



MARBLE FALLS COMPREHENSIVE PLAN 2024



Acknowledgments

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INTRODUCTION 1

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a long-range planning document that helps guide future decision-making for a community. It serves as a blueprint to guide future development and redevelopment, derived from the stated desires of the community. Such a plan will document community needs and determine actions that should be pursued to realize the defined direction. Once adopted, decision-makers can use the comprehensive plan as a guide for community development, investment, and operation. It does not replace development codes, budgets, capital improvement programs, or any other regulatory documents; rather, it is a guide to help lead the direction of those implementation tools.

The plan is intended to serve as a tool for future policy decisions and some regulatory decisions, yet does not serve as a legal document itself. The development of a comprehensive plan is permitted in Chapter 213 of the Texas Local Government Code for the *“purpose of promoting sound development of municipalities and promoting public health, safety, and welfare.”* Communities across Texas develop comprehensive plans to prepare for their future growth and development.

HOW WILL THIS PLAN BE USED?

This plan will be used to inform elected leaders and municipal staff in daily decisions regarding city services and development of land. It provides a consistent guide for growth and development decisions to ensure a healthy future for Marble Falls. When new development proposals are submitted to the City, the City and other stakeholders will use the planning framework established in this plan to determine whether a proposal fits within the community-driven vision. When key investment decisions are needed (e.g., a new street or wastewater lines), City Council members can look to this plan and its associated focus plans for guidance.

The intended time frame of this plan is 10 years, with a growth and development outlook of approximately 20 years. Given the rapid growth in the region, this plan should be reviewed annually for progress and acknowledgment of successes, followed by a more thorough review every five years to consider changing conditions and needed changes to plan directions. The document should be flexible and can be amended over time as political and market realities require reconsideration.

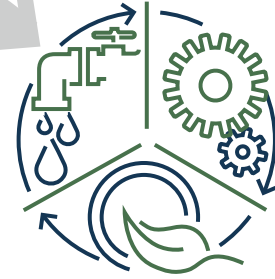
WHY ARE COMPREHENSIVE PLANS IMPORTANT?



REACH A UNIFIED VISION FOR THE COMMUNITY



DEVELOP AN EFFICIENT GROWTH STRATEGY TO REFLECT THE VALUES OF THE COMMUNITY



ENSURE PUBLIC FACILITIES MEET FUTURE DEMANDS



PROVIDE A BALANCE OF LAND USES AND SERVICES



PRIORITIZE PUBLIC IMPROVEMENT & GUIDE ANNUAL WORK PROGRAMS



INVOLVE CITIZENS IN THE DECISION-MAKING PROCESS



ENSURE THE ENHANCEMENT AND CONSERVATION OF THE VISUAL APPEARANCE AND IDENTITY OF THE COMMUNITY



PLANNING AREA

The comprehensive plan for Marble Falls encompasses both the incorporated area of the City and its extraterritorial jurisdiction (ETJ). The ETJ includes unincorporated land adjacent to Marble Falls that lies outside the municipal boundaries and ETJs of other cities. The size of the ETJ varies based on population. Marble Falls, being a home rule city with a population between 5,000 and 25,000 people, has an ETJ that stretches one mile from the outer edge of the City. Within these areas, the City holds different levels of regulatory authority. As a result, the comprehensive plan serves as a guide for future decisions made by City staff, elected officials, and community leaders, enabling them to understand the implications of growth in each designated area. This plan also acknowledges the changing realities of the regulatory control over the ETJ and future annexation.

At present, the incorporated area of Marble Falls spans approximately 17 square miles, while the ETJ expands the City's planning area by an additional 29 square miles. Please refer to **Map 1.1, Marble Falls Planning Area**, for visual representation.

Marble Falls holds significant potential for growth due to the abundance of surrounding resources. The proximity to recreational areas such as Lake LBJ, Horseshoe Bay Resort, and the Balcones Canyonlands National Wildlife Refuge provides ample opportunities for tourism and outdoor activities, attracting visitors from near and far. These natural attractions, combined with the established area of Marble Falls and neighboring communities like Meadowlakes, Cottonwood Shores, and Horseshoe Bay, create a favorable environment for economic development, including the growth of hospitality, leisure, and retail sectors. The City's strategic location and access to these resources position Marble Falls as a promising destination for individuals, families, and businesses seeking a thriving community with diverse opportunities for growth and expansion.

TOTAL POPULATION
8,274

TOTAL SCHOOLS
13

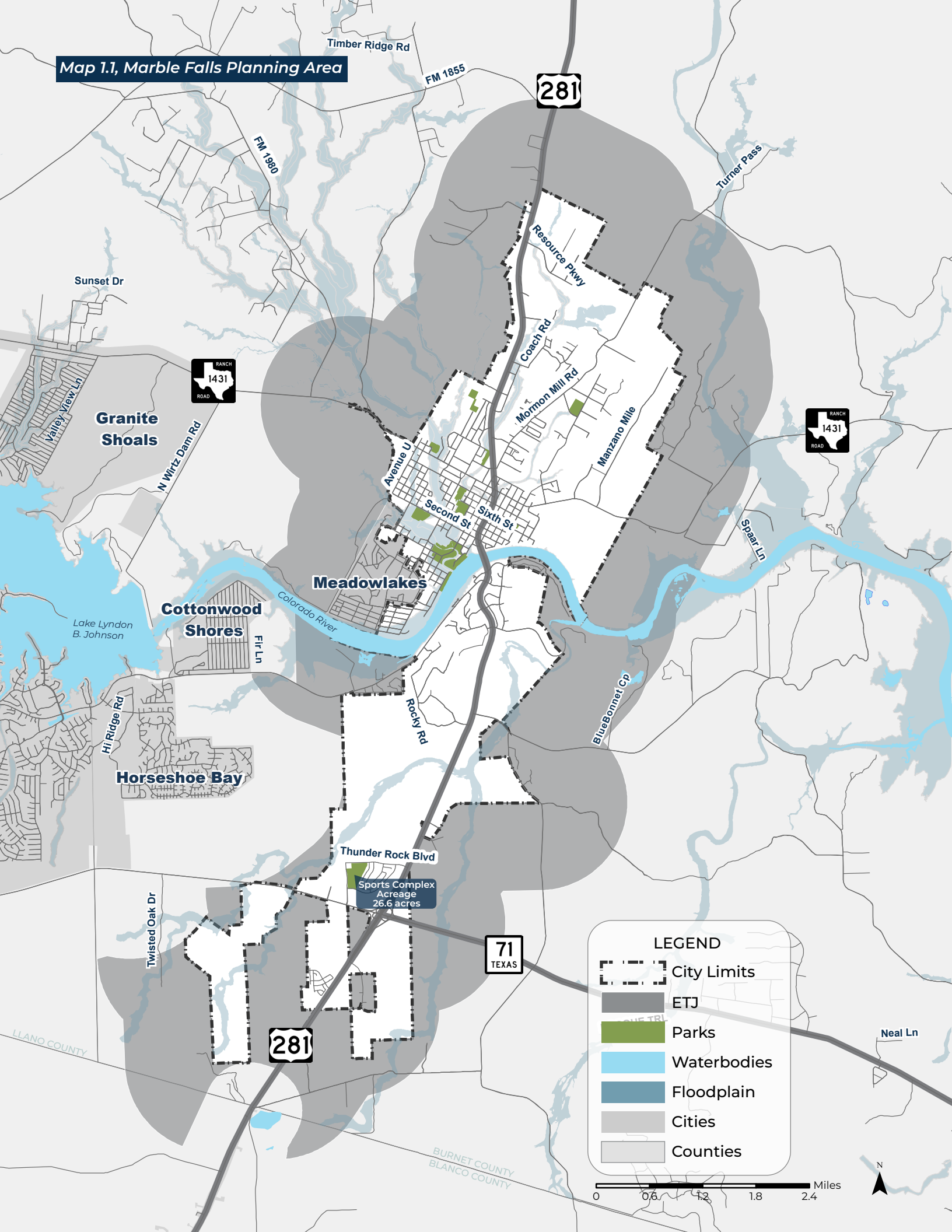
TOP EMPLOYERS



Marble Falls ISD



Map 1.1, Marble Falls Planning Area



LEGEND

- City Limits
- ETJ
- Parks
- Waterbodies
- Floodplain
- Cities
- Counties



Marble Falls Then

Marble Falls was founded by General Adam R. Johnson in July of 1887. Historically, Marble Falls had farming which included pecan orchards and cotton. Today, ranching and local crop farms draw visitors to the area. Residents and visitors alike enjoy fishing and boating on Lake Marble Falls, which was formed between the years of 1949-1951. Local industry and natural-resource-based recreation will continue to be influential in the community. The Baylor Scott & White Medical Center opened in 2015 and drove potential growth and development. Over the years, Marble Falls has recognized the role planning plays in the ultimate success and quality of life in the community.



Marble Falls Now

Marble Falls is a growing city attracting newcomers and tourists alike with its shimmering lake, iconic outdoor scenery, and picturesque downtown. Today the city is the retail and entertainment hub of the Highland Lakes area. With the new Baylor Scott & White Medical Center, Marble Falls is also becoming the medical hub for the Highland Lakes area. When survey respondents were asked what Marble Falls is known for, the answer was twofold: Lake Marble Falls recreation and delectable pie. The pie, a beloved culinary staple in Marble Falls, symbolizes the warmth and hospitality of the community. It's a testament to the city's small-town charm, where the simple pleasures of life hold great significance. Marble Falls is a city that manages to retain its small-town charm while embracing progress and growth.

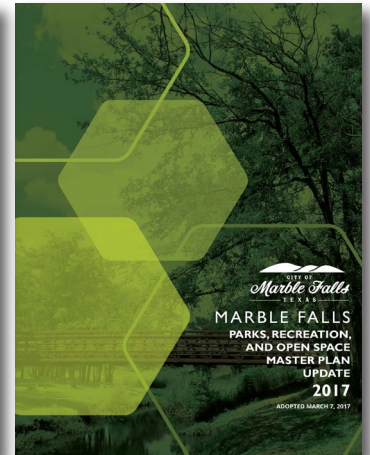
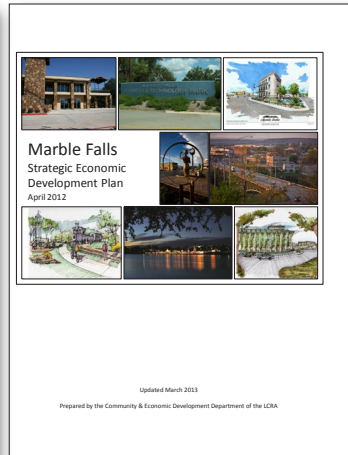
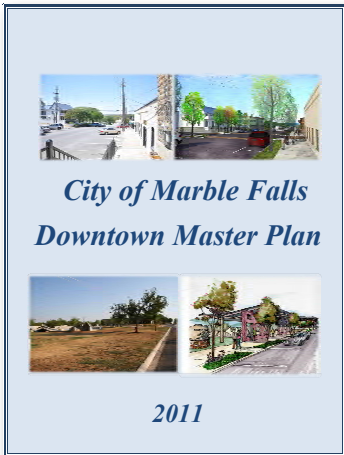


Historic Images of Marble Falls

PAST PLANNING SUCCESSES

Marble Falls has a long history of engaging in planning initiatives. Throughout the years, Marble Falls has conducted comprehensive plans as well as special studies and plans for targeted needs. The predecessor to this plan was adopted on June 7th, 2016.

The following plans are relevant and applicable planning efforts which have guided growth in the city and have influenced the outcomes of this plan update.



2011 CITY OF MARBLE FALLS DOWNTOWN MASTER PLAN

The Downtown Master Plan is a comprehensive special area plan intended to guide the downtown development of Marble Falls. The plan provides actions to strengthen the aesthetics and development of downtown.

2012 MARBLE FALLS STRATEGIC ECONOMIC DEVELOPMENT PLAN

The Strategic Economic Development Plan was a sub area plan created to identify the economic development priorities of the City of Marble Falls and the Economic Development Corporation of Marble Falls.

2016 MARBLE FALLS COMPREHENSIVE PLAN UPDATE

This plan was an update of the 2009 Comprehensive Plan. This plan's intent was to preserve the community's identity, while also planning for the best future of the City. It utilized goals and priorities set forth by the residents and community of Marble Falls.

2017 MARBLE FALLS PARKS, RECREATION, AND OPEN SPACE MASTER PLAN UPDATE

This plan was developed as a sub area plan of the 2016 Comprehensive Plan to identify more refined action recommendations for developing enhanced parks and bicycle and pedestrian connectivity. It was a review of previous planning efforts and a guide for future decisions and recommendations of parks and open spaces.

2018 MARBLE FALLS DEVELOPMENT CODE

The 2018 Marble Falls Development Code included a comprehensive rewrite of the city's zoning and development-related regulations to implement the regulatory recommendations set out in the 2016 Comprehensive Plan Update. Although the subdivision regulations were not substantively rewritten, they were incorporated and integrated into Development Code.



Mayfest

PLAN TIMEFRAME

Over the past few decades, Texas has exhibited a remarkable growth trajectory, outpacing the national average in various economic and demographic indicators. Fueled by robust industries like energy, technology, and healthcare, Texas has experienced rapid population expansion, drawing individuals and businesses seeking opportunities and a favorable business environment. The rapid speed of changes in the world and potential for growth in Marble Falls and surrounding areas leads to the question, “What will Marble Falls look like 20 years from now?” This Comprehensive Plan is an update to the 2016 Marble Falls Comprehensive Plan.

This Plan provides guidance for a time frame of up to 20 years and describes the community’s desired vision for the future. Goals, strategies, and actions are provided to guide the City towards that future. With current growth trends in the area and unforeseen future changes that may directly impact the City, this Plan should be updated annually and with more significant updates every five and 10 years.

The current status of implementation actions identified in the 2016 Marble Falls Comprehensive Plan can be found in Figure 1.1, Implementation Status Summary, on the next page. To date, the City of Marble Falls has demonstrated adept implementation of past plans. The decision to initiate this update stems from the substantial fulfillment of objectives outlined in the 2016 Comprehensive Plan.

Implementation of this Plan will require effort on an annual basis consisting of two parts. The first part includes identification of progress to-date which should be reported to the Planning and Zoning Commission and the City Council annually. The second part includes identifying the subsequent year’s annual work program as part of the preparation of each department’s annual budgeting process.

IN THE WORKS

The City of Marble Falls has been active in accomplishing the goals of the 2016 Comprehensive Plan. The City has a summary of each of the short-term, mid-term, and long-term goals and where they are currently in the process of those goals. The goals are labeled, “completed,” “in practice,” “in progress,” or “pending.” As of October 2022, this is the Implementation Action Plan Status Summary.

In the six (6) years since the previous Comprehensive Plan, the City of Marble Falls has completed 23 short-term, 10 mid-term, and 8 long-term actions/projects. The success of implementation of the 2016 Comprehensive Plan necessitated the need for this plan update. Some of the key implementation successes of the 2016 plan include: updating the city’s development codes, implemented access management strategies along U.S. 281 in northern Marble Falls, and built a new police station and municipal court facility.

Figure 1.1, Implementation Status Summary

Implementation Action Plan Status Summary						
Short-Term	#	Mid-Term	#	Long-Term	#	Total
Completed	23	Completed	10	Completed	8	41
In Practice	23	In Practice	19	In Practice	14	56
In Progress	2	In Progress	1	In Progress	5	8
Pending	1	Pending	10	Pending	14	25
Total	49	Total	40	Total	41	130

Key	
Completed	Action and related project(s) have been finalized and implemented.
In Practice	Action has been implemented, is currently in practice, and/or is being used to guide City decisions and recommendations.
In Progress	Action and related project(s) are currently under review and being worked on towards completion.
Pending	Work or project(s) toward Action has not yet started.

LINE

2019

OPEN

R-
Casual Dining & Drinks

Grill

SDBA

SDBA

THE URBAN
SLIDE

THE URBAN
SLIDE



TREND REPORT 2

INTRODUCTION

Over the past few years, Marble Falls has experienced notable changes and trends that have shaped the city's landscape and population dynamics. From 2016 to 2023, the city has witnessed significant changes in its population size, composition, and key demographic indicators. These trends have been influenced by various factors such as economic growth, development, and migration patterns. Understanding the demographic shifts in Marble Falls provides valuable insights into the city's evolving social fabric and helps inform future planning and resource allocation. In this section, we will review the demographic trends that have unfolded in Marble Falls over the past few years, highlighting the key changes and their implications for the city's present and future.

As an organizational framework for this plan, the chapter has been broken into the following categories:



Regional Marble Falls

Identifying Marble Falls' interrelationship with the region



Natural Marble Falls

Identifying natural hazards, amenities, and conservation priorities



Mobile Marble Falls

Identifying major thoroughfares and traffic conditions



Livable Marble Falls

Identifying factors influencing housing opportunities



Resilient Marble Falls

Identifying factors influencing employment opportunities



Civic Marble Falls

Identifying parks, trails, public services, and utilities

KEY TRENDS

The city has experienced remarkable growth in its population, with a staggering 25 percent increase over the past few years. This surge in residents has brought about a notable shift in the city's demographics. The age distribution of Marble Falls has changed quite a bit since 2016. Overall the median age has gone from 43.9 years old in 2016 to 41.1 years old in 2023. The influx of young individuals has injected vitality and fresh perspectives into the city's social fabric. However, this rapid expansion has also posed challenges, particularly in terms of infrastructure. One such challenge is the increase in water consumption, meaning it will be necessary for the City to proactively plan for additional water sources and reuse. The increase in water consumption has necessitated a focus on growth planning, making water conservation and the exploration of fresh water sources crucial. The city has also witnessed a substantial rise in traffic, particularly on U.S. 281, with a staggering 35 percent increase since 2010. As the city continues to evolve, careful consideration must be given to balancing growth with sustainable development to ensure a prosperous future for its inhabitants.

Median Age

↓ **43.9 to 41.1**

2.8 YEAR DECREASE SINCE 2016



Median Household Income

+\$24,469

INCREASE SINCE 2016

Median Home Value

+\$121,296

INCREASE SINCE 2016



Overall Population

↑25% INCREASE SINCE 2016

Median Sale Price of Homes



↑75%

INCREASE FROM 2017 TO 2022

COMMUNITY TRENDS

2016 TO 2023

2016

2023



\$34,240

Median Household Income

\$58,709

+\$24,469



\$169,500

Median Home Value

\$290,796

+\$121,296



- 90.8% White
- 0.2% Two or More Races
- 1.7% Other Race
- 1.7% Asian
- 5.4% Black
- 0.1% American Indian / Native Alaskan
- 0.0% Native Hawaiian and Other Pacific Island Alone

- 71.0% White
- 14.7% Two or More Races
- 9.2% Other Race
- 2.5% Asian
- 1.7% Black
- 0.9% American Indian / Native Alaskan
- 0.05% Native Hawaiian and Other Pacific Island Alone

Race and Ethnicity

37% Hispanic or Latino Descent

Not Hispanic or Latino Descent **63%**

Hispanic or Latino Descent **27%**

73% Not Hispanic or Latino Descent



Owner-Occupied
50.7%

Owner and Renter Occupied Housing

Owner-Occupied
55.1%



Renter-Occupied
49.3%



Renter-Occupied
44.9%

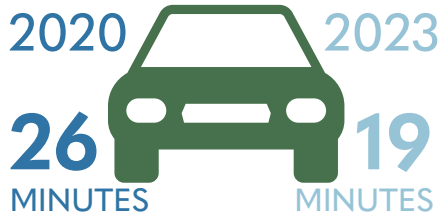
Sources: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimate
U.S. Census Bureau, 2021 American Community Survey 5-Year Estimate
TheRetailCoach Community Demographic Profile for Marble Falls, Texas 2023

Overall Population



↑25% INCREASE SINCE 2016

Average Commute Time



↓6 MINUTE DECREASE SINCE 2016

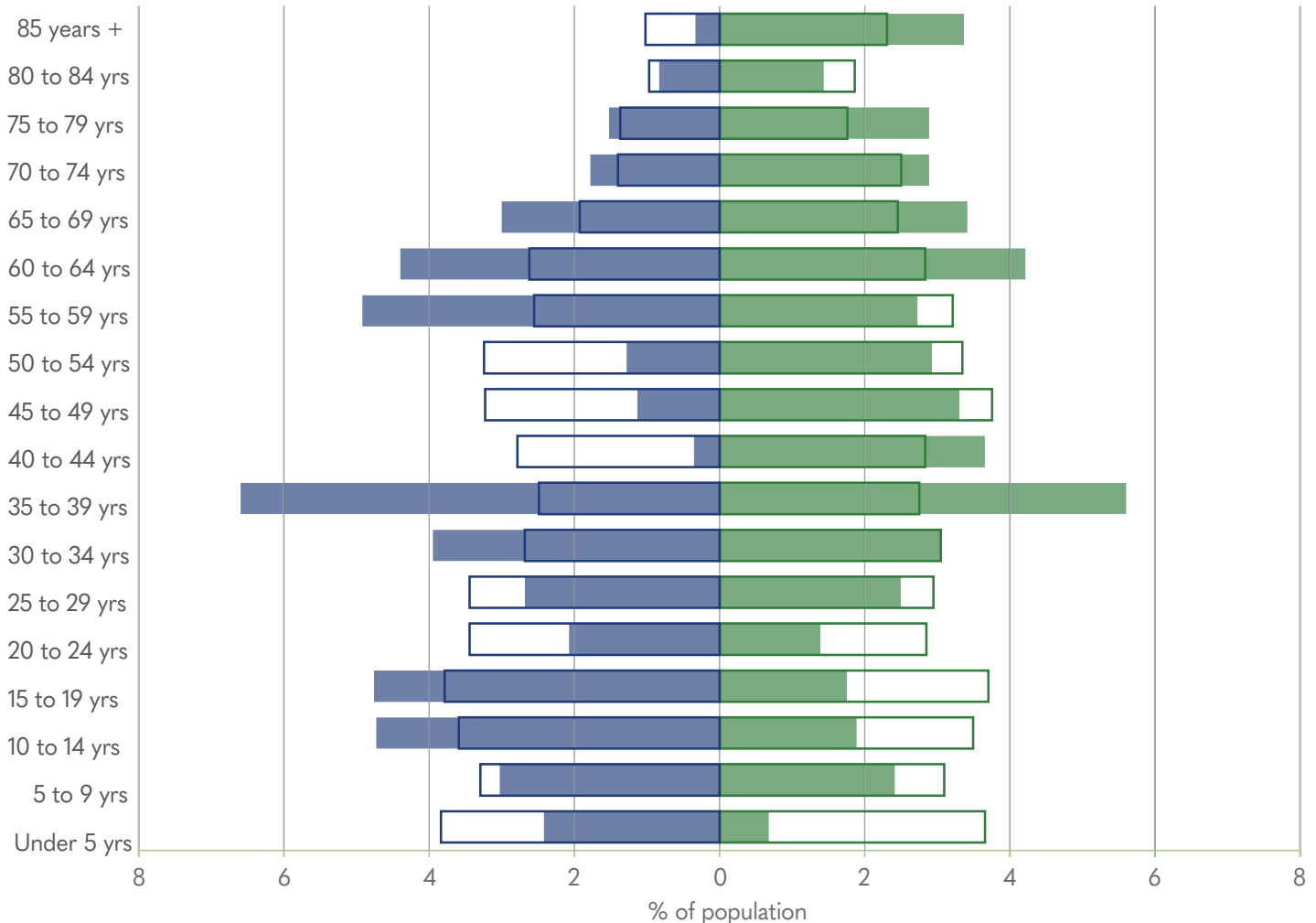
Employment Rate for populations 16+



↑7.9% INCREASE SINCE 2016

- Marble Falls Male 2022
- Marble Falls Female 2022
- Marble Falls Male 2016
- Marble Falls Female 2016

Age Distribution



Sources: U.S. Census Bureau, 2016 American Community Survey 5-Year Estimate
 U.S. Census Bureau, 2021 American Community Survey 5-Year Estimate
 TheRetailCoach Community Demographic Profile for Marble Falls, Texas 2023

REGIONAL MARBLE FALLS

Marble Falls' regional context can influence the city, its population characteristics, and economic opportunities. This information provides context and foundation for identifying potential issues and opportunities for the planning process.

Marble Falls is located in the Texas Hill Country along U.S. 281 in Burnet County, approximately 50 miles west of Austin and 87 miles north of San Antonio. Even though it is not the county seat, Marble Falls is the largest city in Burnet County and the anchor of the Marble Falls, TX Metropolitan Statistical Area. The census bureau has defined this metropolitan area as including all of Burnet County and has a total population of 42,896 people. See **Map 2.1, Regional Context**.

One of the primary draws of Marble Falls is its quaint, small-town charm, infused with a rich historical heritage and distinct character. As the economic hub for Burnet County, Marble Falls plays a pivotal role in providing a wide array of shops, restaurants, businesses, and essential services, including parks and medical facilities through its hospital.

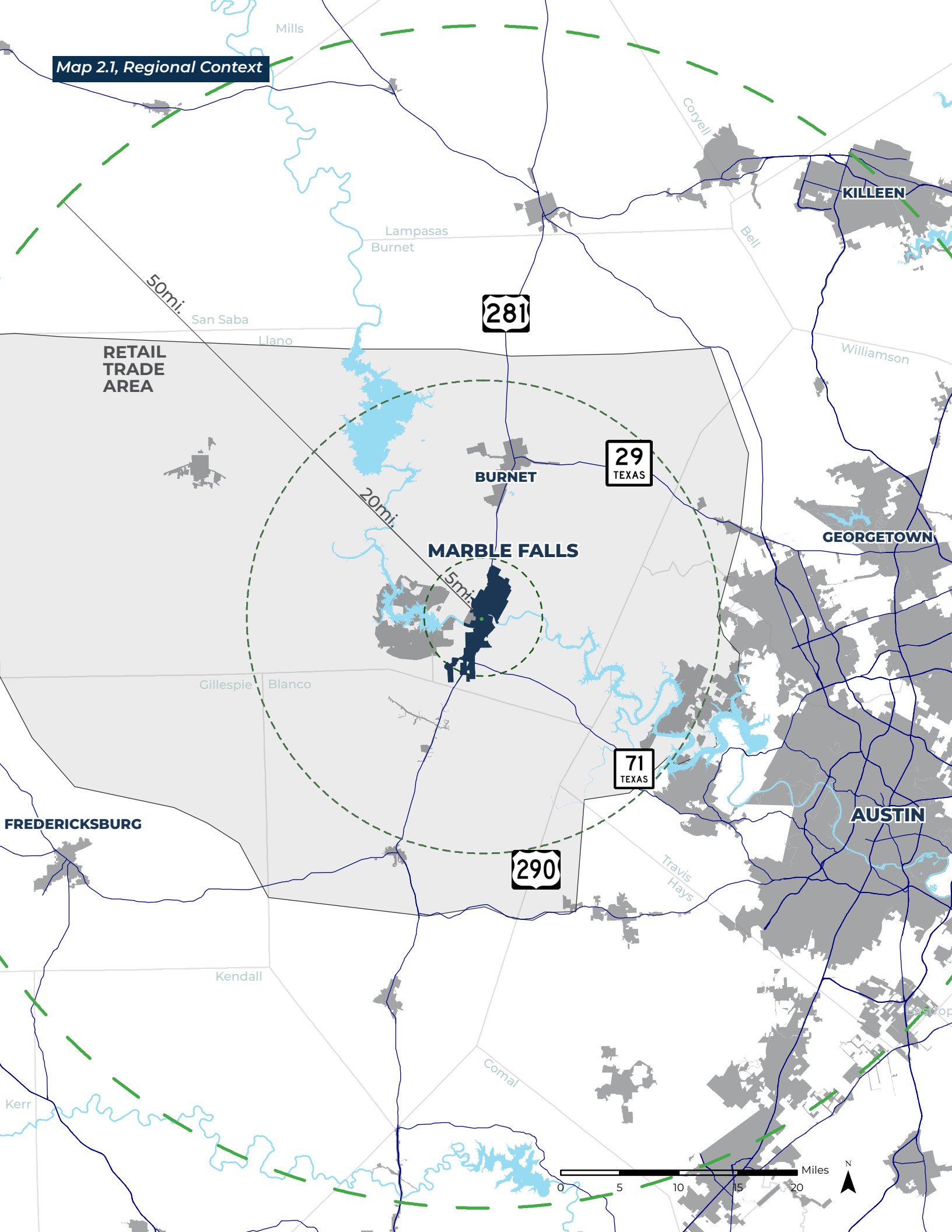
Many residents choose to live in Marble Falls due to the beautiful scenery. Located on the edge of the Texas Hill Country, and along the Colorado River, Marble Falls is surrounded by rolling hills, waterfront access, and scenic vistas. Backbone Creek runs alongside the historic downtown and scenic Lake Marble Falls is located within walkable distance of the downtown core.

Taking into account these regional aspects, it becomes evident that Marble Falls possesses a unique blend of historical significance, natural beauty, and economic prominence. Understanding the interplay between these factors is essential for effective planning and decision-making that can leverage the City's strengths while addressing any potential issues or opportunities that arise in this dynamic regional context.



Bluebonnets near Marble Falls' tourism building

Map 2.1, Regional Context



NATURAL MARBLE FALLS

Marble Falls is the gateway to the Highland Lakes region of the Texas Hill Country. Natural infrastructure encompasses both the natural recreation amenities and natural hazards associated with the Hill Country Ecoregion surrounding Marble Falls.

Marble Falls is surrounded by rolling, wooded hills with numerous views of the nearby lakes. Outdoor activities are popular throughout the year and include hunting, fishing, boating, swimming, golf, tennis, and many more.

In addition to city parks, there are numerous state and regional parks in close proximity. Natural infrastructure sustains communities and economies and is as important as built infrastructure. From healthy rangelands and soils that allow rainwater to percolate into aquifers below to star-filled night skies overhead, natural infrastructure in the Hill Country is complex, interconnected, and underpins the very existence and quality of life in Central Texas and beyond. Protecting and enhancing natural infrastructure provides irreplaceable and cost-effective environmental, health, social, and economic benefits.

Hazard Mitigation

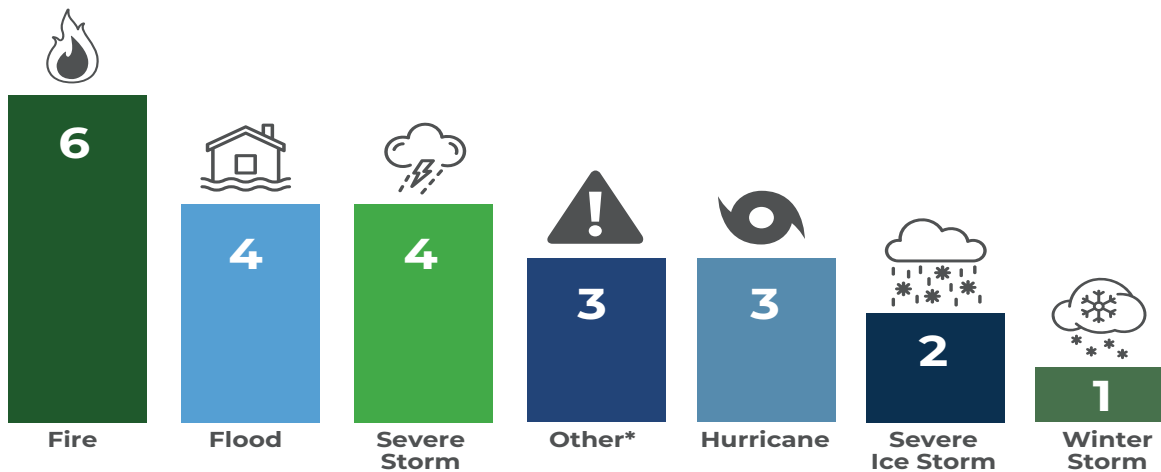
According to the State Hazard Mitigation Plan, Marble Falls is located within the western portion of Texas Division of Emergency Management Region 8 where floods, wildfire, and drought can be expected to dominate the hazard profile. This is a rapidly developing area located in the geographic region known as flash flood alley. It is also one of the areas

in Texas that is losing the most working lands such as farms, ranches, and forests. Increasing urbanization in an already flash flood prone area makes this region particularly vulnerable to riverine flooding.

Climate change describes the rapid and relatively recent increase in global average temperatures that has helped drive a fivefold increase in the number of weather related disasters in the last 50 years. Climate change means disasters are happening simultaneously, too. With increasing global surface temperatures, the possibility of more droughts and increased intensity of storms will likely occur.

Texas is considered one of the more vulnerable states in the U.S. to both abrupt climate changes and to the impact of gradual climate changes to the natural and built environments. Megadroughts can trigger abrupt changes to regional ecosystems and the water cycle, drastically increasing extreme summer temperature and fire risk, and reducing availability of water resources, as Texas experienced during 2011-2012. Adapting to climate change through efforts like flood control measures partially reduces climate change risks, although some limits to adaptation have already been reached.

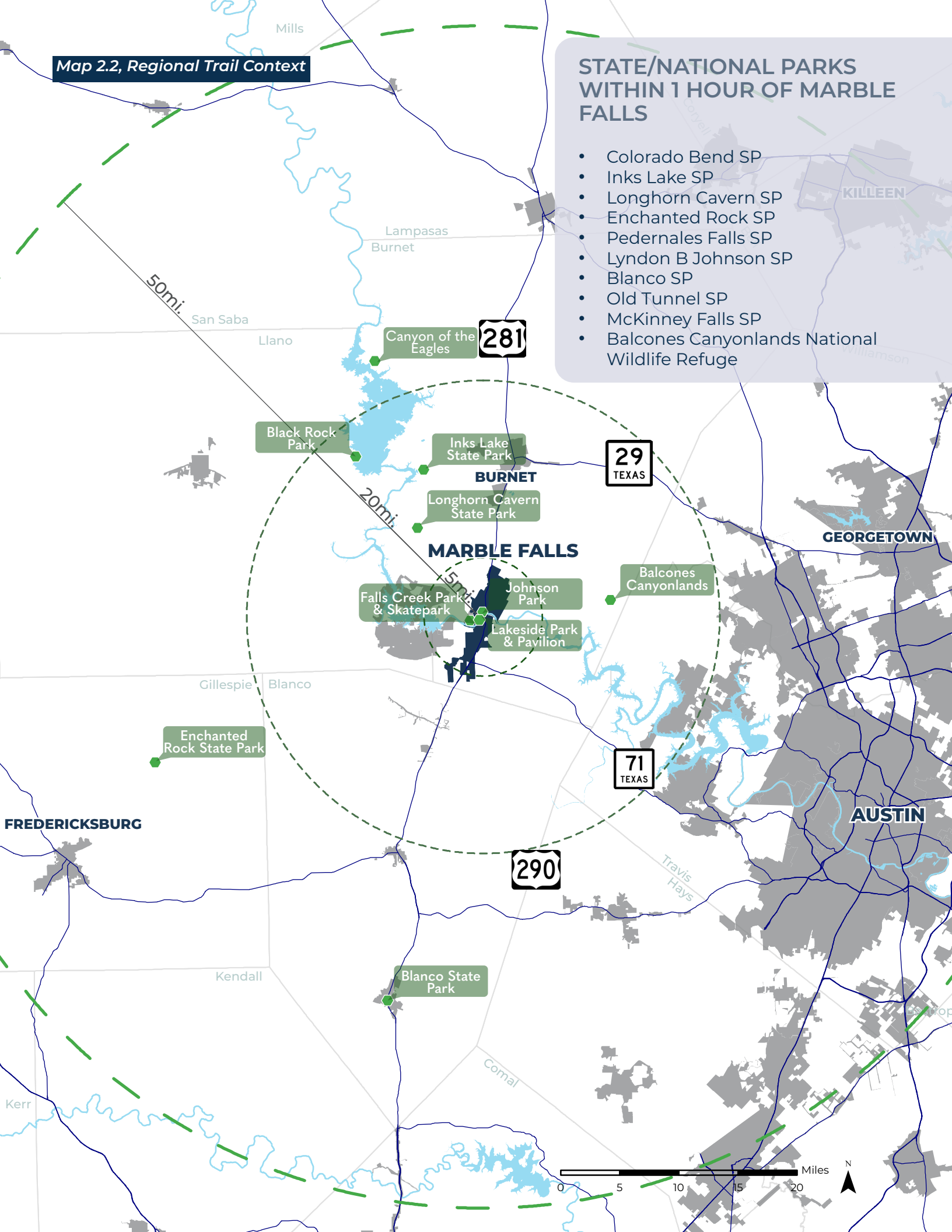
Figure 2.1, Burnet County Disaster Declarations Since 1953 by Type



Source: City of Marble Falls Hazard Mitigation Plan

Map 2.2, Regional Trail Context

- ### STATE/NATIONAL PARKS WITHIN 1 HOUR OF MARBLE FALLS
- Colorado Bend SP
 - Inks Lake SP
 - Longhorn Cavern SP
 - Enchanted Rock SP
 - Pedernales Falls SP
 - Lyndon B Johnson SP
 - Blanco SP
 - Old Tunnel SP
 - McKinney Falls SP
 - Balcones Canyonlands National Wildlife Refuge



ATLAS 14

Rainfall Changes in Texas

Many Central Texas communities currently utilize the 1998 United States Geological Survey (USGS) Depth-Duration Frequency of Precipitation for Texas report to define rainfall totals for floodplain and stormwater analysis. This publication utilized historical rainfall data up to 1994.¹

On September 27, 2018, the National Oceanic and Atmospheric Administration (NOAA) published new precipitation-frequency values for Texas. This new publication, Atlas 14, is a reassessment of historical rainfall data up to 2017, adding an additional 20 years of record to the analysis. Major events during this time period include Tropical Storm Hermine in 2010, Blanco River Memorial Day Flood in 2015, and Hurricane Harvey in 2017.²

Many communities utilize a 24-hour storm duration to define floodplains. The maps to the right display the 24-hour, 1% (100-year) annual chance event rainfall depths for the county.

What is the effect?

Rainfall data is commonly used to define flood risk and to analyze and design stormwater infrastructure such as bridges, culverts, channels, storm drainage systems, and detention facilities. Atlas 14 indicates that the 1% (100-year) annual chance event may be greater than what was previously considered. The greatest rainfall changes occur in Central Texas and along the Texas coast.

- 1 On average in Marble Falls, Atlas 14 indicates that the 1% (100-year) annual chance event is actually closer to the rainfall previously considered the 0.2% (500-year) annual chance event utilizing the 1998 USGS rainfall data.
- 2 It also indicates that the new 4% (25-year) annual chance event is closer to the previous 1% (100-year) annual chance event. These differences vary slightly across the City.

Until analyses are updated with Atlas 14 rainfall data, communities may consider utilizing a larger storm event for floodplain mitigation to support flood resiliency, reduce risk, and prevent future increases in flood insurance premiums for unexpecting city residents. The use of the new Atlas 14 rainfall data will be required during the next update of the Flood Insurance Rate Maps (FIRMs) by the City.

Figure 2.2, ATLAS 14 Annual Chance Probability

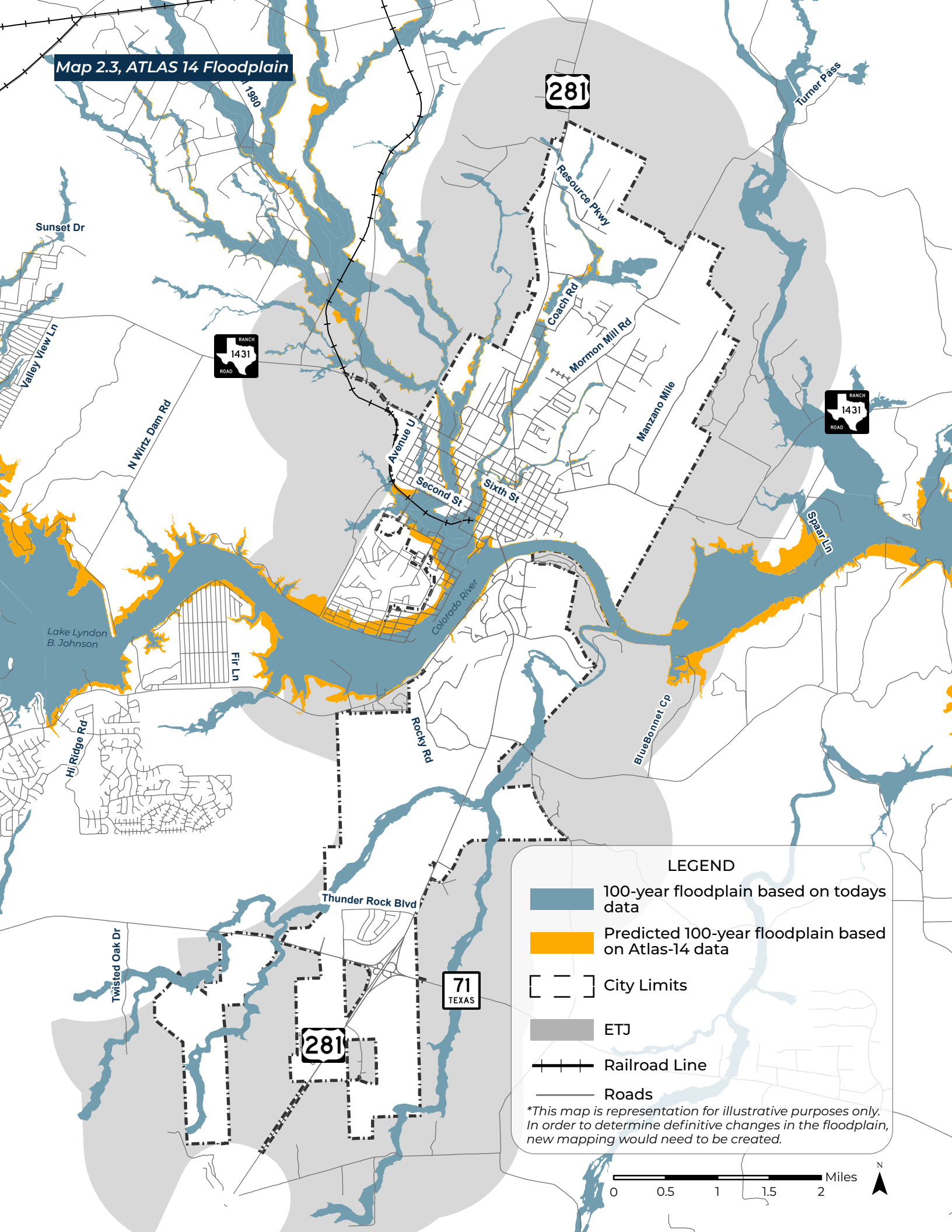
Frequency Event	Annual Chance Probability	Countywide Average 24-hour Precipitation Depths (inches)	
		USGS (1998) FPP Studies	ATLAS 14 (2018)
500-year	0.2%	11.0	16.8
100-year	1%	8.3	11.3
50-year	2%	7.3	9.5
25-year	4%	6.4	8.0
10-year	10%	5.2	6.2
5-year	20%	4.3	5.0
2-year	50%	3.1	3.8
1-year	100%	NA	2.9

Sources:

1. USGS Water Resources Investigations Report 98-4044

2. NOAA Atlas 14, Volume 11 Precipitation-Frequency Atlas of the United States, Texas

Map 2.3, ATLAS 14 Floodplain



LEGEND

- 100-year floodplain based on today's data
- Predicted 100-year floodplain based on Atlas-14 data
- City Limits
- ETJ
- Railroad Line
- Roads

**This map is representation for illustrative purposes only. In order to determine definitive changes in the floodplain, new mapping would need to be created.*



Wildfire Risk

The wildfire threat in an area is the likelihood of a wildfire occurring or burning into an area. The threat is determined by combining a number of landscape characteristics including surface and canopy fuels, resultant fire behavior, historical fire occurrence, historical weather observations, and terrain conditions.

The Characteristic Fire Intensity Scale, shown in **Map 2.4, Wildfire Intensity Risk**, on the next page, specifically identifies areas where significant fuel hazards and associated dangerous fire behavior potential exist. The Fire Intensity Scale provides a standard scale of five classes to measure wildfire intensity. The classes, which range from Class 1, Very Low, to Class 5, Very High, have a 10-fold order of magnitude between the classes. The classes are shown in one-half increments on the map for more detailed viewing.

The specific classes of fire intensity are as follows:

- **Class 1, Very Low:** Very small, discontinuous flames, usually less than 1 foot in length; very low rate of spread; no spotting. Fires are typically easy to suppress by firefighters with basic training and non-specialized equipment.
- **Class 2, Low:** Small flames, usually less than two feet long; small amount of very short range spotting possible. Fires are easy to suppress by trained firefighters with protective equipment and specialized tools.
- **Class 3, Moderate:** Flames up to eight feet in length; short-range spotting is possible. Trained firefighters will find these fires difficult to suppress without support from aircraft or engines, but dozer and plows are generally effective. Increasing potential for harm or damage to life and property.
- **Class 4, High:** Large Flames, up to 30 feet in length; short-range spotting common; medium range spotting possible. Direct attack by trained firefighters, engines, and dozers is generally ineffective, indirect attack may be effective. Significant potential for harm or damage to life and property.

- **Class 5, Very High:** Very large flames up to 150 feet in length; profuse short-range spotting, frequent long-range spotting; strong fire-induced winds. Indirect attack marginally effective at the head of the fire. Great potential for harm or damage to life and property.

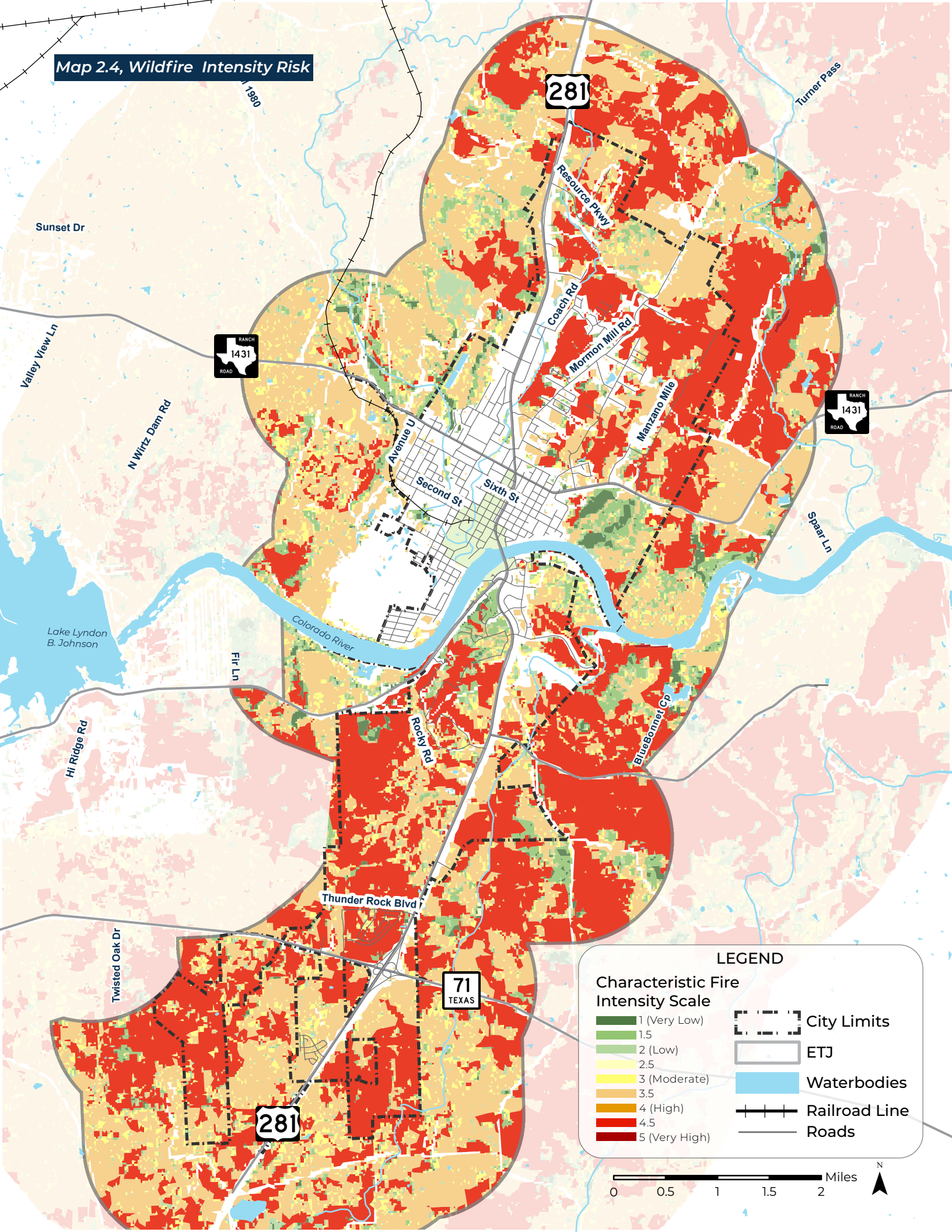
The Wildfire Intensity Scale does not incorporate historical occurrence data and only evaluates the potential fire behavior for an area. Knowledge of historical fire occurrence data may help natural area managers have a greater understanding of areas where dangerous fire potential exists in relation to nearby homes or other valued assets.

Wildfire intensity is influenced by fuels, weather, and topography. Fuels are anything that can burn in a wildfire and can include grasses, shrubs, trees, and dead leaves. The accumulation of fuel increases the potential for wildfires and allows fires to burn hotter, larger, longer, and faster, making them more difficult and dangerous to manage.

Naturally-occurring wildfires thin out fuels in natural areas; however, historical fire suppression activities have disrupted these natural processes. Consequently, many natural areas have become overgrown and contain greater intensity of fuels leading to more damaging wildfire activity when wildfires occur. Effectively managing fuel loads, and reducing loads when and where appropriate, helps to reduce the risk of fires and maintain functioning ecosystems.

As depicted on the map, areas with the highest risk of wildfire are located south of Lake Marble Falls and north of the lake to the east of U.S. 281.

