

MARBLE FALLS

COMPREHENSIVE PLAN
UPDATE 2016



EXECUTIVE SUMMARY



Adopted
June 7, 2016

2040 PROJECTED POPULATION

Depending on a variety of different development factors, Marble Falls is anticipated to reach the following 2040 population:

10,171 people

WHY PLAN NOW?

Marble Falls Former US Highway 281 Bridge

As a regional commercial hub, tourist destination, and home to a growing population, development pressures are mounting in Marble Falls.

With a growing population in the City and its trade area, development pressures are mounting in Marble Falls. Having surpassed a population of 6,000, the need for additional housing, infrastructure, traffic control, and amenities, among other things, is becoming evident. While there are a comparable number of people working and living in the City, approximately 87 percent of those who work in Marble Falls commute in from outside the City limits. Notably, this means that less than 800 people both live and work in the City.¹

Marble Falls has two upcoming and opposing development areas. The 2011 Downtown Master Plan focuses development on tourism and multi-use business-residential buildings along the north side of Lake Marble Falls and in the central Downtown district located just off of U.S. Highway 281. Recent development of the Baylor Scott & White Medical Center at the southern end of the City limits has the potential of pulling population and development growth away from Downtown. Proposed widening of U.S. Highway 281, recent renovation of the highway's bridge, including the addition of a pedestrian trail, and increased commuter traffic to and through Marble Falls tie these two development areas together. Wise planning for the City's development at this time can be the catalyst for positive growth in both areas and the City as a whole.

Consideration must also be given to preserving the history and character of the City for current and future citizens. While attracting tourists will increase the economic success of the City, high cost of land development due to construction costs will continue to be an impediment. This is a bigger issue in the Downtown and northern section of the City than in the developing southern portion. Planning now will ensure that construction alone will not be the deciding factor in development of key areas of Marble Falls.

¹ U.S. Census Bureau, OnTheMap



Development Pressures



Plan for Positive Growth



Preserve Community Character

COMPREHENSIVE PLAN AT A GLANCE

Marble Falls is a great place to live for retirees and families. The new regional hospital provides health benefits for the City and surrounding communities. Due to impetus for growth in the south of the City near the hospital, the City must strive to improve the quality of its Downtown. As the heart of Marble Falls, Downtown provides a unique opportunity to maintain the small-town feel, which is treasured by the community, while providing a unique, pedestrian-oriented, memorable destination district.

During this update process, the City continued to gather facts, assess challenges and opportunities, and plan for the future of Marble Falls. The intent of this Plan is to preserve the community's richness, best plan for the future of the City, and respect the goals and priorities of the residents and workforce of Marble Falls.





Overview of Citizen Engagement Process

A variety of different engagement types were used to gain a well-rounded understanding of the public's thoughts and ideas. Through a series of stakeholder meetings, Comprehensive Plan Advisory Committee (CPAC) meetings, an on-line public survey, public open houses, and meetings with the Planning and Zoning Commission and City Council, the following needs were voiced by the community.

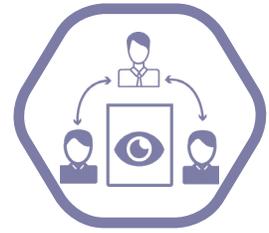
- Need for additional, differentiated, and reasonably priced housing
- Need for increased efforts to improve existing neighborhoods
- Need for increased efforts to strengthen the economic base
- Tourism
 - Need to provide a year-round attraction, more to do, and reasons for visitors to stay longer
 - The City is the central hub of commerce for the Highland Lakes area
- Need for improved access to Lake Marble Falls
- Need for floodplain mitigation
- Need to determine next steps regarding Downtown
- Need to determine a vision for revised regulations
- Need for improved park amenities and recreational program offerings
 - For tourism (catalyst for change)
 - For residents (improved quality of life)
- Need for improved walkability
- Need for improved traffic flow and safety
- Need to identify new location for City Hall
- Need to relocate incompatible uses from core area
- Need for workforce development and training

When public survey respondents were asked to prioritize addressing a variety of overarching issues related to living in Marble Falls over the next five to 10 years, the top three priorities, from highest to lowest, were need for improved traffic flow and safety, need for street repair and replacement, and need for differentiated and reasonably priced new housing.

PLAN GOALS

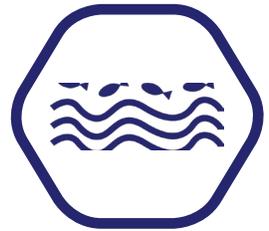
Consolidated Vision

Assessing and capturing a consensus vision for the future helps to build support for not only Plan adoption, but post-implementation actions such as new programs and operations, and capital projects, among others.



Protection and Access to Lake Marble Falls

Hands down ... Lake Marble Falls is the City's greatest natural asset and best kept secret. Moving forward, this rich resource must be protected, while at the same time, the City strives to improve its connection and access to it. This could include increased connectivity via hike and bike trails, and better connections from the lake to Downtown, among other initiatives.



