



City of Marble Falls Downtown Master Plan



2011

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In addition to citizens, the following elected and appointed officials and City staff gave their time to participate in numerous meetings and workshops and played very important roles in the development of the 2011 Downtown Master Plan for the City of Marble Falls.

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Planning & Zoning Commission

Chairman Steve Reitz	Commissioner Darlene Oostermeyer
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Executive Summary

Purpose

The Downtown Master Plan is a comprehensive planning document intended to guide Downtown development. The City, development community, stakeholders, and private investors will use the Plan to spur economic development and determine public revitalization projects in Downtown Marble Falls. The Plan provides design and development actions to strengthen Downtown Marble Falls and enhance the look and feel of Downtown into a walkable, pedestrian-oriented, vibrant, attractive destination district.

The Plan outlines Downtown Districts, street design and architectural guidelines, and key public improvement projects that together will improve the aesthetic quality of Downtown Marble Falls.

Chapter One outlines the Plan development process and introduces the vision, goals, and strategic measures for Downtown.

Chapter Two covers design guidelines, streetscape improvements, and other elements applicable to Downtown as a whole. The elements presented in this chapter will unite Downtown across districts and present a unified area to residents and visitors.

Chapter Three addresses the specific components and features of each Downtown District. The main differences between districts are found in the land uses and physical form of structures encouraged in each district. These distinctions are based on existing conditions, geography of the districts, and desired image and character of each district.

Chapter Four presents the Implementation Strategy, including financial mechanisms and methods, and details improvement projects needed to realize the vision and goals.

Appendix A provides the history of the area.

Appendix B includes analysis of existing conditions, survey results, and a SWOT analysis.

Appendix C outlines the process and materials generated during the plan creation by the Committee.

Appendix D includes all survey questions and responses

Appendix E includes a conceptual plan developed by a local architect.

Appendix F lists all images and maps found within the plan.

Note: The terms “Downtown Marble Falls”, “Downtown”, and “the Downtown Planning Area” are used interchangeably throughout this document and all refer to the Downtown area as depicted on page 4 of Chapter 1.



Chapter 1: Introduction

Planning Process

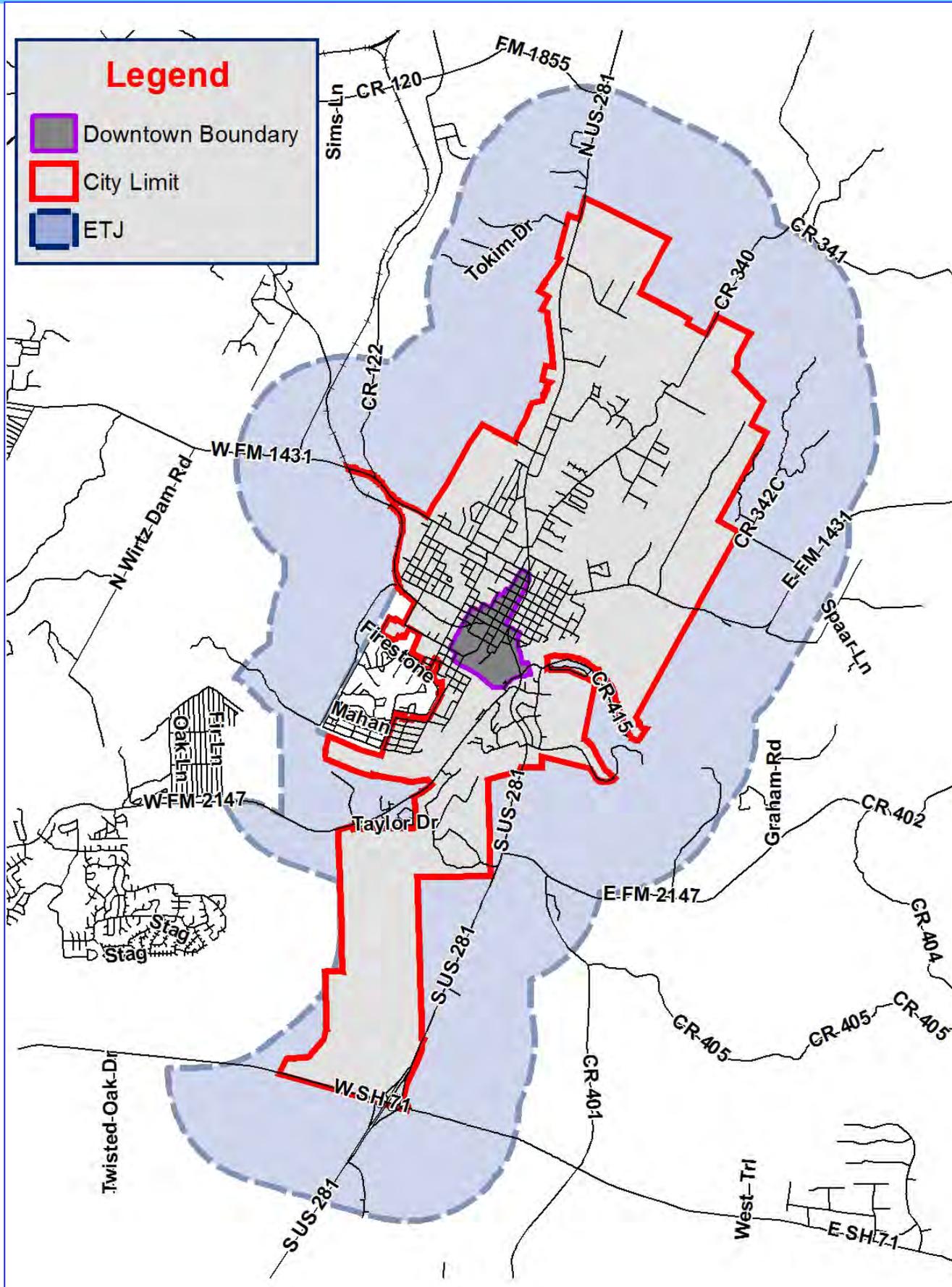
Vision

Guiding Principles

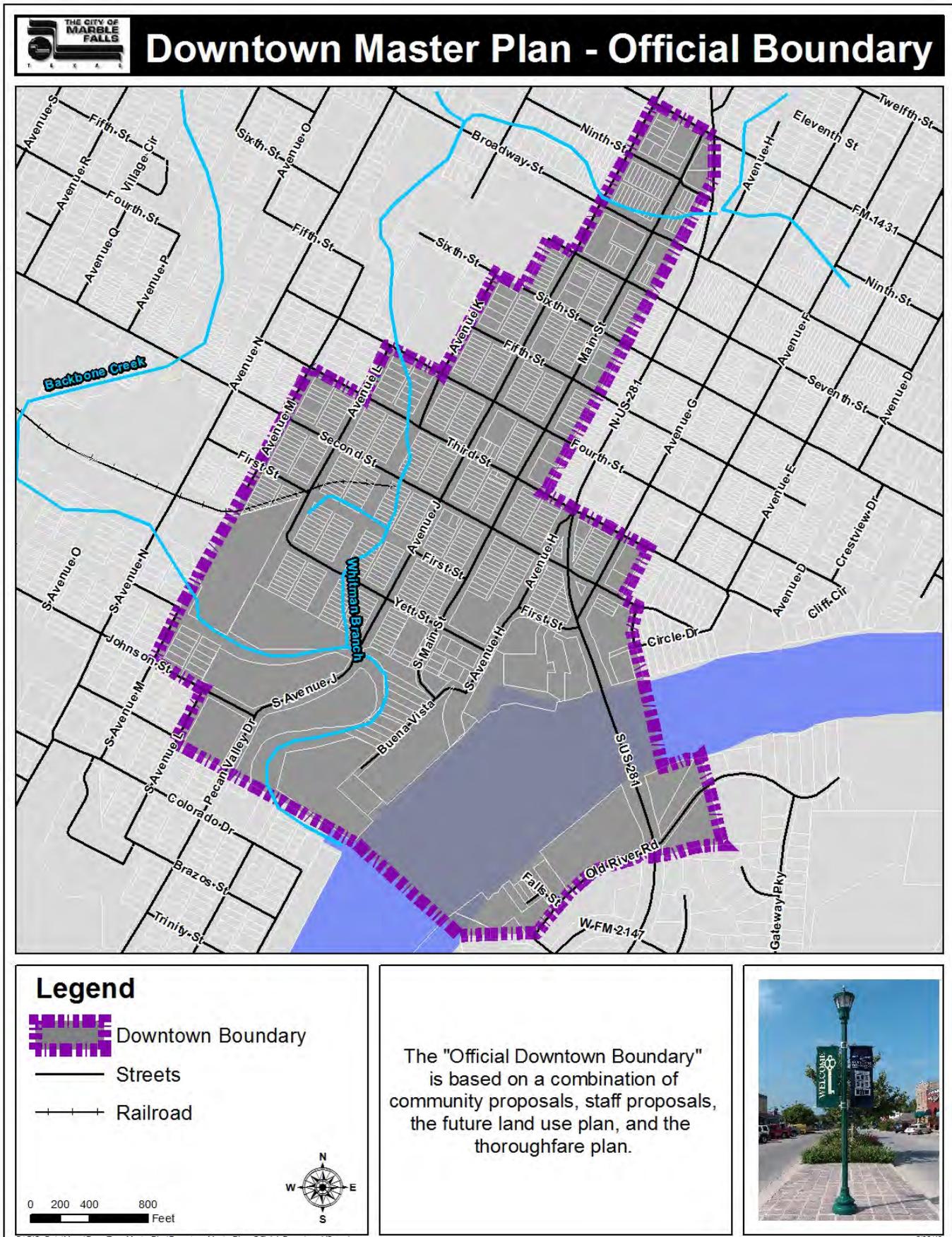
Strategic Measures



Downtown Master Plan: City of Marble Falls



Downtown Master Plan: Planning Area



Planning Process

The Marble Falls City Council established a committee on March 8, 2010 to develop a Downtown Master Plan. A downtown plan is like a small comprehensive plan in a lot of ways; however, it tends to be much more specific because of the small geographic area of focus.

The Comprehensive Plan recognizes Main Street and the downtown area as the heart of Marble Falls, an essential area that needs to be preserved as well as expanded. The location of the downtown commercial future land use on the future land use plan (see following page) includes the area from Ninth Street to Buena Vista along Main and an area bounded by Avenue H, Yett Street, Avenue M, and Third Street. Obviously, this area is much larger than our current Main Street zoning district. In addition, the blocks adjacent to Main Street along US 281 and Avenue J have a future land use of neighborhood commercial, which would allow similar uses to the downtown commercial area and encourage a downtown district to extend beyond the boundaries of Main Street. Also, the future land use of destination center will attract visitors to the area; its proximity to the downtown district and Main Street will encourage exploration of those areas in addition to the destination center.

The Downtown Master Plan Committee consisted of nine members and three ex-officio members. The first meeting of the Committee was held on April 6, 2010 with the regularly scheduled meeting on the third Thursday of the month. Through monthly public meetings Staff presented information, data, concepts and solicited information and direction from the Committee members. At each meeting, Committee members received homework and draft material to review and comment on. In an effort to solicit greater input from the public, surveys were mailed to the business/property owners in the downtown area and a community survey was on the Downtown Master Plan section of the City's website. Throughout the development of the Plan the website provided information concerning the process. A *Question of the Week* was also posted on the website to receive feedback from the community.

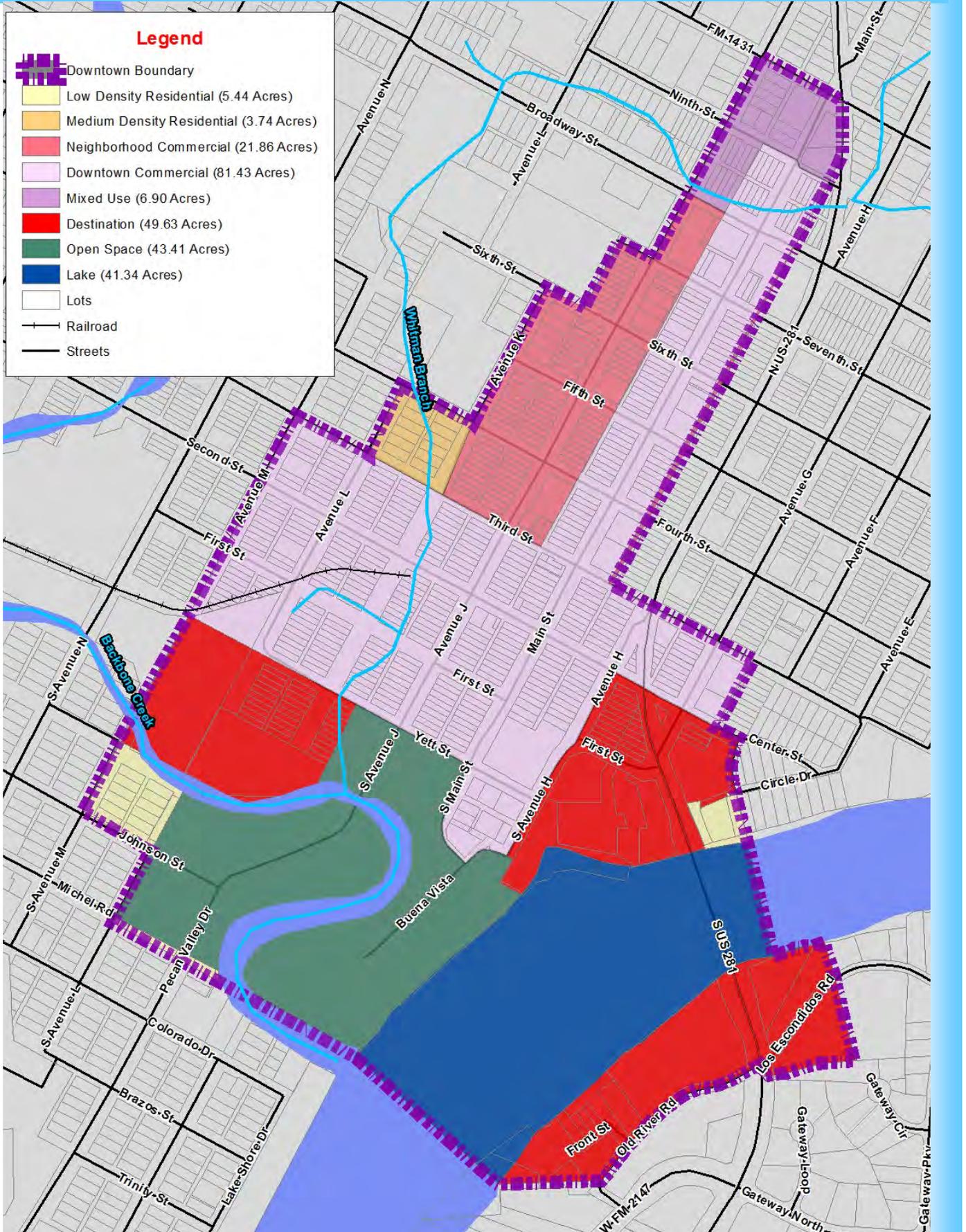


Image 1: A Downtown Committee Meeting

A Downtown Plan:

- Sets a vision for the downtown area
- A cohesive direction for the future of the area; agreed upon in an adopted plan
- Substantiates and prioritizes Capital projects (CIP) in the Downtown area
- Sets foundation of standards for the development and growth of the downtown area into a community asset
- Enables the City to apply for Downtown or Main Street grants or funding programs, which require an adopted master plan to submit for funding
- Direction for tax incentive overlays or programs to attract new businesses

Comprehensive Plan Future Land Use



Vision Statement

Whether a stop on a journey or the ultimate lakeside destination, Downtown Marble Falls is the heart of our community and provides something to do or see for everyone.

Guiding Vision Principles

Development Opportunities: Provide and capitalize on development opportunities that promote the vision for Downtown Marble Falls, increase its vitality, and attract residents and visitors.

Parking: Guide existing and new Downtown parking options to be attractive, plentiful, convenient, pedestrian connected, and accessible.

Movement and Connectivity: maintain existing movement and connectivity while making moving through and around Downtown safer, easier, and more inviting to everyone and providing multiple options for movement.

Character and Pedestrian Infrastructure: Enhance the pedestrian experience in Downtown Marble Falls by providing amenities and extending existing facilities.

Architectural Standards: Preserve and enhance the character of Downtown Marble Falls through architectural and site development standards.

Civic Destination: Expand and improve existing Civic facilities. Explore and develop new opportunities for appropriate civic facility location within Downtown Marble Falls.

Development Opportunities

Development Opportunities: Provide and capitalize on development opportunities that promote the vision for Downtown, increase its vitality, and attract residents and visitors.

Develop a system of dams for a creekwalk promenade along Backbone Creek.

Create regulations that allow merchants to utilize the expanded sidewalk area in front of their shops/restaurants.

Incentivize developers who exceed development regulations. Establish standards by which to provide incentives.

Bring rail to Downtown through partnerships with the Austin Steam Train Association and other applicable organizations.

Develop the Downtown Rail Depot to include area for temporary vendors.

Move the tennis court, basketball court, and swimming pool from Lakeside Park into expanded Johnson Park.

Encourage and pursue mixed-use development in the Core.

Numerous infill and new development options are available Downtown. The proposed land use plan will guide development.

Ensure existing community events will continue.

Encourage and support land uses that contribute to the vision.

Develop public/private partnerships to increase development activity and ensure new development consistent with this plan.



Image 2: Example Rail Depot



Image 3: Undeveloped Land Downtown

Parking

Parking: Guide existing and new Downtown parking options to be attractive, plentiful, convenient, pedestrian connected, and accessible.

Remove angled parking on Main Street and remove center parking. Install parallel parking facilities instead. Add angled parking along side streets, or where appropriate.

Soften appearance of existing parking lots that will remain using landscaping.

Encourage businesses with parking lots along primary ROW to redevelop into something other than a parking lot (incentives).

Require all uses to discontinue use of existing on-street head-in parking upon change in use or change in business.

Credit parking available and utilized adjacent to alleys.

Explore regulations that require downtown employers to provide parking for employees at the rear of the building.

Off-street parking should occur at the back of buildings in order to maintain continuity of the street façade.

Establish public parking locations to meet the needs of downtown employers and visitors.

Explore and encourage shared parking agreements when parking is required, especially between businesses with different peak parking times.

Explore programs that allow restaurants to "rent" parking spaces in front of their buildings to be used for outdoor dining when sufficient sidewalks are unavailable.

Limit the number of driveways (especially on blocks with alley access) to limit disruptions in the pedestrian experience. Multiple driveways also detract from the continuity of the street façade.

Conduct an annual parking study as part of the Downtown Plan update process, to ensure adequate and accessible parking as Downtown grows.



Image 4: Crosswalk Example



Image 5: Existing Conditions



Image 6: Streetscape Example

Movement and Connectivity

Movement and Connectivity: maintain existing movement and connectivity while making moving through and around Downtown safer, easier, and more inviting to everyone and providing multiple options for movement.

Install appropriately sized sidewalks throughout Downtown Marble Falls.

Establish and install wayfinding and thematic signage for Downtown Marble Falls.

Incorporate thematic elements to provide a sense of arrival and connection throughout all districts.

Explore options for removing heavy truck traffic from 2nd Street and rerouting it outside of Downtown.

Establish Highway 281 and 3rd Street as the primary entrance into the Core District for auto traffic.

Connect Lake Marble Falls to Main Street by reorganizing the intersections of Main, South Avenue H, and Buena Vista.

Enhance connectivity of existing parks with footbridges and wayfinding signage.

Explore possibilities for a pedestrian overpass over Highway 281 near or at the Second Street intersection.

Maintain the existing grid system that provides many options for moving through Downtown.

Get all rights-of-way under the control of the City of Marble Falls for the use of the general public and community.

Improve alleys as a solution for dumpsters, parking, and deliveries.

Ensure connectivity of the parks and Lake Marble Falls with the new rail depot. Use wayfinding signage and pathway cues to direct pedestrians to shopping, recreation, and dining opportunities.



Image 7: Gateway Example

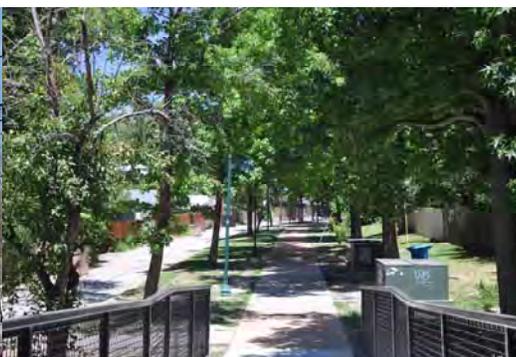


Image 8: Tree-Lined Walkway

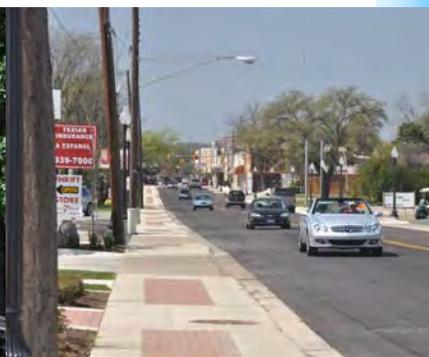


Image 9: Sidewalk Paving Example

Character and Pedestrian Infrastructure

Character and Pedestrian Infrastructure: Enhance the pedestrian experience in Downtown by providing amenities and extending existing facilities.

Establish outdoor public spaces for gathering and relaxing in addition to the many parks. Outdoor spaces are focused in one portion of Downtown. Expand outdoor opportunities to other areas.

Create a downtown nature walk that links the Bluebonnet District with the Core with a pedestrian crossing under the new bridge.

Improve the streetscape area to accommodate pedestrians, merchant space, street furniture, and landscaping.

Expand the sculpture program to include sculpture in Lakeside Park and Johnson Park, and walkways in between. Locate sculptures in accessible locations that can be visited safely by pedestrians.

Expand and enhance the Hike and Bike trail linking the soccer fields to the north with Lakeside and Johnson Parks, including pedestrian bridges where applicable.

Preserve the view from Main Street to the Lake. The visual connection is essential in establishing a physical connection.

Ensure all new sidewalks are accessible to all when topography permits. Update existing facilities to accommodate all pedestrians.

Develop standards and permit procedures that regulate sidewalk use by adjacent business owners, including temporary signage.

Widen existing sidewalks.

Connect the existing disjointed sidewalk network.

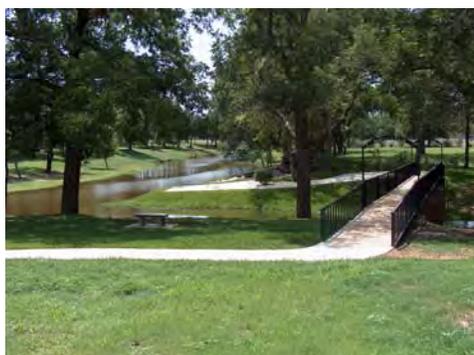


Image 10: Pedestrian Bridge



Image 11: Streetscape Example



Image 12: Sidewalks

Architectural Guidelines

Architectural standards: Preserve and enhance the character of Downtown through architectural and site development standards.

Develop a Downtown zoning district or overlay that includes architectural standards and permitted land uses in a hybrid form-based code, based on guidelines established in this plan.

Consider the option of a downtown zoning overlay district that incorporates all changes to regulations that will be needed to achieve these goals.

Maintain existing architecture that contributes positively to Downtown's character and encourage renovation and remodel efforts to blend with the existing fabric.

Provide incentives for developers that exceed minimum standards (greater height, density, etc).

Maintain and encourage varied façades.

Adopt regulations and procedures that permit architectural elements and features to project into the setback and/or right-of-way.

Develop sign regulations and standards specific to the character of Downtown.

Develop wayfinding signage and other thematic elements that reflect the character of Downtown.



Image 13: Example Streetscape with Architectural Features on Buildings

Civic Destinations

Civic Destinations: Expand and improve existing Civic facilities. Explore and develop new opportunities for appropriate civic facility location within Downtown.

Move the Police Station to allow appropriate reuse of the building that will improve Downtown Marble Falls.

Identify possible locations for a new City Hall to ensure it stays in the Core.

Develop a Visitor's Center fronting Highway 281. Include public restrooms, bus parking facilities, and tourist information.

Redevelop the former public works yard to uses more suited to Downtown.

Redevelop City Hall Parking Lot. Several options for redevelopment include a public-private partnership venture, or as a public plaza with restrooms, greenery, and a water feature. This plaza will facilitate the intersection of Highway 281 and Third Street as the auto entrance to Downtown Marble Falls.



Image 14: City Hall



Image 15: Police Department Facility

Downtown Master Plan

Future Land Use Category Description

These categories provide general guidance for future land use planning purposes. More detailed information about desired uses, character, and building form can be found in Chapter 3, Downtown Districts. This section should be used in conjunction with the rest of the Downtown Master Plan.

Downtown Center

Downtown Center consists of a mix of land uses with retail and restaurant uses along the ground floor or street level of the building. Above the ground floor, a variety of uses may occur, including residential units, office facilities, or other commercial uses that can utilize the space. Civic uses, specifically City Hall, may locate within the Downtown Center area.

Downtown Mixed-Use

Downtown Mixed-Use is similar to the Downtown Center category; however, there is more flexibility on the ground floor for commercial uses other than restaurant or retail. Uses above the ground floor can include residential, office, or other compatible commercial uses. Civic uses may be found within the Downtown Mixed-Use area.

Downtown Park

The Downtown Park category includes the area's parks. Land uses include active and passive park uses, parking lots, and accessory uses to complement the primary park use.

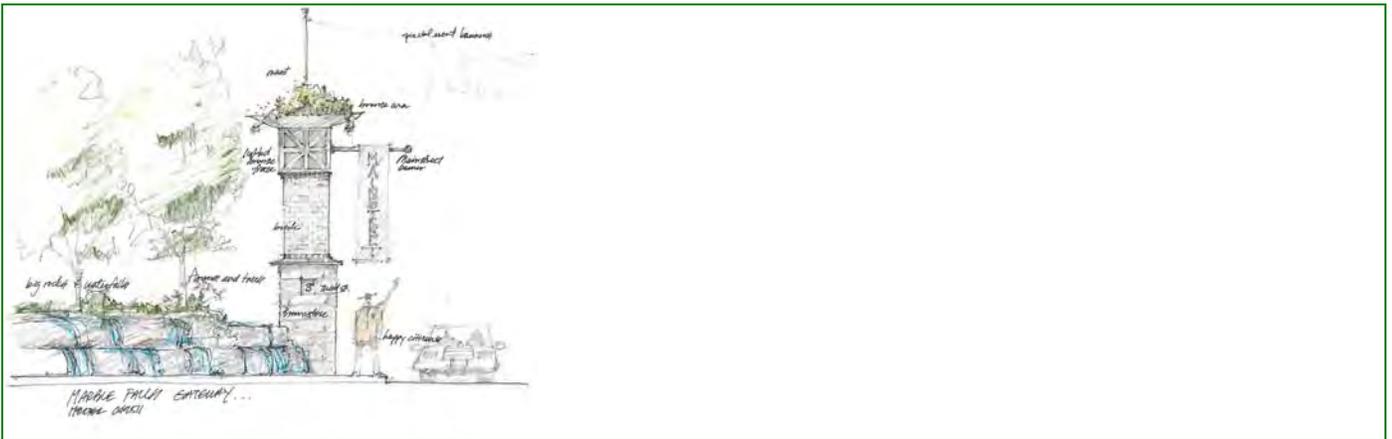
The peninsula of Lakeside Park may be open to development and additional land uses depending on potential development proposals and public/private partnerships that may emerge in the future.

Downtown Fringe

The Downtown Fringe category includes the areas that are farthest removed from the center of Downtown Marble Falls. Land uses in this category are similar to those in the Downtown Mixed-Use group; however, these land uses may need to be reconsidered in the future as Downtown Marble Falls grows and changes. In addition, uses of single-family residential and other commercial uses may be suitable in this area at this time.

Downtown Master Plan

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Chapter 2: Thematic Elements

Monuments

Gateways

Streetscape Design

Intersections

Signage

Street Furniture



Thematic Elements

Unification

Thematic elements provide cues to the visitor of a downtown area that they are in a particular, special place. Consistent streetscapes, paving materials, signage, entry markers, and furniture are all important components of a downtown district.

Downtown Marble Falls will be identifiable through these key components. Clear entry markers will signify the movement from outside of Downtown into it. Wider sidewalks with delineated crosswalks and consistent street furniture will provide physical reminders to visitors that they are someplace special. Wayfinding signage will indicate ways into the Downtown area, and once inside, will point the way to other features or attractions within Downtown.

These components should be constructed of durable materials that provide value to the city. The use of local materials when possible is also encouraged.

Providing pedestrian oriented streetscaping elements will invite people to get out of their cars and to walk along the streets.

The goal is to unify the public's experience of Marble Falls and its Downtown. Downtown should be easy to find and be a welcoming place, whether traveling by car, rail, or foot.



Image 16: Sample wayfinding signage



Image 17: Clear, defined crosswalk



Image 18: Decorative elements

Monuments and Gateways

Monuments

Monuments

Monuments can be signs, sculptural pieces, walls, planter boxes, or other physical indicators that let the visitor know they are in a particular place.

Monuments should use local materials, like granite, as part of their construction. They should be located throughout the Downtown area to signify to the visitor that Downtown is a specific, distinct area within the city.



Image 19: Monuments using local materials, in this case, the sign for Lakeside Park

Monuments

- Plaza at Third and Main Streets
- Sculptures throughout Downtown
- Park entrances
- Smaller elements throughout Downtown

Monuments and Gateways

Gateways

Gateways

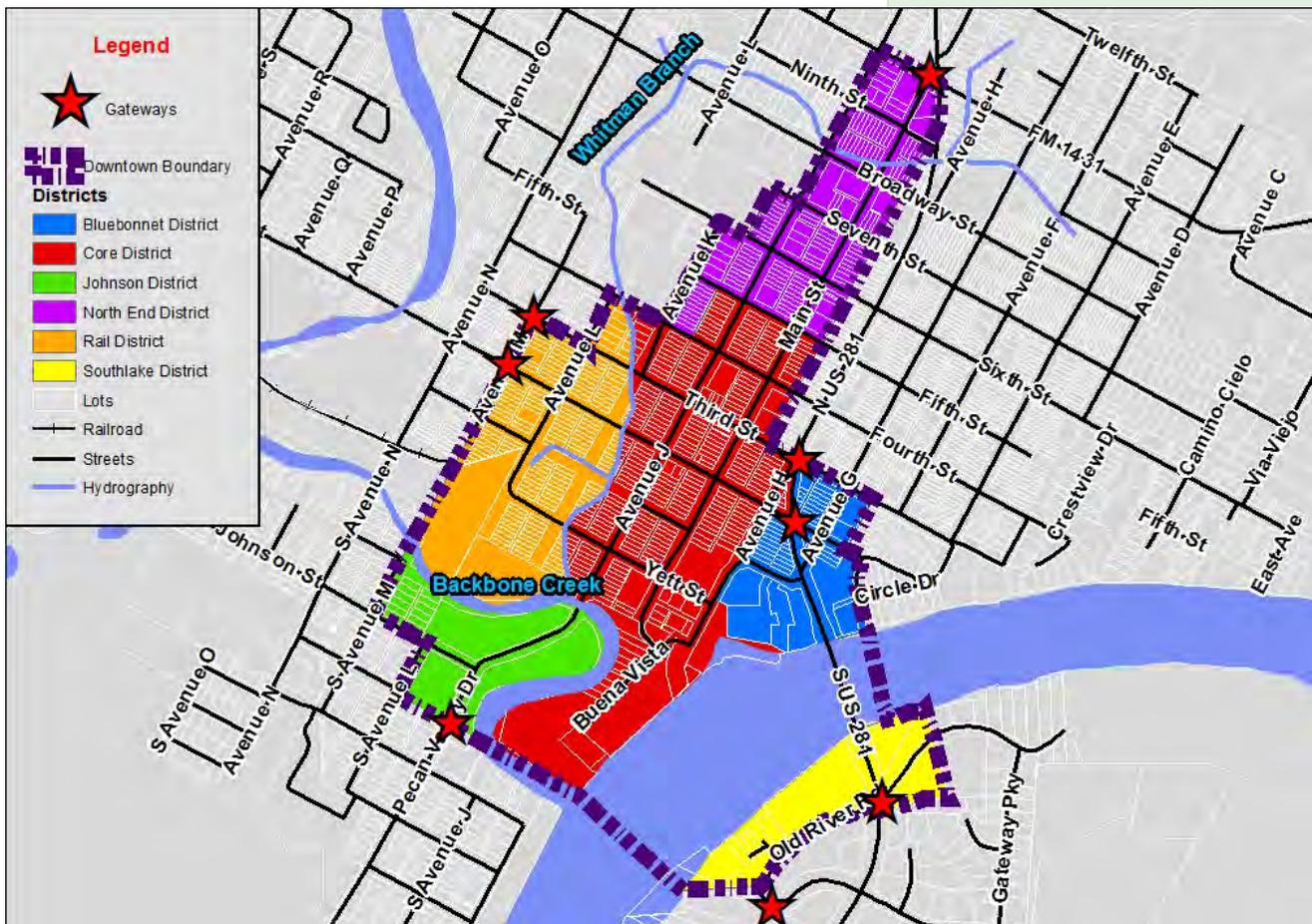
Gateways into Downtown will help provide a sense of place and arrival to the area. Gateways should receive special treatment, with identifying signage, monuments, or a clear change in sidewalk material, location, or paving. A gateway can be as subtle as a wayfinding sign or a change in paving materials, or as obvious as a granite sentinel at a key intersection.

The intersections to the right have been identified as key gateways to the Downtown area and should receive priority treatment with the placement of wayfinding signage and other civic improvements.

Primary gateways include the intersection of Highway 281 and Second Street and the intersection of Highway 281 and Third Street.

Gateways

- Highway 281 and Second Street
- Highway 281 and Third Street
- Avenue M and Second Street
- Avenue M and Third Street
- Highway 281 and Old River Road
- Pecan Valley Drive
- Main and Highway 1431
- Highway 1431 and Old River Road



Map 58: Potential gateway locations into Downtown

Gateways

Gateways

Gateways

- Highway 281 and Second Street
- Highway 281 and Third Street
- Highway 281 Bridge
- Avenue M and Second Street
- Avenue M and Third Street
- Highway 281 and Old River Road
- Pecan Valley Drive
- Main and Highway 1431

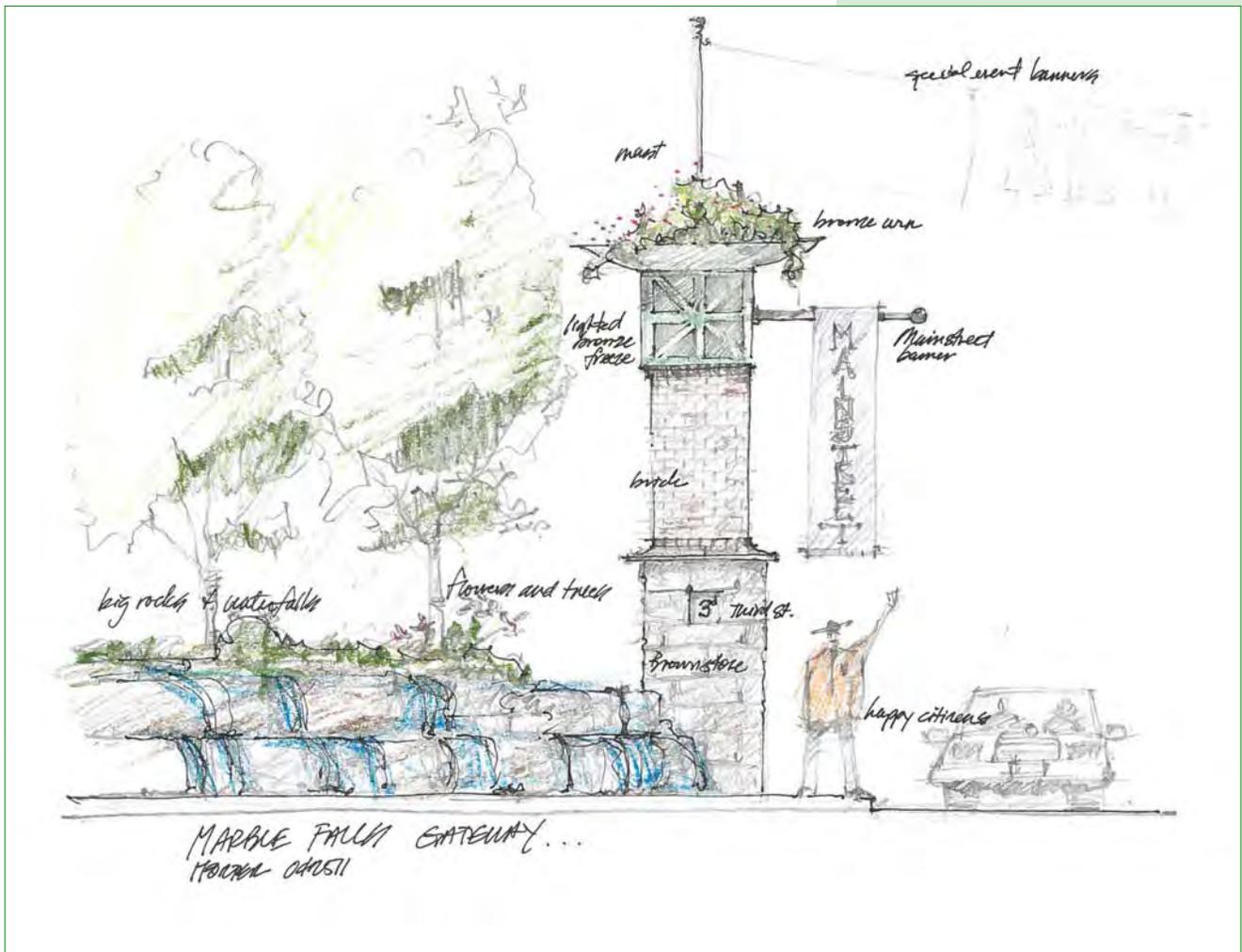


Image 20: Sample gateway designator. Image courtesy of Local Architect Marley Porter with Living Architecture

Streetscape Development Guidelines

Two Types of Streets

There are two classifications of streets in Downtown Marble Falls:

Experience-focused streets

Experience-focused streets are pedestrian corridors and serve as the primary pedestrian route between two destinations, districts, or along prominent thoroughfares, like Main Street. They are indicated as such with wayfinding signage, pedestrian-oriented businesses, minimal sidewalk interruptions, prominent intersection crosswalks, and pedestrian-scale building signage.

Movement-focused streets

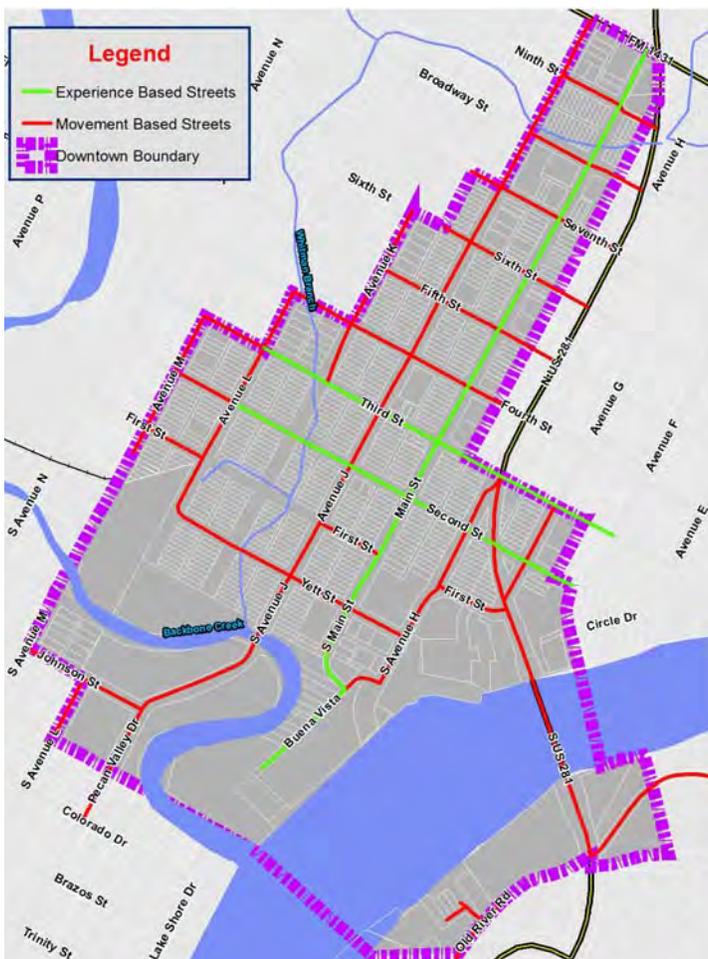
Movement-focused streets provide clear and direct routes for automobiles to move throughout Downtown Marble Falls. While these streets still provide access and safety for pedestrians, the primary focus is on auto traffic. These streets will have smaller sidewalks, angled parking where feasible, and limited distractions for drivers.

Experience-focused Streets

- Pedestrians are primary concern
- Adjacent businesses attract passers-by
- The street is a gathering space

Movement-focused Streets

- Provides additional parking for experience streets
- Auto traffic takes precedence
- The streetscape is for movement



Map 6: Street classifications

Streetscape Development Guidelines

Experience-focused Corridors

Experience-focused corridors should have minimal sidewalk interruptions (driveways). Sidewalks should be wide enough for four to six people to walk abreast and should be free of obstacles, impediments, and other hindrances to movement. Street furniture and landscaping is encouraged outside of the primary “pedestrian zone” of the sidewalk or right-of-way.

Primary Pedestrian Corridor:

Main Street to Lake Marble Falls

The pedestrian corridor of Main to the Lakefront should have attractors through the entire corridor. Off-street parking adjacent to the rights-of-way is not allowed, unless the parking is a garage structure with retail or restaurant storefronts along the ground level. Off-street parking adjacent to rights-of-way break up the pedestrian experience and discourage people from continuing their walking journey to the lake. Parking should occupy the centers of blocks or be located elsewhere, with clear pedestrian paths to Main Street or the lake. Driveways from the street into the block break up the corridor and create a safety hazard for pedestrians. A parking lot or structure on Avenue J (auto-oriented corridor) could be accessed easily by pedestrians with an inner-block pedestrian walkway and clear wayfinding signage for autos and pedestrians. Existing parking lots along Main should be redeveloped. Existing parking lots between a right-of-way and attractions on the lakefront should be fitted with clear pedestrian walkways. The parking lot in front of River City Grille, Chili’s, and the Hampton Inn is a prime lot for inclusion of these walkways.

The sidewalk from Main Street to the lake should:

- Allow at least 6 feet in width for unhindered pedestrian movement
- Continue across interruptions like driveways as the primary means of conveyance

Additional Corridors

Rail Depot to Main Street

Visitors Center to Main Street

Main Street to Johnson Park



Image 21: Parking to the rear of structures



Image 22: Visually interesting sidewalk

Streetscape Development Guidelines

Streetscapes—Experienced-focused Streets

Experience Focused streets should include

- Wide sidewalks to accommodate three zones: commerce, pedestrian, furniture
- Two lanes of slow traffic
- Parallel parking
- Trees at regularly spaced intervals
- Sidewalk and curb extensions into intersections
- Awnings encouraged; all awning and support must be within commerce zone



Image 23: Streetscape Elements



Image 24: Streetscape Elements

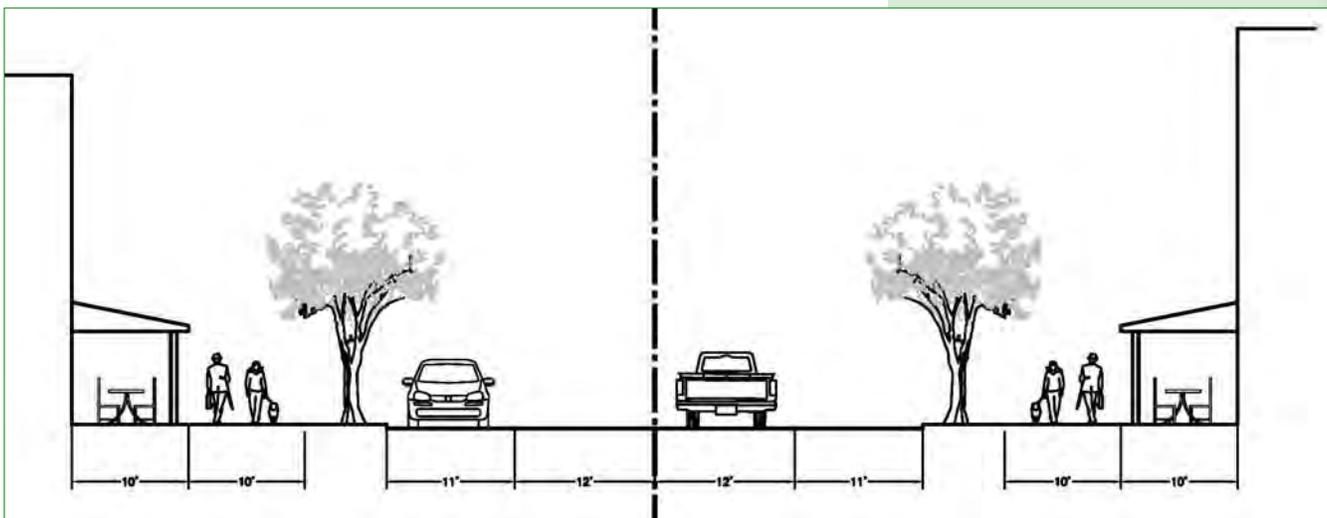


Image 25: Streetscape section with sample dimensions (100' right-of-way)

Streetscape Development Guidelines

Experience-focused Streets

Sidewalk Design Guidelines

The sidewalks in the Core District should:

- Include the three zones of pedestrian interaction: **commerce zone** (adjacent to buildings), **pedestrian zone** (middle), and **furniture zone** (adjacent to the street edge).
- Continue across interruptions like driveways as the primary and dominant means of conveyance.
- Include a street furniture/landscape zone of at least two feet to provide a sense of safety to pedestrians.
- Include public gathering spots adjacent to the pedestrian zone.
- Design for flexibility, so that the width of each zone can change with the needs of adjacent businesses, pedestrian activity, or street interface.
- Use variable paving patterns and textures to indicate changes in zones, districts, or specific pathways.
- Include trees and other landscaping in the furniture zone to soften the transition from street to pedestrian zone. The landscaping will vary by location and sidewalk needs.

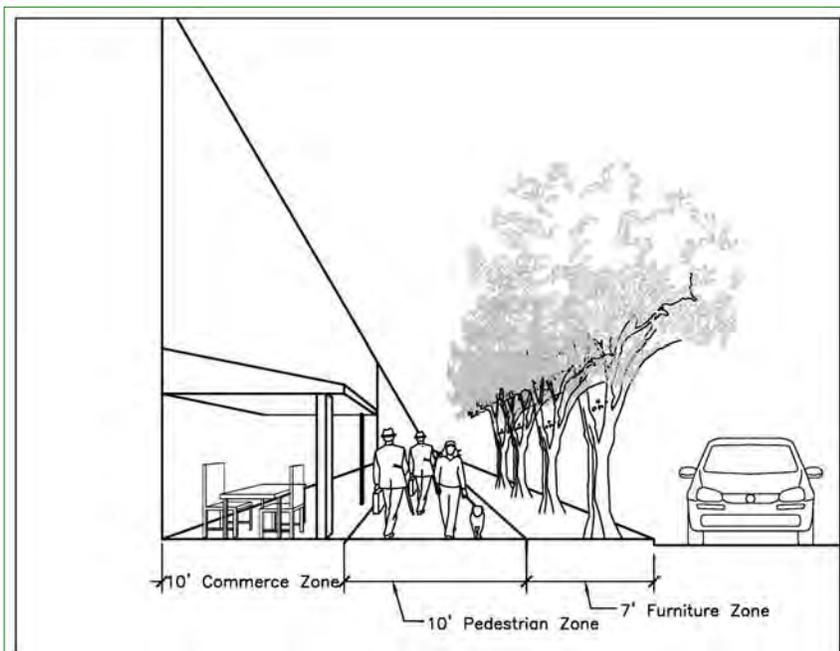


Image 26: Sample Sidewalk Zones (100' ROW depicted)

Sidewalks should:

- Allow at least 4 feet in width for unhindered pedestrian movement in the pedestrian zone
- Include bulb-outs at intersections to reduce the distance pedestrians must travel across lanes of traffic
- Offer opportunities for sitting along the path adjacent to awnings, trees, or other shading devices.
- Include highly visible intersection crossings.



Image 27: Highly visible crosswalk

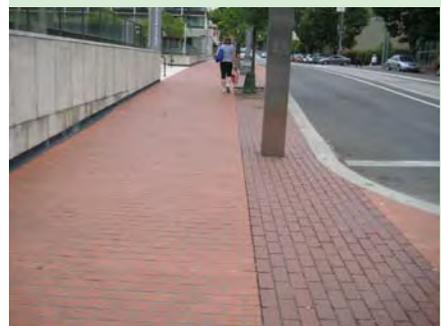


Image 28: Paving variety to indicate sidewalk zones

Streetscape Development Guidelines

Streetscapes—Main Street

Sidewalk zones

- Commerce zone: businesses can use this zone as they see fit, with merchandise or restaurant seating. Any awnings will extend into this zone but not beyond.
- Pedestrian zone: this zone will be unimpeded to facilitate pedestrian movement. This zone should be a minimum of six feet wide. If there is not room for all three zones, this zone is most important.
- Furniture zone: this zone can contain benches, trees, landscaping, lighting, trash cans, and other street furniture. It provides a barrier between the road and the pedestrian zone and contributes to feelings of pedestrian safety.



Image 29: Third Street, Existing Conditions



Image 30: Rendered Depiction of Third Street with Streetscape Improvements, Rail Depot in Background (parallel parking, curb bulb-outs, landscaped edge, trees, distinguished crosswalks, wide sidewalks, buildings built to existing setbacks)

Development Guidelines

Streetscapes

Primary Pedestrian Corridor Elements

- Benches
- Pedestrian-scale street lamps
- Landscaping
- Trash bins
- Newspaper racks
- Wayfinding signage
- Product displays
- Café seating
- Parallel parking
- Clear, delineated crosswalks
- Awnings and canopies
- Pedestrian-oriented signage
- Wide, accessible sidewalks
- Sidewalk and curb extensions into intersections



Image 31: Sample Streetscape with parallel parking and sidewalk dining



Image 32: Amenities: trash and recycle



Image 33: Outdoor dining with awning



Image 34: Streetscape Elements

Streetscape Development Guidelines

Streetscapes—Movement Streets

Movement-focused Streets

- Sidewalks to accommodate pedestrians
- Two lanes of traffic; traffic is more likely to be “thru” traffic or headed to a specific business
- Angle parking where appropriate; parking serves businesses as well as provides overflow parking for experience-focused streets
- Trees at regularly spaced intervals in a landscaped edge between sidewalk and parking
- Sidewalk and curb extensions into intersections

Buildings

- Setbacks are greater than Main Street
- Buildings contain one to three stories. Multiple story buildings have residences or offices above retail or restaurant uses. Buildings with minimal setbacks have storefront windows along the ground level.
- Uses along the movement focused street include offices and professional services. These uses tend to be destinations and not as reliant on passing traffic and impulse shopping.

Movement-focused streets provide clear and direct routes for automobiles to move throughout Downtown Marble Falls. While these streets still provide access and safety for pedestrians, the primary focus is on auto traffic. These streets will have smaller sidewalks, angled parking where feasible, and limited visual distraction for drivers. Land uses adjacent to movement-focused streets include businesses that are not as dependent on passers-by for sales or business. Doctor offices, some personal services, and professional services are suitable to movement-focused streets. These streets will also include a second or third floor of residential units or additional office space.



Image 35: Existing Conditions: Avenue J



Image 36: Example Movement Streetscape



Image 37: Movement streets should still accommodate pedestrians

Intersections

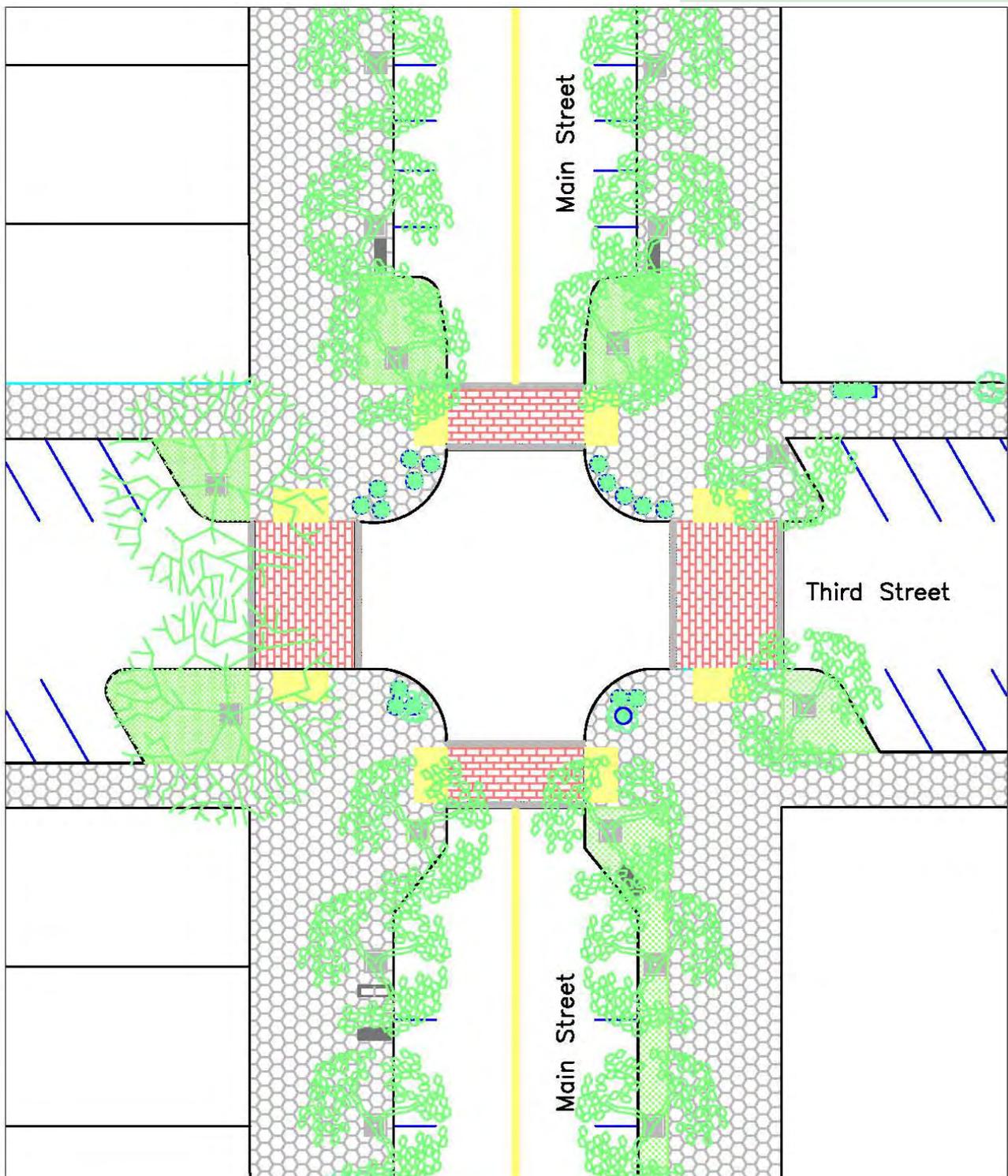


Image 38: Intersection depicting bulb-outs, parking, landscaping including trees and planters, wide sidewalks, designated crosswalks. All intersections will include most elements depicted here.

