

# Marble Falls Comprehensive Plan Update

## CITY COUNCIL PROJECT INTRODUCTION MEETING

June 2, 2015

# Project Team

## ■ Halff Associates

- Matt Bucchin, AICP, LEED-GA – Senior Planner (Project Manager)
- Gail Ferry, PLA, ASLA, CLARB – Landscape Architect

## ■ Firm Profile

- Founded in 1950
- Multi-disciplinary planning, design, and engineering firm
- Core group of certified planners and design specialists with state, Central Texas, Southwest and national experience
- 12 state offices; with work being completed out of the Austin office
- Award winning planning and design firm

# Meeting Objectives



- **Plan Orientation**
  - Why a comprehensive plan update
  - Goals of the planning process
  - Scope of work and planning effort approach
  - Schedule and purpose of future meetings
- **What we have heard so far**
- **Next Steps**

# Why a Comprehensive Plan Update

- Step back from day to day
- Key factors shaping your community
- Strategic actions
- Public policy basis for regulation
- Requirement for external funding



# Status of Current Comprehensive Plan

<b>Summary - Short Term Comprehensive Plan Actions</b>	
Total Short Term Priorities	26
Total Actions (multiple actions can be listed per priority)	34
Action has been directly or indirectly completed - <b>Completed</b>	16
Work is underway to complete this Action - <b>In-Progress</b>	6
Work is not underway and/or has not been funded towards - <b>Pending</b>	12

# Status of Current Comprehensive Plan

## • Completed

- Support the establishment of regional hospital in the Marble Falls planning area
- Develop a drainage model to better understand problem areas within the city
- Complete a feasibility study for the WWTP expansion
- Construct a new central public works facility
- Prepare a downtown master plan
- Update the sign ordinance

# Status of Current Comprehensive Plan

- **In-Progress**

- Update regulations to allow granny flats in appropriate neighborhoods
- Construct a new police headquarters and municipal court
- Fund and develop a model of the existing water / wastewater system

# Status of Current Comprehensive Plan

- **Pending**

- Develop and implement a new zoning ordinance
- Identify boundaries and support a historic preservation district
- Conduct a sidewalk inventory

# Goals of the Planning Process

- Provide direction over a 20-year planning horizon (2035) in the areas of:
  - Growth and annexation
  - Mobility (including guidance re: trails)
  - Parks, recreation, & open space
  - Infrastructure & utilities
  - Public facilities
  - Land use, character, & design
  - Economic development
- Set the stage for subsequent plan and ordinance updates
- Streamline
- Create an action oriented roadmap for staff and elected / appointed officials



# Our Approach

## SEEK TO UNDERSTAND FIRST



## CREATE ACTION-ORIENTED SOLUTIONS

**TRANSPORTATION RECOMMENDATIONS**

**Goal Statement**  
Dook has a transportation system that meets current needs and anticipated growth that addresses transportation options including driving, walking, bicycling, and mass transit, and that is designed in a manner that respects and enhances the character of Dook.

**Objective T-1** *Plan roadway improvements for existing conditions and future demand.*

One of the most critical and frequently cited issues that come out of the planning process and public input is how to manage traffic and address congestion issues in Dook. This includes both current congestion issues in certain business corridors and a need to plan ahead for the increases in traffic that accompany the development growth. From the maps, text and video, the audience can learn to better understand the transportation system.

Based on responses from the citizen survey, residents are generally satisfied with traffic management and overall safety on one of the most traveled and important roads in the community, but they do have concerns about the traffic congestion and the transportation network and safety that impact the quality of life in the community and the city's ability to address the necessary growth.

**Action T-1.1** *Adopt a Complete Streets policy and a Transit-Facilitative Solution policy to institutionalize a new philosophy for transportation planning and design to enhance transportation systems that meet the goals of the community and the 2030.*

These policies should be adopted immediately so that they guide future transportation planning and design efforts. An alternative solution is a complete streets policy with separate lanes designed for all modes of all ages and all abilities including walking, bicycling, scooters, strollers, and wheelchairs, and transit options. Current streets solutions do not support adequate the design of a transportation system that meets the environmental, social, and economic context of the surrounding area, including the impact it has on the future and current communities.

**Action T-1.2** *Update the Transportation Master Plan.*

The Transportation Master Plan was last updated in 2008 and it is due for a new update. The update should reflect the goals and objectives outlined in the master plan, including addressing concerns of residents, and current business policies.

