



2024 Marble Falls Comprehensive Plan

2024 COMPREHENSIVE PLAN

- Reflection of Citizen values/feedback
- Valued community document – we completed 99% of all strategic goals in last Plan
- Citizens cherish our quality of life
 - Parks and open space
 - Quality neighborhoods
 - Quality streets, traffic
 - Greenways, trails, and sidewalks
 - Employment and jobs
- This plan represents that vision and roadmap for the community
 - Stay focused and get there in concise format



MARBLE FALLS COMPREHENSIVE PLAN 2024

2024 COMPREHENSIVE PLAN

- Ch 1: Introduction
- Ch 2: Trend Report
- Ch 3: Vision
- Ch 4: Community Direction
- Ch 5: Recommendations
- Ch 6: Implementation



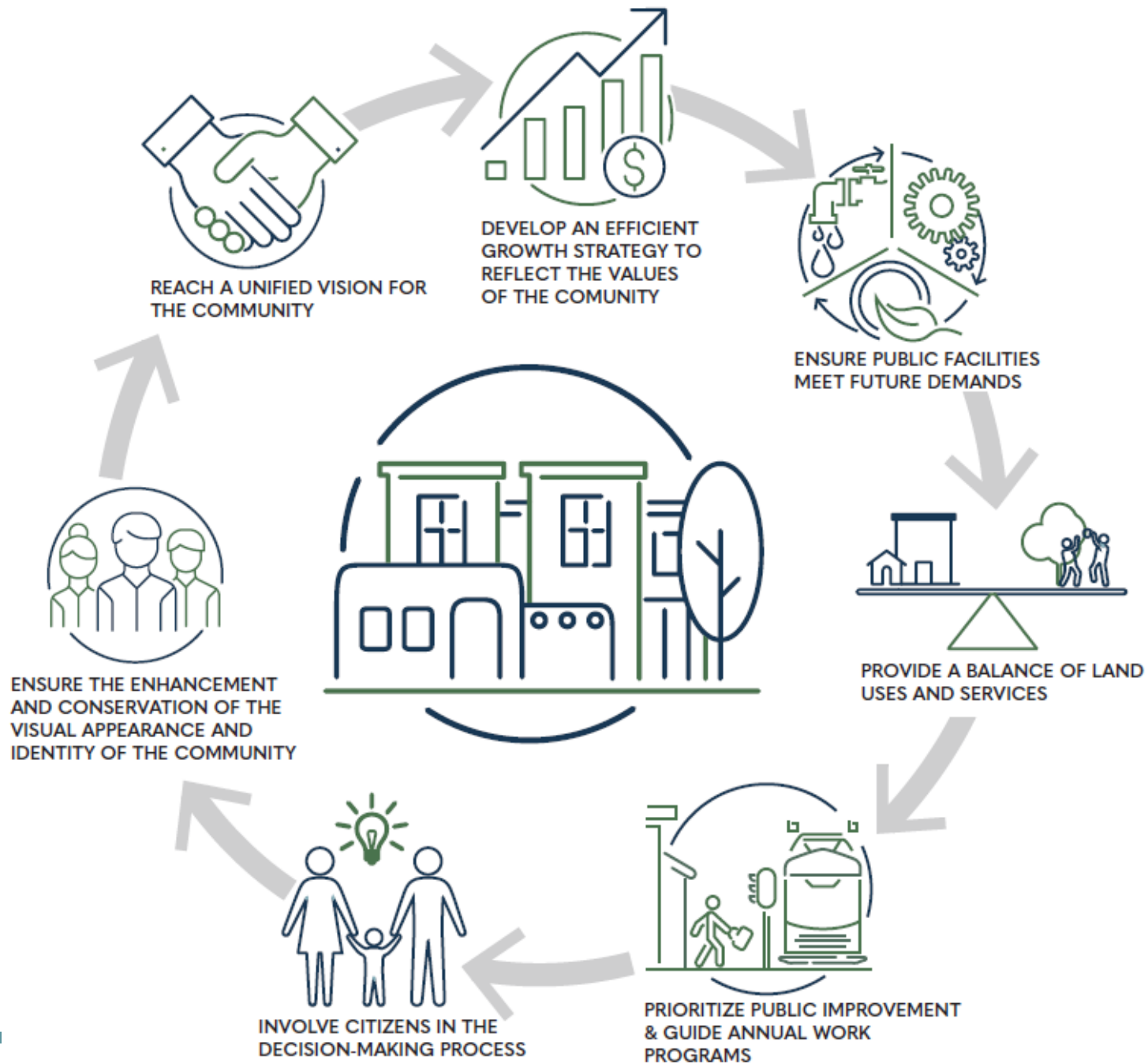
MARBLE FALLS COMPREHENSIVE PLAN 2024



CHAPTER 1: INTRODUCTION

INTRODUCTION

- What is a Comprehensive Plan?
- How will it be used?
- Why is it important?
- Past planning successes
- Accomplishments since previous plan

