

# Marble Falls Comprehensive Plan Update

## COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC) MEETING # 2

October 1, 2015

# Meeting Objectives



- Overview presentation of public engagement to-date
- Overview presentation of Chapters 1 and 2
- CPAC discussion of recommended changes to Chapters 1 and 2
- Discussions and exercises regarding upcoming chapters
  - Population projections
  - Growth strategies
  - Land uses
  - Mobility planning
- Next steps

# Meeting Objectives



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  - Growth strategies
  - Land uses
  - Mobility planning
- Next steps

# Plan Overview & Status

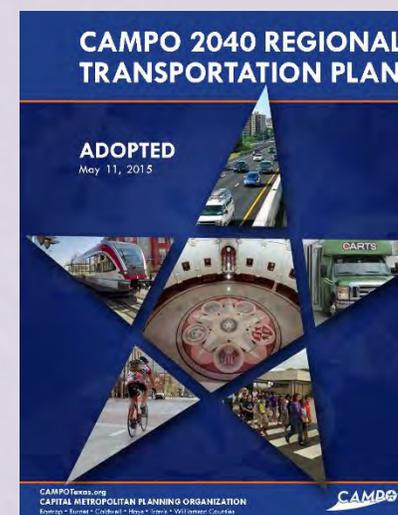
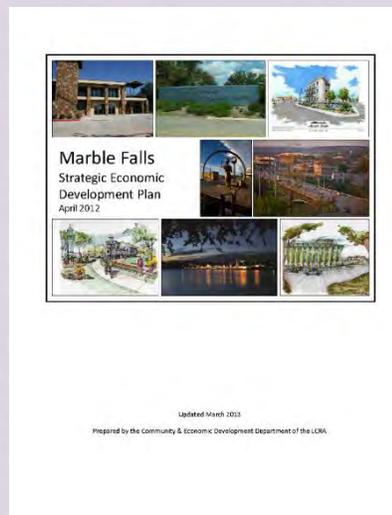
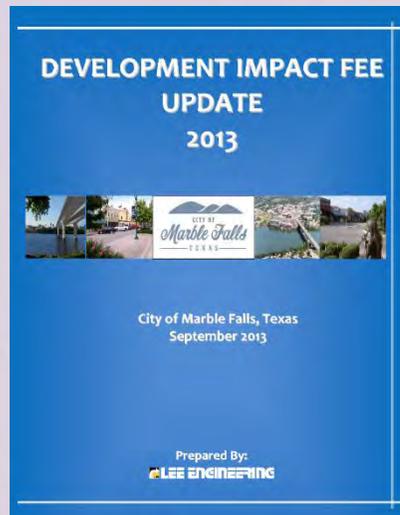
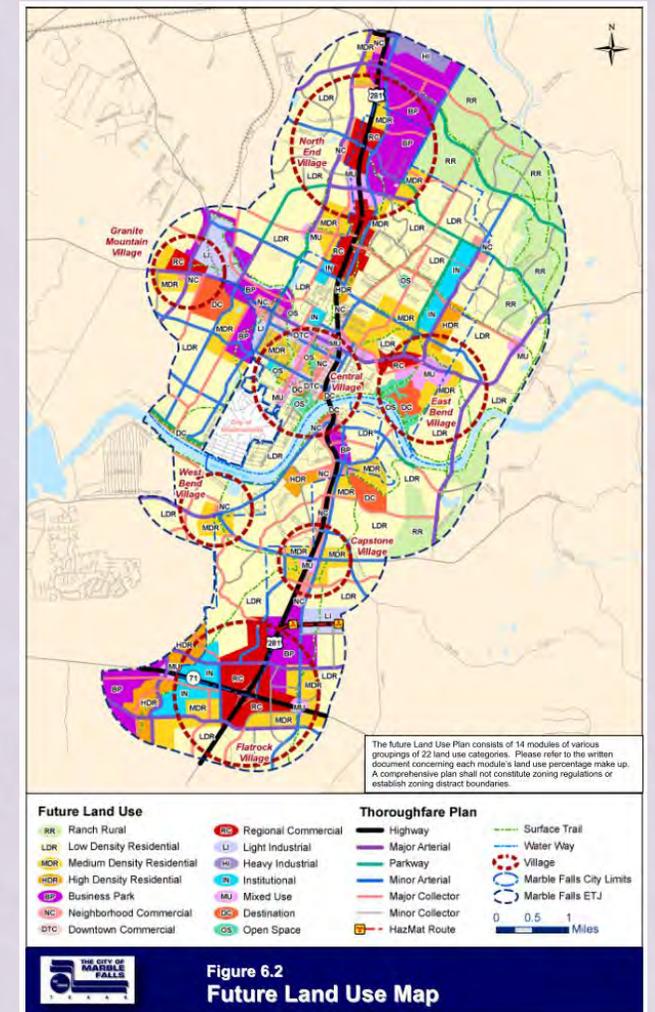
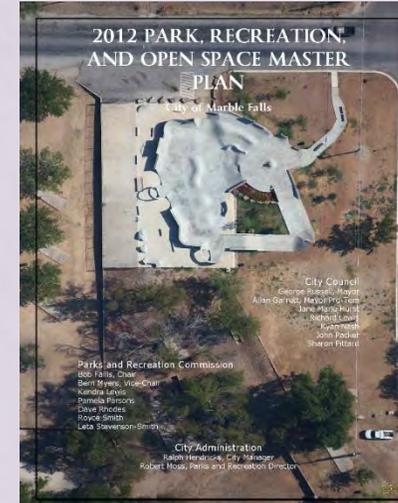
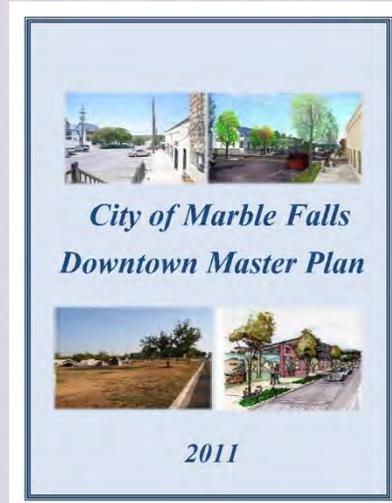
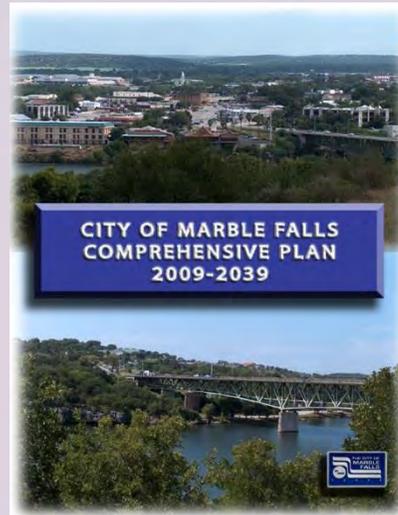
- Plan Chapters

- Ch. 1, *Plan Introduction & Context* – Complete; awaiting feedback
- Ch. 2, *Engagement & Vision* – Complete; awaiting feedback
- Ch. 3, *Planning for Growth* – In progress; due to be delivered 2 weeks after this meeting
- Ch. 4, *Mobility* – due Nov. 5<sup>th</sup>
- Ch. 5, *Land Use, Character, & Design* – due Nov. 5<sup>th</sup>
- Ch. 6, *Parks, Recreation, & Open Space*
- Ch. 7, *Public Facilities & Services*
- Ch. 8, *Infrastructure*
- Ch. 9, *Implementation*

- Plan Timeframe

- Provides guidance for a period of up to 20 years
- Actions categorized as near-, mid- and long-term
  - more specificity in the near- & mid-terms

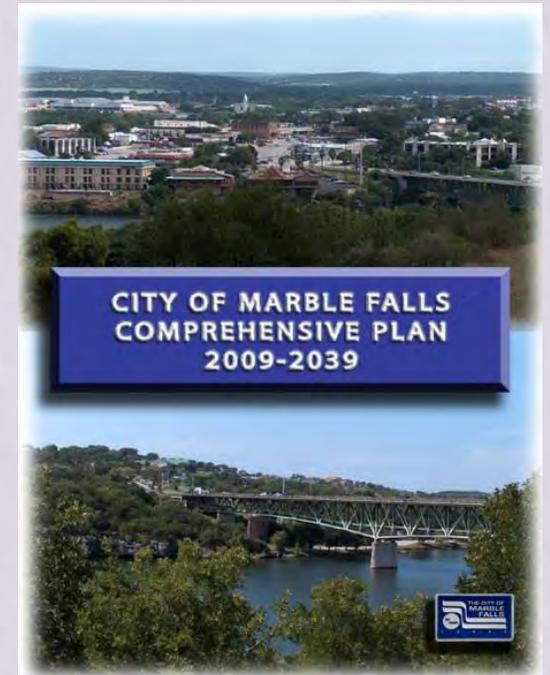
# Plan Builds on Past & Current Planning Efforts



# Comp Plan Successes Since 2009

Complete   *In-*Progress   Pending

- |                                     |                                     |                                     |  |
|-------------------------------------|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Support the establishment of regional hospital in the Marble Falls planning area |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Develop a drainage model to better understand problem areas within the city      |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Complete a feasibility study for the WWTP expansion                              |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Construct a new central public works facility                                    |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Prepare a downtown master plan   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | Update the sign ordinance  |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Update regulations to allow granny flats in appropriate neighborhoods            |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Construct a new police headquarters and municipal court                          |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | Fund and develop a model of the existing water / wastewater system               |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Develop and implement a new zoning ordinance                                     |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Identify boundaries and support a historic preservation district                 |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | Conduct a sidewalk inventory   |



# Why Plan Now?

- Continued increase in population
- Baylor Scott & White
- U.S. Hwy 281 bridge renovation
- Proposed widening of U.S. Hwy 281
- Downtown improvement successes
- Increased interest/effort to bring in tourism



# Demographics

**Table 1.1, Historical Population Growth**

YEAR	MARBLE FALLS (PERSONS)	PERCENT CHANGE	CITY PERCENT OF COUNTY POPULATION	BURNET COUNTY (PERSONS)
1910	1,050	--	10%	10,755
1920	639	-39%	7%	9,499
1930	865	35%	8%	10,355
1940	1,021	18%	9%	10,771
1950	2,044	100%	20%	10,356
1960	2,161	6%	23%	9,265
1970	2,209	2%	19%	11,420
1980	3,252	47%	18%	17,803
1990	4,007	23%	18%	22,667
2000	4,959	24%	15%	34,147
2010	6,077	23%	14%	42,789
2014	6,185	2%	14%	44,963

Source: U.S. Census Bureau

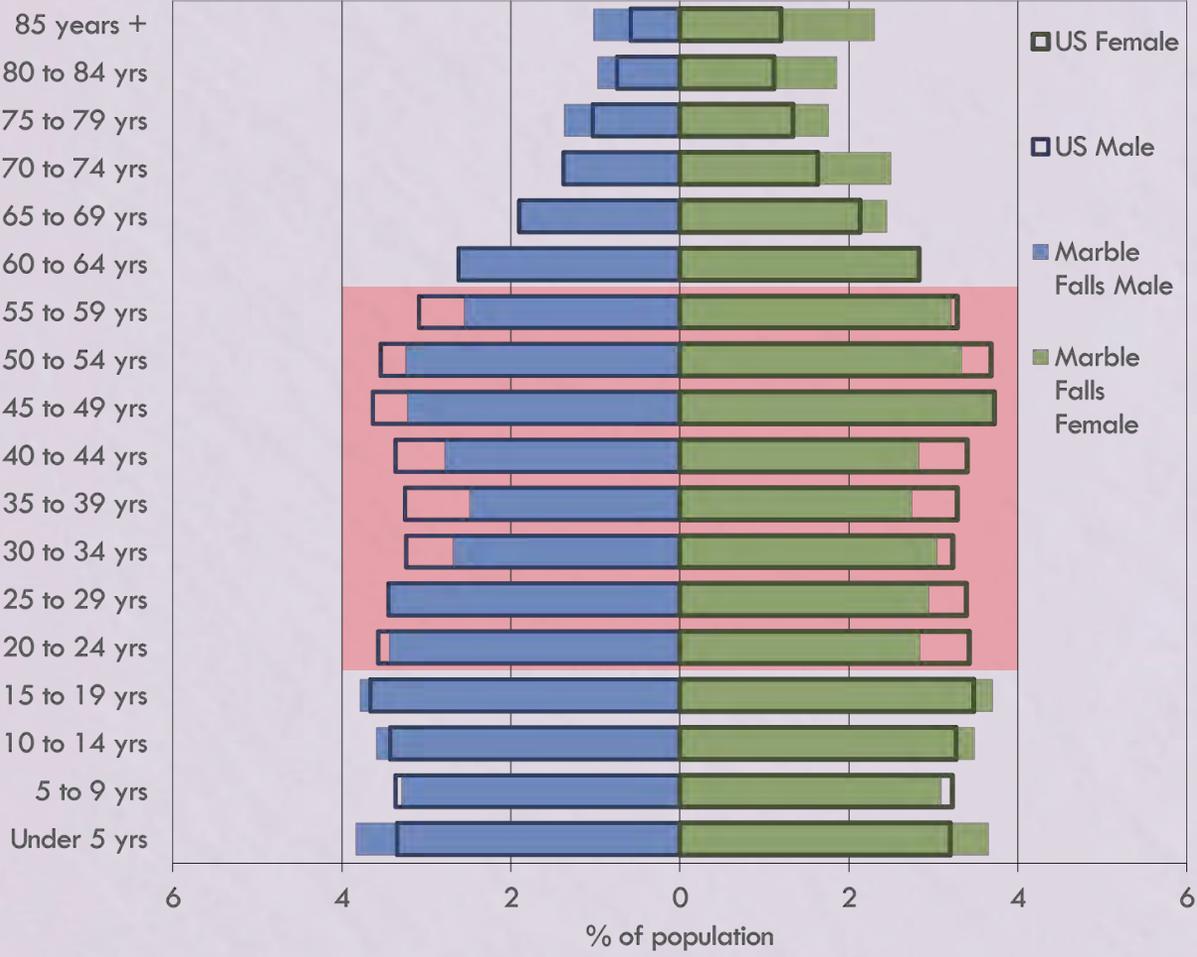
**Table 1.2, Race & Ethnicity**

RACE & ETHNICITY	TEXAS	BURNET COUNTY	MARBLE FALLS	BASTROP	FREDERICKS-BURG	GRAND-BURY
White	74.4%	94.1%	90.8%	81.1%	95.1%	93.3%
Black or African American	11.8%	2.1%	5.4%	12.8%	0.8%	1.4%
American Indian & Alaska Native	0.5%	0.7%	0.1%	1.2%	0.2%	1.3%
Asian	4.0%	0.3%	1.7%	0.6%	0.0%	0.8%
Pacific Islander	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	6.9%	1.7%	1.7%	2.6%	1.1%	2.3%
Two or More Races	2.3%	1.1%	0.2%	1.8%	2.7%	0.8%
Hispanic or Latino Descent	37.9%	20.6%	37.0%	21.3%	18.4%	5.2%

Source: U.S. Census Bureau, 2009-2013 5-Year American Community Survey, DP05 ACS Demographic and Housing Estimates