Street Furniture

Thematic Elements: Furniture, Receptacles, Planters

- Black furniture, lampposts, street sign poles for unifying color
- Furniture adds character and identity to a district
- This furniture line can be expanded easily and can be matched or closely mimicked by a number of providers to help keep costs down
- Benches and receptacles come in a variety of sizes and styles
- Images courtesy of Upbeat Site Furnishings, Rendezvous line



Signage

Wayfinding and Thematic Elements

Wayfinding Signage

Wayfinding signage is an important component to Downtown and helps visitors navigate the area. Good signage will create a cohesive Downtown, provide links across districts, and promote key area amenities, including parking and lake access. Each district may develop its own elements to this signage, but it is important for wayfinding signage to be present throughout Downtown with a consistent appearance.

Wayfinding signage includes placemaking elements as well as directional signage to amenities and features of Downtown. Consistent signage contributes to the notion of a downtown area, as visitors to the area recognize that they are in a district or a specific section of the city.

Wayfinding signage and district identification can provide an area with an identity and indicate to visitors that they have arrived in a specific place. Wayfinding signage in Downtown currently is non-existent. This plan recommends the placement and location of signage, the style of signage, and the messages on the signs.

Wayfinding signage will identify districts and civic facilities. Individual businesses will not be identified on wayfinding signage.

The map on page 92 illustrates the potential locations of wayfinding signage.

Themes and Districts

Other elements that can contribute to the establishment of Downtown as a distinct geographic area include light posts, benches, paving materials, street signs, landscaping, and parking, among other elements. Each element, when occurring with regularity, provides visual cues to people within Downtown to let them know they are someplace special.



Image 39: Directional signage shows visitors where to go. Items in the blue section are places, while items in the green section are related to transit.



Chapter 3: Downtown Districts

Core District

Rail District

Bluebonnet District

Johnson District

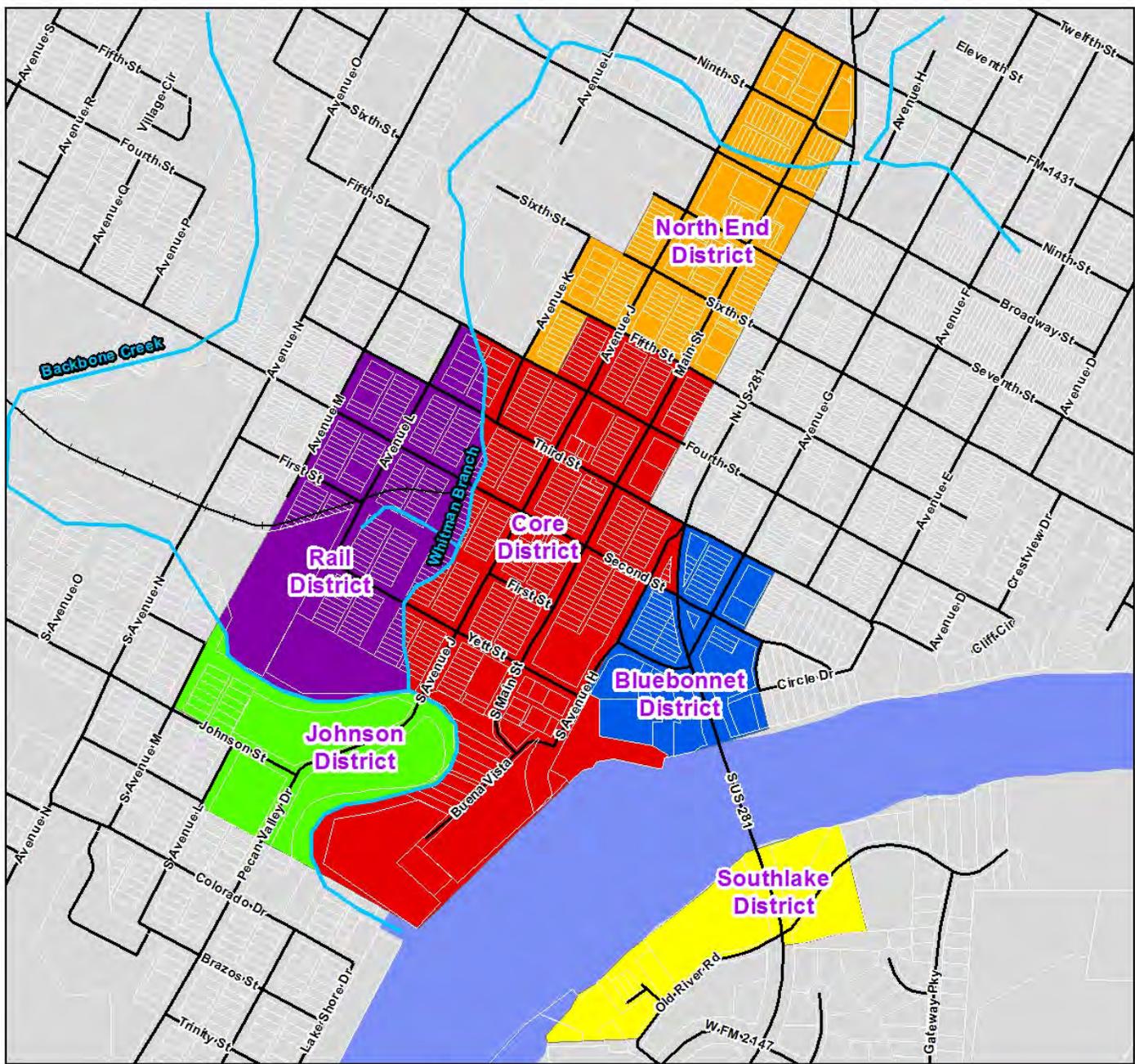
Northend District

Southlake District





Downtown Master Plan - Downtown Districts



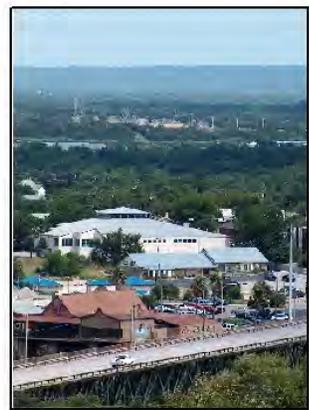
Legend

	Bluebonnet District		Streets
	Core District		Railroad
	Johnson District		
	North End District		
	Rail District		
	Southlake District		

0 200 400 800 Feet



The "Downtown Districts" layer is a breakdown of the various geographically distinct districts identified within the Downtown Boundary.





The Core District

Analysis of Existing Conditions
Character
Development Opportunities
Movement
Streetscapes
Site Development Guidelines
Architectural Guidelines
Parking
Landscaping



Core District Development Guidelines

Overview

Existing Conditions

The Core Development Guidelines intends to continue the existing streetscape and character present along Main Street between Second and Fourth Streets. There are opportunities throughout the Core for infill, new development, and redevelopment. These opportunities should build in a similar manner to the existing fabric and work to continue this fabric through the Core District.

The Core District encompasses many different existing conditions. These guidelines seek to provide a consistent development guide so new construction and renovations contribute to the Core's built environment.

The rights-of-way in the Original Township are very wide, 80 feet and 100 feet. Wide rights-of-way provide opportunities for rich street activities, but also need buildings of at least two stories bordering them to facilitate the active street. Three to four stories creates a comfortable pedestrian environment along a right-of-way of 100 feet. Multiple stories also allow for residences and offices above the street, leaving the street level available for retail and restaurant businesses.

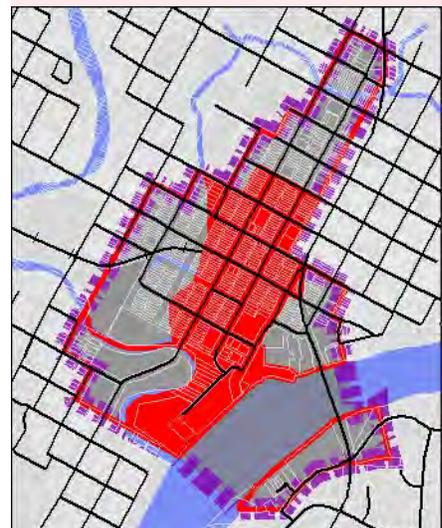
Buildings along Main Street between Second and Fourth Streets tend to be between one and two stories. The two-story buildings have vertical windows along the second story. The buildings tend to have flat roofs with parapets, and utilize awnings to attract attention and extend the entrance level into the street. Buildings are built along the front property line with no setback. Buildings have signs on the awnings, above the awnings, and hanging below. A more consistent approach to signage in this area will provide a cohesive Core District. New development should mirror this strong existing section in form, setbacks, and other architectural features.

Elements of the Core

- Analysis of Existing Conditions
- Character
- Development Opportunities
- Movement
- Streetscapes
- Site Development guidelines
- Architectural guidelines
- Parking
- Landscaping



*Image 40: Existing conditions:
Main Street*



Map 8: The Core District

Core District Development Guidelines

Lakefront Development

The lakefront and lake are some of the City's most important assets. The Downtown Plan should enhance and enrich the lake experience. Within the Core, Lakeside Park should be redeveloped with an amphitheater and stage area. The natural hill of the lake shore makes a set slant with the stage at lake level. The tennis courts and swimming pool should be relocated to Johnson Park, and pedestrian bridges across Backbone Creek should be constructed. The existing Lakeside Pavilion is a very popular venue for weddings on weekends; however, the space is underutilized during the week. A second facility could expand the functionality of the existing pavilion by providing supplementary meeting spaces. The facility could be located near the existing pavilion.

The siting of this new building is particularly important. The visual axis of Main Street terminates with this structure, so this structure should have monument characteristics. The lake provides a unique backdrop for conference facilities and can attract many different organizations, which in turn will fill hotel rooms and provide visitors Downtown.

Because of the sensitive nature of the park, any addition to the existing park will have to leverage a substantial amount of compensation to the community in order to be considered within the park area. Benefits and drawbacks of locating something within the park will be carefully weighed when examining a potential project in this important location.



Map 9: View Corridor from Main Street to the land adjacent to Lakeside Pavilion



Image 41: Lakeside Park

Core District Development Guidelines

Preservation

The Core of the Core District is the two blocks of Main Street between Second and Fourth Streets. This portion of the Core is the historic Main Street and retains much of its original structures and character. Any new development adjacent to this section should consider design and placement with regard to this section.

Because of their importance to the character of Downtown, these blocks should be preserved. Any exterior remodel, addition, or demolition in this area will need to respect this existing fabric and be a positive contribution to the street scene.

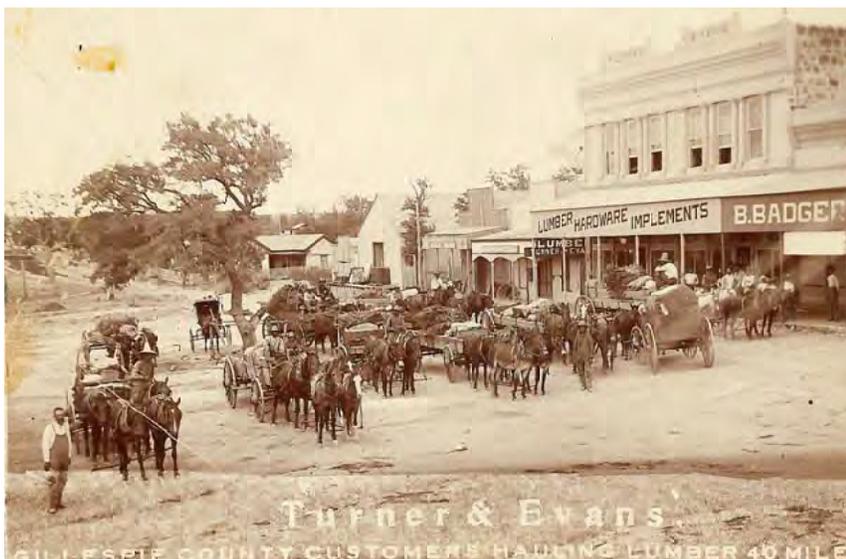
The Core of the Core, two blocks of Main Street, is not only the physical center of Downtown, but also the essence of Downtown's character.



Map 10: The Core of the Core



Image 44: Main Street Existing Conditions



Images 42 and 43 (from top): Main Street Existing Conditions, Historic Main Street



Image 45: Historic Main Street

Core District Development Guidelines

Character and Land Use

Land uses along Main Street, the backbone of the Core District, should include retail sales, restaurant, and entertainment uses. These uses may expand from Main Street down the cross streets. Avenue J should have more a service focus, with office and professional services uses. This separation of uses will help Main Street continue to be a destination in itself and allow Avenue J to maintain uses that are destination-driven. The streetscapes of Main and Avenue J will contribute to these different commercial environments. Main Street will have wide sidewalks that include commercial space, pedestrian space, and street furniture space. Parking along Main will be parallel, in order to widen the sidewalks and take full advantage of the 100' ROW. Avenue J will have greater setbacks, smaller sidewalks, and angled parking. The angled parking will accommodate businesses along Avenue J, and also provide overflow parking for visitors to Main Street.

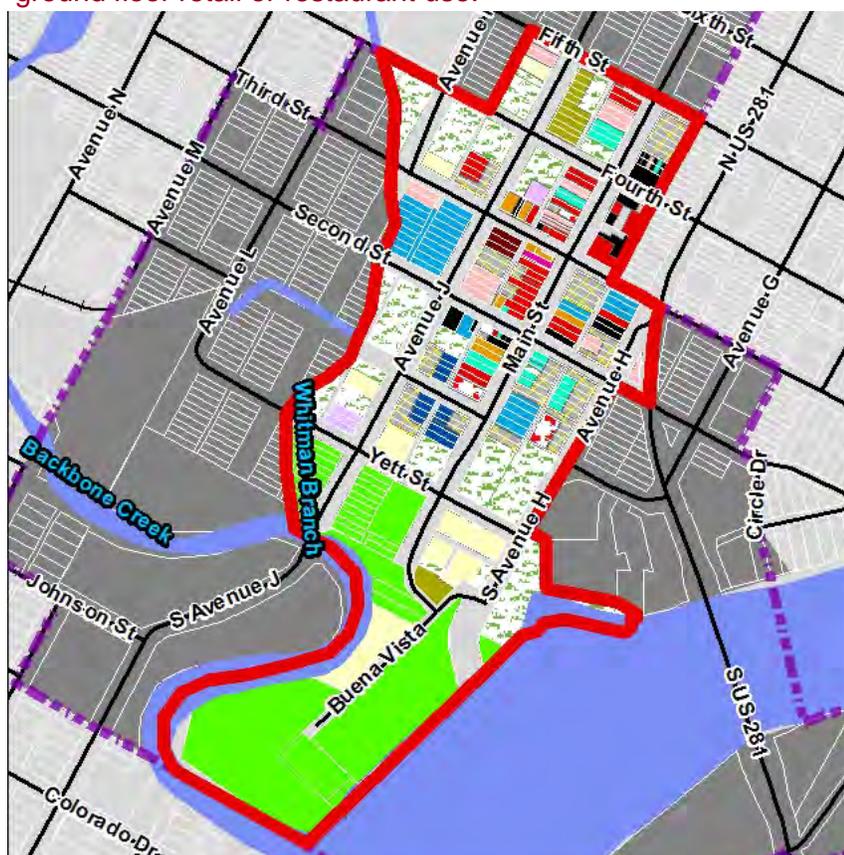
All new construction within the core district should be two to four stories and contain space for offices or residences above a ground floor retail or restaurant use.



Image 46: Main Street



Image 47: Avenue J, Existing Conditions



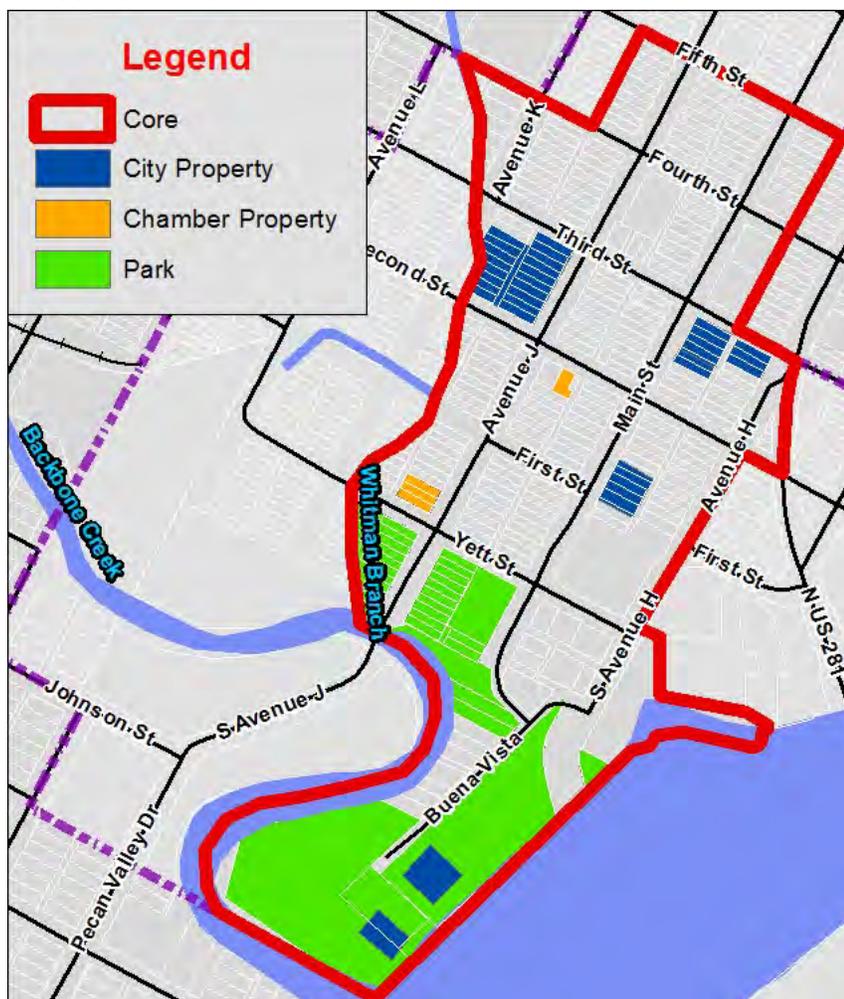
Map 11: Core District Current Land Uses, September 2011
See page 127 for a full-page map of the entire Downtown



Core District Development Guidelines

Character and Land Use: Civic Facilities

The Downtown Committee recognizes the importance of Civic facilities within the Downtown District. Civic facilities can attract residents and visitors to an area that they may not visit otherwise. In addition, Civic facilities provide an important customer base of civic employees to shops and restaurants located Downtown. This weekday, daytime traffic can give nearby businesses additional customers. However, not all civic facilities are appropriate for the Downtown District. There are two facilities, the Police Station and the Public Works yard, which would be better suited located outside of the Downtown District. The Public Works yard is relocating to its new location; there are plans in the Capital Improvements Plan to relocate the Police Station in the future. The Police Station is encouraged to relocate off of Main Street in order to allow the current location to redevelop into a use that is consistent with the shopping, dining, and entertainment of surrounding uses.



Map 12: Civic Facilities in the Core District



Image 48: Lakeside park



Image 49: Lakeside Pavilion



Image 50: Skate Park

Core District Development Guidelines

Land Use

The size of the Core district invites many different land uses. A variety of uses can attract a range of visitors; however, in order to create a cohesive downtown experience, new businesses should locate based on use type, as discussed on the previous page. Main characteristics of land uses in the Core include a focus on density and attraction. Residential uses are encouraged in conjunction with commercial uses, integrated in one structure. Single-family detached houses are better suited to other locations within the city and should not be permitted within the Core District.

Businesses along Main Street will attract visitors to meander along the street and stop in at stores that look appealing or grab a bite to eat at a café.

The predominant first-floor land uses along Main Street and other pedestrian oriented corridors are encouraged to be restaurant or retail uses.

Other commercial uses within the Core District should locate along Avenue J or in other areas where foot traffic and passers-by are not essential to the business.

Buildings

- Setbacks are minimal and gradually widen towards the lake, in order to maintain the view corridor to the lake from Main Street.
- Buildings contain one to three stories. Multiple story buildings have residences or offices above retail or restaurant uses. Buildings with minimal setbacks have storefront windows along the ground level.
- Uses along the experience focused street include retail shops conducive to browsing and window shopping, with displays to entice customers. Restaurants and coffee shops are also prevalent. This combination of uses is critical for establishing a destination street. There are attractive comfortable public spaces for resting and gathering.



Image 51: First floor retail with office or residential on the second floor



Image 52: Lakefront Development

Core District Development Guidelines

Site Development

Emphasis on pedestrian movement, access, and interface.

- Commercial developments must be linked with surrounding areas by extending city streets, sidewalks, and/or paths directly into and through the development, thereby providing convenient, direct pedestrian, bicycle and vehicle access to and from the development.
- The design emphasis of the site must be placed on the building and pedestrian interface and not be placed solely on parking and driveway functions. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of the building.
- Walkways must be located and aligned to directly and continuously connect areas or points of pedestrian origin and destination, and not be located and aligned solely based on the outline of a parking lot configuration that does not provide such direct pedestrian access.
- Infill buildings shall respect adjacent buildings with regard to height, setbacks, and materials to maintain a consistent streetscape.
- Provide incentives for buildings or sites that include public gathering spaces.



*Image 54: Existing conditions:
Sidewalk*

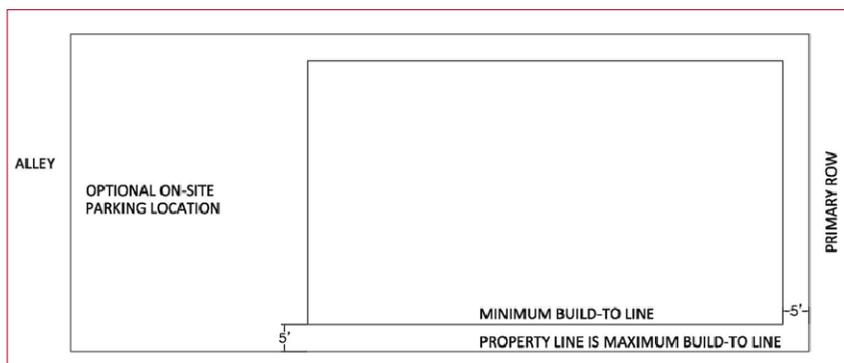


Image 53: Sample Site Plan with Build-to Lines

Core District Development Guidelines

Site Development

Building placement

- The establishment of buildings on isolated “pad sites” surrounded by parking lots and driveways is degrading to the character of the Core District and prohibited. Even relatively massive development can be configured into “blocks” or other spaces, proportioned on a human scale and city block scale; and need not be proportioned on a monolithic, auto-oriented scale.

Parking lots

- Parking lots shall be landscaped to provide the experience of parking in a park-like setting. Avoid large expanses of continuous concrete or asphalt paving. Pedestrian access and mobility are priorities in parking lot design and locations for pedestrian movement must be clearly delineated.
- Shared driveways for parking lots are required when driveways must occur from the primary street. Such driveways should be minimal in width.
- The design emphasis of the site must be placed on the building and the pedestrian interface in the Core District. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of buildings. Drive-thru facilities should be prohibited within the Core District.
- Parking lot design must account for pedestrian mobility through and around the lot. All parking lots must have clearly designated pedestrian paths across drive aisles, to the business entrance, and to parking spaces.
- All businesses should contribute to the supply of parking spaces. This number may be reduced by 50% if the business has on-street parking. As an alternative, the business may elect to contribute to a Downtown parking fund.



Image 55: Existing conditions: Main Street



Image 56: Park-like settings for parking lots are desired.

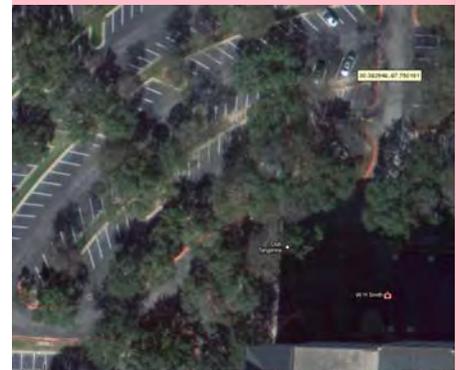


Image 57: Park-like settings for parking lots are desired.

Core District Development Guidelines

Building Development

Exterior Conditions

- Street façades will occur along the building line to create a consistent street wall, unless one of the following occurs:
 - A public amenity like a plaza is constructed at the front building line, or
 - Building facades may be recessed if an arcade, awning, or similar structure abuts the front setback.
- Large building footprints will be subdivided vertically to convey a cluster of buildings.
- Infill development should reflect the adjacent buildings in scale, size, number of stories, materials, and other visual elements.
- Buildings within the Core should be between two and four stories tall, with retail, service, or restaurant along the first level and offices or residences above.
- Standardized “corporate” or strongly thematic architectural styles associated with chain-type restaurants and service stores are strongly discouraged unless they accommodate the desired image for the City and are compatible with adjacent structures and uses.
- Large building uses should provide small tenant spaces along the street frontage so the large use moves to the interior of the block with a small entrance similar to that of a smaller tenant space.

Setbacks

Setbacks in the Core range from zero lot line to much more generous. As future development and redevelopment occur, setbacks for new structures should reflect the setbacks already in place for the majority of the block. In general, the setbacks trend from zero lot line along Main Street to deeper in the lot towards the lake. The widening of the streetscape is appropriate and indicates to the user that a change in scenery/surroundings is imminent as movement towards the lake occurs. New development should reflect these setbacks.



Image 58: Recessed entry and Awnings



Image 59: Awnings create an extension of the store along the street front.



Image 60: Example mixed-use area with vertically subdivided facades, residential above retail and restaurant uses, and national chain stores that are compatible with adjacent architecture.

Core District Development Guidelines

Building Development

Façade Treatment

- The architectural treatment of the front facade shall be continued, in its major features, around all visibly exposed sides of a building. Blank wall or service area treatment of side and/or rear elevations visible from the public viewshed is discouraged. Blank, windowless walls are discouraged. Where the construction of a blank wall is necessary, the wall shall be articulated with recesses and projections in order to break-up the image of the wall's mass.
- All materials, colors, and architectural details used on the exterior of a building shall be compatible with the building's style, with other properties in the general business area, and with each other.
- Intense, bright or fluorescent colors shall not be used as the predominant color on any wall or roof of any primary or accessory structure. These colors may be used as building accent colors.
- Buildings having single walls exceeding thirty (30) feet in length shall incorporate one or more of the following for every thirty (30) feet: changes in color, graphical patterning, changes in texture, or changes in material; projections, recesses and reveals; windows and fenestration; arcades and pergolas; towers; gable projections; horizontal/vertical breaks; or other similar techniques.
- Entries must have architectural significance and be recessed.

Windows

- Windows shall be vertically proportioned wherever possible.
 - Street level storefront windows are strongly encouraged.
 - Office and residential windows organized in a regular pattern are encouraged.
- Transparent entries and large store front windows are strongly encouraged. Recessed and other styles of window openings are desired.



Image 61: Consistent building material on all sides of structure



Image 62: Use of bold color as an accent in a recessed entry is appropriate use of color that may not be suitable for large portions of the facade

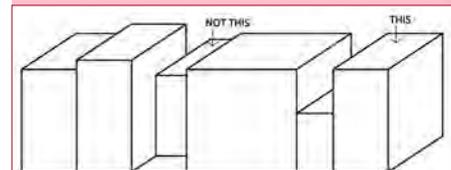


Image 63: Appropriate setbacks for infill development consistent with adjacent structures

Core District Development Guidelines

Building Development

Building Features

- All sloping roof areas with a pitch of three in twelve (3 in12) or greater, and visible from any public or private right-of-way, shall be surfaced with attractive and durable materials. All roofs with a slope of less than 3/12 shall have attractive parapets to provide screening of roof and any mechanical equipment located on the roof.
- As far as practicable, all air conditioning units, HVAC systems, major exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties by using walls, fencing, roof elements, and landscaping. In addition, all trash facilities and loading areas shall be properly screened.
- Awnings or canopies, which provide a generally consistent cover along the pedestrian walk are strongly encouraged. Awnings may extend from the building to the “pedestrian zone” line in the street section. Awnings may have support poles if needed as long as the poles are within the “commerce zone”.



Image 64: Parapet roof (however, parapet should continue around the side of the building since it is visible from the street)



Image 65: Awnings sheltering outside dining



Images 66 and 67: Dumpster screening devices that can be moved for pickup then replaced.

Core District Development Guidelines

Signage

Attached Signage

- Businesses located along an experience street must have signage oriented to the pedestrian. Signs hanging from awnings that are perpendicular to the sidewalk are encouraged. Large scale building signage above the ground level is prohibited.
- Marquee signage (or signage with architectural significance) is appropriate in Downtown and contributes to the sense of place. Marquee signage should be scaled appropriately to the façade of the building and may be illuminated. Wildly flashing marquee signs do not contribute to the character of Downtown.

Detached Signage

- Businesses located along an experience street will be limited in the location and amount of detached signage available because of the location of the building on the lot.
- Businesses with no permanent detached signage may use a non-permanent detached sign within the commerce zone of the sidewalk. Despite their temporary nature, these signs will be constructed of durable material. In addition, these signs will be removed every night and stored within the business.



Image 68: Awning Signage



Image 69: Sample Perpendicular, pedestrian-oriented signage



Image 70: Sample Detached temporary signage that can be removed nightly

Core District Development Guidelines

Development Opportunities: New Development

Site 1: Main and Yett

- Large parcel of just under 2 acres along the primary pedestrian corridor
- Potential City Hall relocation site that meets goals of keeping City Hall in the Core and of development that fills in the gaps between Fourth Street and the lake
- Development of this parcel must include pedestrian through access and can play an important part in connecting Main Street with existing waterfront development of River City Grille, Chili's and Hampton Inn



Map 14: Parcel 1

Site 2: Fourth and Main

- Small parcel (8400 square feet) along the primary pedestrian corridor
- Important for extension of Main Street activities to the north of Fourth Street
- Corner lot can provide building siting opportunities that also draw visitors onto Fourth Street



Map 15: Parcel 2

Site 3: Yett and South Avenue H

- Prime waterfront parcel
- Important for Lakefront development
- City should work to acquire this crucial parcel



Map 16: Parcel 3



The Rail District

Analysis of Existing Conditions

Character

Development Opportunities

Movement

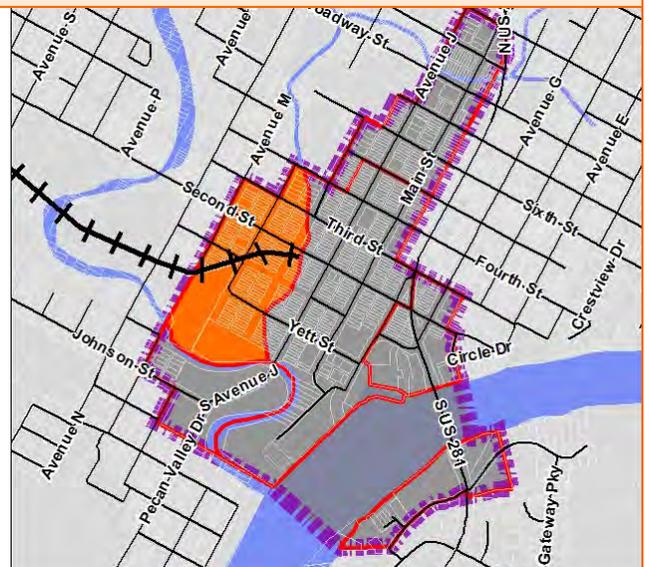
Streetscapes

Site Development Guidelines

Architectural Guidelines

Parking

Landscaping



Rail District Development Guidelines

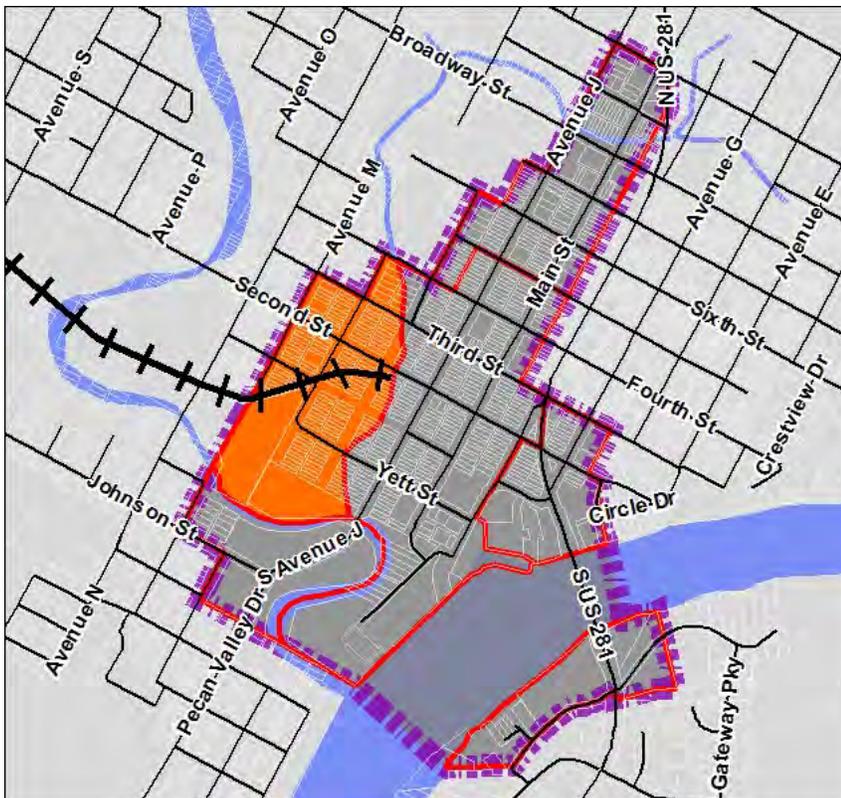
Overview

Existing Conditions

The Rail district is the westernmost district in the downtown area. The land is mostly vacant in this district, in part because of the railroad track that winds to a terminus within it, and in part because of the floodplain and floodways from Backbone Creek and Whitman Branch. However, there is a substantial portion of undeveloped floodplain land that is suitable for new development. This district also includes the portion of the creeks that should be converted into a creekwalk feature.

Elements of the Rail

- Analysis of Existing Conditions
- Land Use
- Connectivity with other districts
- Development Opportunities: Creekwalk
- Development Opportunities: Rail Depot



Map 17: The Rail District



Map 18: Existing conditions aerial photography

Rail District Features

Connectivity

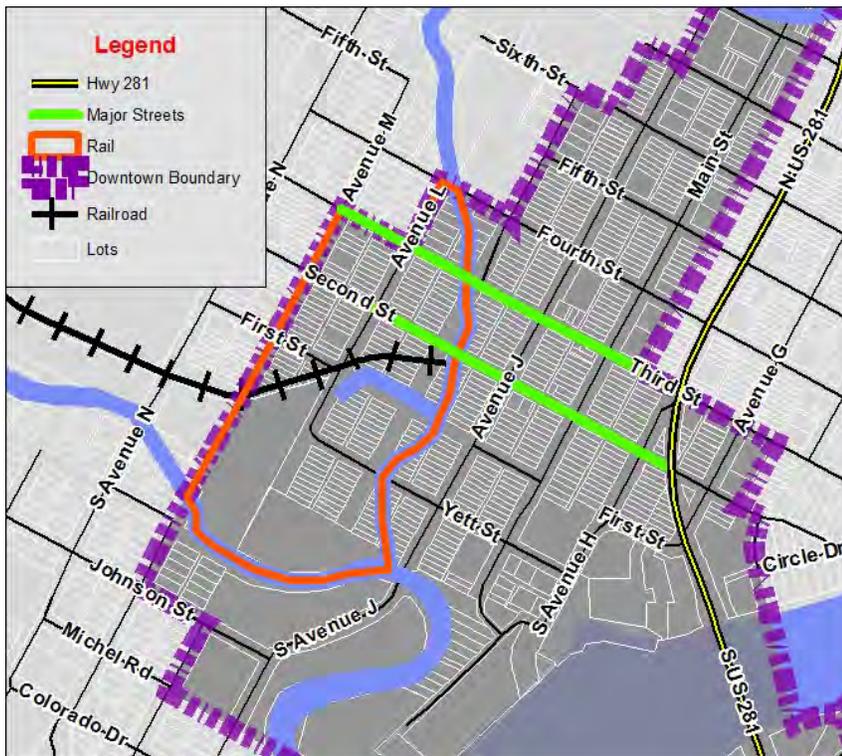
Connectivity with other districts is crucial to the rail district. Visitors should be able to park at the Rail Depot, enjoy the train ride, and then walk to Main Street or to the park without having to move their cars. The creekwalk can connect the rail district to the Johnson District. The primary east-west pedestrian route could occur on Second Street or on Third Street. Both streets have substantial hills between Avenue J and Main Street that can create difficulty for pedestrians.

Wayfinding signage will play a crucial role in directing people through the Rail District to other districts. In addition, the Rail District should incorporate the sculpture present in the Core District; sculpture in the Rail District will provide an additional link between these two districts.

Accessibility across Whitman Branch should be expanded. In places where no connection exists, pedestrian bridges should be considered. Existing pedestrian and auto methods for crossing should be maintained at Yett Street, Second Street, and Third Street.

Pedestrian Mobility

- Cross creeks with pedestrian bridges
- Pedestrian nature walk or extended hike and bike trail into Johnson Park
- Install or maintain sidewalks along existing improved right-of-way (Yett, Second, Third) for east-west mobility



Map 19: Primary east-west routes into the Rail District

Rail District Land Use Guidelines

Land Use

Current land uses in the Rail District are few. The undeveloped nature of this District provides opportunities for larger-scale development than is possible in other districts. In addition, there is less of a precedence established by existing land uses.

The Rail District is adjacent to the Core, so land uses should complement the uses in the Core District and enhance Downtown. The relocation of the historic Rail Depot and the potential for train activity will attract people to the District. The floodplain and floodway lands are suitable for surface parking areas, although flood mitigation projects can reduce the floodplain in this area are also desirable.

Land uses surrounding the train depot should support that primary use. Restaurants, specialty shops, and other visitor-friendly attractions will encourage people to spend time in town in addition to enjoying a train ride.

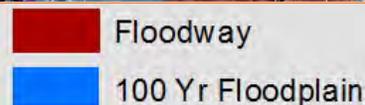
Land uses adjacent to the creek and creekwalk will benefit from the improvements made to the creek. Any businesses situated along the creek should maintain entrances from the primary right-of-way as well as from the Creekwalk paths.



Map 20: Rail District Existing Land Uses

Land Uses

- Restaurant/Café
- Specialty Shops
- Kiosks/temporary vendors
- Farmer's Market
- Rail Depot
- Improved open space



Map 21: Floodplains, Rail District



Rail District Features

Site Development

Emphasis on pedestrian movement, access, and interface.

- Commercial developments must be linked with surrounding areas by extending city streets, sidewalks, and/or paths directly into and through the development, thereby providing convenient, direct pedestrian, bicycle and vehicle access to and from the development.
- The design emphasis of the site must be placed on the building and pedestrian interface and not be placed solely on parking and drive-through functions. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of the building.
- Walkways must be located and aligned to directly and continuously connect areas or points of pedestrian origin and destination, and not be located and aligned solely based on the outline of a parking lot configuration that does not provide such direct pedestrian access.
- Infill buildings shall respect adjacent buildings with regard to height, setbacks, and materials to maintain a consistent streetscape.
- Provide incentives for buildings or sites that include public gathering spaces.



Image 71: Pedestrian Interface

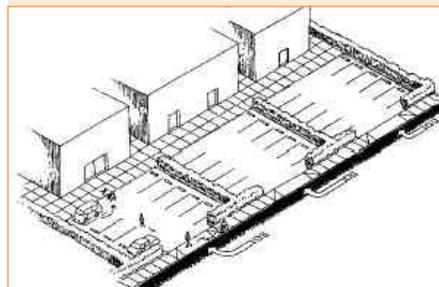


Image 72: Walking paths between parking aisles, parking at the rear of businesses



Image 73: Sidewalks

Rail District Features

Site Development

Parking lots

- Parking lots shall be landscaped to provide the experience of parking in a park-like setting. Avoid large expanses of continuous concrete or asphalt paving. Pedestrian access and mobility are priorities in parking lot design and locations for pedestrian movement must be clearly delineated.
- Shared driveways for parking lots are required when driveways must occur from the primary street.
- The design emphasis of the site must be placed on the building and the pedestrian interface in the Rail District. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of buildings. Drive-through facilities are prohibited within the Rail District.
- Parking lot design must account for pedestrian mobility through and around the lot. All parking lots must have clearly designated pedestrian paths across drive aisles, to the business entrance, and to parking spaces.
- All businesses are required to supply a number of parking spaces. This number may be reduced by 50% if the business has on-street parking and the business contributes to the Downtown parking fund.

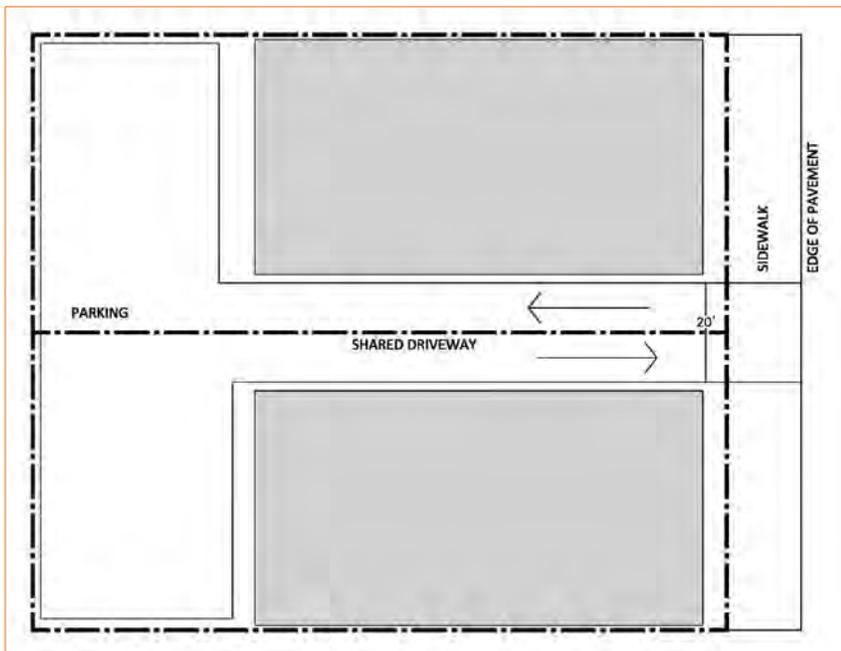


Image 74: Shared driveway with parking in the rear



Image 75: Parking is removed from the intersection and sheltered from public view by landscaping



Image 76: Park-like settings for parking lots are desired

Rail District Features

Site Development

Exterior Conditions

- Street façades will occur along the building line to create a consistent street wall, unless one of the following occurs:
 1. A public amenity like a plaza is constructed at the front building line, or
 2. Building façades may be recessed if an arcade, awning, or similar structure abuts the front setback.
- Large building footprints will be subdivided vertically to convey a cluster of buildings.
- Infill development should reflect the adjacent buildings in scale, size, number of stories, materials, and other visual elements.
- Similar to the Core, buildings within the Rail shall be between two and four stories tall, with retail, service, or restaurant along the first level and offices or residences above.
- Standardized “corporate” or strongly thematic architectural styles associated with chain-type restaurants and service stores are strongly discouraged unless they accommodate the desired image for the City and are compatible with adjacent structures and uses.



Image 78: Consistent street façade with uniform setbacks



Image 79: Multi-story buildings with retail at the ground level



Image 77: Ground-floor restaurants with offices above

Setbacks

Setbacks in the Rail District should reflect those in the neighboring Core District and take into account the natural topography and features of the land.

Rail District Features

Site Development

Façade Treatment

- The architectural treatment of the front facade shall be continued, in its major features, around all visibly exposed sides of a building. Blank wall or service area treatment of side and/or rear elevations visible from the public viewshed is discouraged. Blank, windowless walls are discouraged. Where the construction of a blank wall is necessary, the wall shall be articulated with recesses and projections in order to break-up the image of the wall's mass.
- All materials, colors, and architectural details used on the exterior of a building shall be compatible with the building's style, with other properties in the general business area, and with each other.
- Intense, bright or fluorescent colors shall not be used as the predominant color on any wall or roof of any primary or accessory structure. These colors may be used as building accent colors.
- Buildings having single walls exceeding thirty (30) feet in length shall incorporate one or more of the following for every thirty (30) feet: changes in color, graphical patterning, changes in texture, or changes in material; projections, recesses and reveals; windows and fenestration; arcades and pergolas; towers; gable projections; horizontal/vertical breaks; or other similar techniques.
- Entries must have architectural significance.

Windows

- Windows shall be vertically proportioned wherever possible.
 - Street level storefront windows are strongly encouraged.
 - Office and residential windows organized in a regular pattern are encouraged.
- Transparent entries and large store front windows are strongly encouraged. Recessed and other styles of window openings are desired.



Image 80: Façade variation along a large footprint building



Image 81: Accentuated façade corner treatment



Image 82: Recessed entry with accent paint color

Rail District Features

Site Development

Building Features

- All sloping roof areas with a pitch of three in twelve (3 in12) or greater, and visible from any public or private right-of-way, shall be surfaced with attractive and durable materials. All roofs with a slope of less than 3/12 shall have attractive parapets to provide screening of roof and any mechanical equipment located on the roof.
- As far as practicable, all air conditioning units, HVAC systems, major exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties by using walls, fencing, roof elements, and landscaping. In addition, all trash facilities and loading areas shall be properly screened.
- Awnings or canopies, which provide a generally consistent cover along the pedestrian walk are strongly encouraged. Awnings may extend from the building to the “pedestrian zone” line in the street section. Awnings may have support poles if needed as long as the poles are within the “commerce zone”.



Image 85: Awnings



Image 86: Recessed entry



Image 83 and Image 84: Dumpster screening devices

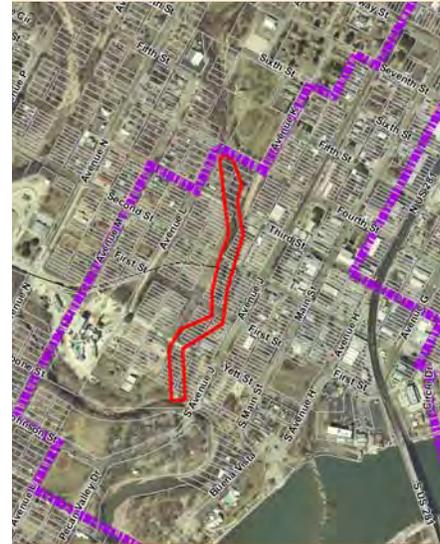
Rail District Features

Development Opportunities

Creekwalk

Natural water courses are both an asset and a liability for a community. On one hand a natural watercourse is mother nature's drainage system and the conditions of the water course can be improved to be a community asset. On the other hand, natural water courses are difficult to maintain, are the source of flood waters, and usually pose a substantial regulatory burden to construction in the vicinity.

The Creekwalk concept is one of improving the creek to function as an amenity, and set it upon a stage for the enjoyment of the general public by providing nice nature trails on each side of the creek. Pursuing development of the natural water course of Whitman Branch Creek on the west side of the Downtown area as an attraction has both costs and benefits. This plan seeks to demonstrate the opportunity that exists to transform the water course into a fully realized asset to the Downtown area. Improvement of this creek to provide better flood control and reduce the abutting floodplains is a major benefit to the Downtown area. Moreover, creating pools of water as an amenity to the area is also a benefit. It is the amenity with flood control built into the design that is the goal. Expanding the surface waters from the Johnson Park area would create another attraction in Downtown and would connect the Core and Rail Districts.



Map 22: Creekwalk Location



Image 88: Creek existing conditions



Image 87: Creekwalk rendering

Creekwalk Challenges

- Major undertaking in terms of cost and logistics
- Substantial vegetation and overgrowth of the creek
- Used in flood control; noteworthy slopes because of drainage courses
- No standing water on a regular basis
- Most of creek's ownership is private

Rail District Features

Development Opportunities

Rail Depot

Marble Falls has a unique opportunity to develop a Rail Depot that provides both a sustainable land use and an attractor to the downtown area. The limited use of the Fairland-Marble Falls line by freight traffic affords some flexibility in how this track can be utilized. While opportunity exists, the track itself is under the ownership and control of CAP-METRO. CAP-METRO provides passenger rail service to the Austin metro area and is the rail authority in the Marble Falls area, and so it must play a significant part in bringing any plans for railway development to fruition.

Whether this opportunity is seized today or 10 years from now, at some time in the future there will be further development of the rail system. The conditions for a train related amenity is unique to Marble Falls and not something many other towns can boast.



Map 23: Rail District and Spur



Image 89: Example rail depot concept plan. This graphic depicts a conceptual site plan for a tourism rail facility. A location for this project has not been determined at this time and will be selected in the future. Any locations with access to or within proximity of the existing rail line/spur have potential to be developed as a train depot home.

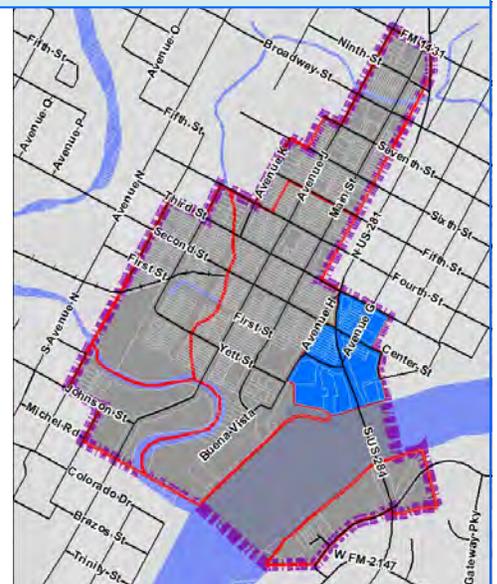
Train Amenity Variables

- Existing Rail track and rail spur connectivity to larger area rail network
- Proximity of Rail to the Downtown area, as depicted here
- Volume of undeveloped land in the vicinity of rail spur
- Limited rail traffic on Marble Falls area rail lines
- Opportunity for Marble Falls to be the base of a tourist train operation versus a stop on a train route



The Bluebonnet District

Analysis of Existing Conditions
Movement and Connectivity
Streetscapes
Design Guidelines
Civic Improvements
Preservation
Development Opportunities



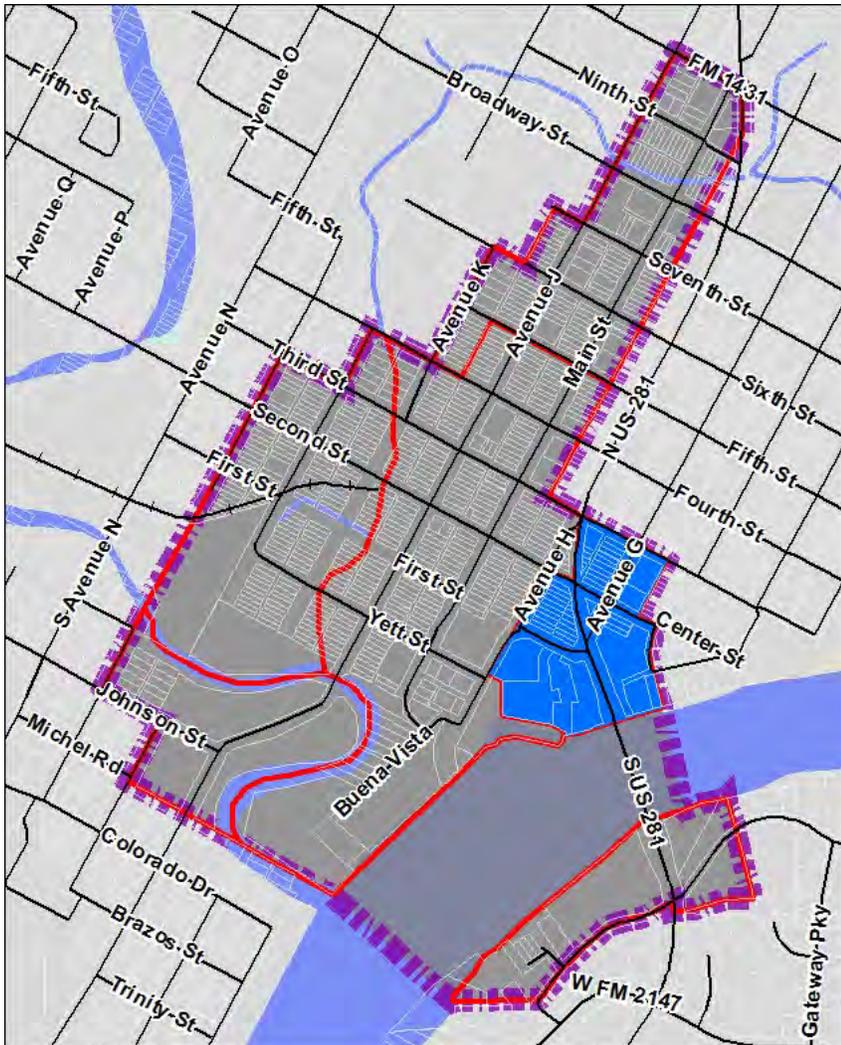
Bluebonnet District Development Guidelines

Overview

Existing Conditions

The Bluebonnet District straddles Highway 281 and contains the only portion of Downtown east of Highway 281. This District is primarily occupied with restaurants and long-standing businesses. These businesses are auto-oriented, yet this district must serve a high volume of pedestrians because of the proposed Visitors' Center and the district's adjacency to the Core District. The Bluebonnet District also includes developed lakefront parcels that cater to visitors on and off the lake.

