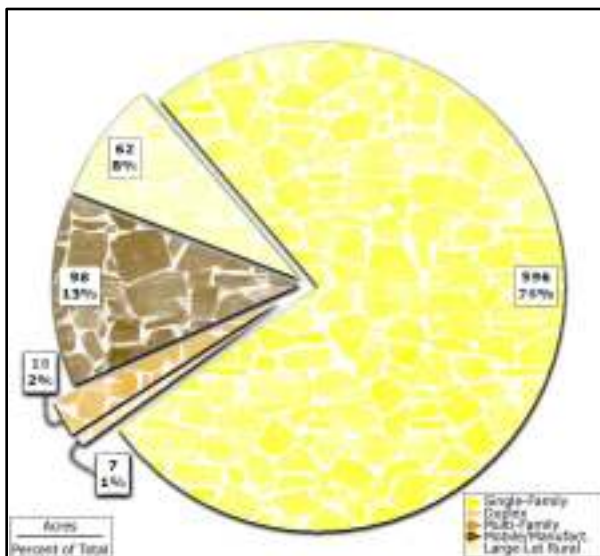


Chart 6.11: Residential types in 1995 within the City Limits (by acre)

Single-family detached housing accounted for 76% (596 acres) of all residential land use in 1995 by acre (Chart 6.11). By 2005 this housing type has increased its percentage share to 80% or 818 acres (Chart 6.12). Multi-family development has not increased its market share but has remained relatively stable. Mobile/manufactured housing and



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large lot residential development have both decreased in the overall land use mix from 1995 to 2005 (13% to 10% for mobile/manufactured housing, 8% to 7% for large lot residential).

The City of Whitehouse has moved even more towards single-family detached housing in terms of residential dwelling units. In 1995, 82% (1,424 residential units) fell within this classification. By 2005 single-family detached housing had increased its share of all residential unit types, accounting for 86% (2,129 residential units) of all dwelling units. Every other residential land use type has decreased during this time frame.

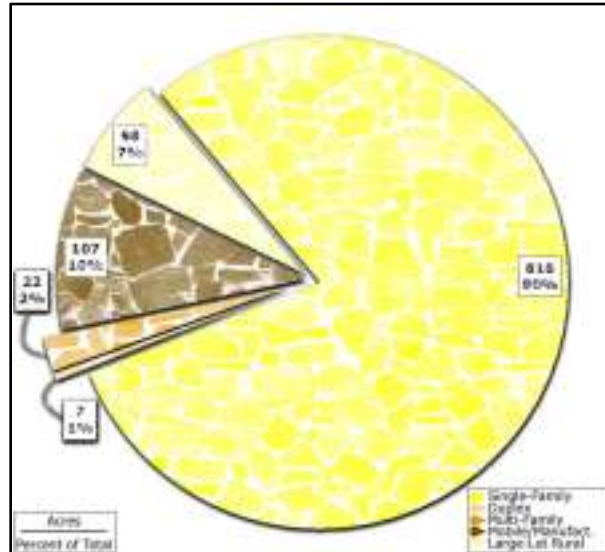


Chart 6.12: Residential types in 2005 within the City Limits (by acre)

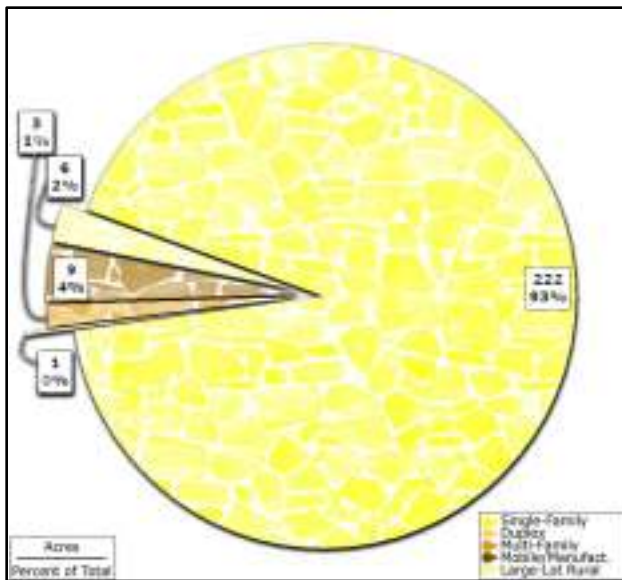


Chart 6.13: Residential development occurring between 1995 and 2005 (by acre)