## VISUALLY COMMUNICATE THE VISION



# Public Involvement

- **Kick-Off**
  - Driving tour & field reconnaissance
  - Director's meeting
  - 7 stakeholder meetings (including the EDC Board)
  - CPAC (Steering committee) (first of 6 meetings)
  - Informative website for project updates
- **Post Kick-Off**
  - Citizen survey
  - Engage Marble Falls
- **Next Visit**
  - Open House Public Workshop

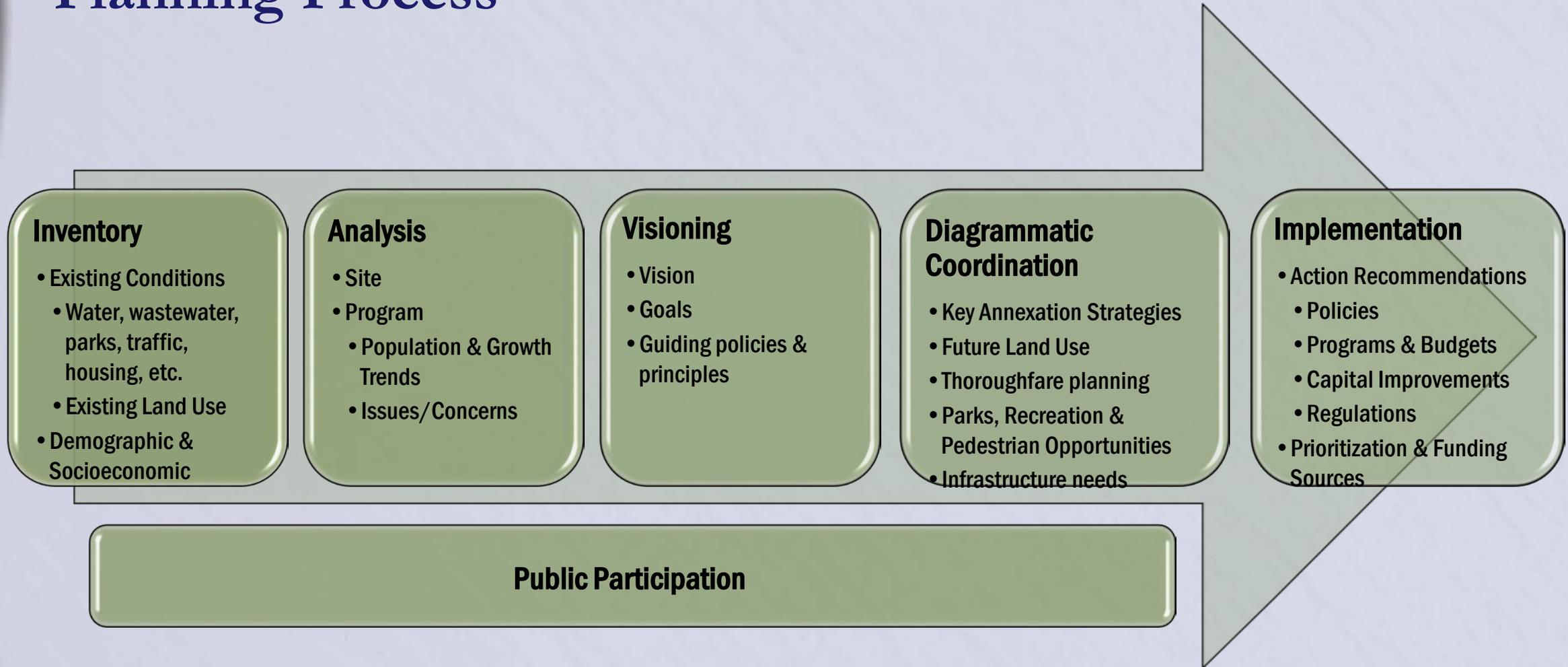


# CPAC's Role & Responsibilities

- Officially – Designated “Sounding Board”
- Assist with identification of issues and needs
- Read, review & provide recommendations as to the strategic directions of the plan (community outreach)
- Recommendation
- Assist with priority setting