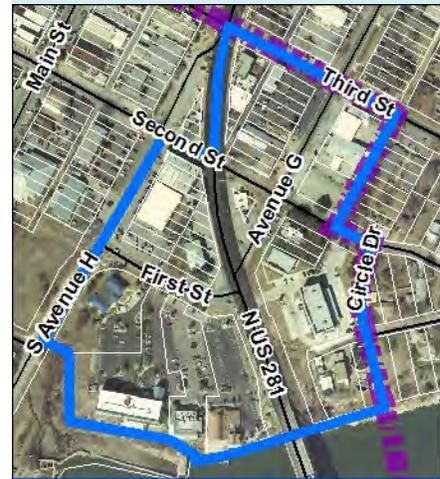
The Bluebonnet District will be the first stop for many visitors to Marble Falls with the new Visitors' Center in a prime location along Highway 281. The District is situated to be the gateway to the majority of Downtown from Highway 281.



Map 24: The Bluebonnet District

Elements of the Bluebonnet District

- Analysis of Existing Conditions
- Movement and Connectivity
- Land Use
- Preservation
- Civic Improvements: Visitor's Center
- Development Opportunities



Map 25: Existing conditions and aerial photography

Bluebonnet District Development Guidelines

Movement and Connectivity

Pedestrian Movement

Because the highway separates most of this district from the rest of the downtown area, wayfinding signage and thematic elements are very important in connecting this district visually and contextually with Downtown. In addition, the intersections of Second and Third Streets and Highway 281 must be redesigned with the pedestrian in mind to facilitate easy access across the highway. Walkways must be clearly delineated, ideally with a material different than the roadway, and signals must provide ample time for crossing the highway. Wayfinding signage should indicate the primary crossing for the easiest access across the highway but also direct visitors to the less direct nature trail that crosses the highway under the bridge.

One of the main issues with Highway 281 is the involvement of the Texas Department of Transportation (TxDOT), since it is a state highway. The City should continue to work with TxDOT for positive improvements, including safety projects, along this corridor. However, even with necessary pedestrian improvements, this corridor remains the primary auto traffic corridor within the City of Marble Falls and traffic must continue to move smoothly along it.

Key Movement Elements

- Pedestrian crosswalks
- Wayfinding signage
- Nature trail under the bridge as an alternate means of crossing the highway



Image 91: Existing conditions at US Highway 281 and Second Street



Image 90: Existing conditions along US Highway 281 between Second and Third Streets. No sidewalks, open access into properties for autos Existing crosswalk has limited visibility for drivers..



Image 92: Thematic and wayfinding signage will be critical along the Highway 281 corridor

Bluebonnet District Development Guidelines

Land Use

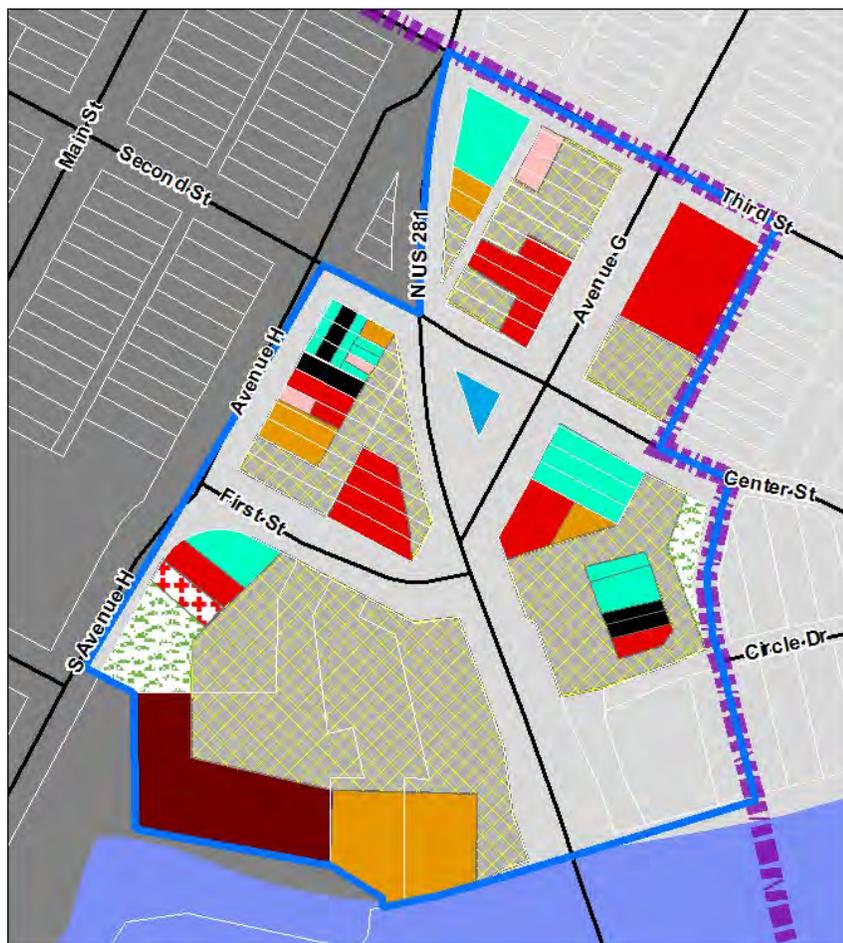
The land uses in the Bluebonnet district can be more flexible than those in the Core or Rail Districts. This District is less of a pedestrian destination than the Core District but still serves as a major anchor to the east side of Downtown.

The majority of land within this District currently is used as parking. This parking can provide important overflow parking for the Core District as well as serve the needs of the businesses within the Bluebonnet District.

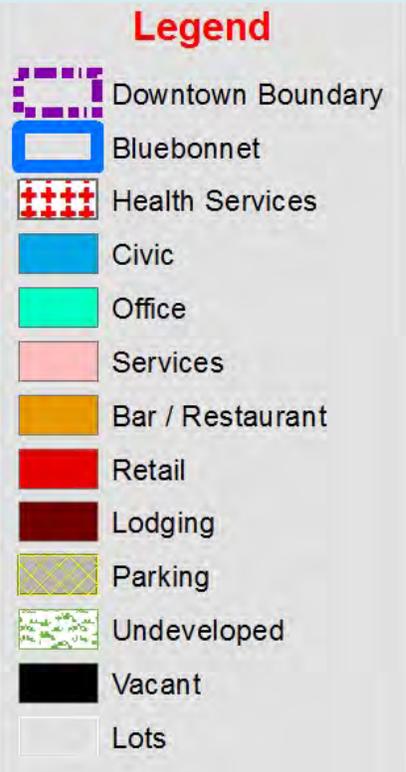
There is very little undeveloped land within the Bluebonnet District. New businesses that will occupy existing buildings should fall under one of the preferred use categories for the District. New development should include tourist attractions or amenities.

Land Uses

- Restaurants
- Business offices
- Lodging
- Civic uses



Map 26: Bluebonnet District Existing Land Uses



Bluebonnet District Development Guidelines

Design Guidelines

Site Development

As with other portions of Downtown, sites within the Bluebonnet District should focus on the street edge and pedestrian interaction with the building. Any new parking should be situated behind buildings, and any stand-alone parking lots should incorporate landscape elements to soften the parking lot edge along the street.

- Commercial developments must be linked with surrounding areas by extending city streets, sidewalks, and/or paths directly into and through the development, thereby providing convenient, direct pedestrian, bicycle and vehicle access to and from the development.
- The design emphasis of the site must be placed on the building and pedestrian interface and not be placed solely on parking and drive-through functions. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of the building.
- Walkways must be located and aligned to directly and continuously connect areas or points of pedestrian origin and destination, and not be located and aligned solely based on the outline of a parking lot configuration that does not provide such direct pedestrian access.
- Infill buildings shall respect adjacent buildings with regard to height, setbacks, and materials to maintain a consistent streetscape.
- Provide incentives for buildings or sites that include public gathering spaces.
- Lakefront development should take particular care in building siting and frontage features. Lakefront development should have two fronts, one lakeside and one streetside.
- Existing parking facilities should be brought up to guidelines established in this plan when maintenance to the existing parking area occurs.

Design Guidelines

- Focus on pedestrians
- Include public gathering spaces
- Maintain strong existing character



Image 93: Existing waterfront development



Image 94: Existing restaurant and District anchor

Bluebonnet District Development Guidelines

Design Guidelines

Building Development

Any new buildings within the Bluebonnet District should employ architectural features of the Core District.

- Street façades will occur along the building line to create a consistent street wall, unless one of the following occurs:
 1. A public amenity like a plaza is constructed at the front building line, or
 2. Building facades may be recessed if an arcade, awning, or similar structure abuts the front setback.
- Large building footprints will be subdivided vertically to convey a cluster of buildings.
- Infill development should reflect the adjacent buildings in scale, setbacks, size, number of stories, materials, and other visual elements.
- Buildings having single walls exceeding thirty (30) feet in length shall incorporate one or more of the following for every thirty (30) feet: changes in color, graphical patterning, changes in texture, or changes in material; projections, recesses and reveals; windows and fenestration; arcades and pergolas; towers; gable projections; horizontal/vertical breaks; or other similar techniques.
- Buildings within the Bluebonnet District shall be between two and four stories tall.
- Standardized “corporate” or strongly thematic architectural styles associated with chain-type restaurants and service stores are strongly discouraged unless they accommodate the desired image for the City and are compatible with adjacent structures and uses.
- All air conditioning units, HVAC systems, major exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties by using walls, fencing, roof elements, and landscaping. In addition, all trash facilities and loading areas shall be properly screened.
- Entries must have architectural significance.

Design Guidelines

- Focus on pedestrians
- Include public gathering spaces
- Maintain strong existing character

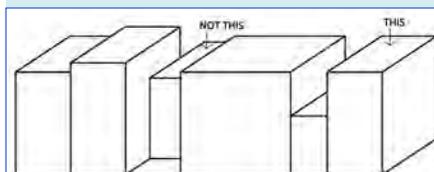


Image 95: Infill development and setbacks



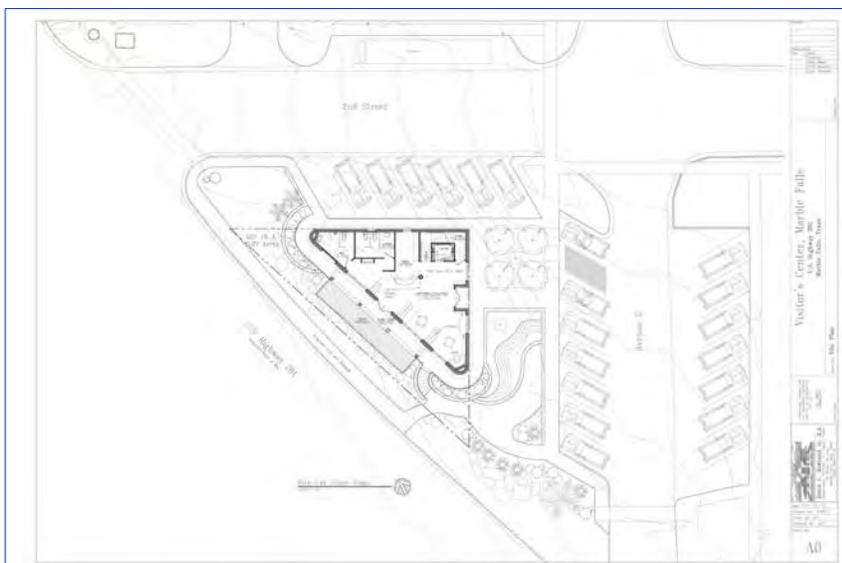
Image 96: Exterior building materials must continue around the building

Bluebonnet District Development Guidelines

Civic Improvements

Visitor's Center

The Visitors Center will provide the first stop and point of contact for many visitors to Marble Falls. The center will provide clean restrooms, information about the area, and parking for tour buses. Visitors arriving by bus will arrive in the Bluebonnet District and then move into the Core part of Downtown through the intersection of Second and Highway 281. Movement of pedestrians dictates the importance of the Second Street corridor as a pedestrian thoroughfare.



Images 97 and 98: Site plan and rendering of proposed Visitor's Center

Visitor's Center Features

- Easy access from highway
- Information hub
- Convenient location Downtown and adjacent to the Core
- Public restrooms
- Landmark building



Map 27: Location of Visitor's Center

Bluebonnet District Development Guidelines

Preservation and Redevelopment

Preservation

The Bluebonnet District is the most established Downtown district, and preservation efforts should be made to preserve its character and the development within it. New development and redevelopment, including renovations and site enhancements, should respect the existing character and seek to enhance it, as opposed to changing it.

Redevelopment

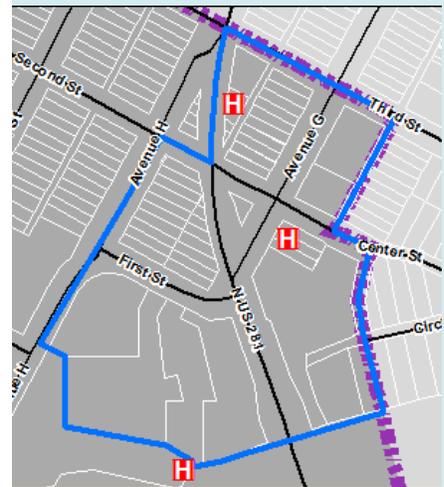
Primary opportunities for development in the Bluebonnet District come in the form of redevelopment. As the most developed District in Downtown, with the fewest vacant parcels, the Bluebonnet District includes some properties that would benefit from renovations, remodels, or redevelopment to become more consistent with the vision for Downtown.

While most properties in the Bluebonnet District are developed, there is room for improvement with regards to parking, landscaping, dumpster locations and storage.

Historic Properties

(from top of map)

- Bluebonnet Café
- Liberty Hall
- Marble Falls Cotton and Woolens Mills Co remaining structure



Map 28: Historic properties within the Bluebonnet District



Image 99: Existing restaurant anchor and landmark, the Blue Bonnet Café, Bluebonnet District



Image 100: Historic office building



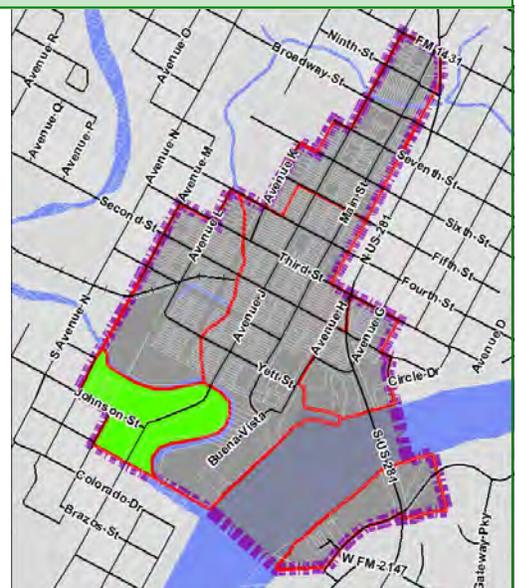
The Johnson District

Analysis of Existing Conditions

Movement and Connectivity

Land Use

Design Guidelines



Johnson District Development Guidelines

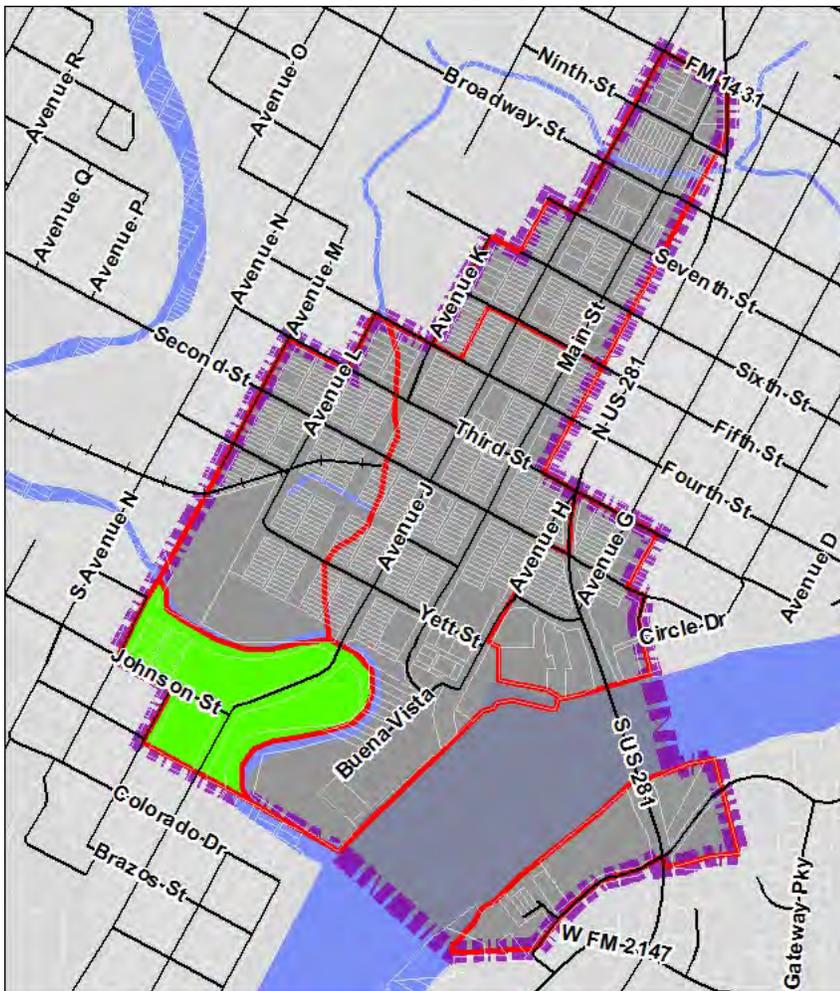
Overview

Analysis

Johnson District, so named for Johnson Park, is the park area of Downtown. While Johnson park is fairly developed, an expanded park with relocated facilities (tennis courts and swimming pool) will attract more users. The park is immediately adjacent to the Rail and Core Districts, and, like all of Downtown, is easily accessed by pedestrians from those Districts.

The District is home to many events throughout the year, and provides a solid southern anchor to the Downtown area as a whole. After spending an afternoon shopping along Main Street, pedestrians will be able to walk to the park and relax under the pecan trees.

The public art program should be expanded to include locating artwork within the Johnson District., to provide continuity with the rest of Downtown and also to entice people to come into the park.



Map 29: Rail District



Image 101: Johnson District Existing Conditions: Johnson Park



Image 102: Johnson District Existing Conditions: Johnson Park

To slow auto traffic through the park, traffic calming measures should be incorporated on Avenue J:

- Landscaped islands
- Bulb-outs
- On-street parking
- Clear crosswalks

Johnson District Development Guidelines

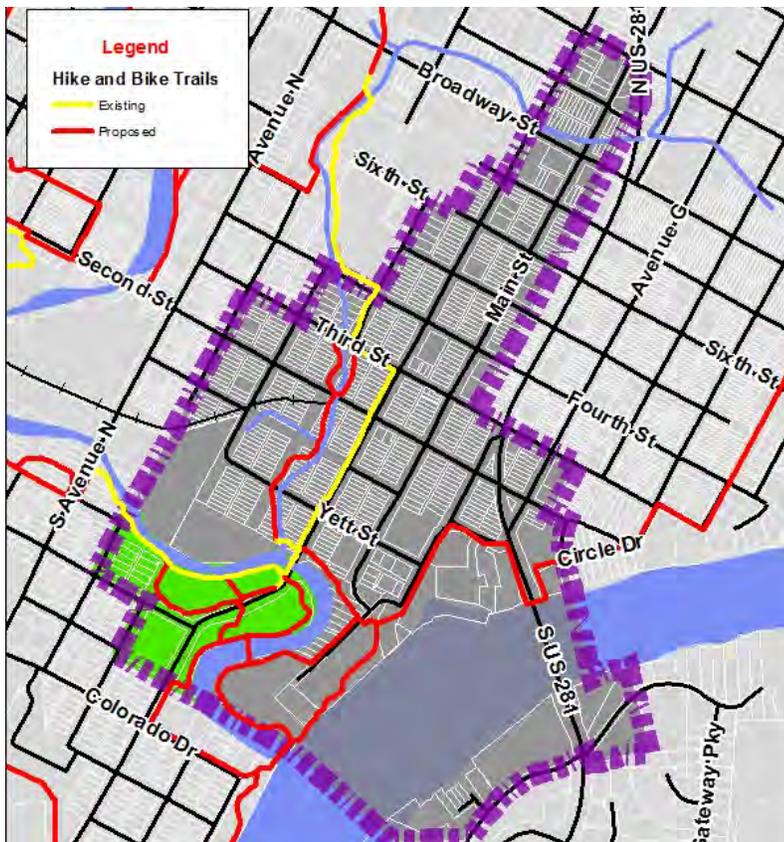
Movement and Connectivity

The Johnson District contains the portion of Avenue J and Pecan Valley that connects south parts of the city with Downtown. This thoroughfare should be maintained for auto traffic, but calming measures should be used through the park to protect pedestrians.

Pedestrian mobility

The park is immediately adjacent to the Rail and Core Districts, and, like all of Downtown, is easily accessed by pedestrians from those Districts. Pedestrian access at this time is possible through a few sidewalks, but new, wider sidewalks and an expanded hike and bike trail will ease movement to and through the District. Some of the pedestrian infrastructure improvements include new foot-bridges across Backbone Creek. One such connection can provide direct pedestrian access from the park to the southern tip of the Core District.

Hike and bike trails and sidewalks along street edges connect the District with other Districts and with other parks throughout the city. These connections should be maintained, expanded, and enhanced.



Map 30: Existing and proposed hike and bike trail location



Image 103: Existing granite gravel trail within Johnson Park



Image 104: Example hike and bike trail from another community

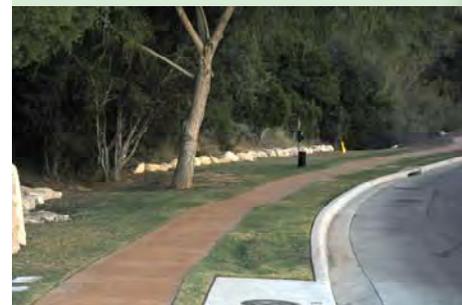


Image 105: Example hike and bike trail from another community

Johnson District Development Guidelines

Movement and Connectivity

Pedestrian Bridges

The creeks Downtown prevent uninhibited pedestrian movement in some locations within the Johnson District.

Bridges could connect the Johnson District with the Rail District to the north and with the Core District and Lakeside Park to the east. A third bridge, across Backbone Creek to the south, will provide access to Downtown from the residential neighborhood located there.



Map 31: Potential pedestrian bridge locations (in red)



Image 106: Rendering of potential pedestrian bridge connecting Johnson Park and Lakeside Park



Image 108: Existing pedestrian bridge in Johnson Park



Image 107: Existing pedestrian bridge in Johnson Park



Image 109: Rendering of potential pedestrian bridge between the Core District and the Johnson District, and adjacent amphitheater

Johnson District Development Guidelines

Design Guidelines

While Johnson park is fairly developed, an expanded park with re-located facilities from Lakeside Park (tennis court and swimming pool) will attract more users.

Open Space

The main feature and use of this District is as a park. Both active and passive park activities occur in this District. The focus on any development and design should embrace and enhance this use and open nature of the District.

This District is used year-round for events. Because of this use, it is important to maintain the open space of the District, which provides a clean slate for many kinds of events.

Buildings

Structures in this District will reflect their park-like settings and blend into the landscape as much as possible. Structures in this District should be kept to a minimum, with the primary focus on open space. Any structures will serve as supporting or secondary to the primary use of the park as a park.

Parking

As in all the Districts, but of even greater importance within the Johnson District, parking facilities will include landscaping and appear more like parks than like parking lots. New parking facilities within this District are discouraged, except as needed to provide parking for expanded pool and tennis facilities. Existing parking lots should be restriped, including the angled parking along Avenue J, and renovated to incorporate additional landscaping.



Image 113: Johnson Park



Image 114: Existing on-street parking



Image 115: Existing park structure reflects park-like setting



The Northend District

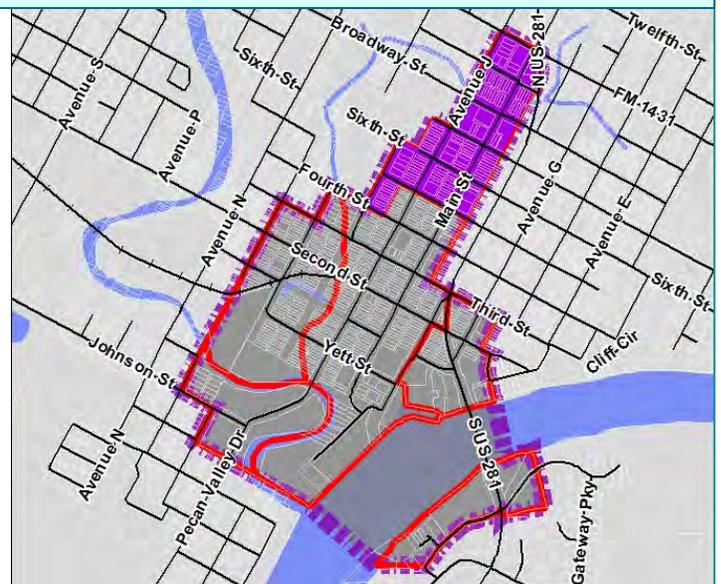
Analysis of Existing Conditions

Movement and Connectivity

Site Development Guidelines

Architectural Guidelines

Preservation



Northend District Development Guidelines

Overview

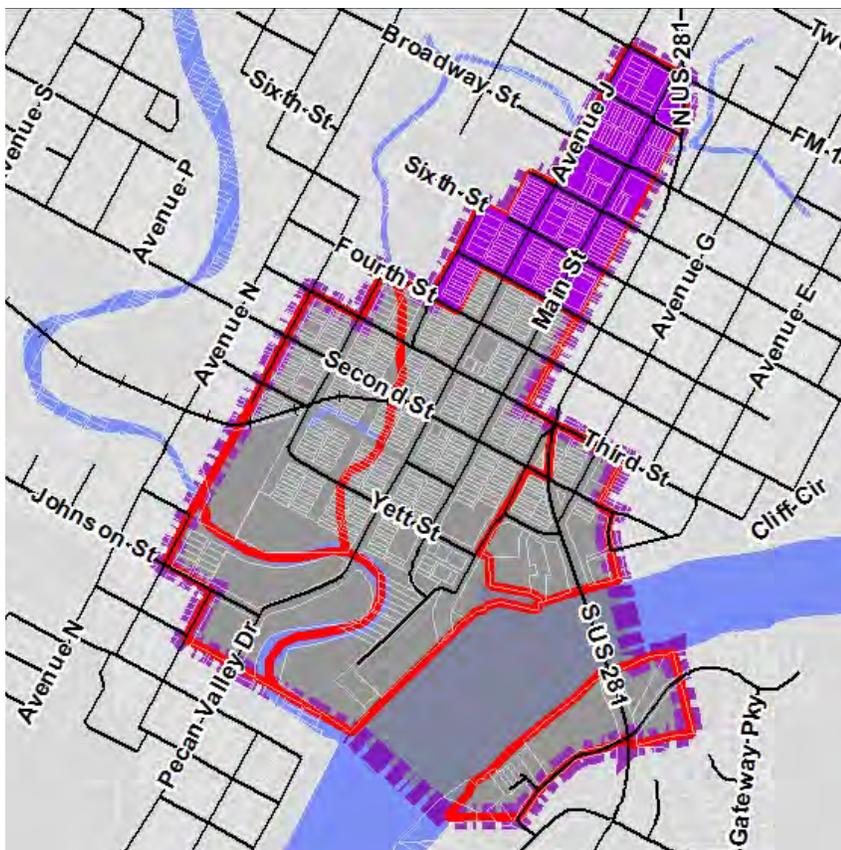
Existing Conditions

The Northend District transitions visitors from the Core and other districts south to the northern part of Downtown and the rest of the city. The function of this district is to support the Core. Land uses, movement, parking, and other elements provide overflow or auxiliary space to Core uses and users. There are some distinct features of this district; some of which include land uses that focus on service, including medical office facilities.

This District is mostly developed with just a few vacant parcels remaining; however, as the area redevelops, some existing buildings may be prime candidates for major renovations or demolition.

Elements of the Northend District

- Analysis of Existing Conditions
- Movement and Connectivity
- Land Use
- Preservation
- Development Opportunities
- Civic Improvements: North Gateway



Map 33: Northend District



Image 116: Northend Existing Conditions



Image 117: Northend Existing Conditions Street view

Northend District Development Guidelines

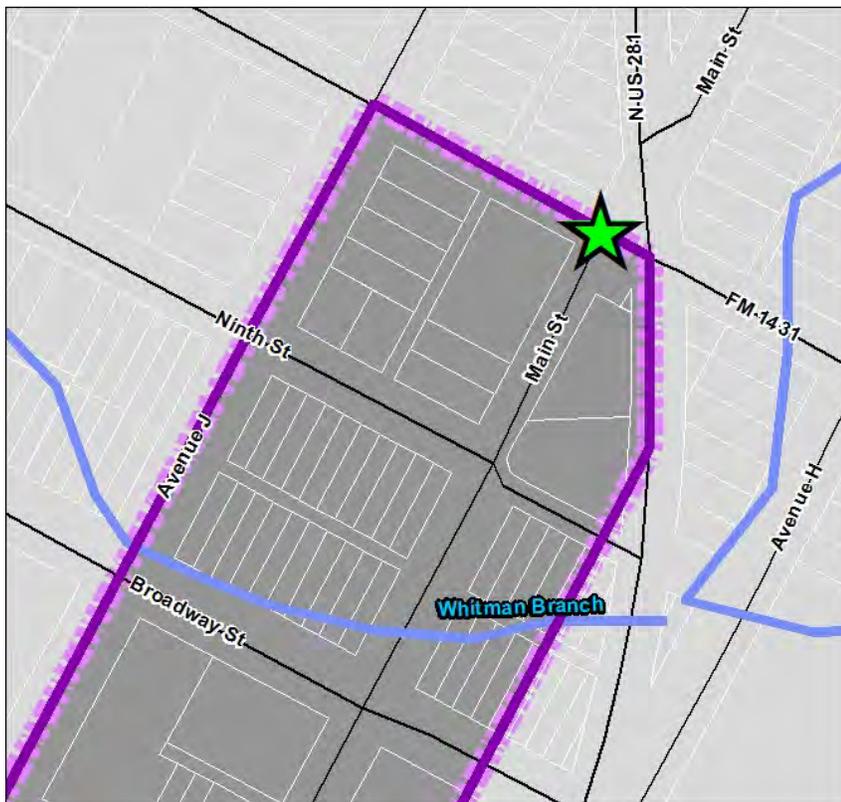
Movement and Connectivity

North Gateway

The Northend District provides the entrance to Downtown from the north portion of the city. The intersection of Main Street, FM 1431, and Highway 281 is a major intersection. The intersection of Highway 281 and FM 1431 is partially contained within the downtown boundary and provides an opportunity for a gateway point into Downtown Marble Falls. Wayfinding signage and thematic signage in this area is paramount to conveying this northern boundary to people traveling through this intersection.



Image 118: Northend Existing Conditions gateway from 1431



Map 34: Northend District gateway location



Image 119: Northend Existing Conditions



Image 120: Northend Existing Conditions

Northend District Development Guidelines

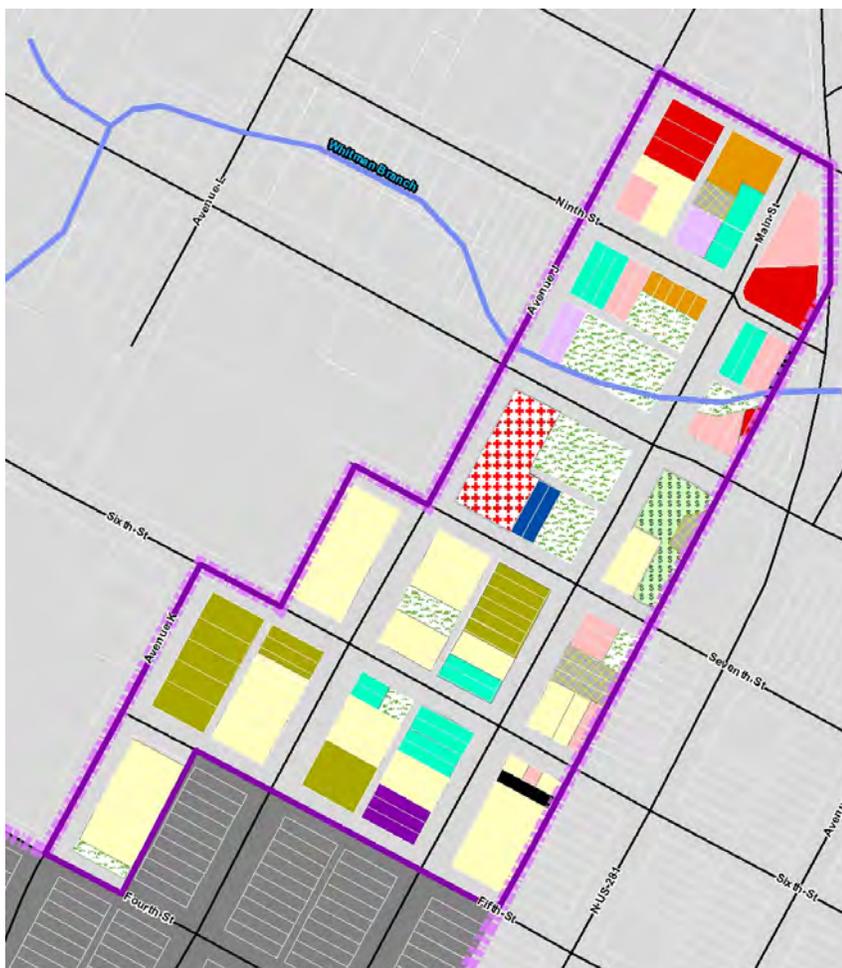
Land Use

The land uses in the Northend District can be more flexible than those in the Core or Rail Districts. This District is less of a pedestrian destination than the Core District but still serves as a major anchor to the north side of Downtown. Other appropriate land uses are similar to those in the Core, with retail, service, and restaurant uses along the ground floors and office or residential uses on second and third floors.

The land uses in the Northend District also serve a supporting function to those in the Core.

Land Uses

- Restaurants
- Service-oriented businesses
- Medical Offices
- Multi-family residential



Map 35: Northend Current Land Use



Northend District Development Guidelines

Design Guidelines

Site Development

As with other portions of Downtown, sites within the Northend District should focus on the street edge and pedestrian interaction with the building. Any new parking should be situated behind buildings, and any stand-alone parking lots should incorporate landscape elements to soften the parking lot edge along the street.

This District should continue the high standard in building materials and site design established in the Core. Setbacks in this District can be more relaxed than in the Core, and can reflect existing conditions of setbacks between ten and twenty-five feet from the front lot line. Buildings should be oriented to the street and have prominent entries.

- Commercial developments must be linked with surrounding areas by extending city streets, sidewalks, and/or paths directly into and through the development, thereby providing convenient, direct pedestrian, bicycle and vehicle access to and from the development.
- The design emphasis of the site must be placed on the building and pedestrian interface and not be placed solely on parking and drive-through functions. Required parking shall be provided to the greatest extent possible by spaces at the rear or sides of the building.
- Walkways must be located and aligned directly and continuously to connect areas or points of pedestrian origin and destination, and not be located and aligned solely based on the outline of a parking lot configuration that does not provide such direct pedestrian access.
- Infill buildings shall respect adjacent buildings with regard to height, setbacks, and materials to maintain a consistent streetscape.
- Provide incentives for buildings or sites that include public gathering spaces.
- Alleys should be utilized for deliveries, trash pickup, and other utility actions.



Image 121: Park-like settings for parking lots are desired.



Image 122: Northend District Existing Conditions: Adaptive Reuse



Image 123: Northend District Existing Conditions

Northend District Development Guidelines

Design Guidelines

Building Development

Any new buildings within the Northend District should employ architectural features of the Core District.

- Street façades will occur along the building line to create a consistent street wall or correspond to existing adjacent structures.
- Large building footprints will be subdivided vertically to convey a cluster of buildings.
- Buildings having single walls exceeding thirty (30) feet in length shall incorporate one or more of the following for every thirty (30) feet: changes in color, graphical patterning, changes in texture, or changes in material; projections, recesses and reveals; windows and fenestration; arcades and pergolas; towers; gable projections; horizontal/vertical breaks; or other similar techniques.
- Infill development should reflect the adjacent buildings in scale, size, number of stories, materials, and other visual elements.
- Buildings within the Northend District shall be between two and four stories tall, with retail, service, or restaurant along the first level and offices or residences above.
- Standardized “corporate” or strongly thematic architectural styles associated with chain-type restaurants and service stores are strongly discouraged unless they accommodate the desired image for the City and are compatible with adjacent structures and uses.
- When possible, all air conditioning units, HVAC systems, major exhaust pipes or stacks, elevator housing and satellite dishes and other telecommunications receiving devices shall be thoroughly screened from view from the public right-of-way and from adjacent properties by using walls, fencing, roof elements, and landscaping. In addition, all trash facilities and loading areas shall be properly screened.



Image 124: Northend District Existing Conditions



Image 125: Example awning



Image 126: Corner treatment of the façade

Northend District Development Guidelines

Preservation

Enhance Existing Character

The Northend District contains some of the older buildings in Downtown Marble Falls. These historic structures contribute to the character and charm of Downtown and should be preserved and maintained.

These preservation efforts should include adaptive reuse of the structures when current uses subside to better meet the needs of the Downtown community.



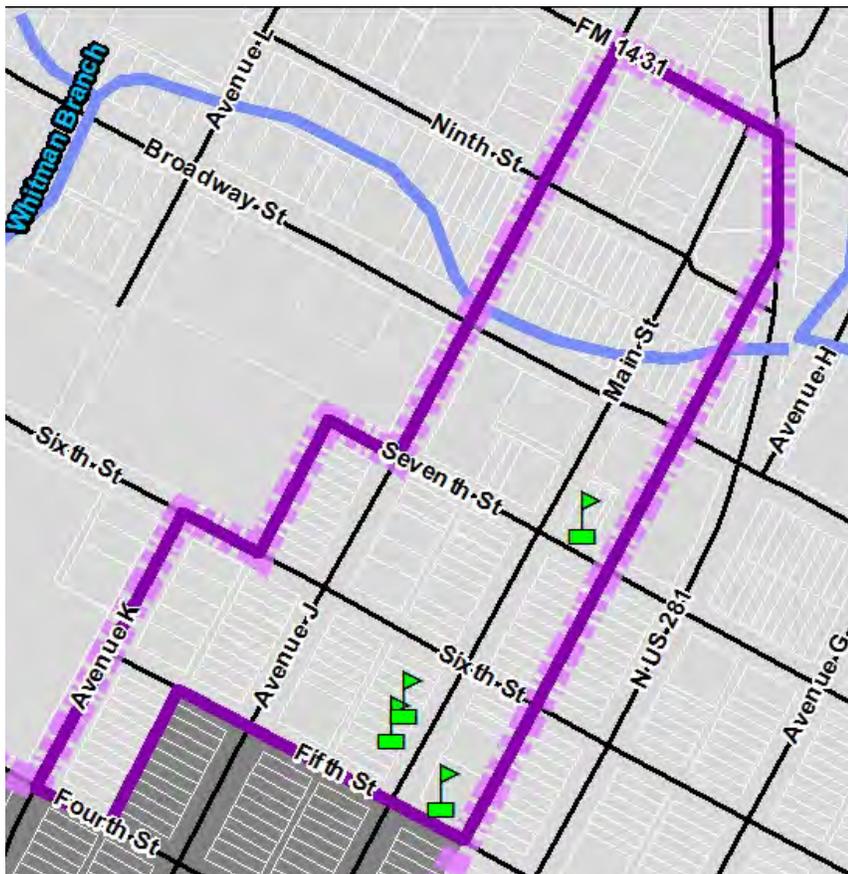
Image 127: Michel House, state registered historic property in the Northend District



Image 128: 501 Main Street, state registered historic property in the Northend District



Image 129: Existing Conditions Northend District Streetscape



Map 36: Historic and significant buildings in the Northend District that contribute to the District's character

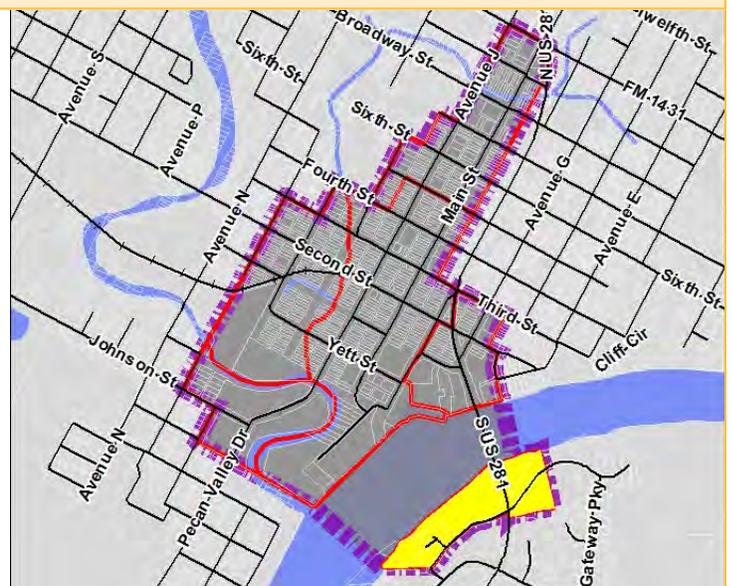


The Southlake District

Analysis of Existing Conditions

Movement and Connectivity

Land Use



Southlake District Development Guidelines

Overview

Existing Conditions

The Southlake District is the smallest Downtown District. The purpose of including it within the Downtown boundary is to provide guidance for when this important piece of the lakefront might develop in the future.

The Southlake District also serves as the southern gateway into Downtown, welcoming residents and visitors to the center of the city as they come down the hill on Highway 281 and have a magnificent view of Downtown Marble Falls. With the introduction of some of Downtown's thematic elements south of the lake, visitors will know they have arrived someplace special.

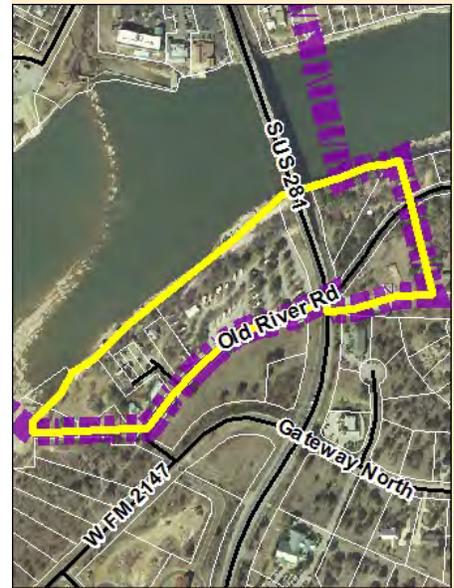
At the time of publication, there were no immediate plans for development in the Southlake District; however, future development plans should consider the recommendations in this section and in the Downtown Master Plan.



Map 37: Southlake District

Elements of Southlake

- Analysis of Existing Conditions
- Movement and Connectivity
- Land Use



Map 34: Existing Conditions Aerial Photography

Southlake District Development Guidelines

Movement and Connectivity

Gateway

As discussed, the Southlake District contains the southern gateway into Downtown Marble Falls. This gateway should be acknowledged in the same manner as other gateways and all thematic elements within the district should reflect the Downtown theme.

Movement

Movement within the Southlake District is somewhat limited, in part because of the size of the district. In addition, it remains separate from the rest of downtown because of Lake Marble Falls. The new Highway 281 bridge will have greater movement options, providing pedestrians and autos with a clear and easy way to cross the lake.

A secondary lake crossing option in the form of a water ferry service should be explored. This ferry could connect in Lakeside Park and shuttle passengers to retail and restaurant establishments in the Southlake District.

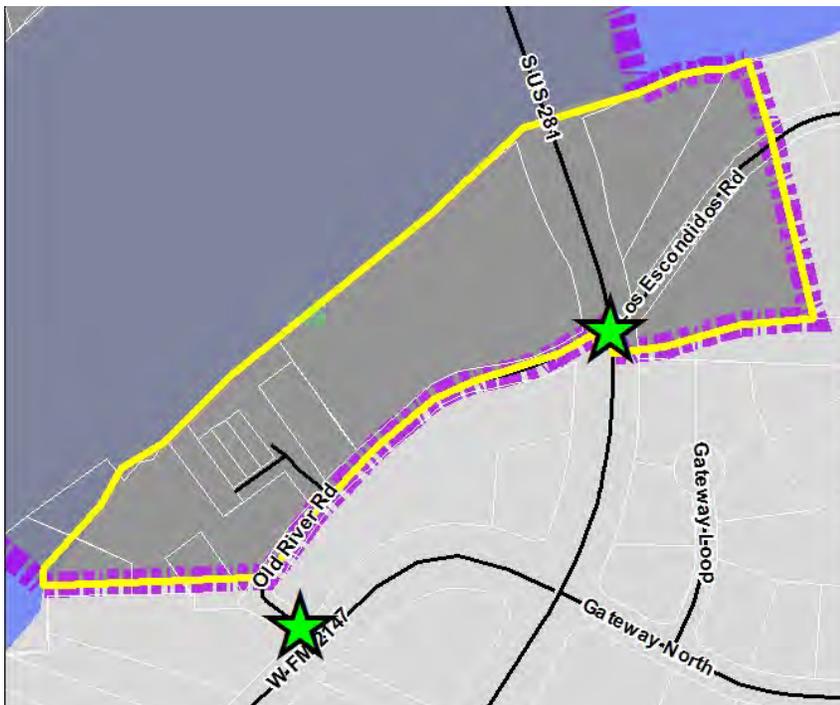
A boardwalk or other waterfront walkway would provide access to the water for visitors to the Southlake District as well as a location for the ferry service to unload. In addition, retail shops and restaurants could face the lake and have access off of this boardwalk feature



Image 130: Graphic depiction of the new Highway 281 bridge over Lake Marble Falls



Image 131: Example of ferry service



Map 39: Southlake Gateway Locations (indicated with stars)



Map 40: Potential boardwalk location (in red)

Southlake District Development Guidelines

Land Use

Current Land Uses

Current land uses for the Southlake District include lodging, in the form of a camper park, and single-family residential uses. There is some undeveloped land within the Southlake District as well.

Future Land Uses

As portions of the Southlake District develop or redevelop, the following land uses would be suitable for this Downtown destination waterfront: small retail businesses catering to those who might stroll along and window shop, and restaurants and/or coffee shops with outdoor waterfront dining options.

Architecture

Architecture within the Southlake District should follow design guidelines established in the Core District text with one exception. All development within the Southlake District should orient towards the lakefront with front doors and windows opening onto the lake.



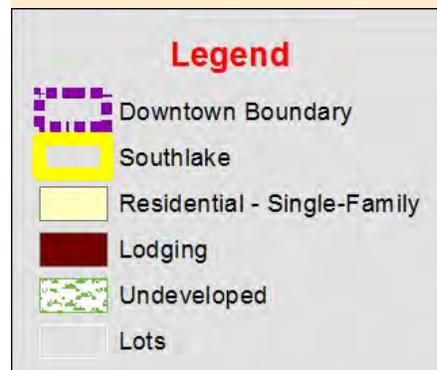
Image 132: Southlake District lodging land use



Image 133: Existing Highway 281 Bridge with the Southlake District in the background



Map 41: The Southlake District Current Land Use





Chapter 4: Implementation

Financial Tools and Funding Mechanisms

Implementation Actions

Projects



Financial Tools and Funding Mechanisms

Money talks. It is a phrase we are all familiar with, and one that in the development world is an everyday reality. Developments must be financially practical to move forward, if not the development will forever remain an unfulfilled concept. In the economy of today (2011) the economics of a single project small or large is scrutinized from one end of the spectrum to the other. In order to create a stronger development climate, the City must embrace public/private partnerships and utilize financial tools to create a “more” attractive development platform for projects to get off of paper and into the community. It is due to the fact that private development is the most crucial partner the community will have in achieving the vision of the Downtown Master Plan, that a variety of financial tools and funding mechanisms must become an everyday reality to develop and redevelop the downtown area.

Getting off the Ground

It is the goal of the City of Marble Falls to use all means at its disposal to initiate and achieve the vision of the Downtown Master Plan. In the short term, immediate implementation steps must be achieved to bring the private development community into line with the Plan’s vision and goals. One excellent financial tool to promote and achieve the vision of the Downtown Master Plan are 380 agreements. Chapter 380 of the Local Government Code authorizes municipalities to enter into agreements to promote economic development. The best example of this is commercial and retail projects, these projects propagate the business district vitality which the downtown area needs to badly to compete in today’s economy. The 380 agreement also allows the City to negotiate terms to ensure these potential projects meet the vision and goals of the Downtown Master Plan. Utilizing these agreements to create a vibrant and economically sound business district in the downtown is what will foster an area of the City which will attract investors and developers. It should be of the utmost priority to the City of Marble Falls to develop and implement 380 agreements with private sector partners to jump start development in the Downtown area that is so badly needed fulfill the area’s maximum potential as a fully developed business district.

Paybacks

Allowing and recouping private development for public improvements that accomplish needs in the Downtown area may be reimbursed, and in the early years of plan implementation must be reimbursed to initiate the much needed solidarity of the Downtown identity. It is the streetscapes and accessibility attributes in a Downtown that make visitation attractive. To improve the streetscapes and accessibility in the immediate term, bringing private development to the table to perform these improvements is needed. The most effective way to do this is structuring a payback for the developer cost. Whether it be sales tax rebates/paybacks, property tax payback/abatement, economic development corporation support, infrastructure upgrades, or any of a wide variety of methods to incentive and pay the developer back, these options must be employed if the development is in line with the vision and goals of the Downtown Master Plan.

Financial Tools and Funding Mechanisms

As a district

Downtown Marble Falls as a whole has a multitude of options when it comes to what financial mechanism to employ on a long term basis to achieve the vision. There are so many in fact that this plan cannot select any single one, because there is much more analysis and evaluation that is needed to elect which ones are appropriate. Additionally, some of these options are on a long term basis. The longer the term for which a financial decision affects the area the more it must be analyzed for benefits to the Downtown area and to the community. This is especially true for longer term like a Tax Increment Reinvestment Zones or similar structured mechanisms which would have a long lifespan, cost manpower to manage and administer, and would tie-up a certain amount of taxable dollars to make the mechanism function.

Tools and Mechanisms

Community Development Block Grant: Federal grants administered through local or regional offices designed to lower the overall costs of a project. The projects must demonstrate the ability to improve the economic conditions of an area.

Development Incentives: Incentives, such as additional density, reduced setbacks, increased height, or others, that may be offered to developers of projects that exceed specified goals or character standards (projects or portions of projects may include affordable housing, dedication of public spaces, contribution to the downtown theme, etc).

Development Fee Waivers: Fees for sewer/water connections or building permits can be waived or delayed until the developer sees a positive cash flow as a means to encourage infill projects. Development fees are monetary charges on development to recoup a portion of the capital and operating costs required to accommodate a project. Note: Impact fees cannot be waived.

Economic Development Administration (EDA) (Federal): Federal public entity which provides assistance through planning grants and construction financing for the development of projects which will result in the creation of jobs for the community.

Enterprise Zone: State-designated area where businesses located within them that make capital investments, hire new employees, contribute to economic development plans, rehabilitate old buildings and/or do research and development, are provided a tax credit. The enterprise zone is an approach to revitalizing distressed areas by offering tax incentives, regulatory relief and improved government services.

Façade Maintenance or Improvement Program: Any program – local, state or federal – including low interest loans and/or grants – which encourages investment in, and improvement to, building facades within a planning area. It may also be designed as a matching funds program, within a district, for building façade maintenance.

General Funds: Funds from various sources, such as property taxes, fees, etc. to be used for a wide variety of public purposes.

Financial Tools and Funding Mechanisms

General Obligation Bonds: Bonds issued with voter approval for major capital improvements which could include public buildings, streets and parks.

Historic Preservation Investment Tax Credits (Federal): Investment in rehabilitation of a historic structure may be eligible for a federal tax credit.

Historic Preservation Revolving Loan Fund: Low interest loans to property owners at any income level in historic districts for exterior rehabilitation projects.

Improvement District: Both an organizing and financing technique for area revitalization. District provides stable stream of income for activities and projects considered special to area or in addition to general municipal services. Districts are vehicle for providing additional services for a fee and not to substitute for services funded through traditional tax revenues.

Land Swap: To develop specific infill site in specified way, potentially contrary to existing property owner or developer, cities can offer an exchange of city-owned land of similar value in alternate location.

Low Interest Loans/Subordination: Loans for construction, acquisition, or operation are offered to qualifying individuals or organizations at a preferred interest rate; subordination by a public (city), private (lender), or semi-private organization of a loan provides a guarantee to the lending organization that in the event of default, debt service will be paid.

Management District: Both an organizing and financing technique for area revitalization. The district provides a stable stream of income for activities and projects considered special to the area or in addition to general municipal services. Districts are vehicles for providing additional services for a fee and not substitution for services funded through traditional tax revenues. They are similar to Improvement District, with the emphasis is on marketing, management, and promotion of the area.

Micro Loan Program: Offers small amounts of capital usually less than \$2,500 to very small businesses for wide range of capital needs including façade improvements, working capital, and personal needs; provide loan guarantees.

Preserve America Grants: Grants that support heritage tourism, education, and historic preservation planning projects.

Private Development: Private developer finances private project.

Property Owners District (PID) / Business Improvement District (BID): A consortium of property owners or business owners in a designated district with established boundaries that tax themselves to pay into a pool that can be used in district improvements, marketing, maintenance, etc.

Public Private Ventures: Public and private developers partner to fund redevelopment projects.

Public Subordination: City/county provides a guarantee to the lending organization that, in the event of default, debt service will be paid.

Public Works and Economic Development Facilities Program: The program provides funds to support

Financial Tools and Funding Mechanisms

the construction or rehabilitation of public infrastructure and facilities. The program will help generate or retain private sector jobs and investments, attract private sector capital and promote regional competitiveness.

Revenue or General Obligation Bond: If a project has a secure revenue stream, such as parking fees resulting from construction of a parking structure, bonds may be issued and amortized by the anticipated revenue which results from the improvement that was funded. Bonds are not secured against the taxing authority of the City, and therefore do not require a public vote.

Revolving Loan Funds: Flexible funding in the form of loans, guarantees, and interest subsidies to firms which further local development goals; designed to alleviate high costs and short supply of capital for businesses, particularly small ones, or those located in distressed areas. Components include: lower rates, longer terms; many capitalized by/with federal funds combined with private funds.

Sales Tax Sharing: Future sales from a development can be rebated to developer to pay for infrastructure. The city agrees to split sales tax revenue with developer, and then developer uses the revenue to pay for infrastructure.

Shared Debt Lending Pool: Several lending organizations will contribute to financing a project or projects, thus sharing the risks.

Tax Abatement or Rebate: Taxing entity (usually the city) abates or rebates a portion of tax burden; this can happen in the form of an adjustment on an individual property basis, or in an abatement zone.

Tax Exempt Bond Financing: A method of financing long-term debt issued by government whereby bondholders need not include interest payments on taxable income.