Map 2.4, Wildfire Intensity Risk

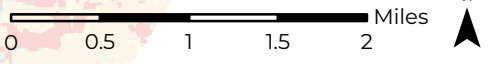


LEGEND

Characteristic Fire Intensity Scale

- 1 (Very Low)
- 1.5
- 2 (Low)
- 2.5
- 3 (Moderate)
- 3.5
- 4 (High)
- 4.5
- 5 (Very High)

- City Limits
- ETJ
- Waterbodies
- Railroad Line
- Roads



Conservation of Natural Resources

The importance of conserving Marble Falls' natural resources cannot be overstated. There are numerous benefits to preserving natural spaces ranging from creating buffers which protect the built environment from wildfires, floods, and other natural hazards to creating recreation and tourism amenities, and improving the ecological functions of the Hill County.

The Hill Country Conservation Network recently released their Land, Water, Sky, and Natural Infrastructure Plan in 2023. The mission of the Texas Hill Country Conservation Network is to maximize the protection of the Hill Country's natural resources through enhanced collaboration.

The Plan's core messages are:

- There is enormous support across Hill Country communities for greater investment in the region's land, water, sky, and natural infrastructure.
- The Hill Country's land, water, and sky are deeply interconnected, and land, water, and sky resources are all part of the region's natural infrastructure.

- Natural infrastructure sustains communities and economies and is as important as built infrastructure.
- Natural infrastructure is critical to everyone throughout the region's cities and towns, its working lands, and its most remote natural places. Protecting, maintaining, and optimizing natural infrastructure is the least expensive route to helping communities thrive.
- The benefits of natural infrastructure are not equally accessible across racial, socioeconomic, and rural/urban divides. It is important to ensure equitable access to the benefits of natural infrastructure and decision-making about natural infrastructure.
- Protecting water is the single greatest natural infrastructure priority for communities across the region.

The Land, Water, Sky, and Natural Infrastructure Plan succinctly highlights the importance of conserving natural infrastructure, provides guidance to help inform regional conservation efforts, and identifies important features in the Texas Hill Country.



Lake Buchanan

56,265

ACRES OF HIGHEST PRIORITY
NATURAL INFRASTRUCTURE AREAS

BURNET COUNTY

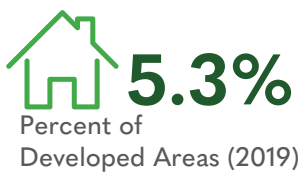
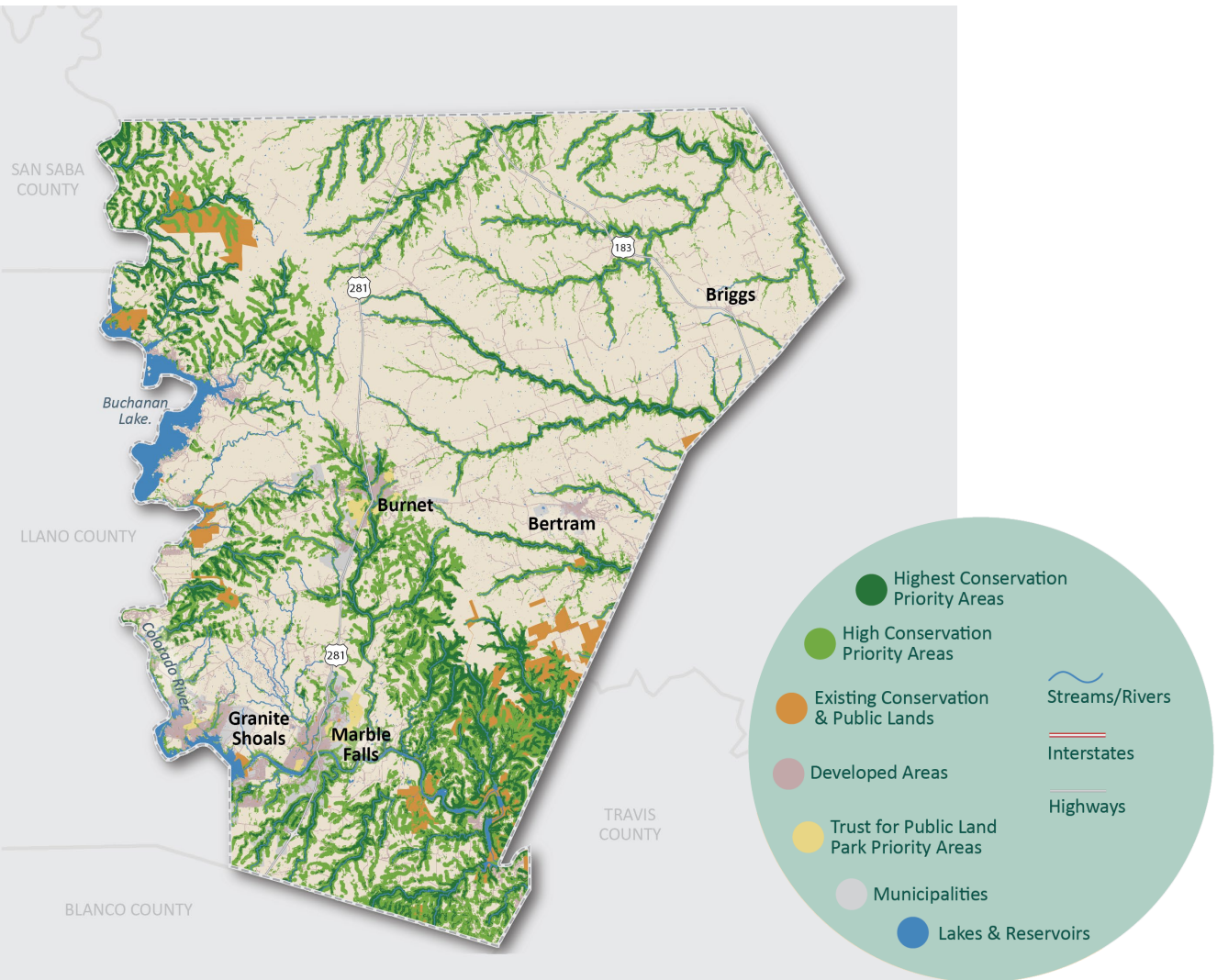
LAND AREA - 618,981 acres

LAKES & RESERVOIRS AREA - 17,179 acres

STREAMS & RIVERS - 2,756 miles

2020 POPULATION - 49,130

2020 POPULATION DENSITY - 49.4 ppl/mi.²



Source: Land, Water, Sky, and Natural Infrastructure Plan by Texas Hill Country Conservation Network, 2023.

MOBILE MARBLE FALLS

A city’s transportation system plays a vital role in shaping the overall quality of life and the economic potential of the community it serves. Efficient and well-planned transportation networks can enhance accessibility, foster economic growth, and improve the overall well-being of residents and businesses within the city.

Marble Falls is located approximately an hour from Austin and 15 minutes from Burnet. The city is connected to the greater region via U.S. 281, State Highway 71, and Farm-To-Market (FM) Road 1431. These three roadways form the basic framework of transportation facilities that provide for local and regional mobility in the area.

The average commute time for people living within Marble Falls is 16 minutes, which is six minutes shorter than the average commute time in 2020. This could be related to changes stemming from the Covid-19 pandemic which provided greater opportunities to work from home, thereby decreasing the number of residents who may have had to commute to Austin and other area communities. People are predominantly commuting to work by driving alone at 65 percent of the workforce. Approximately 25 percent of the workforce are carpooling to work.

Traffic counts according to Texas Department of Transportation (TxDOT) have risen steadily since 2010. Each major road in Marble Falls has experienced significant traffic increases over the past 11 years. U.S. 281, as it crosses the Lake into downtown, has experienced a 35 percent increase in daily average traffic counts since 2010.

The rise in traffic counts can be attributed to the ongoing economic development and growth in Marble Falls, which has established itself as the retail hub for the Highland Lakes Area. This trend is particularly evident with the most substantial increase in traffic near downtown Marble Falls. Moreover, significant development has taken place in the southern part of the city, adjacent to State Highway 71, featuring the establishment of a hospital and several residential developments.

According to TxDOT, there were 263 total crashes reported to police within Marble Falls in 2021. Of those crashes, 16 were non-injury, non-fatal crashes with property damage, 54 were non-fatal crashes with injury, and 4 were fatal crashes. The most prominent day of the week to crash was on Friday, with 47. Sunday was the least popular day for crashes with only 19. The most concentrated area of crashes is at the crossroads of U.S. 281 and FM 1431. This data is represented on **Map 2.5, Annual Average Daily Traffic**.

For comparison, Burnet had 165 crashes reported to the police in 2021; however, Burnet had significantly lower daily traffic. In 2021 the average daily traffic count at the busiest intersection in Burnet was 24,266 vehicles per day compared to Marble Falls’ busiest intersection which had 36,440 vehicles per day.

Figure 2.3, Annual Average Daily Traffic Count

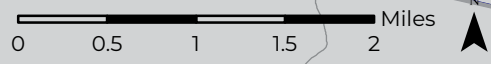
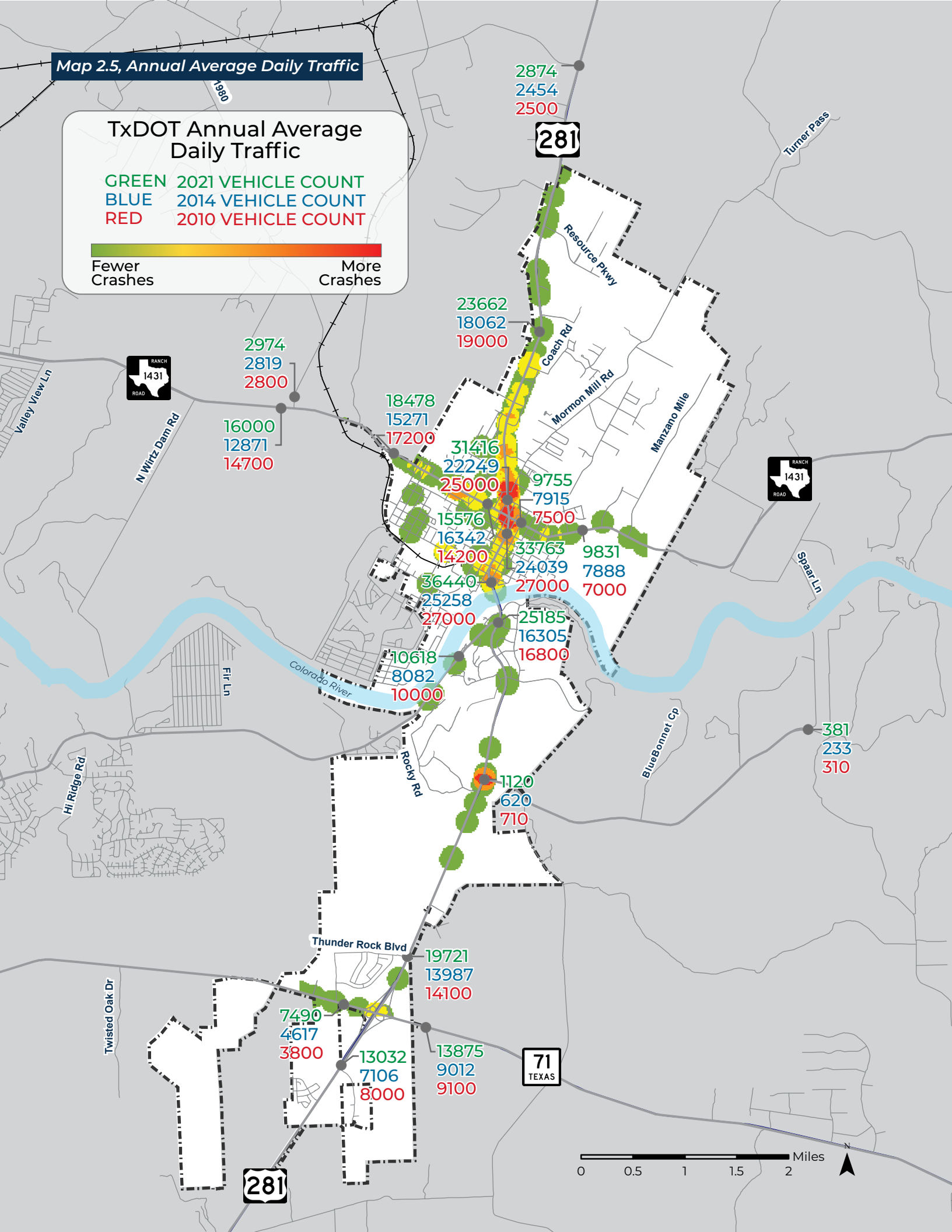
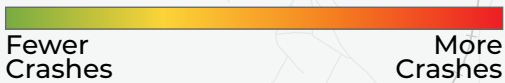
Intersection	Annual Average Daily Traffic		
	2010	2014	2021
2nd Street & US-281	27,000	24,039	33,763
Gateway N & US-281	16,800	16,305	25,185
1st Street & US-281	27,000	25,258	36,440
Flatrock Blvd & Hwy 71	3,800	4,617	7,490

Source: TxDOT District Traffic Web Viewer

Map 2.5, Annual Average Daily Traffic

TxDOT Annual Average Daily Traffic

GREEN 2021 VEHICLE COUNT
BLUE 2014 VEHICLE COUNT
RED 2010 VEHICLE COUNT



LIVABLE MARBLE FALLS

Marble Falls’ housing market is dynamic and much like the rest of the country faces many challenges and opportunities as the city strives to accommodate a growing population while ensuring housing affordability and maintaining its unique sense of community.

There are 3,221 housing units in Marble Falls as reported in the 5-Year American Community Survey in 2022. Among those housing units, 49.6 percent (1,598 units) are single-family, detached units; 3.0 percent, (97 units) are single-family attached units; 7.7 percent (248 units) are duplexes; 32.7 percent (1,052 units) are multifamily units; and 7.0percent (226 units) are other types of units such.

Marble Falls’ population grew from 6,137 people in 2014 to 8,274 in 2021, an increase of 2,137 people. However, the total number of housing units within Marble Falls only increased by 306. Multifamily units increased from 17.7 percent of all units to 32.7 percent (see **Figure 2.4, Housing Characteristics within Marble Falls**).

Even though both population and housing growth are strong and serve the needs of the current population, a lack of housing diversity can prevent movement of existing and future residents whose housing needs change over time. In this regard, more life-cycle housing might be needed to serve all residents. Limited housing types can force people to leave a community as their housing needs

change. As such, a variety of housing types can maintain a balanced housing market. **Figure 2.4, Housing Characteristics within Marble Falls** illustrates the diversity of housing types, showing that there is continued growth opportunity for the City as long as the housing continues to grow and expand typologies.

As the City’s commercial and overall employment base grows over time, a corresponding need for adequate and affordable workforce housing will be needed to serve teachers, police or firefighters, governmental staff and for those who will be needed to run and operate the commercial retail and restaurant businesses that Marble Falls residents want.

Since income influences a household’s capacity for housing costs, property values and rents should reflect the incomes of the local population. In some cases this does not align with real estate values if communities are seen as potential second home locations or investment opportunities. Generally, homes are considered to be affordable when they consume less than 30 percent of a household’s monthly income.

Figure 2.4, Housing Characteristics within Marble Falls

Year	Total Population		Housing Units (Total)	Housing Units (Occupied)	Occupancy Rate	Average Household Size
2010†	6,046		2,764	2,522	91%	2.37
2014‡	6,137		2,915	2,606	89%	2.33
2021	8,274		3,221	2,791	87%	2.5
Year	Single-Family, Detached	Single-Family, Attached	Duplex	Multifamily (3+ units)	Other	Total
2014	1,639	87	508	515	166	2,915
	56.2%	3.0%	17.4%	17.7%	5.7%	
2021	1,598	97	248	1,052	226	3,221
	49.6%	3.0%	7.7%	32.7%	7.0%	

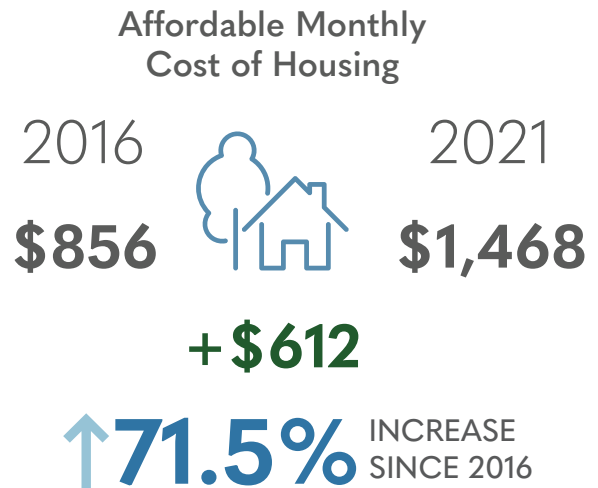
Source: U.S. Census Bureau. †2006-2010 American Community Survey, 5-Year Estimates. ‡2010-2014-2021 American Community Survey, 5-Year Estimates.

Based on the median household income of \$58,709 in Marble Falls, affordable monthly costs for housing should not exceed \$1,468 per month. This includes mortgage or rent and other housing costs such as utilities and regular maintenance. This same calculation for Marble Falls' median household income in 2016 was \$856. The 2021 affordable monthly cost of housing represents an increase of \$612, or 71.5 percent from 2016.

Moving forward, the City will need to pay close attention to potential growing disparities between increasing property values and household incomes.

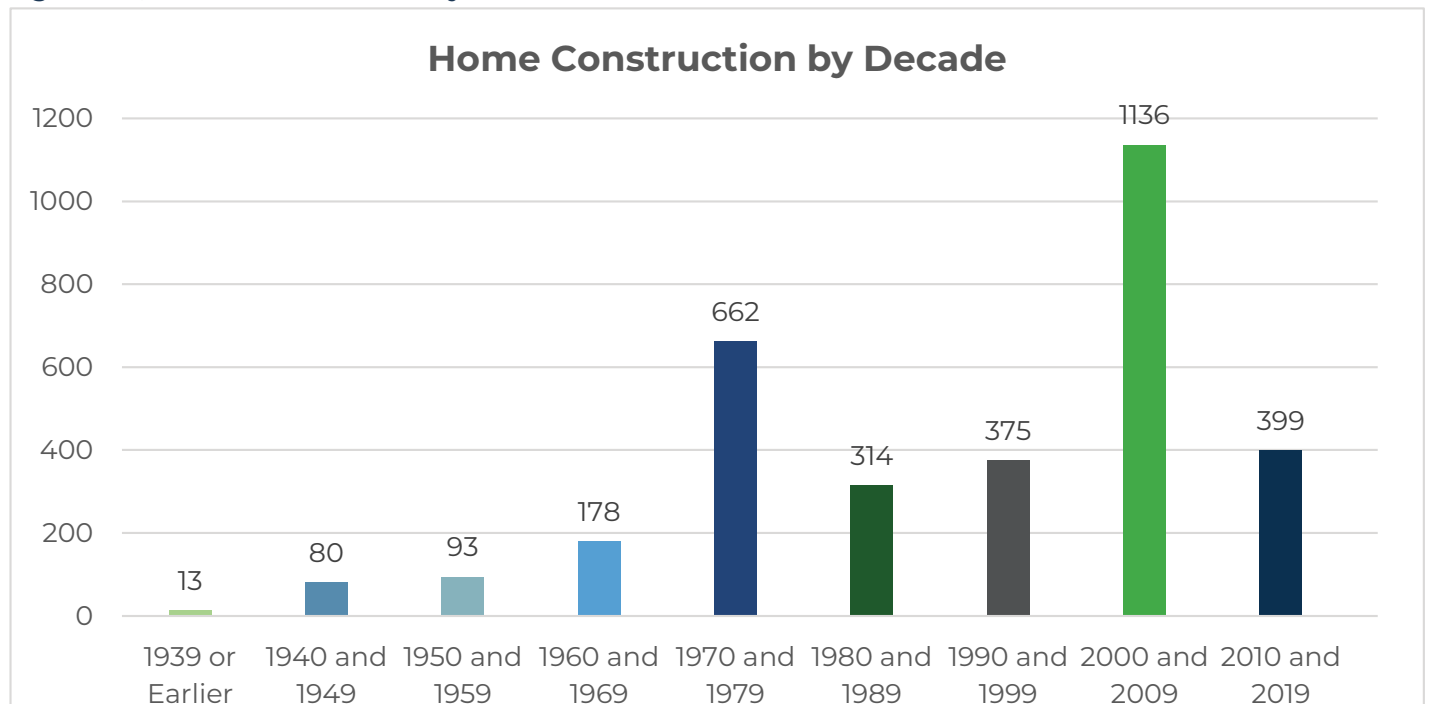
Residential building construction activity peaked after 2000 in Marble Falls, but since then residential activity has slowed, as it did across the country due to the Great Recession which started in December 2007 and lasted about 30 months. Despite the short length of the actual recession, its impact on the country's (including Marble Falls') housing market lasted much longer. Analyzing the age of the housing stock can also show how the community is actively diversifying its housing stock.

Today, there are increasing signs that the housing market is again growing in Marble Falls. Some of the new developments now under construction include the Thunder Rock development, Thousand Oaks development, Gregg Ranch development, and the Roper Ranch development.



**These numbers are based on the median household income for Marble Falls.*

Figure 2.5, Home Construction by Decade

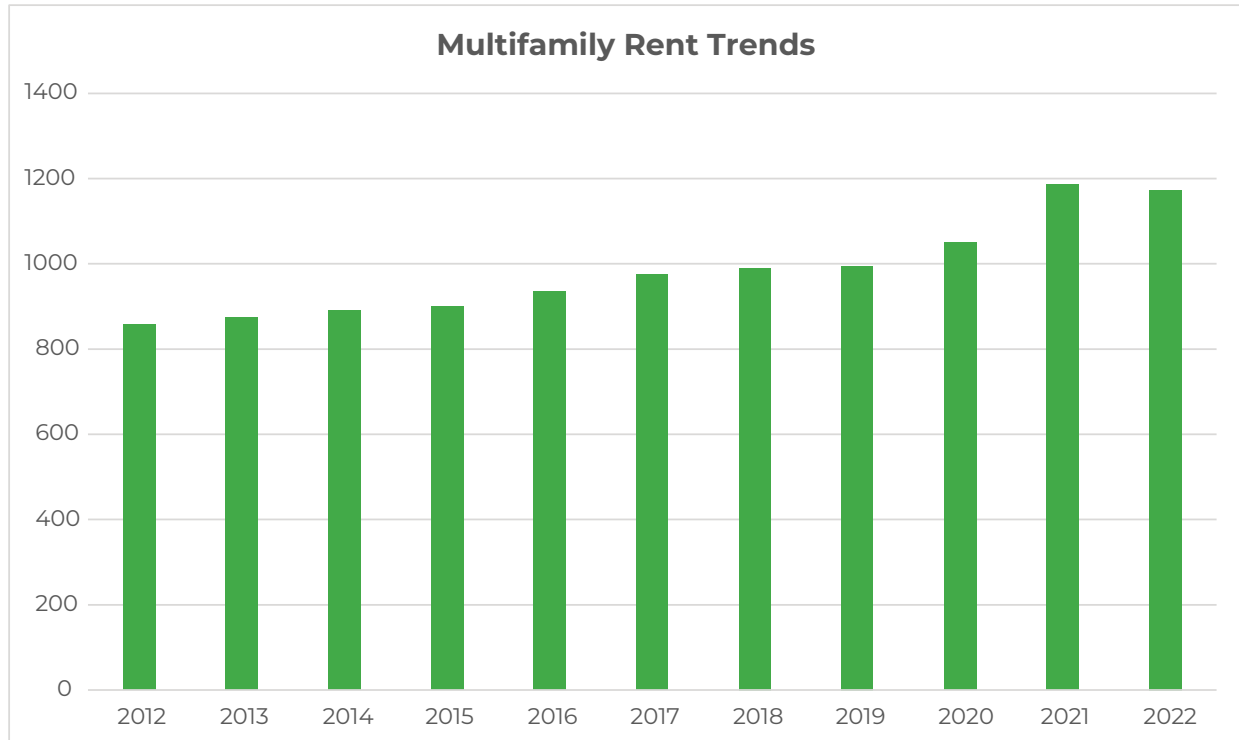


Source: U.S. Census Bureau

Rental Market Trends

The rental prices in Marble Falls have been consistently rising, going from \$858 in 2012 to \$1,173 in 2022, reflecting a 37 percent increase. Between 2019 (prior to the pandemic) and 2022, rents experienced an 18 percent increase. This suggests a more substantial price hike compared to the historical trend of rent increases.

Figure 2.6, Multifamily Rent Trends



Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Rent Affordability

The table below, **Figure 2.7, Rent Affordability Gap: Median Gross Rent and Median Renter Household Income**, presents the information on rent affordability, considering the median gross income. With a median gross monthly rent of \$950, the annual

income threshold required to afford this rent is \$38,000. In comparison, the median renter household income in Marble Falls is \$40,228. This indicates that median renter income households and those with higher incomes can afford the rental rates in Marble Falls.

Figure 2.7, Rent Affordability Gap: Median Gross Rent and Median Renter Household Income

Marble Falls	
Median Gross Monthly Rent	\$950
Annualized Rent	\$11,400
Household Income Threshold (annual)	\$38,000
Hourly Wage Threshold (Full-Time)	\$18.27
Hourly Wage Threshold (3/4-Time)	\$24.36
Hourly Wage Threshold (1/2-Time)	\$36.54
Median Renter Household Income	\$40,228
Median Rent % Median Income	28.3%

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Housing Affordability

The median home sale price in Burnet and Llano Counties was \$471,000 in 2020 and has increased by 75 percent from the year 2017 to 2022. The 2022 median sale price of homes in Marble Falls was \$414,094.



City households face limitations in their ability to afford apartments and homes, as a significant percentage of them fall short of the necessary funds. Around 65 percent of the existing households in Marble Falls are unable to afford a home priced above \$273,000, while approximately 46 percent would struggle to afford a home priced above \$182,000.

To reasonably afford a home with typical pricing, a household requires a substantially higher income. With a median home sale price of \$414,094, the income threshold necessary to afford such a home is \$133,420. This stands in stark contrast to the actual median household income in Marble Falls, which amounts to

\$58,709. Consequently, there exists an income gap of \$79,203, representing the additional income a typical median-income household would need to afford a home with the median price. Furthermore, there is a price affordability gap of \$216,520, indicating the reduction in price required for a median-income household to afford a home with the median price.

A considerable number of households in the city face financial strain due to housing costs. A significant portion of these households allocate more than 30 percent of their income towards housing expenses, indicating a burden. In 2020, an estimated 1,128 households were found to be cost burdened, with 43 percent of renters experiencing moderate cost burdens and 17 percent facing severe cost burdens (meaning they spend over 50 percent of their income on housing costs). While the rates of cost burden are comparatively lower for owner-occupied housing, 15 percent of these households still experience moderate cost burdens, and four percent face severe cost burdens.

Low-income renters are disproportionately affected by housing cost burdens. Around 874 renter households in the city, earning less than \$50,000 annually, are burdened by housing costs.

Figure 2.8, Home Affordability Gap: Housing Prices vs. Income Levels

Marble Falls	
Median Sale Price	\$414,094
Down Payment of 10%	\$41,409
Loan Amount	\$372,684
Principal & Interest Payment (30-year Fixed Rate at 6.3%)	\$2,300
Est. Property Tax	\$694
Estimated Insurance and Utilities	\$342
Total Monthly Payment	\$3,336
Household Income Threshold (annual)	\$133,420
Median Household Income	\$58,709
Income Gap	\$83,695

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Housing Affordability Gap

Figure 2.9, Marble Falls Income Brackets and Housing Affordability illustrates the maximum affordable rent and home value in Marble Falls, taking into account different income levels. Both rent and home value calculations are based on the assumption that housing costs should not exceed 30 percent of the income, while home value calculations also consider a 10 percent down payment and a 30-year fixed-rate mortgage.

In Marble Falls, around 65 percent of existing households cannot afford a home priced above \$273,000, while approximately 46 percent would be unable to afford a home priced above \$182,000. Similarly, a significant number of households in the city can only afford rents at the lower end of the price range.

Figure 2.9, Marble Falls Income Brackets and Housing Affordability

Household Income Bracket	Number of Households	Percent of Households	Max. Affordable Rent	Max. Affordable Home Value
Less than \$24,999	593	20%	Less than \$625	\$91,103 or Less
\$25,000-\$49,999	766	26%	\$625-\$1,250	\$91,104-\$182,206
\$50,000-\$74,999	580	19%	\$1,251-\$1,875	\$182,207-\$273,309
\$75,000-\$99,999	550	18%	\$1,876-\$2,500	\$273,310-\$364,412
\$100,000-\$149,999	339	11%	\$2,501-\$3,750	\$364,413-\$546,618
\$150,000-\$199,000	89	3%	\$3,751-\$5,000	\$546,619-\$726,824
More than \$200,000	75	3%	\$5,000 or more	\$728,825 and above

Note: Assumes 10% Down Payment and 6.3% 30-Yr Fixed Mortgage.

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Cost-Burdened Households

A commonly accepted guideline for housing affordability suggests that households should allocate no more than 30 percent of their income towards housing costs. This definition is also utilized by the U.S. Department of Housing and Urban Development (HUD). The following tables illustrate the number and proportion of households at various income levels in Marble Falls and Burnet County that are considered “cost burdened,” meaning they spend 30 percent or more of their income on housing expenses.

While the 30 percent threshold is widely recognized, it primarily pertains to households with lower incomes. High-income households that exceed this threshold are generally not a cause for concern, as it is often a deliberate choice based on their preferred lifestyle.

Based on the 2020 ACS data, approximately 1,128 households in Marble Falls are classified

as cost burdened, with 75 percent of these households being renters. When examining the breakdown of these households, it is estimated that 43 percent of renter households and 15 percent of owner households experienced moderate cost burdens in 2020.

In the context of this metric, monthly owner housing costs encompass various payments related to homeownership. This includes expenses such as mortgage payments, deeds of trust, contracts to purchase, or other similar debts associated with the property. It also includes costs for real estate taxes; fire, hazard, and flood insurance; utilities (such as electricity, gas, water, and sewer), and fuels (such as oil, coal, kerosene, wood, etc.). Additionally, if applicable, monthly condominium fees and manufactured home costs are also included in the calculation. Monthly renter housing costs consist of gross rent, as defined earlier.

Figure 2.10, Percent of Households that are Cost-Burdened

	Renter Households				Owner Households			
	Moderate		Severe		Moderate		Severe	
	2015	2020	2015	2020	2015	2020	2015	2020
Marble Falls	29%	43%	14%	17%	13%	15%	19%	4%
Burnet County	21%	30%	17%	14%	16%	14%	10%	8%

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Figure 2.11, Cost-Burdened Households

	All-Occupied	Owner-Occupied	Renter-Occupied
Marble Falls	1,128	254	874
Burnet County	4,649	3,019	1,630
Texas	2,916,011	1,246,276	1,669,735

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

RESILIENT MARBLE FALLS

Economic development planning and initiatives in the City are largely championed by the Marble Falls Economic Development Corporation (EDC). The EDC is a Type B Economic Development Corporation funded by a half-cent sales tax collected in the City. The primary mission of the Marble Falls EDC is the retention, expansion, and attraction of business and industry — as well as the corresponding retention, creation, and reinvestment of wealth — in the Marble Falls community.³

According to 2019 sales data taken from the Marble Falls EDC, there was a total retail leakage of \$953,396,014. A leakage occurs when locals spend a larger amount of money on goods than local businesses report in sales. This is primarily due to people traveling to neighboring towns to buy goods they cannot get in their local areas.

The Marble Falls EDC has also conducted a target industry analysis for the community. The industries that the EDC identified as the target industries consists of Professional & IT Services, and Health & Wellness. According to the EDC, 2022 marked the first time in at least 20 years that every single monthly sales tax allocation report set a new record for that month. Growth was steady, strong, and balanced throughout the year, and total receipts were up 15.69 percent over 2021. There will be a demand for new workers in Marble Falls due to both job growth and retirements. In the next decade, the city is projected to see an increase of 1,993 workers. During the same period, approximately 195 workers are expected to retire. Consequently, over the next 10 years, there will be a total requirement for 2,128 new workers in the city.

The retiring workers in Marble Falls are anticipated to maintain their residence, leading to limited turnover and availability of housing for incoming workers. Consequently, a significant portion of the housing occupied by these retirees will not be immediately accessible to new workforce households.

Source:
3. www.marblefallseconomy.com/about-us/

TAXABLE SALES



CONSUMER DEMAND



Clothing & Accessory Stores
\$32,999,579



Sporting Goods Stores
\$6,642,767



Food & Beverage Services
\$166,647,882

Revenue Per Acre Analysis

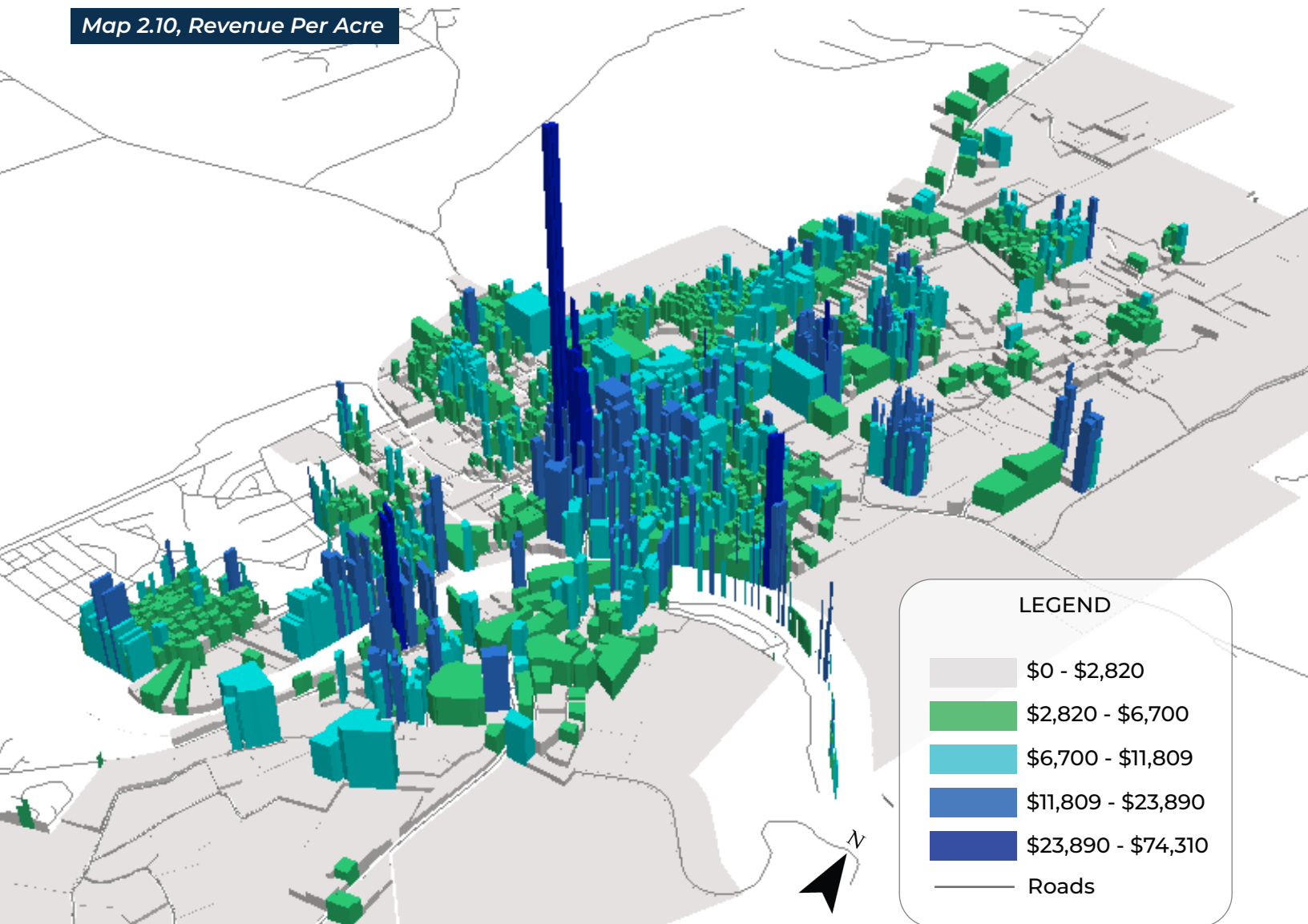
In order to graphically represent the relationship between the City's development patterns and the economic value these developments bring, an analysis was conducted to determine the revenue the City gains through property taxes normalized by acre. This analysis identifies the financial contributions and impact of variously sized parcels and land development patterns.

Map 2.10, Revenue Per Acre shows the parcels within the City of Marble Falls as shaded and extruded to reflect varying revenues per acre. The darkest blue parcels are those with the highest revenue per acre. Since the revenues are normalized per acre, larger lots do not innately have an advantage.

The properties along Main Street bring the most revenue per acre to the City. As you get further away from Main Street and central downtown, the revenues per acre decrease. The city-owned parcels such as parks and the EDC building are displayed as flat since they are tax-exempt and do not pay property taxes to the City.

Areas with higher intensity (e.g. activity centers with multiple land uses and activities) provides places within the city that generate a strong return on investment. To achieve a more positive financial impact, cities must focus on comprehensive planning, mixed-use development, and strategies that promote sustainable growth and economic diversity.

Map 2.10, Revenue Per Acre



Economy and Workforce

The number of people who both work and reside in Marble Falls has been consistently decreasing. Less than 14 percent of individuals employed in the city actually live in Marble Falls, with the majority (5,642) commuting from other locations. The proportion of workers living in the city has declined from over 20 percent in 2002 to 14 percent in 2019, based on the most recent available data. This trend indicates that the proportion is likely to have continued its downward trajectory in recent years, especially due to the rising housing costs. As fewer workers choose to live in the city, the distances they commute have significantly increased. The percentage of workers commuting 25 miles or more to work in Marble Falls has risen from approximately 30 percent in 2002 to over 40 percent in 2019.

The economy of both the city and the region has been experiencing consistent growth, unaffected by substantial job losses during the pandemic. Between 2016 and 2021, the city’s employment base, as determined by zip code, expanded by 12.5 percent. Remarkably, there were no years of negative job growth even amidst the pandemic. This growth rate slightly surpassed the region’s growth, which stood at 11.5 percent.

The city has a high concentration of jobs that offer relatively low wages. Around one-fourth of all jobs in the city are found in the retail or accommodation and food services sectors. Many of the frequently held positions within these industries pay comparatively low

wages, which significantly impact housing affordability. For instance, the 1,219 sales and related occupations in the city have a median annual income of only \$29,700. Similarly, the 970 food preparation and serving-related jobs have a median annual income of merely \$24,700. In fact, out of the top 10 most common jobs in the city, nine have median annual earnings of \$35,000 or less. Across the country wage increases have not kept pace with housing cost increases and this is particularly true for more rural communities where wages tend to be low and housing costs high.

LESS THAN
14%
OF THOSE **WORKING**
IN THE CITY OF MARBLE FALLS
ALSO **LIVE** IN THE CITY



Source: City of Marble Falls, TX Housing Needs Assessment, 2023.

Figure 2.13, Annual Housing Market Data

HLAorR	2015	2016	2017	2018	2019	2020	2021	2022
Median Close Price	\$185,199	\$207,725	\$234,818	\$246,897	\$254,393	\$296,384	\$390,304	\$444,159
Number of Sales	3,982	4,572	4,963	4,469	4,839	6,140	6,242	4,080
Average Days on Market	94	97	89	72	78	79	52	36
Average Months of Inventory	8	7	5	5	6	4	3	4

Source: City of Marble Falls, TX Housing Needs Assessment, 2023.



9 OUT OF 10

MOST COMMON JOBS IN THE CITY
HAVE A MEDIAN ANNUAL EARNINGS
OF \$35,000 OR LESS.

CIVIC MARBLE FALLS

Civic infrastructure includes public facilities, services, and utilities as well as cultural and recreational amenities. Public facilities include police, fire protection, utilities, and emergency services while cultural and recreational amenities include the library, arts, parks, and trails.

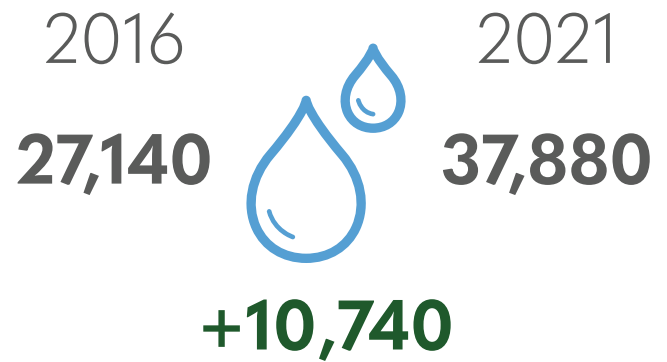
Utility Infrastructure

The utility infrastructure for Marble Falls includes the water distribution system, the wastewater collection system, and the stormwater drainage system. The City of Marble Falls currently provides water and wastewater services to properties within the City limits, and holds water and wastewater Certificates of Convenience and Necessity (CCN) over areas covering the City limits and portions of the ETJ. A CCN gives an entity the exclusive right to provide retail water and/or wastewater utility service to an identified geographic area. Drinking water is sourced from the Lower Colorado River Authority (LCRA), and the City of Marble Falls owns and operates its own water distribution system. A community's drainage system operates to move stormwater from rain events. There are two primary components of a community's drainage system: natural systems such as creeks and rivers and man-made systems such as culverts or ditches.

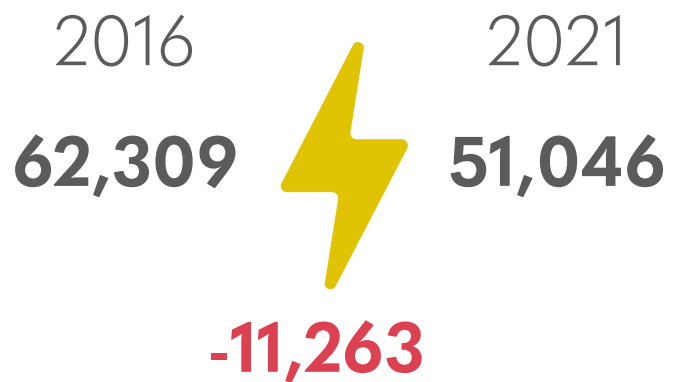
According to City of Marble Falls staff, over the next 20 years there will be a need to replace or upsize the existing water and wastewater lines in order to serve the population growth within the area. The City's current Wastewater Treatment Plant (WWTP) has a capacity of treating 1.5 million gallons per day (MGD) but is currently experiencing issues with capacity. Another WWTP is being designed that will treat an additional three MGD and will be needed to accommodate future growth. Some of the known issues for the sanitary sewer system in Marble Falls include drought/flooding, clay lines needing an upgrade, pressure control, and inflow and infiltration issues.

In order to prepare for the increase in water usage, planning for additional capacity is ongoing. One of the efforts being explored to help with the City's water supply is procuring ground water sources, particularly south of the Colorado River.

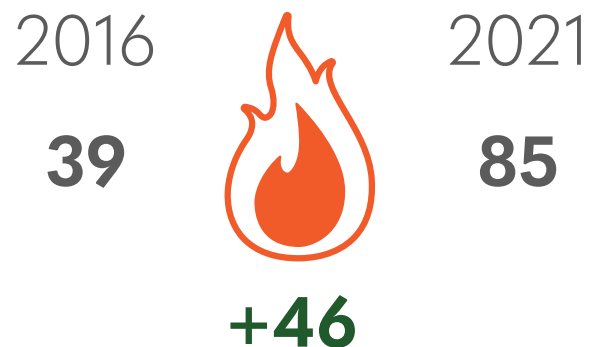
Gallons of Water



kWh Consumption

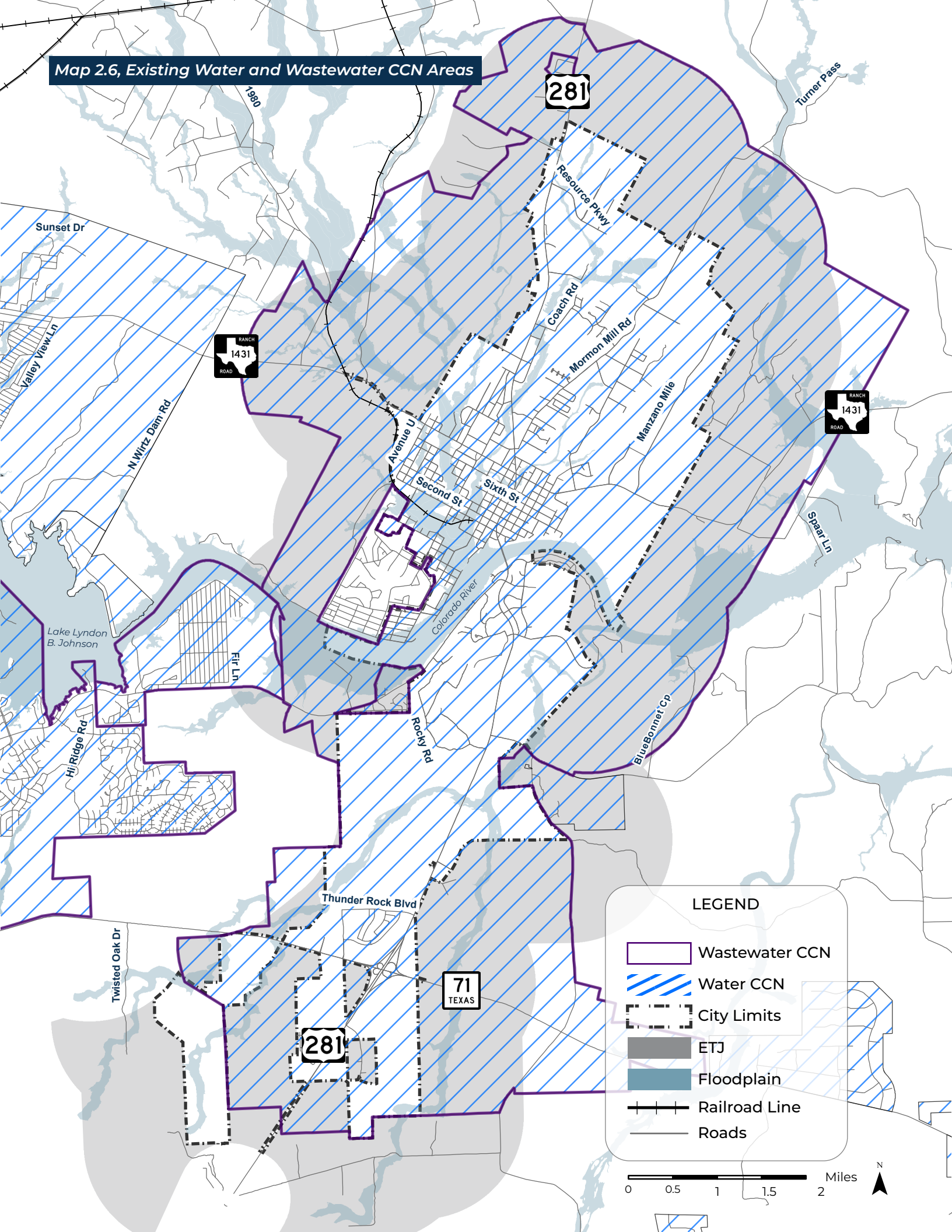


CCF of Gas



Source: Burnet Central Appraisal District

Map 2.6, Existing Water and Wastewater CCN Areas



BROADBAND IN MARBLE FALLS

Broadband internet, while once an emerging technology and luxury service, is now considered a basic need for all households. Due to the increasing connectivity of our society, access to reliable internet is now pivotal to the functionality of everyday tasks, performing remote learning/work/tele-health, increasing home safety, and enhancing overall quality of life.

The Coronavirus Pandemic and Winter Storm Uri highlighted the necessity for online/remote interaction and generated a sense of urgency to enhance access to this critical infrastructure. In understanding this need, in 2021 the Federal bipartisan Infrastructure Investment and Jobs Act (IIJA) allocated a total of \$65 billion for broadband improvements with over \$42 billion allocated to the Broadband Equity, Access, and Deployment (BEAD) program. These funds will be administered by each state with the goal of connecting every household to affordable, reliable high-speed internet. To be eligible for the BEAD funding, a location (household or business) must be defined as “Unserved” or “Underserved.” The IIJA defines an “Unserved” location as one without any broadband service or with service offering speeds below 25/3 Mbps. An “Underserved” location is where service offerings are below 100/20 Mbps. “Served” locations are those that have connections of at least 100/20 mbps.

In looking at broadband connectivity in Marble Falls, Figure 2.12 shows that over 75% of the Broadband Serviceable Locations (homes and businesses) are connected through a cable internet connection and only 114 locations are connected through a full fiber connection. These cable connections currently meet the national requirements of providing Served

levels of service; however, as the need for additional bandwidth increases, there will be a need for more fiber infrastructure to support the demand. Fiber connections are more reliable at providing symmetrical service of at least 100/100 mbps allowing for better download and upload connectivity that is important for remote learning/work/tele-health and everyday tasks. Having a robust fiber backbone in the city’s infrastructure and critical facilities is key for resilience in communications for emergency management and redundancy to the system. **Figure 2.12, Broadband Serviceable Locations based on Technology Type**, depicts the geographic breakdown of the data listed in table. The map shows that there is relatively high connectivity in the more densely populated and central areas of the city, with the locations of Unserved (below 25/3 mbps) and Underserved (below 100/20 mbps) found in the perimeter of the city and ETJ. These locations will be eligible for BEAD funding and the State will have to work with communities and Internet Providers to provide connectivity to these households over the next 5 years.

Overall, while the majority of Marble Falls households will not be eligible for BEAD funds, The 767 households that are Unserved and Underserved, will be included in the State’s BEAD 5 Year Action Plan and could potentially bring fiber infrastructure to the community. The city could include fiber upgrades in other projects relating to critical facility enhancements and intelligent infrastructure and should continue to monitor the states action and find partnership opportunities to enhance connectivity for households throughout Marble Falls.