# Planning Process



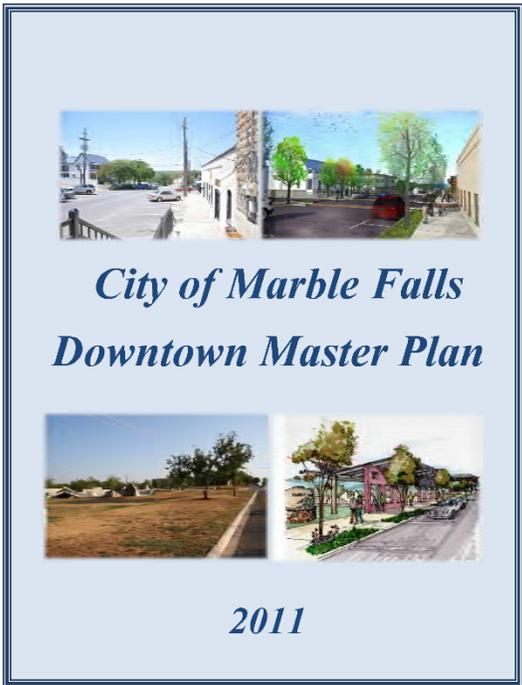
# Visioning



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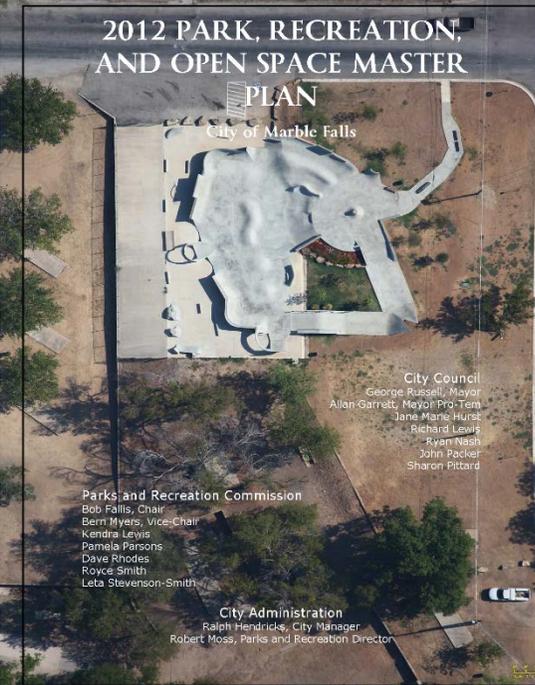


# Resources



*City of Marble Falls  
Downtown Master Plan*

2011

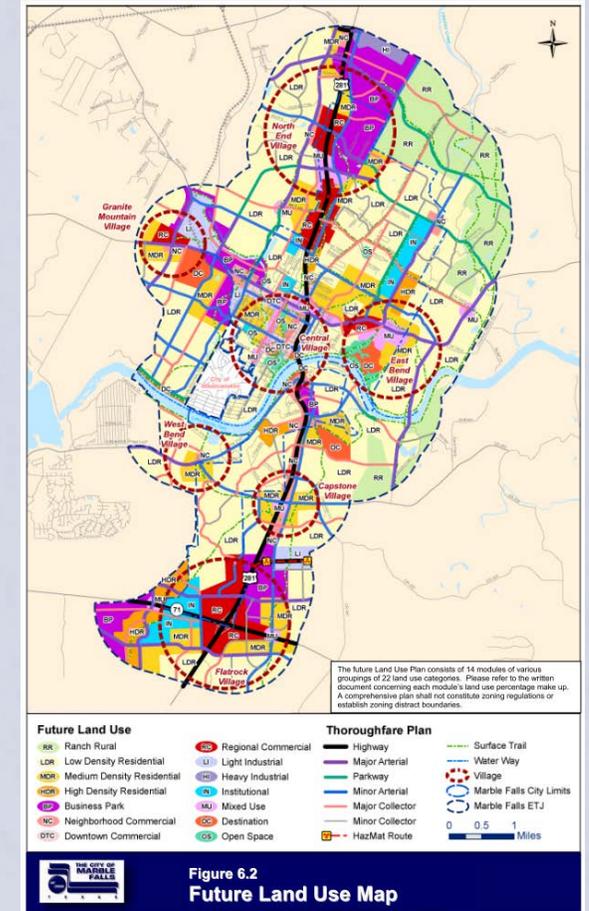


**2012 PARK, RECREATION,  
AND OPEN SPACE MASTER  
PLAN**  
City of Marble Falls

**City Council**  
George Russell, Mayor  
Allan Garrett, Mayor Pro-Tem  
Jane Marie Hurst  
Richard Lewis  
Ryan Nash  
John Packer  
Sharon Pittard

