

Marble Falls Comprehensive Plan Update

OPEN HOUSE PUBLIC WORKSHOP # 2

April 12, 2015

Plan Overview & Status

- Project initiation (April 2015)
- 3-day project public kick-off + survey + open house public workshop # 1 (June – Aug. 2015)
- Drafting and vetting plan chapters (Sept. 2015 – Mar. 2016)
- Revisions and adoption process (Mar. – June 2016)
 - Open house public workshop # 2
 - Public hearings
 - *P&Z public hearing – May 5th*
 - *City Council consideration of adoption – June 7th*

Why a Comprehensive Plan Update

- Step back from day to day
- Key factors shaping your community
- Strategic actions
- Public policy basis for regulation
- Requirement for external funding



Recent Growth Trends

- Baylor Scott & White Medical Center
- Improved bridge over Lake Marble Falls
- Proposed improvements to U.S. Highway 281
- Renewed interest in:
 - Residential and commercial development
 - Improving the character of development
 - Increasing tourism
- Concerted effort to improve downtown



Goals of the Planning Process

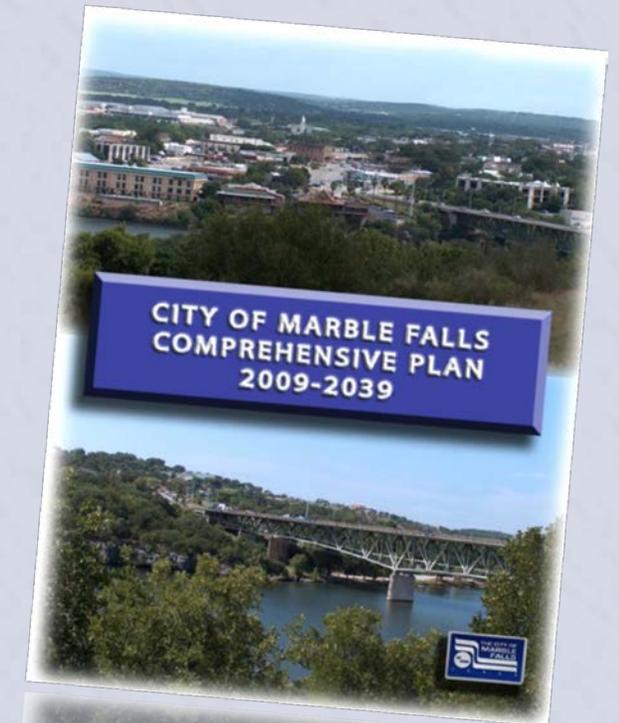
- Provide direction over a 20-year planning horizon (2036) in the areas of:
 - Growth and annexation
 - Land use, character, & design
 - Mobility (including guidance re: trails)
 - Parks, recreation, & open space
 - Public facilities
 - Infrastructure & utilities
 - Economic development
- Set the stage for subsequent plan and ordinance updates
- Create an action oriented roadmap for staff and elected / appointed officials



Comp Plan Successes Since 2009

Complete *In-*Progress Pending

- | | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Support the establishment of regional hospital in the Marble Falls planning area |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Develop a drainage model to better understand problem areas within the city |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Complete a feasibility study for the WWTP expansion |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Construct a new central public works facility |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Prepare a downtown master plan |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Update the sign ordinance |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Update regulations to allow granny flats in appropriate neighborhoods |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Construct a new police headquarters and municipal court |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | Fund and develop a model of the existing water / wastewater system |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Develop and implement a new zoning ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Identify boundaries and support a historic preservation district |
| <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Conduct a sidewalk inventory |

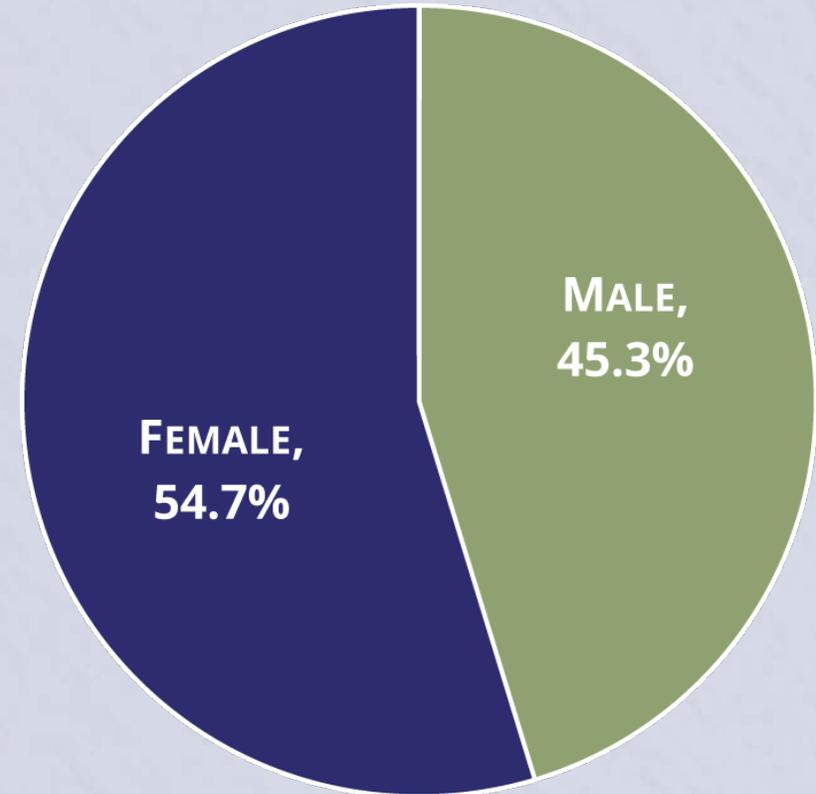
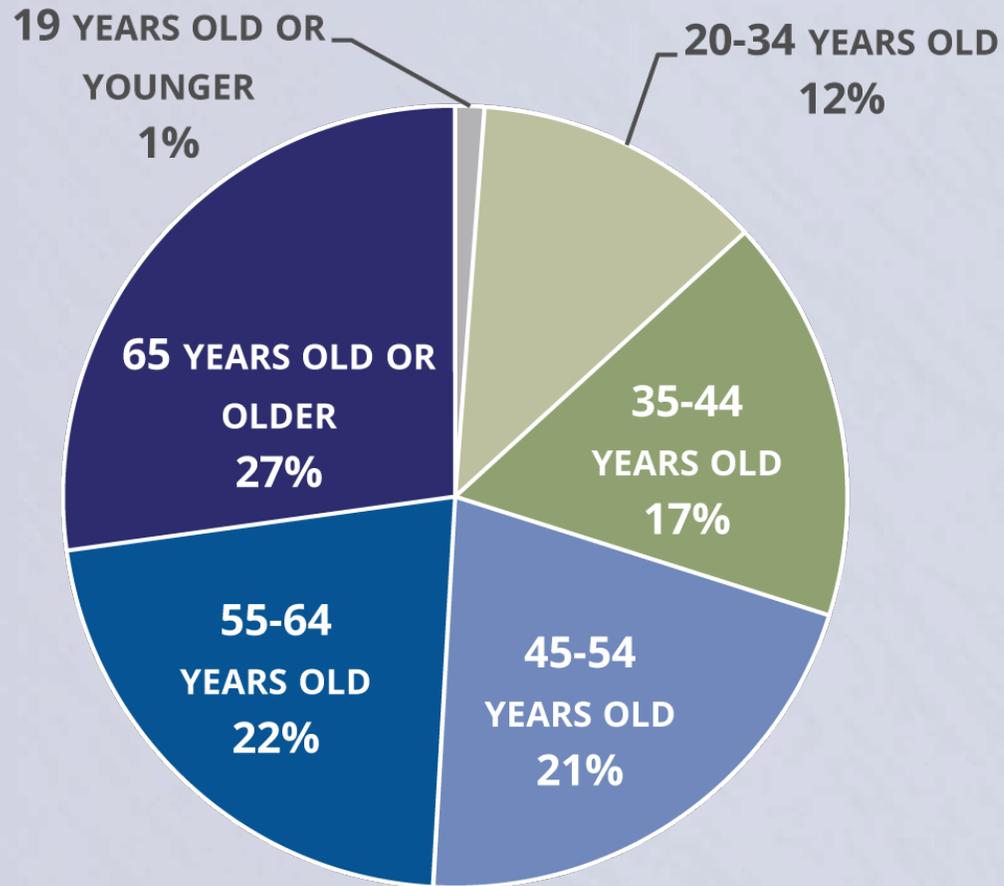


Plan Chapters

- Ch. 1, *Plan Introduction & Context*
- Ch. 2, *Engagement & Vision*
- Ch. 3, *Planning for Growth*
- Ch. 4, *Land Use, Character, & Design*
- Ch. 5, *Mobility*
- Ch. 6, *Parks, Recreation, & Open Space*
- Ch. 7, *Public Facilities & Services*
- Ch. 8, *Infrastructure*
- Ch. 9, *Implementation*

Public Survey Respondent Demographics

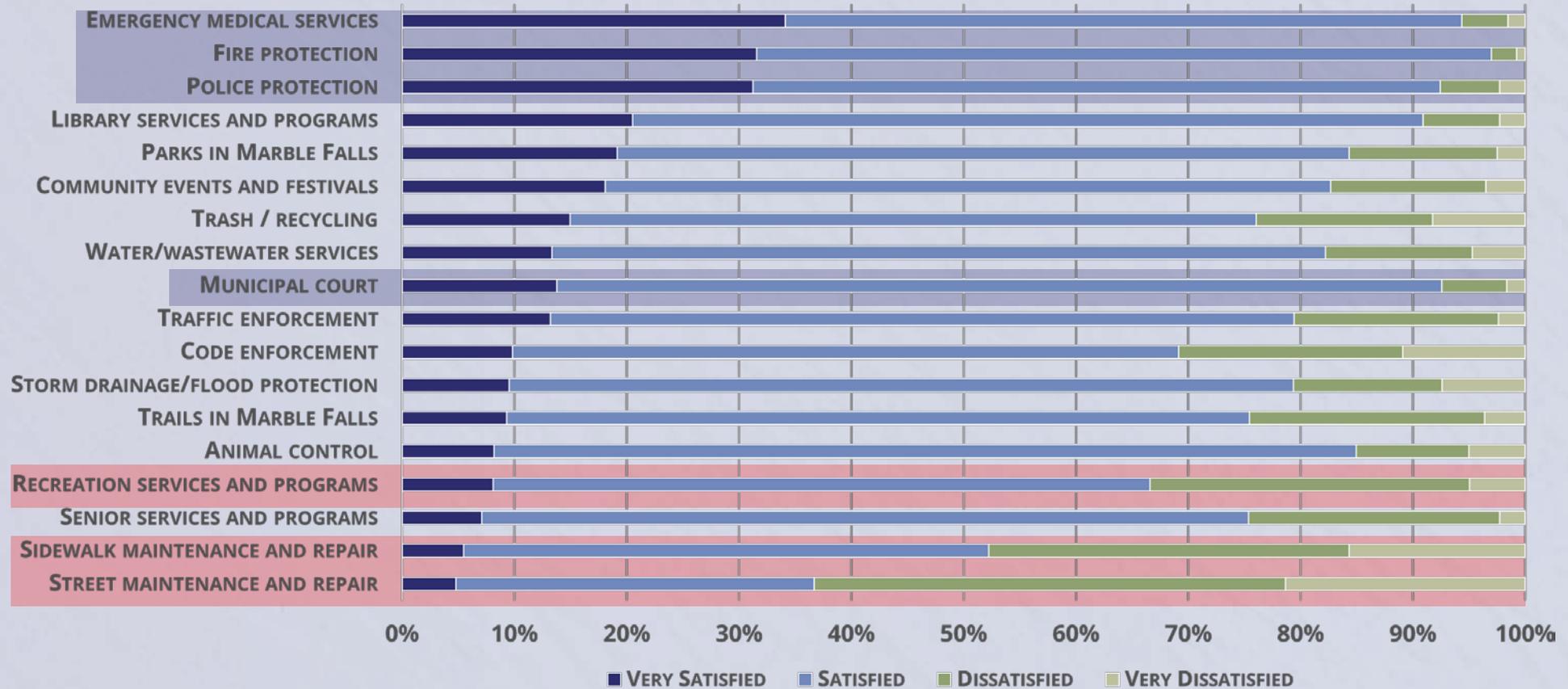
521 Responses



Public Survey Response Trends

Satisfaction with City Services

HOW SATISFIED OR DISSATISFIED ARE YOU WITH EACH OF THE SERVICES LISTED BELOW?



Vision

“Marble Falls is a great place to live, work, and play – a welcoming and inviting community with safe and family-friendly neighborhoods, where people of all ages can afford quality life-cycle housing surrounded by good neighbors.

We value our unique, small-town character; yet understand that our economic success is dependent on being the economic hub for the Highland Lakes region; and due to our precious natural assets (e.g., Lake Marble Falls) – a tourist destination. In this regard, we proactively strive to balance being a livable and destination city.

Come join us in Marble Falls – It is a memorable place to visit and an even better place to live!”