As these numbers appear to indicate, new construction in the residential market during the last 10 years has focused principally on single-family detached housing. By unit, 97% (723 units) of residential construction during this time period as been single-family detached housing. By acre, 93% (222 acres) has been this housing type (Chart 6.13). Other than single-family detached homes, only multi-family

housing has been developed in notable quantities (2% of the total, 13 units) in terms of housing units.



## Implementation of the Residential Land Use Category of the 1995 Comprehensive Plan

### Low Density Residential

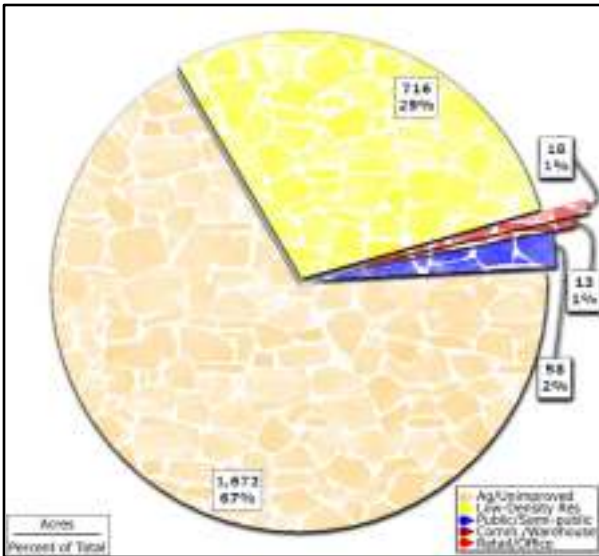


Chart 6.14: 1995 Existing Land Use for land planned of Low Density Residential in the 1995 Comprehensive Plan

When the 1995 Comprehensive Plan was adopted almost 2,500 acres of land was planned for Low Density Residential development. This area was intended to include homes built at a density of less than 12 dwelling units per acre. Both low density single-family housing as well as some attached low density multi-family housing such as duplexes fall within the planning category. At the time of Plan adoption 29% (716 acres) of

land planned for such low density residential development already complied with this desired land use (Chart 6.14). Around 4% of the land planned for this type of residential was utilized by a combination of commercial and public/semi-public uses. The majority of the land was unimproved or involved in agricultural production, totaling 67% (1,672 acres) of the total.

During the past 10 years the majority (63%, 232 acres) of construction on land planned for Low Density Residential has conformed to this category's requirements (Chart 6.15). However, 28% (103 acres) of land has been developed by public/semi-public agencies not regulated by zoning. The new high school and City's YMCA are

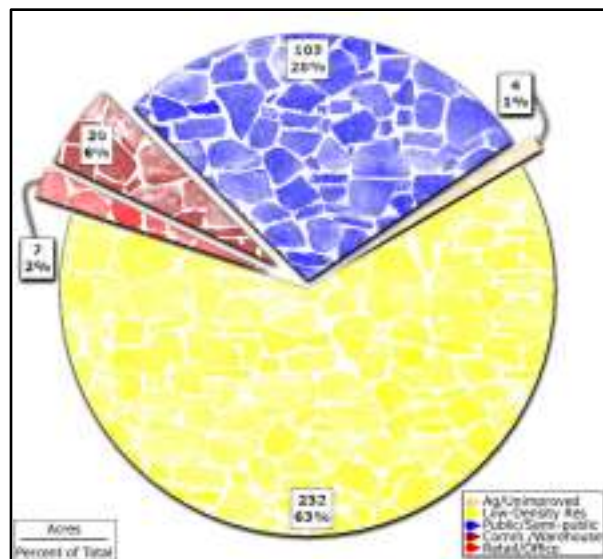


Chart 6.15: Development type between 1995 and 2005 of land planned for Low Density Residential in the 1995 Comprehensive Plan

two examples of such development. 8% (27 acres) of the land within this category has been allowed to develop as various types of commercial or retail.

