

Table 9.1, Implementation Action Plan

RANK	ACTION #	ACTION RECOMMENDATION	PRIORITY				INVOLVED ENTITIES	ACTION TYPE(S)
			SHORT TERM (1-2 YRS.)	MID TERM (3-10 YRS.)	LONG TERM (10+ YRS.)	ON-GOING		
Policy Action Recommendations								
1	5.3.1	Utilize the Thoroughfare Plan as a prerequisite to decision-making regarding development proposals.	■			■	City / EDC	Policy
2	4.1.1	Utilize the Future Land Use Plan to guide decision-making regarding plans and projects for revitalizing/redeveloping existing development.	■			■	City / EDC	Policy
3	8.1.3	Monitor the City's water usage and ensure provision of water supply based on demand.	■			■	City	Policy
4	6.2.2	Provide and maintain high-quality parks which become part of the identity and point of community pride for Marble Falls.	■			■	City / EDC	Policy / Financial Investment
5	3.1.1	Manage the City's pattern of growth concurrent with the provision and maintenance of adequate facilities and services.	■			■	City	Policy / Financial Investment
6	4.6.2	Support EDC efforts to increase entrepreneurial opportunities in the City.	■			■	EDC / City	Policy / Financial Investment
7	3.1.5	Utilize growth management strategies to protect surrounding areas from poorly timed or low quality development.	■			■	City / EDC	Policy / Regulation
8	8.3.1	Continue to develop and implement the Water Conservation Program.	■			■	City	Policy / Operational Change
9	5.5.5	Implement sidewalk improvements as part of street improvement or redevelopment projects.	■			■	City / EDC	Policy / Financial Investment
10	6.1.3	Solidify agreement with Flatrock Springs developer to determine the ultimate use and responsible parties for the parkland to be dedicated as part of the planned development district.	■				City / Development Community	Policy / Financial Investment
11	4.2.1	Consider an advocacy program to aid in code compliance and community clean up.	■			■	City	Policy / Operational Change
12	6.5.11	Support efforts of the Marble Falls/Lake LBJ Chamber of Commerce & CVB efforts to increase tourism opportunities.	■			■	City / Chamber of Commerce & CVB / EDC	Policy / Financial Investment
13	3.1.6	Promote green building practices and low impact development as part of private development.	■			■	City	Policy / Regulation
14	8.3.2	Promote green building and energy efficiency as part of public development.	■			■	City	Policy / Regulation
15	5.5.1	Adopt and ensure implementation of a City-wide "Complete Streets" policy.		■		■	City	Policy / Operational Change / Regulation
16	5.1.1	Actively participate in state and regional transportation planning activities to promote funding and other improvements that benefit Marble Falls.		■		■	City / CAMPO / TxDOT	Policy



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Policy Action Recommendations (cont.)								
17	4.1.2	Utilize the Future Land Use Plan to guide decision-making regarding proposed new private sector development in greenfield areas.		■		■	City / EDC	Policy
18	6.1.7	Preserve open space assets throughout Marble Falls.		■		■	City	Policy / Regulation
19	6.5.12	Coordinate mapping and website efforts with the Marble Falls/Lake LBJ Chamber of Commerce & CVB.		■			City / Chamber of Commerce & CVB / EDC	Policy / Financial Investment
20	6.1.9	Continue to pursue partnerships with other public and private organizations to leverage park and recreation investments.		■		■	City / Area Partners / EDC	Policy
21	6.1.8	Pursue partnership with Marble Falls Independent School District (MFISD).		■			City / MFISD	Policy / Operational Change
22	6.2.8	Coordinate with private developers on the design of key park and open space parcels being dedicated south of the river.		■			City / Development Community	Policy
23	3.1.2	Pursue annexation of property designated as near-term growth areas on the City's Growth Plan.		■			City	Policy / Financial Investment
24	5.1.2	Proactively pursue mutually beneficial transportation projects with other area partners.		■		■	City / Area Partners	Policy / Financial Investment
25	6.3.3	Consider updating the City's collector thoroughfare system to include on-street bicycle lanes, where appropriate.		■			City	Policy / Financial Investment / Operational Change
26	6.5.9	Develop a regional marketing campaign to attract varying user groups.		■			CVB / EDC / City	Policy / Operational Change
	5.3.3	Work with area partners to implement long-term improvements to the City's and region's major arterial network.			■	■	City / Area Partners	Policy / Financial Investment
	4.2.5	Consider developing a target-area capital investment program.			■	■	City / EDC	Policy / Financial Investment
	4.5.5	Design and install enhanced landscaping in coordination with the construction of traffic roundabouts.			■		City	Policy / Financial Investment
	5.5.7	Consider partnering with the Marble Falls Independent School District to implement pedestrian improvements to existing and new school sites.			■	■	City / MFISD	Policy / Financial Investment
	8.2.5	Explore low impact development solutions for commercial, residential, or public infrastructure projects.			■	■	City / EDC	Policy / Financial Investment / Regulation