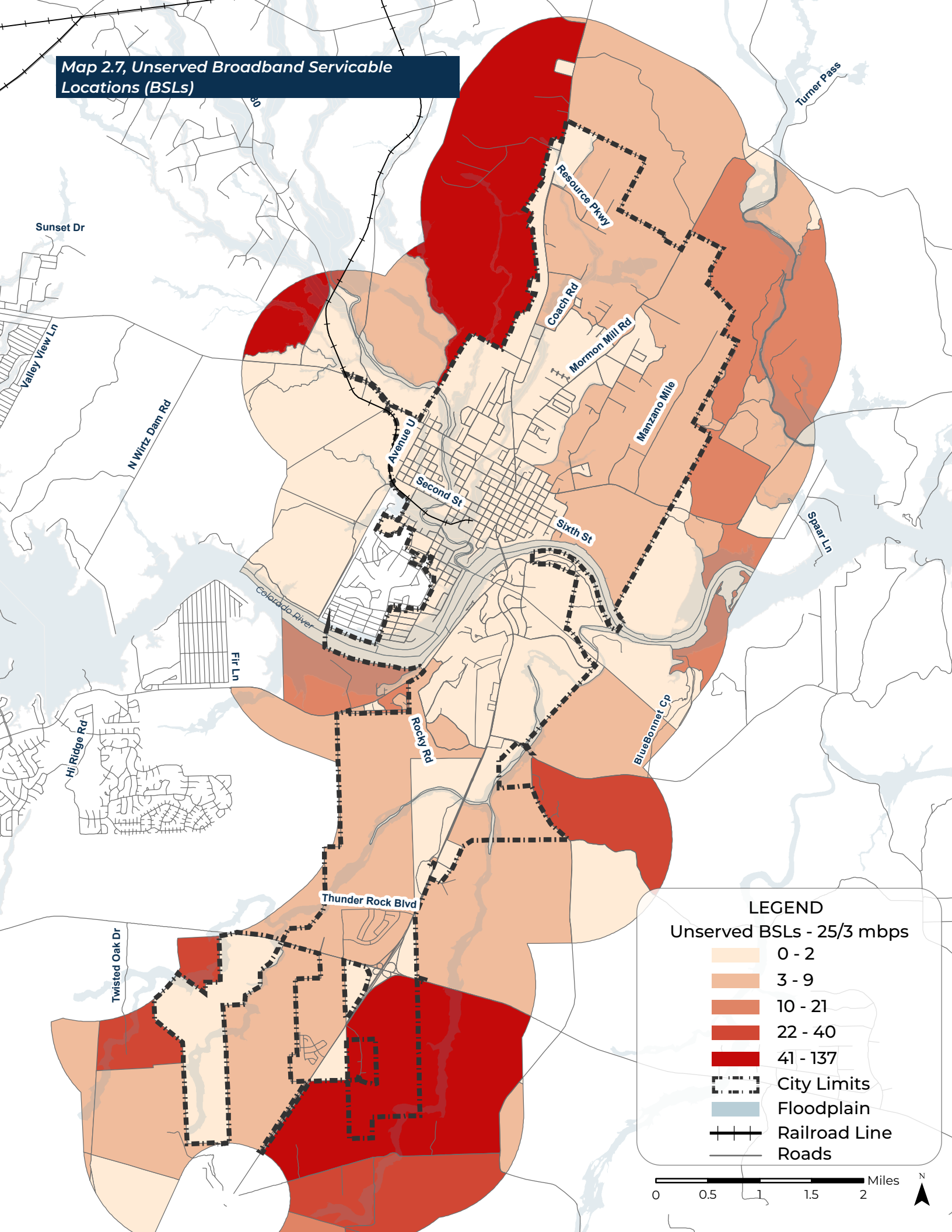
Figure 2.12, Broadband Serviceable Locations based on Technology Type

Technology Type	Unserved	Underserved	Served
Copper	3,851	0	0
Cable	918	0	2,933
Fiber	3,737	0	114
Licensed Terrestrial Fixed Wireless	3,564	250	37
Hybrid Licensed/Unlicensed Fixed Wireless	3,851	0	0

Source: Federal Communications Commission National Broadband Map, data as of December 31, 2022.

¹ Broadband Equity Access and Deployment Program. National Telecommunications and Information Administration. <https://broadbandusantia.gov/funding-programs/broadband-equity-access-and-deployment-bead-program>. Published 2022. Accessed November 27, 2023.

Map 2.7, Unserved Broadband Servicable Locations (BSLs)



LEGEND

Unserved BSLs - 25/3 mbps

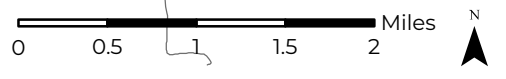
- 0 - 2
- 3 - 9
- 10 - 21
- 22 - 40
- 41 - 137

City Limits

Floodplain

Railroad Line

Roads



Public Safety Services

Police

Police service is necessary for public protection and community law enforcement. Beyond strictly enforcing public safety, the Marble Falls Police Department (MFPD) plays an important role in ensuring a safe environment for residents, businesses, and visitors, and contributes to a positive quality of life in Marble Falls.

Fire Rescue

The City of Marble Falls provides a high level of fire protection and emergency medical response to residents and properties within the City limits. Areas in the ETJ are protected by the Marble Falls Volunteer Fire Department. The City also has interlocal agreements with Burnet County, Marble Falls Area EMS, and the City of Horseshoe Bay. As part of these interlocal agreements, Marble Falls Fire Rescue also provides mutual aid and automatic mutual aid to Burnet County and the communities of Burnet, Granite Shoals, Horseshoe Bay, and Spicewood. Within the city, Marble Falls Fire Rescue provides not only fire suppression, but also medical first response, fire prevention and public education, wild land fire response, hazardous materials incident response, and non-emergency incident response.

Emergency Management

The Office of Emergency Management (OEM) serves as the coordinating point for the City in preparing for, responding to, and recovering from disasters. The OEM works with City Departments, the County OEM, regional emergency management, local businesses, other local partners, and the Texas Division of Emergency Management to develop plans to lessen the impacts of a disaster to the City.

Recreational Amenities

The City's Parks and Recreation Department is responsible for maintaining 130 acres of parkland, trails, and special use areas including both City-owned and privately owned land. The existing parks system includes one pocket, three neighborhood, and seven community parks. There are two linear parks in the city, one of which includes the well-used 1.3-mile Backbone Creek Hike and Bike Trail extending from Lakeside Park to Westside Park. The 0.8-mile Whitman Branch Hike and Bike Trail extends from Johnson Park to Childers Park and parallels City streets for the majority of its length. Special use areas maintained by the Parks and Recreation Department include the City Cemetery, downtown, and the Granite Mountain Roadside Park.

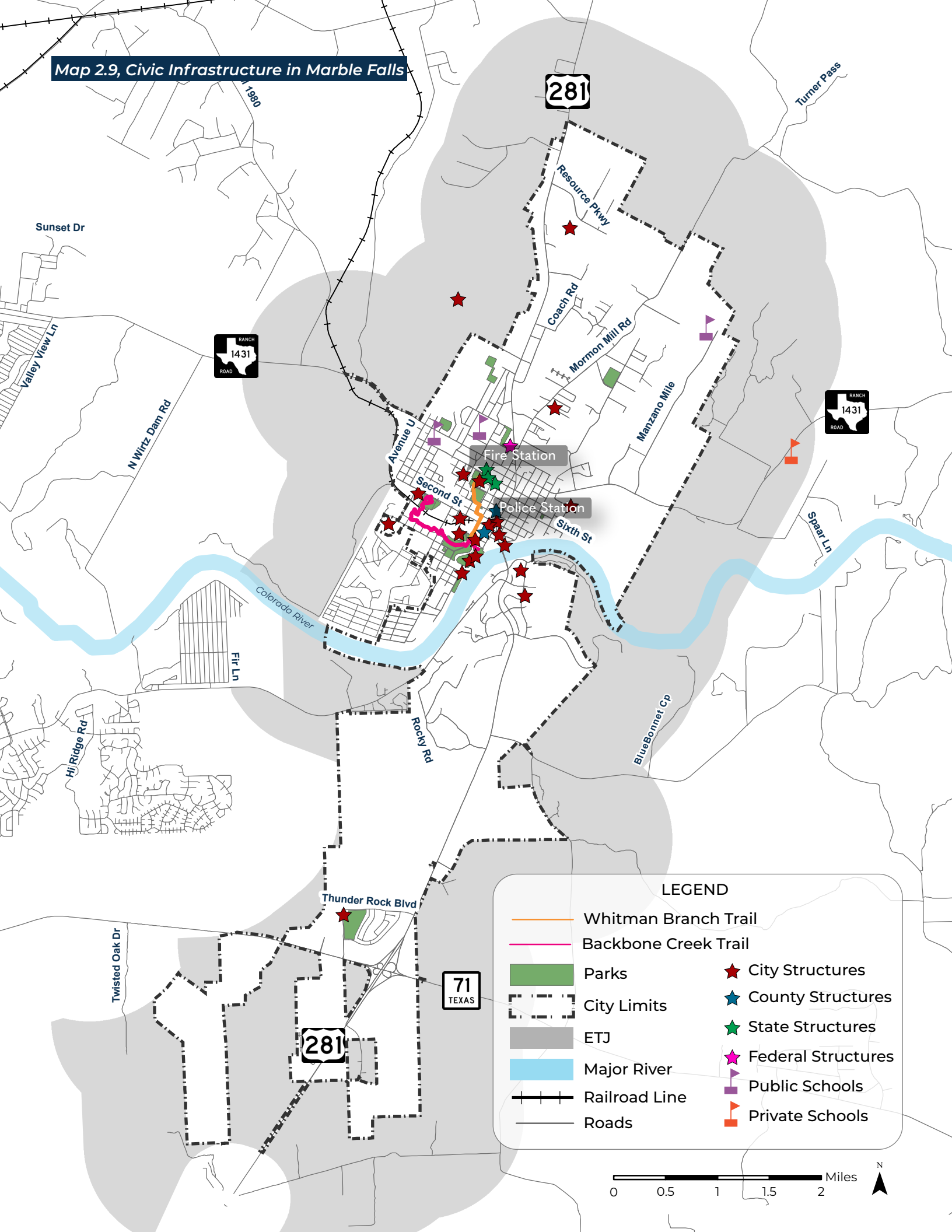
The city is close to several state and national parks such as Inks Lake State Park and Balcones Canyonlands National Wildlife Refuge which make the city an ideal destination for eco-tourism.

Cultural Resources

The Marble Falls Public Library is part of the Burnet County Library System. The service area for the Marble Falls Library includes the county and the surrounding region. The library has been serving the community since 1951.

In addition to the library, Marble Falls takes great pride in pursuing artistic creativity and providing space and resources for the arts. Within the city there are a number of galleries, museums, and art classes available such as Beloved Gallery, Highland Lakes Creative Arts, The Falls on the Colorado Museum, Hill Country Community Theatre, and many more.

Map 2.9, Civic Infrastructure in Marble Falls



LEGEND

- Whitman Branch Trail
- Backbone Creek Trail
- Parks
- City Limits
- ETJ
- Major River
- Railroad Line
- Roads
- ★ City Structures
- ★ County Structures
- ★ State Structures
- ★ Federal Structures
- ▲ Public Schools
- ▲ Private Schools





HOUSING IN MARBLE FALLS

CITY OF
Marble Falls
TEXAS



VISION 3

INTRODUCTION

The Marble Falls Comprehensive Plan vision was created through a robust engagement process. The community participated in meetings and events to identify challenges, discuss opportunities, and gather input to develop the community vision and blueprint for implementation.

Public engagement for this plan provided a variety of opportunities for residents, community organizations, and other stakeholders to participate in the planning process. A project website and the City’s social media served as informational hubs to build awareness of in-person and online engagement.

The following chapter includes an overview and key takeaways from the public engagement conducted throughout the comprehensive planning process. The primary purposes of public engagement are to ensure that a variety of voices are heard, get a fresh perspective on the future, and create buy-in for the plan recommendations. This process helps the City leaders to hear the voices of their community and provide guidance towards achieving the identified future. This chapter will help provide a foundation for the strategic directions and recommended actions identified later in this comprehensive planning process. **Figure 3.1, Engagement Summary**, showcases the various public engagement events and activities conducted during the planning process.

Figure 3.1, Engagement Summary



PUBLIC ENGAGEMENT SUMMARY

Stakeholder Listening Sessions

In the first engagement event with community leaders and stakeholders, participants were asked what they felt is going well in Marble Falls in recent years and what is necessary for the Comprehensive Plan to address. Below are the key takeaways of their responses.

What is going well in Marble Falls?

- Retention of unique identity
- Pragmatic focus on growth
- Great outdoor opportunities
- Synergy between City and County

What must the plan address?

- Managed and improved infrastructure
- Attraction of quality workforce
- Affordable housing, especially for workforce



Key Community Leaders Meeting

SOAR ANALYSIS

A SOAR (Strengths, Opportunities, Aspirations, Results) Analysis was conducted at each of the three stakeholder meetings and at the kick-off Community Leaders meeting in the Visioning step of the planning process. The common themes and answers provided are listed below.



The Strengths section features a large blue hexagon with a white background. Inside the hexagon, a large blue letter 'S' is centered, with the word 'STRENGTHS' in blue capital letters below it. To the right of the hexagon is a dark blue rounded rectangle containing a list of 15 strengths in white text.

- Preserve the lake
- Community pride
- Historic Downtown
- Small town feel
- People
- Location (proximity to major cities)
- Retail hub
- Infrastructure (water and wastewater)
- Safe community
- Hospital
- Destination (Vacation)
- Nature (proximity to parks)
- Golf destination
- Community partnerships
- Engaged Fire Department & Police Department
- Quality schools
- Expanding the Demographic (Younger people)
- Strong & engaged City staff
- Growth
- Strong sign ordinance



The Opportunities section features a large green hexagon with a white background. Inside the hexagon, a large green letter 'O' is centered, with the word 'OPPORTUNITIES' in green capital letters below it. To the right of the hexagon is a dark green rounded rectangle containing a list of 15 opportunities in white text.

- Lots of open space in the core
- City is a blank canvas (infill/open lots)
- Expand sidewalk network
- Existing sidewalk uses
- Trails and bike lanes
- Regional box store
- Neighborhood parks (better accessibility)
- Sports Complex (Thunder Rock)
- Lower cost of living
- Diversify economy (higher wages, more training/education)
- Service dominating
- EDC encourage high paying industries
- Improve connectivity
- Bury powerlines
- Street safety



A

ASPIRATIONS

- Target
- New City Hall and reuse old buildings to revitalize Downtown
- More family-oriented opportunities
- Entertainment, events, etc.
- More for people in 20s (single youth)
- Arts/Culture/Music
- Behavioral health facility
- Nursing education
- Bypass
- Address drug problem
- Affordable housing
- Creative solutions (e.g., Mustang)
- Enhance primary corridors
- Aesthetics
- Better traffic flow
- Get traffic off 281
- North/South corridor
- Attract tech data center
- Hike & bike trails (Connectivity)



R

RESULTS

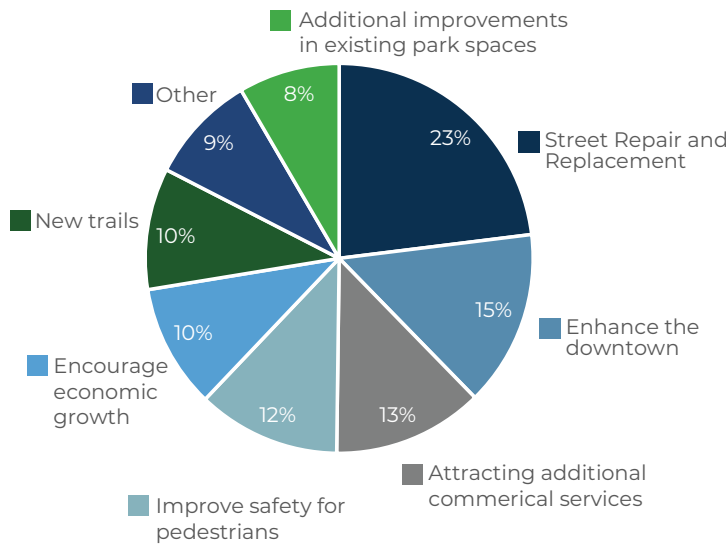
- Use of Downtown
- Increase median income
- Increase infill properties
- Increase sales tax revenue
- Younger demographic
- Track unbuilt rights-of-way
- Reduction in truck through traffic
- Improved traffic

FIRST COMMUNITY OPEN HOUSE

A community open house was held on May 9, 2023, at the Lakeside Pavilion. The open house format consisted of three informational boards describing the comprehensive planning process and 15 interactive boards to gauge the public's interest in various topics and their vision for the future of Marble Falls.



If you were a City Council member for a day, how would you spend the City budget?



Top Three (3) Community Priorities for the Future of Marble Falls

- Parks and open space
- Housing affordability
- Quality neighborhoods



First Community Open House

SECOND COMMUNITY OPEN HOUSE

A second community open house was held on March 12, 2023, at the Lakeside Pavilion. The open house format consisted of a presentation to start, giving an overview of the chapters within the Plan followed by a come and go format. In the come and go format, each of the maps from **Chapter 4, Community Direction** were showcased along with each of the tables from **Chapter 6, Plan Implementation**. The map boards were used for informational purposes while the table boards were used to gauge priority for the Plan's actions. The graphic below showcases the top three priorities for actions associated with **Chapter 6**.



Top three priorities for actions

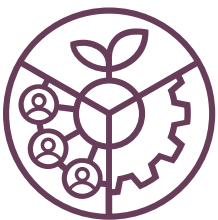
REGIONAL



Prioritize working with CAMPO and Burnet County to advocate for the funding of the eastern or western arterial loop around Marble Falls.



CIVIC



Continue to plan for future water supply needs through identification of additional supply or increases in efficiency to stay ahead of changing water issues.



MOBILE



Identify additional funding sources to allocate more resources to the maintenance of roadways throughout the City based on pavement condition.

PUBLIC ONLINE SURVEY

An online survey was open to the public to gather community input for the development of the Comprehensive Plan. The survey was available from March 6, 2023, through July 11, 2023. The survey was offered online and the opportunity was given to complete the survey at the Community Open House on May 9th. The focus of the survey was to gain an understanding of the desires of residents for the future of Marble Falls.

The 21-question survey included a variety of topics such as demographics, overall quality of life, satisfaction with City services, transportation, housing and neighborhoods, economic development, community development, and priority issues. The public input received during this effort was an important source of information for developing the community vision and key themes.

68%

Agree that Downtown is the Heart of the Marble Falls Community

767

Total Survey Responses

Top Three Most Important Improvements to Downtown

Ranking	Areas of Importance
1	Better entertainment & retail options
2	Preservation of historic buildings
3	Add/improve vehicular parking

Top Three Areas of Satisfaction in Marble Falls Today



Top Priorities for Marble Falls

TOP 3 Improving traffic flow and safety
 Street repair and replacement
 Affordable new housing

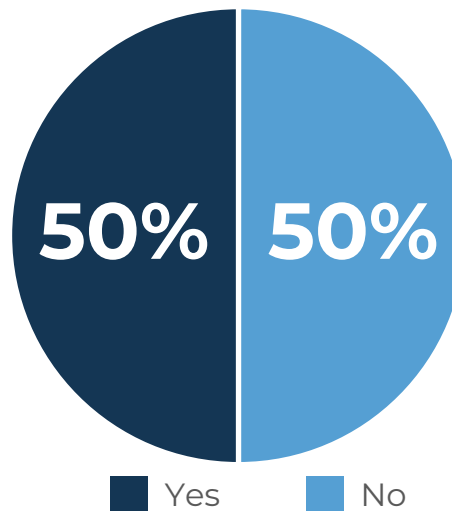
BOTTOM 3

Attracting and/or promoting tourism-related industries and use
 Attracting additional commercial and/or community services to Marble Falls
 Removing and/or relocating existing land uses that are no longer compatible with pedestrian-friendly Downtown

Most Important Transportation Issues in Marble Falls

Ranking	Areas of Importance
1	Traffic congestion
2	Safety
3	Routine street maintenance
4	Street connectivity
5	Traffic calming in neighborhoods

Is Marble Falls On The Right Track With Recent Growth And Development?



Importance of Addressing the Following Issues in Marble Falls Neighborhoods in the Future

REDUCE CRIME, IMPROVE STREETS & SIDEWALKS, ADD MORE SIDEWALKS

MOST IMPORTANT 

 **LEAST IMPORTANT**

ADDRESSING TOO MUCH ON-STREET PARKING, REDUCING THE SPEED OF TRAFFIC IN THE NEIGHBORHOOD, INFILL OF VACANT LOTS

Satisfaction with Parks and Recreation Elements in Marble Falls



- Overall parks, trails, recreation, and open space system
- Special events hosted by the City
- Proximity of parks near where I live



- Bicycle accommodations to get to parks, trails, and open spaces
- Pedestrian/walking accommodations to get to parks, trails, and open spaces
- Accessibility within the parks, trails, and open space system

TOUCHPOINT SURVEYS

Over five weeks, five online touchpoint surveys were made available to the public to gather more specific input on preliminary plan strategic directions and recommendations. The public input received during this effort provided targeted and refined input for developing the community vision and priorities of the community. The surveys focused on the following topics:

- Week 1: Economic Growth and Community Branding
- Week 2: Transportation and Employment
- Week 3: Housing and Neighborhoods
- Week 4: Downtown
- Week 5: Infrastructure and Outdoor Spaces



80%

of people stated that improving transportation connectivity and congestion relief was Marble Falls' greatest challenge.

54%

of people stated that having the wrong housing options inhibits people from moving to Marble Falls.



What would you add to Marble Falls over the next 5-10 years to positively improve the city?

- 1** Greenways and trails
- 2** Sidewalk connections
- 3** Employment and jobs

63%

of respondents stated that **right-hand turn lanes along major arterial roadways** should be prioritized in Marble Falls for transportation safety.

54%

of respondents stated that **enhanced visibility at intersections** should be prioritized in Marble Falls for transportation safety.

Respondents were asked to finish the sentence, "I would go to Downtown Marble Falls more if it had _____?" These were the top responses

DINING
events
places
shops
parking
RESTAURANTS
entertainment
GIFTSHOPS
bars music

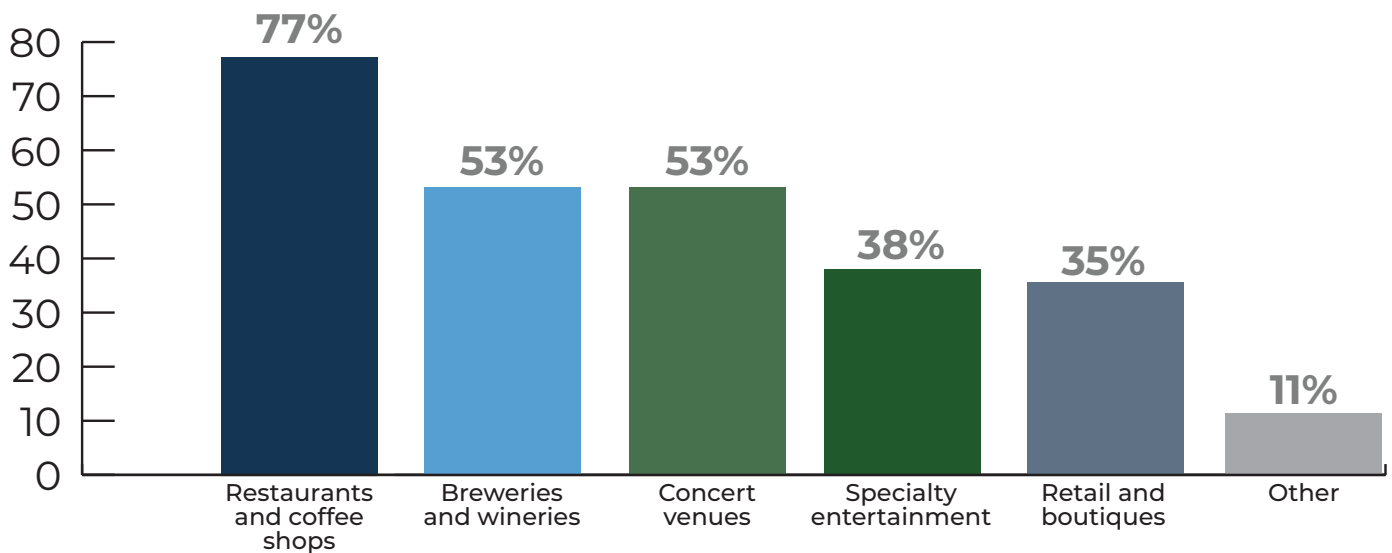
Top three important citywide factors according to survey respondents

- 1 Quality of public schools
- 2 Access to health care
- 3 Aesthetics/appearance

What small-town character means to survey respondents:

“People coming together, supporting locals, and living with safety, comfort, and community at the heart”

Types of nightlife and weekend activities in Downtown ranked as most to least important



Key Takeaways

- There is an interest in greenways and trails
- Traffic calming and improved connectivity are important to the community
- Maintaining quality of public schools is important
- 49% of survey respondents stated they would be willing to support the City developing and enforcing regulations to reduce nuisances, while 20% stated they would be willing to pay more to remove/relocate the incompatible uses
- Water conservation and treatment are a top priority for the community
- The top three special interest areas for investment are downtown, the lakefront, and the U.S. 281 corridor through downtown.

KEY COMMUNITY LEADERS WORKSHOPS

The Key Community Leaders group is a broadly representative cross section of Marble Falls' elected and appointed leaders and community citizens. The group is comprised of the Mayor and City Council, Planning and Zoning Commission, and the Comprehensive Plan Advisory Committee (CPAC). Other Key Community Leaders include those in the community who have been involved in past planning efforts and members of the community who have significant insight or vested interest in the future of Marble Falls.

This group was tasked with providing key input and oversight of the development of the Marble Falls Comprehensive Plan update. In essence, this group served as the sounding board for the development of this plan and met at key intervals throughout the process to provide input, direction, and guidance.

The Key Community Leaders met four times throughout the planning process. These meetings generally covered the following topics:

1. S.O.A.R. and visioning
2. Workshop on regional, livability, and mobility plan elements
3. Workshop on natural, civic, and resilience plan elements
4. Prioritization workshop

Through these meetings valuable insight was gained which formed the direction and ultimate recommendations in this plan. Many of the workshops involved reviewing the maps found in **Chapter 4. Community Direction**.



GOALS AND FOCUS AREAS

The comprehensive plan outlines six overarching goal categories that collectively shape the vision for the future. Each of the six goal categories shown below have sub-categories called focus areas, that will help form the structure of the recommendations and address the needs of the community. Each goal category is meant to work cohesively to provide for a balanced and sustainable strategy for moving forward towards implementation. Focus areas are broad thematic areas of focus that are used to create structure around how an organization can achieve its goals. Shown below are the plan goals and focus areas in no particular order.



REGIONAL MARBLE FALLS

Growth Tourism

Intergovernmental Coordination



NATURAL MARBLE FALLS

Conservation

Natural Hazard Mitigation



MOBILE MARBLE FALLS

Thoroughfares Streets

Alternative Mobility



LIVABLE MARBLE FALLS

Future Land Use Placemaking

Housing & Neighborhoods



RESILIENT MARBLE FALLS

Targeted Industries Downtown

Economic Prosperity



CIVIC MARBLE FALLS

Governance Utilities

Parks & Trails Public Services





Community Direction 4

INTRODUCTION

This chapter functions as the community blueprint and growth framework for the next 10-20 years in Marble Falls. It includes a series of “plans” that set the vision and community direction for the future. The plan maps and tools discussed were developed with the consideration of existing, planned, and potential development and growth needs in Marble Falls.

The growth, character, future land use, and thoroughfare plans are designed to clearly identify the community’s vision for new growth, development, and mobility in the future. Additional community direction is provided in the parks and open spaces and trails plans as a blueprint for ensuring quality of life considerations grow commensurately with overall community growth and development. The chapter concludes with identifying a series of special areas which warrant a deeper level of planning and consideration as part of the overall implementation of this comprehensive plan.

The vision and community direction set out in this chapter is embodied within a series of “plans” that are further defined by recommendations in Chapter 5, Recommendation and in the implementation guidance introduced in Chapter 6, Plan Implementation.

PROJECTED GROWTH

It is important to understand the potential growth a city may experience when planning for the future. It provides a snapshot of the number of potential houses needed; the configuration and capacity of new roads; expansions to water, wastewater, and other utility infrastructure; as well as many other important municipal functions that require years of planning.

A local jurisdiction’s ability to dictate and guide growth is a true function of city government and control. However, the City’s ability to guide on-going growth is not beyond national, state, and regional market conditions and influences. As such, planning for accurate population growth can be an inexact practice even under the most ideal circumstances. While it may or may not be a problem to significantly overestimate the projections (unless the city drastically and unnecessarily upscales its infrastructure), it can be catastrophic to significantly underestimate them.

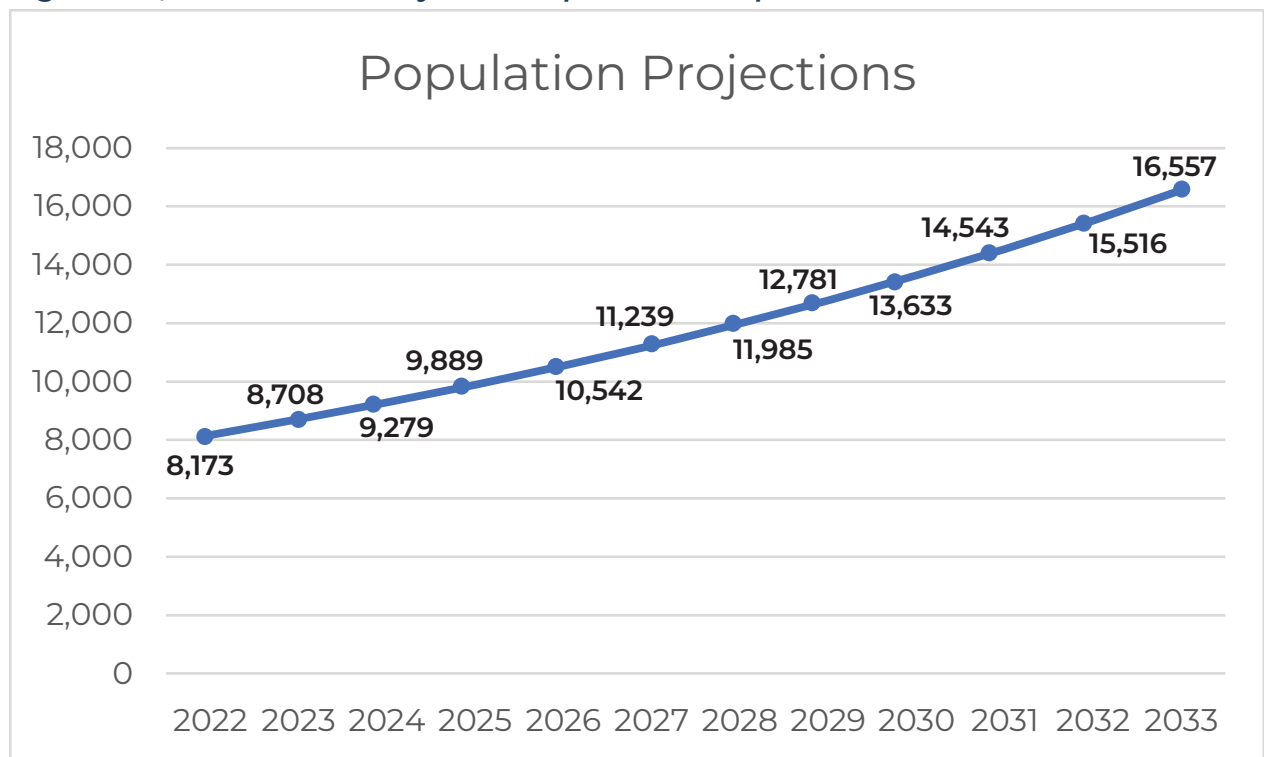
The table below, **Figure 4.1, Marble Falls Projected Population**, are the projected population estimates established and accepted by the City for future planning. The table shows the annual growth rate for both city limits and ETJ. The city limit population is projected to increase 110 percent within 10 years, and the ETJ is meant to increase by 24 percent. The projected total population increase between the years 2022 and 2033 equates to an additional 8,384 people, with a majority of new growth expected to be within the City’s existing City limits..

Figure 4.1, Marble Falls Projected Population

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
ANNUAL GROWTH RATE (%) CITY LIMITS	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
ANNUAL GROWTH RATE (%) ETJ	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
CITY LIMITS POPULATION	7,423	7,943	8,499	9,093	9,730	10,411	11,140	11,920	12,754	13,647	14,602	15,624
ETJ POPULATION	750	765	780	796	812	828	845	862	879	896	914	933
TOTAL POPULATION	8,173	8,708	9,279	9,889	10,542	11,239	11,985	12,781	13,633	14,543	15,516	16,557

Source: Water and Wastewater Utility Impact Fee Study, Marble Falls, Texas, 2023.

Figure 4.2, Marble Falls Projected Population Graph



GROWTH FACTORS

The development patterns of a city are influenced not only by the environmental conditions, but also by the priorities of the community and the development policies that enable certain patterns of growth. An analysis of these conditions can give the City insight into why certain development outcomes have occurred.

Since the previous plan, which was completed in 2016, Marble Falls has seen continued development occurring in the southern part of the city. The COVID-19 pandemic not only accelerated the adoption of remote work but also prompted a reevaluation of what people value in their living environments. Marble Falls, like many smaller towns, attracted newcomers seeking a more balanced, healthy, and fulfilling lifestyle in the wake of the pandemic.

This migration trend has the potential to reshape the community and local economy in the years to come. But, it also presents the challenge, like many smaller growing cities face, of solely focusing on the shiny new areas of growth, while lessening focus and investment on the existing, older core areas of the city.

LIFECYCLES OF GROWTH

With the addition of the Baylor Scott White Hospital in the south portion of Marble Falls' City limits, and numerous new subdivisions under development, a lot of momentum regarding growth has shifted to the south. However, a city needs to consider the lifecycle of growth in both older and newer parts to ensure truly sustainable, long-term growth.

In older areas, with established infrastructure, thoughtful planning and investment is still critically needed to revitalize aging structures; enhance mobility options; preserve historical, natural, and cultural assets; increase property values; and improve overall quality of life. Simultaneously, in newer areas, productive land use return on investment and quality of design is essential to create resilient and adaptable spaces that can accommodate future population growth and evolving needs.

By taking a comprehensive approach to urban planning and design that considers the full lifecycle of growth, the city will find the best path forward towards creating a sustainable and resilient city that balances current needs and long-term needs and well-being.

PRIORITY AREAS OF GROWTH

Over the past several Texas legislative sessions, the Texas Legislature has been making it more difficult for a city to unilaterally and arbitrarily expand its City limits. In fact, they have been making it easier for citizens to de-annex from a city’s jurisdictional authority.

Fortunately, Marble Falls doesn’t necessarily have to expand its City limits to accommodate the projected growth during this plan horizon. However, there are still strategic reasons why the City should proactively protect the land within its City limits and work to entice landowners to voluntarily petition to annex land within its ETJ. These include, but are not limited to, removing infill islands, controlling the quality of future gateways into the city, controlling the pattern and quality of growth and/or utility rights, protecting environmentally sensitive areas, and even ensuring capture of future sales tax revenue generation.

This involves the establishment of a series of incentives and regulations which offer land owners in the ETJ the potential of developing at an urban level of services in exchange for the annexation of property. Urban services include utility infrastructure (e.g., potable water, sanitary sewer, and storm sewer); mobility choice (e.g., streets as well as bicycle and pedestrian infrastructure); and civic



Construction in Marble Falls

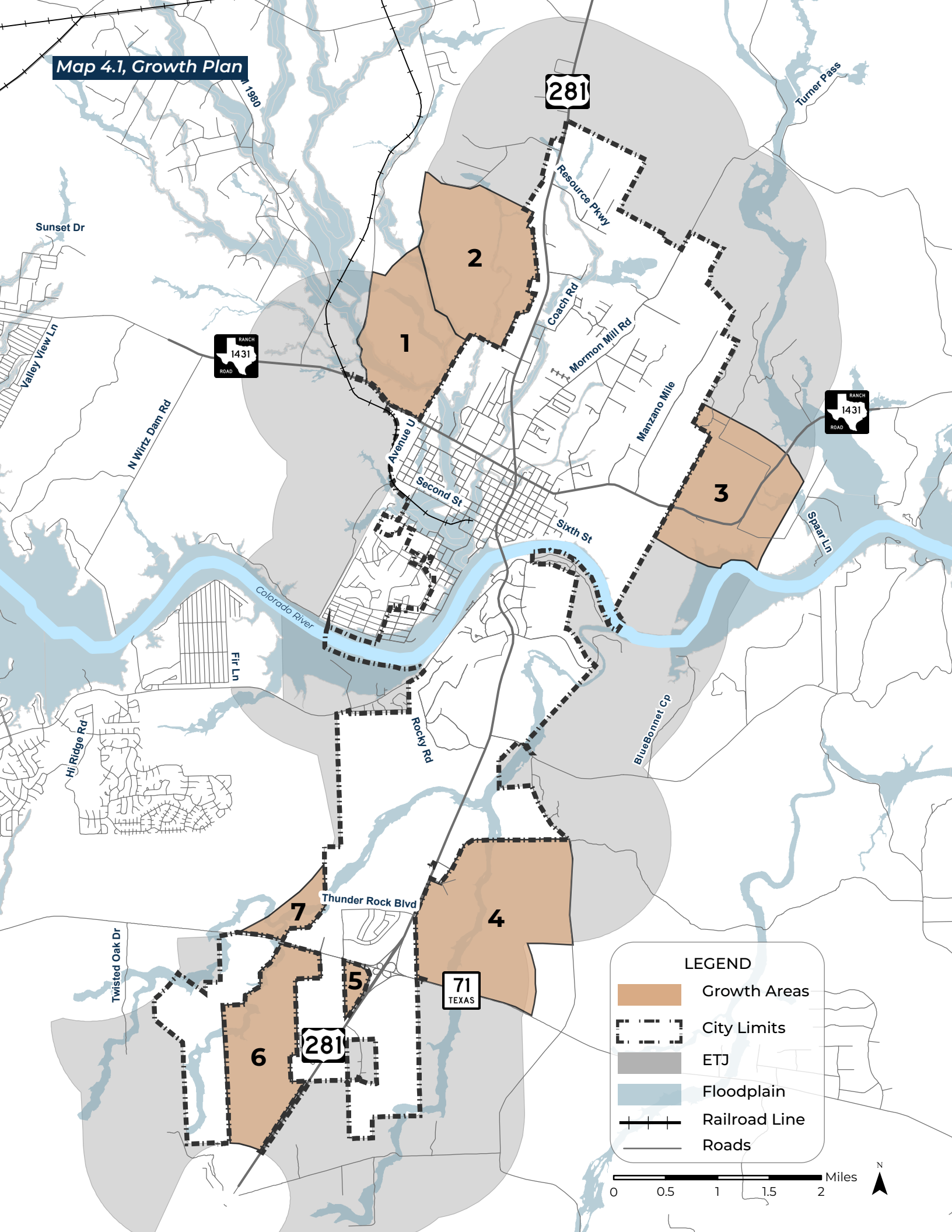
infrastructure (e.g., police, fire, and other emergency services; equal access to quality parks, recreation, and library services, etc.).

Moving forward, the City will need to establish comprehensive policy and further study of the benefits and costs, and strategies, of expanding the City limits in areas designated as strategic growth areas set out in **Figure 4.3, Strategic Growth Areas and Considerations** (below) and **Map 4.1, Growth Plan**, on the next page.

Figure 4.3, Strategic Growth Areas and Considerations

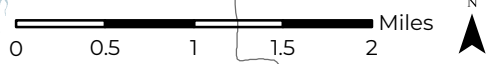
POTENTIAL GROWTH AREA	REMEDIES INFILL ISLANDS	CONTROL GATEWAY / ENTRANCE TO CITY TO ENSURE QUALITY	CONTROL GROWTH PATTERNS & QUALITY OF DEVELOPMENT	PROTECT AREAS OF SENSITIVE NATURAL RESOURCES	CONTROL UTILITY RIGHTS	PROTECT POTENTIAL REVENUE GENERATION
AREA 1			✓	✓	✓	
AREA 2			✓	✓	✓	
AREA 3		✓	✓		✓	✓
AREA 4		✓	✓	✓	✓	✓
AREA 5	✓	✓	✓		✓	✓
AREA 6	✓	✓	✓	✓	✓	✓
AREA 7	✓	✓	✓	✓	✓	✓

Map 4.1, Growth Plan



LEGEND

- Growth Areas
- City Limits
- ETJ
- Floodplain
- Railroad Line
- Roads



COMMUNITY CHARACTER

A well-planned system of land uses, combined with a distinct sense of place and a quality built environment provides an effective foundation for a sustainable and prosperous future. In this regard, a community needs to be comprised of unique and differing areas of character so that there is flexibility and choice for those citizens and businesses who wish to call Marble Falls home.

The concept of protecting and enhancing community character is not new in Marble Falls. Indeed, it has been part of the community plan and vision for almost a decade. Its foundation was built within the previously adopted comprehensive plan and was subsequently fully implemented in the updated zoning regulations. This plan will continue to build upon the community character framework to also apply character to the context of the streets and their relationship to the built environment.

Community character goes beyond the typical classification of land uses to also account for the physical traits visible in different areas of the community. Typical land use classifications such as residential, commercial, office, and industrial indicate the general functional use of land. But a community character approach also encompasses such factors as development density (generally determined by lot and building size), intensity (floor area or building coverage), ratios of open space and impervious cover, and the amount of vegetation or volume of landscaping. It is this combination of basic land use and physical design standards (e.g., the proportional balance of green, brown, and gray spaces) which creates different and identifiable areas of town. Consequently, the interrelationship between land use, character, and design cannot be overstated.

RURAL, SUB-URBAN, & URBAN

Across Marble Falls, the City exhibits a variety of land use and development characteristics that range from rural (surrounding countryside), to sub-urban (newer and traditional growth areas) to urban (in and around downtown). See **Figure 4.4: Community Character Spectrum** (below), **Map 4.2: Character Area Transition Plan** (on the next page), and **Figure 4.5: Community Character Characteristics** (on the page following the map) for guidance.

As further defined below, the predominant future character of these areas is intended to fall with the following rural, sub-urban, and urban contextual development patterns:

- **Rural.** This area includes the rolling, lightly-developed countryside comprising parts of the City's existing ETJ. During this plan horizon, as depicted in **Map 4.2: Character Area Transition Plan**, much of these areas are envisioned to transition to a sub-urban character.
- **Sub-Urban.** This area includes much of Marble Falls' traditional development patterns and more recently the newer developments to the south (e.g., Thunder Rock and Gregg Ranch). The character of the built environment is dominated by auto-oriented residential and nonresidential development (e.g., streets, driveways, parking lots, etc.). Over the next 10 years, it is intended that these areas will continue to develop or redevelop with higher quality auto oriented sub-urban uses and patterns.

- **Urban.** This area includes the original, gridded lots and blocks of the core of the city. It includes the downtown core (zero setbacks, on-street parking, etc.) and surrounding residential neighborhoods which still predominantly exhibit a more traditional form of urban character (buildings closer to the property line, deemphasized front driveways and garages. During this plan horizon, these areas will undergo further development and revitalization with a higher focus on mixed uses and walkability within an urban character context.

When envisioning the future character of the city, the rural to sub-urban to urban character spectrum provides an overarching framework for where the major transitions should occur moving forward. These transition points should provide a clear distinction between the form, look, and feel of the built and natural environments. These transition points also provide the overarching framework guiding the more refined future land use categories. In other words, each future land use category provides a more refined level of detail while still maintaining the overarching character characteristic.

Figure 4.4, Community Character Spectrum

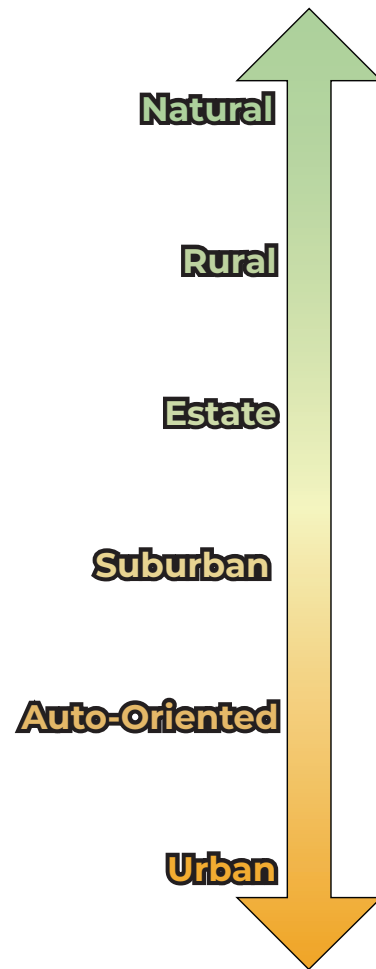
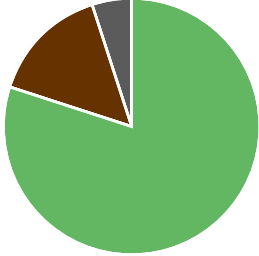
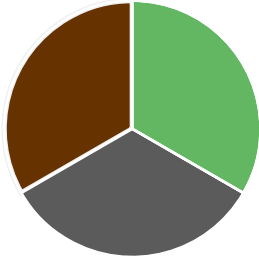
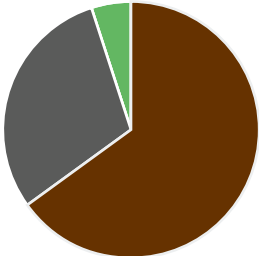
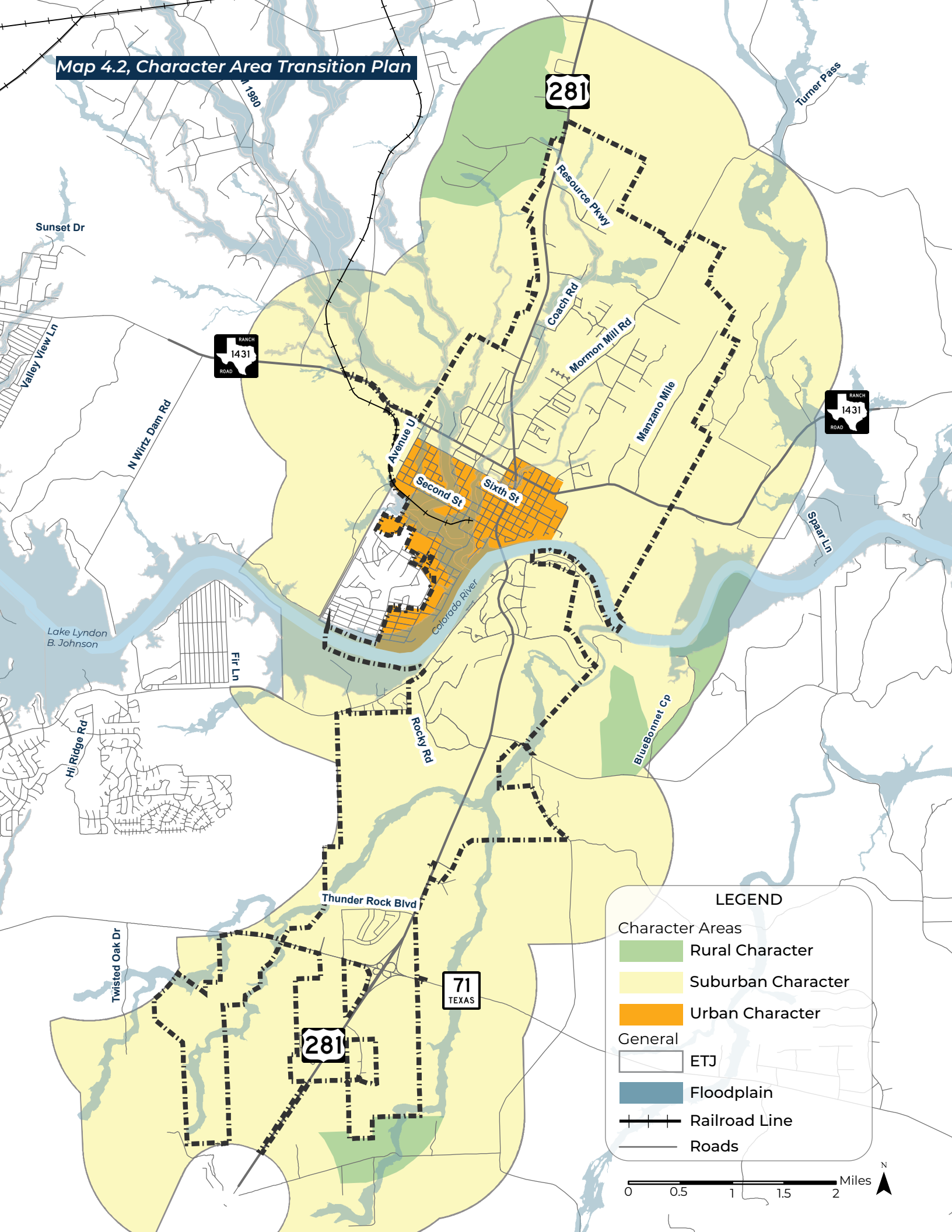


Figure 4.5, Community Character Characteristics

	GENERAL CHARACTER CONTEXT & PROPORTION	GREEN SPACE (VEGETATION)	BROWN SPACE (VERTICAL BUILDINGS)	GRAY SPACE (MOBILITY FACILITIES)
RURAL	Rural areas can be characterized by scattered buildings surrounded by large amounts of natural open space	The predominant visual distinction of rural character is embodied within the large areas of natural landscape (e.g., agriculture lands and undisturbed natural areas).	The built environment is characterized by scattered ranches,, individual large-lot residential homesteads, and large-lot residential estate lots. Supporting commercial uses may be present if developed with a rural character. Rural areas are intended to be served by on-site septic and wells.	The mobility network is generally served by rural roadways (e.g., farm-to-market, country lanes, etc.) with a rural cross-section (e.g., with swales or bar ditches and no sidewalks).
				
