

The City of Horseshoe Bay Comprehensive Long-Range Plan

(Updated October 2016)

The City of Horseshoe Bay has a commitment to its mission to “serve and protect [its] citizens while preserving [its] heritage and planning for [its] future”. As a part of its preparation for the future, in 2015 the City Council began the process of developing a comprehensive long range plan to guide actions and decisions for the city which align to this mission.

The 2016 City of Horseshoe Bay Long Range Plan emerges from extensive review of external and internal functions and input from all stakeholders. At its core lies the work from the 2015-16 Long-Range Planning Advisory Committee (LRPAC) and the detailed report presented to the Planning and Zoning Commission and the City Council on September 6, 2016. The recommendations of the LRPAC report reflect direct stakeholder interviews, citizen surveys, and focused group consensus building from the varied communities within Horseshoe Bay.

Merged with the core data of the LRPAC report is the internal examination of all current activities of city departments and their emerging needs assessment. The resulting plan identifies the goals and action items which represent the will of the community, the needs of city operations, and a commitment to the mission of Horseshoe Bay expected by its citizenry.

Attached:

1. Comprehensive Long-Range Plan (2016): Goals and Action Items
2. Implementation Plan
3. Long-Range Planning Advisory (LRPAC) Report (September 2016)
4. LRPAC Executive Summary
5. LRPAC Survey Data
6. City of Horseshoe Bay Future Land Use Map

Goal: Ensure high quality broadband internet access to support the professional and social needs of all citizens.

Action Items:

1. Establish a Municipal Broadband Committee drawn from local high level talent in the field and regional resources to explore potential service options
 - a. Inventory existing internet coverage and assets within the city's internal services and the community at large
 - b. Develop an action plan and partnerships to ensure high speed internet services with flexibility for growth
 - c. Develop a recommendation to the city council for consideration to provide increased broadband internet access
2. Leverage regional, state, and industry relationships and identify feasibility options for increased broadband internet access

Goal: Update land use plan for commercial, residential, and open space

Action items:

1. Update land use map reflecting desired land use development based on current zoning and LRPAC recommendations
2. Deepen training of new Planning and Zoning Committee members using a progressive review of standards annually for shared level of knowledge
3. Identify areas with incompatible zoning and areas that do not align with desired map plan
4. Continue to ensure current code enforcement standards are effective and are fully enforced, proactively monitoring deteriorating buildings, updating minimum square footage building requirements, and new development
5. Develop transition plan to support the enforcement of all Architectural Compliance Committees' requirements
6. Review existing Parks Plan to explore uses for recreational and historical preservation
 - a. Explore shared park, hiking, and recreational development options
 - b. Explore funding partnerships to support desired uses
7. Continue to research options for additional funding sources, proactively seeking grants, donor pledges, and partnerships

Goal: Manage economic growth to reflect the unique nature of Horseshoe Bay and the preservation of the resort/retirement character of the community

1. Maintain an approach of controlled development that maintains a current lifestyle standard in business and residential properties
2. Support the Horseshoe Bay Business Alliance efforts to sustain and expand existing businesses and services within the city
3. Direct focus of commercial development to align with land use map along high traffic corridors, preserving existing and future residential and recreational developments
4. Advocate for safe and efficient traffic flow, including a continuous turn lane on Hwy. 2147 through to Hwy. 71

Goal: Protect the Environmental Health and Integrity of the City of Horseshoe Bay and the surrounding areas which impact the quality of life for its citizens

1. Maintain Lake LBJ's environmental quality through cooperative agreements with TPWD (Texas Parks and Wildlife Department), TCEQ (Texas Center for Environmental Quality, LCRA (Lower Colorado River Authority, Burnet and Llano County
2. Continue to emphasize and strengthen proactive actions for Water Conservation and Management, including education tied to plan approval regarding residential and commercial drainage management requirements
3. Support the health of heritage trees and native landscaping through annual reviews and partnerships with POAs (Property Owner Associations), Agriculture Extension Agents, and citizen groups
4. Evaluate the need for a drainage and/or tree ordinance at the city level
5. Evaluate the need for curb-side recycling, in addition to the existing central community recycling option
6. Expand current educational guidance to businesses and residents on preservation and maintenance practices for water, landscaping, conservation and protective actions