Stronger Neighborhoods and Housing

During the day, Marble Falls benefits from an almost 8,000-person workforce; yet the nighttime population is just over 6,000 people. With the opening of the Baylor Scott & White Medical Center near the City's southern terminus, increased efforts will be needed to capture this growing workforce (and property tax dollars) rather than neighboring cities.



Continued Economic Growth

Even though the City benefits from a strong sales tax base, additional efforts can be made to further ensure the City experiences quality and sustainable growth over the long-term. This could include accommodating new high quality development south in the City and along the City's economic spine, while expanding efforts to revitalize the City's historical, cultural, and social hub in Downtown.



Increased Tourism and Year-Round Activity

Similar to other destination cities in Texas, like Austin's Town Lake, Marble Falls' residents can greatly benefit from being a destination city. This includes more access to natural and cultural activities, year-round events and activities, better parks and recreation areas (e.g., lake access and trails), etc.



Multi-generational Interests

As Marble Falls continues to grow and develop, key efforts and initiatives can further enhance the attractiveness of the community for all ages, including youth, young and middle-aged persons and families, and aging seniors. Through the provision of additional quality-of-life amenities, housing options in a variety of sizes and price points, and increased opportunities for quality education and employment, Marble Falls can stand out as a community in which multi-generational individuals choose to live and grow.

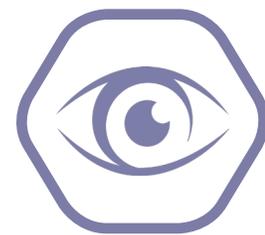




VISION STATEMENT

The community's vision embodies a collective aspiration for the future, while defining the framework by which each Plan chapter shall follow. It functions as a tool for decision-making by elected and appointed officials, guides City staff priorities, and helps to build community consensus so everyone is working toward a common future.

The vision was derived from early public engagement, including stakeholder meetings, the survey and open public house workshops, as well as through a visioning exercise by the CPAC.



*“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!”*



GROWTH & LAND USE

As opportunities for growth and reinvestment in Marble Falls increase, the City must be proactive in its efforts to pursue opportunities which contribute to long-term success. Similarly, the City must protect itself against growth that, if done haphazardly or poorly, can detract from the long-term success of the community. As such, this Comprehensive Plan identifies strategies and tools for helping the City move forward towards the envisioned future. The following objective was developed to address growth in the City and is further described in Chapter 3, *Planning for Growth*.



Objective 3.1 Capitalize on the City's increased demand for development by pursuing a growth strategy that contributes to the long-term success of the community.



A well-planned system of land uses, combined with a distinct sense of place and a quality built environment provides an effective foundation for a sustainable future. True comprehensive planning also recognizes the relationship between land use, character, and design; and transportation, utilities, parks, community facilities, and capital improvements. The Plan analyzes existing conditions in the City and provides a 20-year policy framework for the compatibility of land use, the character of the community, and the quality of the built environment. The following objectives were developed to address the character of the community and are described in Chapter 4, *Land Use, Character, and Design*.

Objective 4.1 Utilize the Future Land Use Plan to promote development and redevelopment in a manner that creates compatible land uses and/or mitigates the impacts of non-compatible land uses.

