

# Marble Falls Comprehensive Plan Update

## COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC) MEETING # 1

June 3, 2015

# Exercise # 1 – Vision & Guiding Principals

Please fill out the 3 question worksheet while we are waiting for everyone to arrive.

- Question 1: Choose one word, phrase, or sentence which “describes the vision” of what you want Marble Falls to be in 20 years.
- Question 2: Identify one or more things (e.g., policy, philosophy, guiding principal) which provides guidance as to how the city gets there.
- Question 3: When planning for the next 20 years, whom does the comprehensive plan need to serve to be successful (just residents? businesses? visitors? more than one?). Why?

# Project Team Introductions

## ■ Halff Associates

- Jim Carrillo, FAICP, ASLA – Director of Planning
- 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

## Exercise # 2 – CPAC Introductions

- Name
- Previous/current city involvement
- Answer the following question:

*Tell your fellow CPAC members how you see the comprehensive plan helping the city move forward*

# Meeting Objectives



- Project Team / CPAC introductions
- Role of the CPAC
- Project 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

# 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
- Recommendation
- Assist with priority setting



# CPAC's Role & Responsibilities

- Time commitment
  - 6 or 7 CPAC Meetings (which includes attending open public workshop(s))
    - 2-hour meetings held approximately every two months
  - Time to read, review & provide recommendations as to the strategic directions of the plan
  - Provide updates to respective boards/commissions at regular meetings (if applicable)



# Project Team's Role

- Facilitate the process
- Provide an unbiased, outside perspective
- Add to the city's toolbox of solutions (national- and state-based best practices)
- Challenge the community to stretch beyond your comfort level
- Put your words on the page
- Work with you to provide a roadmap of actions



# Why a Comprehensive Plan Update

- Control your destiny
- Orderly growth and development
- Step back from day to day
- Identify factors shaping your community
- Build consensus and commitment
- Prepare for action



*"Planning is the triumph of logic over pure dumb luck"*

# What is it intended to accomplish?

- Identify key challenges and opportunities
- State the City's goals and objectives
- Support long-term decision-making
- Set policy for managing development
- Provide a legal basis for regulations
- Help to build consensus and commitment
- Establish implementation strategies
- Streamline and make more readable
- Create a better place to live, work, and play



# 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

# Our Approach

## SEEK TO UNDERSTAND FIRST



## CREATE ACTION-ORIENTED SOLUTIONS

**TRANSPORTATION RECOMMENDATIONS**

**Goal Statement**  
Bodo 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 Bodo.

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

One of the most critical and frequently-litigated elements that come out of the planning process and public input is how to manage traffic and address congestion issues in Bodo town. This includes both current congestion issues in central Bodo town as well as a need to plan ahead for the increases in traffic that are expected the transportation goals. From the street-level view, the traffic and road conditions are as follows:

Based on responses from the citizen survey, residents are generally satisfied with traffic management and control systems one of the most needed and requested items for improvement. For the most part, the public is satisfied with the current traffic management and the transportation network addressing the most important challenges for transportation plan and the city needs to address the community goals.

**Action T-1.1** Adopt a Complete Streets policy and a Transit Service Solution policy to institutionalize a new philosophy for transportation planning and design to enhance transportation systems that meet the goals of the community and Bodo 2020.

These policies should be adopted immediately to address the existing transportation conditions and design efforts. An Advanced Traffic, Complete Street policy will require that all new streets designed for all road users of all ages and of all abilities - including walking, bicycling, and transit - be designed with sidewalks, and transit stops. Current street conditions are an important element of the design of a transportation system towards the environmental, social, and economic context of the surrounding area, including the impact to be on the future and current transportation.

