

STEPHENVILLE 2050

HONORING OUR LEGACY, EMBRACING OUR FUTURE



DEVELOPMENT SERVICES COMMITTEE UPDATES

5/15/2024



AGENDA

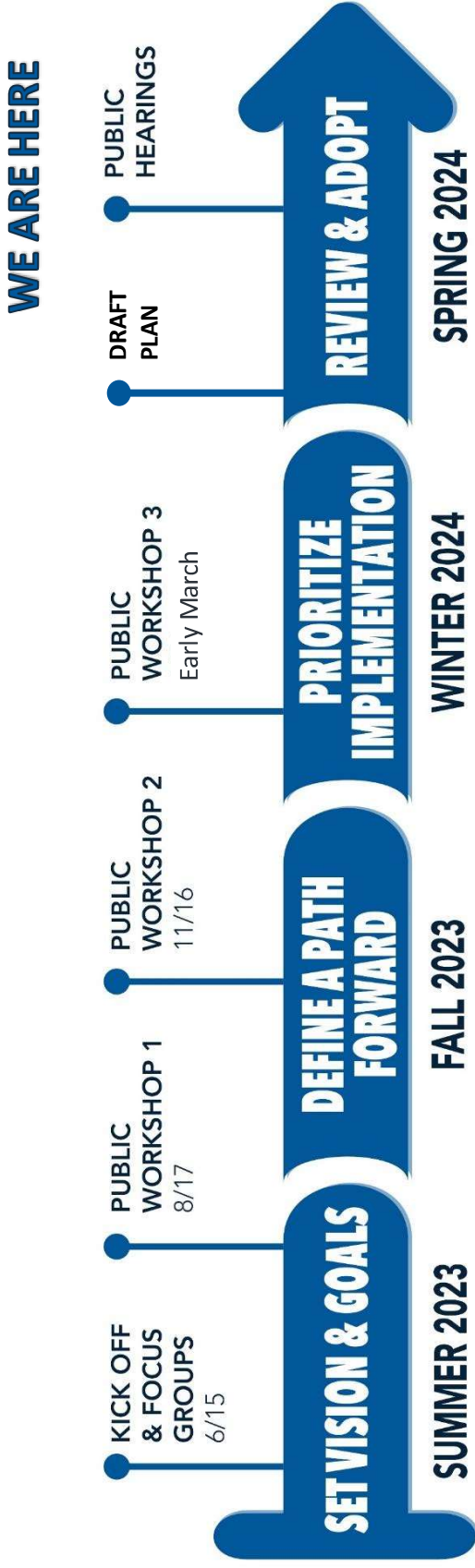
SCHEDULE & OVERVIEW..... (5 Min.)

MEETINGS & OUTCOMES..... (20 Min.)

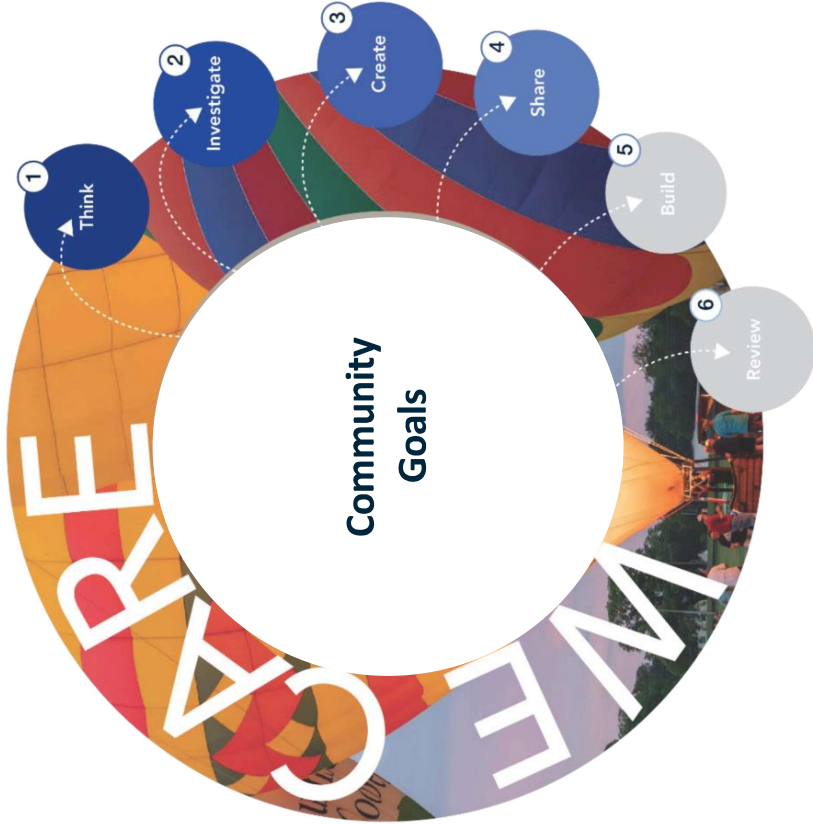
NEXT STEPS..... (5 Min.)

SCHEDULE & OVERVIEW

PROJECT TIMELINE



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.

PUBLIC ENGAGEMENT OVERVIEW

ADVISORY COMMITTEE

| | | | |
|---|--|--|--|
| Mark McClinton City Council mmccclinton@stephenvilletx.gov | Brandon Huckabee Erath County countyjudge@co.erath.tx.us | Case Horton Real Estate Community casehorton@gmail.com | Beau Mayo Development Community beaumayo@live.com |
| LeAnn Durfey City Council ldurfey@stephenvilletx.gov | Randy Hines Landowner rhines@hifamll.com | Claudia Eisenmann, CEO Social Services claudia Eisenmann@texashealth.org | Joel Allen Development Community joelchandlerallen@gmail.com |
| David Baskett City Council dbaskett@stephenvilletx.gov | Greg Bruner Landowner GregBruner@brunerauto.com | Metta Collier Social Services collierm@aal.com | Chad Decker, Hard Eight Business Community chad@hardeightbbq.com |
| Eric Cederstrom Stephenville ISD eric.cederstrom@sவில்le.us | Chris Gifford, Chair Stephenville Economic Development Authority chris@giffordtv.com | Larry Smith Erath Historical Commission ldsmithscouter@gmail.com | Gerald Cook - At Large gcook49@gmail.com |
| Curt Plaxco Chamber stephenvilleNaz@hotmail.com | Chelsey Veldhuizen, Chair Tourism & Visitors Bureau Advisory Board chelsey@veldhuizencheese.com | Reagan Thompson Development Community reagan@reloadcap.com | Kenny Weldon - At Large jkweldon2@gmail.com |
| Lori Beaty Tarleton State University lbeaty@tarleton.edu | Rita Cook, Chair Main Street Advisory Board Ritacook50@gmail.com | Jason Ripley, TechnipFMC Business Community jason.ripley@technipfmc.com | Bruce Delator - At Large texbvd@yahoo.com |
| | | | Marc McKendree - At Large |

KEY STAKEHOLDER ENGAGEMENT DATES

Setting a Vision and Goals

- June 15, 2023 - Site Visit, Focus Groups, & Advisory Committee #1
- August 9, 2023 - Advisory Committee #2
- August 17, 2023 - Public Meeting #1
- September 8, 2023 - Part I: Stephenville 2050

Defining a Path Forward

- October 26, 2023 - Advisory Committee Meeting #3
- November 16, 2023 - Public Meeting #2

Prioritizing Implementation

- February 13, 2024 - Advisory Committee Meeting #4
- Early March 2024 – Public Meeting #3
- April and May - Workshops

SETTING A VISION AND GOALS | SITE VISITS & FOCUS GROUPS



SETTING A VISION AND GOALS | SITE VISITS & FOCUS GROUPS

More retail and entertainment options needed **Downtown** to increase foot traffic supported by branding, signage, and placemaking.

More support needed for **infrastructure and services** as population grows, specifically recently annexed land in the east of the city.

Create more opportunities to bring more people to Stephenville. Events bring large numbers of **visitors**, but there is not enough lodging available.

Need for more quality **housing**, specifically multifamily, without sprawling out due to high development costs.

Not many **options for transportation** other than personal vehicles and traffic continues to worsen as the population increases

Need more support for all **emergency services** within Stephenville due to the increase in population.

Tarleton is growing and should work with the city to ensure its growth is supported by and in partnership with the city.

The city has a great regional park but needs **more small parks with more activities and recreation**.

SETTING A VISION AND GOALS | PUBLIC MEETING 1

50 Participants

Goal: Share initial findings on existing conditions and collect public input.

Participants answered a variety of live polling questions throughout the presentation to provide input on a variety of topics. They also provided feedback on numerous boards following the presentation.

Additionally, participants took part in a participatory budget activity. The most “funded” category was *Street Maintenance*.

