

STEPHENVILLE 2050

HONORING OUR LEGACY, EMBRACING OUR FUTURE



May 2024





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Executive Summary

INTRODUCTION

Key Challenge: The City of Stephenville has drafted the Stephenville 2050 Comprehensive Plan to address the key challenge of keeping up with housing supply that meets the needs of current and projected long term residents, new families, workforce, and students. As Tarleton State continues to grow it brings opportunity in the form of new and emerging industries and sectors as well as a young and educated workforce. Off-campus student housing must be integrated in a way that adds value to the surrounding community and neighborhoods and encourages students to participate meaningfully in the social, economic, and cultural aspects of City life.

Approach: Stephenville must adopt land use policies and ordinances that encourage the production, preservation, and enhancement of existing housing that is conveniently located and offers affordable housing choices that meet the needs of residents and students. Stephenville 2050 will add significant supply by directing large purpose-built student housing with activated ground floor retail to identified commercial corridors and centers adjacent to campus. This housing will add value and catalyze these mixed use centers with dense walkable development while relieving pressure to accommodate students in existing neighborhoods. The housing approach for existing and new neighborhoods is to minimize purpose-built student housing and ensure that housing is built and preserved to meet the needs of residents at all different stages of life in healthy, connected communities. New, efficient development patterns will support the infrastructure and systems with in Stephenville to ensure that the quality of services remain high and the residents are not burdened with the cost of maintenance as new housing is developed.

Stephenville 2020 - By the Numbers

Year	Population	Housing Units	Property Tax Revenue/Acre Citywide	Percent of Residents accommodated within Infill Areas
2023	21,529	8,825	\$1,081	18,667
2050	32,000	18,684	\$3,765	43,892

Goals (pg. 31)

Goals and policy statements outlining how Stephenville should accommodate projected growth were developed through an extensive public outreach process. Policy statements are categorized by Land Use, Housing, Transportation, Downtown, and Economic Development and are related to the goals in each chapter.



Housing Supply

Expand and diversify the housing supply to meet 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.

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.

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.

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.

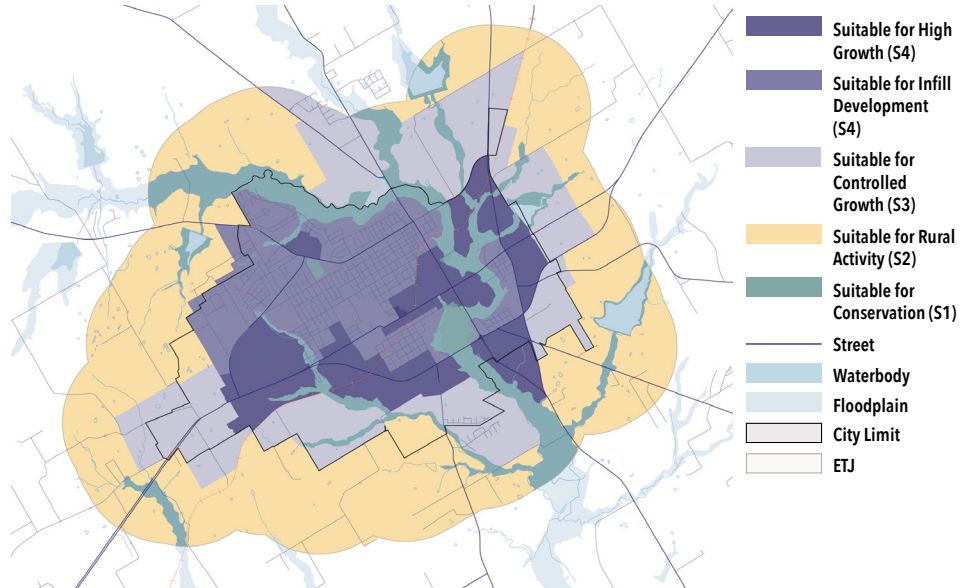
ECONOMIC DEVELOPMENT

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.

GUIDING MAPS

Growth Sectors (pg. 127)

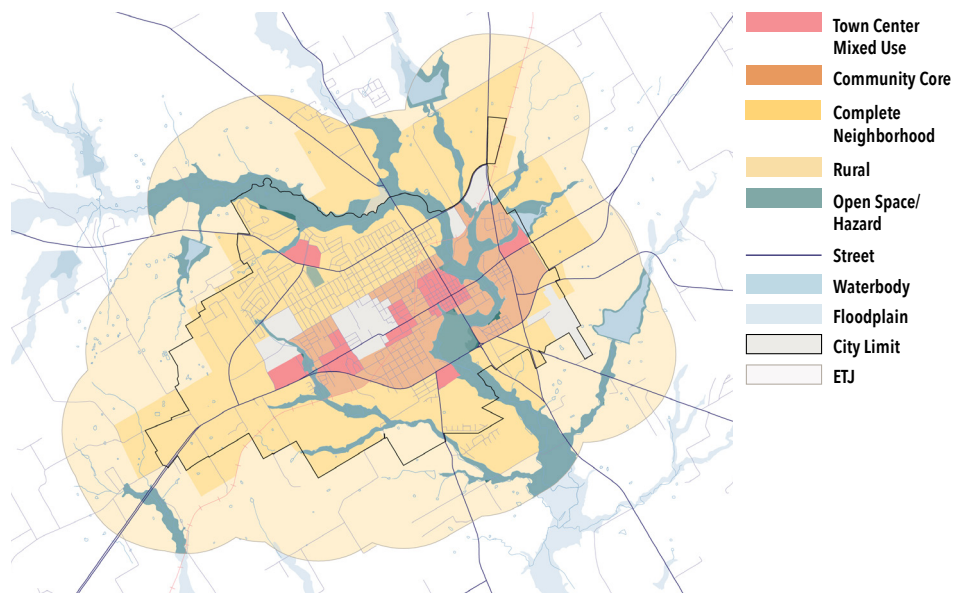
The purpose of the Growth Sectors Map is to identify where development and redevelopment are intended and where infrastructure systems exist or are planned within the 25-year timeframe of this plan. Stephenville 2050's Growth Sectors Map focuses growth in areas where infrastructure is already available or planned. The area suitable for Rural Activity includes areas where growth is not intended during the timeframe of this plan because infrastructure systems are not available or planned in these areas and because there is sufficient land area within the areas suitable for High Growth, Infill Development, and Controlled Growth to accommodate the projected population growth over the 25-year timeframe of the plan.



Future Land Use (pg. 129)

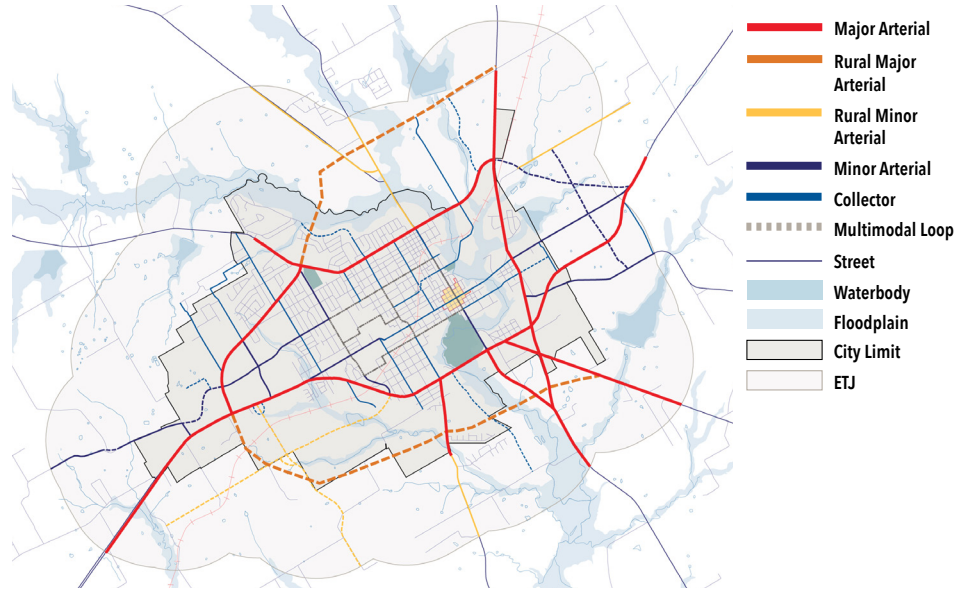
While the Growth Sectors Map identifies where development and redevelopment should be focused, the Future Land Use Map guides how that development or redevelopment should look and function.

The Future Land Use Map is an important policy tool that is used to guide future growth in the City of Stephenville. The map forms the basis for future regulatory decisions like new and updated development standards or future zoning changes. The Future Land Use Map should be aligned with the goals and policies of this Comprehensive Plan.



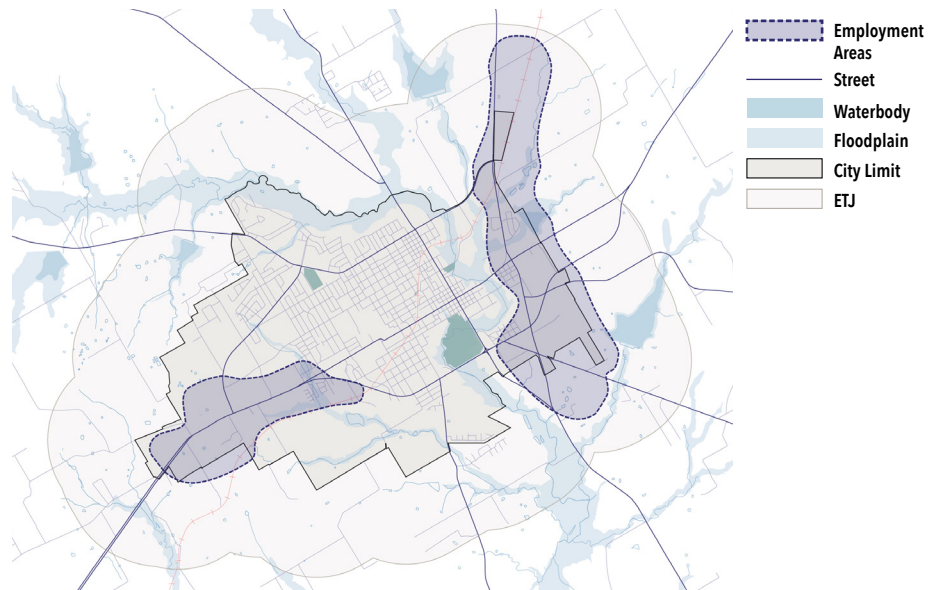
Thoroughfare Plan (pg. 172)

The goal of the Thoroughfare Plan is to meet the future mobility needs of the City of Stephenville by identifying investments that maximize the use of existing infrastructure and enable the city to provide and utilize sufficient resources for long-term maintenance, repairs, and replacement. The City of Stephenville’s vision is to develop transportation infrastructure to create community wealth, foster inclusive growth, and maintain Stephenville’s character, where people feel connected.



Targeted Employment Areas (pg. 205)

The goal of the Targeted Employment Areas Map is to identify areas the City should invest in to enable industries to locate in and expand. The City of Stephenville’s vision is to encourage new industries to locate in the city limits and have existing industries expand.



IMPLEMENTATION STRATEGY INDEX

There are a total of 15 strategies that will move this plan forward from a vision to reality. Implementation strategies provide a roadmap for success. With an emphasis on the planning and regulatory framework, incentives and financial tools, and capital improvements, they will provide the necessary actions that will advance the long-term vision of the Comprehensive Plan.

1. Update Zoning Ordinances for Infill Development (pg. 150)
2. Codevelop (Tarleton and Stephenville) an Activity Center (pg. 154)
3. Increase Non-Student Housing Alternatives (pg.160)
4. Encourage Student Housing Adjacent to Campus (pg. 162)
5. Discourage Displacement (pg. 166)
6. Work with TXDOT to Address Targeted Intersections (pg. 186)
7. Address Existing and Prevent Future "Stroads" (pg. 188)
8. Develop a Multi modal Loop to Connect Tarleton State University & the Downtown (pg. 190)
9. Adopt a Local Historic Overlay (pg. 198)
10. Rebrand and Grow Downtown into a Regional Destination (pg. 200)
11. Make Healthcare a Major Employment Niche (pg. 206)
12. Create Neighborhood Hangouts and Other Local Attractors (pg. 208)
13. Expand and Enhance Regional Events and Activities (pg. 210)
14. Build Upon the Airport Presence (pg. 212)
15. Be Open and Shovel-Ready for Growth (pg. 214)





1. INTRODUCTION AND CONTEXT

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1.1. PURPOSE AND PROCESS

Stephenville 2050

Stephenville 2050 is a comprehensive plan that establishes a vision and framework for the future of Stephenville. Created through public dialogue and a deep dive into Stephenville's history, it reflects the vision and desires of the Stephenville community.

What is a comprehensive plan?

A comprehensive plan is a policy document used by city leaders, developers, business owners, and citizens to make decisions about how a city will grow and develop in the future. Specifically, the plan establishes a vision and goals for the future, develops a future land use and thoroughfare plan map to direct growth, and identifies the actions that need to be taken to implement the city's vision for the future.

This document should be considered a guide, as such, it should be adapted as Stephenville's needs change over time.

What isn't a comprehensive plan?

A comprehensive plan is general in nature, and typically does not make specific recommendations. It is long term in horizon, although its statements and goals can inform short-term actions and other plans. A comprehensive plan is not overly restrictive and serves as the vision for the future of the community. It is not a "how-to-guide" for the city, but a declaration of values.

How is a comprehensive plan created?

The process of creating a comprehensive plan includes engaging key stakeholders, including elected officials, city staff, business owners, residents, community organizations and others to determine the shared vision of the future of Stephenville as well as the community's goals.

Over the course of this process, over a hundred people were engaged through focus groups, committee meetings, and public open houses to develop this comprehensive plan.

Who is this plan for?



ELECTED OFFICIALS

Elected officials use the plan as a strategic guide to make informed decisions about city development and resource allocation. It helps align policies and initiatives with a long-term vision and allocate the city's budget effectively and efficiently.



CITY AGENCIES

City agencies use the plan to inform agency decisions, such as code changes, where to allocate resources, and where to spur development.



COMMUNITY BASED ORGANIZATIONS

Community based organizations use the plan as support for their own initiatives or identify a need within the community that needs to be met.



DEVELOPERS AND INVESTORS

The comprehensive plan can be used as a tool by developers and investors to inform their business decisions to ensure their plans align with the community's. For example, developers and investors can review the land use information to help determine what kind of development would be best.



PHILANTHROPY

Similarly to community based organizations, philanthropic organizations can refer to the comprehensive plan to donate towards specific projects, as support for their own initiatives, or identify a need within the community that needs to be met.



RESIDENTS

This document was created using the input gained from the community to create a set of cohesive goals and vision to represent the community. As such, this document becomes a reference to ensure policy and direction enacted by others align with the community's identified goals and vision.

1.2. REGIONAL PLANNING

REGIONAL CONTEXT

Erath County's seat, Stephenville, is located approximately 70 miles southwest of Fort Worth. It is renowned for its rustic allure, welcoming community spirit, and deep links to farming and ranching. The city is referred to by many as the "Cowboy Capital of the World" due to its extensive cowboy and western history.

The city is home to Tarleton State University, which is a member institution of the Texas A&M University System. TSU makes important contributions to the intellectual and cultural life of the town. The downtown district of Stephenville has both old architecture and up-to-date conveniences while being home to a variety of charming establishments,

including local eateries, and unique boutiques.

The City of Stephenville is connected to other economic centers in the surrounding area by five highways: U.S. Highway 377 (US-377), State Highway 8 (SH-8), State Highway 108 (SH-108), U.S. Highway 281 (US-281), and Business U.S. Highway 377 (Business US-377).

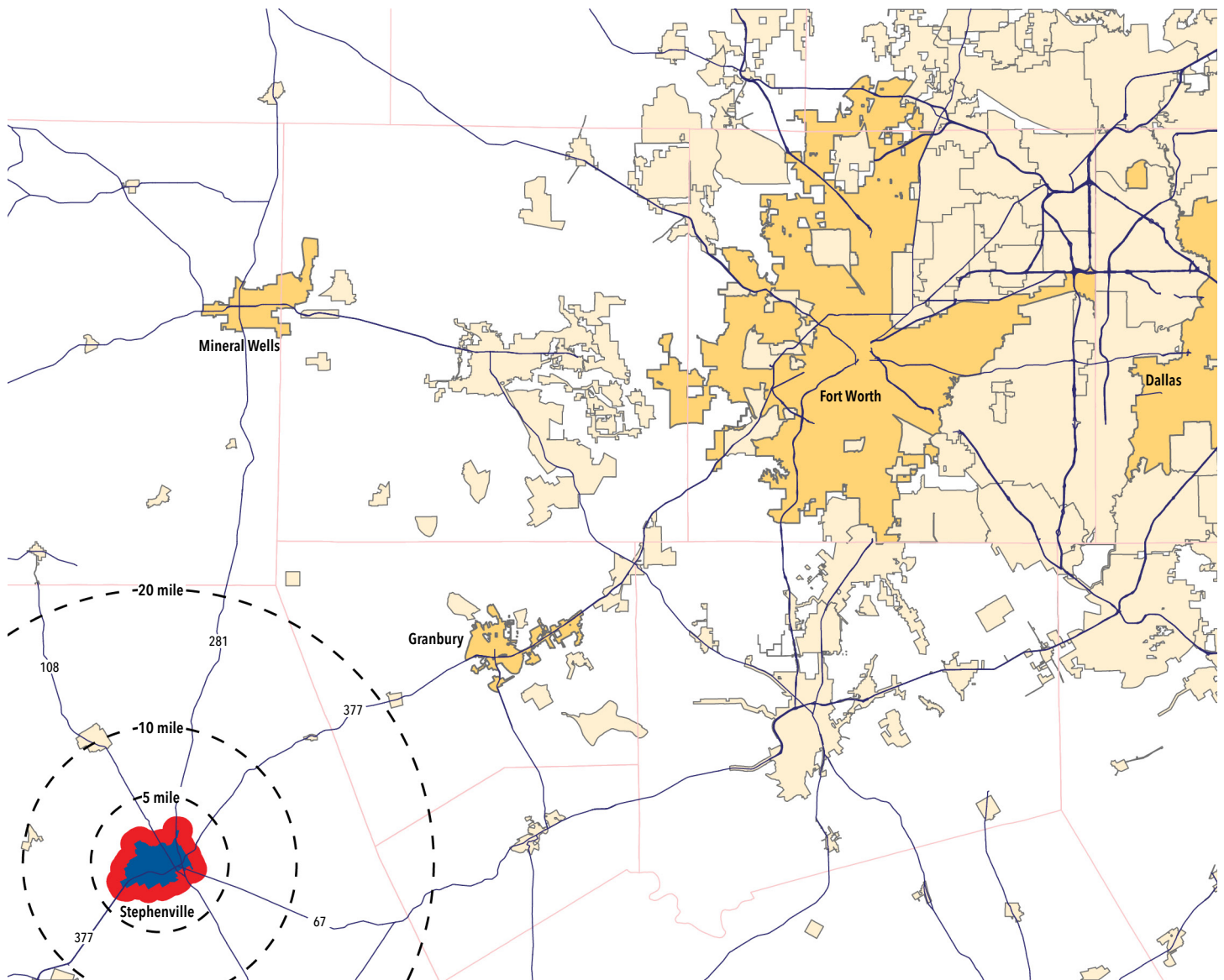


Figure 1: Regional Map

ANNEXATION

Since the City of Stephenville was incorporated in 1889, the city has both grown in population and land area. In 1956, Stephenville was 3,577 acres. Today the land area has increased by 115% to 7,679 acres.

During the 88th legislative session in 2023, the Texas State Legislature passed a law

which allows residents within an extraterritorial jurisdiction (ETJ), to leave the city's authority through a petition or election and revokes a previous state law that allowed a city's ETJ to naturally expand as the city annexed new territories.

This legislation limits the ability for cities to involuntarily annex land in the ETJ. All future

annexations will happen by developments electing to join the city due to superior services and infrastructure.

The impact of this new law is uncertain, however it remains important for cities to continue to plan for potential growth within their ETJs so that its residents can provide input about how the city develops.

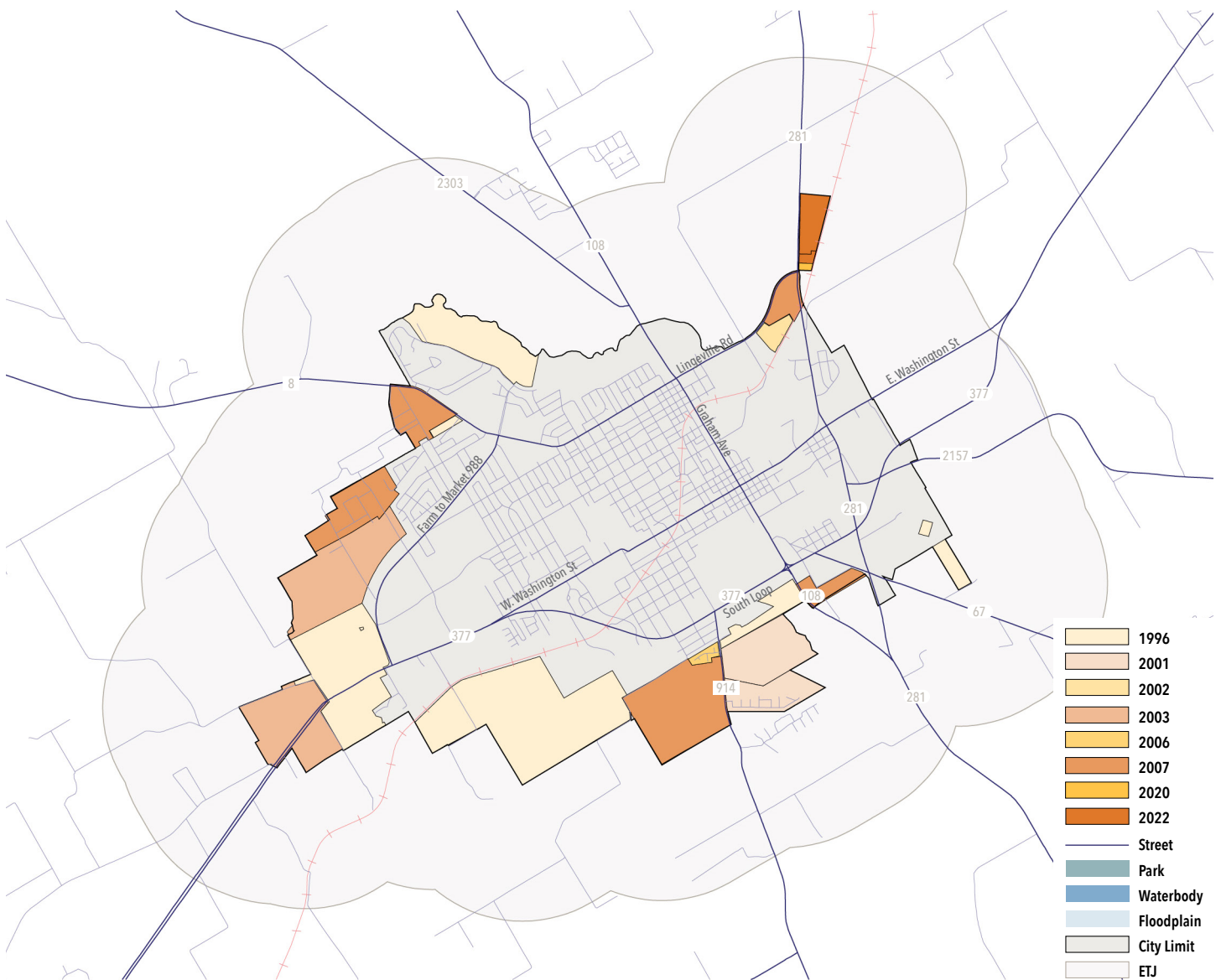


Figure 2: Historic Annexation

1.3. HONORING OUR LEGACY

1854

1854

John M. Stephen donated the land for Stephenville.

1856

George B. Erath laid out Erath County and Stephenville became the county seat.

1857

The oldest house in Stephenville, the Beech House, was built.

1889

Stephenville is permanently incorporated and the Fort Worth and Rio Grande Railway arrived.

1892

The current Erath County Courthouse was designed by famous 19th Century Architect, J. Riely Gordon.

The Crow Opera House opened on the top floor of the Erath County National Bank.

1898

John Tarleton Agricultural College, now Tarleton State University, opens its doors to students.

1911

1917

John Tarleton Agricultural College joins the Texas A&M university system.

1929

The Stephenville City Council authorized the Thurber Construction Company to upgrade the city's dirt roads to brick.

1967

2023

1937

Everett Colborn moved his new rodeo company to the nearby Lightning C Ranch, where he raised some of the best rodeo stock in the world.

1973

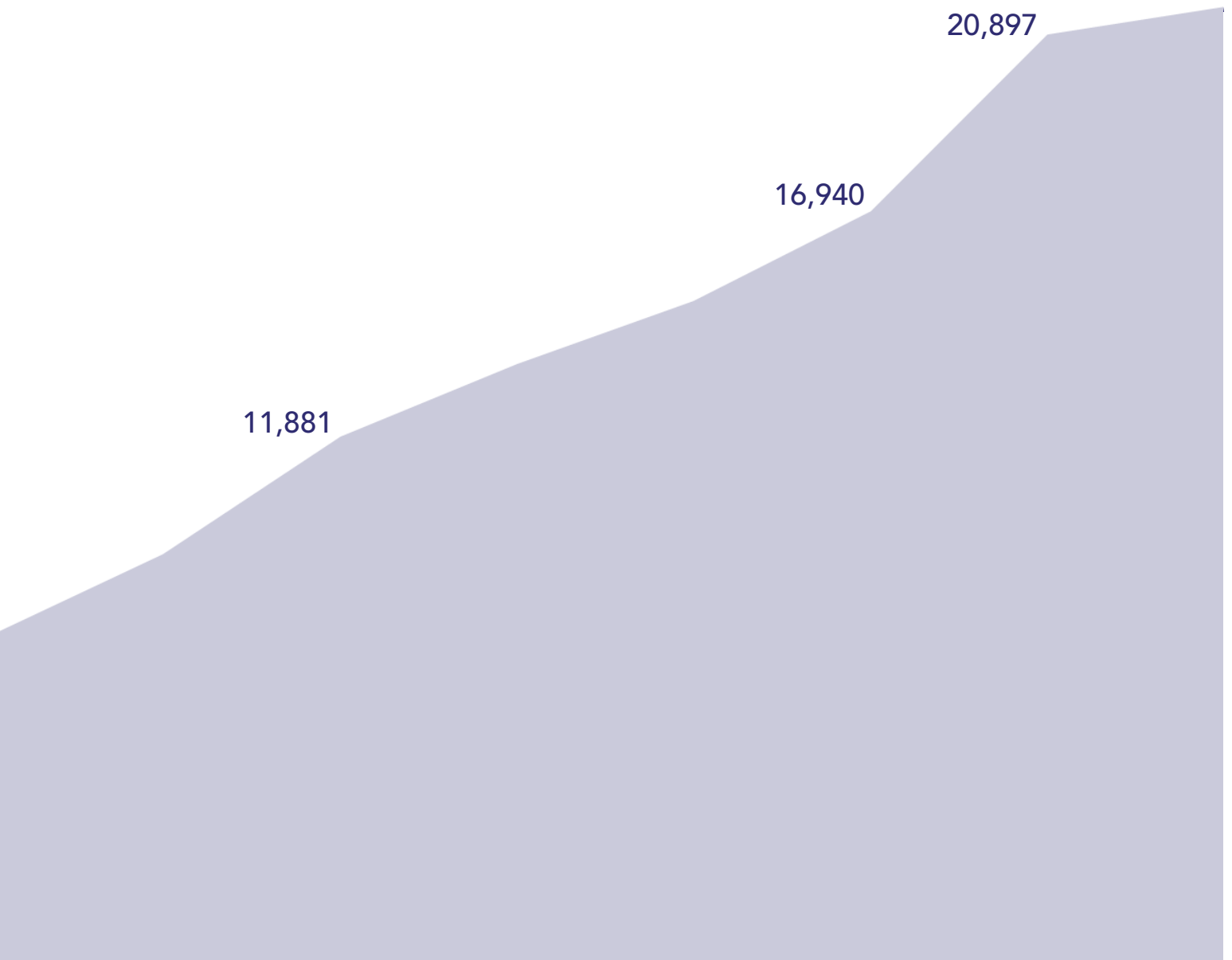
Tarleton State College earns university status, and becomes Tarleton State University (TSU).

2013

The Cowboy Capital Pro Rodeo Association, headquartered in Stephenville, was formed.

2020

TSU moves to Division I.



1.4. FISCAL SUSTAINABILITY

WHAT DOES IT MEAN TO BE FISCALLY SUSTAINABLE?

Fiscal sustainability means having sufficient resources to cover the basic needs and services of residents, not just today, but over time. In most communities, there is a growing gap between the funds cities have available and what is needed to serve and maintain infrastructure.

After World War II, cities across the country aggressively pursued fast growth and auto-centric development in the near-term (and the revenue boost that comes from new development) without fully considering long-term costs and impacts of these decisions. Over a short period of time, typically one or two decades, many new neighborhoods and commercial developments were built and the city's service area expanded significantly.