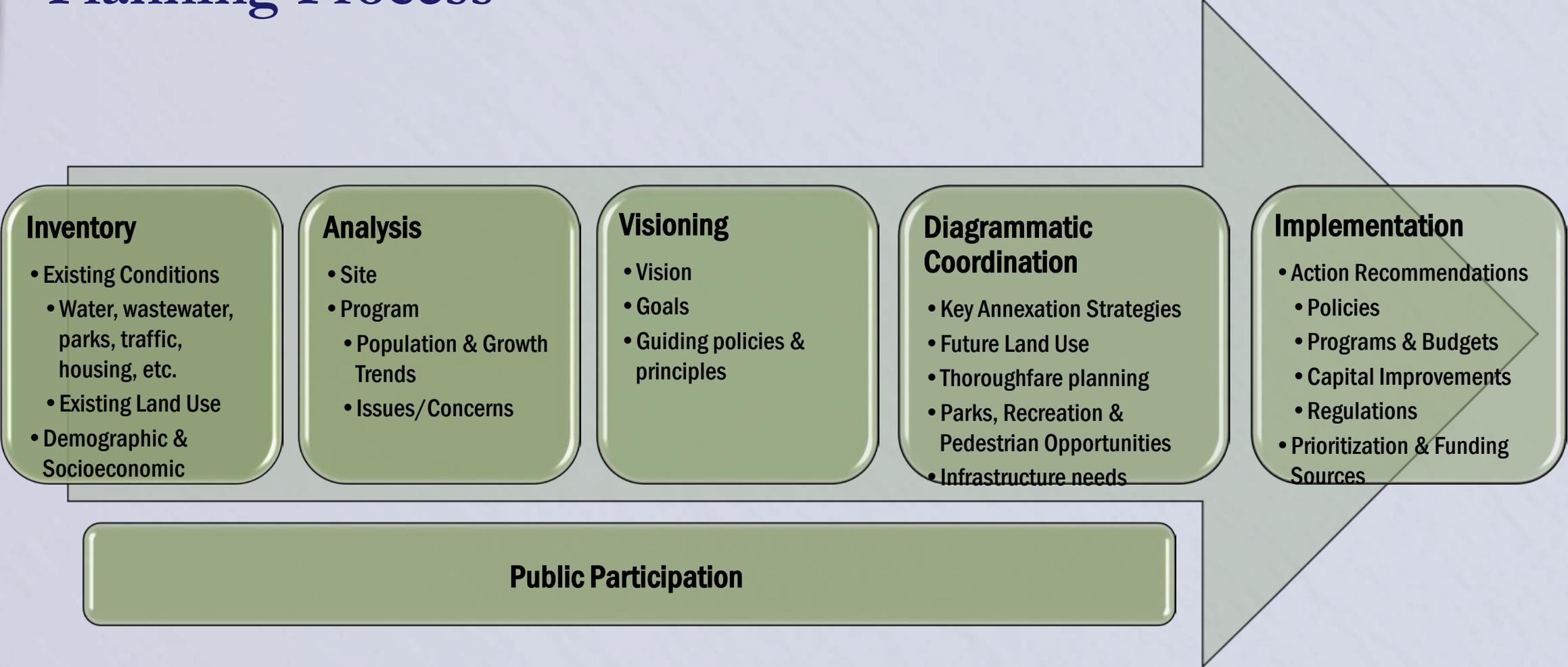
**Action T-1.2** Update the Transportation Master Plan.

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 current plan, including addressing a range of roadway issues, and current roadway conditions.

