

**G O A L S &
O B J E C T I V E S**

Section Three

Comprehensive Plan 2009

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INTRODUCTION

What does the future hold for the City of Bee Cave? What should the City be like in the year 2020 or 2025? This *Comprehensive Plan 2009* establishes goals and objectives that will help shape and direct growth and development for the next ten years and beyond. In addition, the plan will ultimately contain implementation-oriented policies that are based on these goals and objectives, and that directly address how the desired direction of the community can be achieved. The Plan is premised upon a shared vision of the citizenry of what the City of Bee Cave should and will become, a vision in which:

The City firmly establishes itself as a progressive community, noted for its scenic Hill Country surroundings complemented by a stable and skilled workforce, vast natural resources, and rich cultural heritage, as well as for its role in the region as a key transportation corridor, all of which enhances the City of Bee Cave's ability to support and manage quality growth while maintaining the integrity and security of a family-oriented, sub-rural or urbi-rural community.

GENERAL CONCLUSIONS

The following general conclusions are determined to be of primary importance to the future of the community.

- Establishing the feeling that the City of Bee Cave and its ETJ are a unique "Hometown Community" by ensuring that they are:
 - A community with a quality, livable character;
 - Safe;
 - Family-oriented;
 - Recreational;
 - A community with a "helping-one-another" attitude; and
 - Longevity, meaning that citizens want to spend their entire lives here.

- The City of Bee Cave should be a *gateway* to the Hill Country, and can achieve this through:
 - A "Hill Country" atmosphere;

- The presence of a Town Center – a place to interact and celebrate with other people in the community;
 - Cohesion – ensuring that developments in Bee Cave look like they belong, like they fit and coexist together and blend into the natural environment; and
 - Use of a variety of building materials seen in the Hill County with the appearance of being built over time.
- The City of Bee Cave should be a *unique* place, and therefore should:
 - De-emphasize drive-thru restaurants and shops to encourage community interaction, relaxation and “slowing down”;
 - Encourage unique types of businesses, particularly in the arts;
 - Be structured for people who live, work, and shop within the City;
 - Be maintained with a variety of up-scale, housing and compatible land uses;
 - Have a strong sense of community;
 - Be a community with a balance between commercial and other land uses;
 - Emphasize homeowners’ needs;
 - Be established as a place to “decompress from stress”, yet convenient to basic necessities offered in a relaxed atmosphere; and
 - Emphasize recreational trails and parks for pedestrian and bicycle traffic.
- Traffic within and through the City should be closely monitored, considering that:
 - Traffic flows within the community have historically been heavy due to the crossing of the Colorado River;
 - Better planned areas for residential and nonresidential development, as well as interior driveway connections, may help this; and
 - Proactive involvement with applicable entities (for example, CAMPO and TxDOT) may also help this.
 - The City of Bee Cave should be an upscale, low-density community, with amenities such as:
 - Shopping and restaurants;
 - Parks and open spaces for recreation and sports activities;
 - A library;
 - Family-orientation;

- Extensive pedestrian linkages throughout the City to provide an alternative to short automobile trips; and
- Maintaining the friendliness and speed of a rural atmosphere with a unique, hometown feeling is of the utmost importance.

- Honoring the history of the City of Bee Cave by:
 - Showing pride in and educating the public in the history and establishment of the community; and
 - Preserving and protecting sites of historic importance and significance via public and private endeavors (such as the Old Bee Cave Schoolhouse, the Spillman House and cemeteries).

- Ensuring that the City retains its distinct character by:
 - Establishing it as a model for excellent small-town planning and community livability;
 - Maintaining its uniqueness through its history, its people, and its architecture;
 - Designing the City on a human-scale by emphasizing pedestrian traffic, whenever possible;
 - Limiting the size of nonresidential buildings and the density of residential development;
 - Continually ensuring the existence of adequate opportunities to live and work in the community;
 - Encouraging small, independent businesses; and
 - Requiring sufficient architectural modifications to national prototypes for a unique Hill Country look for Bee Cave.

- Ensuring that the City of Bee Cave is convenient for local citizens by:
 - Making it “inclusive” in nature;
 - Allowing people to get what they need within the community;
 - Encouraging professionalism of its administration and focus on serving citizens; and
 - Remaining technologically relevant and accessible.