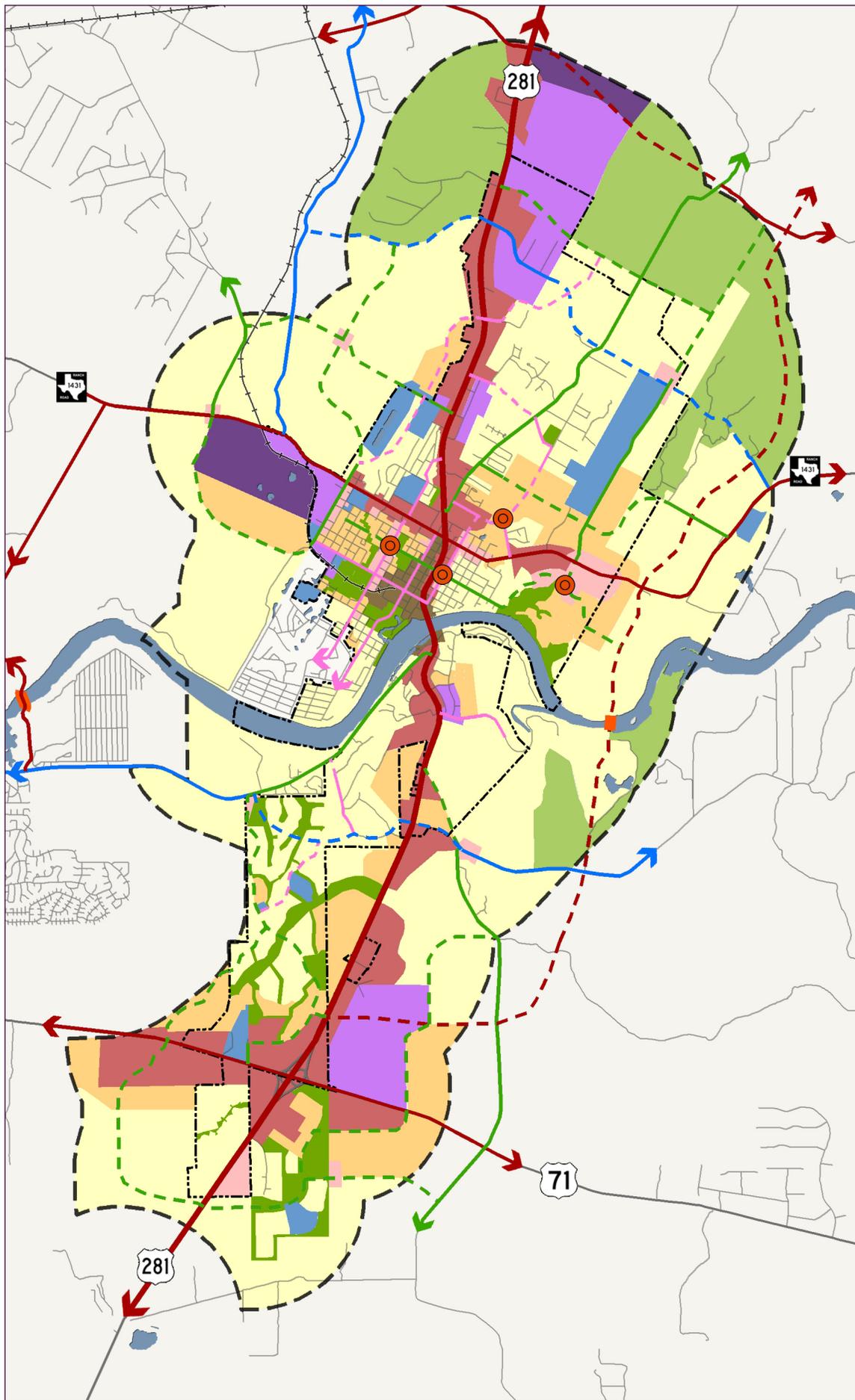
Objective 4.2 Enhance the neighborhood quality and character of existing neighborhoods and areas.

Objective 4.3 Improve housing choice for existing and prospective residents to Marble Falls.

Objective 4.4 Improve existing zoning regulations to create quality neighborhood character.

Objective 4.5 Enhance the character and appearance of the community through private and public sector actions.

Objective 4.6 Foster economic development in the community.



LEGEND

Future Land Use Plan

- Parks & Open Space
- Ranch Rural & Estate
- Neighborhood Residential
- Transitional Residential
- Neighborhood Commercial
- Corridor Commercial
- Business Park
- Industrial
- Downtown
- Public & Institutional
- Roundabouts

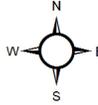
Routes

Road Classification

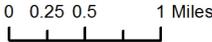
- U.S. Highway 281
- Principal Arterial Existing
- Principal Arterial Proposed
- Major Collector Existing
- Major Collector Proposed
- Minor Arterial Existing
- Minor Arterial Proposed
- Minor Collector Existing
- Minor Collector Proposed
- New Bridge

