MARBLE FALLS COMPREHENSIVE PLAN UPDATE

CITY COUNCIL UPDATE

PROGRESS REPORT AND REVIEW OF 2015-16 COMPREHENSIVE PLAN UPDATE PROCESS

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PLAN OVERVIEW

CHAPTER 1
PLAN INTRODUCTION AND CONTEXT

Defines basic framework of the Plan and describes conditions of Marble Falls including the physical, economic, and social conditions of the City today.

CHAPTER 2
ENGAGEMENT AND VISION

Captures the future vision of the City as identified by the Marble Falls community. Community engagement included such things as listening sessions, surveys, open houses, and more.

CHAPTER 3
ANNEXATION & GROWTH

Describes planned growth of Marble Falls and its intent and policy for accommodating and guiding expected growth and redevelopment in alignment with community planning objectives.

CHAPTER 4
MOBILITY

Examines existing transportation systems of both vehicles and pedestrians and identifies challenges and opportunities to be addressed and explored over the next 20 years.

CHAPTER 5
LAND USE, CHARACTER, AND DESIGN

Addresses future land uses in the City and describes what different areas and districts within the City may look like and how they appeal to both residents and visitors.

CHAPTER 6
PARKS, RECREATION, AND OPEN SPACE

Utilizes the Parks Master Plan and identifies ways to incorporate it's goals and objectives throughout the City in a manner that attracts tourists and meets the needs of residents.

CHAPTER 7
PUBLIC FACILITIES AND SERVICES

Describes the City's existing facilities and services including parks, libraries, recreation, fire, and police and recommends ways to maintain and/or improve them over time.

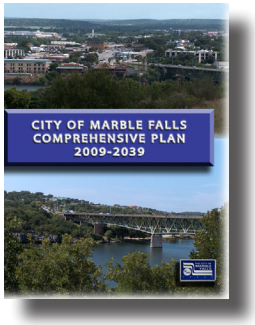
CHAPTER 8
INFRASTRUCTURE

Provides recommendations to improve and/or maintain drainage, water, and wastewater infrastructure including their efficiencies and service capacities.

CHAPTER 9
IMPLEMENTATION

Uses recommendations of each individual Plan element to consolidate an overall strategy for executing the Comprehensive Plan while setting a near- and mid-term action agenda.

What about the 2009 Comprehensive Plan?



The Marble Falls Comprehensive Plan created in 2009 was a Citywide long-range plan designed to guide the City through to the year 2039. Significant accomplishments have been made that are creating pressure on the City to improve development, especially housing needs, and increase tourism to all areas of the City including Downtown.

Success of the 2009 Comprehensive Plan

Complete	*In-Progress*	*Pending*	
✓			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
	✓		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
		✓	Develop and implement a new zoning ordinance
		✓	Identify boundaries and support a historic preservation district
		✓	Conduct a sidewalk inventory

What do we have to work on?

Through a series stakeholder interviews, a list of issues was identified for the City to consider when planning for the future. Following the stakeholder interviews, a consolidated list of issues was presented to the Comprehensive Plan Advisory Committee (CPAC) for their prioritization. The priorities determined by each individual CPAC group was then consolidated to determine a summarized total list of issues from highest to lowest priority. See *Issue Summary* for the total list of priorities.

Issue Summary

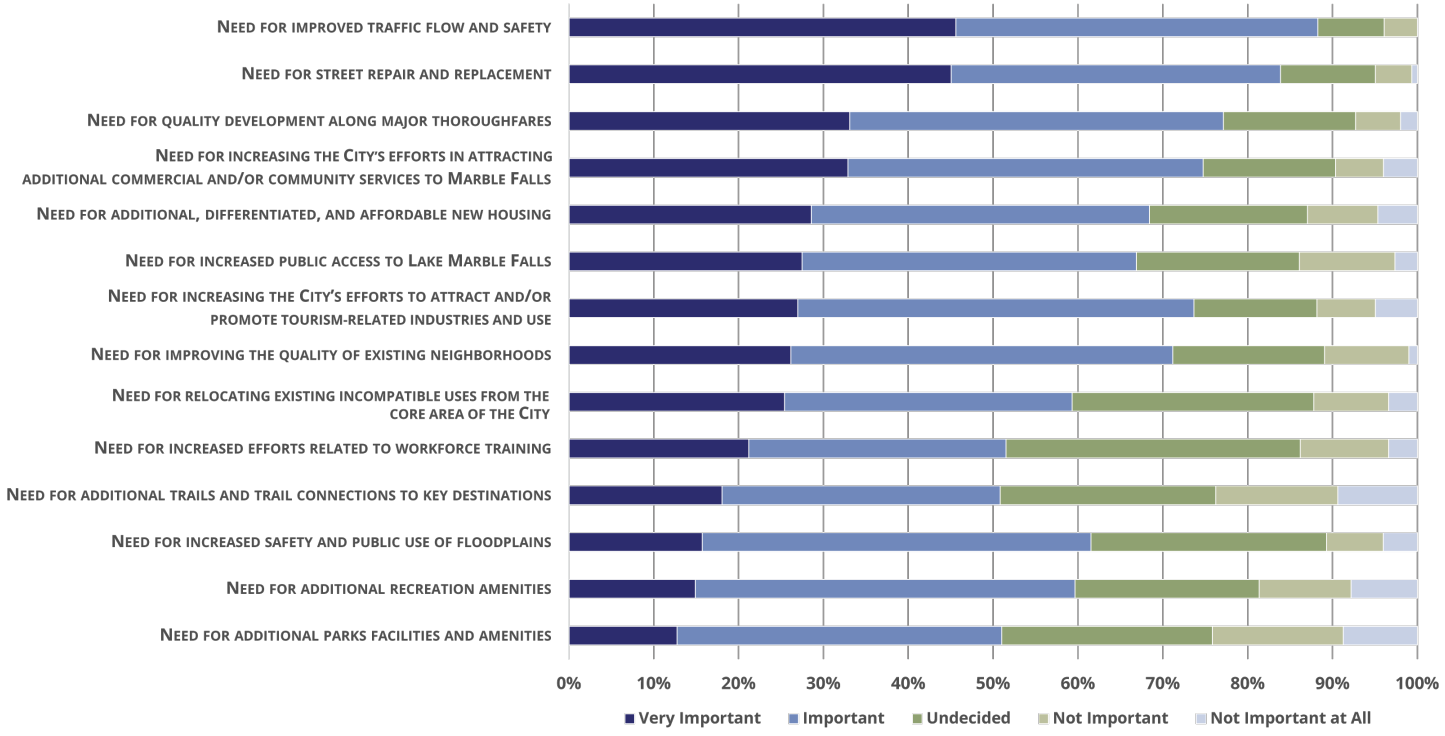
Avg. Weighting	Priority Order	Issue Summary
1.0	1	Need for additional, differentiated, and affordable housing
3.0	2	Increased efforts strengthening the economic base
4.0	3	Work force development & training
5.0	4	Strengthen facilities/infrastructure in core area
5.7	5	Increased efforts/attention re: improving 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**