Tax Increment Financing (TIF) Improvement District: This is similar to a Public Improvement District (PID) and allows the city to issue bonds which are paid for over a period of time through assessments on the benefiting properties. The assessments may cover all or a portion of the cost of the improvement and allows sharing the costs of major public improvements such as streets, lighting, parking, and others. This method can also help leverage bond or urban renewal funds.

Tax Increment Reinvestment Zone (TRZ): A district obtains funds from increases in regular tax revenues that arise from new development in the district; incremental increase in tax revenues over designated base year revenues is diverted to a special fund; diversion of regular tax revenues rather than additional fees generate revenue for district investments. Can be used in conjunction with municipal bond issues whereby increment is pledged to repayment of the bond issue, or actual increase directly allocated to an administering agency to finance redevelopment activities.

Urban Renewal: Tool used for purpose of eliminating slum or blighted areas within municipality, and positioning areas for development or redevelopment. Actions under urban renewal include demolition of structures; construction of infrastructure and public spaces; sale of property; and, relocation of businesses and residents.

Implementation

Project Prioritization

While determining the list of projects and establishing their priority to contributing to the vision of the Downtown Master Plan several variables were crucial to the decision making. These factors allowed the City Staff and Committee to consider a logical progression to the prioritization of the projects. Variables included local economics, establishing a strong spatial connection to US 281 and Lake Marble Falls within Downtown, and the existing conditions of Downtown Marble Falls. Since the economic vitality of Downtown Marble Falls is the most important attribute to a health and vibrant city center, any projects that enhance the attraction of Downtown are the highest priority. Also important are projects that attract people to gather and utilize Downtown more, thereby attracting businesses and redevelopment to Downtown Marble Falls. All of these attractions alone would not sustain or transform Downtown, but would strengthen it as a destination for visitors and locals.

Next, the projects that enhance Downtown starting at Highway 281 and moving west were selected. The purpose of this choice is to create a strong Downtown form and character on Highway 281 to first attract people and then to continue this character and sense of place into Downtown Marble Falls. The projects include landscaping, parking, and sidewalk improvements. The need to create an abundant inventory of parking in Downtown is a necessity and must occur prior to the execution of projects that reconfigure and improve functioning areas in Downtown.

The already strong existing conditions in Downtown Marble Falls need to be expanded through the creation of a distinct Downtown area and updated in the future to match the changes made to their peripheries.

Project Notes:

This plan should be reviewed, revised, and updated annually, with major revisions occurring every 3 years. Updates should consider existing conditions and successes thus far. Major revisions should reevaluate strategic measures and actions for consistency with community goals.

The project list presented in this chapter is in order by priority. Due to funding or other considerations, projects may occur out of order, in segments, or in phases.

Implementation

Implementation Actions

These actions are in addition to the specific projects discussed in this chapter and are included in this section because they do not have specific geographic locations or set scope of work.

- Zoning ordinance updates and revisions, so that zoning supports the Downtown Master Plan
- Street façade grants for improvements to existing buildings
- Develop architectural regulations consistent with the Downtown Master Plan
- Upgrade alleys to be able to handle garbage trucks and delivery vehicles
- Expand the existing sculpture program
- Explore options for a museum downtown
- Establish Public/Private partnerships to facilitate development
- Remove dumpsters from rights-of-way and screen them from public view where feasible

The map on page 91, Map 42: Downtown Projects, illustrates the locations of the projects within the Downtown boundary.

Project Notes:

Project 1, Attractions, do require a private, non-profit, or other organizational entity to be a partner in these projects coming to fruition. The City and Downtown should be open to other major attractors to the Downtown area as the #1 project priority that are not listed above as they develop on a case-by-case basis.

Project List

This is an unranked list of projects within the Downtown area. The purpose of these projects is to achieve the vision of the Downtown Master Plan. Each project is a building block to the overall connectivity in terms of both City streetscapes and building environment. These projects do not plan or define private property projects, the vision of the plan coupled with adopted regulations provide that function. These projects provide a list to achieve the vision that is championed by the City and the citizenry to which private development should provide an integral role.

Street Corridor Projects

Street Corridor Projects include additions of parking, sidewalks, landscaping, lighting, and miscellaneous downtown components like benches, trash cans, sitting areas, bike racks, etc., as the minimum components of project. On a case by case basis an expansion, or reconstruction of a street and/or utilities may be necessary.

Color and underline denotes project in progress

- First Street, from Highway 281 to Avenue H, and intersection
- First Street, from Main Street to Avenue J, including intersections
- Second Street, from Highway 281 to Main Street
- Second Street, from Highway 281 to Avenue G
- Second Street, from Main Street to Avenue J and intersection
- Second Street, from Avenue J to Avenue L
- Third Street, from Main Street to Avenue L
- Third Street, from Highway 281 to Main Street
- Third Street, from Highway 281 to Avenue G
- Fourth Street, from Main Street to Avenue K, and intersections
- Fourth Street, from Highway 281 to Main Street
- Avenue G, from Highway 281 to Third Street (portion to Second Street in progress)
- Avenue H, from Second Street to First Street
- Avenue H, from Second Street to Lakeside Park
- Avenue J, from Yett Street to Fifth Street
- Avenue K, from Fourth Street to Third Street
- Main Street, from Yett Street onto the Peninsula
- Main Street, from First Street and Yett Street and intersections
- Main Street, from Second Street to Third Street
- Main Street, from Third Street to Fourth Street
- Yett Street, from Avenue H to Main Street and intersection
- Yett Street, from Main Street to Avenue J and both intersections

Implementation

Civic Projects

Civic Projects are those that require construction upon a parcel of land or consist of construction of a building or facility for benefit of Downtown vitality and public use.

Color and underline denotes project in progress

- Visitor's Center
- Johnson Park; Park Facilities Construction
- Lakeside Park Facility relocation
- City Hall Relocation
- City Hall Demolition
- Police Station Relocation
- Third Street and Main Street intersection: Civic Plaza
- Pocket Plazas
- Avenue J and Yett Street: Parking Lots
- Fishing Dock/Day Dock

Development Opportunities

Development Opportunities are projects that would improve the tax valuation of land by creating amenities or vertical development for economic development opportunities in the Downtown area.

- Creek walk
- Development Parcels

Attractions

Attractions are meant to focus on the tourism capability within downtown beyond the attraction of Downtown itself as an urban environment. These specialized attractions are meant to generate increased economic activity by attracting a wider demographic of people to visit and invest in Marble Falls. These attractions are best accomplished with a private sector partner.

- Train Depot and Tourist Train
- Conference Center and Hotel
- Cultural Arts/Performing Arts Center

Miscellaneous Downtown Improvements

Downtown miscellaneous improvements are small projects that can be achieved independent of larger projects that will benefit the character and aesthetic value of Downtown as an overall district.

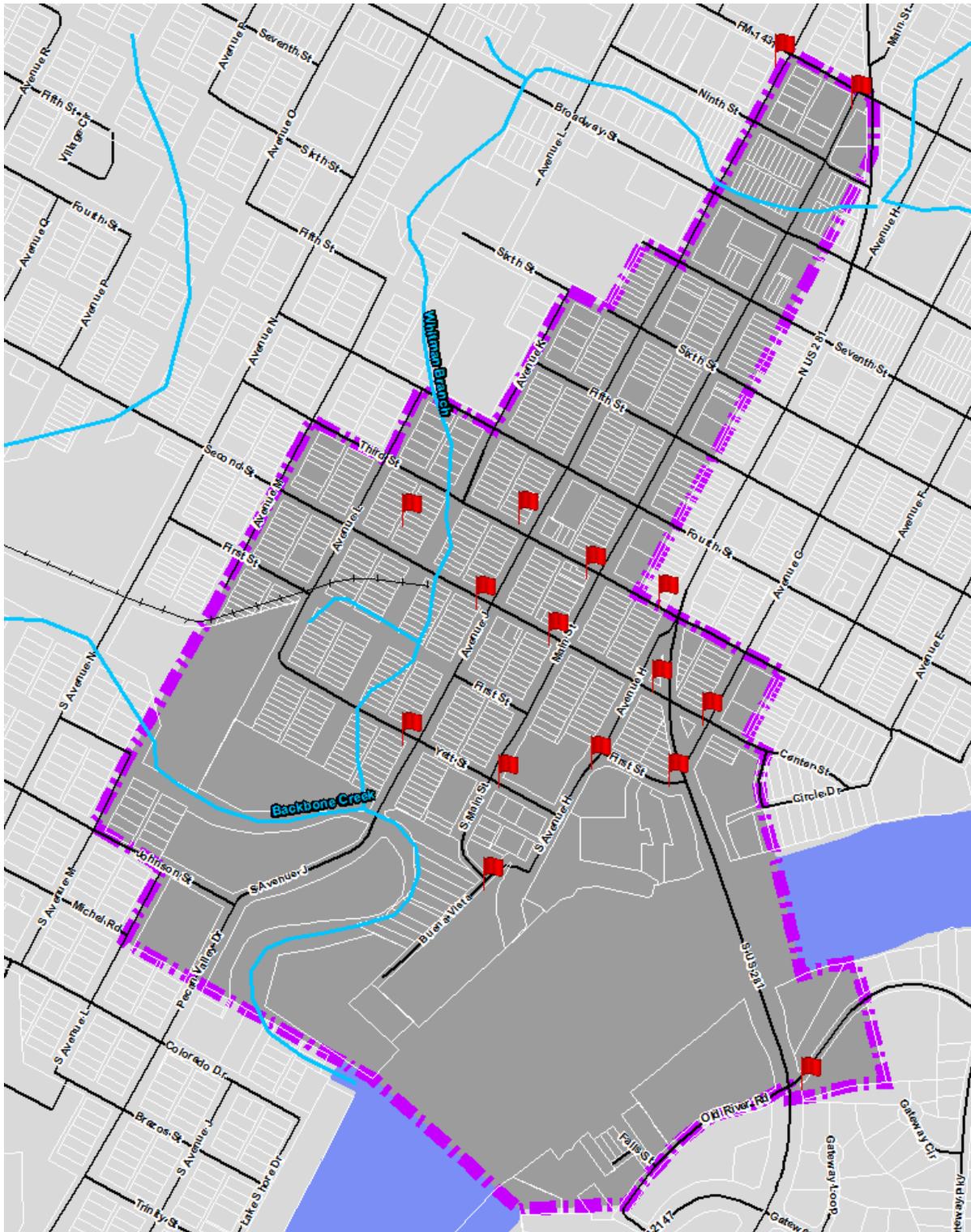
- Intersection Upgrade Project: Third Street and Main Street
- Intersection Upgrade Projects
- Gateway Entry Features Second Street
- Gateway Entry Features Third Street
- Pedestrian bridges Crossing Creeks
- Alley Upgrades
- Dumpsters removed from Public right-of-way

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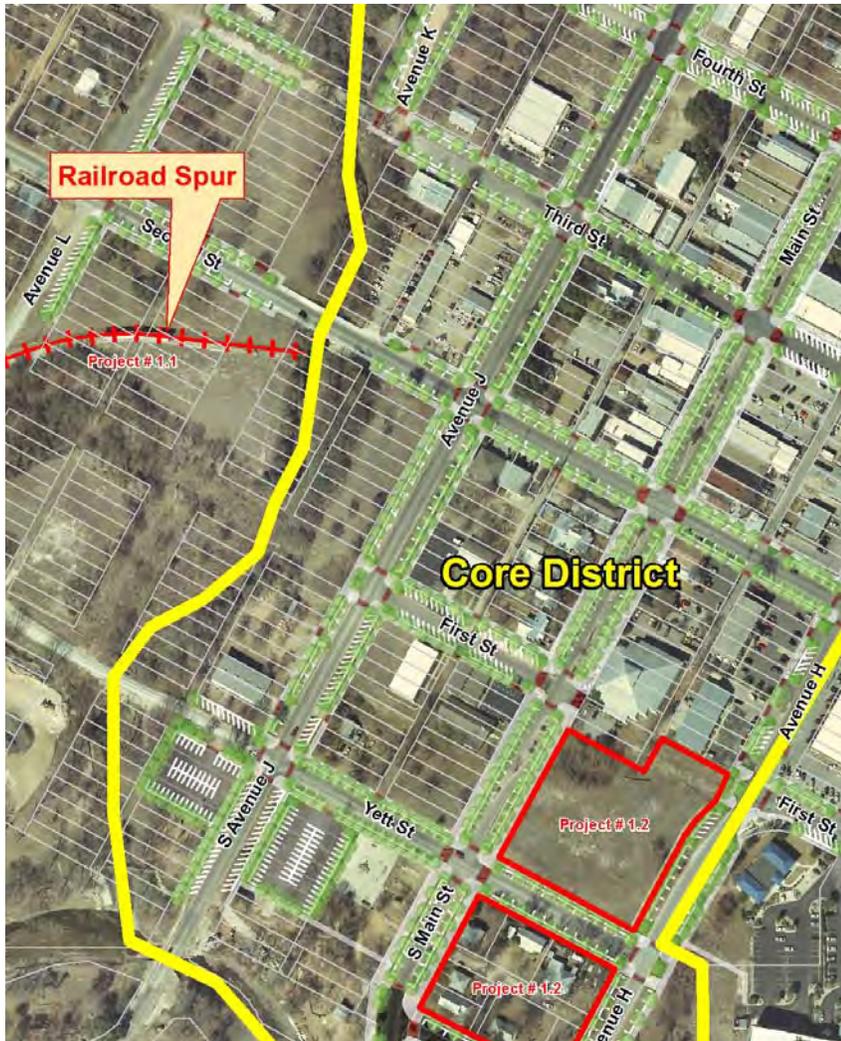
Wayfinding Signage

Wayfinding Signage Locations

This map (map 43) illustrates potential locations for Wayfinding signage. These signs should, whenever possible, be installed with the corresponding streetscape improvements. It may be necessary to install some signs prior to the corresponding improvements for clarity or ease in maneuverability. See Chapter 2 for more information on Wayfinding signage.



Project 1: Attractions: Tourist Train and Depot



Map 44: Project 1: Tourist Train and Depot

Scope

- Bring a tourist train and depot to Downtown Marble Falls
- Use existing historic depot structure in a new location

Who

City of Marble Falls

Funding

TBD

Note: A location for this project has not been determined at this time and will be selected in the future. Any locations with access to or within proximity of the existing rail line/spur have potential to be developed as a train depot home.

Project Purpose

Economic Stimulus to the Downtown area. These major attractors can add vitality and inject people who frequent the Downtown area on a regular basis. The more dollars spent in the area and increased activity can lead to the stronger presence Downtown has in the City and region. This presence will lead to more development and redevelopment in the Downtown area. While Street and aesthetic upgrade to Downtown will solidify the identity of the district and create a sense of place, the key variable Downtown must have moving into the future is economic vitality. Any one of these projects by itself can attract a diverse array of peoples to the area, and each individual project has a different core audience. Combined, these projects attract groups at differing and overlapping time periods during the day or weekend, and will attract private sector businesses to become a part of Downtown. One area that many Downtown Plans do not capitalize upon is by bringing private development to the table, not only as a vital component to Downtown, but as a partner to the Downtown's future development. The opportunity to joint venture and maximize the public improvements in the area should be capitalized upon on case by case basis in the Downtown area.

Project 1: Attractions: Development Opportunity



Map 45: Project 1: Development Opportunity Parcel

Scope

Several options exist for these parcels, including a hotel and conference center or a cultural and performing arts center. The developer will work with the City to meet the needs of the community as well as the intent of the Downtown Master Plan.

Who

City of Marble Falls

Funding

TBD

Project Purpose

Economic Stimulus to the Downtown area. These major attractors can add vitality and inject people who frequent the Downtown area on a regular basis. The more dollars spent in the area and increased activity can lead to the stronger presence Downtown has in the City and region. This presence will lead to more development and redevelopment in the Downtown area. While Street and aesthetic upgrade to Downtown will solidify the identity of the district and create a sense of place, the key variable Downtown must have moving into the future is economic vitality. Any one of these projects by itself can attract a diverse array of peoples to the area, and each individual project has a different core audience. Combined, these projects attract groups at differing and overlapping time periods during the day or weekend, and will attract private sector businesses to become a part of Downtown. One area that many Downtown Plans do not capitalize upon is by bringing private development to the table, not only as a vital component to Downtown, but as a partner to the Downtown's future development. The opportunity to joint venture and maximize the public improvements in the area should be capitalized upon on case by case basis in the Downtown area.

Project 2: Street Corridor Project



Map 46: Project 2: Main Street Corridor Project

Scope

- Reconfigured connection of Main Street to the Lakeside Park
- Sidewalks
- Landscaping
- Street Lighting
- Functional improvements to the Skate park to interface with pedestrian orientated Main Street, such as mini-civic plaza
- Wayfinding signage

Who

City of Marble Falls

Funding

TBD

Project Purpose

Connection of the two most important factors in Downtown Marble Falls, the Core District, via Main Street and Lake Marble Falls. This street reconfiguration and street corridor project would require additional right-of-way, but would be the most significant step in the vital connection of Lakeside Park to Main Street in a functional way. The project would include the addition of parking spaces, sidewalks, landscaping, and reconfiguring the Main Street connection to Lakeside Park. This project is built upon the vision of both the Comprehensive Plan and the Downtown Plan. Additionally, this project would benefit the privately and underdeveloped parcels between the developed portion of Main Street and Lake Marble Falls.

Project 3: Second Street, entry feature and street



Map 47: Project 3: Second Street Corridor Project

Scope

- Entry feature at US 281 and Second Street
- Sidewalks, Landscaping, Street lighting, and Parking reconfiguration
- Intersection pedestrian and aesthetic improvements at Second and Main Streets
- Wayfinding signage

Who

City of Marble Falls

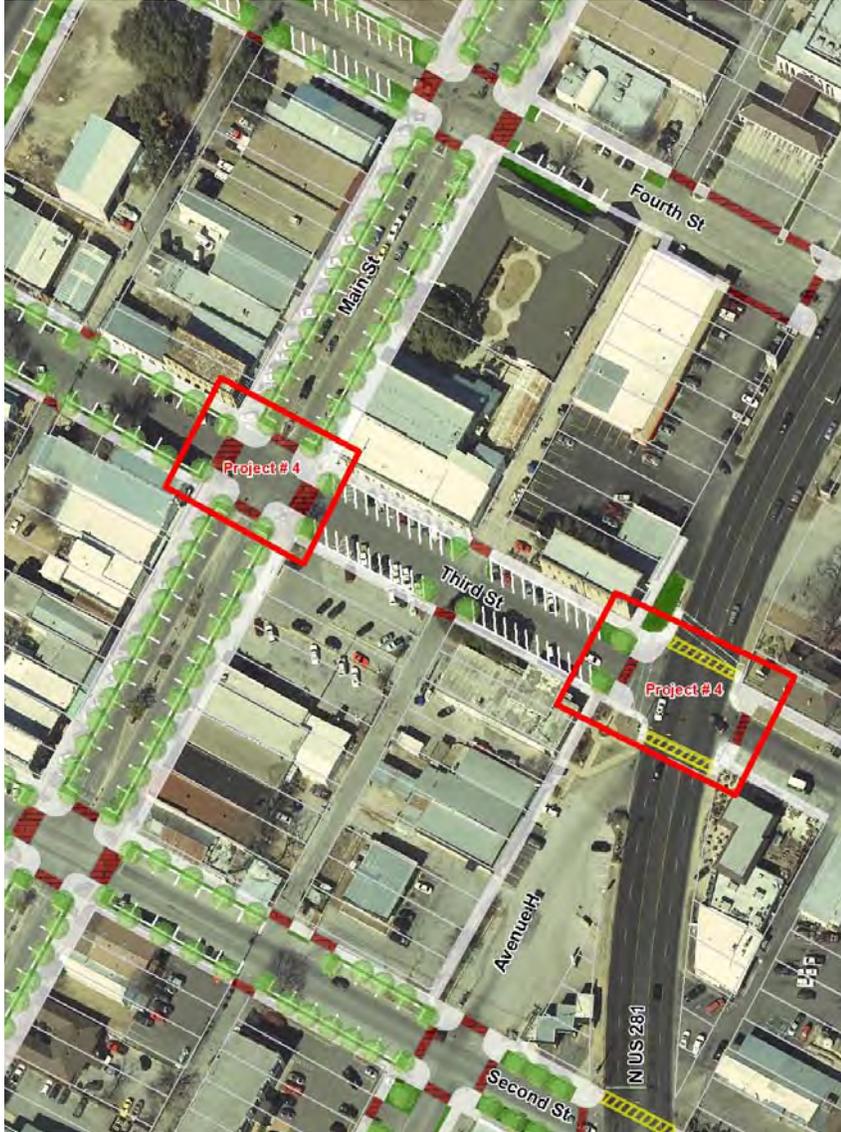
Funding

TBD

Project Purpose

The portal to which the core area is entered is a significant element to the establishment of a strong Downtown area. An entry feature is a feature that Main Street business owners have spent years pursuing; conceptual designs have been done. The connection of the Visitor Center project site to the Main Street area is a significant step to establishing the identity of a Downtown district. The linkage of the Visitor Center both functionally and aesthetically is a substantial benefit.

Project 4: Third Street, entry feature and street



Map 48: Project 4: Third Street Intersections Project

Scope

- Entry feature at US 281 and Third Street
- Landscaping and water feature adjacent to entry feature
- Sidewalks, Landscaping, Street lighting, and Parking reconfiguration
- Intersection pedestrian and aesthetic improvements at Third and Main Streets and Third Street and Highway 281
- Wayfinding signage

Who

City of Marble Falls

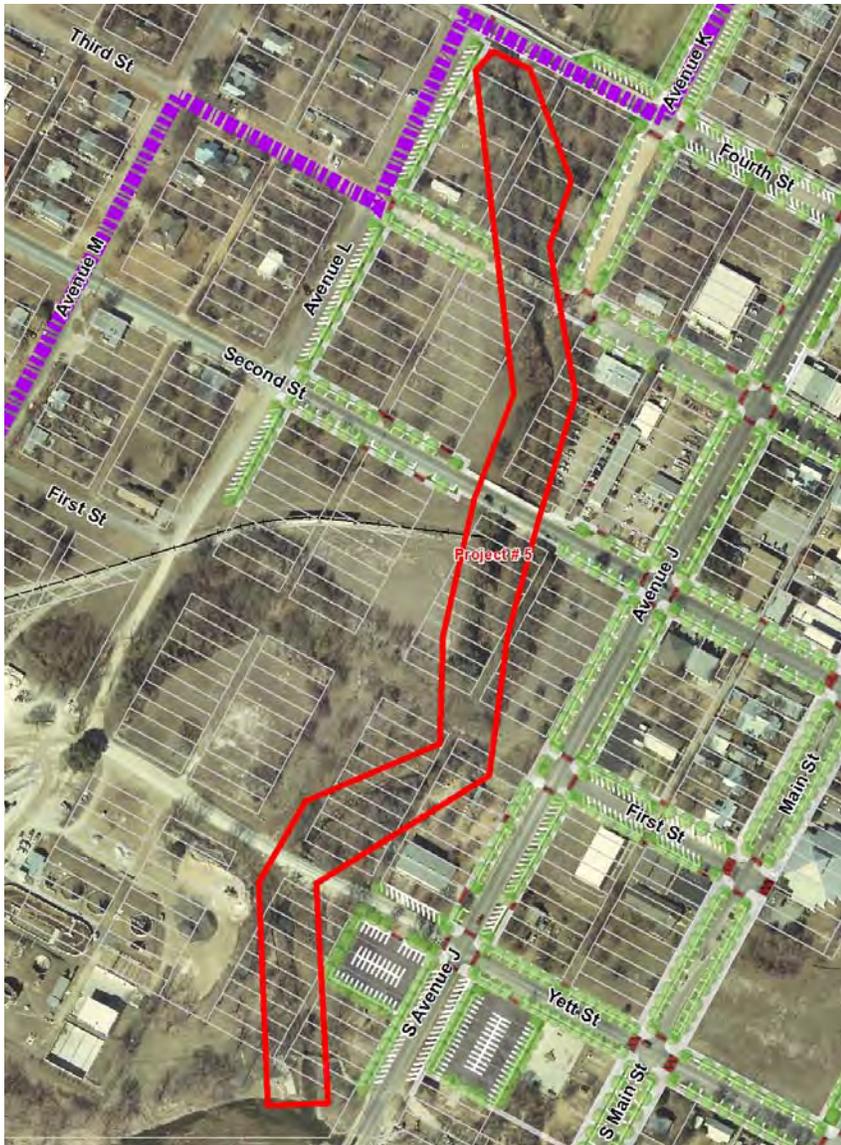
Funding

TBD

Project Purpose

The portal to which the core area is entered is a significant element to the establishment of a strong Downtown area. An entry feature is a feature that Main Street business owners have spent years pursuing; conceptual designs have been done. The Third Street intersection is probably the highest traveled intersection by pedestrians in the Downtown area, and the pedestrian functionality is limited. The connection of the Old Oak Square as a shopping anchor should have a pronounced pedestrian connection to the rest of the core area.

Project 5: Creekwalk



Map 49: Project 5: Creekwalk Project

Scope

- Hike and Bike Trails, crosswalks, sidewalks
- Channel improvements for flood control, water retention for pooled water amenities
- Landscaping and development of a linear park
- Pedestrian scale lighting for security and integration into the Downtown District
- Maximize partnership opportunities
- Wayfinding signage
- Major step to creating a self contained Downtown 5k route for events

Who

City of Marble Falls

Funding

TBD

Project Purpose

Transformation of a natural feature into a Downtown asset and an amenity to attract visitors and real estate development expanding the Downtown base. The Creekwalk would functionally and aesthetically connect Johnson Park with the Greens Soccer Park and all of the real property in between, including the vicinity for the Train Depot Facility. This project would also serve as a functional flood control project, improving the drainage conditions of the area and reduce the floodplain in the area, and give the City the opportunity to reclaim unbuildable land restricted by the floodway. This is a project for which a variety of grant opportunities would be possible due to its flood mitigation value. This project would provide substantial benefit at an affordable cost.

Project 6: Street Corridor: Avenue H and First Street



Map 50: Project 6: Avenue H and First Street Corridors Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, and Street Lighting
- Wayfinding signage
- Pedestrian and aesthetic improvement from US 281 to Lakeside Park

Who

City of Marble Falls

Funding

TBD

Project Purpose

Connection of the Second Street area to Lakeside Park. Provide strong pedestrian access to Lakeside Park from the existing developments of the Landing, Village at Lake Marble Falls, and the new US 281 Bridge. Expand existing parking in the Downtown Parking inventory.

Project 7: Street Corridor: Fourth Street



Map 51: Project 7: Fourth Street Corridor Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, and Street Lighting
- Wayfinding signage
- Pedestrian and aesthetic improvement

Who

City of Marble Falls

Funding

TBD

Project Purpose

Construct large volume of on-street parking for the Downtown area between Main and the Greens Soccer Park. The pedestrian connection of this parking to both the Main Street area and the Soccer Park is a very desirable connection. Upgrading the Fourth Street intersection will provide the north terminus of the Downtown area, until in the future, it spans north.

Project 8: Street Corridor: Yett Street



Map 52: Project 8: Yett Street Corridor Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, and Street Lighting
- Wayfinding signage
- Pedestrian and aesthetic improvement
- 2 parking lots with a park-like feel

Who

City of Marble Falls

Funding

TBD

Project Purpose

Themed street re-construction connecting other projects of Avenue H and Main Street. This project includes a large volume of on-street parking constructed and two large parking lots near the intersection of Avenue J and Yett Street. These parking lots will serve as day/evening use parking lots for either the Downtown area or Johnson Park, since the parking areas are located within a comfortable walking distance of each area. This project will also spatially connect the Core and Rail Districts to the Johnson Park area and vice versa.

Project 9: Facility Relocation, Lakeside Park



Map 53: Project 9: Facility Relocation, Lakeside and Johnson Parks

Scope

- Demo existing pool, possible reuse of space in combination or accommodated by the Lakeside Pavilion facility
- Demolition of the tennis and basketball courts and renovation of the site to improve waterfront park setting
- Construct new pool, basketball courts, and tennis courts with appropriate volume of parking in Johnson Park

Who

City of Marble Falls

Funding

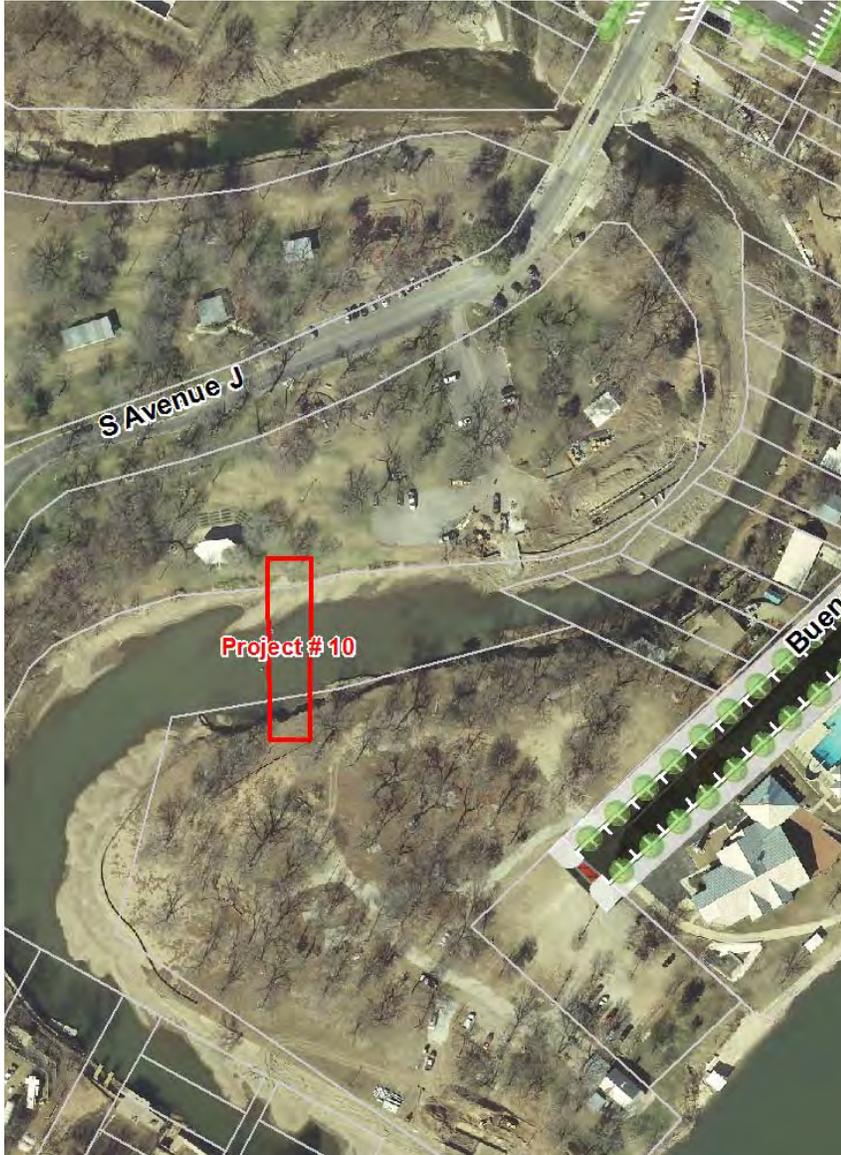
TBD

Project Purpose

The Lakeside Park pool is over 30 years old. The construction of a new pool invites the location of the pool to change to a more desirable place in the Johnson Park District, so that Lakeside Park can be restored and used for more event based functions and general enjoyment of the Lake Marble Falls waterfront. This facility demolition and relocation should include the Tennis Court and Basketball Court to Johnson Park.

The age of the City Pool and the City needs may move this project to a higher priority.

Project 10: Walking Bridge between Parks



Map 54: Project 10: Pedestrian Bridges Between Parks

Scope

- Pedestrian accessibility through Downtown area and between parks
- Pedestrian bridges attract walkers to high usability
- Landscaping and Wayfinding signage
- Overall connectivity of pedestrian system in City improved

Who

City of Marble Falls

Funding

TBD

Project Purpose

Pedestrian Bridge linkage of the two most significant park spaces in the City. This project will allow full connectivity of the two parks for pedestrians and visitors for events occurring in both parks. This connectivity may even spur larger events that were once singular to one of the parks; connecting them could facilitate a larger event.

Project 11: Street Corridor: Third Street



Map 55: Project 11: Third Street Corridor Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, Wayfinding signage, and Street Lighting
- Pedestrian and aesthetic improvement
- Corresponding intersection improvements

Who

City of Marble Falls

Funding

TBD

Project Purpose

This street corridor project would connect Main Street to the western areas of Downtown in the Rail District. The benefits and cost of this project should be closely examined if any projects are executed for a tourist train facility. This street improvement would also benefit the street being used for events and the needed increase in Downtown parking inventory.

Note: This project may be an additional option linked with train depot construction to connect the facility into the Core District.

Project 12: Street Corridor: Second Street



Map 56: Project 12: Second Street Corridor Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, Wayfinding signage, and Street Lighting
- Pedestrian and aesthetic improvement
- Corresponding intersection improvements

Who

City of Marble Falls

Funding

TBD

Project Purpose

This street corridor project would connect Main Street to the western areas of Downtown in the Rail District. The benefits and cost of this project should be closely examined if any projects are executed for a tourist train facility. This street improvement would also benefit the street being used for events and the needed increase in Downtown parking inventory. As a highly traveled thoroughfare in the City, the improvement of pedestrian safety would be a major benefit too.

Note: This project may be an additional option linked with train depot construction to connect the facility into the Core District.

Project 13: Street Corridor: Main Street



Map 57: Project 13: Main Street Corridor Project

Scope

- Parking conversion of existing Downtown area
- Sidewalks, Landscaping, Wayfinding signage, and Street Lighting
- Addition of plenty of seating, shaded areas, and design should take into consideration events/uses like the sculpture on Main

Who

City of Marble Falls

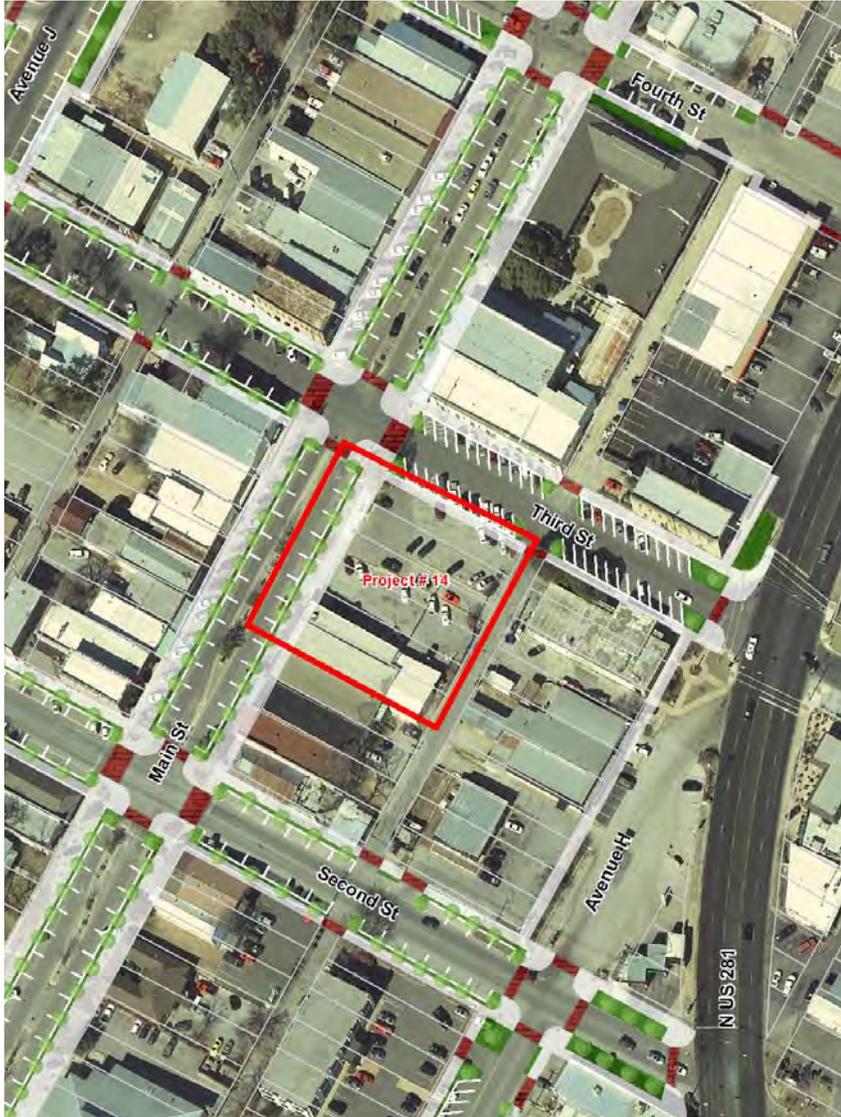
Funding

TBD

Project Purpose

Increase usable space at storefronts along Main Street, and space for pedestrians and activity within the streetscape. The construction should take into consideration the volume of events and activities in the Main Street area, and that it is the center and heart of Downtown. This project is highly dependent on the preceding street corridor projects in this list being executed prior to this one commencing, in order to expand the Downtown parking inventory before any parking conversion on Main Street occur.

Project 14: Facility Relocation: Police Station



Map 58: Project 14: Facility Relocation: Police Station

Scope

- Reuse of aged Downtown building for public/business use

Who

City of Marble Falls

Funding

TBD

Project Purpose

Timing of this project is very sensitive, because of two variables. First is the relocation of the Police Department into another facility, which the City must execute. Second, the timing of City Hall relocation, due to the parking need of City Hall. The parking area is a necessity while City Hall remains in its current form. Following these two issues, this project can become a reality.

NOTE: Must be commenced in conjunction with City capital project for new Police Headquarters.

Project 15: Downtown Features: Waterfront Use



Map 59: Project 15: Downtown Features: Waterfront Use

Scope

- Potential fishing/day dock to improve the outdoor use space on Lakeside Park
- While other locations may work fine, ideal site is old factory concrete intake
- Sidewalks, Landscaping, Wayfinding signage, and Street Lighting
- Limited number of boat slips for daytime use
- Pedestrian and aesthetic improvement
- Water features

Who

City of Marble Falls

Funding

TBD

Project Purpose

Increase access and usability of Lake Marble Falls by providing civically controlled amenities to the general public at the waterfront. Water features attract people, so any water features that can be integrated into this design would be very beneficial, especially those that would make the site more viewable by the general public. For example, any site visible from the US 281 bridge would be a good candidate for such a feature. The location indicated on the map above represents one such location in Downtown Marble Falls.

Project 16: New Facility: City Hall



Map 60: Project 16: Facility Relocation: City Hall

Scope

- New Public facility
- Sidewalks, Landscaping, Wayfinding signage and Street Lighting
- On-Site Parking

Who

City of Marble Falls

Funding

TBD

Project Purpose

New City Hall facility in the core Downtown area is a need in the Comprehensive Plan and Downtown Master Plan. The new City Hall's relationship to the Downtown area is crucial to Downtown's long term success. If old City Hall is demolished, a Downtown Greenspace and simultaneous conversion of the existing parking area into a Downtown plaza can occur, or the City may enter into a public/private partnership for the redevelopment of this area.

Possible locations for a new City Hall include the old Public Works yard at Third Street and Avenue J, the vacant land south of the library, and the vacant land at the northwest corner of Main and Yett Streets.

The priority given to this project can shift depending on development plans and public/private partnerships elsewhere Downtown.

Project 17: Street Corridor: Avenue J



Map 61: Project 17: Avenue J Corridor Project

Scope

- Parking expansion to Downtown area
- Sidewalks, Landscaping, and Street Lighting
- Wayfinding signage
- Pedestrian and aesthetic improvements

Who

City of Marble Falls

Funding

TBD

Project Purpose

A large volume of Downtown Parking will be constructed with this project, spanning from Ave J at Yett Street to Fourth Street to provide on-street parking in Downtown Marble Falls. The project will include pedestrian and aesthetic upgrades to the street corridor.

Project 18: Pedestrian Amenity: Walking Bridge



Map 62: Project 18: Pedestrian Walking Bridge

Scope

- Pedestrian accessibility into Downtown area improved
- Landscaping and Wayfinding signage
- Overall connectivity of pedestrian system in City improved

Who

City of Marble Falls

Funding

TBD

Project Purpose

Pedestrian Bridge linkage of two significant park spaces between the Lakeside Park and Hays Addition Park. This project will not only open access from Lakeside Park to Hays Addition for visitors and park goers to use that park, but will open access to Lakeside Park and Downtown from Hays Addition for the residents of the Hays Addition neighborhood.

Appendices

Appendix A: History

Appendix B: Existing Conditions, SWOT

Appendix C: Process

Appendix D: Survey Results

Appendix E: Conceptual Plan

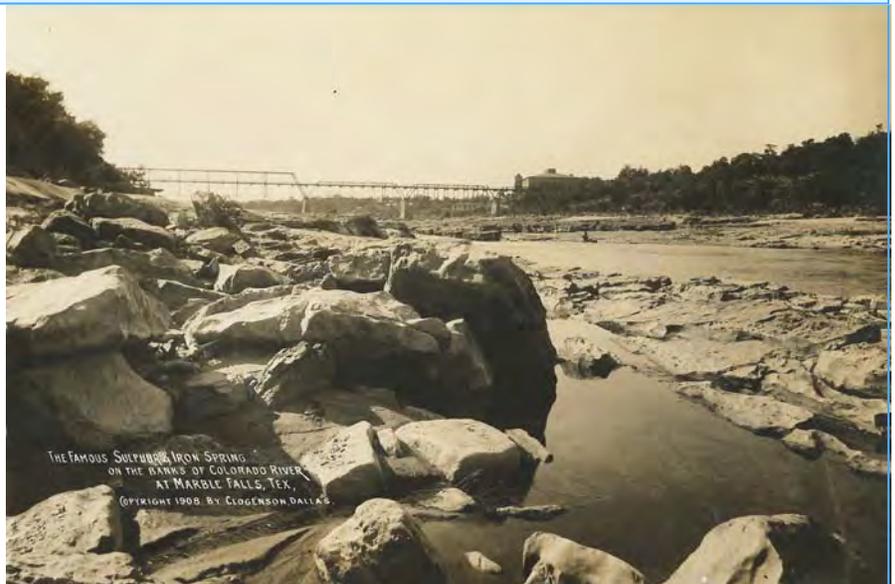
Appendix F: Graphics and Maps Index



Appendix A: History

A brief history of Downtown Marble Falls

By Jane Knapik, local resident



History

Section courtesy of Jane Knapik, June 2010

Main Street in Marble Falls had to earn the right to its name. On the original map, the street was labeled simply “Avenue I,” parallel to and between avenues H and J. Because it was developed along the top of a ridge that ran from north to south toward the Colorado River, not far from the Great Falls, area citizens soon knew its position made it important.

Official Texas Historical Markers located in the Main Street area give information about early time in Marble Falls: the Factory, the Opera House, the Post Office, the Roper Building, and Gov. Oran M. Roberts’ home.

In 1887, when the town of Marble Falls was laid out on the north side of the Falls on the Colorado River and near Granite Mountain, it was the right time to start a town, with good economic times across the state and the nation. The area was already well known across Texas because the railroad from Burnet to Granite Mountain had been completed in 1885 for hauling granite to Austin to build the new capitol building

Early settler Noah Smithwick had written about attending a barbecue held at the Falls on July 4, 1854. During the passing years, others had tried to found a town; but it wasn’t until 1887 that a lasting effort was made.

Town founder Adam R. Johnson, age 53 and completely blind from his Confederate Army experience, joined associates in the Texas Mining and Improvement Company to buy clear title to the land where they wanted the town built. They offered town lots for sale beginning on July 12, 1887; and an Austin newspaper reported that 3,000 people attended the sale, buying \$30,000 worth of lots, ranging in price from \$75 to \$750.

Burnet County had organized as a county in 1854 and had about 7,000 residents when Marble Falls started. On that first sales day, many county residents came by horseback or carriage from northern points in Burnet County. Other citizens came from the south side of the Colorado, crossing the river by ferry or at low water crossings. In addition, Former Governor Francis R. Lubbock and other dignitaries rode the train from Austin to Burnet and on to Granite Mountain, where they were met and transported by carriage to the sales event.

Then train tracks were extended from Granite Mountain into Marble Falls in 1889, with a depot located in a low area at South 1st Street and Avenue N. When the last spike was driven for the new tracks into the town, the track crew and some local citizens held a celebration. It was reported that someone, perhaps the First Chance Saloon, provided five gallons of “Snake Medicine” to help them celebrate in grand style.

The depot area became the “main” street for a while when some businesses and homes made their appearance. But, probably because Avenue N was subject to flooding from Backbone and Whitman creeks, promoters of a new granite bank and other businesses chose to build on the higher ridge labeled Avenue I, soon known as Main Street.

However, the depot area continued as an extension of the new Main Street. Old photographs show wagons of baled cotton that came from nearby farms turned up 2nd Street to Main Street, then descended “town hill” to loading docks for rail shipping to cotton buyers.

Also, social activities continued to take place in the Depot Park, and people could use the telegraph service or board the train for an “excursion” across the state or nation. Many gathered just to watch passenger trains arrive at the depot twice a day. Since the tracks ended at the depot, some onlookers stayed to watch the engineer use the “Y” in the track to turn the train around.

History

Hotels developed in the Main Street area, causing H.E. Faubion to write in the *Messenger* newspaper, “A man need not camp out when he goes to the Falls.” Drummers, or salesmen, often arrived by train and were transported by horse-drawn conveyances to spend the night at one of the hotels, before showing their wares to businesses along Main Street. At the Roper Hotel, a display room was set up for use by the salesmen.

As businesses continued to open on Main Street, the need for a bridge across the Colorado became obvious. In 1893, private investors built a \$23,000 iron bridge downriver from the Falls. Toll fees were 50 cents for wagons and surreys, 25 cents for a man on horseback, and 10 cents a head for cattle. However, because of protests by county citizens about paying tolls, Burnet County purchased the iron bridge in 1895 to provide free passage across the Colorado into the new town.

Around the same time, Johnson and his business associates designed a plan to use water power from the river. In 1895, the Marble Falls Cotton and Woolen Mills Company completed a factory on the north bank of the Great Falls. Their excavations at that site uncovered numerous Indian burials, as a reminder that the Falls had been important throughout history.

The two-story stone factory was 300 ft. long and 100 ft. wide. To Johnson’s dismay, the company was not able to set up a profitable enterprise. But the factory building remained at the site, the first structure that people saw when they crossed the river into Marble Falls. It was used through the years by other businesses that were able to provide jobs and promote the town. The old building was gutted by fire in 1964 and razed in 1971.

Main Street patrons have been a mixed lot through the years. Families like the Burnhams, Crownovers, Slaughters and others arrived in Stephen F. Austin’s Texas in the 1820s and helped create the Republic of Texas. They moved upriver to Burnet County after Texas became part of the United States in 1846.

Also, several Marble Falls founders and numerous others had served in the Confederate Army during the 1860s and worked together in the new town. George Lacy, a Confederate who owned Granite Mountain at the time the capitol in Austin was built and who had helped drive Indians out of Burnet County in the 1870s, might have had some of the famous “Lacy Hog Dogs” along with him when he passed through town. In addition, many families of German descent, such as the Ebelings and Fuchs descendants, were among those who established and patronized businesses on Main Street.

A visitor to Marble Falls in the 1890s would have seen the granite Christian church at the south end of Main and the Baptist church on the north end of the street. Numerous religious and social activities developed in these churches as the town grew. Every December, community Christmas trees and parties were set up in churches rather than in homes.

Walking was the common form of transportation within the town. Families walked to church or to shop on Main Street, and men walked through downtown to get to their jobs in town or at Granite Mountain. Most students walked to classes in the two-storied granite school building west on Broadway.

A large oak tree stood on Main Street not far from Michel’s location, serving as a communal hitching post and a center for exchanging town news. Some hitching rails also were set up on the west side of the street.

A post office for Marble Falls was located on the south side of the Colorado River in 1884, but was moved north of the river to the depot area in 1887. By 1910, the post office moved into a new building on Main Street, where it continued to serve for 40 years.

History

While technology changed and improved Main Street through the years, people ran into the same situations always experienced by mankind. For instance, numerous lives were lost in the swift waters of the river.

Also, crime did exist, and a jail soon was built on Whitman Creek. When that jail washed away, another was built on Main Street. During the brief time that former Texas Governor Oran M. Roberts lived on Main Street in the 1890s, he was called on to serve as legal defense for a family member accused of a knife murder in a nearby saloon. Then, about 1915, bank employee Robbie Heinatz was killed during a bank robbery on Main Street. In the 1940s, a law officer was shot and killed near the theater.

On a less serious note, one store owner had fruit stolen by boys hanging around on Main Street after business hours. The owner solved that problem when he rigged a trap gun to fire if the front door were jimmied open.

The Roper Hotel was built at the corner of Avenue H and 3rd Street around 1888 and offered a welcome to many guests, including politicians and governors. In 1892 Governor James S. Hogg arrived in town by railroad, “they held parties on the steamer and frequented the salons” while staying at the Roper.

From the beginning, the city provided electricity and all utilities to its patrons and boasted of its graveled streets. The Texas Mining and Improvement Company ran city business until 1907, when city officials were elected for the first time. The founder’s son, R.E. Johnson, became the first mayor. That same year, the town was incorporated in order to form an independent school district which could tax and sell bonds in order to buy a school building and grounds. Progress included cleaning up the town and getting the hogs off the street. A Dallas capitalist bought “the factory” property on the river.

The Blazing Star Lodge had moved its two-storied building from the Shovel Mountain community south of the Colorado River into Marble Falls when the new town opened. At the end of 1909, Blazing Star Lodge laid the cornerstone on a two-storied rock building east of Main Street, near the Roper Hotel. Its lower floor housed the Messenger newspaper and a real estate office. The fact that it was an impressive building encouraged businessmen to construct additional two-storied structures along Main Street. It is recorded that, for a while, St. Frederick Baptist Church used the lower floor of the Masonic Lodge on Main Street for church services on Sunday and for school during the week.

Ernst Gustav Michel opened a drugstore on Main Street in 1891. When that store was destroyed by fire, Michel built a 3-story edifice at the site. The first floor housed the drugstore and soda fountain and had the town’s first telephone. The second floor was an opera house with seating for 300 people. The top floor had the family’s living quarters. As early as 1910, Michel’s advertised as “the store of 10,001 things”; and no one doubted the statement. Dentists and medical doctors had offices upstairs in the Main Street buildings. The Martin Telephone System’s location included a switchboard and living quarters for the operator. Also available was a bank with a big clock outside, drug stores, an undertaker with horse-drawn hearse, an ice plant with a horse-drawn delivery wagon, barber shop with a stuffed bobcat near the front door, gas pumps clothing stores, lumber yard, dry cleaners, a meat market, grocery stores, a millinery, McCoy’s Variety Store, a two-lane bowling alley, and boys to shine shoes.

Also on Main were two vacant lots where an outdoor picture show operated at times. To add to the variety of services on the street, Nanney Brothers was available to repair wagons, sewing machines, and windmills.

History

With a high school in place in the granite school on Broadway, the newspaper often included articles about sports events. On December 30, 1909, the editor urged businessmen to close their shops for two hours to attend a Saturday afternoon football game between Marble Falls and Lampasas. The editor thought a good attendance would be an encouragement to the players.

The Business Men's Association met at the Opera House on the second and fourth Mondays in 1910. The Modern Woodmen were also active and hosted future Texas governor Pat M. Neff, as one of their speakers in a ceremony at the depot.

Another mayor was Mrs. Ophelia (Birdie) Crosby Harwood, elected in 1917, in spite of the fact that only men could vote at that time. She served in various public offices for 20 years and appeared in a photograph showing her riding a horse with her trademark side-saddle in one of many Main Street parades. She was also known to have taken her side-saddle by bus to San Antonio, where she rode in parades, using horses provided there for her.

In the 1920s, woolen goods, surgical gauze, and air conditioners were made at the factory on the river. The factory, the stores and shops on Main Street, and mining at Granite Mountain, west of town, continued to provide jobs for people of the town.

While making a living was important to residents, they also arranged to go fishing whenever river conditions were right. Usually, fishermen dug for fishing worms at the creek near the depot before they made their way to the river.

They enjoyed other sports also. Cabins and camp grounds were available at the south end of Main, as was a baseball diamond, between the river and Backbone Creek.

One of the early cars was a Searsmobile driven by Charles Konvicka, who lived north of town. He bought the car from the Sears and Roebuck catalog and assembled it himself. With the passing of time, Michel and Mezger ran the Ford agency on Main Street, and more and more automobiles were seen in town.

While several businesses on Main Street still used service buggies and wagons, businessmen like E.H. Miller adapted to the changing times. He advertised his blacksmith shop on Main, stating that he also would repair wagons, shoe horses, or shrink tires and install wheels. Then, as a sideline on Saturdays, he operated a grist mill to grind corn for his customers.

In 1922, town founder Adam R. Johnson died. Because of his prominence in Texas at the time, his funeral services were held in the Senate Chamber of the capitol in Austin, followed by burial in the State Cemetery. However, even after he and the other founders were no longer seen on Main Street, a number of their descendants continued to be part of the town scene.

Residents of Marble Falls kept up with the times as well as anyone. Their conversations reflected concern about prices of groceries, government spending, and prohibition of liquor sales, family life, and war. They saw their men off to the Spanish-American War and to World War I. They marked Armistice Day at the end of World War I with a parade on Main Street.

People were aware of many inventions of the time, including the air ship. Around 1925, when some residents awakened one night to see strange lights overhead, they realized that the famous Hindenburg dirigible was hovering over Main Street. E.G. Michel climbed to the top of his 3-storied building and used a megaphone to speak to

History

one of the crew members before the ship continued on its flight from Dallas to San Antonio.

The Opera House provided live entertainment, as well as silent movies for its patrons. Mrs. Michel played organ music to accompany the silent films, and the audience read the words on the screen to know what the actors were saying. Unfortunately, Michel's 3-story building burned in a 1927 fire that destroyed an entire city block, including records of the city office. However; Michel rebuilt this time choosing to construct a one-story drug store on the same site.

Surveying for the new U.S. Highway 281 brought employment to some Marble Falls residents as early as 1928. Part of the new road followed old "Avenue H," moving parallel to Main Street, northward from the river. Unfortunately, during the development of the new roadway, several of the finest Marble Falls homes were demolished in its path.

In 1935, a major flood on the Colorado swept the old iron bridge away. A new bridge that was completed in 1937 continues to serve Highway 281.

In 1937, passenger service halted at the depot, as a reflection of poor economic times of the Great Depression. The Darragh family, who bought Granite Mountain from the Lacys, found that their business decreased greatly during the 1930s. Their workers had time to build a granite home on North Main for the use of Rosa Darragh so that she wouldn't have to drive in from the Mountain to operate Darragh's Dry Goods store on Main.

