

STEPHENVILLE 2050

HONORING OUR LEGACY, EMBRACING OUR FUTURE



ADVISORY COMMITTEE MEETING

2/13/2024



AGENDA

INTRODUCTION AND OVERVIEW..... (5 Min.)

PUBLIC WORKSHOP 2 SUMMARY..... (10 Min.)

DRAFT MAPS..... (15 Min.)

PUBLIC WORKSHOP 3 OVERVIEW..... (45 Min.)

INTRODUCTION & OVERVIEW

PROJECT TIMELINE

WE ARE HERE



LIONHEART PROCESS



Think Develop a strong strategy to guide the management of the work, and achievement of project goals.

Investigate Review the physical, environmental, community, financial, and regulatory context against project goals to understand baseline conditions.

Create Design concepts and recommendations, test the concepts, and measure them against our project goals and baselines to create a preferred plan.

Share Package the final plan as an easy to digest, graphical, and a beautiful document to share with implementation partners, community, and policy makers.

ROLE OF ADVISORY COMMITTEE

The City Of Stephenville Comprehensive & Thoroughfare Plan Advisory Committee is made up of 25 individuals appointed by the City Council with local knowledge or expertise and the ability to represent diverse perspectives in the community.

Purpose:

Utilize local knowledge and expertise to advise the team on relevant issues and opportunities.

- Assists with community engagement
- Helps review community engagement formats to achieve successful outcomes
- Helps review public meeting material before each milestone
- Acts as an ambassador for the Comprehensive Plan process within the community

OVERVIEW OF PUBLIC WORKSHOP

PUBLIC MEETING OVERVIEW

32 Participants, 5 Tables

Goal: Create a map of 'future' Stephenville that accommodates the people projected to move here

Participants were given five land use category “chips” to place where they believe that land use type should go in the future

Round 1 was 45 minutes. Afterwards, the Lionheart team and participants of each group scored each map based on a number of metrics. Then participant were given 15 more minutes to update their maps.



WHAT ARE WE PLANNING FOR?

Benchmarks:

10,471 (*number of new residents*) x 4 (*best planning practice*) = 41,884 residents

41,884 / 2.49 (*avg. number of residents per household*) = 16,820 dwelling units

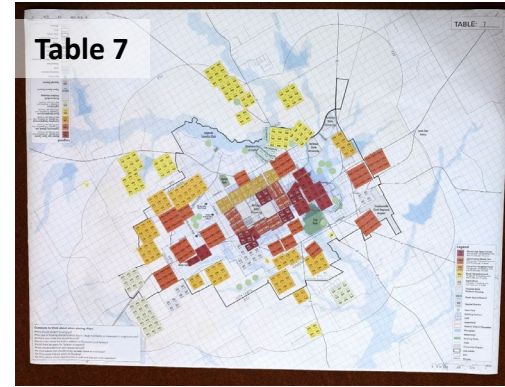
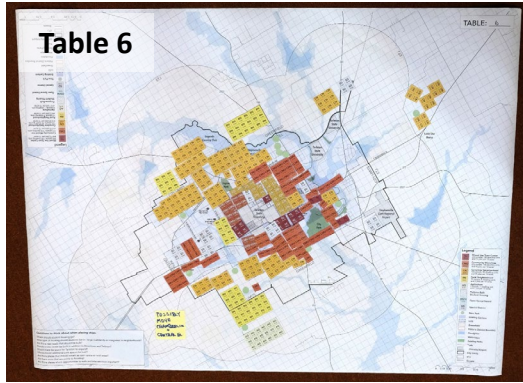
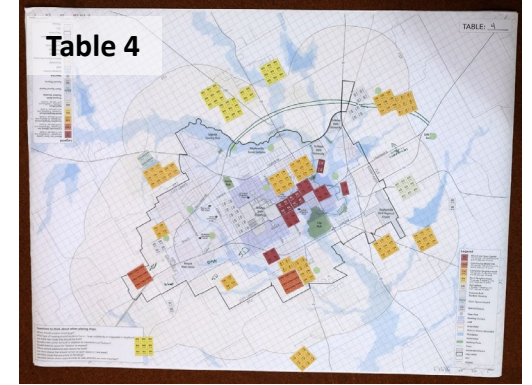
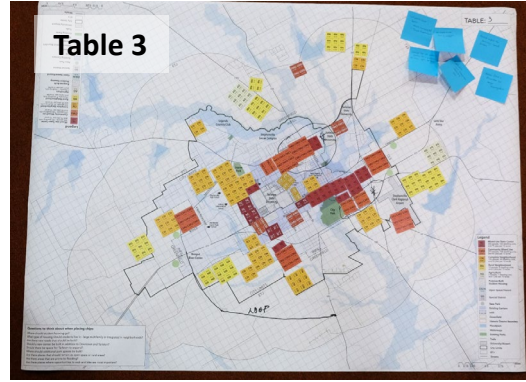
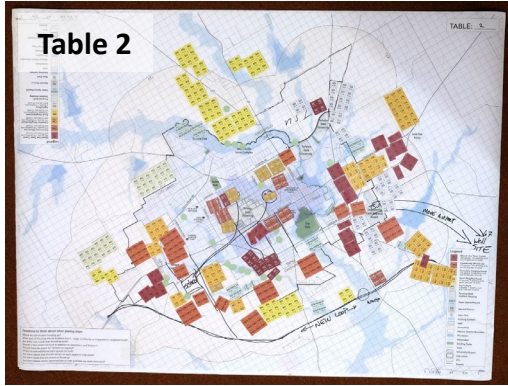
10,471 x 0.45 (*percent of jobs per residents*) = 4,712 jobs