**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.*

Key Public Survey Responses

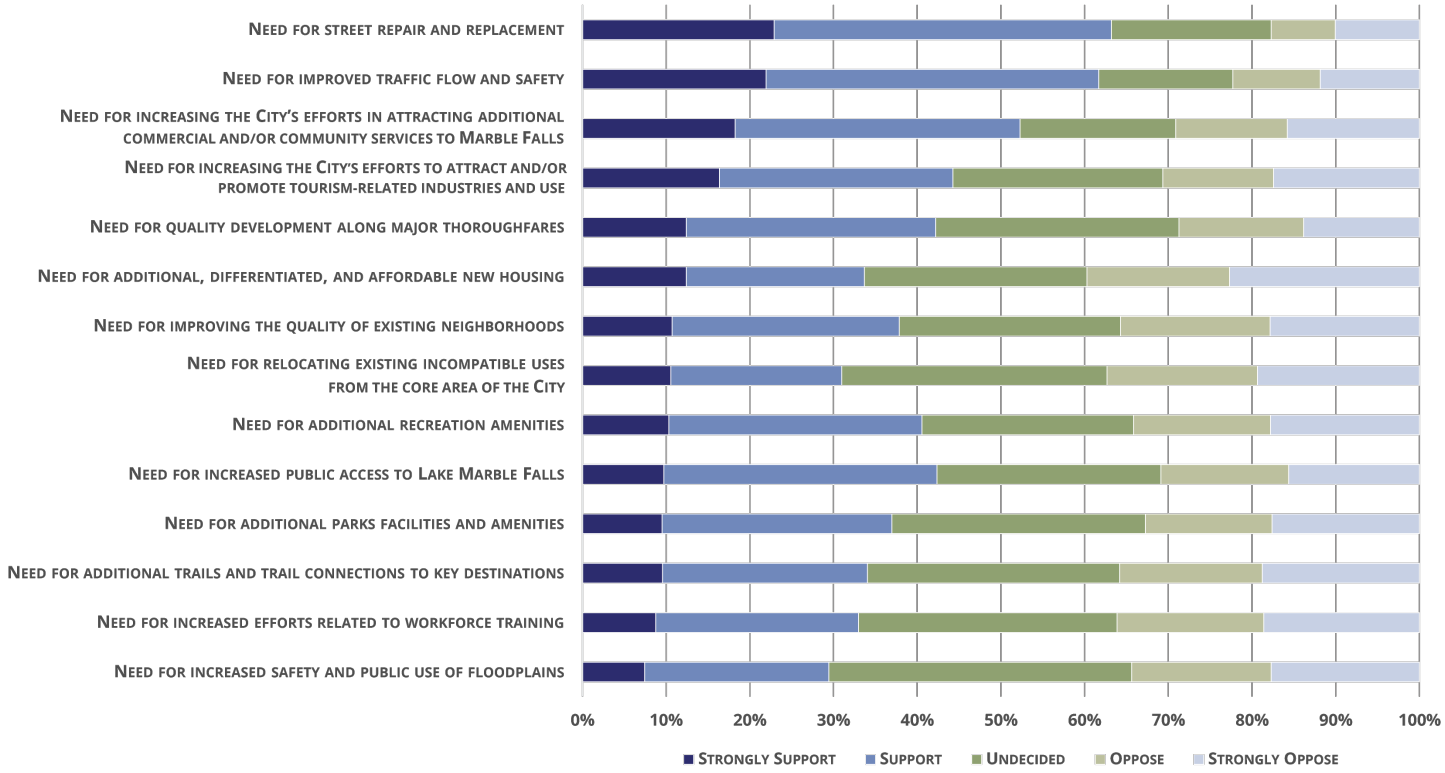
Priority Issues

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?



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?



VISION AND GOALS

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 even better place to live!"

Vision

The community's vision embodies a collective aspiration for the future, while defining the framework by which each Plan chapter shall follow. It functions as a tool for decision-making by elected and appointed officials, guides City staff priorities, and helps to build community consensus so everyone is working towards a common future.

The vision was derived from early public engagement, including stakeholder meetings, the survey and open public house workshops, as well as through a visioning exercise by the CPAC.

Plan Goals

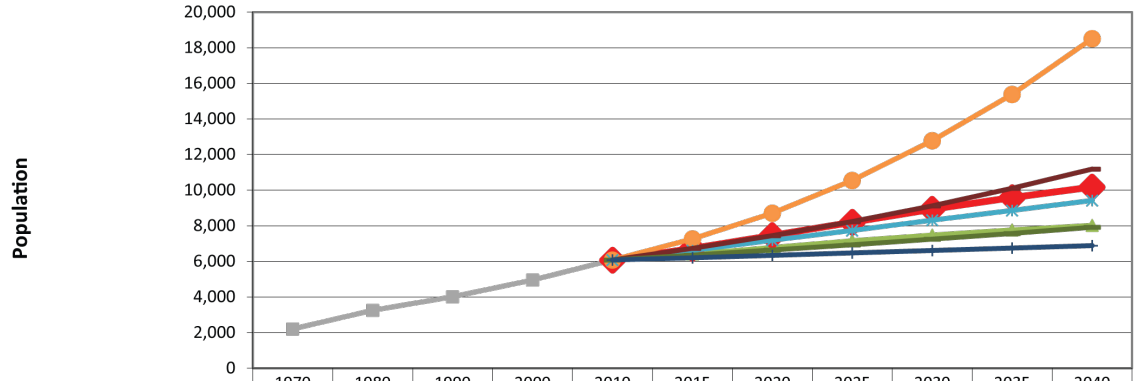
At the beginning of this planning process, five overriding Plan goals were identified in response to community issues. These Plan goals ensure policies and recommendations are consistent across each Plan chapter and in support of the community's vision. It is intended that these same guiding principles will be carried forth in all implementation policies, such that they should help to frame future decision-making.

- **Consolidated Vision** – Assessing and capturing a consensus vision for the future helps to build support for not only Plan adoption, but post-implementation actions such as new programs and operations, capital projects, among others.
- **Protection and Access to Lake Marble Falls** – Hands down … Lake Marble Falls is the City's greatest natural asset and best kept secret. Moving forward, this rich resource must be protected, while at the same time, the City strives to improve its connection and access to it. This could include increased connectivity via hike and bike trails, better connections from the lake to downtown, among other initiatives.

- **Stronger Neighborhoods and Housing** – During the day, Marble Falls benefits from an almost 20,000-person workforce; yet the nighttime population is only around 7,000 people. With the opening of the Baylor Scott & White Regional Hospital near the City's southern terminus, increased efforts will be needed to capture this growing workforce (and property tax dollars) rather than neighboring cities.
- **Continued Economic Growth** – Even though the City benefits from a strong sales tax base, additional efforts can be made to further ensure the City experiences quality and sustainable growth over the long-term. This could include accommodating new high quality development south of the City and along the City's economic spine, while expanding efforts to revitalize the City's historical, cultural,and social hub in Downtown.
- **Increased Tourism and Year-Round Activity** – Similar to other destination cities in Texas, like Austin's Town Lake, Marble Falls' residents can greatly benefit from being a destination city. This includes more access to natural and cultural activities and year-round events and activities, better parks and recreation areas (e.g., lake access and trails), etc.

Population Projections

Marble Falls Historical and Projected Population

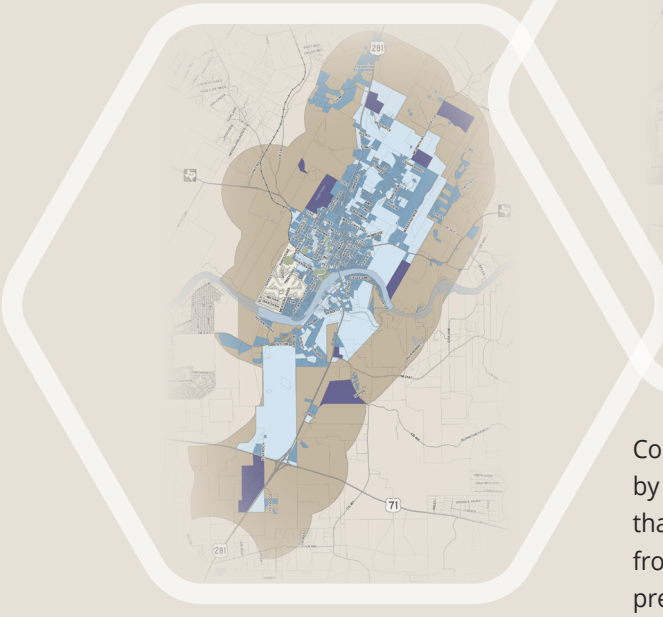


	1970	1980	1990	2000	2010	2015	2020	2025	2030	2035	2040
Historical Data	2,209	3,252	4,007	4,959	6,077						
TSDC 0.5 Scenario					6,077	6,411	6,786	7,154	7,485	7,765	8,020
TSDC 1.0 Scenario					6,077	6,730	7,450	8,205	8,930	9,579	10,171
Texas Water Development Board					6,077	7,272	8,702	10,548	12,785	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

PATTERNS OF GROWTH

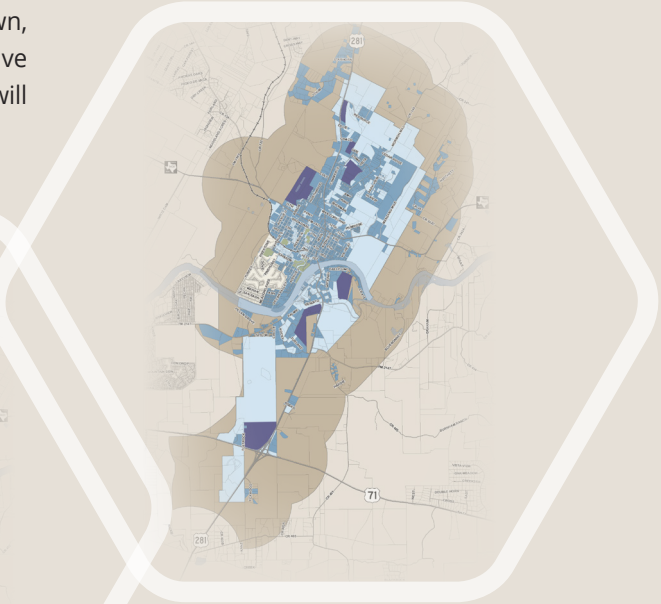
Upon a cursory look, most new development / redevelopment can be classified in one of the following patterns of growth. In reality, citywide development / redevelopment patterns oftentimes exhibit one or more of these classifications at the same time. For example, the new growth surrounding the Baylor Scott & White Medical Center provides an opportunity for a more nodal- or district-based growth pattern in that area. The market will then tend towards developing linear commercial strip development along U.S. Highway 281 towards downtown, which may or may not be desirable. Without proper planning and a proactive implementation strategy, realization of the community's vision for the future will be left entirely to market forces.