Overall, land planned for Low Density Residential is slowly transforming into what was envisioned by the 1995 Plan with conforming residential development. Of this land, 37% (928 acres) is now constructed according to the Plan, an increase of almost 10% from 1995 levels (Chart 6.16). However, implementation shortcomings have allowed some development to occur which is not consistent with the Low Density Residential classification as

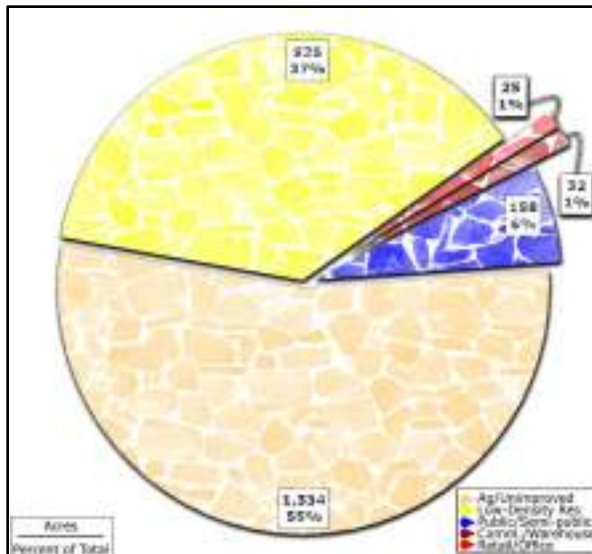


Chart 6.16: 2005 Existing Land Use of land planned for Low Density Residential in the 1995 Comprehensive Plan

described in the 1995 Comprehensive Plan. The majority of land planned for Low Density Residential remains unimproved or in agricultural production.

*High Density Residential*

In 1995, existing multi-family developments only accounted for 20% (13 acres) of the land planned for High Density Residential on the Future Land Use Plan (Chart 6.17). Established neighborhoods designed at lower single-family densities were common throughout property planned for this land use type, accounting for 31% (20 acres) of the total. While significant quantities of land remained undeveloped (41%, 27 acres),

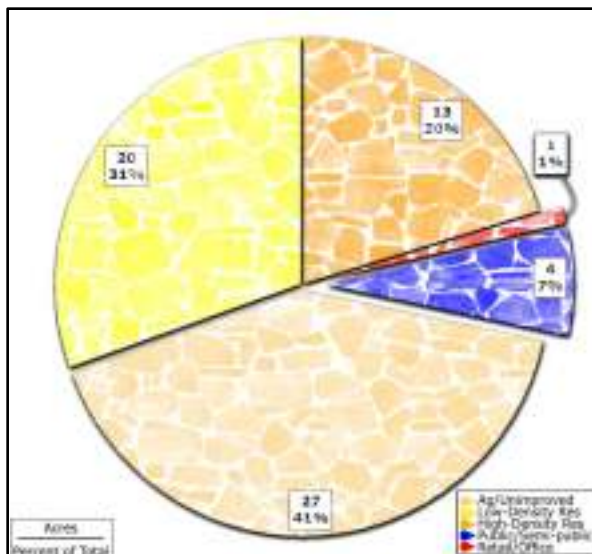


Chart 6.17: 1995 Existing Land Use of land planned for High Density Residential in the 1995 Comprehensive Plan



commercial and public/semi-public land uses also represented notable portions of land planned for high density residential use.

Little redevelopment has occurred on land found within this planning designation since the 1995 Plan was adopted (Chart 6.18). Since then only two multi-family projects have been established accounting for approximately three acres and less than 20 residential units (five acres have been built on commercial land). With no other development activity on this land the overall land use mix has changed very little between 1995 and 2005 for land planned for High Density Residential.