41,884 residents

16,820 dwelling units

4,712 jobs

ALTERNATIVE OUTCOMES

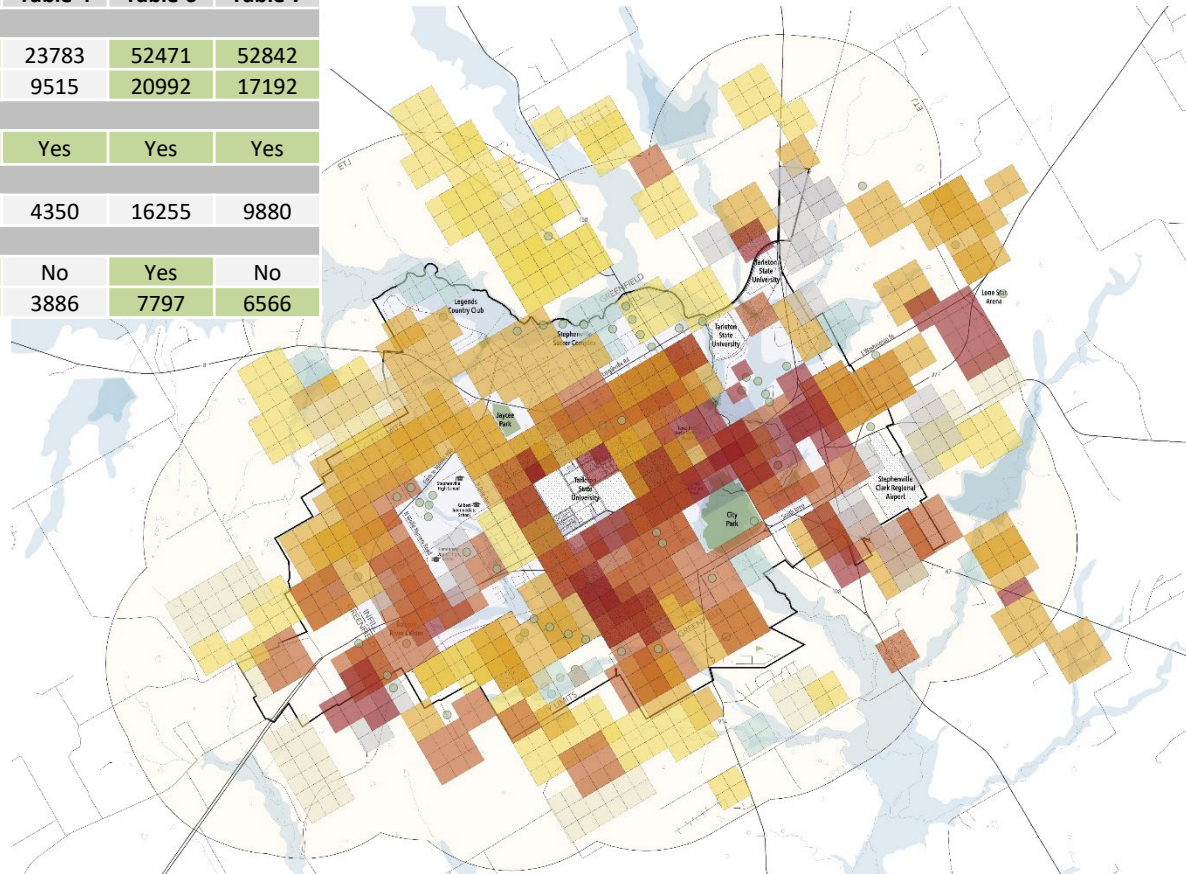


COMBINED MAP

	Benchmark	Table 2	Table 3	Table 4	Table 6	Table 7
Housing Supply						
Population	41884	68897	46971	23783	52471	52842
Dwelling Units	16820	27566	18792	9515	20992	17192
Community Character						
Housing Diversity	None Over 40%	Yes	Yes	Yes	Yes	Yes
Mobility						
Centers	20942	6090	13250	4350	16255	9880
Resilience						
Infill	Over 60%	No	Yes	No	Yes	No
Jobs	4,712	12343	7887	3886	7797	6566

WHAT WE HEARD

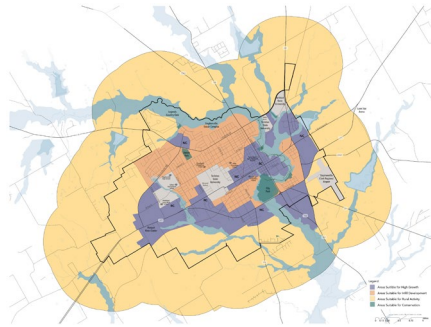
- Opportunity for new centers along Washington Street
- Consolidate schools into one campus area
- Move airport to allow for growth
- Potential new loop road
- Make space for TSU to expand
- Prioritize space for student housing adjacent to Tarleton
- Create employment centers



DRAFT MAPS

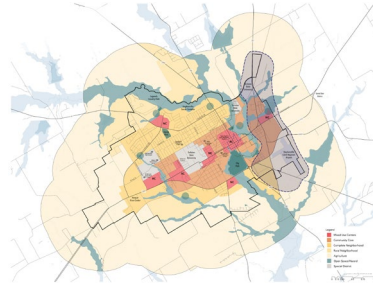
PREPARING FOR GROWTH

WHERE

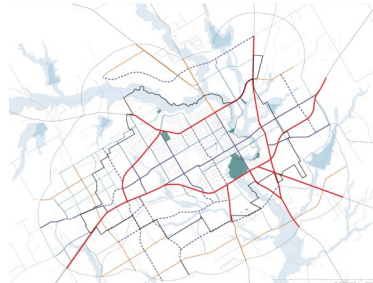


Growth Sectors Map

WHAT



Future Land Use Map



Thoroughfare Plan Map

HOW



Implementation Strategies

DRAFT GROWTH SECTORS MAP

Suitable for Conservation (S1)