Historical and Projected Population #s

Low: 6,888

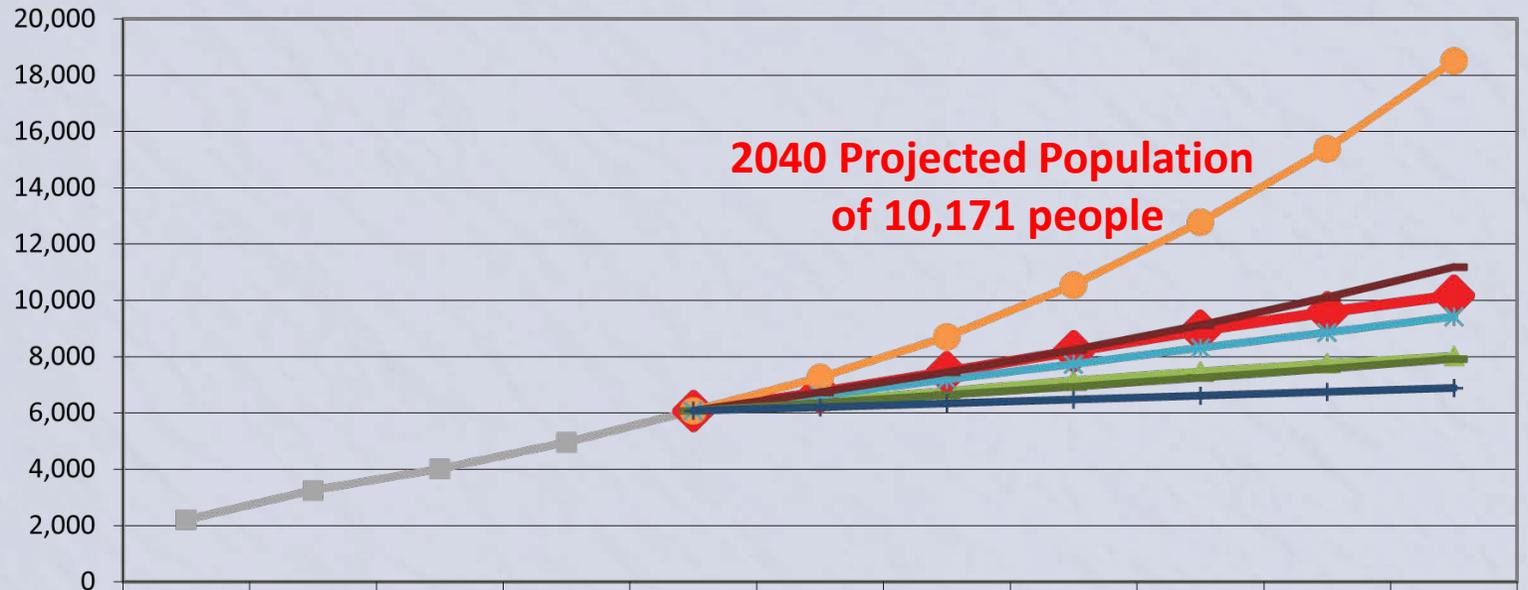
High: 18,059

Trend: Slower growth

Decreasing
County %

2014: Permits = to
2011, 2012, & 2013

Population



	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
■ Historical Data	2,209	3,252	4,007	4,959	6,077						
▲ TSDC 0.5 Scenario					6,077	6,411	6,786	7,154	7,485	7,765	8,020
◆ TSDC 1.0 Scenario					6,077	6,730	7,450	8,205	8,930	9,579	10,171
● Texas Water Development Board					6,077	7,272	8,702	10,548	12,785	15,383	18,509
✱ Linear Regression					6,077	6,612	7,195	7,734	8,313	8,854	9,431
— Exponential Growth					6,077	6,727	7,447	8,244	9,126	10,102	11,183
— Growth Indicators - Recent Growth (0.9% CAGR)					6,077	6,351	6,637	6,935	7,248	7,574	7,915
— Growth Indicators - School District (Past 5-YR Trend)					6,077	6,205	6,336	6,470	6,606	6,746	6,888

Character

The character of development is different depending upon the various percentage make-up:

- ***brown space*** = buildings & structures
- ***green space*** = landscaping, yards, and open spaces
- ***gray space*** = streets, driveways, parking, & other impervious areas

A City's future land use plan (FLUP) and regulations should CREATE DIFFERING AREAS OF CHARACTER WITHIN THE CITY!

RURAL



SUBURBAN



AUTO-ORIENTED



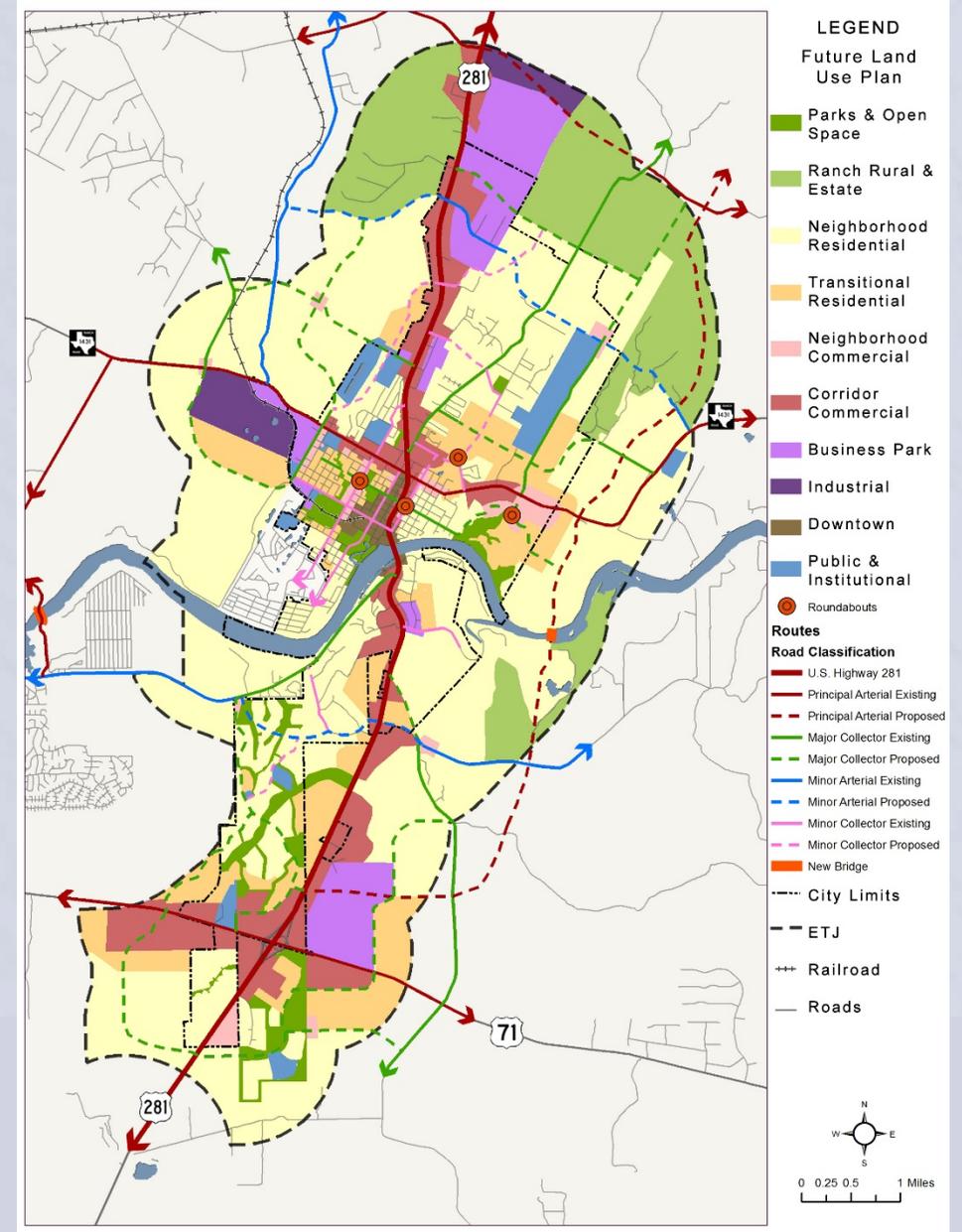
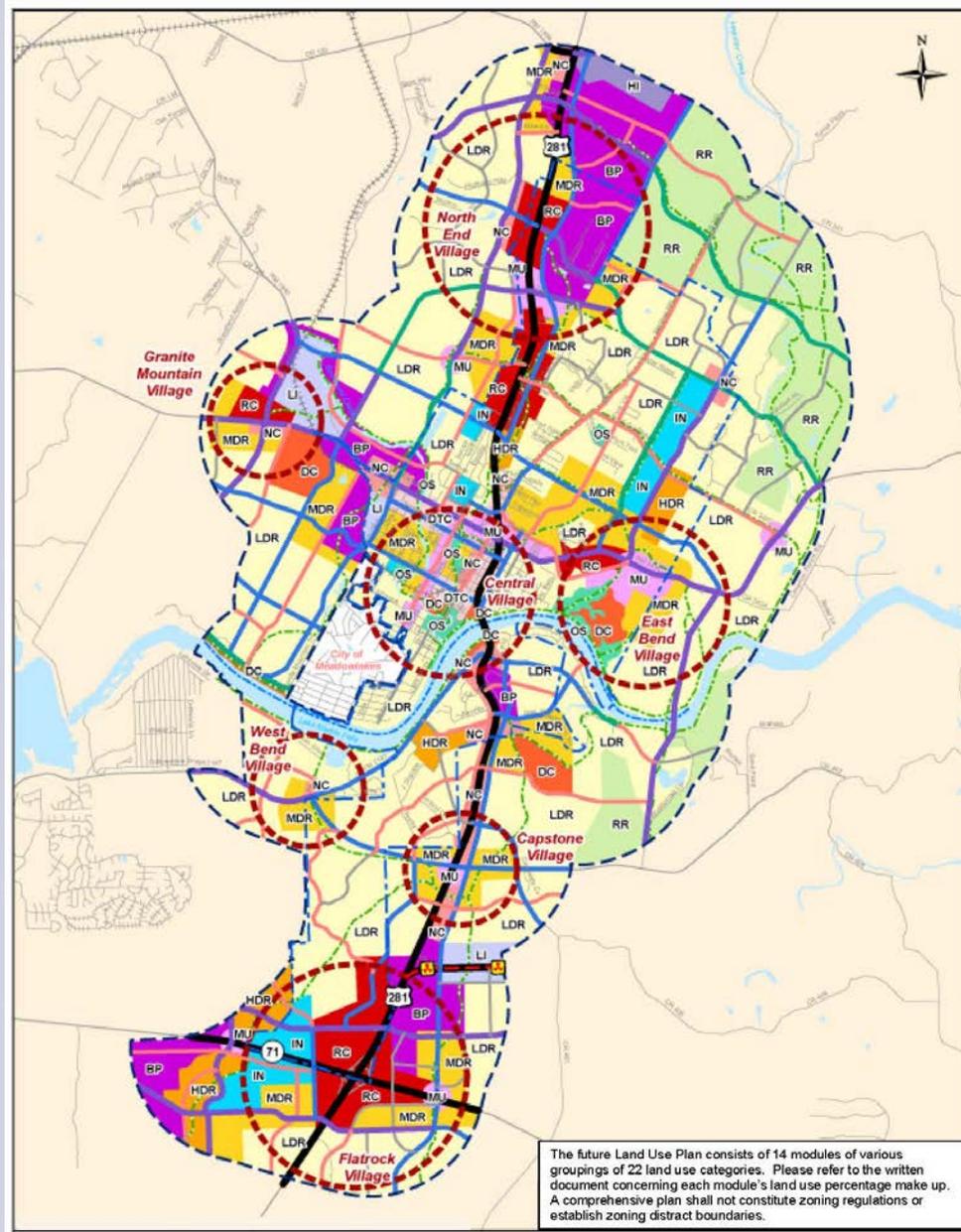
URBAN



How is the Future Land Use (FLU) Plan used?