## VISUALLY COMMUNICATE THE VISION



# Planning Process

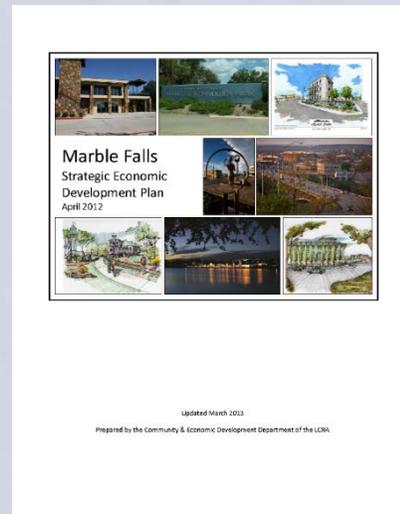
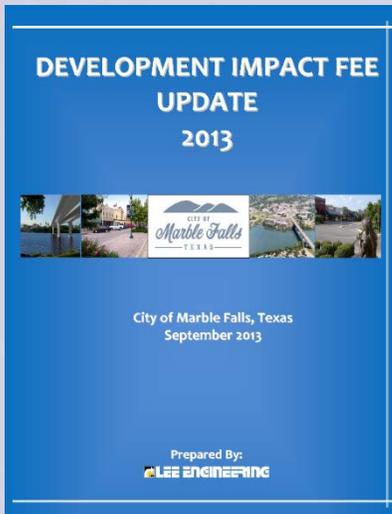
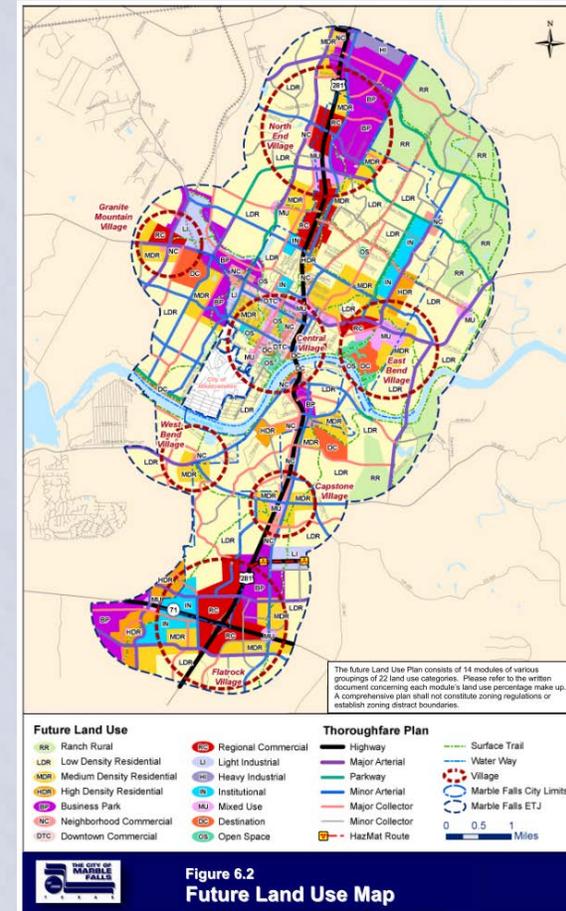
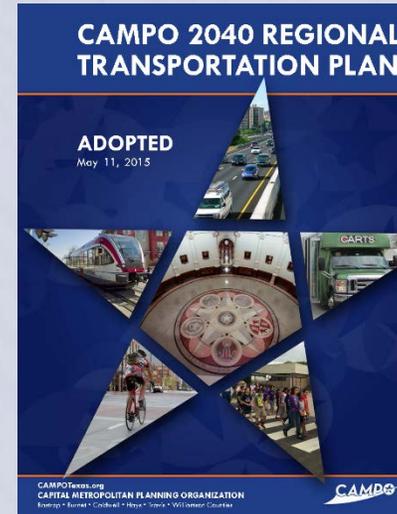
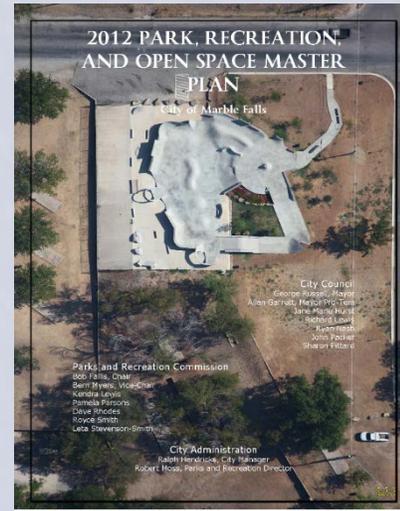
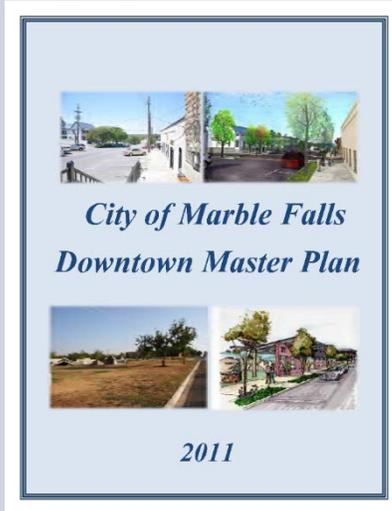