Growth like this presents an "illusion of wealth," where the overall look and feel of the community is new and affluent. During this time, there is also typically pressure to keep property taxes down. Sales tax revenue will also fluctuate up and down based on market conditions and demand. As cities age and expand, development and the revenue boost from the additional homes and businesses slows down, but cities are left with more infrastructure to maintain and more services to

provide. Community leaders are left struggling to keep up with basic services as well as employment and lifestyle expectations with limited resources.

Throughout the years Stephenville has maintained a low property tax rate compared to many of its peer communities. At the same time the population has continued to grow while the amount of land served by the city has expanded only slightly. This has led to an increase in Stephenville's population density, which is higher than

its peer communities. Thus far, Stephenville has focused on infill growth within its existing city limits, which has allowed it to avoid this "illusion of wealth." This revenue has supported upgrading existing infrastructure, rather than expanding the city's service area. However, as Stephenville continues to grow, it will be important to ensure that the City services remain high quality and are utilized to maintain and upgrade existing infrastructure, rather than expand and build new infrastructure.

Land use fiscal analysis provides the baseline to inform the future land use and growth sector elements of the comprehensive plan. The goal is to align Stephenville's development pattern and service levels with what citizens are willing and able to pay for - now and in the future.



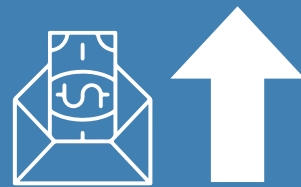
The City of Stephenville provides its residents with high quality services and events throughout the year.

BRIDGING THE RESOURCE GAP

For Stephenville to be fiscally resilient and affordable for years to come, city leaders must work to close the gap between their resources and their obligations to citizens. More specifically, they must find ways to generate additional revenue to rebuild aging streets and infrastructure. Generally speaking, there are three ways in which the city can close this gap:

1

Stephenville can keep development patterns and service levels the same but increase the property tax rate to cover the true costs. This is a difficult option because an increasing number of people do not have the means to pay much more than they are currently paying.



Increase Taxes or Fees

2

Maintain Stephenville's current property tax rates where they are, but cut services to align with revenues. This is the option many cities select, leading to unfunded and deferred maintenance costs. This works for a short period, but eventually the neighborhoods and infrastructure must be maintained, or property values will start to decline and people and businesses will leave the city.



Reduce Services

3

Adjust development and infrastructure to enable an affordable balance of services and taxes. By prioritizing infill, redevelopment, and more financially productive development patterns, Stephenville can generate additional tax base from its service area and improve the return on investment of taxpayer dollars without necessarily having to raise the tax rate or charge more fees. This is the most feasible and effective option.



Develop Responsibly

1.5. PAST AND CURRENT PLANNING EFFORTS

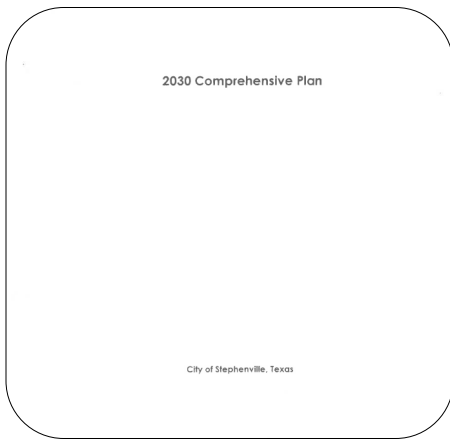
The City of Stephenville has developed and implemented several plans over the years to guide growth and development. Some notable past planning efforts include the 2004 Comprehensive Plan, the 2017 Thoroughfare Plan, the 2023 Parks and Recreation Master Plan, the 2022 Downtown Plan, and the 2023 Downtown Strategic

Vision. These pages feature a summary of these prior and current planning efforts.

The updated Stephenville 2050 Comprehensive Plan will consolidate the recommendations from each of these studies, assess the relevancy of the recommendations, identify opportunities to coordinate

the recommendations, and build on the recommendations to form a comprehensive framework for growth and development in Stephenville.

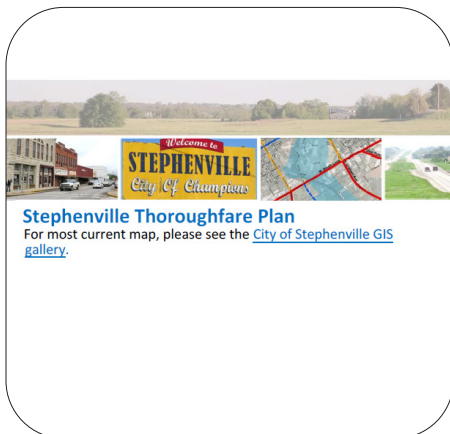
2030 COMPREHENSIVE PLAN



Purpose

The Stephenville 2004 Comprehensive Plan (adopted in 2008) established a set of goals and a vision related to land use, transportation, downtown revitalization, community facilities and public services, parks and recreation, utilities and drainage, and economic development. The plan recommended a Capital Improvement Plan to achieve some of the goals and actions established in the Comprehensive Plan. This plan also includes a guide to implementation..

2017 THOROUGHFARE PLAN



Purpose

The 2017 Thoroughfare Plan focuses on the transportation in and around Stephenville. It provides recommendations for investment decisions as well as how to meet the community's needs, both in the short and long term. It evaluated and proposed alternative alignments for the previous (at the time existing) thoroughfare plan as the needs of the community had changed. It also proposed 8 short-term projects the community could prioritize to address more immediate issues.

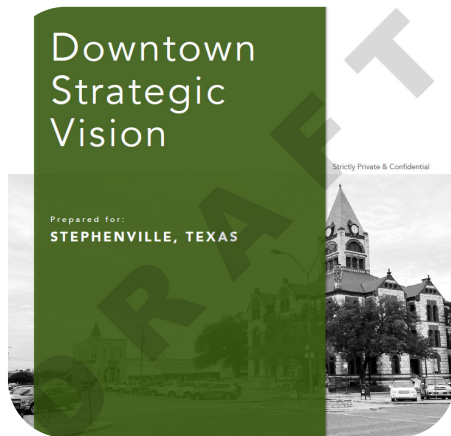
2022 DOWNTOWN STEPHENVILLE PLAN



Purpose

The 2022 Downtown Stephenville Plan recounts what has been accomplished in the downtown area in the past, and establishes aspirations for downtown's future. It outlines four districts within downtown, highlighting different identities for each.

2022 DOWNTOWN STRATEGIC VISION



Purpose

The 2022 Downtown Strategic Vision includes a market analysis, a policy & administration overview, a design overview, a tourism & promotion overview, and an economic vitality overview. Ultimately, the vision determined short, medium, and long term actions Stephenville could take to bolster each of the above mentioned categories related to Downtown, all with different investment levels.

2023 PARKS AND RECREATION MASTER PLAN



Purpose

The 2023 Parks and Recreation Master Plan addressed some outstanding concerns, such as ownership of park land, inventory of the park amenities, and public input on what could be done to further improve the Stephenville parks. It also explored some ideas, including facilitating more direct connections between Downtown with City Park, as well as constructing a new sports complex.

1.6. COMMUNITY OUTREACH

OVERVIEW

Community outreach played an integral role in the shaping of the Stephenville 2050 Comprehensive Plan. Local community members as part of the Stephenville Comprehensive Plan Advisory Committee, residents, business owners, and area stakeholders were involved throughout the process to provide input on the vision and goals, plan development, strategies and recommendations in the final plans. Groups and committees involved were:

Stakeholders:

- Stephenville Comprehensive Plan Advisory Committee
- Focus Groups
- City Staff
- Elected and Appointed Officials

Downtown Walking Tour:

City staff and consultants hosted a downtown walking tour to discuss some of the opportunities and challenges related to Downtown Stephenville with property owners, business owners, and community members.



Different focus groups in Stephenville shared their thoughts on the future of the city.



Business owners in Stephenville share their thoughts during site visits.

Public Meeting 1

Goals and Opportunities

Open House 1 included a brief overview of the process to develop the Comprehensive Plan, population projections, market conditions overview, the initial fiscal impact analysis for Stephenville, and a guided virtual discussion that became the foundation of project goals.



Lionheart shared a presentation about goals and opportunities.

Public Meeting 2

Design Alternatives

During Public Meeting 2, participants shared locations within Stephenville that growth should be supported and what type of development should be allowed by creating Future Land Use Map alternatives. This activity resulted in five variations of land use maps used to create the guiding maps in this document.



Participants determine where growth would be best suited.

Public Meeting 3

Implementation Strategies

During Public Meeting 3, participants selected and prioritized implementation strategies that will support the goals of the Comprehensive Plan.



Participants prioritized strategies for the Comprehensive Plan.

1.7. EMBRACING OUR FUTURE

Comprehensive plans are guiding documents used to plan for long range development and the degree to which this vision is realized will be based on the degree to which future decisions follow the plan.

The prior comprehensive plan was adopted in 2008. Stephenville has seen a lot of growth and change since that time and anticipates a significant population increase over the next 20-30 years. Stephenville 2050 reflects the needs relevant to the community today and is intended to be a framework for building a stronger, more financially resilient, and fiscally sustainable future.

Planning ahead allows the City to consider future development and growth before it happens. Stephenville has remained compact in its growth patterns over the years. The City has not overextended itself by expanding its infrastructure footprint and allowing growth to expand into the edges of the city.

Created through an extensive public process, the Stephenville 2050 Comprehensive Plan reflects the vision and desires of Stephenville residents.

The following goals of Housing Supply, Community Character, Mobility, Parks & Community, Downtown, and Resilience

were based on common themes discussed during the focus group meetings and public workshops within the comprehensive plan process. These goals serve as the base of the plan and informed the vision, which have been refined throughout the planning process with the community.

From these goals, clear actions were created based on the input of the Stephenville community to create a clear path the community leaders can look to for shaping the future.

VISION STATEMENT

As Stephenville continues to grow, it will build on strong community character and local and regional partnerships to guide new development in a fiscally responsible way. Stephenville will continue to be a great place to live because of its balanced community character, vibrant local downtown, and its strong fiscal and community resilience.

GOALS



HOUSING SUPPLY

Expand and diversify the housing supply to meet the needs of all ages, abilities, households, and income levels.



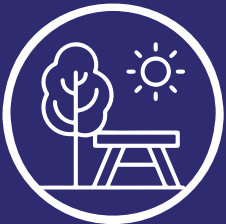
COMMUNITY CHARACTER

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.



2. STEPHENVILLE TODAY

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2.1. DEMOGRAPHIC OVERVIEW

POPULATION TRENDS

The current population of Stephenville in 2023 is 21,529. The city has added approximately 6,000 new residents since the last comprehensive plan was adopted in 2008.

At a population of 21,529, the City of Stephenville can still be considered a “small town,” however, the community is growing. Within the next few years, Stephenville will represent more than half of the population of Erath County. A substantial portion of the population growth can be attributed to the growing student population at Tarleton State University.

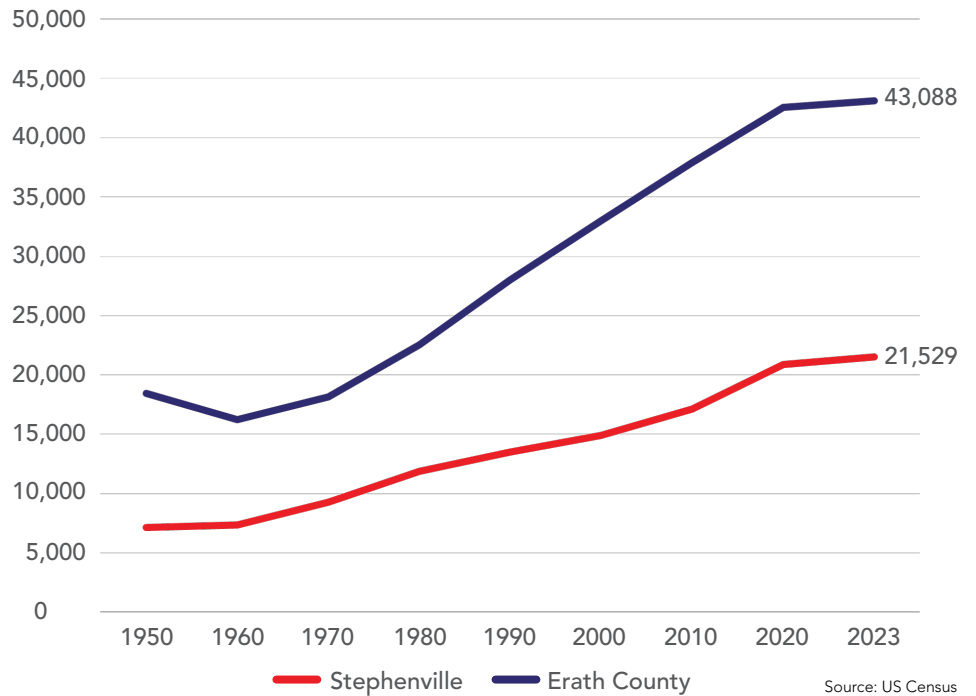


Figure 3: Stephenville and Earth County Population Comparison

Source: US Census



Stephenville is 49 percent of Erath County's total population.

Table 1: Stephenville and Erath County Population Change Over Time

	Stephenville		Erath County	
	#	%	#	%
1950	7,155	-	18,438	-
1960	7,359	2.9%	16,236	-11.9%
1970	9,277	26.1%	18,141	11.7%
1980	11,881	28.1%	22,560	24.4%
1990	13,502	13.6%	27,991	24.1%
2000	14,921	10.5%	33,001	17.9%
2010	17,123	14.8%	37,890	14.8%
2020	20,897	22%	42,545	12.3%
2023	21,529	-	43,088	-

Source: ESRI

Among a select group of peer communities, Stephenville has the largest in overall population. Stephenville also has the largest daytime population, which indicates that people are traveling into Stephenville from other regions for work. **The daytime population is 16.9 percent higher than the general population, which signifies Stephenville is an employment center.** When comparing to peer communities, only Granbury has a higher ratio of daytime population to general population.

Stephenville has become more diverse since 2010. This is measured by The Diversity Index, in which a score of 100 represents the likelihood that two random people selected in the community come from different ethnic groups. In 2010, Stephenville’s score was 44.5. Since then Stephenville’s diversity score has increased to 62.1- a 20 point increase. During that same period, the percentage of people identifying as Hispanic Origin grew from 16.1 to 21.8 percent. Despite the recent growth, the Diversity Index for Stephenville remains low compared to its select peers.

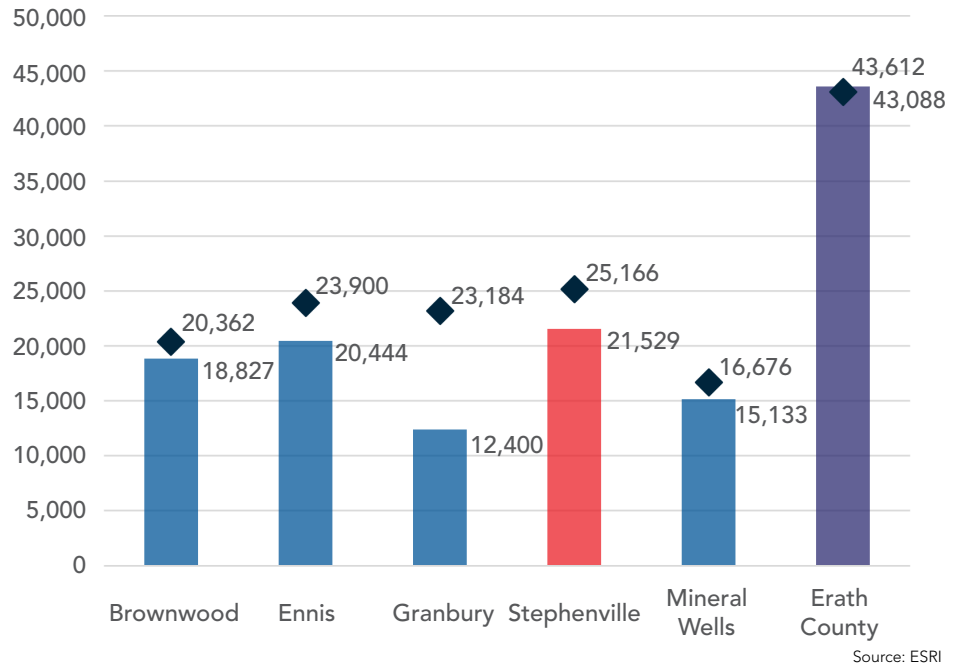


Figure 4: Population & Daytime Population by Peer Community, 2023

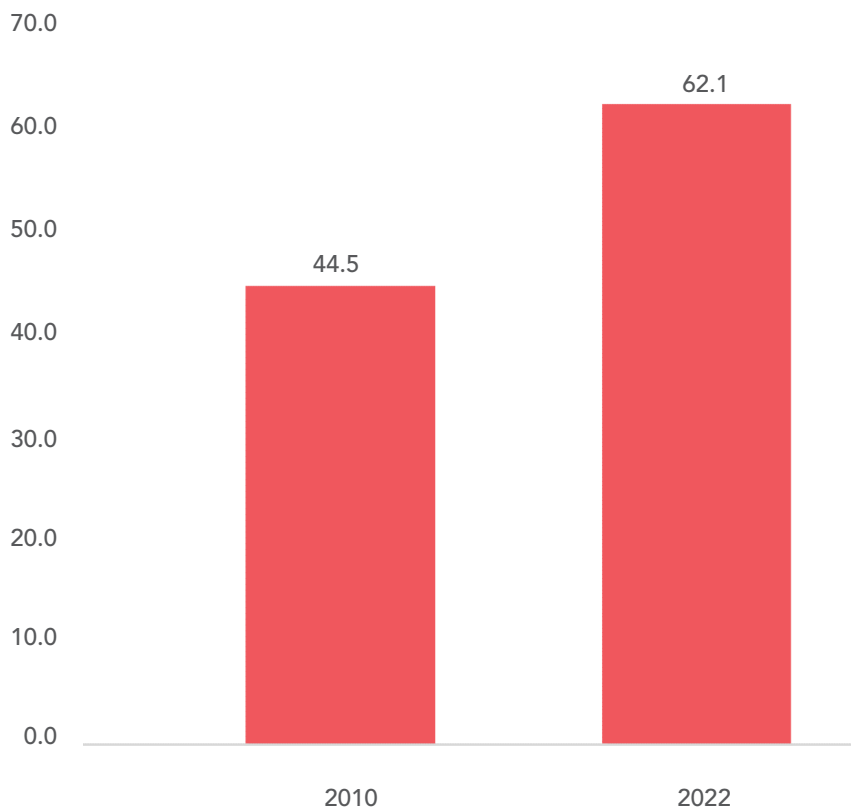


Figure 5: Diversity Index in Stephenville

Source: ESRI

2030 COMPREHENSIVE PLAN POPULATION PROJECTIONS

Population projection methodologies use existing population trends and extrapolate those trends into the future. Projection methodologies that directly extrapolate historical growth trends into the future are called trend extrapolation techniques. Projection methodologies that extrapolate future populations based on the share of population within another, larger, jurisdiction are called ratio-share techniques.

The 2030 Comprehensive Plan used three different projection methodologies: the Step Down Method, the Linear Regression Method, and the

Exponential Growth Method. The Texas Water Development Board, which uses a more complex methodology that includes birth and death rates in addition to extrapolation techniques, provided the most accurate prediction of population. The Linear Regression Method was the least accurate. All methodologies underestimated the Stephenville's population in 2023.

Step Down Method

This is a ratio-share technique, where a ratio is established between the county's population and the city's population, then that

proportional relationship is projected into the future. Based on this methodology, the city's proportional relationship was 45.2 percent and the 2030 population was projected to be 19,966.

Linear Regression Method

This is a trend extrapolation technique that projects future values as a straight line trend. Based on this methodology, the 2030 population of Stephenville was projected to be 19,178.

Exponential Growth Method

This is a trend extrapolation technique that shows greater

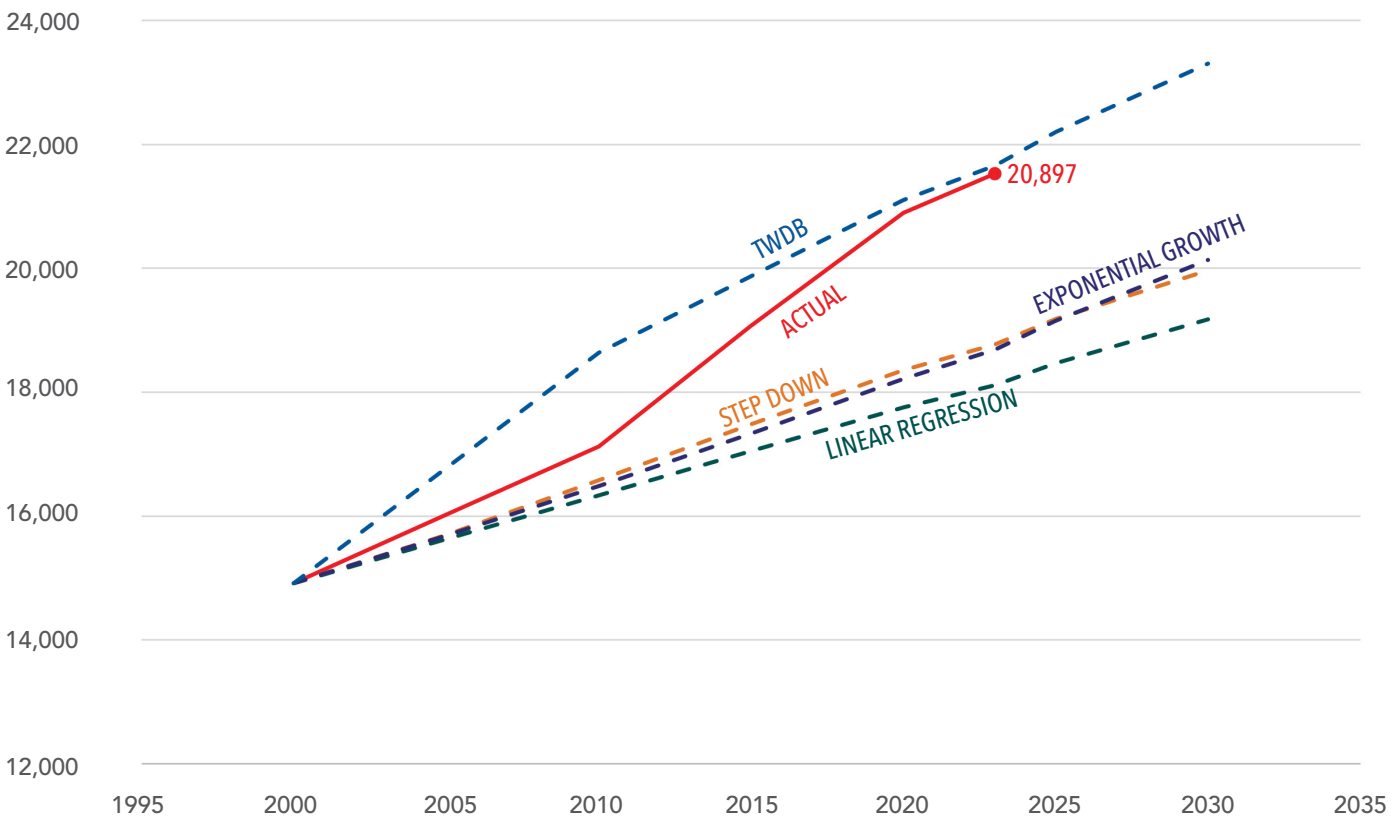


Figure 6: 2030 Comprehensive Plan Population Projections

STEPHENVILLE 2050 COMPREHENSIVE PLAN POPULATION PROJECTIONS

increases in population as time passes. Based on this methodology, the 2030 population of Stephenville was projected to be 20,137.

Stephenville 2050 is using the Texas Water Development Board’s projections based on the accuracy of past projections, current and historic population growth trends in Erath County, as well as the City of Stephenville. The following key observations and assumptions have been incorporated into the recommended population projections for Stephenville 2050:

1. The City of Stephenville is becoming a larger percentage of Erath County’s population.
2. Regional growth trends in the North Texas region indicate that it was the fastest growing region from 2021 to 2022, and this will continue.
3. During the 2008 comprehensive planning effort, the Texas Water Development Board’s projection was the most accurate methodology due to their 2023 projected population of 21,655.
4. The Texas Water Development Board anticipates the growth trend in Stephenville will continue until 2030, then slow down to a lower growth rate.

Based on these assumptions, Stephenville 2050 recommends that population projections rely more heavily on regional trends and the Texas Water Development Board’s methodology than historical population trends.

During the first open house, approximately 63 percent of respondents said they felt 30,000 residents was too low of a population projection for 2050.

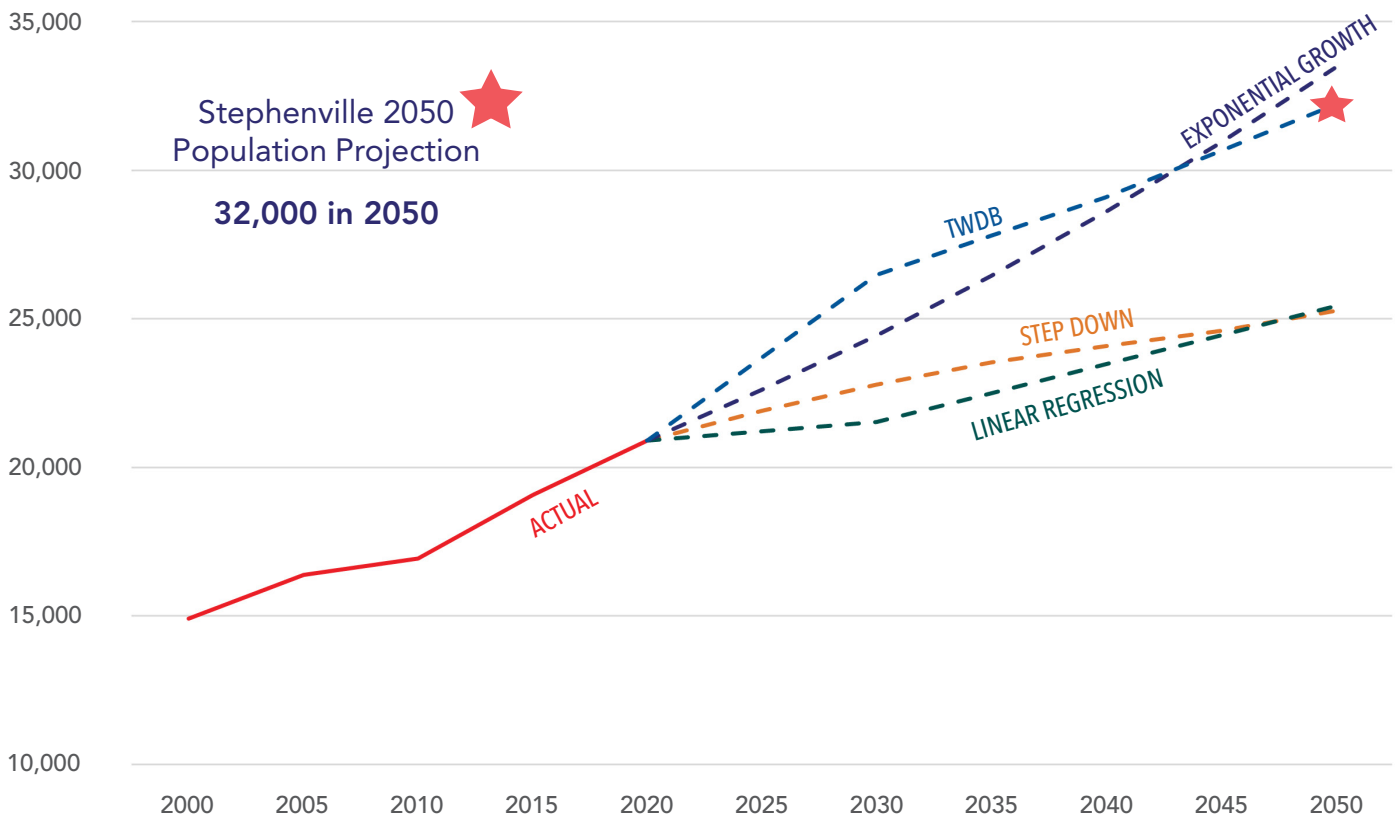


Figure 7: Stephenville 2050 Comprehensive Plan Population Projections

AGE

Stephenville’s role as a “college town” can be seen in an age analysis. The median age in Stephenville is 26.5, which is lower than the State of Texas (35) and Erath County (32.5).