- City Limits
- ETJ
- Railroad
- Roads

Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



0 0.25 0.5 1 Miles



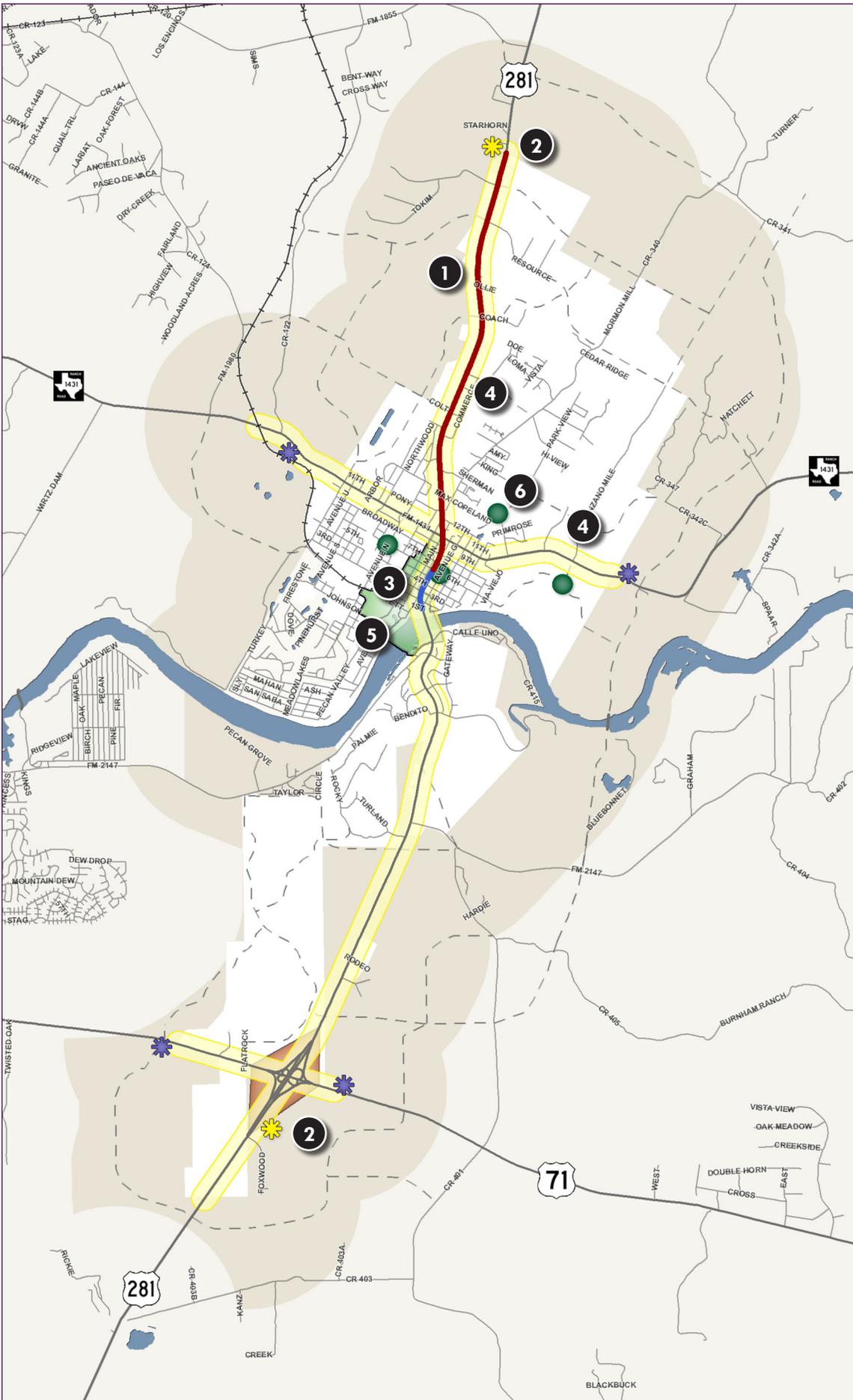
Future Land Use Classification Acreage and Percentage Breakdown

FUTURE LAND USE CLASSIFICATION		MAP COLOR / SYMBOL	ACRES	PERCENT
PARKS & OPEN SPACE		PO	803	3.18
RANCH RURAL & ESTATE		RR	3,479	13.78
NEIGHBORHOOD RESIDENTIAL		NR	12,272	48.59
TRANSITIONAL RESIDENTIAL		TR	2,670	10.57
NEIGHBORHOOD COMMERCIAL		NC	432	1.71
CORRIDOR COMMERCIAL		CC	2,356	9.33
BUSINESS PARK		BP	1,454	5.76
INDUSTRIAL		IN	503	1.99
DOWNTOWN		DN	163	0.64
PUBLIC & INSTITUTIONAL		PI	601	2.38
LAKE MARBLE FALLS AREA		-	523 ¹	2.07
TOTAL			25,257 ²	100.00

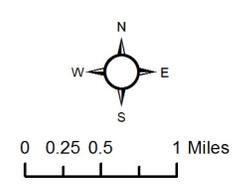
1 The acreage for Lake Marble Falls is estimated as being the remaining areas within Marble Falls City limits and ETJ and not designated as another future land use classification.

2 The total number of acres equals the land area within Marble Falls City limits and ETJ, minus the acreage included in the City of Meadowlakes City limits.

Beautification Plan



- ### LEGEND
- Beautification Plan**
 - Access Management
 - US 281 Landscape Median
 - Corridor Improvement Standards
 - Interchange Enhancement
 - Downtown Enhancement
 - Proposed Roundabout Beautification
 - ✱ Primary Gateway
 - ✱ Secondary Gateway
 - Proposed Roundabout Beautification
 - Proposed Roads (Approx. Location)
 - City Limits
 - ETJ
 - +—+— Railroad
 - Roads



BEAUTIFICATION STRATEGIES

Identifying strategies to enhance the character of the City strengthens Marble Falls' uniqueness while allowing the City to respond to preferences of the community. As identified in the analysis of the community's existing character, opportunities to improve the appearance and feel of the City are found throughout the community. Through the implementation of varying scale improvements, Marble Falls can further identify itself as a high-quality community valued by residents and stand out as a memorable year-round destination attraction for visitors.



1 Access Management



2 Signature Gateway Monuments



3 U.S. 281 Landscape Median



4 Corridor Improvement Standards



5 Downtown / Lake Marble Falls Connectivity



6 Roundabout Beautification



A City's transportation system has a strong influence on the quality of life and economic potential of a community. A well-coordinated transportation system provides multiple modes of mobility to ensure residents and visitors can move in and through a city safely and with ease. When the system is working correctly, movement is relatively unnoticed and subconsciously contributes to the economic attractiveness of the area and higher quality of life. When the system is deficient, simple movement oftentimes results in higher levels of frustration and a perceived lower quality of life. In these cases, the transportation system subconsciously or consciously decreases the economic attractiveness of an area for both existing and prospective residents and businesses.