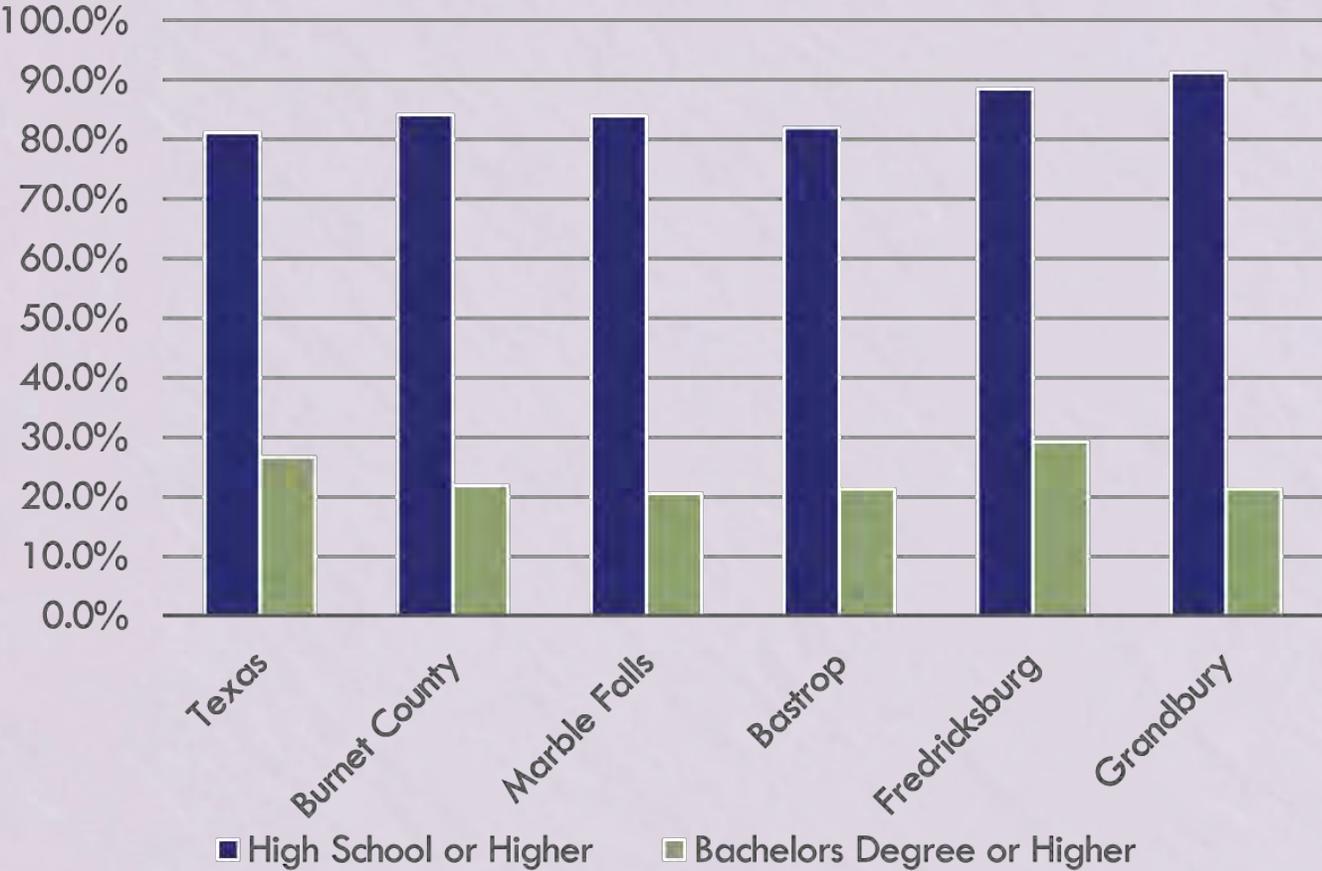
# Demographics

AGE DISTRIBUTION



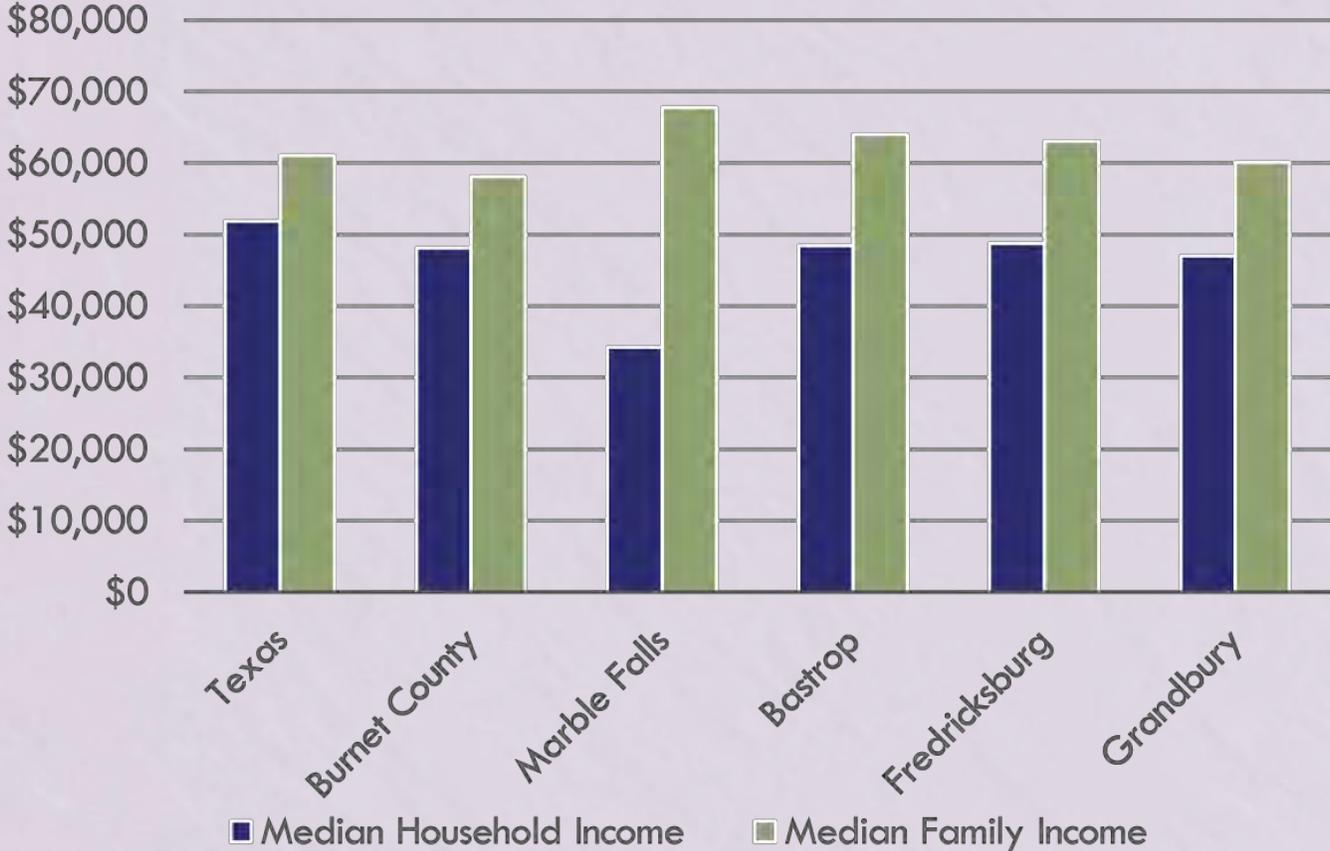
# Demographics

## EDUCATIONAL ATTAINMENT



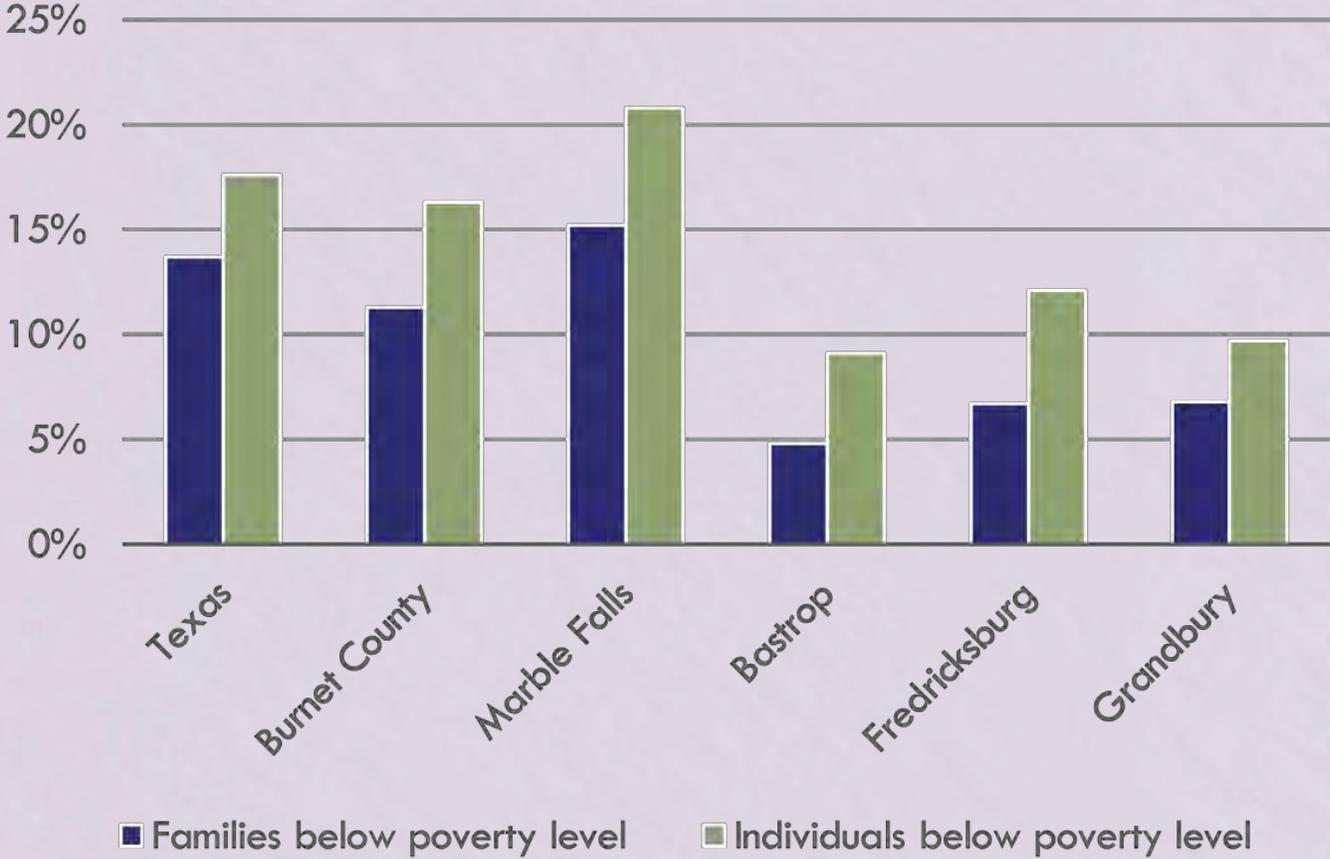
# Demographics

## HOUSEHOLD & FAMILY INCOME



# Demographics

## POVERTY LEVEL



# Public Engagement Summary

- Stakeholder Meetings/CPAC Meeting #1
- Public Survey
  - Respondent Demographics
  - Response Highlights
- Open House #1
  - Highlights



# Stakeholder Meeting Highlights Prioritized by You!

Priority			Issue Summary
Group 1	Group 2	Group 3	
1	1	1	Need for additional, differentiated, and affordable housing
5	4	8	Increased efforts/attention re: improving existing neighborhoods
4	2	3	Increased efforts strengthening the economic base
9	7	2	Improved access to Lake Marble Falls
13	10	16	Improved floodplains for safety and public access
11	7	5	Determination of next steps regarding downtown
14	14	11	Improved park amenities
16	8	12	Improved recreational program offerings
6	6	9	Improved traffic flow & safety
2	9	10	Determining a vision for revised zoning/development regulations *
15	15	15	New location for City Hall
10	11	13	Relocation of incompatible uses from core area
3	3	6	Work force development & training
12	13	7	Improve walkability
8	12	17	Facilitate growth in greenfield areas
7	4	4	Strengthen facilities/infrastructure in core area
	5		Water**

*\*One CPAC group added specificity that land use ordinances needed to be updated*

*\*\* Water was added as a priority issue by one CPAC group. In subsequent meetings water will be added to the list and its priority further determined.*

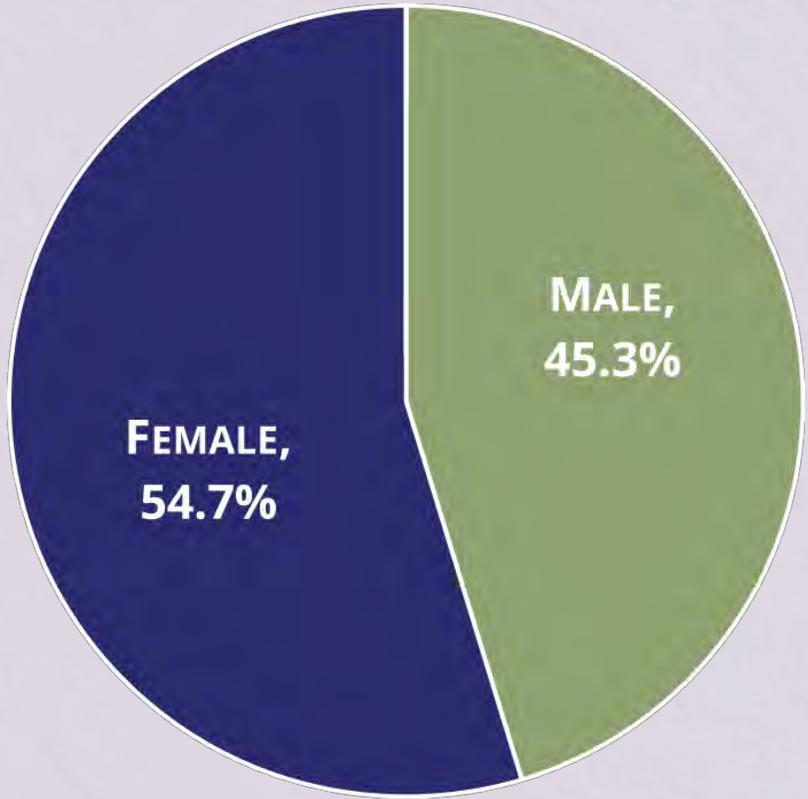
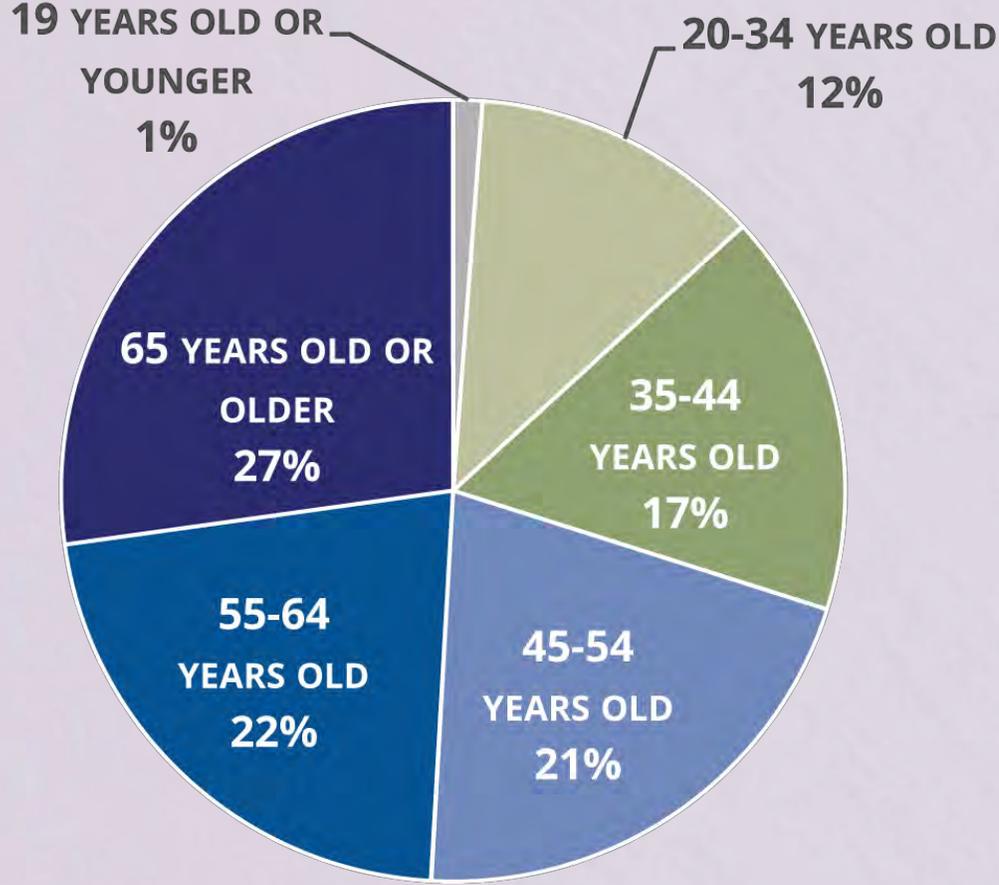
# Stakeholder Meeting Highlights Prioritized by You!