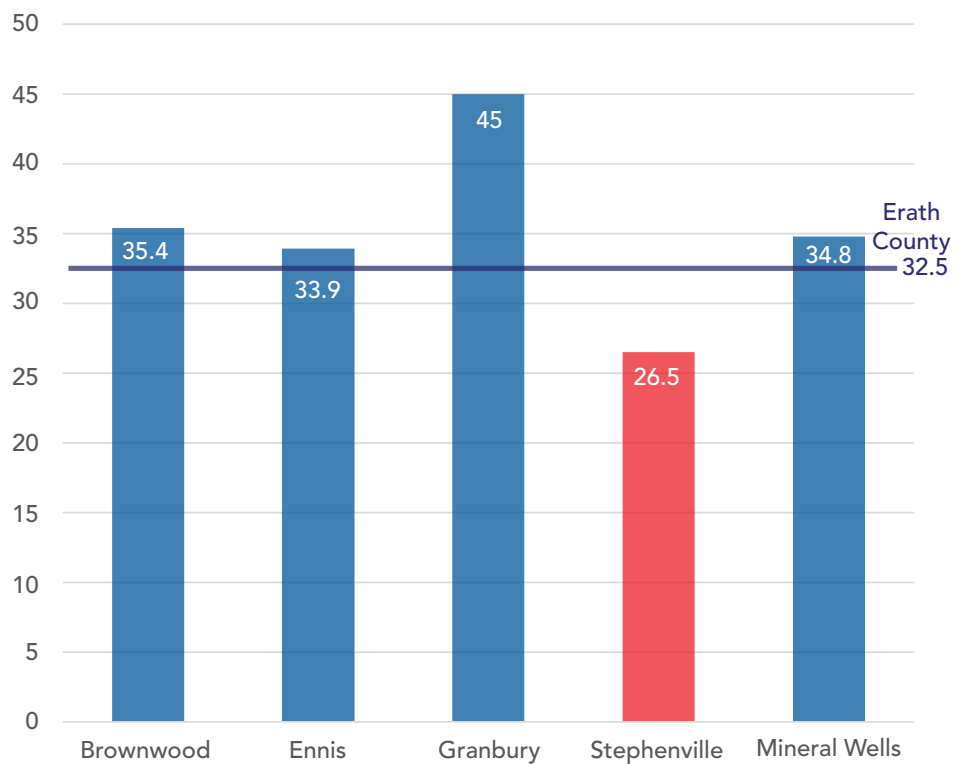
Approximately 33.4 percent of Stephenville’s population is between the ages of 15 and 24 years. The higher number is attributed to Tarleton State University and its growing population. In the time between 2010 and today, the percentage of city residents falling in the 15 and 24 years category has remained consistent, unlike Erath County where the same population category is seeing a decline.

In Erath County, and to a lesser extent, in Stephenville, the early/near retirement age population has increased since 2010. In the city, the percentage of people age 55 to 75 has grown from 12.6 percent to 14.3 percent. However, in Erath County the same age group has grown to represent nearly 1 in every five residents.

Table 2: Age Over Time, 2010 to 2022

	Stephenville		Erath County	
	2010	2022	2010	2022
Total	17,435	21,259	37,890	43,094
0 - 4	5.8%	4.9%	6.3%	5.5%
5 - 9	5.2%	4.7%	6.2%	5.6%
10 - 14	4.8%	4.1%	5.9%	5.3%
15 - 24	33.5%	33.4%	23.3%	21.8%
25 - 34	13.1%	16.2%	12.4%	15.5%
35 - 44	9.1%	8.4%	10.7%	10.4%
45 - 54	9.7%	7.8%	12.3%	9.6%
55 - 64	7.7%	7.8%	10.3%	10.8%
65 - 74	4.9%	6.5%	6.8%	8.9%
75 - 84	4.0%	4.1%	4.1%	4.9%
85 +	2.2%	2.2%	1.7%	1.9%

Source: ESRI



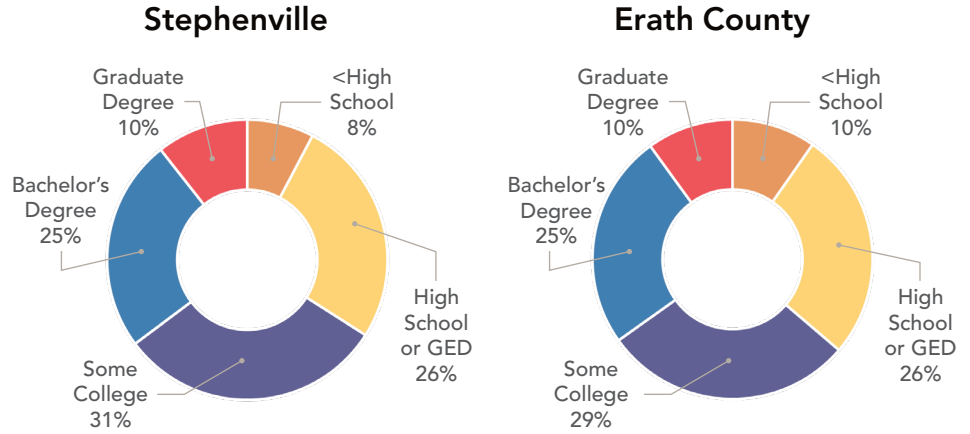
Source: ESRI, American Community Survey

Figure 8: Median Age by Peer Community

EDUCATION

Stephenville is an educated community, partly due to the presence of Tarleton State University as a source of students, teachers, and faculty.

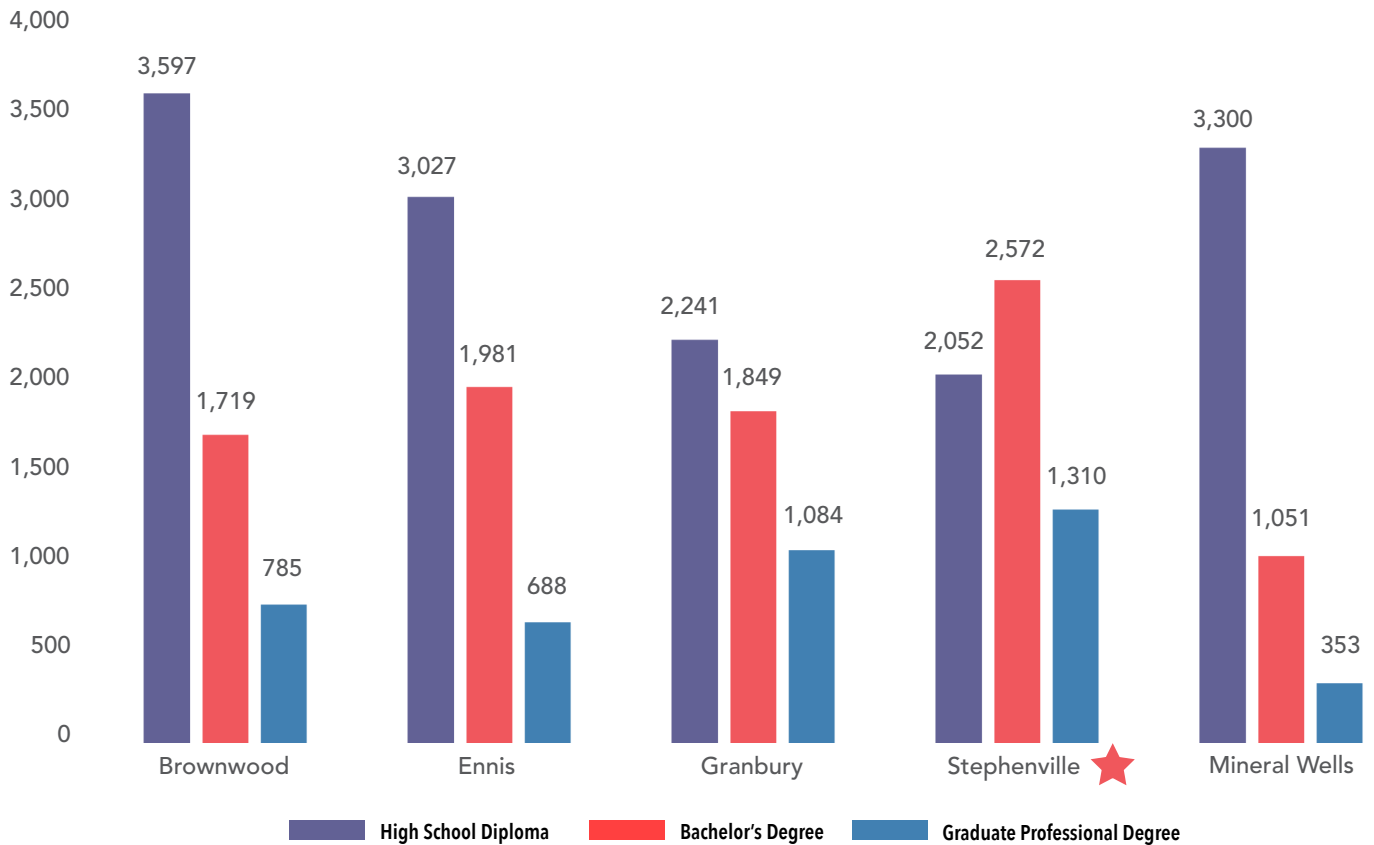
Among its select peers, Stephenville has more people with a bachelor's degree or higher than any of the peer communities. Stephenville also has the lowest number of residents age 25 or older with only a high school diploma.



Source: ESRI

Figure 9: Educational Attainment in Stephenville and Erath County, 2022

More than 1 in every 3 residents of the city and the county age 25 or older has at least a bachelor's degree.



Source: ESRI

Figure 10: Educational Attainment (25 and Older) in Peer Communities, 2022

INCOME

The higher percentage of well educated residents does not equate to higher income. Among the select peer communities and Erath County, Stephenville performs among the lowest in relation to income. One measure of this is the Wealth Index, in which a score of 100 indicates a community's wealth is on par with the national average. In Stephenville's case, the city has a Wealth Index of 43. It also lags in terms of median household income and median disposable income. The median net worth is less than half of the next lowest peer community (Brownwood).

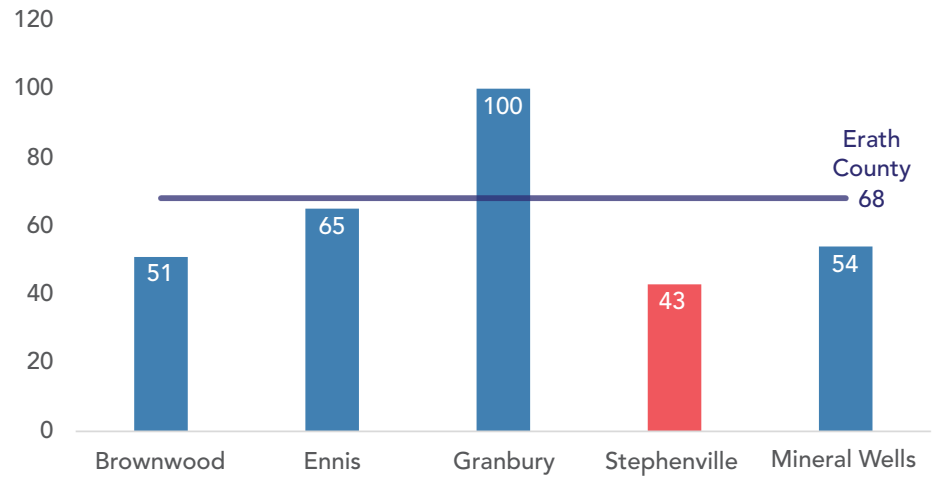


Figure 11: Wealth Index by Peer Community, 2022

Source: ESRI

! The significant lag in Median Net Worth and Wealth Index in Stephenville are likely impacted by a student body with limited finances.

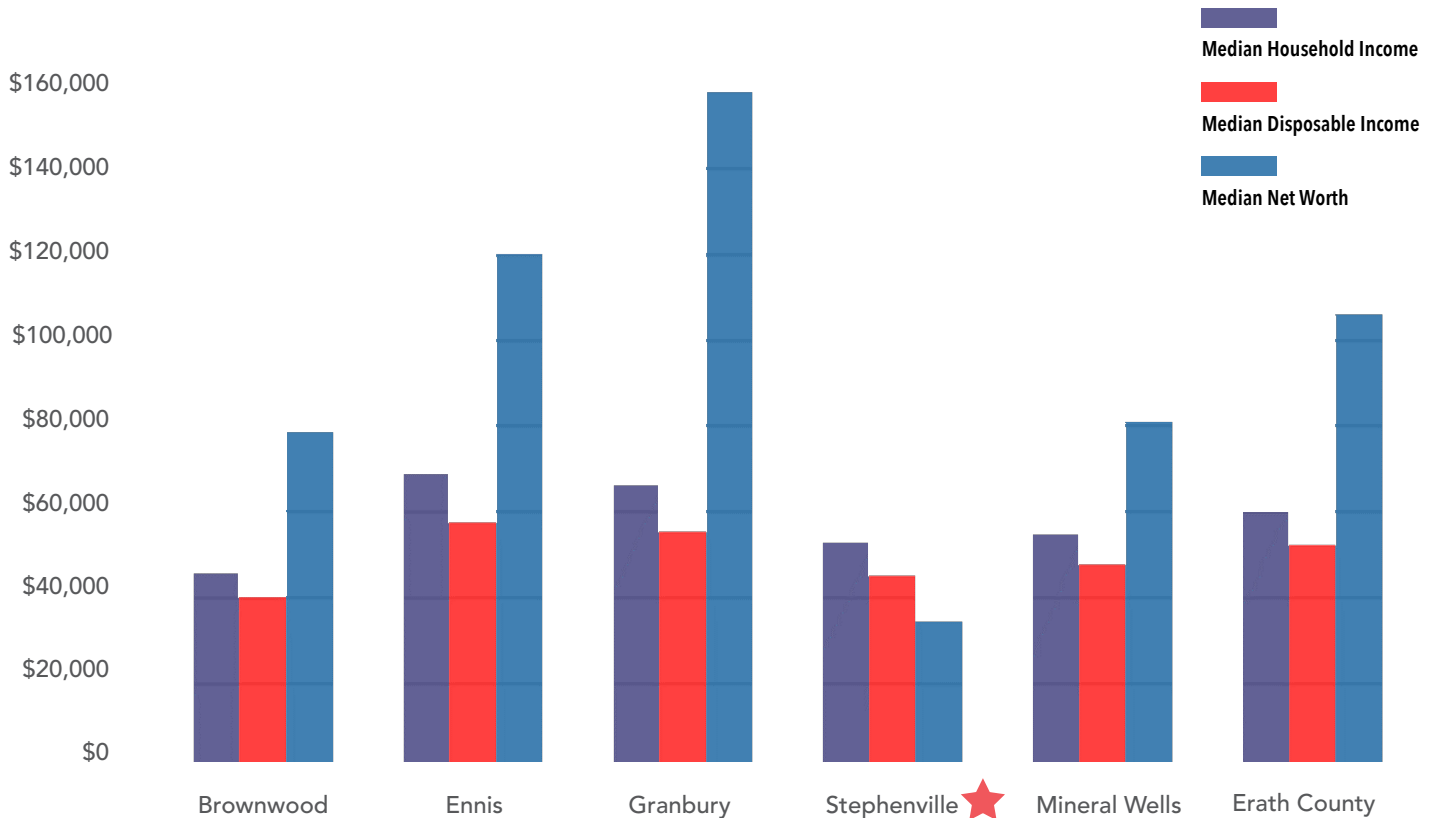


Figure 12: Income Comparison by Peer Community, 2022

Source: ESRI



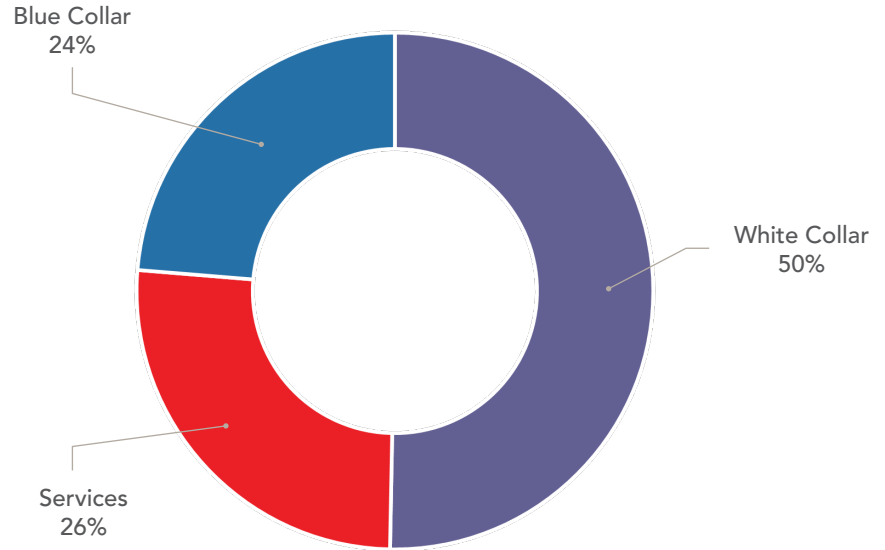
EMPLOYMENT

Stephenville residents age 16 or higher are highly active in the workforce. Unemployment in 2023 is only slightly more than 5 percent, which is neither the highest or lowest among peer communities.

Roughly 50.4 percent of Stephenville’s residents age 16 and older are working in “white collar” occupations. The remainder of the population is split fairly evenly between “services” and “blue collar” roles.

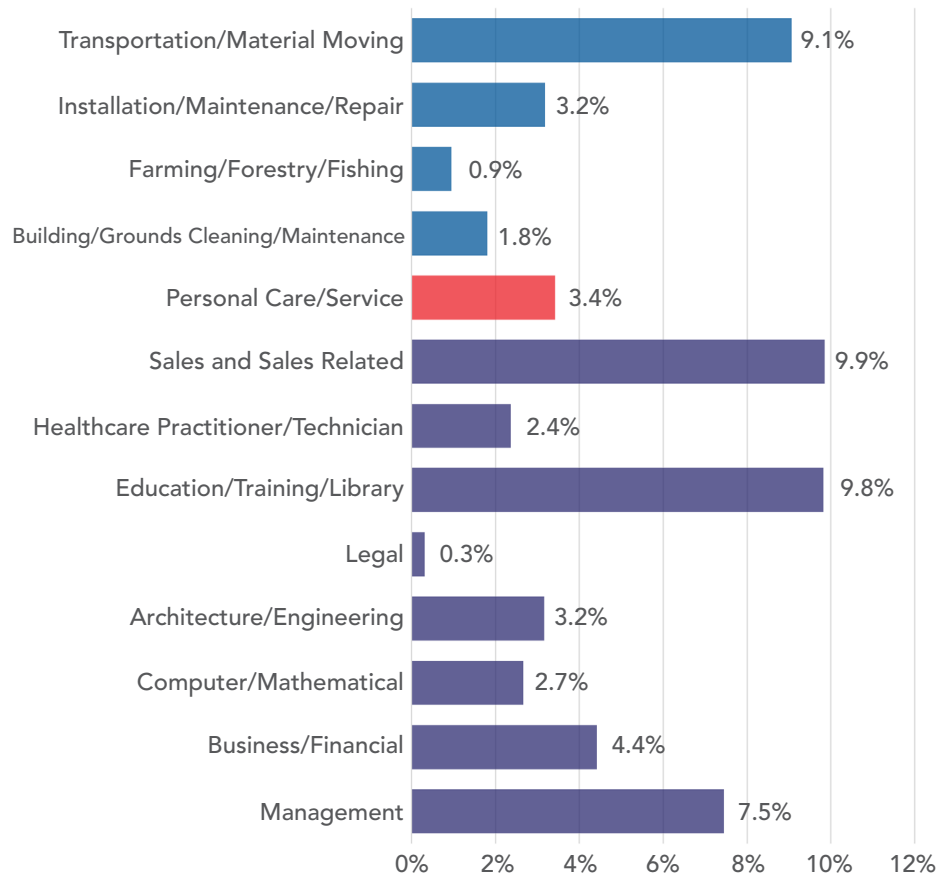
The city’s roots in education and agriculture are prominent in occupation statistics. **Nearly 1 in every 10 employees in Stephenville is involved in education - the highest amount among peer communities.** It is also highest in “farming/fishing/forestry,” at less than 1 percent of residents.

The number of people involved in agricultural occupations is nearly double in Erath County, which can be attributed to its historic industries. Additionally, Stephenville ranks lowest among residents involved in the healthcare industry, even with the presence of the Texas Health Harris Methodist Hospital Stephenville.



Source: ESRI

Figure 13: Overview of Employment by Category



Source: ESRI

Figure 14: Employment by Industry Type

An analysis of location quotients provided for Erath County by the Bureau of Labor Statistics and employment occupations by the Department of the Census provides an overall picture of market concentrations. Erath County and the City of Stephenville enjoy two specific concentrations - dairy/cattle farming as well as education. These industries have an important history within the city.

Dairy and Cattle

The impact of the dairy industry and cattle ranching in Erath County is unmistakable- its influence can be seen from the courthouse square to ranches outside of the city. Erath County's dairy cattle and milk production has a concentration that is more than 54 times the national average. Beef Cattle is 18.5 times more concentrated than the national average. During the fourth quarter of 2022, approximately 846 people were employed in these industries.

There is also a high concentration of ancillary services associated with the dairy and cattle industries in Erath County. In particular, there are more farm and garden machinery merchants and other supportive services than usual.

Higher Education

The Bureau of Labor Statistics does not provide a market concentration that describes the impact of Tarleton State University. As noted previously, however, it is recognizable in analysis of employment by occupation. Roughly 8.5 percent of all employed persons in Erath County are involved in education. In Stephenville, that number rises to 9.8 percent. Stephenville's percentage is substantially higher than peer communities and is representative university's impact.



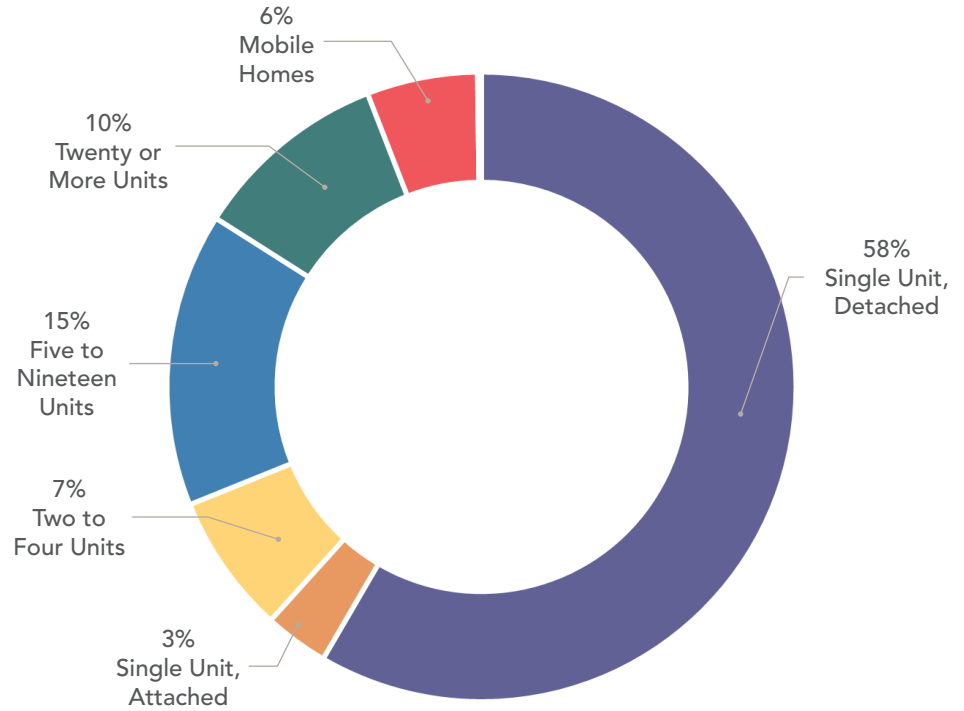
Source: The City of Stephenville

The dairy industry and Tarleton State University are two important pieces of Stephenville's past and future.

HOUSING

In 2023, Stephenville has approximately 8,825 housing units in the community. Over half (58 percent) of the housing stock consists of single-family, detached housing, followed by small apartments (5 to 19 units) at 15 percent.

There are a variety of housing types and densities. Cities often lack this variety due to regulatory barriers, like zoning and others, limiting housing choice. Typically, what is missing from the housing stock are housing types with two to 19 units. This gap is called “missing middle housing.” Middle housing types include townhouses, duplexes/ triplexes, small apartments, etc. Stephenville ranks highest when compared to its peer communities regarding middle housing. 25.6 percent of the housing types in the city are categorized as middle housing.



Source: American Community Survey

Figure 15: Housing Type Breakdown

Table 3: Occupied Housing Type by Peer Community

	Brownwood	Ennis	Granbury	Stephenville★	Mineral Wells	Erath County	Texas
Single-family, detached	70.9%	71.7%	58.6%	58.4%	68.8%	65.0%	64.9%
Single-family, attached	1.8%	1.9%	2.9%	3.3%	1.6%	1.6%	3.0%
Duplexes/ Triplexes/ Fourplexes	8.0%	10.0%	7.9%	7.2%	8.6%	3.9%	5.3%
Small Apartments (5 to 19 units)	10.3%	6.3%	10.2%	15.1%	5.1%	8.5%	9.9%
Apartments (20+ units)	5.5%	5.4%	16.2%	10.1%	7.8%	5.2%	10.2%
Mobile Homes	3.5%	4.5%	4.1%	5.7%	8.0%	15.7%	6.5%
Boat, RV, van, etc.	0.0%	0.0%	0.2%	0.2%	0.0%	0.1%	0.2%

Source: American Community Survey

Between 2010 and 2023, while the city population grew roughly 22 percent, the university's population increased by 44 percent.

The city should anticipate continued growth as the university expands its role and services.

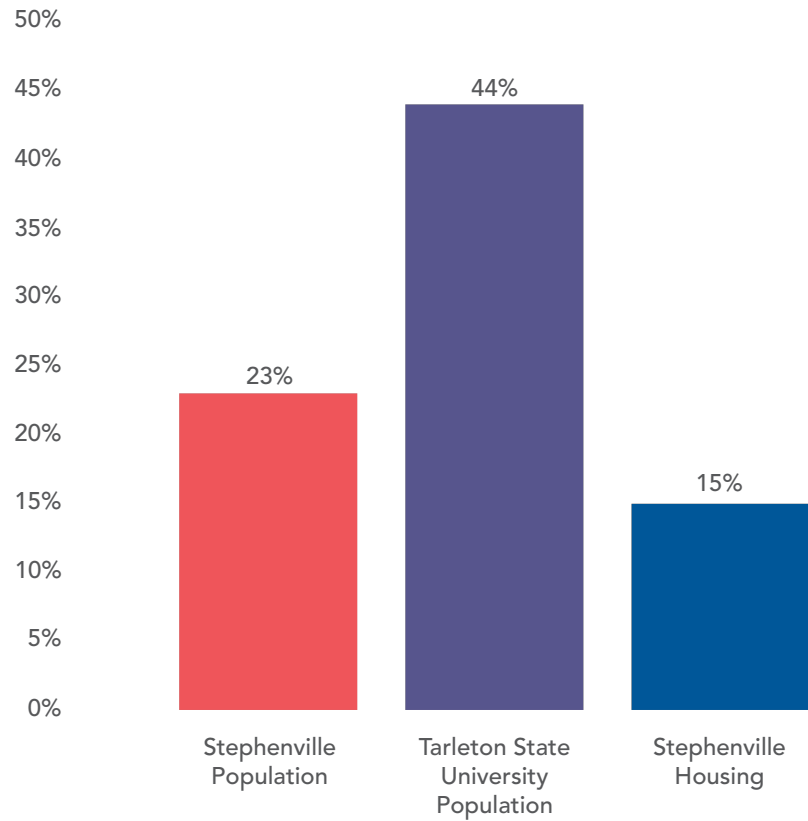
While the population is growing, the local housing market is not keeping pace with population growth.

Between 2010 and 2023, the housing stock only increased by 15 percent while the population grew by 22 percent and the student population has swelled by 44 percent during the same period. This gap often means that the number of people per unit has increased within a city, which is the case in Stephenville.

From 2000 to 2020, the average number of people per unit increased from 2.25 to 2.46, meaning more people are living within each unit than previous decades.

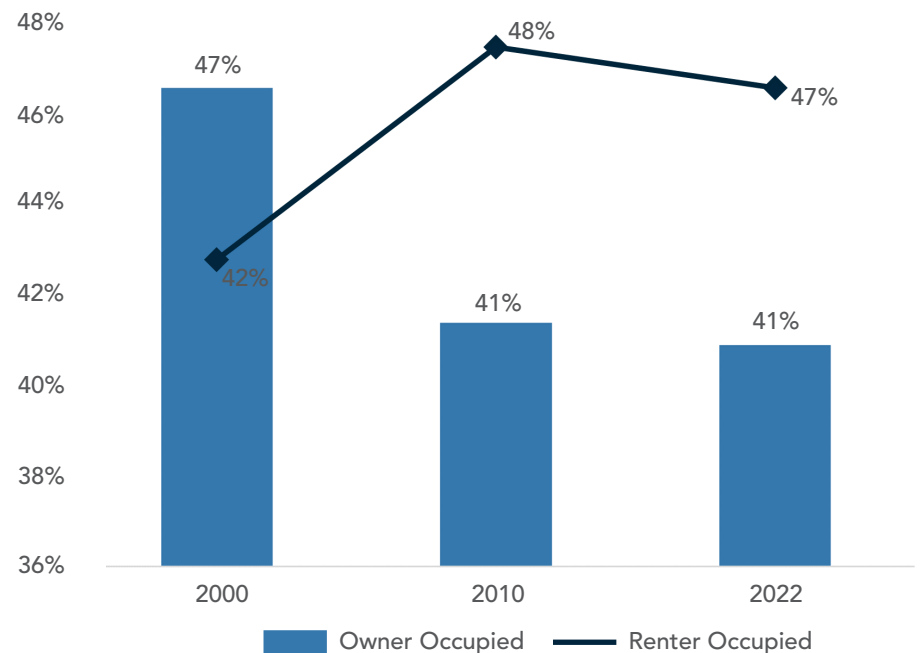
While the housing stock is expanding, it is also evolving to a changing market.