- Valuable open space including significant natural features

Suitable for Rural Activity (S2)

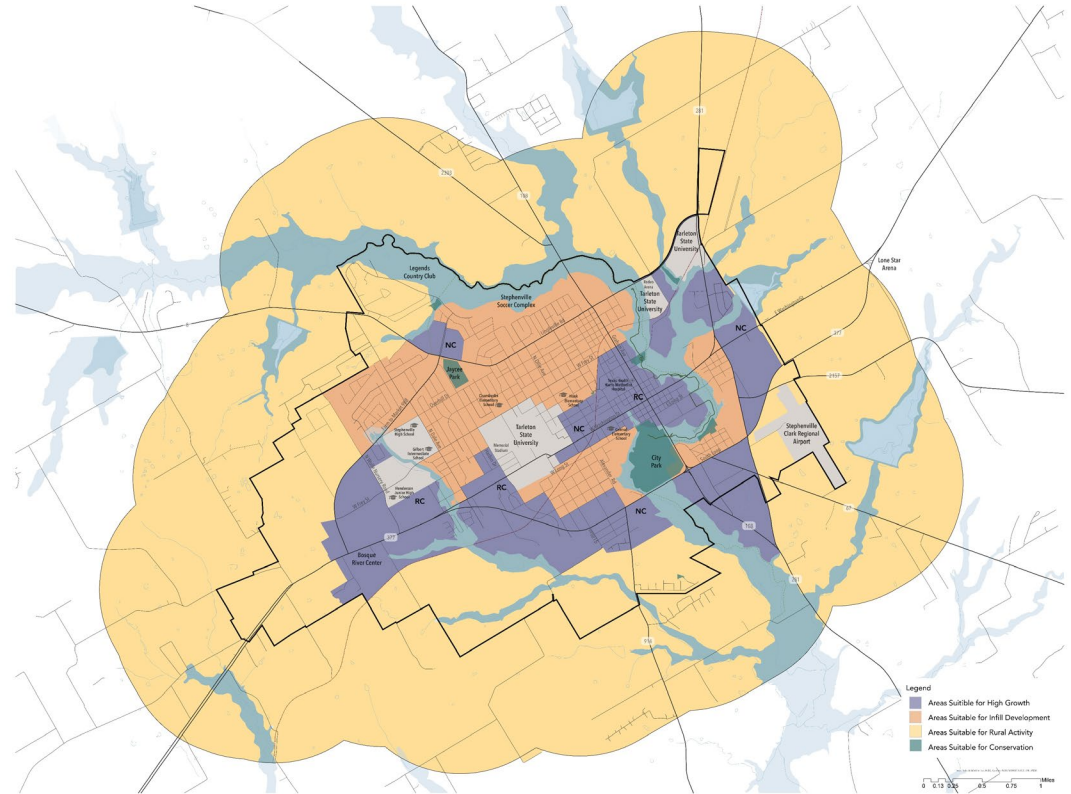
- Valuable open space or agricultural land
- If developed, cluster around existing or planned transportation / infrastructure with a mix of uses

Suitable for Infill Development (S3)

- Developed and served by infrastructure
- Encouraged to match character of existing development and allow for incremental increase in density

Suitable for High Growth (S4)








- Served by infrastructure
- Intended for higher intensity uses than existing uses