Avg. Weighting	Priority Order	Issue Summary
1.0	1	Need for additional, differentiated, and affordable housing
3.0	2	Increased efforts strengthening the economic base
4.0	3	Work force development & training
5.0	4	Strengthen facilities/infrastructure in core area
5.7	5	Increased efforts/attention re: improving existing neighborhoods
6.0	6	Improved access to Lake Marble Falls
7.0	7	Improved traffic flow & safety
7.0	7	Determining a vision for revised zoning/development regulations *
7.7	8	Determination of next steps regarding downtown
10.7	9	Improve walkability
11.3	10	Relocation of incompatible uses from core area
12.0	11	Improved recreational program offerings
12.3	12	Facilitate growth in greenfield areas
13.0	13	Improved floodplains for safety and public access
13.0	13	Improved park amenities
15.0	14	New location for City Hall
		Water**

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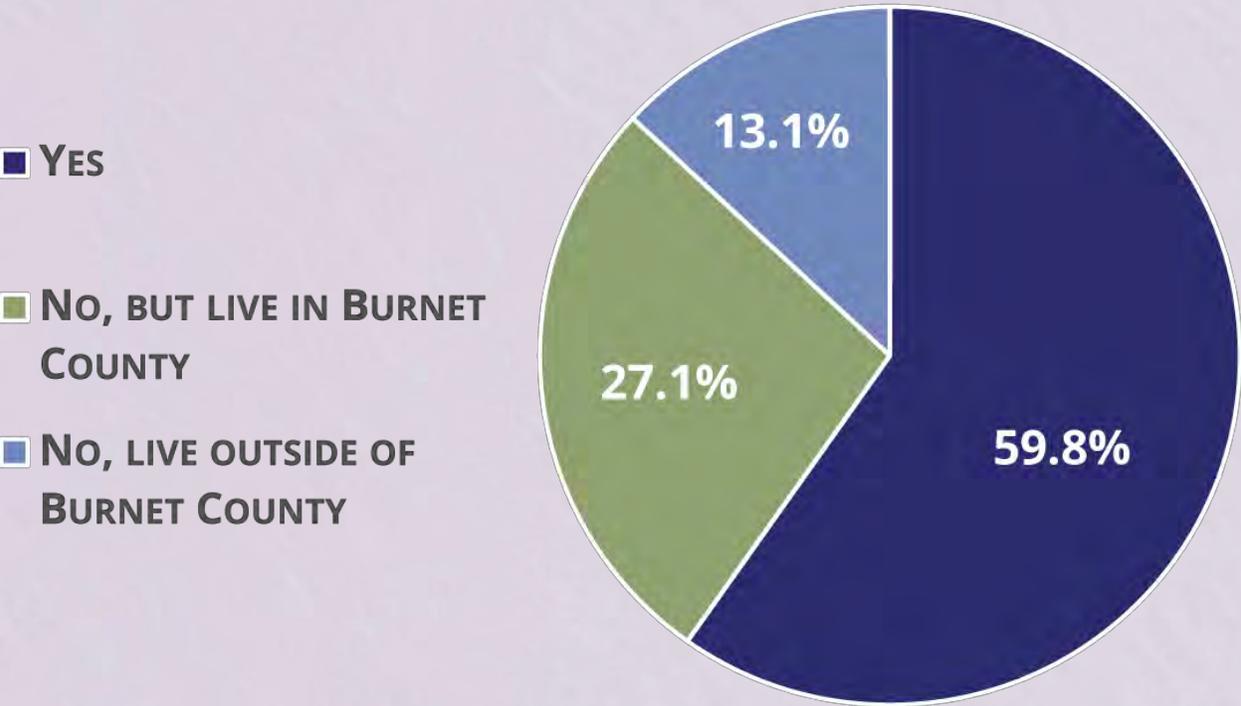
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# Public Survey Respondent Demographics

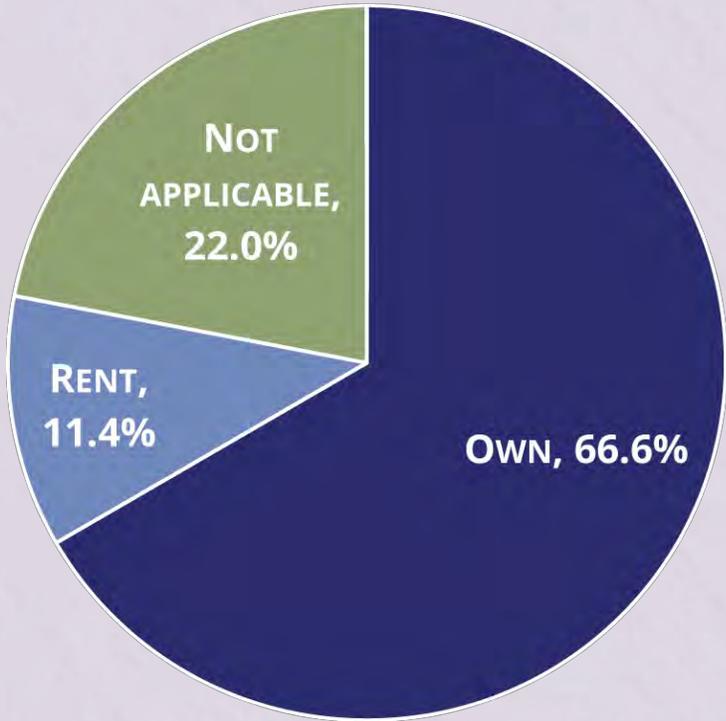


# Public Survey Respondent Demographics

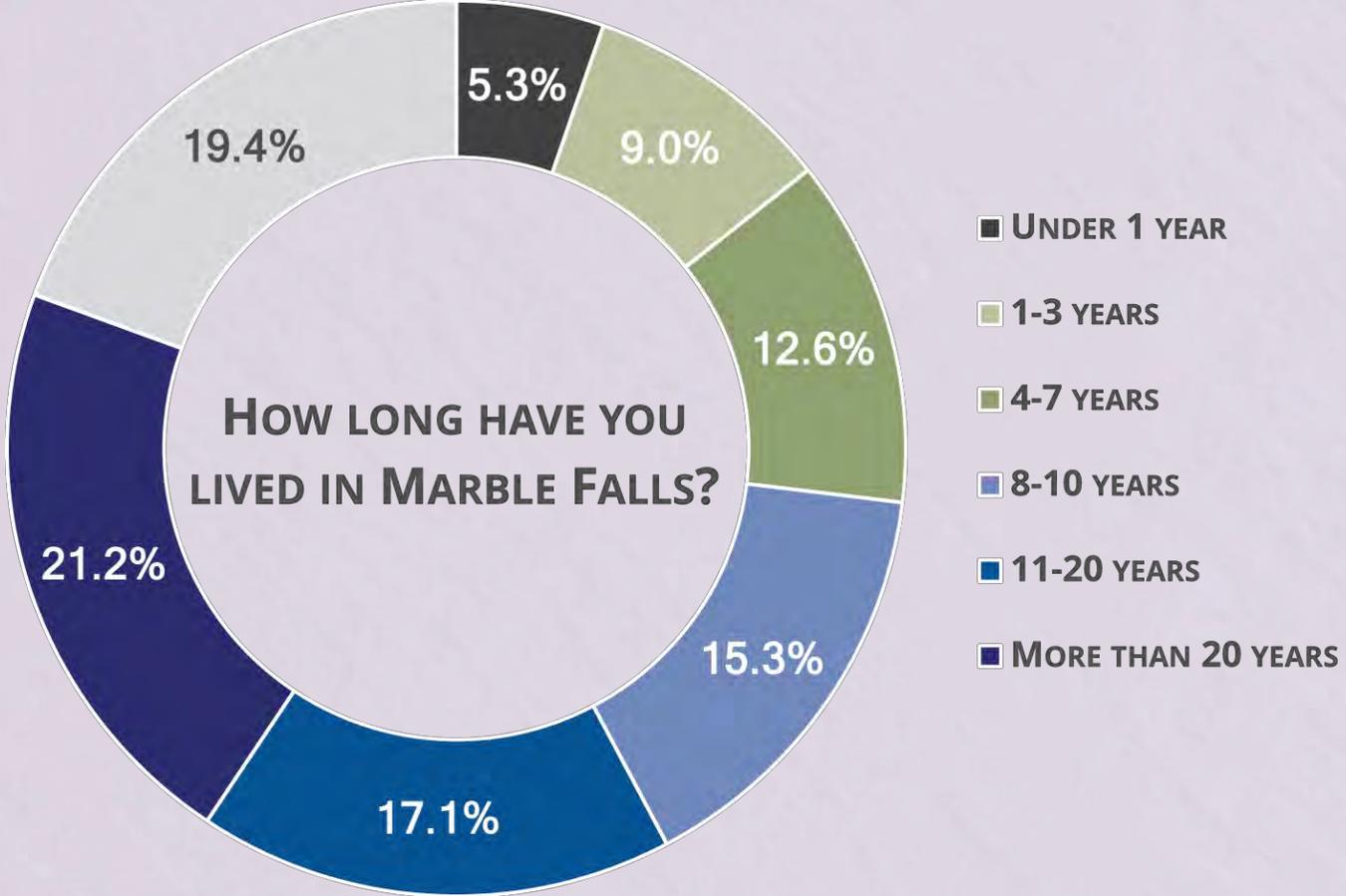
### ARE YOU A RESIDENT OF THE CITY OF MARBLE FALLS?



### DO YOU OWN OR RENT YOUR HOME IN MARBLE FALLS?

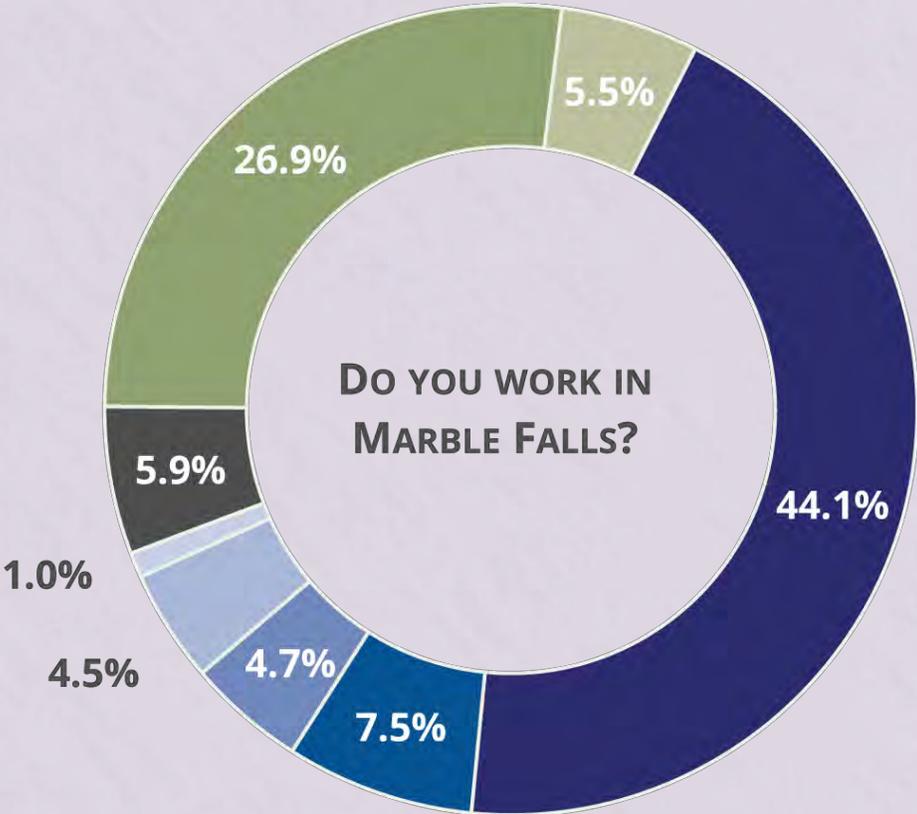
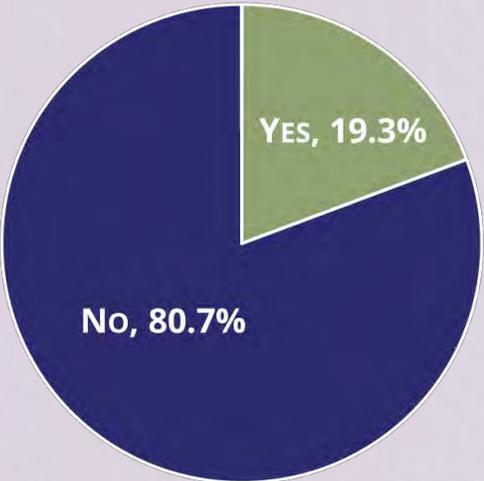


# Public Survey Respondent Demographics



# Public Survey Respondent Demographics

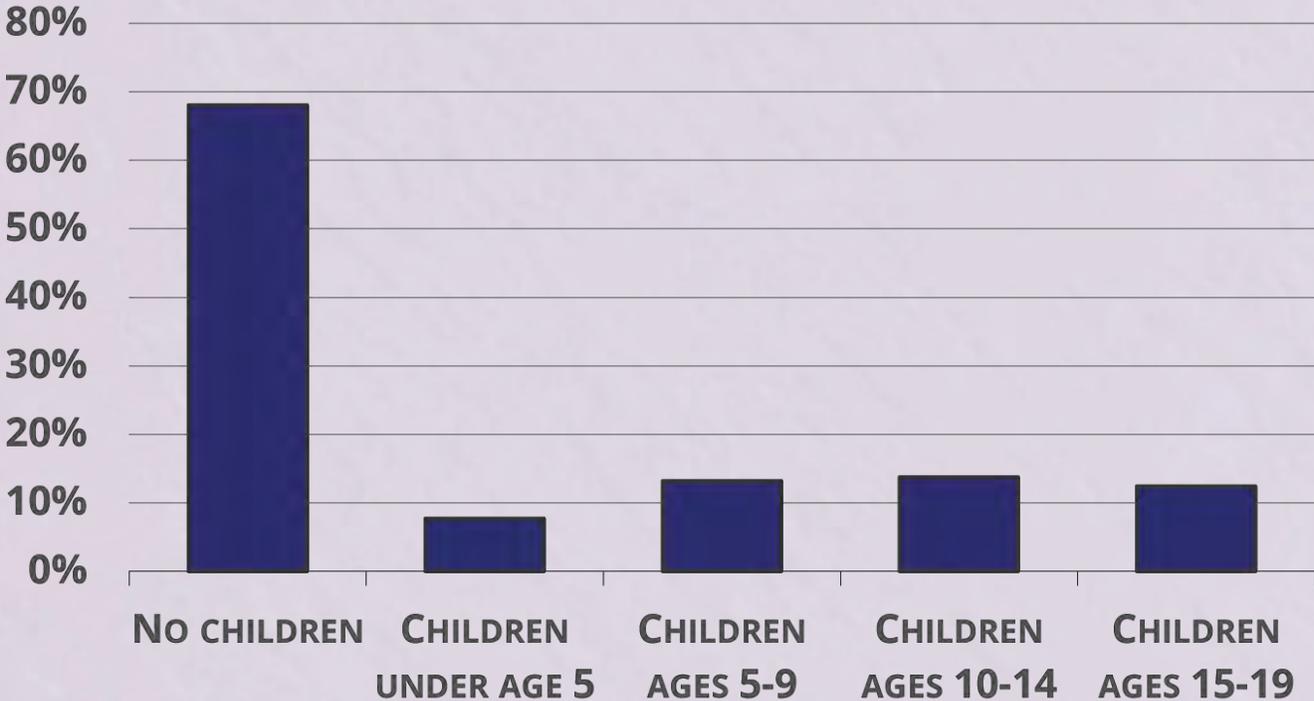
DO YOU OWN A BUSINESS IN MARBLE FALLS?



- YES
- YES, WORK FROM HOME
- NO, BUT WORK IN BURNET COUNTY
- NO, BUT WORK IN TRAVIS COUNTY
- NO, BUT WORK IN WILLIAMSON COUNTY
- NO, BUT WORK OUTSIDE BURNET, TRAVIS, AND WILLIAMSON COUNTIES
- NO, RETIRED
- NO, STAY AT HOME/DO NOT WORK

# Public Survey Respondent Demographics

DO YOU HAVE ANY CHILDREN UNDER THE AGE OF 19 LIVING IN YOUR HOME? CHECK ALL THAT APPLY.