Stephenville's housing stock is now more renter occupied than owner occupied- a change that can be attributed to the rapidly expanding student population.



Sources: ESRI, Tarleton State University and CoStar

Figure 16: Growth Compared, 2010 to 2023



Source: ESRI

Figure 17: Housing Ownership in Stephenville, 2022

HOUSING OWNERSHIP

Housing in Stephenville is currently classified as “affordable,” however the cost of housing is increasing.

Housing Affordability Index (HAI) measures the ability of a household earning the median household income to afford the median valued home in that area. HAI scores higher than 100 indicate increasing affordability. Stephenville has an HAI of 114, indicating that housing is affordable in Stephenville. Median housing value and percent of income dedicated to a mortgage are equally low.

According to ESRI, the median value of a home in Stephenville was \$168,841. This places Stephenville into the middle of peer communities and significantly lower than Erath County. However, homes on the market, including new construction, are substantially higher. **Realtor.com indicates the Listing Home Price in Stephenville is highest among peer communities**, as is the increase in the Median Listing Price between July 2020 and May 2023.

Changes are partially contributed to national trends; however, these facts are also likely the result of a shortage of new housing.

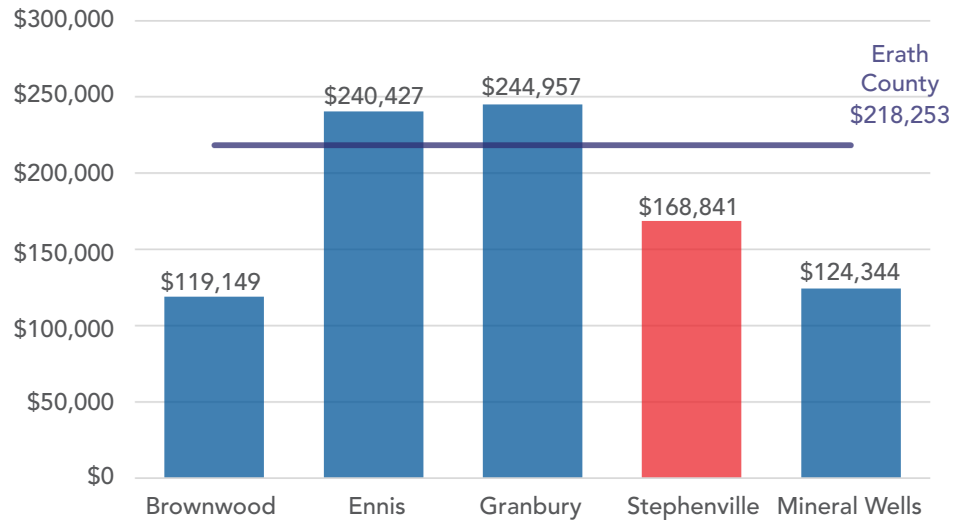


Figure 18: Median Single-Family Housing Value by Peer Community

Source: ESRI

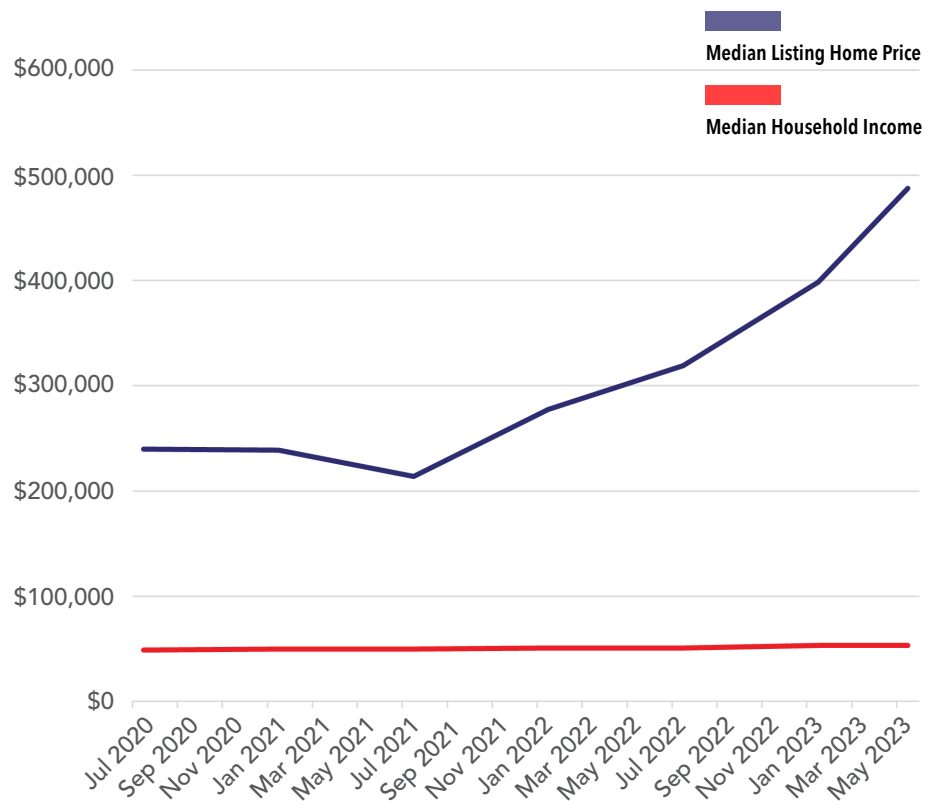


Figure 19: Median Listing Home Price and Median Household Income Change

Source: ESRI



Source: trulia.com/for_sale/Stephenville, TX

Stephenville has many different types of single-family housing - these are three existing examples.

Table 4: Housing Ownership, Peer Communities, 2023

	Brownwood	Ennis	Granbury	Stephenville★	Mineral Wells	Erath County
Total Units	8,684	7,406	6,227	8,825	6,420	18,904
Owner Occupied Units						
Number	4,689	4,657	3,421	3,678	3,563	10,850
Percent	54.0%	62.9%	54.9%	41.7%	55.5%	57.4%
Vacant Units						
Number	1,182	331	729	1,053	602	2,502
Percent	13.6%	4.5%	11.7%	11.9%	9.4%	13.2%
Median Value	\$119,149	\$240,427	\$244,957	\$168,841	\$124,344	\$218,253

Source: ESRI

Table 5: Home Sales & Values, Peer Communities, May 2023

	Brownwood	Ennis	Granbury	Stephenville★	Mineral Wells	Erath County
Homes on the Market						
Homes for Sale	342	237	916	265	224	464
Homes for Rent	11	79	105	26	7	21
Median Listing/Sale						
Listing Home Price	\$260,000	\$305,000	\$420,000	\$487,500	\$249,500	\$506,900
Price/Sq Ft	\$135	\$182	\$205	\$214	\$155	\$226
Sold Home Price	\$198,300	\$270,000	\$319,000	\$228,100	\$226,000	\$215,000

Source: Realtor.com

MULTIFAMILY HOUSING

Stephenville has over 2,310 multifamily housing units that are not exclusively dedicated to off-campus student housing - although many are available to students. There are approximately 50 multifamily properties, ranging from a very limited number of units to large, including for example, Creekside Townhomes with 442 units. More than 200 units are subsidized or rent restricted.

Excluding multifamily specifically dedicated to students, Stephenville still ranks high among peer communities in terms of number of units but remains in the middle regarding rent.

Approximately 46 percent of multifamily properties in Stephenville have been constructed since 2000. Roughly 21 percent of properties were developed more than 50 years ago.



Source: creekside.rentals/#



Source: theilliancrossroads.com/gallery



Source: theparkerapthomes.com/gallery



Source: groveatstephenville.com/gallery

There are a variety of existing multifamily housing types in Stephenville, with four examples pictured above.

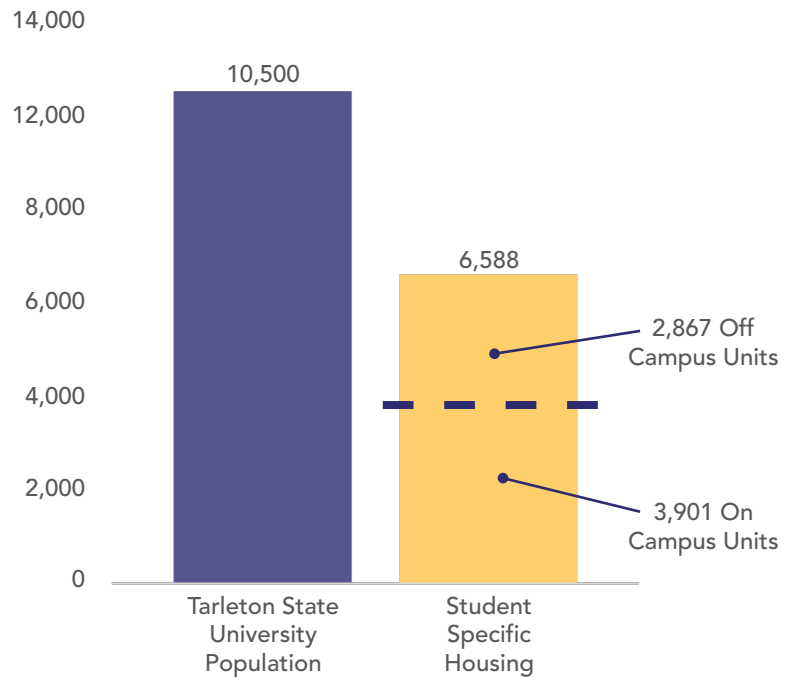
Table 6: Multifamily Properties, Peer Communities, 2023

	Brownwood	Ennis	Granbury	Stephenville	Mineral Wells
Availability					
Vacancy Rate	10.2%	12.7%	9.9%	11.1%	1.7%
Rent (1 Bedroom)	\$924	\$1,161	\$1,270	\$940	\$729
Inventory					
Existing Buildings	27	34	41	49	22
Total Units	1,556	2,287	1,950	2,309	1,051
Under Construction (Units)	0	48	0	0	0
Demand					
12 Month Absorption Units (average number of homes sold per month over the previous year)	-96	473	261	-32	-5

Source: CoStar

STUDENT HOUSING

Tarleton State University and the private sector have increased the number of units in Stephenville exclusively dedicated to students. The university offers 3,901 units on-campus across 11 “halls.” Since 2005, the private sector has contributed an additional 2,687 units in 10 off-campus complexes. Off-campus housing dedicated to students is nearly equally divided between Class A and Class B facilities, which are rankings that denote the general quality and condition of a building. CoStar indicates no new off-campus student apartments currently planned. Those remaining students living in Stephenville likely occupy homes and apartments in the remaining housing stock.



Sources: ESRI, Tarleton State University and CoStar

Figure 20: Student Population to Housing, 2023

! The influx of new student housing is a contributor to the shift in balance between owner and renter occupied housing.



Sources: Source: edgeonwashington.com/gallery

As student housing becomes increasingly more important, more off campus housing will be built. The Edge on Washington is an example of off campus student housing in Stephenville.

Recent studies show that students who live on campus are more likely to engage with the university community and return the next year. Tarleton State University has recently determined that sophomores are no longer required to live on campus. The community will be impacted by this decision as Tarleton continues to grow.

There is an increased need for student housing within close proximity to the university's campus. The amount of land located within a quarter mile walk of campus is 588 acres. Most of this area is zoned for Multifamily (R-3) which allows for 24 housing units per acre and Single-Family 7,500 sf (R-1) which allows five (5) housing units per acre.

Tarleton State University is projected to have a total enrollment of 12,552 students in Fall 2030.

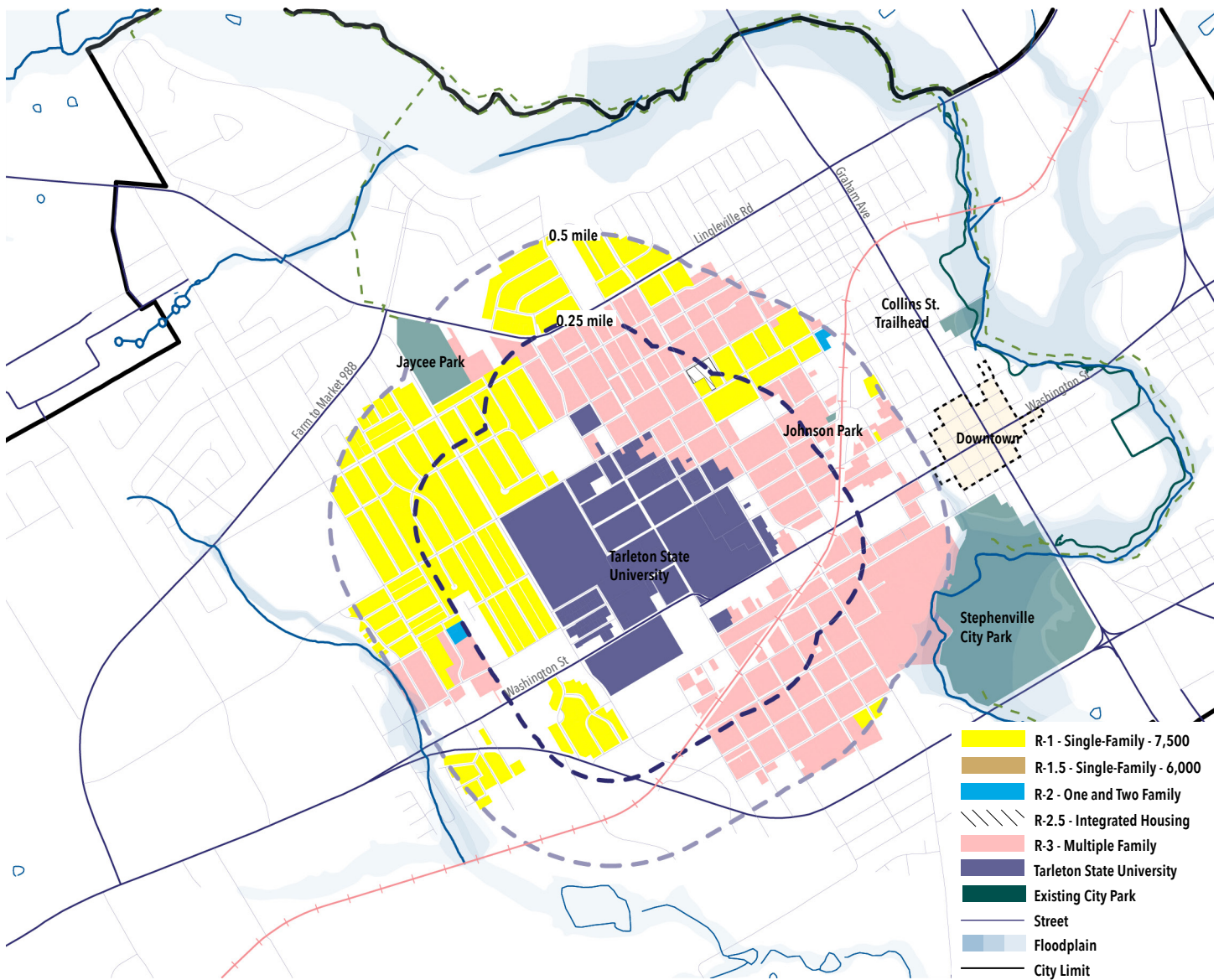


Figure 21: Tarleton State University Land Uses with a Half Mile of Campus

Source: ESRI, City of Stephenville



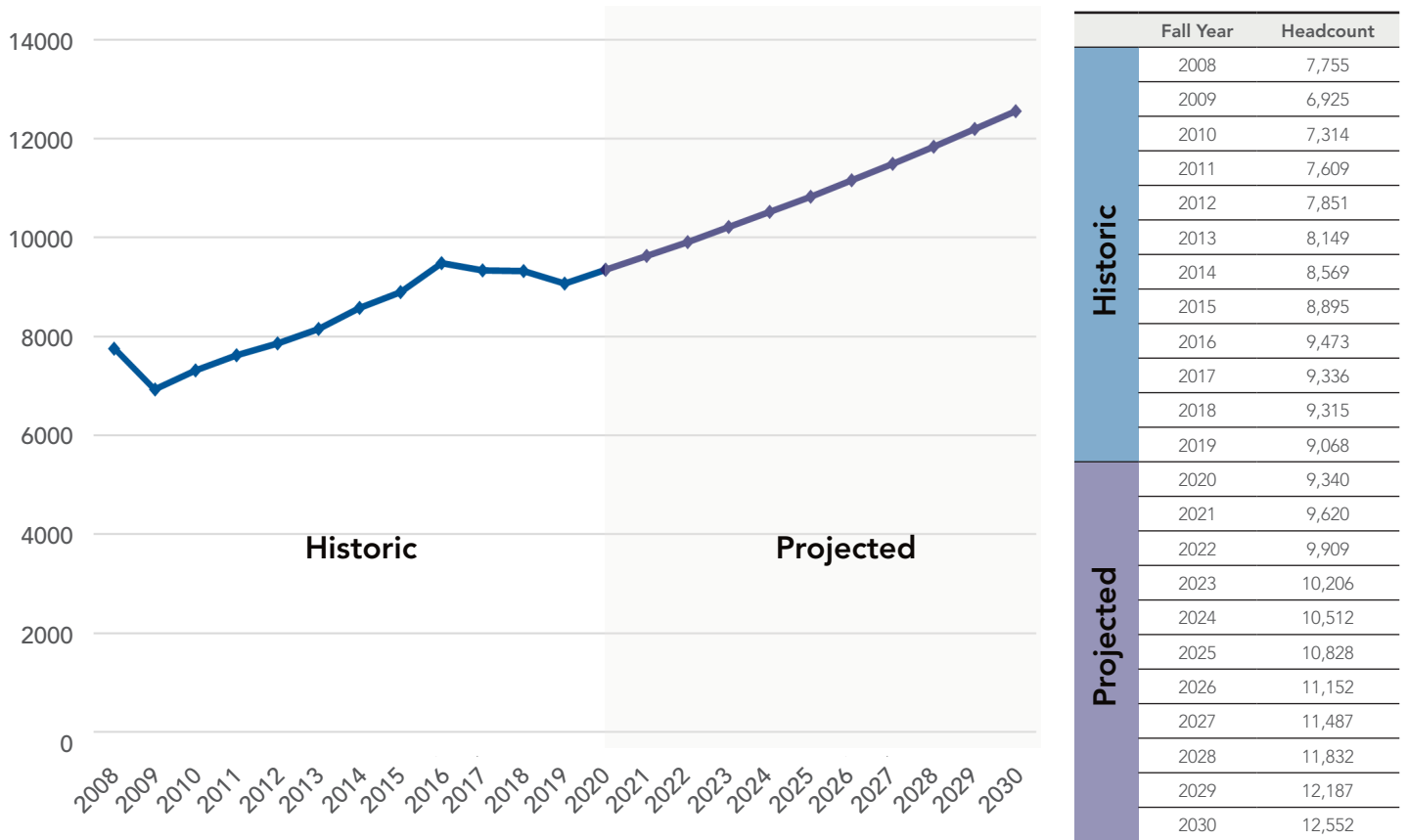


Figure 22: Stephenville Campus Fall Headcount Enrollment (Historic and Projected)

Sources: Tarleton State University

Living within a 10-minute Walk from Campus

- Students are often more engaged with opportunities provided to them through the university.
- Students have easier access to campus resources that can support their academic performance and social cohesion.
- Less time is spent commuting to campus, allowing for better time management.

Living further than a 10-minute Walk From Campus

- Students are often only on campus for required classes and meetings and spend less time socializing on campus.
- Students might not access campus resources that can support their academic performance and social cohesion as often as those that live closer.
- A larger amount of time is spent commuting and therefore less time is allocated to studying and social experiences.

COMMERCIAL SPACE

Retail

Despite being the largest city among select peer communities and its role as a college town, **Stephenville offers limited retail service with only 170 properties.**

Of the peer communities, only Mineral Wells has fewer. Approximately 170,000 square feet of retail space has been developed. With an occupancy rate of 98 percent and a growing population, the retail market appears to have room to grow.

Roughly 32 percent of all retail properties have been developed since 2000. Analysis of building permits issued since 2017 indicates that most recent construction has focused heavily along Washington Street. Nearly 1 in 4 retail properties in Stephenville were constructed prior to 1970, including the concentration of historic properties located in downtown.

Stephenville has very limited Class A retail space. Approximately 75 percent of all retail properties in the city are considered Class "C" space, while another 24 percent is considered Class "B." Downtown represents the only "walkable" retail cluster in Stephenville. For a more detailed description of the Class types, please refer to the Appendix.

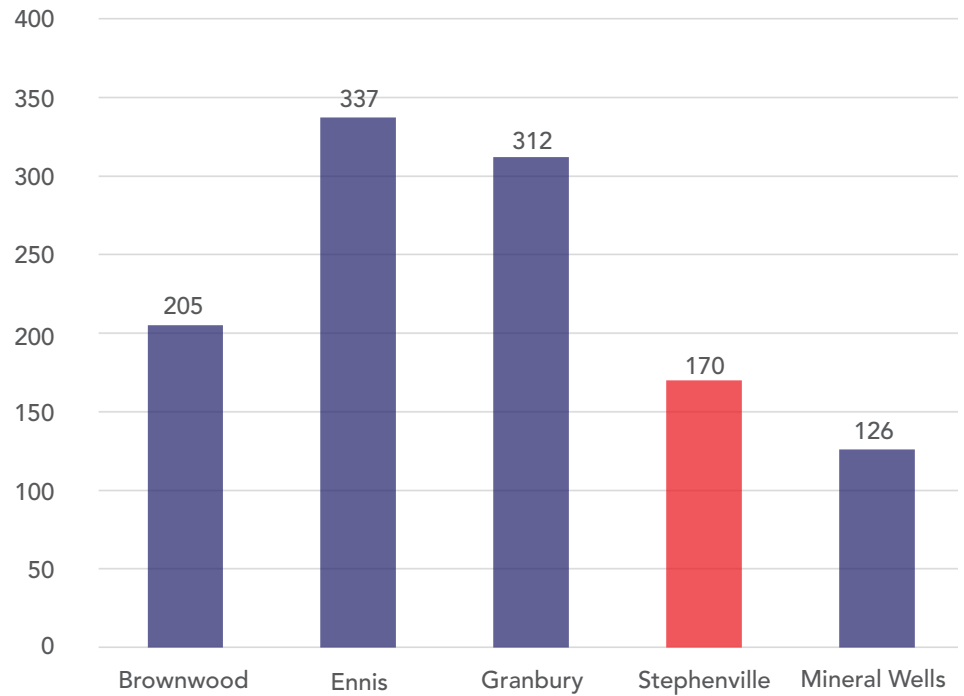


Figure 23: Inventory of Retail Buildings by Peer Community

Sources: CoStar



Sources: commons.wikimedia.org/wiki/

Retail shops in downtown Stephenville contribute to the city's regional hub identity and sets the foundation of a strong downtown.

Office

Similar to retail, **the City of Stephenville has a relatively small amount of space devoted to office use.** At 241,000 square feet, the office market lags significantly behind its select peers, except Mineral Wells. By occupancy rate, the office market in Stephenville would be considered “constrained;” however, market trends following the COVID 19 pandemic have blunted demand.

Similar to retail, only the mixed-use core of the city appears to enjoy high walkability.



Sources: onlyinyourstate.com/texas/small-town-capital-tx/

Office space in downtown Stephenville provides local businesses a steady customer base.

Industrial

The City of Stephenville offers approximately 1,100,000 square feet of industrial space developed over 44 properties and is considered fully occupied. In comparison to select peer communities, Stephenville ranks lowest in industrial properties, square footage and availability rate. The industrial sector would be considered “constrained.”

Several of Stephenville’s top employers are industrial in nature, including TechnipFMC, Saint-Gobain Abrasives, and Schreiber Foods. Together these three entities employ more than 1,600 persons.



Sources: Schreiber Foods

Schreiber Foods is one of Stephenville’s largest industrial employers, which creates a strong employment anchor within the community.

2.2. ZONING AND LAND USE

ZONING

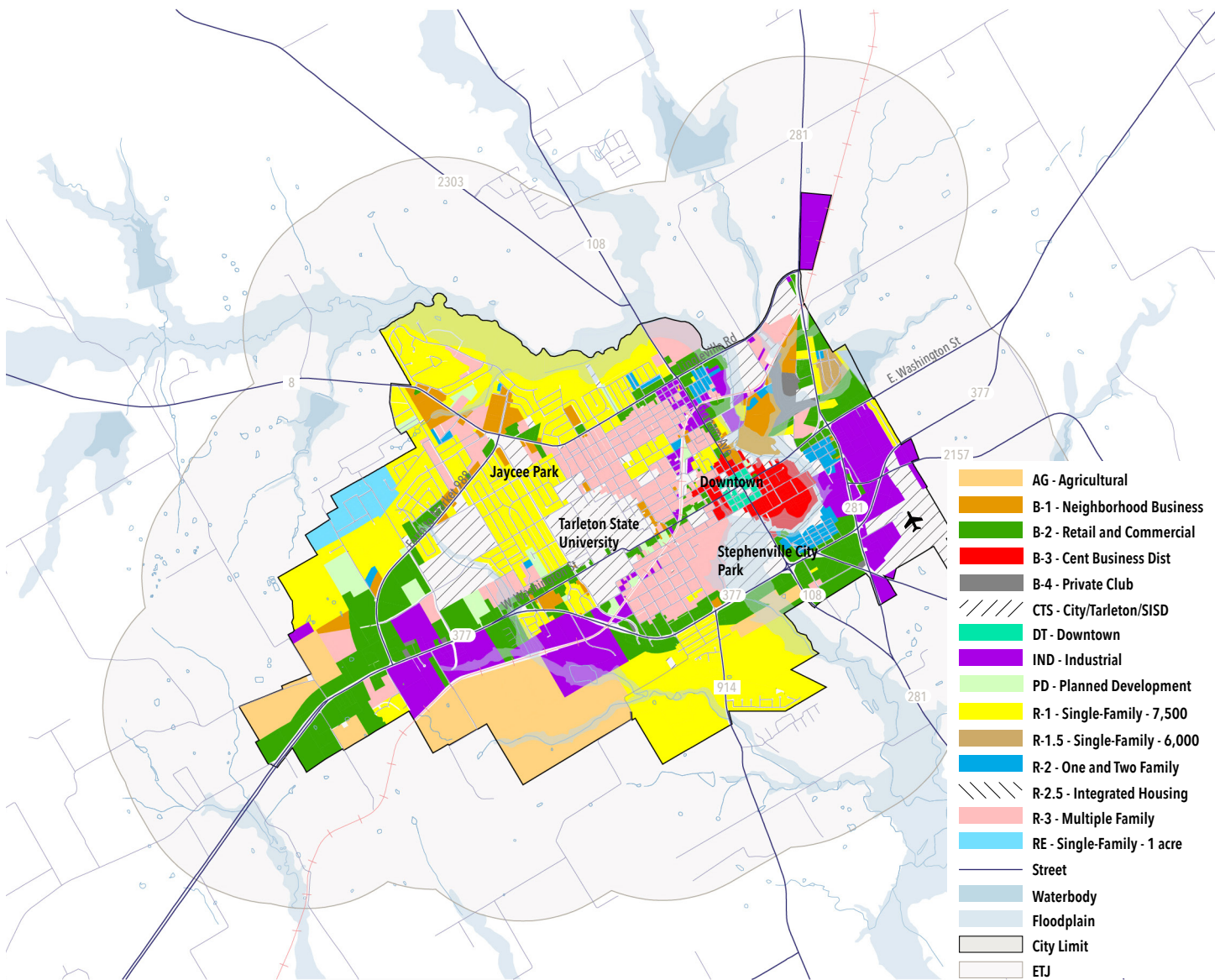
Stephenville's zoning code, zoning map, and zoning regulations control the types of land uses allowed within certain areas of the city. These regulations can determine parameters such as setbacks, height limits and building coverage. As displayed in the overall chart below, the city of Stephenville is made up of 43 percent residential, 57

percent non-residential, and 13 percent public zoning districts. The zoning district covering the most area in the city of Stephenville is Single-Family Residential District (7,500 ft²).