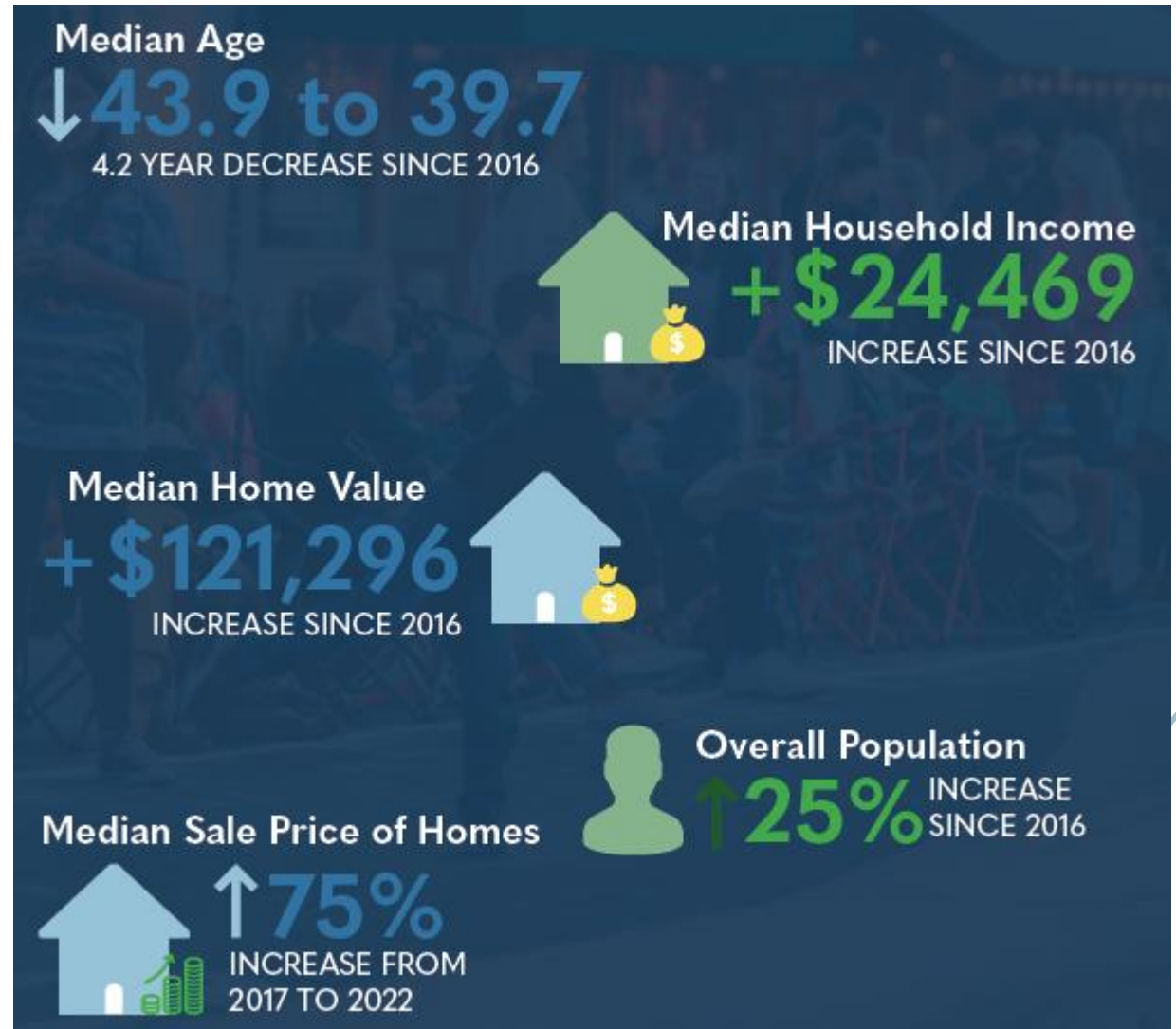




CHAPTER 2: TREND REPORT

TREND REPORT

- Focused on changes and trends between 2016 to now
- Data sourced from City of Marble Falls and US Census
- Sets the stage for the rest of the plan
- Six (6) categories of the plan
 - Regional
 - Natural
 - Mobile
 - Livable
 - Resilient
 - Civic





CHAPTER 3: VISION

PUBLIC ENGAGEMENT

Engagement Summary

Community Leaders

Key Community Leaders Kick-off Meeting

Retreat with City Council, Planning & Zoning Commission, and Advisory Committee

Advisory Committee Recommendations Review Meeting #1

Advisory Committee Recommendations Review Meeting #2

Key Community Leaders Prioritization Workshop

In-Person Engagement

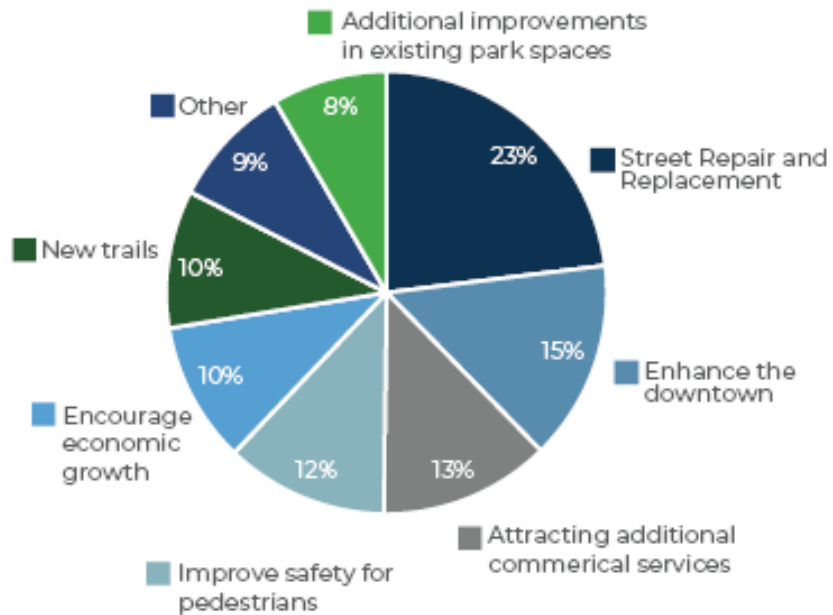
Two (2) public open houses

Online Engagement

One (1) comprehensive plan online survey; Five (5) touchpoint surveys