SCATTERED



Scattered growth is oftentimes characterized by "leapfrog" development in which new growth skips over vacant and developable land resulting in a sprawling, inefficient land development pattern. Installation of utilities is not as cost effective since more infrastructure is needed to serve fewer connections per linear footage. Similarly, the provision of public services is not as cost effective or efficient because the same amount of service (e.g., police protection) is spread out over a wider area. Scattered development also oftentimes results in increased traffic congestion due to greater distances between uses.

CONTIGUOUS



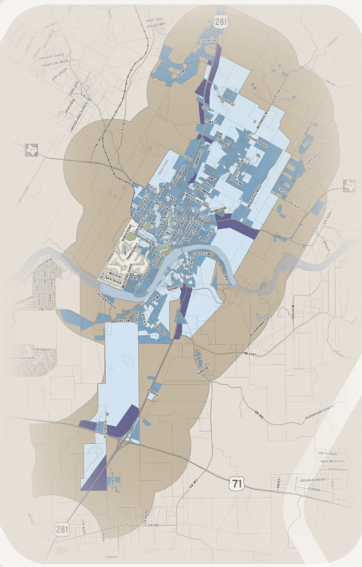
Contiguous growth is characterized by new, greenfield development that gradually expands outwards from existing development. It is preferable over scattered land development because it allows for a gradual outgrowth of utilities and more cost effective provision of public services. While this form of growth is preferable, implementation in the real world is not a given, particularly when considering limits imposed by national and state land use controls and property rights protections.

However, there are certain mechanisms which a city has at its disposal to influence the timing and location of new development.

LEGEND

- Undeveloped Land
- Development Pattern
- Parks
- Marble Falls ETJ
- Meadowlakes

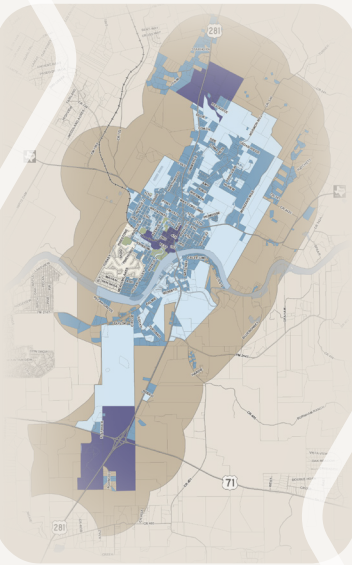
LINEAR



Linear growth is characterized by linear development predominantly along major highways and arterials. Due to the increase in prominence of the automobile in land use planning and design, the linear form of growth oftentimes results in auto-centric commercial strip development that can be found in most places in the country. More often than not, these areas have limited character and are not pedestrian-friendly. Strategies to fix some of the deficiencies in this form of growth typically revolve around making it higher quality.

If done correctly, linear growth can result in a contiguous development pattern that is cost effective for public utility installation and for the provision of public services. If done incorrectly (particularly in smaller cities), over-development of adjacent land uses can quickly overcome the capacity of the roadway to support the land uses it serves, thus decreasing quality of life by concentrating too much traffic and movement into the same linear corridor.

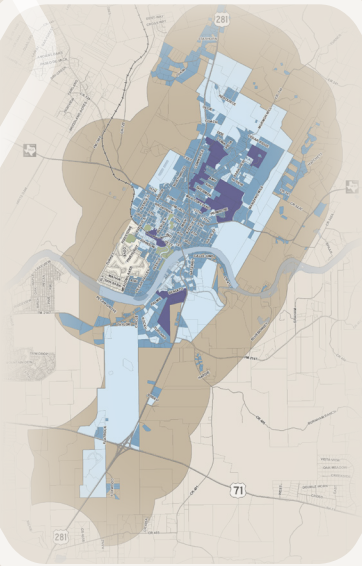
NODAL / DISTRICT



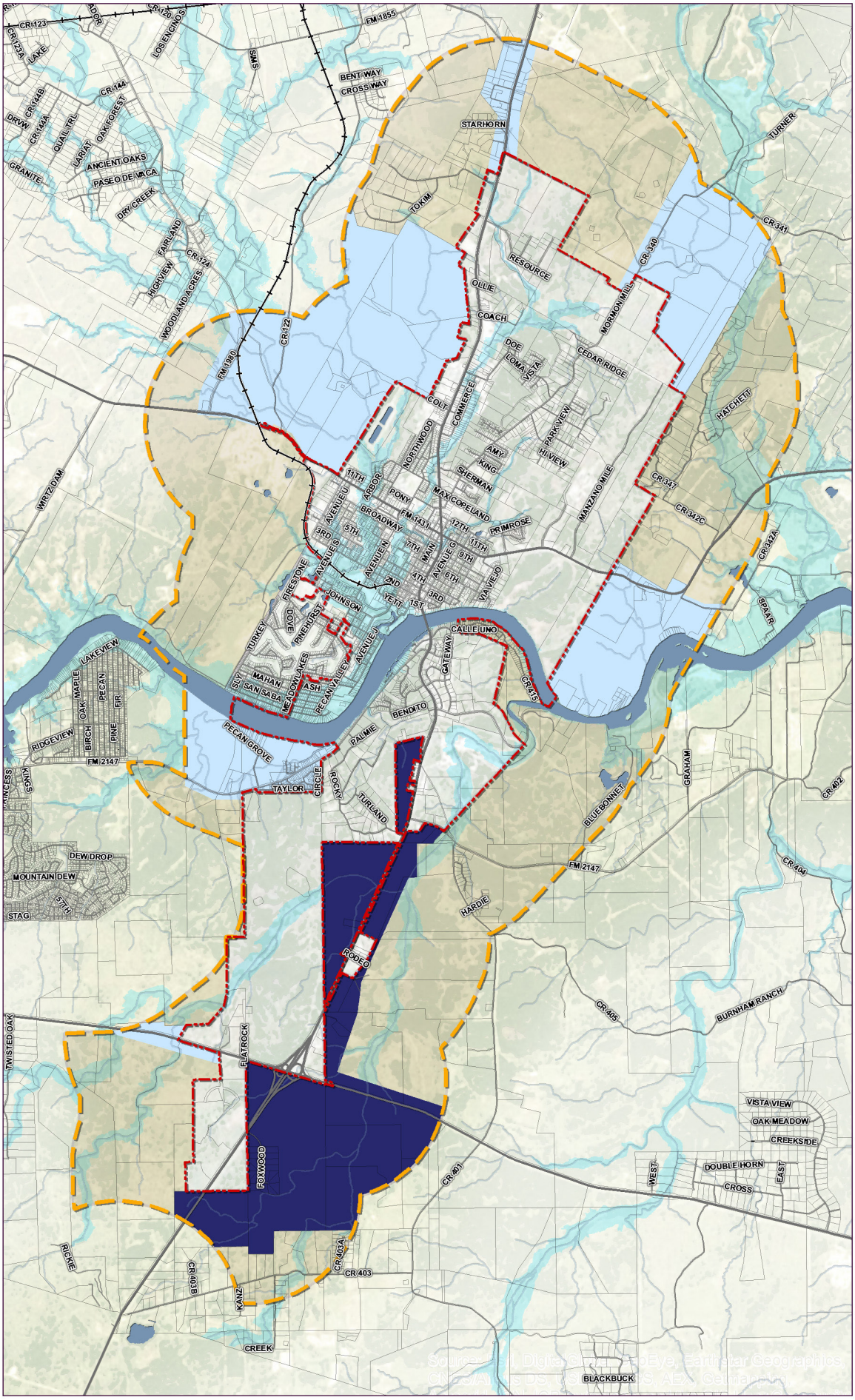
Nodal or district-based growth is a form of contiguous growth where a City focuses its energy in promoting, incentivizing, or requiring development within tightly defined areas which are adequately and efficiently served by public utilities and services. Oftentimes these areas of growth are defined because they exhibit a special character of development (e.g., downtown).