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			SHORT TERM (1-2 YRS.)	MID TERM (3-10 YRS.)	LONG TERM (10+ YRS.)	ON-GOING		
Policy Action Recommendations (cont.)								
	6.1.6	Work with developers and property owners to develop multi-use trails on greenways and other linear open spaces.			■	■	City / Development Community / EDC	Policy / Regulation
	5.3.4	Work with area partners to implement long-term improvements to the City's and region's minor arterial network.			■	■	City / Area Partners	Policy / Financial Investment
	5.3.8	Adopt criteria to determine an objective approach regarding which street cross-section is appropriate for each functional classification as set out on the Thoroughfare Plan.			■		City	Policy / Regulation
	8.1.1	Continue to pursue an application to amend the water and wastewater CCN areas.			■		City	Policy
	8.4.1	Evaluate opportunities for increasing public/private Citywide access to the fiber optic network.			■		City / EDC	Policy / Financial Investment / Regulation
	5.6.2	Work in partnership with CAMPO, CARTS, Burnet County and other area partners to maintain and/or expand rural and/or fixed transit services to Marble Falls.			■	■	City / Area Partners	Policy / Financial Investment / Operational Change
	3.1.3	Pursue annexation of property designated as longer-term growth areas on the City's Growth Plan.			■		City	Policy / Financial Investment
	5.6.5	Evaluate the potential of ride sharing programs in Marble Falls.			■		City	Policy / Regulation
Regulation Action Recommendations								
1	4.5.6	Develop corridor improvement standards for U.S. 281, FM 1431, and State Highway 71 to enhance the appearance of properties adjacent to these principal arterial corridors.	■				City / EDC	Regulation / Policy
2	4.4.2	Consider improving the City's existing zoning and development regulations to implement the location and development qualifiers set out in the Neighborhood and Transitional Residential and Downtown future land use classifications.	■				City / EDC	Regulation / Policy
3	8.3.4	Consider modifying the City's zoning and development regulations to improve water conservation efforts for landscaping.	■				City	Regulation / Policy
4	4.1.3	Consider a comprehensive update to the City's zoning regulations to implement the quality and character recommendations identified in each future land use classification.	■				City / EDC	Regulation
5	5.4.2	Establish new regulatory provisions identifying a potential truck route in and near Downtown Marble Falls.	■				City / EDC	Regulation / Policy
6	4.1.4	Consider restructuring the zoning regulations to improve readability and usability.	■				City / EDC	Regulation

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Regulation Action Recommendations (cont.)								
7	3.1.4	Develop policies and incentives that encourage and promote infill development.	■				City / EDC	Regulation / Policy
8	6.1.2	Develop a parkland dedication ordinance and other subdivision design ordinances as necessary to ensure that adequate green space and park land remain available as the City continues to develop.	■				City	Regulation
9	4.5.10	Consider establishing a dark sky ordinance to protect nighttime skies.		■			City	Regulation / Policy
10	5.3.5	Ensure implementation of the major collector thoroughfare system concurrent with new development.		■		■	City	Regulation / Policy
11	4.3.1	Consider establishing a housing palette to direct the quality and design of new residential housing choice		■			City	Regulation / Policy
12	5.5.6	Consider amending the subdivision regulations to improve the design, safety, and usability of new sidewalks within the City.		■			City	Regulation / Policy
13	4.4.1	Consider improved neighborhood design for Planned Developments.		■			City	Regulation / Policy
	5.6.4	Consider supporting and regulating the installation of plug-in electric vehicle (PEV) charging stations within the City.				■	City	Regulation / Policy / Financial Investment
	5.6.3	Consider adopting new regulations for airports and heliports within the City.				■	City	Regulation / Policy
Study Action Recommendations								
1	5.3.7	Address intersection congestion and safety concerns at Mission Hills Drive/Mormon Mill Road/U.S. Highway 281.	■				City	Study
2	7.1.2	Identify potential locations for a new City Hall.	■				City / EDC	Study
3	4.5.3	Coordinate with TxDOT to implement access management strategies along U.S. 281 from the Downtown boundary to the northern City limit.	■				City / TxDOT / EDC	Study / Financial Investment
4	6.2.6	Develop a revitalized plan for Downtown parks.	■				City / EDC	Study
5	4.6.1	Support EDC efforts to update the Strategic Economic Development Plan.	■				EDC / City	Study
6	5.3.2	Evaluate the near- and or mid-term potential to establish specific segments of the Thoroughfare Plan to proactively alleviate traffic impacts, facilitate areas of new growth, or to connect key destination points.	■			■	City	Study / Financial Investment