- Preserving and protecting the health and safety of the local community.

- Maintaining and supporting an efficient and customer focused Police Department with a “firm but friendly” motto.
- Preserving and protecting the ecological health of this area, with an additional emphasis on tree conservation.
- Encouraging and promoting responsible nonresidential growth in order to support local economic development.
- Establishing a community of parks for local families.
- Protecting watershed areas of the City of Bee Cave, especially Little Barton Creek.
- Establishing a greenbelt system along the local creeks, and hike and bike trails within large parks and developments.
- Establishing and maintaining *scenic* roadways throughout the City of Bee Cave.
- Enforcing the use of additional landscaping along medians and in parking lots throughout the City.
- Establishing a mixed-use development area within the City.
- Maintaining fiscal responsibility and reasonably low property taxes.
- Ensuring that building design guidelines reinforce the ideals described in the above statements.

CRITICAL ISSUES

The following are critical issues that are important to consider as they will impact the community in the future:

- Keeping the community safe.
- Maintaining a relatively low density environment.
- Managing local traffic.
- Respecting property rights while protecting the environment, specifically:
 - Trees;
 - Watersheds;
 - View corridors; and
 - Wildlife.
- Ensuring the compatibility of nonresidential and residential uses and development, with the consideration of:
 - Current, as well as pending, development;
 - The necessity of ordinances with updated implementation mechanisms; and
 - The importance of buffering practices and adjacency standards.
- Ensuring that building size and height limitations exist for each category of land use:
 - Especially in terms of “large box retail.”
- Beginning the “greenbelt” idea with extensive hike-and-bike trails throughout the City that will:
 - Encourage recreational use, physical fitness, and active social opportunities;
 - Provide a possible alternative to short automobile trips within the City and its ETJ; and
 - Provide convenient linkages between retail, office, schools and residential areas, wherever prudent and feasible.
- Ensuring that a sense of inclusion in the community exists for a diverse range of local residents.

- Ensuring the maintenance of a hometown focus that reflects the desires of the local people.
- Assessing the “tools” that are currently lacking and altering the current Zoning Ordinance accordingly by:
 - Specifying development requirements, especially in terms of overlays and compatibility standards for differing land uses;
 - Specifically limiting the ratio of single family detached and multiple family attached, as well as ownership and rental, 2 to 1; and
 - Enforcing the requirement of a Traffic Impact Analysis and developer financing of required off-site improvements for any new development.
- Adopting an overall targeted blended residential ownership to rentals ratio of 2 to 1.
- Recognizing the importance of the history of the City of Bee Cave.
- Recognizing the fundamental relationships between the environment, quality of life, economics, property values, and land uses.
- Ensuring the adequate consideration of parking and access requirements during the development process, especially in terms of the Americans with Disabilities Act requirements.

GOALS AND OBJECTIVES

Goals are general statements concerning an aspect of the City's desired ultimate physical, social and/or economic environment. Goals set the tone for development decisions in terms of the citizens' desired quality of life.

Objectives express the kinds of action that are necessary to achieve the stated goals without assigning responsibility to any specific action.

Policies will clarify the specific position of the City regarding a specific objective, and will encourage specific courses of action for the community to undertake to achieve the applicable stated objective. Policies are often associated with plan recommendations, and they will be developed during that phase of the comprehensive planning process.

Goals and objectives have been developed for the following areas:

- The Environment;
- Physical Form of the Community;
- Transportation and the Roadway Network;
- Public Facilities and Services;
- Fiscal Responsibility and Economic Development; and
- Community Livability and Character

The following goals and objectives have been developed to reinforce the statement of the community's vision of itself as it grows, matures, and ultimately attains its anticipated build-out configuration. They establish a framework for specific actions (i.e. policies) to be conceived during later phases of the comprehensive planning process, that will help the citizens of the City achieve their shared vision of the community's future.

THE ENVIRONMENT

Goal 1: To promote respect, conservation, enhancement and protection of important natural features and resources within the City.