When done correctly, implementation of this form of growth can yield significant investment and identifiable physical improvements in particular areas (e.g., downtown or a newly developing commercial center). To the contrary, the same amount of investment may not be identifiable at all if scattered throughout the City. While there are many positive aspects associated with this form of growth, one negative aspect could be that certain areas feel like they are not receiving the same amount of attention.

REDEVELOPMENT / INFILL



Infill and redevelopment in existing cities is more preferable than developing on raw land on the city's fringe. This is because most of the supporting infrastructure (e.g., streets, water and wastewater, drainage, electricity, parks, police and fire protection, etc.) is already in place. Therefore, some of the positive aspects of infill or redevelopment of interior vacant lots include increasing the taxable value of property, increasing the number of utility connections (i.e., more paying customers) without requiring additional infrastructure, and providing opportunities to correct mistakes from the past. While not necessarily a negative, a focus on infill or redevelopment is often met with pressure from landowners who have available raw land or developers whose business model, or only experience, is based on greenfield development.



LEGEND

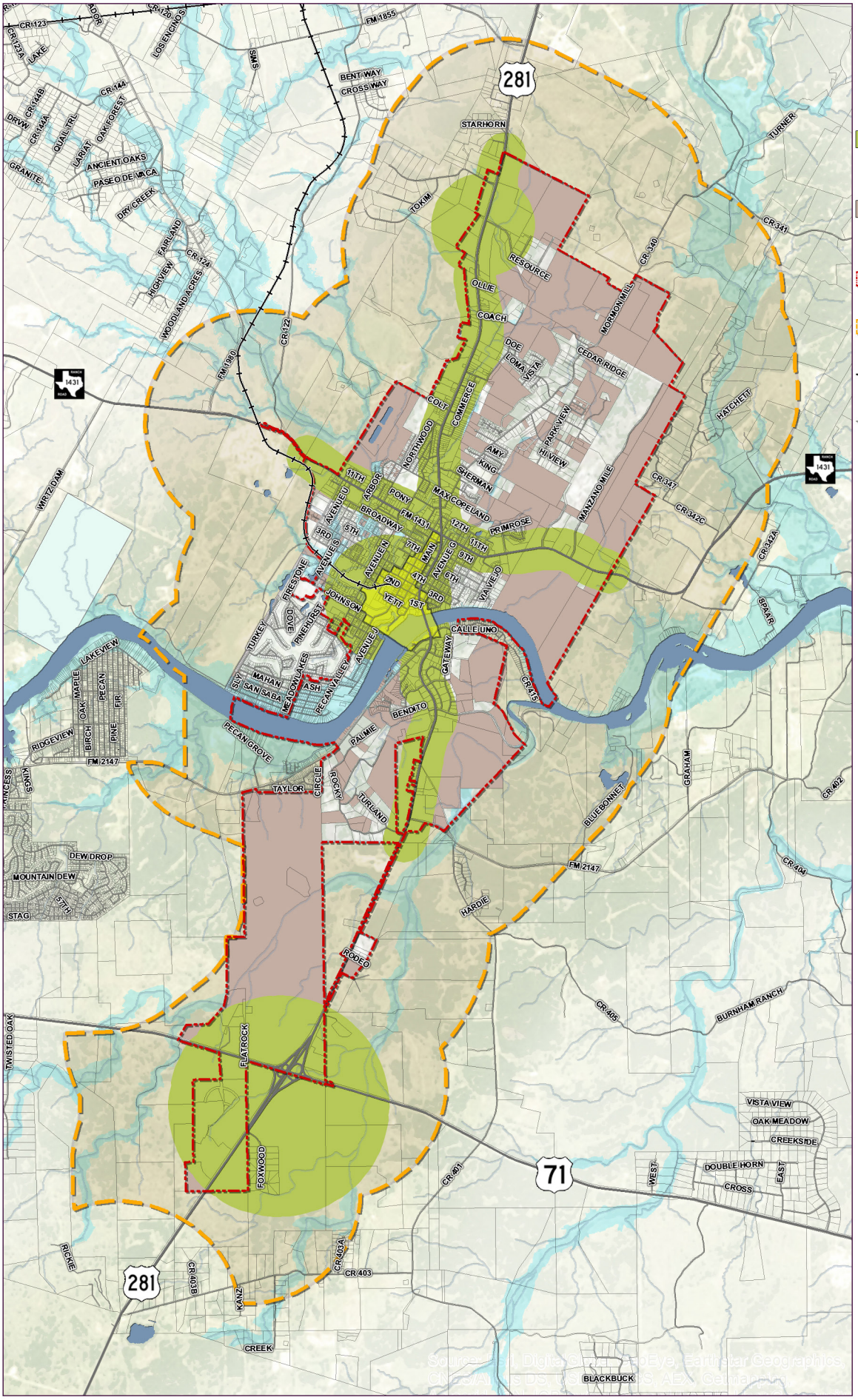
Primary and Secondary Growth Areas

- Near-Term Growth Areas
- Longer-Term Growth Areas
- City Limits
- ETJ
- Railroad
- Roads

The Growth Plan illustrates strategically located near-term annexation priorities and areas that may warrant further evaluation and consideration regarding their longer-term economic and/ or strategic importance.