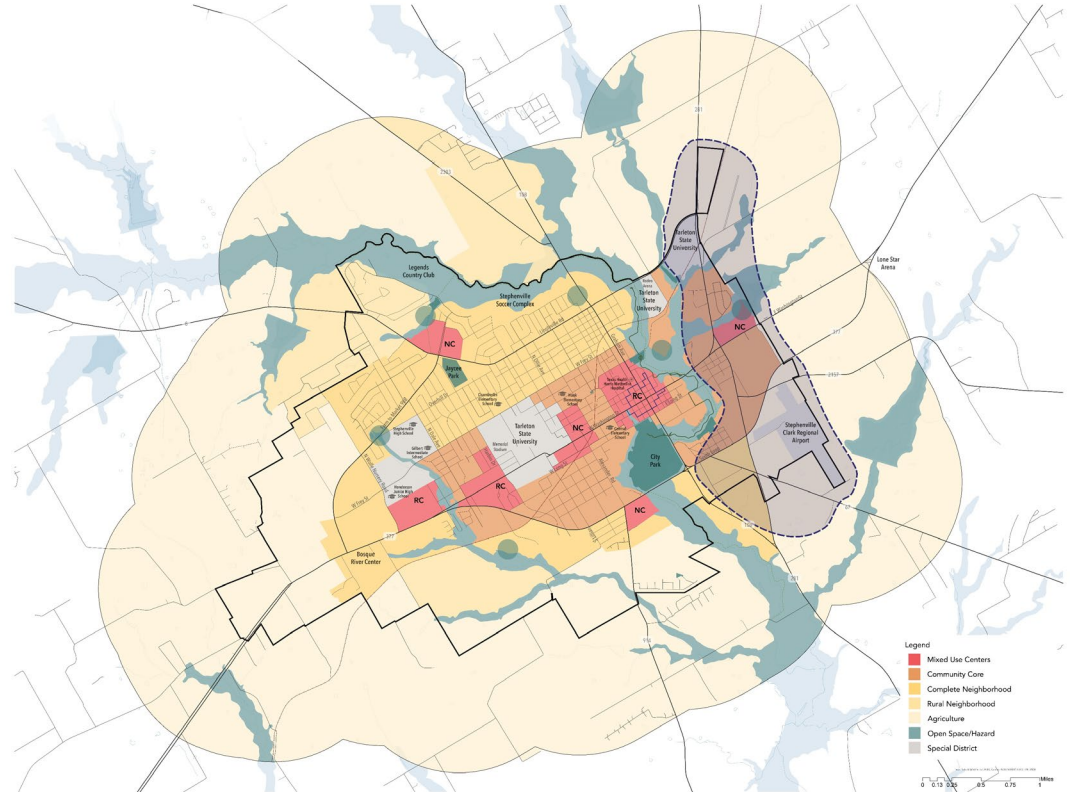


DRAFT FUTURE LAND USE MAP

Policy Goals

- Keep the well-defined edge between the town and rural areas in Stephenville
- Ensure new land uses can accommodate the number of anticipated residents in 2050
- Encourage diverse housing typologies throughout Stephenville

-  Mixed Use Center
-  Community Core
-  Complete Neighborhood
-  Rural Neighborhood
-  Agriculture
-  Special Districts
-  Open Space/Hazards



DRAFT FUTURE LAND USE MAP - CENTERS

Historic Downtown

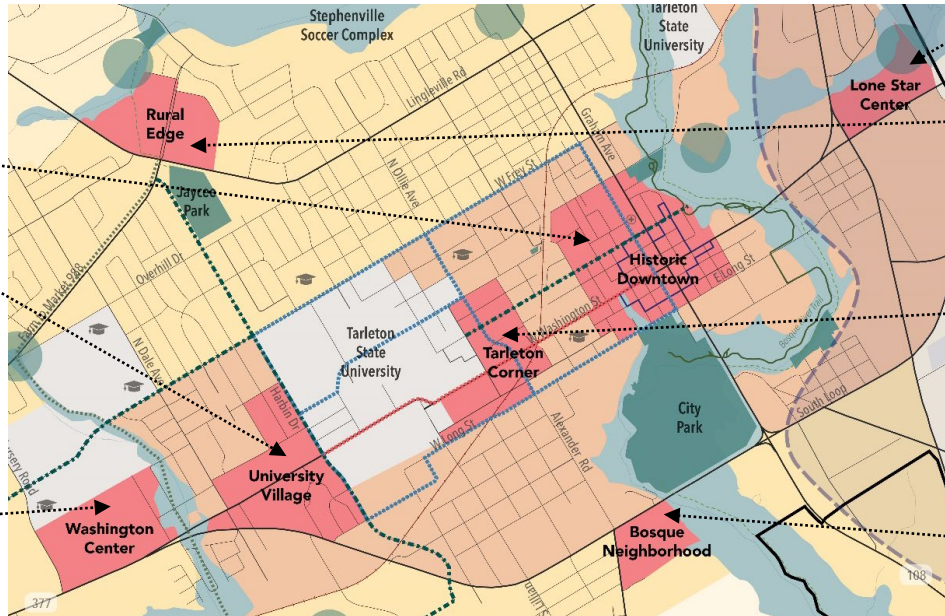
- Heart of the community
- Vibrant walkable community
- Focal point for community events, local businesses, and cultural activities

University Village

- Where Stephenville and Tarleton University coalesce
- Celebrating Tarleton new status as a D1 athletic program
- Community gathering spaces and shopping and dining opportunities

Washington Center

- Shopping and entertainment destination
- Cater to a diverse range of residents and visitors alike



Lone Star Center

- Activity and lodging center for those who are visiting for the various events in the city

Rural Edge

- Supports the needs of the surrounding rural community with a mix of uses that cater to the needs of the residents.

Tarleton Corner

- Student-friendly center provides purpose-built student housing and amenities catering to the university and residential community









Bosque Neighborhood

- Emphasizes the connection to the natural environment and provides a mix of uses for the surrounding residents

DRAFT THOROUGHFARE PLAN MAP

Policy Goals

- Create more connections throughout Stephenville through linking existing roadways
- With new ETJ rules, more targeted expansion to areas of new or increasing population
- Support areas where development is anticipated with a more robust street network

-  Existing Major Arterial
-  Proposed Rural Major Arterial
-  Existing Minor Arterial
-  Proposed Minor Arterial
-  Existing Rural Minor Arterial
-  Proposed Rural Minor Arterial
-  Existing Collector
-  Proposed Collector



PUBLIC WORKSHOP

IMPLEMENTATION STRATEGY ACTIVITY



IMPLEMENTATION STRATEGIES - EXAMPLE

Encourage Higher Rates of Neighborhood Infill



Update the zoning ordinance to allow increased intensity of development in the Neighborhood Infill Land Use designation that fits with the character of the surrounding neighborhood.

ADU Development - Seattle, Washington

Encourage Higher Rates of Neighborhood Infill

Zoning ordinances and development standards need to be updated in order to allow increased housing within the City. Accessory Dwelling Units and other forms of "missing middle" housing should be permitted by-right.

benefits

This strategy will:

- Give property owners more options to improve and better utilize their property;
- Provide more housing in areas that already have services and amenities; and
- More efficiently utilize existing infrastructure.

limitations

This strategy may:

- Slow housing production because it is more challenging to mass produce on dispersed lots.

how could we implement this idea?