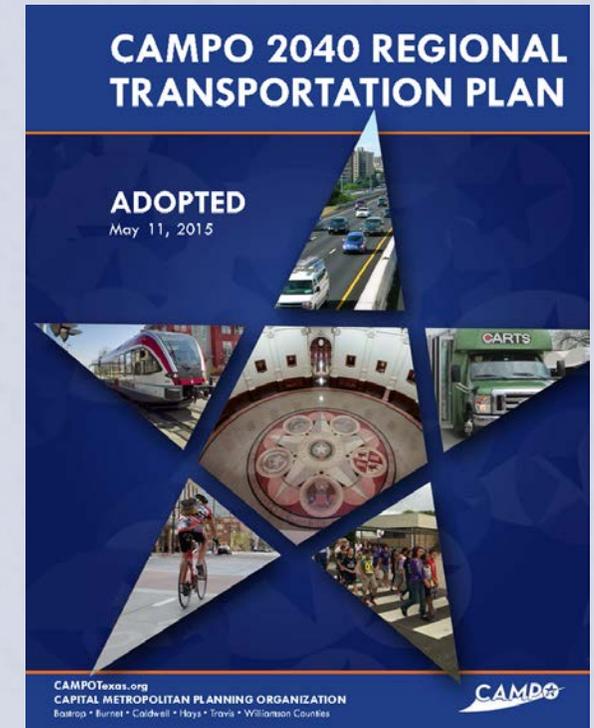
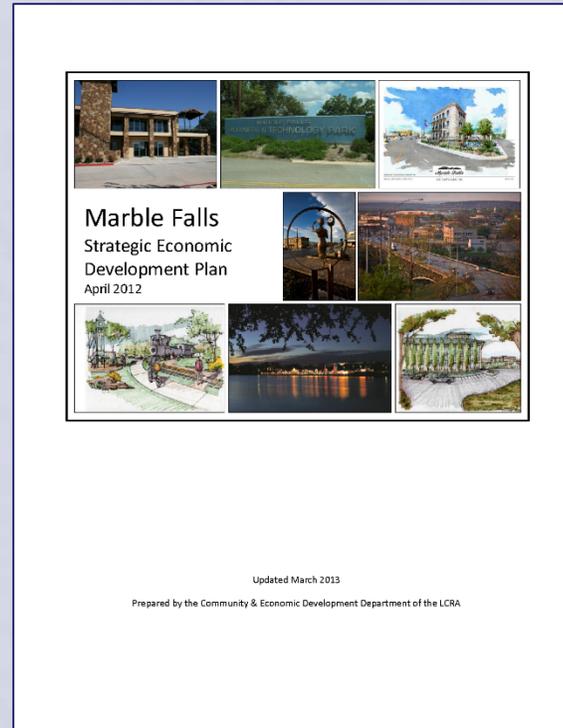
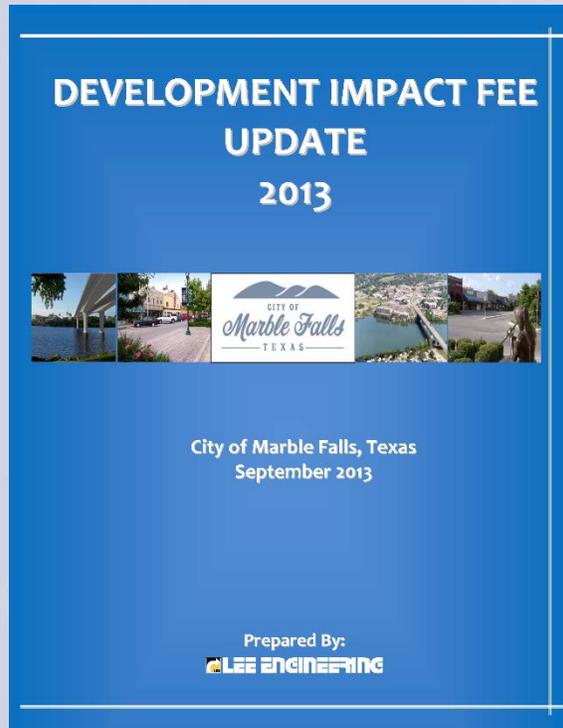
**Parks and Recreation Commission**  
Bob Falls, Chair  
Bert Myers, Vice-Chair  
Kendra Lewis  
Pamela Parsons  
Dave Rhodes  
Royce Smith  
Leta Stevenson-Smith