SUB-URBAN	Sub-urban areas can be characterized by a general balance between greenspace (lawns and landscaping), the built environment (buildings), and areas used for mobility (streets, sidewalks, driveways, garages, and parking lots).	Sub-urban greenspaces are embodied within larger setbacks, lawns and landscaping, developed parks and open spaces, and bufferyards between less compatible uses.	The built environment is predominantly characterized by suburban and auto-oriented traditional neighborhoods and auto-oriented nonresidential uses. Sub-urban areas are intended to be served by public utilities including water, wastewater, and on-site drainage (e.g., detention ponds).	The mobility network is generally served by streets with an suburban cross-section (e.g., with sidewalks or side-paths and storm sewer), on-street bike lanes, front-loaded driveways, and off-street parking lots.
				
URBAN	Urban areas can be characterized by large amounts of buildings and supporting areas used for mobility (streets, sidewalks, and parking). The amount of greenspace is minimal.	Urban greenspaces are minimal, but embodied within smaller lawns and set backs (for urban residential), street trees and planter boxes, green roofs and plazas	The built environment is characterized by buildings built close to the street (to create enclosure), vertical mixed uses, and a primary focus of serving the pedestrian first. Urban areas are intended to be served by public utilities including water, wastewater, underground storm sewer.	The mobility network is generally served by gridded streets with an urban cross-section (e.g., with sidewalks and storm sewer), on-street parking, rear alley driveway access, and public parking lots or garages).
				

Map 4.2, Character Area Transition Plan



LEGEND

Character Areas

- Rural Character
- Suburban Character
- Urban Character

General

- ETJ
- Floodplain
- Railroad Line
- Roads



FUTURE LAND USE

The Future Land Use Plan and associated descriptions capture the community's values, future growth character, and strategic directions. The plan builds upon the framework established during the last comprehensive planning process and embodies updates derived from community feedback during this public engagement process.

The Future Land Use Plan is not only a map of preferred patterns of future development, but also a tool that guides staff, elected and appointed officials, and the development community in how and what types of development will be located within the community. At the core of the plan is the protection of public health, safety, and general welfare, as well as the preservation of important community features and values. In this regard, the Future Land Use Plan is perhaps the most important component of a comprehensive plan.

With that being said, the Future Land Use Plan is just intended to be a guide and is subject to modification over time based upon new or changing information and circumstances. By state law, it does not have the same force of law as the City's zoning map; although it is predominantly used to evaluate zoning requests.

However, since a large part of the plan was implemented through revised zoning regulations and an associated map, the general strategic directions of the Future Land Use Plan represent a continuation of a long-standing community vision for the future.

It is a visionary document that not only anticipates the physical form of the community but also aspires to cultivate a resilient, equitable, and technologically advanced urban environment. As the city evolves, the plan provides a robust framework that can adapt to changing circumstances while staying true to the core values and aspirations of the community.

FUTURE LAND USE CATEGORIES

Land use categories use in the Future Land Use Plan were established in the previous comprehensive plan. The name of one category has changed, based on feedback from the public and two overlays have been added.

Descriptions of each category can be found in **Figure 4.6: Future Land Use Categories** (on page 66) and **Map 4.3, Future Land Use Plan** (on page 67), geographic areas of future development character have been identified for the entire City limits and the Extra Territorial Jurisdiction. These categories include:

RURAL

- Ranch Rural & Estate

SUB-URBAN

- Neighborhood Residential
- Mixed Density Residential
- Neighborhood Commercial
- Corridor Commercial
- Business Park
- Industrial

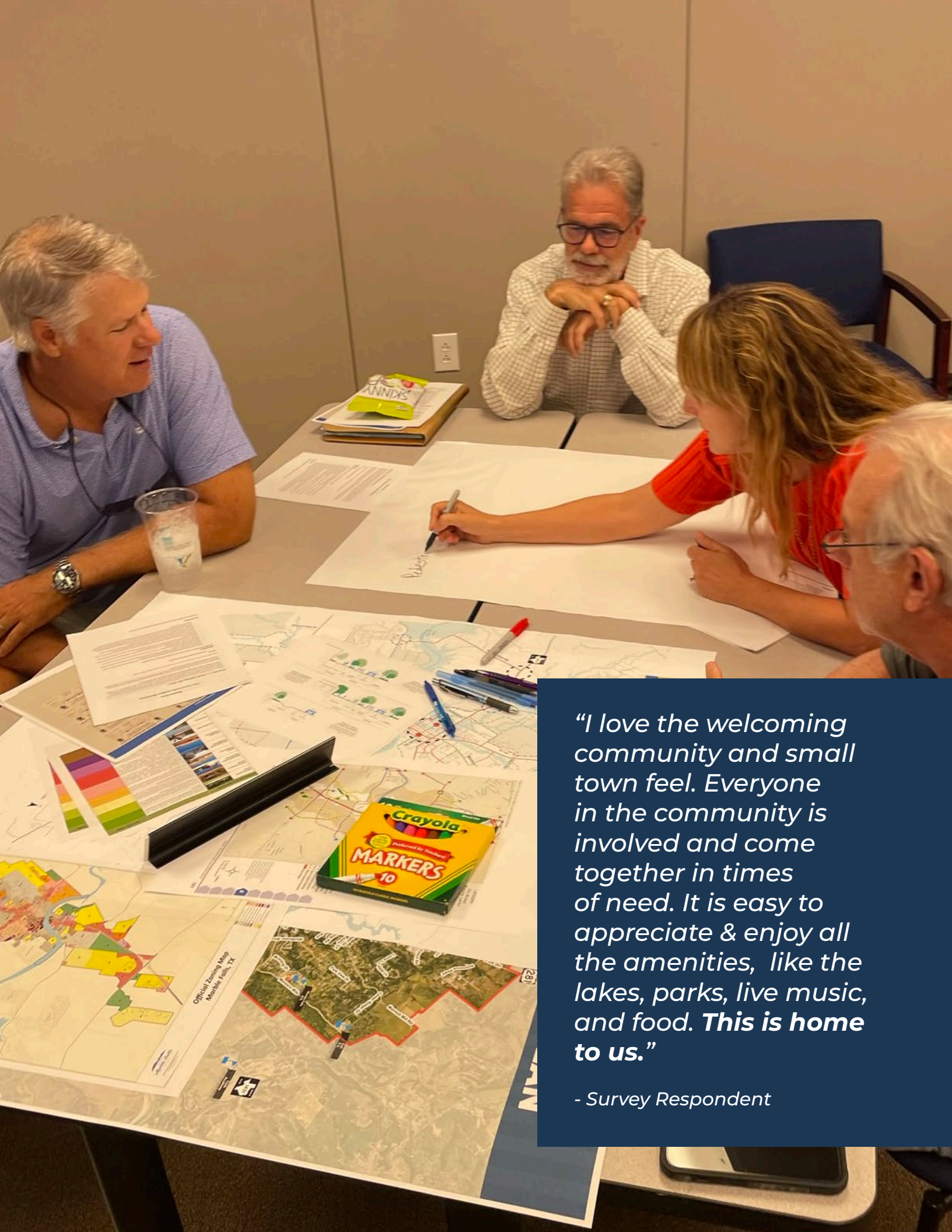
URBAN

- Downtown

GENERAL / OVERLAY

- Parks & Open Space
- Activity Centers (new)
- Floodplains* (new)

* Floodplains generally include existing and potential floodplain delineated by Atlas 14 changes in rainfall totals.



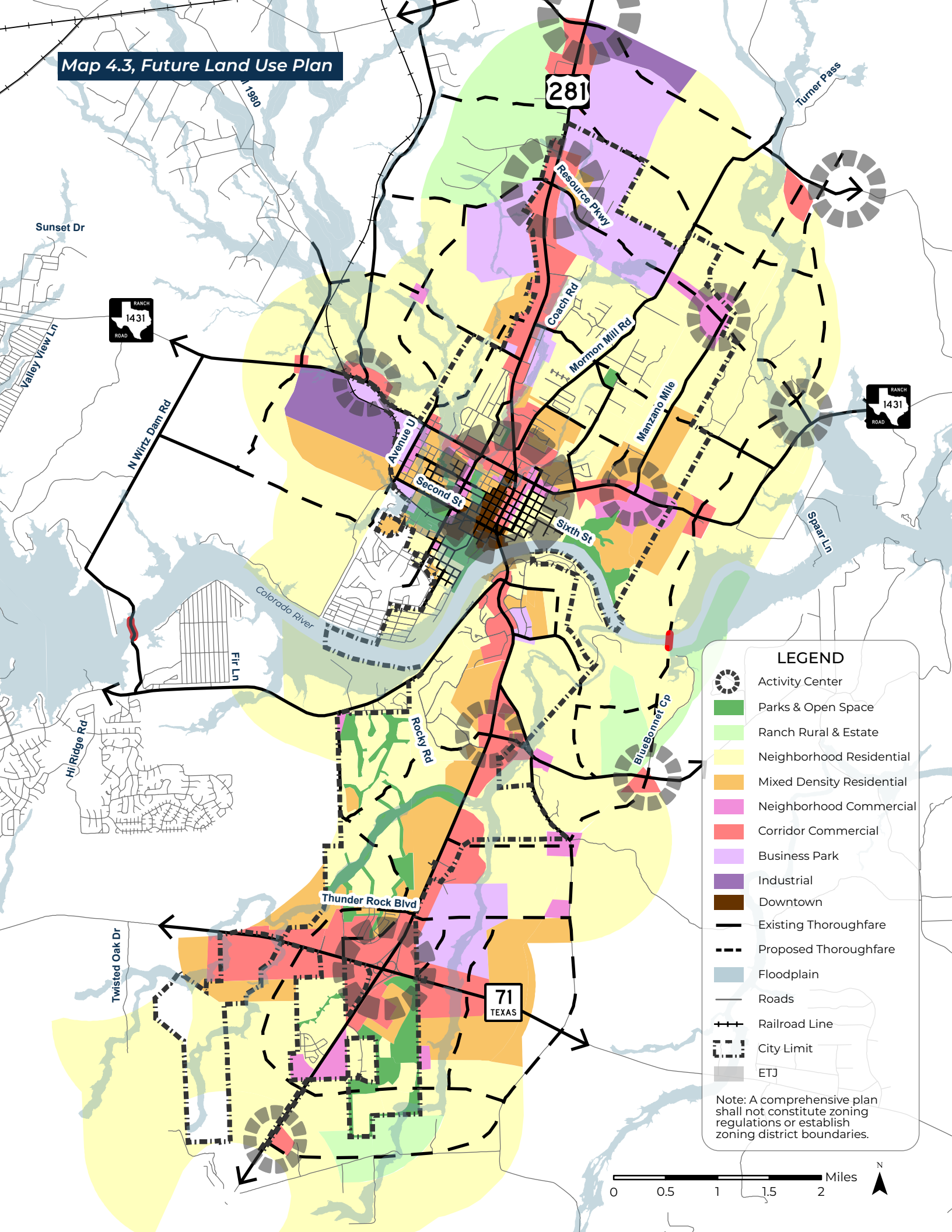
*“I love the welcoming community and small town feel. Everyone in the community is involved and come together in times of need. It is easy to appreciate & enjoy all the amenities, like the lakes, parks, live music, and food. **This is home to us.**”*

- Survey Respondent

Figure 4.6, Future Land Use Categories

FUTURE LAND USE CLASSIFICATION	DESCRIPTION	MAP COLOR/ SYMBOL	ACRES	PERCENT
PARKS & OPEN SPACE	This future land use classification includes public, and sometimes private, parkland, trails, and open spaces that have been designated for passive and active recreational enjoyment.	PO	802.61	2.80%
RANCH RURAL & ESTATE	This future land use classification is for lands intended to remain sparsely populated and largely undeveloped. These lands are dedicated to agriculture, ranching, large-lot rural residential, and the natural landscape.	RR	1,787.74	6.24%
NEIGHBORHOOD RESIDENTIAL	This future land use classification includes lands that will be developed primarily with single-family detached residential subdivisions and their associated amenities. These areas are intended to be a mix of both suburban and auto-oriented character of development.	NR	17,415.49	60.82%
MIXED DENSITY RESIDENTIAL	This future land use classification includes lands intended to be developed to a higher density with a variety of lot sizes and housing types, including single-family attached and multi-family.	MDR	2,747.52	9.60%
NEIGHBORHOOD COMMERCIAL	This future land use classification is for lands that will be developed for nonresidential uses that are of an appropriate use, scale, and design that is compatible with abutting or nearby residential uses. These developments typically occupy much smaller footprints, have pitched roofs and less signage, higher levels of landscaping, and deemphasize or screen parking.	NC	609.30	2.13%
CORRIDOR COMMERCIAL	This future land use classification is for lands that will be developed to support businesses that rely on high traffic volume and the visibility associated with being located along a major roadway. While accommodating the automobile will be the predominant focus, improved and enhanced design techniques will improve the quality and appearance of major corridors.	CC	2,661.25	9.29%
BUSINESS PARK	This future land use classification is for lands that will be developed to support various employment opportunities predominantly related to light manufacturing or industrial, warehousing, etc. Development within these areas requires minimal design features to improve the quality and appearance of public rights-of-way.	BP	1,944.30	6.79%
INDUSTRIAL	This future land use classification is for lands that will be developed to support light or heavy industrial and/or manufacturing uses that generate nuisances (e.g., noise, dust, light, etc.).	IN	503.45	1.76%
DOWNTOWN	This future land use classification is intended to include a mix of uses developed with an urban character in a higher density, walkable environment. It is envisioned that this area will redevelop with higher intensity commercial uses and associated lake-based tourist attractions to improve the local economy and establish this area as a true regional destination attraction.	DN	162.52	.57%
TOTAL			28,634.16	

Map 4.3, Future Land Use Plan



LEGEND

- Activity Center
- Parks & Open Space
- Ranch Rural & Estate
- Neighborhood Residential
- Mixed Density Residential
- Neighborhood Commercial
- Corridor Commercial
- Business Park
- Industrial
- Downtown
- Existing Thoroughfare
- Proposed Thoroughfare
- Floodplain
- Roads
- Railroad Line
- City Limit
- ETJ

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



ACTIVITY CENTERS

Activity Center areas are the major strategic centers within the community. They are intended to provide opportunity for diverse retail, employment and mixed-use destinations at critical intersections to create denser, value-intensive development.

These centers are regional in nature and serve a population beyond Marble Falls and are located at critical intersections of major arterials. Managing access and traffic in these high-volume areas will require planning and coordination.

In a changing retail environment, Activity Centers are designed to become community destinations with activities, amenities, shopping, restaurants and places to gather, live and work. These mixed-use centers should complement smaller neighborhood centers and the urban development in Downtown.

Individually, these centers are expected to have a differing balance of land use, design, and overall atmosphere based on their location and context.

APPROPRIATE LAND USE TYPES

There are no additional restrictions on land use beyond what is allowed within the underlying Land Use classifications, provided that the development configuration and design still embodies the intent and character of the Activity Center classification.

ZONING DISTRICTS

The Activity Center land use classification is not intended to be implemented using specific zoning districts. Rather, the development proposal should identify how the requested zoning district(s) provide(s) for the development intent and character set forth in this section. In instances where the existing zoning district(s) is/are not able to meet the intent, it is anticipated that the developer will utilize Section 4.4.3, Planned Development Districts (PDD) of the City's Code of Ordinances.



An activity center is comprised of more intensive, walkable shopping, restaurants and places to gather, live and work and oftentimes serve as anchors or community destinations

FLOODPLAINS

Floodplains are nature’s response in providing flood risk reduction. They slow runoff and store floodwater and are constantly changing. Historically in the U.S., floodplains have been viewed as something to remove and to control.

In an era of dynamic climate and storm challenges, many cities big and small are experiencing more frequent and greater impacts of flooding on the built environment.

Moving forward, the City needs to reevaluate its historical perception about floodplains and view them now as critical opportunities for protection and to provide a host of community co-benefits to city residents and tourists alike.

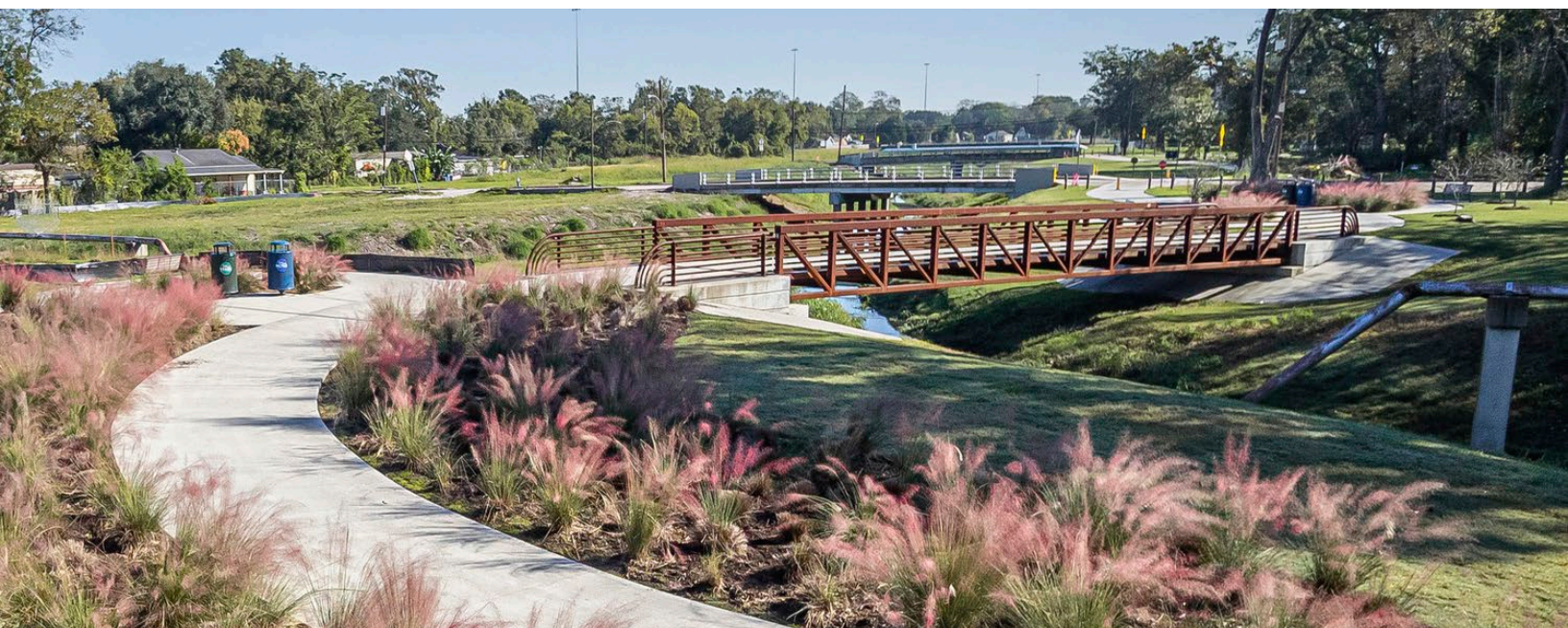
Some of the primary benefits of protecting floodplains include reducing risk of flooding in downstream areas, minimizing harm to individuals and damage to critical assets. But, other co-benefits include providing recreational open spaces which contribute to residents’ physical and mental well-being, providing habitats for diverse ecosystems and preserving biodiversity, improving water quality and reducing urban heat island impacts, and providing opportunities for celebrating local cultural heritage.

APPROPRIATE LAND USE TYPES

Similar to the parks and open space classification, areas designated with a floodplain overlay are primarily intended to be protected for future flood conveyance, stormwater detention and retention, open space, parks, trails, and recreation, as they are generally not suitable for other types of development. Developable land directly adjacent to floodplain has potential in several locations in Marble Falls to be prime development locations associated with the waterfronts.

ZONING DISTRICTS

The Floodplain overlay land use classification areas identified on Map 4.3, Future Land Use Plan are not intended to be implemented using specific zoning districts, as these areas are commonly found throughout private development proposals. Moving forward, the City should identify opportunities for land dedication to protect key corridors and improved regulations for private development.



Open space corridors improve overall quality of life by providing multiple community benefits such as floodplain protection, reduction of urban heat, recreation and areas for social interaction, etc.

THOROUGHFARES & CONTEXT-SENSITIVE DESIGN

A city’s transportation system has a strong influence on the quality of life and economic potential of a community. A well-designed and coordinated transportation system provides multiple modes of mobility to ensure residents and visitors can move in and through a city safely and with ease.

When the system is working correctly, movement is relatively unnoticed and subconsciously contributes to the economic attractiveness of the area and higher quality of life. When the system is deficient, simple movement oftentimes results in higher levels of frustration and a perceived lower quality of life. In these cases, the transportation system subconsciously or consciously decreases the economic attractiveness of an area for both existing and prospective residents and businesses. While one oftentimes equates this just to the movement of vehicles, the same positive or negative feelings of comfort, ease of use, and safety need to be applied to all non-vehicular forms of mobility too—including walking, biking, and other forms of alternative mobility choices.

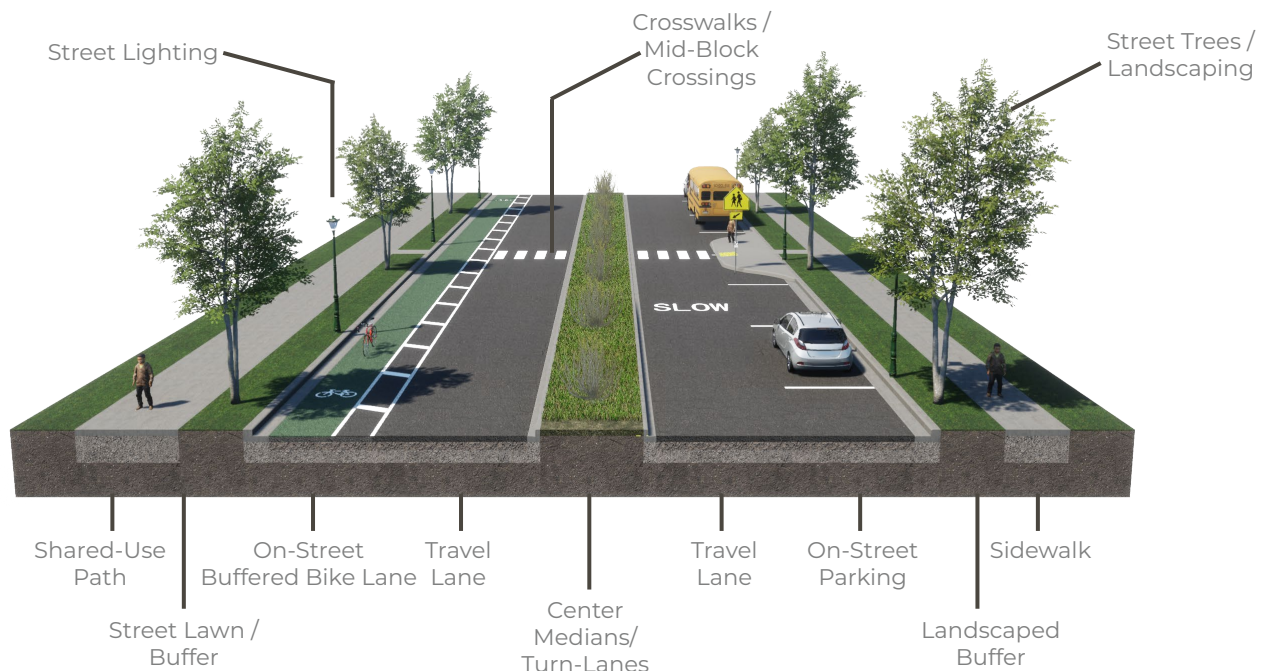
Beyond movement, many jurisdictions are also starting to realize that a visually unappealing

transportation system can significantly detract from a city’s overall quality of life. This is particularly important for communities, such as Marble Falls, that rely heavily on sales tax dollars as a predominant mechanism to fund City facilities and services. In other words, the visual appeal of roadways (which is sometimes all a tourist or passer-by might see) is widely recognized as having an impact on whether or not one might want to spend money in a city. As a result, there is increased attention to the design of roadways so that it either minimizes the impact on, or enhances the character of, the adjacent properties. When a mobility system meets the needs of all users, improves efficiency, and feels safe, it is oftentimes called a Complete Street.

COMPLETE STREETS

Complete Streets embody a transportation policy and design approach that requires streets to be planned, designed, operated and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. Complete Streets allow for safe travel by those walking, cycling, driving automobiles, riding public transportation, or delivering goods.

Figure 4.7, Example Complete Street Components



The design of Complete Streets is comprised of elements which accommodate the diverse needs of all users, including pedestrians, cyclists, motorists, and, when applicable, public transit users. The specific design elements of a Complete Street include:

- **Sidewalks.** Wide and accessible sidewalks, buffered from the roadway (e.g., with separated tree lawns) provide a safe and comfortable space for pedestrians.
- **Bike Accommodations.** Dedicated on-street bike lanes or near-street shared-use paths for cyclists help create a safer environment for biking and encourage alternative modes of transportation.
- **Crosswalks.** Clearly marked and well-designed crosswalks enhance pedestrian safety when crossing streets.
- **Traffic Calming Measures.** Features such as curb extensions, roundabouts, or narrowed lanes are incorporated to slow down vehicle speeds and improve safety.
- **Street Amenities.** Benches, trash bins, lighting and other amenities contribute to a more comfortable and inviting urban environment.

- **Accessible Design.** Curb ramps, tactile paving, and other features ensure that the street is accessible to people with disabilities.
- **Green Infrastructure.** Trees, planters, and other green elements contribute to aesthetics, provide shade, reduce the urban heat island effect, and improve environmental sustainability.
- **Smart Street Technology.** Integration of technology for traffic management, pedestrian signals, and other smart features to enhance safety and efficiency.
- **Complete Intersections.** Intersection designs that prioritize the safety and efficiency of all modes of transportation (e.g., bulb-outs, crosswalks, etc.).

The goal of a Complete Street is to create a balanced and integrated transportation network that considers the needs of all users. The specific elements implemented can vary based on the street type, local context, community needs, and available resources.

Figure 4.8, Representative Complete Street



Example Rendering of a Complete Street

STREET AND LAND USE CHARACTER

Beyond just being a Complete Street and serving all users, all roads and streets need to be designed to be context sensitive to the uses they are intended to serve. In this regard, road and street design needs to work synergistically within the urban to sub-urban to rural character of the adjacent land uses.

- **Urban Streets.** Urban streets typically feature a mix of pedestrian-friendly elements such as sidewalks, crosswalks, and street furniture as well as on-street parking supported by off-street public parking lots. These streets are often characterized by a dense and diverse built environment, with considerations for safety, accessibility, and a vibrant urban experience (See **Figure 4.9**).
- **Suburban Streets.** Suburban streets most closely resemble standard street sections that are common in Marble Falls today. They are predominantly designed to serve vehicular traffic over all other transportation users. In their historical configuration, these facilities attempt to simultaneously serve both vehicular throughput (like a road) and direct property access (like a street)—oftentimes to the detriment of both purposes. These types of facilities are more recently negatively connotated as stroads. New suburban streets should be designed with more Complete Street elements to better serve all users in the city (See **Figure 4.9**).
- **Rural Roadways / Streets.** Rural streets, or roads, are primarily designed for mobility and provide more limited access in rural character areas, both within the City limits and ETJ. They are designed with drainage swales (rather than curb and gutter) and may or may not have bicycle and pedestrian accommodations (or would be served by a rural off-street shared-use path). The application of rural streets assumes that low density residential development, agricultural land uses, or other dispersed land uses would remain rural during the plan horizon (See **Figure 4.9**).



Images of Street Character

Figure 4.9, Character-based Representative Street Cross Sections

Set out below are representative cross sections which depict the difference in street and/or roadway design characteristics depending on the character of the adjacent land uses it intends to serve.

Urban Street Character



Urban street character is comprised of street design elements which prioritize pedestrian safety and comfort over vehicular throughput. This involves narrower travel lane widths (to reduce vehicular speed and minimize pedestrian crossing distances), on-street parking (to create a buffer between vehicular movement and pedestrian comfort and safety), wider sidewalks with pedestrian amenities (like benches, seating, etc.), shade trees in tree grates (to provide shade and reduce the impacts of the urban heat island effect), and buildings built to the front property line with active storefronts to maximize pedestrian access, safety, comfort, and equally important, interest. Urban streets are designed with curb and gutter and may also have public off-street parking lots.

Sub-Urban Street Character



Sub-urban street character is comprised of street design elements which prioritize vehicular needs over all other users. These facilities oftentimes include wider travel lanes which allow for increased travel speed (irrespective of enforcement), while at the same time providing for frequent direct access to adjacent land uses. The character of the street is dominated by vehicular accommodations including street travel lanes, large off-street parking lots (fronting most uses), access roads, driveways, and garages. Oftentimes, bicycle and pedestrian accommodations, if included at all, are a design afterthought. This provides for low comfortability and general lack of use of these accommodations. Sub-urban streets are designed with curb and gutter.

Rural Roadway / Street Character



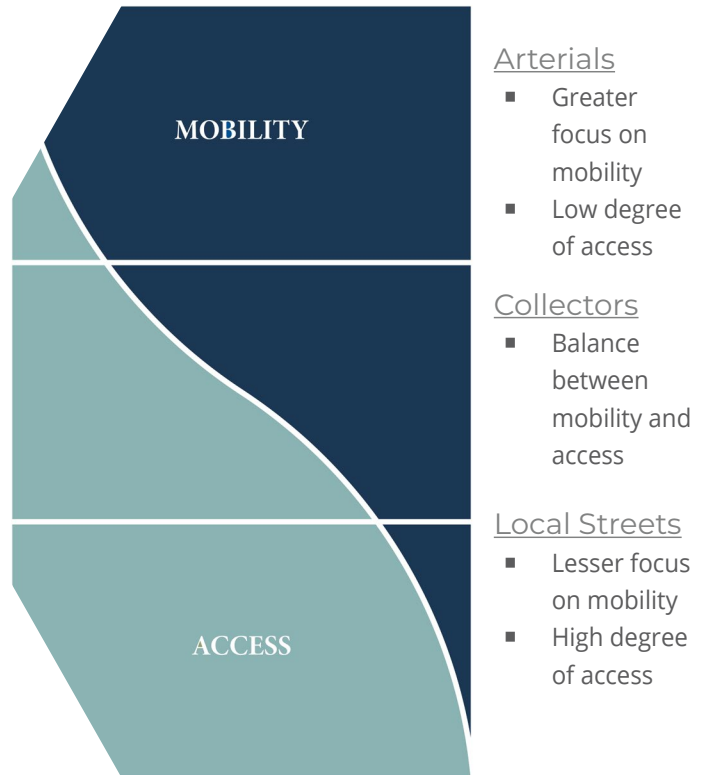
Rural roadway / street character is comprised of street design elements which prioritize vehicular connectivity to sparsely served areas of rural land use. These facilities are served by drainage swales (rather than curb and gutter), and if they include bicycle or pedestrian accommodations, it would be located as part of an off-street rural shared-use path.

CHARACTER-BASED FUNCTIONAL CLASSIFICATIONS

Once the intended character of the street and land use is determined, then the functional classification and intensity of the transportation facility can be determined. This acknowledges that certain roadways may cross various character areas, and as such, the street character should change too.

As shown in **Figure 4.10, Mobility Versus Access**, each thoroughfare provides differing levels of mobility or access between mobility and access. Indeed, mobility and access have an inverse relationship, where streets that have greater mobility have less access and vice versa. In other words, streets that prioritize mobility and connectivity (e.g., major collectors and arterials) are based on design standards that prioritize speed and volume. Conversely, streets that prioritize access (e.g., local streets) are based on design standards that maximize access and the building of community wealth over mobility.

Figure 4.10, Mobility Versus Access



Thoroughfare and street classifications and their associated design standards are a policy decision which prioritize different intentional outcomes depending on whether the street’s purpose is for mobility or for access and community wealth creation.

Therefore, a city’s thoroughfare plan, functional classifications, and associated street design standards necessitate an intentional approach based on a clear understanding of intended existing or future desired development. To achieve desired development outcomes, critical transportation policy such as priority implementation of the Thoroughfare Plan and adherence to Complete Street design standards should remain a priority for the City in the regulatory process and during decision-making during development approvals.

This plan includes a series of character-based functional classification standards based on Complete Street designs standards. The thoroughfare classifications are grouped by intended urban, sub-urban, or rural future land use outcomes. Character-based design characteristics were specifically tailored for Marble Falls unique characteristics. While it acknowledges a level of inconsistency with examples of roadway characteristics existing in the City (which were historically developed without clear standards or intentionality towards developing differing areas of character outcomes), it best implements the vision of the community to foster and preserve small-town culture—one that adapts to growth and modern changes.

The following pages include functional street design classifications and standards set out in **Figure 4.11, Sub-Urban Street Design Characteristics** and **Figure 4.12, Urban and Rural Street Design Characteristics** followed by the **Map 4.4, Thoroughfare Plan**.

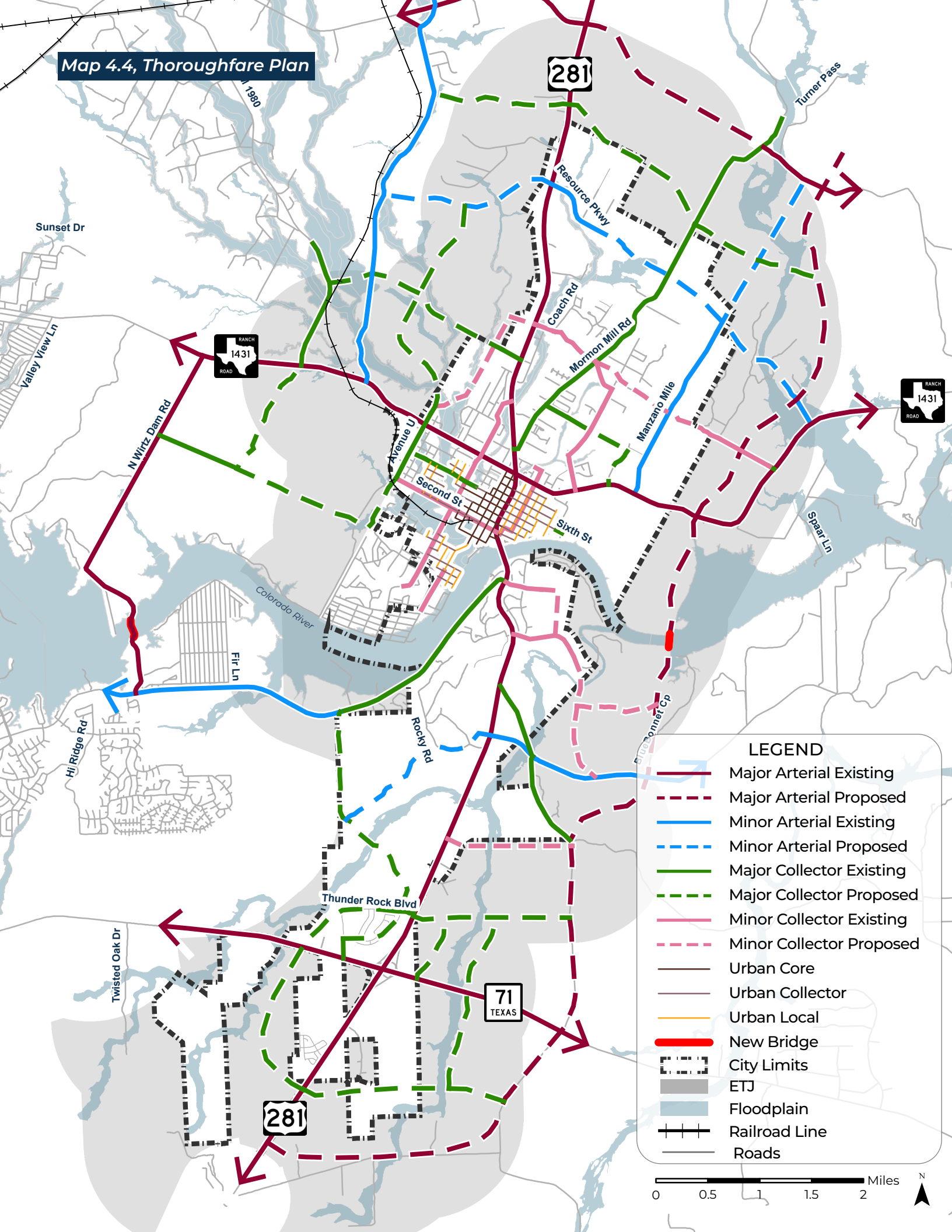
Figure 4.11, Sub-Urban Street Design Characteristics

ATTRIBUTE	MAJOR ARTERIAL	MINOR ARTERIAL	MAJOR COLLECTOR	MINOR COLLECTOR	LOCAL
FUNCTION					
Functional Role	Regional mobility	Cross-city mobility	Connects arterials and local streets	Collects local traffic and connects to collectors and arterials	Property access
Streetway Continuity	Continuous regional cross-city connectivity	Continuous cross-city connectivity; connects to other street types	Continuous between arterials	Generally discontinuous	Generally discontinuous, but connects to collectors
Right-of-Way	80 - 160 feet	80 - 100 feet	65 - 75 feet	50 - 60 feet	50 feet
Desirable Spacing	2 miles	1 - 2 miles	1/4 to 1/2 miles	Varies	300 - 800 feet
Design Speed	35 to 65 mph	40 to 45 mph	25 to 35 mph	30 to 40 mph	25 to 30 mph
Traffic Volumes	20,000 - 40,000	5,000 - 24,000	4,000 - 15,000	1,000 - 5,000	80 - 1,000
STREETWAY					
Travel lanes	4 to 5 lanes; access management a priority	2 to 5 lanes	2 to 3 lanes	2-way vehicular movement, no striping travel lanes	2-way vehicular movement, no striping travel lanes
Turn Lanes	Decel lanes required; intermittent left-hand turn lanes required (e.g., 1 at most intersections & up to 2 at major intersections)	Decel lanes required based on intensity; intermittent left-hand turn lanes at major intersections	One left-hand turn lane at signalized intersections when warranted	Not typical	None
On-street Parking	No	No	Typically restricted, but may be appropriate in certain areas	Typically restricted, but may be appropriate in certain areas	Permitted
Curb & Gutter	Varies	Vertical curb	Vertical curb	Vertical curb	Vertical curb
Stormwater	Typically subsurface storm drain in developed areas	Typically subsurface storm drain in developed areas	Typically subsurface storm drain in developed areas	Typically subsurface storm drain in developed areas	Typically subsurface storm drain in developed areas
Median	Medians are intended to manage turning movements and access, provide refuge for pedestrians crossing, and landscaping	Medians are intended to manage turning movements and access, provide refuge for pedestrians crossing, and landscaping	Medians are appropriate to improve aesthetics and access management	Medians may be appropriate to improve aesthetics, and traffic calming	Not recommended
Bikeways	Shared-use paths	Shared-use paths	On-street 4' bike lanes or shared-use paths	Not designated (shared lanes at ≤25 mph), striped bike lanes or shared-use paths	Not designated (shared lanes at ≤25 mph)
Traffic Calming	Not appropriate	Not appropriate	In limited situations	May be considered	May be considered
Designed for Transit	Yes	Yes	Yes	No	No
STREETSIDE					
Sidewalks	8 feet minimum on both sides, or 10 feet and 6 feet	7 feet minimum on both sides	6 feet minimum on both sides	5 feet minimum both sides, or 8 feet one side	5 feet both sides
Edge Zone	Yes, 5-8 feet	Yes, 4-5 feet	Yes, 3-5 feet	Optional, 3-5 feet	Yes, 3-5 feet
Street Trees/Landscaping	Shade trees and/or ornamental trees in medians and edge zones where appropriate	Shade trees and/or ornamental trees in medians and edge zones where appropriate	Shade trees and/or ornamental trees in medians and edge zones where appropriate	Shade trees and/or ornamental trees in medians and edge zones where appropriate	Shade trees in edge zones or outside of right-of-way
Residential Driveways	Prohibited	Prohibited	Prohibited	Prohibited	Permitted

Figure 4.12, Urban and Rural Street Design Characteristics

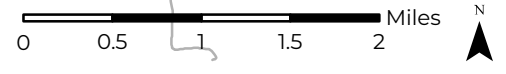
ATTRIBUTE	URBAN CORE / MAIN STREET	URBAN COLLECTOR	URBAN LOCAL	RURAL ROAD	RURAL LOCAL
FUNCTION					
Functional Role	Direct access to on-street parking; pedestrian walkability	Provides access from traditional residential areas to downtown	Property access in existing traditional residential areas	Rural roadway connections	Rural property access
Streetway Continuity	Interconnected urban grid; alley access	Interconnected urban grid; alley access	Interconnected urban grid; alley access	Generally continuous, connects to other roads and streets	Generally discontinuous, but connects to other rural roads
Right-of-Way	80 - 100 feet	80 feet	100 feet	40 - 100 feet	50 - 60 feet
Design Speed	15 to 20 MPH	25 to 30 MPH	25 MPH	≥50 mph	20 to 25 mph
Traffic Volume (Average Daily Trips)	Varies	100 - 500	80 - 100	300 - 2,600	80 - 600
STREETWAY					
Travel lanes	2 travel lanes, typically two-way movement except for unique circumstances	2-way vehicular movement; no striping travel lanes	2-way vehicular movement; no striping travel lanes	2 lanes, no striping travel lanes	2 lanes, no striping travel lanes
Turn Lanes	Permitted at intersections with urban collectors as part of divided median	None	None	None	None
On-Street Parking	Both sides with predominantly angled parking	Permitted; limited by presence of bike and pedestrian facilities and available ROW width	Allowed; both sides of the street with parallel parking	No	Permitted, limited by width
Curb & Gutter	Vertical curb	Vertical curb	Vertical curb	Vertical or Ribbon curb	Vertical or Ribbon curb
Stormwater	Subsurface storm drain	Subsurface storm drain	Subsurface storm drain	Open channel, culverts	Open channel, culverts
Median	Permitted with landscaped median narrowed for turn lanes	None	None	None	None
Bikeways	No	Allowed	None	Not designated	Not designated
Traffic Calming	Yes with intersection bulb outs and mid-block as may be necessary	Potentially as warranted	Potentially as warranted	Not recommended	Not recommended
Designed for Transit	Yes	Yes	Yes	No	No
STREETSIDE					
Sidewalk	8-12 feet; shorter with presence of median	6-8 feet	5 feet	None	None
Edge Zone	Yes, 4-6 feet	Yes, 4-10 feet	Yes, 4-6 feet	Natural	Natural
Street Trees/Landscaping	Urban street trees should be planted in metal grates in pedestrian areas with adequate growing room. Paired with benches, annuals, and planter boxes. Trees with less than 6' shall be planted with root barriers to allow for optimal root conditions and compatibility with utilities.	Street trees should be planted in street lawns. Trees with less than 6' shall be planted with root barriers to allow for optimal root conditions and compatibility with utilities.	Street trees should be planted in street lawns. Trees with less than 6' shall be planted with root barriers to allow for optimal root conditions and compatibility with utilities.	None	None

Map 4.4, Thoroughfare Plan



LEGEND

- Major Arterial Existing
- - - Major Arterial Proposed
- Minor Arterial Existing
- - - Minor Arterial Proposed
- Major Collector Existing
- - - Major Collector Proposed
- Minor Collector Existing
- - - Minor Collector Proposed
- Urban Core
- Urban Collector
- Urban Local
- █ New Bridge
- City Limits
- ETJ
- Floodplain
- Railroad Line
- Roads



PARKS AND OPEN SPACES

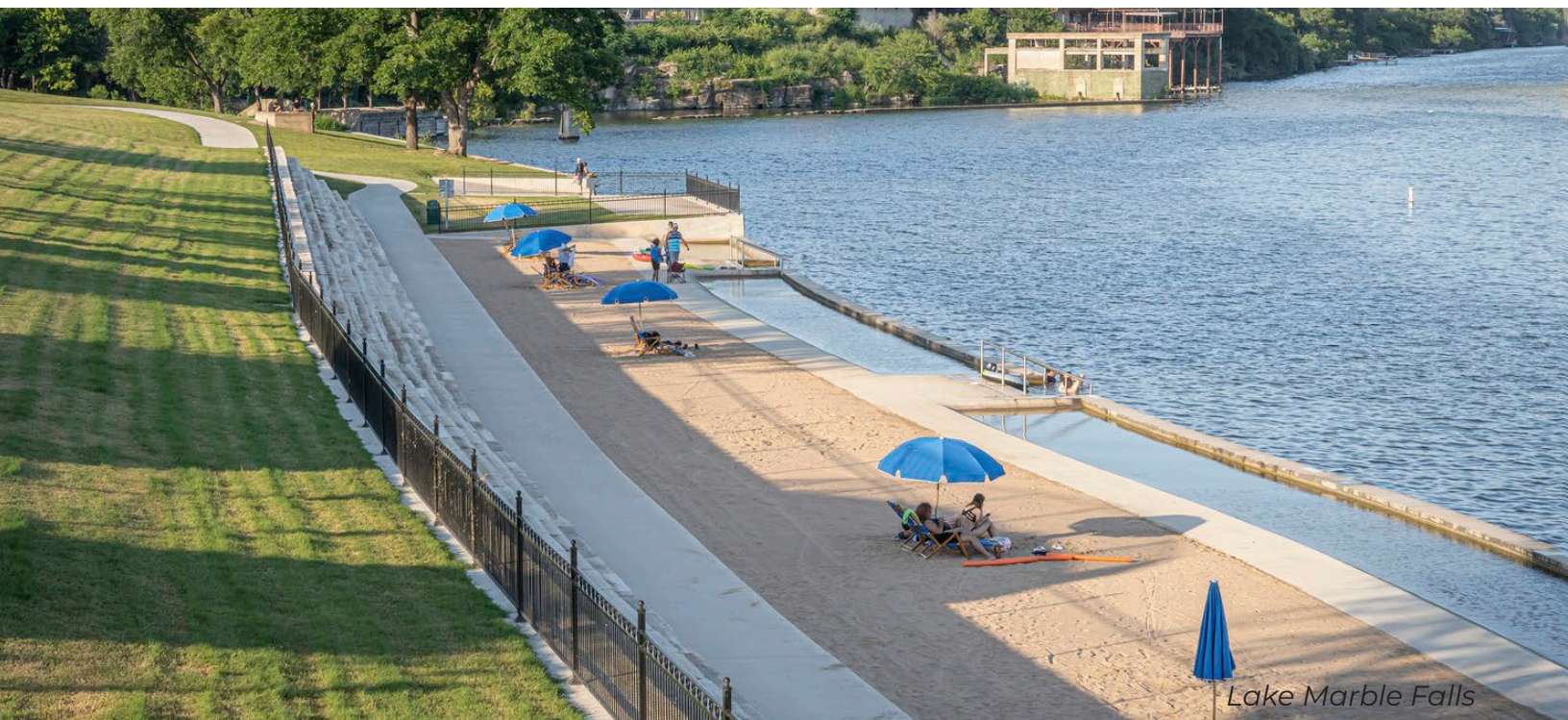
Marble Falls, by the name alone, takes part of its identity from the invaluable natural resources in the area, namely Lake Marble Falls and large swaths of natural land. The city is situated on a chain of seven beautiful lakes along the Colorado River of Texas, nestled between wildflower-covered hills in the heart of the Texas Hill Country—a region known for its natural beauty. Within the center of the city, there is convenient access to parks and a growing system of trails, including a recently renovated park and trail along Lake Marble Falls. A series of streams and associated floodplain corridors provide the potential of providing access to a network of greenway trails and open spaces throughout the community. Indeed, the city has incredible opportunities to enhance the quality of life for residents and attract additional visitors by providing high-quality, diverse parks, recreation, and open spaces.

This abundant amount of natural resources also provides residents numerous ecosystem services which are critical for both environmental health and human well-being. These areas act as natural buffers against flooding and decrease risk to area residents, help to reduce air pollution and the growing impacts from increasing urban heat island

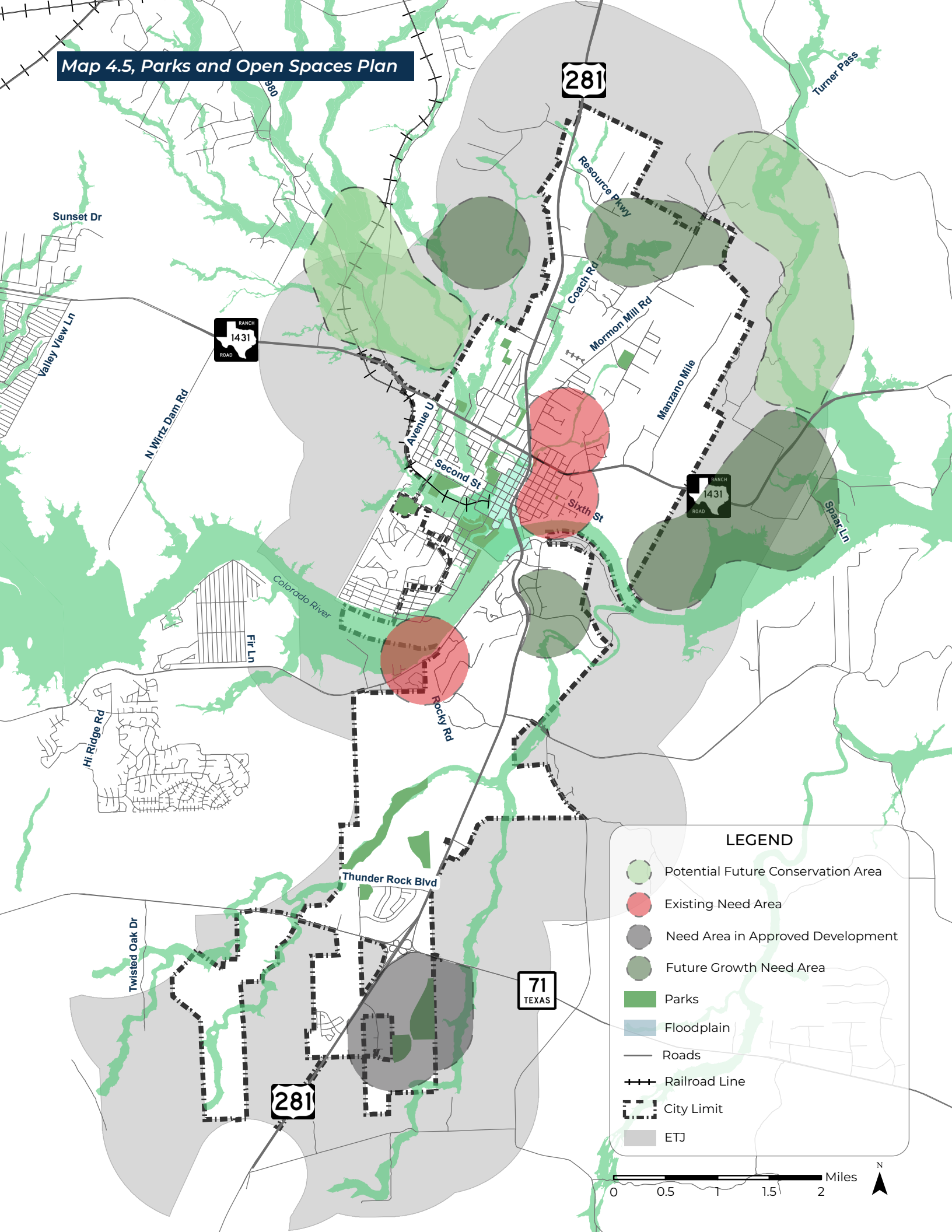
effects. They also enhance biodiversity offering habitat for diverse plant and animal species, as well as enhancing water quality by acting as filters, trapping sediments and pollutants. Beyond environmental benefits, these areas could serve as recreational havens, promoting physical and mental well-being, while also strengthening resilience to a changing climate.