OPEN HOUSE SUMMARY

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

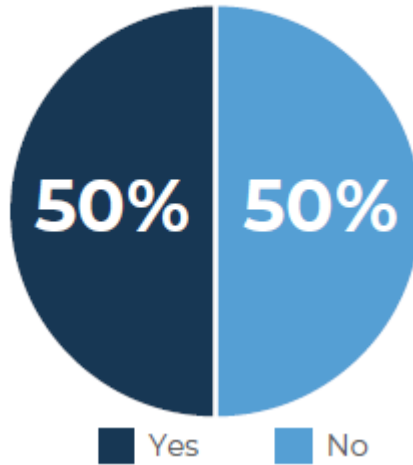


SURVEY SUMMARY

767

Total Survey Responses

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



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

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

REDUCE CRIME, IMPROVE STREETS & SIDEWALKS, ADD MORE SIDEWALKS

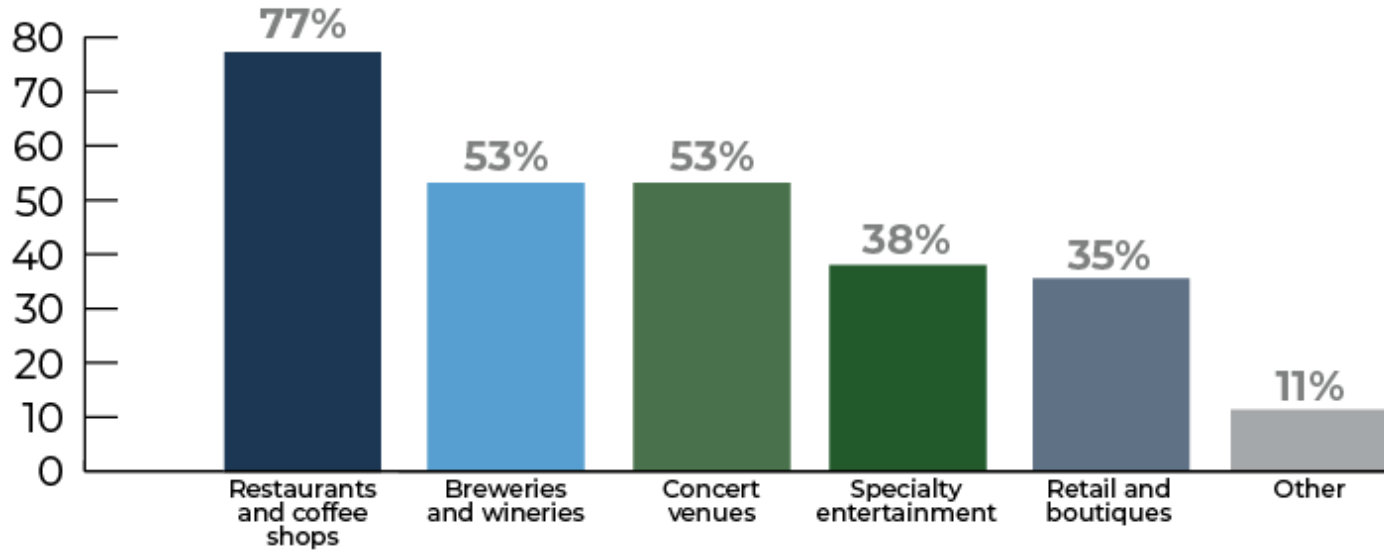
MOST IMPORTANT

LEAST IMPORTANT

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

TOUCHPOINT SURVEY SUMMARY

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



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



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

54%
of people stated that having the wrong housing options inhibits people from moving to Marble Falls.