N
W E
S

0 0.25 0.5 1 Miles

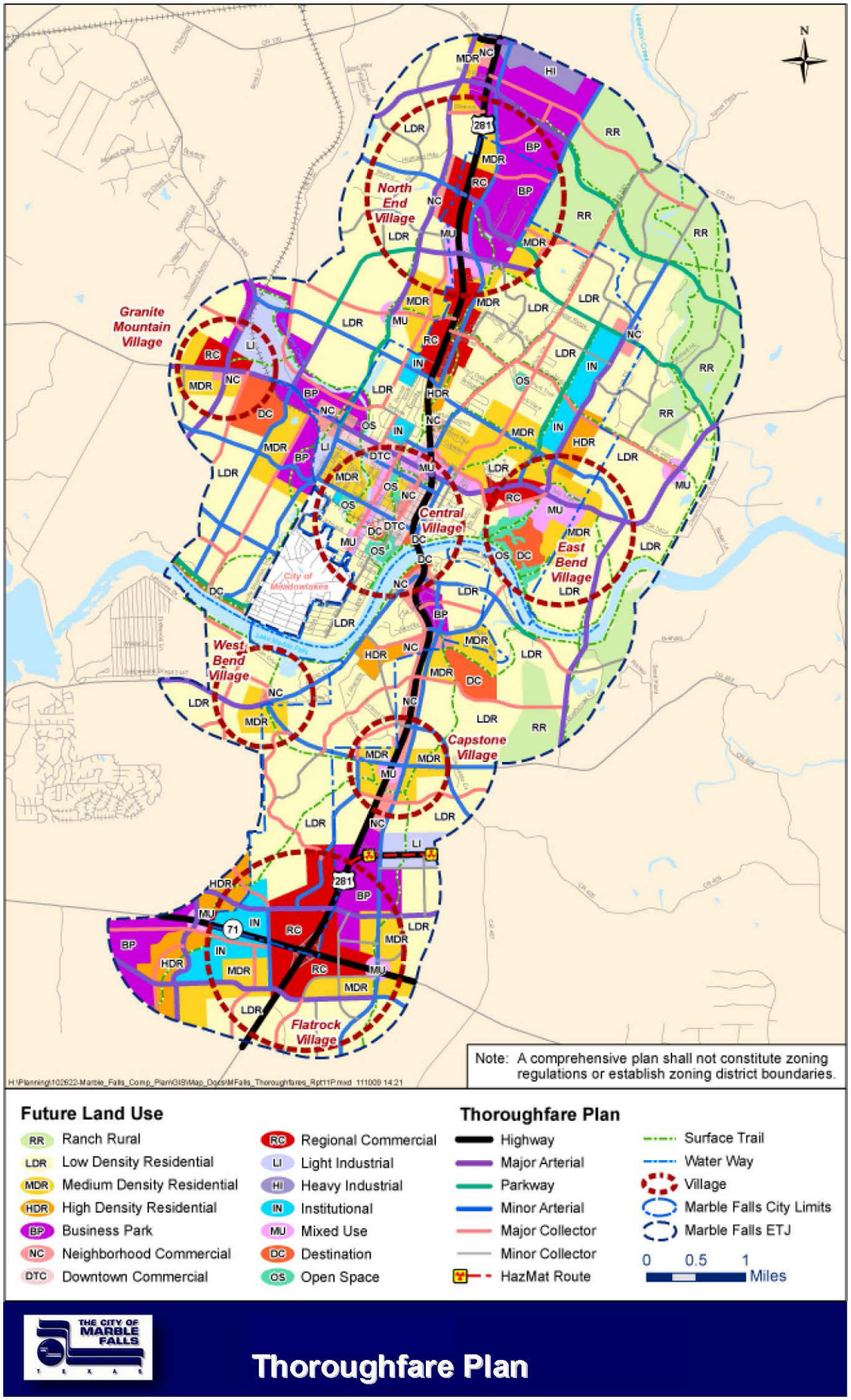


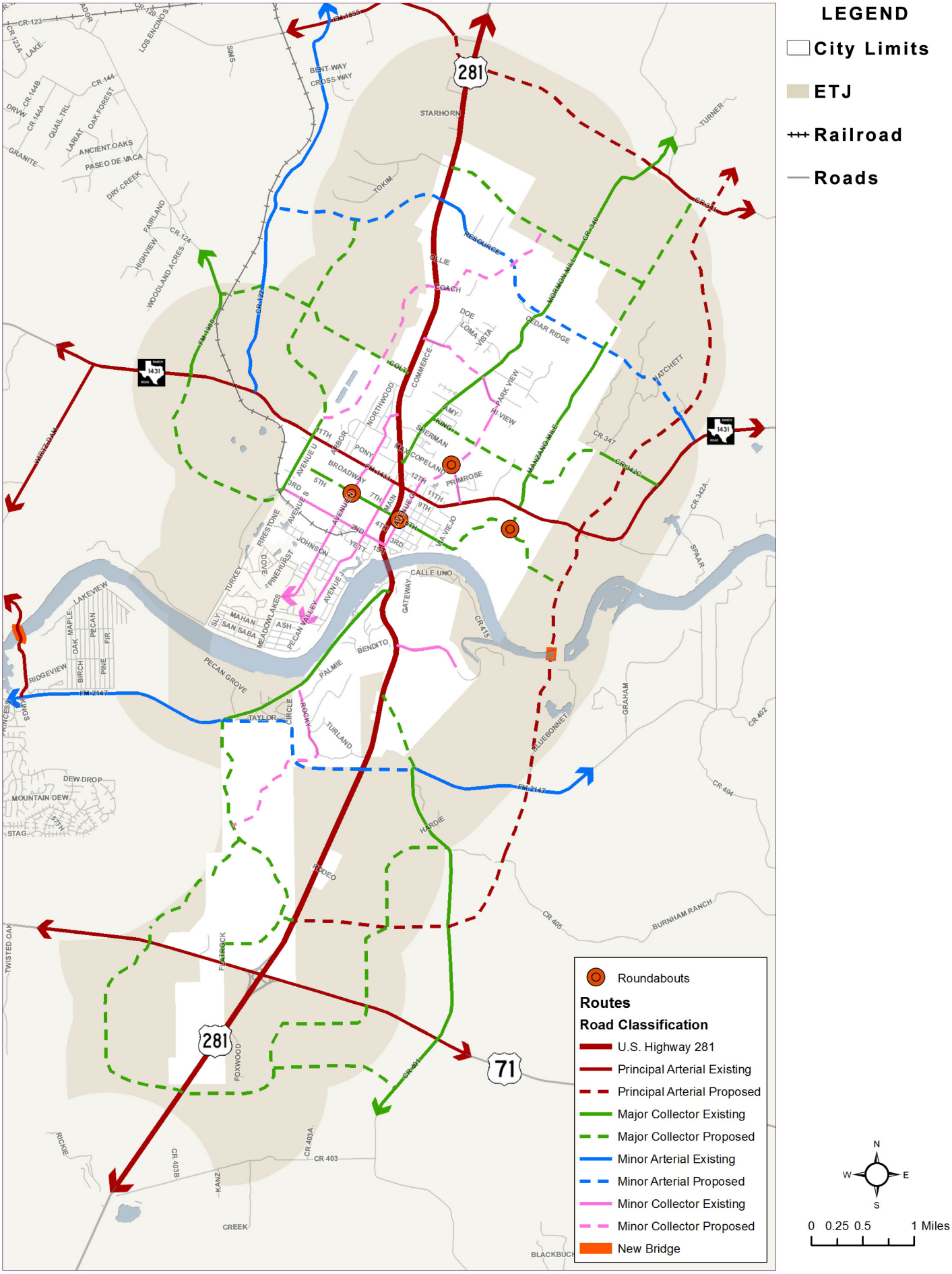
LEGEND

Priority Growth Areas

- Nodal & Linear Growth Areas
- Infill Growth Areas
- City Limits
- ETJ
- Railroad
- Roads