# Public Survey Response Trends

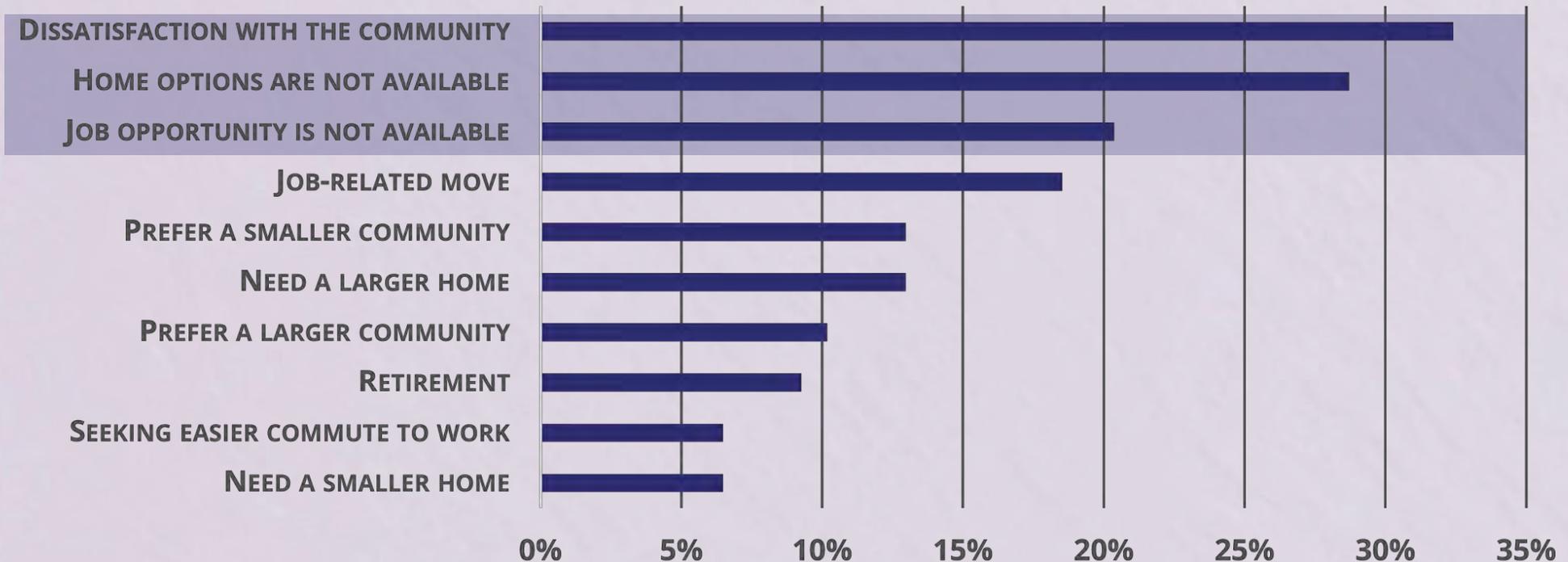
*What Drew You to Marble Falls?*



# Public Survey Response Trends

## Potential Reasons for Leaving Marble Falls

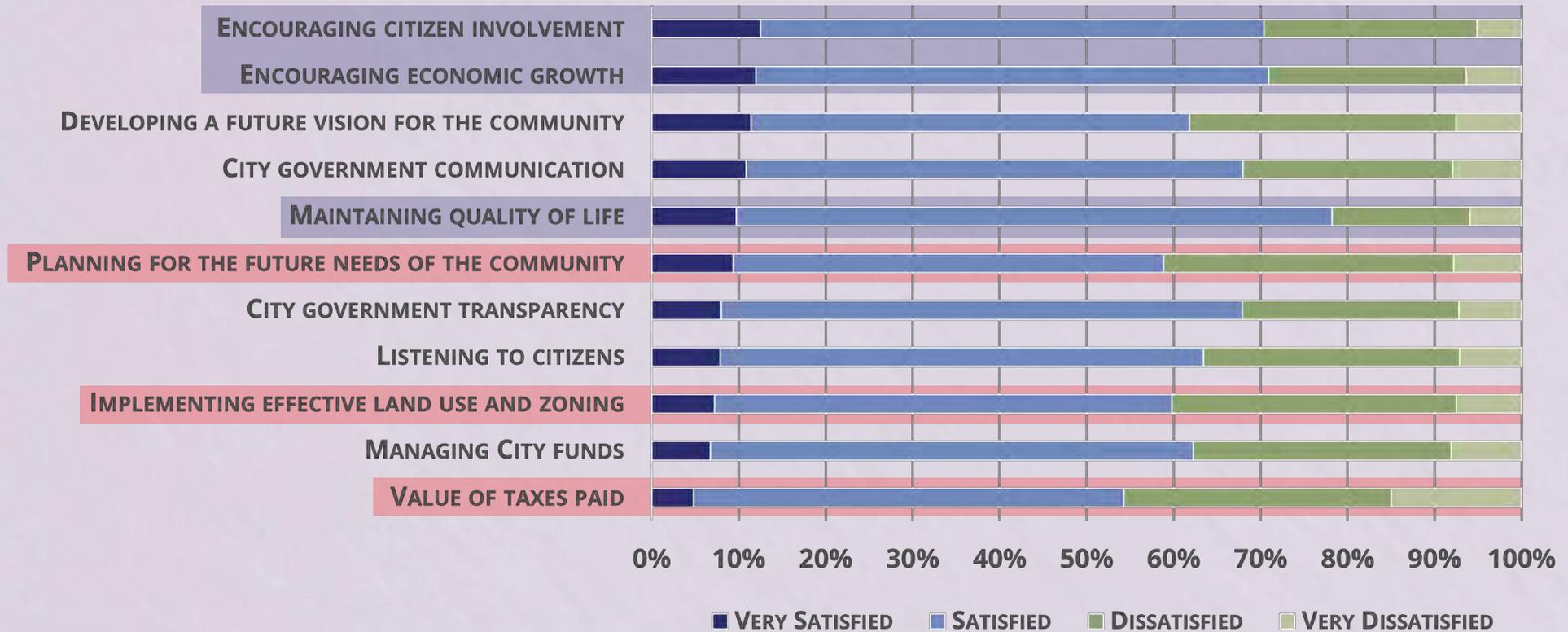
IF UNLIKELY, OR VERY UNLIKELY TO REMAIN IN MARBLE FALLS FOR THE NEXT FIVE YEARS, PLEASE TELL US WHICH OF THE FOLLOWING REASONS ARE CAUSING YOU TO CONSIDER LEAVING MARBLE FALLS?



# Public Survey Response Trends

## Satisfaction with City Performance

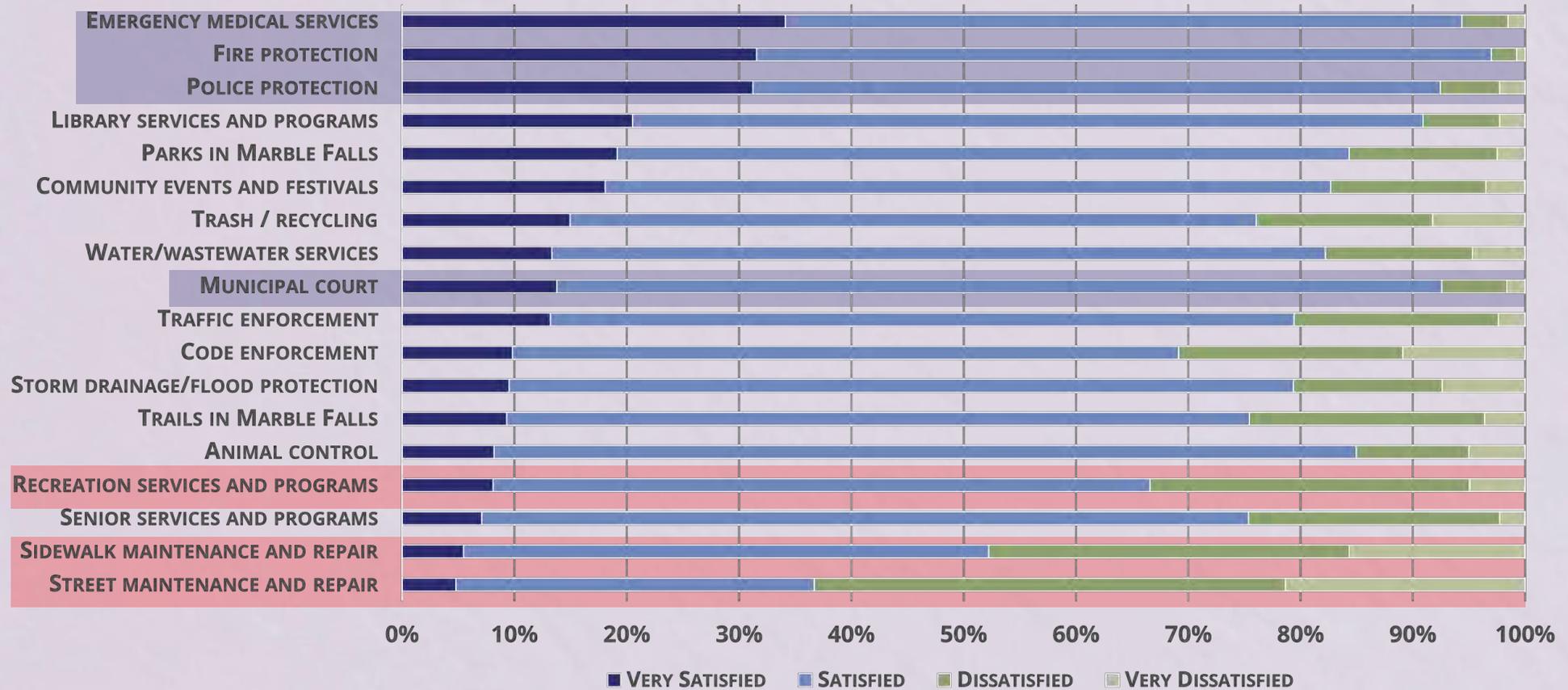
HOW SATISFIED ARE YOU WITH THE CITY OF MARBLE FALLS' PERFORMANCE FOR EACH OF THE FOLLOWING AREAS?



# Public Survey Response Trends

## Satisfaction with City Services

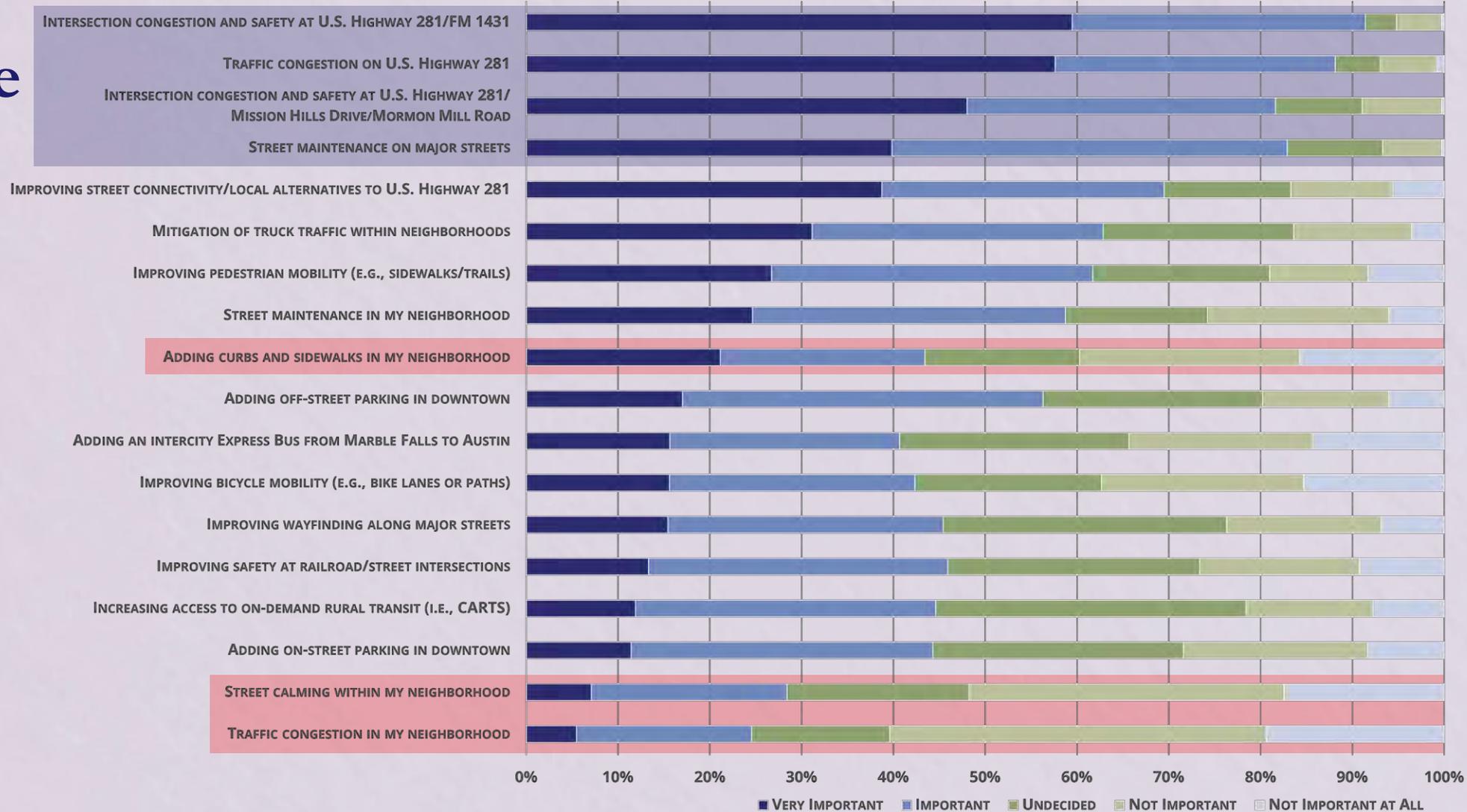
HOW SATISFIED OR DISSATISFIED ARE YOU WITH EACH OF THE SERVICES LISTED BELOW?



# Public Survey Response Trends

## Transportation Issues

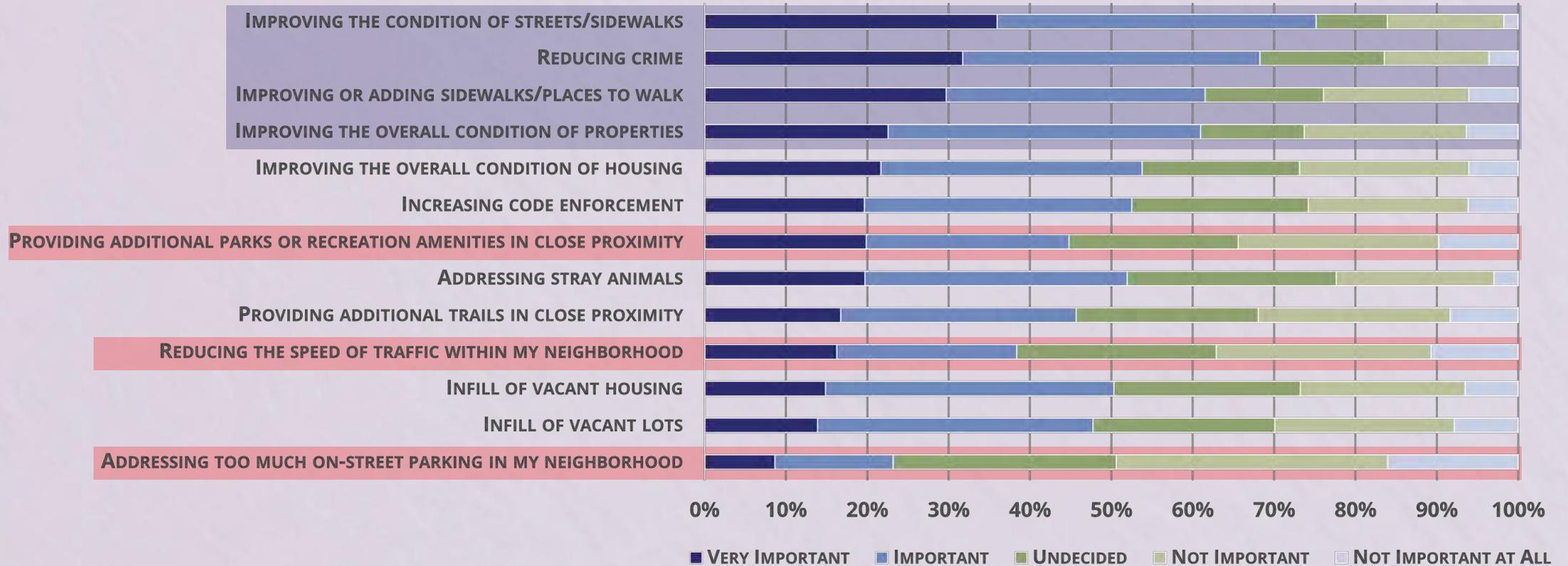
### HOW IMPORTANT IS IT FOR THE CITY OF MARBLE FALLS TO ADDRESS THE FOLLOWING TRANSPORTATION ISSUES IN THE NEAR FUTURE?



# Public Survey Response Trends

## Neighborhood Priority Improvements

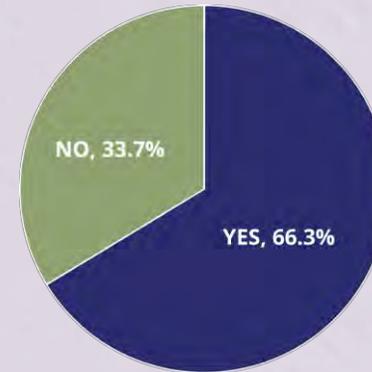
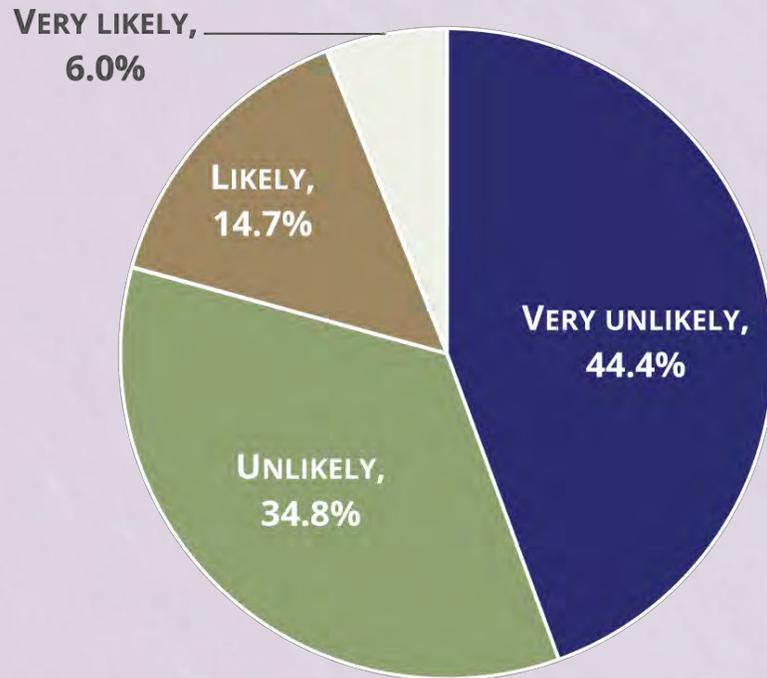
HOW IMPORTANT IS IT FOR THE CITY OF MARBLE FALLS TO ADDRESS THE FOLLOWING ISSUES IN YOUR NEIGHBORHOOD IN THE NEAR FUTURE?



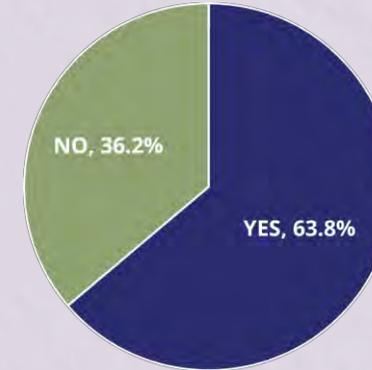
# Public Survey Response Trends

## Housing Changes

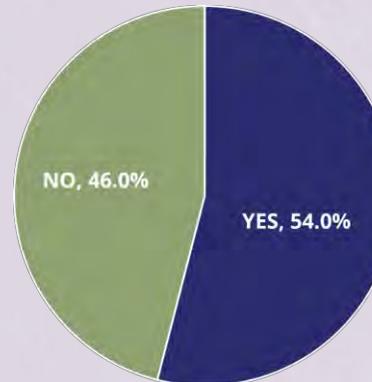
HOW LIKELY ARE YOU TO RELOCATE TO MARBLE FALLS OR MOVE TO ANOTHER HOUSE IN MARBLE FALLS WITHIN THE NEXT 5 YEARS?



IS THE HOUSING TYPE (E.G., SINGLE FAMILY DETACHED, TOWNHOUSE, APARTMENT) YOU ARE INTERESTED IN AVAILABLE IN MARBLE FALLS?



IS THE HOUSING QUALITY YOU ARE INTERESTED IN AVAILABLE IN MARBLE FALLS?