Goal: Outline a communication plan that provides information and showcases the City of Horseshoe Bay's commitment to quality of life

1. Annually Review and publicize the existing inventory of information access options, including NOTIFY ME, CODE RED, and over ten other tools (website, social networks, publications, etc.) for input by citizens and dissemination of topic specific information
2. Implement a Horseshoe Bay 101 Citizens Academy to develop city wide depth of knowledge and access to city functions
3. Conduct annual citizen forums
4. Utilize relationships with POA and resort leaders as conduits for detailed communications for unique needs in all subdivisions of the city
5. Outline financial status for citizens to understand funding implications to support needed infrastructure improvements and/or expanded services, including potential tax and rate incremental increases
 - a. Publicize STATE of the CITY Report by Mayor annually
 - b. Use annual Citizen's Forum to provide oral, visual and written overview of financial status and funding sources
 - c. Imbed funding overview into Horseshoe Bay Citizen Academy 101
 - d. Provide lay term summary in local newspaper bi-annually
 - e. Develop 'snapshot' summary accessible on city website
6. Problem solve with POAs and the Declarant (Horseshoe Bay Resort) to maintain subdivision entries, safety and ambiance factors (lighting, signage) and property code compliance reflective of the needs of their communities

Goal: Embrace a proactive advocacy presence with area, regional and state organizations to pursue protection and enrichment of lifestyle needs

1. Strengthen expressed concerns/needs to the benefit of the City of Horseshoe Bay and the quality of life expectations of the citizenry through proactive communication and advocacy with:
 - a. CAPCOG (Capital Area Planning Council of Governments)
 - b. Commissioners Court in Burnet and Llano Counties
 - c. TxDOT (Texas Department of Transportation)
 - d. LCRA (Lower Colorado River Authority)

- e. Area Universities (community education options)
- f. Municipal leaders in surrounding cities
- g. State organizations supportive of Texas Municipalities

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IMPLEMENTATION GUIDE

Goal: Ensure high quality broadband internet access to support the professional and social needs of all citizens.

Action Item	Start Date/Timeline	Fund Source	Responsible Party
1. Establish a Municipal Broadband Advisory Committee (MBAC) drawn from local high level talent in the field and regional resources to explore potential service options a. Inventory existing internet coverage and assets within the city's internal services and the community at large b. Explore potential partnerships to ensure high speed internet services with flexibility for growth c. Present a recommendation to the city council for consideration to provide increased broadband internet	Appoint committee – December 2016 Committee Start date – January 2017	N/A	City Council MBAC members (action items a., b., and c.)
2. Leverage regional, state, and industry relationships and identify feasibility options for increased broadband internet services	Concurrent with Municipal Broadband Advisory Committee	N/A	Mayor City Staff

Goal: Update land use plan for commercial, residential, and open space

Action Item	Start Date/Timeline	Fund Source	Responsible Party
1. Update land use map reflecting desired land use development based on current zoning and LRPAC recommendations	November 2016	(staff time)	Development Services Director
2. Further deepen training of Planning and Zoning Committee	2016	N/A	Development Services Director
3. Identify areas with incompatible zoning that do not align with desired land use map plan	2017	N/A	Development Services Director
4. Continue to ensure current code enforcement standards are effective and are fully enforced, proactively monitoring and addressing deteriorating buildings	On-going 2016	General Fund	Code Enforcement Officer (CEO)
5. Develop transition plan to support the enforcement of all Architectural Compliance Committees' (ACC) requirements	2017	TBD	City Manager Dev Services Dir POA Presidents ACCs
6. Review existing Parks Plan to explore uses for recreational and historical preservation a. Explore shared park, hiking, and recreational development options b. Explore funding partnerships to support desired uses	2017/2018	Parks Budget	Parks Committee
7. Continue to research options for additional funding sources, proactively seeking grants, donor pledges, and partnerships	On-going	N/A	All city departments

Goal: Manage economic growth to reflect the unique nature of Horseshoe Bay and the preservation of the resort/retirement character of the community