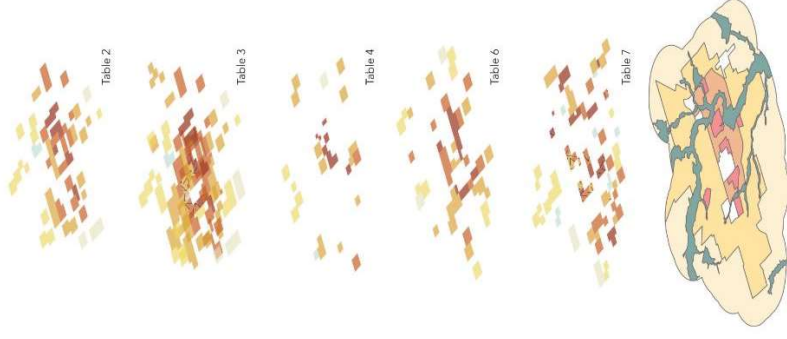


32 Participants, 5 Tables

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



BENCHMARKS
41,884 Residents
16,820 Dwelling Units
4,712 Jobs



PRIORITIZE IMPLEMENTATION | PUBLIC MEETING 3

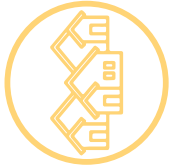
22 Participants, 5 Tables

Goal: Select and prioritize Implementation Strategies.



DOCUMENT OVERVIEW

GOALS



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



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



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



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

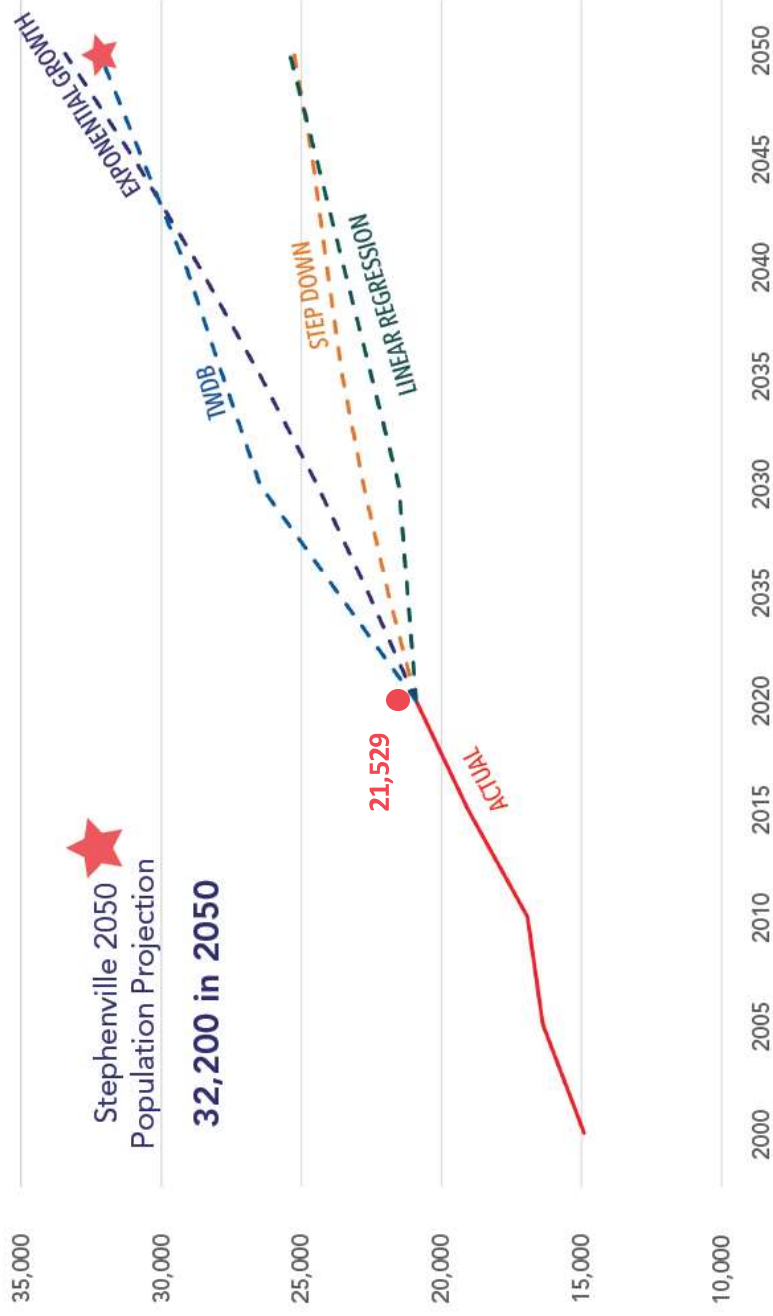


Mobility – Enable safe and healthy mobility options for all Stephenville residents.



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.

STEPHENVILLE 2050 POPULATION PROJECTIONS



STEPHENVILLE 2050 POLICY STATEMENTS

LAND USE

1. Promote infill development to maximize the use of existing infrastructure and land.
2. Develop new parks accessible to all residents.
3. Maintain the edge between rural and urban and prevent sprawling development that does not contribute to the character of Stephenville.
4. Create complete communities that include a mix of uses and support a wide variety of housing choices.
5. Relieve pressure in neighborhoods by adding purpose-built student housing close to campus.

HOUSING

1. Provide diverse housing options to all residents.
2. Support growth with infill development.
3. Prioritize the character of existing neighborhoods.
4. Increase student housing opportunities adjacent to campus.

ECONOMIC DEVELOPMENT

1. Cultivate a thriving local business and entrepreneurial culture.
2. Support expansion of existing and potential industries.
3. Create a focused marketing strategy to attract and retain talent.
4. Promote a welcoming, helpful business environment.

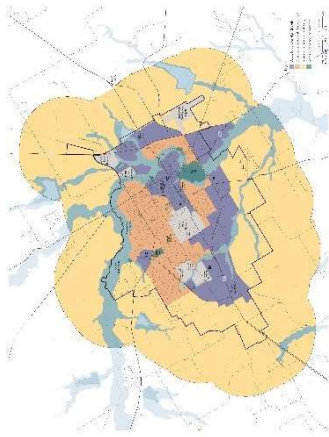
DOWNTOWN

1. Enhance the character and experiences in downtown.
2. Leverage existing downtown assets to support more small businesses.
3. Improve connection to the downtown through an enhanced mobility network.
4. Enhance public spaces such as parks, plazas, and streetscapes to provide gathering places for community engagement and social interaction.

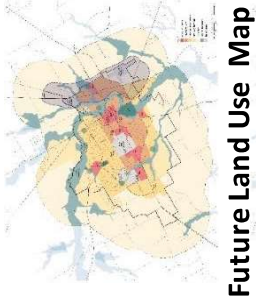
TRANSPORTATION

1. Prioritize the City's Capital Improvement Program dollars for maintaining, enhancing, and improving the function of existing streets before extending to new areas.
2. Enable all modes of travel through new and enhanced streets.
3. Optimize the transportation network by ensuring that roads are designed to efficiently move people and goods while streets are designed to build community wealth within a successful place.
4. Connect new streets to Stephenville's existing street grid and be consistent with traditional block sizes in Stephenville.
5. Improve access management policies to prolong the life and function of major roads and corridors.

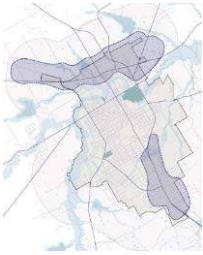
WHERE



WHAT



Thoroughfare Plan Map



Targeted Employment Areas Map

HOW



Implementation Strategies

LAND USE | GROWTH SECTORS

Conservation (S1)

Valuable as Open Space

Rural Activity (S2)

Infrastructure not available

Controlled Growth (S3)