# Scope of Work

## Phase 1 - Pre-planning

- Task 1.1 – Project Initiation
  - Task 1.2 – Base Mapping & Existing Information Review
  - Task 1.3 – Population & Socioeconomic Conditions
  - Task 1.4 – Economic Profile & Market Analysis
  - Task 1.5 – Existing Conditions Inventory & Analysis
- 
- Chapter 1 – Plan Introduction and Context
  - Chapter 2 – Engagement and Vision
  - Chapter 3 – Annexation and Growth
  - Chapter 4 – Mobility
  - Chapter 5 – Land Use, Character, and Design
  - Chapter 6 – Parks, Recreation, and Open Space
  - Chapter 7 – Public Facilities
  - Chapter 8 – Infrastructure
  - Chapter 9 – Implementation

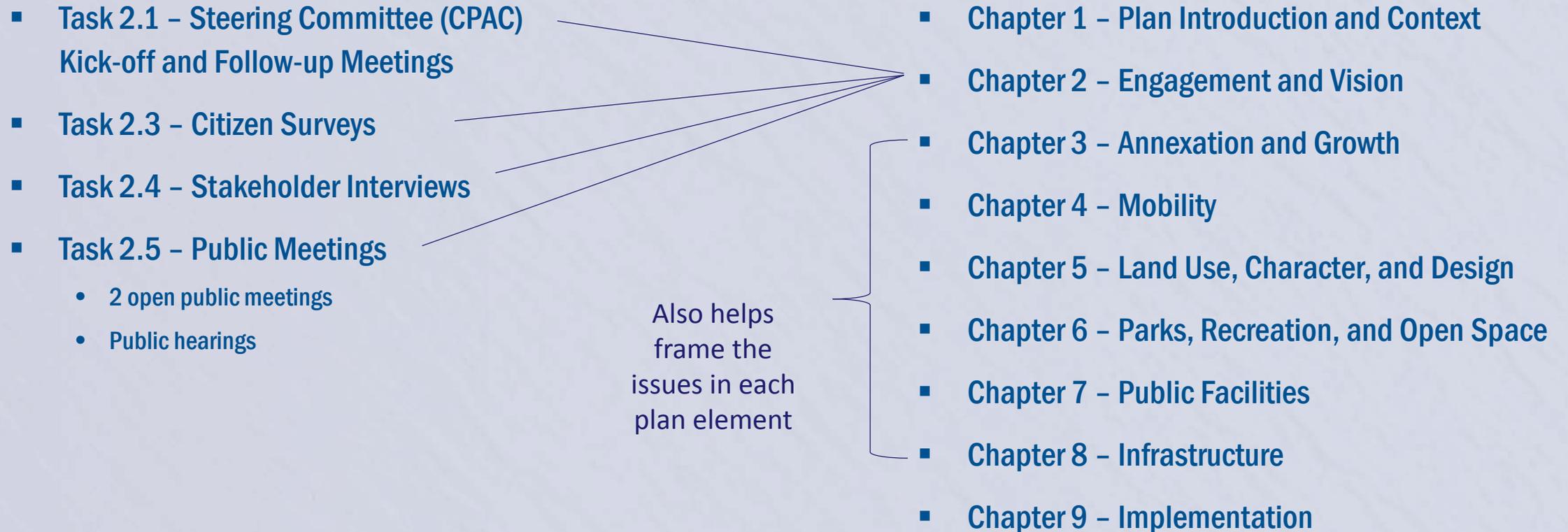