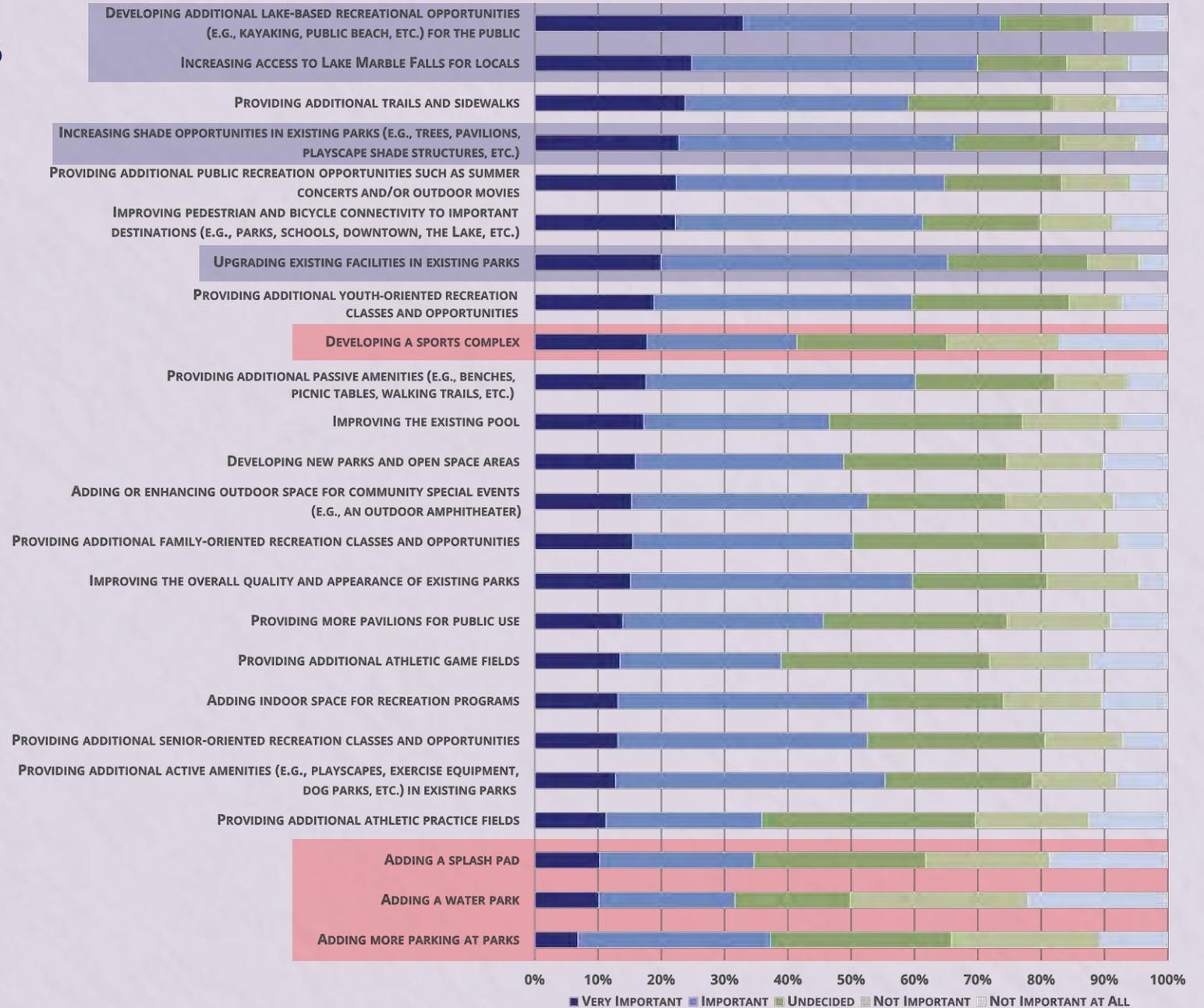


IS THE HOUSING YOU ARE INTERESTED IN AFFORDABLE IN MARBLE FALLS?

# Public Survey Response Trends

## Park, Recreation, and Trail Priority Improvements

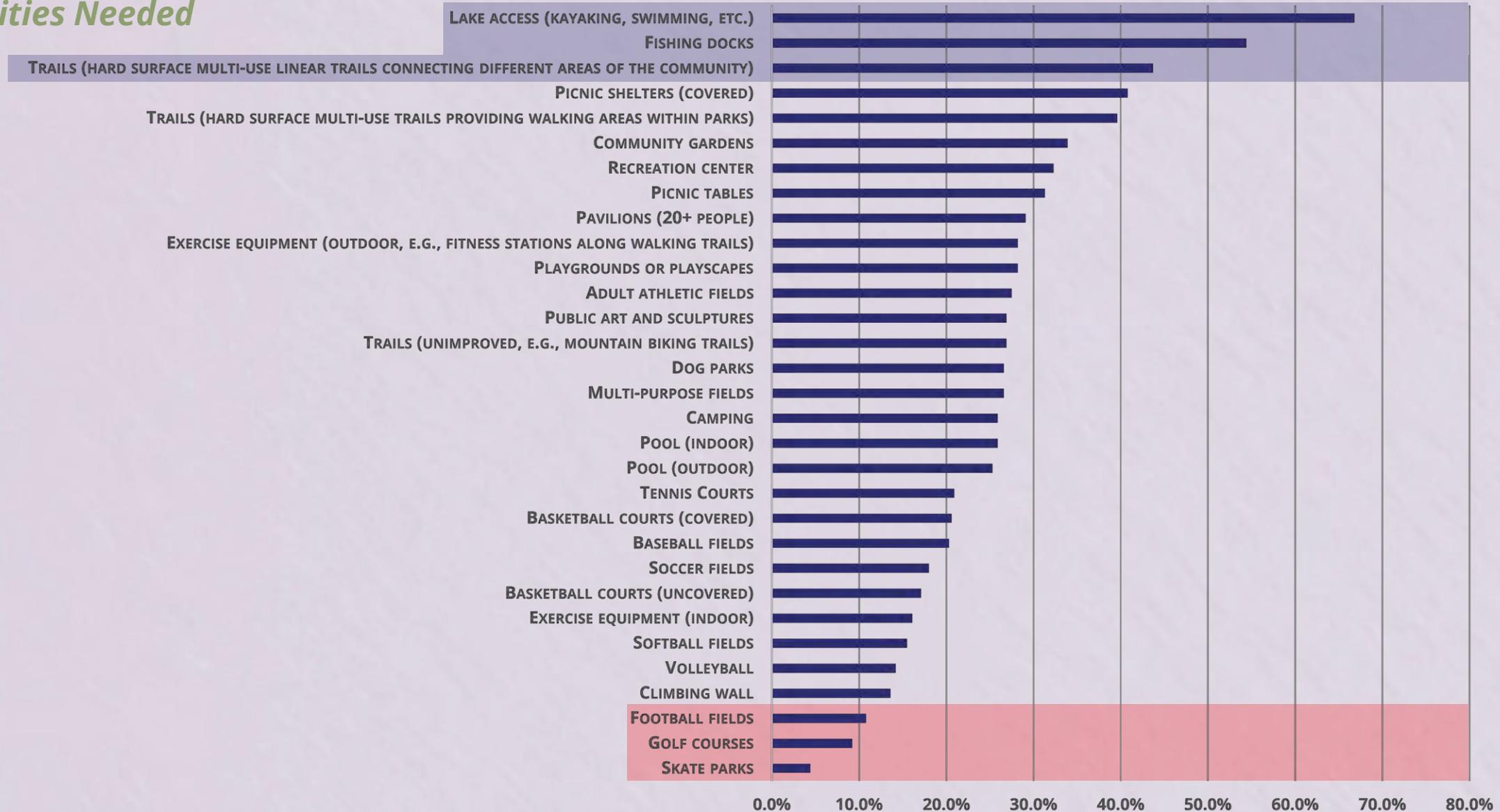
HOW IMPORTANT IS IT FOR THE CITY OF MARBLE FALLS TO ADDRESS THE FOLLOWING PARKS, RECREATION, AND TRAILS ISSUES IN THE NEAR FUTURE?



# Public Survey Response Trends

## *Parks and Recreation Amenities Needed*

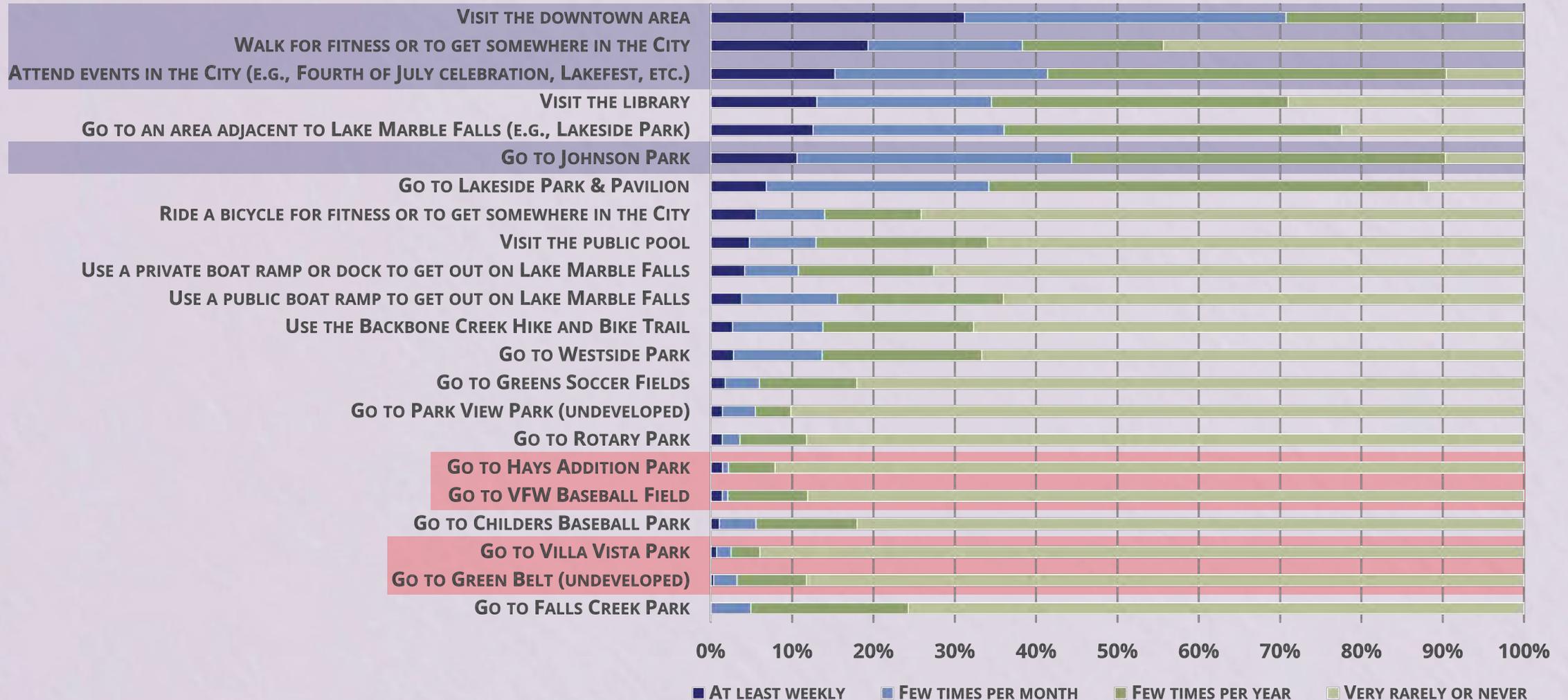
WHICH PARK AND RECREATION AMENITIES ARE NEEDED IN THE CITY? CHECK ALL THAT APPLY.



# Public Survey Response Trends

## Frequency of Use

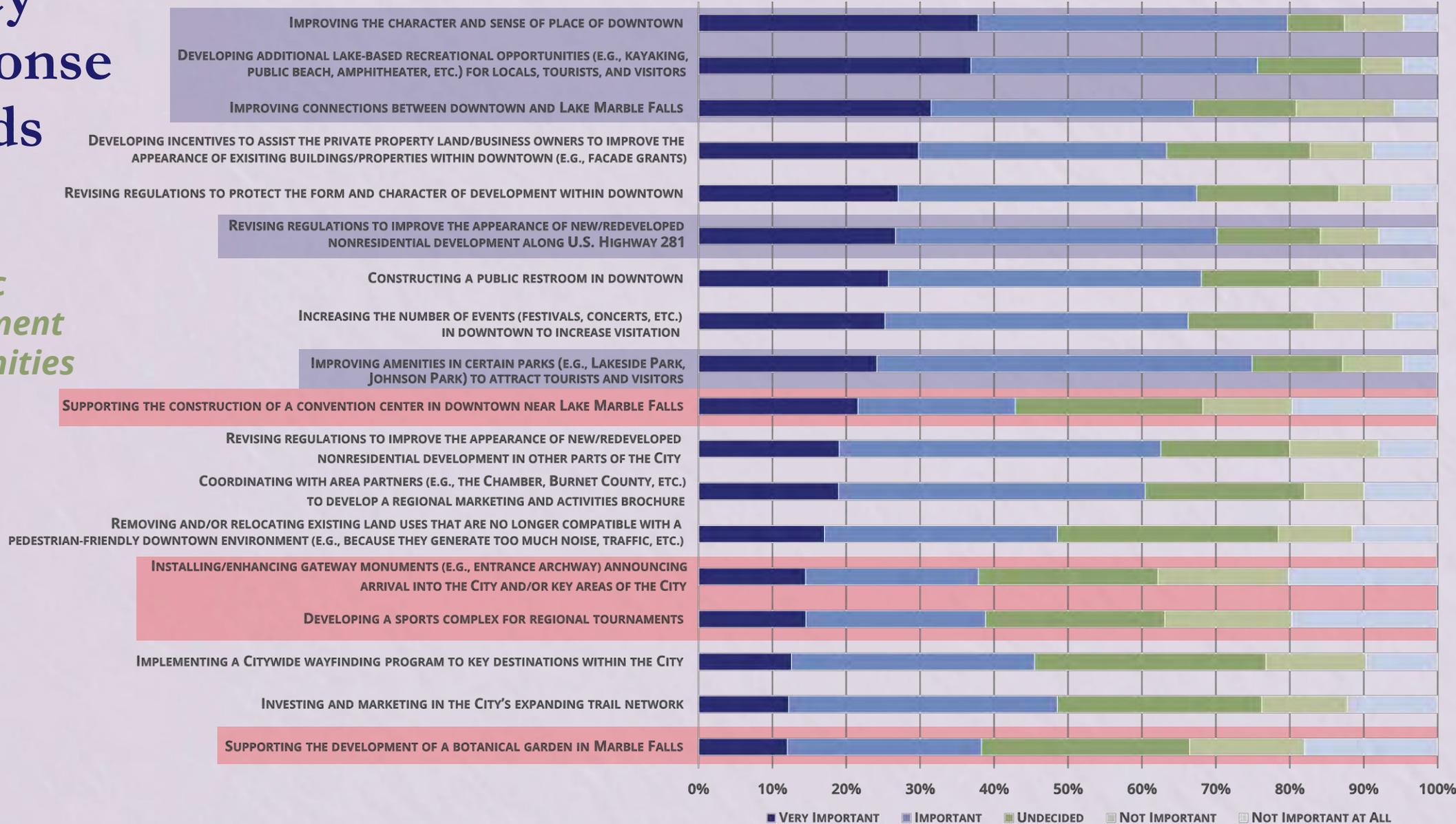
HOW FREQUENTLY DO YOU USE THE FOLLOWING PARK AND RECREATION FACILITIES OR ATTEND EVENTS IN MARBLE FALLS?