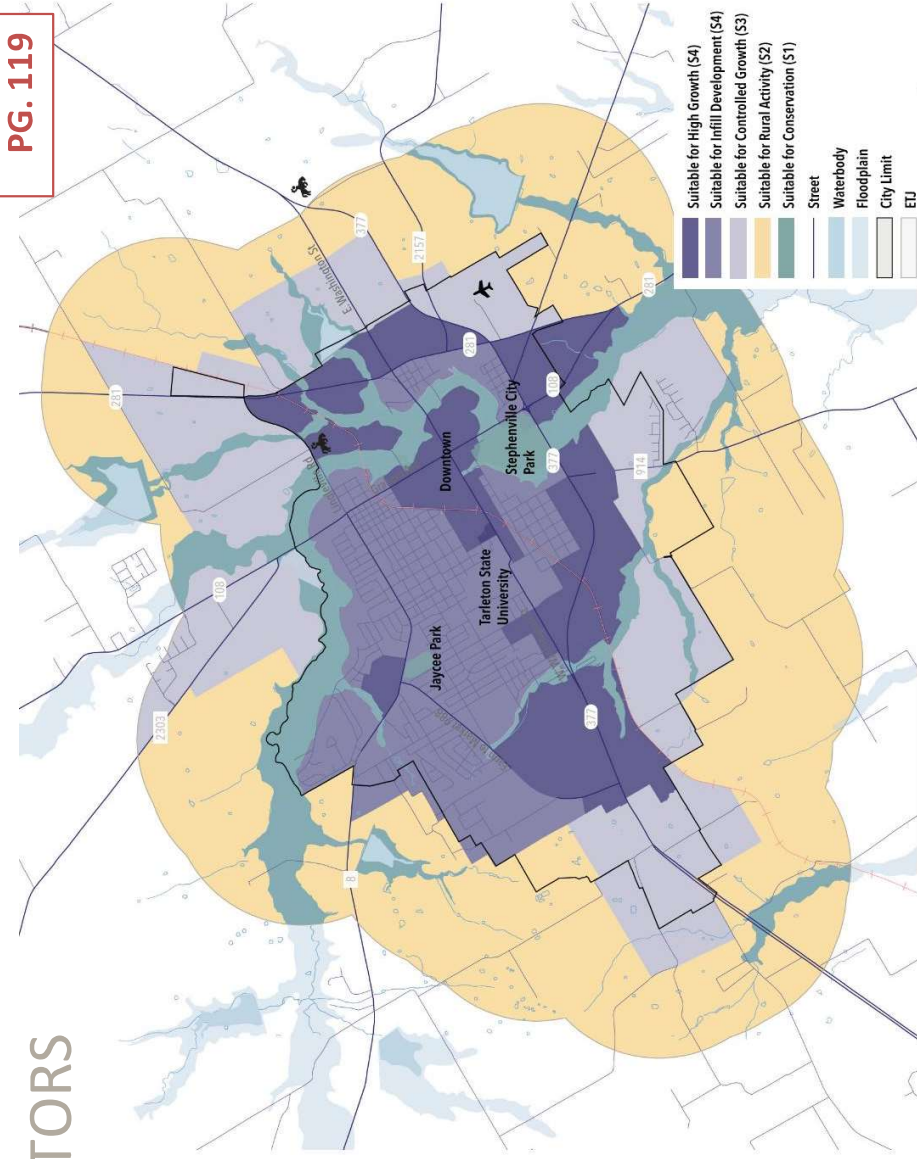
Infrastructure is planned or partial

Infill Growth (S4)

Infrastructure exists
New development is complimentary

High Growth (S5)

Infrastructure exists
Redevelopment is encouraged and inline
with Activity Center Goals.