Objectives:

- 1.01 Conserve and protect ecologically sensitive areas. The City should maintain guidelines that continue to allow water infiltration within areas that are characterized by floodplains (e.g., maximizing permeable surface areas, minimizing paving and building coverage, etc.). The City of Bee Cave should also maintain guidelines to ensure the protection of watershed areas, especially the area in and around Little Barton Creek.
- 1.02 Conserve natural areas of vegetation, especially those along flood plains.
- 1.03 Promote and provide public access to open space and natural areas.
- 1.04 Conserve and respect areas with scenic views.
- 1.05 Maintain high standards for ground and surface water quality.
- 1.06 Restrict development in flood prone areas.
- 1.07 Establish and/or enhance green space and natural areas along existing floodways and within the 100-year flood plain.
- 1.08 Encourage public and private streetscape enhancement strategies (i.e., medians with street trees, screening or disguising of parking lots, necessary utilities, communication towers, loading docks, etc.).

PHYSICAL FORM OF THE CITY

Goal 2: To provide opportunities for coordinated, well-planned growth and development that are consistent with the Comprehensive Plan, while retaining the Hill Country and “small-town” character of the City.

Objectives:

- 2.01 Maintain a continuous and coordinated planning process that involves citizens, the City Council, other municipal boards/commissions, municipal departments, and local

public and private entities in policy development and decision-making.

- 2.02 Facilitate quality future development of a variety of land uses.
- 2.03 Maintain companion policies and guidelines to assist in the review of zoning and development requests.
- 2.04 Utilize this *Comprehensive Plan 2009* and its *Future Land Use Plan* in daily decision-making regarding zoning, land use and development proposals. Determine appropriate locations for future residential and nonresidential development, while considering existing neighborhoods and natural features.
- 2.05 Separate and/or create transitions or buffer areas between conflicting or incompatible land uses.
- 2.06 Maintain design guidelines that steer away from typical prototypes for nonresidential frontage along State Highway 71, R.M. 620, and Bee Cave Road, Bee Cave Parkway, and Hamilton Pool Road.
- 2.07 Maintain separate zoning districts for nonresidential uses that will allow the City of Bee Cave to best utilize its highway frontage.
- 2.08 Establish clear guidelines and regulations for future development.

Goal 3: Preserve the inviting character of the City, and encourage the development of high quality, low density residential neighborhoods that promote public health, safety and welfare and that meet the various housing market needs of the community.

Objectives:

- 3.01 Maintain design guidelines for future residential developments to encourage the provision of safe, attractive places for people to live.
- 3.02 Establish a target goal of homeowners to renters of 2 to 1.
- 3.03 Identify a variety of residential densities (e.g., low, medium, and high) while maintaining a ratio of 2 to 1 for single family detached to multiple family attached and ownership to rental.
- 3.04 Preserve and protect single family neighborhoods from high traffic volumes, congestion and through traffic.
- 3.05 Reinforce the City's neighborhood concept, in the emotional and sociological sense as

well as the physical sense, in the design of new residential areas (e.g., connections between neighborhoods, pedestrian linkages to schools, parks, neighborhood retail areas, and between neighborhoods, inclusive neighborhood design techniques, maximizing social interaction between neighbors, the provision of a limited number of neighborhood-oriented shopping areas, etc.).

- 3.06 Maintain and improve design guidelines (and possibly overlay zoning districts) for nonresidential properties fronting along major thoroughfares, specifically State Highway 71, R.M. 620, and Bee Cave Road, Bee Cave Parkway and Hamilton Pool Road, (e.g., addressing signage, building materials, articulations, landscaping, parking, building orientation and setbacks, etc.).

Goal 4: Identify areas suitable for future retail and nonresidential, and/or business park development within the City.

Objectives:

- 4.01 Plan for growth and development that improves the community's overall quality of life and economic viability.
- 4.02 Plan for future development that is compatible with the City's natural features and existing residential neighborhoods.
- 4.03 Improve and enforce zoning regulations which are intended to protect the public health, safety and welfare and to keep the community attractive.

TRANSPORTATION AND THE ROADWAY NETWORK

Goal 5: Provide a balanced transportation system that will effectively serve the existing and projected travel needs of the City in a safe, expeditious, economical and environmentally sensitive manner, especially as it is impacted by growth in surrounding communities.

Objectives:

- 5.01 Maintain a continuous, coordinated transportation planning process which addresses long-term needs while emphasizing short-term problem solving.
- 5.02 Focus on studies and solutions to improve safety on heavily traveled roadways, as needed.