Percent of Land Zoned for Single-Family Housing



Percent of Land Zoned for Public Use



Source: ESRI, City of Stephenville

Figure 24: Zoning Map



ZONING DISTRICTS

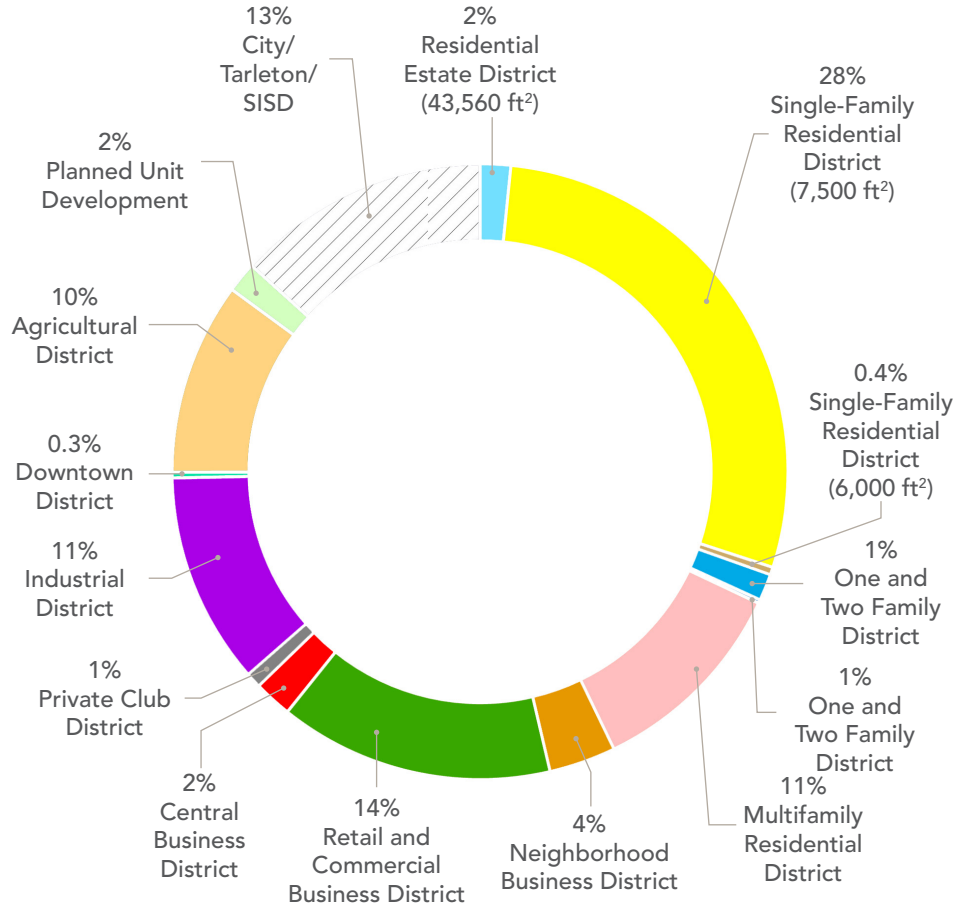
	Code	Name	District Description
	RE	Residential Estate District (43,560 ft²)	This district provides for low-density development, centered on country-style living. The primary land use allows for single-family dwelling with lots of not less than one acre in size.
	R-1	Single-Family Residential District (7,500 ft²)	This district provides for a generally lesser density neighborhood development. The primary land use allows for single-family dwelling. Other uses within this district shall contribute to the nature of the neighborhood.
	R-1.5	Single-Family Residential District (6,000 ft²)	This district provides for a neighborhood development of medium density. The primary land use allows for single-family dwelling. Recreational, religious and educational uses appropriate to such a residential neighborhood are permitted.
	R-2	One and Two Family Residential District	This district provides for a neighborhood development of medium density. The primary land use allows for single-family and two family dwelling units. Recreational, religious and educational uses appropriate to such a residential neighborhood are permitted.
	R-2.5	Integrated Housing	This integrated residential housing district provides for medium-density neighborhood development. The primary land use allows for single-family dwellings, two-to-four family dwelling units, patio homes, condominiums and townhomes. Recreational, religious and educational uses are permitted. The Integrated Housing District will be applicable to for all Residential Districts, B-1 Neighborhood Business District (B-1), Central Business District (B-3), and Downtown District (DT).
	R-3	Multiple Family Residential District	This district provides for medium to high-density neighborhood development. The primary land use allows for single, two, three, and four family dwelling units, and multiple family housing buildings and complexes. Recreational, religious and educational uses are permitted.
	B-1	Neighborhood Business District	This district accommodates trade and personal services facilities that meet the needs and enhance the quality of life of residential neighborhoods.
	B-2	Retail and Commercial Business District	This district provides areas for the grouping of retail shops and stores offering goods and services for the residents in general. These shopping areas will generally be more densely concentrated and more traffic intensive.
	B-3	Central Business District	This district is intended to encourage the redevelopment of the downtown business area, which includes the historic courthouse, all types of offices, retail business and residences. This district also facilitates the maintenance of the area and provides for the vibrant interaction between retail, service, and residential.
	B-4	Private Club District	This district is intended to provide for private clubs providing on-the-premises consumption of alcoholic beverages.
	IND	Industrial District	This district is intended to serve as the location for general industrial activities.
	DT	Downtown District	This district is intended to encourage the redevelopment of the original township, including the historic courthouse, offices, retail business and residences. This district also facilitates the maintenance of the area and provides for the vibrant interaction between retail, service, residential, government and public use.
	AG	Agricultural District	The type and intensity of uses permitted in the district shall encourage and protect agricultural uses until urbanization is warranted. The district protects areas that may be unsuitable for development due to lack of infrastructure, potential health or safety hazards, and providing for preservation of natural open spaces.
	PD	Planned Unit Development	These districts are designed for greater flexibility and discretion in the application of residential and non-residential zoning and for increased compatibility and the more effective mitigation of potentially adverse impacts on adjacent land than in possible under standard district regulations.
	CTS	City/Tarleton/SISD	This district accommodates public and institutional uses including educational and public facilities. Most of the land in these districts is publicly owned.

ZONING DISTRICT BREAKDOWN

The majority of the land in Stephenville is zoned for residential development, with the largest share being Single-Family Residential District (7,500 ft²).

Based on the number of housing units allowed per acre in each of the residential zoning districts, 32,608 housing units can be accommodated within the existing residential zoning districts. This is four times the number of existing housing units in Stephenville.

Under current zoning designations, Stephenville can accommodate four times the number of housing units that currently exist.

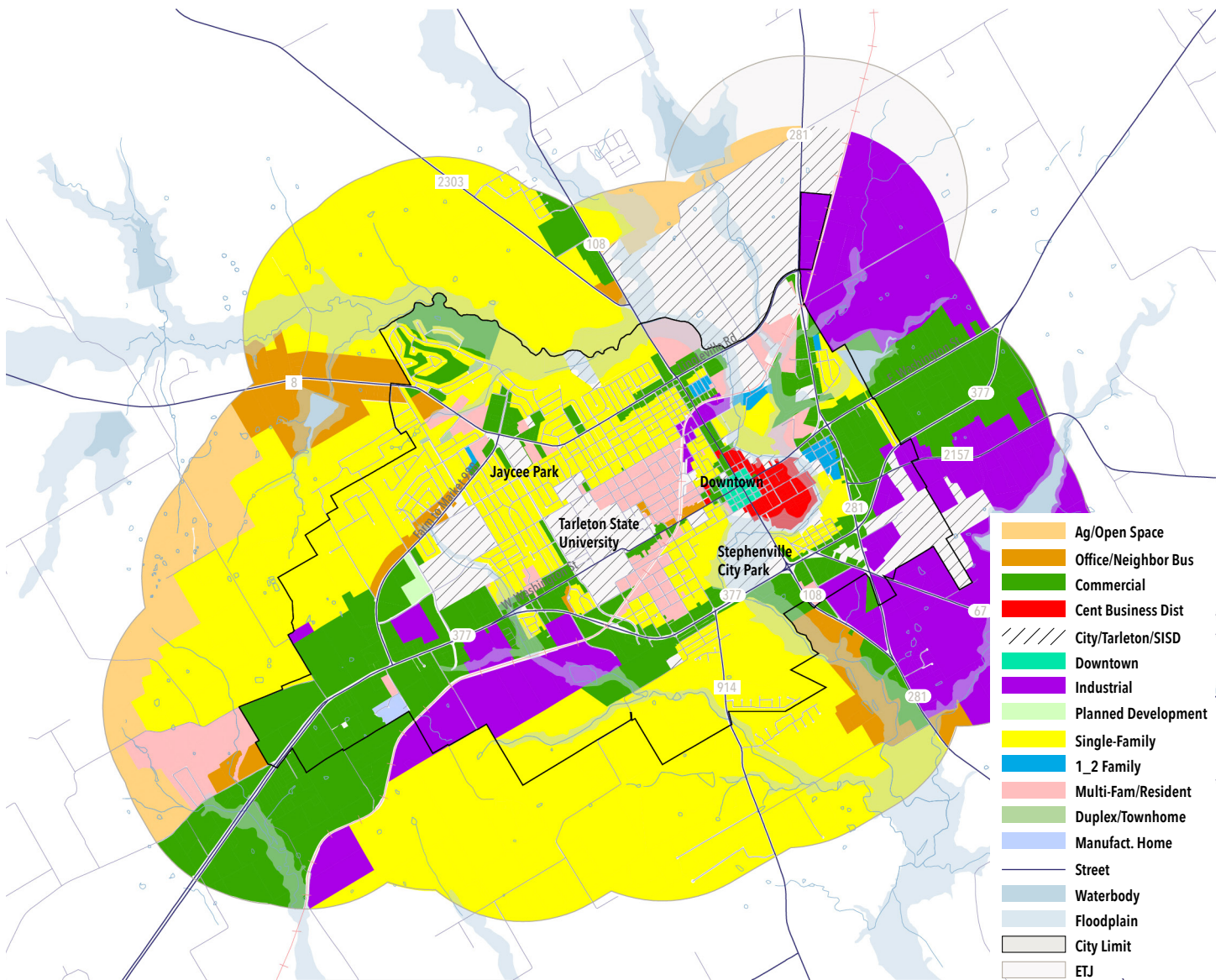


Source: ESRI, City of Stephenville

Figure 25: Zoning District Breakdown

CURRENT FUTURE LAND USE MAP

The City of Stephenville prepared a Future Land Use Map as part of their 2030 Comprehensive Plan. This map outlines how the city will manage growth in terms of location, type, scale and density. The purpose of this plan is to codify city policies and community values in relation to future development.



Source: ESRI, City of Stephenville

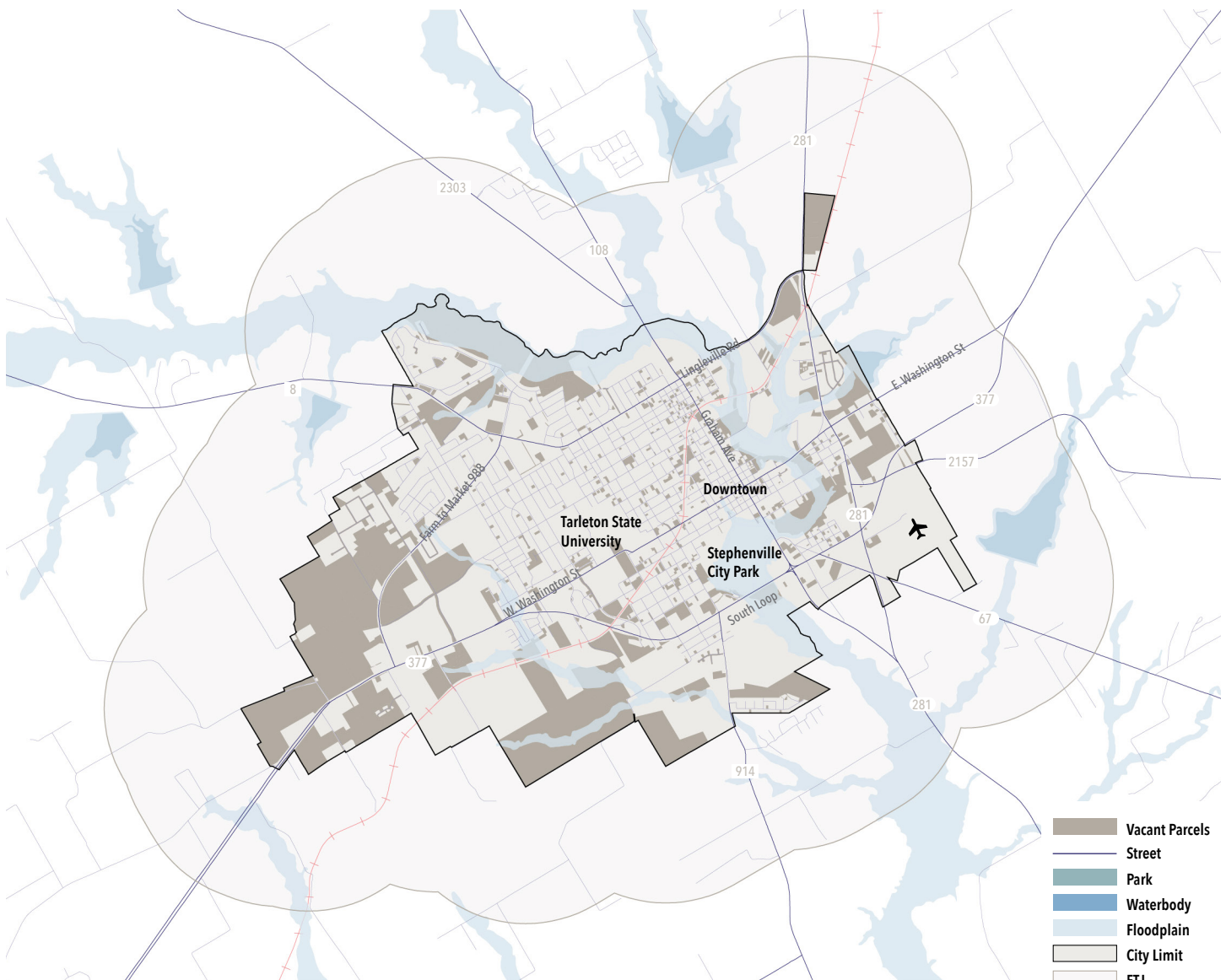
Figure 26: Stephenville's Current Future Land Use Map



VACANT LAND

Within the city of Stephenville approximately 30 percent of the land has an improvement value of less than \$10,000, which is considered vacant land. Most of this land is located on the western edge of the city limits. A large portion of this land is either zoned as Agricultural (AG), Single-Family 7,500 sf (R-1), or Industrial (IND).

Percent of Land with Improvement Values Less than \$10,000 within Stephenville (2,274 acres)



Source: ESRI, City of Stephenville

Figure 27: Vacant Land Map

HISTORIC DEVELOPMENT PATTERNS

As Stephenville has continued to develop over time, the patterns have changed. In the 1800's, blocks were more uniform with a higher lot coverage compared to blocks in the 1950's. Lots in the 1950's were more irregular with lower lot coverage. These patterns follow typical patterns of development across the country.

1. 1880's Block: 39,067 sf
2. 1900's Block: 139,828 sf
3. 1920's Block: 336,418 sf
4. 1950's Block: 348,480 sf



Figure 28: 1880's, Uniform, Average Lot Coverage: 100%



Figure 29: 1900's, Rectangles, Average Lot Coverage: 70%

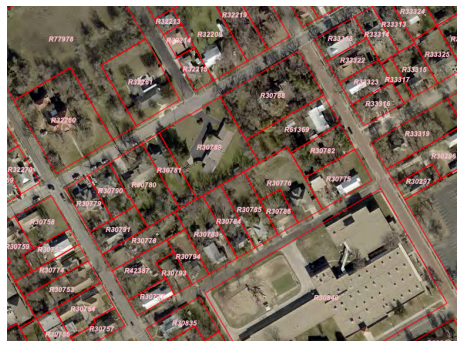


Figure 30: 1920's, Rectangles/Irregular, Average Lot Coverage:



Figure 31: 1950's, Rectangles/Irregular, Average Lot Coverage: 40%

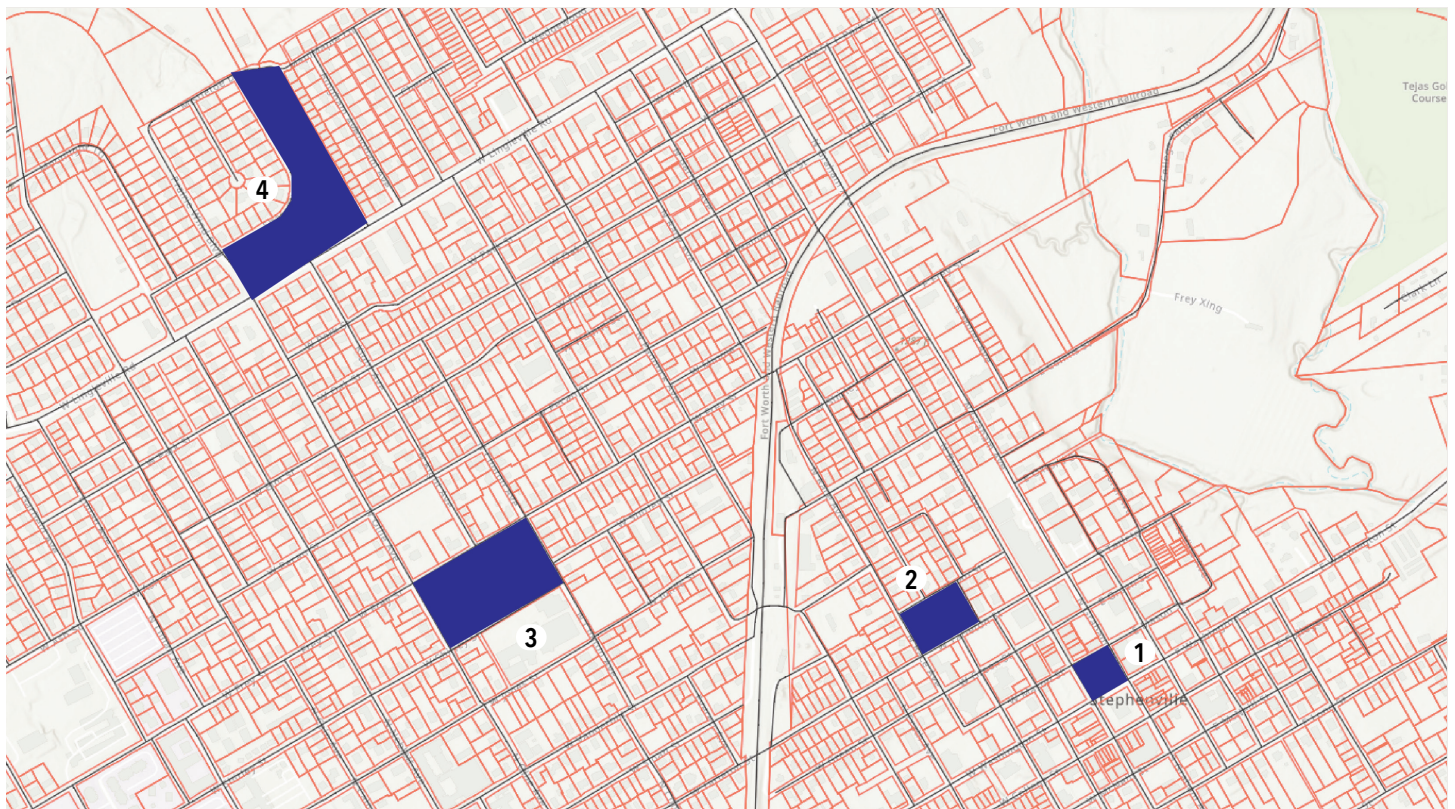


Figure 32: Historic Block Sizes Map

DEVELOPMENT CHARACTER

Regional Center

Stephenville is the largest city in Erath County. People across the county come to shop and dine at a mix of retail outlets, supermarkets, and restaurants. The streets in these areas are intended to maintain vehicular traffic flow, with multi-lane roads and controlled intersections.



This regional center along W. Washington Avenue provides a variety of shopping and dining opportunities which attracts people from across the region.

Vibrant Mixed-Use Centers

Downtown Stephenville is a center of the community attracting residents and visitors alike to shop and dine. This area is connected and walkable with one to three story buildings housing a mix of uses. Downtown follows the historic development patterns of Stephenville with more narrow, pedestrian friendly roads.



Downtown Stephenville is lively center with pedestrians due to its walkable characteristics and mix of uses.

Mixed-Use Neighborhoods

Stephenville is home to many residents who value its unique character. Its neighborhoods are characterized by a mix of historic homes and modern developments. A mix of housing types can be found, catering to various income levels and family sizes and a mix of uses makes these areas vibrant and walkable, where residents live, work and play.



The residential neighborhoods in Stephenville are developed with a variety of housing types.

Rural Community

Stephenville has strong rural roots, with a long history of agriculture. In the rural parts of the city there are a mix of building types, including farmhouses and ranch buildings. The roads typically follow the natural contours of the land and are prioritized for vehicles, not pedestrians.



This is an example of the rural character on the edges of Stephenville's city limits.

2.3. TRANSPORTATION

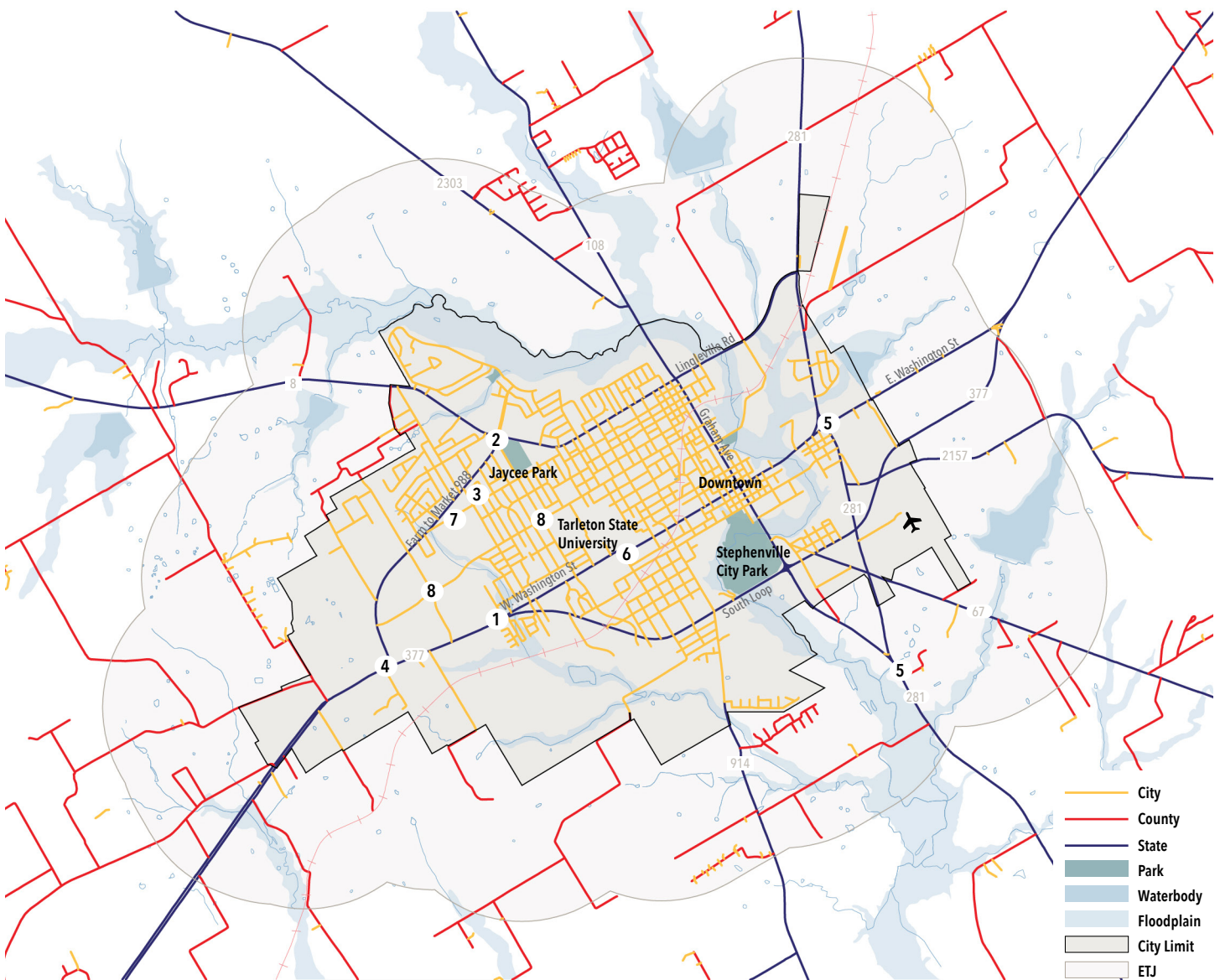
CURRENT TRANSPORTATION PLANNING AND INITIATIVES

Stephenville has about 89 centerline miles of roads. The highways that are owned by TxDOT (US 67, US 281, US 377, and FM 988) primarily go around Stephenville. The TxDOT roadways that pass through Stephenville are FM 8/Lingleville Road, BUS US 377/Washington Avenue, and SH 108/N. Graham Street/S. Graham Avenue. Stephenville

does not own or maintain any traffic signals. All traffic signals in Stephenville's city limits are along roadways owned by TxDOT, thus owned and maintained by TxDOT.

Most of Stephenville's roads are asphalt with concrete curb and gutter, but some have open ditch drainage. In the past fifteen plus years, only

two or three subdivisions were built that included new roadways. The vast majority of development in Stephenville is redevelopment and relies on the existing roadways. Yet, this redevelopment does impact the existing streets as utility cuts and tie-ins for new or upgraded water, wastewater, or natural gas services are required.



Source: ESRI, City of Stephenville

Figure 33: Roadway Ownership Map



Stephenville has identified the following projects in a number of their prior planning documents;

Number	Description
1	Access Management Study to improve traffic operations along US 377 Highway from Graham Street (FM 108) to Farm to Market 988 (Senator Robert J Glasgow Loop). This includes Shared Use Path for Pedestrians and Bicyclists from Downtown to TSU Campus.
2	Evaluation of Farm to Market 988 (Senator Robert J Glasgow Loop) at Harbin Drive intersection to reduce delays and potential intersection improvements.
3	Northbound channelized right turn and acceleration lane at Farm to Market 988 (Senator Robert J Glasgow Loop) & FM 8 Intersection.
4	Southbound channelized right turn acceleration lane at Farm to Market 988 (Senator Robert J Glasgow Loop) & US 377 intersection.
5	Super 2 highway configuration on US 281 to improve safety and roadway capacity.
6	Re-striping the left turn lane and modifying the signal timing are two short-term projects that will guide westbound left turns toward South Lillian through Centennial Lane at Washington Street and Lillian intersection.
7	Evaluate peak-period left turn restrictions along Farm to Market 988 (Senator Robert J Glasgow Loop) south of Harbin.
8	Traffic signal warrant studies at three intersections in coordination with TXDOT for potential traffic signal controls.

STEPHENVILLE CLARK REGIONAL AIRPORT

The Stephenville Clark Regional Airport is located approximately 1 mile east of downtown Stephenville on the east side of U.S. 281. It has one runway, a public aircraft tarmac, and a parallel taxiway that connects the tarmac to the runways. There is a terminal building with waiting areas, offices, conference rooms and bathrooms. There are two large hangars and three T-hangars on the airport. Hangars may be rented through airport management.

The City of Stephenville has been implementing airport improvement projects which are jointly funded by grants through the Texas Department of Transportation and the Federal Aviation Administration. The purpose of the projects are to improve current conditions of the runways, lighting systems, and facilities. The projects include extending runway protection zones and object free areas; reconstruction of runway and taxiway; widening of the

runway; striping and marking of the runway; rehabilitation of the tarmac access, cross taxiway, tarmac areas and the west T-hangar access taxiway; relocation of runway lights; a new T-hangar; a new fueling system; and relocation of fencing. Future projects include extending the runway; expansion of the tarmac for tie-downs; and commercial hangars.

Fly-In at Stephenville Clark Regional Airport

Not only is the Stephenville Clark Regional Airport an important regional connection, it is also an important community space within the city. In 2023, the airport held a fly in that included a show of historic planes, art exhibit and car show. These types of events show how these types of spaces can be utilized for more than their stated purpose and strengthens community connections.