Current Thoroughfare Plan




LEGEND
City Limits
ETJ
Railroad
Roads
Roundabouts
Routes
Road Classification
U.S. Highway 281
Principal Arterial Existing
Principal Arterial Proposed
Major Collector Existing
Major Collector Proposed
Minor Arterial Existing
Minor Arterial Proposed
Minor Collector Existing
Minor Collector Proposed
New Bridge
N
W
E
S
0 0.25 0.5 1 Miles
281
71
1431
STARHORN
TOKIM
RESOURCE
OLLIE
COACH
DOE
LOMA VISTA
CEDAR RIDGE
COMMERCE
NORTHWOOD
PARK VIEW
HI VIEW
AMY
KING
SHERMAN
MAX COPELAND
PRIMROSE
PONY
BROADWAY
AVENUE U
AVENUE S
AVENUE N
AVENUE G
AVENUE J
MAIN
VIA VIEJO
CALLE UNO
GATEWAY
BENDITO
PALMIE
PECAN GROVE
TAYLOR
CIRCLE
ROCKY
TURLAND
HARDIE
RODEO
FLATROCK
FOXWOOD
BLUEBONNET
GRAHAM
BURNHAM RANCH
CR 401
CR 403
CR 403A
CR 403B
CR 405
CR 402
CR 404
CR 415
CR 342A
CR 342C
CR 347
CR 340
CR 341
CR 122
CR 124
CR 123
CR 123A
CR 144
CR 144A
CR 144B
CR 120
FM 1855
FM 1980
FM 1431
FM 2147
WIRTZ DAM
LAKEVIEW
RIDGEVIEW
MAPLE
OAK
BIRCH
PECAN
PINE
FIR
DEW DROP
MOUNTAIN DEW
STAG
TWISTED OAK
RICKIE
KANZ
CREEK
BLACKBUCK
TURNER
HATCHETT
SPAAR
MORMON MILL
MANZANO MILE
LOS ENCINOS
SIMS
BENT WAY
CROSS WAY
ANCIENT OAKS
PASEO DE VACA
DRY CREEK
FAIRLAND
HIGHVIEW
WOODLAND ACRES
GRANITE
LARIAT
OAK FOREST
QUAIL TRL
DRVW
LAKE
ADOR
MEADOWLAKES
PECAN VALLEY
PINEHURST
FIRESTONE
JOHNSON
TURKEY
DOVE
MAHAN
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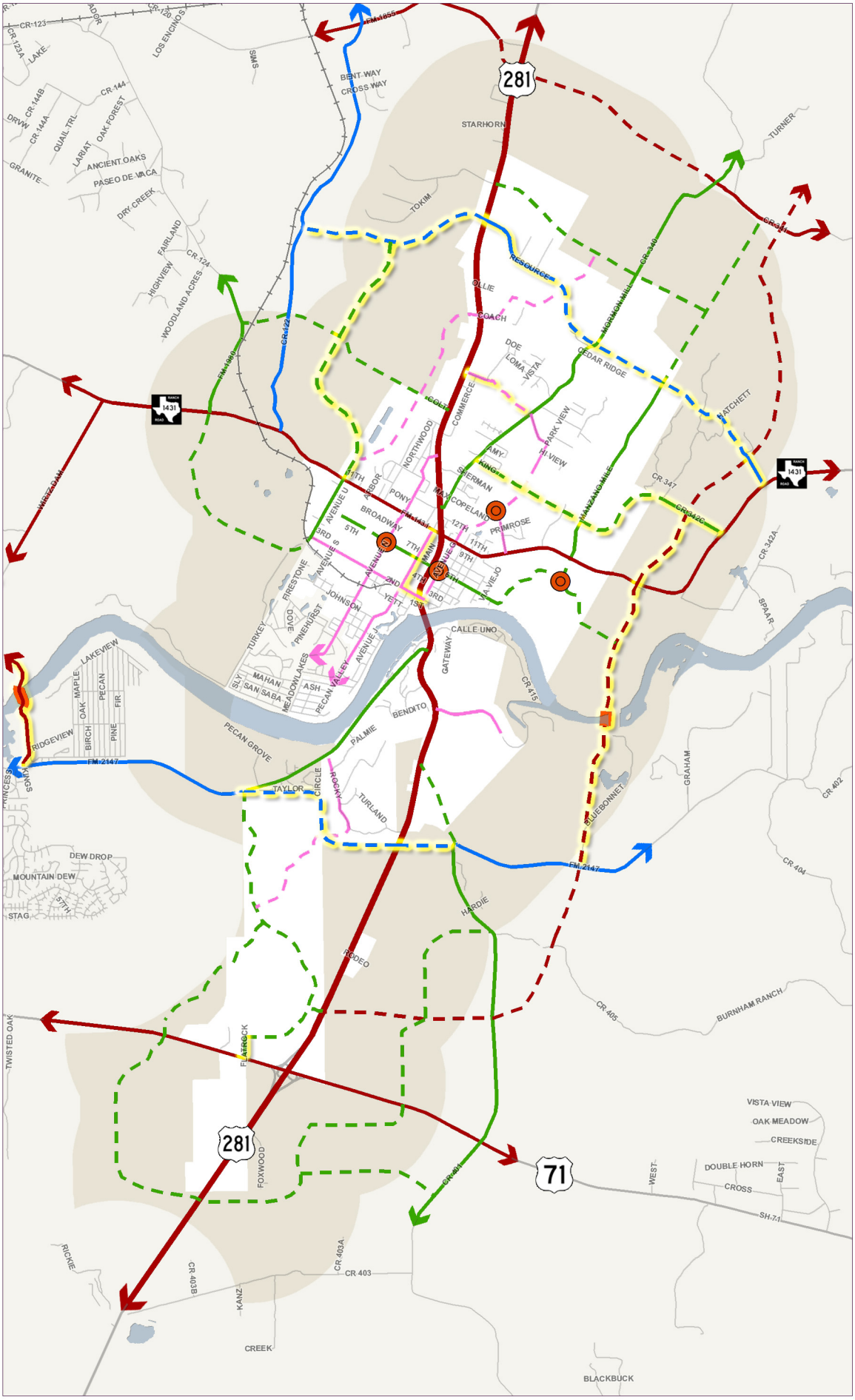
11TH
ARBOR
11TH

Priority Thoroughfare Improvements



LEGEND

Thoroughfare Priorities

- City Limits
- ETJ
- Railroad
- Roads
- Thoroughfare Priorities (denoted by yellow highlight)
- Roundabouts

Routes

Road Classification

- U.S. Highway 281
- Principal Arterial Existing
- Principal Arterial Proposed
- Major Collector Existing
- Major Collector Proposed
- Minor Arterial Existing
- Minor Arterial Proposed
- Minor Collector Existing
- Minor Collector Proposed
- New Bridge

N W E S

0 0.25 0.5 1 Miles

UNDERSTANDING CHARACTER

Understanding Differences in Character

In order to achieve the community's envisioned future for Marble Falls, it is not only important to consider where different types of residential, commercial, and industrial uses should be located; it is equally important to identify the embodied design characteristics which create differing areas of unique character[1] throughout the City. In this regard, planning and regulating the character of development will be the key difference between talking about Marble Falls as a destination and it actually becoming a destination.

RURAL

Rural character is established through large parcel sizes, high open space ratios, and very low site coverage. It is comprised of individual residences on large lots (e.g., estate lots), conservation subdivisions, ranches or farms, and areas of open space.

SUBURBAN

Suburban character is established through a high degree of "green space" protected as yards. Different than auto-oriented development, both residential and nonresidential suburban development deemphasize the automobile, have wider separation between uses, and have a more residential-type appearance (e.g., pitched roofs).

AUTO-ORIENTED

Auto-oriented character has become the dominant form of development found in Anywhere U.S.A. It is characterized by less openness and separation between uses and is dominated by the automobile through streets, driveways, parking lots, etc. It can be enhanced through improved building and development design.

URBAN

Urban character, oftentimes found in downtowns, is characterized by buildings being built close to the street (creating a sense of enclosure), parking either on-street, behind the building, or in public or private off-site parking lots. These areas have intense site coverage and a high degree of walkability.

1 Lane. H. Kendig with Bret C. Keast. Community Character, Principles for Design and Planning. Washington: Island Press, 2010.

AVENUE G PROPOSED IMPROVEMENTS

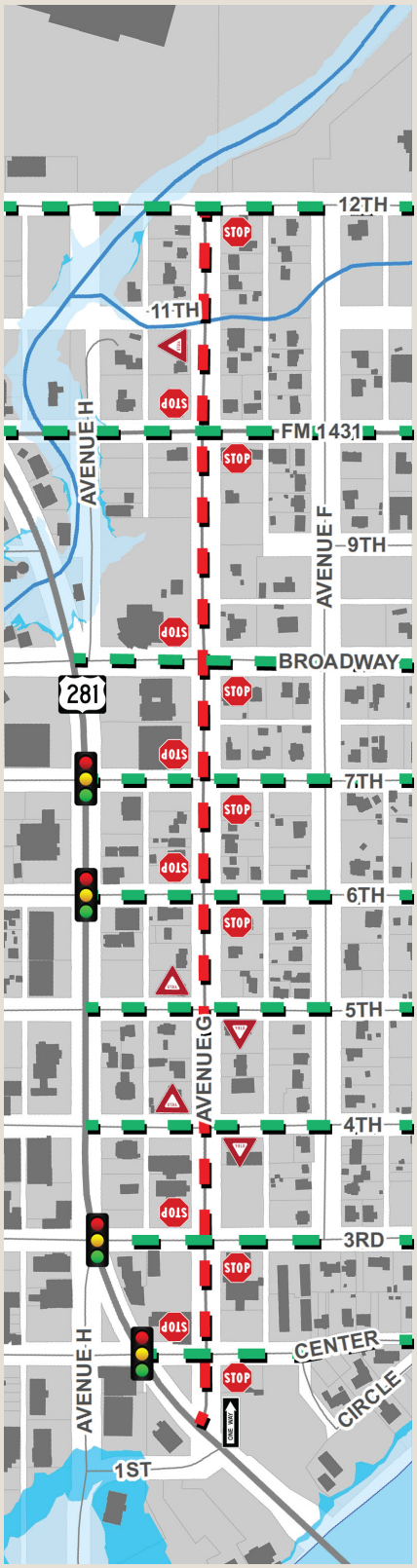
One transportation issue that garnered a lot of public input was congestion along U.S. Highway 281 and the need for additional transportation options to improve local connectivity. While periodic recalibration of signal timing along U.S. Highway 281 can greatly improve and/or maintain through traffic, there will always be competition between a workforce commuting out to the greater regions and locals trying to move in and around the City.

One option is to improve a series of streets, like Avenue G, to improve local transportation choices. As illustrated in *Existing Ave. G Traffic Flow*, Avenue G's traffic flow is oriented towards each street it intersects. In other words, traffic along Ave. G stops or yields each time it comes to cross street. As proposed in *Proposed Ave. G Traffic Flow*, the traffic flow could be reoriented in favor of Ave. G so that northbound traffic could exit off of U.S. Highway 281 on the one-way portion of Ave. G near the Visitor's Center and proceed north through a roundabout (illustrated in *Schematic Improvement to Ave. G* and *Illustrative Ave. G Roundabout Improvement*) without having to stop until FM 1431. Southbound traffic could flow south on Ave. G without stopping, except needing to turn right onto 3rd Street to exit back onto U.S. Highway 281 or cross into Downtown Marble Falls.