Action Item	Start Date/Timeline	Fund Source	Responsible Party
1. Maintain an approach of controlled development that maintains a current lifestyle standard in business and residential properties	October 2016 – ongoing	N/A	City Council Planning & Zoning
2. Support the Horseshoe Bay Business Alliance efforts to sustain and expand existing businesses and services within the city	2017	General Fund	City Council
3. Facilitate focus of commercial development to align with land use map along high traffic corridors, preserving existing and future residential and recreational developments	2017	N/A	City Council
4. Advocate for safe and efficient traffic flow, including a continuous turn lane on Hwy. 2147 through to Hwy. 71	October 2016	N/A	Mayor City Council

Goal: Protect the Environmental Health and Integrity of the City of Horseshoe Bay and the surrounding areas which impact the quality of life for its citizens

Action Item	Start Date/Timeline	Fund Source	Responsible Party
1. Maintain Lake LBJ's environmental quality through cooperative agreements with TPWD (Texas Parks and Wildlife), TCEQ (Texas Commission on Environmental Quality), LCRA (Lower Colorado River Authority), Burnet and Llano County	Ongoing 2016	TBD	City Council City Manager
2. Continue to emphasize and strengthen proactive actions for Water Drainage Management a. Expand education tied to zoning approval regarding residential and commercial drainage management requirements b. Evaluate the need for a drainage ordinance at the city level	2017	General Fund	City Manager Development Services Director
3. Support the health of heritage trees and native landscaping a. Conduct annual reviews of city-wide vegetative health b. Develop partnerships with POAs, park program, agricultural extension agents, and citizen groups to monitor and support landscaping health c. Evaluate the need for a tree ordinance at the city level	2017-2018	TBD	City Manager
4. Evaluate the need for curb-side recycling, in addition to existing central community recycling center	2017	TBD	City Manager
5. Expand current educational guidance to businesses and residents on preservation and maintenance practices for water, landscaping, water conservation and vegetation protection	2017	General Fund	Director of Utilities

Goal: Outline a communication plan for external and internal purposes that inform and showcase the City of Horseshoe Bay's commitment to quality of life

Action Item	Start Date/Timeline	Fund Source	Responsible Party
1. Publicize the existing inventory of information access options, including NOTIFY ME, CODE RED, and over ten other tools (website, publications, social networks, etc.) for input by citizens and dissemination of topic specific information	Annually	General Fund	City Manager
2. Implement a Horseshoe Bay 101 Citizens Academy to develop city wide depth of knowledge of city functions	November 2016 Semi-Annually	General Fund	City Manager
3. Conduct annual citizen forums to inform and obtain input	2017	N/A	Mayor
4. Utilize relationships with POA and resort leaders as conduits for detailed communications for unique needs in all subdivisions	2017 on-going	N/A	Mayor
5. Outline financial status for citizens to understand funding implications to support needed infrastructure improvements and/or expanded services identified in long-range plan, including potential tax and rate incremental increases a. Use annual Citizen's Forum to provide oral, visual and written overview of financial status and funding sources b. Imbed funding overview into Horseshoe Bay 101 c. Provide lay term summary in local newspaper bi-annually d. Develop 'snapshot' summary accessible on city website	2017 Annually	N/A	Director of Finances City Manager Mayor
6. Problem solve with POAs and the Declarant (Horseshoe Bay Resort) in their efforts to maintain subdivision entries, safety and ambiance items (lighting, signage, etc.) and property code compliance reflective of the unique needs of their communities	January 2017 Quarterly	N/A	Mayor POA Presidents City Manager Declarant

Goal: Embrace a proactive advocacy presence with area, regional and state organizations to pursue protection and enrichment of lifestyle needs

Action Item	Timeline	Fund Source	Responsible Party
1. Strengthen expressed concerns/needs to the benefit of the City of Horseshoe Bay and the quality of life expectations of the citizenry through proactive communication and advocacy with:	2017 On-going	N/A	Mayor City Council
a. CAPCOG (Capital Area Planning Council of Governments)			Council Member Reagan Lambert
b. Commissioners Court in Burnet and Llano Counties			Mayor City Council
c. TxDOT (Texas Department of Transportation)			City Manager
d. LCRA (Lower Colorado River Authority)			City Manager
e. Area Universities (community education options)			City Council
f. Municipal leaders in surrounding cities			City Council City Manager
g. State organizations supportive of Texas Municipalities			City Council City Manager