# Public Survey Response Trends

## Tourism-Related Economic Development Opportunities

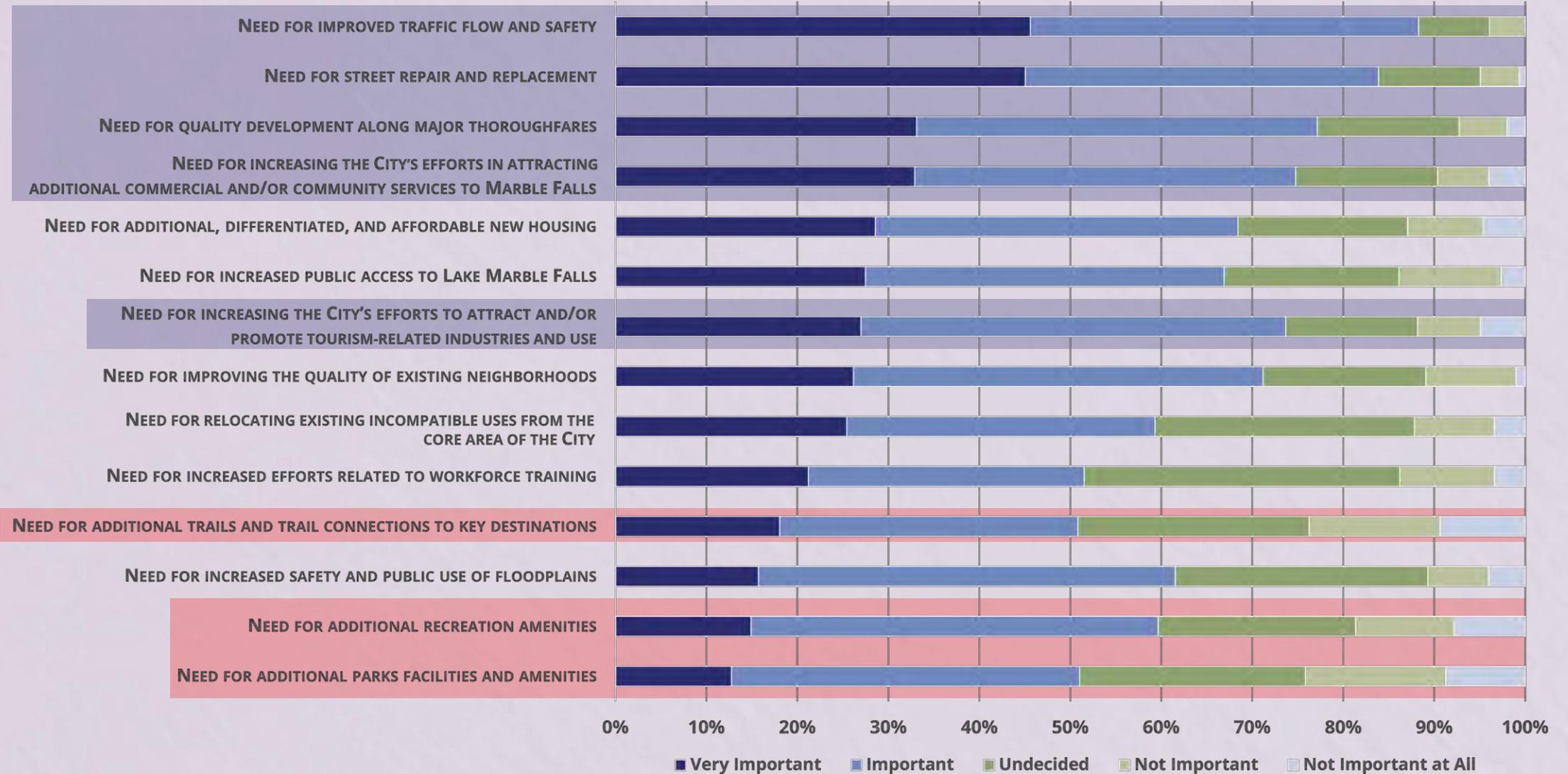
CONSIDERING TOURISM, HOW IMPORTANT IS IT FOR THE CITY OF MARBLE FALLS TO ADDRESS THE FOLLOWING ECONOMIC DEVELOPMENT ISSUES IN THE NEAR FUTURE?



# Public Survey Response Trends

## Priority Issues

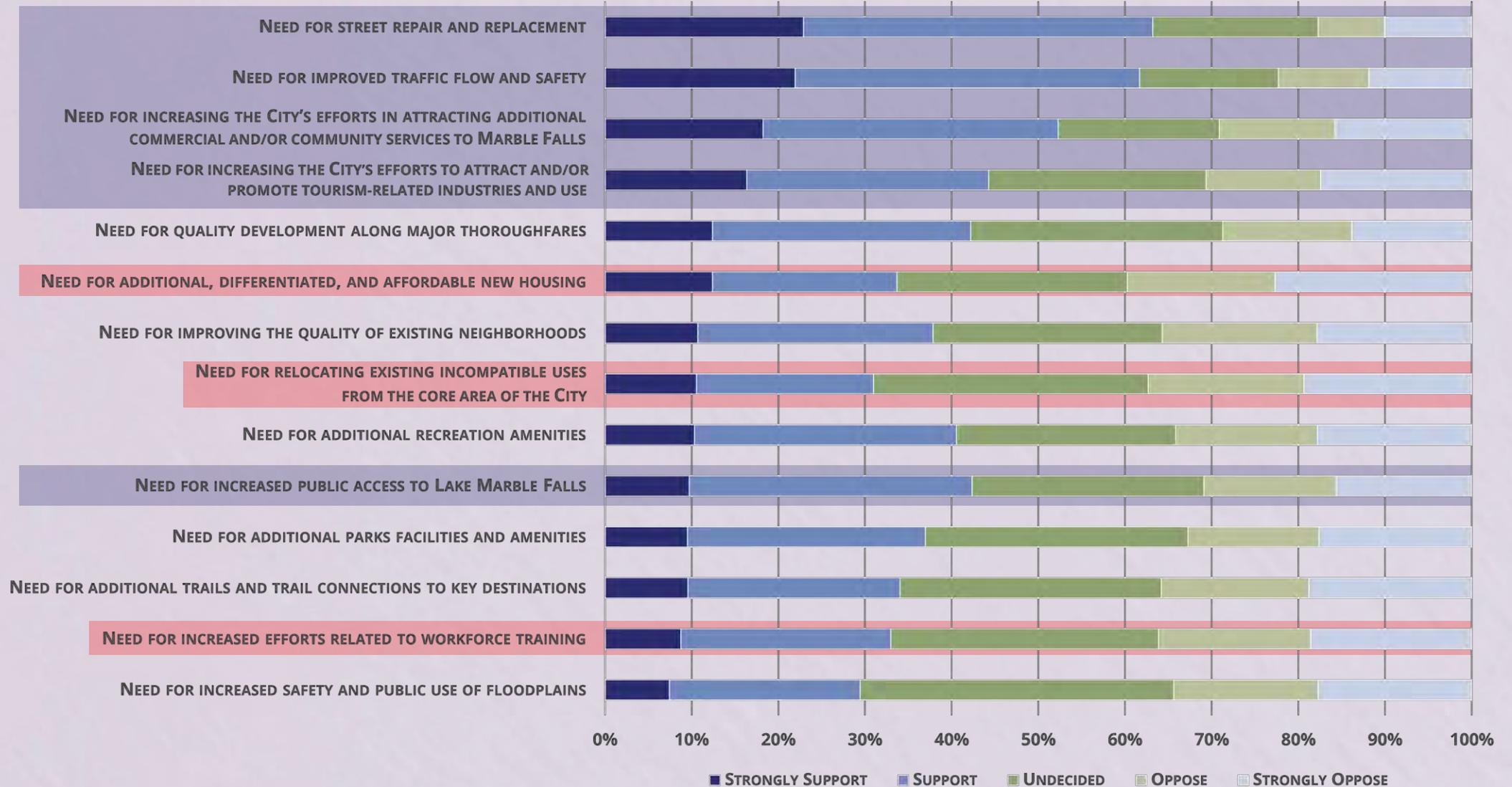
HOW IMPORTANT OR UNIMPORTANT DO YOU FEEL IT IS FOR THE CITY OF MARBLE FALLS TO FOCUS ON EACH OF THESE OVER THE NEXT FIVE TO 10 YEARS?



# Public Survey Response Trends

## Support for Implementation

HOW STRONGLY WOULD YOU SUPPORT OR OPPOSE PAYING SLIGHTLY HIGHER FEES OR TAXES, EITHER IN THE FORM OF INCREASED PROPERTY TAXES, A BOND ELECTION, OR ADDITIONAL FEES, FOR THESE SAME PRIORITIES?



# Open House #1

## *Transportation Issues/Improvements*

- Problematic Intersections
  - U.S. Highway 281/Mission Hill Dr./Mormon Mill Rd.
  - All others were located along U.S. Highway 281 and FM 1431
- Transportation Improvement Strategies
  - Expand resources in order to **improve the quality and condition of road surfaces**
  - Identify a **truck route** that removes heavy, hazardous truck traffic out of neighborhood and downtown areas
  - Research alternatives to **route internal, local traffic off of U.S. Highway 281**

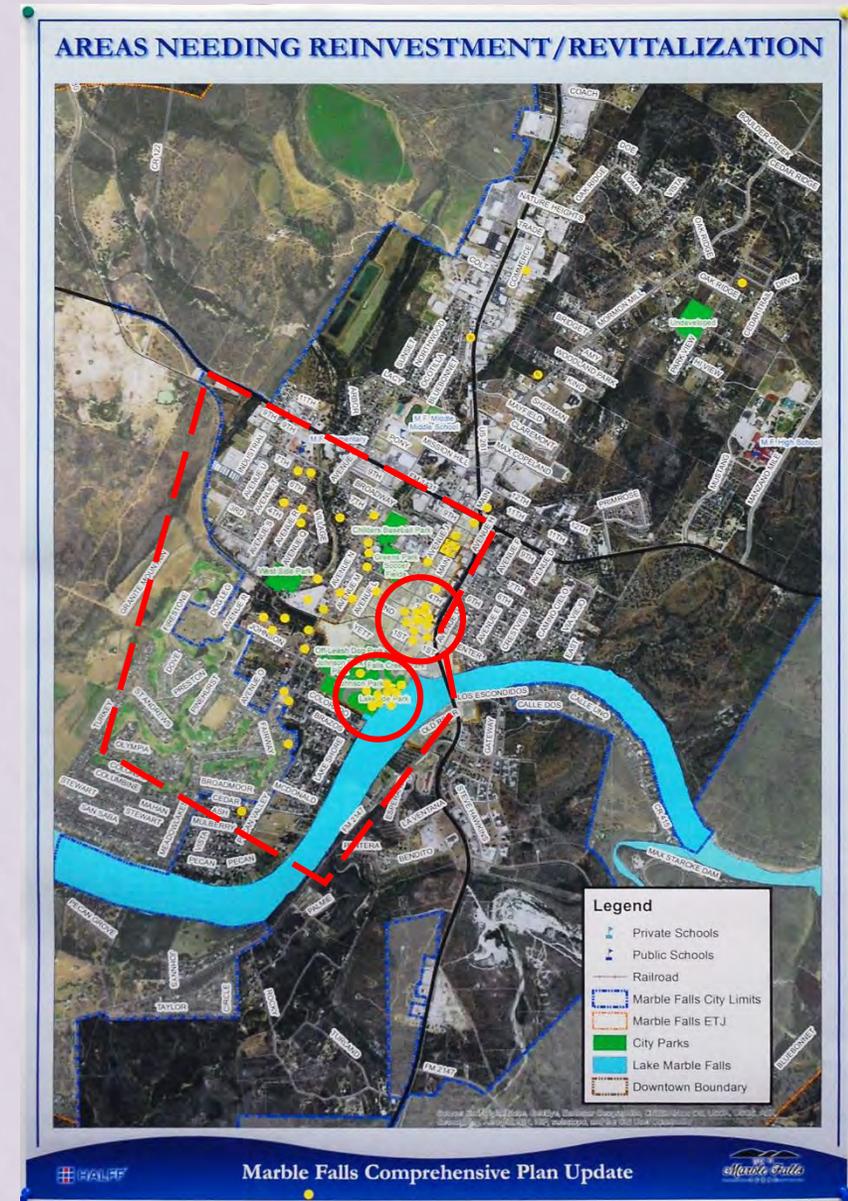




# Open House #1

## Areas Needing Reinvestment & Revitalization

- Southwest quadrant of City
  - Johnson Park and Lakeside Park
  - Marble Falls City Hall area



# Open House #1

## Park Priorities

- New parks should be developed to **serve both residents and support tourism** (e.g., the Austin Town Lake Hike and Bike Trail and Park).
- New parks should help to provide **greater access to Lake Marble Falls** (e.g., Lakeside access or connectivity to the Lake).
- The City should focus more on **improving the parks we already have**.

### PARK PRIORITIES

Parks are becoming an essential component of an overall strategy to serve existing residents and attract new ones. Parks may also attract tourism dollars to the area. Place up to three (3) **GREEN** Sticky Dots on where YOU think the City should prioritize efforts in determining the future of the Marble Falls park and recreation system.

Priority	Park Priorities
	New parks should be developed to serve residents only.
●●●●●●●●●●	New parks should be developed to serve both residents and support tourism (e.g., the Austin Town Lake Hike and Bike Trail and Park).
●●●●●●●●●●	New parks should focus more on active recreation (e.g., sport courts and fields, swimming pools, etc.). <small>TECHNICAL TO THE INTEGRATION WITH THE OTHERS. SEE TEAM COMMENTS. SEE GEORGE AQUATIC CENTER. VISUAL FORMS DESIGN</small>
●●●●●●●●●●	New parks should focus more on passive recreation and open space (e.g., trails and open space).
●●●●●●●●●●	New parks should help to provide greater access to Lake Marble Falls (e.g., Lakeside access or connectivity to the Lake). <small>CONNECTIVITY TO LAKE</small>
●●●●●●●●●●	The City should focus more on improving the parks we already have.
●●●●●●●●●●	Other: NATURE PARK ● Arboretum GET A Hike/JAMM FOR TOURISM TO VISIT M.F.
●●●●●●●●●●	Other: Area map showing existing parks & proposed parks - make source distribution

Marble Falls Comprehensive Plan Update

# Open House #1

## Trail Priorities

- Priority Trail Locations
  - Trails should be located to **serve both citizens of Marble Falls and tourists** (e.g., the Austin Town Lake Trail)
  - Trails should be located to **provide access along Lake Marble Falls**
  - Trails should be located to **provide connections to parks**
  - Trails should be located to **provide connections to downtown**
- Priority Trail Types
  - Crushed Granite Trails
  - Shared-Use Path

**TYPES OF TRAILS NEEDED**

Help the City identify the types of trail design and construction preferences that should be considered when planning for future trail projects. Place up to two (2) GREEN Sticky Dots on the types of trails YOU think the City should prioritize funding to build new trail segments.

Trail Types	
 Sidepath	 Concrete Trail
 Sharrow	 Crushed Granite Trails
 Cycle Track	 Shared-Use Path
 On-Street Bike Lane	 Buffered Bike Lanes

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# Open House #1

## Visual Preference Survey

- Street View Along U.S. Highway 281 / FM 1431

Ex. 1	2%
Ex. 2	2%
Ex. 3	4%
Ex. 4	7%
Ex. 5	<b>27%</b>
Ex. 6	<b>59%</b>

**STREET VIEW ALONG U.S. HWY 281 / FM 1431**

As new development and redevelopment occurs over time, what do you feel should be the appropriate STREET VIEW along U.S. Hwy 281 / FM 1431 ? Place one (1) **GREEN** Sticky Dot on the example which MOST SIGNIFIES your preference for the future.

**VISUAL PREFERENCE SURVEY**

Example 1

Example 2

Example 3

Example 4

Example 5

Example 6

HALFF Marble Falls Comprehensive Plan Update



Example 5



Example 6

# Open House #1

## Visual Preference Survey

- Building Form & Architecture Along U.S. Highway 281 / FM 1431

Ex. 1	2%
Ex. 2	4%
Ex. 3	2%
Ex. 4	8%
Ex. 5	<b>33%</b>
Ex. 6	<b>51%</b>

**BUILDING FORM & ARCHITECTURE ALONG U.S. HWY 281 / FM 1431**

As new development and redevelopment occurs over time, what do you feel should be the appropriate ARCHITECTURE & FORM OF BUILDINGS along U.S. Hwy 281 / FM 1431? Place one (1) **GREEN** Sticky Dot on the example which **MOST SIGNIFIES** your preference for the future.

**VISUAL PREFERENCE SURVEY**

Example 1      Example 2

Example 3      Example 4

Example 5      Example 6

SECTIONS... I DON'T CARE FOR ANY OF THESE!! B. STEPHEN JARVIS/ARCHITECT  
 ALL THE ABOVE      WANT TO SEE MORE OF THESE BUILDINGS      DISAPPROVED      DISAPPROVED      DISAPPROVED  
 ARCHITECTURE      DISAPPROVED      DISAPPROVED      DISAPPROVED      DISAPPROVED      DISAPPROVED  
 THE WAY THEY ARE      DISAPPROVED      DISAPPROVED      DISAPPROVED      DISAPPROVED      DISAPPROVED

HALFF      Marble Falls Comprehensive Plan Update      Marble Falls TEXAS



Example 5



Example 6

# Open House #1

## Visual Preference Survey

- Landscaping Along U.S. Highway 281 / FM 1431

Ex. 1	0%
Ex. 2	2%
Ex. 3	11%
Ex. 4	<b>28%</b>
Ex. 5	19%
Ex. 6	<b>41%</b>

**LANDSCAPING ALONG U.S. HWY 281 / FM 1431**

As new development and redevelopment occurs over time, what do you feel should be the appropriate **TYPE AND AMOUNT OF LANDSCAPING** that is associated with development along U.S. Hwy 281 / FM 1431? Place one (1) **GREEN** Sticky Dot on the example which **MOST SIGNIFIES** your preference for the future.

**VISUAL PREFERENCE SURVEY**

Example 1

Example 2

Example 3

Example 4

Example 5

Example 6

HALFF

Marble Falls Comprehensive Plan Update

Marble Falls TEXAS



Example 4



Example 6

# Open House #1

## Visual Preference Survey

- Signage Along U.S. Highway 281 / FM 1431

Ex. 1	5%
Ex. 2	7%
Ex. 3	7%
Ex. 4	13%
Ex. 5	<b>45%</b>
Ex. 6	<b>22%</b>

**SIGNAGE ALONG U.S. HWY 281 / FM 1431**

As new development and redevelopment occurs over time, what do you feel should be the appropriate TYPE OF SIGNAGE that is erected along U.S. Hwy 281 / FM 1431? Place one (1) **GREEN** Sticky Dot on the example which MOST SIGNIFIES your preference for the future.

**VISUAL PREFERENCE SURVEY**

Example 1

Example 2

Example 3

Example 4

Example 5

Example 6

Why do we have so many more signs than we need?