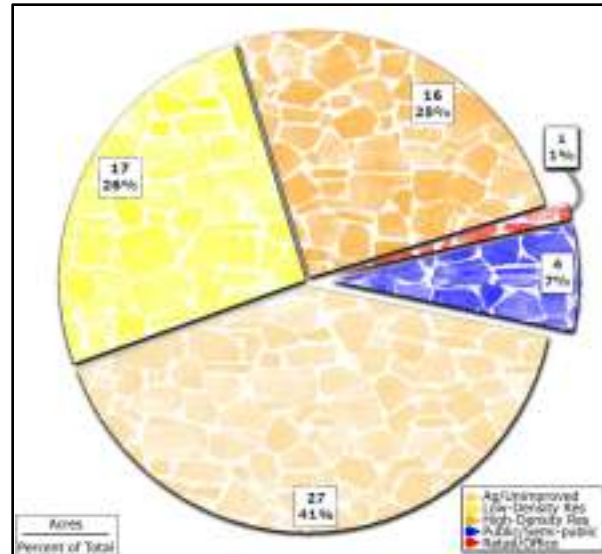


Chart 6.18: 2005 Existing Land Use of land planned for High Density Residential in the 1995 Comprehensive Plan

### Commercial and Business Development since 1995

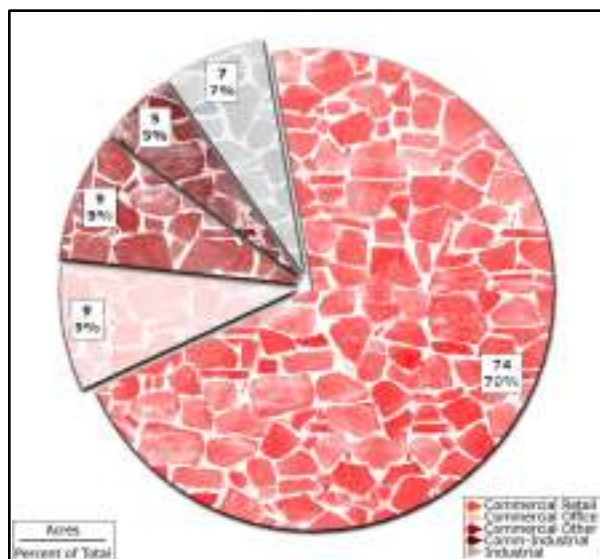


Chart 6.19: Existing commercial and business development in 1995 within the City Limits (by acre)

The overall commercial and business existing land use category within the City has become more diversified since the 1995 Comprehensive Plan was adopted. At that time, retail activities dominated the classification with 70% (74 acres) of the commercial land use mix (Chart 6.19). Commercial office and commercial other were the second and third largest categories at the time both accounting for

approximately 9% (9 acres) of all commercial or business land.

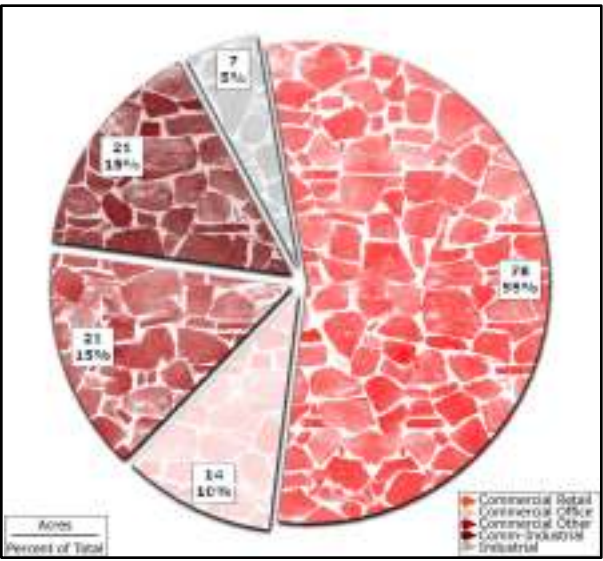


Chart 6.20: Existing commercial and business development in 2005 within the City Limits (by acre)

By 2005 the largest gainer within this category of existing land use has been commercial-industrial as well as commercial other. These two designations include land uses such as self storage facilities, automotive businesses, and retail dominated by outside storage and sales (Chart 6.20). Redevelopment throughout the FM 346 corridor has also impacted the number and types of retail establishments found within the

original City core. Office uses have increased slightly while industrial land has remained stable.