# Resources



*Plus, the separate water/wastewater plan*

# Scope of Work

## Phase 2 – Public Engagement



# Scope of Work

## Phase 3 – Goals & Vision Framework

- Task 3.1 – Vision Statement & Goals

Also helps frame the recommendations in each plan element

- Chapter 1 – Plan Introduction and Context
- Chapter 2 – Engagement and Vision
- Chapter 3 – Annexation and Growth
- Chapter 4 – Mobility
- Chapter 5 – Land Use, Character, and Design
- Chapter 6 – Parks, Recreation, and Open Space
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# Visioning



# Visioning



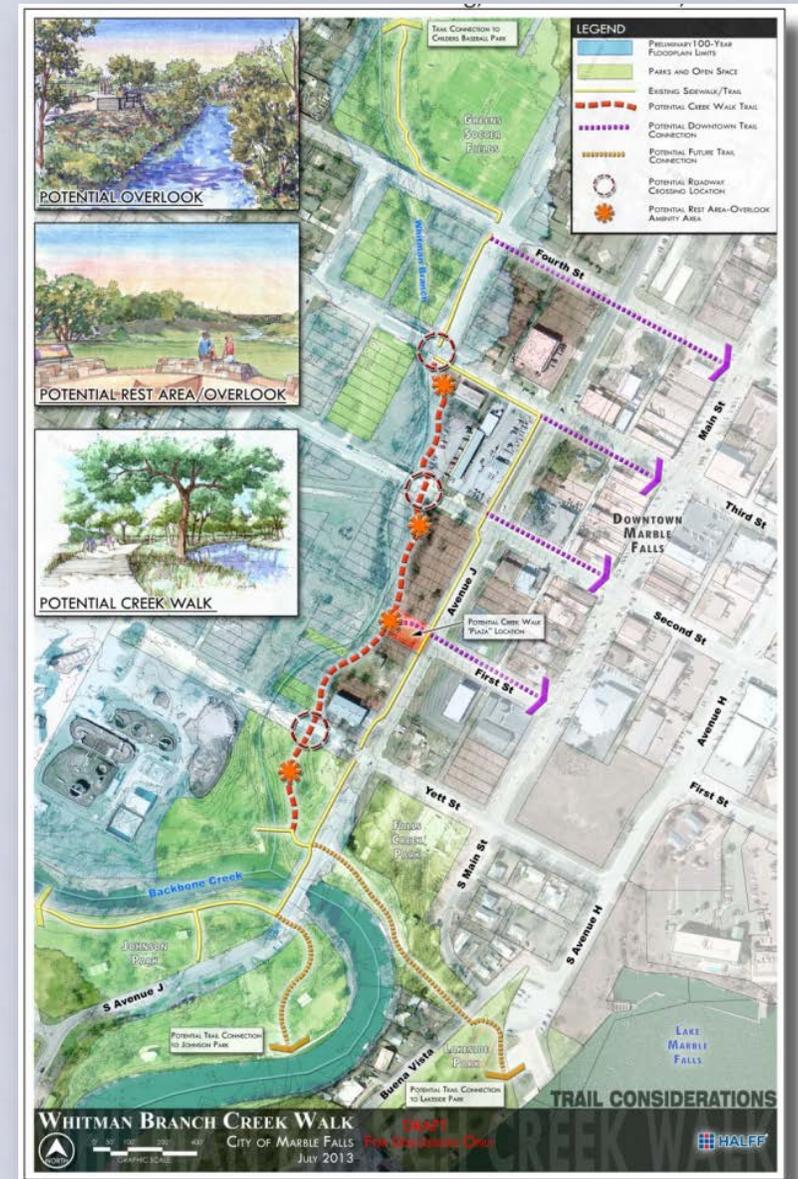
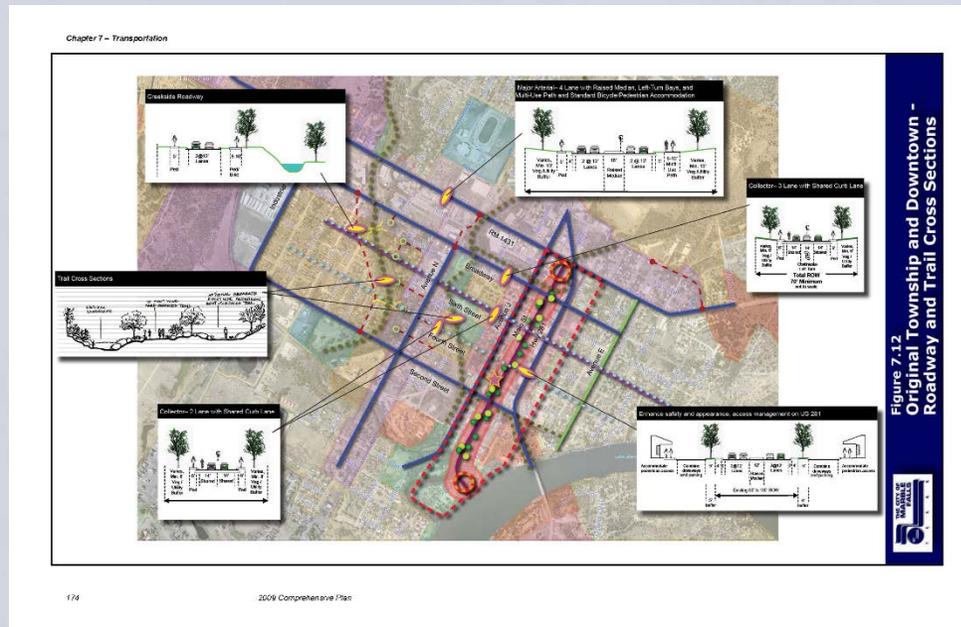
# Scope of Work