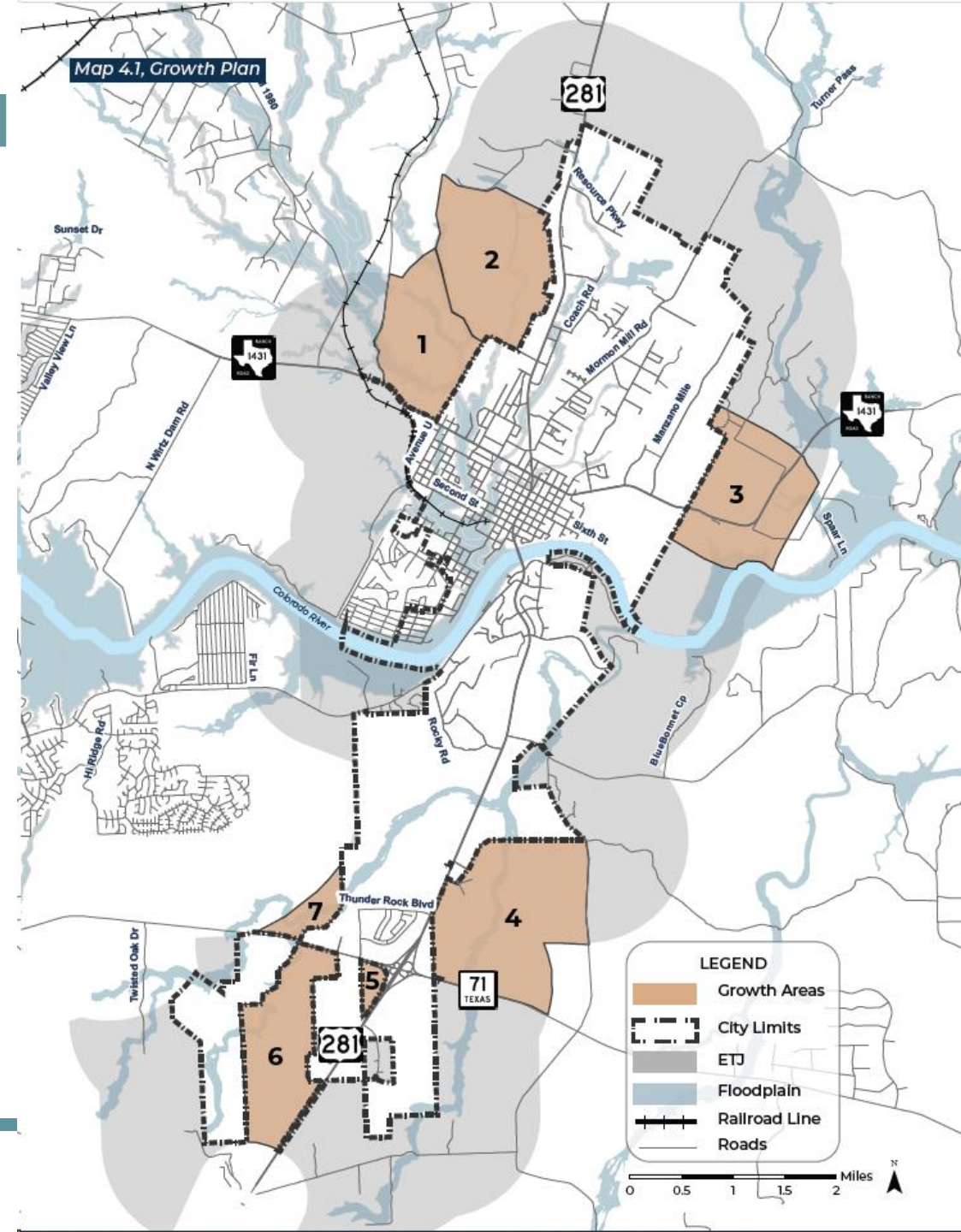


CHAPTER 4: COMMUNITY DIRECTION

PRIORITY AREAS OF GROWTH

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	✓	✓	✓	✓	✓	✓



COMMUNITY CHARACTER



RURAL



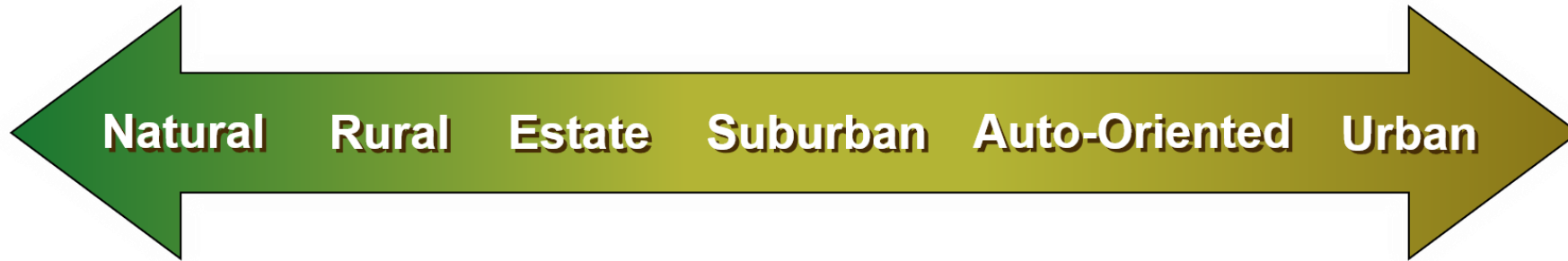
SUB-URBAN



URBAN



COMMUNITY CHARACTER



RURAL



Source: www.texasillcountry.com

SUB-URBAN



Source: www.boyle.com

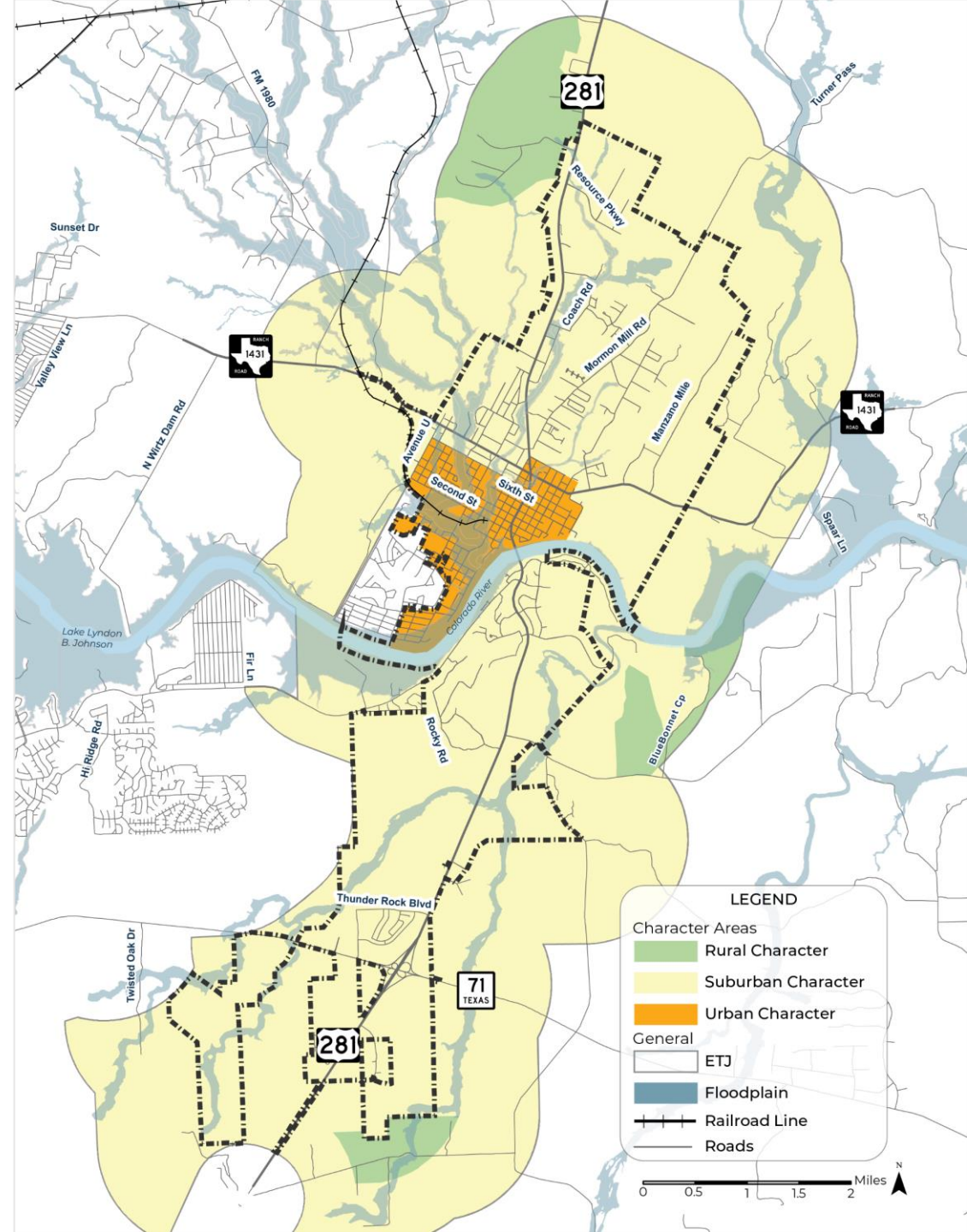
URBAN



Source: www.frompo.com

CHARACTER AREAS

	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 sidepaths 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.