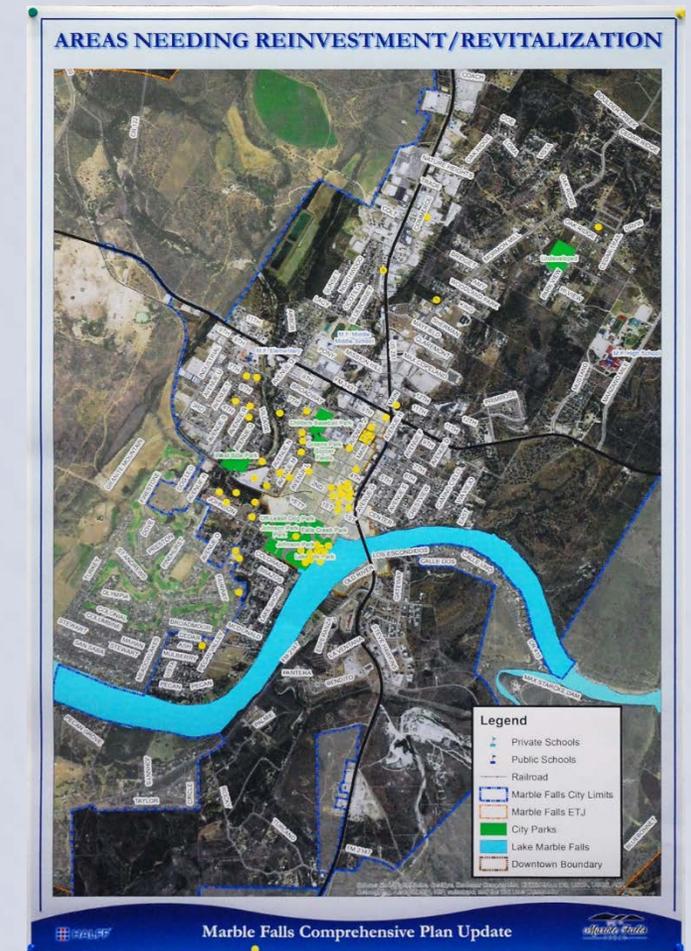
- Used to guide plans and projects regarding existing development
 - Small area plans, redevelopment projects, infrastructure and public facilities, budgeting & CIP
- Used to guide new private sector development
 - Desired balance of land uses
 - Character & compatibility of land uses
 - Timing of development
- Should be used to undertake a comprehensive update to the City's zoning regulations; including improving usability and readability

Existing vs. Proposed FLU



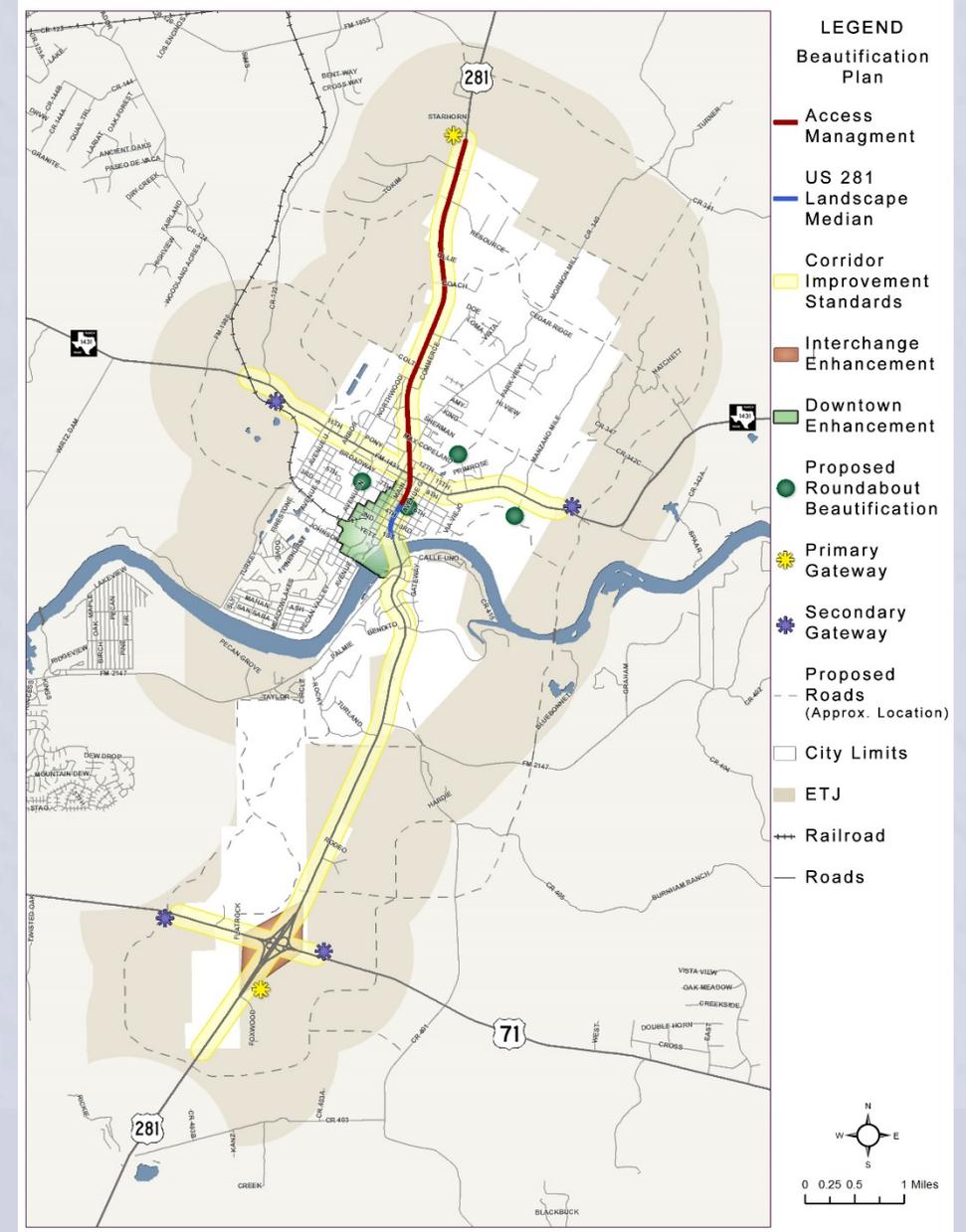
Enhance neighborhood quality and character of existing residential areas

- Advocacy-based code enforcement program
- Increased partnerships to rehabilitate housing
- Public or public/private infrastructure improvements to enhance existing neighborhoods
- Small area planning and target-area capital investment program
- Neighborhood outreach program
- Continued acquisition and demolition of dilapidated / unsafe housing



Improve the character & appearance through public/private sector actions

- Using gateways, entry signs, and landscaping to indicate entrance into the City



Example Primary Gateway



Illustrative enhancements



Illustrative roundabout



U.S. 281 Median Improvements



U.S. 281 Access Mgmt. Improvements

Example Corridor Zoning Improvements

- **Building placement, form, architecture,** and materials including consistent and larger setbacks, 360 degree architecture, wall and roof articulation, entry identification, and primary and secondary building material lists.
- **Street-side, parking lot, and foundation landscaping** including minimum percentages of required landscape areas; minimum planting requirements for trees, shrubs, and ground cover; and approved planting lists.
- **Screening and buffering** of unsightly outdoor storage materials, utilities, and equipment including more detailed fencing requirements and buffering between adjacent, less compatible properties.
- **Lighting and sign controls.**

STREET VIEW ALONG U.S. HWY 281 / FM 1431

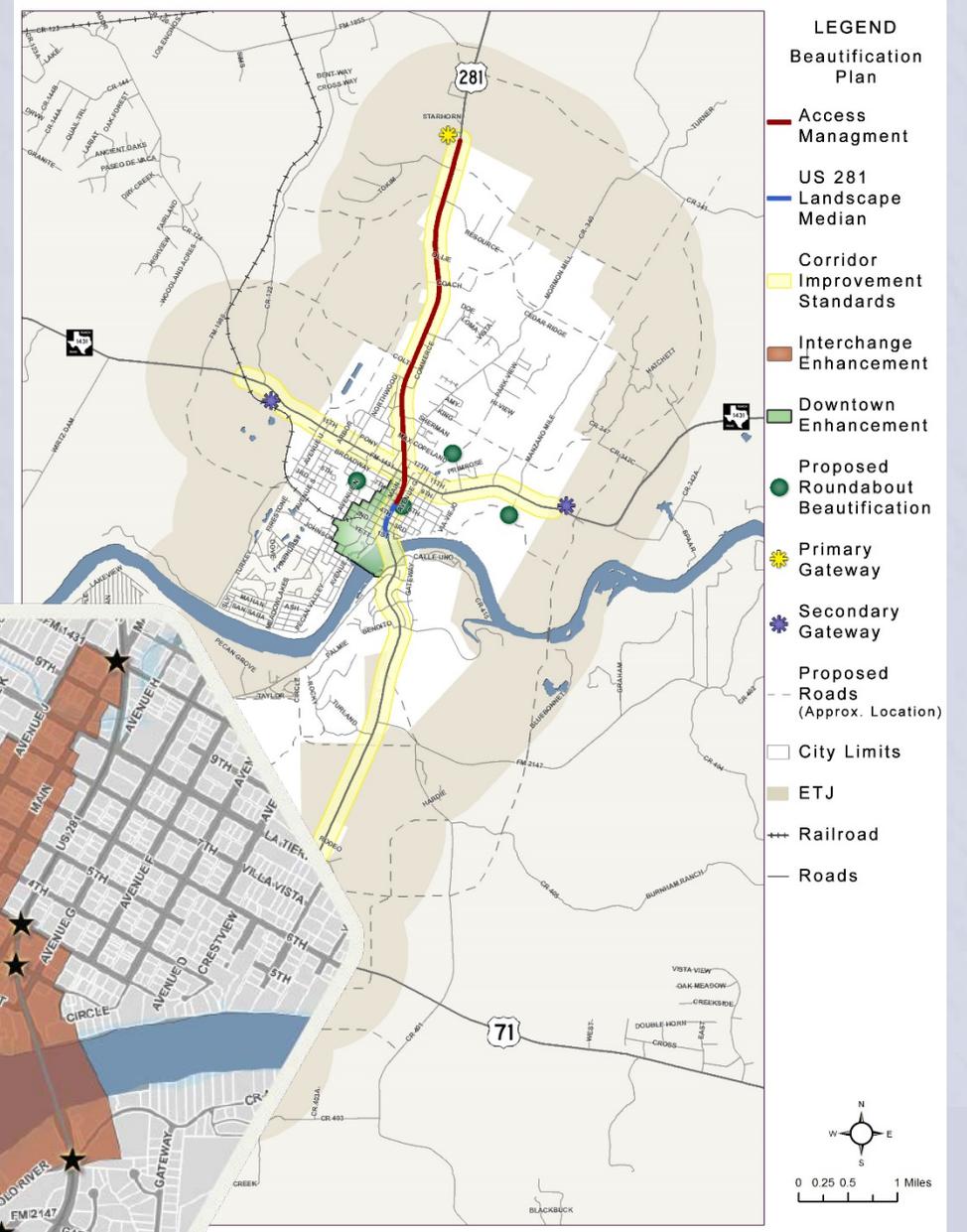
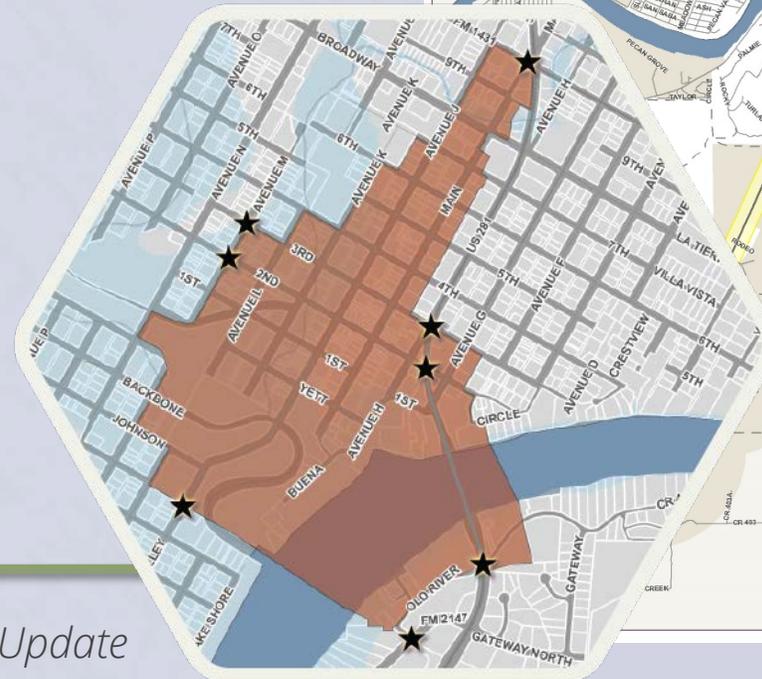
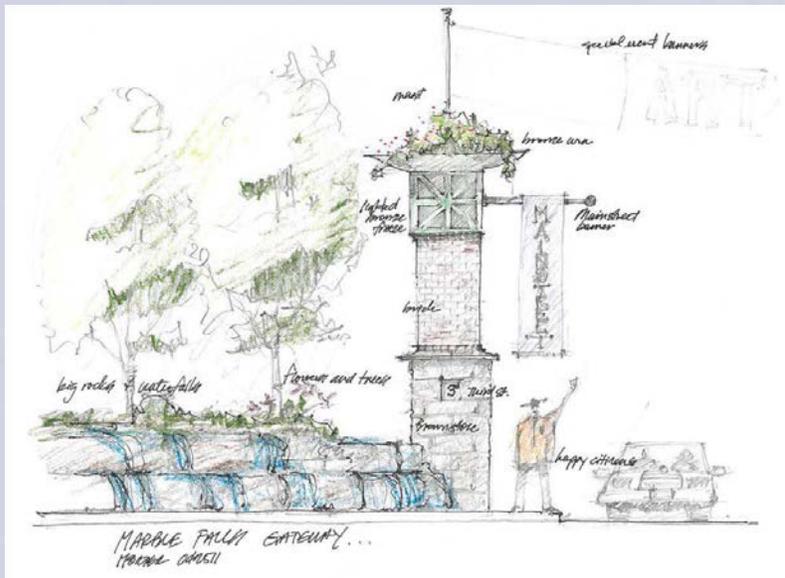
As new development and redevelopment occurs over time, what do you feel should be the appropriate **STREET VIEW** along U.S. Hwy 281 / FM 1431? Place one (1) **GREEN** Sticky Dot on the example which **MOST SIGNIFIES** your preference for the future.