When considering the long-term future of Marble Falls, maximizing the preservation of its unique natural assets, combined with enhancing recreational connectivity and access, best positions the city to protect what residents and visitors cherish most. This is supported by citizen sentiments captured during the public engagement process, where they indicated it was “the highest priority” for the future of Marble Falls.

Accordingly, the City will need to pursue parkland acquisition and open space preservation, in current and future areas of need. As the population grows in numbers and distribution, parkland acreage should expand proportionally to allow for equal access to parks and opens spaces across the community. These areas are identified on **Map 4.5, Parks and Open Spaces Plan** (on the next page).



Map 4.5, Parks and Open Spaces Plan



LEGEND

- Potential Future Conservation Area
- Existing Need Area
- Need Area in Approved Development
- Future Growth Need Area
- Parks
- Floodplain
- Roads
- Railroad Line
- City Limit
- ETJ

0 0.5 1 1.5 2 Miles N
▲

ALTERNATE MOBILITY

In smaller rural communities, enhancing alternative mobility can be achieved through the development of greenway trails, side-paths, and sidewalks. Establishing well-designed greenway trails offers residents opportunities for a healthy lifestyle through recreational walking, running, or biking while side-paths and sidewalks contribute to safer pedestrian routes within the community. Investing in these types of civic infrastructure improvements not only encourages active transportation but also promotes connectivity which provides residents with accessible and eco-friendly options for navigating the more rural, small-town landscape.

Community engagement remains essential in tailoring these projects to meet the specific needs and preferences of residents. During the public engagement of this process, Marble Falls residents expressed a strong desire for a citywide trails network. In fact, when asked about what residents would add in the next five to 10 years to “positively improve the city,” the top two answers were greenways / trails and sidewalk connections. In a town that takes pride and identity as a gateway to the Texas Hill Country, these alternate pedestrian and bicycle mobility options enhance the connection between residents and tourists to the outdoor, natural landscape.

Implementing the vision of an alternate mobility network is achieved through several

policy tools. First, a network of greenway trails can be established incrementally through the preservation (e.g., fee simple dedication or easements) of natural corridors concurrent with new development. This is oftentimes required as part of the subdivision regulations or a parkland dedication and development ordinance. This network of off-street greenway trails becomes the central spine of the alternate mobility system and is traditionally owned and maintained by the city, while off-street connections to the spine network are owned and maintained by area property owner associations.

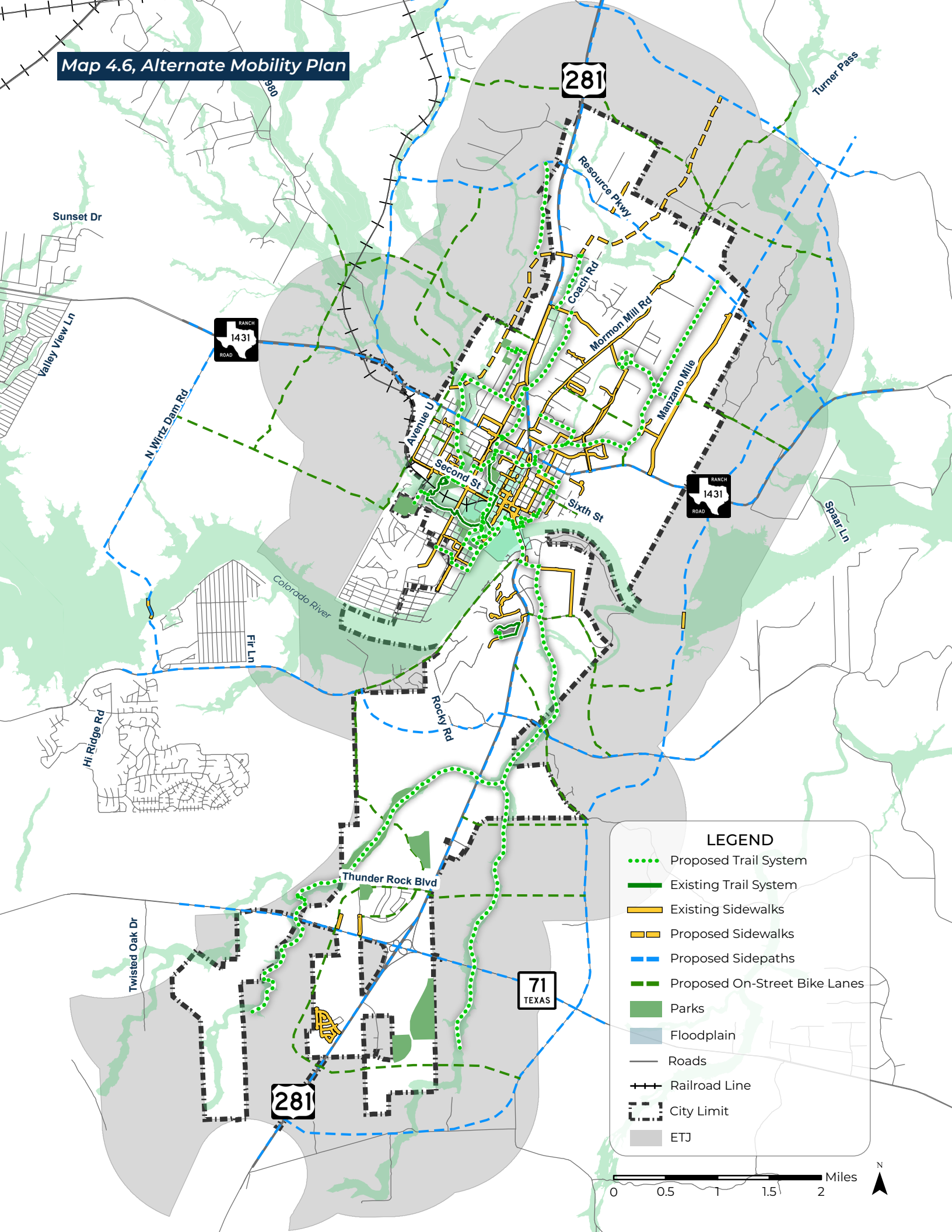
The next priority is providing safe, accessible bicycle and pedestrian connections to the spine network from all parts of the city. This is accomplished by establishing and adhering to the Complete Street cross-sections set out earlier in this chapter. As identified during this process, these key connections would be established as part of the expansion of the street and roadway network set out in **Map 4.4, Thoroughfare Plan**. This includes establishing near-street side-paths along new arterial roadways, on-street bike lanes on the slower collector network, and safe and comfortable sidewalks along all other streets.

Finally, the City will need to identify and retrofit key segments which are missing in already established areas. The proposed network is set out on **Map 4.6, Alternate Mobility Network** (on the next page).



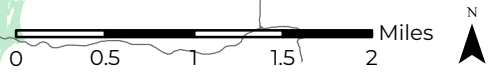
Backbone Creek Trail in Marble Falls

Map 4.6, Alternate Mobility Plan



LEGEND

- Proposed Trail System
- Existing Trail System
- Existing Sidewalks
- Proposed Sidewalks
- Proposed Sidepaths
- Proposed On-Street Bike Lanes
- Parks
- Floodplain
- Roads
- Railroad Line
- City Limit
- ETJ



SPECIAL AREA PLANNING

The overarching purpose of a comprehensive plan is to serve as a strategic blueprint for the sustainable development and growth of a community, providing a cohesive framework that guides land use, infrastructure, and policy decisions. It aims to enhance the quality of life for residents, balance economic, social, and environmental considerations, and create a resilient and vibrant community for both current and future generations.

The comprehensive plan is also a high-level assessment that—by point of specific intention—does not and cannot provide all the refined details needed to guide implementation. Many of these details are fleshed out during subsequent processes like development code updates, sub-planning (e.g., park system plans and water and wastewater master plans) and special area planning (e.g., downtown, neighborhood, and corridor plans).

This section identifies an overarching community direction to undertake a series of recommended follow up planning analyses to ensure the proper level of guidance is established for these special areas of consideration.

SPECIAL AREAS OF CONSIDERATION

The special areas planning framework within a comprehensive plan encompasses crucial elements such as clearly defined goals and objectives, customized land use policies and zoning regulations for each planning area, strategies for community engagement and infrastructure planning, and considerations for environmental conservation and risk management. It also incorporates economic development initiatives, cultural and recreational enhancement considerations, and clear implementation strategies with ongoing monitoring and evaluation mechanisms.

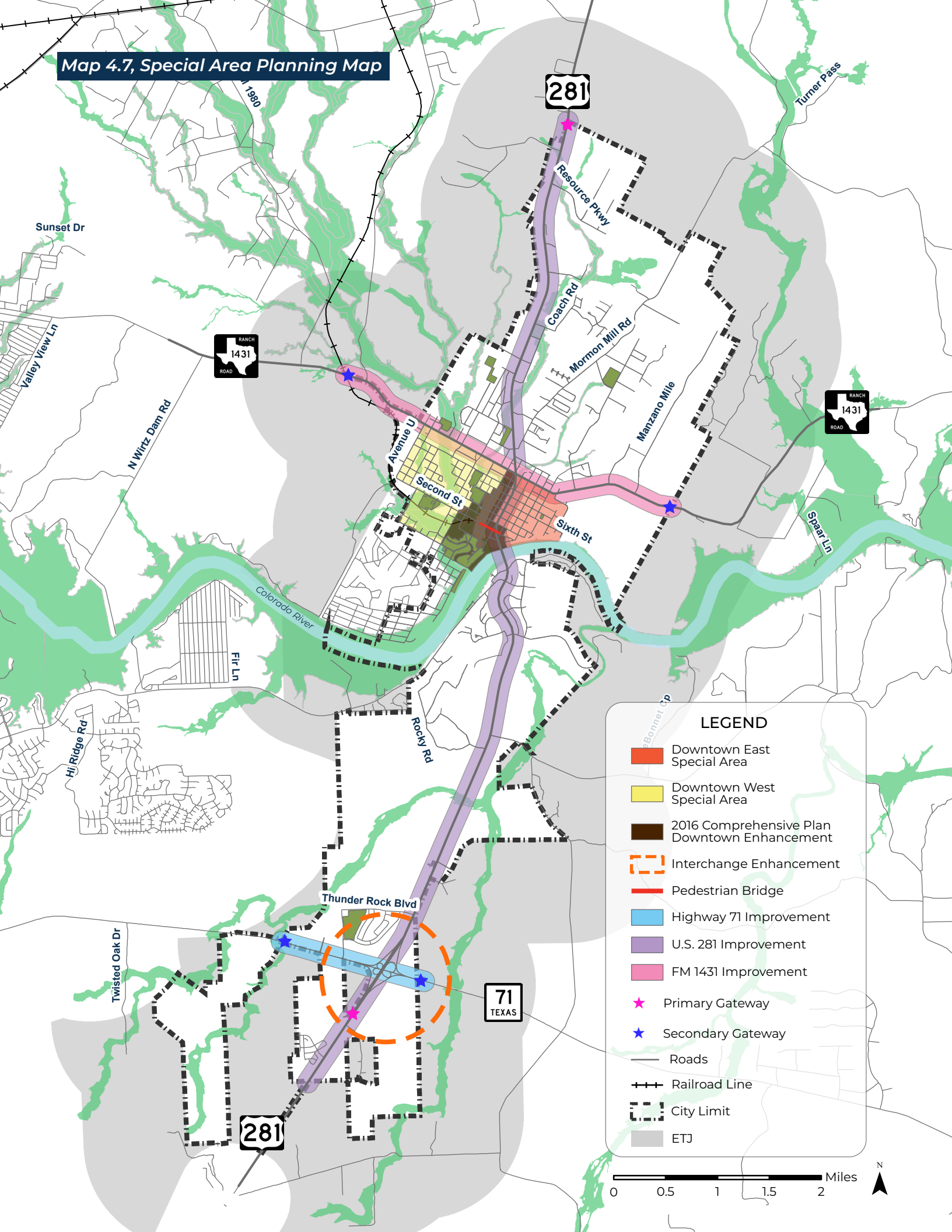
As set out on **Map 4.7, Special Area Plan** (on the next page), the special areas of consideration identified during this planning process include:

- Downtown
- Neighborhoods around downtown
- Regional corridors through the city
- Natural assets needing preservation
- Gateway and cultural placemaking opportunities



Wayfinding Signage in Marble Falls

Map 4.7, Special Area Planning Map



LEGEND

- Downtown East Special Area
- Downtown West Special Area
- 2016 Comprehensive Plan Downtown Enhancement
- Interchange Enhancement
- Pedestrian Bridge
- Highway 71 Improvement
- U.S. 281 Improvement
- FM 1431 Improvement
- Primary Gateway
- Secondary Gateway
- Roads
- Railroad Line
- City Limit
- ETJ



DOWNTOWN

Special area planning for downtown Marble Falls is crucial for preserving and enhancing the unique character and economic vitality of what residents cherish most. Indeed, the historic downtown and its connection to Lake Marble Falls were identified as some of the top strengths during the public engagement process.

Despite new growth and momentum to the south, residents and visitors will never associate these areas with what makes Marble Falls unique, special, or ever associate it with what they believe embodies the city's small-town character and strong community pride.

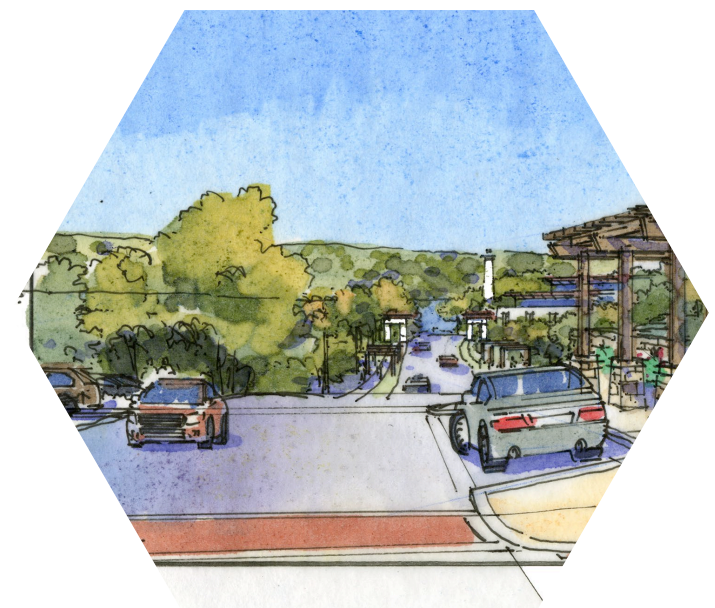
To the contrary, the importance of downtown Marble Falls cannot be overstated for the city's long-term future. Over the past 10 years, the City has recommitted to positioning downtown as the central historical and cultural hub of the city. This involves revitalizing multiple downtown properties with a Main Street character that is urban and walkable, redeveloping and connecting to Lake Marble Falls, preparing for a future conference center, and implementing ongoing activation efforts through programming and other efforts to revitalize downtown. Moving forward, an updated downtown plan will help create a refined blueprint for the next decade of growth and redevelopment.



TRADITIONAL NEIGHBORHOODS

Special area planning for the surrounding traditional neighborhoods around downtown is critical in the context of redevelopment and creating synergy with the downtown core. By tailoring planning strategies to complement the historic charm of these neighborhoods, the plan can encourage incremental and adaptive reuse of existing structures, promote mixed-use opportunities, and establish bicycle and pedestrian connectivity that seamlessly integrates these neighborhoods with downtown.

Redevelopment initiatives implemented through regulatory improvements, capital investments, and activation can lead to the revitalization of underutilized spaces that enhances the overall vibrancy of both the downtown area and its adjacent neighborhoods—one that fosters cohesion, connectivity, and small-town character.



Marble Falls Events and Plans

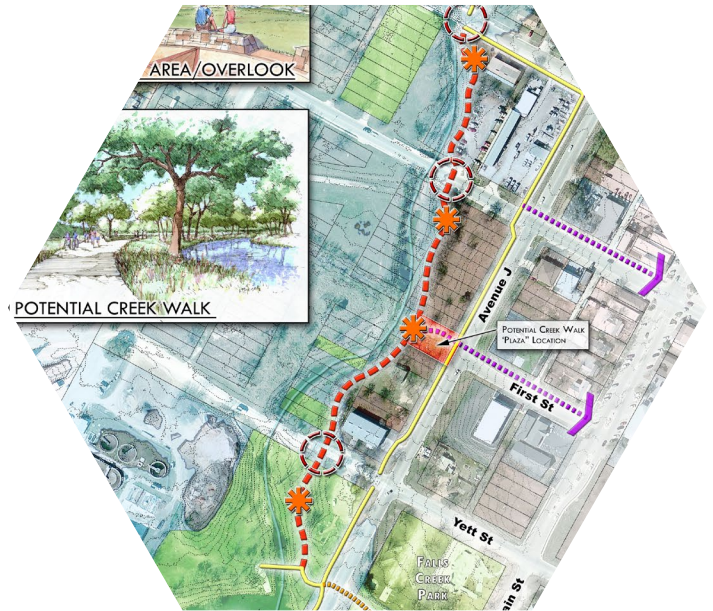
REGIONAL CORRIDORS

Special area planning for the regional corridors is also important for protecting the visual and economic vitality of the city. Individual special area plans for each of the U.S. 281, FM 1431, and State Highway 71 corridors can guide infrastructure improvements, manage traffic flow and congestion, and attract compatible commercial and residential developments. By enhancing landscaping and considering the aesthetic appeal of these corridors, special area planning can contribute to the overall visual identity of Marble Falls. Moreover, the plans can address economic opportunities, create employment activity centers, and identify strategies to support the efficient movement of people and goods—making these regional corridors essential components for the city's long-term growth and prosperity.



NATURAL AREAS

Special area planning for natural areas like the lakefront and floodplain corridors in Marble Falls is crucial for preserving environmental integrity, enhancing public access, and promoting citywide connectivity and cohesion. These areas not only contribute to the aesthetic beauty of Marble Falls but also serve vital ecological functions. Some previous examples of special area planning for natural areas include the concept plan to revitalize the four downtown parks (set out in the 2017 Parks Master Plan) and the concept plan for establishing the Whitman Branch Creek Walk (set out in the 2011 Downtown Plan). These plans become a key tool in nurturing the coexistence of urban development and natural landscapes so that it fosters a harmonious relationship between the community and its unique environmental assets, such as the lakefront and floodplain corridors.



GATEWAYS AND CULTURAL PLACEMAKING

Special area planning for identifying gateways and other cultural placemaking considerations plays a pivotal role in creating a distinct sense of arrival and community identity. Placemaking considerations, integrated into the special area plan, contribute to the creation of inviting public spaces, cultural destinations, and vibrant gathering areas, reinforcing the community's identity and fostering a positive and memorable experience for those entering and exploring the city.



Marble Falls Imagery

GUIDING PRINCIPLES FOR DECISION MAKING

In order to achieve the community's envisioned future, this Comprehensive Plan must be considered and implemented each day when decisions are made by City staff and elected and appointed officials. As set out below, there are several guiding principles for each plan category which frame the goals, strategies, and actions identified in **Chapter 5, Recommendations**. As part of this daily decision making (whether on new plans (e.g., utility plans), budgeting, staffing, capital improvement programming, or on new land development applications being considered), the following guiding principles should be considered:

REGIONAL MARBLE FALLS

- 1.** Promote contiguous, nodal/district, infill / redevelopment growth opportunities over linear or scattered growth. In other words, direct development towards already incorporated areas which are served by existing infrastructure and public services.
- 2.** Proactively plan for the upgrade or expansion of infrastructure to create opportunities for growth in areas that have the potential for infill, revitalization, or redevelopment.
- 3.** Use development agreements, voluntary ETJ agreements, and the strategic use of City infrastructure and services to protect the City's growth trajectory and to ensure implementation of the community's vision for the future.
- 4.** Evaluate and understand local growth trends to anticipate and proactively secure future sites for public facilities before land values become too expensive.



- 5.** Evaluate the fiscal implications of annexation to understand their impacts on City capital investments, staffing, operations, maintenance, and debt prior to any annexation decisions.
- 6.** Guide the types, patterns, and designs of different land uses using the Growth Plan, Future Land Use Plan, Zoning Map, and associated development regulations.
- 7.** Prioritize annexation of commercial areas as designated on the current Future Land Use Plan to maximize tax revenue and to create additional employment opportunities for others throughout the Highland Lakes region.
- 8.** Consider and incentivize incremental public enhancements and regulatory allowances to existing areas which allow for the natural life cycle of growth and redevelopment.
- 9.** Strengthen intergovernmental, institutional, and public/private partnerships (where appropriate) to maximize cost savings, ensure optimal provision of public infrastructure, and other needs as they arise.
- 10.** Invest in and balance use of the City's parks, trails, and open spaces to provide quality of life amenities to existing residents and for tourism purposes.

NATURAL MARBLE FALLS

1. Preserve the integrity of the City's valuable natural resources, ensure public enjoyment of Lake Marble Falls, and maintain the rural charm of Marble Falls' extraterritorial jurisdiction by implementing measures to deter unmanaged urbanization by utilizing rural and open space land use designations and land use protections.
2. Incentivize the use of the City's natural and man-made drainageways and floodplains for important community purposes such as stormwater conveyance, open space and biodiversity protection, and recreation.
3. Invest in community attractions and amenities that celebrate Marble Falls' unique natural and cultural attributes which set it apart from the rest of the Highland Lakes area.
4. Systematically invest in the development of parks, trails, and open space system in coordination with new growth and development.
5. Improve the City's resiliency by planning for and adapting to increased and more frequent drought and flooding, increased impacts to the wildland urban interface, and increasing heat extremes.
6. Monitor the need for additional protection of the Backbone Creek watershed to protect downstream development from potential large scale flood events.
7. Utilize linear open space along floodplains and drainage ways as a means to provide public recreation and transportation connections to key destinations (e.g., parks, schools, library, senior center, and downtown).



MOBILE MARBLE FALLS

1. Ensure interconnectivity between activity centers, corridors, and neighborhoods through a well-connected street layout that provide multiple route options.
2. Utilize the Thoroughfare Plan and Alternate Mobility Plan to ensure that key connections and appropriate design is considered in all new road development and existing street rehabilitation projects. This could include the striping of new on-street bike lanes as part of a repaving project or installation of a higher bridge to accommodate a future safe crossing envisioned as part of the overall Citywide trail system.
3. Prioritize increased connectivity between neighborhoods, parks, and other key destinations using sidewalks, on-street bicycle lanes, off-street multiuse paths, and greenway trails.
4. Promote improved safety and accessibility in established neighborhoods by allowing traffic calming and other design techniques throughout the City and ETJ.
5. Consider context sensitive design as a means to ensure roadway improvements are appropriate for the character of the community or environment it serves.
6. Adhere to "Complete Streets" principles, meaning new development or redevelopment provides multi-modal mobility options.
7. Utilize appropriate character-based street cross-sections from the comprehensive plan as part of all new road development and redevelopment.



LIVABLE MARBLE FALLS

- 1.** Cultivate a predictable investment climate that attracts high-quality development practices (e.g., building form, architecture, and quality signage and landscaping) by protecting property investments from incompatible or ad hoc development decisions.
- 2.** Promote public and/or private investments, projects, or actions that enhance the character and aesthetic attractiveness of the City's corridors, neighborhoods, and open spaces.
- 3.** Foster the development of new neighborhoods that include a variety of housing types and sizes to meet the needs of a growing workforce and multi-generational life cycle community.
- 4.** Foster the development of new neighborhoods that promote walkability connectivity, and social cohesiveness through adequately designed and connected open spaces and common areas.
- 5.** Promote and/or incentivize infill housing while protecting the quality and character of existing, well-established neighborhoods.
- 6.** Promote public and/or private investment in neighborhoods to improve connectivity, improve property values, and support long-term vitality.
- 7.** Ensure improved transitions between different types of land uses through adequate landscaping, screening, and buffering.
- 8.** Continually invest in civic pride and community capacity building by prioritizing open and collaborative decision-making processes and regularly evaluating and improving engagement efforts to better serve all residents.



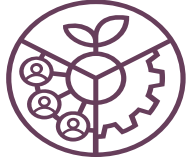
RESILIENT MARBLE FALLS

- 1.** Support and or encourage workforce education and development opportunities in the community to help residents gain the knowledge and skills necessary to support current and future businesses and to be successful and competitive in the workplace.
- 2.** Reduce truck traffic through downtown and encourage alternative routes outside of established neighborhoods.
- 3.** Promote public and/or private investment in downtown Marble Falls that maintains or creates an urban, walkable, mixed-use environment in a manner that supports both local- and tourist-based economic development opportunities and public lake access.
- 4.** Protect and/or enhance areas and buildings of historic value in accordance with historic preservation guidelines and appropriate development standards.
- 5.** Prioritize the revitalization of the downtown parks system in concert with other downtown redevelopment initiatives.
- 6.** Facilitate collaborative marketing efforts with local businesses and stakeholders, including promotional and networking resources, to promote Marble Falls regionally.



CIVIC MARBLE FALLS

- 1.** Ensure adequate staffing and annually budget to facilitate well-maintained and managed park systems, transportation systems, infrastructure systems, and other city-controlled systems to provide quality services and opportunities for residents.
- 2.** Consider public facilities as economic development investments for the future. In this regard, facilities such as City Hall and public safety facilities should be of superior quality and located in prominent, accessible areas of the City (e.g., downtown).
- 3.** Consider the joint use of new sites to serve multiple public purposes (e.g., a new fire station co-located with a new park).
- 4.** Consider capital and long-term maintenance costs when determining appropriate design and operation of new facilities. Facilities should be designed to provide for safe, productive, and efficient operations that minimize both risk and perpetual maintenance costs.
- 5.** Consider proactive planning, followed by consistent plan execution and implementation through capital programs, staffing, programs, and operations.
- 6.** Utilize ongoing training to provide modern professional municipal services which are perceived or ranked as “top tier.”



- 7.** Identify opportunities to use technology and automation to protect public safety, reduce risk, increase efficiency and sustainability, and enhance overall quality of life. Technology investments should be measured against the overall benefit it yields in fulfilling near- and longer-term community needs and priorities.
- 8.** Adhere to a continual and incremental approach to infrastructure repair and replacement. This will protect against large scale or system-wide deterioration of the City’s infrastructure.
- 9.** Plan for the extension or upgrade of infrastructure to support growth in areas that have opportunities for infill, revitalization, or redevelopment. Investment should prioritize upgradeable infrastructure systems that can expand with the planned future growth of the City.
- 10.** Proactively strive to reduce per capita water consumption of potable water through conservation, water reclamation, and other water stewardship programs.





RECOMMENDATIONS **5**

INTRODUCTION

The success of the Comprehensive Plan comes through effective implementation of the plan recommendations. Only through implementation will the vision of the Plan come into reality. This chapter identifies a series of strategies and associated actions to achieve the goals set out in **Chapter 4, Community Direction**.

This chapter will also be used to help guide decision-making of elected and appointed officials and staff after the plan is adopted. The embodied guidance provided in the recommendations identify key information and next steps toward implementation.

It is understood that not every action will be realized in the near-term or, in some cases, during the time horizon of this plan. As such, **Chapter 6, Plan Implementation**, will set out an implementation action plan to provide greater clarity as to the community's near-, mid-, and longer-term priorities for moving forward.

How to Use this Chapter

The recommendations are grouped into six categories—Regional, Natural, Mobile, Livable, Resilient, and Civic. Each of these categories are further refined in priority focus areas. Each focus area includes a corresponding set of strategies and actions which comprise the Plan recommendations. The following page shows a visual representation of the six categories and subcategories.

Effective implementation of the Plan's recommendations will require interpretation, adaptability, and flexibility. The recommendations should be thoughtfully approached and evaluated based on compliance and implementation with the goals, commitments, and initiatives set forth within this Plan.



Downtown Marble Falls



REGIONAL

MARBLE FALLS

Growth

Tourism

Intergovernmental Coordination



NATURAL

MARBLE FALLS

Conservation

Natural Hazard Mitigation



MOBILE

MARBLE FALLS

Thoroughfares

Streets

Alternative Mobility



LIVABLE

MARBLE FALLS

Future Land Use

Placemaking

Housing & Neighborhoods



RESILIENT

MARBLE FALLS

Targeted Industries

Downtown

Economic Prosperity



CIVIC

MARBLE FALLS

Governance

Utilities

Parks & Trails

Public Services



REGIONAL MARBLE FALLS

Regional Marble Falls is centered on fostering sustainable growth, enhanced coordination among diverse stakeholders, and efforts towards strengthening Marble Falls as the regional hub for Burnet County.

Through strategic land use planning, targeted development, and collaborative partnerships, we aim to facilitate responsible growth that respects the unique character of each community within our region.

By promoting smart growth principles, such as integrated land uses and efficient transportation networks, we seek to enhance accessibility and reduce congestion, all the while safeguarding our natural resources.

Focus Area Descriptions

Under Regional Marble Falls, the community has identified three focus areas: growth, tourism, and intergovernmental coordination. These focus areas establish the strategic direction in which Marble Falls would like to strengthen their position as a regional employment and commercial hub.

GROWTH

As cities grow, they often expand outward, tending to generate urban sprawl which can be characterized by the development of suburbs and peripheral areas. The community in Marble Falls has demonstrated a desire for managed and sustainable growth which plans for change and development but maintains the city's small-town character and unique identity.

TOURISM

Marble Falls offers a blend of natural beauty, outdoor recreation, cultural experiences, retail and cuisine, and relaxation, making it a popular destination for tourists seeking to explore the Texas Hill Country. As an important part of the economy and the cultural identity of Marble Falls, the community would like for the City to build upon the recreational and cultural aspects of Marble Falls to enhance its image as a Hill Country destination.

INTERGOVERNMENTAL COORDINATION

Greater collaboration and communication between governmental entities is necessary to achieve common goals and address shared issues. Intergovernmental coordination is critical to overcome challenges, streamline decision-making processes, and enhance the overall effectiveness of public administration. To secure the best and brightest future for Marble Falls the community would like the City to proactively pursue partnerships and opportunities with regional entities.

REGIONAL MARBLE FALLS

Goal: Support regional coordination to enhance quality of life and make Marble Falls a destination.

GROWTH

STRATEGY: Ensure that the growth of Marble Falls is managed and sustainable.

Action R.1.1

ADOPT AN INFRASTRUCTURE EXTENSION POLICY WHICH REQUIRES ANNEXATION AS A PREREQUISITE TO EXTEND AN URBAN LEVEL OF INFRASTRUCTURE (E.G., WATER, WASTEWATER, STORM SEWER) AND SERVICES (E.G., CITY POLICE AND FIRE) TO LANDS WITHIN THE ETJ.

- Since the previous Comprehensive Plan, the Texas Legislature has made it more difficult for a municipality to expand its city limits. Annexation can now only be initiated voluntarily by the landowners, and landowners in the ETJ can now petition to leave the ETJ and become part of the county.
- With these changes it is more important than ever that the City of Marble Falls ensure the benefits of urban level municipal infrastructure are reserved for properties within the city limits. In addition, the City should proactively adopt policies and ordinances to address what happens if land in the ETJ chooses to voluntarily leave.

Action R.1.2

DEVELOP A FISCAL MODEL TO EVALUATE DEVELOPMENT AND ANNEXATION PROPOSALS TO UNDERSTAND LONG-TERM FISCAL IMPLICATIONS TO BUDGET, PUBLIC SAFETY, INFRASTRUCTURE, STAFFING, OPERATIONS, MAINTENANCE, AND DEBT.

- Today, understanding the long-term implications of annexation and growth is of increasing concern, whether it is an expansion of city limits or the approval of a new planned unit development or other similar development approval. As such, many communities are developing standardized fiscal impact analysis tools to weigh the cost versus benefit of these types of actions.
- Moving forward, the City should consider developing a fiscal impact tool. This will involve identifying the necessary staffing resources and processes to undertake the evaluation. Once a fiscal impact model (i.e., the metrics for evaluation) is established by the City, the actual evaluation of fiscal impacts involves asking the right questions during the development application process, followed by a staff driven review process which is intended to identify the anticipated financial impact of the land use decision.

WHAT IS ANNEXATION?

Annexation is a process by which a city extends its municipal services, regulations, voting privileges, and taxing authority to a new territory in a well thought out and responsible way.

Annexation also provides the means to manage growth for Marble Falls without creating the hardships in existing neighborhoods. Some of the benefits to annexation include:

- Providing municipal services, such as utilities and police protection, to developed and developing areas.
- Exercise regulatory authority necessary to protect the public health, safety, and welfare.
- Ensure that residents and businesses outside the corporate limits share the tax and maintenance burdens for facilities, streets, and utilities.
- To enable the City to regulate the subdivision and development of land in its expanded extraterritorial jurisdiction (ETJ).

Laws regarding annexation have changed over the past several years in Texas. For example, on May 19th, 2023, Texas Senate Bill 2038 passed, granting property owners in the ETJ the ability to unilaterally release themselves from non-representative regulation. And as of September 1st, 2023, property owners are now able to use petition and election procedures to release themselves from the ETJ to become part of the county.

With the new legislation now in effect, the “de-annexed” areas no longer have governmental entities enforcing things such as zoning. This can create unsatisfactory development that will inhibit cities from being able to annex those areas in the future.

Action R.1.3

CONSIDER ADOPTION OF A PARKLAND DEDICATION AND DEVELOPMENT ORDINANCE AS A MEANS TO SECURE NECESSARY GREENSPACE CONCURRENT WITH NEW GROWTH AND DEVELOPMENT.

- By requiring parkland dedication as part of the development process, the community can proactively plan for and accommodate the increased demand for recreational amenities resulting from population growth and urban expansion.
- The goal of the ordinance would be to ensure that sufficient green spaces, such as parks, playgrounds, trails, or conservation areas, are established or preserved to meet the needs of the community as it grows.
- The City of Marble Falls would need to undertake a public process to evaluate and determine the appropriate level of parkland to be dedicated.

Action R.1.4

ADOPT DECISION-MAKING CRITERIA TO ENSURE ALL DECISIONS ARE VIEWED THROUGH A LENS OF BALANCING THE SMALL-TOWN CHARACTER AND IDENTITY WITH GROWTH.

- Community consensus on what makes Marble Falls unique is necessary for these criteria to be developed. The City must take care that such criteria does not obstruct growth for the sake of obstruction but guides growth to maintain community character.
- Growth and change is essential for cities and development should complement placemaking efforts to establish a strong community image and distinguish Marble Falls from other Texas cities.

Action R.1.5

CONDUCT A STUDY OF UNDERUTILIZED LAND AND WORK WITH PROPERTY OWNERS TO CREATE MORE INFILL OPPORTUNITIES FOR HOUSING.

- Infill development is preferred because it reduces the strain on municipal budgets associated with extending services and infrastructure to remote areas while maximizing the efficient use of existing urban assets.
- Conducting a study of underutilized land could create opportunities for public private partnerships to generate the highest and best use for land in Marble Falls.

Action R.1.6

IMPROVE REGULATIONS TO PROMOTE INFILL OPPORTUNITIES WHICH ALLOW FOR CONTEXT-SENSITIVE INCREMENTAL INCREASES IN DENSITY AND DESIGN THROUGH BONUSES, INCENTIVES, OR ALLOWANCES.

- Today, there are several patterns of growth that cities exhibit as they grow outward. These patterns can generally be classified as nodal / district, linear, scattered, redevelopment / infill, or contiguous. Infill and redevelopment in existing cities is more preferable than developing on raw land on the city's fringe. This is because most of the supporting infrastructure (e.g., streets, water and wastewater, drainage, electricity, parks, police and fire protection, etc.) is already in place.
- The City should examine ways to incentivize infill development to encourage context-sensitive development to enhance the urban fabric of Marble Falls.

Action R.1.7

COORDINATE WITH DEVELOPMENT FOR FIRE STATION PROPERTY BASED ON THE MASTER FIRE STATION LOCATION PLAN.

The City of Marble Falls has completed a professional Fire Station Location Study and determined a second fire station is needed in the southern part of the city. Current response time from the existing station to the south is around 10-minutes. If the second fire station is not under construction by 2025, when the next Insurance Services Office (ISO) Fire Score evaluation is scheduled, the city's ISO Fire Score rating will decrease, leading to increases in insurance premiums for the entire city. Additionally, there are some insurance agencies that will not provide insurance to homes in the south part of Marble Falls because of the long distance from the current fire station.

Action R.1.8

RE-EVALUATE THE PROJECT PRIORITIZATION CRITERIA FOR THE CITY'S CAPITAL IMPROVEMENT PROGRAM (CIP) TO ENSURE CONSISTENCY WITH THE FINDINGS AND PRIORITIES OF THIS COMPREHENSIVE PLAN.

- A CIP is a multi-year plan for public facility and service projects, prioritized based on community goals. It includes upgrades to infrastructure like streets, utilities, and buildings, as well as technology investments. While the City has an existing CIP, many cities consider updating the ranking and prioritization criteria based on new findings developed as part of their comprehensive plan.
- An example implementation of this action could include modifying the ranking criteria of the City's capital improvement needs to provide extra weight for projects that promote infill and/or contiguous development.

Action R.1.9

DEVELOP RELATIONSHIPS WITH LANDOWNERS IN THE ETJ TO KEEP ABREAST OF THEIR LONG-TERM GOALS, INFRASTRUCTURE DESIRES, AND TIMING SO THE CITY CAN PLAN AHEAD FOR FUTURE SERVICE DELIVERY AND ANNEXATION CONSIDERATION.

- As changes in the legislature regarding annexation make it more difficult for cities to plan and anticipate growth, development, and change outside of the city limits, Marble Falls may find benefit in building relationships with landowners in their extraterritorial jurisdiction.
- By staying informed about landowners' long-term goals, the City can anticipate potential changes in land use, development plans, or infrastructure needs within the ETJ. This understanding allows the City to align its planning efforts and service provision strategies accordingly.

Action R.1.10

CONTINUE TO EVALUATE OPPORTUNITIES FOR STRATEGIC EXPANSION OF THE CITY LIMITS IN THE CITY'S GROWTH AREAS BY WORKING WITH LANDOWNERS IN CONFORMANCE WITH NEW STATE LEGISLATIVE REQUIREMENTS AS IDENTIFIED ON THE GROWTH PLAN.

- As previously stated, the Texas Legislature has made several changes to annexation laws since the last comprehensive plan. While it is more difficult for cities to expand, there are still strategic reasons why the City should proactively protect the land within its ETJ and work to entice landowners to voluntarily petition to annex land within its ETJ.
- As such, the City needs to have a clear understanding of the benefits and costs of expanding its City limits, and consequently, its ETJ. It is important for Marble Falls to have set annexation criteria to understand when and where annexation is advantageous and have uniform policies to benefit landowners who choose to be annexed. The City should consider further study of the benefits and costs of expanding the City limits in areas designated as strategic growth areas in **Map 4.1. Growth Plan** in the previous chapter.

Action R.1.11

PURSUE COMMERCIAL ESTABLISHMENTS AND JOB CREATION.

- To pursue next-level retail, commercial establishments, and job creation, the City should collaborate closely with the Economic Development Corporation (EDC). This partnership involves identifying strategic opportunities for attracting high-quality retailers and businesses that align with the identified economic goals. By leveraging the EDC's expertise and resources, the City can develop targeted initiatives to incentivize investment, foster business growth, and create employment opportunities. Additionally, the EDC can facilitate partnerships with key stakeholders, provide market insights, and support initiatives aimed at enhancing the local economy's vibrancy and sustainability.



Commercial buildings

INTERGOVERNMENTAL COORDINATION

STRATEGY: Proactively pursue regional coordination and collaboration for Marble Falls' benefit.

Action R.2.1

PRIORITIZE WORKING WITH CAMPO AND BURNET COUNTY TO ADVOCATE FOR THE FUNDING OF THE EASTERN OR WESTERN ARTERIAL LOOP AROUND MARBLE FALLS.

- Serving the transportation needs of citizens, workers, and visitors to Marble Falls is one of those issues that does not stop at the city limits.
- As identified in the County's Transportation Master Plan, there are several identified arterial connections that are important to ensure county-wide connectivity as the county continues to grow in the future. Completing the bridge over the Wirtz Dam will alleviate some of the traffic strain on the U.S. 281 bridge. However, sooner rather than later, a second route in the eastern part of the City will be necessary.
- Being the newest member and northern most exurban community in the CAMPO region, the City needs to proactively participate, monitor, and lobby for money being competitively divided across the region.

Action R.2.2

ACTIVELY PARTICIPATE IN REGIONAL AND STATEWIDE PLANNING ACTIVITIES TO PROMOTE FUNDING AND IMPROVEMENTS THAT BENEFIT MARBLE FALLS.

- Marble Falls can benefit from involving themselves more in regional and statewide planning initiatives such as the Texas State Flood Plan and the Burnet County Transportation Master Plan.
- The City should also actively seek out other state or regional strategic planning groups that can aid the City as it pursues the funding and implementation of various improvements.

Action R.2.3

ACTIVELY PARTICIPATE IN THE PLANNING AND DEVELOPMENT OF A REGIONAL ANIMAL CONTROL FACILITY.

- By collaborating with neighboring municipalities, such as Horseshoe Bay and Granite Shoals, the city can share resources and expertise, leading to more efficient and cost-effective animal control services.

Action R.2.4

CONTINUE TO IDENTIFY OPPORTUNITIES TO WORK WITH OTHER AGENCIES TO ADVOCATE FOR PROJECTS THAT BENEFIT THE LONG-TERM FUTURE OF THE CITY.

- Fortunately, due to Marble Falls' status as the regional employment and commercial hub of the Highland Lakes region, there are also many interested stakeholders who have an interest in the success of the City. This provides the potential opportunity for the City to leverage partnerships and resources in the name of improving the entire region.

Action R.2.5

CONTINUE TO IDENTIFY OPPORTUNITIES TO MAINTAIN AND IMPROVE COMMUNICATIONS AND RELATIONSHIPS WITH TXDOT AND CAMPO TO ENSURE COMMUNITY PRIORITIES ARE CONSIDERED DURING SUBSEQUENT IMPROVEMENTS TO ON-SYSTEM ROADWAYS THROUGH MARBLE FALLS.

- Since the character of the U.S. 281 corridor is vital to the City's future as an economic and tourism hub, it is essential that TXDOT's enhancements improve as many of the problems within the public rights-of-way that are warranted and feasible. The City should continue to identify opportunities, such as the possibility of installing medians throughout the designated downtown area to improve the quality and character of this predominantly pedestrian zone, and work to proactively coordinate with TXDOT to accomplish what is feasible.

Action R.2.6

MAINTAIN AND SUPPORT THE RELATIONSHIP WITH MARBLE FALLS AREA EMS, AIR EVAC, AND BAYLOR SCOTT & WHITE HOSPITAL TO ENSURE CONTINUED QUALITY TO THE AREA'S EMERGENCY MEDICAL SERVICES.

- It's crucial to maintain and strengthen the relationship with Marble Falls Area EMS, Air Evac, and Baylor Scott & White Hospital to uphold the quality of emergency medical services in the area. By fostering close collaboration and communication with these vital healthcare partners, the community can ensure seamless coordination and access to critical medical resources. This ongoing support enables timely responses to emergencies, enhances patient care, and contributes to the overall well-being of residents in the region.

Action R.2.7

CONTINUE TO FOSTER RELATIONSHIPS AND EXPAND THE MEMBERS OF THE REGIONAL PUBLIC SAFETY COMMUNICATIONS CENTER, INCLUDING TECHNOLOGY IMPROVEMENTS.

- Continuing to foster relationships and expanding the membership of the regional public safety communications center, along with technology improvements, is essential for ensuring efficient and effective emergency response services. By collaborating with neighboring jurisdictions and enhancing technology infrastructure, the City can achieve greater interoperability and coordination among emergency responders. This facilitates quicker response times, enhances situational awareness, and improves overall emergency management capabilities. Additionally, expanding membership strengthens the center's resources and expertise, enabling it to adapt to evolving communication technologies and better serve the community's needs.



Baylor Scott and White

TOURISM

STRATEGY: Enhance Marble Falls' image as a Hill Country destination.

Action R.3.1

WORK IN PARTNERSHIP WITH THE CONVENTION CENTER TO DEVELOP A COMPREHENSIVE STRATEGY THAT PROMOTES MARBLE FALLS AS A PREMIER DOWNTOWN AND LAKESIDE RETREAT.

- By aligning efforts, the City and convention center can leverage each other's strengths to create a cohesive marketing approach that showcases Marble Falls' unique attractions, scenic beauty, and recreational opportunities. This collaborative strategy not only enhances the city's appeal to visitors but also strengthens its position as a top destination for conventions, conferences, and events thereby diversifying the tourism market beyond weekend trips.

Action R.3.2

DEVELOP A TOURISM MASTER PLAN.

- In order to approach the City's tourism industry in a comprehensive manner, the City should consider developing a Tourism Master Plan. This plan would be used to determine the most viable, appropriate solutions to developing a comprehensive tourism strategy.
- As part of a Tourism Master Plan, the City should evaluate implementing additional tourist attractions or strategies such as creating a Granite Mountain/Capitol Building of Texas Museum, encouraging local businesses to remain open during evenings and weekends to provide additional downtown activities for residents and visitors, and establishing a downtown entertainment district to include live music venues, restaurants, etc.

Action R.3.3

WORK IN CONJUNCTION WITH THE ECONOMIC DEVELOPMENT CORPORATION TO INCENTIVIZE THE DEVELOPMENT OF MORE HOTELS IN MARBLE FALLS.

- As Marble Falls develops into a tourist destination, collaborating with the Economic Development Corporation to incentivize the development of more hotels in Marble Falls will have numerous benefits for the city's economy. By increasing the availability of lodging options, Marble Falls can attract more visitors, tourists, and business travelers, leading to a boost in local tourism revenue. Additionally, expanding the hotel industry can enhance Marble Falls' reputation as a desirable destination, ultimately contributing to its long-term economic vitality and sustainability.

Action R.3.4

PURSUE OPPORTUNITIES TO ATTRACT AND/OR PROMOTE TOURISM-RELATED INDUSTRIES IN MARBLE FALLS.

- The City of Marble Falls has a unique opportunity for tourism-based economic growth. With its historic downtown, access to Lake Marble Falls, and its current status as a regional commercial hub, the City has numerous opportunities for tourism activities. In order to make Marble Falls stand out as an interesting tourist destination, different from other lake-oriented communities in the region, increased development of tourism-based marketing and activities are needed.

Action R.3.5

CONTINUE TO EVALUATE OPPORTUNITIES FOR CONNECTING TO THE REGIONAL RURAL TOURISM TRAIN ROUTE.

- Once downtown enhancements, including elements such as lake front improvements, the creekwalk, and others, have been completed, the City should reevaluate the potential for a rural tourism train route utilizing the Austin Western Railroad, which is owned and operated by Capital Metro. A Marble Falls-to-Llano steam train route could attract a unique user group to the City. The City could also consider creating a small railroad museum in the vicinity of the rail line to provide an additional point of interest.

Action R.3.6

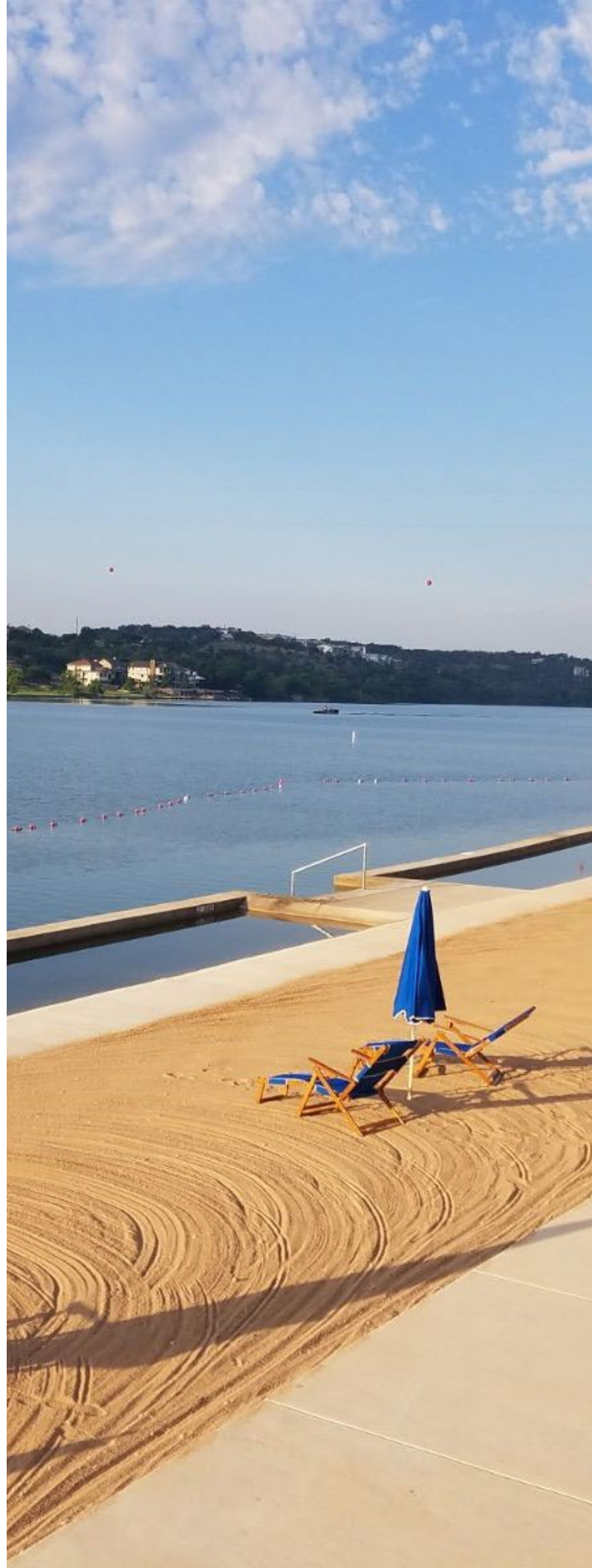
SUPPORT COMMUNITY ATTRACTIONS AND AMENITIES THAT CELEBRATE MARBLE FALLS' UNIQUE NATURAL AND CULTURAL ATTRIBUTES WHICH SET IT APART FROM THE REST OF THE HIGHLAND LAKES AREA.