LAND USE | FUTURE LAND USE MAP

Town Center



Community Core



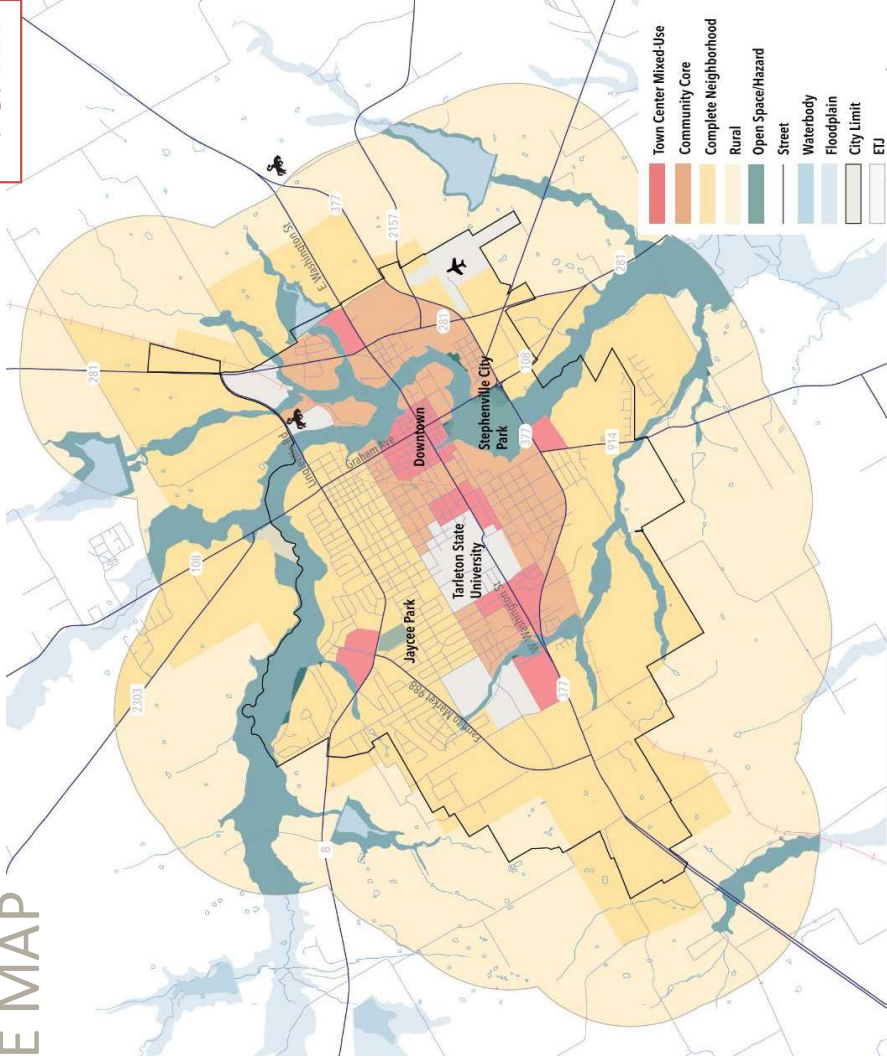
Complete Neighborhood



Rural



Open Space





Major Arterial



Rural Major Arterial



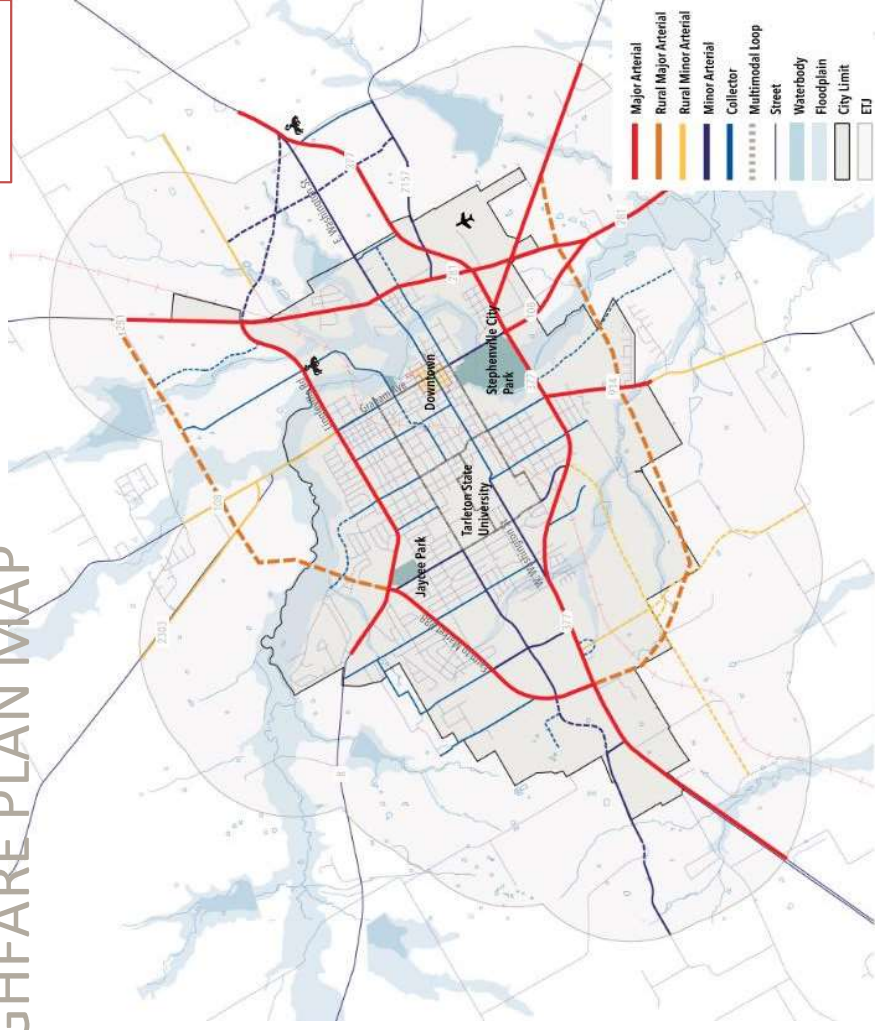
Rural Minor Arterial



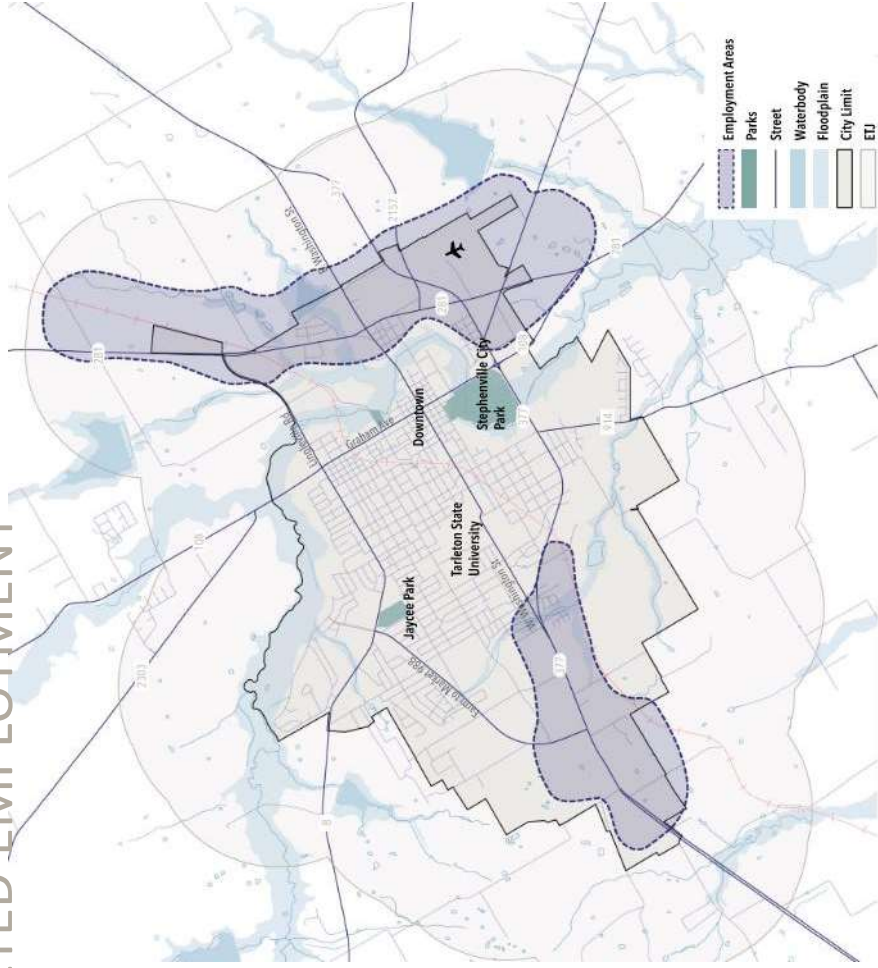
Minor Arterial



Collector



Areas that have infrastructure to support development, high connectivity in and around the region, and large areas of land for growth.



IMPLEMENTATION ROADMAP OVERVIEW



PROJECTS

Projects are built, permanent, physical changes.



PROGRAMS

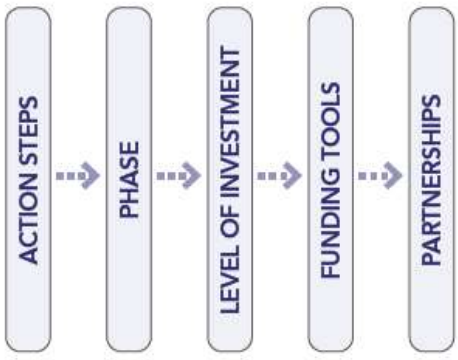
Programs are one-time events or ongoing actions that influence the study area but do not require permanent physical changes.



POLICIES

Policies are legal norms, rules, or definitions that control and influence future changes.

Each Project, Program or Policy includes the following elements:



Each Project, Program or Policy ties back to our previous goals:

-  Housing Supply
-  Community Character
-  Mobility
-  Parks & Community Services
-  Downtown
-  Resilience

IMPLEMENTATION ROADMAP OVERVIEW | EXAMPLE

| # | RECOMMENDATION | DESCRIPTION | # | TYPE | ACTIONS | PHASE | LEVEL OF INVESTMENT | POTENTIAL FUNDING SOURCES | POTENTIAL PARTNERSHIP | IMPLEMENTING AGENCY | GOALS ADDRESSED |
|----|---|--|----|---------|---|------------|---------------------|---|--|----------------------|-----------------|
| 1 | Update Zoning Ordinances for Infill Development | The city will update development standards to allow a variety of housing types to support infill development and support the creation of new mixed-use centers. | B1 | Program | Consider programs to help existing property owners achieve financing and build accessory dwelling units. | Short Term | \$ | City of Stephenville budget allocation, Grants and funding programs | Real estate and business community, Property owners, Residents | Development Services | |
| | | | C1 | Policy | Update development standards to allow and encourage high quality missing middle housing. | | | | | | |
| | | | C2 | Policy | Update the zoning code to a form-based code. | | | | | | |
| | | | C3 | Policy | Implement pattern zones to encourage certain types of residential development. | | | | | | |
| | | | C4 | Policy | Update the parkland dedication ordinance to make sure new development is contributing its fair share of parkland. | | | | | | |
| C5 | Policy | Update the zoning code to support a variety of lodging opportunities in different areas of the city. | | | | | | | | | |
| 2 | Codevelop (Tarlton and Stephenville) an Activity Center | Create an activity hub on the southwestern corner of Tarleton State University as a partnership between the university and the city to support economic activity and additional housing development in Stephenville. | A1 | Project | Create a small area plan specific to this area. | Mid Term | \$\$\$ | Tax Increment District, ITGA funding programs | Tarleton State University, ITGA, Stephenville Economic Development Authority | Development Services | |
| | | | B2 | Program | Create a "Town and Gown" committee through the International Town and Gown Association (ITGA) to ensure this partnership is codified and ongoing. | | | | | | |
| 3 | Increase Non-Student Housing Alternatives | Encourage development of housing that caters to the demands of the local non-student population including professors, doctors and various other professionals that are being actively recruited to the area. | B3 | Program | Create a targeted housing incentive program that spurs growth of preferred housing. | Short Term | \$ | City of Stephenville budget allocation, Grants and funding programs | Texas State Affordable Housing Corporation, Local builders and developers | Development Services | |
| | | | C6 | Policy | Defines specific types of housing, targeted markets, locations to be promoted, and number of units. | | | | | | |
| | | | C7 | Policy | Establish design standards and zoning requirements to promote good design and protect neighborhoods. | | | | | | |

KEY:

- Housing Supply
- Community Character
- Mobility
- Parks & Community Services
- Downtown
- Resilience



PROJECT METRICS

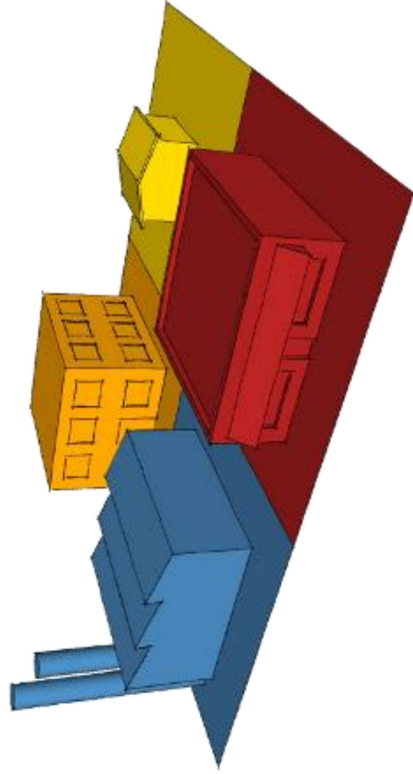
| Goal | Metric |
|--|---|
| Housing Supply | Housing Gap – Difference in number of existing units in each income category compared to the number of households in each income category |
| | Also look at the comparison of bedrooms to household size |
| Housing | Ratio of new units created annually to 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 |
| | Number of visitors per year |
| | Population Density per acre over time |
| | Service Population trends |
| Community Character | Community Identity |
| | Brick Streets |
| | Urban to Rural – Community Edges |
| | Historic Development Pattern – Size of parcels vs size of housing units over time |
| | Highway System |
| Mobility | Unique Character – not always up to code but still important character |
| | Miles of new sidewalks adjacent to schools; parks; and transit routes |
| | Percent of Infrastructure more than 30 years old |
| | Number of calls to emergency services |
| | Residents within centers |
| | Safety - Hot Spots, LTS Analysis |
| Access Management and Intersection Density on Major Highways | 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 |
| Parks & Community Services | Land per capita |
| | University as an amenity and service. |
| | Percent of houses within ¼ mile of park/community center |
| | 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 | |
| Downtown | Boundary of Downtown |
| | Fiscally resilient development patterns |
| | Tarleton Connection |
| | Audiences and Attractors |
| | Number of jobs |
| Resilience | Percent of properties with positive net revenue |

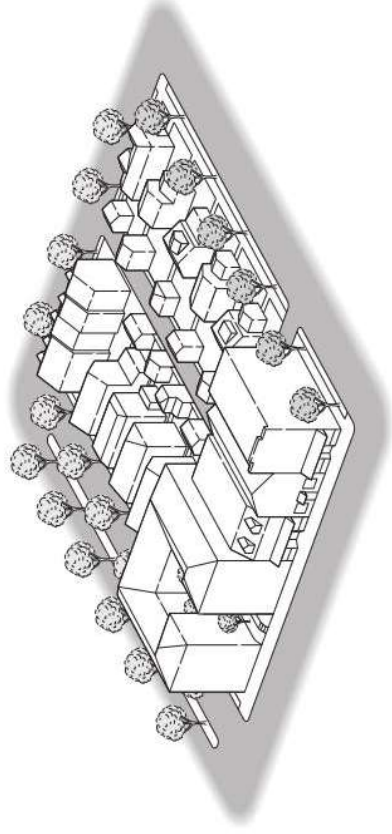


CONVENTIONAL VS. FORM-BASED CODES

**CONVENTIONAL /
USE-BASED CODE**



FORM-BASED CODE



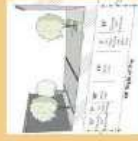
ELEMENTS OF A FORM BASED CODE

1. Regulating Plan



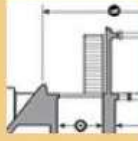
A plan or map of the regulated area designating the locations where different building form standards apply.