Beyond movement, many jurisdictions are also starting to realize that a visually unappealing transportation system can significantly detract from a City's overall quality of life. This is particularly important for communities, such as Marble Falls, that rely heavily on sales tax dollars as a predominant mechanism to fund City facilities and services. In other words, the visual appeal of roadways (which is sometimes all a tourist or passer-by might see) is widely recognized as having an impact on whether or not one might want to spend money in a City. As a result, there is increased attention to the design of roadways so that it either minimizes the impact on, or enhances the character of, the adjacent properties.



As part of the public participation component of the planning process, transportation related issues continually came up as top priorities for residents. Based on public input received and analysis of the City's existing transportation network, the following objectives were developed to address mobility, safety, and character within the community and are further described in Chapter 5, *Transportation*.



Objective 5.1 Maximize coordination and partnerships with state, regional and other local partners to implement transportation improvements in an expedient and cost effective manner.

Objective 5.2 Maintain the City's transportation network as a well-functioning system.

Objective 5.3 Plan and expand the transportation network concurrent with growth.

Objective 5.4 Implement and encourage traffic management strategies throughout the City.

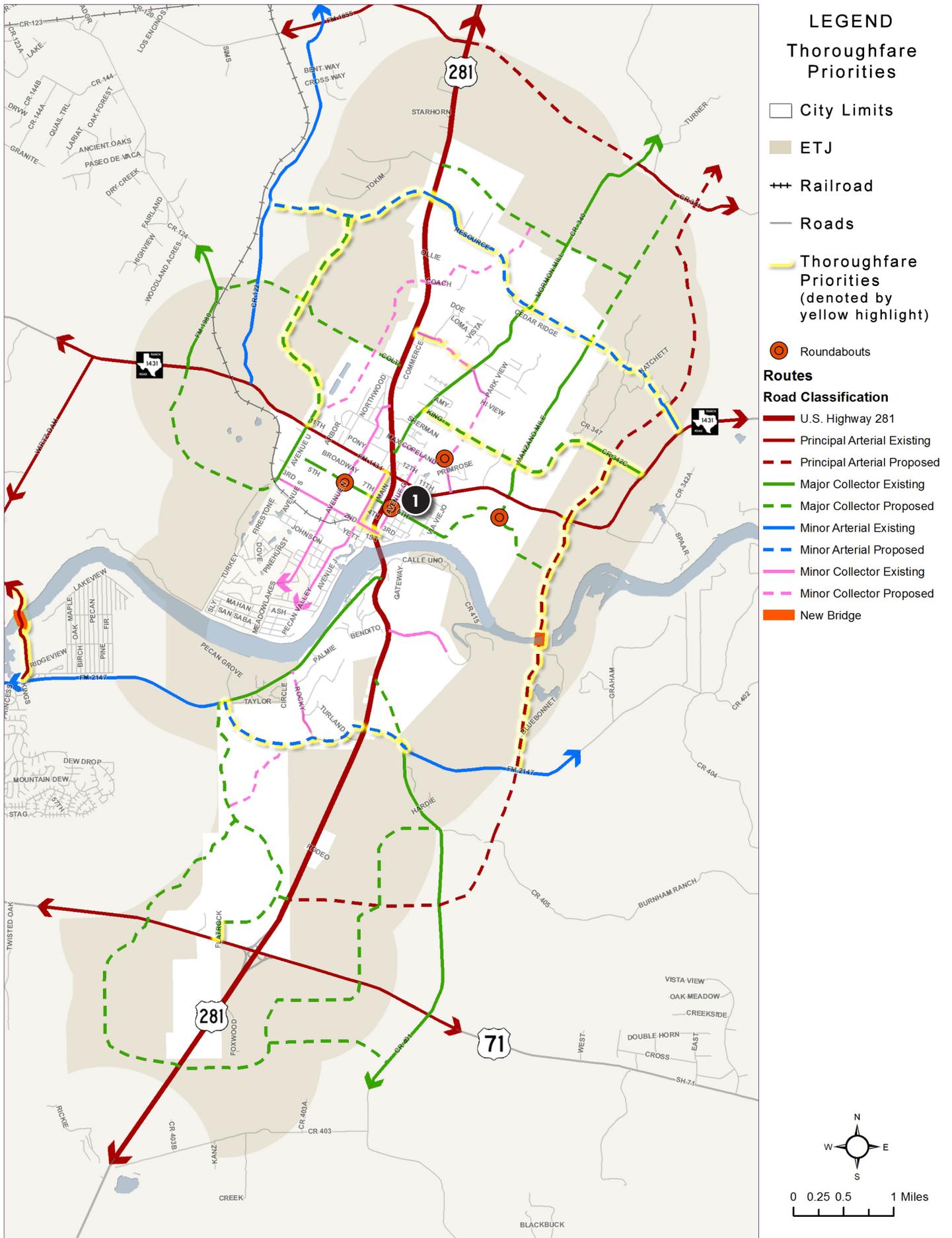
Objective 5.5 Explore opportunities to improve connectivity from final destinations (e.g., neighborhoods, schools, etc.) to a larger Citywide pedestrian and bicycle network.