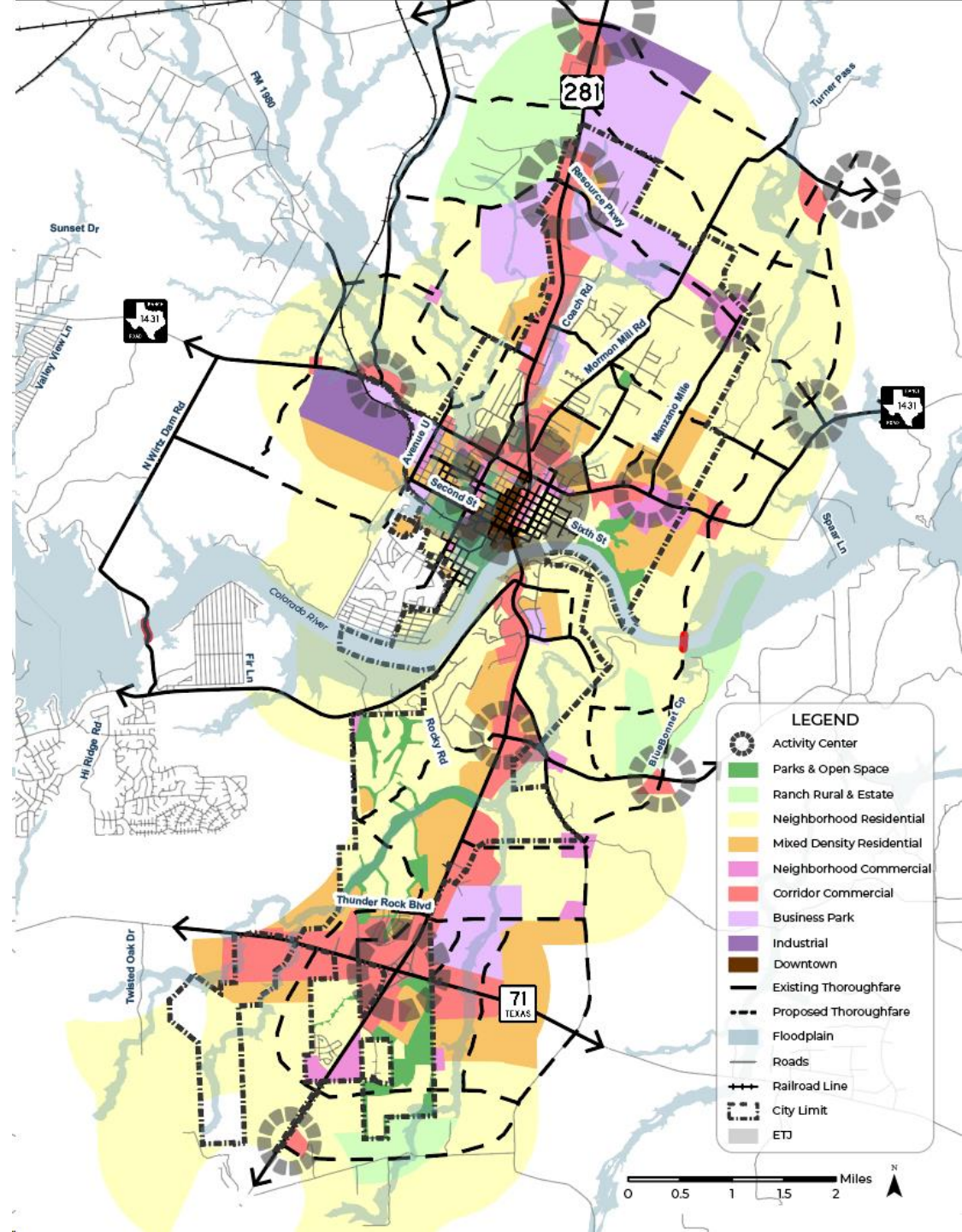


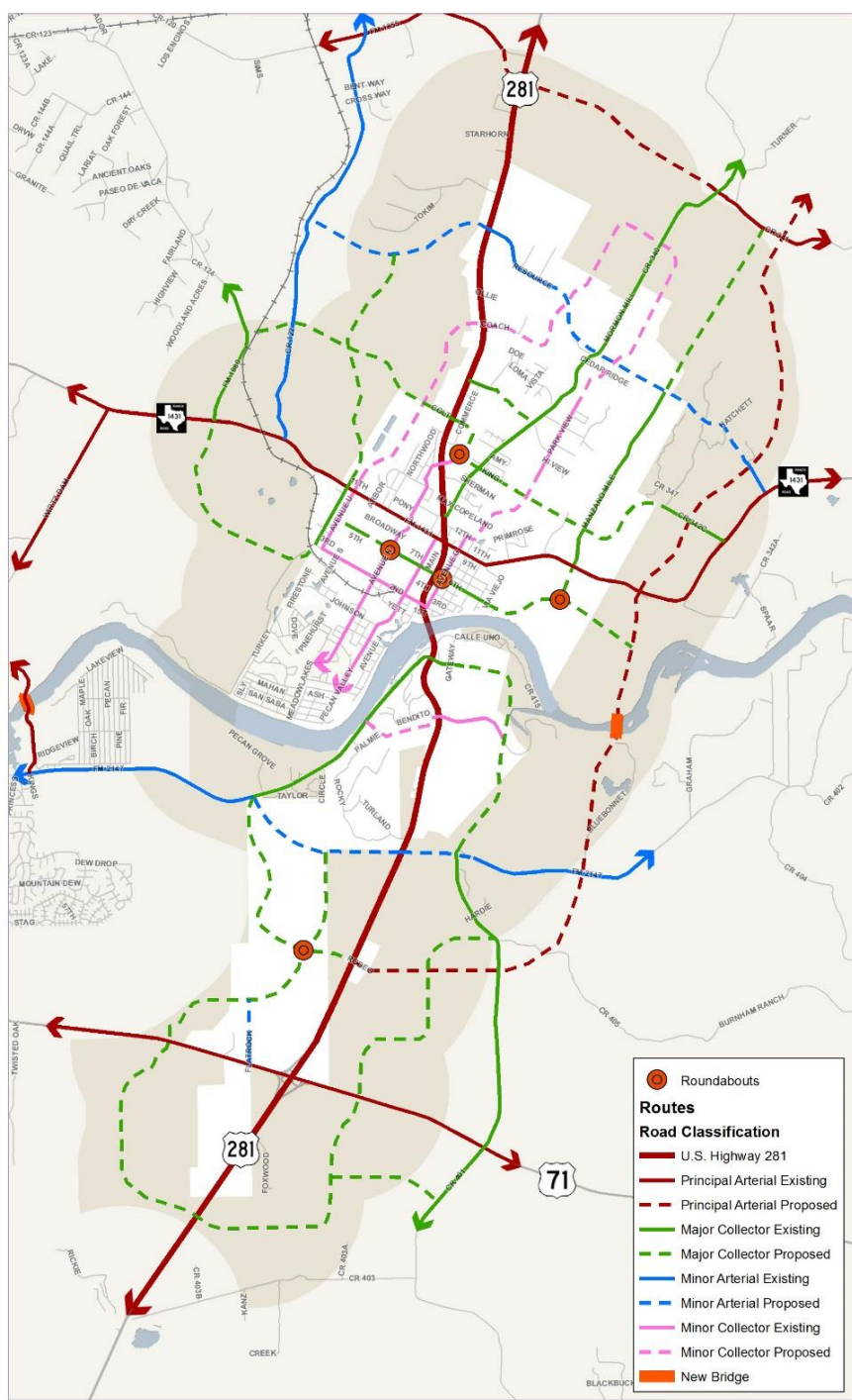
LEGEND

- Character Areas
 - Rural Character
 - Suburban Character
 - Urban Character
- General
 - ETJ
 - Floodplain
 - Railroad Line
 - Roads