2. Public Standards



Specifies elements in the public realm: sidewalk, travel lanes, on-street parking, street trees and furniture, etc.

3. Building Standards



Regulations controlling the features, configurations, and functions of buildings that define and shape the public realm.

4. Administration



A clearly defined and streamlined application and project review process.

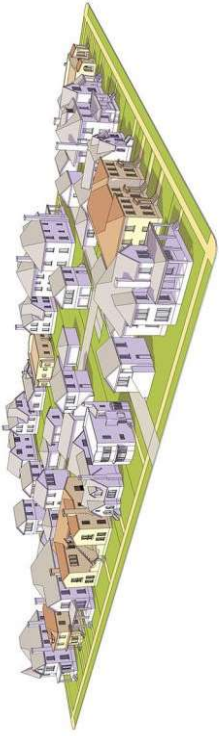
5. Definitions



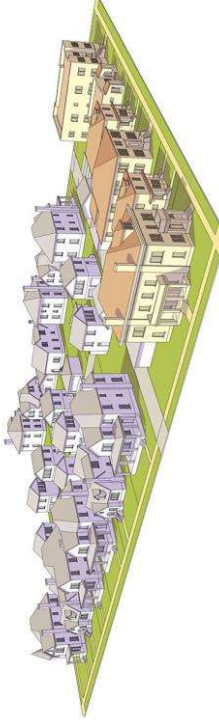
A glossary to ensure the precise use of technical terms.

HOW CAN FORM BASED CODES HELP?

VERSION 1



VERSION 2



VERSION 3

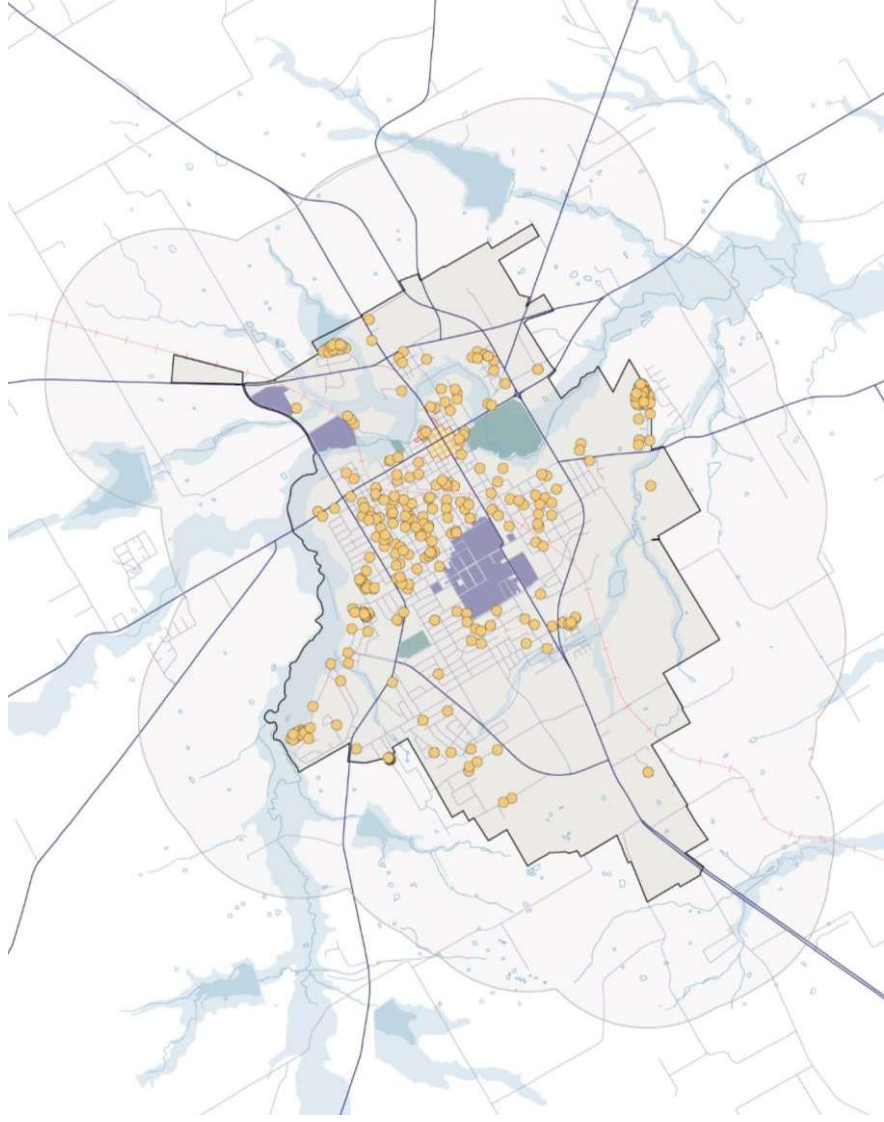


VERSION 4



WHERE IS INFILL HAPPENING?

Residential Building Permits from 2017 - 2022



EXAMPLES

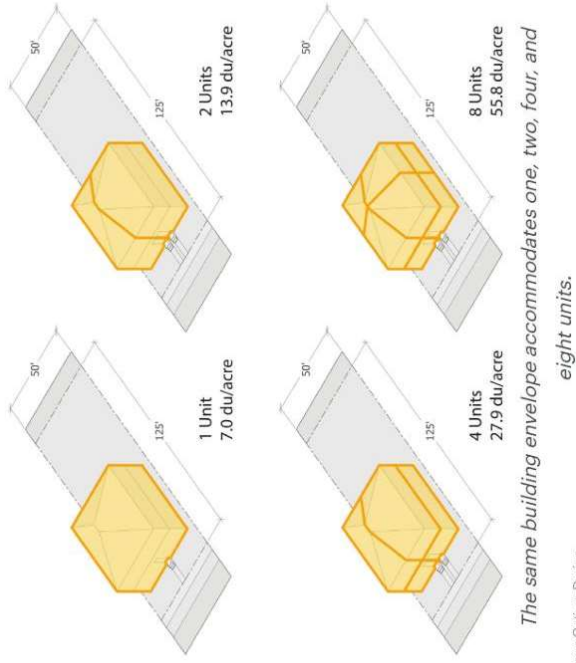
ACCESSORY DWELLING UNITS



COTTAGE COURTS



SCALE OVER DENSITY



The same building envelope accommodates one, two, four, and eight units.