VISUAL PREFERENCE SURVEY

<p>Example 1</p>	<p>Example 2</p>
<p>Example 3</p>	<p>Example 4</p>
<p>Example 5</p>	<p>Example 6</p>

Marble Falls Comprehensive Plan Update

Enhance the City's Downtown District to create a strong identity in the heart of the City.



Illustrative downtown improvements



Regional Planning Initiatives

Burnet County

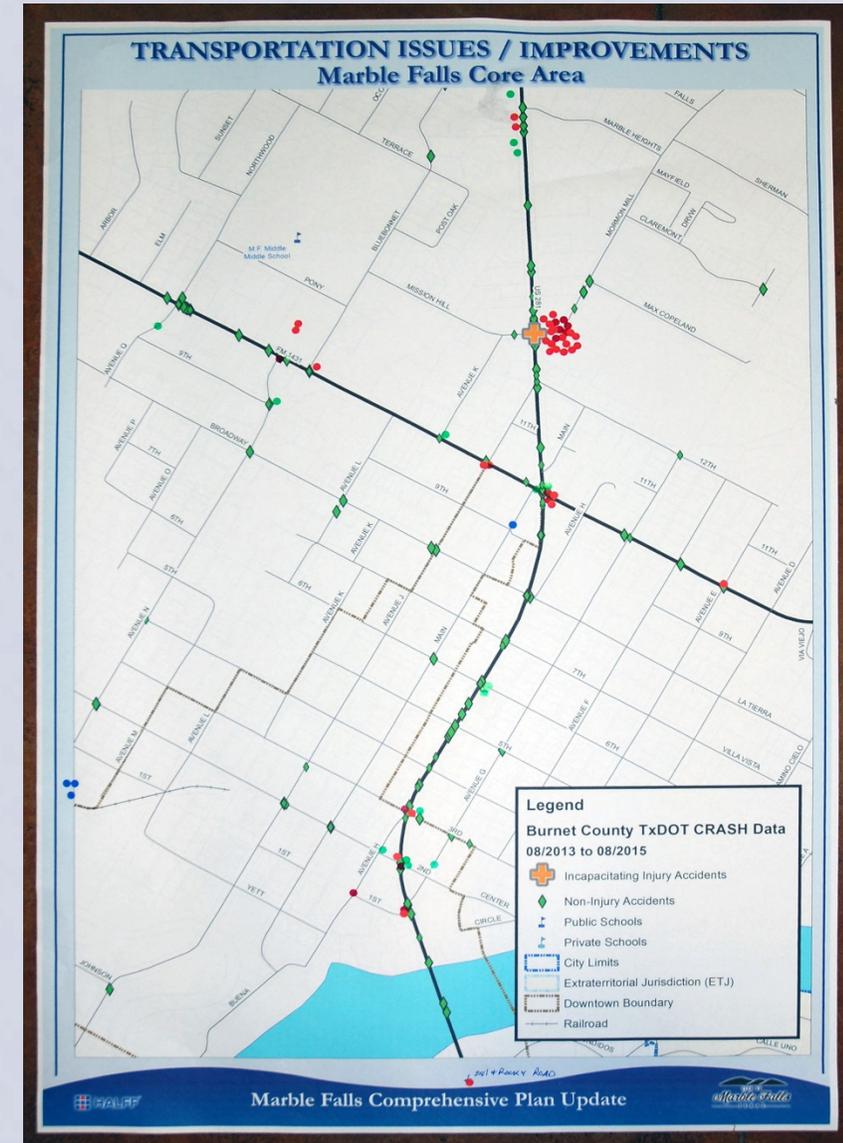
- Burnet County Transportation Master Plan was adopted in 2010
- Identifies a series of improvements & expansions to the county thoroughfare network
- Proposed improvements
 - Wirtz Dam Road & Bridge improvements
 - Widened U.S. 281, SH 71, FM 1431, & FM 2147
 - Bypass 1 connecting into MF twice



Local Transportation Concerns

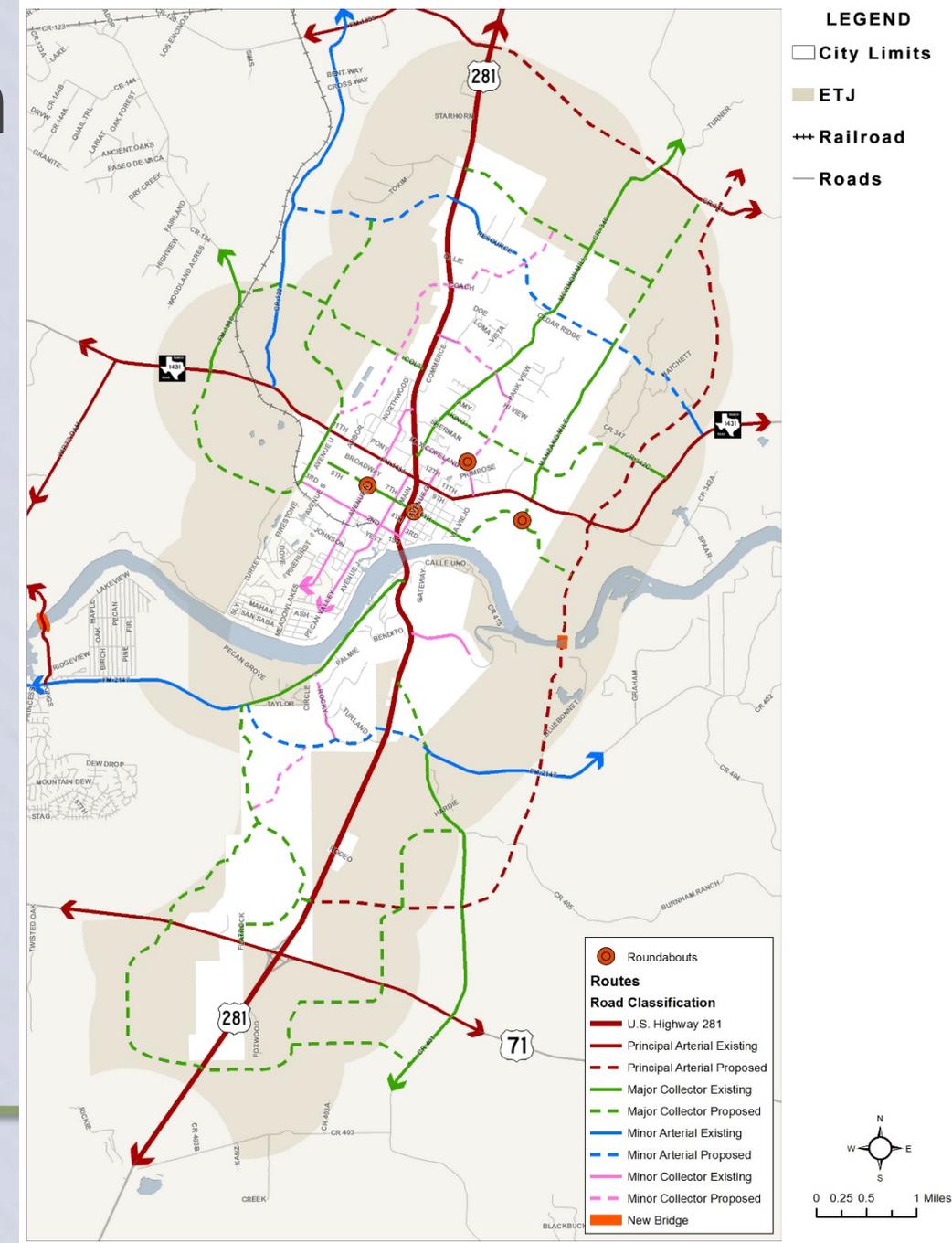
Online Survey Concerns

- U.S. Highway 281 & FM 1431;
- **U.S. Highway 281 & Mormon Mill Road & Mission Hills Drive;**
- U.S. Highway 281 & Gateway N (2147);
- U.S. Highway 281 & 2nd Street;
- FM 1431 & Avenue E;
- FM 1431 & Avenue N;
- Avenue N;
- Broadway Street; and
- All the roads in the vicinity of Marble Falls Middle School.



Updated Thoroughfare Plan

- Revised:
 - Simplified
 - Removed thoroughfares that had limited chance of getting built
 - Utilized greater county network to share resources
 - Created a greater interconnected network with key connections
 - Provided opportunities to create local mobility options