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Study Action Recommendations (cont.)									
7	6.1.4	Evaluate current Parks and Recreation staffing level and ensure that the Department is sufficiently staffed.	■			■	City	Study	
8	6.1.1	Update the Park, Recreation, and Open Space Master Plan.	■				City / EDC	Study	
9	6.5.1	Develop a Tourism Master Plan.		■			City / CVB / EDC	Study	
10	6.5.10	Following implementation of Downtown enhancements, re-evaluate potential for rural tourism train route.		■			EDC / City	Study	
11	8.2.4	Evaluate the feasibility of constructing regional stormwater improvements to eliminate and/or reduce floodplains on tributaries to Lake Marble Falls and for other multipurpose benefits.		■			City	Study / Financial Investment / Policy / Regulation	
12	4.2.2	Identify partnerships to rehabilitate the existing housing stock.		■		■	City / EDC	Study / Financial Investment / Policy	
13	6.3.5	Design and implement the creekwalk trail.		■			EDC / City	Study / Financial Investment	
14	4.2.4	Consider developing small area plans for at-risk neighborhoods to identify a comprehensive action agenda for improvement.		■			City	Study / Financial Investment	
15	5.5.3	Develop a Sidewalk Master Plan separately, or in conjunction with a City-wide Trails Master Plan.		■			City / EDC	Study	
16	5.5.2	Compile a detailed inventory of the existing sidewalk system throughout the City and ETJ.		■			City	Study	
17	6.3.1	Develop a Trail Master Plan for the City and its extraterritorial jurisdiction (ETJ).		■			City / EDC	Study	
	6.2.5	Evaluate the potential of existing, infrequently used parks that allow visual or physical connection to the lake.				■	City	Study	
	6.1.10	Evaluate the City's fee structure to ensure that private organizations using City parks and facilities are adequately offsetting the cost of maintenance.				■	■	City	Study / Policy
	6.2.7	Develop a concept plan for Park View Park Site.				■	City	Study	
	3.1.7	Assess and implement solutions to improve the City's resiliency.				■	■	City	Study / Financial Investment / Regulation

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Study Action Recommendations (cont.)								
	7.1.1	Complete a professional needs assessment.			■		City	Study
	7.2.2	Evaluate Police Department staffing and increase as necessary.			■	■	City	Study
	6.5.6	Continue to evaluate the need for a sports complex.			■		City	Study
	8.1.4	Periodically update the Master Water and Wastewater Plan.			■	■	City	Study
	6.3.4	Evaluate opportunities to improve undeveloped alleyways to increase City-wide connectivity.			■		City / EDC	Study
	6.2.9	Establish minimum design parameters for community, neighborhood, pocket, and linear parks.			■		City	Study / Policy / Regulation
	6.4.1	As part of the Park, Recreation, and Open Space Master Plan update, conduct a recreational programming assessment.			■		City	Study
	7.2.3	Complete a professional fire station location study.			■		City	Study
	7.2.4	Evaluate the need for a fire and emergency medical services training facility.			■		City	Study
	8.2.3	Develop a comprehensive regional stormwater management plan.			■		City	Study
	5.6.1	Evaluate the possibility of establishing railroad quiet zones within the City.			■		City	Study / Financial Investment
	7.3.2	Develop a Library facility plan.			■		Burnet County / City	Study
Financial Investment Action Recommendations								
1	5.2.1	Ensure that adequate funding is dedicated for the maintenance of the City's road network.	■			■	City	Financial Investment / Operational Change
2	7.2.1	Build a new Police Station and Municipal Court Facility.	■				City / EDC	Financial Investment
3	5.4.1	Proactively coordinate with TxDOT to implement access management strategies and improvements along U.S. Highway 281.	■				City / TxDOT / EDC	Financial Investment / Study
4	6.5.4	Support the Economic Development Corporation's (EDC) efforts in developing lake front enhancements.	■			■	EDC / City	Financial Investment / Policy