## Phase 4 – Plan Element Recommendations & Strategies

- Task 4.1 – Preliminary Plan Element Recommendations
  - Task 4.2 – Refined Plan Element Recommendations
- 
- A diagram consisting of two lines originating from the right side of Task 4.1 and Task 4.2, which converge and then branch out to point towards a vertical list of nine chapters on the right side of the slide.
- Chapter 1 – Plan Introduction and Context
  - Chapter 2 – Engagement and Vision
  - Chapter 3 – Annexation and Growth
  - Chapter 4 – Mobility
  - Chapter 5 – Land Use, Character, and Design
  - Chapter 6 – Parks, Recreation, and Open Space
  - Chapter 7 – Public Facilities
  - Chapter 8 – Infrastructure
  - Chapter 9 – Implementation

# Plan Elements

- Plan text in the form of goals, objectives, and action statements
- Mapping and conceptual illustrations



# Scope of Work

## Phase 5 – Implementation Strategies & Plan

- Task 5.1 – Develop List Of Prioritized Short- & Mid-term Improvements
  - Chapter 1 – Plan Introduction and Context
  - Chapter 2 – Engagement and Vision
  - Chapter 3 – Annexation and Growth
  - Chapter 4 – Mobility
  - Chapter 5 – Land Use, Character, and Design
  - Chapter 6 – Parks, Recreation, and Open Space
  - Chapter 7 – Public Facilities
  - Chapter 8 – Infrastructure
  - Chapter 9 – Implementation

# Short- & Mid-Term Work Program

- Identifies highest priorities for moving forward, who's responsible, and, if known, potential funding sources