Avenue G Conceptual Improvements



Existing



Proposed

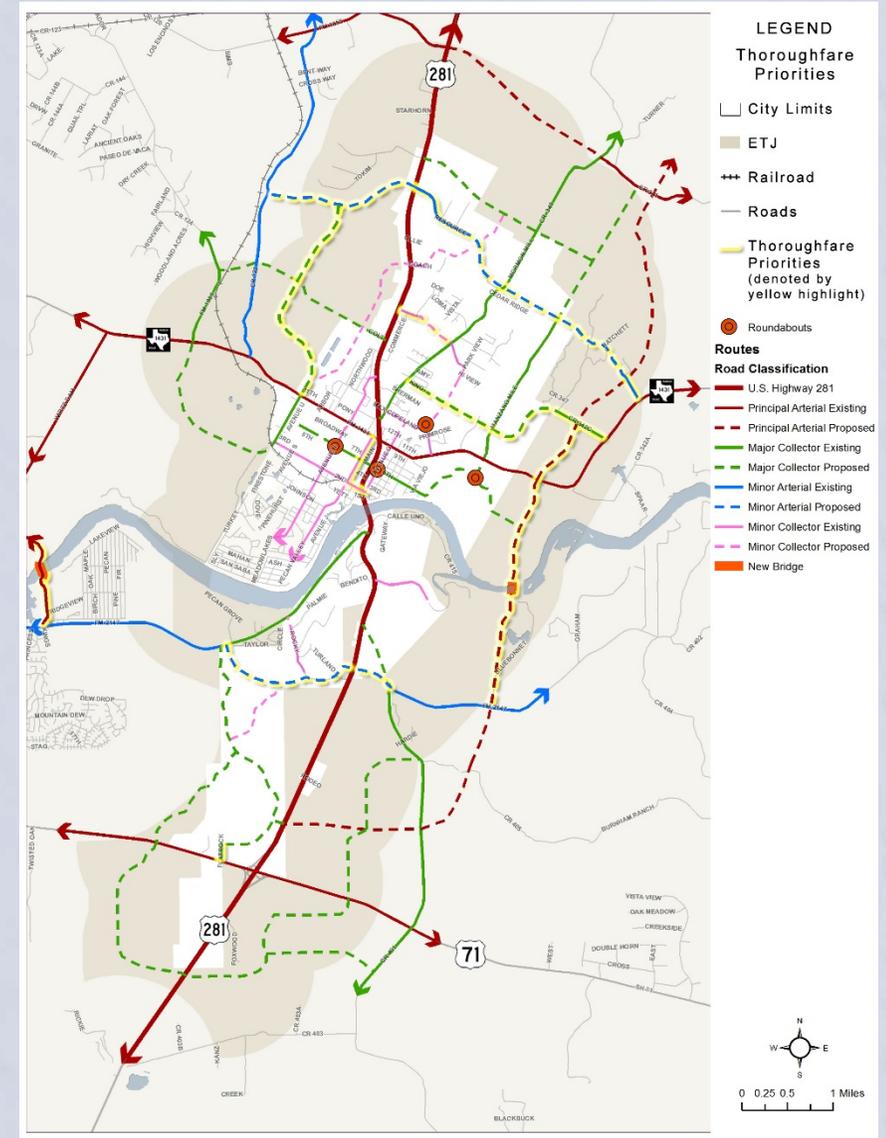


Avenue G Conceptual Improvements

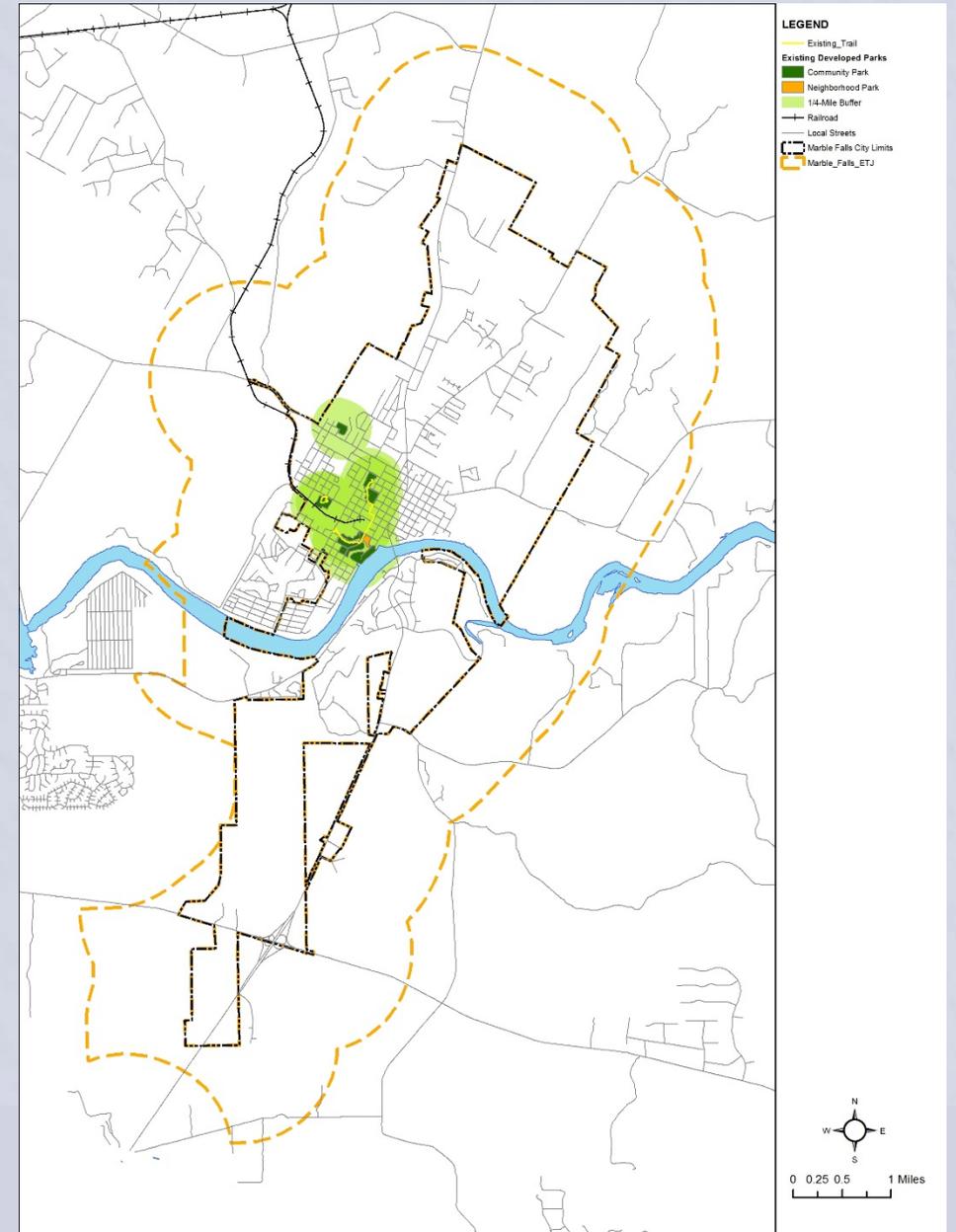


Priority Thoroughfare Improvements

- Extension of Nature Heights to Park View Drive
- Extension of King Road to beyond Manzanito Mile
- Creating a local alternative to U.S. 281 using Ave. J from FM 1431 to 2nd St.
- Extending Flatrock Blvd. to a new collector
- Northern connection of Resource Parkway
- Supporting county efforts re:
 - realigning FM 2147
 - creating a 2nd bridge along Wirtz Dam Road (2nd crossing of Lake Marble Falls)
 - creating an alternate north-south route to U.S. Highway 281 on the east side of the City and another bridge