**HALFF** Marble Falls Comprehensive Plan Update *Marble Falls TEXAS*



Example 5



Example 6

# CPAC Visioning Exercise

memorable place to visit and an even better place to live

vibrant

unique

Liveable city

small town feel

healthy and resourceful

natural beauty

good neighbors

family friendly

growth readiness

great place to live work and play

inviting community

welcoming

come play

safe

destination

tourism

# Vision Statement

*“Marble Falls is a great place to live, work, and play – a welcoming and inviting community with safe and family-friendly neighborhoods, where people of all ages can afford quality life-cycle housing surrounded by good neighbors.*

*We value our unique, small-town character; yet understand that our economic success is dependent on being the economic hub for the Highland Lakes region; and due to our precious natural assets (e.g., Lake Marble Falls) – a tourist destination. In this regard, we proactively strive to balance being a livable and destination city.*

*Come join us in Marble Falls – It is a memorable place to visit and an event better place to live!”*

# Plan Goals

- Consolidated Vision
- Protection and Access to Lake Marble Falls
- Stronger Neighborhoods and Housing
- Continued Economic Growth
- Increased Tourism and Year-Round Activity



# Meeting Objectives



- Overview presentation of public engagement to-date
- Overview presentation of Chapters 1 and 2
- **CPAC discussion of recommended changes to Chapters 1 and 2**
- Discussions and exercises regarding upcoming chapters
  - Population projections
  - Growth strategies
  - Land uses
  - Mobility planning
- Next steps

# Your Feedback?

## PLAN INTRODUCTION and CONTEXT

**Introduction**

Located in the beautiful Texas Hill Country, Marble Falls is centrally located in the highest lake area of the Hill Country and along the banks of Lake Marble Falls. The City has a rich history and a strong sense of community. The City has a long history of providing services to the community. The City has a rich history of providing services to the community. The City has a rich history of providing services to the community.

A great place to live for friends and families. The new regional hospital provides health benefits for the city and surrounding communities. The city is a great place to live for friends and families. The new regional hospital provides health benefits for the city and surrounding communities. The city is a great place to live for friends and families.

During this update process, the City will continue to gather facts, assess opportunities and challenges, and plan for the future of Marble Falls. The future of the City and its residents, the goals and priorities of the residents and workforce of Marble Falls.

MARBLE FALLS COMPREHENSIVE PLAN UPDATE 2021

1

## ENGAGEMENT and VISION

**Introduction**

Here and forever, the story of a strong vibrant plan is to know that a city progresses on a trajectory that best meets the needs and needs of its citizens. As the city grows, it must provide a path for its citizens to progress. As the city grows, it must provide a path for its citizens to progress.

**Overview of Citizen Engagement Process**

A city is a community. It is a place where people live, work, and play. A city is a community. It is a place where people live, work, and play. A city is a community. It is a place where people live, work, and play.

**Summary of Citizen Engagement Process**

**Stakeholder Meetings**

Over the course of the update process, the City has held a series of stakeholder meetings. These meetings have been held with a variety of stakeholders, including business owners, residents, and city staff. These meetings have been held with a variety of stakeholders, including business owners, residents, and city staff.

MARBLE FALLS COMPREHENSIVE PLAN UPDATE 2021

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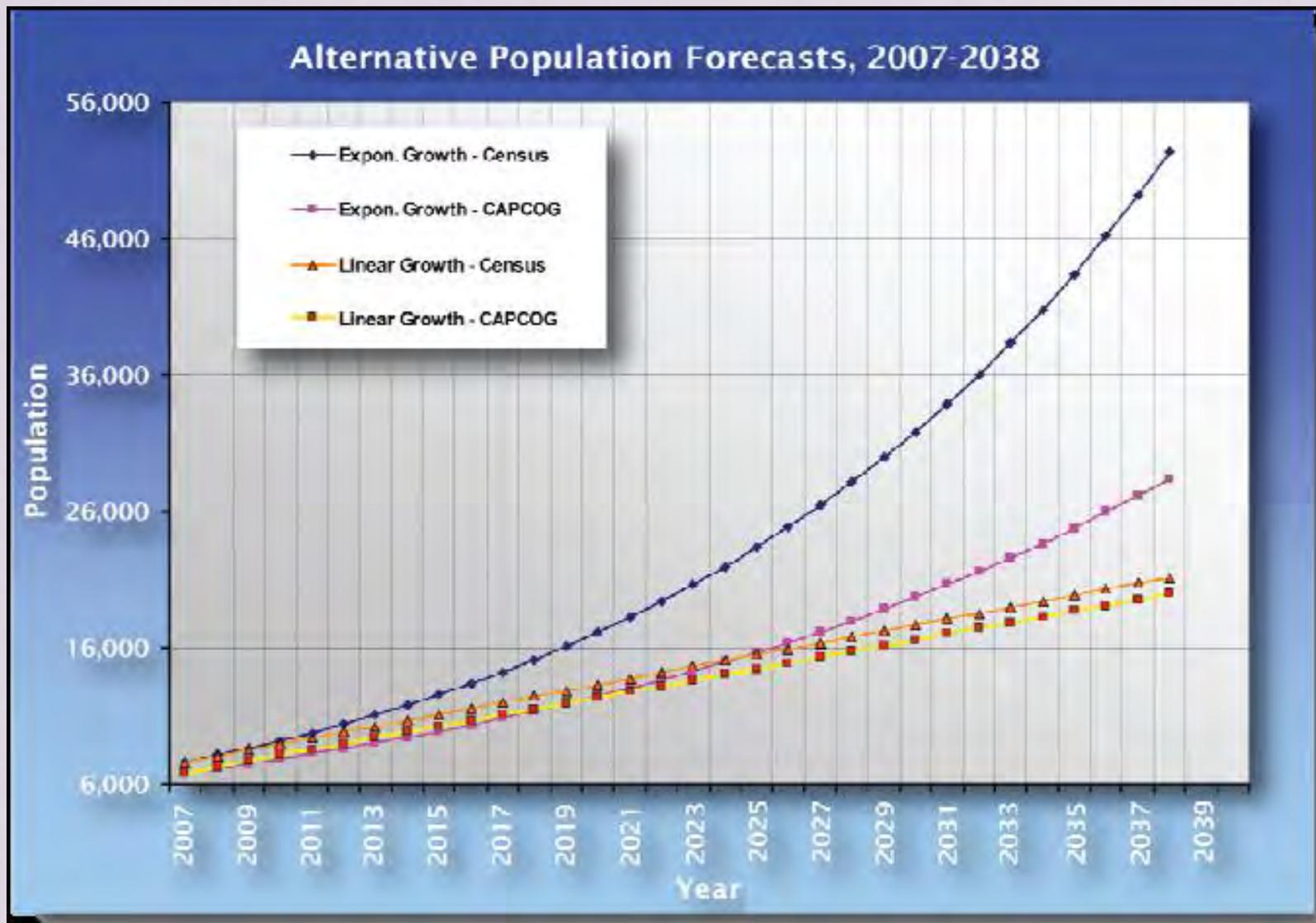
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- Overview presentation of public engagement to-date
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- **Discussions and exercises regarding upcoming chapters**
  - **Population projections**
  - **Growth strategies**
  - **Land uses**
  - **Mobility planning**
- Next steps

# 2009 Comp Plan Population Projections

- CAPCOG & Census exponential and linear growth trends
- 2010 pop. off by 1,784 to 3,133 people
- Projected 19k to 52k by Year 2038
- Selected 23k people as target



# Population Projections

## City Population Forecasts vs Impact Fee Projections As of Jan. 1, 2015

\*Compiled by the Planning Division of the Development Services Department

City Selected Population Projection for the Impact Fee Study

TSDC = Texas State

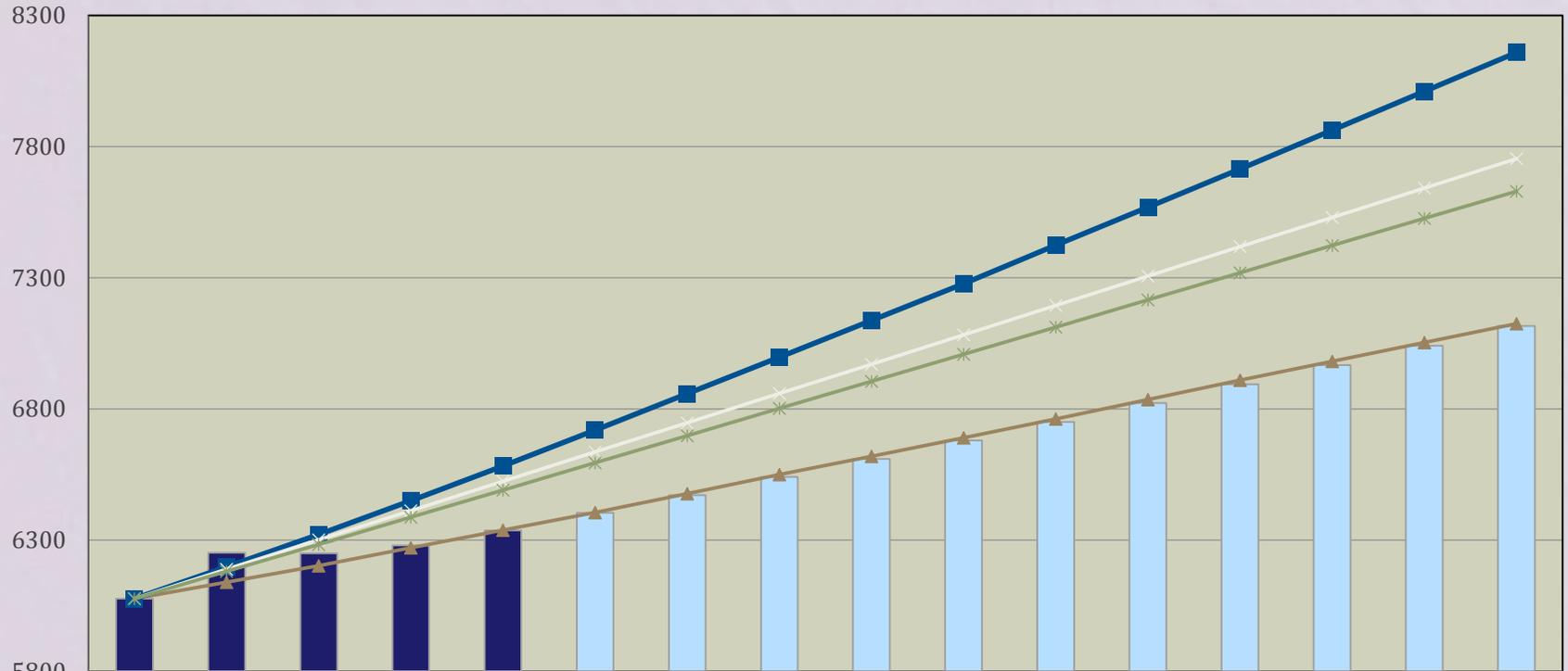
City Staff Forecast

TSDC 0.5 Scenario

TSDC 1.0 Scenario

US Census Historical 10 Yr Trend

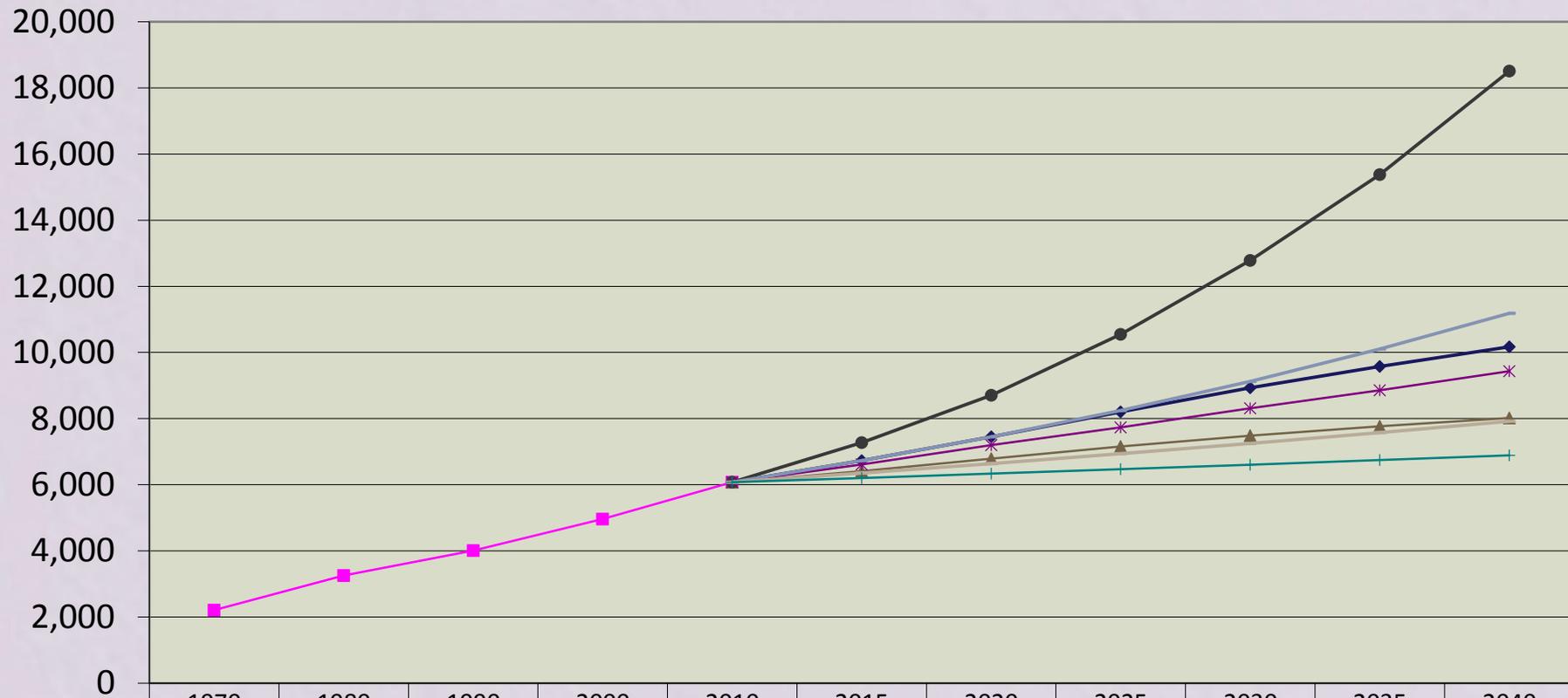
US Census Historical 20Yr Trend



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
City Staff Forecast	6077	6252	6250	6281	6337	6404	6472	6541	6610	6680	6751	6822	6894	6967	7041	7116
TSDC 0.5 Scenario	6,077	6,140	6,203	6,271	6,338	6,406	6,477	6,550	6,620	6,690	6,762	6,836	6,910	6,982	7,053	7,125
TSDC 1.0 Scenario	6,077	6,198	6,322	6,450	6,583	6,719	6,858	6,997	7,137	7,278	7,424	7,569	7,715	7,863	8,011	8,158
US Census Historical 10 Yr Trend	6,077	6,189	6,301	6,412	6,524	6,636	6,748	6,860	6,971	7,083	7,195	7,307	7,419	7,530	7,642	7,754
US Census Historical 20Yr Trend	6,077	6,181	6,284	6,388	6,491	6,595	6,698	6,802	6,905	7,009	7,112	7,216	7,319	7,423	7,526	7,630

# Population Projections

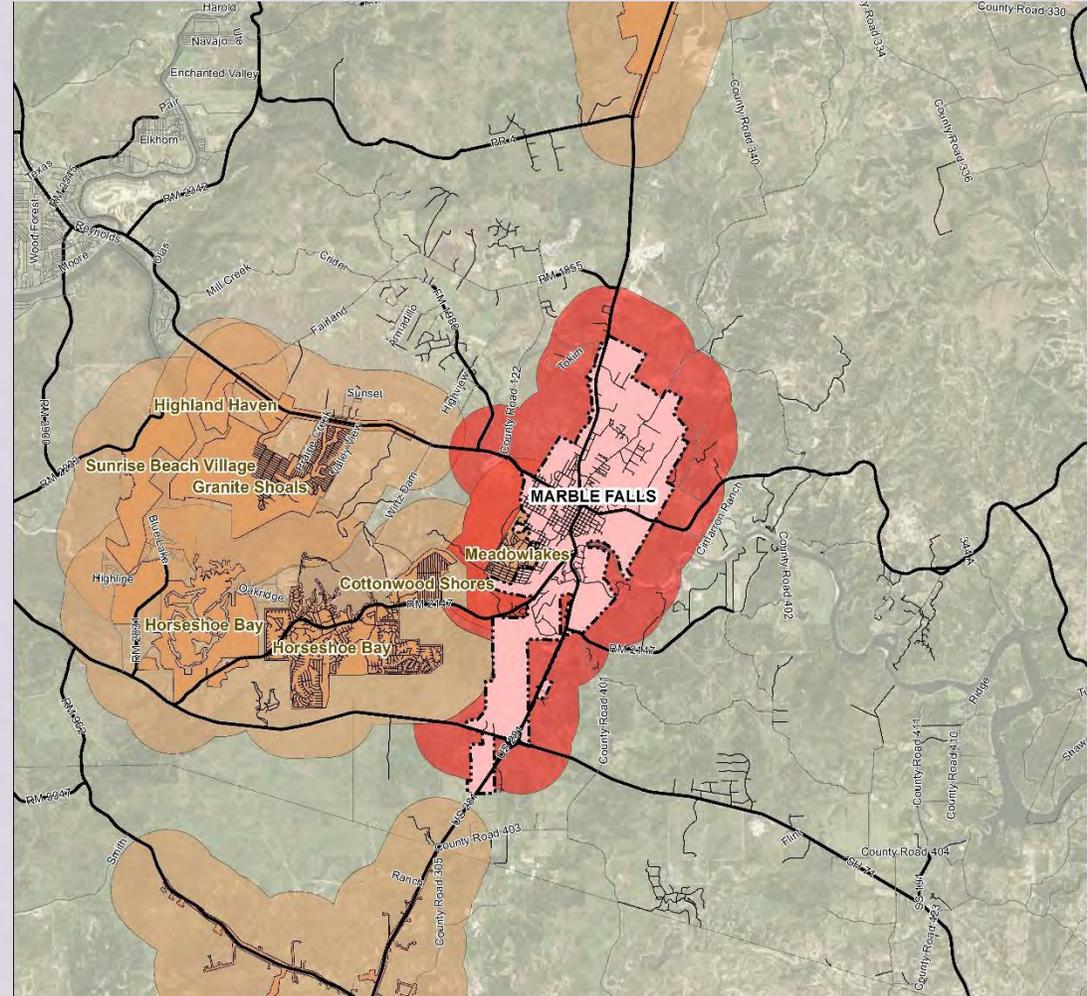
Population



	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
■ Historical Data	2,209	3,252	4,007	4,959	6,077						
▲ 0.5 County Step Down					6,077	6,411	6,786	7,154	7,485	7,765	8,020
◆ 1.0 County Step Down					6,077	6,730	7,450	8,205	8,930	9,579	10,171
● Texas Water Development Board					6,077	7,272	8,702	10,548	12,785	15,383	18,509
* Linear Regression					6,077	6,612	7,195	7,734	8,313	8,854	9,431
— Exponential Growth					6,077	6,727	7,447	8,244	9,126	10,102	11,183
— Growth Indicators - Recent Growth (0.9% CAGR)					6,077	6,351	6,637	6,935	7,248	7,574	7,915
+ Growth Indicators - School District (Past 5-YR Trend)					6,077	6,205	6,336	6,470	6,606	6,746	6,888