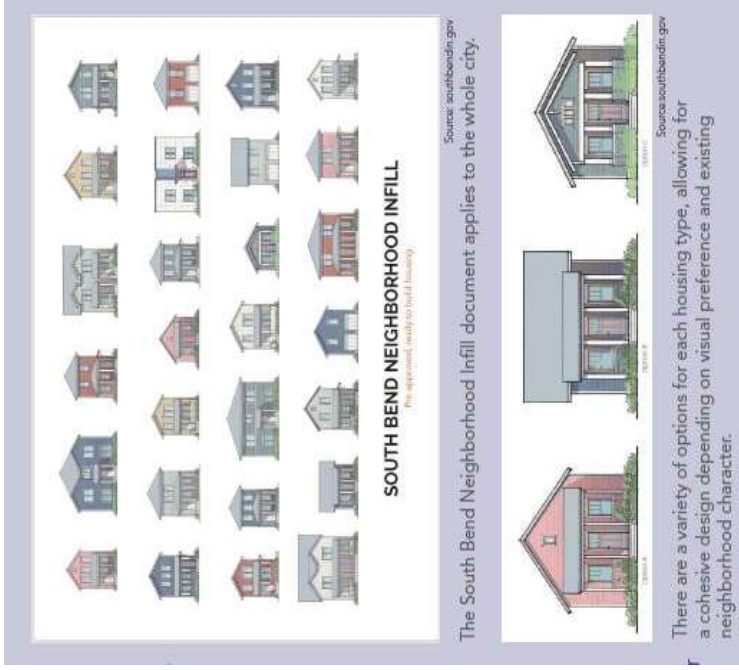
Source: Opticos Design

PATTERN ZONING

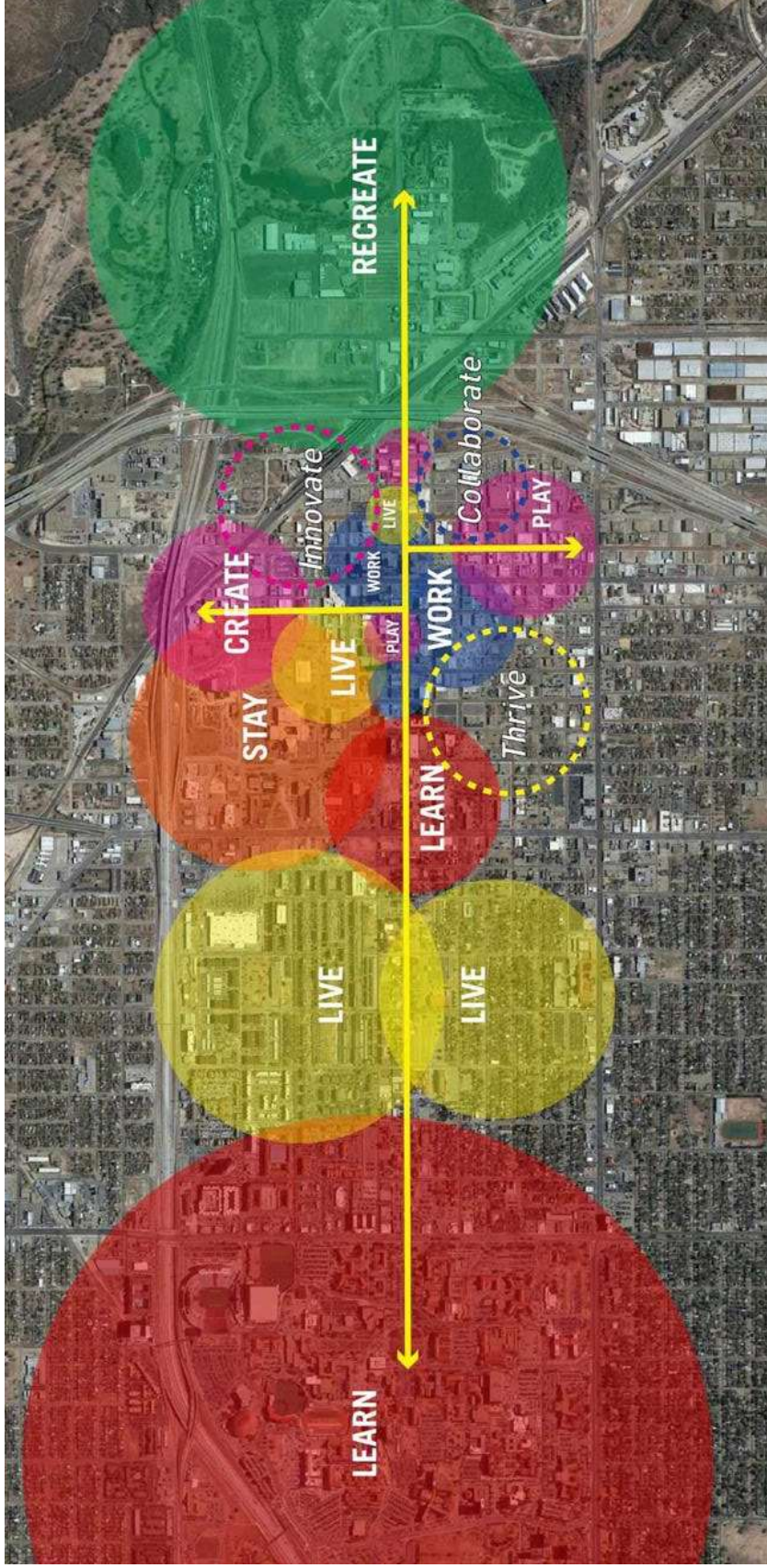
BRYAN, TX



SOUTH BEND, IN



LUBBOCK, TX CASE STUDY



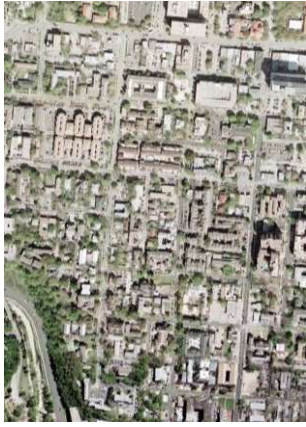
LUBBOCK, TX CASE STUDY



OTHER COLLEGE TOWNS

AUSTIN, TX

2002



2023



SAN MARCOS, TX

2002



2023



LUBBOCK, TX

2002



2023



COLLEGE STATION, TX

2002



2023



TAYLOR, TX NEIGHBORHOOD PLAN



| DEVELOPMENT PATTERNS | PLACE TYPES | | | | | | | | | | |
|--------------------------------------|-------------|-----|-----|------|--------|-----|--------|--------|-----|----------|--|
| | P1 | P2 | P2C | P2.5 | P3 | P3M | P4 | P5 | CS | EC | |
| TRADITIONAL NEIGHBORHOOD DEVELOPMENT | 5% | 0% | 0% | 0% | 10-30% | 0% | 40-60% | 10-30% | 10% | 0% | |
| CLUSTER LAND DEVELOPMENT | 5% | 50% | 0% | 0% | 10-30% | 0% | 20-40% | 0-15% | 10% | 0% | |
| VILLAGE CENTER DEVELOPMENT | 5% | 5% | 0% | 0% | 10-30% | 0% | 10-30% | 40-60% | 10% | 0% | |
| EMPLOYMENT CENTER | TBD | 0% | 0% | 0% | 0% | 0% | 0-20% | 0-20% | 10% | 50% MIN. | |



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

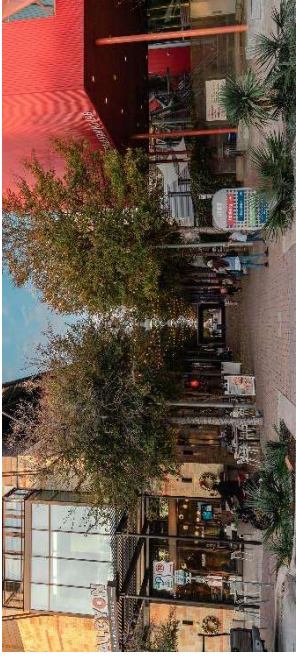
Dwelling Units : 120 units

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
1.0 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