- Update development standards to allow and encourage missing middle housing
- Consider programs to help existing property owners achieve financing and build accessory dwelling units.
- Other:



LAND USE STRATEGIES

Update Development Standards



Revise the development code to ensure that Stephenville is developed as envisioned in the Comprehensive Plan.

Portland, Oregon cottage courts allowed by development code.

Codevelop (Tarleton and Stephenville) an Activity Center



Establish a partnership between the City of Stephenville and Tarleton State University to codevelop a center adjacent to Memorial stadium that will serve as an activity hub on for the community.

Memorial Stadium is an important hub within the university and the city.

Encourage Diverse Lodging Opportunities



Support a mix of lodging opportunities throughout the city to accommodate the various needs of visitors to the city and increase tourism.

The Gallery House Boutique Hotel in Stephenville, TX

Strategically Relocate Public Facilities and Schools



Ensure that public facilities and schools are accessible to the neighborhoods they serve.

Erath County Courthouse is strategically located in the center of the historic downtown

Ensure Parks are Accessible to All



Develop additional parks and trails to increase access to all residents in Stephenville.

City Park is a premier recreational facility in Stephenville

HOUSING STRATEGIES

Update Zoning Ordinances for Infill Development



ADU Development - Seattle, Washington

Discourage Displacement



Pro-actively implement policies and programs that help keep existing residents and smaller homes in place as areas re-develop.

In addition to new development, existing dense residential neighborhoods are important for existing communities.

Develop Student Housing Adjacent to Campus



Designate areas for purpose built student housing adjacent to campus in new centers and ensure that these new buildings contribute to a walkable and mixed use area.

The Edge is newly developed student housing located on Washington Street.

Increase Non-Student Housing Alternatives



Create a Program that Delivers New Housing Options to a Broad Audience of Current and Desired Non-Student Owners and Renters

Courtyard Housing in Raleigh, North Carolina

ECONOMIC DEVELOPMENT STRATEGIES

Refresh the "Cowboy Capital" Community Identity



Establish a Policy & Implementation Program to Deeply Integrate Community Identity Into Marketing, Activities and Physical Improvements

Example image reflecting updated "Cowboy Capital" concept

Make Entrepreneurship & Small Business Your Business



Establish a Robust Program that Nurtures and Incentivizes the Development and Growth of Small Service, Retail, Dining, Entertainment and Industrial Business

Example small business operator

Grow Downtown into a Regional Destination



Complete and Incentivize Redevelopment Improvements Needed to Make Downtown Attractive to a Regional Audience More & More Often

Downtown Plaza in Okaloosa, Iowa

Create Neighborhood Hangouts & Other Local Attractors



Moon Tower Inn, Houston, Texas

Create a Series of Very Local, Highly Walkable Places for Residents and Students to "Hang Out" for Purposes of Eating, Drinking, Entertainment and Socializing

Expand & Enhance Regional Events & Activities



Performance at Moo-La Fest in Stephenville

Promote Events, Festivals, Activities and More that Increase the Number of People Visiting Stephenville, Spending in Local Businesses and Staying Overnight

Creatively Expand Upon Two Major Employment Niches



Grow the Value of Stephenville to the Dairy/Cattle and Education Industries by Expanding into Complementary Activities and Operations

Student at the Centre for Dairy Innovation

Make Health Care the Third Local Employment Niche



Texas Health Stephenville

Strategically Grow the Health Care Industry in Stephenville through Incentives, Targeted Marketing and Active Recruiting of Businesses and Practitioners

Establish a Business Incubator and/or Maker Hub



Create a Space that Actively Nurtures and Grows Startups and Small Businesses from within Stephenville and the Surrounding Region

Example Incubator Space

Be Open & Shovel-Ready for the "Next Big Thing"



Establish the Improvements and Targeted Incentive Package Needed to be in an Opportune Position when New Prospects Come Along that Meet Local Criteria

Green Infrastructure in Preparation for Site Development

Build Upon the Airport Presence



Implement a Series of Enhancements that will Protect and Allow the Stephenville Clark Regional Airport to be an Increased Economic Asset.

Plane awaiting takeoff at Stephenville Clark Regional Airport

HISTORIC PRESERVATION STRATEGIES

Adopt a Historic District



Erath County is know for its contributions to the dairy industry.

Highlight the Diverse Cowboy History



Recognize the efforts of local groups and individuals; strengthening the thread of the community.

Cowboy Capital Walk of Fame in downtown Stephenville.

Create a Legacy Business Program through Main Street



Identify and promote legacy businesses that contribute to downtown Stephenville's longevity.

Small businesses are the heart of historic downtowns.

Celebrate the Brick Streets



The Historic Brick Streets are an iconic piece of downtown's history.

Promote Historic Tax Credit Opportunities



Utilize the state and federal Historic Tax Credits as a development tool in Historic Downtown.

Downtown Stephenville is home to many historic buildings.

Regulate Materials and Design Downtown



Promote and educate downtown property owners on maintenance and materials.

The Crow Opera House has been refurbished and re-utilized for new small businesses.