- Marble Falls has many unique natural and cultural resources it can build upon to celebrate its distinct identity. In this regard, Marble Falls has the opportunity to create a unique live, work, play destination that is like no other area in the Highland Lake region. It has the opportunity to truly capitalize on the City's unique natural and cultural assets, such as proximity and public access to Lake Marble Falls.

Action R.3.7

CONTINUE TO SUPPORT LAKE MARBLE FALLS BEAUTIFICATION EFFORTS AND ACTIVITIES ON THE LAKE.

- Lake Marble Falls is consistently a favorite feature and prioritized amenity for the community of Marble Falls. The City should prioritize efforts to maintain a community spotlight on this important resource. This includes more access to natural and cultural activities, year-round events and activities, and better parks and recreation areas (e.g., lake access and trails), etc.





Lake Marble Falls

Action R.3.8

CONTINUE TO WORK WITH THE MARBLE FALLS/HIGHLAND LAKES AREA CHAMBER OF COMMERCE & CONVENTION AND VISITORS BUREAU TO PROMOTE DOWNTOWN MARBLE FALLS AS A REGIONAL TOURISM DESTINATION AND GATEWAY TO THE TEXAS HILL COUNTRY.

- The Marble Falls/Lake LBJ Chamber of Commerce & CVB publicizes events, things to see and do in the community, and lodging and dining information, among other things, in an effort to provide information for visitors and increase draw to Marble Falls. The City should support these marketing efforts to help further increase the regional draw.



NATURAL MARBLE FALLS

Natural Marble Falls prioritizes conserving diverse ecosystems, critical habitats, and green spaces to ensure that Marble Falls remains a quality place to live and visit. This section is dedicated to the preservation of the region's invaluable natural assets and the mitigation of potential natural hazards.

Through responsible land stewardship and sustainable practices, we aim to safeguard biodiversity, protect watersheds, and ensure the long-term health of our environment. Strategies for reducing the vulnerability of the community to natural hazards, such as floods, wildfires, and storms, by implementing resilient infrastructure, proactive planning, and public awareness programs are outlined here.

By prioritizing conservation and hazard mitigation in this section, we endeavor to create a region that thrives in harmony with nature while minimizing risks and safeguarding the well-being of our residents.

Focus Area Descriptions

Under Natural Marble falls, the community has identified two main focus areas: conservation and natural hazard mitigation. Natural Hazards Mitigation is broken into the following subsections: flood mitigation, groundwater protection and recharge, and wildfire prevention. These focus areas organize strategies and recommendations for preserving and enhancing natural beauty and features while prioritizing safety and preventing loss of life and property from natural hazards.

CONSERVATION

Marble Falls, by the name alone, takes part of its identity from the invaluable natural resources in the area, namely Lake Marble Falls. Throughout this planning process the community expressed a strong desire for increased open space and recreational amenities such as parks and trails. These features serve as important quality of life features which attract residents and visitors alike. Through conservation or protection of natural resources, ecosystems, and biodiversity the City can maintain healthy, ecological balance and ensure the continued existence of amenities and greenspaces for the benefit of current and future generations.

NATURAL HAZARD MITIGATION

Natural hazard mitigation refers to the efforts and strategies aimed at minimizing or preventing the impact of natural hazards on people, property, and the environment. As mentioned previously, Marble Falls is located within the western portion of Texas Division of Emergency Management Region 8 where floods, wildfire, and drought can be expected to dominate the natural hazard profile. For that reason, strategies and recommendations focus on flood mitigation, groundwater protection and recharge, and wildfires, though it is to be expected that other hazards will occur and be addressed over time.

NATURAL MARBLE FALLS

Goal: Preserve and protect the natural amenities within Marble Falls.

CONSERVATION

STRATEGY: Establish protections for Marble Falls' natural resources and amenities.

Action N.1.1

PURSUE OPPORTUNITIES TO REDUCE OR REMOVE HARMFUL RESOURCE EXTRACTION BUSINESSES OR ACTIVITIES TO PRIORITIZE ENVIRONMENTAL SUSTAINABILITY, PROTECT LOCAL ECOSYSTEMS, AND PROMOTE LONG-TERM COMMUNITY WELL-BEING COMMENSURATE WITH BEING A DESTINATION COMMUNITY IN THE TEXAS HILL COUNTRY.

- Resource extraction businesses are companies involved in the process of extracting natural resources from the earth or other sources. Resource extraction businesses typically engage in activities such as mining, drilling, logging, and quarrying. While resource extraction has been a large part of Marble Falls' history and economy, the community of Marble Falls feels this industry is in direct conflict

with the future vision for Marble Falls to be a picturesque Hill Country destination with abundant natural amenities and outdoor recreation.

Action N.1.2

ESTABLISH A PROGRAM AND IMPLEMENT VEGETATION MANAGEMENT AREAS WITH NO-MOW ZONES ON CITY-OWNED PROPERTY, SPECIFICALLY IN CITY PARKS AND ALONG RIPARIAN CORRIDORS.

- No-mow zones are areas maintained by the City of Marble Falls which are left unmowed or minimally maintained. These have multiple benefits including increased biodiversity, water conservation and improved water quality, and reduce the maintenance burden on Parks and Recreation Department staff. Overall, no-mow zones offer a sustainable and environmentally friendly approach to landscaping that promotes ecological resilience and enhances the overall health and beauty of outdoor spaces.
- The City should work with Parks and Recreation staff to determine areas which would be good candidates for a no-mow zone pilot project.

NO-MOW ZONES

There are several benefits to creating no-mow zones including:

- Creates wildlife habitat for birds and pollinators
- Encourages native plant growth
- Prevents erosion
- Slows and filters stormwater runoff
- Improves air quality
- Reduces PARD staff workload



Source: Beaver Watershed Alliance

Action N.1.3

DEVELOP A COMPREHENSIVE REGIONAL STORMWATER MANAGEMENT PLAN.

- Stormwater runoff is managed through a variety of ways, including site-specific detention and regional detention. Effective stormwater management utilizes a combination of these approaches. A comprehensive regional stormwater management plan will help to identify the appropriate approaches and areas to more effectively manage stormwater in Marble Falls.
- This will be especially important south of Lake Marble Falls, where development is just beginning. As development adds significant amounts of new impervious surface cover to the area, changes in flooding and stormwater runoff can be anticipated.

Action N.1.4

EVALUATE THE NECESSARY PROGRAMMATIC AND REGULATORY CHANGES NEEDED FOR MARBLE FALLS TO BECOME AN INTERNATIONAL DARK SKY COMMUNITY.

- Marble Falls has considered becoming an International Dark Sky Community for a while now. Communities nationwide are recognizing the negative impact of standard lighting practices on natural night skies. Many are now integrating better lighting standards into zoning and development regulations. These practices reduce glare, light trespass, and energy usage while improving visibility and fostering safer environments. Implementing such measures can also enhance public and environmental health and offer better views of the Texas Hill Country's night skies. Marble Falls has a unique opportunity to protect its night skies long-term.
- Key components of an outdoor lighting ordinance include full cut-off fixtures, adherence to Illuminating Engineering Society standards, and specifying prohibited lighting. After adopting a dark sky ordinance, Marble Falls could pursue designation as an International Dark Sky Community, joining only eight certified Texas communities, including Dripping Springs and Horseshoe Bay.



Westside Park in Marble Falls

Action N.1.5

PROTECT THE CITY’S SENSITIVE NATURAL RESOURCES (E.G., FLOODPLAIN) AS AREAS OF PROTECTED OPEN SPACE, PUBLIC ACCESS TO LAKE MARBLE FALLS, AND THE RURAL CHARACTER OF MARBLE FALLS’ EXTRATERRITORIAL JURISDICTION (ETJ) BY PREVENTING PREMATURE URBANIZATION THROUGH THE USE OF PROPER ANNEXATION POLICIES, RURAL AND OPEN SPACE LAND USE DESIGNATIONS, AND OTHER LAND USE PROTECTIONS.

- As identified on Map 4.1, Growth Plan, found in the previous chapter, one of the primary reasons for annexation is to protect the City’s sensitive natural resources. By establishing quality annexation policies the City can proactively protect open space, floodplains, Lake Marble Falls, and the rural character of the ETJ.

Action N.1.6

PROACTIVELY PURSUE THE CONSERVATION AND PROTECTION OF EXISTING OPEN SPACE TO MAINTAIN THE PICTURESQUE HILL COUNTRY SETTING AND RURAL ATMOSPHERE OF MARBLE FALLS.

- Taking proactive measures to conserve open space demonstrates the City’s commitment to sustainability, ensuring that Marble Falls remains a desirable and thriving community for years to come. By safeguarding these natural landscapes, the City can maintain its unique character, attract tourists, and enhance residents’ quality of life. Moreover, protecting open spaces helps to mitigate environmental degradation, conserve wildlife habitats, and promote outdoor recreational opportunities for current and future generations to enjoy.
- There are multiple ways the City can pursue this effort, these include but are not limited to: working with landowners to establish conservation easements, acquiring land, and collaborating with nonprofit organizations such as the Trust for Public Land.



Inks Lake State Park

NATURAL HAZARD MITIGATION

STRATEGY: Mitigate or eliminate the long-term risks to loss of life and property damage from natural hazards.

Flood Mitigation

Action N.2.1

INCENTIVIZE OR REQUIRE THE PROTECTION, AND MULTI-BENEFIT USE, OF THE CITY'S NATURAL AND MAN-MADE DRAINAGEWAYS AND FLOODPLAINS FOR IMPORTANT COMMUNITY PURPOSES SUCH AS STORMWATER CONVEYANCE, OPEN SPACE AND BIODIVERSITY PROTECTION, AND RECREATION, SUCH AS THE EXPANSION OF THE COMMUNITY TRAIL AND/OR MULTI-USE PATH NETWORK.

- As previously mentioned in this plan and the 2016 Comprehensive Plan, Marble Falls has prioritized the protection of sensitive natural resources such as floodplains and drainageways. In addition to protecting these resources for functional or environmental reasons, the City should require or encourage them to be used for the benefit of the residents as either open recreational space or the expansion of trails.

Action N.2.2

PRIORITIZE INCREASED ENGAGEMENT AND ADVOCACY WITH THE NEXT ROUND OF TEXAS STATE FLOOD PLAN TO ENSURE MARBLE FALLS RECEIVES NECESSARY FUNDING FOR FUTURE FLOOD MITIGATION PROJECTS.

- In order to receive funding for future flood mitigation projects, Marble Falls must participate with and be included in the next Texas State Flood Plan. To ensure the city is able to receive this funding, the City should prioritize increasing their engagement and advocacy with the next round of the Texas State Flood Plan.



Lake Marble Falls

Action N.2.3

IDENTIFY POTENTIAL FLOOD MANAGEMENT EVALUATIONS (FMES) FOR THE CITY OF MARBLE FALLS TO BE SUBMITTED FOR THE NEXT ROUND OF THE STATE FLOOD PLAN PROCESS.

- FMEs are assessments or studies that evaluate various aspects of flood management within a specific area. These evaluations help identify flood risks, assess the effectiveness of existing flood management measures, and propose strategies for mitigating flood hazards. This could include studies on floodplain mapping, infrastructure vulnerability assessments, drainage system evaluations, community outreach initiatives, or other relevant topics. Once identified, the potential FMEs should be formally submitted for consideration in the next round of the State Flood Plan process.

Action N.2.4

INITIATE AN UPDATE TO THE CITY'S FLOOD INSURANCE RATE MAPS (FIRMS) AS PART OF THE CITY'S CONTINUED PARTICIPATION IN THE NATIONAL FLOOD INSURANCE PROGRAM TO ACCOUNT FOR ATLAS-14 CHANGES IN RAINFALL DATA.

- Cities can enroll in the National Flood Insurance Program (NFIP) by adopting and enforcing floodplain management regulations that meet or exceed the program's minimum standards. Marble Falls already participates in the NFIP but to continue participation the City needs to update their FIRMs.
- ATLAS-14 refers to a comprehensive rainfall study conducted by the National Oceanic and Atmospheric Administration (NOAA) to update the rainfall estimates used to assess flood risk and floodplain management.
- The City should proactively update their FIRMs to reflect this new rainfall data. By incorporating the latest rainfall data from ATLAS-14, cities can more effectively identify areas at higher risk of flooding. This enables them to implement targeted mitigation measures, such as updating building codes, enhancing drainage systems, and implementing land use regulations to reduce flood vulnerability.

Groundwater Protection and Recharge

Action N.2.5

UPDATE AND ENFORCE THE DROUGHT CONTINGENCY ACTION PLAN USING BEST MANAGEMENT PRACTICES.

- Water conservation in Marble Falls is essential for ensuring resilience to droughts, meeting current and future water needs, and maintaining the health of aquatic ecosystems such as Lake Marble Falls. The current Drought Contingency Plan was last updated in 2019. The City should seek to update this ordinance or plan and ensure these water restrictions are enforced during appropriate times. Simultaneously, expand public education efforts for water-wise living and cost-savings.

Action N.2.6

IMPLEMENT THE 2023 CITY OF MARBLE FALLS HAZARD MITIGATION PLAN TO SUPPORT MITIGATION INITIATIVES AND POLICES TO PROTECT MARBLE FALLS' NATURAL RESOURCES.

- In 2023 the City of Marble Falls adopted the Hazard Mitigation Plan to proactively reduce risks, enhance resilience, and protect lives, property, and the environment from the adverse impacts of hazards such as wildfire, flooding, ice storms, and others. Now that the plan is adopted the city should prioritize implementation as specified in the plan.

Action N.2.7

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO REQUIRE OR INCENTIVIZE SUSTAINABLE OR LOW IMPACT DESIGN PRACTICES IN NEW DEVELOPMENT.

- As part of a growing trend to reduce the environmental impact of development, the City should continue to support private sector development efforts that incorporate green building practices and/or energy efficiency. This should include an assessment of the City's development regulations to require or add incentives for green building practices. Examples of sustainable building practices that should be considered include low impact development (which utilizes the site's natural resources as part of the overall stormwater management program), rainwater capture, tree preservation, night sky protection, xeriscaping or drought-tolerant landscaping, and pervious pavement, among others. This could also include the City installation of rain water catchment infrastructure, the offering of grants and/or rebates for green building or site installations (e.g., xeriscaping), and other similar incentive-based programs.

Action N.2.8

ESTABLISH A POLICY THAT ENCOURAGES OR REQUIRES LANDSCAPING IN PUBLIC MEDIANS, ON CITY PROPERTY, AND WITHIN PUBLIC GATHERING SPACES TO BE NATIVE LANDSCAPING AND DROUGHT TOLERANT.

- According to the Texas Water Development Board, outdoor water use, which includes landscaping, accounts for a significant portion of total water consumption in the state. In some areas, outdoor water use can account for up to 50% or more of residential water usage during peak summer months.
- Establishing a policy that encourages or requires native landscaping and drought-tolerant plants in public maintained spaces will not only increase biodiversity and support healthy wildlife but will also reduce the water consumption for these areas.

Action N.2.9

IDENTIFY OPPORTUNITIES TO SUSTAINABLY USE REUSE WATER FROM THE DIRECT WATER REUSE PLANT.

- As the community continues to grow, demand for water will also increase. Unfortunately, meeting water supply needs is challenging and expensive statewide. This will eventually lead to price increases from suppliers and drinking water shortages. Solutions are two-fold; increase supply and reduce demand.
- The City is currently planning to build a state of the art water reuse plant with the hopes of using the reclaimed water as a potable water resource. In advance of that effort, the City should proactively identify opportunities to sustainably use reuse water from the direct water reuse plant.



Landscaping

Wildfire

Action N.2.10

UPDATE THE COMMUNITY WILDFIRE PROTECTION PLAN TO ADDRESS BEST MANAGEMENT PRACTICES AND NEW AREAS ON WILDFIRE, DROUGHT, AND EXTREME HEAT.

- Community Wildfire Protection Plans (CWPPs) are essential programs that communities can adopt to assess wildfire risks, develop mitigation strategies, and establish emergency response plans. These plans guide coordinated efforts and prioritize actions to reduce wildfire risk within the community. The CWPP for Marble Falls should be updated on a regular basis to account for new development, evacuation routes, new best practices, and to spread the word to new residents.

Action N.2.11

EVALUATE OPPORTUNITIES TO UNDERTAKE CONTROLLED BURNS ON PUBLIC PROPERTY TO REDUCE WILDFIRE DANGER TO NEIGHBORHOODS AND OTHER PUBLIC PROPERTY.

- Controlled burning, also known as prescribed burning, is a valuable tool for managing fire in natural or undeveloped areas. It involves carefully planned and controlled fires under specific weather conditions to reduce fuel loads, maintain ecosystem health, and minimize the risk of uncontrolled wildfires. Prescribed burns can mimic natural fire regimes and promote the regeneration of fire-adapted ecosystems. However, they can also be dangerous in urban or developed settings. The proximity of residential areas and infrastructure increases the complexity and risks associated with prescribed burns.
- The City should work with Fire Rescue and state agencies such as Texas A&M Forest Service or Texas Commission on Environmental Quality to evaluate the needs and opportunities for controlled burns.

Action N.2.12

CONTINUE TO EDUCATE AND BRING AWARENESS ON FIRE PREVENTION TO CITIZENS TO HELP REDUCE FIRE HAZARD ON PRIVATE PROPERTY.

- Marble Falls Fire Rescue has several resources on their website for residents to protect themselves and their property. These resources should be updated with best management practices and circulated in areas of identified wildfire risk.



Examples of Controlled Burns

Source: The Nature Conservancy



MOBILE MARBLE FALLS

Mobile Marble Falls places a central emphasis on the development of efficient thoroughfares and the promotion of alternative mobility options.

Prioritizing the enhancement of the road networks, ensuring safe and efficient travel for all modes of transport, from automobiles and public transit to pedestrians and cyclists will create a more pleasant experience for Marble Falls. Moreover, the community has committed to advancing alternative mobility solutions such as bike lanes and pedestrian-friendly streetscapes.

By fostering a comprehensive approach to mobility, we aim to reduce congestion, improve air quality, and enhance accessibility, thereby improving the quality of life for everyone.

Focus Area Descriptions

Under Mobile Marble Falls, the community has identified three focus areas: thoroughfares, streets, and alternative mobility. These focus areas cover strategies and recommendations to improve the flow of traffic in Marble Falls and increase transportation options.

THOROUGHFARES

Thoroughfares are public streets that serve as main routes for transportation, typically allowing for the movement of vehicles through urban, suburban, or rural areas. Thoroughfares are designed to provide efficient and convenient passage and often connect major destinations such as different areas of the city, commercial districts, and industrial zones. As such, thoroughfares, by design, should prioritize efficient mobility through proper street design and well-planned network of routes to circumvent congestion points.

STREETS

Where thoroughfares tend to prioritize mobility and efficient flow of traffic, streets should prioritize access, character, and placemaking. Neighborhood streets, downtown streets, and other local streets are designed for slow traffic, access points to multiple destinations, and are likely to have a large number of pedestrians. Such streets usually include sidewalks, street trees, or bike lanes, and should be designed to match the urban, suburban, or rural character of the area.

ALTERNATIVE MOBILITY

Alternative mobility refers to modes of transportation which do not rely on an automobile such as walking, biking, public transportation, using golf carts or scooters, or other similar modes of transportation. A comprehensive mobility network can improve the quality of life for residents by offering more transportation choices. While this section is focused on walking and biking, as technology changes and Marble Falls continues to grow the City should keep an open mind towards alternative mobility innovations.

MOBILE MARBLE FALLS

Goal: Build thoughtfully designed and connected mobility networks.

THOROUGHFARES

STRATEGY: Ensure Marble Falls has a well-planned thoroughfare network that provides circuitous routes.

Action M.1.1

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS AND DEVELOPMENT REVIEW POLICY TO IMPROVE OVERALL COMMUNITY CONNECTIVITY THROUGH IMPLEMENTATION OF THE THOROUGHFARE PLAN.

- Improving the connectivity throughout Marble Falls provides residents greater choice in being able to access the citywide thoroughfare network. Providing multiple choices and creation of a better grid between all roadways helps to reduce congestion and improve the overall satisfaction with the City's thoroughfare system. Example improvements to the development regulations could include calculating the number of required access points based on the size of the neighborhood, requiring cross-access to adjacent neighborhoods, establishing a connectivity ratio, and shortening block lengths in new traditional neighborhood development. Interconnection of roadways is often met with push back from neighborhoods or from individual homeowners. The City must overcome singular or localized concerns for the greater good of the Marble Falls Community.

Action M.1.2

PREPARE AN INDEPENDENT MOBILITY MASTER PLAN TO ADDRESS THE TRAFFIC CONGESTION ISSUES IN FURTHER DETAIL INCLUDING DEVELOPING A CAPITAL PROJECTS LIST AND PROGRAMMATIC CHANGES.

- Creating a mobility master plan would help to provide a cohesive vision for the mobility projects within Marble Falls. The document could be used to provide a comprehensive guide for the mobility priorities in the area, including traffic congestion, roadway capacity, and intersections.

Action M.1.3

ENCOURAGE ALTERNATIVE ROUTES OUTSIDE OF ESTABLISHED NEIGHBORHOODS FOR TRUCK TRAFFIC.

- Establishing alternative routes for trucking will help prevent hazards in neighborhoods. Some of the hazards that could occur due to truck traffic in neighborhoods includes, obscured visibility, wide turns, disruption of traffic flow, and lack of shoulder space for pulling over. By preventing truck traffic in neighborhoods, truckers can have a more direct roadway network and alleviate some of the nuisance and wear and tear on neighborhood roads.

Action M.1.4

EVALUATE OPPORTUNITIES AND PARTNERSHIPS NECESSARY TO ESTABLISH ANOTHER BRIDGE CROSSING TO CONNECT THE PROPOSED ARTERIAL BY-PASS IN EASTERN MARBLE FALLS.

- As identified in the County’s previous Transportation Master Plan, there are several identified arterial connections which help to ensure regional connectivity as the county continues to grow in the future. Many of these are located in the county but affect mobility options for citizens, workers, and visitors to Marble Falls.
- One of the most important connections is related to a potential future crossing over the Colorado River in the east portion of the city. This crossing, in association with a broader by-pass connection around Marble Falls, would provide both congestion relief and the opportunity to direct pass-through traffic around Marble Falls. If done correctly, this could provide beneficial access into the city from areas to the east while providing an alternate route for heavy truck traffic that can cause congestion along U.S. 281 through downtown.

Action M.1.5

COORDINATE WITH TXDOT AND OTHER AREA PARTNERS TO EVALUATE OPPORTUNITIES AND IMPLEMENT INVESTMENTS IN TRANSPORTATION DEMAND MANAGEMENT AND SMART CITY TECHNOLOGIES TO IMPROVE TRANSPORTATION EFFICIENCY.

- Some cities are redefining the future of mobility through intelligent traffic management systems, electric vehicle charging networks, or other technology advancements. The use of technology will increasingly impact municipal operations. Embracing technological advancements will help keep Marble Falls moving forward and at the forefront of decision-making.

Action M.1.6

CONTINUE TO PRIORITIZE LOCAL THOROUGHFARE CONNECTIONS TO PROVIDE ADDITIONAL TRANSPORTATION CHOICES FOR THE CITIZENS OF MARBLE FALLS.

- To ensure the flow of traffic is properly managed, the City should establish additional local thoroughfare connections to help enhance the transportation options for residents. Local thoroughfare connections aim to prioritize accessibility for all citizens.

Action M.1.7

CONTINUE TO ADVOCATE FOR IMPROVED ACCESS MANAGEMENT AND ADDITIONAL MULTIMODAL IMPROVEMENTS FROM TXDOT ALONG US 281.

- There have been ongoing discussions with TxDOT regarding improved access management considerations along portions of U.S. 281. This north-south corridor is vital to the City’s future as an economic and tourism hub, meaning it is essential that the enhancements improve as many of the problems within the public right-of-way as possible.
- The City should consider developing and advocating for a Complete Streets policy regarding any future improvements to this corridor.
- In addition to access management strategies, the City should also lobby TxDOT to consider the addition of safe and comfortable bicycle and pedestrian facilities (e.g., multi-use shared use paths with buffer separation from the travel lanes) for all new redeveloped/expanded sections.
- This should also include intelligent intersections that help address congestion management and safe pedestrian crossing movements.

ALTERNATIVE MOBILITY

STRATEGY: Prioritize the development of sidewalk, bike lane, trail, and multi-use networks.

Action M.2.1

PREPARE AN INDEPENDENT TRAILS MASTER PLAN TO IDENTIFY TO ASSESS SHORT- AND LONG-TERM NEEDS FOR FULL DEVELOPMENT OF A MARBLE FALLS TRAIL SYSTEM AS SET OUT IN THE ALTERNATE MOBILITY PLAN.

- Using the Alternate Mobility Plan as a foundation, a trails master plan would identify and prioritize key sidewalk segments along arterial and collector roadways which create the greatest potential to improve pedestrian connectivity to key destinations within the city. These key pedestrian destinations include downtown, parks, trails, and schools.
- As a priority for funding, the City should try to maximize funding in areas that have the greatest impact to improve connectivity. As part of a sidewalk master plan, or in conjunction with a trails master plan, the City should identify certain sidewalk and/or crosswalk projects which could be included in the future Capital Improvement Plan.

Action M.2.2

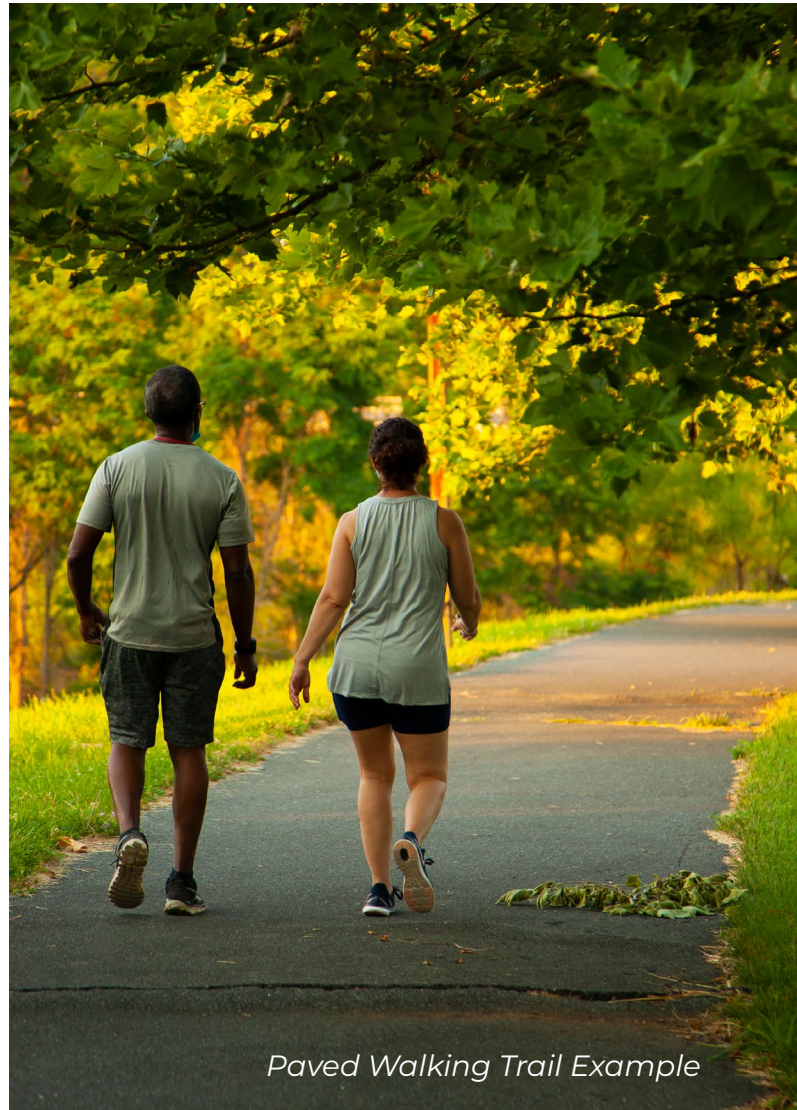
SEEK OUT CREATIVE FINANCING OPPORTUNITIES FOR TRAIL PROJECTS SUCH AS FEDERAL AND STATE GRANTS, PARTNERSHIPS WITH OTHER ENTITIES, SPONSORSHIPS, AND VOLUNTEER-BASED EFFORTS.

- Some of the creative financial opportunities for trails include partnerships with other entities, such as partnering with neighboring cities and the county, public-private partnerships, community foundations, and federal and state grants. By seeking out creative financing opportunities, the City is not limited in how to develop trail projects and the timeline at which they occur. This will be beneficial for providing more opportunities for trails within the city for the citizens.

Action M.2.3

IDENTIFY ADDITIONAL FUNDING SOURCES FOR THE MAINTENANCE OF TRAILS, TRAIL AMENITIES, SIDEWALK CONNECTIONS, EASEMENTS, AND STAFFING.

- Funding for implementing the maintenance of trails and sidewalks should come from a variety of sources, including local resources such as the general fund (which is supported by property and sales taxes); voter-approved bonds; federal, state and other grants; among other sources.
- Funding sources can also come from user fees, adopt-a-trail programs, and public-private partnerships. While these are more creative funding sources, they are still viable in order to contribute to the daily needs of trails.



Paved Walking Trail Example

Action M.2.4

ENHANCE PEDESTRIAN FACILITIES AND ACCESS TO IMPORTANT DESTINATIONS SUCH AS GROCERY STORES, SCHOOLS, PARKS, AND OTHERS.

- Enhancing pedestrian facilities is integral to the health and livability of the community. It helps aid in the reduction of traffic congestion and pollution by providing alternative travel. Pedestrian facilities refers to the walkways, sidewalks, and crosswalks that are exclusively for pedestrians.
- Ways to enhance pedestrian facilities includes: implementation of a Complete Street policy, designing facilities for pedestrians of all abilities, enhancing the visibility of crosswalks, and creating a sidewalk master plan.

Action M.2.5

COORDINATE WITH TXDOT TO EVALUATE OPPORTUNITIES TO IMPROVE BICYCLE AND PEDESTRIAN FACILITIES ACROSS THE U.S. 281 BRIDGE AT LAKE MARBLE FALLS.

- Though walking or biking across U.S. 281 in it's current state is not advisable, eventually Marble Falls with need an alternate mobility connection across the lake. Collaborating with TxDOT will help in ensuring that either the bridge is updated to include pedestrian or bicycle facilities or that the network of bicycle and pedestrian facilities are connected and a gap analysis is completed.

Action M.2.6

DEVELOP A PLAN FOR DOWNTOWN CONNECTIVITY WITH MULTI-USE PATHS THAT ACCOMMODATE PEDESTRIANS, BICYCLES, AND GOLF CARTS.

- As one of the more pedestrian friendly and accessible areas of town, downtown Marble Falls deserves an extra level of analysis regarding multi-modal transportation. The City should develop a stand-alone plan for downtown alternate mobility or include this as a component of the downtown Master Plan update.

Action M.2.7

EVALUATE OPPORTUNITIES TO DEVELOP PILOT TACTICAL URBANISM INTERVENTIONS TO IMPROVE BICYCLE AND PEDESTRIAN CONNECTIONS FROM THE SURROUNDING NEIGHBORHOODS INTO DOWNTOWN.

- Tactical urbanism includes the City, organizations, and/or citizen-led approaches to neighborhood building using short-term, low-cost interventions as a catalyst for long-term changes.
- Providing a pilot for such interventions could help spark community involvement and help the City in determining where the areas of need are located.

Action M.2.8

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS BASED ON AN ASSESSMENT OF EMERGING BEST PRACTICES RELATED TO POTENTIAL CONNECTIONS FOR URBAN AIR MOBILITY.

- Currently, there are technological and regulatory advancements being made which will allow the use of new urban mobility options connecting downtown metropolitan areas (e.g., Austin) to exurban regional hubs.



Bicycle and Pedestrian Facilities

- These urban mobility technologies (e.g., electric vertical takeoff and landing aircraft (eVTOLs)) will be a viable regional mobility option during this plan horizon.
- A proactive assessment and amendment of the development regulations could provide for the future inclusion of these new technologies while still protecting the public safety and welfare of the citizens of Marble Falls.
- Additionally, there may need to be amendments which address potential concerns and best management practices related to drone delivery systems.

Action M.2.9

IDENTIFY ADDITIONAL FUNDING SOURCES TO IMPLEMENT NEW SIDEWALK PROJECTS.

- Securing funding sources such as public and private grants to supplement the City's general budget is an important asset to implementing new sidewalk projects.
- Determining the cost for each prioritized project is vital in determining the appropriate funding source and time frame for implementation.

Action M.2.10

IN CONJUNCTION WITH STREET REHABILITATION OR OTHER PUBLIC IMPROVEMENT PROJECTS, CONSTRUCT OR RECONSTRUCT SIDEWALKS WHERE THEY DO NOT EXIST OR ARE IN POOR CONDITION (PARTICULARLY ADJACENT TO SCHOOLS, PARKS, PUBLIC BUILDINGS, AND OTHER COMMUNITY DESTINATIONS).

- Utilize the Thoroughfare Plan and Alternate Mobility Plan to ensure that key connections and appropriate design is considered in all new road development and existing street rehabilitation projects. This could include the striping of new on-street bike lanes as part of a repaving project or installation of a higher bridge to accommodate a future safe crossing envisioned as part of the overall citywide trail system.

Action M.2.11

ANNUALLY UPDATE THE SIDEWALK INVENTORY AND REPORT ON MILES OR LINEAR FEET OF NEW SIDEWALK ADDED EACH YEAR.

- Providing annual updates and reports on sidewalk infrastructure demonstrates transparency in municipal operations and holds city officials accountable for their commitment to improving pedestrian infrastructure, while also allowing cities to track their progress in expanding sidewalk networks over time. By quantifying the miles or linear feet of new sidewalks added each year, cities can measure the effectiveness of their efforts and identify areas for improvement.

Action M.2.12

CLARIFY THE CITY'S ROLE RELATIVE TO PRIVATE PROPERTY OWNERS FOR SIDEWALK MAINTENANCE AND REPAIR AND THE POTENTIAL NEED FOR MAINTENANCE STANDARDS TO ENSURE CONSISTENCY.

- Maintaining clear roles for the City and private property owners is essential in creating a consistent and cohesive sidewalk network. The benefit to sidewalk maintenance is more pedestrian usage, enhanced safety, and beautification.
- Creating maintenance standards will help in setting a standard for how the city looks and will showcase the importance of having well maintained sidewalks for its citizens.

Action M.2.13

COLLABORATE WITH COMMUNITY PARTNERS TO PROMOTE BICYCLE EDUCATION AND AWARENESS TO PROMOTE A BICYCLE-SUPPORTIVE CULTURE.

- Finding community partners to help educate on bicycle safety and support bicycles is important for creating a safer bicycle-riding environment for the community and creating community-backing for the creation and use of bicycle infrastructure.

STREETS

STRATEGY: Design a mobility network focused on street character, connectivity, and safety that is planned to meet the needs of the future.

Action M.3.1

IDENTIFY ADDITIONAL FUNDING SOURCES TO ALLOCATE MORE RESOURCES TO THE MAINTENANCE OF ROADWAYS THROUGHOUT THE CITY BASED ON PAVEMENT CONDITION.

In order to continue keeping up with the maintenance needs of the roadways within Marble Falls, the City needs to establish a more formalized street maintenance program based on the comprehensive street condition assessment to best determine the appropriate funding and funding options for staffing, maintenance, repaving, etc.

Action M.3.2

FORMALLY ADOPT AND BRING AWARENESS TO A COMPLETE STREETS POLICY WHICH DECLARES COMMUNITY PRIORITY AND COMMITMENT TO DEVELOPING A MOBILITY SYSTEM FOR ALL USERS.

- In order to better address the community desire for better pedestrian facilities, a Complete Streets policy should be adopted and maintained by the City. This policy can be used in all decision-making related to transportation planning, design, and maintenance. More information about Complete Streets can be found in the previous chapter.

Action M.3.3

CONTINUE AND INVEST IN THE STREET REPAVING PROGRAM TO REGULARLY ASSESS PAVEMENT CONDITIONS THROUGHOUT THE COMMUNITY, PRIMARILY IN OLDER AREAS WHERE ADDITIONAL INVESTMENTS MAY BE NEEDED.

- A comprehensive street condition assessment should be conducted to evaluate and rate the condition of every street within Marble Falls. The assessment should include a rating system identifying the streets that are excellent, good, fair, and poor. The results of the assessment should be used to identify the necessary staffing and/or funding to complete the highest priority repairs.

COMPLETE STREETS CASE STUDY

The City of Dallas launched a Complete Streets Design Manual in January 2016 with the purpose of designing streets to ensure the safety for all users. As a result of the 2016 manual, Greenville Avenue was updated. To improve the street character, the four lanes were brought down to two and the sidewalks were expanded. Other enhancements include bulb-outs installed, on-street parking on both sides, street trees were planted, and special pavers were also included to give the area a sense of place. For more information on Complete Streets please refer to **Chapter 4, Community Direction**.

Before Improvements

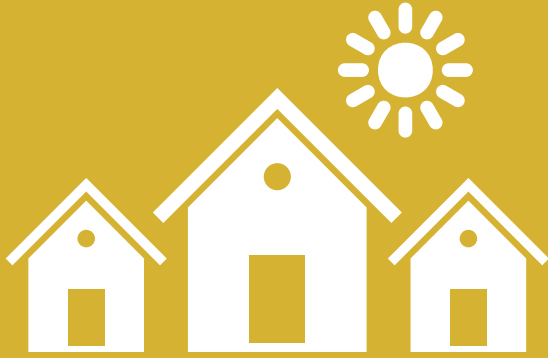


Source: City of Dallas

After Improvements



Source: City of Dallas



LIVABLE MARBLE FALLS

Livable Marble Falls supports creating neighborhoods and land use patterns that promote a high quality of life for current and future residents. Our goal is to cultivate vibrant, inclusive, and prosperous communities that offer a range of housing options, greenspaces, and amenities.

By prioritizing responsible land use planning the City can accommodate growth while preserving the unique character and identity for Marble Falls. Through integrated land uses, walkable streets, and the inclusion of parks and trail corridors, we aspire to create neighborhoods where residents can live, work, and play.

This underscores our commitment to ensuring that every neighborhood is a desirable and thriving place to call home, fostering a sense of belonging and well-being for all.

Focus Area Descriptions

Under Livable Marble Falls, the community has identified three focus areas: future land use, housing & neighborhoods, and placemaking. These focus areas outline strategies to enhance the livability of Marble Falls through enhanced placemaking, coordinated future land use planning, and prioritization of housing and neighborhoods for all residents.

FUTURE LAND USE

A Future Land Use Plan is a snapshot of where development and redevelopment will occur and overall demonstrates how Marble Falls would like to continue to develop. It is a tool used for future planning, allowing the City to be proactive in its decision-making rather than reacting to individual development proposals. It is an integral part of the Comprehensive Plan, and at its core, is a guide to the future built and natural environment in Marble Falls.

PLACEMAKING

A well-planned system of land uses, combined with a distinct sense of place, and quality built environment provides an effective foundation for a prosperous future. An essential element of community building is the recognition that new growth, if unmanaged, can create the same homogeneous form of development which exists all across the country. Fostering an appropriate quality and character of development, combined with intentional actions that create a sense of place, will help to build a community that is uniquely Marble Falls.

HOUSING & NEIGHBORHOODS

Marble Falls' housing market is dynamic, and much like the rest of the country, faces many challenges and opportunities. The City strives to accommodate a growing population while ensuring housing affordability and neighborhoods remain attractive for current and new residents. A diversified housing stock is an essential element which ensures a city can become a life-cycle community for its residents, meaning young adults, families, retirees, and others are able to live and work in Marble Falls.

LIVABLE MARBLE FALLS

Goal: Create a vibrant community by promoting diverse housing options, enhancing public spaces, and planning for sustainable future land uses.

FUTURE LAND USE

STRATEGY: Implement the community vision for Marble Falls established in this plan.

Action L.1.1

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO UNDERTAKE WARRANTED CODE IMPROVEMENTS TO ENSURE CONSISTENCY WITH THE FUTURE LAND USE PLAN AND TO CONTINUE TO REDUCE CODE COMPLEXITY, ADDRESS CHANGING DEVELOPMENT PATTERNS AND OPPORTUNITIES FOR INCREMENTAL DEVELOPMENT, AND ADHERENCE TO CHANGING STATE LAWS.

- Comprehensive plans are often followed by updates and amendments to various codes and regulations. While the Future Land Use Plan builds upon the framework established during the last comprehensive planning process, some changes to the development regulations may be necessary for plan implementation.

Action L.1.2

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO IMPLEMENT THE PROPOSED REGULATORY CHANGES IDENTIFIED IN THE CODE ASSESSMENT.

- Implementation of this Plan includes translating its actions to the City's Development Code. While the Comprehensive Plan creates the vision for community desires, the Code enables the City to enforce that vision. Once this Plan is adopted, the City should utilize the assessment of the current zoning and subdivision regulations to determine what is needed to meet the vision of the new Comprehensive Plan. With this information defined, the City can update the existing Code to align with the vision of the Comprehensive Plan.



Homes for Sale Marble Falls

Action L.1.3

CONTINUE TO UTILIZE THE FUTURE LAND USE PLAN TO GUIDE DEVELOPMENT TO ENSURE POSITIVE, PLANNED GROWTH IN BOTH GREENFIELD AND INFILL DESIRED AREAS THROUGHOUT THE COMMUNITY.

- The Future Land Use Plan embodies the most important strategic direction set by the Marble Falls' community in the comprehensive plan. It captures the community's values and desired future regarding how, when, and where Marble Falls will grow over the Plan horizon.
- The Future Land Use Plan covers the entire area within the city limits and the extraterritorial jurisdiction (ETJ), including both existing developed areas and undeveloped greenfield areas.
- It is a tool used for advance planning, allowing the City to be proactive in its decision-making rather than waiting and reacting to individual development proposals. It is an integral part of the Comprehensive Plan, and at its core, is a guide to the future built and natural environment in Marble Falls. It provides a snapshot of where development and redevelopment will occur and what type it will be.
- Based on defined character areas and desired mix of land uses, the Plan considers strategic locations in Marble Falls for future development (i.e., downtown, activity centers, commercial corridors and gateways) that encourage investment and position the community for growth and success. Through integration of zoning, financial planning for services and amenities, and capital improvement plan (CIP) project funding, the City is able to maximize land values, ensure effective capital expenditures and long-term fiscal health.
- The Future Land Use Plan is intended to be a guide. Although, the future land use classifications set the framework for future decision-making on individual rezonings, they do not constitute zoning regulations in and of themselves.

HOUSING & NEIGHBORHOODS

STRATEGY: Encourage quality neighborhoods with family-friendly amenities and diverse housing options.

Action L.2.1

WORK WITH AREA DEVELOPERS TO CREATE PROTOTYPICAL GUIDANCE, RESOURCES, AND AWARENESS ABOUT MISSING MIDDLE AFFORDABLE HOUSING OPTIONS INCLUDING GARDEN/PATIO HOMES AND SINGLE-FAMILY ATTACHED HOUSING PRODUCTS.

- The development regulations (i.e., the zoning ordinance and land use regulations) in Marble Falls currently allow for the development of missing middle housing product types such as townhomes, duplexes, etc, though it seems these product types are not being constructed or developers are encountering obstacles with these product types. This recommendation suggests city staff work with area developers to create guidance or templates for the housing products Marble Falls would like to see constructed.

Action L.2.2

CONSIDER ESTABLISHING STREAMLINED DEVELOPMENT REVIEW PROCEDURES OR REDUCED FEES FOR NEW DEVELOPMENT THAT INTEGRATES MORE AFFORDABLE HOUSING OPTIONS.

- Streamlined procedures and reduced fees facilitate the development process, encouraging more developers to engage in affordable housing projects, ultimately increasing the availability of affordable homes for residents. By incentivizing the integration of affordable housing, cities can address pressing housing needs and promote socio-economic diversity within communities. This approach aligns with broader goals of promoting accessibility, diversity, and social cohesion within the city, contributing to a more vibrant and livable community.

HISTORIC DISTRICT

Historic preservation is any activity that seeks to identify, protect, rehabilitate, or enhance the historical sites and resources of a given site. It is used to safeguard the existence and appearance of historic elements within a community. As mentioned previously, Marble Falls has some tools in place to preserve historic properties.

Downtown McKinney is an example of successful historic preservation. Creating an identity around their history has helped create a blend of eclectic architecture in McKinney. They have multiple ordinances that result in the historic charm of the city, including the Historic Overlay District, Historic Preservation Advisory Board, Designation of Historic Landmarks and Districts, and the Historic Neighborhood Improvement Zone and Neighborhood Empowerment Zone.

There are multiple incentives that McKinney has for the property owners of historic properties. Some of those include economic incentives, such as the Historic Neighborhood Improvement Zone Tax Exemption Program.

People find pride in their community's history and providing resources and recognition for those willing to participate is important to creating a successful historic district.



*Downtown McKinney
Source: KERA News*

Action L.2.3

EVALUATE OPTIONS TO INCENTIVIZE AFFORDABLE HOUSING INFILL DEVELOPMENT OPTIONS THROUGH STREAMLINED PERMITTING, REDUCED IMPACT FEES, AND OTHER OPTIONS.

- As Texas Legislature continues to limit municipalities' ability to annex, land within the city limits grows more and more valuable. In addition, the most financially sustainable land is land which already has utilities and public services. Therefore, infill development is not only a great opportunity for development overall but for affordable housing, which the community has expressed a need for.
- The City of Marble Falls should evaluate opportunities to incentivize affordable housing development through reductions in impact fees, streamlined or expedited permitting, reduced parking requirements, or other regulatory incentives.

Action L.2.4

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO AMEND THE SHORT-TERM RENTAL (STR) STANDARDS TO INCLUDE LIMITS TO EITHER THE MAXIMUM NUMBER OF STRS ALLOWED IN MARBLE FALLS OR LIMITS TO CERTAIN AREAS OF TOWN.

- There are very few tools in a municipality's toolbox for managing short-term rentals (STRs). In fact, municipalities primarily rely on proactive measures rather than reactive responses. Despite Marble Falls currently maintaining a manageable quantity of STRs, heightened interest in Hill Country tourism suggests the potential for future fluctuations. It is imperative for the City to proactively revise development regulations to safeguard the integrity of residential neighborhoods, bolster tourism, and mitigate potential conflicts arising from the convergence of these interests.

MISSING MIDDLE HOUSING

Missing middle housing is a term commonly used to describe housing types often “missing” from communities. Missing middle housing is characterized by buildings with more units than single-family, but fewer than mid- or high-rise multi-family complexes. These might include duplexes, triplexes, townhomes, and cottage-type homes. These types of housing can provide greater housing density, and thus potentially greater housing affordability, while still fitting into the existing character of the surrounding neighborhoods.



Example Image of Duplex



Example Image of Townhouses

Action L.2.5

EVALUATE OPPORTUNITIES TO SIMPLIFY AND EXPEDITE THE LICENSING AND APPROVAL PROCESS FOR CHILD CARE FACILITIES TO REDUCE ADMINISTRATIVE BURDEN AND ENCOURAGE MORE PROVIDERS TO ENTER THE MARKET.

- Streamlining the licensing process can lower barriers to entry, making it easier for new child care facilities to open and meet the growing demand for child care services in the community. By reducing bureaucratic hurdles and expediting approvals, the City can foster competition, promote innovation, and improve accessibility to high-quality child care options for families.
- While the City may not necessarily be involved in the licensing of child care facilities there could be efficiencies created with the police department involving fingerprinting facilities or equipment. It is not uncommon for smaller communities to rely on larger municipalities such as Austin for fingerprinting and background checks.

Action L.2.6

ESTABLISH A NEIGHBORHOOD OUTREACH PROGRAM TO IMPROVE WORKING RELATIONSHIPS WITH OLDER AND NEWER NEIGHBORHOODS WITH AND WITHOUT HOMEOWNERS ASSOCIATIONS (HOAS) TO ENSURE LONG-TERM CONTINUATION OF NEIGHBORHOOD QUALITY AND VITALITY.

- Enhanced City-to-neighborhood communication fosters input on key issues and shares updates on initiatives, programs, and resources. The City can explore various channels like HOA registration, email lists, and community events for improved outreach.
- Other communities around Texas have found success in regular neighborhood meetings (i.e., monthly ask a planner, quarterly coffee with the mayor, etc.). These meetings typically rotate to different areas of town or neighborhoods to be inclusive. These outreach programs foster a sense of community, increase government transparency and public awareness, and ensure social cohesion between different parts of the community.

Action L.2.7

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO PREPARE HISTORIC DISTRICT DESIGN STANDARDS APPLICABLE TO PROPERTIES AND STRUCTURES WITHIN ANY FUTURE HISTORIC DISTRICT DESIGNATION.

- The City of Marble Falls has a Municipal Historic District ordinance which authorizes property owners to apply for Historic District designation. However, there are no standards or guidance for properties and structures in such districts. This action is to establish design standards before any districts are in place.
- Additionally, the aforementioned historic preservation commission may assist city staff in developing guidelines and regulations for preservation, provide education and outreach to the public, and review proposed alterations or demolitions of historic structures.