Source: theflashtoday.com





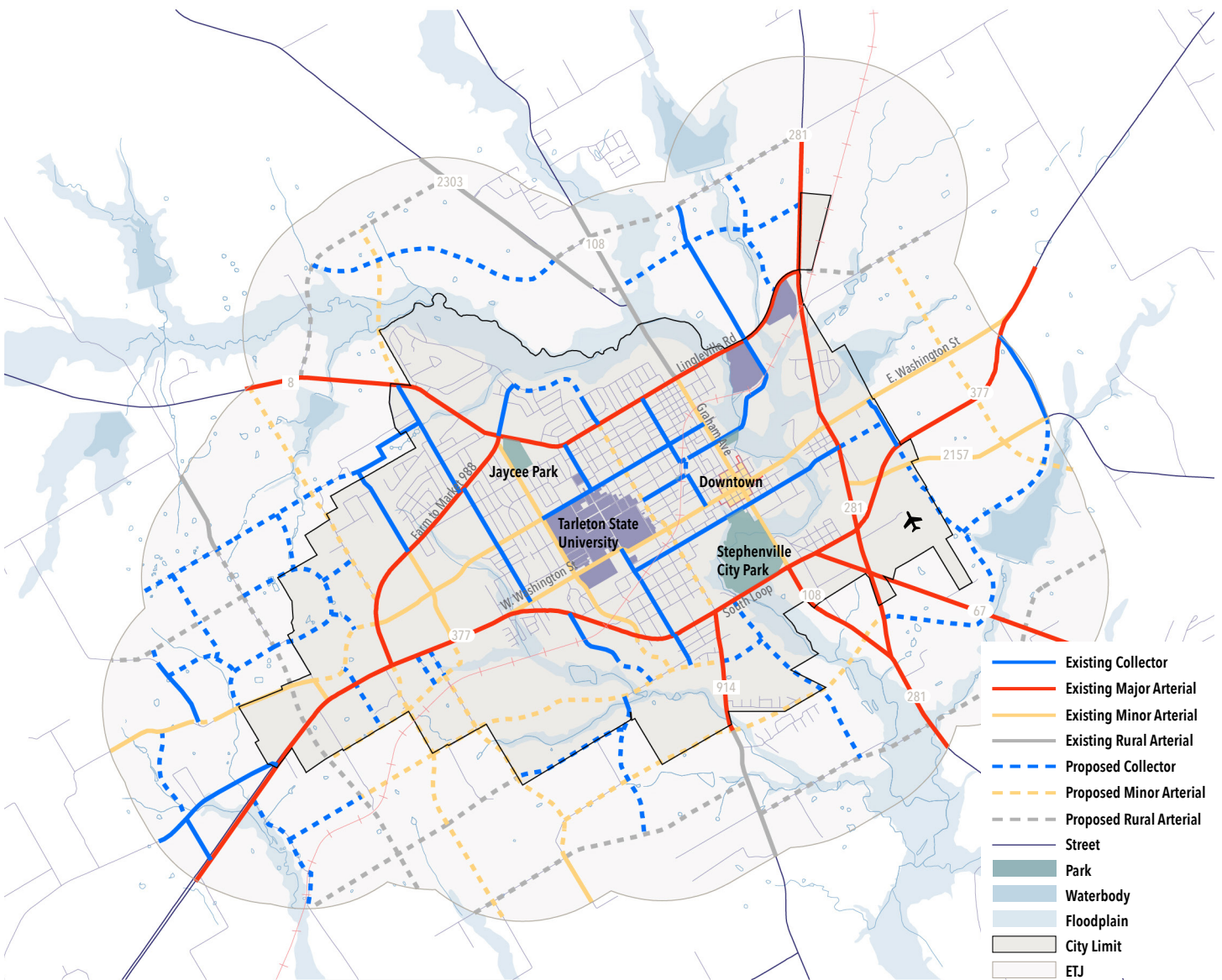
2017 THOROUGHFARE PLAN

The purpose of the City of Stephenville's 2017 Thoroughfare Plan is to provide for long term increased mobility and connectivity needs and reduce dependency on the automobile. The Thoroughfare Plan recommendations are part of a continuity of plan efforts, and as needs change, the plan should be amended to reflect updated information for the

preservation of long term community needs.

Transportation planning initiatives should be coordinated with other infrastructure investments and priorities within the community and with other agencies to leverage financial resources, for example, coinciding improvements to replacement

of utilities, or timing widening projects to occur at the natural end of a pavement's useful lifespan.








Source: ESRI, City of Stephenville

Figure 34: 2017 Stephenville Thoroughfare Map



STREET CLASSIFICATION

Stephenville’s roadways are classified based upon their function within the network. The functional classification system consists of major arterials, rural arterials, minor arterials, collectors, and local streets.

Section	Street Type	ROW Width	Character Description
	Major Arterial (4-Lane or 6-Lane)	120' to 130'	Major Arterials accommodate higher volumes and levels of mobility, providing substantial regional access and statewide travel. Medians with a minimum width of 16' are required to allow area for dedicated left turn lanes at intersections and provides access management for fewer turning conflicts and preservation of traffic flow. Driveway access onto principal arterials should be limited by access management and spacing requirements, and parking along arterial roadways is generally prohibited.
	Rural Arterial	100' to 120'	Rural Arterials carry traffic across significant segments of the city, connect major arterials to collectors, and accommodate moderate volumes. Where sidewalks are provided, they should be between the drainage channel and the edge of the right-of-way. Driveways may be more frequent than major arterials and higher-class facilities, but should still be guided by access management principles.
	Minor Arterial	100'	Minor Arterials accommodate medium volumes, provide local mobility, and make connections to neighboring communities. They are intended for local trips, with design speeds lower than major arterials. A divided median is required, providing access management for fewer turning conflicts, and allowing space for left turn bays at minor intersections. Driveway access to minor arterials should be guided by access management and spacing requirements. Parking along the roadways is generally prohibited. Bicycle accommodation is preferred on a shared-use path buffered from the roadway.
	Collectors	70'	Collectors provide access between higher functional class facilities and access to residential areas. They are designed for short trips, lower speeds, and connections between residential and commercial areas. The ROW width provides space for on-street parking, bike lanes, or a center turn lane. The width is intended to be flexible over time as needs change.
	Local Street	50'	Local Streets are functionally classified to serve primarily local access to property and circulation within neighborhoods or specific areas. Local streets have the lowest speed limits and capacities in the hierarchy, but have the highest access to property. These roads have the lowest speed limit, and carry low volumes of traffic.

EXISTING ROADWAY NETWORK

Stephenville’s roadway network includes a grid system consisting of 89 miles of streets, operated and maintained by the City of Stephenville. These streets are connected to the surrounding area through county roads and state highways. Roadways within the City of Stephenville ETJ are operated and maintained by Erath County, and the Texas Department of Transportation. These roadways serve as major routes through the City of Stephenville:

Name	Street Class	Description	Level of Service	Speed Limit	Ownership	Intersection Density
US Highway 377 (South Loop)	Major Highway	US Highway 377 (South Loop) is a four lane roadway that serves as a major arterial route which connects State Highway 108, US Highway 281 and US Highway 67. It bypasses the major traffic from Washington Street reducing the traffic congestion and two way turn lanes are provided throughout the loop.	C	45 mph	TxDOT	0.19
US Highway 281 (East Road/Morgan Mill Road)	Major Arterial	The highway runs north-south and serves as an alternative to IH-35. This highway connects Stephenville with San Antonio towards south and Mineral Wells to the north. US Highway 281, also known as Morgan Mill Road, passes through the eastern part of the Stephenville.	A-B	45 mph	TxDOT	0.20
US Highway 67 (Glen Rose Road)	Major Arterial	This two lane roadway runs within Stephenville’s city limits and connects Stephenville with Glen Rose and Dallas eastward towards Brownwood and westward towards San Angelo.	A-B	45 mph	TxDOT	0.14
State Highway 108 (Graham Avenue)	Rural Arterial	This two lane highway diverting from US Highway 281 just outside Stephenville runs through the downtown to further connect IH-20 north.	A-B	35 mph	TxDOT	0.14
Washington Street	Minor Arterial	Washington Street functions as a major corridor through the city of Stephenville. This is the primary east/west roadway passing through downtown Stephenville. Some segments of Washington Street are a four lane roadway while it is reduced to two lanes when passing through downtown.	B-C	35 mph	TxDOT	0.12

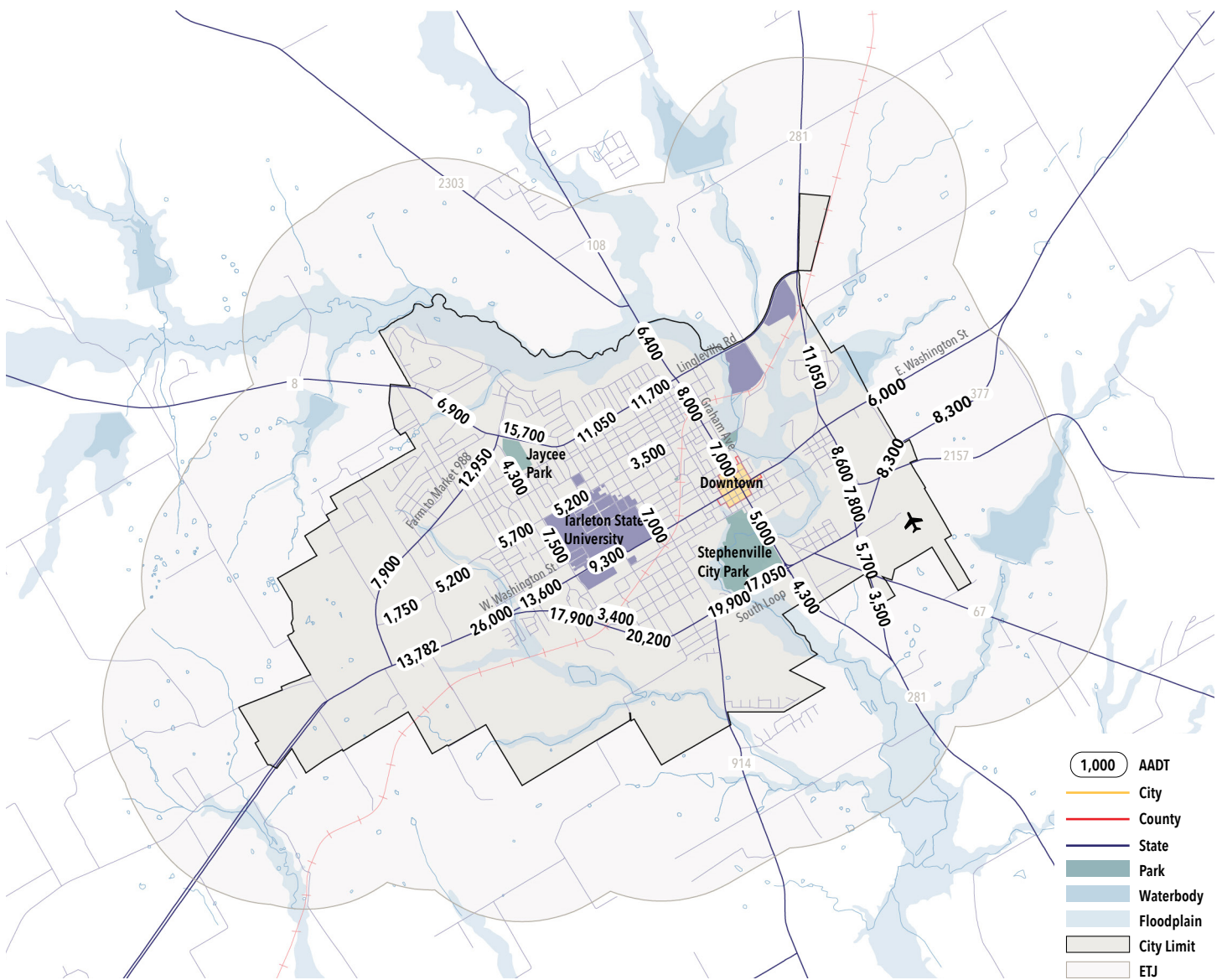
Farm to Market 988 (Senator Robert J Glasgow Loop)	Major Arterial	Farm to Market 988 (Senator Robert J Glasgow Loop) is a two lane major arterial connecting US Highway 377/ Washington Street and Farm to Market Road 8 (Lingleville Road). Center turn lanes are provided throughout the loop. This loop serves the western edge of the Stephenville.	C	35 mph	TxDOT	0.11
Harbin Drive	Minor Arterial	Harbin Drive functions as a minor arterial and runs north-south and is currently under construction. It primarily connects Farm to Market 988 (Senator Robert J Glasgow Loop) and US Highway 377(South Loop) on the northern and southern edges of Stephenville.	B-C	40 mph	City	0.16
Frey Street	Minor Arterial	This east-west corridor starting at Farm to Market 988 (Senator Robert J Glasgow Loop) on the western edge of the city is a four lane road for small segment which further primarily runs as a two lane roadway.	C	35 mph	City	0.09
Farm to Market Road 8 (Lingleville Road)	Major Arterial	This major arterial is one of the busiest streets in Stephenville. It is a four lane roadway with two way turn lanes running east and west on the northern edge of the city connecting State Highway 108 (Graham Street), US Highway 281 (Morgan Mill Road) on the eastern edge, and Farm to Market 988 (Senator Robert J Glasgow Loop) on the western edge.	B-C	35 mph	TxDOT	0.12

DAILY TRAFFIC VOLUMES AND LEVEL OF SERVICE

The majority of Stephenville residents and visitors travel around the city by car. There are very few other mobility options, so ensuring the roads are in good condition and are able to handle the number of vehicles on any given day is important for the City.

an average annual daily traffic (AADT) that ranged between 1,700 and 25,600 vehicles per day (VPD). The average AADT for all segments was approximately 8,900 VPD.

A majority of roadway segments in Stephenville had



Source: ESRI, City of Stephenville

Figure 35: Roadway Ownership Map

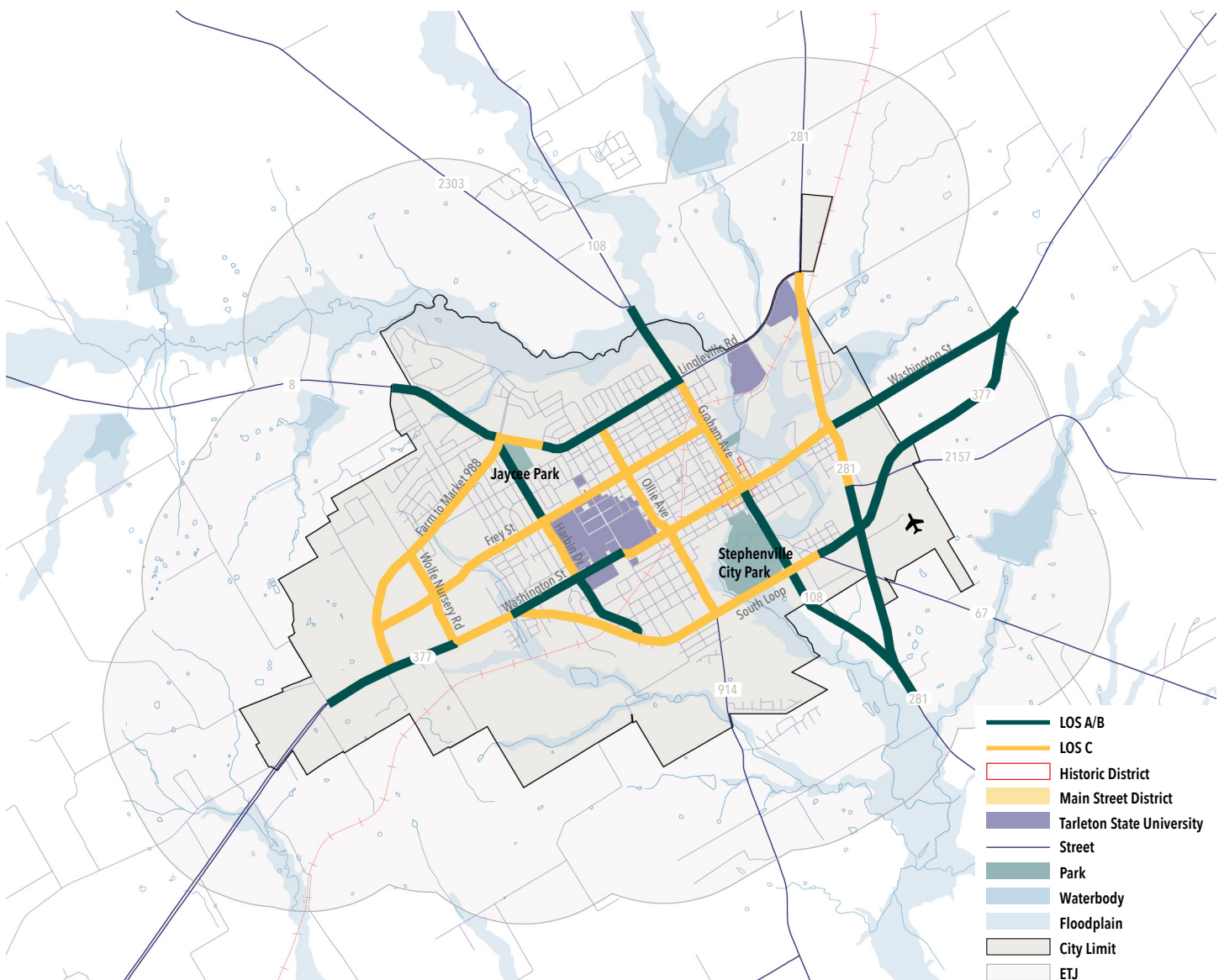


The level of service (LOS) measures a driver's experience on the road. It is impacted by the capacity of the various segments that make up the network. A LOS grade of "A" refers to free flow traffic and a LOS grade of "F" refers to near gridlock.

It is recommended that roads strike a balance between

capacity and demand in order to guarantee smooth operations, prompt replies, and a pleasant user experience. The identification of possible bottlenecks, the optimization of resource allocation, and the improvement of the LOS that an organization provides to its users or customers are all common uses of segment capacity analysis.

All segments were assessed to operate at a LOS grade "C," which refers to stable flow, or better. Only one segment of the road network, South Loop between Graham and East Rd has decreased from a B to C since the 2017 Thoroughfare Plan. All other segments have remained the same.



Source: ESRI, City of Stephenville

Figure 36: Level of Service Map



TRIP GENERATORS

Several public and private facilities and events impact traffic operations in the City of Stephenville. These locations require consideration during transportation master planning to provide adequate roadway capacity and multi modal connectivity to these destinations. The following locations have been identified as notable destinations.

A majority of major trip generators are located along US 377 (Washington Street), which results in increased demand.

During the first open house, participants noted they travel most often to downtown Stephenville, W. Washington Avenue and South Loop.

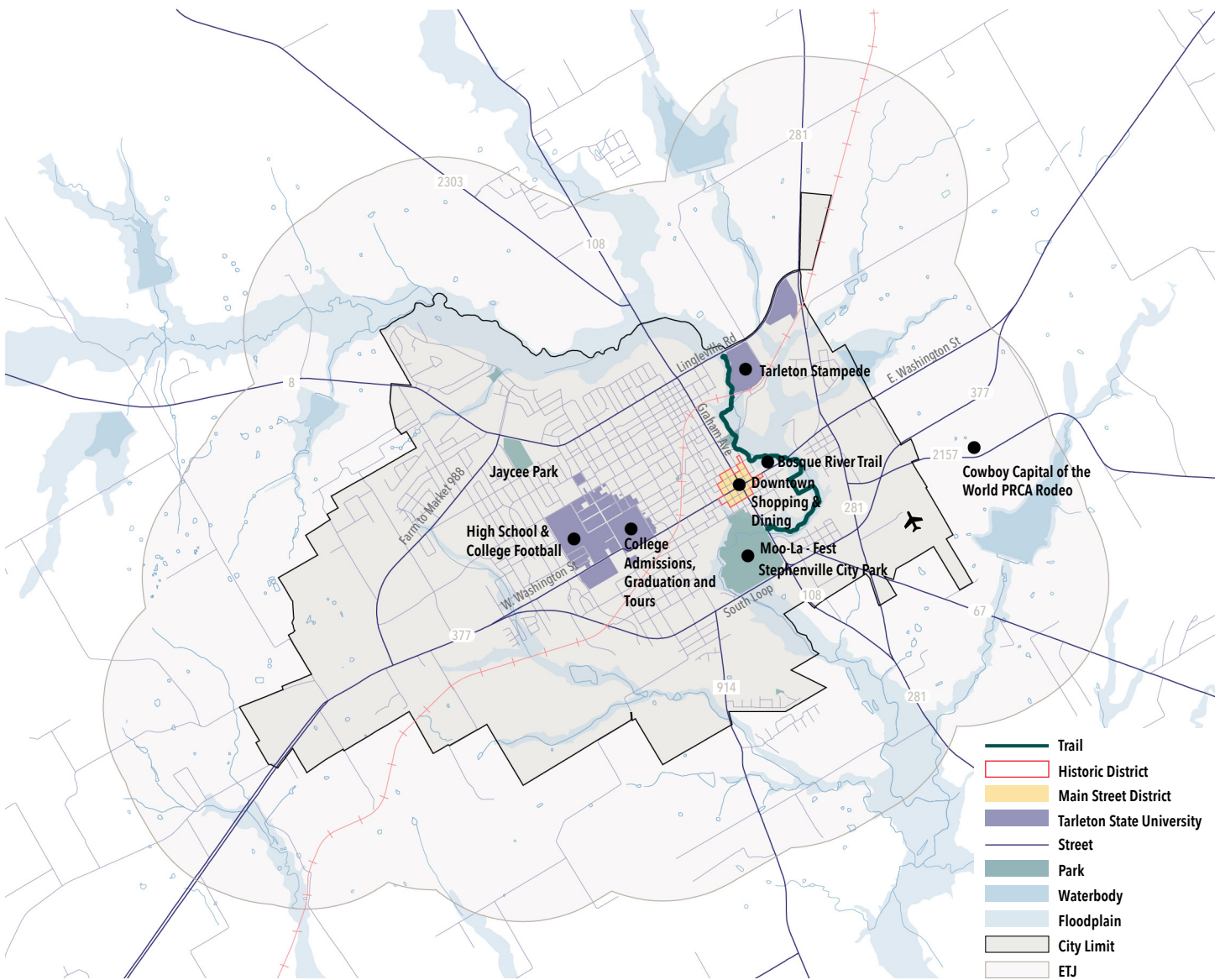


Figure 37: Trip Generators Map

Source: ESRI, City of Stephenville





Downtown Stephenville shopping and dining opportunities attract people across the region.



Large events, such as Moo-La-Fest, create a surge in trips to the area.



The Tarleton Texans is a NCAA Division I team that plays multiple games every fall attracting visitors.



Tarleton State University has one of the largest rodeo teams in the nation.



Optimist Jaycee Park is an 18-acre park with multiple community amenities.



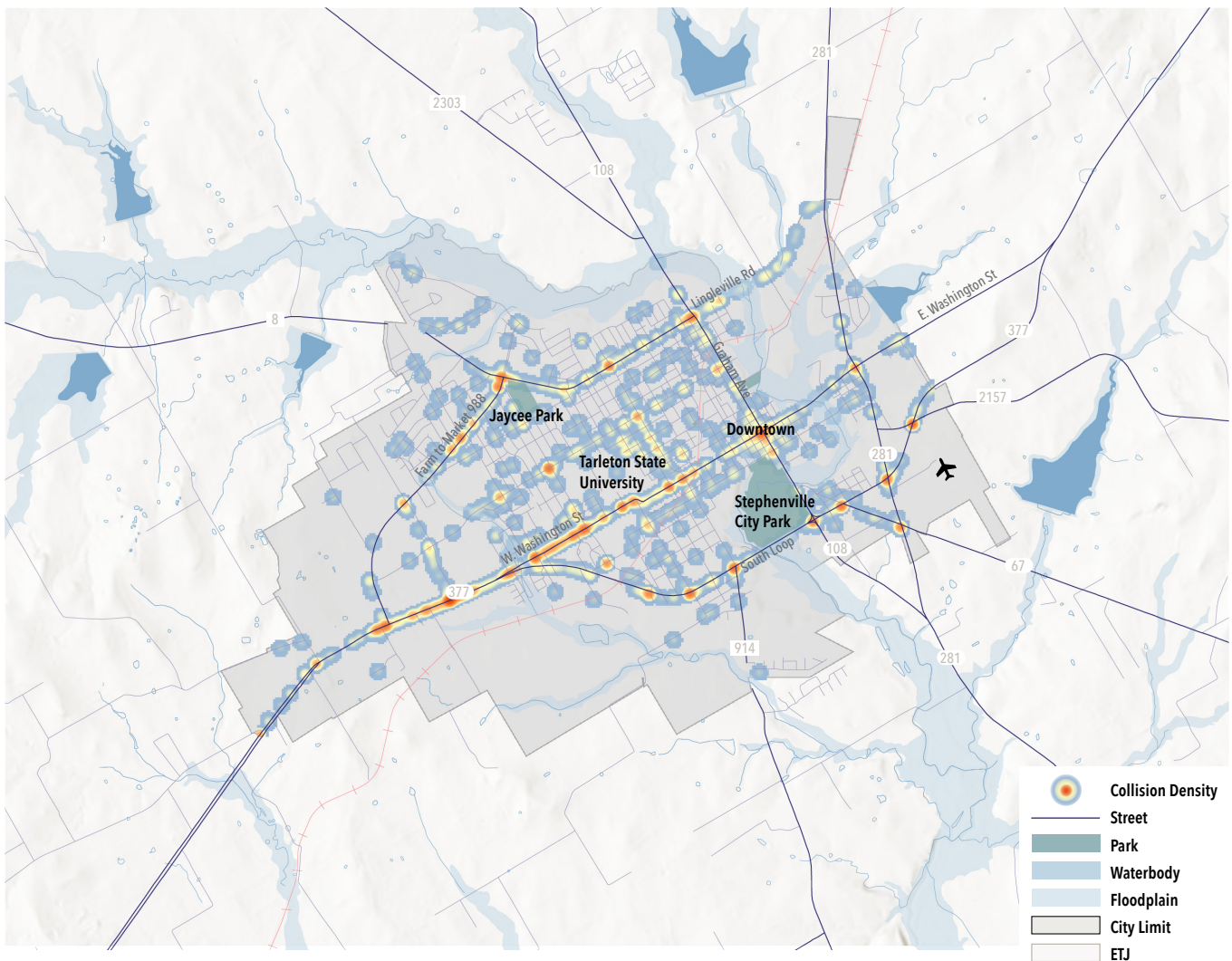
The Bosque River Trail connects City Park to the downtown area and attracts many people to the city.

COLLISIONS AND SAFETY

As a first step in creating a new thoroughfare plan, a collision analysis was conducted. A collision analysis is an integral component when creating a thoroughfare plan. This is especially true when thinking about transportation planning and urban growth. The collision analysis can have an effect on and contribute to the development of a thoroughfare through a variety of methods that include: Identification of

High-Risk Areas, Improvement of Safety Measures, Determination of Road Design and Layout, Identification of Traffic Control Strategies, Prediction of Future Planning and Growth, Increasing Public Awareness and Education, Evaluation of the Effectiveness of the Plan, and Identification of the Cost vs. Benefit of recommendations. In a nutshell, collision analysis supplies crucial data and

important insight that is used to guide the decision-making procedure during the process of developing a thoroughfare plan. It plays a significant role in ensuring that the plan is structured to improve safety, cut down on the number of accidents that occur, and satisfy the ever-changing transportation requirements of the community.



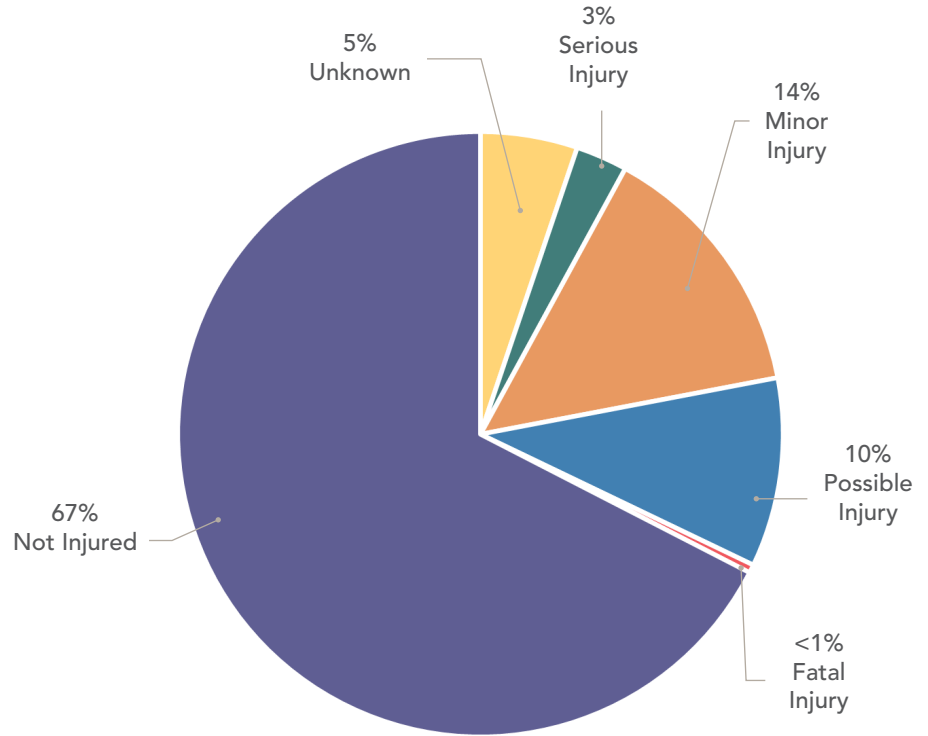
Source: ESRI, City of Stephenville

Figure 38: Collisions Data, 2018 - 2022



There were a total of 2,027 collisions reported on the City of Stephenville roads from 2018 to 2022. The number of reported total collisions has overall increased between 2018 and 2022, with an increase in 2021 compared to the previous year.

The year with the highest number of collisions was 2021 (454 collisions), while the year with the lowest number of collisions was 2020 (370 collisions). It was observed that the collisions percentage dropped during the pandemic year of 2020 due to the lesser number of vehicles within the city roads system. The lowest number of fatal and severe injury collisions occurred in 2018 and 2020 (11 collisions), while the highest occurred in 2022 (16 collisions).



Source: TXDOT

Figure 39: Collision Data

During the first open house, approximately 68% of respondents said they feel very safe and somewhat safe driving around Stephenville.