Objective 5.6 Support and encourage alternate forms of mobility for Marble Falls residents.



Illustrative example where an existing street (top photo) has been retrofitted with "Complete Street" accommodations as part of a reconstruction project within the City's right-of-way.

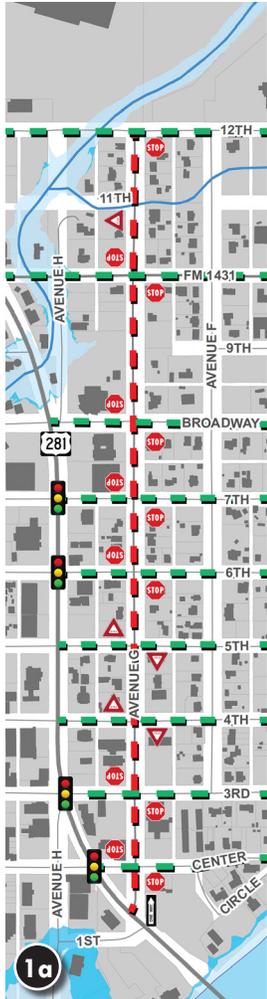
Priority Thoroughfare Improvements



THOROUGHFARE IMPROVEMENTS

Existing Ave. G Traffic Flow

Proposed Ave. G Traffic Flow



Ave. G Traffic Flow Improvements

- Primary Traffic Flow
- Secondary Traffic Flow



Schematic Improvement to Ave. G



Illustrative Ave. G Roundabout Improvement

THOROUGHFARE ROAD CLASSIFICATIONS		
PRINCIPAL/ MAJOR ARTERIAL		Major arterials provide significant through traffic, roadside parking is rarely provided, and driveway access is rare, except occasionally in urban areas (e.g., downtowns). Major arterials typically receive traffic from minor arterials and major collectors.
MINOR ARTERIAL		Minor arterials provide connections between adjacent cities and cross-town connectivity, and create significant intersections with the major arterials. Minor arterials receive traffic via minor collectors and local streets, and occasionally parking lanes may be provided.
MAJOR COLLECTOR		Major collectors provide cross-town connectivity and create significant intersections with the major arterials typically warranting signalization. Major collectors receive traffic via minor collectors and local streets, and occasionally parking lanes may be provided.
MINOR COLLECTOR		Minor collectors provide localized connectivity between residential and commercial development, feeding traffic to major collectors and minor and major arterials, creating significant intersections with the major arterials. Minor collectors receive traffic via local streets, and occasionally parking lanes may be provided for roadside parking where appropriate.
LOCAL		Local streets provide direct driveway access to adjacent properties and often allow roadside parking.



PARKS & RECREATION

Marble Falls, by the name alone, takes part of its identity from the invaluable natural resources in the area, namely Lake Marble Falls and large swaths of natural land. Located in the Texas Hill Country, a region known for its natural beauty, the City has incredible opportunities to enhance the quality of life for residents and attract additional visitors by providing high-quality, diverse parks, recreation, and open spaces. Through the public participation component of the planning process, residents expressed a desire for an enhanced parks system, bicycle and pedestrian connectivity throughout the City, additional recreational opportunities, and increased effort to bolster the City's attractiveness as a tourist destination.



As such, the Plan provides a 20-year policy framework for further development of the City's parks and recreation system. The following objectives were developed to address parks, trails, recreation, and tourism in the City and are further described in Chapter 6, *Parks, Recreation, & Open Space*.

- Objective 6.1** Ensure successful implementation and maintenance of parks and recreation resources.
- Objective 6.2** Focus funding and efforts to improve the City's existing parks system.
- Objective 6.3** Develop a Citywide trail network to provide connectivity to and between residences, parks, schools, retail, and civic destinations.
- Objective 6.4** Provide diverse, multigenerational recreation programming.
- Objective 6.5** Increase the City's efforts to attract and/or promote tourism-related industries and use in Marble Falls.



PUBLIC FACILITIES, SERVICES, & INFRASTRUCTURE

Public facilities and services play an important role in the day-to-day lives of residents, employees, and even guests of Marble Falls. The work of many public services is widely known, such as police and fire protection and the library, while other public services such as drainage, water and wastewater, and street maintenance, which are critical to the daily function of a community, often go unnoticed. As the City grows and changes over time, demand for high quality services also increases. The Plan evaluates the adequacy of public facilities, how they may be impacting a department's ability to perform their services, and plans for future needs and expectations. The following objectives were developed to address City Hall and City services, public safety, and the public library and are further defined in Chapter 7, *Public Facilities and Services*.

- Objective 7.1** Consolidate City Hall services into a single location in Downtown Marble Falls.
- Objective 7.2** Provide superior and efficient Police and Fire Department facilities and service coverage to adequately protect the Marble Falls community.
- Objective 7.3** Continue to offer a wide variety of library services and programs that respond to changing demands and expectations of the community.

A community's infrastructure system includes the physical network of facilities that serve households and businesses with basic requirements. Planning for their growth and maintenance over time is crucial simply for the continued function of a community. The following objectives were developed to address the future development of the City's water and wastewater, and drainage infrastructure systems and are further defined in Chapter 8, *Infrastructure*.