During the hard times, flour and feed sacks became the material that was used to make clothing. In the Darragh store, the sacks were placed on a counter, and people could buy them for ten cents each or they could trade what they had for other sacks on the counter until they had the number of matching sacks they needed to make garments. The only restroom available during that time was a "privy" at the back of the lot.

The building of the dams, beginning with Buchanan Dam in 1935, brought much-needed jobs to the area and more business for Main Street stores. The Civilian Conservation Corps (CCC) brought the same kind of help when young men were hired to build Longhorn Cavern State Park seven miles north of Marble Falls.

While World War II took men away from Marble Falls and brought rationing of goods in stores, it also brought better economic times to Main Street. In 1942, R.O. Smith, whose family owned the Frances (Roper) Hotel east of Main Street, built the Uptown Theater next door to the Michel Drug Store. It was a popular place because people no longer had to drive to Burnet to see a show. "My Gal Sal" was the first movie shown on the big billboard that served as a screen.

It was toward the end of World War II that businesses from Main Street began to move to the new highway. The Bluebonnet Café had made its original appearance in 1929 as one of several "eating places" available on Main. It moved to its present location on Highway 281 in 1946, and some other businesses followed suit.

In 1948 the graveled Main Street was paved, along with other streets in town; and a sewer system was developed. A public library had its beginning on Main Street when Lois Anderson stored donated books in the back of Boxell & Hartzell Department Store. Three years later, the books were stored in the balcony of the Barnes Lumber Company, then moved a block off Main Street to the Masonic building.

The Burnham Brothers' store between Main Street and Highway 281 provided for the needs of hunters and fishermen. They also helped publicize Marble Falls fishing conditions with their broadcasts over a San Antonio radio station and attracted the attention of local visitors with a display case full of live rattlesnakes in the store window.

History

The development of Lake Marble Falls, made possible by construction of the Alvin J. Wirtz Dam, began in 1949, and the Max Starcke Dam, in 1951, meant that the Great Falls disappeared under Colorado River waters. The change seemed to mark the end of one era for Main Street. However, it was the beginning of a new and different time, especially because the lakes attracted more tourists and more interest in new housing developments for the Marble Falls area.

Later events of importance to Main Street:

1960 – Vice-President and Mrs. Lyndon B. Johnson attended events in Marble Falls.

_____ - Dr. W.I. Shepperd opened an office at Main and 2nd, where he continued to practice for 50 years.

1966 – Giesecke Bros. Grocery Store on Main Street sold to the HEB chain.

1969 – Hays Addition and others were annexed by Marble Falls.

1970 – The Horseshoe Bay Country Club was constructed.

1971 – The first traffic light in Marble Falls was installed at Highway 281 and RR 1431, at the south end of Main Street.

1974 – The beginning of door to door mail delivery required the installation of street signs on Main Street and throughout the town.

1975 – Marble Falls had a population of 3,600.

1975 – The old depot was moved to Broadway and Highway 281 for use by the Chamber of Commerce as a Visitors' Center.

1978 – The first handicap accessible ramps were installed on Main Street at the library at 4th Street and at the City Hall in the old bank building at 2nd Street.

_____ - Granite store buildings were torn down at Main and 3rd Street, across from the theater, to make room for a parking lot.

_____ - The Chamber of Commerce began an annual Christmas light display on Lake Marble Falls.

1991 – The Marble Falls Police Department moved to Main Street. Previously, it had been located in the City Hall at Highway 281 and 3rd Street.

1998 – The Vietnam Moving Wall was displayed in Johnson Park.

_____ - Governor and Mrs. George W. Bush dined at the Bluebonnet on Highway 281.

1998 – The Marble Falls Library moved from Main and 4th Street to a larger facility at the south end of Main Street

2003 – Owners Eugene and Susan Spitzer, who had bought the Main Street theater in 1982 and operated it under the name “Marble Theatre,” sold it to Russell Buster in 2003. The Spitzers chose to show “The Last Picture Show” as their final offering.

_____ - The Hampton Inn and two restaurants were built on the former “factory” site overlooking Lake Marble Falls.

History

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Appendix B: Existing Conditions

Existing Conditions

Analysis

Strengths, Weaknesses, Opportunities, Threats



Existing Conditions

Location

The City of Marble Falls is a small town in central Texas, in the heart of the Hill Country. Marble Falls is located in Burnet County, and is about 45 miles northwest of Austin.

Marble Falls is unlike other small towns in the area because it is the commercial hub of the region, with a daytime population of more than 4 times the size of its citizen base. Numerous natural and manmade features contribute to the beauty inherent in the Hill Country; Lake Marble Falls, a manmade lake along the Colorado River, not only supplies the City with water but also a great recreation and relaxation spot in the center of town. As the City continues to grow and expand to the south, the lake will become essential in uniting the City instead of serving as a division or barrier between parts of town. The Downtown District formed around this lake in order to take advantage of the amazing existing resource; in addition, the District's location reinforces the importance of the lake in the eyes of the community.

Downtown Marble Falls lies at the center of town and comprises 253 acres. Map 2, page 4, depicts the location of the Downtown planning area boundary.

The chart below includes areas for the city limits, Downtown planning area, and City planning area.

Area	Acres	Percent
Downtown Marble Falls	253.71	3.08% of City Limit
City Limit	8,229.39	35.02% of planning area
Planning Area (ETJ)	23,500.86	

Existing Conditions

Most of Downtown Marble Falls lies within the Original Township subdivision, platted when the city was founded in 1887. Blocks in the Original Township are three hundred feet by three hundred feet, and most have a twenty-foot alley running the length of the block. Lot sizes when originally platted were thirty or fifty feet wide, and one hundred forty feet deep. In a large portion of the Original Township, structures occupy multiple lots and are situated across lot lines. Some parcels have been replatted to reflect ownership or structure location. Other subdivisions within Downtown include Dodson-Malory, Millhouse, Village at Lake Marble Falls, Lakeview Addition, City Market, Fullview, Huber replat, and unplatted tracts.

Natural features

As mentioned, Lake Marble Falls lies at the center of town and has 40.35 acres of lake within the Downtown planning area. In addition to the Lake and the rolling hills in the Hill Country, a number of creeks snake their way through the city and into Downtown Marble Falls. These creeks, mostly wet except for during the driest of summers, provide scenic relief and soften the urban environment. They also have the unfortunate consequence of flooding from time to time. There are 34.95 acres of FEMA designated floodway and 104.36 acres of 100-year floodplain within Downtown Marble Falls. These constraints have significant effect on some aspects of this plan.

Existing Conditions

City of Marble Falls Demographics

Courtesy of the Texas State Data Center

MARBLE FALLS CITY LIMIT POPULATION BREAKDOWN	
TOTAL POPULATION	6,077
0-18	1,560
18-65	3,282
65 +	1,067
MEDIAN AGE	38.2
HOUSEHOLD SIZE	2.41

MARBLE FALLS CITY LIMIT HOUSING BREAKDOWN	
TOTAL HOUSING UNITS	2823.00
OCCUPIED	2486.00
VACANT	337.00
% OWNED	42.87
% RENTED	45.38
% VACANT	11.94

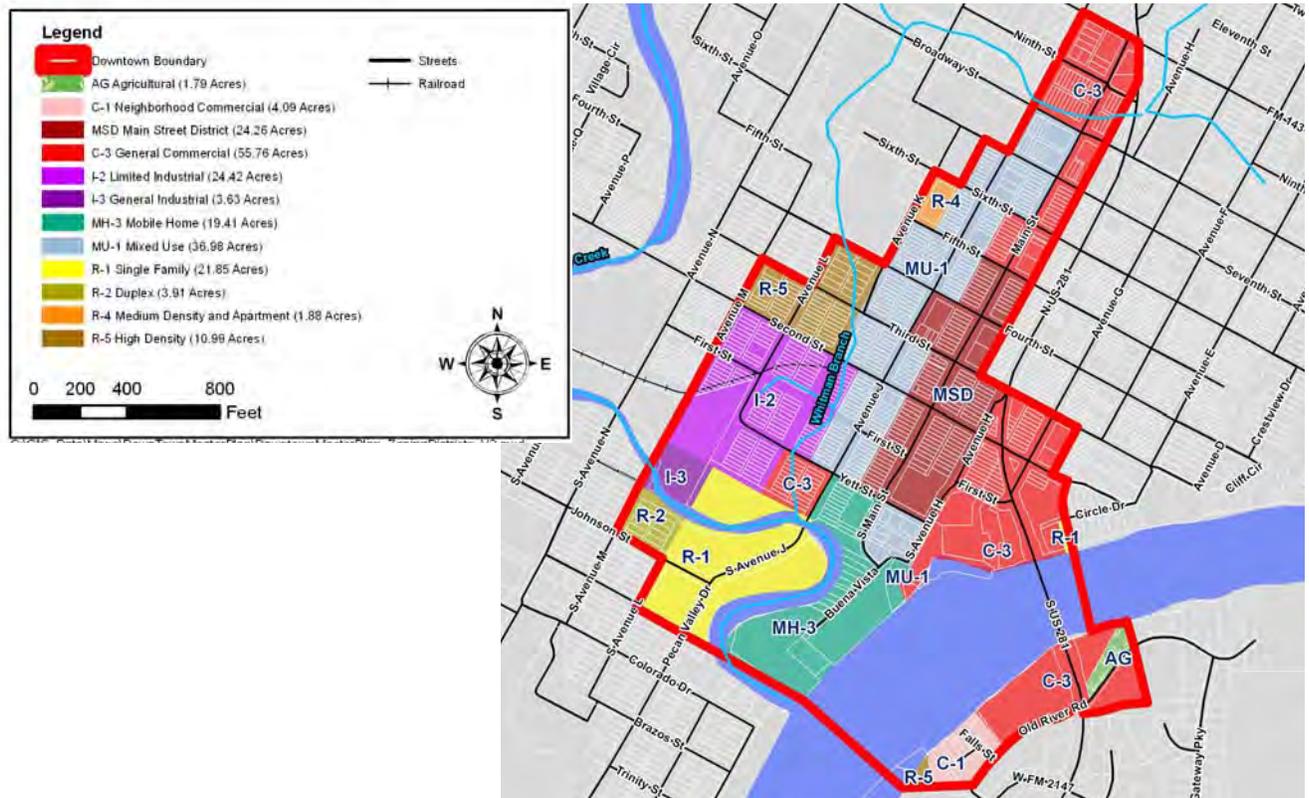
POPULATION BREAKDOWN WITHIN 5 MILES OF MARBLE FALLS	
PLACE	POPULATION
MARBLE FALLS	6,077
GRANITE SHOALS	4,910
HORSESHOE BAY	3,418
MEADOWLAKES	1,777
COTTONWOOD SHORES	1,123
HIGHLAND HAVEN	431
ROUND MOUNTAIN	181
UNINCORPORATED AREAS	3,751
TOTAL 5 MILE POPULATION	21,668

Existing Conditions

Zoning

The zoning within Downtown Marble Falls is varied. Within the City, there are 21 distinct zoning districts. In Downtown Marble Falls, 12 zoning districts appear, ranging from Agriculture to General Industrial. This spread should be considered when investigating overlay districts or rezoning within Downtown.

Downtown Zoning Districts		
CODE	CLASS	ACRES
AG	Agriculture	1.79
C-1	Neighborhood Commercial District	4.09
MSD	Main Street District	24.26
C-3	General Commercial District	55.76
I-2	Limited Industrial District	24.42
I-3	General Industrial District	3.63
MH-3	Mobile Home District	19.41
MU-1	Mixed Use District	36.98
R-1	Single Family District	21.85
R-2	Duplex	3.91
R-4	Medium Density and Apartment	1.88
R-5	High Density	10.99
Total Acres		208.98



Existing Conditions

Land Use

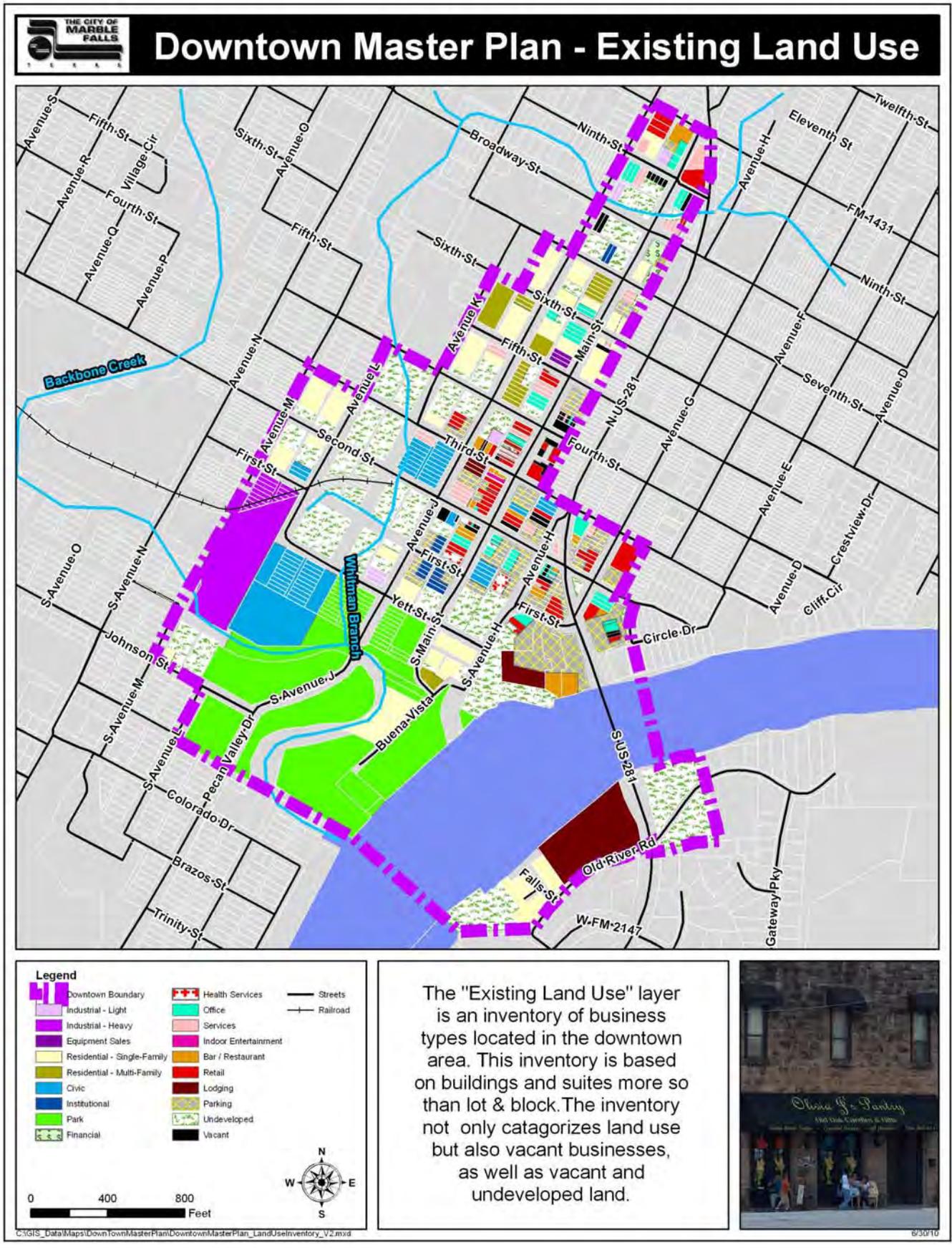
Land uses in Downtown Marble Falls include mid-density and low-density residential, commercial office, retail, and service, industrial, civic and park, and institutional. The land use chart below indicates the land use classifications used on the existing land use map along with the number of acres of each use.

Downtown Master Plan - Existing Land Use Inventory		
Downtown Boundary	253.71	
LAND USE TYPE	ACRES	% of Downtown Area
Financial	0.63	0.25
Bar / Restaurant	2.74	1.08
Civic	10.64	4.19
Equipment-Sales	0.29	0.11
Health	0.63	0.25
Heavy Industrial	8.04	3.17
Indoor Entertainment	0.09	0.04
Institutional	0.96	0.38
Light-Industrial	0.86	0.34
Lodging	6.87	2.71
Office	3.59	1.42
Park	0.13	0.05
Parking	10.37	4.09
Residential-Multi-Family	3.27	1.29
Residential-Single-Family	14.69	5.79
Retail	5.12	2.02
Services	3.12	1.23
Undeveloped	33.69	13.28
Vacant	2.25	0.89
TOTAL LAND USE	107.96	42.55
R.O.W. / Alleys	145.76	57.45

The heart of Downtown Marble Falls is defined by a rough circle through the Bluebonnet Café, the blocks of Main Street between Second Street and Fourth Street, the rail spur to the west, and the Lakeside Pavilion and Johnson Park to the south.

Despite the bisection of Downtown Marble Falls by US Highway 281, the land uses throughout complement each other and form a strong foundation on which to build and expand upon Downtown.

Existing Conditions



Existing Conditions

Housing

Residential land use is primarily composed of single-family detached residences. A small portion of residential use is multi-family. Some of the single-family homes have been converted into commercial uses. Several issues arise when converting a single-family home into a commercial property; the parking and landscaping requirements can be burdensome on the business, in addition to building and fire code requirements.

There are several housing options within Downtown Marble Falls. Single-family residential land uses comprises the largest land use category within the District. These units are both owner and renter-occupied. In addition, there are multi-family living options, consisting of low to medium density apartments.

Commercial

Most commercial properties within Downtown Marble Falls are between one and two stories and hold one to three businesses. There are a few larger buildings that hold between five and fifteen individual businesses. Most of these structures are also between one and two stories; however, there are a few buildings within the District that are three or more stories. There is one lodging use located within Downtown Marble Falls. Other commercial uses include retail, restaurant/bar, services, professional office, health, and entertainment. Specific commercial uses tend to be located throughout Downtown; there is no concentration of one or more use types in any particular portion of Downtown.

There are a wide variety of commercial establishments within the District. Commercial properties near the Lake and along Highway 281 cater to tourists, while other properties focus more on attracting residents. Commercial land uses include financial institutions, retail, restaurant and bar, specialty shops, and business offices, among others. Commercial establishments range from very small, one to two person operations to large national employers. There are no package food suppliers within the District, however there is a large grocery in close proximity to the north west corner of the District.

Institutions and Public Facilities

A number of institutional and public facilities are within Downtown Marble Falls. Institutional facilities include a Montessori school and the First Assembly of God Church.

Civic buildings include City Hall and Development Services, the Police Department, the City Public Works yard, Parks and Recreation Department, the library, the Chamber of Commerce, utility facilities, and several parks. Within the parks there is playground equipment, the City swimming pool, skate park, Lakeside Pavilion, baseball fields, tennis courts, picnic tables, and lakefront access including a boat launch ramp.

The civic uses, including the park, are concentrated towards the south portion of the district, north of the lake. The location of institution and civic facilities within Downtown Marble Falls provides an immediate source of people and movement throughout Downtown.

Industrial

The industrial land uses within Downtown Marble Falls range from light intensity to very heavy intensity.

Existing Conditions

A portion of the JM Huber processing plant lies within Downtown. In addition, the heavy trucks that transport raw materials from the Huber mine to the processing facility use a route that runs through Downtown Marble Falls. The lighter intensity uses include storage and light manufacturing facilities.

Transportation and Movement

The primary means of transportation within Downtown Marble Falls is auto-oriented. There are 35,681 feet of improved roadway and 3,815 feet of unimproved roadway. Out of those numbers, 4,303 linear feet of the improved roadway is alley, and there are 7,418 feet of unimproved alley. The TXDOT portion of improved right-of-way within the district is 3,125 linear feet.

Major auto routes through and to Downtown Marble Falls include Highway 281, Highway 1431 at the north of Downtown, and Second Street and Broadway through Downtown. In addition, the Comprehensive Plan specifies Sixth Street as a future pedestrian corridor. The map on page 134 illustrates the portion of the thoroughfare plan applicable to Downtown Marble Falls.

Marble Falls has no public transit. The Capital Area Rural Transit System (CARTS) provides prearranged services in an on-demand basis to elderly and low-income residents.

Parking for Downtown Marble Falls consists of street parking, private lot parking, and individual residence parking. Head in parking includes 719 private spaces and 538 public, including parking within the rights-of-way. Parallel parking spaces include 3 private and 12 public. This parking inventory does not include unmarked spaces or spaces on single-family residential properties.

Downtown Marble Falls is quite walkable in scale, in part because of the consistent grid system in place through most of the area. One major obstacle to walking around Downtown is that not all areas include sidewalks. There are 10,807.42 linear feet of sidewalks, with a potential of 39,336 linear feet, or 7.45 miles, that could have sidewalks. In addition, the location of Highway 281 through a portion of Downtown limits walkability in that area. Existing conditions along the highway make pedestrian crossings challenging.

Physical form

Existing physical form of structures within Downtown Marble Falls is varied. Along two blocks of Main Street, buildings have little to no setbacks from front and side lot lines, creating a clear street environment. In other areas, buildings have greater setbacks from the front and side lot lines, providing more room in the public streetscape as well as between buildings. The third main condition that exists is located where there is a substantial amount of vacant, undeveloped land within Downtown Marble Falls. In part, the location of the creeks, floodways, and floodplains have prevented vertical development in some areas. In other areas, one to four lots may be undeveloped within a developed block. The undeveloped lands provide opportunities for establishment of a consistent architectural language and physical form, and the undeveloped floodway lands provide potential for recreation activities within flood mitigation facilities.

The physical form of buildings in Downtown Marble Falls also spans many styles. Buildings range in size from small site built and manufactured single-family houses to large strip centers and industrial equipment and buildings.

Existing Conditions: Survey Results

Survey results

Early in the planning process, two surveys were conducted. One survey targeted downtown business owners and property owners; the second was open to the general public. While the two surveys provide insight into many Downtown issues, the comparison of overlapping questions in the two surveys was most valuable. A brief summary of substantial findings occurs in this section, with detailed results provided in Appendix D.

The survey results can provide a guide to the committee during the planning process, however, a few important points must be considered. When administering the survey, the intention was to consider the entire Downtown area as determined with this Plan. The surveys did not convey this intent and responders may have been focused on the area currently considered Downtown, a very small area in comparison with the proposed boundary. In addition, some owners may have taken both surveys. While the duplication is not an issue when investigating the surveys independent of one another, it may skew results when comparing the questions that overlap on both surveys.

Property and Business Owner Survey

The property and business owner survey consisted of a variety of questions; the number of questions depended on the respondent's answer to the first question. Property owners answered one set, business owners answered a second set, and joint owners answered both sets. Each survey respondent also answered all of the questions on the public survey.

In order to target the specific owners, a postcard was sent to each person owning property. In addition, business owners were targeted based on the information in the City utility billing accounts. The postcard contained the link to participate in the survey online, with an option to call or visit the city offices for a paper copy. 328 owners were notified, and 38 responses were recorded, for a response rate of 11.6%.

The goal of the owner survey was to gain insight into the characteristics of the owners. Do they have things in common, like length of ownership, reasons for owning, and future plans? What things would be useful to them as owners as we work to improve Downtown?

Owners are generally satisfied with their properties Downtown, with few to none planning on selling property or relocating at this time. This information allows the Committee to focus on amenities and other aspects of Downtown and less on owner retention and area promotion from that perspective.

Public Survey

The public survey was advertized in two local newspapers, and one newspaper posted a link to the survey on their website. The City website had a link to the survey. In addition, numerous emails were sent to contacts, and committee members also emailed their contacts. There is no response rate calculated for the public survey because it is unknown exactly how many people were targeted; however, 150 people answered the survey online.

The goal of the public survey was to learn what elements are important to the users of Downtown Marble Falls. The 7-question survey focused on amenities, public spaces, and products and services.

Existing Conditions: Survey Results

Extended results from the surveys appear in the appendix following this document.

Survey Results Comparison

The results worth mentioning here are the overlap in questions on both the owner survey and the public survey. Though the owner survey was much more extensive, all of the questions that appeared on the public survey also appeared on the owner survey.

The results of the first question will help inform the decisions made about the improvements needed in Downtown. Owners chose “directional and wayfinding signage” as the most important public improvement, with almost 25% of responders listing it as the most important. The public was fairly even in their choices, with “outdoor dining space” slightly ahead of “landscaping”, both just above 15%, with “public spaces” and “sidewalks” just under 15 %. Owners are obviously more concerned with people navigating their way to and through Downtown so their business will be discovered, while the public is more interested in amenities for their use.

When asked about elements that Downtown should embody, owners chose “unique destination”. In addition, owners tended to favor responses that support a unique destination, like “specialty shops” and “tourist attractions”. The public overwhelmingly desires eateries in one form or another; their top three choices in order include “tree-lined streets, outdoor cafes”, “lakefront dining and entertainment”, and “variety of restaurants”. The answers to question two support the findings in question one, where owners are more likely to choose things that will attract people into the area and the public chooses things that benefit them.

Question 3 asked about pedestrian mobility in Downtown. The community survey tended to have more favorable responses about the sidewalks and ability to move around downtown than the owner survey responses. A number of reasons could account for these differences: owners may have a better idea of the boundaries intended in the survey, or owners may spend more time Downtown than the community and therefore be more familiar with the conditions.

Owners are more interested (38% compared to 24%) than the community in living Downtown. Some responders on the owner survey may already live Downtown.

The Committee used the results of the surveys to inform the planning process.

Existing Conditions: SWOT Analysis

Analysis: SWOT

The SWOT analysis will become the backbone on which the plan is constructed. The following issues signify the most important and the most significant issues facing Downtown Marble Falls. The goals and objectives of this Plan address these issues, capitalizing on strengths and opportunities, and mitigating or solving weaknesses and threats. These issues, in combination with the survey results, provide direction to the Plan.

Strengths

The many strengths of Downtown Marble Falls include the lake and park system, the historic character of parts of downtown, the existing architecture in parts of downtown, the Bluebonnet Café, and the existing land uses. In addition, the presence of Main Street, with existing shops, restaurants, and entertainment options provides a solid base to expand. There are several programs in place, including the sculpture on Main and the numerous festivals and events held throughout the year, which are positive features of the community and should be continued.

Other strengths include the physical location of Downtown and the City within the Highland Lakes area, and the income base that results from the physical location. Also, the core commercial area of Downtown Marble Falls will allow a greater pedestrian environment than if the core had a highway as one of the main roads through it.

Some strengths that encourage expansion, growth, and redevelopment include the undeveloped land and the generous right-of-way throughout the district. Sometimes the undeveloped land and vacant buildings can be a threat or a weakness; however, in the context of this plan, which will plan for their uses, they are strengths.

Weaknesses

The majority of the weaknesses are things that are lacking in Downtown Marble Falls. Things that are lacking are easy to remedy; things that are blights or negative perceptions provide a much greater challenge to overcome. One of the major weaknesses is the lack of master plan for Downtown Marble Falls. In addition, most of the issues raised in this section will have solutions provided in this document; however, some will take additional consideration or programs to overcome. The following weaknesses are physical in nature. The spatial segregation of portions of Downtown, primarily caused by Hwy 281, separates Downtown into several segments and must be overcome if the area is to function cohesively. The lack or substandard public improvements hinder movement, accessibility, and feasibility of the area; these include substandard sidewalks, lack of public restrooms, poor streets, the auto-oriented environment, issues with parking, the location of city offices and the police station (within a tourist area), the lack of cohesive architecture, and the separation of Main Street from the lakefront.

Some less tangible weaknesses include high taxes which lead to high rents, limited local public funds for support of the area, and the lack of community enthusiasm or support for Downtown Marble Falls. The

Existing Conditions: SWOT Analysis

tangible and intangible weaknesses may seem daunting; yet most of them are easily remedied.

Opportunities

The main opportunity of Downtown Marble Falls is the chance to connect a number of the City's assets. These include the lakefront, the lakeside parks, the creek system, the existing Main Street, and the rail spur that connects Marble Falls with Burnet and Austin.

Significant opportunities arise from proximity to the lake and creek system. During the planning process and SWOT analysis, numerous conversations included these features, and touched on trails systems, creek walks to connect the lake to points north, and the many possibilities for using the floodplain and floodway in an environmentally sensitive manner.

Some of the other opportunities discussed include the generous right-of-way present throughout Downtown Marble Falls, the amount of City-owned property Downtown, opportunities for new development on undeveloped parcels, façade renovation to encourage a Downtown "image", and civic buildings contributing to a lively downtown. There are also opportunities for growth and redevelopment if less desirable land uses relocated outside of Downtown Marble Falls. While some of the relocation may not happen immediately, it is important to plan for what could happen when they do move.

Threats

As mentioned above, Downtown Marble Falls does not have a major road or highway through most of it. In addition to being a strength, this location can also threaten the stability and health of Downtown because of the dependency on this highway traffic. The control of the highway by a separate agency (TXDoT) also poses a threat – it limits City and planning influence over what can happen along that corridor.

In addition, the creeks through the area are an opportunity for trails and connectivity; however, the floodplains associated with them can be a major threat to any urban area.

A third major threat to Downtown, especially to any planning or programs that take place, is the lack of coordinated leadership that has hurt Downtown in the past. Competing organizations, lack of City leadership and direction, and conflicting philosophies have interfered. Moving forward, the Plan will help with a cohesive vision promoted by and reflective of the community.

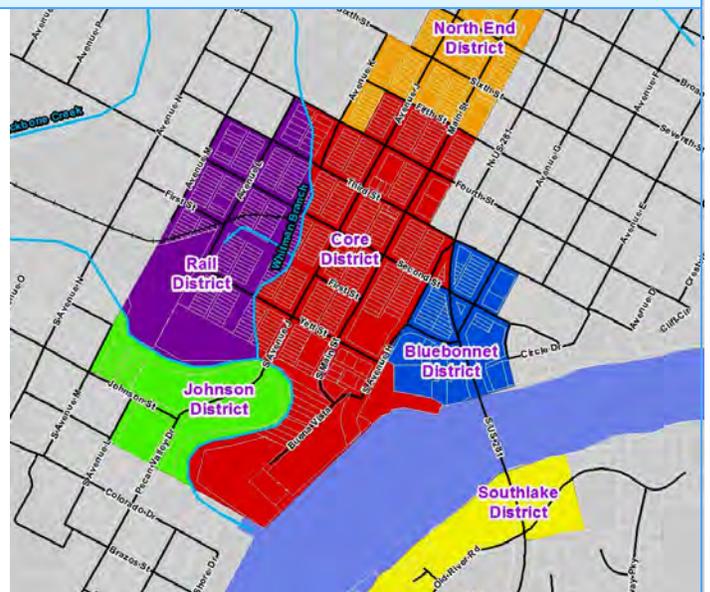
Other threats include the existence of other hill country towns, some with very established Downtown areas, the lack of architectural controls for Downtown Marble Falls, the high volume of vacancies within the area, and the general inactivity on the part of the community and the City.



Appendix C: Planning Process

Background

Process Materials



Downtown Master Plan Planning Process

This appendix details the planning process undertaken by the Downtown Master Plan Committee in more depth than the introduction in Chapter 1. The Downtown Master Plan Committee explored many components in the creation of the Master Plan; this section provides the background for the decisions made in the Master Plan.

The Committee met monthly for over a year, and tackled different elements of the Master Plan at each meeting. Each of the maps following this page are explained below. The page numbers for maps mentioned are included following the map name in parentheses.

Official Boundary (130): One of the early tasks of the Committee was establishing the scope of the Master Plan. The maps titled Zoning Districts (131), Existing Land Use (132), Future Land Use (133), Thoroughfare Plan (134), Floodplain (135), and knowledge of the area provided the basis for determination of the Master Plan boundary. In the future, this boundary may expand as Downtown grows.

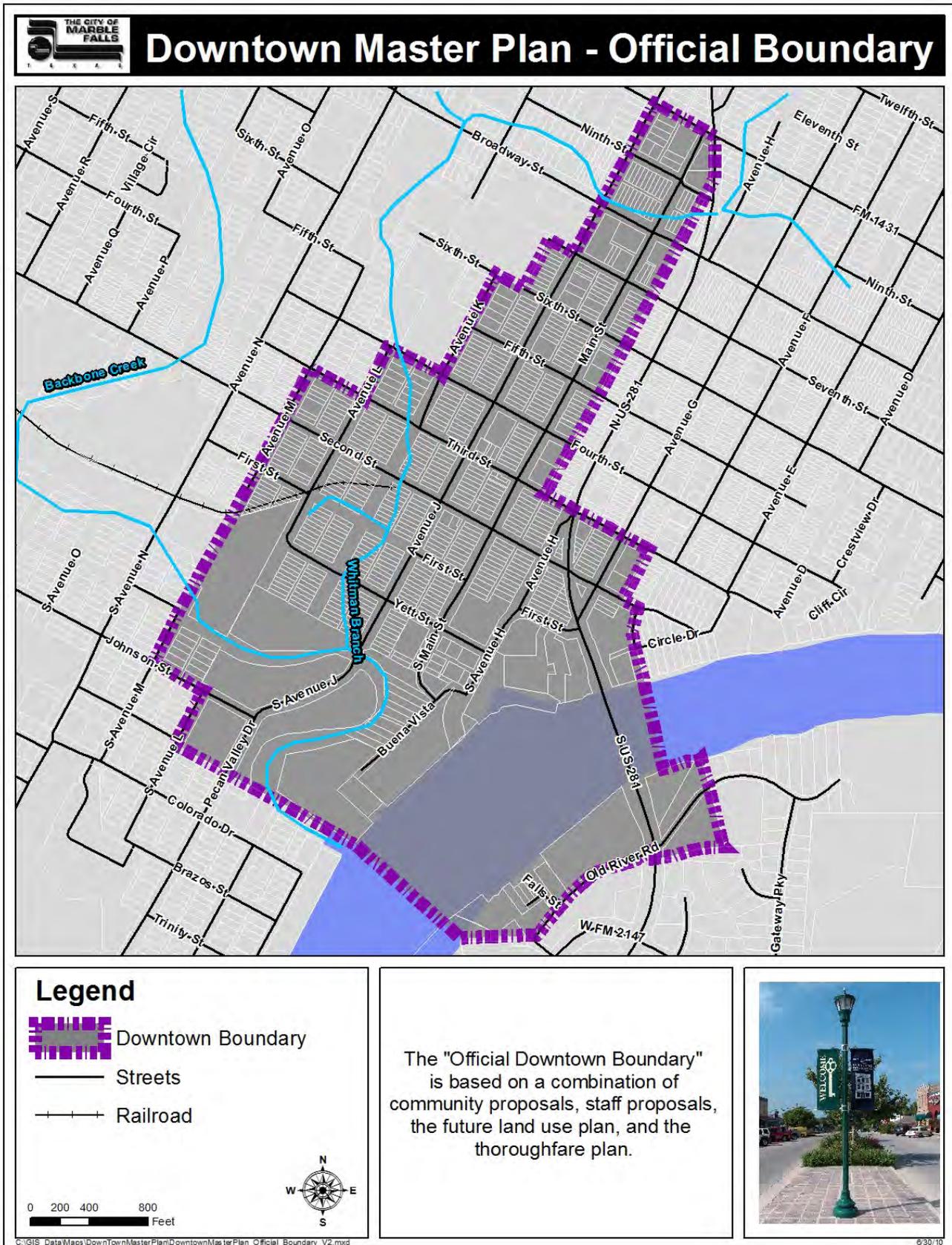
Civic Facilities: In an evaluation of the existing civic facilities, the Committee looked at City Owned Property (136) and Civic Uses (137).

Streetscape Improvements: Considerations that informed streetscape improvements needed and project priorities included studies of existing Sidewalk Inventory (138), existing Parking Inventory (139), and Rights-of-Way Inventory (140). In addition, the Committee ranked Intersections (141), Street Segments (142), and Alleys (143) to determine which portions of Downtown should be higher priority for improvements. Once priority intersections were determined, the Committee used a study of the distance of $\frac{1}{4}$ mile, $\frac{1}{2}$ mile, and 1 mile from the intersection deemed to be the center of Downtown, the intersection of Third and Main (144) to explore Satellite Parking (145) locations.

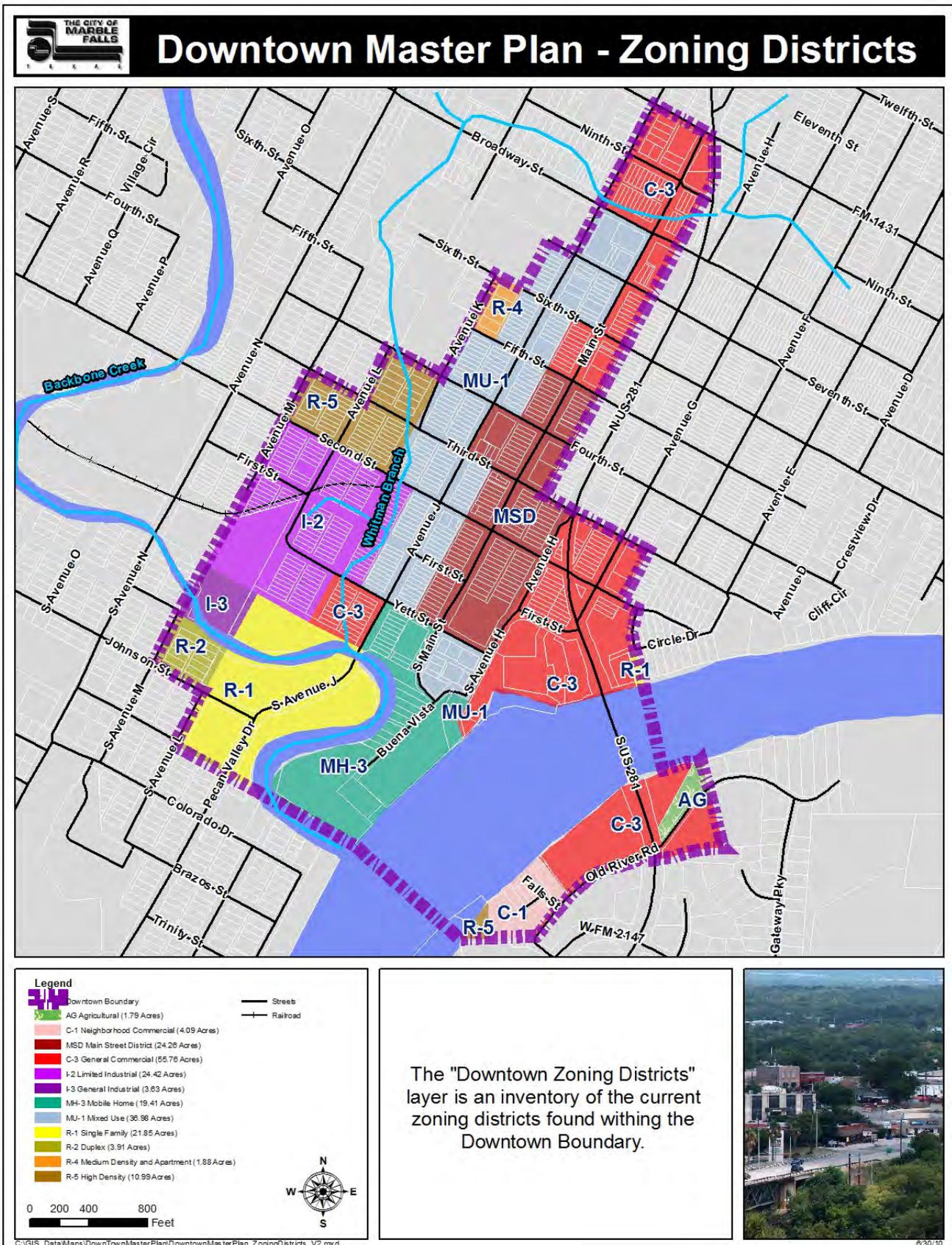
Downtown Districts (146): The Downtown Districts were developed to provide each area with a sense of identity within the whole Downtown. Each District has a specific feature that informs its name.

Existing Conditions: The following maps comprise the additional mapped existing conditions that the Committee considered in the planning process. Other existing conditions that could not be mapped were also taken into consideration, of course. Maps include Historic Properties (147) and Slope Calculations (148).

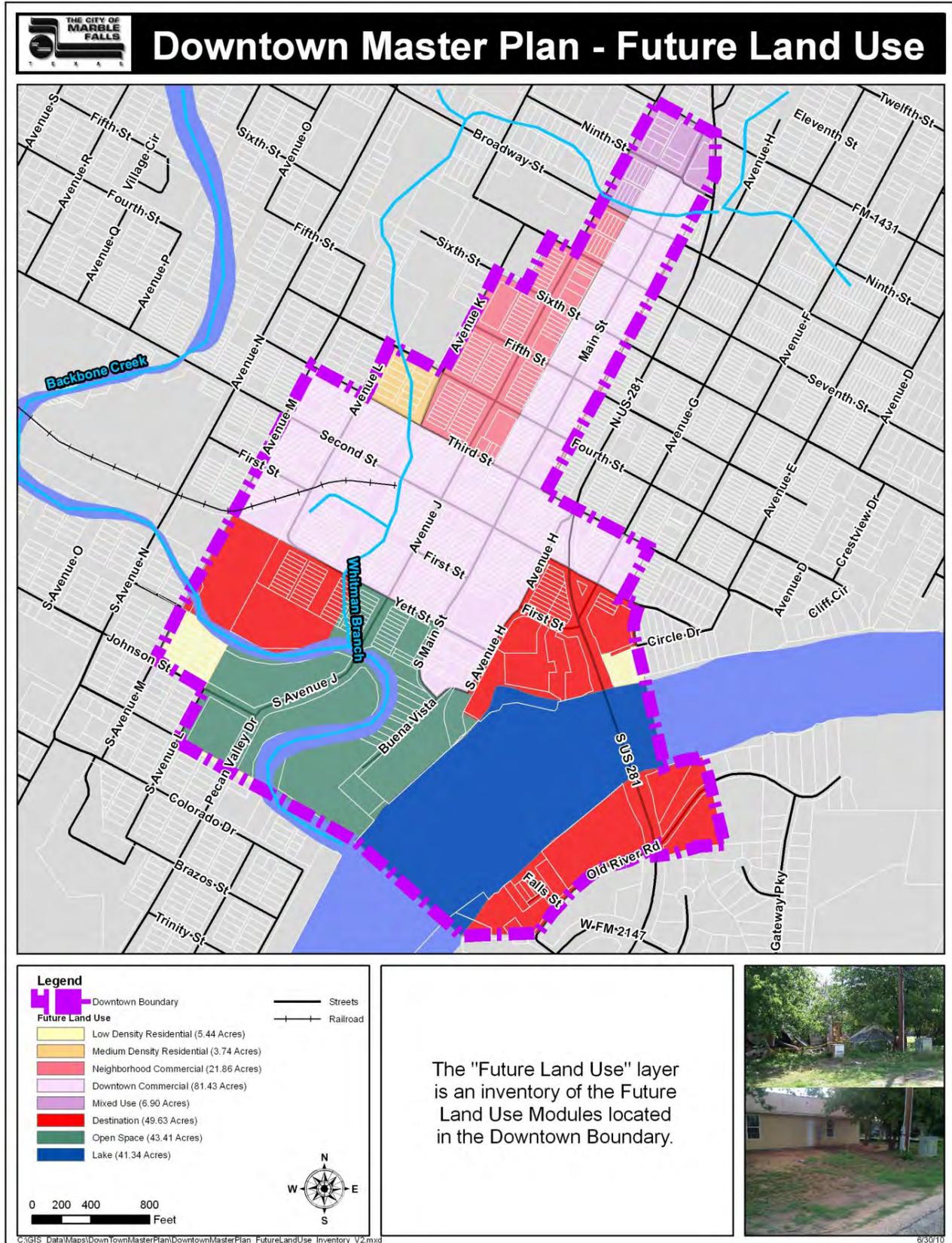
Downtown Master Plan Planning Process



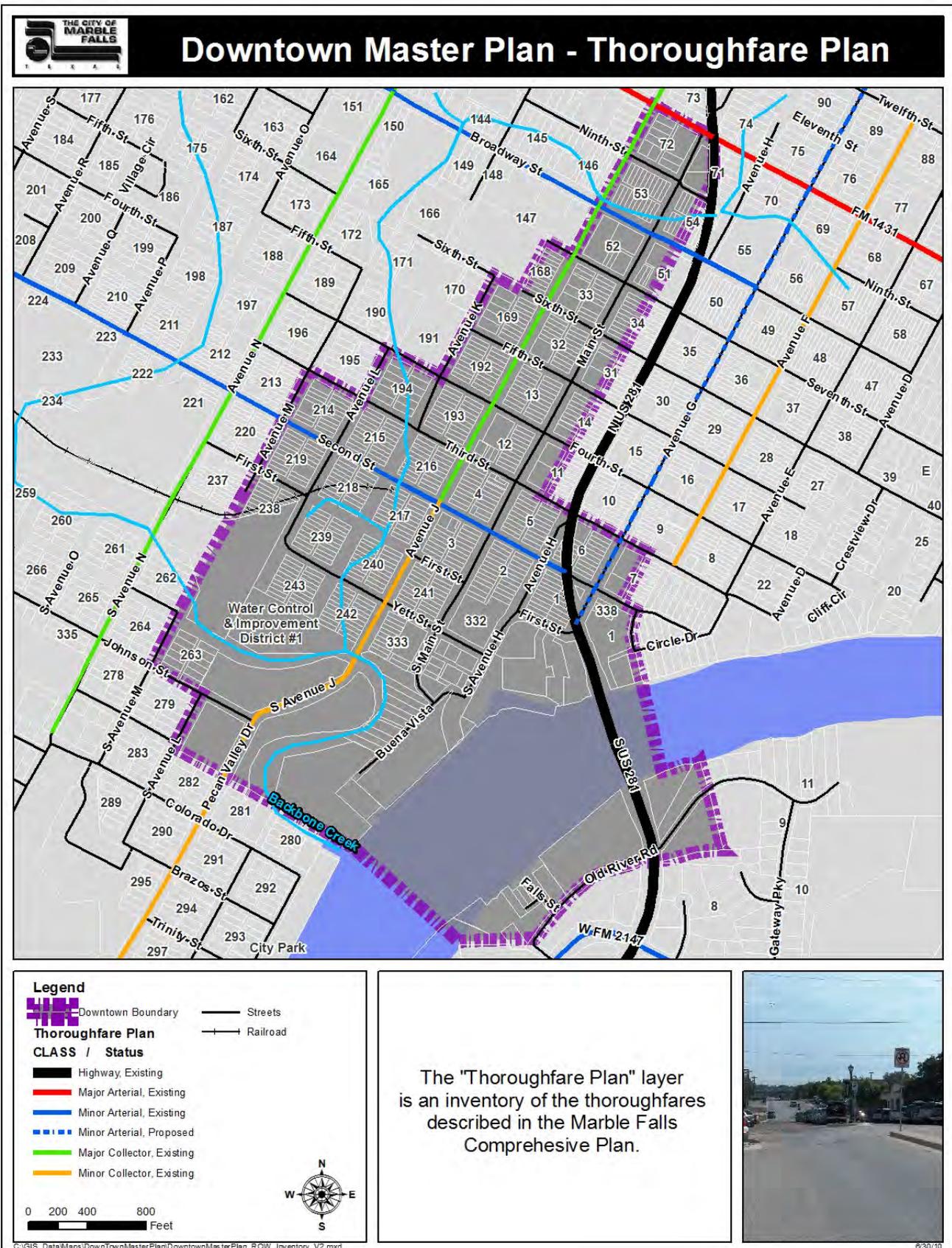
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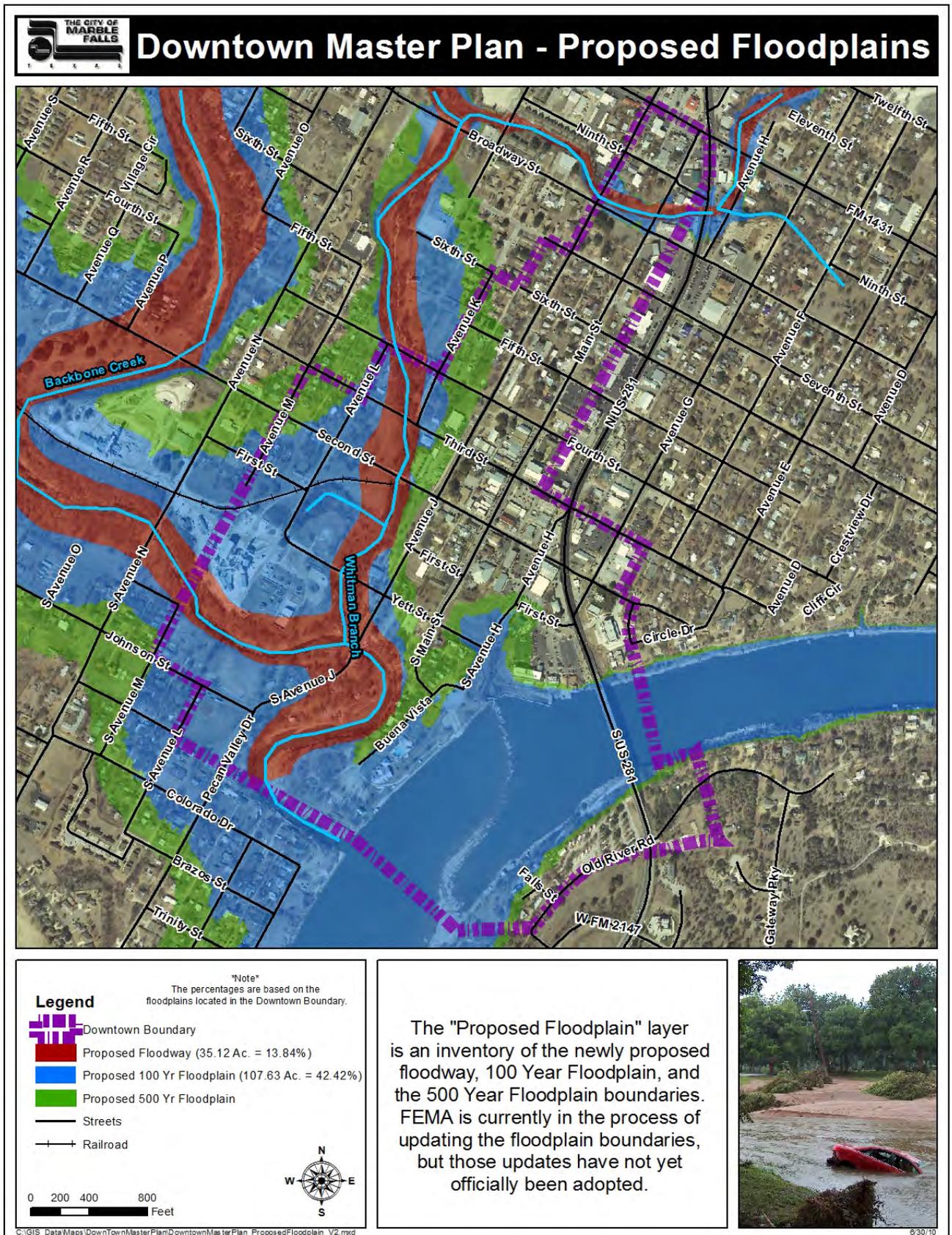
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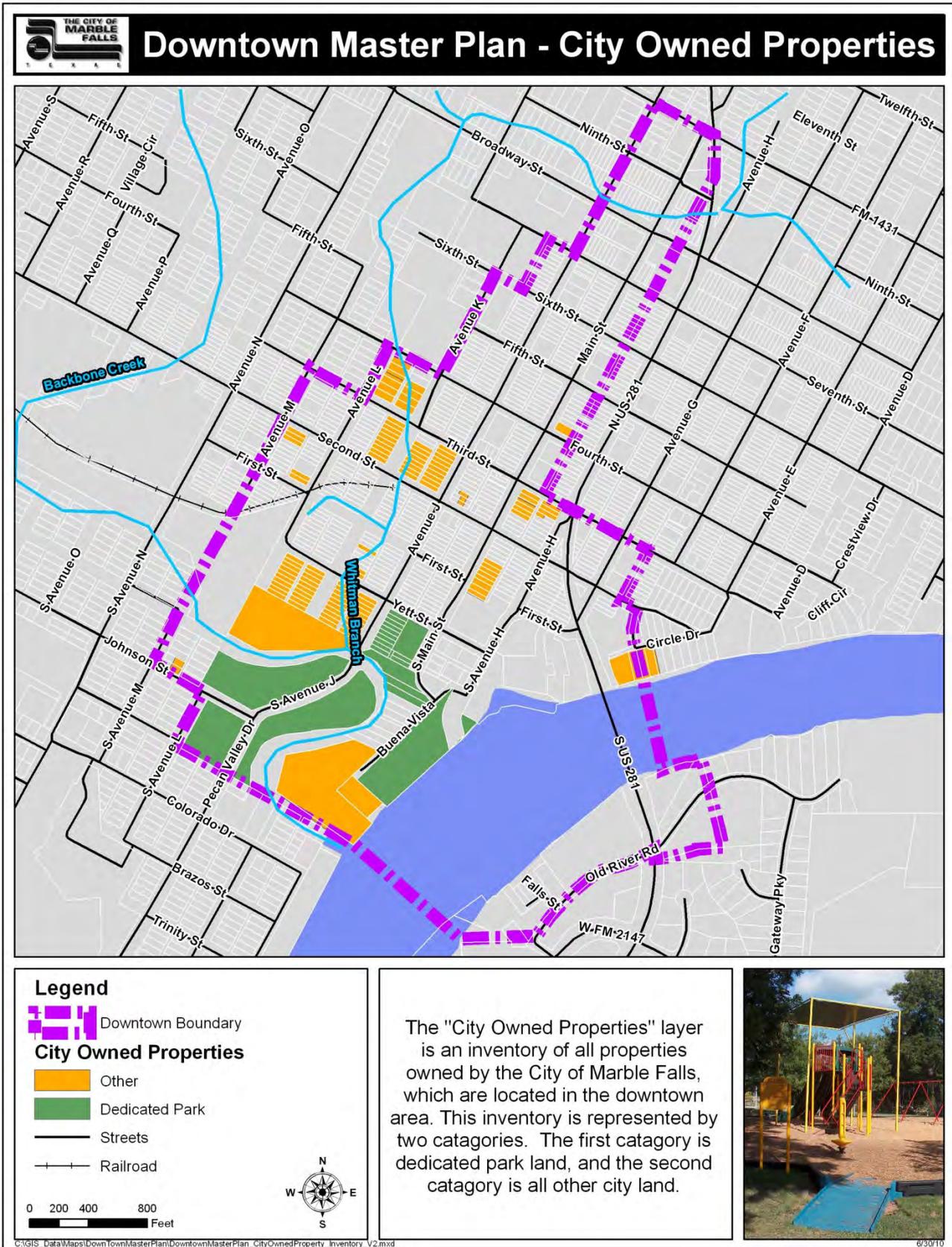
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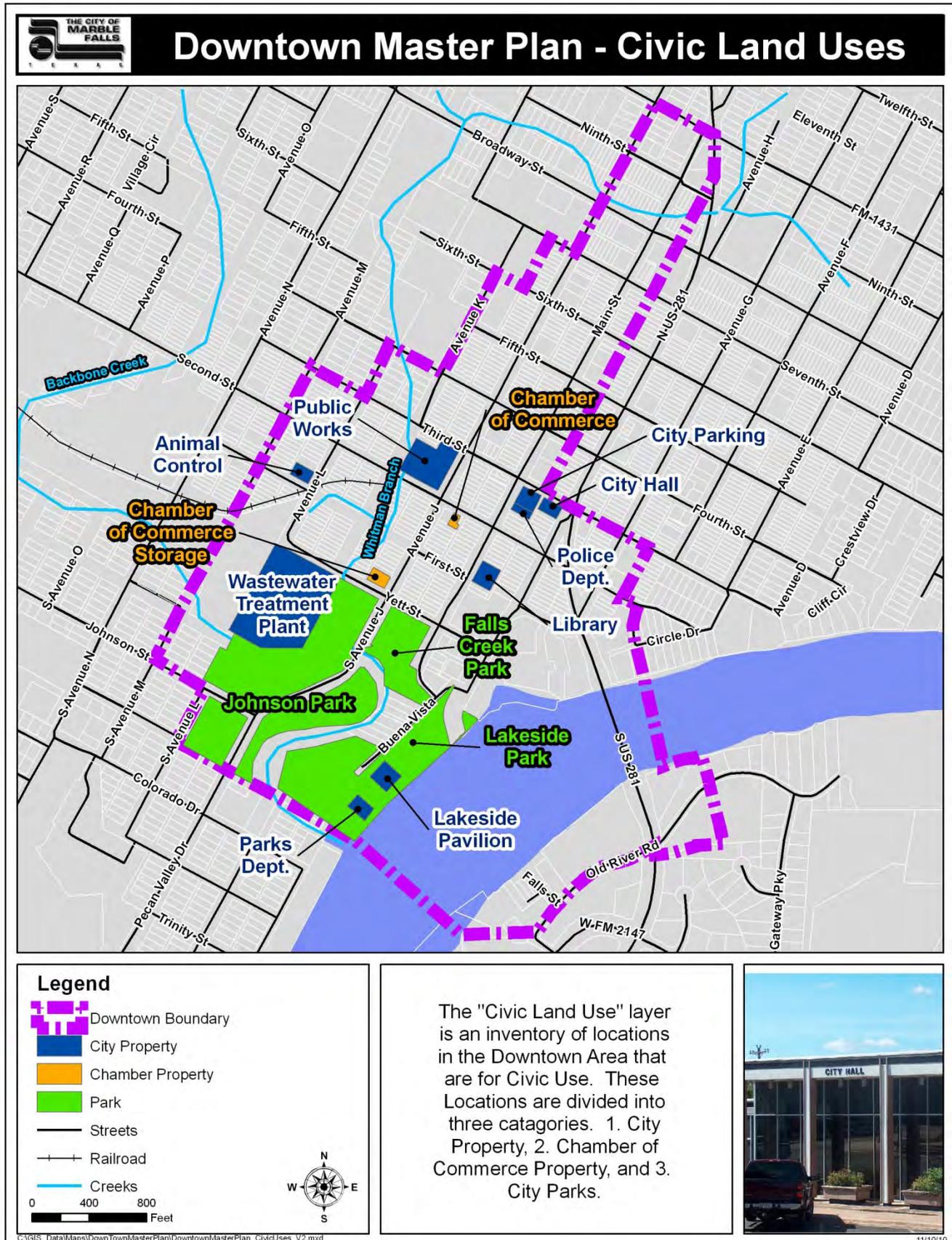
Downtown Master Plan Planning Process