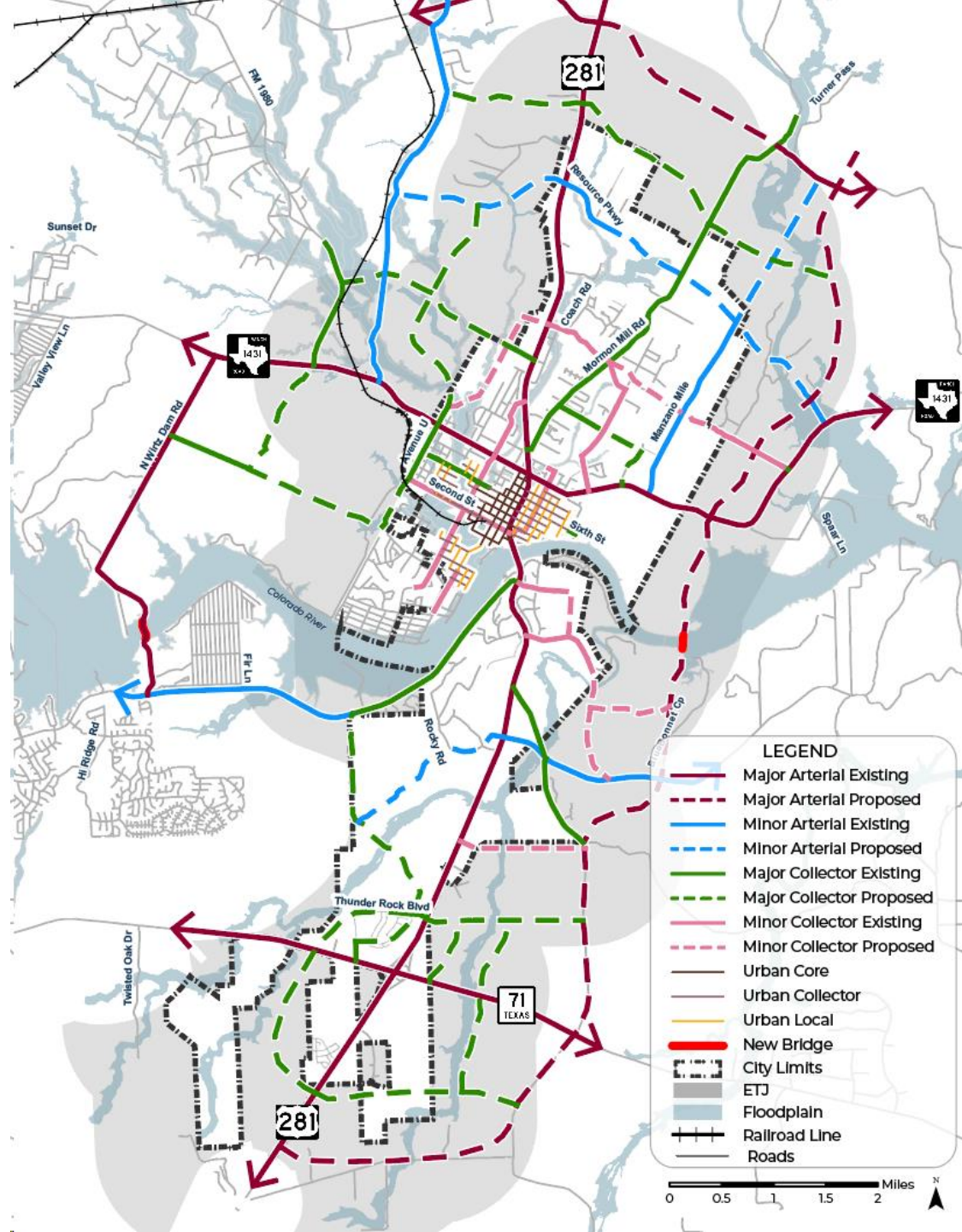
0 0.5 1 1.5 2 Miles

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	100%





Thoroughfare Plan

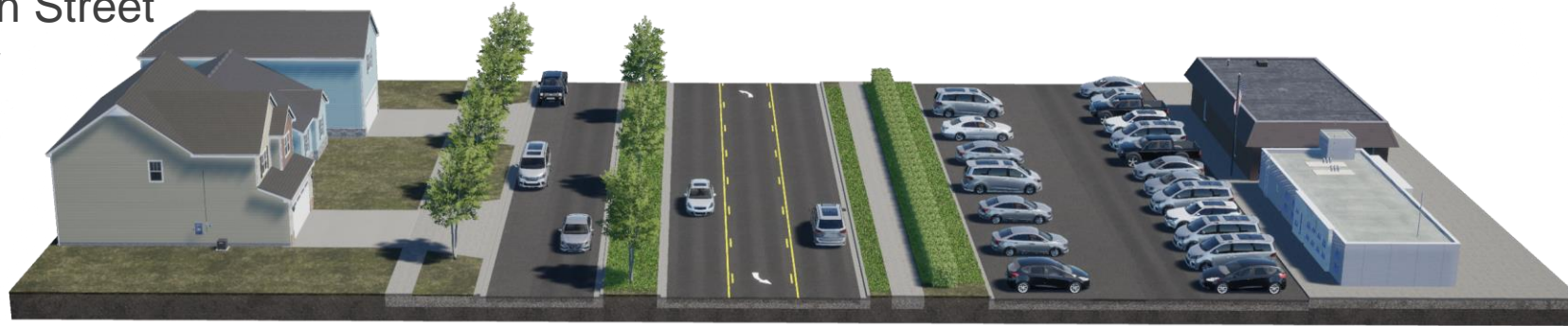


THOROUGHFARES & CONTEXT-SENSITIVE DESIGN

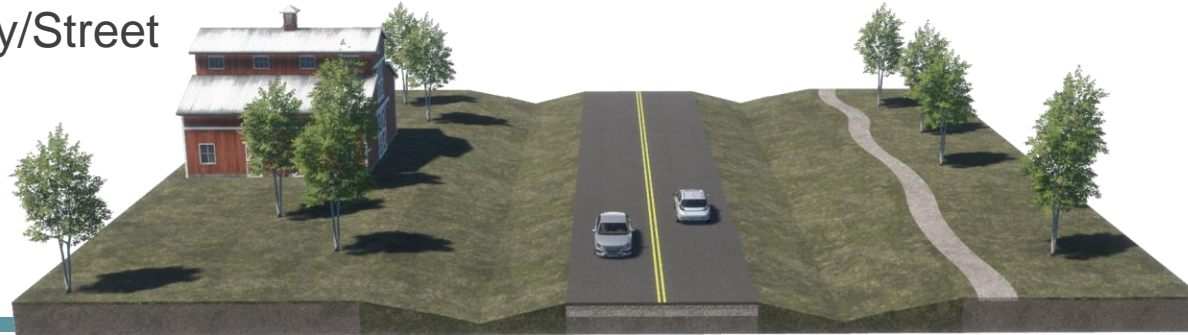
Urban Street Character



Sub-Urban Street Character



Rural Roadway/Street Character



URBAN AND RURAL STREET DESIGN CHARACTERISTICS

- Street classifications based on character
- Recognizes the opposing relationship between access and mobility