**City Administration**  
Ralph Hendricks, City Manager  
Robert Moss, Parks and Recreation Director



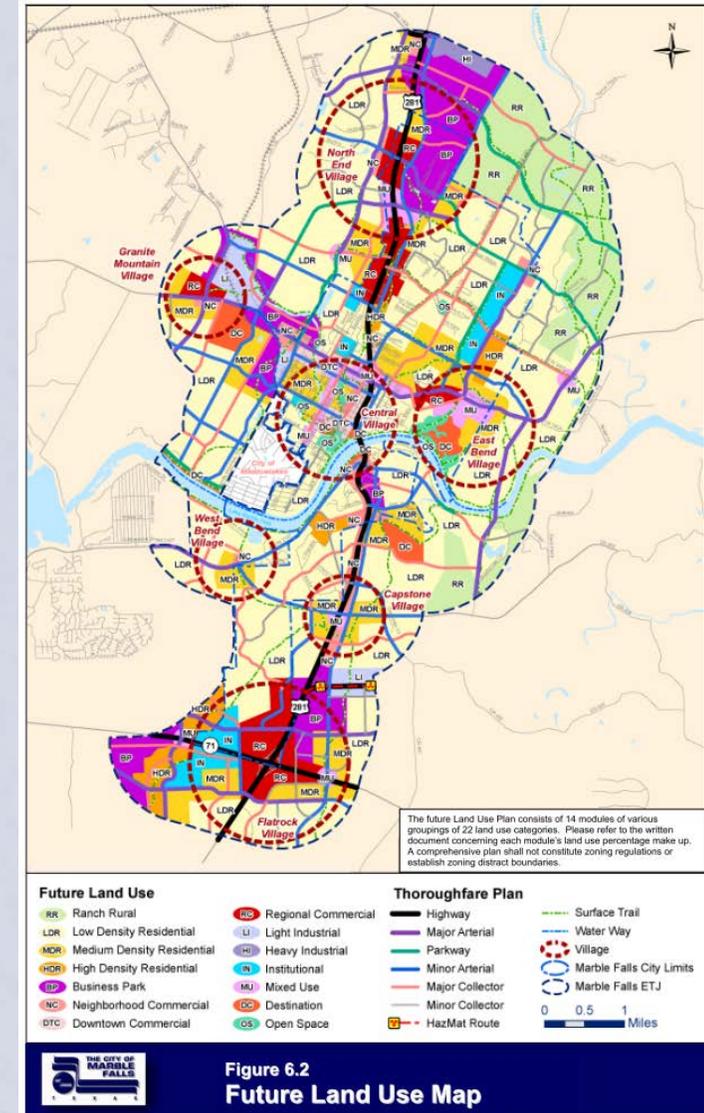
# Resources

*Plus, the separate  
water/wastewater plan*



# Deliverables

- Updated, streamlined comprehensive plan
  - Future land use plan
  - Thoroughfare plan
- Summary brochure flyer



# What we have heard so far

- Need for additional, differentiated, and affordable housing
- Increased efforts/attention re: improving existing neighborhoods
- Increased efforts strengthening the economic base
  - Tourism (a destination city)
    - year-round attraction
    - more to do; longer stays
  - Central hub of commerce for the Highland Lakes area
- Improved access to Lake Marble Falls
  - Convention center
  - Creekwalk
- Determination of next steps regarding downtown
- Improved park amenities
  - for tourism (catalyst for change)
  - for residents (improved quality of life)
- Improved recreational programming offerings
- Improved traffic flow
- Determining a vision for revised regulations
  - improved design standards
  - dark sky regulations
- New location for City Hall

# Next Steps

- This week – Project Kick-Off
- June – July
  - Project team to gather and analyze base information
  - Release of online public survey
- August
  - Open House Public Workshop No. 1
  - CPAC – No meeting, but participation in open house
- September
  - CPAC Mtg. #2 (Summary of public engagement / presentation and discussion of chapters 1, 2, and 3)
- November
  - CPAC Mtg. #3 (presentation and discussion of chapters 4 and 5)

***Estimated 11-month  
process from tonight  
through  
consideration of  
adoption***



# Next Steps

- January 2016
  - CPAC Mtg. #3 (presentation and discussion of chapters 4 and 5)
  - City Council briefing
- March 2016
  - CPAC Mtg. #4 (presentation and discussion of chapters 6, 7, and 8)
- April 2016
  - City Council, P&Z, CPAC Mtg. #5 (overview of draft plan and revisions)
  - Prioritization exercise
  - Open House Public Workshop # 2
- April 2016
  - Planning & Zoning Commission (special called meeting)
- **May 3, 2016**
  - **City Council consideration of adoption**

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