Downtown Master Plan Planning Process



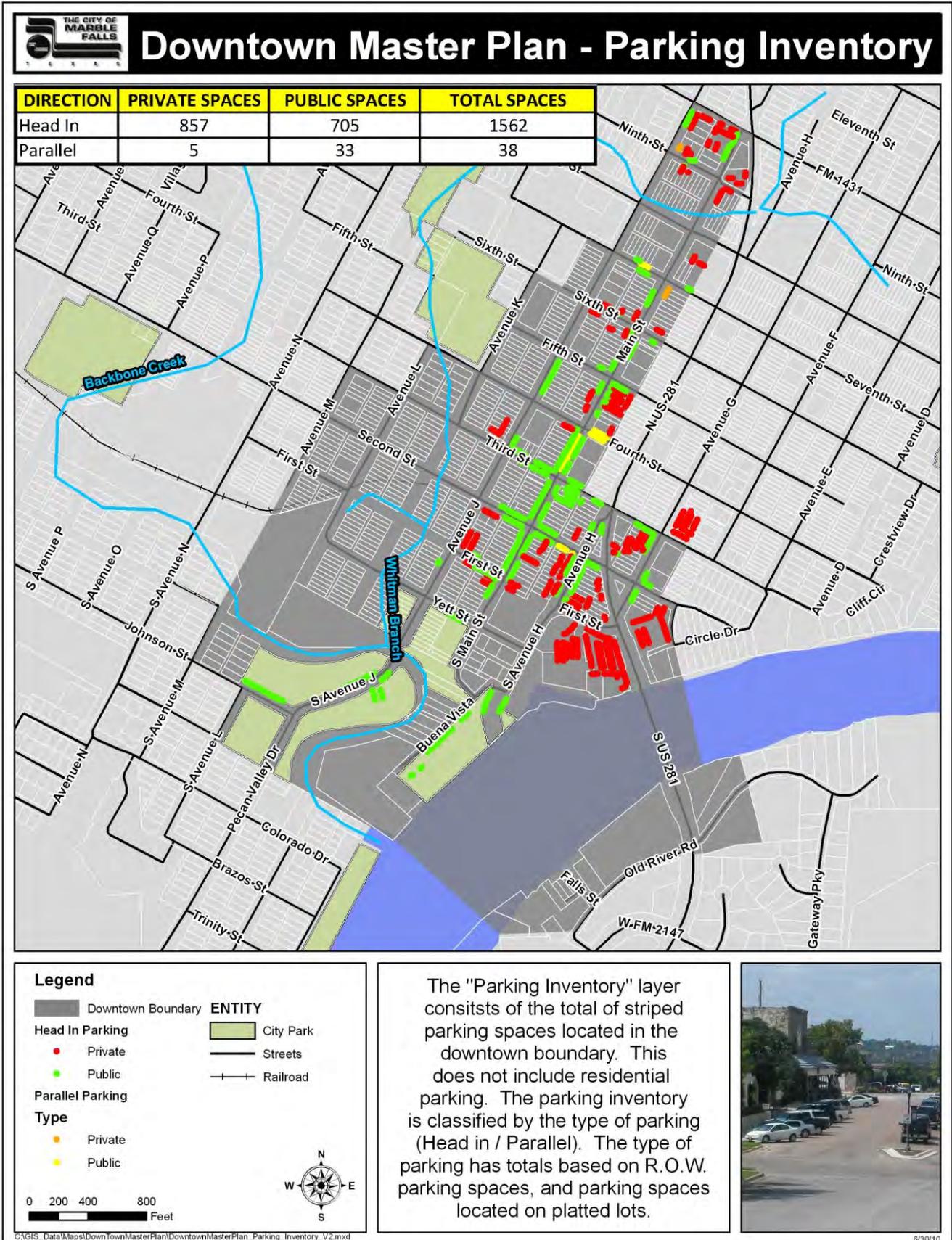
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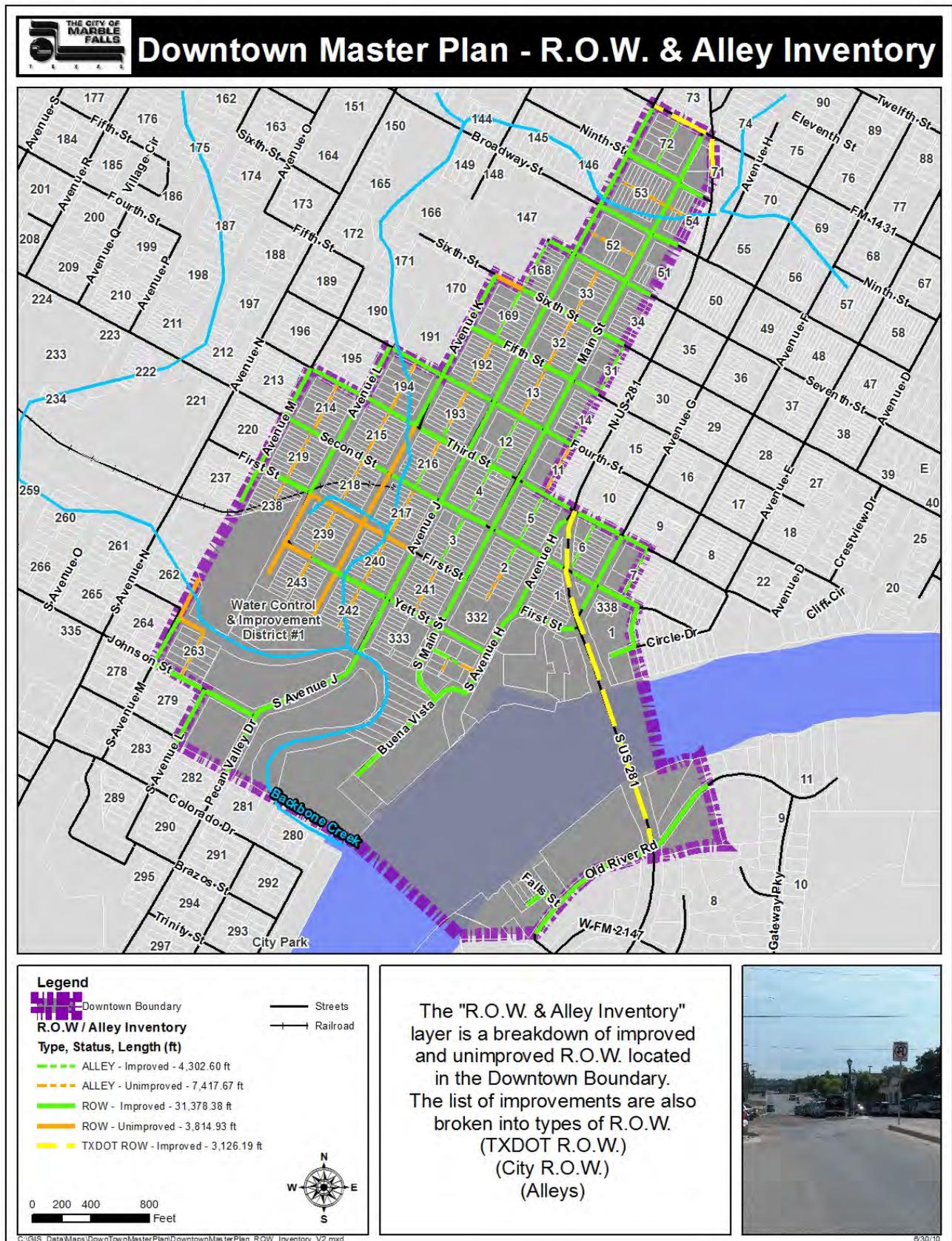
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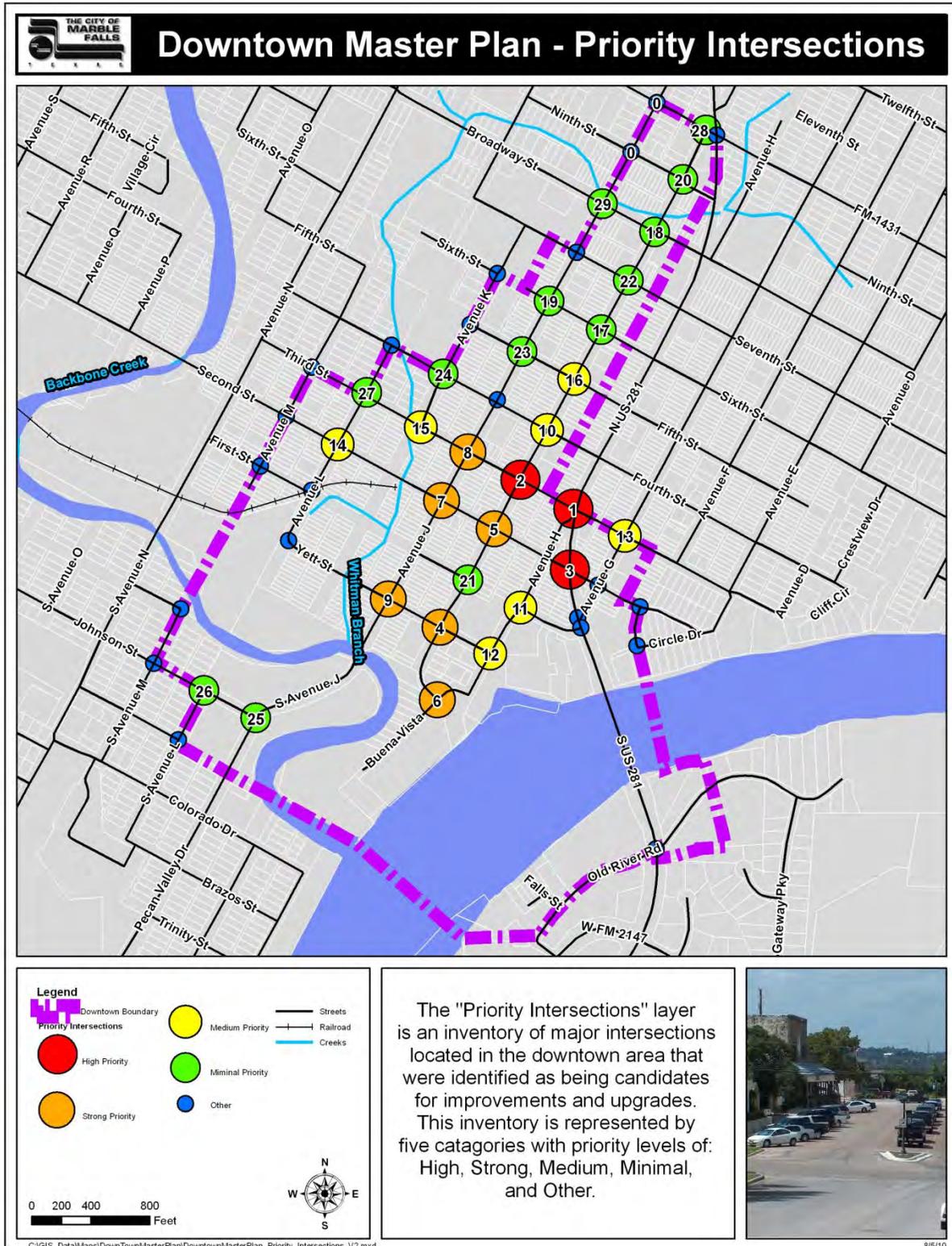
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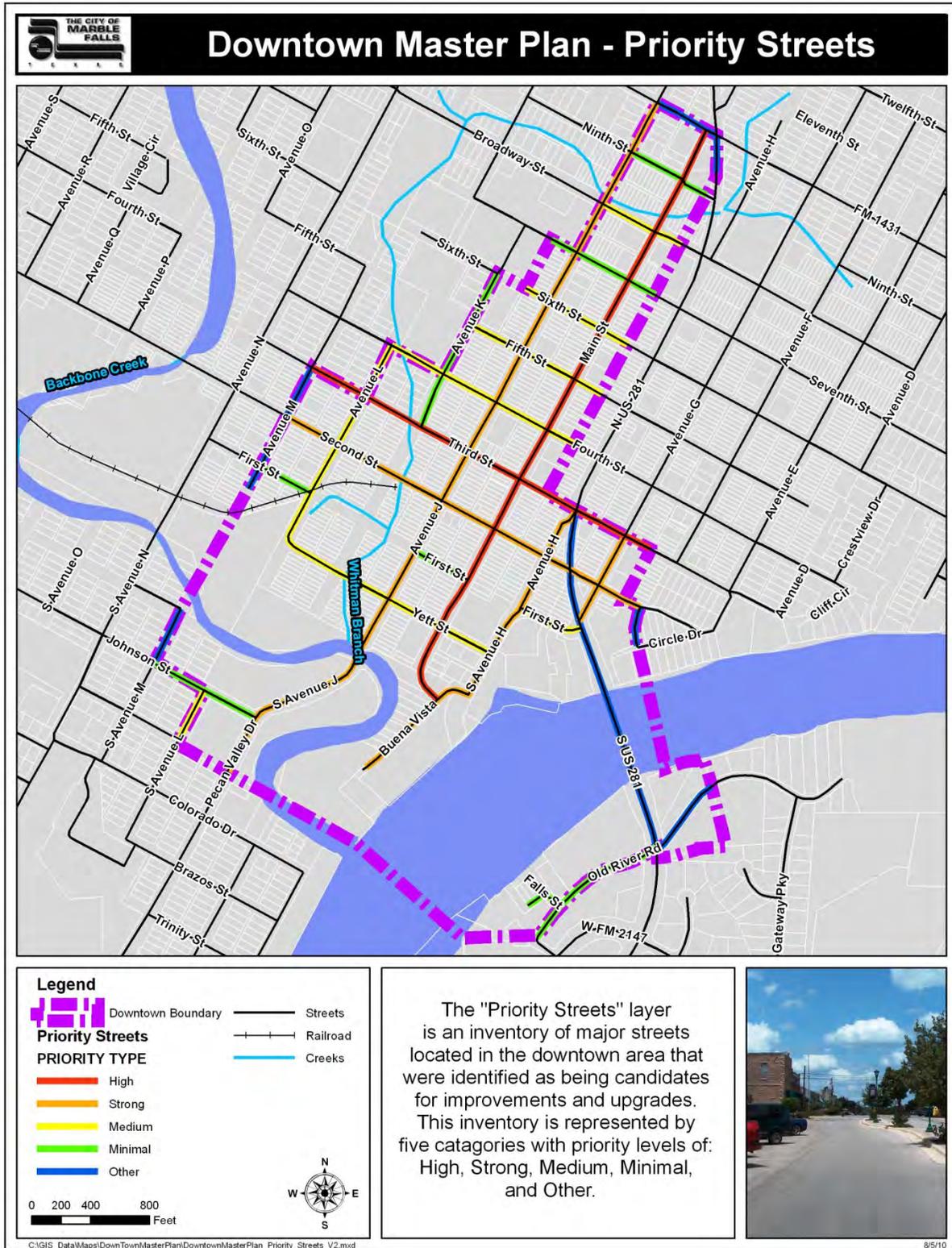
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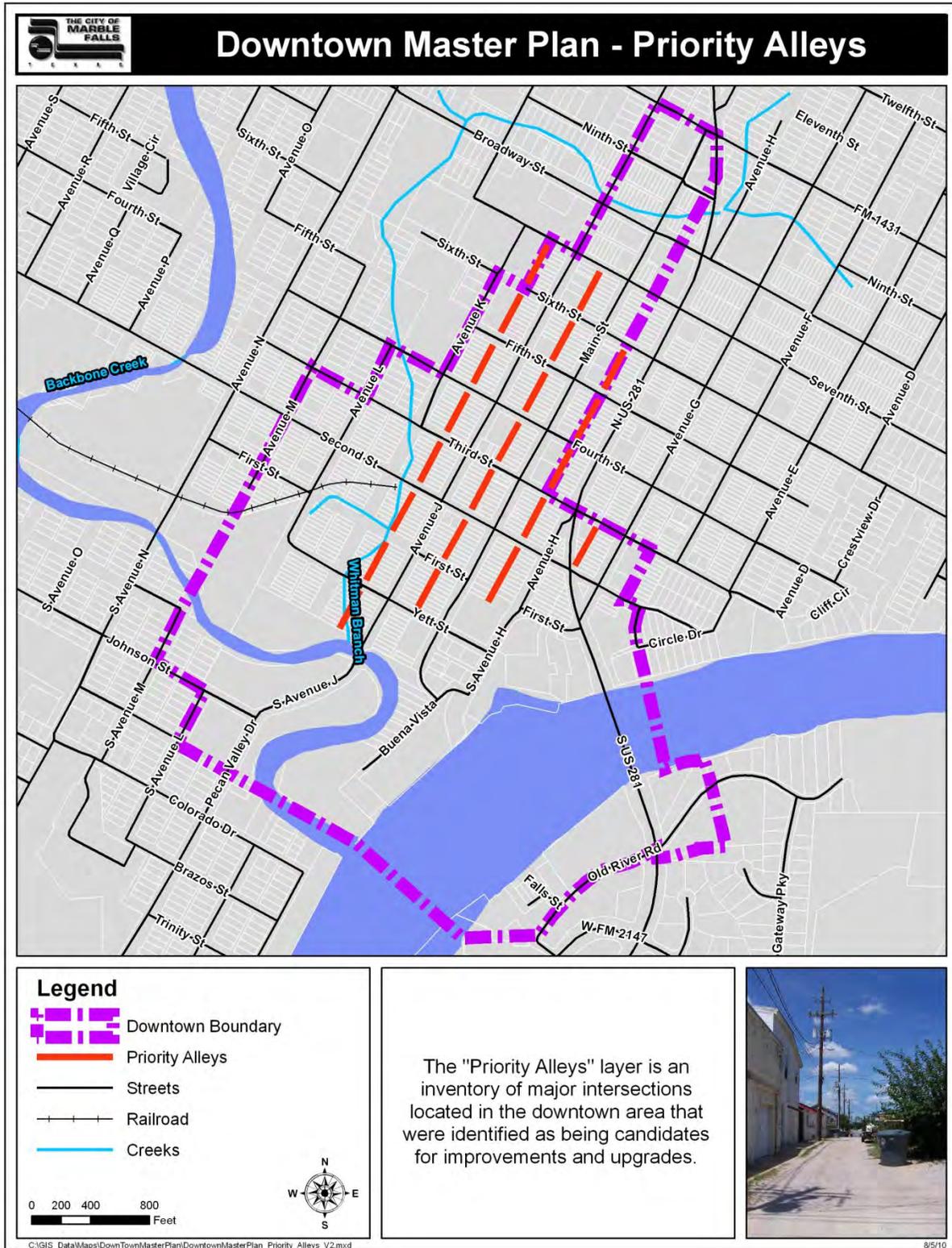
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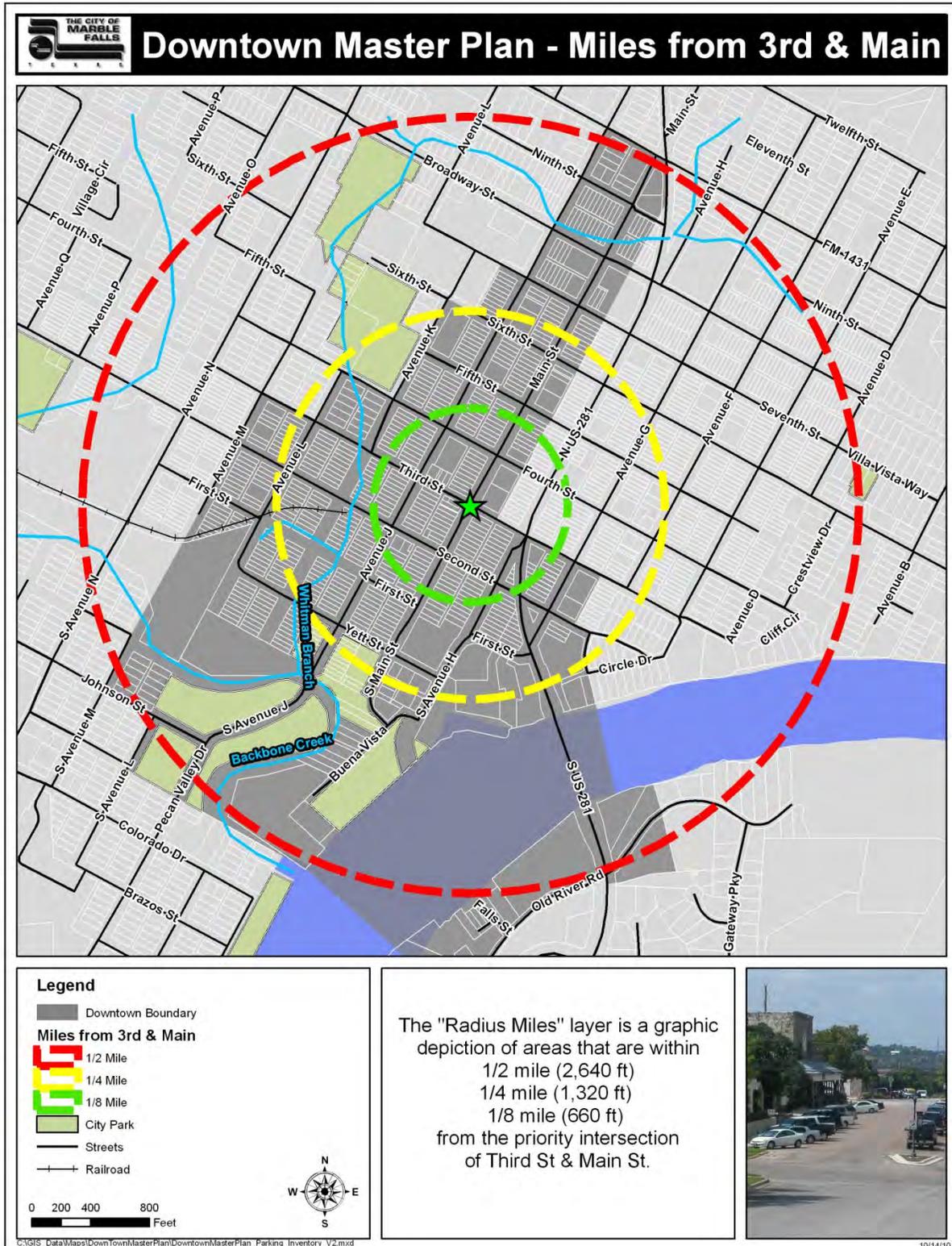
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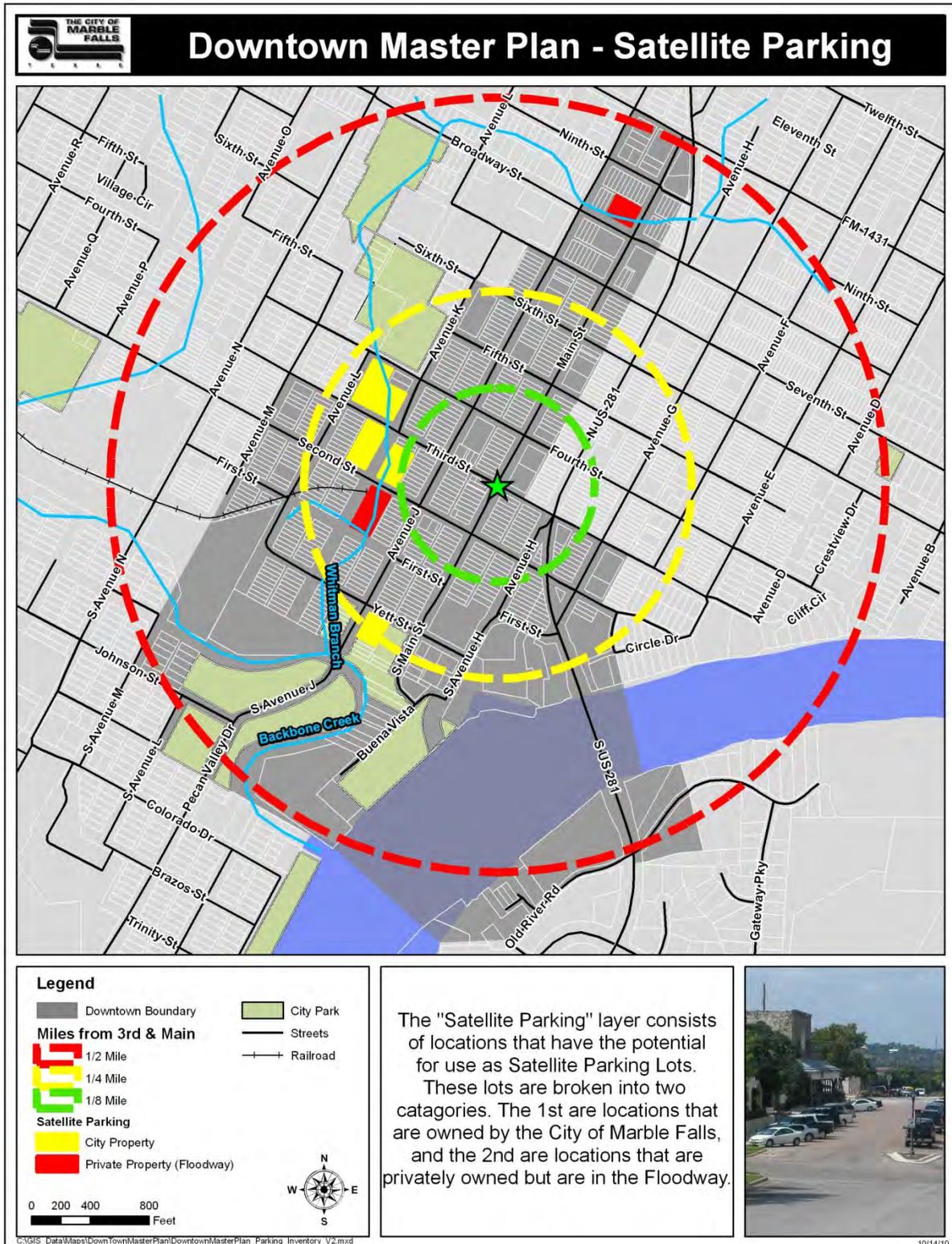
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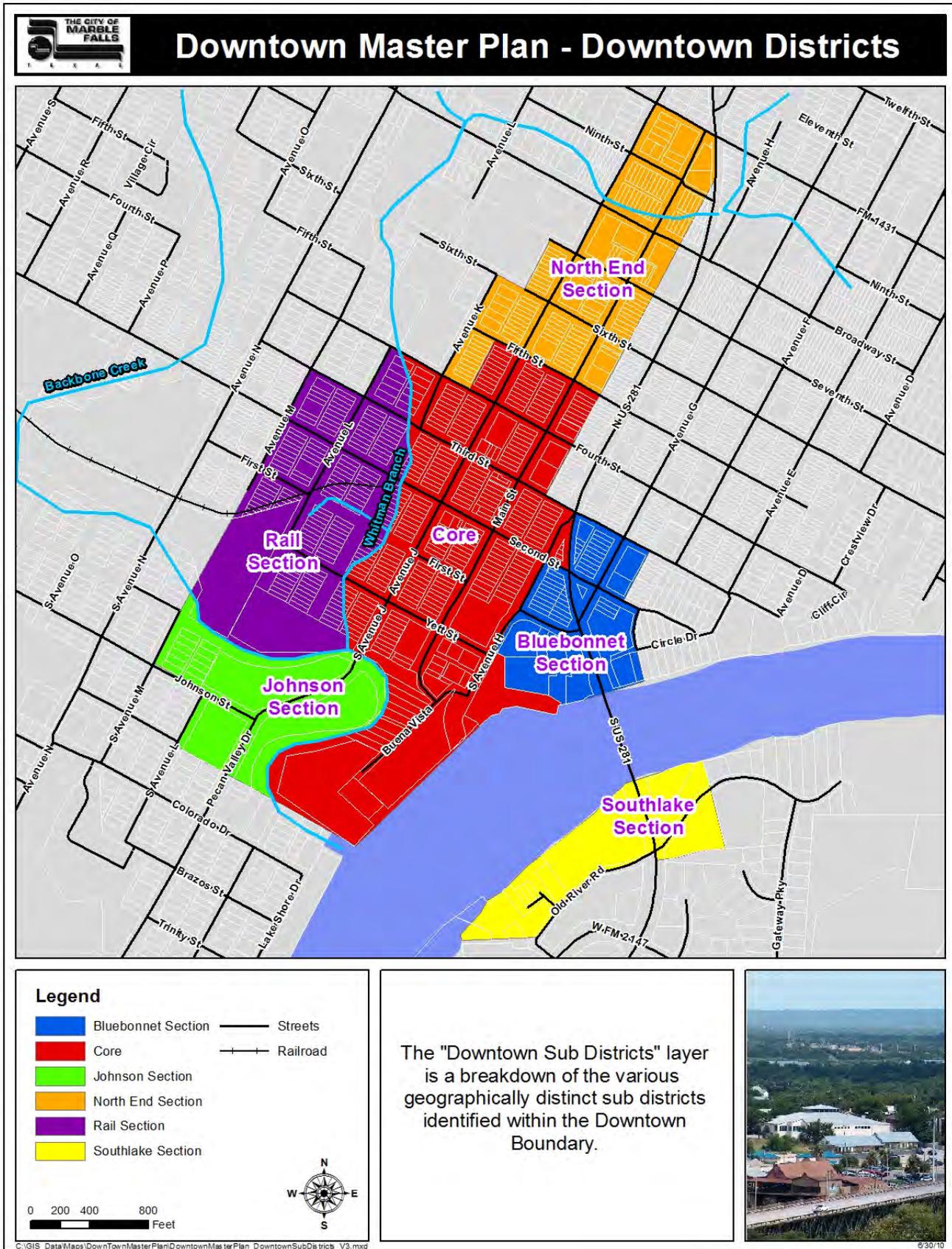
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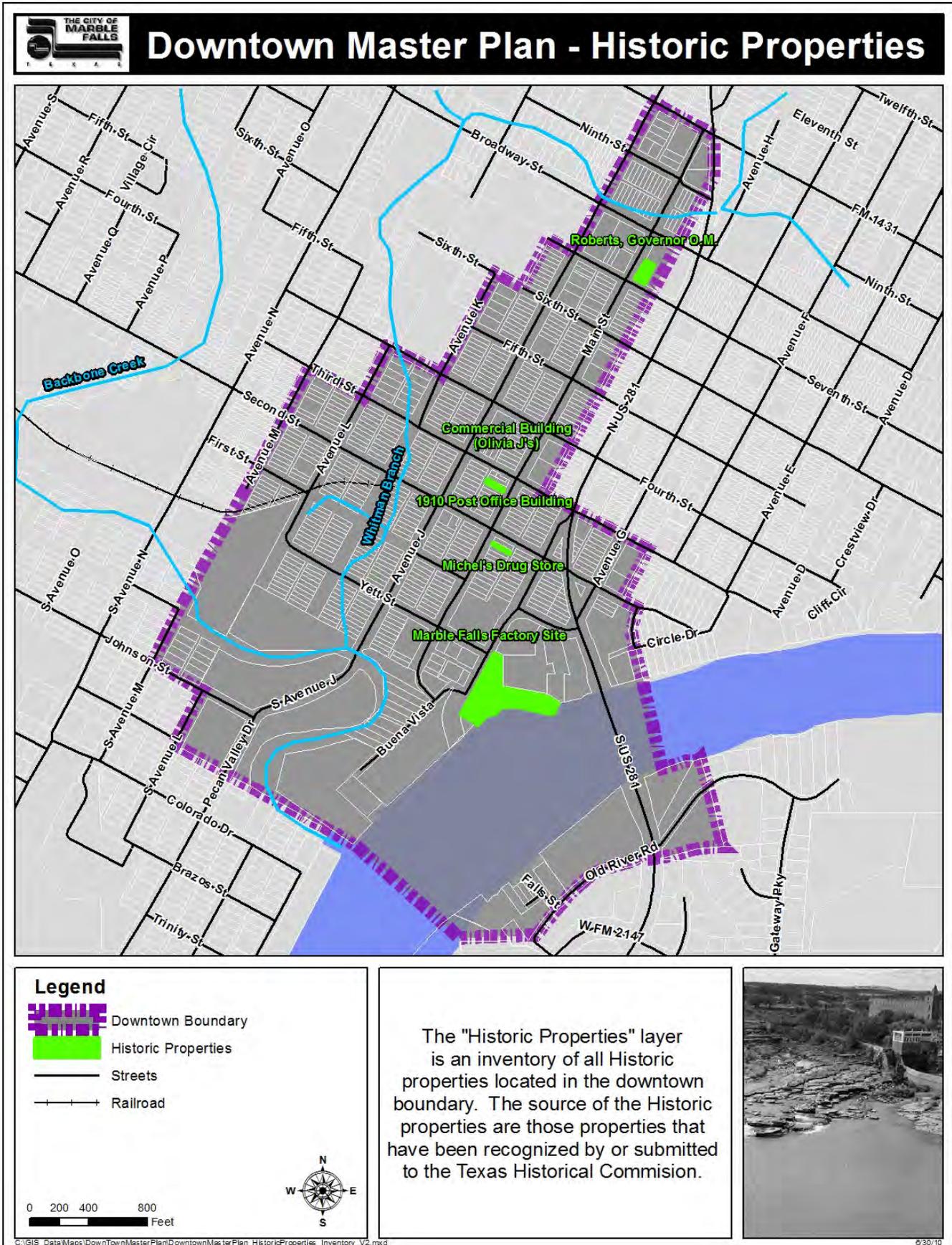
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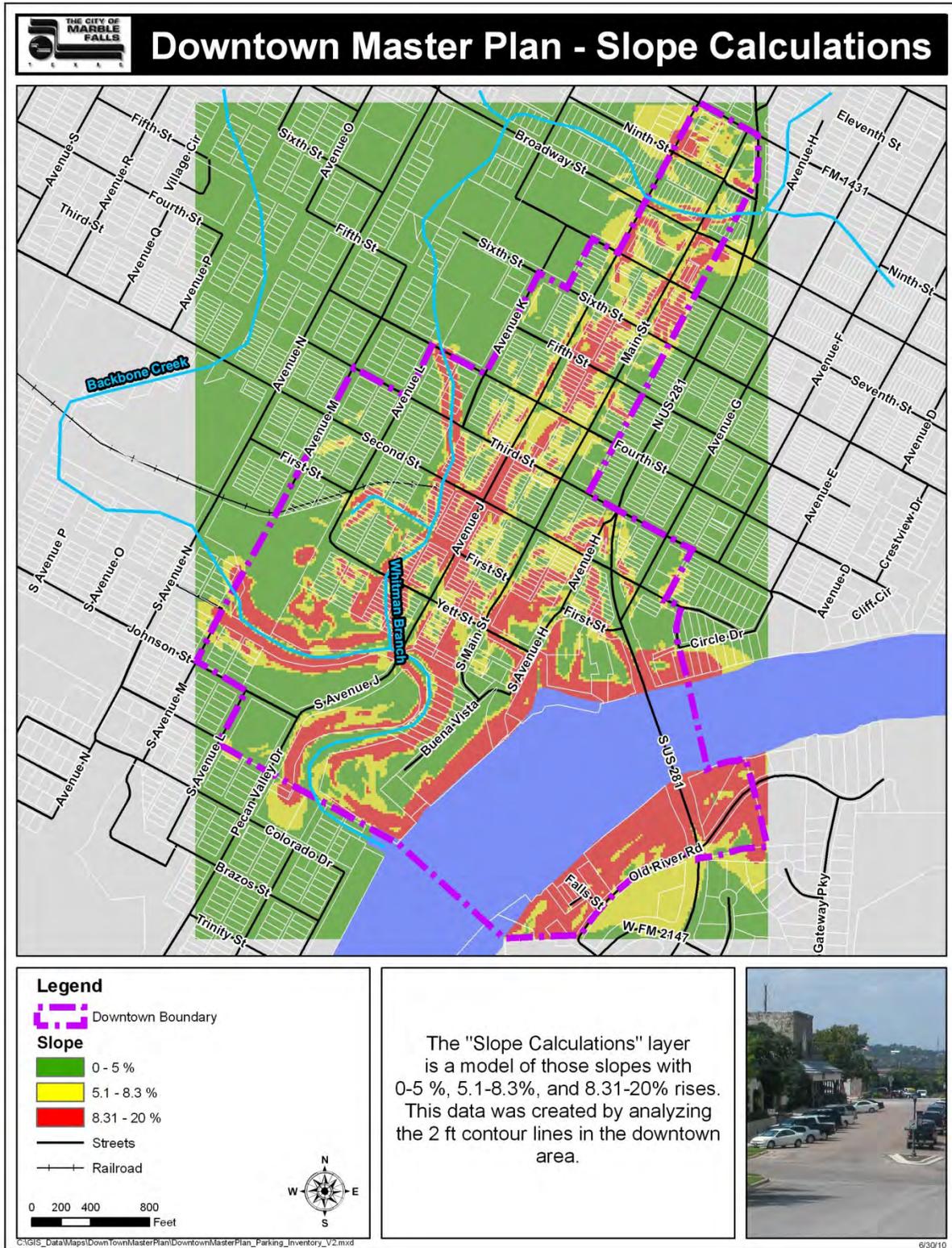
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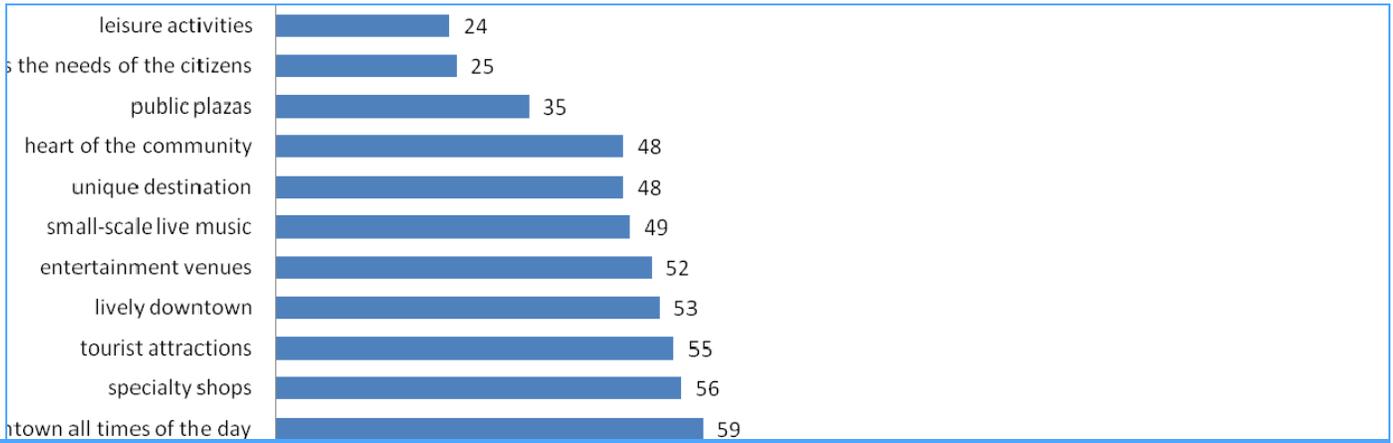


Downtown Master Plan Planning Process



Downtown Master Plan Planning Process

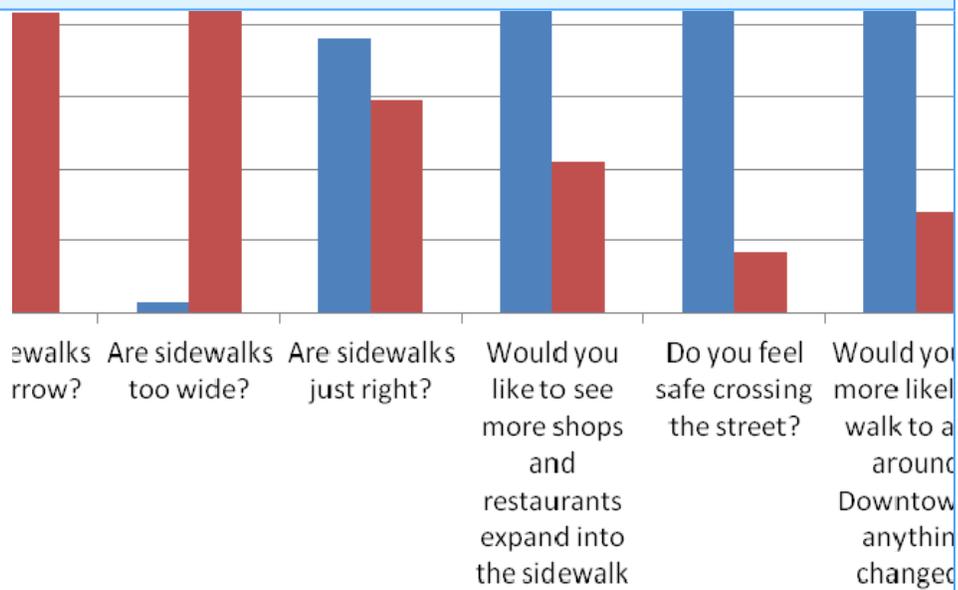




Appendix D: Survey Results

Citizen Survey and Results

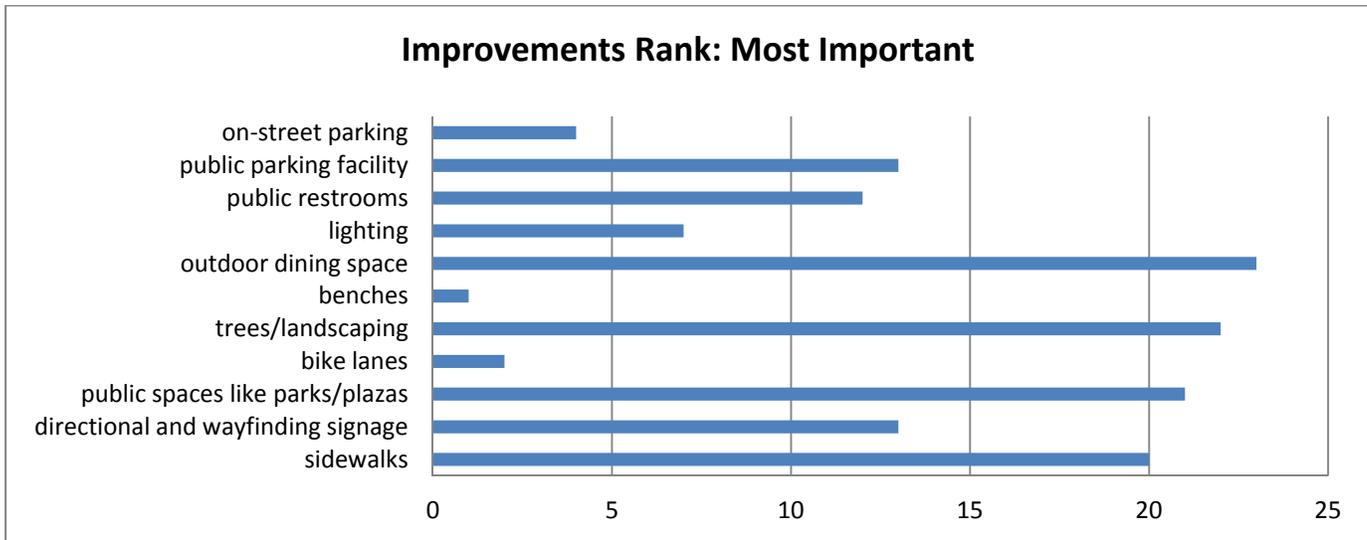
Business Owner/Property Owner Survey and Results



Downtown Master Plan Survey Results

Public Survey Results

Question 1: Please choose the four most important public improvements listed below and rank in order of importance:



“Other” Summary: Most of the other comments did not involve public improvements. Out of the ones that did, public spaces and their descriptions were the most common answer, at 4 responses. Other public improvement responses included parks/recreation activities nearby.

“Other” responses pertaining to public improvements:

- Sidewalks, water features (lighted fountains)
- Public fountains near benches
- "Old" downtown should look like a park. We should encourage activities in this area. The sidewalks should be leveled and widened for foot traffic walking one way to pass foot traffic walking the other way pass each other easily. Parking should be behind the Main Street businesses. In Texas, eating outside is a big draw.
- a town square at north or south end of main street
- capitalize on the Texana aspects of the Old Hill Country

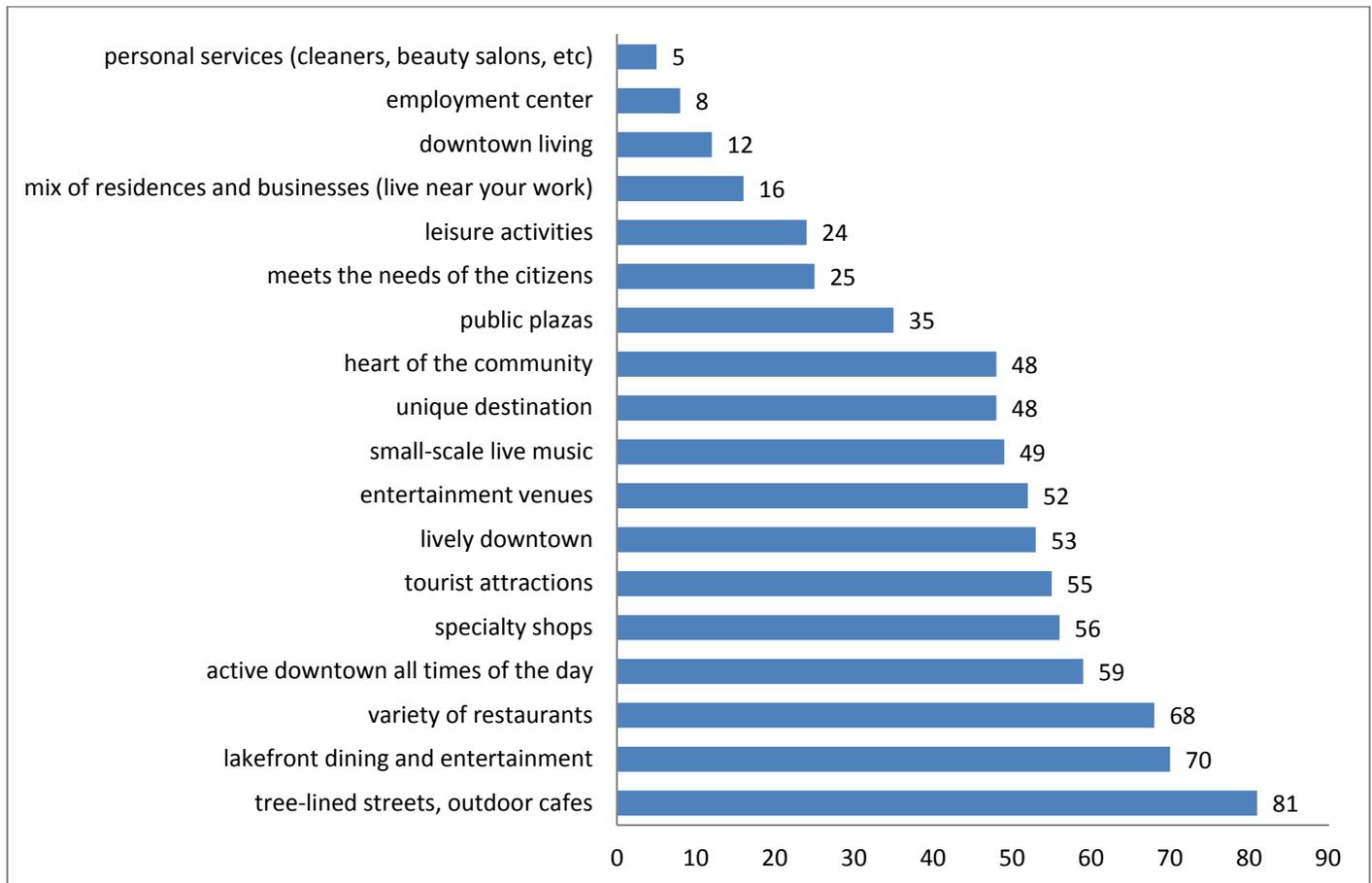
All Results

	1st	2nd	3rd	4th	total
sidewalks	20	15	22	9	66
directional and wayfinding signage	13	6	7	7	33
public spaces like parks/plazas	21	26	15	13	75
bike lanes	2	2	6	8	18
trees/landscaping	22	19	23	17	81
benches	1	5	12	13	31
outdoor dining space	23	15	17	16	71
lighting	7	9	9	13	38
public restrooms	13	27	9	14	63
public parking facility	13	12	14	15	54
on-street parking	4	5	4	6	19

Downtown Master Plan Survey Results

Question 2:

What 5 elements best describe your opinion of what Future Downtown Marble Falls should embody?



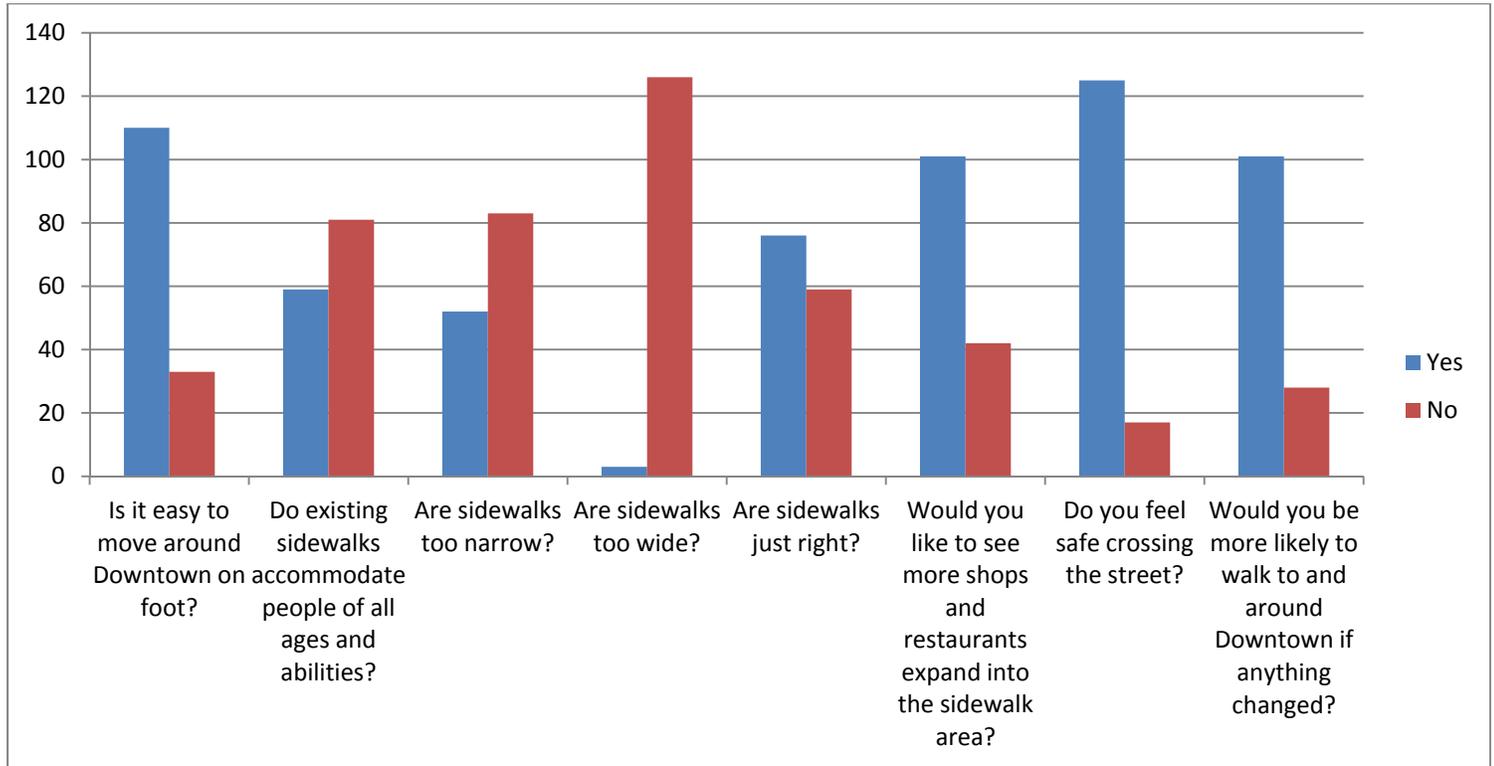
“Other”

- Open until 2am
- Lighted waterfalls on sloped area adjacent to library
- Residential street improvements with permanent solution
- Parking
- Availability of historical information about Downtown
- Check out downtown Holland, Michigan – awesome
- Movie theatre for family/family shops
- More live music and festivals – what happened to the Blues Festival?
- I hope we can keep a mixed assortment of shops to pull people AND I like the direction your are going so far
- A town square with museums or library or park at the north or south end of main street
- FREE places for group meetings
- Change the rule and let those who sell Mixed drinks stay open until 2:00 AM

Downtown Master Plan Survey Results

Question 3:

Let's talk about walking around Downtown Marble Falls. Please answer the following questions.