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

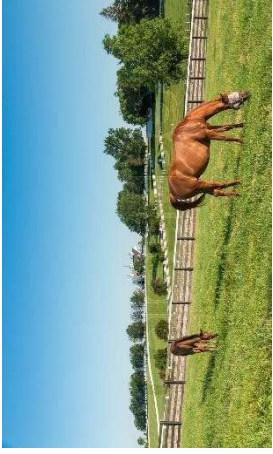
Dwelling Units : 1 unit

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**
- CMU**
- CN**

Mixed Use Town Center

Community Mixed Use

Complete Neighborhoods



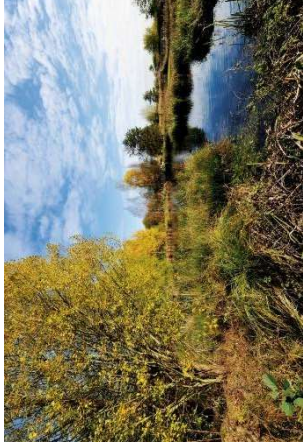
OS/H OPEN SPACE/HAZARD

10 AC

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



SPECIAL DISTRICT

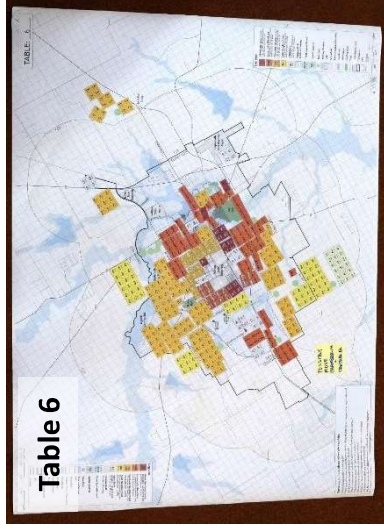
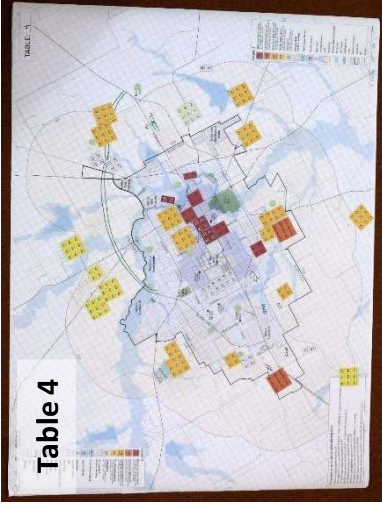
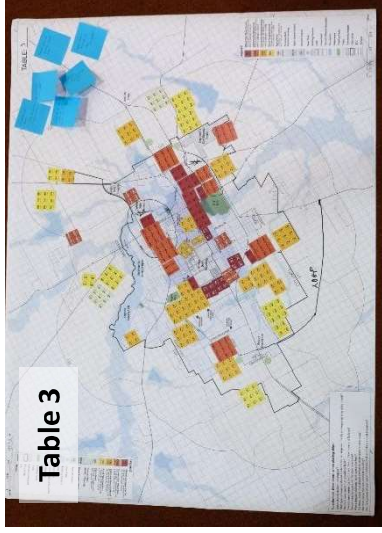
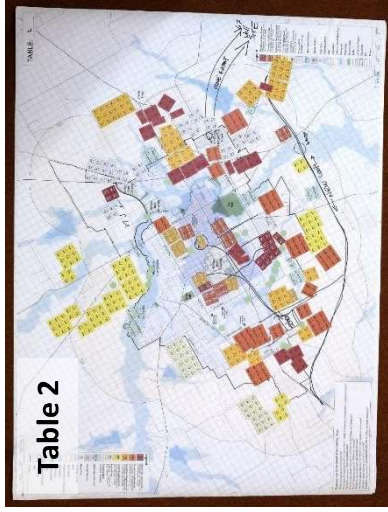
Special Districts are areas that are typically designated as a single use. This use can include commercial, industrial, or civic uses.

Examples of this are:

- Industrial Parks
- Universities
- Retail Centers
- Airports



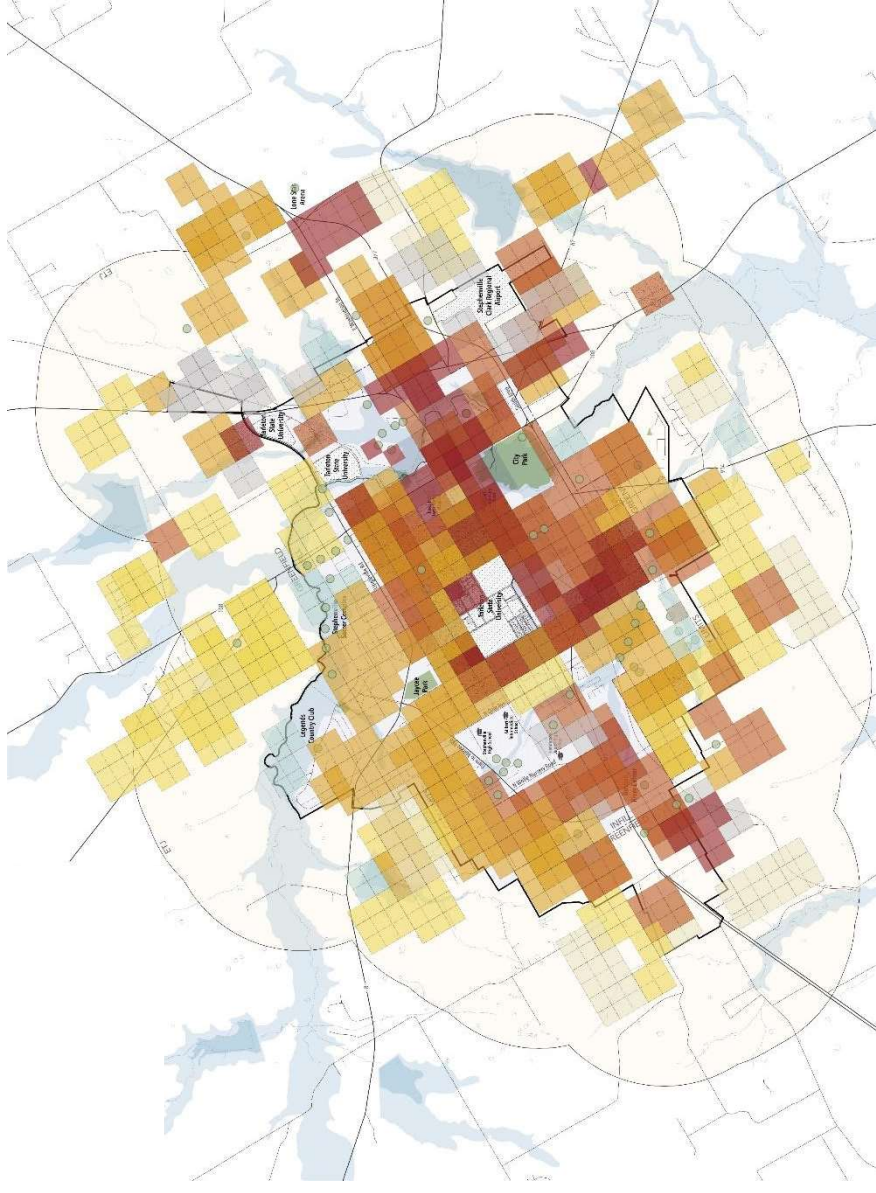
OUTCOMES | ALTERNATIVE MAPS



OUTCOMES | COMBINED MAP

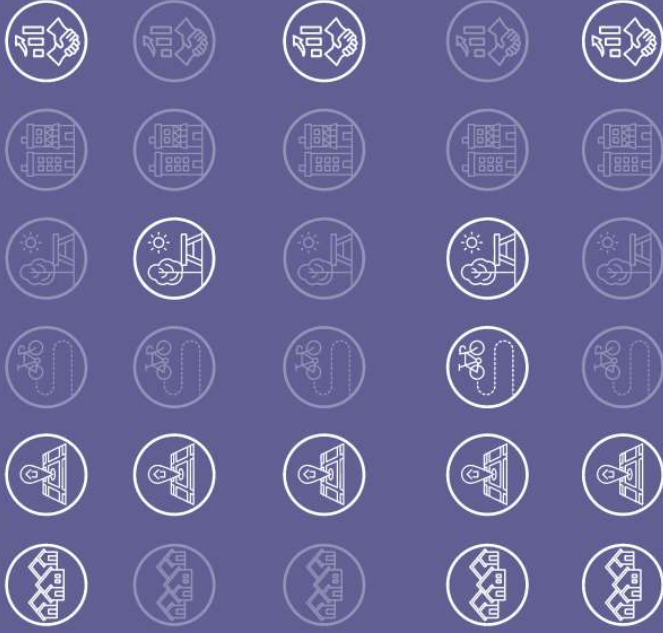
WHAT WE HEARD

- 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



Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

1. Promote infill development to maximize the use of existing infrastructure and land.
2. Develop new parks accessible to all residents.
3. Maintain the edge between rural and urban and prevent sprawling development that does not contribute to the character of Stephenville.
4. Create complete communities that include a mix of uses and support a wide variety of housing choices.
5. Relieve pressure in neighborhoods by adding purpose-built student housing close to campus.





Guiding Principles

Land Use: Land uses are characterized by a mix of uses that includes varying forms of mixed residential and commercial. Purpose-built student housing is preferred along walkable routes to campus and major corridors.

Built Form: Buildings are typically two to four stories to encourage more efficient utilization of land. Buildings are brought up to the street edge to encourage a walkable urban form.

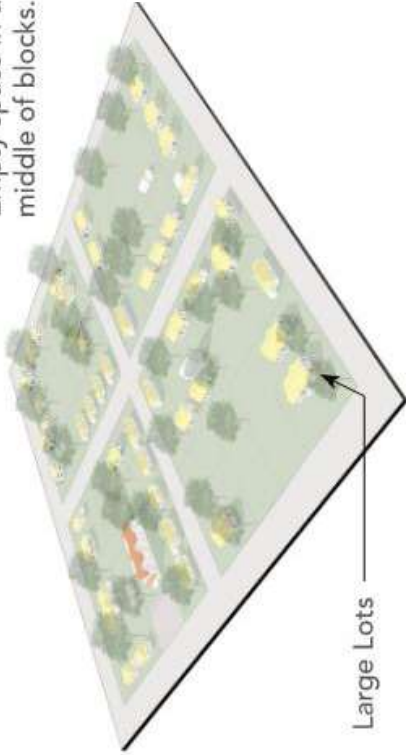
Mobility: Existing streets should be connected into the larger grid network where disconnected and sidewalk with street trees should be developed to prioritize pedestrian connectivity.

Parking: Parking should be accommodated with a mix of off street parking, shared parking, and structured parking associated with larger developments.