## Chapter 13 – Implementation

Table 13.1 – Short Term Objectives and Actions

Number	Chapter	Objective	Action	Ranking	Priority
1	Land Use	<b>Objective LU1:</b> Regulate and incentivize land uses that are consistent with community identity.	<b>Action LU1.1:</b> Develop and implement new zoning ordinance.	S*	1
140	Urban Design	<b>Objective UD1:</b> Ensure that Marble Falls' neighborhoods are attractive, safe, pedestrian friendly environments that encourage social interactions and promote a sense of community.	<b>Action UD1.7:</b> Create regulations that encourage developers to include parks and open space in new development for community gathering places.	S*	1
149	Urban Design	<b>Objective UD2:</b> Ensure that Marble Falls provides quality housing for all its residents that is available, accessible, affordable, and meets their long term housing needs.	<b>Action UD2.8:</b> Create regulations that permit "granny flats" in appropriate neighborhoods.	S*	1
156	Urban Design	<b>Objective UD3:</b> Ensure that Marble Falls' villages provide neighborhood centers that offer local services that are easily accessible to residents.	<b>Action UD3.3:</b> Create a village overlay zoning district to ensure villages maintain a pedestrian scale and focus.	S*	1
175	Urban Design	<b>Objective UD9:</b> Integrate architectural standards into the new zoning ordinances that enhance major attractions, protect property values, improve the community's image, and promote a unified design quality for public facilities.	<b>Action UD9.1:</b> Develop and implement new zoning ordinance.	S*	1
60	Public Facilities	<b>Objective PF9:</b> Provide the personnel and equipment necessary to maintain and expand the Police Department as the population of the City grows.	<b>Action PF9.1:</b> Construct a new Police Station headquarters, which enables the Police Department to accomplish the law enforcement mission, sized for future growth of police department staff and equipment needs. The municipal court should be located in the new facility due to the vital link to police department operations and would benefit customers. Facility to serve as primary Emergency Operations Center (EOC) for City of Marble Falls.	S	2
4	Land Use	<b>Objective LU4:</b> Support the establishment of a regional hospital in Marble Falls' planning area.	<b>Action LU4.1:</b> Work with hospital administrators and developers in the development of a regional hospital campus serving residents of Marble Falls and the Highland Lakes region.	S	3

# Scope of Work

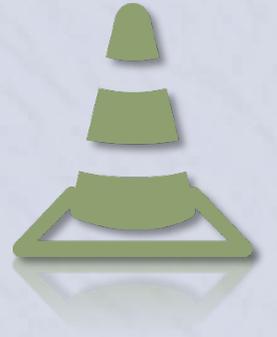
## Phase 6 – Final Plan & Adoption Process

- Task 6.1 – Develop Draft Final Plan
- Task 6.2 – Present Draft Final Plan To CPAC & Public
- Task 6.3 – Develop Public Hearing Draft
- Task 6.4 – Present To City Council for Consideration of Adoption
- Task 6.5 – Summary Brochure Flyers
- Task 6.6 – Final Modifications and Deliver to City

# Exercise # 3 – SWOT Analysis

- Each of the 3 tables will spend 20 minutes preparing a SWOT Analysis:
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- One person will present an overview to the other CPAC members

*Keep in mind all of the changes that have occurred in the city over the past few years. Items previously identified as one classification may have changed to a different classification ... and entirely new items may have been established.*



# Exercise # 4 – Prioritizing 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
- Floodplain mitigation
- Determination of next steps regarding downtown
- Improved park amenities
  - for tourism (catalyst for change)
  - for residents (improved quality of life)
- Improved recreational program offerings
- Improved traffic flow & safety
- Determining a vision for revised regulations
  - improved design standards
  - dark sky regulations
- New location for City Hall
- Relocation of incompatible uses from core area
- Work force development & training
- Improve walkability