Action L.2.8

PREPARE A NEIGHBORHOOD SPECIAL AREA PLAN FOR THE OLDER RESIDENTIAL AREA WEST OF DOWNTOWN TO DEVELOP SPECIFIC COMMUNITY-DETERMINED GOALS AND OBJECTIVES, CUSTOMIZED LAND USE POLICIES AND ZONING REGULATIONS, AND NEEDED CAPITAL INVESTMENTS.

- The older neighborhoods adjacent to downtown are critical components of the fabric of Marble Falls and as such deserve the care, attention, and detailed guidance afforded by a special area plan.
- Special area planning for downtown's surrounding traditional neighborhoods is crucial for redevelopment and synergy. Tailoring strategies to complement historic charm encourages reuse of existing structures, mixed-use development, and seamless connectivity. Redevelopment initiatives, including regulatory improvements and capital investments, revitalize underutilized spaces, enhancing vibrancy and preserving small-town character.

PLACEMAKING

STRATEGY: Encourage opportunities for Marble Falls to distinguish themselves and create a sense of place.

Action L.3.1

COORDINATE WITH TXDOT TO IMPROVE THE FUNCTION AND APPEARANCE OF THE U.S. 281 / STATE HIGHWAY 71 INTERCHANGE.

- The perfect time to influence the function, look, and feel of a roadway project is during the design phase. TxDOT's current initiative to undertake a complete redesign of the U.S. 281 / State Highway 71 interchange provides an opportunity for Marble Falls leadership and citizens to lobby for the incorporation of community priorities rather than just on operational vehicular throughput.
- Priority should be given to ensure that the operational redesign provides for enhanced vehicular, bicycle, and pedestrian connectivity for Marble Falls local trips.



Example of Public Spaces near a Downtown

- Priority should be given to include the use of enhanced aesthetic treatments for all structural infrastructure as well as enhanced landscaping to leave a memorable impression in drivers' minds thus setting Marble Falls apart from other surrounding areas along each highway. The landscaping should include native, low maintenance, drought-tolerant species such as the use of native wildflower meadows which would provide seasonal color changes, improve the visual quality of the area, and provide stormwater filtration and plant diversity for insects, birds, etc.).
- In addition, the redesign should include the construction of a southern gateway monument signifying entrance into the City of Marble Falls. While some of these enhancements may require additional monies provided by the City, the redesign will be the only opportunity to make an aesthetic improvement for a generation.

- One of the essential components of maintaining a small-town atmosphere is through intentionality towards year-round community events and programming that bring people together. This enhances small-town character through opportunities for social connections, neighborliness, and just general opportunities for gathering.
- To foster the small-town charm of Marble Falls, the City should seek to create and enhance opportunities for social cohesion; community health, wellness, and recreational programs; and cultural and educational opportunities to enrich the overall quality of life for residents in Marble Falls. This could include additional special events in downtown and in Lakeside Park. This could also include enhanced programming in and activation of all City parks through special recreation programming (e.g., group walks, league play, movies in the parks, and other special events).

Action L.3.2

COORDINATE WITH TXDOT TO PROVIDE A CENTRAL LANDSCAPE MEDIAN ALONG U.S. 281 WITHIN THE DOWNTOWN AND NEARBY AREAS.

- While Marble Falls' downtown includes a portion of U.S. 281, there is no indication of this while drivers pass through the area. The City should coordinate with TxDOT to design and construct a center landscape median with incorporated left turn lanes from Sixth Street to First Street. The median would create a unique character along the U.S. 281 corridor in the downtown area while also controlling left turn movements and increasing safety. The median should include a decorative paver strip around the edge and native, high-quality landscaping (e.g., trees, shrubs, grasses, and flowers) within the center.

Action L.3.3

SUPPORT OPPORTUNITIES FOR YEAR-ROUND PROGRAMMING, SPECIAL EVENT ACTIVITIES THAT REINFORCE COMMUNITY PERCEPTIONS OF SENSE OF COMMUNITY AND SMALL-TOWN CHARACTER.



Landscaped Median Example

SMALL-TOWN CHARACTER

There is a misconception that the form of the built environment is the primary attribute which dictates “small-town character.” While the form of the built and natural environments do play a role, preserving and enhancing small-town character requires a multifaceted approach that encompasses various aspects of community life.

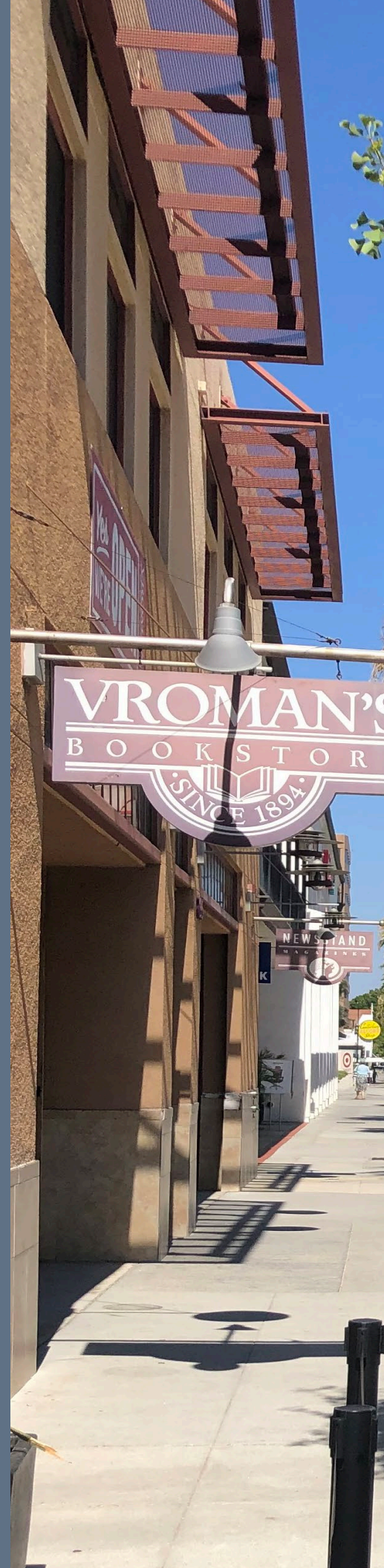
One key aspect involves maintaining the historic fabric of the town, including its architecture, landmarks, and neighborhoods. Cities can achieve this by implementing policies to protect historic buildings, offering incentives for restoration, and promoting heritage tourism to showcase the town’s unique history.

Additionally, preserving green spaces and natural areas plays a crucial role in maintaining the town’s connection to nature and providing residents with recreational opportunities. By investing in parks, trails, and open spaces, cities can enhance residents’ quality of life and contribute to the overall charm of the community.

Another essential component of preserving small-town character is fostering a vibrant local economy built on small-scale enterprises and locally-owned businesses. Cities can support these businesses by providing incentives, organizing community events such as farmers’ markets or artisan fairs, and implementing policies that prioritize local entrepreneurship over large chains. Locating these activities in downtown and activity centers further enhances the sense of being part of a small-town atmosphere.

Promoting walkability and cycling is also essential for creating a pedestrian-friendly environment that encourages social interaction and reduces dependence on cars. Improving sidewalks, bike lanes, and pedestrian infrastructure not only enhances mobility but also contributes to the town’s aesthetic appeal and overall livability.

Finally, community engagement and communication play a vital role in shaping and preserving small-town character. By fostering a sense of belonging and shared ownership among residents, community engagement initiatives such as town hall meetings, neighborhood associations, and volunteer programs create a strong social fabric that is integral to the town’s identity. Effective communication channels, including newsletters, social media platforms, and local publications, facilitate the exchange of ideas, information, and shared experiences, fostering a sense of unity and connection among community members. Together, these efforts promote a collaborative approach to decision-making and problem-solving, ensuring that the unique character and values of the small-town are upheld and celebrated by its residents.





Action L.3.4

INVEST IN PRIMARY AND SECONDARY GATEWAY SIGNAGE AND ASSOCIATED ENHANCEMENTS AT KEY ENTRY POINTS TO MARBLE FALLS SO THAT RESIDENTS AND PASSERSBY HAVE A SENSE OF ARRIVAL INTO THE COMMUNITY.

- High-quality distinct features can help to differentiate Marble Falls from the surrounding areas and visually communicate the community’s character and sense of identity. It can also help to capture the attention of residential and or business passersby who may be looking for quality places for relocation. Key elements for the gateway enhancements could include monument signage using local materials when possible; visual elements for community recognition; high-quality, low-maintenance, drought tolerant landscaping designed.

Example of Downtown Sidewalk

Action L.3.5

CULTIVATE A PREDICTABLE INVESTMENT CLIMATE THAT ATTRACTS HIGH-QUALITY DEVELOPMENT PRACTICES (E.G., BUILDING FORM, ARCHITECTURE, AND QUALITY SIGNAGE AND LANDSCAPING) BY PROTECTING PROPERTY INVESTMENTS FROM INCOMPATIBLE OR AD HOC DEVELOPMENT DECISIONS.

- Marble Falls is at a crossroads. It is about to see an influx of investment in downtown and along its primary commercial corridors. With the adoption of the 2019 zoning regulations, the City made great strides improving the future quality of the built environment.

- The Texas Legislature also passed House Bill 2439 in 2019 which limited municipal authority in regulating building materials.
- Moving forward, the City needs to continue to identify ways to attract and foster high-quality development. By protecting property investments from incompatible or ad hoc development decisions, the City can maintain consistency in building form, architecture, signage, and landscaping. This approach promotes economic growth and sustainability while enhancing the overall aesthetic appeal of the community.



Example of High Quality Downtown Development

Action L.3.6

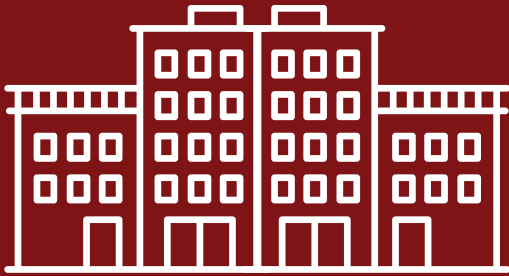
PROMOTE PUBLIC AND/OR PRIVATE INVESTMENTS, PROJECTS, OR ACTIONS THAT ENHANCE THE CHARACTER AND AESTHETIC ATTRACTIVENESS OF THE CITY'S CORRIDORS, NEIGHBORHOODS, AND PUBLIC GATHERING SPACES.

- By prioritizing enhancements to these areas, the city can create a more visually appealing environment, foster community pride, and attract visitors. Investing in beautification projects not only enhances the overall quality of life for residents but also boosts economic vitality by creating inviting spaces that encourage tourism, recreation, and commerce.

- This involves an understanding that city projects set the foundation for a quality built environment. When the City takes the time, effort, and resources to build high quality, durable projects, it signifies to the private sector that Marble Falls is a place worth investment. When combined with strong and purposeful zoning regulations, this can ensure Marble Falls retains a positive investment climate for years to come.



Example Quality of Public Spaces Near a Downtown



RESILIENT MARBLE FALLS

Resilient Marble Falls includes strategies to fortify economic vitality by revitalizing our downtown core strategically targeting employment industries to create a resilient economy and community.

This is achieved primarily through the identification and support of key industries that align with Marble Falls' strengths and potential to foster innovation, job creation, and economic growth. Simultaneously, strengthening downtown will make it a vibrant hub for commerce, culture, and community life.

Through targeted investments in infrastructure, mixed-use development, and placemaking initiatives, we aim to attract businesses, residents, and visitors to our city center, ensuring it remains the heart of our economic ecosystem. This underscores our commitment to creating a thriving, adaptive economy that can weather challenges and seize opportunities in the years ahead.

Focus Area Descriptions

Under Resilient Marble Falls, the community has identified three focus areas: targeted industries, downtown, and economic prosperity. These focus areas include strategies and recommendations to ensure Marble Falls' economy can withstand any shocks or stressors that may come.

TARGETED INDUSTRIES

The Marble Falls Economic Development Corporation regularly conducts a target industry analysis. This is a comprehensive examination of various sectors within the economy to identify those with the greatest potential for growth, job creation, and overall economic impact within a specific region. This targeted strategy for economic development has proven helpful for many municipalities to ensure their economy is robust and diverse.

DOWNTOWN

As the heart of Marble Falls, downtown provides a unique opportunity to maintain the small-town feel, which is treasured by the community, while providing a unique, pedestrian-oriented, memorable destination district. Coordinated improvements to downtown which prioritize it as a walkable, vibrant, activity center will enhance downtown as the heart of Marble Falls.

ECONOMIC PROSPERITY

Economic development is one of those overarching municipal functions which involves complex partnerships to influence both public and private sector actions which sustain and stimulate economic development. To further foster Marble Falls' position as a regional hub, fostering economic development can be accomplished through encouraging development of new businesses in the community, expanding opportunities for place-based economic development, and providing increased workforce development opportunities.

RESILIENT MARBLE FALLS

Goal: Expand the economy to create sustainable economic prosperity in Marble Falls.

TARGET INDUSTRIES

STRATEGY: Promote a higher diversity of industries and job opportunities in Marble Falls.

Action R.1.1

WORK WITH THE ECONOMIC DEVELOPMENT CORPORATION TO DIVERSIFY THE ECONOMY TO BRING HIGHER PAYING JOBS TO MARBLE FALLS.

- The following steps are recommended for Marble Falls to continue recruitment of high-quality industries.
- Maintain a list of qualified sites, including available infrastructure, land use, zoning, ownership contact, pricing, feasibility of development, estimated development costs.
- Explore creating a virtual business park for future corporate/industrial opportunities. Maintain infrastructure and amenities within existing corporate business parks.
- Develop a list of prospects, maintaining a close win ratio, the amount of public incentives as a ratio of private investment, number of overall jobs created vs the number of jobs “won” in targeted industries, average pay, and total private investment. A primary focus should be on employers with at least 50-75 person companies with higher paying jobs.
- Participate in national and international recruitment trips and host brokers associated with identified target industries or other emerging high-impact industries.
- Participate in local trade shows that provide increased education, outreach, and market opportunities for Marble Falls that cater to targeted industries, quality retail, tourism, and other economic development.

Action R.1.2

IDENTIFY INCENTIVES AND DIRECT OUTREACH TO ENCOURAGE ESTABLISHMENT OF NEW INDUSTRY CONSISTENT WITH TARGET INDUSTRIES IDENTIFIED BY THE ECONOMIC DEVELOPMENT CORPORATION.

- To promote the establishment of new industries, it’s crucial to implement incentives and engage in direct outreach efforts. These incentives could include tax breaks, grants, or streamlined regulatory processes tailored to attract businesses in those key sectors. Additionally, direct outreach efforts, such as marketing campaigns, industry-specific networking events, and personalized support services, can actively engage potential investors and entrepreneurs, showcasing the benefits of locating their businesses within the target industries identified by the Economic Development Corporation.

Action R.1.3

SUPPORT EFFORTS TO ESTABLISH FUTURE-ORIENTED INFRASTRUCTURE SYSTEMS AND HUMAN CAPITAL RESOURCES, SUCH AS IMPROVED BROADBAND FOR ENHANCED TELEWORK OPPORTUNITIES, EXPANDED TRANSPORTATION OPTIONS, WORKFORCE HOUSING AND WORKFORCE TRAINING.

- Communication is critical for local businesses to stay competitive while providing their service to the marketplace. Marble Falls is in a regional environment but away from larger metro areas where more established and continuously-upgraded broadband infrastructure exists. Further, modern communication methods are critical to appeal to younger generations, remote business users, and start-ups. Continue positive relationships with providers to ensure that the community and its users are at the forefront of technology upgrades.

Action R.1.4

CONTINUE THE STRONG RELATIONSHIP WITH THE ECONOMIC DEVELOPMENT CORPORATION TO SUSTAIN EFFECTIVE AND COORDINATED BUSINESS ATTRACTION, RETENTION, AND EXPANSION PROGRAMS.

- Business attraction, retention, and expansion programs should support the retention and expansion of Marble Falls' existing businesses, support startups and entrepreneurs, enable existing businesses to grow and reach their potential, and support major anchors in expanding nationally and internationally with products and services. The focus should be accessibility to all companies regardless of size and type and to maintain annual visits on 250+ of the top companies within Marble Falls. Data for each company should be tracked and maintained in an on-line system in order to maintain accountability and information that can help cross pollinate opportunities between organizations.

DOWNTOWN

STRATEGY: Prioritize coordinated improvements to Downtown to maintain its community identity and function as an activity center.

Action R.2.1

PREPARE AN UPDATE TO THE INDEPENDENT DOWNTOWN MASTER PLAN TO ESTABLISH A NEW IMPLEMENTATION ACTION PLAN FOR THE CONTINUED REDEVELOPMENT OF DOWNTOWN MARBLE FALLS.

- Updating the independent Downtown Master Plan is crucial for Marble Falls to establish a new implementation action plan for the ongoing redevelopment of downtown Marble Falls. By revisiting and refreshing the Master Plan, the city can ensure alignment with current priorities, community needs, and economic trends.
- This update will provide a strategic

roadmap for guiding future development initiatives, revitalizing the downtown area, enhancing its vibrancy, and fostering economic growth. Moreover, it will facilitate effective collaboration between stakeholders, streamline decision-making processes, and maximize the impact of investments in downtown revitalization efforts.

Action R.2.2

DEVELOP APPROPRIATE DESIGN STANDARDS TO MAINTAIN THE OLD-TOWN LOOK OF DOWNTOWN WHILE INTEGRATING MODERN ELEMENTS THAT PROVIDE EXPERIENCES FOR ALL AGES.

- The historic charm of downtown Marble Falls is one of the main attractors for residents and visitors alike. While the Texas Legislature has removed the city's ability to regulate building materials, there are still multiple design standards that can be put in place to maintain and enhance the old-town look of downtown while integrating modern elements such as accessible ramps, street trees, modern parking garages, etc. As a part of the Downtown Master Plan update the City should seek to develop appropriate design standards for downtown.

Action R.2.3

IDENTIFY ADDITIONAL AND ON-GOING FUNDING SOURCES TO REDEVELOP BLOCKS OF STREETS TO CREATE ON-STREET PARKING SPACES WITHIN THE EXISTING RIGHTS-OF-WAY IN DOWNTOWN MARBLE FALLS.

- Funding to redevelop blocks of downtown to add on-street parking improvements should come from a variety of sources, including local resources such as the general fund (which is supported by property and sales taxes); voter-approved bonds; federal, state and other grants; among other sources. Funding sources can also come from user fees, impact or development fees, and public-private partnerships.

DESIGN GUIDELINES

House Bill 2439 brought about the prohibition of local restrictions to building materials on September 1st, 2019. This is the standard that applies to all building materials except for construction under standards needed for state or federal funding, or housing programs, materials necessary for windstorm and hail insurance, some ordinances relating to outdoor lighting, and buildings within a designated historical or cultural district.

Though cities can no longer regulate building materials, they can still regulate character and design. One example is the San Marcos Design Manual. The design guidelines section provides insight on how the City is able to continue providing a cohesive vision for the City while not having to worry about the building materials. Some of the ways in which it does that is through building characteristics, such as building massing, street level character, and frontages and setbacks. Being able to control the building height, expression elements, and pedestrian elements on the ground floor are just some of the ways Marble Falls can continue to have a cohesive design character without regulating building materials.



Downtown San Marcos
Source: City of San Marcos

Action R.2.4

SUPPORT EFFORTS TO ESTABLISH A SHUTTLE OR STREETCAR CIRCULATOR AROUND DOWNTOWN DURING KEY SPECIAL EVENTS.

- In December 2023, the City of Marble Falls ran a trolley car to bring visitors and residents from parking lots to downtown Marble Falls for holiday festivities. A shuttle or streetcar service that could be uniquely branded would be an enormous opportunity for both placemaking, tourism, and reducing the burden on parking downtown.

Action R.2.5

CREATE A DOWNTOWN LANDSCAPE PLAN THAT IS SUSTAINABLE AND CAN WITHSTAND THE FOOT TRAFFIC FROM WEEKLY VISITORS AND COMMUNITY EVENTS.

- Marble Falls should prioritize the creation of a downtown landscape plan that is both sustainable and capable of withstanding the foot traffic generated by weekly visitors and community events. By implementing sustainable landscaping practices, such as native plantings and efficient irrigation systems, the city can reduce environmental impact while enhancing the aesthetic appeal of the downtown area. Additionally, designing the landscape to withstand heavy foot traffic ensures durability and longevity, creating a welcoming and enjoyable environment for residents and visitors alike to explore and engage in community events.

Action R.2.6

CREATE A UNIFIED VISION OF SIGN CHARACTER AND PLACEMENT THAT REFLECTS THE CULTURAL AND ECONOMIC CHARACTER THE COMMUNITY WANTS TO PROMOTE.

- In downtown Marble Falls, a unified vision for sign character and placement should be created to reflect the cultural and economic character the community aims to promote. This cohesive aesthetic, aligning with the desired identity of the area, can enhance its appeal to residents and visitors alike, fostering a sense of place and promoting economic development in line with the City's vision.

Action R.2.7

IMPROVE THE AESTHETIC APPEARANCE OF CITY INFRASTRUCTURE (E.G., THE WATER TREATMENT PLANT) WHICH IS LOCATED IN HIGH-TRAFFIC PUBLIC AREAS.

- As boaters enter Marble Falls from the east and vehicles cross the U.S. 281 bridge in a northern direction, the City's water treatment plant is one of the largest, clearly visible structures. As such, the City should consider incorporating enhanced aesthetic treatments (e.g., mural) to add ambiance and character to this entry to downtown Marble Falls. As the water treatment plant is located adjacent to Lake Marble Falls, a water-themed mural is one appropriate option.

Action R.2.8

ESTABLISH A NEW CITY HALL TO ANCHOR IT AS THE CIVIC HUB OF THE COMMUNITY.

- The City of Marble Falls has determined there is a need for a new City Hall. Currently, different departments and offices are scattered across several buildings in and around downtown. The goal of the new city hall is not only to have the capacity to house the majority of city department and offices in one location.
- As the City seeks to develop a new city hall and public parking garage, ensure that the location and design maintain a walkable character and anchor city hall as the civic hub of the community.

Action R.2.9

ENHANCE THE BICYCLE AND PEDESTRIAN ACCOMMODATIONS BETWEEN THE FALLS ON THE COLORADO MUSEUM AND DOWNTOWN.

- The Falls on Colorado Museum is an important component of the cultural fabric of Marble Falls. The City should prioritize creating a pedestrian and bicycle trail between the museum and downtown.

Action R.2.10

INVEST IN NEW GATEWAY SIGNAGE ALONG KEY ENTRY CORRIDORS IN AND THROUGH DOWNTOWN SIGNIFYING IT AS A SPECIAL PLACE WITHIN THE COMMUNITY.

- Gateways are a great way to define the edge of the City and announce entrance into the community. Distinct features help to differentiate Marble Falls from other surrounding communities and emphasize the City's unique character. As with other character and placemaking elements in the City, high-quality gateways visually communicate a sense of identity and pride in the community.



Example Gateway Monument

ECONOMIC PROSPERITY

STRATEGY: Strengthen the local economy in Marble Falls.

Action R.3.1

SUPPORT ECONOMIC DEVELOPMENT CORPORATION EFFORTS TO INCREASE THE DEVELOPMENT OF PLACE-BASED ECONOMIC OPPORTUNITIES.

- Through investing in initiatives that capitalize on the unique characteristics and assets of the city, such as its natural beauty and cultural heritage, Marble Falls can attract businesses, entrepreneurs, and tourists, thereby stimulating economic growth and fostering a vibrant local economy. Supporting place-based development not only strengthens the city’s identity and sense of community but also generates job opportunities, enhances property values, and promotes overall prosperity for residents and businesses alike.

Action R.3.2

CRAFT A STRATEGIC CAMPAIGN FOCUS ON BOLSTERING LOCAL BUSINESSES AND RETAINING REVENUE WITHIN MARBLE FALLS, WHILE CONCURRENTLY EMPHASIZING SUSTAINED INVESTMENTS IN TOURISM MARKETING AND COMMUNITY EDUCATION INITIATIVE.

- Create a local committee to coordinate a “buy local” program. Explore funding mechanisms to handle promotion, events, programming and overhead. The overarching goal is to bolster the local economy by nurturing businesses and leveraging the city’s tourism potential. This entails supporting local businesses through initiatives like promoting community patronage, offering resources for growth, and fostering connections among entrepreneurs.



Museum near Marble Falls

Action R.3.3

PARTNER WITH OR MAINTAIN EXISTING PARTNERSHIPS WITH LOCAL HIGHER EDUCATION CENTERS, PRIVATE AND PUBLIC SCHOOLS, BUSINESSES, AND OTHER ENTITIES FOR WORKFORCE TRAINING PROGRAM (I.E., CLASSES/CERTIFICATIONS THROUGH TTC HIGHLAND LAKES, LOCAL TRADE SCHOOLS, OR THE MEDICAL CENTER).

- In order to provide Marble Falls' residents and the local community a greater competitive edge in the job market, the City should consider partnering with the EDC and the Texas Tech Center (TTC) to organize workforce development and education programs. To better identify how local education affiliates (i.e., TTC and the Marble Falls ISD) can better prepare the workforce for specific jobs, the City should consider establishing a business-education roundtable of local business and education leaders who should regularly meet two to six times a year. This could be a great way to connect those who teach skills development with those who utilize those skills in the workforce. This could also include providing more local learning opportunities in areas of local job demand, support for career days and fairs, among other related initiatives.

Action R.3.4

CONTINUE TO INVEST IN THE COMPLETION OF THE SPORTSPLEX AND CONVENTION CENTER TO BRING ECONOMIC DEVELOPMENT DOLLARS TO THE CITY.

- The recreational and athletic programming through the City of Marble Falls Parks and Recreation Department has grown dramatically in the past several years. The City currently has seven youth sports leagues and should continue to invest in these programs and facilities such as the youth sports complex.

- In addition to providing benefits to local families, hosting tournaments, competitions, and events at youth sports complexes can attract participants and spectators from out of town, boosting tourism and generating revenue for local businesses such as hotels, restaurants, and shops.

Action R.3.5

SUPPORT AND/OR ENCOURAGE WORKFORCE EDUCATION AND DEVELOPMENT OPPORTUNITIES IN THE COMMUNITY TO HELP RESIDENTS GAIN THE KNOWLEDGE AND SKILLS NECESSARY TO SUPPORT CURRENT AND FUTURE BUSINESSES AND TO BE SUCCESSFUL AND COMPETITIVE IN THE WORKPLACE.

- By investing in education and training programs, the City can equip individuals with the competencies necessary to support current businesses and attract new ones, fostering economic growth and prosperity. Additionally, promoting workforce development enhances the competitiveness of local workers, ensuring they remain adaptable and capable of meeting the evolving demands of the job market, ultimately contributing to the long-term success and resilience of the community.



Youth Sports Complex



CIVIC MARBLE FALLS

Civic Marble Falls builds strong governance, sustainable utilities, expansive parks and trails, and efficient public services to enhance the well-being of our community. Our vision is to create a city where effective governance ensures transparency, accountability, and fosters robust citizen engagement.

By investing in resilient utility infrastructure, to supply reliable access to clean water, energy, and waste management systems the city can strengthen its attractiveness for residents and businesses. Strategies are outlined to expand parks and trail networks and provide green spaces for recreation and conservation to enhance and strengthen community gathering.

Lastly, the city will commit to deliver public services that are responsive, equitable, and of the highest quality, catering to the diverse needs of Marble Falls residents.

Focus Area Descriptions

Under Civic Marble Falls, the community has identified four focus areas: governance, utilities, parks & trails, and public services. Each of these focus areas encompass strategic direction for a forward-thinking and accountable municipal government.

GOVERNANCE

Governance is a core function of any city since all decisions and policies or public services which impact daily life stem from a city's governing body and various city departments. Further, governance is an essential component of any comprehensive plan because coordinated efforts of elected and appointed officials and City staff are needed to ensure successful implementation of the actions and policies identified in this Plan.

UTILITIES

A community's infrastructure system includes the physical network of facilities that serve households and businesses with basic requirements such as water, wastewater, Internet, and drainage. As a city grows and changes over time the demand for high quality services also increases. Hence, planning for them is a critical issue for community leaders and residents to address.

PARKS & TRAILS

The provision of high-quality, well-maintained parks enhances the quality of life for residents, improves the community image, and contributes to the overall attractiveness of a city to those considering a new place to live. As Marble Falls continues to grow and develop, additional park and trail resources will be needed throughout the entire community.

PUBLIC SERVICES

Public facilities and services play an important role in the day-to-day lives of residents, employees, and even guests of Marble Falls. The quality of life in Marble Falls is directly impacted by the availability and quality of police, fire protection, and cultural services like the library.

CIVIC MARBLE FALLS

Goal: Sustain a forward-thinking and accountable City government which provides excellent public services.

GOVERNANCE

STRATEGY: Provide transparent and responsive governance.

Action C.1.1

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO FURTHER STRENGTHEN THE PDD REQUIREMENTS TO SET MINIMUM STANDARDS AND ENCOURAGE DEVELOPERS TO PURSUE HIGH-QUALITY DEVELOPMENTS.

- In 2019, the City enacted strengthened Planned Development District (PDD) requirements. Today, PDDs are still being used to negate minimum zoning requirements without compensating for an enhanced development product.

Action C.1.2

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO IMPROVE AND MODERNIZE THE SUBDIVISION REGULATIONS TO BETTER IMPLEMENT THE PRIORITIES SET OUT IN THE COMPREHENSIVE PLAN.

- As identified throughout the public engagement process, the citizens value protecting what is unique and special about Marble Falls.
- Improving the connectivity within and to/from neighborhoods provides residents greater choice in being able to access the citywide thoroughfare network.

Action C.1.3

DEVELOP DECISION-MAKING PROCESSES WHICH ENCOURAGE ELECTED AND APPOINTED OFFICIALS TO DIRECTLY REFERENCE GUIDING PRINCIPLES AND OBJECTIVES OF THE COMPREHENSIVE PLAN WHEN ACTING ON DEVELOPMENT REVIEW PROPOSALS AND MAKING DECISIONS.

- It is intended that this Plan should be utilized by City staff and the development community on a daily and weekly basis during interaction with customers and

during application and development review. Indeed, the Future Land Use Plan frames and forms the foundation of future development and redevelopment throughout the city limits and the ETJ. Beyond the map, this Plan provides a series of guiding principles which are intended to be utilized during monthly decision-making by elected and appointed officials and city staff.

- It should also be utilized as part of the development of the City's annual budget and in planning discussions for the next update to the City's capital improvement program (CIP). Some cities require all agenda items to have a reference to how it relates to the comprehensive plan.



Example of high-quality residential development

PLAN TO CODE

After the adoption of this Plan, the next big step is translating this Plan's actions to the City's Development Code. While the Comprehensive Plan creates a vision for the community, the Code enables the City to enforce that vision in partnership with the private sector. Once this Plan is adopted and an assessment of the current code is completed and reviewed, the City should work towards updating the current Development Code to align with the vision and guiding principles of the new Comprehensive Plan. Additionally, as this Plan is updated over time, the Code should be updated accordingly. Development regulations, capital improvement projects, programs, partnerships, and policies are what enable cities to enact the improvements their citizens desire.



Advisory Committee Meetings

Action C.1.4

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO FURTHER REDUCE OR MINIMIZE PARKING MINIMUMS FOR APPROPRIATE INFILL AND NEW DEVELOPMENT LAND USES.

- Excessive parking requirements can result in wasted land space, limiting opportunities for infill development and increasing urban sprawl. By reducing parking minimums, cities can allocate land more efficiently for commercial and recreational purposes, promoting denser, more walkable communities. Reviewing and amending development regulations to further reduce or minimize parking minimums for infill and new development is a strategic move for Marble Falls. By revisiting these regulations, the City can align parking requirements more closely with actual usage patterns and promote sustainable urban development. This adjustment encourages the efficient use of land, reduces construction costs for developers, and supports alternative transportation options, ultimately fostering a more vibrant and pedestrian-friendly community.

Action C.1.5

CREATE A COMPREHENSIVE DEVELOPMENT REVIEW GUIDEBOOK WHICH CLEARLY SPECIFIES THE DEVELOPMENT PROCESS FOR LANDOWNERS, THE DEVELOPMENT COMMUNITY, AND OTHER APPLICANTS.

- For many citizens, interacting with the City government for property-related requests is their main interaction beyond taxes and utility bills. This process can be confusing and challenging. Similarly, for developers, time is money, and simplifying the process allows more focus on community improvement. Thus, the City should create a clear, comprehensive guidebook outlining the development process for citizens and developers alike. This guidebook could include permit requirements, application descriptions, process flowcharts, submission and hearing dates, contact information, and other relevant details to facilitate successful navigation of the application and approval process.

Action C.1.6

PREPARE AN UPDATE TO THE COMPREHENSIVE PLAN WITHIN FIVE YEARS AND A NEW PLAN WITHIN 10 YEARS OF PLAN ADOPTION.

- Every five years, Development Services staff should lead an evaluation and update of the plan, considering growth assumptions, emerging issues, and the relevance of proposed action strategies. This includes summarizing plan amendments, assessing changes in trends and issues, addressing conflicts in decisions and implementation actions, examining legal or procedural changes, and comprehensively re-evaluating the Implementation Action Plan.
- In order to ensure that the comprehensive plan continues to provide the best and most appropriate guidance possible, the plan should be taken through a full update process every 10 years. The 10-year update should involve re-evaluating the community's vision, assessing pending action items, engaging the public, analyzing growth-related trends, and creating a revised action plan reflective of the refined future vision.

Action C.1.7

CONTINUE TO PRIORITIZE SUPPORTING CITY STAFF AND DEPARTMENTS WITH ADEQUATE RESOURCES FOR TRAINING, HIRING, AND EMPLOYEE RECRUITMENT AND RETENTION TO ENSURE SMOOTH BUSINESS OPERATIONS.

- A city can only provide high quality services and facilities if they are adequately staffed and staff is supported with resources for training, hiring, and employee recruitment and retention. By investing in ongoing training programs, the City can ensure that employees stay updated with the latest skills and knowledge required for their roles, enhancing efficiency and effectiveness. Adequate resources for hiring and recruitment efforts enable the city to attract top talent, while strategies for employee retention foster a stable workforce, reducing turnover costs and maintaining institutional knowledge.

Action C.1.8

CONTINUE TO MONITOR THE LENGTH AND EFFECTIVENESS OF THE DEVELOPMENT REVIEW AND PERMITTING PROCESS TO IDENTIFY WARRANTED IMPROVEMENTS.

- A streamlined process attracts developers and investors, fostering economic growth by encouraging business expansion, new construction, and job creation. Minimizing delays and streamlining procedures can help developers save money and encourage more investment in the community. By regularly assessing the duration and efficiency of these procedures, city officials can pinpoint bottlenecks, streamline workflows, and implement necessary adjustments to enhance overall effectiveness. This ongoing evaluation ensures that the process remains responsive to the needs of developers and the community, promoting timely project completion and economic growth while maintaining regulatory compliance and quality standards. By prioritizing improvements based on data-driven insights, the City can optimize the development review and permitting process, facilitating smoother and more efficient project approvals.



Electric Vehicle Charging Infrastructure

Action C.1.9

CONTINUE TO BUILD POSITIVE RELATIONSHIPS WITH THE LOCAL DEVELOPMENT COMMUNITY AND AREA BUSINESS OWNERS THROUGH FREQUENT OUTREACH AND OPPORTUNITIES FOR COMMUNITY DIALOGUE.

- Continuing to build positive relationships with the local development community and area business owners in Marble Falls is essential for fostering trust, mutual understanding, and collaboration. Through frequent outreach initiatives and opportunities for community dialogue, the City can ensure that development projects align with community needs and priorities while promoting a supportive environment for economic growth and prosperity. This engagement fosters trust, encourages participation, and ultimately leads to more sustainable and inclusive development practices that benefit the entire community.

Action C.1.10

ANNUALLY BUDGET THE NECESSARY FUNDS TO IMPLEMENT IDENTIFIED CAPITAL PROJECTS SET OUT IN THE IMPLEMENTATION ACTION PLAN OF THIS COMPREHENSIVE PLAN AND OTHER SUB- OR SPECIAL AREA PLANS.

- Planning for the future is always the easy part. It is the follow up implementation that is more difficult. As such, the City needs to first prioritize and then fund high priority recommendations and actions. This could be in the form of updates to the City's CIP, changes in appropriations for the City's annual budgeting process, etc. This could also include a focused effort on grant writing, partnering, or a subsequent bond election. Since this is a 10-year vision for the future, it is understood that not everything will get funded next year, or in some cases, ever, if priorities change during subsequent planning processes. However, the City should identify the changes in process (e.g., how an annual budget gets prepared and submitted) which will create a connection from plan to action.



Marble Falls City Hall

Action C.1.11

PREPARE ANNUAL DEPARTMENTAL BUDGETS AND FIVE-YEAR BUDGET PROJECTIONS FOLLOWING DIRECTIVES FROM THIS PLAN TO ENSURE ALIGNMENT AND COMPLIANCE WITH LONG-RANGE PLANNING PROGRAMMING AND OPERATIONAL GOALS.

- Similar to the benefits of planning weekly, rather than just daily, it is critical that the City continue to utilize its Annual Budget and/or Five-Year Budget Projection process to ensure a fiscally-sustainable future of effective community infrastructure and services. However, to ensure that the community’s vision for the future (embodied in this Plan) gets implemented over time, the Annual Budget and/or Five-Year Budget Projection process should be combined with Strategic Planning, Annual Progress Report and Annual Plan Amendment processes. This ensures that departmental operations and their future proposed work program dovetails with community priorities for the future.

- In other words, an annual update to the Implementation Action Plan should be undertaken to prepare an updated list of priorities to be initiated during the following year. This update to the Implementation Action Plan should be undertaken at the end of the calendar year so that newly identified initiatives can be included in the next annual budget request process.

Action C.1.12

ESTABLISH AN ANNUAL PROGRESS REPORT PROCESS TO BENCHMARK COMPREHENSIVE PLAN IMPLEMENTATION THROUGH INTEGRATION OF APPLICABLE DEPARTMENTS, ACCOUNTABILITY, AND COMPREHENSIVE PUBLIC REPORTS ON PLAN PROGRESS AND AMENDMENTS.

- The difference between a plan that gets implemented and a plan that sits on the shelf is accountability. Accountability requires a defined process and responsible parties. As such, the City should establish a defined annual reporting and benchmark process to track plan implementation over time. The process should follow the plan implementation process in Chapter 6, Implementation.



Local Business in Marble Falls

UTILITIES

STRATEGY: Ensure excellent and forward-thinking municipal services.

Action C.2.1

WORK WITH REGIONAL TELECOMMUNICATIONS PROVIDERS TO IDENTIFY OPPORTUNITIES TO PROVIDE AFFORDABLE, RELIABLE, HIGH-SPEED INTERNET SERVICE FOR MARBLE FALLS' HOMES AND BUSINESSES.

- Explore partnerships with private internet service providers (ISPs) to leverage their existing networks and resources and expand service offerings in Marble Falls. Collaborating with ISPs can accelerate broadband deployment, expand coverage, and ensure a variety of service options for residents and businesses. Public-private partnerships can also help expand the city's network while sharing the costs and risks associated with infrastructure development.

Action C.2.2

CREATE AN EDUCATIONAL CAMPAIGN TO EXPLAIN THE BENEFITS AND IMPORTANCE OF DIRECT POTABLE REUSE FROM THE NEW WASTEWATER TREATMENT PLANT.

- Launching an educational campaign to promote the benefits and significance of direct potable reuse from the new Wastewater Treatment Plant is crucial for multiple reasons. First, it will help to build public understanding and acceptance of this innovative water reuse method, addressing any concerns or misconceptions about the safety and effectiveness of the process. Second, by educating the community about the environmental and economic advantages, the campaign can garner support for investing in and implementing such advanced water treatment technologies. And finally, by engaging and informing the public through targeted educational initiatives, the City can garner widespread support and cooperation for implementing direct potable reuse as a sustainable solution for meeting future water demands.

Action C.2.3

UNDERTAKE A MORE IN-DEPTH STUDY ON BROADBAND ACCESSIBILITY TO ENSURE ACCESS TO AFFORDABLE BROADBAND ACROSS THE CITY.

- Ensure access to affordable broadband throughout the city by identifying underserved areas and develop strategies to provide affordable broadband options, particularly for low-income communities. While performance and reliability are critical, public entities also need to consider cost-effective broadband solutions to support deployment in low-income areas. Widespread quality broadband infrastructure involves assessing factors such as existing infrastructure, technological capabilities, financial feasibility, and community demand. This may involve implementing subsidies, community networks, or innovative solutions like wireless broadband technologies to provide wide scale access.



Marble Falls Council Chambers

Action C.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.

- “What happens upstream affects those downstream.” This saying highlights the interconnectedness of water systems and ecosystems, emphasizing that actions taken in one part of a watershed or river basin can have significant impacts on areas located downstream. As such the City should explore the potential for regional stormwater improvements.
- The City could leverage a combination of local, state, and federal grants, bonds, special assessments, utility fees, and public-private partnerships to finance regional projects. Collaborating with neighboring jurisdictions or forming regional partnerships can also help pool resources and share costs.

Action C.2.5

PREPARE A DRAINAGE MASTER PLAN TO EVALUATE DRAINAGE AND STORMWATER ISSUES THROUGHOUT AREAS OF MARBLE FALLS TO IDENTIFY PROCESS AND OTHER NECESSARY IMPROVEMENTS.

- A comprehensive study should address flooding and evaluate drainage issues on a citywide basis and develop an approach to prioritize and address these problems. The study should evaluate existing stormwater infrastructure and identify capital improvement projects to address drainage and flooding problems. The City should consider forming a stormwater utility to fund the study and future projects.

Action C.2.6

EVALUATE POTENTIAL MODIFICATIONS TO THE CITY’S DRAINAGE CRITERIA MANUAL AND REGULATIONS STEMMING FROM RECENT UPDATES TO THE FREQUENCY AND INTENSITY OF RAINFALL EVENTS.

- The updated precipitation frequency estimates from the National Oceanic and Atmospheric Administration (NOAA), as outlined in their Atlas 14 update, will significantly impact new development and redevelopment across the state. It’s crucial for the City to proactively assess its drainage criteria and regulations to prevent future developments from encroaching into floodplains as a result of these changes.

Action C.2.7

ANALYZE THE POTENTIAL FOR THE CITY TO INVEST IN FIBER OPTIC CABLE DEPLOYMENT TO SERVE AS A BACKBONE FOR LAST MILE PROVIDERS AND CREATE INCREASED REDUNDANCY AND CAPACITY FOR THE CITY’S CRITICAL INFRASTRUCTURE NETWORK.

- Review the potential for fiber deployment in existing city rights-of-way and in large-scale construction projects to enhance last-mile deployment and overall connectivity. Implementing a “Dig Once” policy to minimize the number and scale of excavations in rights-of-way for utility infrastructure can decrease the costs of construction and disruptions and safety hazards along transportation routes. By enhancing broadband infrastructure, the City can serve as a telecommuting hub to attract remote workers and telecommuters, offering them the opportunity to live in a family-friendly environment while maintaining productivity and connectivity for work purposes..

Action C.2.8

COMPLETE AND IMPLEMENT THE WATER AND WASTEWATER MASTER PLANS TO CREATE AN UPDATED LIST OF NEEDS AND PROJECTS TO ADDRESS CHANGING CAPACITY NEEDS (E.G., UPSIZED OR REPLACED PIPES), AGING INFRASTRUCTURE ISSUES (E.G., INFLOW AND INFILTRATION ISSUES); CONTINUAL PROACTIVE MAINTENANCE.

- As identified in 2016, the City commissioned the creation of independent master water and wastewater plans to make specific infrastructure recommendations for needed capital and operational improvements.
- Moving forward, the City should continue to implement the plan recommendations for “Intermediate 2” (end of 2034) and “Ultimate” (end of 2044) time horizons.
- Additionally, the City should identify and budget to update these plans by 2026 to incorporate needed changes due to rapidly changing conditions in the City.

Action C.2.9

IDENTIFY OPPORTUNITIES TO INTEGRATE INTELLIGENT/SMART CITY TECHNOLOGIES TO INCREASE THE EFFECTIVENESS OR EFFICIENCIES OF THE CITY’S VARIOUS UTILITY NETWORKS.

- Intelligent or smart city technologies offer numerous opportunities to enhance civic and utility infrastructure, transforming cities into more efficient, sustainable, and resilient urban environments. For example, advanced sensor networks can monitor traffic flow in real-time, optimizing transportation systems and reducing congestion. Smart grid technologies enable utilities to remotely monitor and manage energy distribution, improving efficiency and reducing emissions.
- In terms of utility infrastructure, smart street lighting systems adjust brightness levels based on real-time data, enhancing safety while reducing energy consumption. Water management systems equipped with sensors can detect leaks and optimize usage, ensuring the sustainable use of precious water resources.
- In terms of civic infrastructure, smart city technologies can streamline government operations and enhance public services. For instance, digital platforms and mobile applications facilitate citizen engagement, allowing residents to access information, report issues, and participate in decision-making processes more effectively.

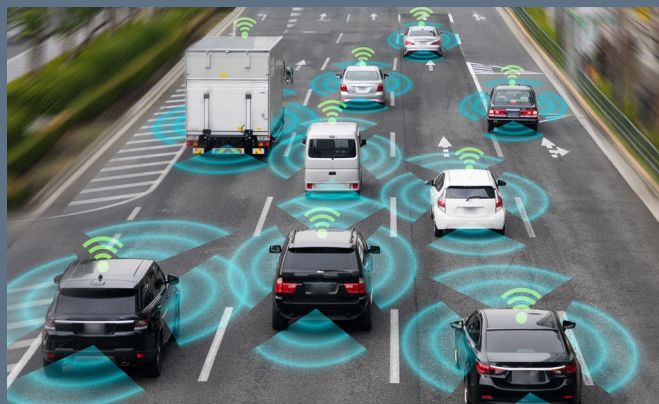
INTELLIGENT INFRASTRUCTURE

Our cities and communities are changing faster than ever before. Many cities are struggling to keep up with unprecedented change and the impacts of multiple concurrent disruptions — including increases in cost of development and inflation, exponential or negative growth, aging infrastructure, a changing climate, and continued digitalization of just about everything.

Today, technological advancements are outpacing our cities' ability to regulate or even manage it. Marble Falls will need to stay abreast of various technological advancements to thrive in the digital age. Examples include smart infrastructure integration for efficient resource management, data analytics and Artificial Intelligence (AI) for informed decision-making, and connectivity solutions like broadband and 5G networks to enable seamless communication and intelligent city applications.

Moving forward, as Marble Falls evaluates whether certain technological advancements are appropriate for City implementation, the following guiding principles should remain at the forefront of decision-making:

- Engage the community in determining how the technology will be used
- Focus on outcomes, not the technology itself
- Ensure equity for low-income and underserved populations
- Provide for open access to and use of data
- Address data privacy and cybersecurity concerns



Action C.2.10

CONTINUE TO PLAN FOR FUTURE WATER SUPPLY NEEDS THROUGH IDENTIFICATION OF ADDITIONAL SUPPLY OR INCREASES IN EFFICIENCY TO STAY AHEAD OF CHANGING WATER ISSUES.

- As the City continues to grow and change over time, it will need to keep the topic of potable water at the forefront of its planning efforts. With access to clean and reliable water sources being fundamental to community well-being and prosperity, prioritizing the preservation and sustainable management of potable water resources is essential. By placing a strong emphasis on safeguarding water quality and ensuring adequate infrastructure to meet current and future demand, Marble Falls can secure its water future while enhancing the resilience and livability of the community. This includes full implementation of the City's One Water project providing for the eventual 100 percent reuse of all water produced.

Action C.2.11

CONTINUE TO UPGRADE AND IMPLEMENT SOLUTIONS TO THE WATER AND WASTEWATER SYSTEM TO ENSURE COMPLIANCE WITH STATE AND FEDERAL STANDARDS.

- By continuously investing in the water and wastewater system, the City can safeguard public health, protect the environment, and maintain reliable and sustainable water services for residents and businesses, while also adhering to legal and regulatory obligations at both the state and federal levels.

PUBLIC SERVICES

STRATEGY: Provide exceptional public services to ensure the safety and enrichment of the community.

Action C.3.1

IDENTIFY ADDITIONAL OPPORTUNITIES TO LOCATE MORE PUBLIC SERVICES SOUTH OF LAKE MARBLE FALLS TO ADEQUATELY SERVE GROWING NEW DEVELOPMENT TO THE SOUTH.

- A majority of development in recent years has been planned for the southern portion of Marble Falls. Numerous subdivisions such as Thunder Rock and Gregg Ranch are planned to be completed in the next five to ten years. With many of Marble Falls residents relocating or moving to the south part of town it is important that the City prioritize establishing public services, such as fire and police facilities, in this area. Additionally, as stated in other recommendations the City should prioritize establishing recreational amenities and community gathering spaces in the south part of Marble Falls.

Action C.3.2

DEVELOP STRATEGIES AND INCREASE ENFORCEMENT OF TRAFFIC LAWS TO REDUCE TRAFFIC VIOLATIONS AND IMPROVE SAFETY.

- Traffic safety and managing the flow of traffic has been a top concern voiced by the Marble Falls community during the public engagement process for this Plan. In anticipation of increases in traffic resulting from tourism and the impacts of the IH-35 reconstruction in Austin, the City should seek to develop, evaluate, and implement strategies and programs to reduce traffic violations and improve safety.

Action C.3.3

PREPARE A LIBRARY MASTER PLAN TO STRENGTHEN LIBRARY SERVICES AND FURTHER DEVELOP IT AS A COMMUNITY DESTINATION.

- Traditionally, libraries were primarily focused on the written word and the promotion of literacy. More recently, they have been undergoing a transition to broaden their role with a greater emphasis on providing for multiple forms of community and expanding their digital resources. Today, libraries are more and more being asked to fulfill a critical need in our communities to serve as a refuge for patrons who are looking for an enhanced communal connection. In this regard, libraries are serving as critical “third places” for our communities. Third places are defined as community anchor destinations, separate from our home and work place, which serve as a place to exchange ideas, socialize, and build relationships. Moving forward, the City should develop a library master plan to identify enhanced or additional programs, services, and collections to grow relationships and enhance learning and creativity to best serve the growing community.

