

DOWNTOWN MASTER PLAN

Plan Content Overview and Public
input mechanisms

May 13, 2010 Downtown Committee Meeting

Committee Homework Review

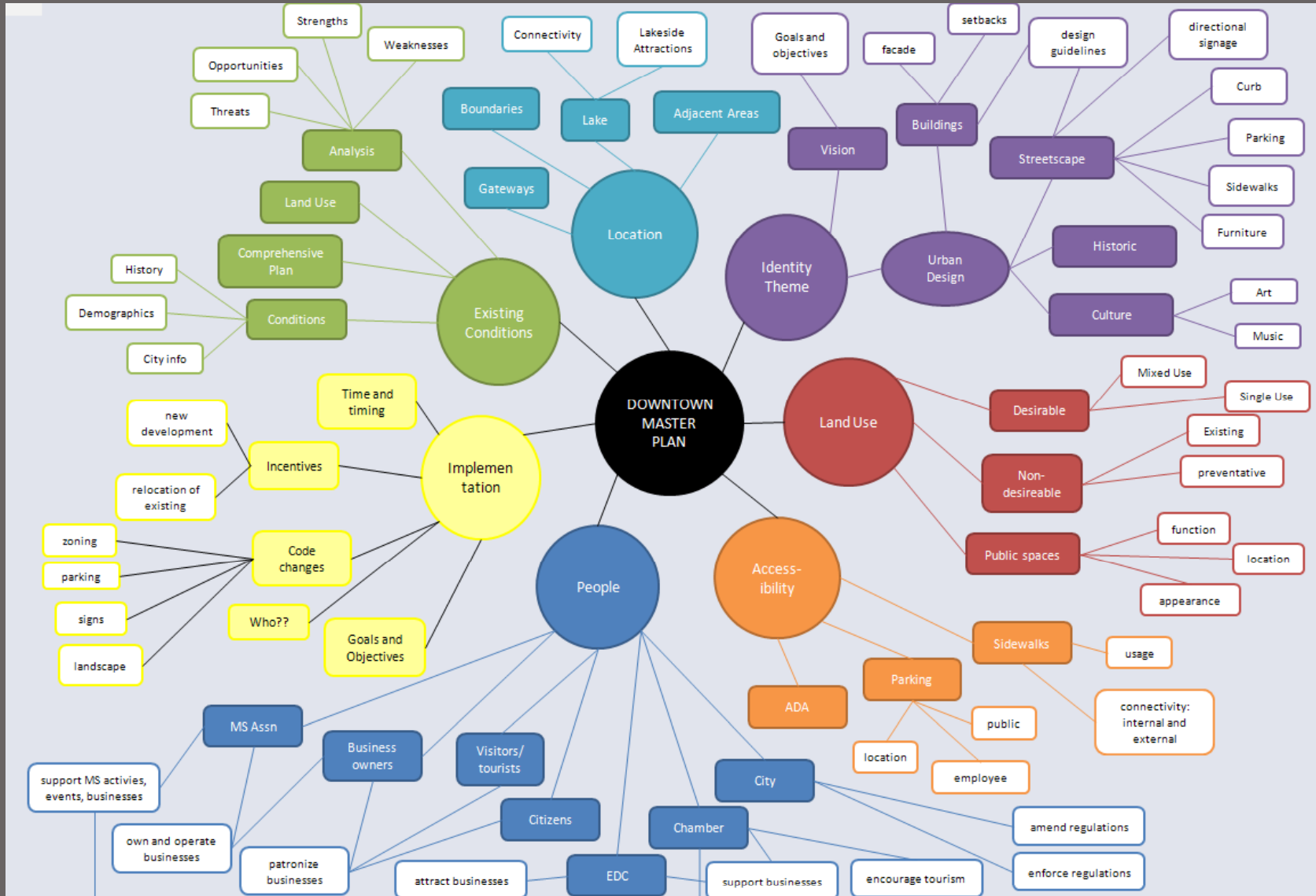
- ❖ How many walked downtown area since last meeting?
 - Observations?
 - Was it comfortable to you?

- ❖ Other Cities downtown plans?
 - Any examples?
 - Staff examples were:

BENCHMARKING

- **City of New Braunfels** – Excellent Strategic plan, clear prioritization steps to accomplish vision and goal of the plan and segmented to be taken in steps
- **City of Missoula, Montana** – Huge Plan for a large downtown. Traditional plan format, clear vision, clear plan content really strong focus on public spaces and how they can impact the surrounding vicinities
- **City of Hutto** – Downtown plan is 9 pages long, the downtown plan is a series of statements of what the community wants downtown to be, have, and improve upon.
- **City of Kyle** – No traditional downtown plan; only City Strategic plan with downtown initiatives within it
- **City of Fredericksburg** – No downtown plan; only Comprehensive Plan

Visual Representation of Plan Variables



GENERAL PLAN CONTENT

- Vision/Goals/Objectives –Character of Downtown
- Public input/SWOT
- Existing conditions
- History

- Streets
- Parking
- Pedestrian Mobility
- Land Use
- Urban Design

- Implementation

Less is more; the plan formant will focus on being a simple document that conveys a huge volume of content.

DEVELOPMENT STRATEGY

Here are the two major areas we are going to break downtown into during development of the plan:

DOWNTOWN

Public Space

- Street Corridors
- Sidewalks
- Alleys
- Parking
- Plazas
- Parks
- Civic uses

Private Space

- Land Use
- Character
- Architecture
- Parking
- Financial Incentives

It is the combination of these two elements that provides a sense of place and destination for people to visit and enjoy.

Public Input

Public involvement is a key component of any planning effort. The following methods have been employed by the staff to receive public input.

- ❖ General Public Survey
 - Survey accessible on City website
 - ✓ Local Newspapers
 - ✓ City Website
 - ✓ Water bill
- ❖ Business and Property Owner Survey
 - Survey accessible on City website
 - ✓ Direct mailing postcard
- ❖ Both options provided a “phone in” option for persons with no internet access
- ❖ Committee and staff conduit for the process
- ❖ Public Planning workshops???

Surveys were modified from Committee input at the last meeting.

**MARBLE FALLS
DOWNTOWN
NEEDS YOUR HELP!**

Take a few minutes to
participate
in our
online
survey!



*Your input will help create a better
plan for the future of Downtown.*

Log on to
www.ci.marble-falls.tx.us

Look for the
"Downtown Survey" link

Don't have internet access?
Contact Development Services at
830-798-7066

Newspaper Ad

***THE MARBLE FALLS DOWNTOWN MASTER PLAN
COMMITTEE NEEDS YOUR HELP!***

*As a business owner and/or property owner in the
downtown area, you have been asked to participate in
an online survey. Your input is vital to help create a better
plan for the future of Downtown. Please take a
few minutes to complete the survey.*

Log on to:

www.surveymonkey.com/s/downtown_owner_survey

Don't have internet access?

Call Development Services to participate at:
830-798-7066

Direct Mailing Postcard

Public Input

Does the committee approve of closing the surveys?

- ❖ Preliminary Results

- General Public

- ✓ 140 participants

- Business and Property Owner Survey

- ✓ 32 of 328 – 10% return

- ❖ Had 0 persons “phone in” to complete survey

- ❖ Will have an ongoing Downtown question of the week on the website, to retrieve more input and maintain citizen involvement.

- ❖ General Public Oriented workshops?