### Implementation of the Commercial Land Use Category of the 1995 Comprehensive Plan

#### Retail-Office/Personal Services

The 1995 Plan established four commercial land use categories. The first, "Retail-Office/Personal Services" accounted for just under 145 acres of land within Whitehouse. At the time, 35% (51 acres) of this land was already in use for some type of retail or office activity (Chart 6.21). A variety of other uses also existed on property planned for this Future Land Use category including 23 acres (16% of the total) of single-family and multi-family housing. Just under half of land planned for Retail-Office (42%, 61 acres) was unimproved in 1995.

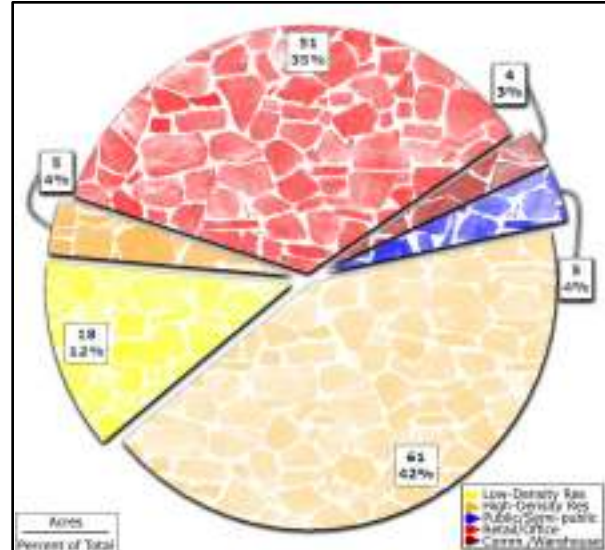


Chart 6.21: 1995 Existing Land Use of land planned for Retail-Office/Personal Services in the 1995 Comprehensive Plan





Implementation tools such as the Zoning Ordinance and the Subdivision Regulations have had mixed results with implementing this part of the 1995 Plan. Only 42% (15 acres) of new development since the 1995 Land Use Plan was adopted has conformed to the Plan for Retail-Office (Chart 6.22). Worse still, 24% (nine acres) were developed with businesses more appropriate for the Commercial/Warehouse future land use category. Some less intense uses such as residential and public/semi-public (a combined 22%, eight acres) have also been established on land designated for Retail-Office under cumulative zoning regulations. Due in part to forced redevelopment by TxDOT right-of-way acquisitions, some property has reverted from residential and commercial to an unimproved status. These acquisitions have both aided and undermined statistical evidence showing the City's recent progress in implementing the 1995 Plan. However, in an ideal scenario Chart 6.22 which displays new development on land planned for Retail-Office should be shaded entirely in bright red.

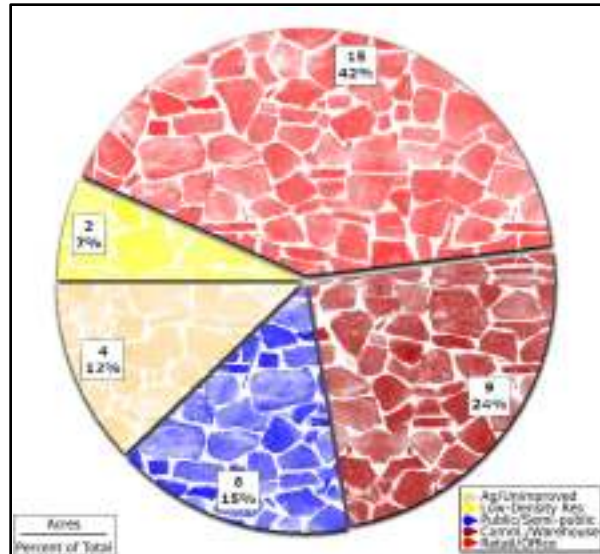


Chart 6.22: Development types of land between 1995 and 2005 of land planned for Retail-Office/Personal Services in the 1995 Comprehensive Plan