MOBILITY STRATEGIES

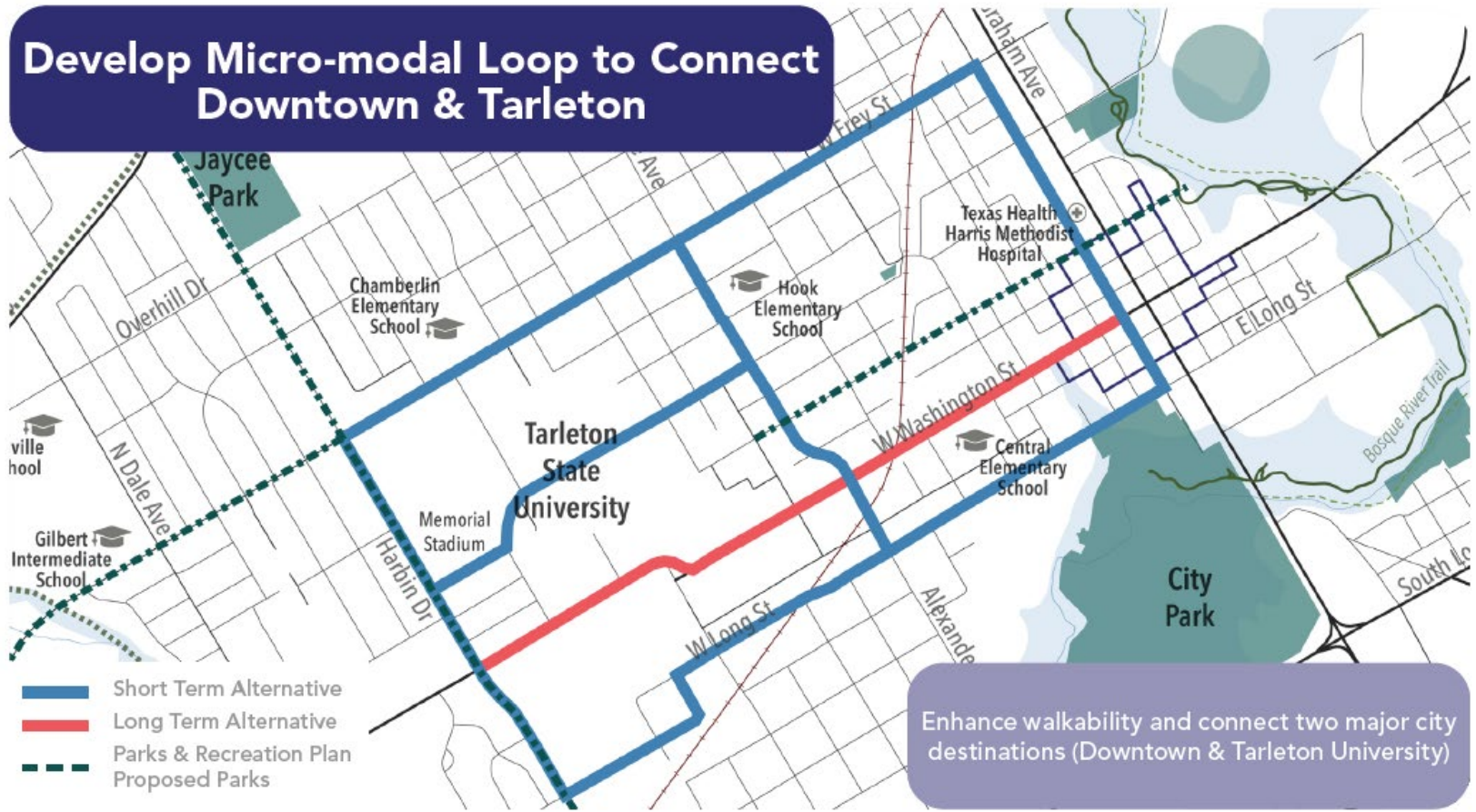
Create Targeted Grid Connections



Establish additional connections along local and collector streets as the city continues to develop.

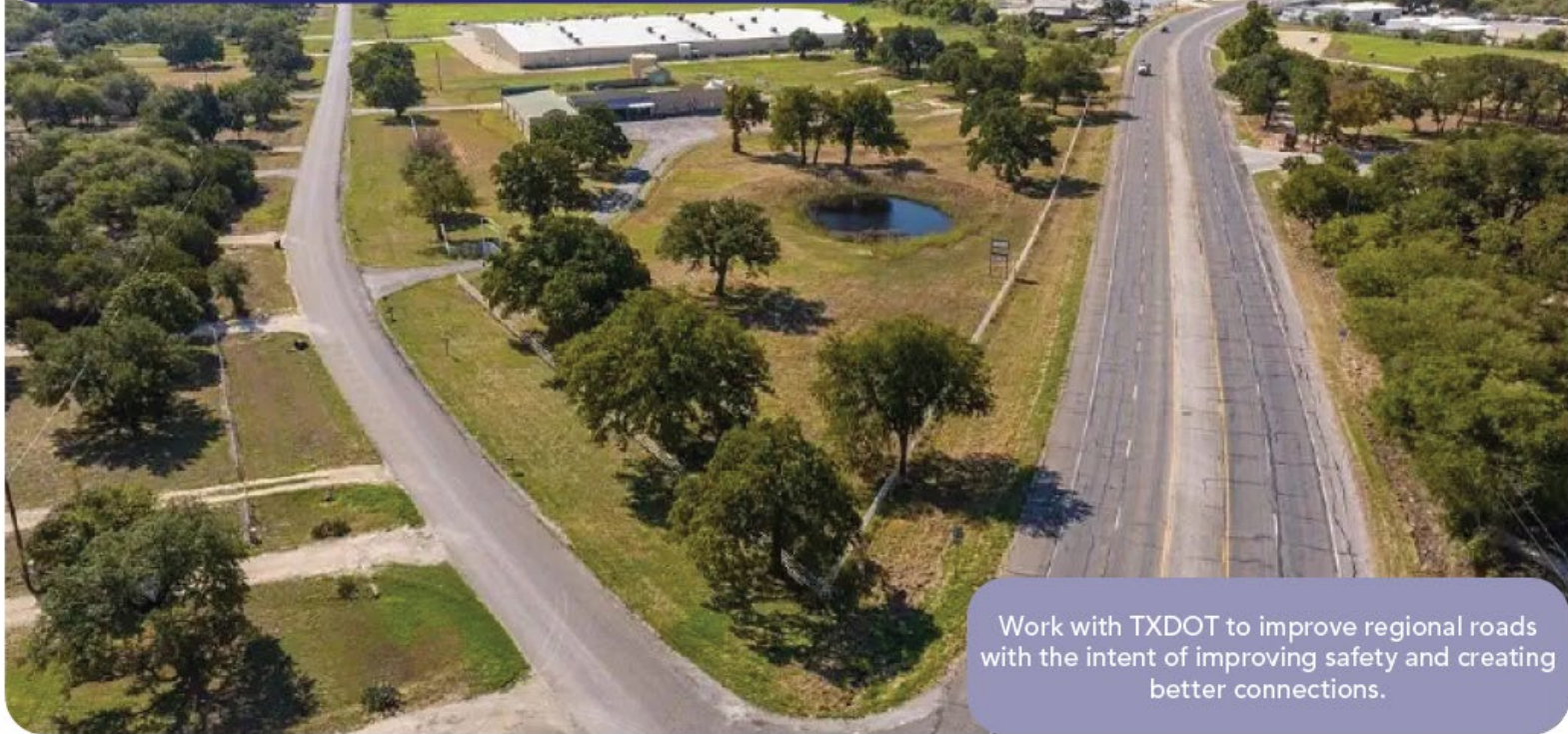
Washington Street is one of the few streets in Stephenville that travels across the entire city.