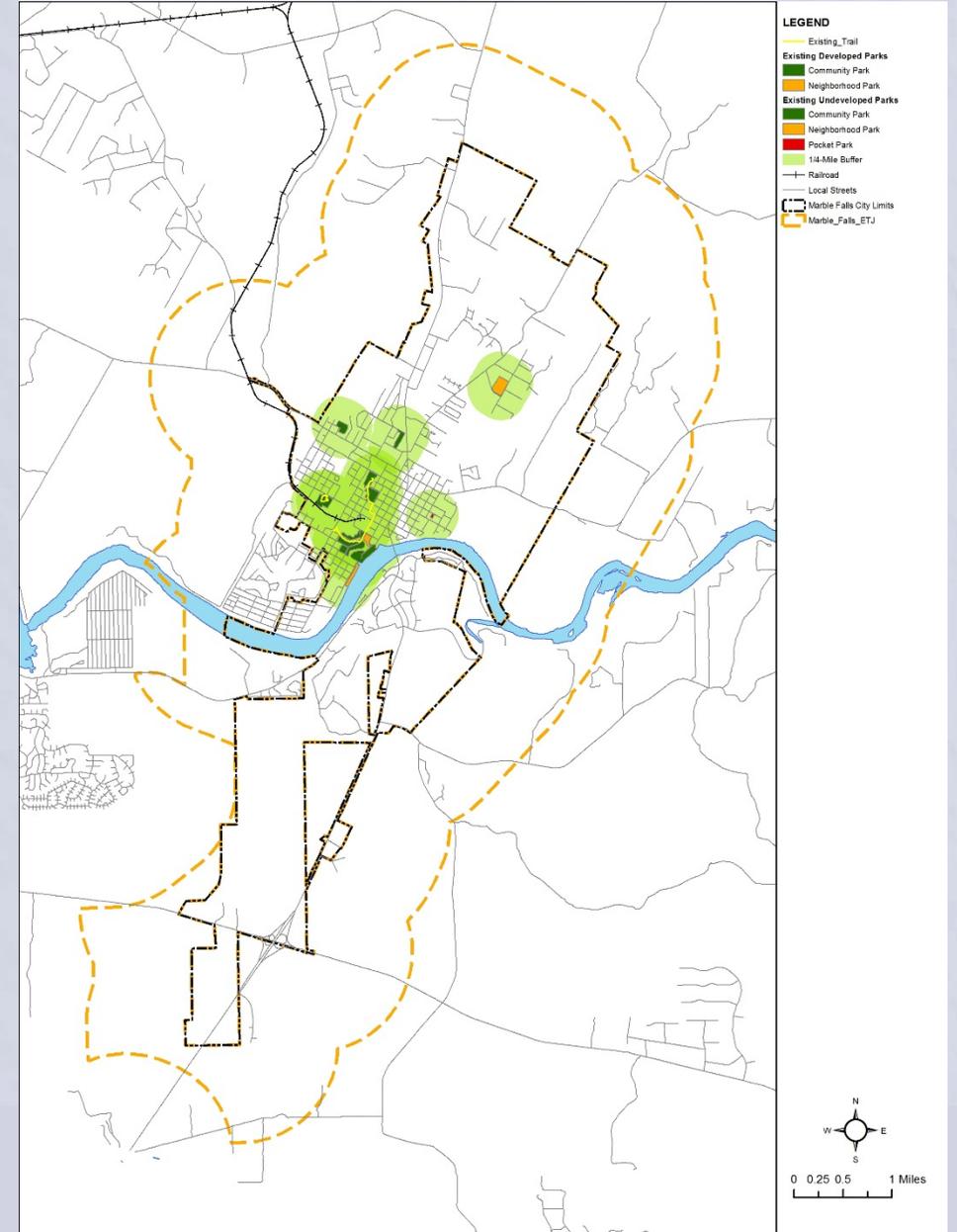


Existing City Parks



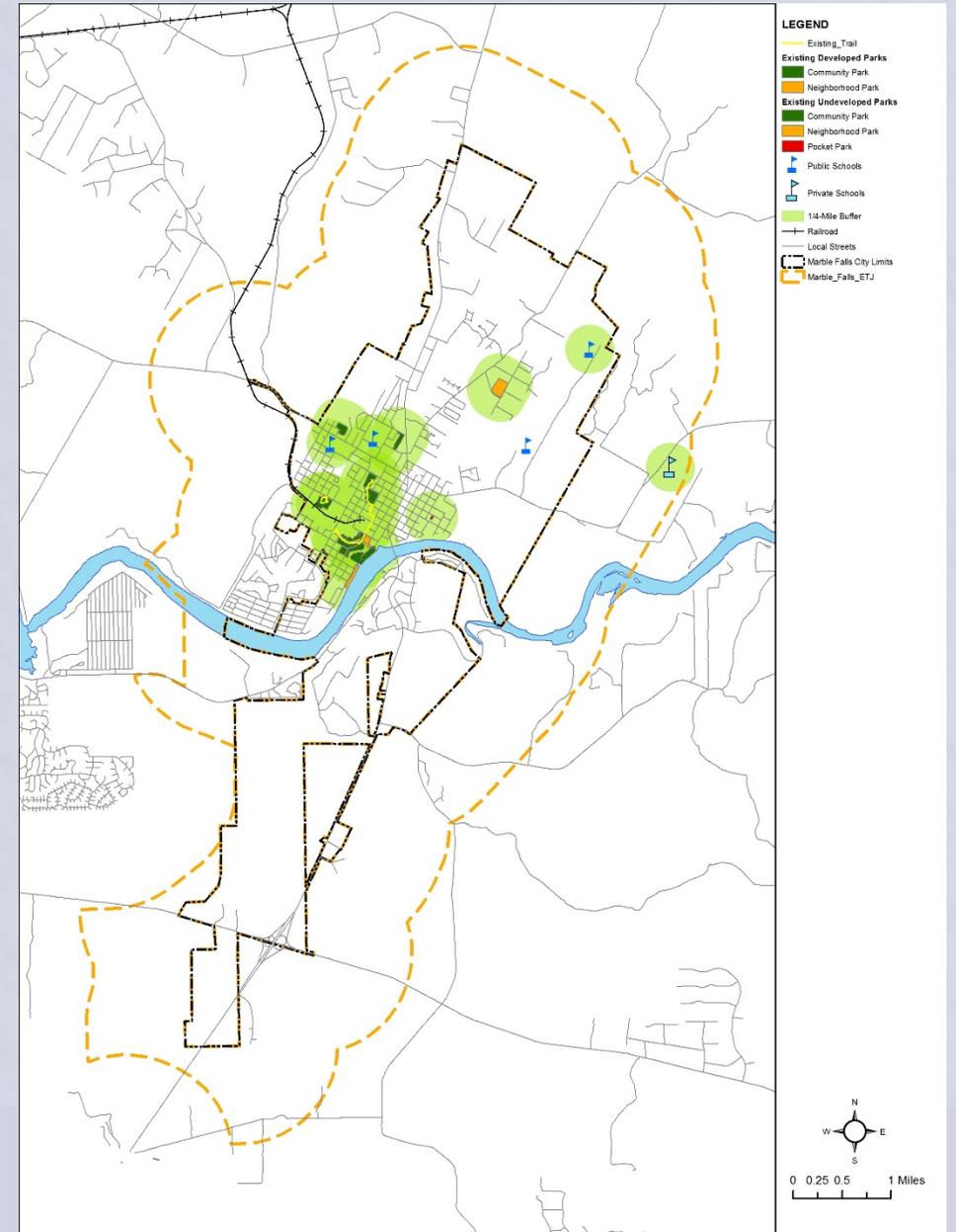
Existing City Parks

+ Undeveloped City Parks



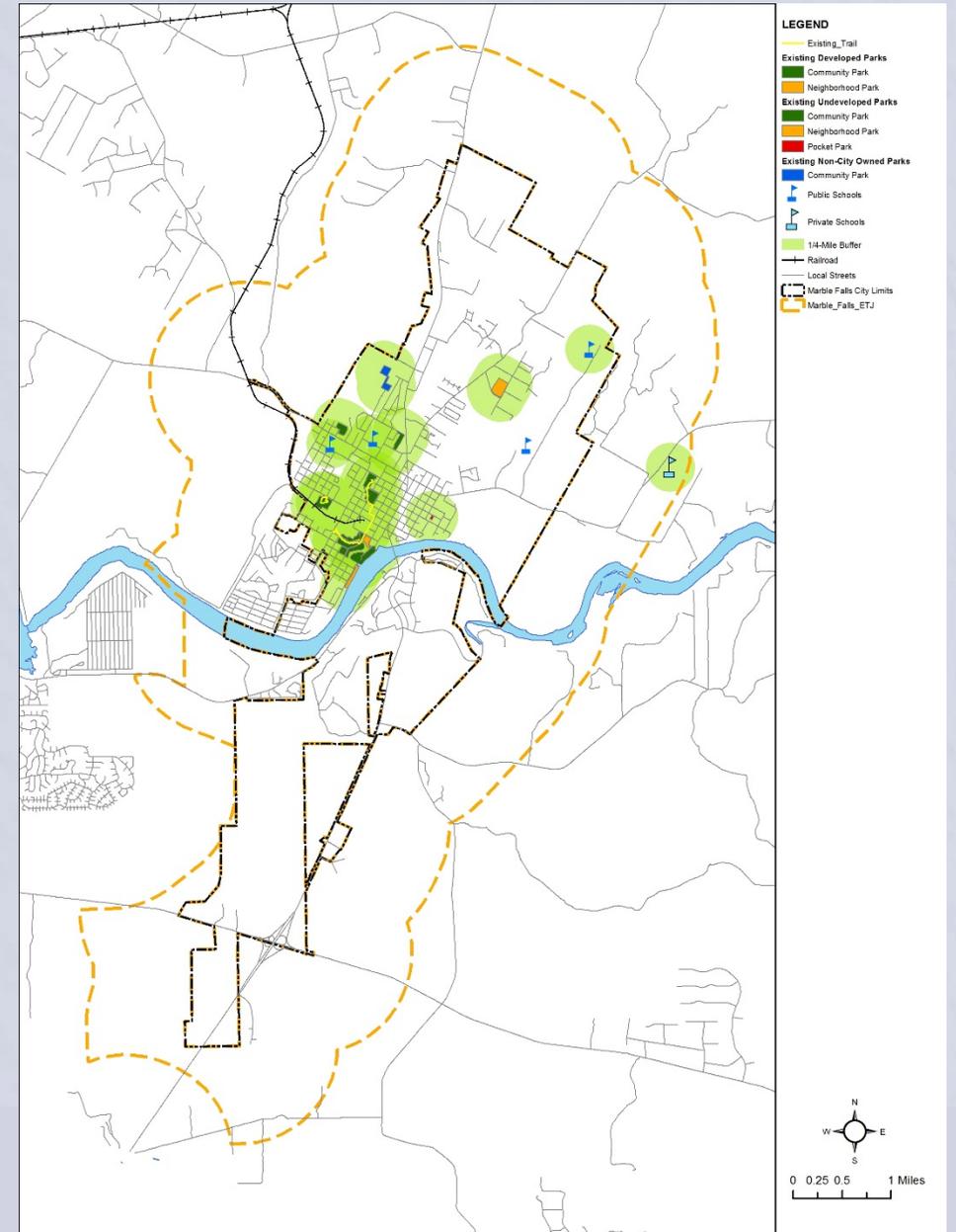
Existing City Parks

- + Undeveloped City Parks
- + Schools



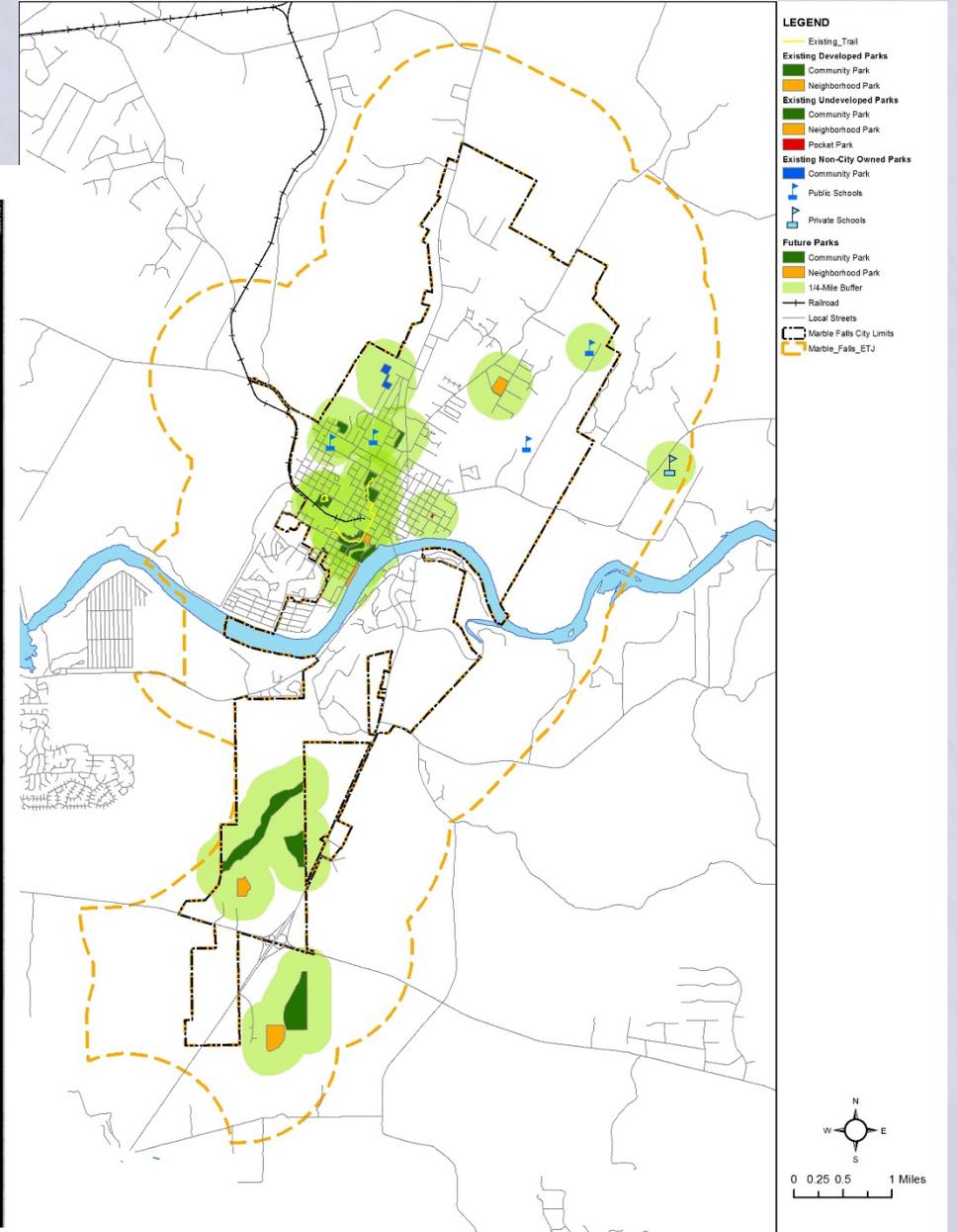
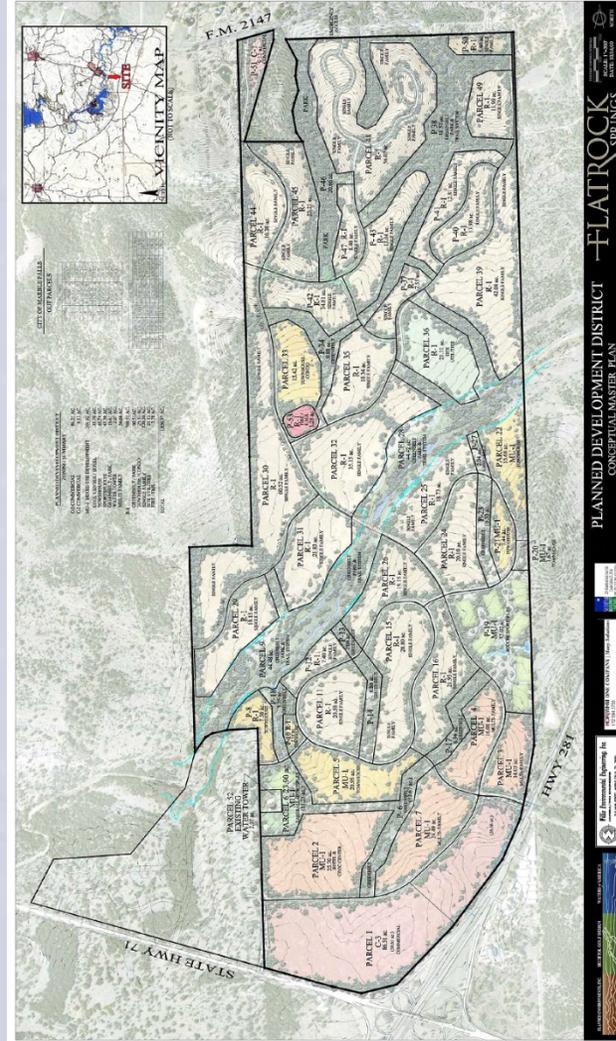
Existing City Parks

- + Undeveloped City Parks
- + Schools
- + Private Parks



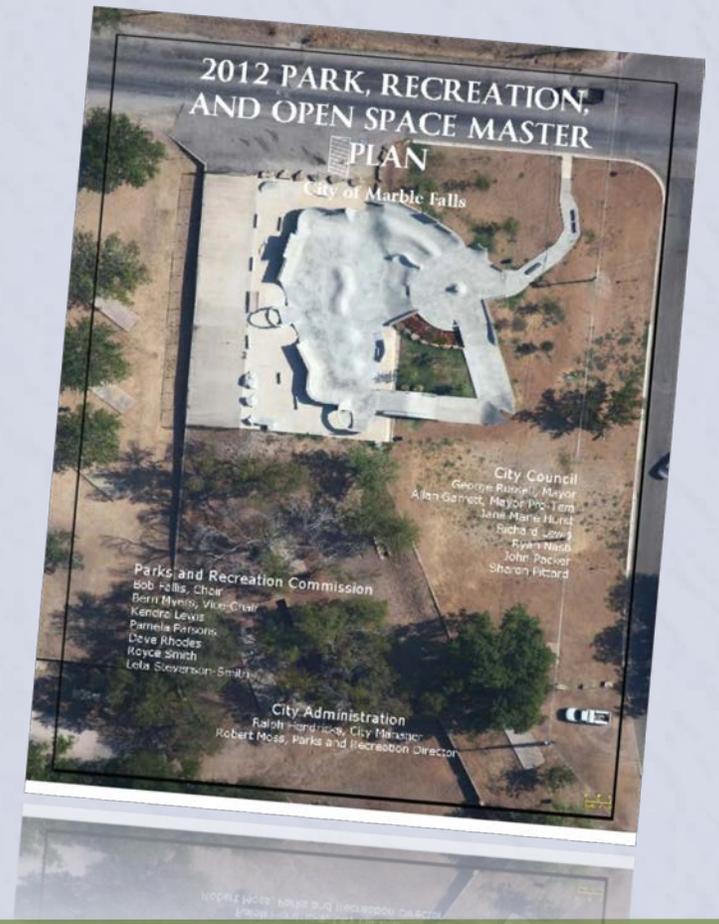
Existing City Parks

- + Undeveloped City Parks
- + Schools
- + Private Parks
- + Parks Future (PDs)



Ensure successful implementation and maintenance of parks and recreation resources

- Update the Park, Recreation, and Open Space Master Plan
- Develop a parkland dedication ordinance and other subdivision design ordinances
- Solidify agreement with Flatrock Springs
- Evaluate current parks and recreation staffing level and ensure that the department is sufficiently staffed.
- Hire a Recreation Supervisor as a member of the parks and recreation department.



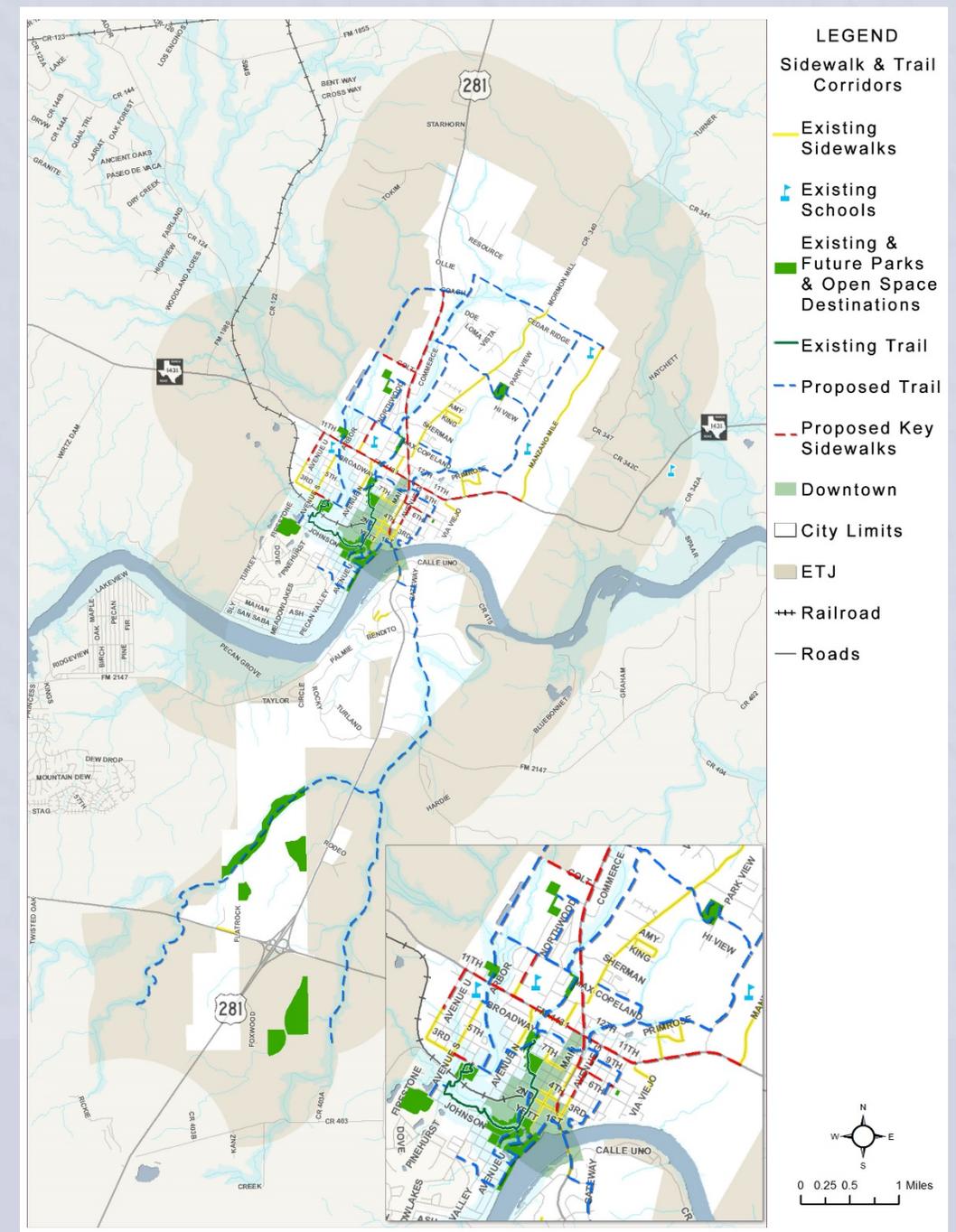
Ensure successful implementation and maintenance of parks and recreation resources