- Objective 8.1** Develop a well-planned and fiscally sustainable water and wastewater infrastructure system that efficiently and effectively serves the water and wastewater needs of the Marble Falls community.
- Objective 8.2** Promote flood protection and efficient stormwater management through the design and maintenance of a comprehensive drainage network.
- Objective 8.3** Proactively expand environmentally friendly "green" initiatives.
- Objective 8.4** Consider further support and encouragement of the City's fiber optic network.





IMPLEMENTATION

Image courtesy of Marble Falls EDC

The success of the Comprehensive Plan will be measured through the lens of its implementation actions and only through implementation will the vision become reality. Indeed, implementation is the most critical component of any planning process. While the early chapters of the Plan discuss how to achieve the desired vision, goals, objectives, and actions, Chapter 9, *Implementation* identifies what the highest priorities are and who is responsible for them. It is through the process of implementation that actions get translated into specific policies, operational changes, financial investments (e.g., capital improvements), further studies, and new regulation.

Set out in the adjacent table, *Implementation Action Plan*, are the prioritized short-term (next 1-2 years) actions of this Plan. The remainder of the Plan actions are included in the complete Table 9.1, *Implementation Action Plan*, on page 233 in Chapter 9. The adjacent table lays out the ranking of short-term actions and includes guidance as to the entities that should be involved (with the first name listed as lead) and what type of action it involves, including policies, operational changes, financial investments, studies, or regulations (see *Implementation Tools*, below, for additional explanation of the types of actions involved).

Implementation Tools

It is oftentimes noted that planning is the easy part while implementation is the more challenging part. As such, successful implementation of the Marble Falls Comprehensive Plan Update 2016 will take coordination, innovation, and hard work on the part of the City and area partners. As detailed in this Plan, the objectives and actions will be achieved using the implementation tools shown at the right.



Operational Change.

New or changed programs, staffing, or operational procedures.



Policy.

Procedures or policies used to guide City decisions.



Regulation.

Council adopted regulations used to guide development in the City.



Study.

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



Financial Investment.

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

Implementation Action Plan

RANK	ACTION #	ACTION RECOMMENDATION	PRIORITY		INVOLVED ENTITIES	ACTION TYPE(S)
			SHORT TERM (1-2 YRS.)	ON-GOING		
POLICY ACTION RECOMMENDATIONS						
1	5.3.1	Utilize the Thoroughfare Plan as a prerequisite to decision-making regarding development proposals.	■	■	City / EDC	Policy
2	4.1.1	Utilize the Future Land Use Plan to guide decision-making regarding plans and projects for revitalizing/redeveloping existing development.	■	■	City / EDC	Policy
3	8.1.3	Monitor the City's water usage and ensure provision of water supply based on demand.	■	■	City	Policy
4	6.2.2	Provide and maintain high-quality parks which become part of the identity and point of community pride for Marble Falls.	■	■	City / EDC	Policy / Financial Investment
5	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
6	4.6.2	Support EDC efforts to increase entrepreneurial opportunities in the City.	■	■	EDC / City	Policy / Financial Investment
7	3.1.5	Utilize growth management strategies to protect surrounding areas from poorly timed or low quality development.	■	■	City / EDC	Policy /Regulation
8	8.3.1	Continue to develop and implement the Water Conservation Program.	■	■	City	Policy / Operational Change
9	5.5.5	Implement sidewalk improvements as part of street improvement or redevelopment projects.	■	■	City / EDC	Policy / Financial Investment
10	6.1.3	Solidify agreement with Flatrock Springs developer to determine the ultimate use and responsible parties for the parkland to be dedicated as part of the planned development district.	■		City / Development Community	Policy / Financial Investment
11	4.2.1	Consider an advocacy program to aid in code compliance and community clean up.	■	■	City	Policy / Operational Change
12	6.5.11	Support efforts of the Marble Falls/Lake LBJ Chamber of Commerce & CVB efforts to increase tourism opportunities.	■	■	City / Chamber of Commerce & CVB / EDC	Policy / Financial Investment
13	3.1.6	Promote green building practices and low impact development as part of private development.	■	■	City	Policy /Regulation
14	8.3.2	Promote green building and energy efficiency as part of public development.	■	■	City	Policy / Regulation
REGULATION ACTION RECOMMENDATIONS						
1	4.5.6	Develop corridor improvement standards for U.S. 281, FM 1431, and State Highway 71 to enhance the appearance of properties adjacent to these principal arterial corridors.	■		City / EDC	Regulation / Policy
2	4.4.2	Consider improving the City's existing zoning and development regulations to implement the location and development qualifiers set out in the Neighborhood and Transitional Residential and Downtown future land use classifications.	■		City / EDC	Regulation /Policy
3	8.3.4	Consider modifying the City's zoning and development regulations to improve water conservation efforts for landscaping.	■		City	Regulation /Policy
4	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

Implementation Action Plan (cont.)