# Exercise 1 – Growth Directions and Form (10 min.)

- 2009 Planning Process:
  - CPAC went through an exercise that examined the implications between different forms of growth:
    - Nodal versus corridor forms of growth.
  - Results focused on the creation of a **village concept**



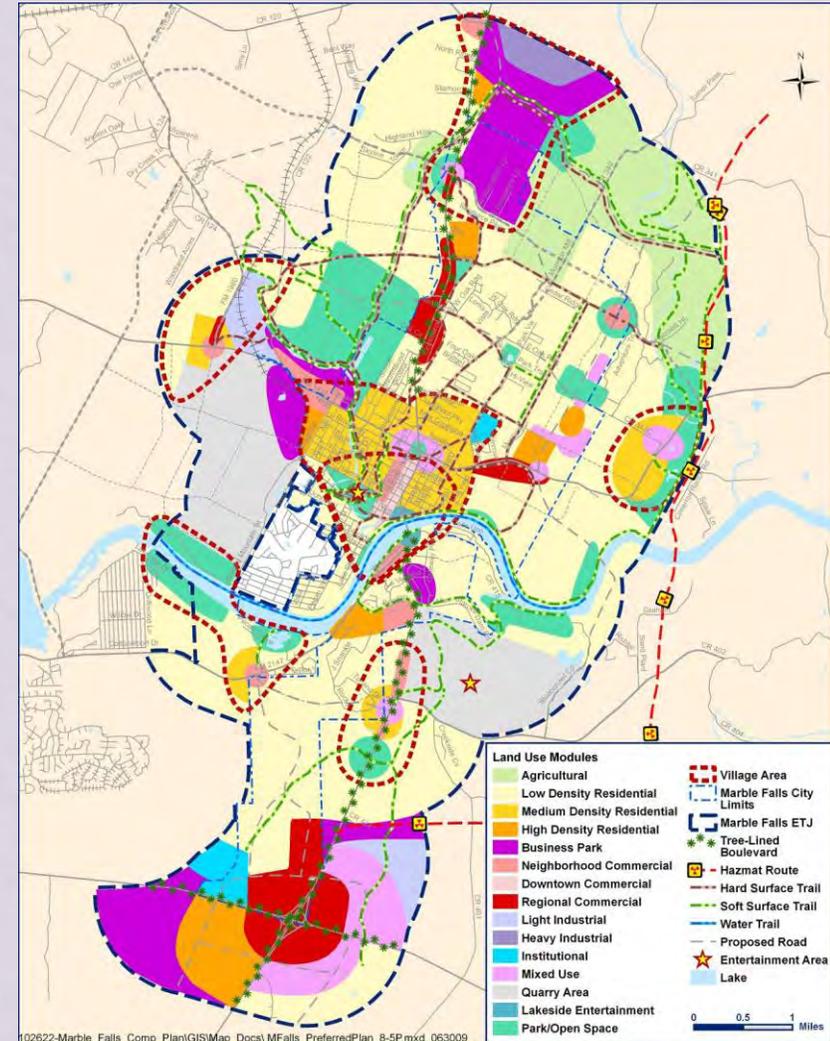
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# Exercise 1 – Growth Directions and Form (10 min.)

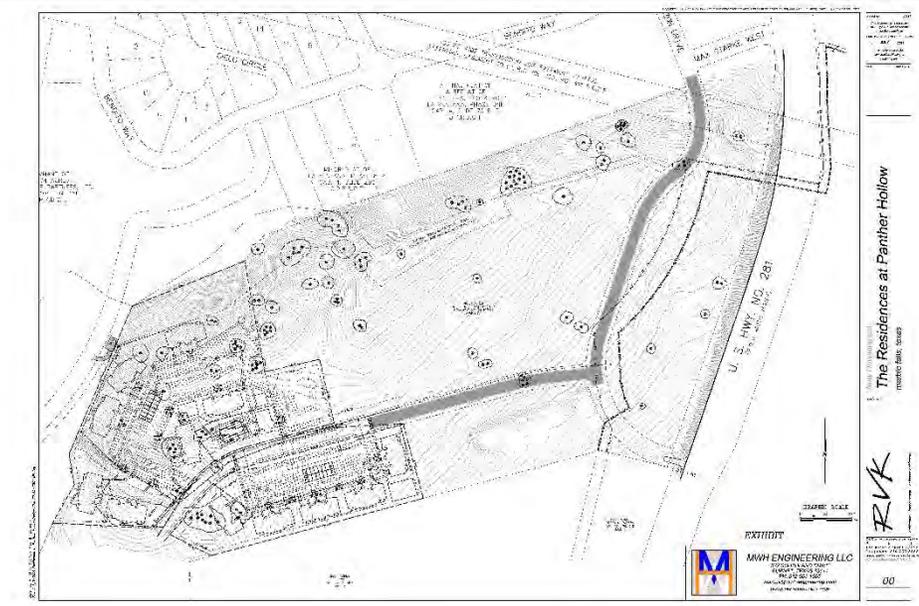
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# Exercise 1 – Growth Directions and Form (10 min.)

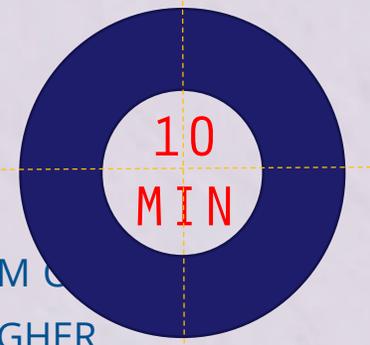


Homestead Apartments ~ 130 units  
@ Clairemont and Mormon Mill Road



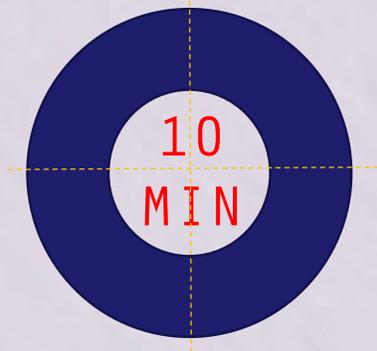
Panther Hollow Apartments ~ 206 units

# Exercise 1 – Growth Directions & Form



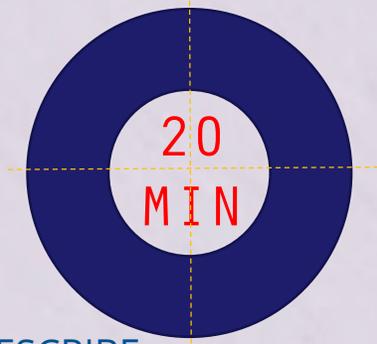
- QUESTION 1.1: TAKING INTO ACCOUNT THE REALITIES OF THE CITY'S DEMOGRAPHIC AND MARKET CONDITIONS, PHILOSOPHICALLY, WHAT DOES THE GROUP FEEL SHOULD BE THE PREDOMINANT FORM OF FUTURE DEVELOPMENT? SHOULD IT BE DISTRICT BASED, LINEAR, NODAL? SHOULD IT FOCUS ON HIGHER DENSITY DEVELOPMENT IN THE EXISTING CITY LIMITS (E.G., INFILL DEVELOPMENT) OR PUSH OUT INTO THE UNDEVELOPED EXTRATERRITORIAL JURISDICTION (ETJ)?
- QUESTION 1.2: IF YOU FEEL THAT EXPANDING THE CITY LIMITS IS NEEDED OR WARRANTED, CIRCLE ON THE MAP THOSE LOCATIONS THE CITY SHOULD PURSUE ANNEXATION DURING THE PLAN HORIZON (THE NEXT 20 YEARS).

# Exercise 2 – Current & Future Land Use Plan



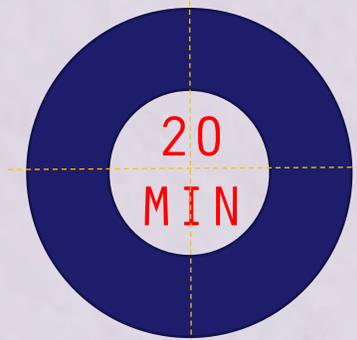
- QUESTION 2.1: WHAT WAS THE OVERALL INTENT OF THIS PLAN ENVISIONED TO ACHIEVE? IS IT REALISTIC IN TERMS OF MARBLE FALLS' DEMOGRAPHIC AND MARKET REALITIES?
- QUESTION 2.2: IF THE EXISTING FLUP IS IMPLEMENTED OVER TIME THROUGH REZONING ACTIONS, NEW DEVELOPMENT, AND REDEVELOPMENT, DOES IT STILL REFLECT THE “ENVISIONED FUTURE” EXPRESSED BY THE GENERAL COMMUNITY?
- QUESTION 2.3: AS A GROUP, MAKE NOTES ON THE MAP TO IDENTIFY COMPONENTS OF THE FLUP THAT YOU WANT TO KEEP?

# Exercise 3 – Land Uses & FLUP Update



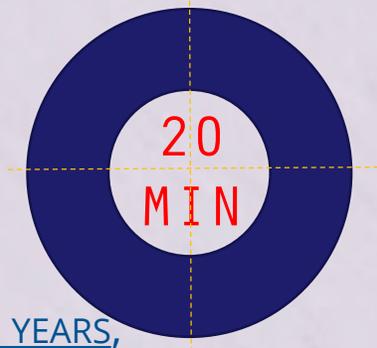
- QUESTION 3.1: AS A GROUP, DISCUSS THE FOLLOWING 14 FLUP CLASSIFICATIONS AND BRIEFLY DESCRIBE WHAT YOU FEEL THE RESULTING DEVELOPMENT SHOULD LOOK LIKE? TAKE INTO CONSIDERATION PRIMARY USES, ALLOWABLE SECONDARY USES, THE FORM (I.E., SHOULD RES./COM. DEVELOPMENT IN DOWNTOWN REFLECT AN “URBAN” FORM OF DEVELOPMENT) AND SCALE (E.G., SHOULD NEIGHBORHOOD COMMERCIAL USES RESTRICT A MAXIMUM SCALE OF DEVELOPMENT ... MORE APPROPRIATE TO BEING WITHIN OR NEAR A NEIGHBORHOOD, ETC.). SHOULD THIS DEVELOPMENT BE LOCATION-SPECIFIC (E.G., DOWNTOWN) OR BE LOCATION-RESTRICTED? AS YOU DISCUSS EACH CATEGORY, CONSIDER IF THE RESULTING FORM OF DEVELOPMENT TRULY REPRESENTS SOMETHING THAT NEEDS TO BE A SEPARATE CLASSIFICATION. IN OTHER WORDS, ARE THERE OPPORTUNITIES TO CONSOLIDATE CLASSIFICATIONS THAT DO NOT RESULT IN DIFFERENCES ON THE GROUND?
- QUESTION 3.2: IF YOU THINK THAT THERE ARE OPPORTUNITIES TO CONSOLIDATE CERTAIN FLUP CLASSIFICATIONS, WHICH ONES (AND WHY?) DO YOU THINK COULD BE COMBINED TO CREATE A MORE SIMPLIFIED/FLEXIBLE FLUP MAP?

# Exercise 4 – Areas of Unique Character / Special Concern



- QUESTION 4.1: AS A GROUP, DISCUSS WHICH AREAS OF THE CITY HAVE EXISTING CHARACTER THAT NEED TO BE PROTECTED (E.G., THE PEDESTRIAN-FRIENDLY URBAN FORM OF DOWNTOWN), OR OTHER AREAS WHERE “NEW CHARACTER” NEEDS TO BE FOSTERED (E.G., THE LAKE-FRONT OF LAKE MARBLE FALLS, HWY 281, ETC.). AS A FOLLOW UP, IDENTIFY ON THE MAP (AND ANNOTATE) THOSE 1) DISTRICTS, 2) NODES, 3) CORRIDORS, AND/OR 4) AREAS OF REDEVELOPMENT POTENTIAL THAT CURRENTLY EXHIBIT, OR SHOULD EXHIBIT A SPECIAL “CHARACTER?”
- QUESTION 4.2: ON THE SAME MAP, IDENTIFY AND ANNOTATE SPECIFIC AREAS OF THE CITY THAT ARE SPECIAL AREAS OF CONCERN, OR WARRANT SPECIAL ATTENTION (E.G., HISTORIC DISTRICTS, LAKE FRONT, FLOODPLAINS, ETC.).
- QUESTION 4.3: IN SOME JURISDICTIONS, A CITY USES GATEWAY MONUMENTS/SIGNAGE, WAYFINDING SIGNAGE, AND OTHER TOOLS TO HELP FOSTER A CERTAIN CHARACTER OF DEVELOPMENT AND TO IMPROVE A SENSE OF COMMUNITY. IF YOU THINK THIS IS APPROPRIATE, OVER TIME, AT WHAT ENTRANCES TO THE CITY WOULD YOU PLACE GATEWAY SIGNAGE/ENTRANCE MONUMENTS? USE A GREEN STICKY DOT TO SIGNIFY PRIMARY (LARGER) ENTRANCE MONUMENTS AND A YELLOW STICKY DOT TO SIGNIFY SECONDARY (SMALLER) ENTRANCE MONUMENTS/SIGNAGE ON THE MAP. ARE THERE SPECIAL AREAS OF CHARACTER IN THE CITY (E.G., DOWNTOWN) THAT WARRANT A UNIQUE GATEWAY TREATMENT? IF YES, USE ANY COLOR STICKY DOT TO MARK THOSE LOCATIONS TOO.

# Exercise 5 – Thoroughfare Planning



- QUESTION 5.1: IF THE CITY COULD ONLY PRIORITIZE 25% OF THE PROPOSED ALIGNMENTS OVER THE NEXT 20 YEARS, WHAT ARE THE TOP 5 OR 6 THROUGH- OR WITHIN-CITY CONNECTIONS THAT ARE THE HIGHEST PRIORITY?

ON THE MAP PROVIDED, USE MARKERS TO IDENTIFY THE PRIORITY ALIGNMENTS (AND ANNOTATE IF NECESSARY).

- ARE THERE NEW ALIGNMENTS NOT SHOWN?
  - WHAT ABOUT BRIDGE AND/OR RAILROAD CROSSINGS?
  - WHAT ABOUT HEAVY TRUCK TRAFFIC?
- 
- QUESTION 5.2: LOOKING AT 3 OF THE 19 CROSS-SECTIONS FROM THE 2009 COMPREHENSIVE PLAN (BELOW), DISCUSS AS A GROUP YOUR SUPPORT (OR NOT) FOR THE ATTRIBUTES LISTED ABOVE. HOW IMPORTANT ARE THESE ATTRIBUTES AND WILL THEY GET IMPLEMENTED AS DEVELOPMENT/REDEVELOPMENT OCCURS. AS A POST-IMPLEMENTATION ACTION OF THIS PLAN, THIS FRAMEWORK COULD AND SHOULD BE CODIFIED IN THE CITY'S DEVELOPMENT REGULATIONS.

# Meeting Objectives



- Overview presentation of public engagement to-date
- Overview presentation of Chapters 1 and 2
- CPAC discussion of recommended changes to Chapters 1 and 2
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  - Population projections
  - Growth strategies
  - Land uses
  - Mobility planning
- **Next steps**

# Next Steps – Tentative Meeting Dates

- 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 (Tonight)
  - CPAC Mtg. #2 (Summary of public engagement / presentation and discussion of chapters 1, 2, and 3)
- November
  - CPAC Mtg. #3 (11/19/15 presentation and discussion of chapters 3 and 4)

***Still on track for an estimated 11-month process from tonight through consideration of adoption***



# Next Steps – Tentative Meeting Dates

- January 2016
  - CPAC Mtg. #4 (01-05-16 presentation and discussion of chapter 5)
  - EDC Workshop
  - City Council & P&Z Commission briefing
- February 2016
  - CPAC Mtg. #5 (02-25-16 presentation and discussion of chapters 6, 7, and 8)
- April 2016
  - City Council, P& Z, CPAC Mtg. #6 (03-31-16 overview of draft plan and revisions)
  - Prioritization exercise
  - Open House Public Workshop # 2
- April 2016
  - Planning & Zoning Commission (04-21-16 special called meeting)
- **May 3, 2016**
  - **City Council consideration of adoption**