- Work with developers and property owners to develop multi-use trails on greenways and other linear open spaces



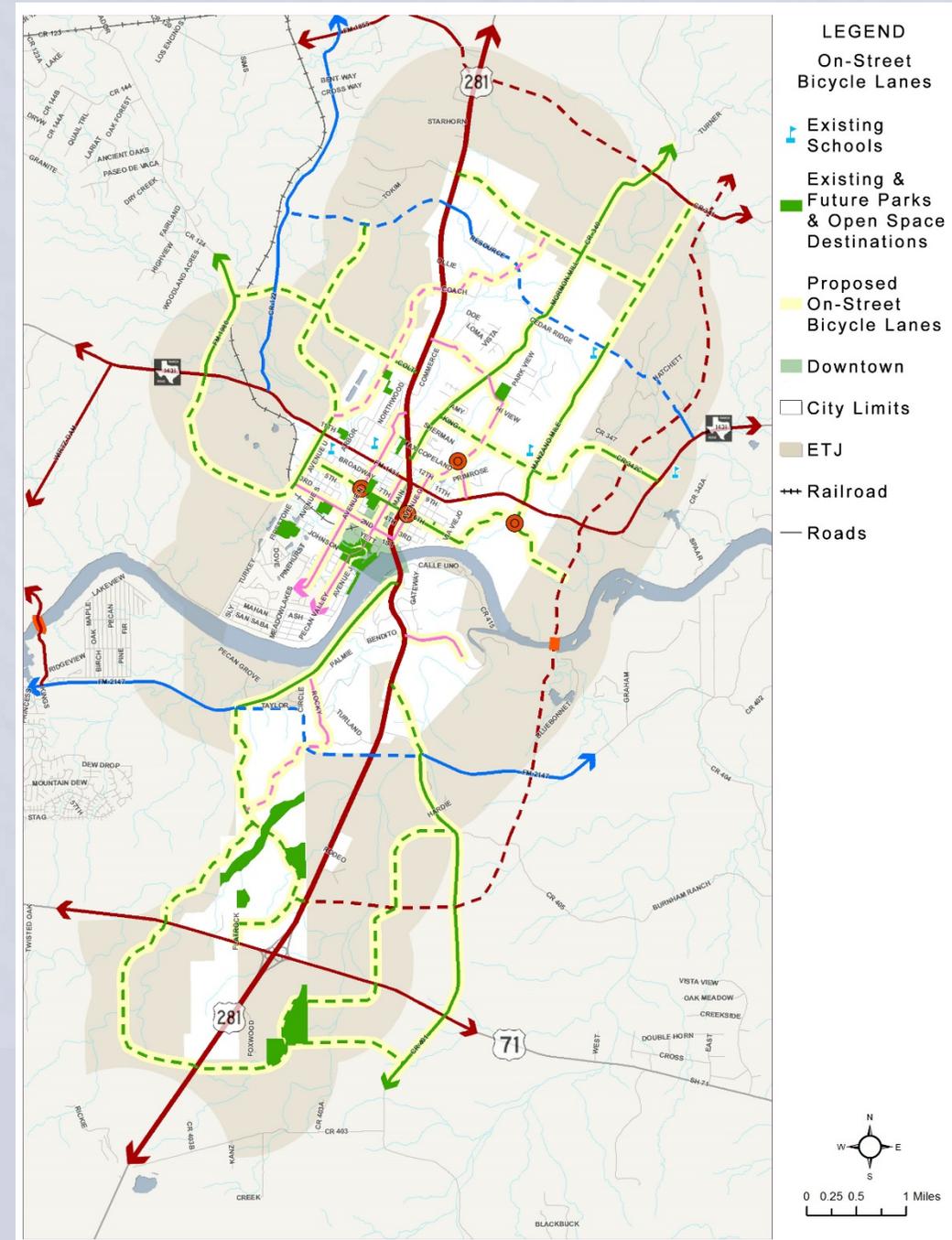
Develop a Citywide off-street trail network

- Develop a Trail Master Plan for the City and its extraterritorial jurisdiction (ETJ)
- Improve connectivity within the City



Develop a Citywide on-street trail network

- Consider updating the City's collector thoroughfare system to include on-street bicycle lanes, where appropriate
- Evaluate opportunities to improve undeveloped alleyways to increase City-wide connectivity



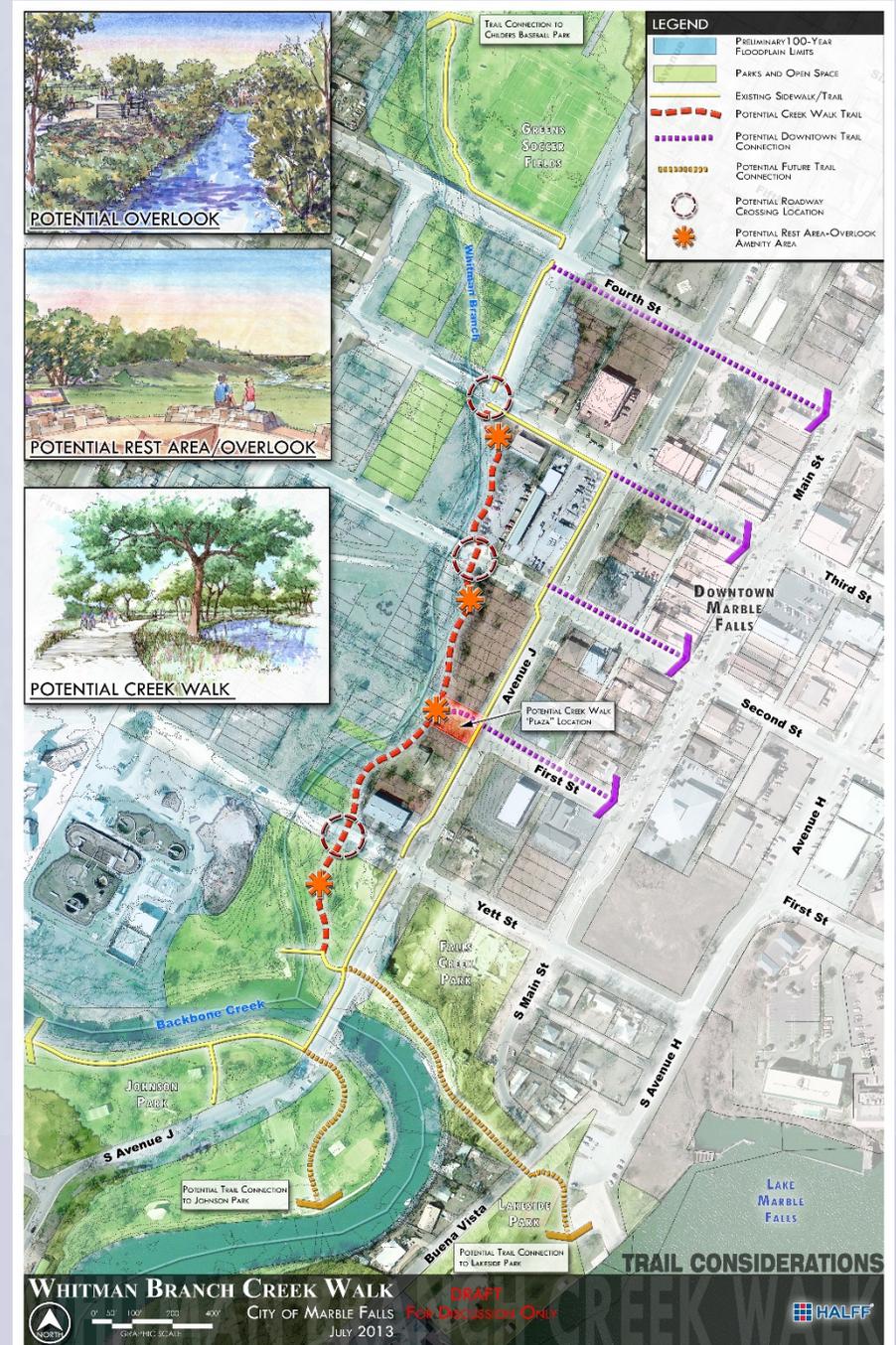
Design and implement the creekwalk trail



Image found in the City of Marble Falls Downtown Master Plan



Images (left & right) found in the Marble Falls Flood Protection Planning Study Final Report



Provide diverse, multigenerational recreation programming

- Conduct a recreational programming assessment
- Increase regularly scheduled and special events in parks to encourage community-wide usage of the parks system
- Increase athletic opportunities for all ages in the City
- Increase water-based recreation opportunities for residents and visitors
- Consider additional third party recreational programming



Increase the City's efforts to attract/promote tourism

- Ensure adequate policing of Lake Marble Falls as part of routine police safety rotations
- Continue to evaluate the need for a sports complex
- Consider development of unique parks and recreation amenities to increase regional draw to the City
- Support implementation efforts of a Marble Falls Convention Center located in Downtown

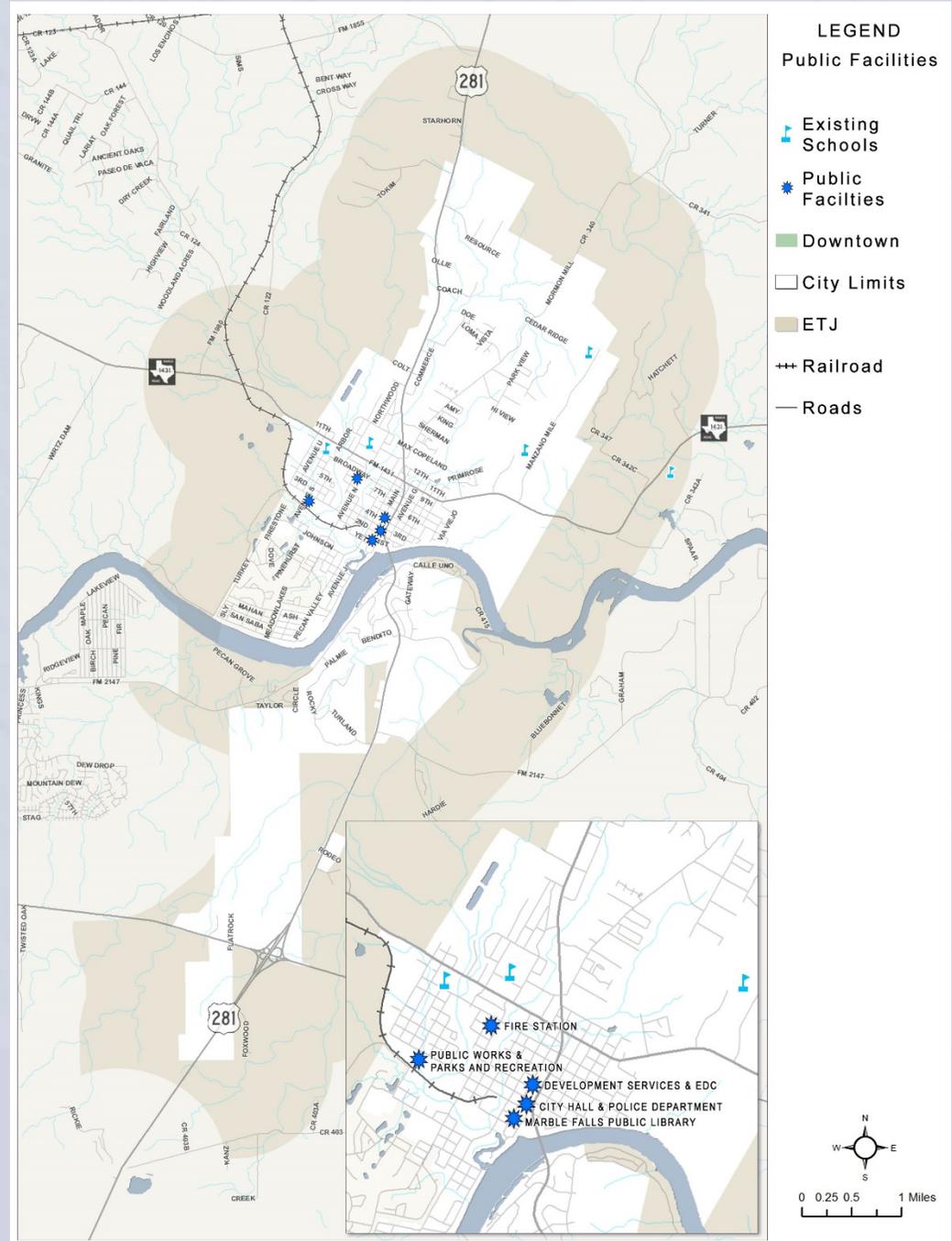
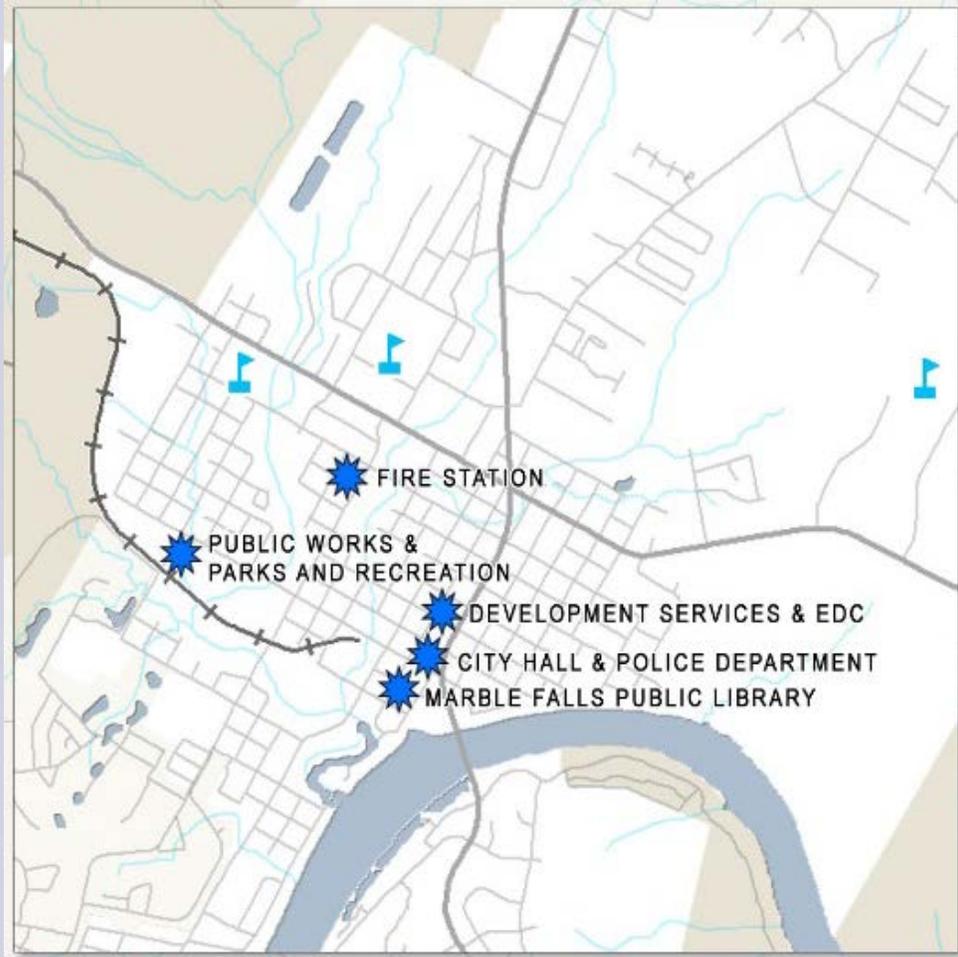