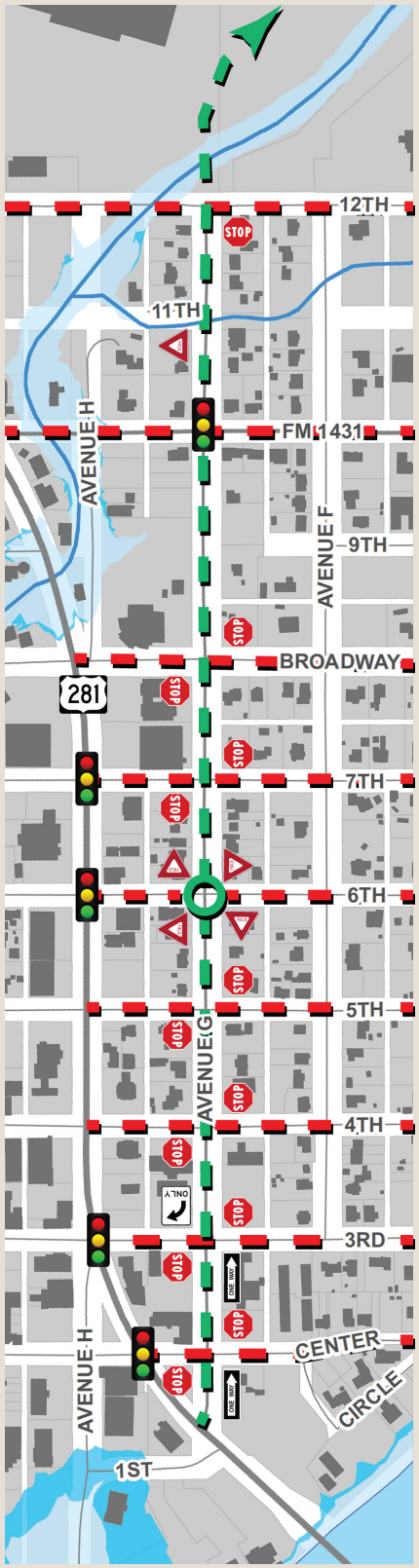
Ave. G itself would be redeveloped with two 12-foot free flowing travel lanes, two 8-foot parking lanes and two 5-foot on-street bike lanes. As part of the future land use plan, this segment of Ave. G would complete its already started transition from residential to commercial land uses. The standards for this area could be calibrated to maintain the residential character and appearance of these properties by requiring on-street parking (or small lots in the side or rear of the property), a residential appearance and scaled building, street trees, etc. The existing homes would transition great to professional service offices (e.g., dentists, lawyers, architects, etc.) among other similar commercial ventures appropriate for local businesses.

Ave. G would then be extended up to areas north via a new connection to Park View Drive , Mormon Mill Road, etc. providing a parallel connector option to U.S. Highway 281 for locals.