# 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)

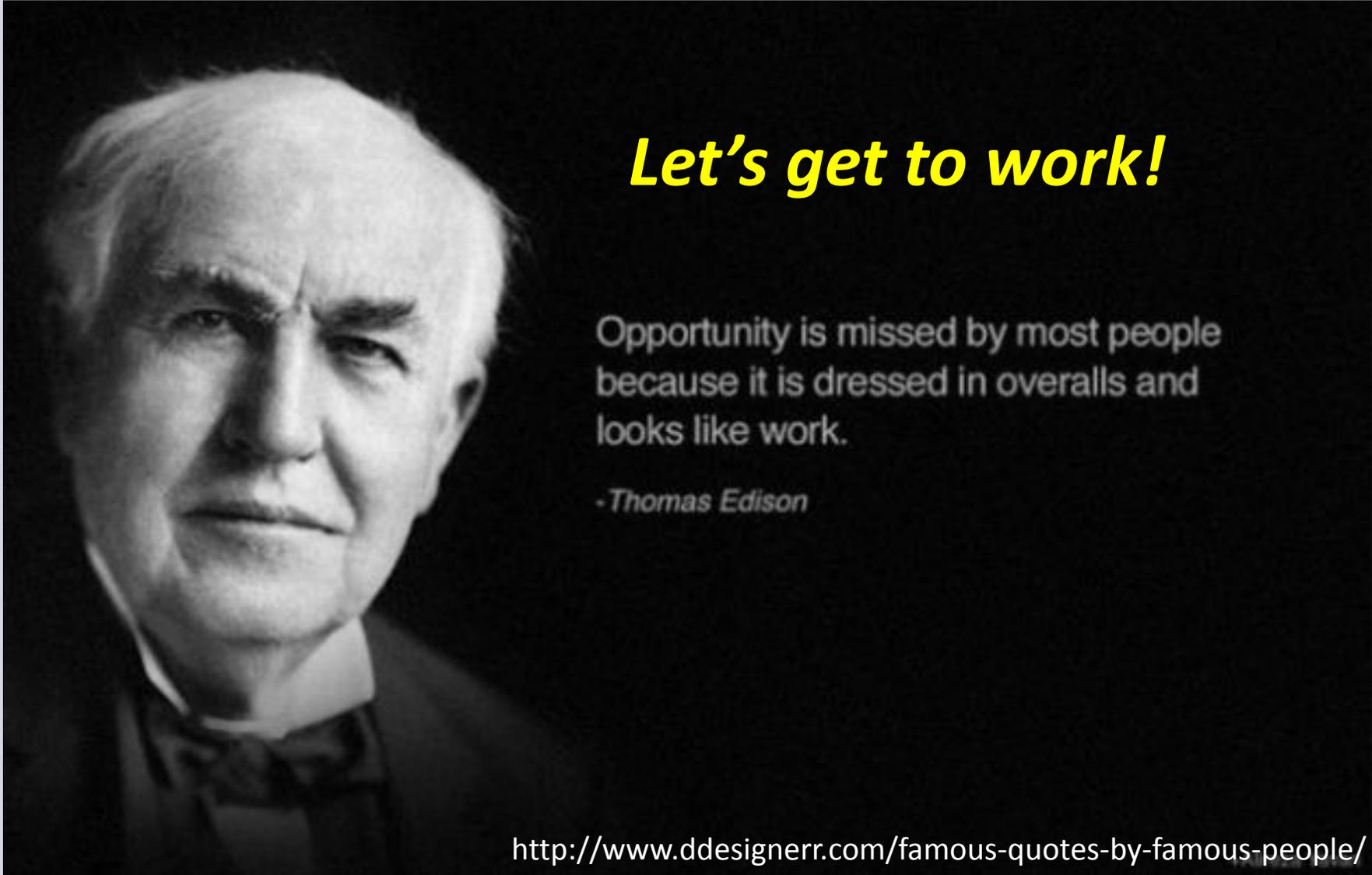
***Estimated 11-month  
process from tonight  
through  
consideration of  
adoption***



# 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**





**Let's get to work!**

Opportunity is missed by most people because it is dressed in overalls and looks like work.

*- Thomas Edison*

<http://www.ddesignerr.com/famous-quotes-by-famous-people/>