- 5.03 Meet "adequacy" standards (i.e., acceptable levels of service) for the transportation system in the City.
- 5.04 Plan the thoroughfare system such that roadways have sufficient capacity for anticipated traffic volumes generated by future development densities and land uses (e.g., traffic impact analysis for larger projects, provision of a continuous left turn lane along certain major roadways, etc.).
- 5.05 Promote compatibility between roadway alignments/improvements and land use patterns, community character, and the environment.
- 5.06 Minimize disruption of residential areas in the City of Bee Cave by minimizing traffic volumes and by planning for the efficient diversion of traffic from neighborhoods.
- 5.07 Develop a unifying theme or other visual concepts for the consistent and attractive treatment of appropriate roadway rights-of-way and/or medians.
- 5.08 Consider design standards for street construction to ensure durability, safety, lower maintenance, and long-term cost efficiency in roadway facilities, as well as to ensure that such facilities are consistent with the Hill Country character of the City.

Goal 6: Encourage the organization and development of land uses in a manner that facilitates an efficient and cost-effective transportation system.

Objectives:

- 6.01 Promote both on-site and off-site transportation efficiency in new development proposals.
- 6.02 Include transportation system considerations in the development review process for the planning and alignment of future roadways, and to promote safe, efficient on- and off-site access and vehicular circulation.
- 6.03 Promote minimization of curb cuts onto major roadways, by revising internal cross circulation.

Goal 7: Recognize the impact of the regional transportation system upon the City of Bee Cave, and the importance of maintaining improved coordination with the various entities involved in planning and/or improving the system.

Objectives:

- 7.01 Develop a local transportation planning process that ensures coordination with the regional planning goals.
- 7.02 Initiate regular dialogue and coordination with surrounding municipalities, CAMPO, and the Texas Department of Transportation (TxDOT) on roadway planning issues.
- 7.03 Oppose elevated highways from being constructed in our community. Consider and plan for a recessed underpass instead.

PUBLIC FACILITIES AND SERVICES

Goal 8: Ensure that public services and facilities will adequately serve the needs of residents and businesses within the City of Bee Cave, and that such services and facilities are adaptable to future growth.

Objectives:

- 8.01 Define standards for adequate response/service levels for public services and facilities, such as:
 - 1. Municipal government;
 - 2. Cultural growth;
 - 3. Recreational opportunities;
 - 4. Community assembly; and,
 - 5. Utilities/infrastructure and solid waste management.
- 8.02 Develop a coordinated public facilities plan that addresses future community service needs.
- 8.03 Provide public services and facilities for all residents and businesses in a manner that is efficient, equitable and fiscally responsible.
- 8.04 Use the *Future Land Use Plan* and future land use projections to aid in determining locations where public service and/or administrative facilities may be needed.
- 8.05 Encourage new development to occur within areas that are already served by necessary public services and facilities, or where services can be realistically provided by other entities.

- 8.06 Encourage off-site wastewater treatment for new development to ensure the health, safety and welfare of local citizens, as well as to protect the environment.
- 8.07 Ensure that public utility and infrastructure systems (e.g., water supply, storm drainage, etc.) will adequately serve the health, safety and general welfare of residents and businesses within the City.
- 8.08 Encourage the commitment to maintain, improve and upgrade the existing water distribution system at a fair and reasonable cost, and to promote informed citizen involvement on utility-related issues.
- 8.09 Encourage utilization of recycling and other solid waste management techniques which are financially feasible and environmentally responsible.
- 8.10 Facilitate implementation and use of Wi-Fi throughout the city.

Goal 9: Realize that the character of the City is primarily that of a small town, and that public facilities should provide a sense of community identity, both functionally and aesthetically.

Objectives:

- 9.01 Provide adequate office and administrative space for the regular business conducted by the municipal government.
- 9.02 Encourage the preservation of the "Hill Country" character of the City in the planning, design, construction, and/or remodeling of community facilities.
- 9.03 Utilize advanced technology to communicate and manage public affairs within reasonable fiscal limits.

FISCAL RESPONSIBILITY AND ECONOMIC DEVELOPMENT

Goal 10: Ensure that future community facility and service needs are met through sound long-range and fiscal planning.