Table 7: Total Collisions in Stephenville from 2018 to 2022

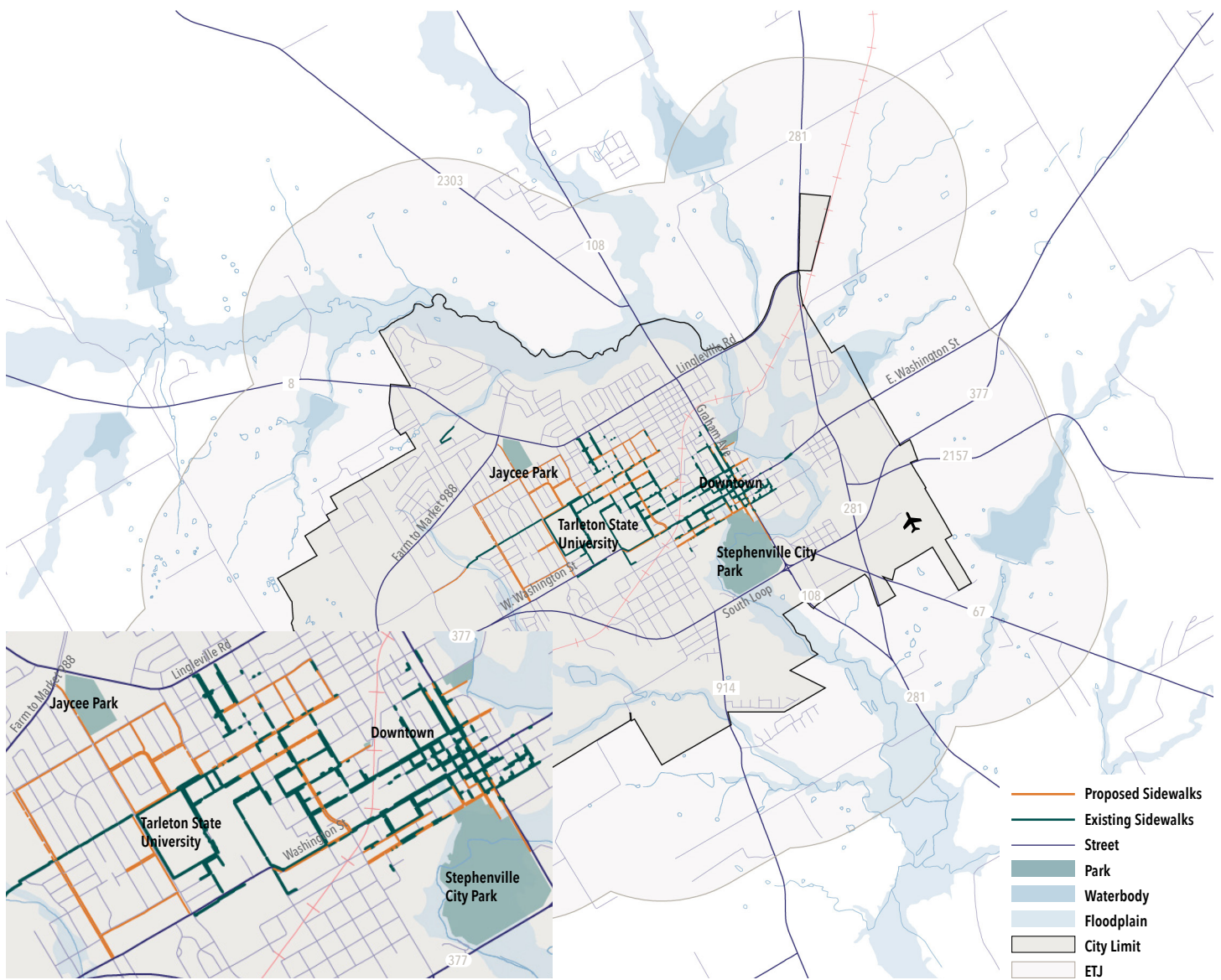
Collision Severity	2018	2019	2020	2021	2022	Total
Not Injured	250	290	242	297	288	1367
Possible Injury	38	26	33	48	60	205
Minor Injury	53	44	62	80	46	285
Serious Injury	11	10	11	13	11	56
Fatal Injury	0	2	0	2	5	9
Total	371	407	370	454	425	2027

ALTERNATIVE MOBILITY OPTIONS

The existing sidewalk network in Stephenville is concentrated within the downtown area and the Tarleton State University campus. There are proposed sidewalk construction projects intended to increase walkability throughout the city, including a connection from Jaycee Park to campus and the Stephenville High School and Gilbert Intermediate School.

The City of Stephenville's 2018 Sidewalk Program was a funded program for residents and businesses to participate in the Matching Grant Sidewalk Replacement Program. The program provides an opportunity for citizens to expedite sidewalk repairs or replace eligible sidewalks by covering some of the financial burden. The

City shares the cost 50/50 between the City and owner, or a 30/70 split between the City and commercial properties. This program provides an opportunity to build a continuous sidewalk system throughout the community. This program prioritizes the idea of walkability throughout the city.



Source: ESRI, City of Stephenville

Figure 40: Existing and Proposed Sidewalks Map

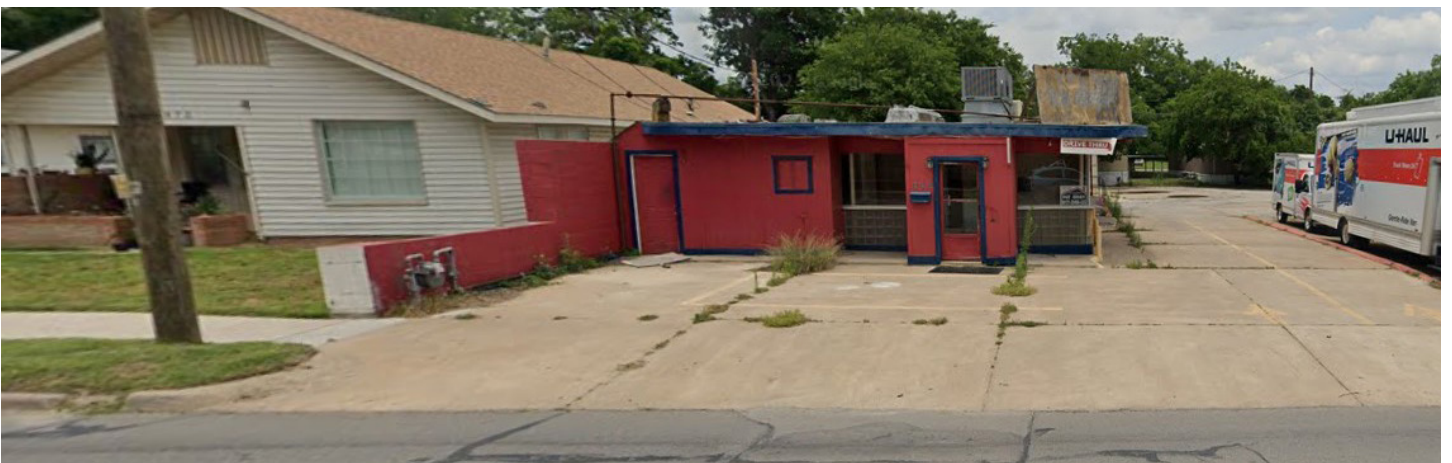




Example of limited accessibility at railroad crossing along Tarleton Street.



Example of sidewalk with uneven surfaces and limited ADA accessibility (corner of Washington & Barton Avenues)



Example of Large driveway along Washington Street decreasing walkability.

DOWNTOWN AND TARLETON WALKSHEDS

Downtown Stephenville and Tarleton State University are major centers within the city. Walkability should be prioritized within these areas. Walkability is defined as the ability to travel easily and safely between various origins and destinations without having to rely on automobiles or other motorized travel. It is measured by the distance an average

person would typically walk to the destination, often called a walkshed.

The term “walkshed” or “access shed” is used to define the area in immediate vicinity of any central destination that an average person can cover on foot.

During the first open house, approximately 30 percent of respondents said they do not feel safe walking or walk at all around Stephenville.

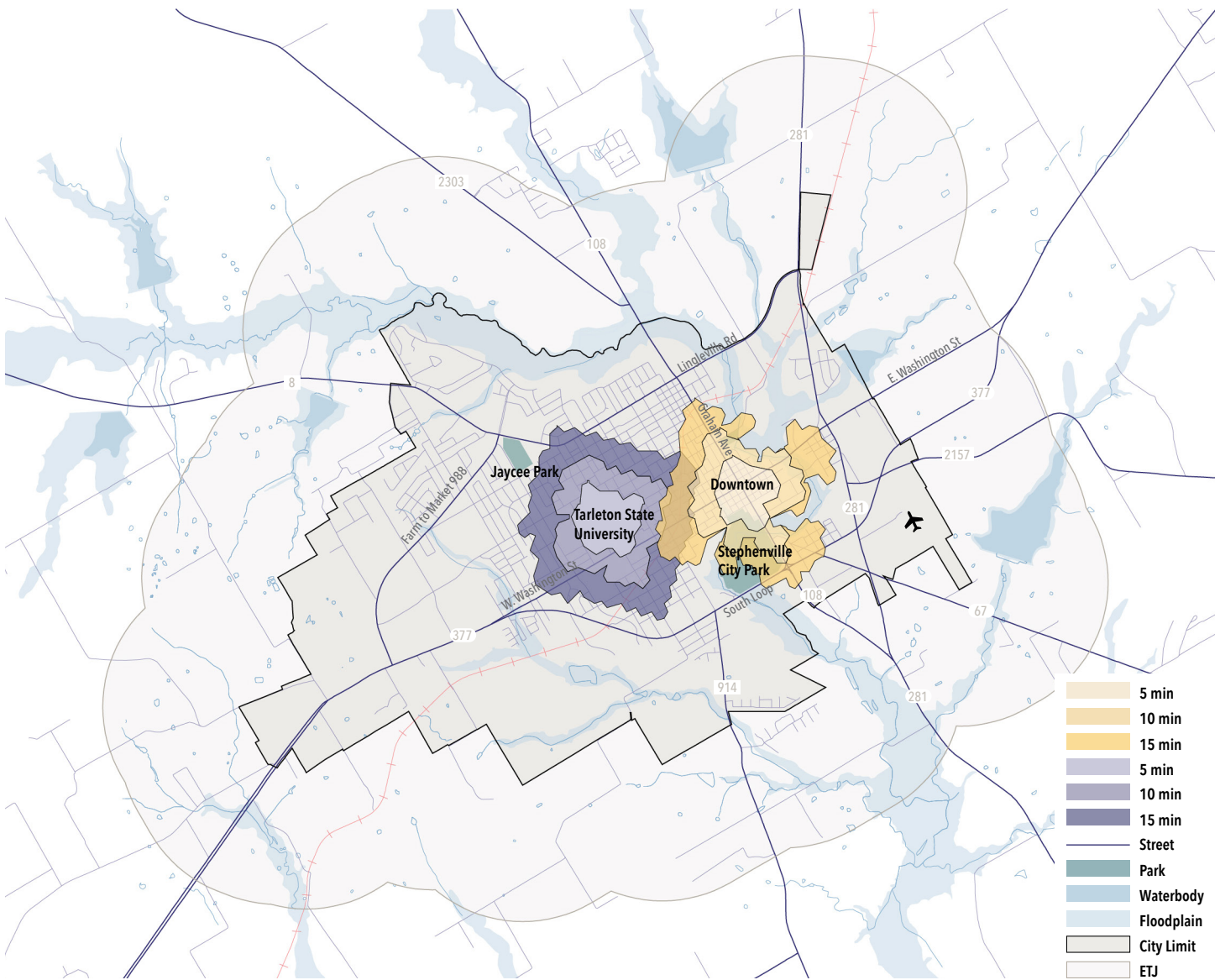
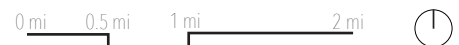


Figure 41: Downtown and Tarleton State University Walkshed Map

Source: ESRI, City of Stephenville



BICYCLING AND MICRO-MOBILITY

Micro-mobility, including bicycling and electric scooters, can play several important roles in Stephenville’s transportation network, offering benefits such as increased accessibility, reduced congestion, improved environmental sustainability, and enhanced urban mobility.

Stephenville’s transportation network does not currently provide adequate infrastructure to integrate micro-mobility. It is recommended to analyze the city’s Bicycle Level of Traffic Stress (LTS) throughout the network, as this analysis will provide a better picture of which streets are better suited for micro-mobility.

- **LTS 1:** Low traffic stress. Most children feel comfortable bicycling.
- **LTS 2:** Low -Moderate traffic stress. The mainstream adult population feels comfortable bicycling.
- **LTS 3:** Moderate traffic stress. Bicyclists who are considered “enthused and confident” but still prefer having their own dedicated space feel comfortable while bicycling.
- **LTS 4:** High traffic stress. Only “strong and fearless” bicyclists feel comfortable while bicycling. These routes have high-speed limits, multiple travel lanes, limited or non-existent bicycle lanes and signage, and large distances to cross at an intersection.

There are several considerations for the potential role of biking and micro-mobility in Stephenville that should be highlighted. They include the following:

- **Reducing Traffic Congestion:** Biking and micro-mobility options like electric scooters or shared bikes can help alleviate this issue, especially during peak times or special events.
- **Connectivity:** Biking and micro-mobility can provide alternative transportation options that connect different parts of the town, making it easier for residents and students to access various amenities and services.
- **Promoting Sustainability:** Encouraging biking and micro-mobility aligns with sustainability goals. It can help reduce emissions and promote eco-friendly transportation alternatives in Stephenville.
- **Health and Fitness:** Promoting biking can contribute to residents’ physical health by encouraging regular exercise and active commuting. This can help reduce healthcare costs and improve overall well-being.
- **Reduced Parking Demand:** Promoting biking and micro-mobility can help reduce the demand for parking spaces, which can be particularly beneficial if parking space is limited or expensive in certain areas of the town.

! In recent years leading up to 2021, there was a noticeable decline in the percentage of young people, including college students, obtaining driver’s licenses compared to previous generations. This trend has been observed in several developed countries, including the United States.



Alternative forms of mobility allow for more connectivity throughout cities allowing more people to be involved in the community

PAVEMENT CONDITIONS

In 2016, Stephenville engaged a professional engineering consulting team to perform an assessment of pavement conditions and make recommendations

for ongoing and future maintenance efforts and budgets. Presently, Stephenville commits approximately \$1,000,000 annually to pavement maintenance. This level of investment aligns

with a scenario which results in a slow degradation of pavement condition, dropping from a measured Pavement Conditions Index (PCI) of 56 in 2016 to an anticipated PCI of 42 in 2026. While this is a

Condition

Failed/ Serious

10%

Very poor/Poor

36%

Fair

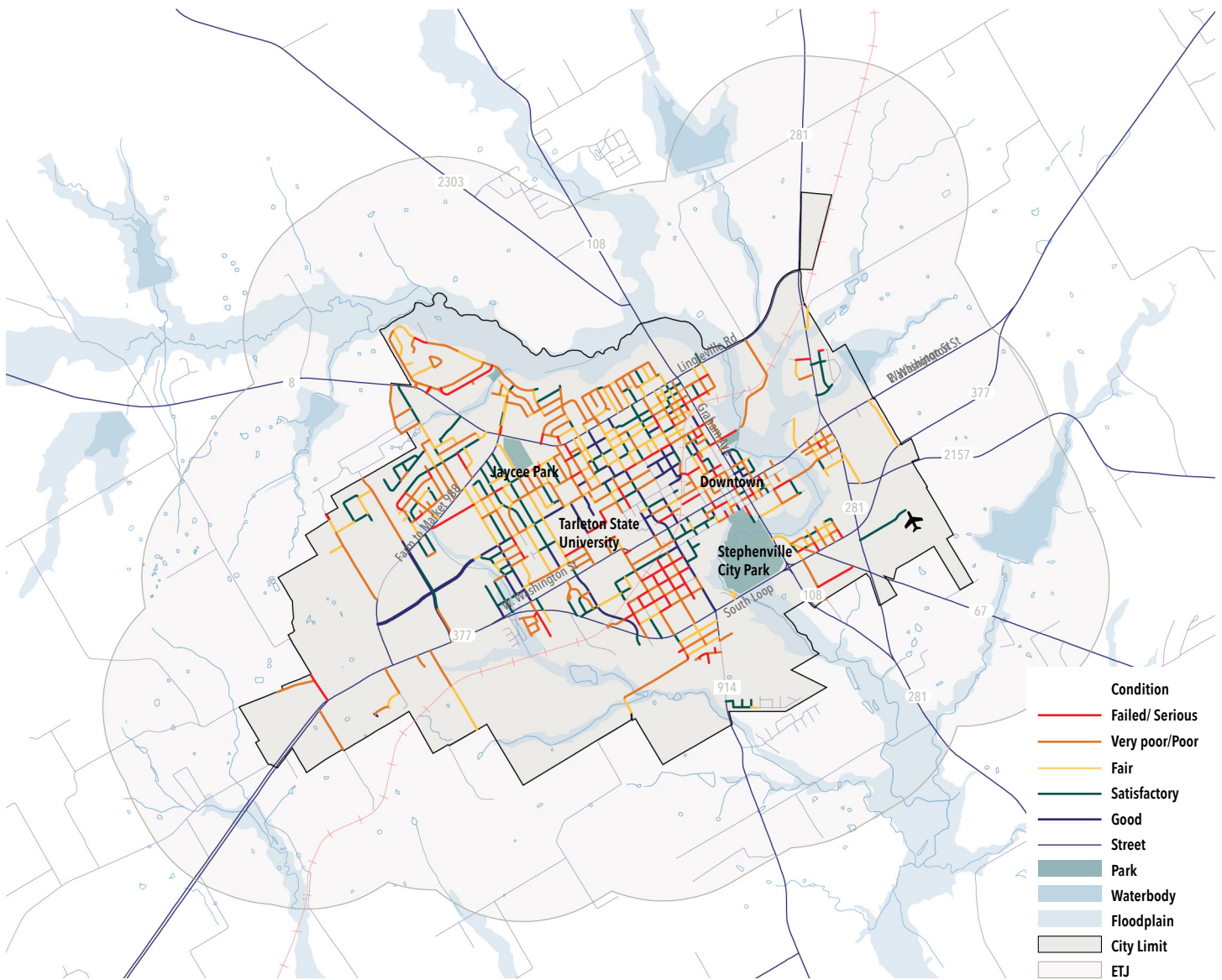
23%

Satisfactory

20%

Good

11%



Source: ESRI, City of Stephenville

Figure 42: Pavement Condition Index Assessment



STREET REPAIRS

Since the Pavement Condition Report was prepared in 2016, Stephenville has used its increased budget to upgrade 41 percent of the streets within the city limits.

Percentage of Streets Repaired within the City Limits since 2018 (50 mi)

41%

During the first open house, over half of all respondents said they think Stephenville should spend a larger portion of its budget on street construction and maintenance.

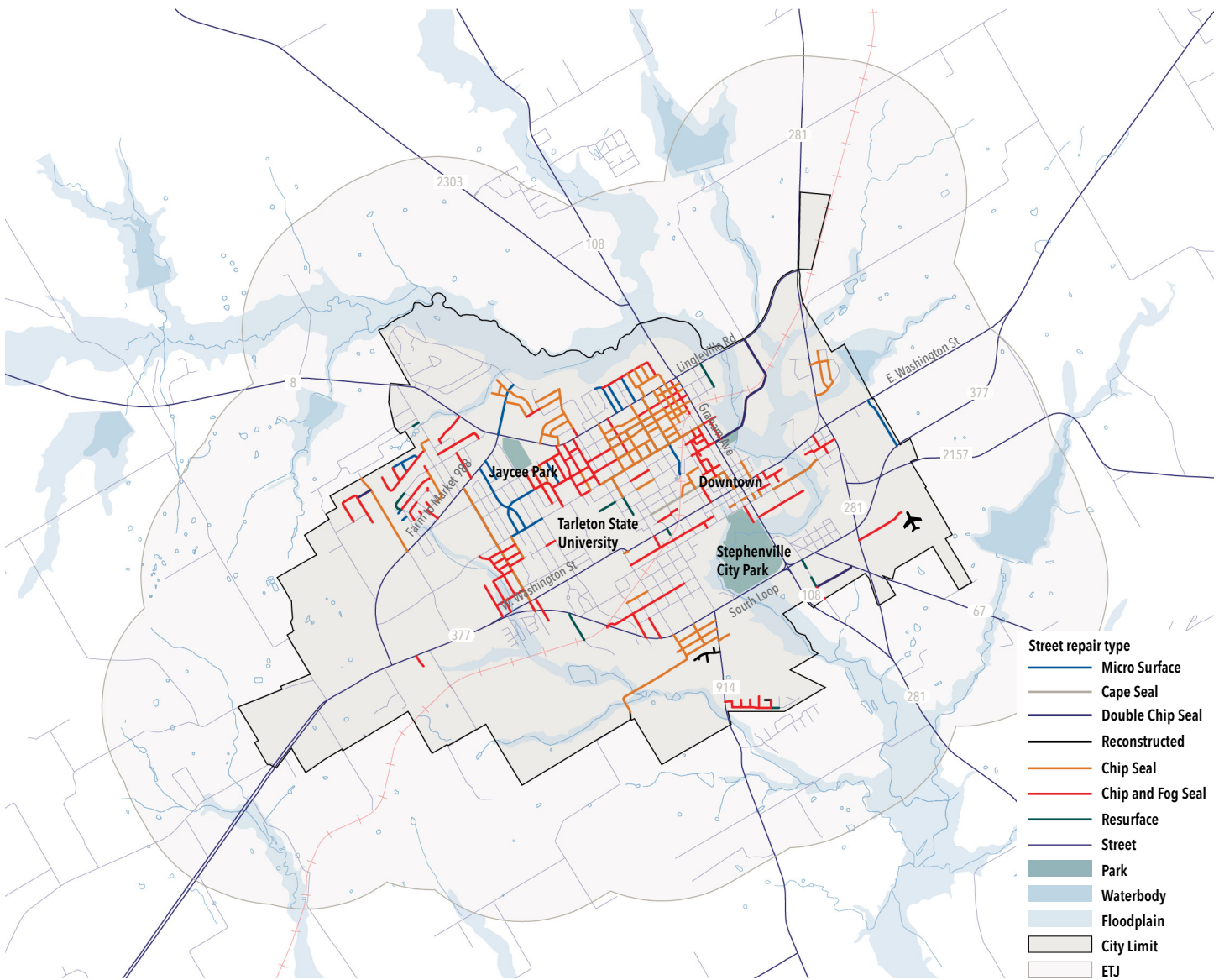
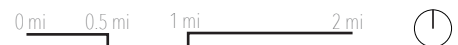


Figure 43: Street Repairs from 2018 to 2022

Source: ESRI, City of Stephenville



2.4. COMMUNITY AND NATURAL RESOURCES

PARKS AND OPEN SPACE

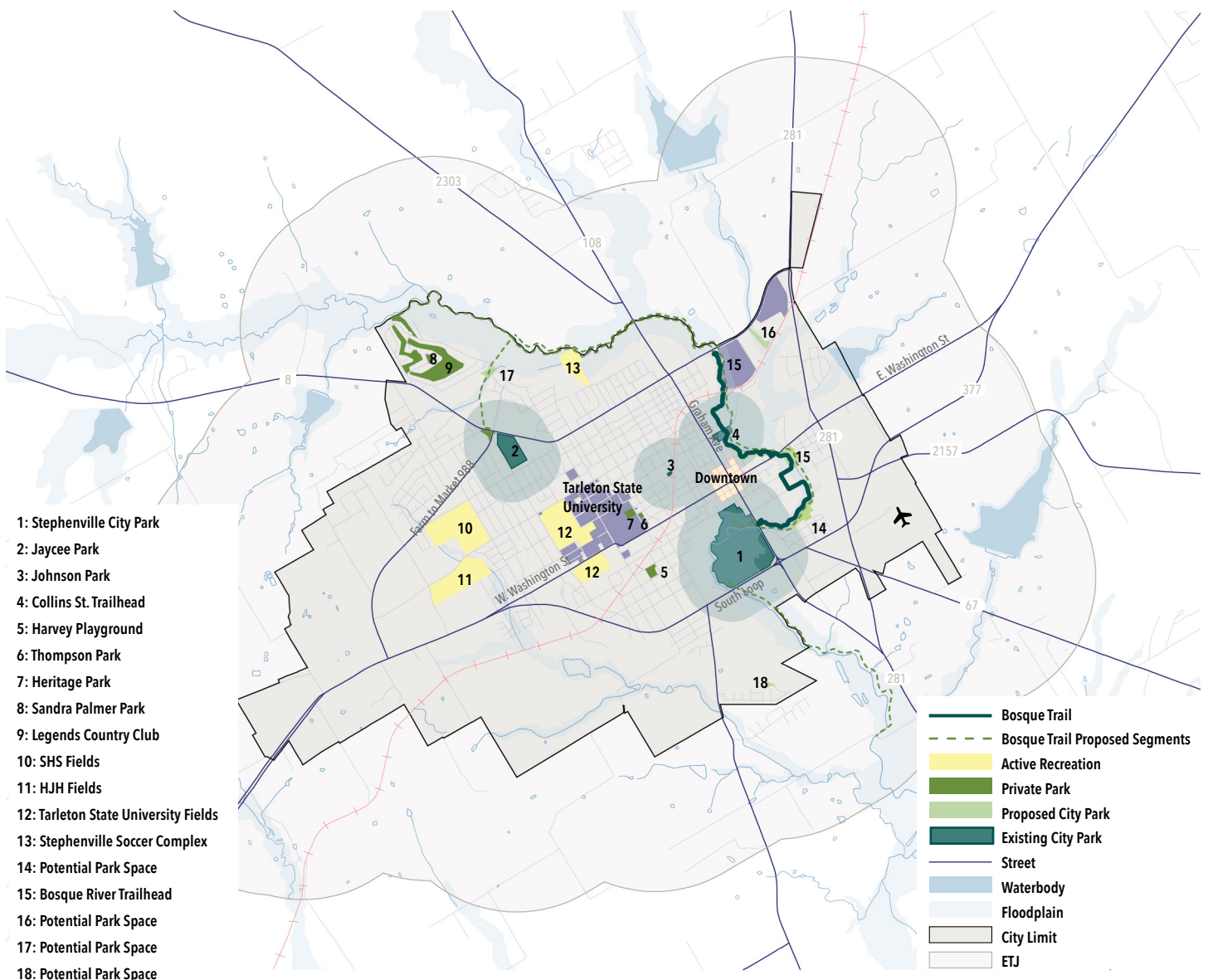
The purpose of the City of Stephenville's Parks and Recreation Master Plan is to address the relevant needs of the City, and create a plan that can guide park development and management for the next 15 years. The plan focused on creating important urban pedestrian spaces and generating economic development for downtown

and Stephenville as a whole.

A gap analysis was performed in the plan to determine the existing coverage of the service area provided by the existing parks. This analysis highlighted that only 12 percent of the city is within a quarter mile of an existing park. According to the Trust for Public Land, 45 percent of all residents

in Stephenville live within a 10 minute walk to a park, compared to the national average of 55 percent.

Percent of Land within a Quarter Mile of an Existing City Park (937 acres)



Source: ESRI, City of Stephenville

Figure 44: Parks and Open Spaces



The Bosque River Trail is a popular outdoor amenity in Stephenville



Jaycee Optimist Park provides recreation space on the northwestern portion of the city.



There are areas within City Park where residents and visitors can camp.



Tarleton State University is publicly accessible and has spaces for community gathering.



Stephenville’s City Park is a regional park with numerous sports amenities and open space.

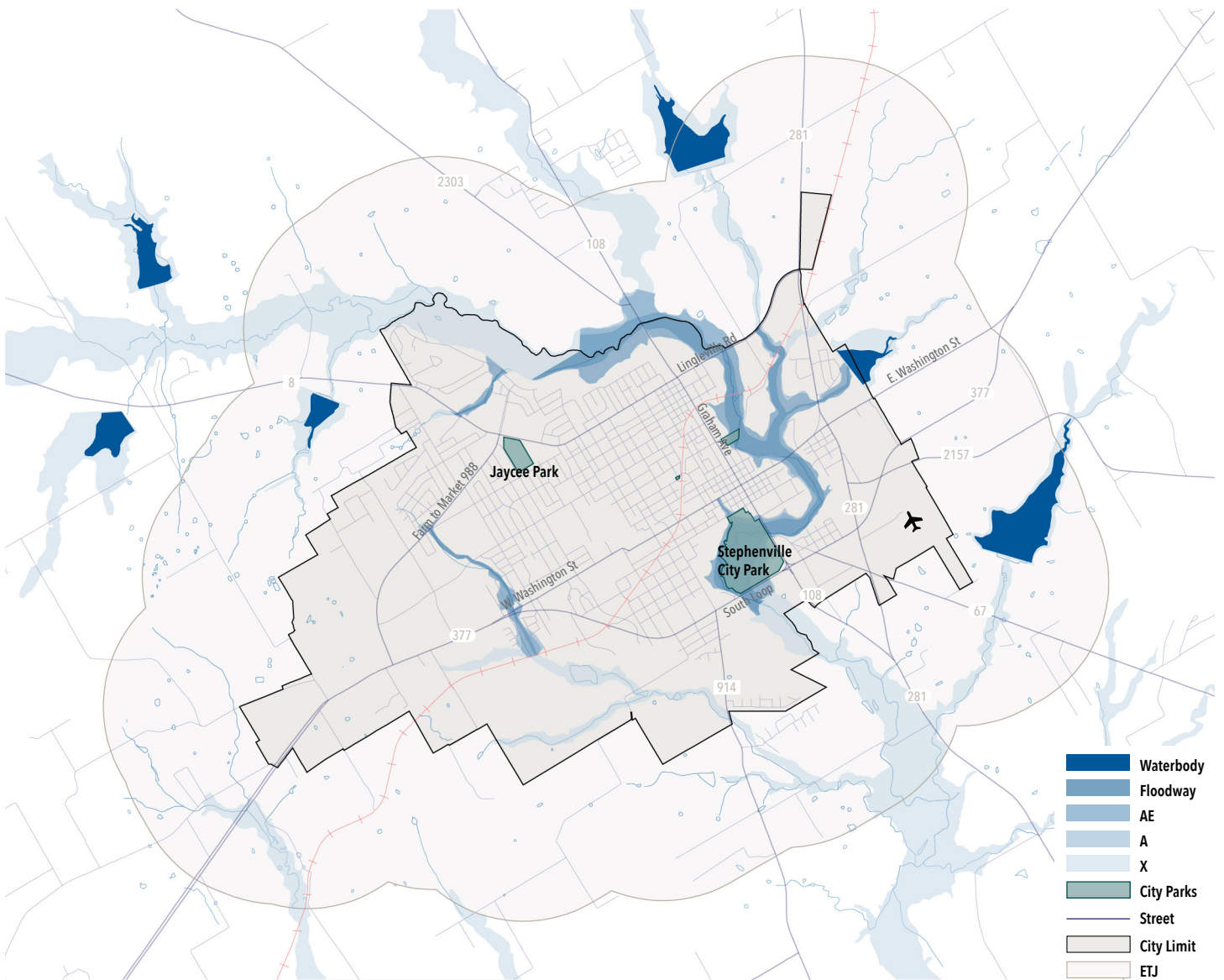


Trails continue throughout Stephenville’s City Park to provide connectivity throughout the city.