Can you think of specific improvements or problems for walking around Downtown?

- Number of comments on uneven sidewalks and steps, for safety and accessibility: 14
- Too many parked cars on main
- Bushes and trees need to be trimmed.
- designated lanes for walking from one side of main street to other side
- If the parks and the downtown could somehow connect, I think you might draw different people into the downtown area.
- Reconfigure the steps in several places, also widen sidewalks on west side cars sometime encroach the side walk, add curb stops.
- Change sidewalks and types of stores to get people downtown.
- It is easy to walk and cross safely now because there are so many "open" business and many have closed down. If we could have a busy downtown, it may not be as safe to cross the street
- Ramps from the street to some sidewalks, bench for people to set and relax, volunteers on the streets with identifiable uniforms to answer questions and direct people.
- The center median is a design flaw- it should be removed so that the street is wider and more parking can be added.
- A pole/post with a small sign to let people see where the "on ramps" are to get up on the sidewalks. We have good ramps but some aren't visible to the public.

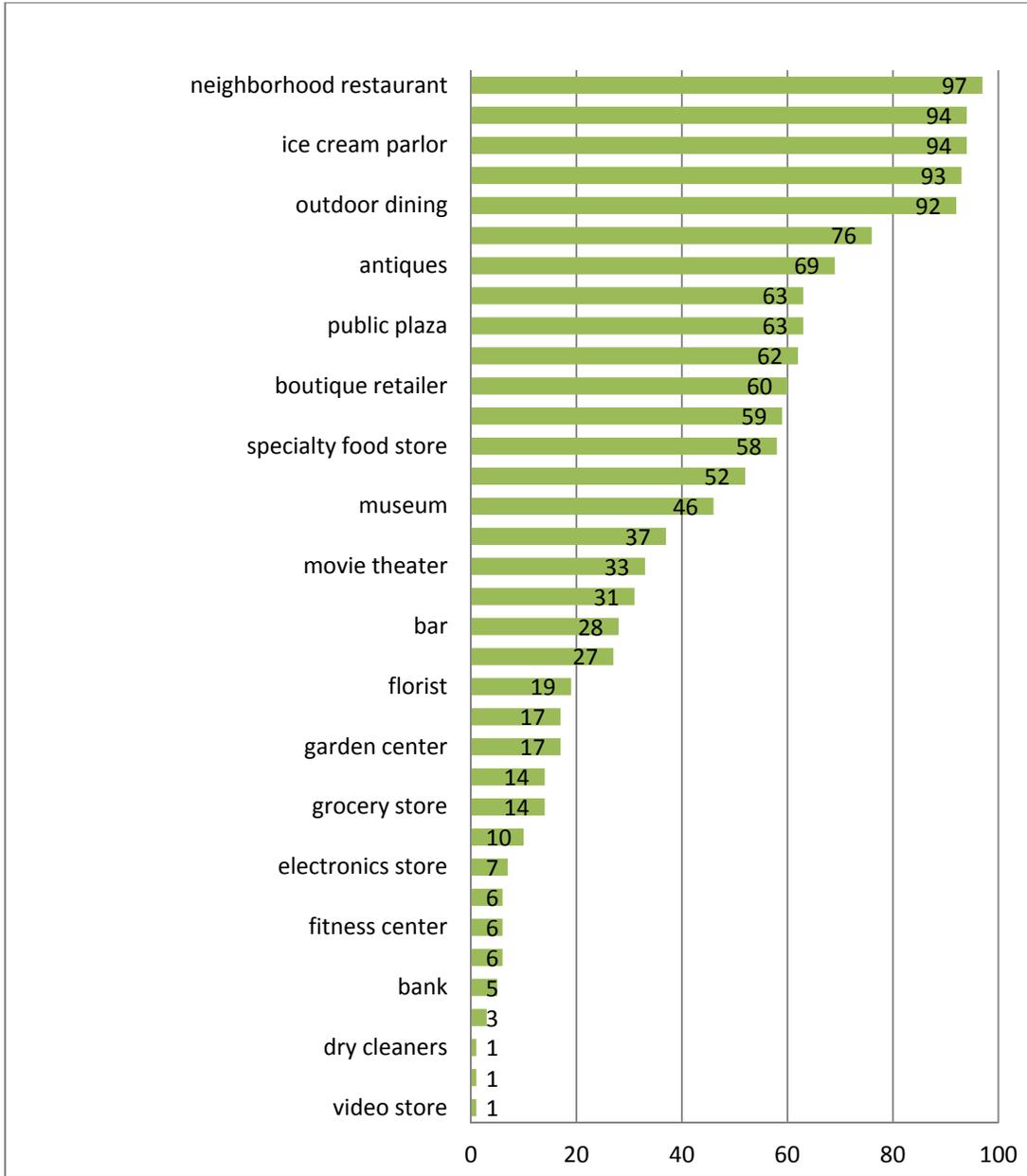
Downtown Master Plan Survey Results

- Elevation changes in streets to sidewalks can be improved upon.
- Walking should lead to a larger area either north or south of main street. Main street can never be improved because it is too narrow.
- Crosswalks in the two blocks of Main Street are good. Need them in all areas, along with sidewalks. Sidewalks in front of shops and restaurants need to be wider.

Downtown Master Plan Survey Results

Question 4:

What types of businesses (products and/or services) should be recruited to downtown to improve and enhance the overall character to Downtown Marble Falls?

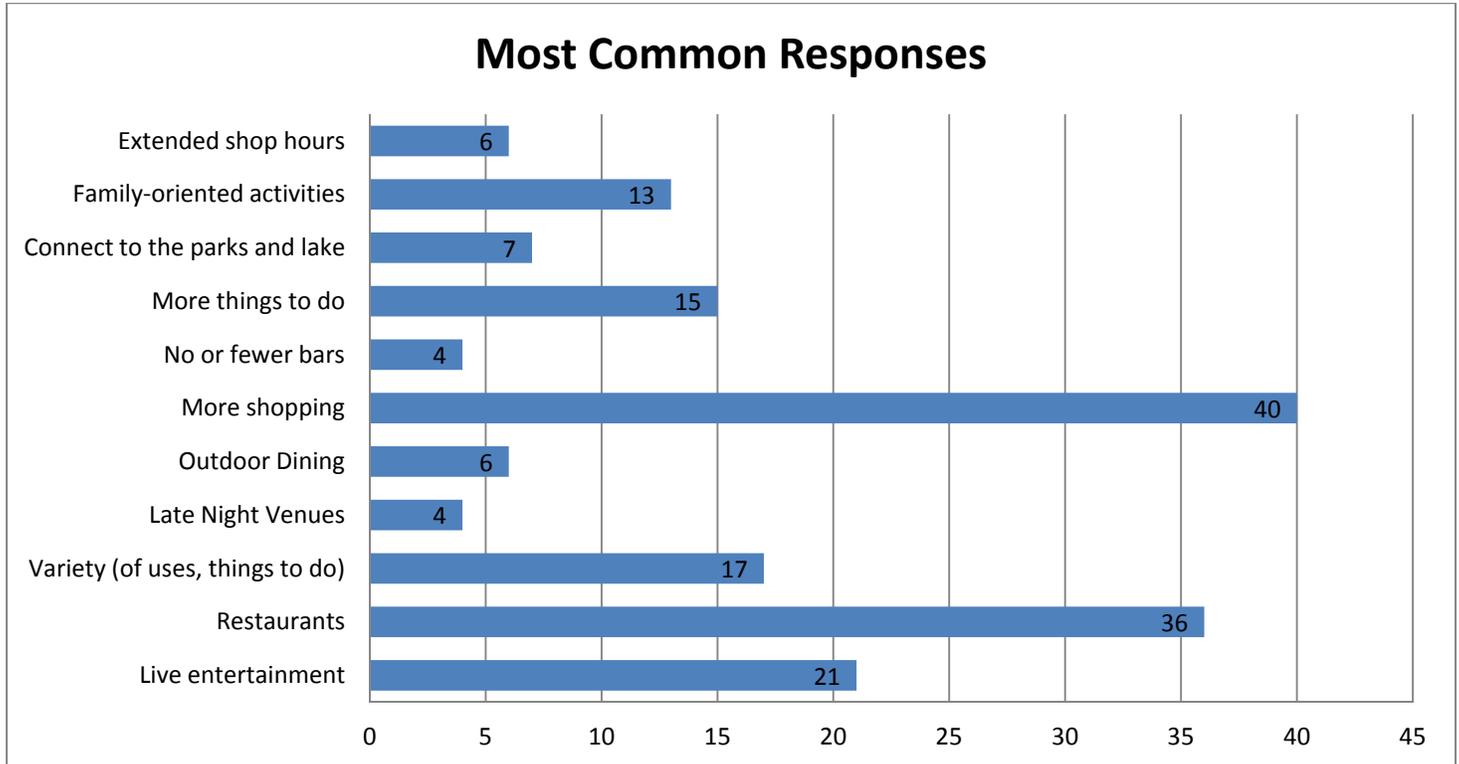


Downtown Master Plan Survey Results

Question 5:

In your opinion, what would make Downtown Marble Falls a more exciting place in which to spend your time?

- Free response question
- Some responders have a very specific idea of what they would like to see happen downtown



Some responses (all of the responses are available for viewing):

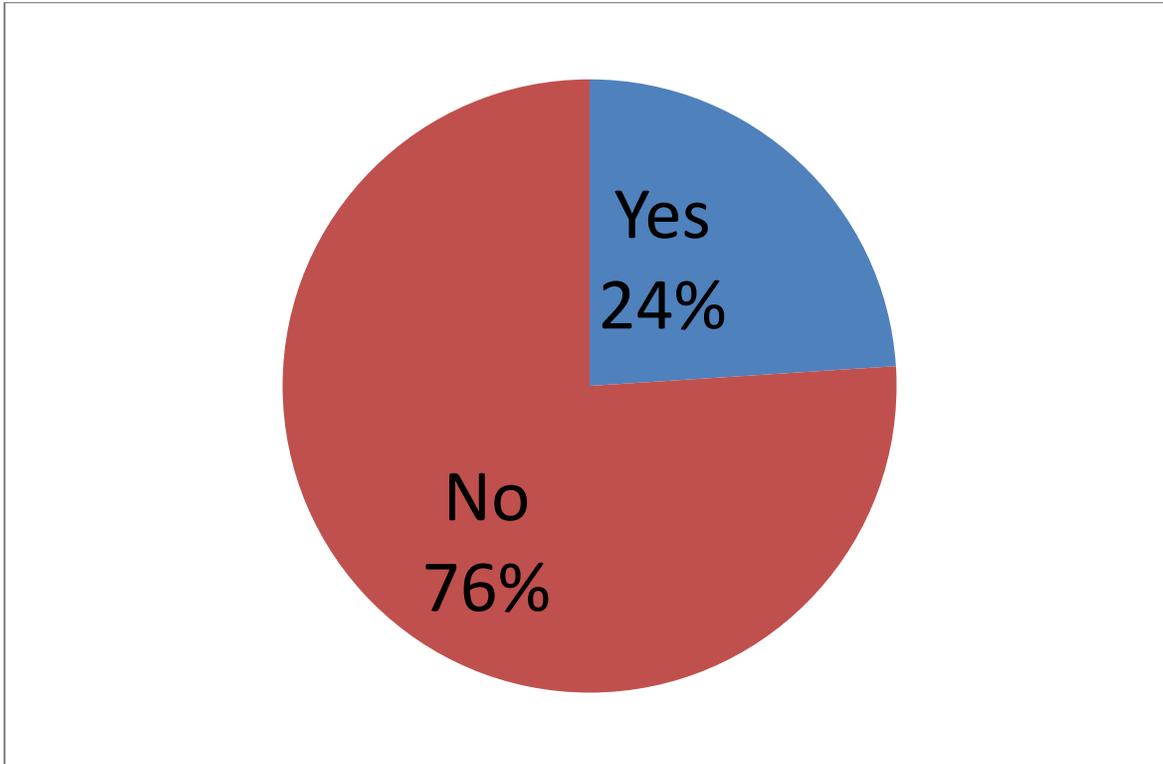
- A downtown that offers all things for all people. The center characterizing feature of Marble Falls with daytime and nighttime activities to enjoy. A place where young girls and older women can shop for unique items that they won't find at Wal-Mart. A place for families to enjoy during the day and adults to enjoy at night. Music, art, boutiques and good food that visitors and locals can enjoy outside next to an attractive and booming downtown.
- Needs more variety! A nice restaurant would be great, as well as more entertainment.
- Open air dining and music venues within a tree shaded landscaped area.
- Downtown should be a place where there is fun shopping & great treats n eats during the day & still a great live entertainment district at night. You need to cater to everyone young & old to make Marble Falls the place to be.
- music, art, fine dining, interesting hobby stores, places to relax outdoors in downtown Marble Falls, shaded in summer, public water fountains for drinking in hot weather.
- More outside, casual, less expensive, natural and diverse options for dining and more options for less expensive apparel boutiques.
- Affordable prices; places to relax; attractive landscape; play area for children with water feature; fountains with tables/chairs

Downtown Master Plan Survey Results

- It had more things to do and places to go. Like family activities for people of all ages, had an ice cream parlor or a gift shop or toy store or even a pet store, possibly some nice resale shops, maybe even a smaller grocery store.
- Park areas, out-door recreation between Lakeside and Johnson parks and access to venues DownTown. Revival of Patons, having live music outside downtown.

Question 6:

Would you be interested in living in Downtown Marble Falls?



Question 7:

Please share any other comments or thoughts.

- the greatest asset this city has is the waterfront. it has to be used to bring in money not play tennis or swim. main street will grow from the development of the riverfront. no other city compete with our riverfront. look up Kemah, tx and see if the developer of that project would be interested. they have great restaurants like we already have. I have gone there four or five times because of the water and amusements.
- Marble Falls needs a night life and more restaraunts! Please! Have to get a little booze in me before I will give the wife the credit card to spend at the overpriced boutiques. Give me a place to drink my beer/sip my texas hill country wine and listen to good music.
- Downtown needs to be a place that one can easily describe as the perfect place to visit. I want to have guests in from out of town and be able to say, "Let's go downtown," at 10 a.m. and 10 p.m.
- I enjoy murals that are painted on the outside of buildings that reflect the history and unique areas of interest and beauty.
- promote bikng/cycling in and around the Hill Country

Downtown Master Plan Survey Results

- When I have friends and family come visit there is nothing to do in downtown Marble Falls. Only a couple of eating places, a couple of shops, and too many vacant buildings!!! That needs to change.
- Start calling the Howdy Roo, Howdy Roo again.
- Mayfest and Springfest are boring! Anyone who's been here more than 5 min's calls it Howdy Roo. Needs to be changed!
- What this town needs is a full blown music festival not just blues or country. Maybe something akin to ACL or SXSW, think about the tax revenue a week long festival could bring this town.
- We love the feel of the R bar, but can't take the kids. More family friendly restaurants like that would be good. The biggest draw to MF is the lake so maybe work from there. A fun relaxed downtown would be perfect.
- LIVING DOWNTOWN ONLY IF YOU CHOOSE, BUT PLEASE DON'T FORGET HOMEOWNERS THAT WERE THERE BEFORE IT BECAME "DOWNTOWN", IT MAY NOT BE THEIR CHOICE TO LIVE THERE, IT JUST MAY A BEEN A ZONE CHANGE
- Residential should be limited. It inevitably results in disputes over parking & noise. If people have to pursue it rather than finding it the only place to go, they know what they are getting.
- Downtown everywhere is changing & usually gearing to specialty shops and tourist attraction. People want day-to-day retail to be quick in & out by auto & they generate traffic and a pace that is not compatible with exploration and recreation.
- The same is true for that kind of traffic and day care/school/service businesses.
- Downtown is already exceptionally unique. It's head and shoulders above any other downtown in the highland lakes area with the exception of Llano.
- Not only downtown but the rest of the city needs to be cleaned up. Signage and clutter on US 281 is a disgrace.
- The permanent improvement of our residential streets.
- Better marketing of events in the downtown area would be of value. The website is nice - but late for planning purposes. Good to plan a last moment day trip not for planning months out. I am from SA and most people in my area don't have a clue what is going on in Marble Falls - much less how nice it is.
- I live in this area "half time" and love it...I love the "quaintness" and the "step back in time" of the downtown area. Yet, there are more shops closing, no restaurants, evening places to take visitors to. It is a beautiful area, yet it needs a "shot" of creativity...and enticement to make it a destination area.
- Collective/Coop advertising of businesses could help.
- Landlords should make rents more palatable in order to give new businesses a chance to succeed. I rarely go downtown to shop because of the constant turn over. A shop I like is rarely there when I return.
- I love Marble Falls
- police dept. off Main St.
- Keep stores downtown by not changing the zone laws and let businesses take over historical homes.
- South Congress in Austin is a lovely mix of clothing stores, music venues, groceries, food, living and outdoor gathering spots. I always take friends there when they come to visit me because there is always something to do.
- Yes get rid of the boutiques stores and put in more stores that cater to people real needs. Boutique stores are okay but now that is all that's there. We only need one boutique store.

Downtown Master Plan Survey Results

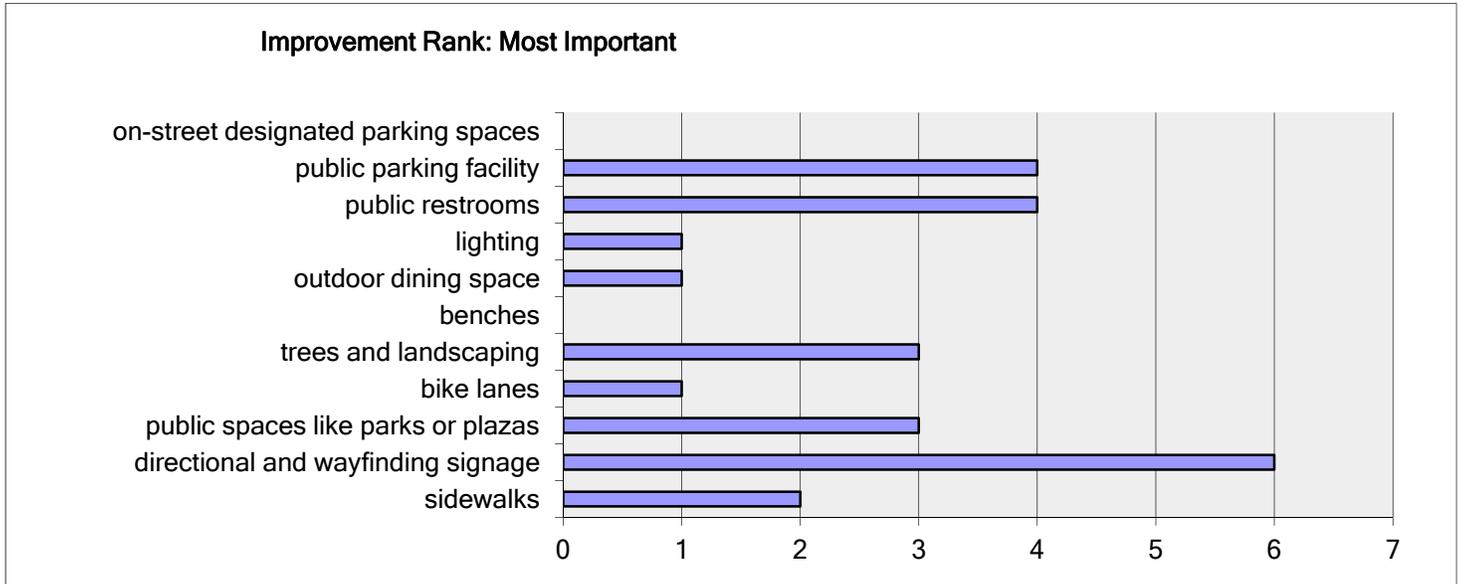
- We have a lot of positive people working to make downtown the place to come. THANKS. Now if we could wave a magic wand and create more lots to build on, or could build on some of the empty lots around town, or make downtown only for retail and "move" city work yards away.
- The commission continues to try to re-invent the wheel. What they need to do is to go to other resort/retirement communities that are successful and copy what they are doing. For example Fredricksberg--Last month I drove through town four times, and each time the downtown was packed--the streets and sidewalks were full. They are not centrally located like Marble Falls and don't have a lake--so they must have some good ideas to attract tourists and stores.
- Marble Falls should embrace the old and it's past history, as well as look to grow with the new. You don't have to throw the old away to bring in the new developments.
- WITH SO MUCH AT STAKE, MF SHOULD HAVE HIRED A MORE QUALIFIED ECONOMIC DEVELOPMENT DIRECTOR WITH EXPERIENCE PROMOTING A CITY. MF NEEDS TO LEVERAGE THE INHERENT TOURISM DRAW AND DO MORE TO MARKET IT. MF'S LACK OF A PERFORMANCE BOND FOR THE HOSPITAL HAS DAMAGED THE HOSPITAL'S FEASIBILITY. OUR BEST HOPE NOW IS TO PROMOTE TOURISM. TOURISTS JUDGE OUR TOWN BY WHAT THEY SEE ALONG 281 AND IT NEEDS SOME MAJOR BEAUTIFICATION AND STANDARDIZATION. THE VIEW ALONG 281 SHOULD LOOK LIKE AN INVITING HISTORIC HILL COUNTRY COMMUNITY INSTEAD OF JUST THE TACKY RANDOM APPEARANCE IT HAS NOW. HISTORIC MAIN STREET DOES NOT HAVE THE EXPOSURE THAT 281 HAS. I WOULD MUCH RATHER SEE 281 DEVELOPED WITH TREE-LINED STREETS, SIDEWALKS, CURBS, AND CONSISTENT HILL COUNTRY STOREFRONTS.
- downtown is the key to this city's growth.....not texas tech college or electric car companies or the EDC in general leading the city with "certificates of obligations"..... driving up taxes will kill the goose that lays the golden egg!
- The direction we have been taking is good, we only need to make the area more pedestrian friendly while we're waiting for the economy to improve.
- i do like having a few drinking establishments but don't want every other door becoming a bar
- so much potential with the lake nearby. Would be nice to link downtown with lakeside pavillion area and also move link johnson park. Looking forward to concept drawings.
- Main street stores that are reasonably priced for the average person. Most current stores cater to the higher income people. Also store personnel are not friendly. I have walked through the large building in the Old Oak Square two different times and never had anyone greet me or ask if they could help me. Totally turned me off and I have little desire to return.
- I think I have [pretty much said it all - too greedy with the rents - tenants leave and the building stand vacant - doesn't take long to figure that one out. Has anyone seen Johnson City - it is a ghost town now. Just trashy little curio shops to pick up a couple of dollars from the very few that stop for a moment.
- Our lake and Main St. need to tie together as a cohesive unit. We need to finish the skate park and continue to upgrade the other area parks. Downtown needs to be a gathering place for all types of people.
- Allow the Bars to stay open later. But make friday& saturday till 2am and Weds 1 am. All the Rest stay the same at 12pm
- We need to focus on the greatest asset we have in this city - the LAKE! Making it more accessible, parks, cafe's, a reason for people to come enjoy it. Then the businesses will come - right now, people aren't going to make a trip here to shop downtown or go downtown - they will come for the lake though.

Downtown Master Plan Survey Results

Owner Survey Results

Question 1:

Please choose the four most important public improvements listed below and rank in order of importance:



“Other” responses pertaining to public improvements:

- Improved condition of Street Pavement and Stripping. Items above are NOT the most pressing problems.

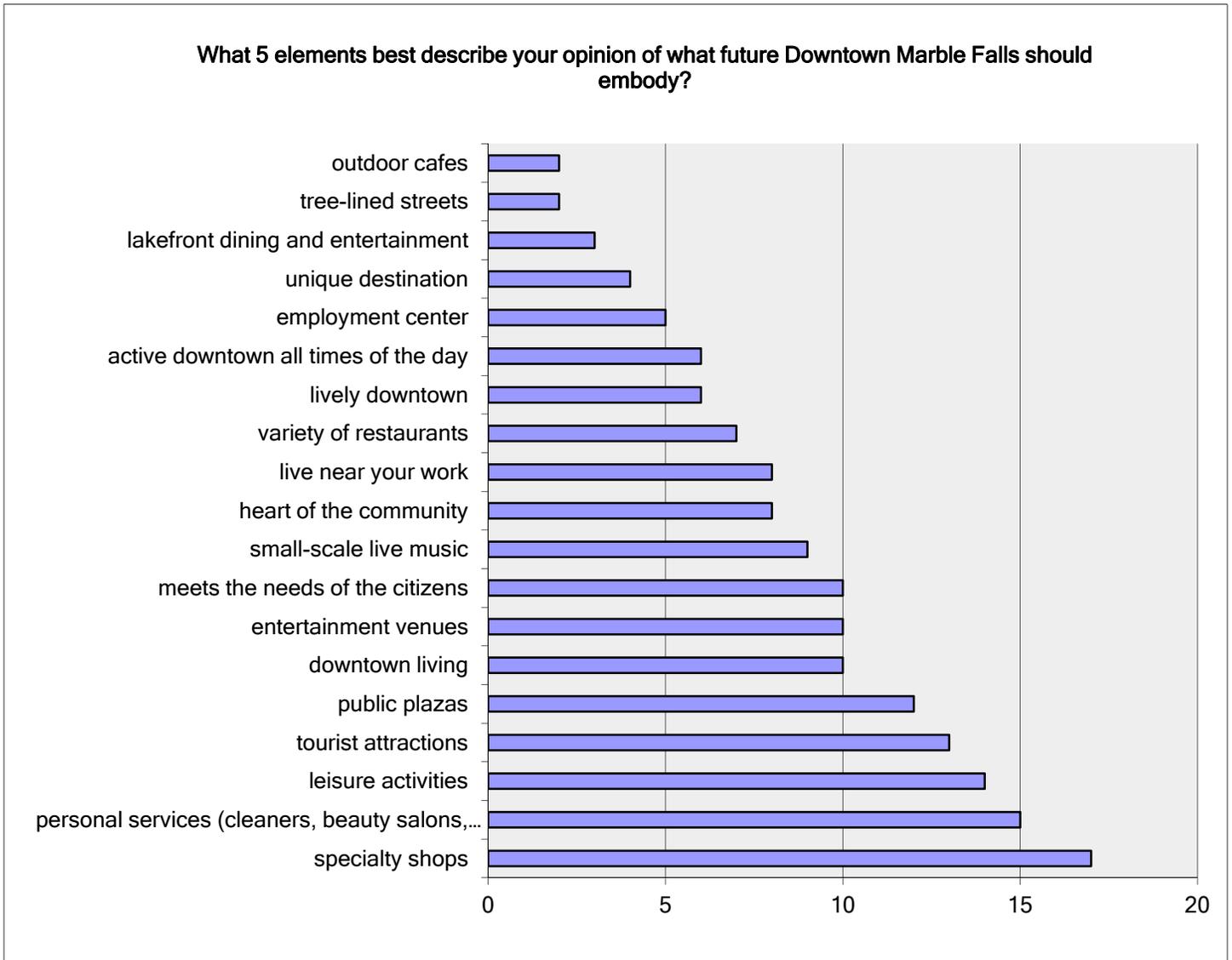
All Results

	1st	2nd	3rd	4th	total
sidewalks	2	3	4	3	12
directional and wayfinding signage	6	1	2	1	10
public spaces like parks/plazas	3	6	4	2	15
bike lanes	1	1	0	2	4
trees/landscaping	3	2	5	1	11
benches	0	0	1	2	3
outdoor dining space	1	2	2	3	8
lighting	1	2	2	2	7
public restrooms	4	2	3	3	12
public parking facility	4	7	1	2	14
on-street parking	0	0	0	3	3

Downtown Master Plan Survey Results

Question 2:

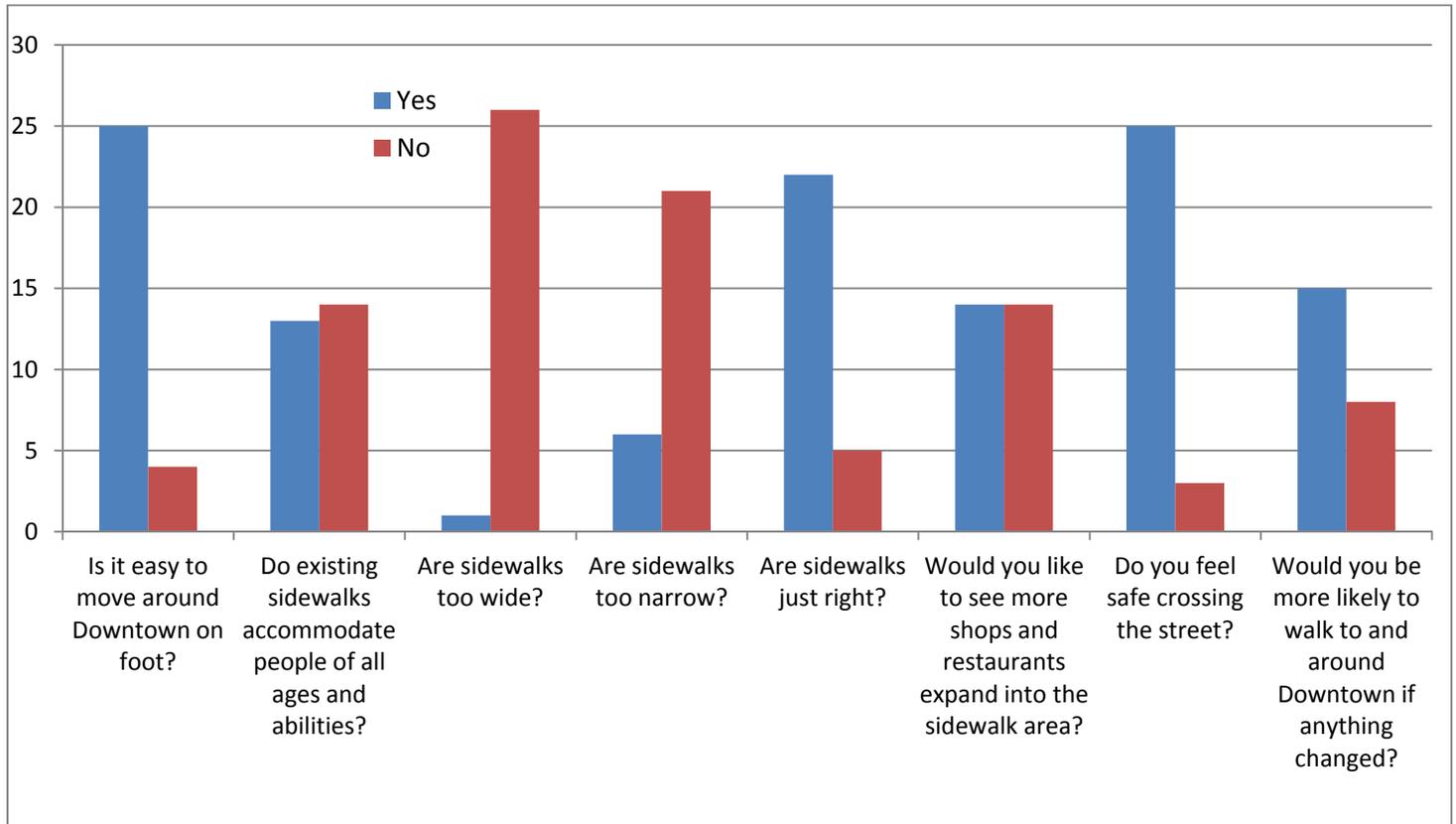
What 5 elements best describe your opinion of what Future Downtown Marble Falls should embody?



Downtown Master Plan Survey Results

Question 3:

Let's talk about walking around Downtown Marble Falls. Please answer the following questions.



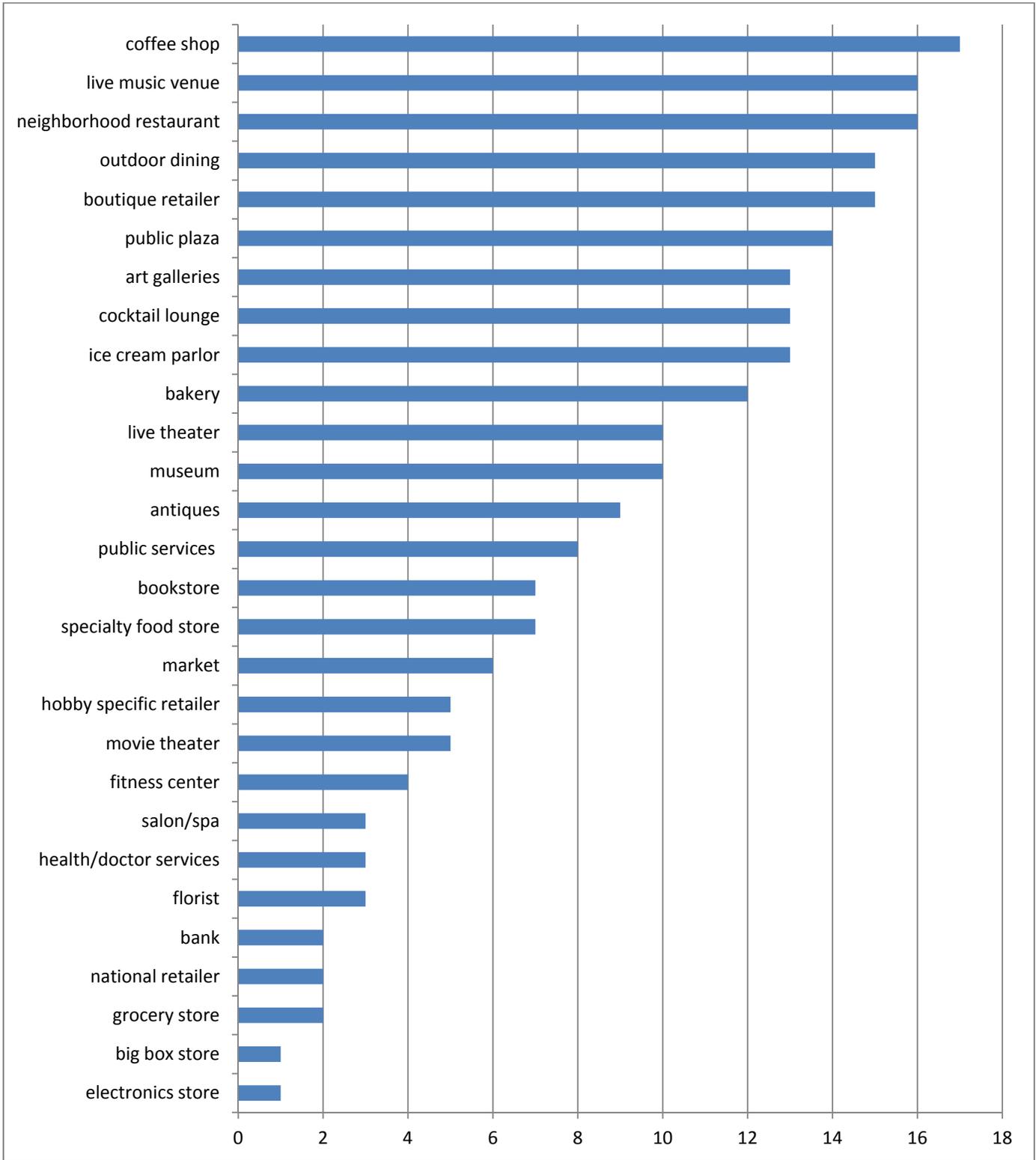
Can you think of specific improvements or problems for walking around Downtown?

- Bathrooms... other than Old Oak, La Ti Da is the only place that has Both Men's & womens bathrooms. Pattons being occupied again... Forget giving money to limited partnerships that build cars and invest in the Pattons building and entice Serranos or Trudys or Tamale King... etc... to come here. Bushes and trees need to be trimmed.
- 400 block sidewalks are difficult because the sidewalk only extends half the block and only on one side. In front of the library is difficult as well.
- business growth and support. many downtown businesses struggling
- I think there are steps that are difficult to walk down because they are too high of a incline, and sidewalks need maintenance. We witnessed a lady who was using a cane almost fall because the sidewalk was uneven.
- As I said earlier Lighting. More color in the area, foliage, etc.
The Police Station should be moved, it detracts from the Downtown area. Also the City Yard on 2nd should be moved ASAP. These locations could better used for a business or business's to help bring more people downtown. The Police Station and the City Yard make no money for downtown, it could be anywhere in town and still serve the same purpose! Of coarse officers should still patrol Downtown.
- I am an out of town owner so can't answer this
- Relocate parking off Main Street and ban vehicular traffic in a two block area.
- More and better parking. Better lighting. Smoother sidewalks. Continuous sidewalks between all venues.
- It needs to connect down to the lake and be more pedestrian and biking friendly.
- lighting, billboards outside of town advertising historical district, better sidewalks south toward the lake to encourage development and us of the amenities we have to offer.

Downtown Master Plan Survey Results

Question 4:

What types of businesses (products and/or services) should be recruited to downtown to improve and enhance the overall character to Downtown Marble Falls?

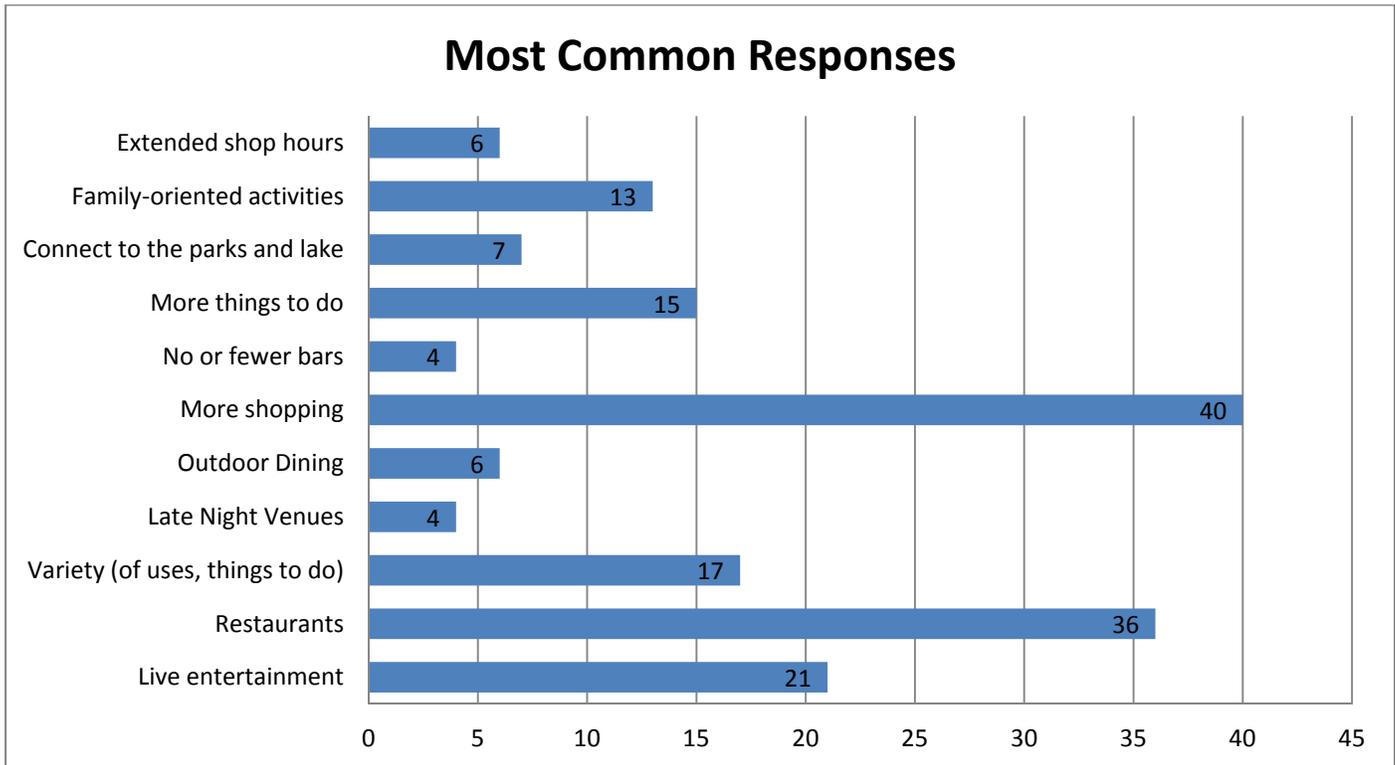


Downtown Master Plan Survey Results

Question 5:

In your opinion, what would make Downtown Marble Falls a more exciting place in which to spend your time?

- Free response question
- Some responders have a very specific idea of what they would like to see happen downtown



Some responses (all of the responses are available for viewing):

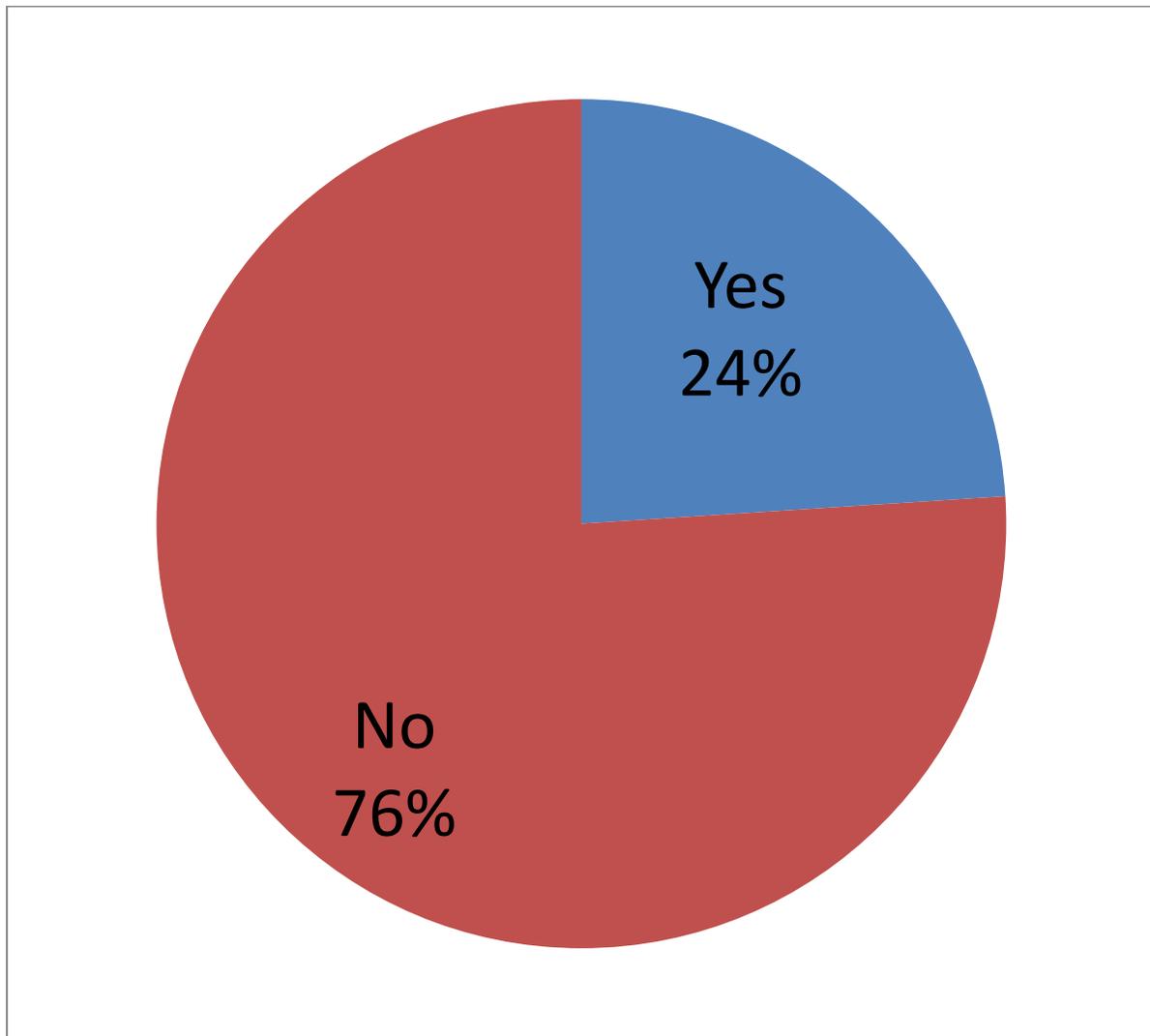
- A downtown that offers all things for all people. The center characterizing feature of Marble Falls with daytime and nighttime activities to enjoy. A place where young girls and older women can shop for unique items that they won't find at Wal-Mart. A place for families to enjoy during the day and adults to enjoy at night. Music, art, boutiques and good food that visitors and locals can enjoy outside next to an attractive and booming downtown.
- Needs more variety! A nice restaurant would be great, as well as more entertainment.
- Open air dining and music venues within a tree shaded landscaped area.
- Downtown should be a place where there is fun shopping & great treats n eats during the day & still a great live entertainment district at night. You need to cater to everyone young & old to make Marble Falls the place to be.
- music, art, fine dining, interesting hobby stores, places to relax outdoors in downtown Marble Falls, shaded in summer, public water fountains for drinking in hot weather.
- More outside, casual, less expensive, natural and diverse options for dining and more options for less expensive apparel boutiques.
- Affordable prices; places to relax; attractive landscape; play area for children with water feature; fountains with tables/chairs

Downtown Master Plan Survey Results

- It had more things to do and places to go. Like family activities for people of all ages, had an ice cream parlor or a gift shop or toy store or even a pet store, possibly some nice resale shops, maybe even a smaller grocery store.
- Park areas, out-door recreation between Lakeside and Johnson parks and access to venues DownTown. Revival of Patons, having live music outside downtown.

Question 6:

Would you be interested in living in Downtown Marble Falls?



Downtown Master Plan Survey Results

Question 7:

Please share any other comments or thoughts.

- the greatest asset this city has is the waterfront. it has to be used to bring in money not play tennis or swim. main street will grow from the development of the riverfront. no other city compete with our riverfront. look up Kemah, tx and see if the developer of that project would be interested. they have great restaurants like we already have. I have gone there four or five times because of the water and amusements.
- Marble Falls needs a night life and more restaraunts! Please! Have to get a little booze in me before I will give the wife the credit card to spend at the overpriced boutiques. Give me a place to drink my beer/sip my texas hill country wine and listen to good music.
- Downtown needs to be a place that one can easily describe as the perfect place to visit. I want to have guests in from out of town and be able to say, "Let's go downtown," at 10 a.m. and 10 p.m.
- I enjoye murals that are painted on the outside of buildings that reflect the history and unique areas of interest and beauty.
- promote bikng/cycling in and around the Hill Country
- When I have friends and family come visit there is nothing to do in downtown Marble Falls. Only a couple of eating places, a couple of shops, and too many vacant buildings!!! That needs to change.
- Start calling the Howdy Roo, Howdy Roo again.
- Mayfest and Springfest are boring! Anyone who's been here more than 5 min's calls it Howdy Roo. Needs to be changed!
- What this town needs is a full blown music festival not just blues or country. Maybe something akin to ACL or SXSW, think about the tax revenue a week long festival could bring this town.
- We love the feel of the R bar, but can't take the kids. More family friendly restaurants like that would be good. The biggest draw to MF is the lake so maybe work from there. A fun relaxed downtown would be perfect.
- LIVING DOWNTOWN ONLY IF YOU CHOOSE, BUT PLEASE DON'T FORGET HOMEOWNERS THAT WERE THERE BEFORE IT BECAME "DOWNTOWN", IT MAY NOT BE THEIR CHOICE TO LIVE THERE, IT JUST MAY A BEEN A ZONE CHANGE
- Residential should be limited. It inevitably results in disputes over parking & noise. If people have to pursue it rather than finding it the only place to go, they know what they are getting.
- Downtown everywhere is changing & usually gearing to specialty shops and tourist attraction. People want day-to-day retail to be quick in & out by auto & they generate traffic and a pace that is not compatible with exploration and recreation.
- The same is true for that kind of traffic and day care/school/service businesses.
- Downtown is already exceptionally unique. It's head and shoulders above any other downtown in the highland lakes area with the exception of Llano.
- Not only downtown but the rest of the city needs to be cleaned up. Signage and clutter on US 281 is a disgrace.
- The permanent improvement of our residential streets.
- Better marketing of events in the downtown area would be of value. The website is nice - but late for planning purposes. Good to plan a last moment day trip not for planning months out. I am from SA and most people in my area don't have a clue what is going on in Marble Falls - much less how nice it is.

Downtown Master Plan Survey Results

establishments who do not derive 50% of sales from food.

-
- Downtown designation needs to be expanded to the lake and 281, not just the 2 blocks from 2nd to 4th st.
-
- marble falls is so unique and special. the downtown needs something to attract business. look at fredricksburg, wimberly...they are no better but they have some formula that attracts visitors....look at canton, texas...ugly little town that has a booming economy due to a once a month market...why can't marble falls look at what will attract visitors....something better than walmart
-
- We would love it if affordable housing was available near downtown or in downtown. I could see us living in a condo and eating at places on main street...not much choice now, but we do love R Bar. R Bar is a great example of the kind of places we need. People gather there, eat, drink, and create a sense of community. We love driving by there at night just to see a part of the city alive past 6 o'clock.
-
- our town has so much to offer but with all the empty shops and nobody shopping those few that there are, I think we are just going to dry up and blow away
 - We have a lot of positive people working to make downtown the place to come. THANKS. Now if we could wave a magic wand and create more lots to build on, or could build on some of the empty lots around town, or make downtown only for retail and "move" city work yards away.
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-

Downtown Master Plan Survey Results

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Downtown Master Plan Survey Results

All Written Responses, Both Surveys

Question 1 (community survey):

Please choose the four most important public improvements listed below and rank in order of importance:
written responses

- More Festivals, food and affordable shopping-NIGHT LIFE!!!!
- live music and entertainment open until 2
- REASONABLE PRICED CRAFT SHOP-1ST CHOICE
- sidewalks, water features (lighted fountains)
- Code to allow bars but limit their number
- before we consider downtown, let's consider the improvements of our residential streets with a permanent solution.
- antique store
- Needs more night time events, like clubs and dancing
- LIVING SPACES
- Spruce up building facades
- Public fountains near benches
- nightclubs/music/dancing
- "Old" downtown should look like a park. We should encourage activities in this area. The sidewalks should be leveled and widened for foot traffic walking one way to pass foot trawalking the other way to ffc pass each other easily. Parking should be behind the Main Stree businesses. In Texas, eating outside is a big draw.
- FRANCHISED RESTAURANTS WITH LAKEFRONT DINING
- a town square at north or south end of main street
- Affordable Shopping
- Near proximity to recreational (sport) facilities & parks
- capitalize on the Texana aspects of the Old Hill Country
- more farmers markets
- Lower rent so they can keep their doors open - we have lost some great places that people have put a great deal of money in - it will be a long time before you get another Zoo La La or the Falls Bistro to name a couple. Look at Oak Square - empty that is not attractive to visitors to see empty retail spaces.
- skate park
- Realistically priced stores.

Question 2 (community survey):

What 5 elements best describe your opinion of what Future Downtown Marble Falls should embody?

Written responses:

- Open until 2 am
- lighted waterfalls on sloped area adjacent to library
- residential street improvements with permanent solution
- Parking

Downtown Master Plan Survey Results

- availability of historical information about Downtown
- Check out downtown Holland, Michigan - awesome
- movie theatre for family/family shops
- More live music and festivals- What happened to the Blues Festival?
- I hope we can keep a mixed assortment of shops to pull people AND I like the directions your are going so far.
- a town square with museum or library or park at the north or south end of main street
- FREE places for group meeting
- Change the rule and let those who sell Mixed drinks stay open until 2:00 AM.

Question 3 (community survey):

Let's talk about walking around Downtown Marble Falls. Please answer the following questions.

Can you think of specific improvements or problems for walking around Downtown?