EXISTING AVE. G TRAFFIC FLOW



PROPOSED AVE. G TRAFFIC FLOW

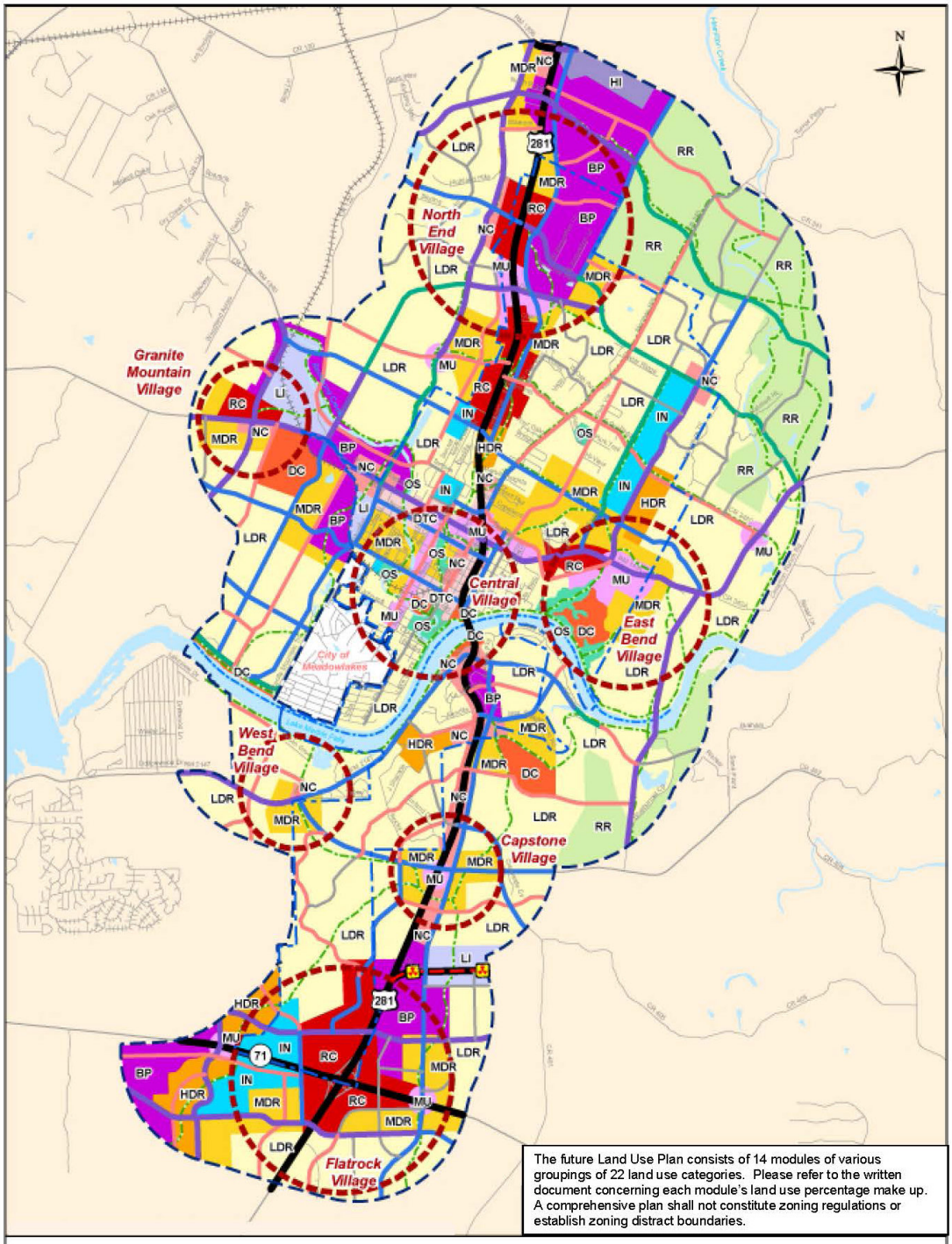


Primary Traffic Flow Secondary Traffic Flow

SCHEMATIC IMPROVEMENT TO AVE. G

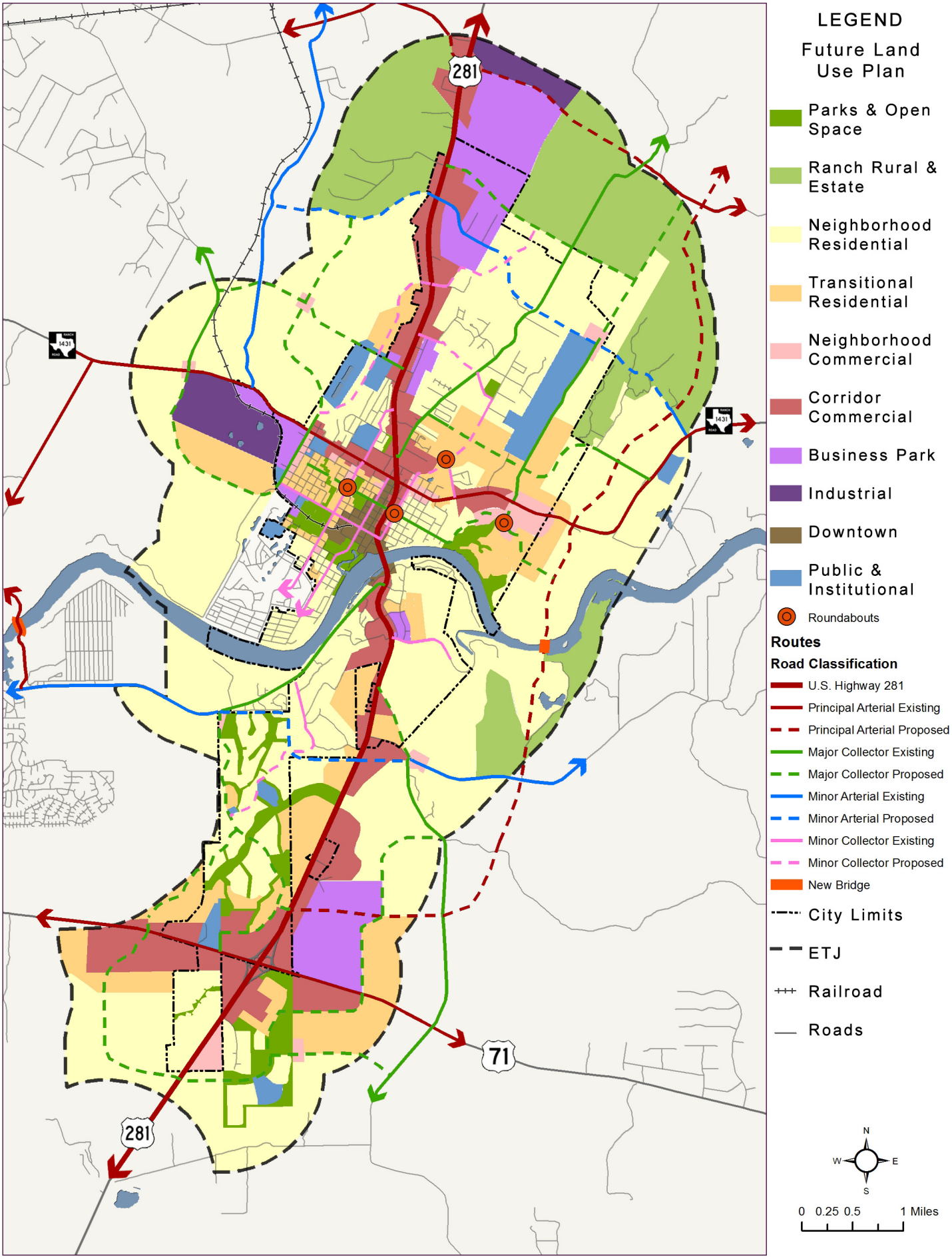
ILLUSTRATIVE AVE. G ROUNDABOUT IMPROVEMENT

Current Future Land Use Plan



THE CITY OF MARBLE FALLS TEXAS

Figure 6.2
Future Land Use Map


281
1431
1431
71
281
LEGEND
Future Land Use Plan
Parks & Open Space
Ranch Rural & Estate
Neighborhood Residential
Transitional Residential
Neighborhood Commercial
Corridor Commercial
Business Park
Industrial
Downtown
Public & Institutional
Roundabouts
Routes
Road Classification
U.S. Highway 281
Principal Arterial Existing
Principal Arterial Proposed
Major Collector Existing
Major Collector Proposed
Minor Arterial Existing
Minor Arterial Proposed
Minor Collector Existing
Minor Collector Proposed
New Bridge
City Limits
ETJ
Railroad
Roads
N
W
E
S
0 0.25 0.5 1 Miles

Future Land Use Classification Acreage and Percentage Breakdown

FUTURE LAND USE CLASSIFICATION	MAP COLOR / SYMBOL	PRIMARY & SECONDARY USES	ACRES	PERCENT
PARKS & OPEN SPACE	**PO**	Primary: • Public parks and recreation areas, golf courses, trails, land within floodplains, stormwater management systems (if appropriate) Secondary: • Special events (e.g., races, etc.)	452	1.79
RANCH RURAL & ESTATE	**RR**	Primary: • Farming, ranching, equestrian facilities, stock & poultry raising, dairy production, greenhouses and nurseries, individual residential lots (min. 5 ac./lot), large-lot single-family detached residential neighborhoods (min. 4 ac./lot) without public facilities Secondary: • Limited Use Basis: passive park or trail, institutional, bed and breakfasts • Conditional Use Basis: leasing of land for recreational purposes, conservation subdivisions (if surrounded by large amounts of open space), commercial establishments (if predominantly associated with serving rural uses or lifestyles)	3,479	13.77
NEIGHBORHOOD RESIDENTIAL	**NR**	Primary: • Single-family detached residential, neighborhood-serving parks, trails, and open space Secondary: • Limited Use Basis: parks (active or passive) intended for residents of greater Marble Falls community • Conditional Use Basis: golf courses, primary and secondary schools, institutional uses (e.g., fire station), places of public assembly, neighborhood-serving nonresidential (e.g., day care), bed and breakfasts (in Old Township areas of the City)	13,246	52.44
TRANSITIONAL RESIDENTIAL	**TR**	Primary: • Single-family attached and multi-family residential, neighborhood-serving parks, trails, and open space Secondary: • Limited Use Basis: parks (active or passive) intended for residents of greater Marble Falls community, neighborhood-serving nonresidential (e.g., day care), institutional uses (e.g., fire station), small lot single-family detached as a small portion of a planned development • Conditional Use Basis: golf courses, primary and secondary schools, places of public assembly, bed and breakfasts (in Old Township areas of the City)	2,454	9.72
NEIGHBORHOOD COMMERCIAL	**NC**	Primary: • Professional offices, food sales, convenience stores, general retail sales, personal services, medical or healthcare facilities, life care housing or facilities, restaurants, parks, trails, and open space Secondary: • Limited Use Basis: institutional uses (e.g., fire station), day care services • Conditional Use Basis: primary and secondary schools, places of public assembly	333	1.32

FUTURE LAND USE CLASSIFICATION	MAP COLOR / SYMBOL	PRIMARY & SECONDARY USES	ACRES	PERCENT
CORRIDOR COMMERCIAL	**CC**	Primary: • All commercial and civic uses as set out in the C-3, *General Commercial* district in the City's Code of Ordinances • Business Park uses as long as they were subject to the same standards set out for Corridor Commercial Secondary: • Primary uses identified in Transitional Residential, only as part of a larger planned development where the associated residential uses comprise no more than 25 percent of the land area devoted to the overall development	2,088	8.27
BUSINESS PARK	**BP**	Primary: • Flexible office/warehouse, logistics and distribution centers, data centers, corporate offices and/or campuses, light manufacturing and industrial (where operations are conducted within the building, generate little to no perceived off-site nuisances, and outdoor storage is fully screened from public rights-of-way and abutting non-compatible uses), certain commercial uses (e.g., indoor recreation), sale of outdoor equipment Secondary: • Limited Use Basis: institutional uses (e.g., fire station), retail or wholesale uses (if related to selling a product that is manufactured on site or primary client base is related to supporting others who work in nearby business park areas) • Conditional Use Basis: primary and secondary schools, places of public assembly	1,446	5.73
INDUSTRIAL	**IN**	Primary: • Primary uses identified in Business Park • Limited Use Basis: scrap and salvage operations and stock yards • Conditional Use Basis: more intense uses, such as basic industry and resource extraction	503	1.99
DOWNTOWN	**DN**	Primary: • All uses as set out in the MSD, *Main Street District* section of the City's Code of Ordinances as well as convention center, pedestrian plazas, downtown lofts Secondary: • Conditional Use Basis: some Transitional Residential uses (e.g., townhouses and apartments) if designed as part of a larger mixed-use development with urban character	162	0.64
PUBLIC & INSTITUTIONAL	**PI**	Primary: • Primary and secondary schools, government facilities, community centers, hospitals Secondary: • Limited Use Basis: medical offices when constructed as part of the Baylor Scott & White hospital complex, passive park or trail should as part of other Public or Institutional uses not located within an area designated as Park or Open Space	561	2.22
LAKE MARBLE FALLS AREA	**-**		533[1]	2.11
TOTAL			25,257[2]	100.00

1 The acreage for Lake Marble Falls is estimated as being the remaining areas within Marble Falls City limits and ETJ and not designated as another future land use classification.
2 The total number of acres equals the land area within Marble Falls City limits and ETJ, minus the acreage included in the City of Meadowlakes City limits.

Beautification Plan

Illustrative US 281 Gateway

Interchange Enhancement

Texas spring wildflower meadow[1]

Improved highway abutments

1 http://www.keepbanderabeautiful.org/bearspringsblossom/wildflow.html

U.S. 281 Access Management

U.S. 281 Landscape Median

Illustrative U.S. 281 Corridor Improvements

BEFORE

AFTER

Main Street/Lake Marble Falls Connectivity