RANK	ACTION #	ACTION RECOMMENDATION	PRIORITY		INVOLVED ENTITIES	ACTION TYPE(S)
			SHORT TERM (1-2 YRS.)	ON-GOING		
REGULATION ACTION RECOMMENDATIONS (CONT.)						
5	5.4.2	Establish new regulatory provisions identifying a potential truck route in and near Downtown Marble Falls.	■		City / EDC	Regulation /Policy
6	4.1.4	Consider restructuring the zoning regulations to improve readability and usability.	■		City / EDC	Regulation
7	3.1.4	Develop policies and incentives that encourage and promote infill development.	■		City / EDC	Regulation /Policy
8	6.1.2	Develop a parkland dedication ordinance and other subdivision design ordinances as necessary to ensure that adequate green space and park land remain available as the City continues to develop.	■		City	Regulation
STUDY ACTION RECOMMENDATIONS						
1	5.3.7	Address intersection congestion and safety concerns at Mission Hills Drive/Mormon Mill Road/U.S. Highway 281.	■		City	Study
2	7.1.2	Identify potential locations for a new City Hall.	■		City / EDC	Study
3	4.5.3	Coordinate with TxDOT to implement access management strategies along U.S. 281 from the Downtown boundary to the northern City limit.	■		City / TxDOT / EDC	Study / Financial Investment
4	6.2.6	Develop a revitalized plan for Downtown parks.	■		City / EDC	Study
5	4.6.1	Support EDC efforts to update the Strategic Economic Development Plan.	■		EDC / City	Study
6	5.3.2	Evaluate the near- and or mid-term potential to establish specific segments of the Thoroughfare Plan to proactively alleviate traffic impacts, facilitate areas of new growth, or to connect key destination points.	■	■	City	Study / Financial Investment
7	6.1.4	Evaluate current Parks and Recreation staffing level and ensure that the Department is sufficiently staffed.	■	■	City	Study
8	6.1.1	Update the Park, Recreation, and Open Space Master Plan.	■		City / EDC	Study
FINANCIAL INVESTMENT ACTION RECOMMENDATIONS						
1	5.2.1	Ensure that adequate funding is dedicated for the maintenance of the City's road network.	■	■	City	Financial Investment / Operational Change
2	7.2.1	Build a new Police Station and Municipal Court Facility.	■		City / EDC	Financial Investment
3	5.4.1	Proactively coordinate with TxDOT to implement access management strategies and improvements along U.S. Highway 281.	■		City / TxDOT / EDC	Financial Investment / Study
4	6.5.4	Support the Economic Development Corporation's (EDC) efforts in developing lake front enhancements.	■	■	EDC / City	Financial Investment / Policy
5	4.5.7	Enhance the City's Downtown district to create a strong identity in the heart of the City.	■	■	EDC / City	Financial Investment / Regulation
6	8.1.2	Annually budget the necessary funds to implement the recommendations of the Master Water and Wastewater Plan.	■	■	City	Financial Investment
7	6.5.8	Support implementation efforts of a Marble Falls Convention Center located in Downtown.	■		EDC / City / CVB	Financial Investment

Implementation Action Plan (cont.)

RANK	ACTION #	ACTION RECOMMENDATION	PRIORITY		INVOLVED ENTITIES	ACTION TYPE(S)
			SHORT TERM (1-2 YRS.)	ON-GOING		
FINANCIAL INVESTMENT ACTION RECOMMENDATIONS (CONT.)						
8	6.5.2	Improve pedestrian and boat access to the lake.	■		City / EDC	Financial Investment
9	6.5.7	Consider development of unique parks and recreation amenities to increase regional draw to the City.	■	■	City / EDC	Financial Investment / Study
10	4.5.1	Utilize gateways, entry signs, and landscaping at edges of the City to indicate entrance into Marble Falls.	■		City / EDC	Financial Investment / Policy
11	4.5.8	Consider replacing the street signs in Downtown Marble Falls to identify entry and establish a special area of character.	■		City / EDC	Financial Investment / Operational Change
OPERATION CHANGE ACTION RECOMMENDATIONS						
1	5.2.2	Adopt a comprehensive routine street evaluation and maintenance program.	■		City	Operational Change /Financial Investment
2	4.6.5	Support EDC efforts to provide workforce development and education programs in the community.	■	■	EDC / City / Area Partners	Operational Change / Policy
3	5.2.3	Adopt a Street Repaving Program.	■		City	Operational Change /Financial Investment
4	6.2.3	Partner with neighborhood and other volunteer groups on select park and trail maintenance tasks.	■	■	City / Area Partners	Operational Change / Policy
5	4.5.9	Establish a formal affiliation with Keep Texas Beautiful organization.	■		City	Operational Change / Policy
6	6.4.4	Increase water-based recreation opportunities for residents and visitors.	■	■	City / EDC	Operational Change
7	7.3.1	Continue to grow eServices and related materials and media.	■	■	City	Operational Change / Policy
8	6.4.2	Increase regularly scheduled and special activities and events in parks to encourage community-wide usage of the parks system.	■	■	City / EDC	Operational Change / Financial Investment



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