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Financial Investment Action Recommendations (cont.)								
5	4.5.7	Enhance the City's Downtown district to create a strong identity in the heart of the City.	■			■	EDC / City	Financial Investment / Regulation
6	8.1.2	Annually budget the necessary funds to implement the recommendations of the Master Water and Wastewater Plan.	■			■	City	Financial Investment
7	6.5.8	Support implementation efforts of a Marble Falls Convention Center located in Downtown.	■				EDC / City / CVB	Financial Investment
8	6.5.2	Improve pedestrian and boat access to the lake.	■				City / EDC	Financial Investment
9	6.5.7	Consider development of unique parks and recreation amenities to increase regional draw to the City.	■			■	City / EDC	Financial Investment / Study
10	4.5.1	Utilize gateways, entry signs, and landscaping at edges of the City to indicate entrance into Marble Falls.	■				City / EDC	Financial Investment / Policy
11	4.5.8	Consider replacing the street signs in Downtown Marble Falls to identify entry and establish a special area of character.	■				City / EDC	Financial Investment / Operational Change
12	4.5.2	Coordinate with TxDOT to improve the appearance of the U.S. 281/State Highway 71 interchange.		■			City / TxDOT / EDC	Financial Investment
13	4.5.4	Coordinate with TxDOT to provide a central landscape median along U.S. 281 within the Downtown and nearby areas.		■			City / TxDOT / EDC	Financial Investment
14	6.3.2	Improve connectivity within the City.		■		■	City / EDC	Financial Investment
15	5.3.6	Proactively develop and improve an alternate local connector system to provide additional transportation choices for the citizens of Marble Falls.		■			City	Financial Investment / Study
16	4.2.3	Consider public or public/private infrastructure improvements to enhance existing neighborhoods.		■		■	City	Financial Investment / Policy
17	4.2.7	Continue to evaluate potential acquisition and demolition of dilapidated or unsafe structures or properties that have been subject to past flood events.		■		■	City	Financial Investment / Study
18	4.6.3	Support EDC efforts to continue the expansion of the Marble Falls Business and Technology Park.		■			EDC / City	Financial Investment
19	6.2.1	Improve existing parks and facilities.		■		■	City / EDC	Financial Investment
20	5.5.4	Consider increasing funding and other resources to improve sidewalk and crosswalk segments in key areas of the City.		■		■	City / EDC	Financial Investment / Policy

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Financial Investment Action Recommendations (cont.)								
	7.1.3	Determine funding source to construct a new City Hall.		■			City / EDC	Financial Investment / Study
	6.2.4	Improve the City of Marble Falls City Cemetery.			■		City	Financial Investment / Operational Change
	4.6.6	Support EDC efforts to increase the development of place-based economic opportunities.			■	■	EDC / City	Financial Investment
	8.2.1	Implement floodplain mitigation improvements in the Backbone Creek and Whitman Branch Watershed.			■		City	Financial Investment
	5.4.3	Evaluate the potential of improving identified low water crossings as a means to improve City-wide connectivity during heavy rains or floods.			■		City	Financial Investment
	4.5.12	Consider improving the aesthetic appearance of City infrastructure (e.g., the water treatment plant) which is located in high-traffic public areas.			■		City	Financial Investment / Policy
	6.5.3	Develop additional activities on the lake.			■	■	City / LCRA / EDC	Financial Investment
	8.2.2	Make low water crossing improvements to facilitate emergency management procedures.			■		City	Financial Investment
Operation Change Action Recommendations								
1	5.2.2	Adopt a comprehensive routine street evaluation and maintenance program.	■				City	Operational Change / Financial Investment
2	4.6.5	Support EDC efforts to provide workforce development and education programs in the community.	■			■	EDC / City / Area Partners	Operational Change / Policy
3	5.2.3	Adopt a Street Repaving Program.	■				City	Operational Change / Financial Investment
4	6.2.3	Partner with neighborhood and other volunteer groups on select park and trail maintenance tasks.	■			■	City / Area Partners	Operational Change / Policy
5	4.5.9	Establish a formal affiliation with Keep Texas Beautiful organization.	■				City	Operational Change / Policy
6	6.4.4	Increase water-based recreation opportunities for residents and visitors.	■			■	City / EDC	Operational Change
7	7.3.1	Continue to grow eServices and related materials and media.	■			■	City	Operational Change / Policy

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Operation Change Action Recommendations (cont.)								
8	6.4.2	Increase regularly scheduled and special activities and events in parks to encourage community-wide usage of the parks system.	■			■	City / EDC	Operational Change / Financial Investment
9	4.5.11	Consider applying to become an International Dark Sky Community.		■			City	Operational Change / Policy
10	6.1.5	Ensure adequate staffing and resources are available to support increased recreational programming in the City.		■		■	City	Operational Change
11	6.4.3	Increase athletic opportunities for all ages in the City.		■		■	City	Operational Change
12	6.5.5	Ensure adequate policing of Lake Marble Falls as part of routine police safety rotations.		■		■	City	Operational Change
	4.2.6	Consider establishing a neighborhood outreach program.			■		City	Operational Change / Policy
	4.6.4	Consider establishing a revolving loan fund to support the expansion of new businesses.			■		EDC	Operational Change / Policy
	6.4.5	Consider additional third party recreational programming.			■	■	City / Recreation Partners	Operational Change