Action C.3.4

PREPARE A PLAN FOR A GOVERNANCE STRUCTURE FOR THE PUBLIC SAFETY COMMUNICATIONS CENTER TO THE HIGHLAND LAKES REGIONAL EMERGENCY COMMUNICATIONS CENTER.

- Marble Falls is poised to take the lead in developing a regional public safety communications center for the Highland Lakes region. By convening key stakeholders from neighboring communities, emergency response agencies, and telecommunications experts, Marble Falls can facilitate collaboration and coordination efforts essential for the center’s success. Development of a joint governance structure will pave the way for enhanced communication and interoperability among first responders, ensuring a more effective and coordinated response to emergencies across the region.

Action C.3.5

REGULARLY EVALUATE THE NEED FOR NEW FIRE, POLICE, 911 COMMUNICATIONS, AND EMS FACILITIES TO SERVE BOTH THE CITY LIMITS AND EMERGENCY SERVICE DISTRICTS COMMENSURATE WITH POPULATION GROWTH AND SERVICE AREAS.

- In order to maintain its ability to efficiently and effectively protect the community, the City should regularly conduct a formal evaluation of police services, fire services, 911 communications, and EMS facilities. This would include evaluating population and geographic growth of the city, GIS spatial analysis, service calls, staffing levels, facility constraints, and training needs. It is important to continually identify opportunities to meet minimum recommended standards and to identify appropriate funds for future staffing, stations, and operations. This comprehensive analysis should be done annually and can be included as part of the annual department reports as applicable, and summarized during the budget request and evaluation process.

Action C.3.6

CONTINUE TO PROVIDE FUNDING AND SUPPORT TO ENSURE THAT MARBLE FALLS' PUBLIC SAFETY SERVICE DEPARTMENTS CONTINUE TO EXPAND OPERATIONAL TOOLS, TECHNOLOGY, EQUIPMENT, AND SPECIALIZED EXPERTISE AND TRAININGS.

- In conjunction with the regular evaluation of public safety service departments, the City should provide funding and support necessary to ensure the police and fire departments have adequate staffing and resources to ensure the departments can continue to operate functionally and expand as Marble Falls grows.

Action C.3.7

CONTINUE TO MAINTAIN OR EXPAND SUPPORT TO OFFER POLICE AND FIRE SAFETY-RELATED COMMUNITY SERVICE AND EDUCATIONAL PROGRAMS TO THE MARBLE FALLS COMMUNITY.

- As is evident across the country and in Marble Falls, police and fire departments do a lot more than just serve and protect. Indeed, the Marble Falls police and fire departments are involved in a significant amount of community education and engagement activities throughout the year, from Fire Prevention Week to National Night Out. Departments who are frequently involved in positive outreach and engagement out in the community are also the departments with the greatest citizen relationships. In other words, it is these types of events that build the most community support and trust. Moving forward, the City should continue to provide adequate staffing and resources to ensure these types of community programs are maintained or expanded over time.

PARKS & TRAILS

STRATEGY: Improve recreational opportunities and amenities.

Action C.4.1

REVIEW AND AMEND THE DEVELOPMENT REGULATIONS TO REQUIRE DEDICATION AND DEVELOPMENT OF THE CITY SPINE TRAILS SYSTEM, AND CONNECTIONS THERETO, AS SET OUT IN THE ALTERNATE MOBILITY PLAN.

- In addition to parkland dedication, the City of Marble Falls should amend the development regulations to require the dedication and development of the spine trail system as set out in the Alternate Mobility Plan.

Action C.4.2

IDENTIFY OPPORTUNITIES TO DEVELOP ADDITIONAL TENNIS AND PICKLEBALL COURTS TO SERVE AREA CITIZENS.

- Pickleball's popularity in the United States has experienced a remarkable surge in recent years, transforming from a niche sport to a widespread phenomenon. It's lighter paddles and low-impact play style combined with the sport's emphasis on social interaction and inclusivity fosters a welcoming community atmosphere, further fueling its rapid growth. The City should identify opportunities to develop additional tennis and pickleball courts to meet the desires of residents.

Action C.4.3

DEVELOP AN INCLUSIVE PARK POLICY THAT FULLY SUPPORTS/IMPLEMENTS ALL WARRANTED ADA PROVISIONS AND CONSIDERATIONS.

- A number of the City's parks include elements which may be inaccessible to those who are feeble-footed or use a wheelchair or walking aid. The City should develop an inclusive park policy that completely supports and implements all necessary Americans with Disabilities Act (ADA) provisions and considerations for parks in Marble Falls. This policy aims to ensure that all individuals, regardless of ability, can fully access and enjoy park facilities and amenities. By prioritizing ADA compliance in park design, infrastructure, programming, and services, the City can promote inclusivity, enhance accessibility, and provide equitable recreational opportunities for the community.



Example Pickleball Courts

Action C.4.4

PREPARE AN UPDATE THE INDEPENDENT PARKS, RECREATION, AND OPEN SPACE MASTER PLAN AND PRIORITIZE THE INCORPORATION OF A FULL (OR SEPARATE) TRAILS MASTER PLAN.

- In 2017, the City adopted an update to its Parks, Recreation, and Open Space Master Plan. The project focused on identifying park, recreation, and trail-related issues, opportunities, and recommendations for the future of the City's parks and recreation system. It also included the development of a consolidated concept plan for the City's four existing downtown parks and an undeveloped neighborhood park.
- Moving forward, the City should commission an update to the plan integrating Complete Park principles and a greater emphasis on park and trail connectivity. This could also include developing a full, independent Trails Master Plan to analyze community-wide connectivity further in depth and plan for expansion of the system as the City develops. One need is to ensure that as development proposals are submitted, site plans and plats set aside (and in some cases construct) future community-wide trail connections.

Action C.4.5

ESTABLISH COMMUNITY EVENTS OR VOLUNTEER DAYS IN ALL EXISTING PARKS, INCLUDING NEW PARKS SOUTH OF LAKE MARBLE FALLS TO ENHANCE COMMUNITY CONNECTIONS AND SOCIAL COHESION WITH NEW RESIDENTS.

- As previously mentioned, with most of the growth in Marble Falls happening south of the lake, it is important to prioritize social cohesion between North and South Marble Falls. The City should establish community events or volunteer days in all existing parks, particularly in new parks south of Lake Marble Falls.
- These events are designed not only to enrich the experiences of residents, but also to foster stronger bonds within the community, encouraging social interaction and cohesion among both long-term and new residents.
- By actively engaging residents in the care and enjoyment of these public spaces, a sense of ownership and pride is cultivated, contributing to the overall vibrancy and well-being of Marble Falls.



Trail in Marble Falls

Action C.4.6

ESTABLISH MINIMUM DESIGN PARAMETERS FOR COMMUNITY, NEIGHBORHOOD, POCKET, AND LINEAR PARKS.

- Establishing minimum design standards ensures a consistent level of quality across different parks within a city or neighborhood.
- Minimum design parameters often include requirements for accessibility and safety features, ensuring that parks are usable and enjoyable for individuals of all ages and abilities.
- Establishing minimum design standards can also help reinforce community identity and character by incorporating local culture, history, and preferences into park design.

Action C.4.7

CONTINUE TO INVEST IN THE MAINTENANCE AND EXPAND OPERATIONAL FUNCTIONALITY (SUCH AS SPRAY FEATURES OR OTHER COST-EFFECTIVE ENHANCEMENTS) OF CURRENT CITY POOL.

- The City Pool is an important recreational feature for the residents of Marble Falls. By regularly maintaining and updating the pool's functionality, the City can provide residents with an enjoyable and safe recreational space while also maximizing the value of the investment in the pool facility.

Action C.4.8

DEVELOP A STRATEGY TO ENSURE THAT THE TURF AREAS IN CITY PARKS MEET SPECIFIC CRITERIA FOR A WORTHWHILE RETURN ON INVESTMENT, INCLUDING UTILIZING A RECLAIMED WATER SOURCE FOR AREAS EXCEEDING ONE ACRE IN SIZE.

- City parks are places intended for both recreation and social connectedness. They should be comfortable and inviting places to spend time. One of the attributes that contribute to one's sense of comfort is a quality and inviting landscape environment. In Central Texas, this requires irrigation. Where park systems go wrong is that they plan, design, and maintain the entire park property unnecessarily focused solely on turf grass. Because turf grass is used from park border to park border, these areas are too large to sustainably or efficiently irrigate. It also unnecessarily increases the amount of staff hours needed for park maintenance without providing additional recreational benefit to the citizens of Marble Falls.
- Mowing is a major cost driver for the operations and maintenance of a parks system. There are portions of parks that can be left unmowed for most of the year, thus reducing the manpower required to maintain those properties. These areas are ones that are not used for any type of park programming due to character of the land (steep slopes, uneven grades, tree cover) or location (far from access points or inaccessible for other reasons).
- Moving forward, the City needs to be more intentional about the amount of turf grass located in the City parks system. Any areas that are not meant for active park use should be left in "no mow" zones. These "no mow" zones should be planted with native plants and wildflowers.
- Once these "no mow" zones are established, they become a truly aesthetic feature of the parks.
- The areas of the parks system intended for active use should be irrigated using the reclaimed water from the One Water project. This transition will require a plan of action for installation of the necessary infrastructure in areas of need.

Action C.4.9

IDENTIFY AN ADEQUATELY SIZED OPERATIONAL HUB FOR PARKS, RECREATION, AND DRAINAGE OPERATIONS.

- As the City continues to grow, additional staffing resources and equipment will be necessary to ensure continued excellent quality of service for Marble Falls citizens. During this Plan horizon, the City should identify an adequately sized property to develop a operational hub to accommodate growing office and equipment storage needs for parks, recreation, and drainage operations.

Action C.4.10

PRIORITIZE ALL DEFICIENCIES WITHIN THE PARK ASSET INVENTORY, AS OUTLINED IN THE UPDATED PARKS, RECREATION, AND OPEN SPACE MASTER PLAN TO ACCOMMODATE, AT MINIMUM, CITY OF MARBLE FALLS RESIDENTS, UP TO THE GREATER MARBLE FALLS ISD AREA. THIS INCLUDES DEFICIENT MILES OF TRAIL, SPORTS COURTS AND FIELDS, PLAYGROUNDS, SPLASH PADS, AND RECREATION CENTER.

- Deficiencies identified in the 2017 Parks, Recreation, and Open Space Master Plan or any subsequent updates should be addressed by the City within an appropriate amount of time. Deficiencies may include inadequate miles of trails, insufficient sports courts, limited playgrounds, splash pads, and recreation center amenities. By focusing on addressing these deficiencies, the City can enhance recreational opportunities, promote community health and well-being, and ensure equitable access to park facilities for residents across the broader Marble Falls area.



Bike Race in Marble Falls



Children Playing Soccer

Action C.4.11

ESTABLISH A SPLASH PAD PARK ASSET FOR THE COMMUNITY, SEPARATE FROM THE POOL FACILITY.

- Communities all over Texas are seeing the benefits and community enjoyment from splashpads. Generally splash pads have lower maintenance costs compared to pools. Unlike pools, splash pads typically do not require extensive filtration systems, chemical treatments, or lifeguards, which are common maintenance requirements for pools. Additionally, splash pads often use recirculating water systems that require less water usage and treatment than pools.

Action C.4.12

SEEK PARTNERSHIPS AND CONTINUE INITIATIVES TO EXPAND RECREATIONAL OFFERINGS WITH AN EMPHASIS OF ACTIVATING LAKE MARBLE FALLS.

- Prioritizing partnerships and ongoing initiatives will not only enrich recreational opportunities but also contribute to the economic vitality and overall appeal of Marble Falls as a destination for outdoor leisure and waterfront activities.

Action C.4.13

EXPLORE PARTNERSHIPS FOR LARGER FUTURE POOL FACILITY, AT NEW LOCATION.

- Given Marble Falls growth and the community's desire for recreational amenities the City may consider exploring partnerships for the establishment of a new, larger pool facility in the future.

Action C.4.14

CONTINUOUSLY EXPLORE AND INVEST IN EXPANDING PARK SPACE TO ACCOMMODATE COMMUNITY GROWTH AND IMPROVE QUALITY OF LIFE IN EXISTING AREAS.

- The City should explore the possibility of acquiring vacant land to establish a new park within Marble Falls. There should be a focus on investing in areas for all community members to allow park accessibility for all.

Action C.4.15

IDENTIFY AND IMPLEMENT OPPORTUNITIES TO UTILIZE GREEN CORRIDORS AND FLOODPLAINS FOR TRAIL CORRIDORS TO CONNECT RESIDENTS WITH KEY AREAS WITHIN THE CITY AND THE LARGER REGION.

- Marble Falls has the opportunity to leverage its green corridors and floodplains to enhance citywide connectivity and resilience. As the City embarks on planning for the future, it is essential to recognize these natural assets as integral components of a holistic approach to urban development.
- By identifying and implementing strategies to protect and utilize green corridors and floodplains, Marble Falls can create interconnected networks of open spaces, trails, and recreational areas that not only promote environmental sustainability but also facilitate active transportation, community engagement, and disaster mitigation efforts.
- In addition to City initiated projects on city property, the City should work with willing landowners and developers to develop the community spine trail, as outlined in the Alternate Mobility Plan. In many cases, these public-private partnerships will help to secure the necessary land rights and funding to realize this vital infrastructure project sooner.

Action C.4.16

CONTINUE TO IDENTIFY OPPORTUNITIES TO PRIORITIZE PARK ENHANCEMENTS WHICH ADD FACILITIES AND RECREATIONAL PROGRAMMING FOR PEOPLE OF ALL AGES.

- Both resident and non-resident park users indicated a strong desire for family friendly passive recreation opportunities in the parks. The provision of additional picnicking facilities, event spaces, unprogrammed open space, fishing areas, and safe water access is recommended to provide additional non-athletic recreation options in the City's parks system. These amenities would serve current park users and help to attract new, younger residents to Marble Falls. This recommendation also is connected to the future planning and design of parks.

- Moving forward, the City should adopt a Complete Parks policy which sets the metrics of a successful parks system as one that maximizes the number of people in the parks system. This involves planning for a system of parks that are accessible, safe and comfortable, socially interactive, activated, and maintained.

Action C.4.17

CONTINUE TO STRENGTHEN RELATIONSHIPS BETWEEN THE CITY AND ISD THROUGH A SHARED-USE AGREEMENT FOR RECREATIONAL FACILITIES.

- In order to avoid duplication of services and to provide additional high-quality parks and recreation opportunities, the City should pursue joint agreements with MFISD. This partnership could include joint use of existing MFISD and City-owned land and facilities, joint pursuit of land acquisition, and sharing the financial responsibility for the development of mutually beneficial facilities in the City.



Statue in Downtown Marble Falls

REDID

AUTHENTIC HOME + LIFESTYLE





PLAN IMPLEMENTATION **6**

INTRODUCTION

The success of the Comprehensive Plan will be measured through the implementation actions. The planning process ensures that future development can occur in an organized and coordinated fashion. The future of Marble Falls will be shaped by policies and recommendations laid out in this plan.

Plan Implementation

This Plan's directives will often require interpretation, adaptability, and flexibility. The recommendations should be thoughtfully approached and evaluated based on compliance and implementation with the goals and initiatives set forth within this Plan.

City representatives, City staff, and dedicated citizens make up the "champions" of the Plan. Their roles are crucial to the effective implementation of the Plan. On the right is a sidebar to discuss the roles and responsibilities of various groups in correlation with the Plan. This chapter of the plan contains a series of implementation actions and guidance for the City of Marble Falls during the process.

Partnering for Success

Implementation will take coordinated effort from a host of community leaders, including individual citizens, appointed and elected officials, and outside agencies and entities. Increasingly, jurisdictions are acknowledging that ultimate success involves a combination of City and non-City partners. Recognizing that the City has a responsibility to partner with all local, state, and federal public and private partners that can be of assistance in bettering Marble Falls now and in the future. At a minimum, this includes:

- Marble Falls elected and appointed officials;
- City Administration and staff;
- Marble Falls Economic Development Corporation (EDC);
- Burnet County;
- Texas Department of Transportation;
- Marble Falls/Lake LBJ Chamber of Commerce & Convention and Visitors Bureau (CVB);
- Marble Falls Independent School District (MFISD);

Roles and Responsibilities

City Council, City staff, and the Planning and Zoning Commission should assess all decision-making and recommendations for consistency with the Comprehensive Plan as outlined below.

City Council

- Adopting amendments to the Plan by ordinance
- Adopting new or amended land development regulations to implement the Plan
- Approving inter-local agreements
- Establishing the overall action priorities and timeframes for initiation and completion
- Considering and approving funding commitments
- Approving projects, activities and budgets in a manner consistent with this Plan
- Providing policy direction to the Planning & Zoning Commission, other boards, and City staff

City Staff

- Managing day-to-day implementation of the Plan, including ongoing coordination
- Supporting and carrying out capital improvement planning efforts
- Managing drafting of new or amended land development regulations
- Conducting studies and developing additional plans
- Reviewing development, zoning, and other land use applications for consistency with this Plan

Planning and Zoning (P&Z) Commission

- Making recommendations related to development and redevelopment
- Ensuring that development is consistent with the vision, guiding principles, objectives, actions, and policies of this Plan
- Preparing a periodic progress report with the help of City staff to review goals to evaluate consistency with the plan's vision

Benchmarking and Monitoring

The City of Marble Falls will monitor the plan implementation activities and the corresponding effects on the community environment, community prosperity, and community livability. Creating a benchmarking and monitoring system will keep a record of accomplishments and measure the successes within the City. It will also reveal any opportunities that arise to modify and amend the Plan.

Realizing the vision of Marble Falls involves actively and deliberately working toward the action steps in the implementation table. This plan created goals, strategies, and actions to help guide the growth and development of the City. This chapter will focus on the implementation table, providing guidance and accountability for the City and other parties.

As part of the ongoing implementation process, benchmarking and monitoring should take place regularly and be summarized in a succinct report. These reports should include a status update on implementation, important actions and accomplishments occurring in the past year, and identification and recommendation of needed actions and programs to be created and implemented in the coming year. The Comprehensive Plan report should be presented at a work session and regular session of the City Council.

Implementation Table

Set out in the previous chapter are goals, objectives, and specific implementation actions that can be accomplished at any point through the 10-to-20-year horizon of this Plan. This section of the Plan is intended to take those actions which could occur over the plan horizon, and prioritize them as to what comes first and next. In other words, this section identifies what the most important actions are as well as the order that the City intends to implement them.

Understanding the Implementation Table

The implementation table provides a condensed recap of Chapter 5, showcasing the goals, strategies, and actions together in a table format to highlight the timeframe, involved entities, and action type(s) for each of the actions.

The action types could be one or more of the following:

- **Operational Change:** New or changed programs, staffing, or operational procedures.
- **Policy:** Procedures or policies that are used to guide the City decision-making.
- **Financial Investment:** Capital improvement or general fund expenditures to improve the quality of Marble Falls.
- **Study:** Further study or investigation needed to determine the most appropriate solution.
- **Regulation:** Council adopted regulations used to guide the development of the City.

In addition to the action types for the plan, there are also timelines assigned to each action. The actions are allocated among four levels of prioritization and reflect the action's priority as determined by the comprehensive planning process. The four categories of time frame are:

- **Short-term (S):** Actions should be initiated within the next one to three years although completion may extend across a longer time frame.
- **Mid-term (M):** Actions should be initiated within the next four to ten years although completion may extend across a longer time frame.
- **Long-term (L):** Actions should be initiated within the next ten or more years and may be further prioritized in following plan updates.
- **Ongoing (O):** Actions are ongoing because they represent a policy or practice that should occur throughout the planning period.

REGIONAL MARBLE FALLS

Support regional coordination to enhance quality of life and make Marble Falls a destination.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
GROWTH: ENSURE THAT GROWTH OF MARBLE FALLS IS MANAGED AND SUSTAINABLE.							
#1	Action R.1.1: Adopt an infrastructure extension policy which requires annexation as a prerequisite to extend an urban level of infrastructure (e.g., water, wastewater, storm sewer) and services (e.g., City police and fire) to lands within the ETJ.		Short-term			City	Regulation
#2	Action R.1.2: Develop a fiscal model to evaluate development and annexation proposals to understand long-term fiscal implications to budget, public safety, infrastructure, staffing, operations, maintenance, and debt.		Short-term			City	Financial investment
#3	Action R.1.3: Consider adoption of a parkland dedication and development ordinance as a means to secure necessary greenspace concurrent with new growth and development.*		Short-term			City	Regulation
#4	Action R.1.4: Adopt decision-making criteria to ensure all decisions are viewed through a lens of balancing the small-town character and identity with growth.		Short-term			City	Regulation
#5	Action R.1.5: Conduct a study of underutilized land and work with property owners to create more infill opportunities for housing.		Short-term			City / Public	Study

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RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
#6	Action R.1.6: Improve regulations to promote infill opportunities which allow for context-sensitive incremental increases in density and design through bonuses, incentives, or allowances.		Mid-term			City	Regulation
#7	Action R.1.7: Coordinate with development for fire station property based on the Master Fire Station Location Plan.		Ongoing			City	Study/policy
#8	Action R.1.8: Re-evaluate the project prioritization criteria for the City's Capital Improvement Program (CIP) to ensure consistency with the findings and priorities of this Comprehensive Plan.		Ongoing			City	Policy
#9	Action R.1.9: Develop relationships with landowners in the ETJ to keep abreast of their long-term goals, infrastructure desires, and timing so the City can plan ahead for future service delivery and annexation consideration.		Ongoing			City / Development Community	Operational change/policy
#10	Action R.1.10: Continue to evaluate opportunities for strategic expansion of the City limits in the City's growth areas by working with landowners in conformance with new state legislative requirements as identified on the Growth Plan.		Ongoing			City / Development Community	Study
#11	Action R.1.11: Pursue commercial establishments and job creation.		Ongoing			City / EDC	Study/policy

INTERGOVERNMENTAL COORDINATION: PROACTIVELY PURSUE REGIONAL COORDINATION AND COLLABORATION FOR MARBLE FALLS' BENEFIT.

#1	Action R.2.1: Prioritize working with CAMPO and Burnet County to advocate for the funding of the eastern or western arterial loop around Marble Falls.*		Short-term			City / Area Partners	Policy
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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#2	Action R.2.2: Actively participate in regional and statewide planning activities to promote funding and improvements that benefit Marble Falls.				Short-term	City / Area Partners	Study/policy
#3	Action R.2.3: Actively participate in the planning and development of a regional animal control facility.				Mid-term	City / Area Partners	Study
#4	Action R.2.4: Continue to identify opportunities to work with other agencies to advocate for projects that benefit the long-term future of the city.				Ongoing	City / Area Partners	Policy
#5	Action R.2.5: Continue to identify opportunities to maintain and improve communications and relationships with TxDOT and CAMPO to ensure community priorities are considered during subsequent improvements to on-system roadways through Marble Falls.				Ongoing	City / TxDOT/ CAMPO	Policy
#6	Action R.2.6: Maintain and support the relationship with Marble Falls Area EMS, Air Evac, and Baylor Scott & White Hospital to ensure continued quality to the area's emergency medical services.				Ongoing	City / Area Partners	Policy
#7	Action R.2.7: Continue to foster relationships and expand the members of the regional public safety communications center, including technology improvements.				Ongoing	City / Area Partners	Policy

**TOURISM:
ENHANCE MARBLE FALLS' IMAGE AS A HILL COUNTRY DESTINATION.**

#1	Action R.3.1: Work in partnership with the convention center to develop a comprehensive strategy that promotes Marble Falls as a premier downtown and lakeside retreat.				Short-term	City / EDC / CVB	Study/policy
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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#2	Action R.3.2: Develop a Tourism Master Plan.*				Short-term	City / EDC / CVB	Study
#3	Action R.3.3: Work in conjunction with the Economic Development Corporation to incentivize the development of more hotels in Marble Falls.				Mid-term	City / EDC / CVB	Regulation/ policy
#4	Action R.3.4: Pursue opportunities to attract and/or promote tourism-related industries in Marble Falls.				Mid-term	City / EDC / CVB	Policy
#5	Action R.3.5: Continue to evaluate opportunities for connecting to the regional rural tourism train route.*				Long-term	City / EDC / CVB / Area Partners	Study/policy
#6	Action R.3.6: Support community attractions and amenities that celebrate Marble Falls' unique natural and cultural attributes which set it apart from the rest of the Highland Lakes area.				Ongoing	City / EDC / CVB	Operational Change
#7	Action R.3.7: Continue to support Lake Marble Falls beautification efforts and activities on the lake.				Ongoing	City / EDC / CVB	Policy
#8	Action R.3.8: Continue to work with the Marble Falls/Highland Lakes Area Chamber of Commerce & CVB to promote downtown Marble Falls as a regional tourism destination and gateway to the Texas Hill Country.*				Ongoing	City / EDC / CVB / Chamber	Policy

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NATURAL MARBLE FALLS

Preserve and protect the natural amenities within Marble Falls.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
CONSERVATION: ESTABLISH PROTECTIONS FOR MARBLE FALLS' NATURAL RESOURCES AND AMENITIES.							
#1	Action N.1.1: Pursue opportunities to reduce or remove harmful resource extraction businesses or activities to prioritize environmental sustainability, protect local ecosystems, and promote long-term community well-being commensurate with being a destination community in the Texas Hill Country.*		Short-term			City	Study/ policy
#2	Action N.1.2: Establish a program and implement vegetation management areas with no-mow zones on City-owned property, specifically in City parks and along riparian corridors.		Short-term			City	Operational Change
#3	Action N.1.3: Develop a comprehensive regional stormwater management plan.*		Mid-term			City / County	Study
#4	Action N.1.4: Evaluate the necessary programmatic and regulatory changes needed for Marble Falls to become an International Dark Sky Community.*		Mid-term			City	Regulation

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#5	Action N.1.5: Protect the City's sensitive natural resources (e.g., floodplain) as areas of protected open space, public access to Lake Marble Falls, and the rural character of Marble Falls' extraterritorial jurisdiction (ETJ) by preventing premature urbanization through the use of proper annexation policies, rural and open space land use designations, and other land use protections.		Ongoing			City	Policy/ regulation
#6	Action N.1.6: Proactively pursue the conservation and protection of existing open space to maintain the picturesque Hill Country setting and rural atmosphere of Marble Falls.*		Ongoing			City	Policy/ regulation

**NATURAL HAZARD MITIGATION:
MITIGATE OR ELIMINATE THE LONG-TERM RISKS TO LOSS OF LIFE AND PROPERTY DAMAGE FROM NATURAL HAZARDS.**

FLOOD MITIGATION

#1	Action N.2.1: Incentivize or require the protection, and multi-benefit use, of the City's natural and man-made drainageways and floodplains for important community purposes such as stormwater conveyance, open space and biodiversity protection, and recreation, such as the expansion of the community trail and/or multi-use path network.		Short-term			City	Regulation/ policy
#2	Action N.2.2: Prioritize increased engagement and advocacy with the next round of Texas State Flood Plan to ensure Marble Falls receives necessary funding for future flood mitigation projects.		Short-term			City / Area Partners	Policy/ operational change

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#3	Action N.2.3: Identify potential Flood Management Evaluations (FMEs) for the City of Marble Falls to be submitted for the next round of the State Flood Plan process.		Short-term			City / Area Partners	Study
#4	Action N.2.4: Initiate an update to the City's Flood Insurance Rate Maps (FIRMs) as part of the City's continued participation in the National Flood Insurance Program to account for ATLAS-14 changes in rainfall data.		Mid-term			City / Area Partners	Financial investment/ regulation

GROUNDWATER PROTECTION AND RECHARGE

#1	Action N.2.5: Update and enforce the drought contingency action plan using best management practices.		Short-term			City	Study
#2	Action N.2.6: Implement the 2023 City of Marble Falls Hazard Mitigation Plan to support mitigation initiatives and polices to protect Marble Falls' natural resources.		Short-term			City	Operational change
#3	Action N.2.7: Review and amend the development regulations to require or incentivize sustainable or low impact design practices in new development.		Short-term			City	Regulation
#4	Action N.2.8: Establish a policy that encourages or requires landscaping in public medians, on City property, and within public gathering spaces to be native landscaping and drought tolerant.		Mid-term			City	Policy/ regulation
#5	Action N.2.9: Identify opportunities to sustainably use reuse water from the direct water reuse plant.		Ongoing			City	Study

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
WILDFIRE							
#1	Action N.2.10: Update the Community Wildfire Protection Plan to address best management practices and new areas on wildfire, drought, and extreme heat.		Short-term			City	Study
#2	Action N.2.11: Evaluate opportunities to undertake controlled burns on public property to reduce wildfire danger to neighborhoods and other public property.		Mid-term			City	Study
#3	Action N.2.12: Continue to educate and bring awareness on fire prevention to citizens to help reduce fire hazard on private property.		Ongoing			City	Policy/ operational change

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MOBILE MARBLE FALLS

Build thoughtfully designed and connected mobility networks.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
THOROUGHFARES: ENSURE MARBLE FALLS HAS A WELL-PLANNED THROUGHFARE NETWORK THAT PROVIDES CIRCUITOUS ROUTES.							
#1	Action M.1.1: Review and amend the development regulations and development review policy to improve overall community connectivity through implementation of the Thoroughfare Plan.		Short-term			City	Regulation
#2	Action M.1.2: Prepare an independent Mobility Master Plan to address the traffic congestion issues in further detail including developing a capital projects list and programmatic changes.		Short-term			City	Study
#3	Action M.1.3: Encourage alternative routes outside of established neighborhoods for truck traffic.		Short-term			City	Policy/ regulation
#4	Action M.1.4: Evaluate opportunities and partnerships necessary to establish another bridge crossing to connect the proposed arterial by-pass in eastern Marble Falls.*		Short-term			City / Area Partners	Study
#5	Action M.1.5: Coordinate with TxDOT and other area partners to evaluate opportunities and implement investments in transportation demand management and smart city technologies to improve transportation efficiency.*		Long-term			City / TXDOT / Area Partners	Financial investment
#6	Action M.1.6: Continue to prioritize local thoroughfare connections to provide additional transportation choices for the citizens of Marble Falls.		Ongoing			City	Policy/ regulation

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RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
#7	Action M.1.7: Continue to advocate for improved access management and additional multimodal improvements from TxDOT along U.S. 281.*				Ongoing	City / TxDOT	Policy

**ALTERNATIVE MOBILITY:
PRIORITIZE THE DEVELOPMENT OF SIDEWALK, BIKE LANE, TRAIL, AND MULTI-USE NETWORKS.**

#1	Action M.2.1: Prepare an independent Trails Master Plan to identify to assess short- and long-term needs for full development of a Marble Falls trail system as set out in the Alternate Mobility Plan.*				Short-term	City	Study***
#2	Action M.2.2: Seek out creative financing opportunities for trail projects such as federal and state grants, partnerships with other entities, sponsorships, and volunteer-based efforts.				Short-term	City	Study
#3	Action M.2.3: Identify additional funding sources for the maintenance of trails, trail amenities, sidewalk connections, easements, and staffing.				Short-term	City	Financial investment
#4	Action M.2.4: Enhance pedestrian facilities and access to important destinations such as grocery stores, schools, parks, and others.				Short-term	City	Financial Investment
#5	Action M.2.5: Coordinate with TxDOT to evaluate opportunities to improve bicycle and pedestrian facilities across the U.S. 281 bridge at Lake Marble Falls.				Short-term	City / TxDOT	Policy
#6	Action M.2.6: Develop a plan for downtown connectivity with multi-use paths that accommodate pedestrians, bicycles, and golf carts.				Short-term	City	Study**

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#7	Action M.2.7: Evaluate opportunities to develop pilot tactical urbanism interventions to improve bicycle and pedestrian connections from the surrounding neighborhoods into downtown.		Mid-term			City	Study
#8	Action M.2.8: Review and amend the development regulations based on an assessment of emerging best practices related to potential connections for urban air mobility.		Long-term			City	Regulation
#9	Action M.2.9: Identify additional funding sources to implement new sidewalk projects.		Ongoing			City	Study/policy
#10	Action M.2.10: In conjunction with street rehabilitation or other public improvement projects, construct or reconstruct sidewalks where they do not exist or are in poor condition (particularly adjacent to schools, parks, public buildings, and other community destinations).*		Ongoing			City	Operational change/ regulation
#11	Action M.2.11: Annually update the sidewalk inventory and report on miles or linear feet of new sidewalk added each year.		Ongoing			City	Operational change
#12	Action M.2.12: Clarify the City's role relative to private property owners for sidewalk maintenance and repair and the potential need for maintenance standards to ensure consistency.		Ongoing			City	Study/policy
#13	Action M.2.13: Collaborate with community partners to promote bicycle education and awareness to promote a bicycle-supportive culture.		Ongoing			City / Area Partners	Policy

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		S (1-3)	M (4-10)	L (10+)	ON GOING		

**STREETS:
DESIGN A MOBILITY NETWORK FOCUSED ON STREET CHARACTER, CONNECTIVITY, AND SAFETY THAT IS PLANNED TO MEET THE NEEDS OF THE FUTURE.**

#1	Action M.3.1: Identify additional funding sources to allocate more resources to the maintenance of roadways throughout the City based on pavement condition.*				Short-term	City	Study
#2	Action M.3.2: Formally adopt and bring awareness to a Complete Streets Policy which declares community priority and commitment to developing a mobility system for all users.				Long-term	City	Regulation/ policy
#3	Action M.3.3: Continue and invest in the street repaving program to regularly assess pavement conditions throughout the community, primarily in older areas where additional investments may be needed.				Ongoing	City	Financial investment

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LIVABLE MARBLE FALLS

Create a vibrant community by promoting diverse housing options, enhancing public spaces, and planning for sustainable future land uses.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		

FUTURE LAND USE: IMPLEMENT THE COMMUNITY VISION FOR MARBLE FALLS ESTABLISHED IN THIS PLAN.

#1	Action L.1.1: Review and amend the development regulations to undertake warranted code improvements to ensure consistency with the Future Land Use Plan and to continue to reduce code complexity, address changing development patterns and opportunities for incremental development, and adherence to changing state laws.		Short-term			City	Regulation
#2	Action L.1.2: Review and amend the development regulations to implement the proposed regulatory changes identified in the code assessment.		Short-term			City	Regulation
#3	Action L.1.3: Continue to utilize the Future Land Use Plan to guide development to ensure positive, planned growth in both greenfield and infill desired areas throughout the community.*		Short-term			City	Regulation

HOUSING & NEIGHBORHOODS: ENCOURAGE QUALITY NEIGHBORHOODS WITH FAMILY-FRIENDLY AMENITIES AND DIVERSE HOUSING OPTIONS.

#1	Action L.2.1: Work with area developers to create prototypical guidance, resources, and awareness about missing middle affordable housing options including garden/patio homes and single-family attached housing products.*		Short-term			City / Development Community	Policy/ regulation
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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#2	Action L.2.2: Consider establishing streamlined development review procedures or reduced fees for new development that integrates more affordable housing options.				Short-term	City	Policy/regulation
#3	Action L.2.3: Evaluate options to incentivize affordable housing infill development options through streamlined permitting, reduced impact fees, and other options.				Short-term	City	Study/policy
#4	Action L.2.4: Review and amend the development regulations to amend the short-term rental (STR) standards to include limits to the maximum number of STRs allowed in Marble Falls or limits to certain areas of town.				Short-term	City	Regulation
#5	Action L.2.5: Evaluate opportunities to simplify and expedite the licensing and approval process for child care facilities to reduce administrative burden and encourage more providers to enter the market.				Short-term	City	Study
#6	Action L.2.6: Establish a neighborhood outreach program to improve working relationships with older and newer neighborhoods with and without HOAs to ensure long-term continuation of neighborhood quality and vitality.*				Short-term	City	Operational change
#7	Action L.2.7: Review and amend the development regulations to prepare historic district design standards applicable to properties and structures within any future historic district designation.				Mid-term	City	Regulation

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#8	Action L.2.8: Prepare a Neighborhood Special Area Plan for the older residential area west of downtown to develop specific community-determined goals and objectives, customized land use policies and zoning regulations, and needed capital investments.		Mid-term			City / EDC	Study

**PLACEMAKING:
ENCOURAGE OPPORTUNITIES FOR MARBLE FALLS TO DISTINGUISH THEMSELVES AND
CREATE A SENSE OF PLACE.**

#1	Action L.3.1: Coordinate with TxDOT to improve the appearance of the U.S. 281 / State Highway 71 interchange.*		Short-term			City / TXDOT	Financial Investment
#2	Action L.3.2: Coordinate with TxDOT to provide a central landscape median along U.S. 281 within the downtown and nearby areas.*		Short-term			City / TXDOT	Financial Investment
#3	Action L.3.3: Support opportunities for year-round programming, special event activities that reinforce community perceptions of sense of community and small-town character.		Short-term			City	Study/ operational change
#4	Action L.3.4: Invest in primary and secondary gateway signage and associated enhancements at key entry points to Marble Falls so that residents and passersby have a sense of arrival into the community.		Mid-term			City / EDC / CVB	Financial investment**

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#5	Action L.3.5: Cultivate a predictable investment climate that attracts high-quality development practices (e.g., building form, architecture, and quality signage and landscaping) by protecting property investments from incompatible or ad hoc development decisions.				Ongoing	City	Policy/ regulation
#6	Action L.3.6: Promote public and/or private investments, projects, or actions that enhance the character and aesthetic attractiveness of the City's corridors, neighborhoods, and public gathering spaces.				Ongoing	City / EDC / CVB	Policy/ regulation

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RESILIENT MARBLE FALLS

Expand the economy to create sustainable economic prosperity in Marble Falls.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
TARGETED INDUSTRIES: PROMOTE A HIGHER DIVERSITY OF INDUSTRIES AND JOB OPPORTUNITIES IN MARBLE FALLS.							
#1	Action R.1.1: Work with the Economic Development Corporation to diversify the economy to bring higher paying jobs to Marble Falls.*		Short-term			City / EDC	Policy
#2	Action R.1.2: Identify incentives and direct outreach to encourage establishment of new industry consistent with target industries identified by the Economic Development Corporation.		Mid-term			City / EDC	Financial investment
#3	Action R.1.3: Support efforts to establish future-oriented infrastructure systems and human capital resources, such as improved broadband for enhanced telework opportunities, expanded transportation options, workforce housing and workforce training.		Long-term			City / EDC	Policy/ regulation
#4	Action R.1.4: Continue the strong relationship with the Economic Development Corporation to sustain effective and coordinated business attraction, retention, and expansion programs.*		Ongoing			City / EDC	Policy

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		S (1-3)	M (4-10)	L (10+)	ON GOING		

**DOWNTOWN:
PRIORITIZE COORDINATED IMPROVEMENTS TO DOWNTOWN TO MAINTAIN ITS COMMUNITY IDENTITY AND FUNCTION AS AN ACTIVITY CENTER.**

#1	Action R.2.1: Prepare an update to the independent Downtown Master Plan to establish a new implementation action plan for the continued redevelopment of downtown Marble Falls.				Short-term	City / EDC / CVB	Study**
#2	Action R.2.2: Develop appropriate design standards to maintain the old-town look of downtown while integrating modern elements that provide experiences for all ages.				Short-term	City	Policy/ regulation**
#3	Action R.2.3: Identify additional and on-going funding sources to redevelop blocks of streets to create on-street parking spaces within the existing rights-of-way in downtown Marble Falls.				Short-term	City	Financial Investment
#4	Action R.2.4: Support efforts to establish a shuttle or streetcar circulation around downtown during key special events.				Short-term	City	Policy/ regulation**
#5	Action R.2.5: Create a downtown landscape plan that is sustainable and can withstand the foot traffic from weekly visitors and community events.				Short-term	City	Study
#6	Action R.2.6: Create a unified vision of sign character and placement that reflects the cultural and economic character the community wants to promote.				Short-term	City	Policy/ regulation
#7	Action R.2.7: Improve the aesthetic appearance of City Infrastructure (e.g., the water treatment plant) which is located in high-traffic public areas.				Short-term	City	Financial Investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#8	Action R.2.8: Establish a new City Hall to anchor it as the civic hub of the community.		Mid-term			City	Financial investment
#9	Action R.2.9: Enhance the bicycle and pedestrian accommodations between the Falls on the Colorado Museum and downtown.		Mid-term			City	Financial investment
#10	Action R.2.10: Invest in new gateway signage along key entry corridors in and through downtown signifying it as a special place within the community.		Mid-term			City / EDC / CVB	Financial investment

**ECONOMIC PROSPERITY:
STRENGTHEN THE LOCAL ECONOMY IN MARBLE FALLS.**

#1	Action R.3.1: Support Economic Development Corporation efforts to increase the development of place-based economic opportunities.		Short-term			City / EDC	Policy
#2	Action R.3.2: Craft a strategic campaign focus on bolstering local businesses and retaining revenue within Marble Falls, while concurrently emphasizing sustained investments in tourism marketing and community education initiative.		Short-term			City / EDC	Policy/ operational change
#3	Action R.3.3: Partner with or maintain existing partnerships with local higher education centers, private and public schools, businesses, and other entities for workforce training program (i.e., classes/certifications through TTC Highland Lakes, local trade schools, or the Medical Center).		Ongoing			City / Area Partners / EDC	Policy

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#4	Action R.3.4: Continue to invest in the completion of the sportsplex and convention center to bring economic development dollars to the City.		Ongoing			City / EDC	Financial investment
#5	Action R.3.5: Support and/or encourage workforce education and development opportunities in the community to help residents gain the knowledge and skills necessary to support current and future businesses and to be successful and competitive in the workplace.		Ongoing			City / EDC	Policy/ operational change

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Sustain a forward-thinking and accountable City government which provides excellent public services.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
GOVERNANCE: PROVIDE TRANSPARENT AND RESPONSIVE GOVERNANCE.							
#1	Action C.1.1: Review and amend the development regulations to further strengthen the PDD requirements to set minimum standards and encourage developers to pursue high-quality developments.		Short-term			City	Regulation
#2	Action C.1.2: Review and amend the development regulations to improve and modernize the subdivision regulations to better implement the priorities set out in the Comprehensive Plan.		Short-term			City	Regulation
#3	Action C.1.3: Develop decision-making processes which encourage elected and appointed officials to directly reference guiding principles and objectives of the Comprehensive Plan when acting on development review proposals and making decisions.		Short-term			City	Policy
#4	Action C.1.4: Review and amend the development regulations to further reduce or minimize parking minimums for appropriate infill and new development land uses.		Short-term			City	Regulation

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#5	Action C.1.5: Create a comprehensive development review guidebook which clearly specifies the development process for landowners, the development community, and other applicants.		Mid-term			City	Financial investment
#6	Action C.1.6: Prepare an update to the Comprehensive Plan within five years and a new plan within 10 years of plan adoption.		Long-term			City	Study
#7	Action C.1.7: Continue to prioritize supporting city staff and departments with adequate resources for training, hiring, and employee recruitment and retention to ensure smooth business operations.		Ongoing			City	Operational change
#8	Action C.1.8: Continue to monitor the length and effectiveness of the development review and permitting process to identify warranted improvements.		Ongoing			City	Policy
#9	Action C.1.9: Continue to build positive relationships with the local development community and area business owners through frequent outreach and opportunities for community dialogue.		Ongoing			City / Development Community / Area Partners	Policy
#10	Action C.1.10: Annually budget the necessary funds to implement identified capital projects set out in the implementation action plans of this Comprehensive Plan and other sub- or special area plans.		Ongoing			City	Financial investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#11	Action C.1.11: Prepare annual departmental budgets and five-year budget projections following directives from this Plan to ensure alignment and compliance with long-range planning programming and operational goals.		Ongoing			City	Study
#12	Action C.1.12: Establish an Annual Progress Report process to benchmark comprehensive plan implementation through integration of applicable departments, accountability, and comprehensive public reports on plan progress and amendments.		Ongoing			City	Study

**UTILITIES:
ENSURE EXCELLENT AND FORWARD-THINKING MUNICIPAL SERVICES.**

#1	Action C.2.1: Work with regional telecommunications providers to identify opportunities to provide affordable, reliable, high-speed internet service for Marble Falls' homes and businesses.		Short-term			City / Area Partners	Policy/ regulation
#2	Action C.2.2: Create an educational campaign to explain the benefits and importance of direct potable reuse from the new Wastewater Treatment Plant.		Short-term			City	Operational change
#3	Action C.2.3: Undertake a more in-depth study on broadband connectivity to ensure equitable access to affordable internet across the city.		Mid-term			City	Study

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#4	Action C.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.		Mid-term			City	Study
#5	Action C.2.5: Prepare a Drainage Master Plan to evaluate drainage and stormwater issues throughout areas of Marble Falls to identify process and other necessary improvements.		Mid-term			City	Study
#6	Action C.2.6: Evaluate potential modifications to the City's Drainage Criteria Manual and regulations stemming from recent updates to the frequency and intensity of rainfall events.		Mid-term			City	Study
#7	Action C.2.7: Analyze the potential for the city to invest in fiber optic cable deployment to serve as a backbone for last mile providers and create increased redundancy and capacity for the city's critical infrastructure network.		Mid-term			City	Study
#8	Action C.2.8: Complete and implement the Water and Wastewater Master Plans to create an updated list of needs and projects to address changing capacity needs (e.g., upsized or replaced pipes), aging infrastructure issues (e.g., inflow and infiltration issues); continual proactive maintenance.*		Ongoing			City	Financial investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#9	Action C.2.9: Identify opportunities to integrate intelligent/smart city technologies to increase the effectiveness or efficiencies of the City's various utility networks.		Ongoing			City	Study
#10	Action C.2.10: Continue to plan for future water supply needs through identification of additional supply or increases in efficiency to stay ahead of changing water issues.*		Ongoing			City	Study/policy
#11	Action C.2.11: Continue to upgrade and implement solutions to the water and wastewater system to ensure compliance with State and Federal standards.		Ongoing			City	Financial investment

**PUBLIC SERVICES:
PROVIDE EXCEPTIONAL PUBLIC SERVICES TO ENSURE THE SAFETY AND ENRICHMENT OF THE COMMUNITY.**

#1	Action C.3.1: Identify additional opportunities to locate more public services south of Lake Marble Falls to adequately serve growing new development to the south.		Short-term			City	Study
#2	Action C.3.2: Develop strategies and increase enforcement of traffic laws to reduce traffic violations and improve safety.		Short-term			City	Operational change
#3	Action C.3.3: Prepare a Library Master Plan to strengthen library services and further develop it as a community destination.		Mid-term			City	Study

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#4	Action C.3.4: Prepare a plan for a governance structure for the Public Safety Communications Center to the Highland Lakes Regional Emergency Communications Center.		Mid-term			City	Study
#5	Action C.3.5: Regularly evaluate the need for new fire, police, 911 Communications, and EMS facilities to serve both the City Limits and emergency service districts commensurate with population growth and service areas.		Ongoing			City	Study
#6	Action C.3.6: Continue to provide funding and support to ensure that Marble Falls' public safety service departments continue to expand operational tools, technology, equipment, and specialized expertise and trainings.		Ongoing			City	Financial investment
#7	Action C.3.7: Continue to maintain or expand support to offer police and fire safety-related community service and educational programs to the Marble Falls' community.		Ongoing			City	Operational change

**PARKS & TRAILS:
IMPROVE RECREATIONAL OPPORTUNITIES AND AMENITIES.**

#1	Action C.4.1: Review and amend the development regulations to require dedication and development of the City spine trails system, and connections thereto, as set out in the Alternate Mobility Plan.		Short-term			City	Policy/ regulation
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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#2	Action C.4.2: Identify opportunities to develop additional tennis and pickleball courts to serve area citizens.				Short-term	City	Study***
#3	Action C.4.3: Develop an inclusive park policy that fully supports/implements all warranted ADA provisions and considerations.				Short-term	City	Policy/ regulation
#4	Action C.4.4: Prepare an update the independent Parks, Recreation, and Open Space Master Plan and prioritize the incorporation of a full (or separate) Trails Master Plan.*				Short-term	City	Study
#5	Action C.4.5: Establish community events or volunteer days in all existing parks, including new parks south of Lake Marble Falls, to enhance community connections and social cohesion with new residents				Short-term	City	Policy/ operational change
#6	Action C.4.6: Establish minimum design parameters for community, neighborhood, pocket, and linear parks.				Short-term	City	Policy/ regulation
#7	Action C.4.7: Continue to invest in the maintenance and expand operational functionality (such as spray features or other cost-effective enhancements) of current City pool.				Short-term	City	Financial Investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#8	Action C.4.8: Develop a strategy to ensure that the turf areas in City Park meet specific criteria for a worthwhile return on investment, including utilizing a reclaimed water source for areas exceeding one acre in size.		Mid-term			City	Study/ policy
#9	Action C.4.9: Identify an adequately sized operational hub for Parks, Recreation, and Drainage operations.		Mid-term			City	Study/ financial investment
#10	Action C.4.10: Prioritize all deficiencies within the park asset inventory, as outlined in the updated Parks, Recreation, and Open Space Master Plan to accommodate, at minimum, City of Marble Falls residents, up to the Greater Marble Falls ISD area. This includes deficient miles of trail, sports courts and fields, playgrounds, splash pads, and recreation center.		Mid-term			City / MFISD	Financial investment/ policy
#11	Action C.4.11: Establish a splash pad park asset for the community, separate from the pool facility.		Mid-term			City	Financial Investment
#12	Action C.4.12: Seek partnerships and continue initiatives to expand recreational offerings with an emphasis of activating Lake Marble Falls.		Long-term			City / Area Partners / EDC	Policy
#13	Action C.4.13: Explore partnerships for larger future pool facility, at new location.		Long-term			City	Financial Investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#14	Action C.4.14: Continuously explore and invest in expanding park space to accommodate community growth and improve quality of life in existing areas.		Ongoing			City	Financial investment
#15	Action C.4.15: Identify and implement opportunities to utilize green corridors and floodplains for trail corridors to connect residents with key areas within the city and the larger region.		Ongoing			City	Financial investment
#16	Action C.4.16: Continue to identify opportunities to prioritize park enhancements which add facilities and recreational programming for people of all ages.		Ongoing			City	Financial investment
#17	Action C.4.17: Continue to strengthen relationships between the City and ISD through a shared-use agreement for recreational facilities.*		Ongoing			City/ MFISD	Policy/ operational change

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