Develop Micro-modal Loop to Connect Downtown & Tarleton



A multi-modal loop would connect the university to downtown.

Enhance Regional Roads



Work with TXDOT to improve regional roads with the intent of improving safety and creating better connections.

Stephenville is served by multiple regional roads connecting to nearby cities.

NEXT STEPS

NEXT STEPS

WE ARE HERE



- Advisory Committee Mtg 4, February 13, 2024 | Virtual
- Presentation and Open House, February 29, 2024
- Draft Comprehensive Plan, March 15, 2024



PROJECT GOALS



Housing Supply – Expand and diversify housing supply that meets the needs of all ages, abilities, households, and income levels.



Community Character – Enhance and balance the character of Stephenville as a rural community, regional center, vibrant downtown, university community and welcoming place to live.



Mobility – Enable safe and healthy mobility options for all Stephenville residents.



Parks & Community Services – Enhance accessibility and quality of parks and community services.



Downtown – Revitalize and enhance downtown Stephenville as a vibrant, pedestrian-friendly, and economically thriving place to live, work, visit, and gather.



Resilience – Empower the Stephenville community with strong regional and local partnerships including educational, governmental, healthcare, and social organizations to improve fiscal and social health, and support integral city services and infrastructure.

PROJECT METRICS

Goal	Metric
Housing Supply	Housing Gap – Difference in number of existing units in each income category compared to the number of households in each income category
	Also look at the comparison of bedrooms to household size
	Ratio of new units created annually to new population
	Percent of renters spending > 30% of income on housing
	Costar – Student Housing & Multifamily
	Examples of density
	Service cost per housing unit
	Compare student housing growth with Student body increase
	Housing Diversity Index
Community Character	Number of visitors per year
	Population Density per acre over time
	Service Population trends
	Community Identity
	Brick Streets
	Urban to Rural – Community Edges
	Historic Development Pattern – Size of parcels vs size of housing units over time
	Highway System
	Unique Character – not always up to code but still important character
	Miles of new sidewalks adjacent to schools; parks; and transit routes
Mobility	Percent of Infrastructure more than 30 years old
	Number of calls to emergency services
	Residents within centers
	Safety - Hot Spots, LTS Analysis
	Walk Score, Bike Score, Transit Score
	Access Management and Intersection Density on Major Highways

Goal	Metric
Parks & Community Services	Amenities per capita [playgrounds, spraygrounds, trails, sports courts, pools, golf courses, outdoor exercise stations, urban farms, community gardens]
	Percent of residents living within a 10-minute walk of a park
	Land per capita
	University as an amenity and service.
	Percent of houses within ¼ mile of park/community center
Downtown	Number of businesses
	Value / Acre
	Number of vacant buildings
	Number of jobs (DT Boundary)
	Linear feet of GF activation
	Upper floor Vacancy / Activation
	Land Use Mix
	Things you can improve and/or adaptive reuse
	Boundary of Downtown
	Fiscally resilient development patterns
Resilience	Tarleton Connection
	Audiences and Attractors
	Number of jobs
	Percent of properties with positive net revenue

PROJECT GOALS - METRICS



Housing Supply

Ensure future housing supply will meet the demand for 32,000 residents - **16,820 Dwelling Units**



Community Character

Ensure future housing supply will be diverse – **No more than 40% of One Land Use**



Mobility

Ensure that new development is concentrated near centers (Tarleton & Downtown) – **50% of all Residents (31 + 53 = 84)**



Parks & Community Services

Ensure there are enough park spaces to accommodate new residents – **10 ac per 1000 residents (418 ac)**



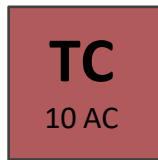
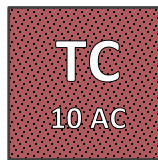
Resilience