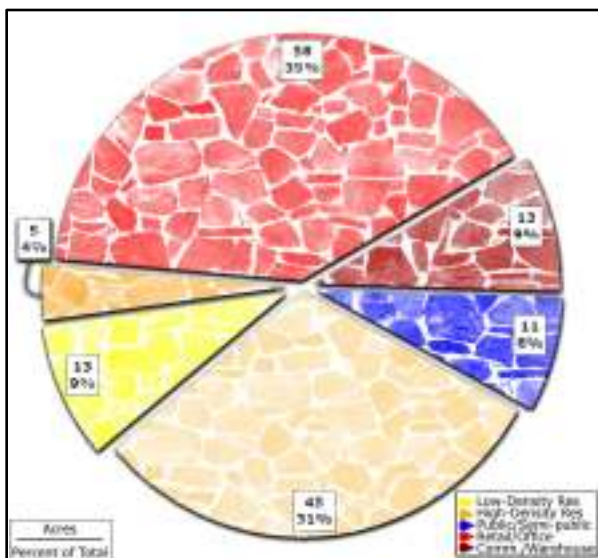
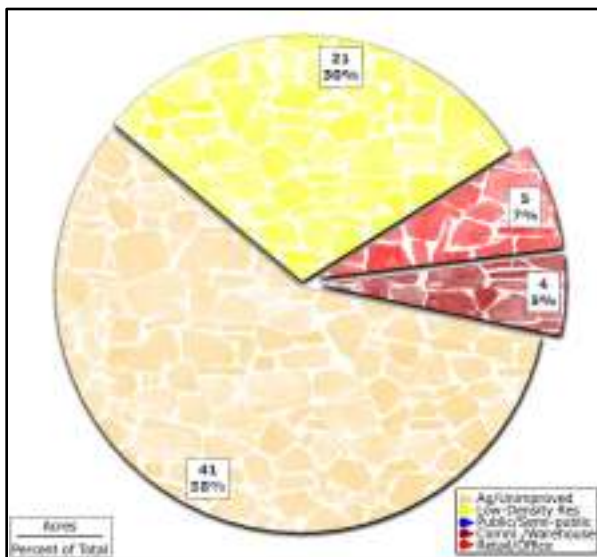


Chart 6.23: 2005 Existing Land Use of land planned for Retail-Office/Personal Services 2005 in the 1995 Comprehensive Plan

Today, the percentage of land classified for future Retail-Office which conforms to the desired land use has increased slightly to 39% (58 acres), with just over 30% remaining unimproved (Chart 6.23). But significant portions (30%, 42 acres) of this land remain in an eclectic mix of residential and nonresidential uses not falling within the Retail-Office description.



### Commercial/Warehouse



**Chart 6.24:** 1995 Existing Land Use of land planned for Commercial/Warehouse in the 1995 Comprehensive Plan

The second commercial land use category established by the 1995 Plan was "Commercial/Warehouse." Most of this commercial activity was planned for the property fronting on Railroad Avenue and Hagan Road. In 1995 much of this land was occupied by active agricultural operations (58%, 41 acres, Image 6.4), single-family residential (30%, 21 acres), or various types of commercial activities (totaling 12%, nine acres). Only half

of those commercial activities conformed to the desired land use within the Plan (Chart 6.24).

New construction since the Plan was adopted has not conformed to the planned land use in any significant way. While some City operations such as the recycling center and fleet garage have been established and/or expanded, all other new development has been limited to low intensity noncommercial uses. Redevelopment within the area has been minimal. Of this, three acres (36% of the total redevelopment) has been residential housing and five acres (64%) were constructed as public/semi-public facilities.



**Image 6.4:** Active rose production fields located south of Hagan Road at the terminus of Railroad Avenue which was planned for Commercial/Warehousing in the 1995 Comprehensive Plan.

The only significant change between the 1995 and 2005 land use on land designated for Commercial/Warehouse was some conversion from retail to public uses such as the City's recycling operation and Senior Citizens Center. No new



Commercial/Warehouse has been established while new low intensity residential uses have been permitted due in large part to cumulative components within some Zoning Ordinance districts.

### *Light Industrial*

The 1995 Comprehensive Plan also established a "Light Industrial" category. At that time only 4% (one acre) of the land planned for industrial usage was developed beyond agricultural or unimproved status. No development has occurred on this land in the past 10 years.

### *Business Park*

Also established by the 1995 Plan was a "Business Park" classification. This land is located in the southern portion of the City and lies between State Highway 110, Wildwood Drive, and Willingham Road. The concept called for the creation of an employment center including the possibility of offices or low intensity industrial usage. Today no development has taken place within the area.

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Section 6:  
Existing Land Use

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