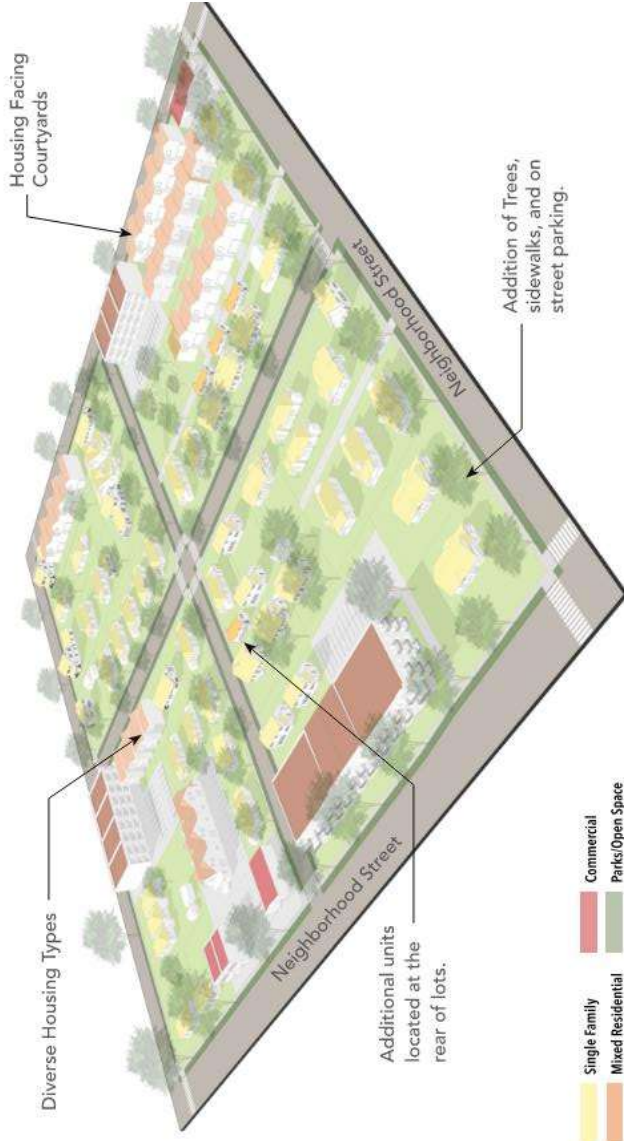
Parks and Open Space: Public spaces and plazas are integrated into the development framework as well designed and highly amenitized civic buildings, plaza spaces, and gardens.

LAND USE | LAND USE CATEGORY DESCRIPTIONS

Empty space in the middle of blocks.



Large Lots



Housing Facing Courtyards

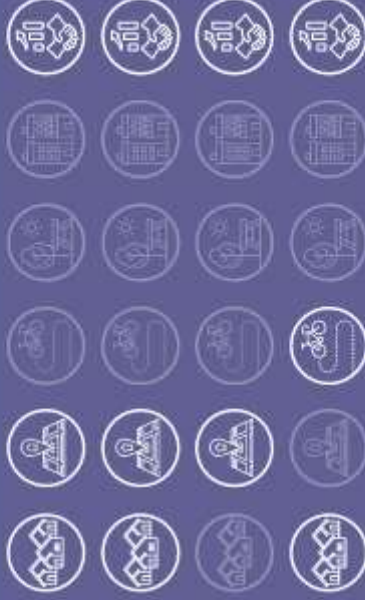
Additional units located at the rear of lots.

Addition of Trees, sidewalks, and on street parking.

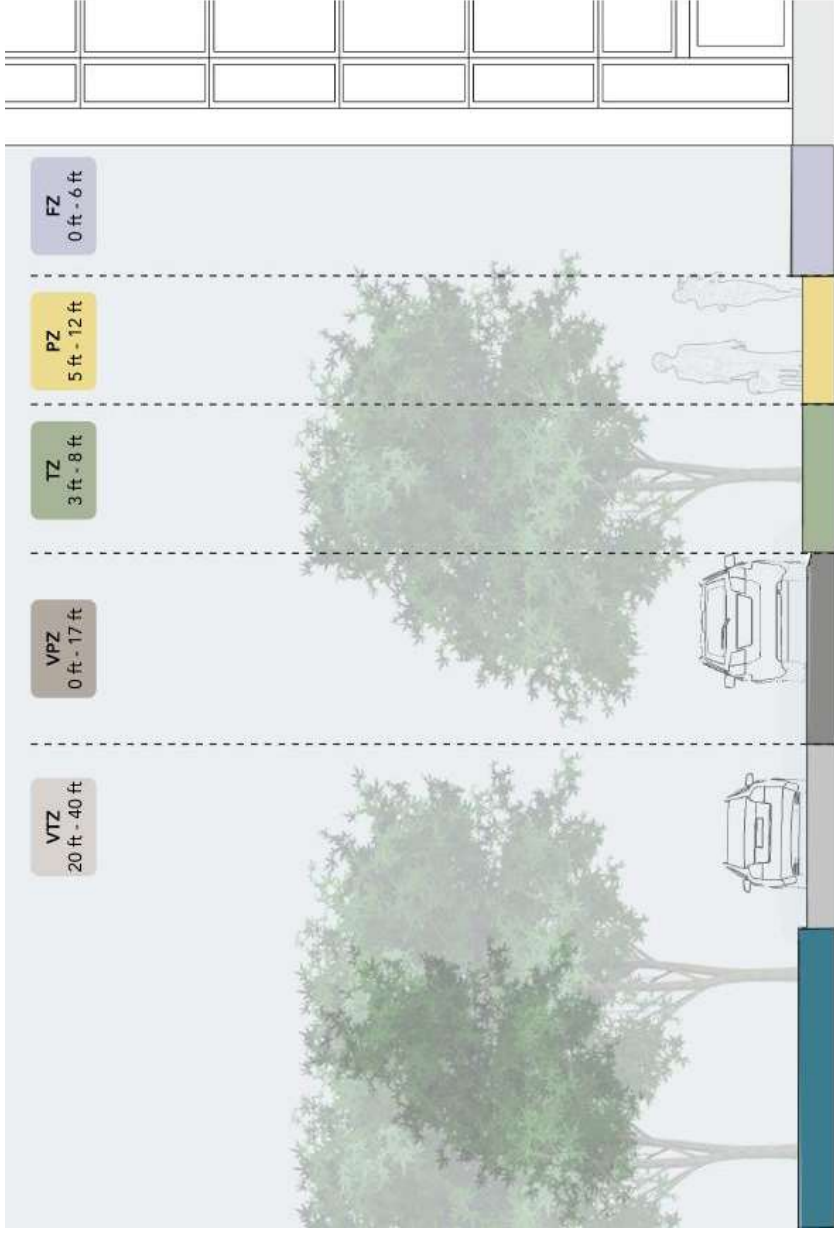
- Single Family
- Mixed Residential
- Multi-family
- Commercial
- Parks/Open Space
- Surface Parking

Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

1. Provide diverse housing options to all residents.
2. Support growth with infill development.
3. Prioritize the character of existing neighborhoods.
4. Increase student housing opportunities adjacent to campus.



TRANSPORTATION | ELEMENTS OF A STREET



Frontage Zone

Pedestrian Zone

Tree Zone

Parking /

Multi-Modal Zone

Travel Zone

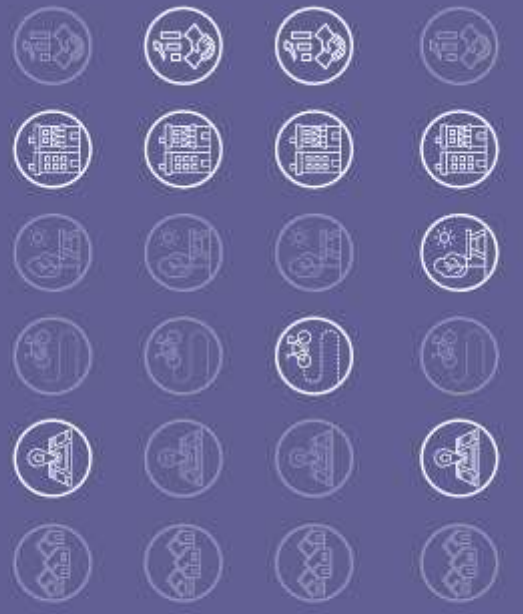
Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

1. Preserve important community assets that contribute to the character of Stephenville.

2. Leverage existing downtown assets to support more small businesses.

3. Improve connection to the downtown through an enhanced mobility network.

4. Enhance public spaces such as parks, plazas, and streetscapes to provide gathering places for community engagement and social interaction.



ECONOMIC DEVELOPMENT | POLICY STATEMENTS

POLICY STATEMENTS

Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

1. Cultivate a thriving local business and entrepreneurial culture.
2. Support expansion of existing and potential industries.
3. Create a focused marketing strategy to attract and retain talent.
4. Promote a welcoming, helpful business environment.