Ch. 7 – Public Facilities & Services

- Described current public facilities and services
 - Evaluated adequacy of public facilities including:
 - City Hall and City services
 - Public Safety
 - Public Library
- Provided plan, policy, and action recommendations
 - City Hall
 - Police and Fire
 - Library



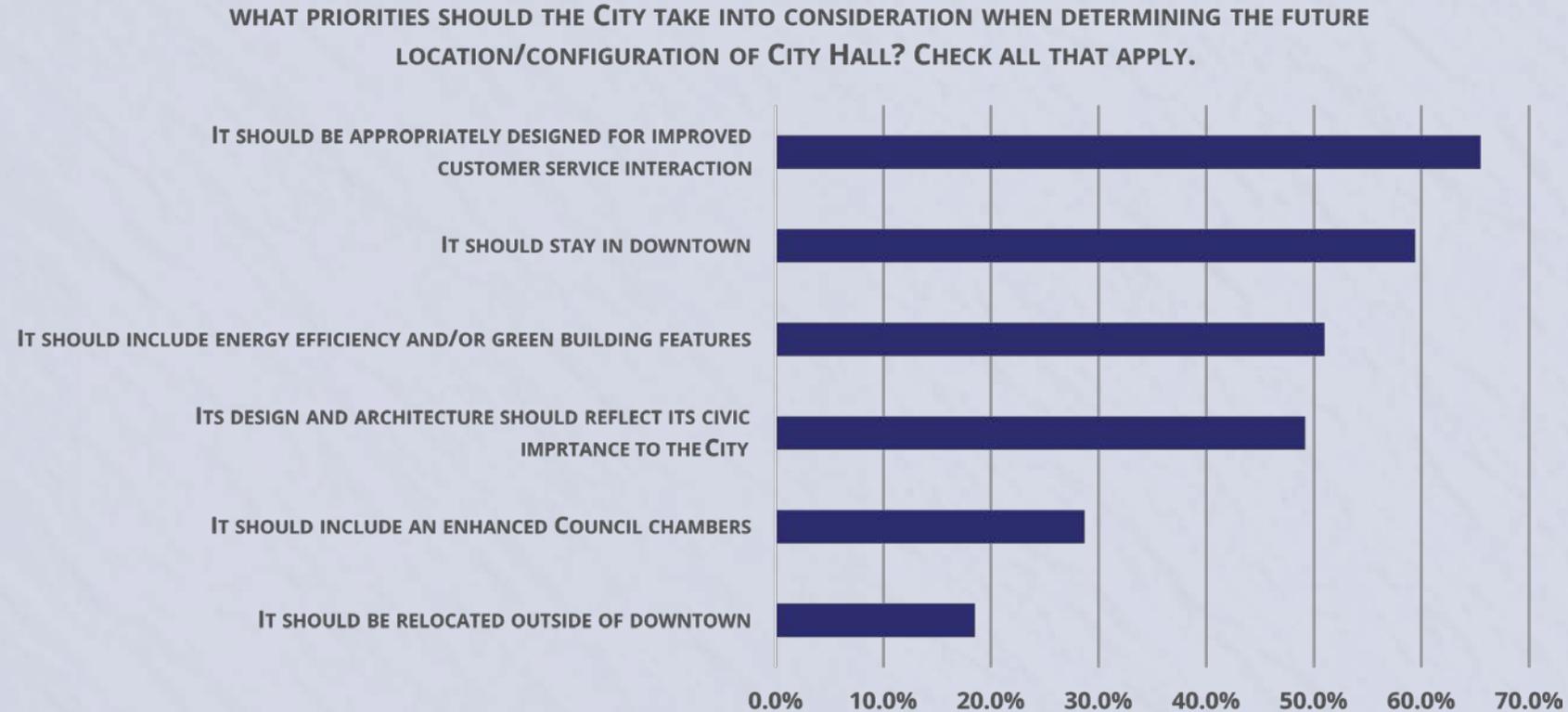
Existing Public Facilities



Consolidate City Hall services into a single location in downtown Marble Falls

Figure 7.2, Community Feedback Regarding a New City Hall

- Complete a professional needs assessment
- Identify potential locations for a new City Hall
- Determine funding source to construct a new City Hall



Ch. 8 – Infrastructure

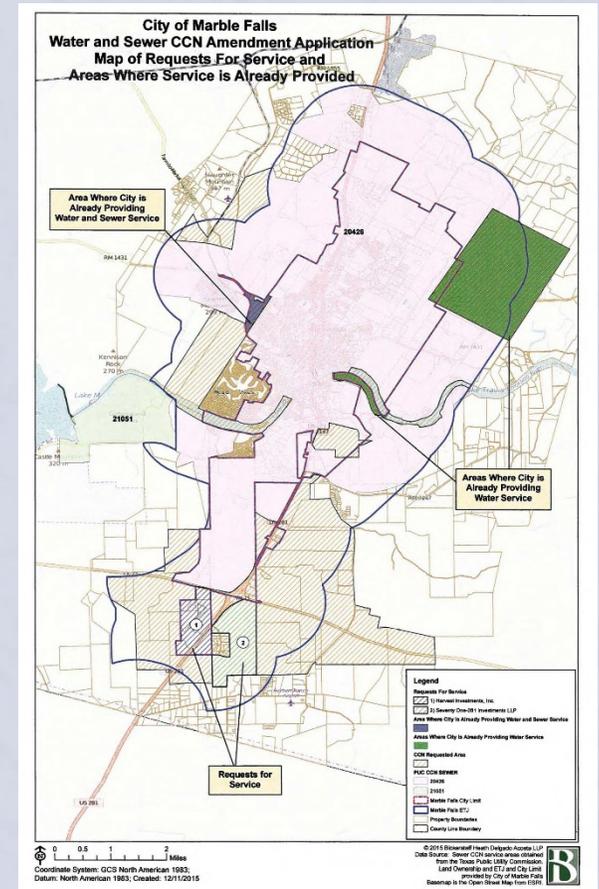
- Described current infrastructure system
 - Summarizes and incorporates existing condition and recommendations from Master Water and Wastewater Plan
 - Existing floodplain management and stormwater runoff control measures
- Provided plan, policy, and action recommendations
 - Water and Wastewater (from Master Water and Wastewater Plan by S.D. Kallman, L.P.)
 - Flood protection and stormwater management



Develop a well-planned and fiscally sustainable water and wastewater infrastructure system

- Continue to pursue an application to amend the water and wastewater CCN areas
- Annually budget the necessary funds to implement the recommendations of the Master Water and Wastewater Plan
- Monitor the City's water usage and ensure provision of water supply based on demand
- Periodically update the Master Water and Wastewater Plan

Image by Bickerstaff Heath Delgado Acosta LLP



IMPLEMENTATION TOOLS



Operational Change.

New or changed programs, staffing, or operational procedures.



Policy.

Procedures or policies used to guide City decisions.



Financial Investment.

Capital improvement or general fund expenditures to improve the quality of Marble Falls.

Regulation.

Council adopted regulations used to guide development in the City.



Study.

Further study or investigation needed to determine the most appropriate solution.



Partnering for Success

- Marble Falls elected and appointed officials
- City Administration and staff
- Marble Falls Economic Development Corporation (EDC)
- Burnet County
- Texas Department of Transportation
- Marble Falls/Lake LBJ Chamber of Commerce & CVB
- Marble Falls Independent School District (MFISD)
- Lower Colorado River Authority (LCRA)
- Abutting local municipalities (on projects that benefit both jurisdictions)
- Other affected agencies and entities
- Area land and business owners and the development community

Implementation Action Plan

- Separated into five action types:
 - Policies
 - Financial investment
 - Regulation
 - Study
 - Operational change

Table 9.1, Implementation Action Plan

RANK	ACTION NUMBER	ACTION RECOMMENDATION	YEARS			INVOLVED ENTITIES	ACTION TYPE(S)
			1-2	3-10	10+		
Growth Recommendations							
	3.1.1	Manage the City's pattern of growth concurrent with the provision and maintenance of adequate facilities and services.	■	■	■	City	Policy / Financial Investment
	3.1.2	Pursue annexation of property designated as near-term growth areas on the City's Growth Plan.				City	Policy / Financial Investment
	3.1.3	Pursue annexation of property designated as longer-term growth areas on the City's Growth Plan.				City	Policy / Financial Investment
	3.1.4	Develop policies and incentives that encourage and promote infill development.				City	Regulation / Policy
	3.1.5	Utilize growth management strategies to protect surrounding areas from poorly timed or low quality development.				City	Policy / Regulation
	3.1.6	Promote green building practices as part of both public and private development.				City / EDC	Policy / Regulation
	3.1.7	Assess and implement solutions to improve the City's resiliency.				City	Study / Financial Investment / Regulation
Land Use, Character, and Design Recommendations							
	4.1.1	Utilize the Future Land Use Plan to guide decision-making regarding plans and projects for revitalizing/redeveloping existing development.				City	Policy
	4.1.2	Utilize the Future Land Use Plan to guide decision-making regarding proposed new private sector development in greenfield areas.				City	Policy
	4.1.3	Consider a comprehensive update to the City's zoning regulations to implement the quality and character recommendations identified in each future land use classification.				City / EDC	Regulation
	4.1.4	Consider restructuring the zoning regulations to improve readability and usability.				City / EDC	Regulation
	4.2.1	Consider an advocacy program to aid in code compliance and community clean up.				City	Policy / Operational Change
	4.2.2	Identify partnerships to rehabilitate the existing housing stock.				City	Study / Financial Investment / Policy
	4.2.3	Consider public or public/private infrastructure improvements to enhance existing neighborhoods.				City	Financial Investment / Policy
	4.2.4	Consider developing small area plans for at-risk neighborhoods to identify a comprehensive action agenda for improvement.				City	Study / Financial Investment

Please provide your feedback

The remainder of the Open House Public Workshop # 2 is intended to allow you the opportunity to provide feedback on proposed recommendations and to lend your thoughts as to the highest priorities for moving forward with the Implementation Action Agenda.