Objectives:

- 10.01 Utilize recommendations contained within this *Comprehensive Plan 2009* to assist in decision-making on short- and long-range capital improvement projects (e.g., streets, water, stormwater management, purchase of major equipment, construction of public facilities, etc.).
- 10.02 Ensure that staffing, real property acquisitions, infrastructure improvements, and facility construction/maintenance are based upon priorities set forth within this *Comprehensive Plan 2009* and upon fiscal prudence:
- 10.03 Strive for a fiscal balance of land uses that will create a positive impact upon the City of Bee Cave's budget and overall tax base.
- 10.04 Preserve the integrity of existing property values, and help to ensure the future economic stability of the community by encouraging the attraction of targeted nonresidential land uses to help support and subsidize the overall tax base.
- 10.05 Develop an economic development strategy that is consistent with land use objectives, environmental protection, and the City's desire to manage local growth.

COMMUNITY LIVABILITY AND CHARACTER

Goal 11: Be a full life-cycle community.

Objectives:

- 11.01 Provide housing and residential facilities for people to live their entire life span within the City of Bee Cave, if they so desire.
- 11.02 Encourage home ownership and long-term residency.
- 11.03 Develop a neighborhood enhancement/integrity program that bolsters civic pride and encourages reinvestment within the City of Bee Cave.
- 11.04 Develop a policy that encourages "infill" development of vacant residential lots.

Goal 12: Preserve the existing low density (i.e., “small-town”), sub-rural or urbi-rural character of the community.

Objectives:

- 12.01 Maintain density and locational criteria for new single family residential uses within the City of Bee Cave which recognize the potential effects on land use compatibility, traffic generation, noise levels and aesthetics.
- 12.02 Establish and maintain a target ratio of two (2) ownership units per rental unit for residential properties within the community.

Goal 13: Promote a more livable community and high quality of life through good urban design practices and through a proactive approach to the visual image of the community.

Objectives:

- 13.01 Create and promote a stronger sense of community through urban design criteria. Also reinforce the City of Bee Cave’s charm and integrity as that of a small town in spite of the Big City (i.e., Austin), and continue efforts to instill a stronger sense of civic pride and involvement among citizens.
- 13.02 Consider development of streetscape/urban design guidelines to enhance the community’s visual and aesthetic appeal (e.g., landscaping, signage, building facades, entryway treatments, special streetscape amenities such as holiday decorations, sidewalks in business areas along major arterials, and screening visually unattractive uses and outside storage areas).
- 13.03 Develop a design theme for visual gateways at principal entry points into and throughout the community.
- 13.04 Enhance neighborhood streets and other pedestrian ways to be more pedestrian-oriented.
- 13.05 Encourage public/private participation and cooperation in beautification efforts. Explore assistance that may be available from private/volunteer groups to perform urban design related projects and to help maintain enhanced public and community gatherings areas (e.g., street medians, small landscaped areas, etc.).
- 13.06 Maintain Downtown Bee Cave (Town Center) and Bee Cave Central Park as central focal points and activity centers for the community to increase opportunities for social interaction among residents. This could not only provide a sense of place within a

special area of the community for residents, but could also assist in orientation and wayfinding for visitors, and could increase opportunities for commerce and tourism.

- 13.07 Encourage underground utility wiring and arm mast traffic signals, wherever possible.
- 13.08 Insist upon use of appropriate colors, textures, materials, articulations in building designs.

Goal 14: Local residents and visitors should feel safe from crime, injury and other physical and psychological harm.

Objectives:

- 14.01 Encourage the design of safe neighborhoods.
- 14.02 Provide adequate lighting and visibility to enhance safety in public places.
- 14.02 Make provisions for persons with special needs through careful design of public places and facilities.
- 14.03 Encourage the establishment of a healthcare facility that could provide local citizens with emergency care.

Goal 15: Provide a comprehensive system of greenbelts and open space that is compatible with the environment and conducive to residential neighborhoods.

Objectives:

- 15.02 Encourage greenbelt and open space dedication during the development review process.

Goal 16: Create linkages between residential neighborhoods, linear greenbelts, schools, public administrative facilities, nonresidential centers, and other activity centers, wherever physically and financially possible.

Objectives:

- 16.01 Utilize trails, wherever possible, to connect residential areas with nonresidential centers, schools and parks.
- 16.02 Encourage the provision of pedestrian, equestrian and/or bicycle pathways within private developments.