Arterials

- Greater focus on mobility
- Low degree of access

Collectors

- Balance between mobility and access

Local Streets

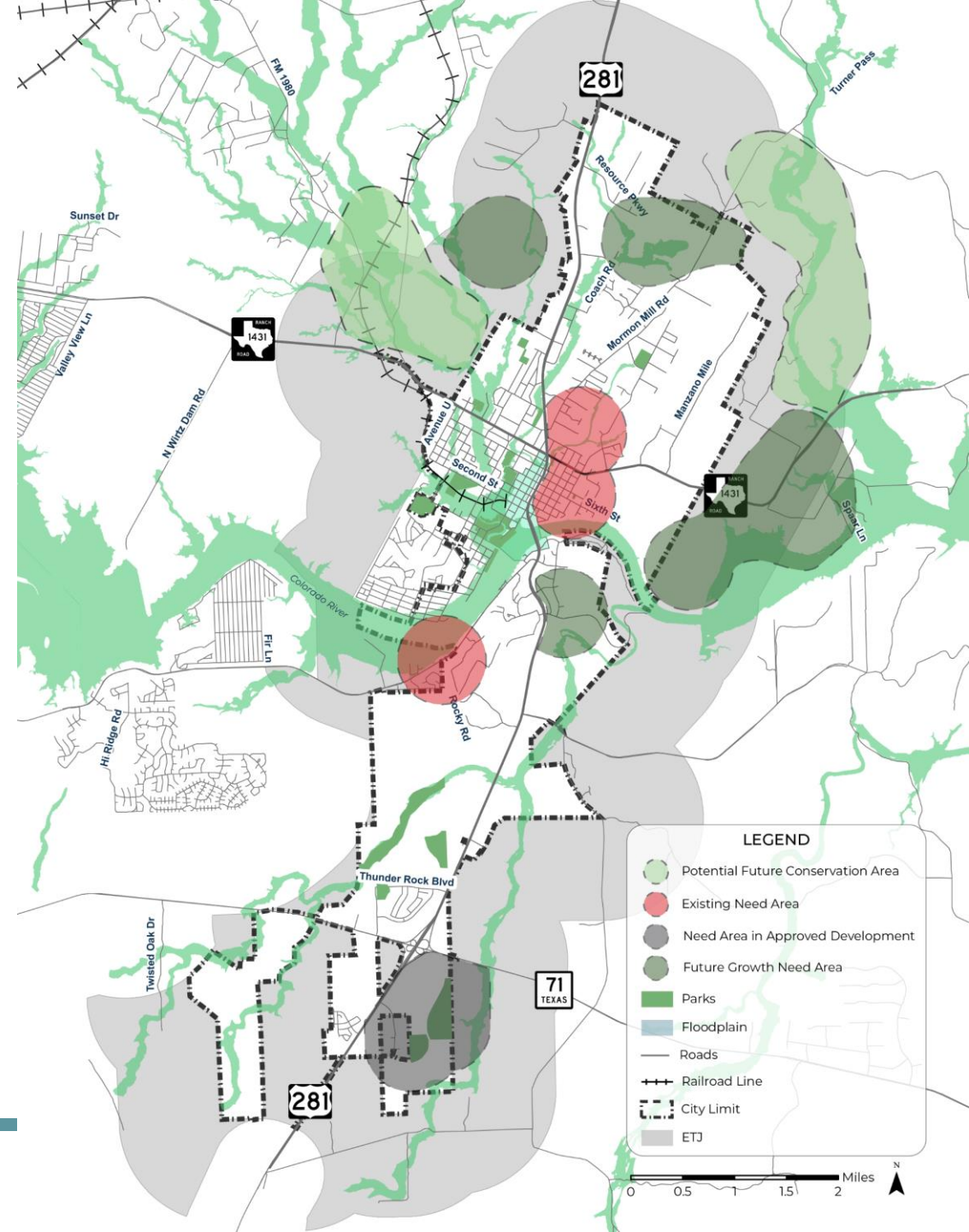
- Lesser focus on mobility
- High degree of access

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

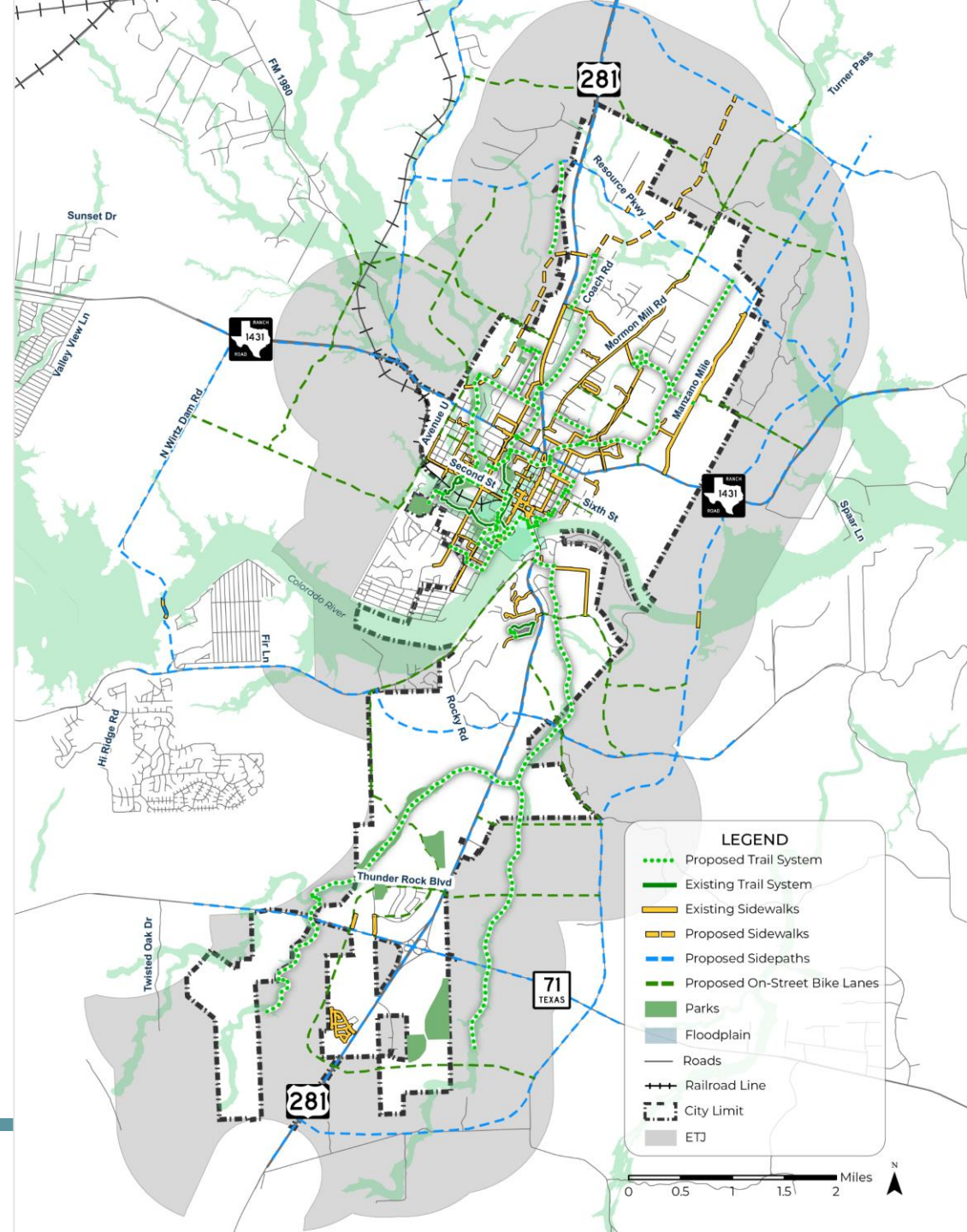
PARKS & OPEN SPACES PLAN

- Infill areas for future parks or open space
- Long term future parkland needs
- Open Space conservation areas of interest