- Steps need improvement, to many parked cars on main
- not entirely handicapped accessible, more shops and restaurants
- Needs to be "smoothed out". I think it would be difficult for people in wheelchairs would have difficulty as it is right now.
- Bushes and trees need to be trimmed
- steps and uneven pavement are a hazard
- clean up at north end
- designated lanes for walking from one side of main street to other side
- More specialty shops and restaurants to provide a reason for walking downtown
- Think about permanent solution to our residential streets. This will attract tourism.
- more to see and or do
- Close off the little main street area and make it pedestrian only with specialty shops, cafes, art galleries, street fairs, festivals, and add more parking around the perimeter and public restrooms, benches, shady green areas.
- More eye catching store fronts. Sell the "uniqueness" of Marble Falls. Quaint, exciting, fun.
- If the parks and the downtown could somehow connect, I think you might draw different people into the downtown area.
- Get rid of businesses like DR and lawyer and title and architect companies and put in shops that tourists will visit.
- all sidewalks need repaired
- it's nice already
- some people have trouble maneuvering from the sidewalk to the street and vice versa
- There needs to be better sidewalks. We have a lot of elderly folks who cannot navigate easily. It would be so nice if there were outdoor restaurants and entertainment.
- I think if we had more reg shops and not so many boutique shops. Shops like books store(with new books just out), craft supply store(so many many people do crafts and can only find supplies at Bee Caves or Austin)I am not talking about what Wal-mart has but real supplies like macrama, cross stitch and etc), a farm market, ice cream parlor, a shop that carries computer games of all kinds),family eating place. I feel these kind of shops would bring many people to downtown. The shops need to cater to what the public wants and needs,especially in this crushed economy

Downtown Master Plan Survey Results

- CONNECT ALL SIDEWALKS. COME OF THEM DROP OFF AND OTHERS START AND STOP. TAKE OUT THE STAIRS AND MAKE RAMPS.
- Ups and downs... when walking with a stroller or a cane it makes it difficult to maneuver
- More to see and do.
- Everything downtown is too expensive, I need to pay a high rent payment, so I usually don't have money left over. If I get extra money I will go and spend it in Burnet, because the prices are cheaper
- I feel that less importance on Bars/Party Atmosphere should be replaced with attitude of family and wanting to bring your out of town guests to downtown without bars every block
- More of a park-like environment
- No
- reconfigure the steps in several places, also widen sidewalks on west side cars sometime encroach the side walk, add curb stops.
- Change sidewalks and types of stores to get people downtown.
- Need to move the police station and convert the parking lot next to police station and municipal building into a public plaza with indoor and outdoor entertainment venues/stage (pavillion) with a water feature for kids for outdoor music and events
- Not enough nightlife!!!!!!!!!!!!!!!!!!!!!!!!!!!!
- Benches, Shade
- it is easy to walk and cross safely now because there are so many "open" business and many have closed down. If we could have a busy downtown, it may not be as safe to cross the street.
- In some areas the sidewalks are OK, but in other places they are not sufficient to push a stroller which is very important to me. The center median is a design flaw- it should be removed so that the street is wider and more parking can be added.
- A pole/post with a small sign to let people see where the "on ramps" are to get up on the sidewalks. We have good ramps but some aren't visible to the public.
- Ramps from the street to some sidewalks, bench for people to sit and relax, volunteers on the streets with identifiable uniforms to answer questions and direct people.
- Elevation changes in streets to side walks can be improved upon.
- CURRENTLY, THE SIGNAGE DIRECTING TOURISTS TO HISTORIC MAINSTREET IS COMPLETELY OBSCURED BY TACKY DEER FEEDERS AND WEEDS! NOT A GOOD FIRST IMPRESSION. ALSO, WHY IS THIS SURVEY ONLY FOCUSING ON HISTORIC MAINSTREET? WHAT ABOUT 281? MORE PEOPLE/TOURISTS SEE 281 THAN EVER GO DOWN HISTORIC MAINSTREET! DOWNTOWN DEVELOPMENT WOULD BE MUCH BETTER SERVED FOCUSING ON BEAUTIFYING 281 WITH TREES AND SIDEWALKS AND PARKS AND PLAZAS TO DRAW PEOPLE IN AND GET THEM TO STOP, GET OUT OF THE CAR, AND SPEND TIME AND MONEY IN OUR TOWN.
- walking should lead to a larger area either north or south of main street. main street can never be improved because it is too narrow.
- Historical district gateway.
- Tours for Bats
- Tours for Granite Mine.
- Parking needs much improvement.
- There are a few places that need to be better marked; steps and inclines may need hand rails.
- Perhaps a few more public crosswalks.
- Shops like 'Boats Unlimited' should never have been allowed to make an entry onto Main Street; such business belongs to the outskirts of town.

Downtown Master Plan Survey Results

- Link walking between Downtown and Lakeside and Johnson Parks--line those corridors with more walker-appealing venues.
- More ramps for disabled.
- Main street area and adjacent streets need to expand farther to the lake area and towards 1431 so they seem more connected
- ADA compliant, including stroller access
- Crosswalks in the two blocks of Main Street are good. Need them in all areas, along with sidewalks. Sidewalks in front of shops and restaurants need to be wider.
- Interesting shops of course
- not enough side walks
- The sidewalks on Main St. between 2nd and 3rd are fair. However, the sidewalks on 2nd and 3rd street are not. They are also not very accessible, and if the city puts parking where the public works lot is now, there is not a way to safely get up to Main St. In addition Downtown needs to be larger than one block long and one block wide.
- The uneven (stairs) sidewalks make it difficult to take older people downtown for a visit. It also feels congested with cars everywhere. Employees should park in the alleys or at a facility if one was provided
- Some of the sidewalks are in disrepair and or not ADA compliant.

Question 4 (community survey):

What types of businesses (products and/or services) should be recruited to downtown to improve and enhance the overall character to Downtown Marble Falls?

- lighted waterfalls on slope adjacent to library (the "marble" falls)
- Residential street improvements should be considered before downtown attractions. Let's spend our money wisely.
- music store, fish/aquarium/tackle store
- proximity parking - parking garage
- community news center (newspaper office, etc.)
- Nautical decorative items for homes, boating, sporting supplies
- We already have several of the list in place. What we do not have is LOCAL participation/shoppers. But I am glad for the other people who come.
- FRANCHISED RESTAURANTS WITH LAKEFRONT DINING
- Casual, inexpensive restaurant such as pizza parlour, hot dog stand
- dance hall
- We are "HEAVY" on bars and cocktail lounges downtown. It appears as we are trying to be a "Mini" 6th street and that's NOT family friendly - where most tourists come from - families visiting an area, shopping, enjoying the lake, etc.

Question 5 (community survey):

In your opinion, what would make Downtown Marble Falls a more exciting place in which to spend your time?

- restaurants for the local people; specialty stores for the visitors

Downtown Master Plan Survey Results

- A different variety of stores. All retail stores are high-end and close early. Currently, only bars are open in the evening, and they don't stay open late.
- More festivals, art, wine tasting, live music - Duck tours (like austin use to have..Vehicle gives tours on land and water)
- STABLE RESTAURANTS. CANNOT SEEM TO KEEP RESTAURANTS DOWNTOWN. I HAVE SEEN 4 RESTAURANTS CLOSE OVER THE LAST 2 YEARS.
- A downtown that offers all things for all people. The center characterizing feature of Marble Falls with daytime and nighttime activities to enjoy. A place where young girls and older women can shop for unique items that they won't find at Wal-Mart. A place for families to enjoy during the day and adults to enjoy at night. Music, art, boutiques and good food that visitors and locals can enjoy outside next to an attractive and booming downtown.
- Open air dining and music venues within a tree shaded landscaped area.
- more things to do and more late night venues
- Needs more variety! A nice restaurant would be great, as well as more entertainment.
- Continue to develop user friendly areas both inside and outside. Provide tax incentives to businesses that open & stay in business a minimum of 3yrs in the old downtown - main street area
- more stores for window shopping opportunities and gift buying
- Put an area on the lake front people can dock their boats and hang out!
- Downtown should be a place where there is fun shopping & great treats n eats during the day & still a great live entertainment district at night. You need to cater to everyone young & old to make Marble Falls the place to be.
- Outdoor cafe's for families to hang out
- A VARIETY OF BUSINESSES, THINGS FOR FUN LIKE MUSIC AND THINGS YOU NEED LIKE CITY HALL
- better, classier shops to attract women
- A variety of businesses to interest many people.
- Good weekday and weekend hours for shopping.
- TO have MORE family activities, festivals, cafes, things that appeal to families!!! More places that serve food, easier to walk to and from the lake and more activities on the lake, ex:sailing, boat rides, etc!!!
- more variety of restaurants and outdoor areas to eat
- Good Food, live music, bars with extended hours and interesting venues
- More of lots of things.
- BETTER ADVERTISING IN LOCAL PAPERS.
- more entertainment locations (outdoor and indoor)
- music, art, fine dining, interesting hobby stores, places to relax outdoors in downtown Marble Falls, shaded in summer, public water fountains for drinking in hot weather.
- More evening entertainment & in the daytime more of a variety of shops.
- Have enough variety for shopping but make sure we have the availability to park.
- More specialty shops, restaurants and new and interesting events that appeal to all the family
- Buiniesses quit closing
- The permanent improvement of our residential streets.
- More live entertainment
- More activities, stores, cafes and landscaped public spaces, parks, benches, vendors
- More shops, more things to do, children's stores, maybe children activities in the square. Summer fairs. Summer activities.

Downtown Master Plan Survey Results

- Stores remain open until 7:00 weekdays and until 9:00 Friday. Open Saturday and Sunday. Close Tuesday
- Versatile business that cater to ALL ages. Business with hours beyond 5pm, or sidewalks that dont roll up when the sun goes down!
- Off street parking. I frequently attempt to drive down main street and end in frustration because I can neither find a parking space or I am nearly run over by impatient drivers that want me to get out of the way. The businesses' employees take up all the parking spaces. Build a parking garage where the Police and City employees park.
- Fresh flower/vegetable vendor
- live music
- Anything to bring in tourists
- More activities with better advertising
- More family friendly
- more "destinations/entertainment" that are not retail stores or restaurants. Entertainment at various times of day that are not just late-night, live music, bar, etc.
- Another Bluebonnet-like restaurant on Main Street
- more dining places, no bars, affordable retail, gift shops, antique store
- More unique shops and restaurants
- we need a coffee shop, bakery, outdoor dining, landscaped, cleaner streets, lower rent
- More shops and entertainment events
- Less Art shops and gift stores
- more than just art stores
- advertise what is here more and bring more attractoins / venues / things to do / things to see
- Live music and entertainment for adults.
- We need to have more places to eat and hang out. We need to have spaces that encourage folks to congregate. We need to make parking where the public works yard is so that employees of Main St. park there and tourists can actually park on Main.
- If there were more stores that appeal to the modern times like craft supply stores, game store. etc. All these boutiques shop have to go because the only thing downtown now is boutique stores and that is not going to pull in people.
- if there was more to do and see there
- A DUCK TOUR TO TAKE PEOPLE AROUND THE HISTORICAL SIGHTS AND THEN GO INTO THE LAKE.
- Needs more retail and resturants
- THINGS TO DO BESIDES SHOP & EAT LIKE THEATER, HOBBY STORE
- Shopping destination for visitors and citizens of Marble Falls
- A quiet park setting for sitting outside and enjoying a coffee or tea
- More Things to do... even winter things... to bring in tourist... Make Marble Falls a Destination for a weekend... I don't think we are capturing peoples interest when they come to the lake they don't want to stay because if you don't have a boat the lake is not of much use...
- Just more to things to look at and do. It's a little boring right now.
- Wine tasting room
- restaurants
- Better stores to spend my hard earned money.
- An outdoor atmosphere that encourages people to stroll the stores and visit the retailers that are fun and friendly as opposed the the current attitude that the sky is falling and that you are a nuisance if

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- More places to dine
- Have a better mix of businesses, some for the average shopper instead of just high end shops & restaurants.
- Many of the remaining stores are simply too expensive. Also, I'm not a barfly, so more bars downtown would likely keep me away. Cheaper, less "clique-ish" stores and restaurants such as a pizza parlour or a well-stocked bookstore would be very attractive. Bee Cave's Hill Country Galleria is a great example.
- if some of the properties just off Main Street, especially to the west, would be cleaned up (even if it means tearing them down. Same for the area between Main St, Ave H, Yett St and along Buena Vista Dr definitely belong in this category as well.
- Visitors will always be drawn to water and then witness some sad pictures along those streets.
- Fun affordable place to shop and eat during the day, and a fun place to see live music at night
- A better economy and linking to the parks, creating more planting/sitting areas
- Park areas, out-door recreation between Lakeside and Johnson parks and access to venues DownTown. Revival of Patons, having live music outside downtown.
- Similar to Fredricksburg, activity generated by antique store, specialty food and restaurants
- not so many empty buildings, historically significant store fronts
- more options for a saturday...need great restaurants and some for of family entertainment...whether live or not.
- Super Target, whole foods, more entertainment and activities with attractive stores.
- Had more stores, a variety, all different kinds of stores, more sidewalks and more activities going on around downtown for people of all ages and to be able to walk your dog around and maybe 1 or 2 stores you can take your dog too.
- It it had more things to do and places to go. Like family activities for people of all ages, had an ice cream parlor or a gift shop or toy store or even a pet store, possibly some nice resale shops, maybe even a smaller grocery store.
- To have something fun for the whole family to do on the weekends.
- Not Sure..shops having longer hours and lower prices.
- To have it as lively as it is during times like the main street market days.
- Activities on the weekends for family (which includes access to get to each place), live music in the evenings
- More restaurants, and shops that stayed open late enough to visit before dinner. An expanded commercial/retail area would also be good.
- Convert to a more pedestrian experience.
- Really classy restaurants like the The Fallls Bistro and perhaps a wine bar. Patina had a great space with a beautiful bar but of course that is not downtown and they didn't make it either.
- more shopping along with a grocery store
- There needs to be more places to hang out. We need more restaurants, wine bars, and music. We need a Downtown that is memorable and inviting.
- By expanding it both North and south.Tying it into the lake front area.
- OUTDOOR DINING, SHOPS WITH REASONABLE PRICING
- reasonably priced shopping and dining.
- If there were more to do, not just little over-priced shops. Restaurants (not bars) and other places we want to go - bookstores (that are actually open after 5) and the like.

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- If we could court an outlet mall to the area, that would be ideal for our growth and economy. I'm not sure who would contact such a conglomerant, but it would be worth while to suggest building one at Hwy 71 & Hwy 281. We also need to market that growth is actually a good thing for our area. The overall mentality of folks that have lived here "all their lives" is hostile towards growth or progress.
- More variety in shops
- Make it into a 'pedestrian' experience.
- Need more variety in restaurants.

Question 6 (community survey):

Would you be interested in living in Downtown Marble Falls?

N/A

Question 7 (community survey):

Please share any other comments or thoughts.

- the greatest asset this city has is the waterfront. it has to be used to bring in money not play tennis or swim. main street will grow from the development of the riverfront. no other city compete with our riverfront. look up Kemah, tx and see if the developer of that project would be interested. they have great restaurants like we already have. I have gone there four or five times because of the water and amusements.
- Marble Falls needs a night life and more restaraunts! Please! Have to get a little booze in me before I will give the wife the credit card to spend at the overpriced boutiques. Give me a place to drink my beer/sip my texas hill country wine and listen to good music.
- Downtown needs to be a place that one can easily describe as the perfect place to visit. I want to have guests in from out of town and be able to say, "Let's go downtown," at 10 a.m. and 10 p.m.
- I enjoye murals that are painted on the outside of buildings that reflect the history and unique areas of interest and beauty.
- promote bikng/cycling in and around the Hill Country
- When I have friends and family come visit there is nothing to do in downtown Marble Falls. Only a couple of eating places, a couple of shops, and too many vacant buildings!!! That needs to change.
- Start calling the Howdy Roo, Howdy Roo again.
- Mayfest and Springfest are boring! Anyone who's been here more than 5 min's calls it Howdy Roo. Needs to be changed!
- What this town needs is a full blown music festival not just blues or country. Maybe something akin to ACL or SXSW, think about the tax revenue a week long festival could bring this town.
- We love the feel of the R bar, but can't take the kids. More family friendly restaurants like that would be good. The biggest draw to MF is the lake so maybe work from there. A fun relaxed downtown would be perfect.
- LIVING DOWNTOWN ONLY IF YOU CHOOSE, BUT PLEASE DON'T FORGET HOMEOWNERS THAT WERE THERE BEFORE IT BECAME "DOWNTOWN", IT MAY NOT BE THEIR CHOICE TO LIVE THERE, IT JUST MAY A BEEN A ZONE CHANGE
- Residential should be limited. It inevitably results in disputes over parking & noise. If people have to pursue it rather than finding it the only place to go, they know what they are getting.

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- Downtown everywhere is changing & usually gearing to specialty shops and tourist attraction. People want day-to-day retail to be quick in & out by auto & they generate traffic and a pace that is not compatible with exploration and recreation.
- The same is true for that kind of traffic and day care/school/service businesses.
- Downtown is already exceptionally unique. It's head and shoulders above any other downtown in the highland lakes area with the exception of Llano.
- Not only downtown but the rest of the city needs to be cleaned up. Signage and clutter on US 281 is a disgrace.
- The permanent improvement of our residential streets.
- Better marketing of events in the downtown area would be of value. The website is nice - but late for planning purposes. Good to plan a last moment day trip not for planning months out. I am from SA and most people in my area don't have a clue what is going on in Marble Falls - much less how nice it is.
- I live in this area "half time" and love it...I love the "quaintness" and the "step back in time" of the downtown area. Yet, there are more shops closing, no restaurants, evening places to take visitors to. It is a beautiful area, yet it needs a "shot" of creativity...and enticement to make it a destination area.
- Collective/Coop advertising of businesses could help.
- Landlords should make rents more palatable in order to give new businesses a chance to succeed. I rarely go downtown to shop because of the constant turn over. A shop I like is rarely there when I return.
- I love Marble Falls
- police dept. off Main St.
- Keep stores downtown by not changing the zone laws and let businesses take over historical homes.
- South Congress in Austin is a lovely mix of clothing stores, music venues, groceries, food, living and outdoor gathering spots. I always take friends there when they come to visit me because there is always something to do.
- Yes get rid of the boutiques stores and put in more stores that cater to people real needs. Boutique stores are okay but now that is all that's there. We only need one boutique store.
- This is not a rich community so they are not going to throw away money on boutiques especially in this economy. I think ,due to this last economy crush people are going to be careful on what they spend their money on from now on.
- I LIVE IN MARBLE FALLS, ONLY BLOCKS FROM DOWNTOWN-NOTHING TO DO BUT SHOP MOSTLY IN AM & EAT. I WOULD LIKE TO SEE MORE NIGHT LIFE LIKE SAN ANTONIO WALKING ALONG LAKE FRONT & SITE OF INTEREST TO SEE.
- the bringing in of bars and lounges didn't work. Go back to what made Marble Falls great before we felt the need to be a little version of Austin's 6th St.
- We need change... Not like Obama change but real change for the better... People flock to Fredericksburg, and our town it much more beautiful, and we have the lakes!! So we should find out what it is that makes people think Fredericksburg is so great and follow suit... I love our small town but we have to thrive to stay alive and downtown is a great place to start!
- Enlarge museum relocate where is is easier to find.
- Have old home tours at Christmas with tour map
- Move City Hall and Police Station somewhere else to make way for economic contributing businesses.
- Restrict the ugly & tacky signs that are growing all over the highway!
- Thanks for opening this up for input!

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CURBS, AND CONSISTENT HILL COUNTRY STOREFRONTS.

-
- downtown is the key to this city's growth.....not texas tech college or electric car companies or the EDC in general leading the city with "certificates of obligations"..... driving up taxes will kill the goose that lays the golden egg!
-
- The direction we have been taking is good, we only need to make the area more pedestrian friendly while we're waiting for the economy to improve.
-
- i do like having a few drinking establishments but don't want every other door becoming a bar
 - so much potential with the lake nearby. Would be nice to link downtown with lakeside pavillion area and also move link johnson park. Looking forward to concept drawings.
-
- Main street stores that are reasonably priced for the average person. Most current stores cater to the higher income people. Also store personnel are not friendly. I have walked through the large building in the Old Oak Square two different times and never had anyone greet me or ask if they could help me. Totally turned me off and I have little desire to return.
-
- I think I have [pretty much said it all - too greedy with the rents - tenants leave and the building stand vacant - doesn't take long to figure that one out. Has anyone seen Johnson City - it is a ghost town now. Just trashy little curio shops to pick up a couple of dollars from the very few that stop for a moment.
-
- Our lake and Main St. need to tie together as a cohesive unit. We need to finish the skate park and continue to upgrade the other area parks. Downtown needs to be a gathering place for all types of people.
-
- Allow the Bars to stay open later. But make friday& saturday till 2am and Weds 1 am. All the Rest stay the same at 12pm
-
- We need to focus on the greatest asset we have in this city - the LAKE! Making it more accessible, parks, cafe's, a reason for people to come enjoy it. Then the businesses will come - right now, people aren't going to make a trip here to shop downtown or go downtown - they will come for the lake though.

Owner Downtown Survey: Why did you choose to locate your business Downtown?

- Bought Office Bldg as investment

We lease office Space

- Where business was located when I purchased it
- The business was already established here when we purchased it.
- Already existed here when I purchased it.
- Business was located here since inception.
- convenience to clients
- The number of restaurants and live music venues were attractive to my customers
- I love the feel of downtown & envision it being a top destination location. There exist a very cool

Downtown Master Plan Survey Results

atmosphere in the whole area.

- The History and Beauty of this town. The demographic of Horseshoe bay and surrounding areas.
- Tourist and local customers was very appealing. Looking for an easy access to store front with other shops of like nature to help draw business.
- It's what I would consider the Business District of Marble Falls, other than just retail. Walking distance to eating establishments, the bank, etc.
- I wanted to be where there is foot traffic
- Because of its central location to the populations centers around the highland lakes.
- I wanted to get involved with tourist trade
- participate in renewal of historically important buildings and establish a new generation of businesses that allow me to live in small town
- location nice area to get customers to shop & dine

Owner Downtown Survey: If you indicated tourism on the previous question, please elaborate on the specific demographic, if possible

- Travelers passing through Marble Falls on Hwy 281. Those visiting Marble Falls for the weekend. Families with kids at camp.
- customers come from DFW, Houston and West Texas. Mainly couples and young families
- wide spread but larger percentage of 25-40 year old
- I get lots of folks from San Antonio, Fort Worth, Dallas, Spicewood, Austin, and Houston.
- Amazes me as to where people come from. I have a guest book and map with some of the people names who have shopped in my shop,
- I am a very new business so right now I've had a lot of business from out of town people with homes here and in horseshoe bay

Owner Downtown Survey: To what extent do weekend events have a positive impact on your business in terms of... Please comment, and include the events with the most positive impact.

- Lease Office Space
- our business would be derived from the weekend transient homeowners who have a service related problem.
- Not open on weekends.
- boat races, walkway of lights
- fall and spring weekend events help the most
- Any & All market Days, Paint the town, Car show & NOT the Boat Show...
- Events where the streets are closed always have a negative impact on my sales.
- We aren't open on the weekends.
- Very new business so I don't have a lot of input but notice a major difference so far when there are events downtown

Owner Downtown Survey: Please indicate any other critical factors for the success and expansion of your business not mentioned in the previous question.

- We are not retail so these questions really do not apply to our business. Foot traffic, parking are not

Downtown Master Plan Survey Results

hotbed issues for us

- It's important to improve the parking downtown and the ability to move about on foot.
- week end events & wedding parties
- We need immediate marketing \$\$\$ spent to bring in the folks to our lovely town. Billboards and TV ads. Like the Lakeway Ad... spotlighting different businesses and attracting different people.
- Recognition by tourist pubs eg. Texas Highways, or Texas Monthly, that we even exist.
- visibility of downtown district to hwy 281 traffic is most critical condition in in need of address,would pay the quickest and longest dividen of any endeavor

Owner Downtown Survey: What are some of the major issues or obstacles facing your business today?

Other:

- Foot traffic downtown improves the chances for surrounding businesses to succeed which helps our business. The availability of accessible parking to Main Street is important.
- Getting all business owners on the same page and forming a Team
- No major obstacles, yet...
- Accelerated rise in the cost of goods sold

Owner Downtown Survey: Please elaborate or expand on any of the issues from the previous question (What are some of the major issues or obstacles facing your business today?):

- The EDC could help substantially by funding a downtown parking and foot traffic program. Move City Hall and the Police Station off Main Street so tourists can use that parking lot. City Hall should be downtown, provide its own parking elsewhere.
- present city ordinances does not allow late night hours, We need to concentrate on bringing tourist back, economy sucks, too many of the same product , banks need to loosen their lending practices
- WE NEED a liason to coordinate any and ALL marketing. Having the City officials and EDC understand the importance of having this person is essential to the community on behalf of ALL businesses (in the entire community)... NOT just those of us barely surviving on Main Street.
- My business is hard hit by big Box Stores, the internet services and new technology used to purchase my products.
- Property improvement was a stated requirement for the landlord who has refused improve parking surface and lighting.

Owner Downtown Survey: Why do you own property downtown? Other:

- Owned former downtown business (closed it and now only live downtown.
- purchased business that was located in the downtown area
- Land has been in my family for over 60 years
- vacant lots
- I own the hotel plus another large lot on Main Street I intend to develop
- enarmoned with historical downtown

Owner Downtown Survey: How satisfied are you with the following aspects of Downtown? Please explain:

Downtown Master Plan Survey Results

- This town is a jewel in the Hill Country. There just needs to be Something to do when you get here... This place rolls up and tourists with \$\$\$ want to play when they take a break from their daily routine. We need more quality restaurants and Music venues for the qualified shoppers to WANT to come here... (when the flowers are gone!)
- ADA - Not many ramps

Parking is terrible

Sidewalks are limited to two blocks.

Garbage collection is once a week from twice, containers are smaller and the cost is more.

- I would love to see more lights that invite people downtown at night and more stores provide nice seating outside with plants.
- Parking during big events is not enough, maybe during these events parking could be at one of the Schools and people could be shuttled to downtown.

The lighting is adequate, but it could be so much more. There is much that could be done to make the lighting more alluring, colorful, interesting and beautiful. I think the lighting could make people want to walk downtown in the evenings just to see them, this could also mean more business for local business owners. Something the visitors would not forget, and then tell others so they might come here too! Also locals would be proud of it. Marble Falls is a tourist area, so the more we do to bring the people here the more the community will benefit in many ways! Think about it, the right Lighting could almost speak for itself and say "COME SEE ME, MARBLE FALLS, GATEWAY TO THE HILL COUNTRY"

- Main Street parking is inconvenient and crowded.
- on Ave J from 3rd street to Broadway there are no stop signs at crossroads giving cars lots of time to speed up and down the road making it dangerous for all residents
- It's hard to park enough cars downtown to get enough tourists there on the weekends to fill the stores and restaurants. Once people have to park far away, its difficult and unsightly to walk to their desired location. We need to spend money so tourists can easily park and get around.
- The sidewalks in most parts of downtown are inadequate or do not exist at all. There is no flow or connectivity.
- city should proceed asap in moving public works to new location & reconstructing existing location to parking. I would to see more street maintenance. Flower beds should have weed barriers installed & maintained regularly. Skyline lights & more lights in esplanade needed for events & community activities
- parking-limited-public safety-avoiding responding police cars-ada needs more attention sidewalks & landscaping in poor shape needs more attention

Owner Downtown Survey: How satisfied are you with the following aspects of Downtown? Please explain:

- Bathrooms... other than Old Oak, La Ti Da is the only place that has Both Men's & womens bathrooms.

Pattons being occupied again... Forget giving money to limited partnerships that build cars and invest in the Pattons building and entice Serranos or Trudys or Tamale King... etc... to come here

Downtown Master Plan Survey Results

- 400 block sidewalks are difficult because the sidewalk only extends half the block and only on one side. In front of the library is difficult as well.
- business growth and support. many downtown businesses struggling
- I think there are steps that are difficult to walk down because they are too high of an incline, and sidewalks need maintenance. We witnessed a lady who was using a cane almost fall because the sidewalk was uneven.
- As I said earlier Lighting. More color in the area, foliage, etc.

The Police Station should be moved, it detracts from the Downtown area. Also the City Yard on 2nd should be moved ASAP. These locations could better be used for a business or businesses to help bring more people downtown. The Police Station and the City Yard make no money for downtown, it could be anywhere in town and still serve the same purpose! Of course officers should still patrol Downtown.

- I am an out of town owner so can't answer this
- Relocate parking off Main Street and ban vehicular traffic in a two block area.
- More and better parking. Better lighting. Smoother sidewalks. Continuous sidewalks between all venues.
- It needs to connect down to the lake and be more pedestrian and biking friendly.
- lighting, billboards outside of town advertising historical district, better sidewalks south toward the lake to encourage development and use of the amenities we have to offer

Owner Downtown Survey: What vision do you see for a Future Downtown Marble Falls in the next 20 years?

- More open minded people (council/EDC) that really care about building a Future and not trying to keep it a small (minded) town. Growth is a powerful thing... it needs to be done right and without BS political agendas. Shaking up the cronies and injecting New & visionary folks that are in touch with the community that NEEDS to grow and flourish.
- Increased activity
- A walk back in time that features the arts. (Visual, performing, and culinary)
- Need to expand the river/creek that runs into the lake to attract more visitors
- Need to add a downtown hotel, more shops, bars, restaurants
- hopefully it will expand and grow. unfortunately it does not appear to be going in that direction. Something has to be done with 281.
- Growth! New things I hope, more night life
- Morphing into a smaller version of Fredericksburg without the good German food.
- The downtown area needs to grow with the right businesses. Remain pedestrian friendly. I think growing towards the lake, Johnson Park and west on 2nd street is a necessity. Other places I have been seem to do more to beautify their downtown areas we should do more for ours!
- A concerted effort needs to be made to improve the whole Main Street area not just the area between 2nd and 3rd street. If the business owners viewed this as a group effort and stop looking at it as "what do I get out of this" the downtown area would be more successful
- Thriving economy.
- Gradual degradation.
- Improved Streets, More Parking, Police Station moved from Main Street.

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- more retail, restaurants, and a performing arts/cultural center or an amphitheater. City take over properties between main street/library area and Lakeside Park encouraging main st pedestrians to visit lakeside area - connect the two destinations, rather than keep them separate. Completion of sidewalks/hike/bike trails between main st, lakeside park, johnson park and westside park. Bicycle rental so people can enjoy these trails.
- with lots of growth, it needs to be planned well so we don't lose small town feel, a variety of businesses would be nice, both for entertainment and necessities
- I see a downtown with a well landscaped tourist parking lot where the City Hall currently stands. This improves visibility from 281 as well as provides attractive, level and immediate parking to the middle of Main Street. The City Hall should be moved elsewhere, but still downtown, and provide its own parking. The Police Stations should be moved out of downtown. The lot currently used by the city to park its equipment off 3rd Street should be paved and landscaped for a tourist parking lot. Sidewalks should be reworked using attractive paving stones, made smoother with easy transitions. This, along with improved lighting should be worked from 5th Street to the water and H to J. Garbage dumpsters should be hidden by fencing.
- I would like to see the parks and lake incorporated into one holistic downtown area. I would like to see more shops, restaurants, and live music/dancing. I am anxious for the skatepark to be finished. I would like to see more places to live downtown so that businesses have a built-in customer base.
- i envision a thriving, sunny lively area with residents living downtown, a circle array of shops, restaurants & an assorted group of activities available events & festivals regularly to bring in tourist
- local & tourist destination for shopping, dining, entertainment and arts

Owner Downtown Survey: In your opinion, what would make Downtown Marble Falls a more exciting place to spend your time?

- Great restaurants, bars and Lorraines being able to stay open til 2am. Pattons being occupied again. Having more festivals and art events.
- Events
- Live music, places for families to hang out.
- It should offer what malls can't. A personal creative experience while shopping.
- Upgrade the store frontages
- quality dining, attractions. something that would encourage to come to downtown.
- Live music, things to do. A coffee shop is a definite! Never seen a main street that doesnt have a coffee shop
- More shops, entertainment, restaurants, landscaping, and great lighting.
- it has to stay open later than 5:00pm
- With the lake maybe some kind of water park
- Public activities.
- Nicer looking buildings and less traffic/parking congestion.
- More parking, more restaurants
- More "destinations/entertainment" that are not retail stores or restaurants. Entertainment at various times of day - not all late-night music/bar.
- Restaurants & Galleries
- keeping it simple, not too much congestion, so it is still easy to get around, community events that are free or low cost bringing in more customers that will spend money in the community
- I'd like to be able to depend on live music being offered more often and more restaurants being open. Shops should be open on the weekends.

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- There needs to be more to do in the evenings when folks are not working. It needs to be more enticing for folks to come down and hang out.
- more festivals& events to provide weekend stays. boat rentals available for lake MF access, ability to enjoy stays & take advantage of existing nightlife by able to stay out late after day of golf, boating

Owner Downtown Survey: In your opinion, what are Downtown's strengths?

- The variety of businesses and mix of folks.
- Off the main highway, charming, easy to get to and find parking.
- It's quaintness
- easy to get around
- safe
- That people love to park and walk.
- It has slowly become a place people want to see. Keep it up!
- Location and the appeal that your business is located on Main street or in the downtown area. In other small towns it is pretty special to have your business located on main street.
- Not any
- Tourism draw from Horseshoe Bay.
- Recent renovations and upgrades to buildings.
- Character of Town and its people
- location, close proximity to other key areas - lake, parks and 281. Business owners who are passionate about revitalizing the area.
- The specialty shops, restaurants and live music venues that are still there.
- It is near the parks and lakes. Many of the buildings have character.
- community atmosphere, quaint shops, ability to walk around & view a variety of shops enjoying the historical buildings

Owner Downtown Survey: In your opinion, in what ways could Downtown improve?

- Get New people to make these powerful and important decisions!!!!!!!!!!
- Better landscaping, more variety of businesses, cater to tourists and the locals.
- More visibility from hwy. 281
- more restaurants with food variety
- better venues, choices and attractions.. support of the local businesses
- Friendly stores, keeping the outside appearance fresh, more music...
- Well I was actually born in a Doctor's office on Main Street and have lived here since. So I have seen a lot of changes happen there, mostly better. I believe that we should do similar things to the surrounding streets, to make Downtown larger and more productive.
- Lighting on all the streets and buildings. Make it look a little more unified.
- move the loud bars
- More public activities.
- Demolish some buildings to provide more open spaces, locate parking behind buildings and ban vehicle traffic for two blocks in the main shopping area.
- Police Department removed from downtown
- Expand the landscaping, beautification to outlying areas of main st. Add more

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"destinations/entertainment" that are not retail stores or restaurants.

- Move City Hall and the Police Station. Improve parking, sidewalks and lighting. Adopt late night alcohol sales.
- Better infrastructure that encourages pedestrian traffic.
- shops staying open later than 5pm -expanded hours Thurs-Sat and open Sunday afternoon. provide an antique mall retail location offer a varied inventory of eclectic items to draw in customers



Appendix E: Concept Plan

Downtown Marble Falls Concept Plan

By Local Architect Marley Porter with Living
Architecture



Concept Plan

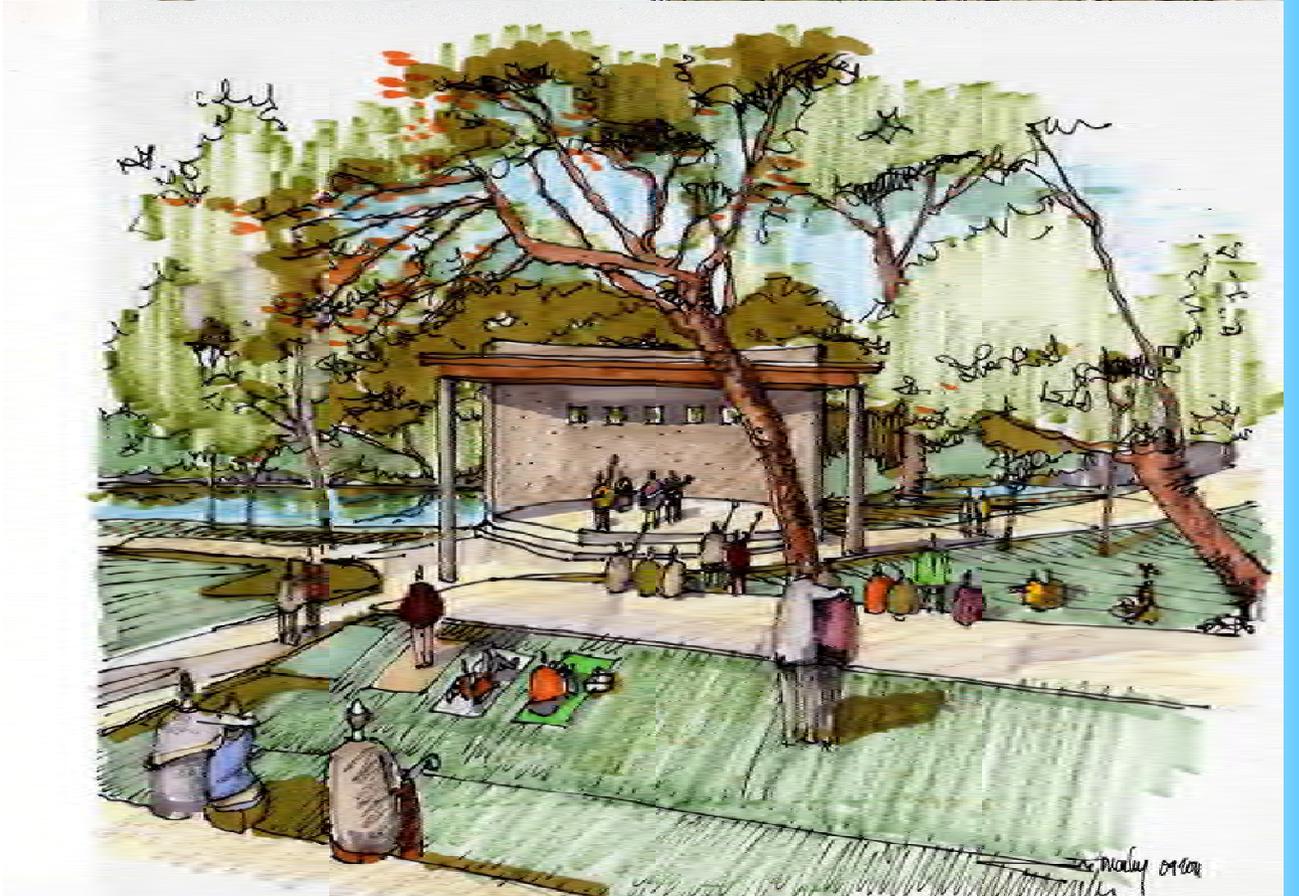
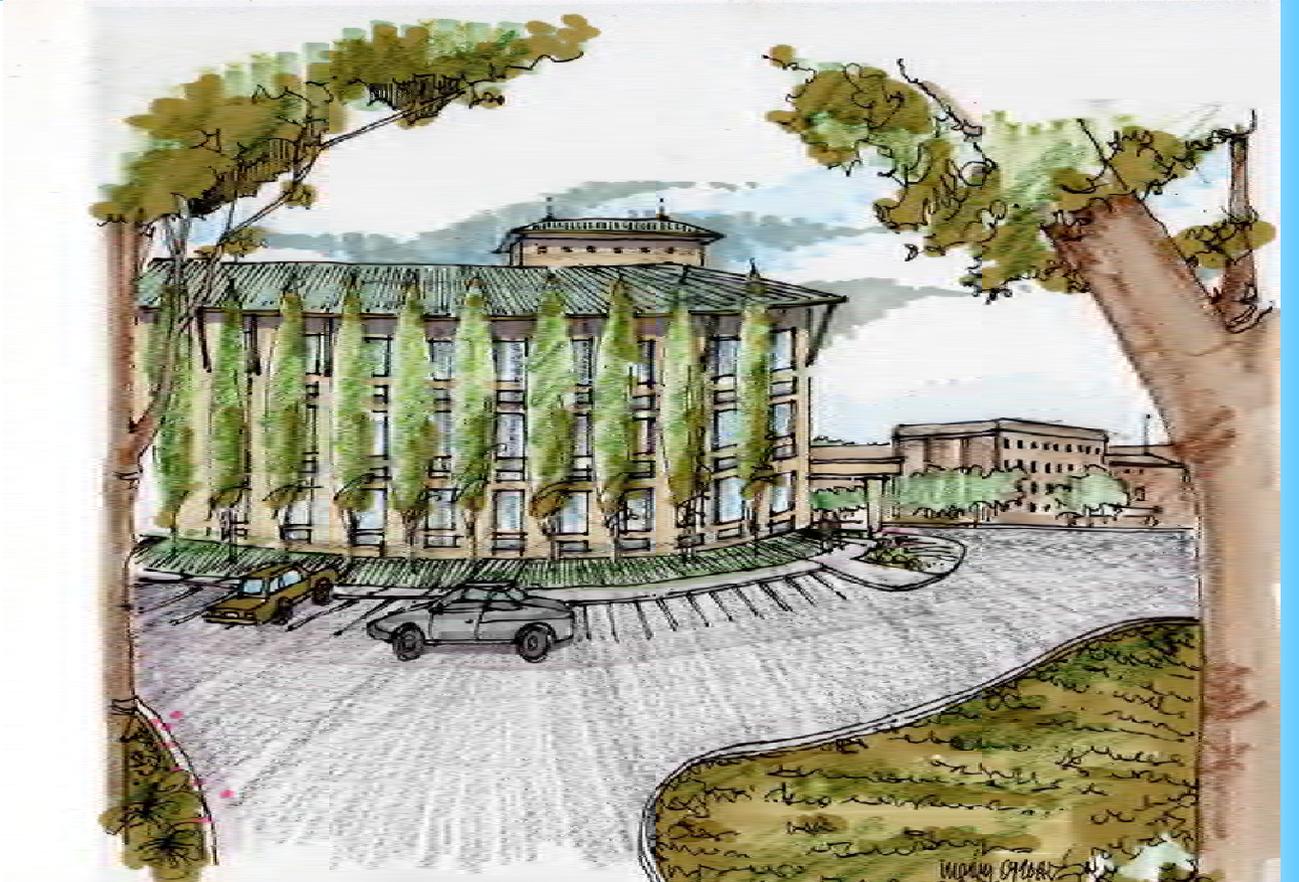
The concept plan in this Appendix was created by local architect Marley Porter of Living Architecture It represents one vision for Downtown Marble Falls.



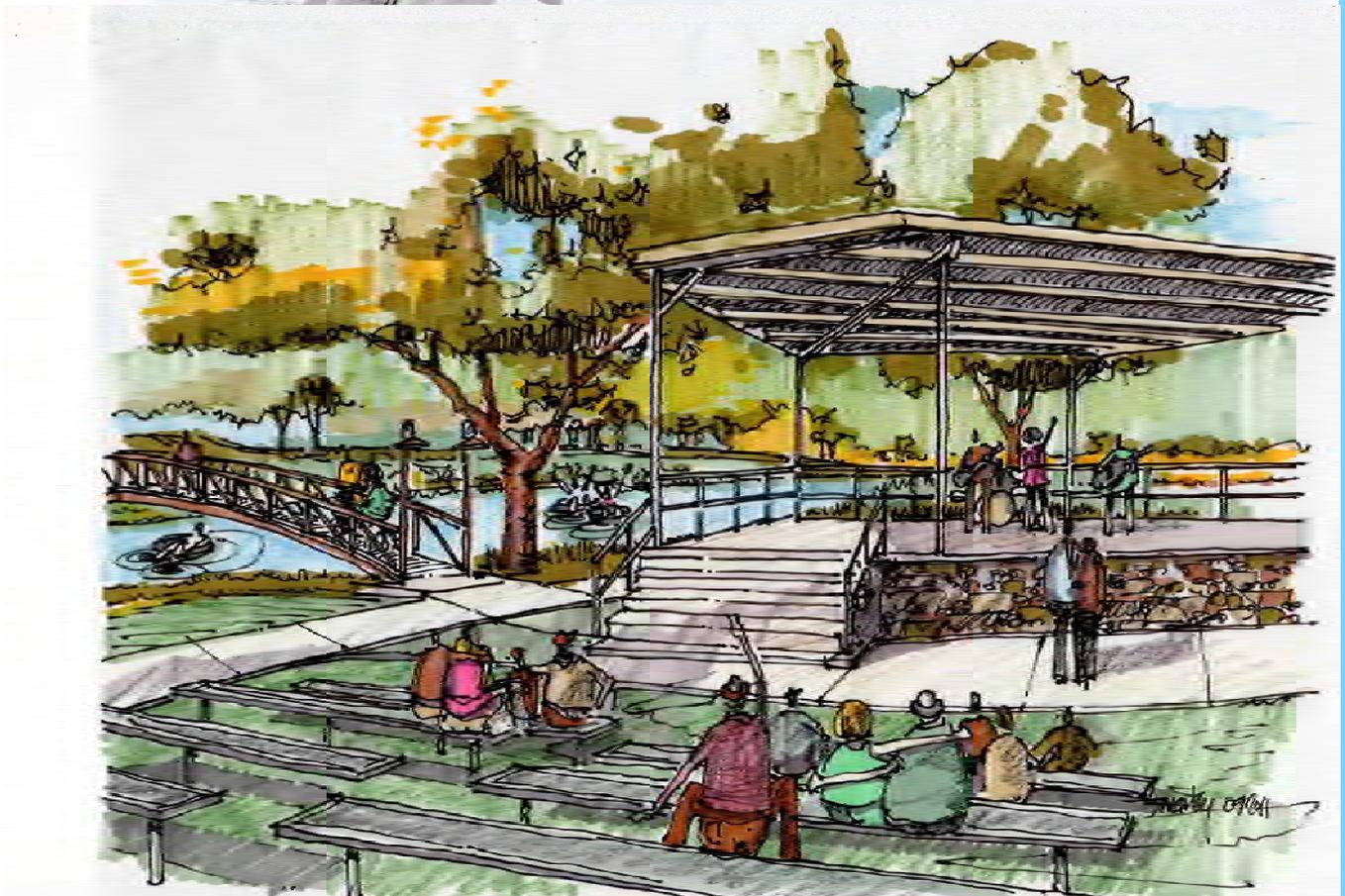
Concept Plan



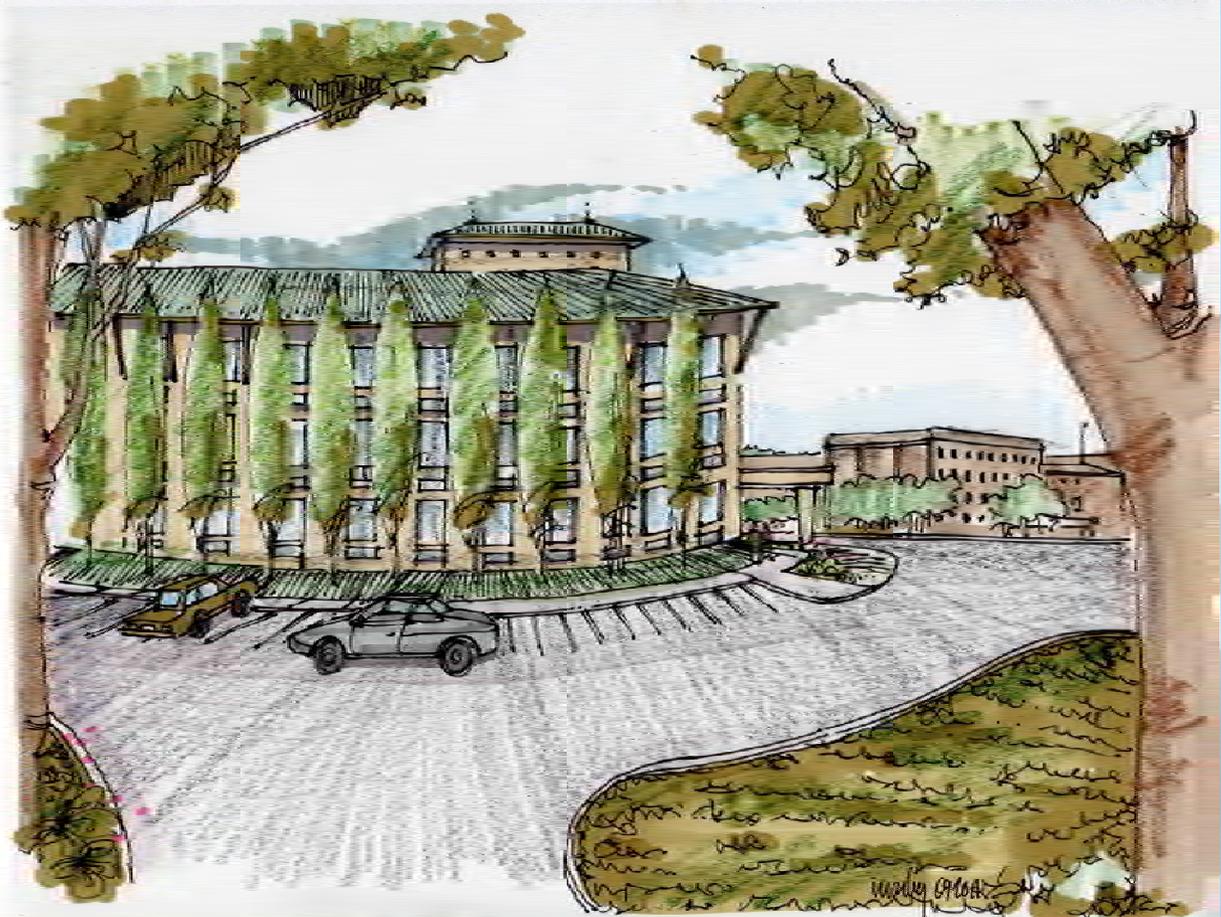
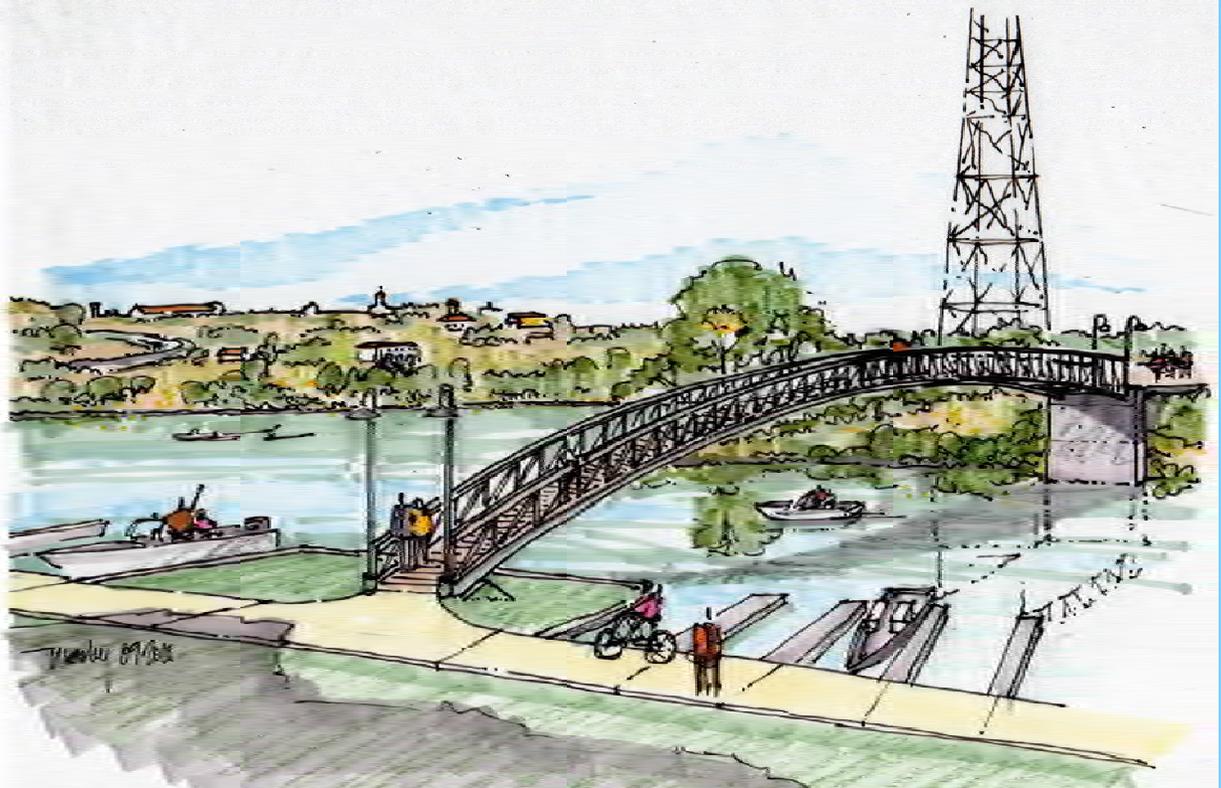
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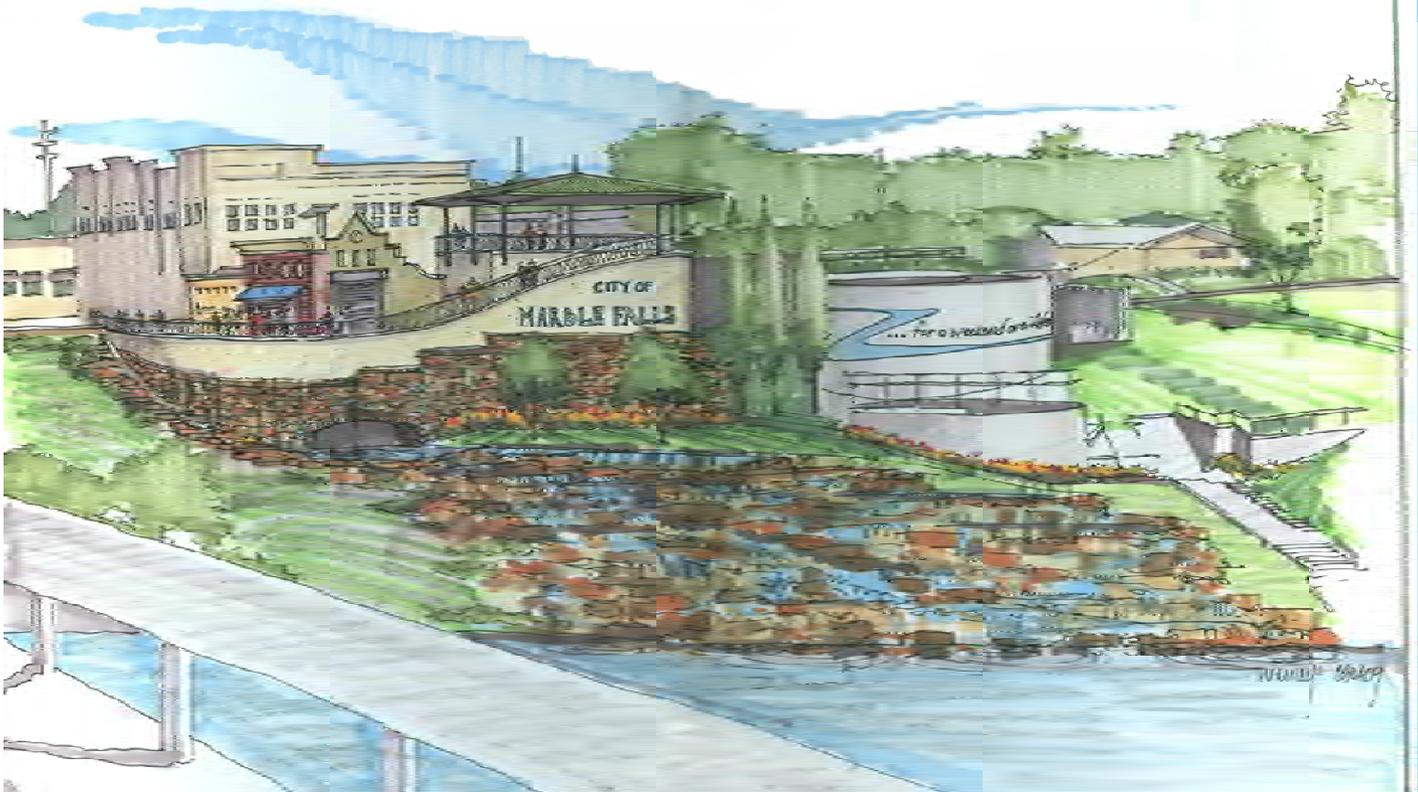
Concept Plan



Concept Plan



Conceptual Elements



Appendix F: Images and Maps

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