Ensure that new development is fiscally sustainable by encouraging infill development – **60% or more Infill**

Ensure that new jobs grow at a rate to accommodate the new population – **4,712 Jobs**

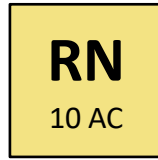
FUTURE LAND USE CATEGORIES

Each chip represents 10 acres



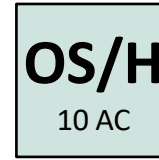
Mixed Use Town Center

- 300 residents
- 120 dwelling units
- 60 jobs



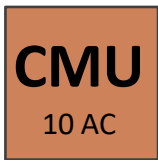
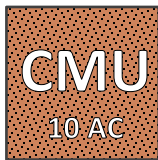
Rural Neighborhood

- 10 residents
- 4 dwelling unit
- 2 jobs



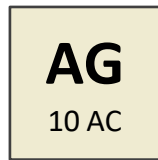
Open Space/Hazards

Areas where further development should be discouraged



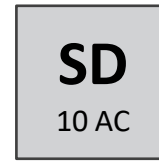
Community Mixed Use

- 270 residents
- 108 dwelling units
- 25 jobs



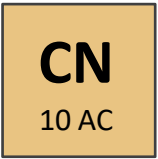
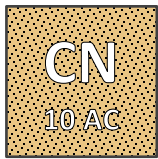
Agricultural

- 2 residents
- 1 dwelling units
- 1 jobs



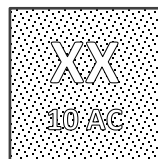
Special District

Areas designated as a single use, including commercial, industrial, or civic uses



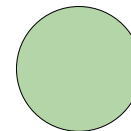
Complete Neighborhood

- 125 residents
- 50 dwelling units
- 8 jobs



Purpose-Built Student Housing

- Mixed Use Town Center
- Community Mixed Use
- Complete Neighborhood



Parks

This is the only chip that is NOT 10 acres - it is meant to be representative



MIXED USE TOWN CENTER

The mixed-use town center district is a dynamic center that encourages a mix of uses including residential, including purpose-built student housing, offices, retail, and recreational at higher densities to promote walkability and micro-mobility. It is a hub for commerce, entertainment, education, and culture, with numerous offices, shops, restaurants, theaters, and art galleries.

Residents: 300 residents
Dwelling Units : 120 units
Jobs: 75 jobs

- Housing Types Allowed:**
- Duplex/Triplex/Fourplex
 - Courtyard Housing
 - Townhouses
 - Apartments

Building Heights: 2-5 stories





COMMUNITY MIXED USE

The community mixed-use district accommodates a mix of uses at a medium density. This district encourages a mix of housing types to accommodate a range of residents, including purpose-built student housing. Local businesses, such as grocery stores and cafes, cater to the needs of the nearby residents and parks and green spaces provide recreational opportunities.

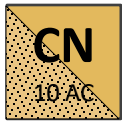
Residents: 270 residents
Dwelling Units : 108 units
Jobs: 40 jobs

Housing Types Allowed:

- Small Lot Single Family
- Duplex/Triplex/Fourplex
- Courtyard Housing
- Townhouses
- Apartments

Building Heights: 2-3 stories





COMPLETE NEIGHBORHOOD

The neighborhood residential district accommodates a mix of uses at a moderate density. This district encourages a mix of housing types to accommodate a range of residents, including purpose-built student housing. Local retail and service businesses are located on active corridors and parks and green spaces are integrated within the district.

Residents: 125 residents
Dwelling Units : 50 units
Jobs: 15 jobs

Housing Types Allowed:

- Small Lot Single Family
- Duplex/Triplex/Fourplex
- Courtyard Housing
- Townhouses

Building Heights: 1-2 stories



RN

10 AC

RURAL NEIGHBORHOOD

The rural residential district accommodates a mix of low-density housing, open spaces, and the preservation of the natural environment. Neighborhood commercial uses are allowed on corridors within the district to serve residents needs.

Residents: 10 residents

Dwelling Units : 4 units

Jobs: 2 jobs

Housing Types Allowed:

- Single Family, Detached
- Duplex/Triplex/Fourplex

Building Heights: 1-2 stories



AG

10 AC

AGRICULTURAL

The district accommodates mostly agricultural uses and open space. This district encourages housing at low densities, in addition to certain commercial uses that support the needs of residents in the district.

Residents: 2 residents

Dwelling Units : 1 unit

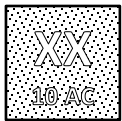
Jobs: 1 job

Housing Types Allowed:

- Single Family, Detached

Building Heights: 1-2 stories





PURPOSE BUILT STUDENT HOUSING

Purpose built student housing is designed for residents in higher education, typically located near a college campus and often with amenities tailored to college students, such as individual leases, study areas, fully furnished units, and roommate matching.

This type of housing can be accommodated in three land use categories:

TC

Mixed Use Town Center

CMU

Community Mixed Use

CN

Complete Neighborhoods



OS/H
10 AC

OPEN SPACE/HAZARD

Open Space/Hazard includes areas where further development should be discouraged. These are typically located within a floodplain or other areas that are more likely to experience inclement weather events.

Examples of these are:

- Areas in the floodplain
- Environmentally sensitive features
- Land for farming or ranching



SD

10 AC

SPECIAL DISTRICT

Special Districts are areas that are typically designated as a single use. This use can include commercial, industrial, or civic uses.

Examples of this are:

- Industrial Parks
- Universities
- Retail Centers
- Airports