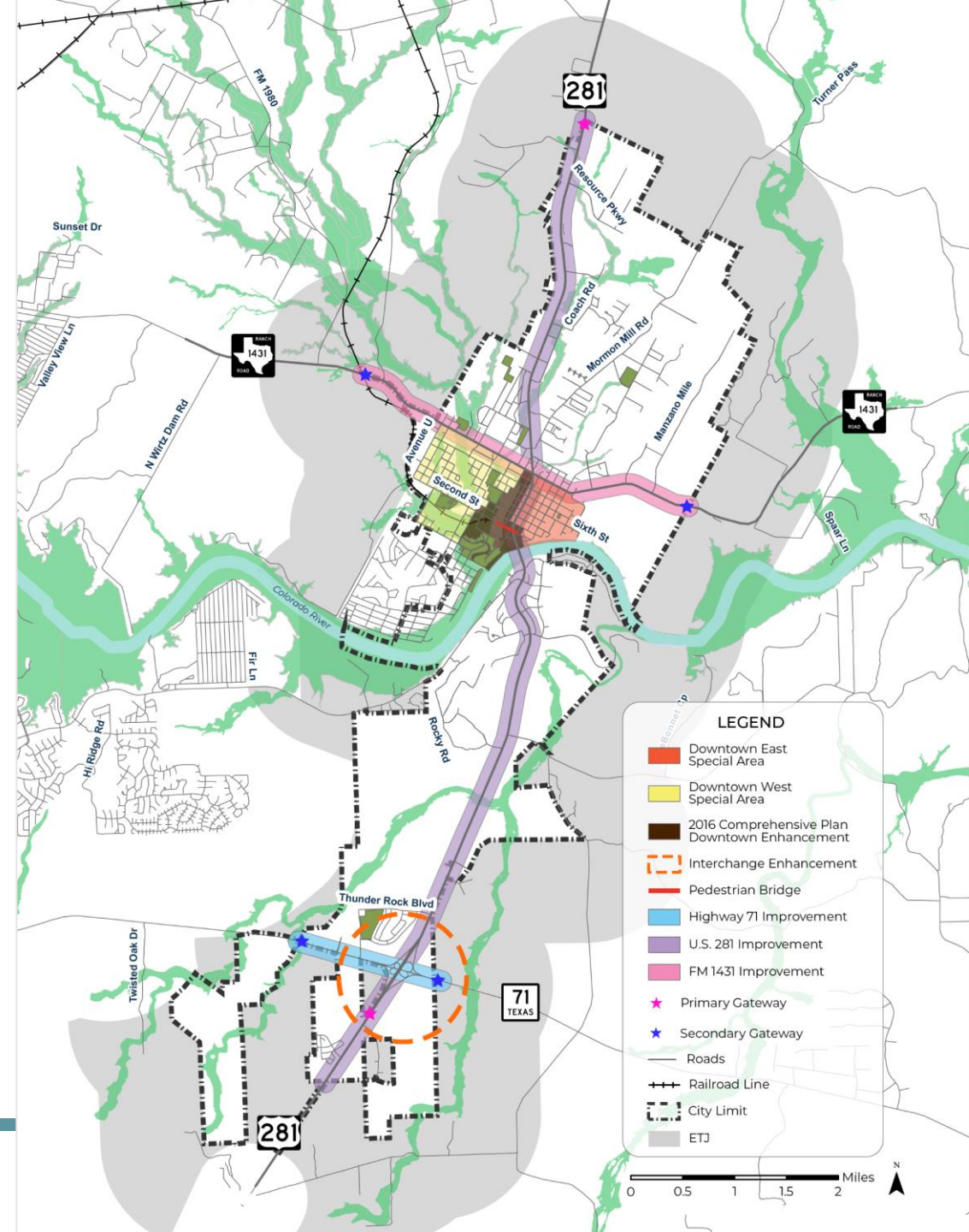
ALTERNATE MOBILITY PLAN

- Trails, sidewalks, and bike lanes



SPECIAL AREA PLANNING MAP

- Areas deserving special focus and planning
 - Downtown
 - Neighborhoods around downtown
 - Regional corridors through the city
 - Natural assets needing preservation
 - Gateway and cultural placemaking opportunities





CHAPTER 5: RECOMMENDATIONS

FOCUS AREA TOPICS



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

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.

Intergovernmental Coordination

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

Tourism

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



NATURAL MARBLE FALLS

Preserve and protect the natural amenities within Marble Falls.

Conservation

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

Natural Hazard Mitigation

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



MOBILE MARBLE FALLS

Build thoughtfully designed and connected mobility networks.

Thoroughfares

Strategy: Ensure Marble Falls has a well-planned throughfare network that provides circuitous routes.

Alternative Mobility

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

Streets

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



LIVABLE MARBLE FALLS

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

Future Land Use

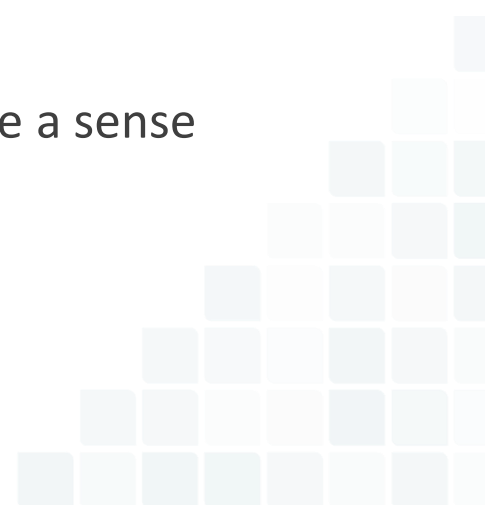
Strategy: Implement the community vision for Marble Falls established in this plan.

Housing & Neighborhoods

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

Placemaking

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



RESILIENT MARBLE FALLS

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

Targeted Industries

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

Downtown

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

Economic Prosperity

Strategy: Strengthen the local economy in Marble Falls.



CIVIC MARBLE FALLS

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

Governance

Strategy: Provide transparent and responsive governance.

Utilities

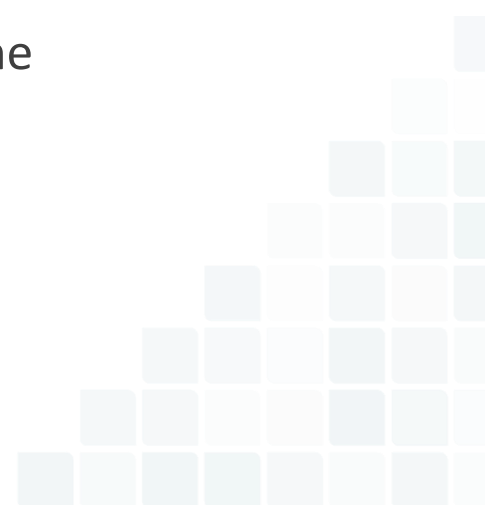
Strategy: Ensure excellent and forward-thinking municipal services.

Public Services

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

Parks & Trails

Strategy: Improve recreational opportunities and amenities.





CHAPTER 6: IMPLEMENTATION

IMPLEMENTATION TABLE

- Table for each plan topic
- Guidance on suggested time frame, involved entities, and clarity on type of action

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

* Denotes the actions that are on-going efforts from the 2016 Marble Falls Comprehensive Plan.
 ** Action is planned for possible integration with the Downtown Master Plan.
 *** Action is planned for possible integration with the Parks Master Plan.

CONCLUSION

- Hard work has been done
- We have done the research
- We have engaged the community and stakeholders
- The stakeholders believe this document reflects the elements and pathway to achieve the vision
 - Parks and open space
 - Quality neighborhoods
 - Quality streets, traffic
 - Greenways, trails, and sidewalks
 - Employment and jobs



MARBLE FALLS COMPREHENSIVE PLAN 2024