NATURAL RESOURCES

In 2020, a Master Drainage Plan was prepared for the City of Stephenville to outline a number of capital improvement projects in areas that experience flooding. The majority of the floodplain is located on the eastern side of the city within areas that have been designated as parks and trails.

Percent of Land within the Floodplain (1,026 acres)



Source: ESRI, City of Stephenville

Figure 45: Floodplain and Parks

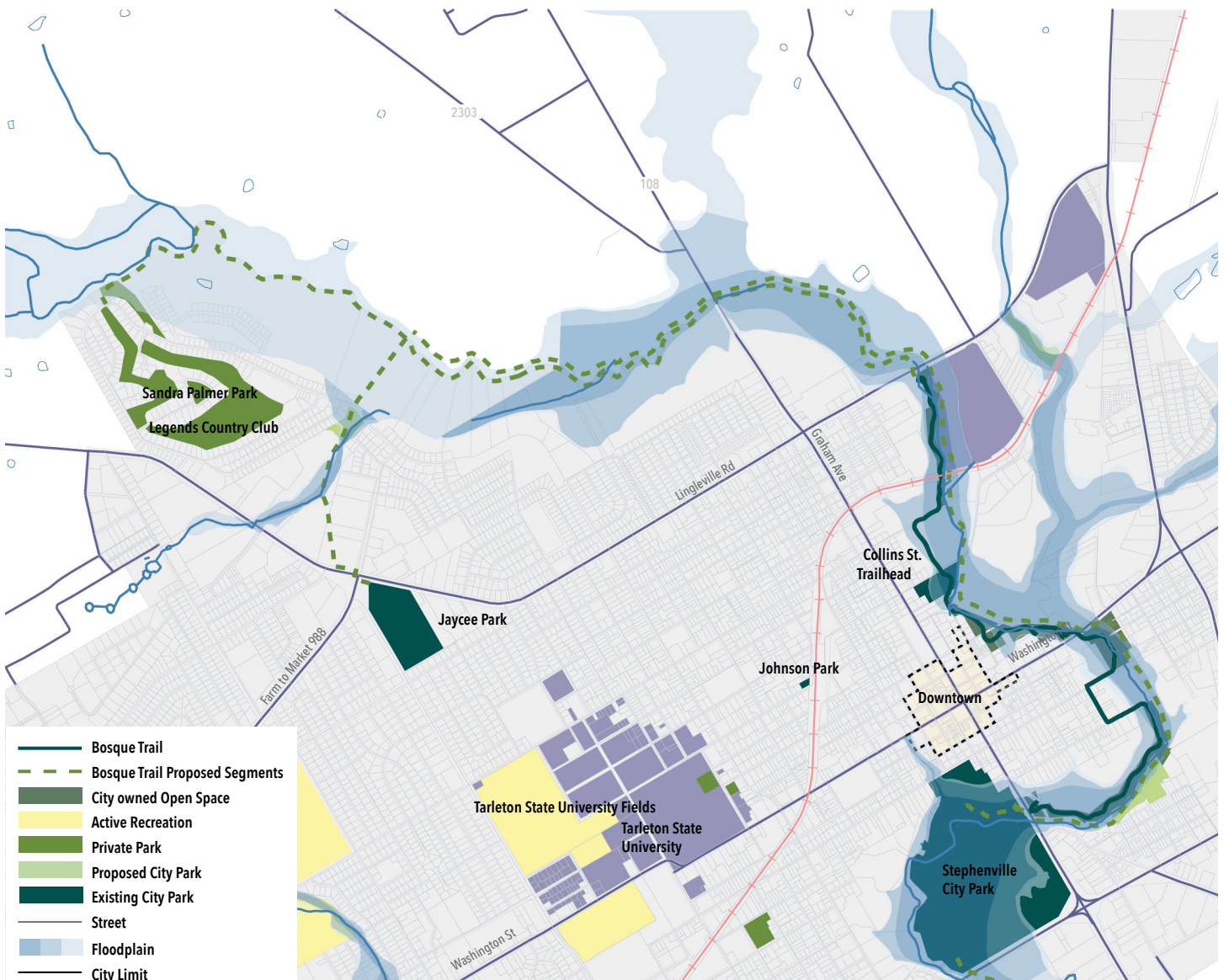


BOSQUE TRAIL

The Bosque River Trail Corridor (BRTC) is a trail system along the Bosque River. The first two sections closest to City Park have been built out and the remaining proposed sections will connect to Jaycee Park. This trail will promote stewardship of the community waterway, promote healthy lifestyles, and provide educational opportunities.



The City of Stephenville is prioritizing connectivity throughout the city with the extension of the Bosque River Trail.



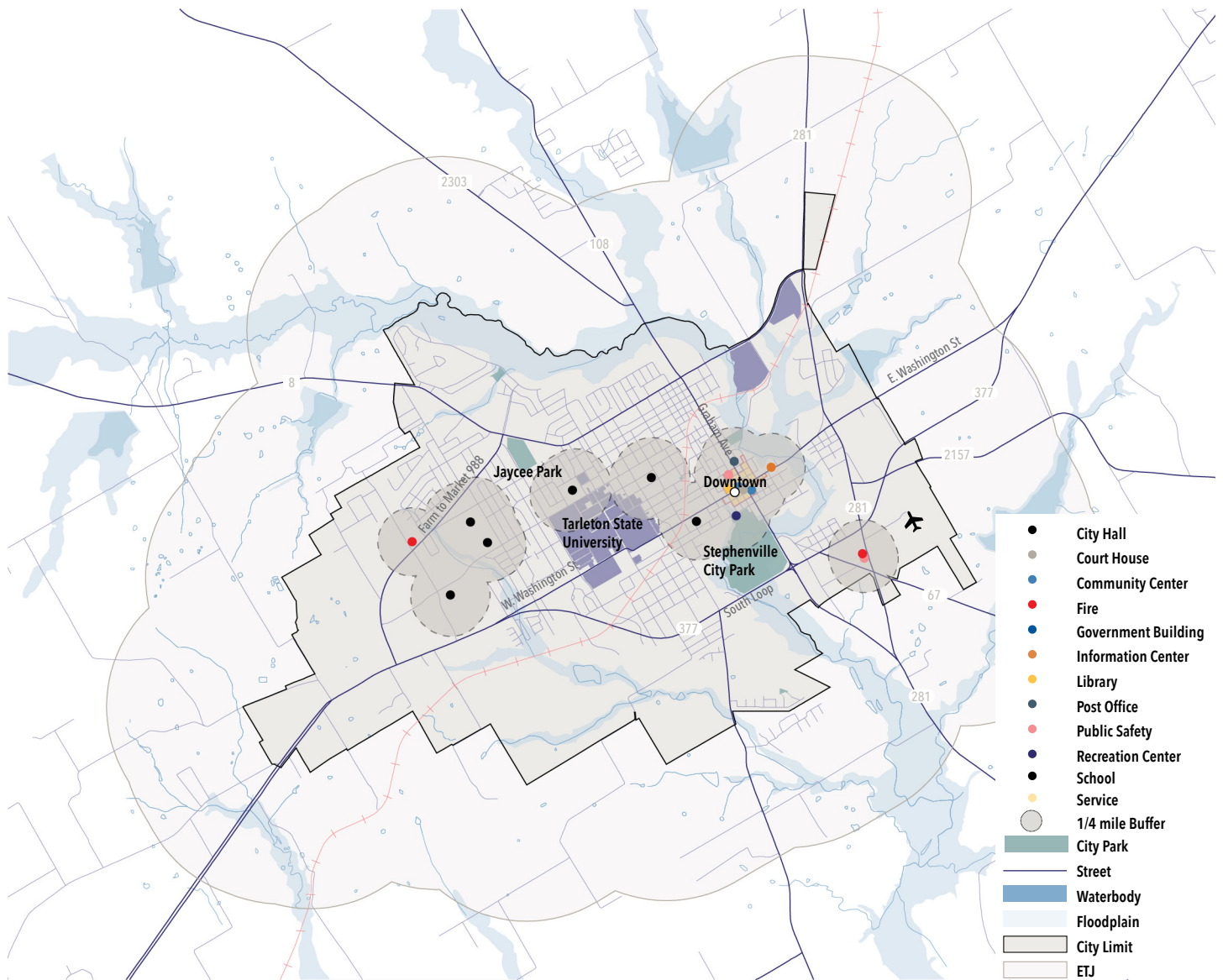
Source: ESRI, City of Stephenville

Figure 46: Bosque Trail Map



COMMUNITY RESOURCES

The City of Stephenville provides a high level of service to its residents through numerous public facilities in the city. Many of these spaces are important community gathering spaces for the residents of Stephenville.



Source: ESRI, City of Stephenville

Figure 47: Community Resources





The courthouse in downtown Stephenville is an important civic space for the city and Erath County.



Stephenville's City Hall serves as the community's civic headquarters.



The Stephenville Police Department serves as an important part of public safety within the community.



The Stephenville Fire Department is another important piece of the public safety of Stephenville.



The Cowboy Capital Walk of Fame serves as a physical connection to Stephenville's cowboy culture.



The Stephenville Senior Citizen Center is moving to a new building to better support the needs of the community.

SEWER INFRASTRUCTURE

The City of Stephenville provides sewer and water service to its residents. Currently a large portion of their infrastructure servicing the city is over 30 years old. The average age of the City's water and wastewater systems is 44 years old.

Over 30 years

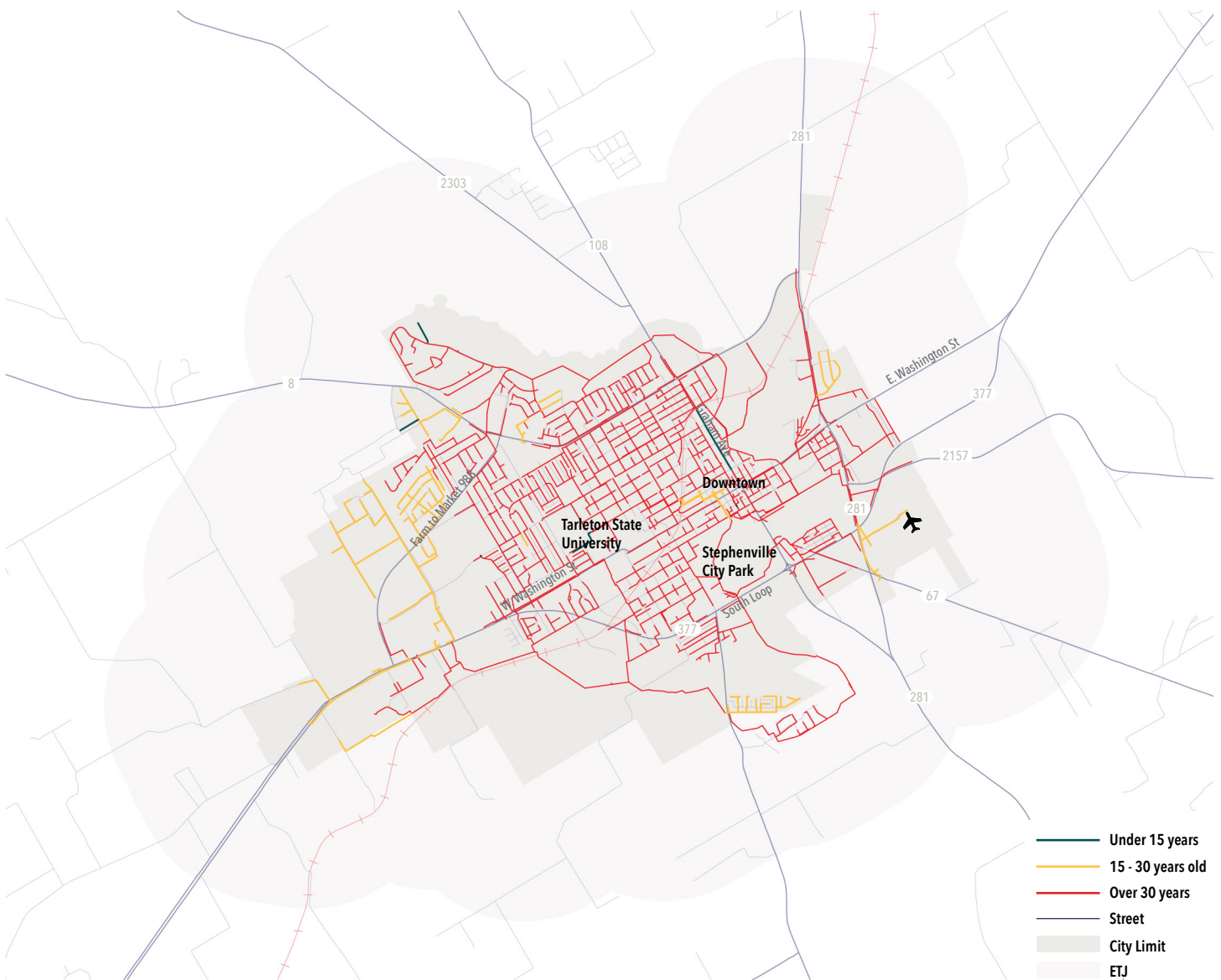
85%

15 - 30 years

13%

Under 15 years

2%



Source: ESRI, City of Stephenville

Figure 48: Sewer Infrastructure by Age



WATER INFRASTRUCTURE

Over 30 years

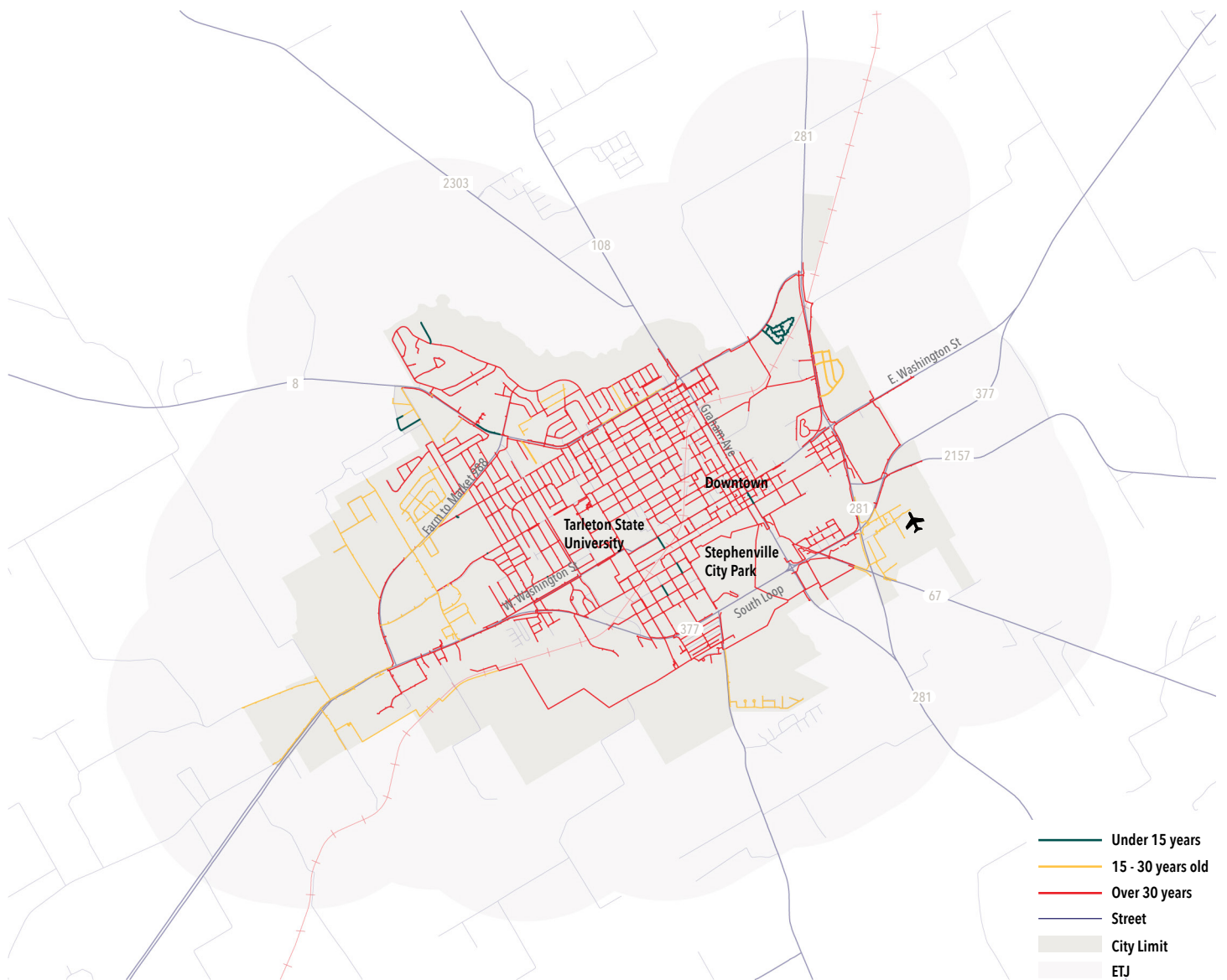
82%

15 - 30 years

15%

Under 15 years

3%



Source: ESRI, City of Stephenville

Figure 49: Water Infrastructure by Age



2.5. DOWNTOWN

HISTORIC DOWNTOWN

Stephenville's downtown has a rich history characterized by its brick roads and anchored by the Erath County Courthouse. During its early settlement, the downtown area served as the center of economic and social activity in Stephenville. Historic buildings were constructed using locally available materials such as limestone and locally sourced timber.

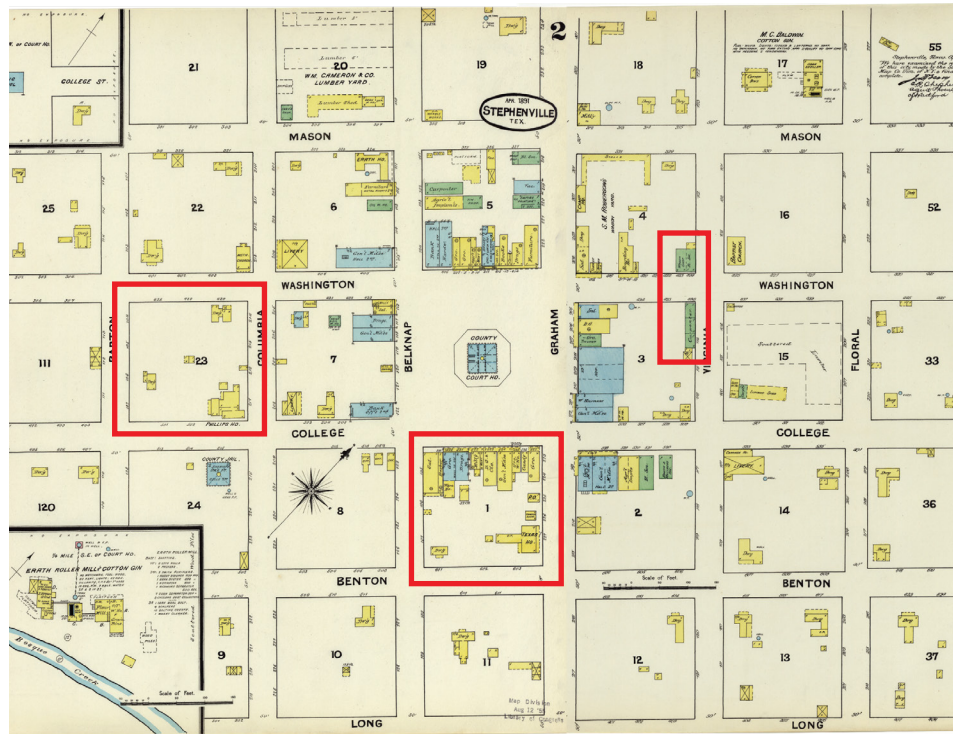
In the 1930s, Stephenville experienced economic hardship resulting in business closures and slowed population growth. However, in the post-war period, Stephenville experienced revitalization efforts to preserve its historic downtown buildings. In the latter half of the 20th century, Stephenville experienced continued growth

and development, attracting various industries and businesses.

Today, the downtown area is a unique gathering place for both community members and tourists alike. It is bounded by Green, Long, Barton, and Floral Street. Stephenville is the Texas Historic Commission's newest designated Main Street community.



The 1891 map represents the early stages of Stephenville's formalized growth. After the town was established, most new construction was framing. The footprints illustrate primarily attached, rectangular buildings. The shape and location indicate that these are likely commercial buildings, confirmed by the labels. Each structure is a single story. Today, some of these buildings have second and third stories, which indicates the future economic health of Stephenville. Further away from the Courthouse, the shapes start to become less defined, indicating that these structures are likely residential.

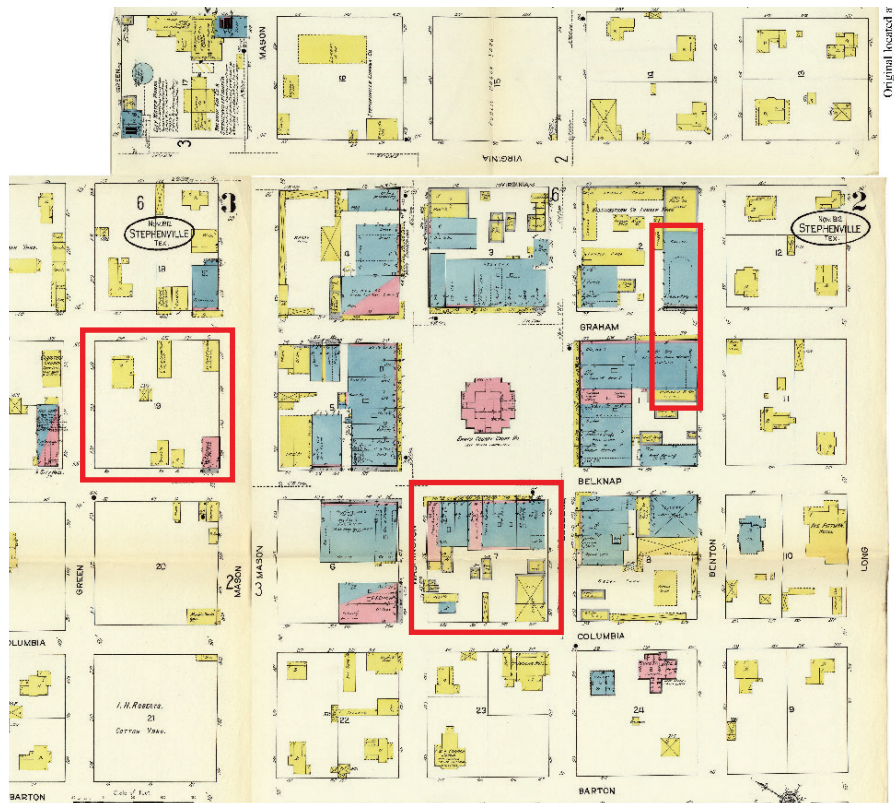


Original located at the Dolph Briscoe Center for American History, University of Texas at Austin.

Original located at the Dolph Briscoe Center for American History, University of Texas at Austin.

1891 Sanborn Map

The 1912 map illustrates the economic and population growth that Stephenville experienced through both material and amount of change. The common material appears to be timber framing, represented by the yellow color in the 1891 map. The common material in the 1912 Sanborn is stone. At this time, stone would have been sourced locally but it still would have been costly to use. Builders in rural communities did not always start with stone because it was cumbersome, costly, and required skilled labor. The increase of stone in Stephenville by 1912 illustrates the increased cost and permanency of development.



1912 Sanborn Map

HISTORIC MATERIALITY

Stephenville's material history is closely tied to its development and growth over the years. The town's architectural heritage reflects the available resources, construction techniques, and historical events that shaped its physical environment.

As with many small to medium towns, there are a handful of Cardinal Materials. These materials are largely defined by the historic availability of building materials and the technical skill available to work those materials. In Stephenville, the Cardinal Materials are: Fieldstone stone, Ashlar Masonry, Stucco, and Brick. Each of these materials has historically been obtained within a 300 mile radius around Stephenville.

Today, Stephenville's material history is evident in its diverse architecture, ranging from historic limestone buildings to mid-century modern structures. The town's material history reflects its growth, economic prosperity, and the evolution of architectural styles over time. As the community continues to value its heritage, preserving these historic materials and structures remain essential to maintain the unique character and charm of Stephenville.

Timber, Stone - Early Settlement and Pioneer Architecture:

In the mid-19th century, European-American settlers used readily available materials such as logs and mud for early dwellings. Pioneer architecture, characterized by simple log cabins and primitive shelters, was prevalent during this period. As the community grew, more permanent structures were built using locally sourced timber and stones.

The abundance of natural resources in the region influenced the town's architectural style. Early buildings in Stephenville were constructed using locally quarried limestone for foundations and walls and timber from the surrounding forests for framing, roof structures, and interior finishes.

Wood, Stone, Stucco, Brick - Victorian and Revival Styles:

As Stephenville prospered in the late 19th and early 20th centuries, various architectural styles became popular, reflecting national trends of the time. Victorian styles, such as Queen Anne and Folk Victorian, were characterized by ornate details, decorative woodwork, and steep gabled roofs. Romanesque Revival and Classical Revival styles also made an appearance in public and commercial buildings, featuring grand facades with columns, pilasters, and arched windows.

Ashlar, Brick, Wood, Stone - Early to Mid 20th Century

During the Great Depression, programs like the New Deal led to public works projects, including the construction of the Stephenville Post Office. Many buildings were built using locally available materials, and provided employment opportunities during economically challenging times.

In the mid-20th century, Stephenville experienced a transition to more modern architectural styles. Mid-century modern architecture, characterized by clean lines, open floor plans, and large windows, became popular in residential and commercial construction.

Concrete, Glass, Metal - Preservation and Adaptive Reuse:

In recent decades, preservation efforts have played a significant role in maintaining Stephenville's historic buildings. Efforts to preserve and adaptively reuse these structures have ensured that many historic properties continue to contribute to the city's cultural heritage and identity.

CHARACTER DEFINING DETAILS

Stephenville is filled with details that define its identity, from cattle branding to commercial signage to tool marks on historic buildings to stained glass. These forms of identification help to tell the story of Stephenville's development from agriculture to e-commerce, and they keep the living traditions and history, such as rodeos and cattle ranching, front of mind.

One challenge to preserving heritage and local charm is to find the balance between too much and too little with regard to existing and new buildings. When the scale tips too far to one side, the feeling of place or "local charm" disappears. Stephenville is at a point where the balance needs to be considered. Investment in the District is eminent, so new materials and alterations will come.



The small details found on buildings throughout Downtown subtly contribute to Stephenville's charm and identity. Some of these details include wood carvings, stained glass, ironwork, masonry carving, and brickmaker stamps.

NATIONAL REGISTER AND PROTECTIONS

Stephenville’s downtown area was accepted into the National Register of Historic Places in 2018. The National Register District establishes a shared setting of history, where not a single site is individually recognized, but instead recognizes the group of the sites together. The National Register district contains significant buildings and history. The period of significance is 1873-1968, which means this is the time period where historic records will dictate future changes. Of the 114 surveyed assets included in the downtown area, 61 percent of them are contributing to the district. Nearly all of them remain at this level today, which shows that Stephenville takes its National Register status seriously.



National Register District Asset Map

Source: National Register of Historic Places



61 percent of the buildings within downtown Stephenville contribute to its National Register District.



Stephenville is home to multiple historic buildings throughout its downtown area.

The Crow Opera House

The Crow Opera House, has a rich history that reflects the town's cultural and social development during the late 19th and early 20th centuries. Also known as the Crow's Opera House or Crow's Hall, it was constructed in 1890 by J.C. Crow. It was initially established as a multi-purpose venue that hosted a wide range of events, including theatrical performances, musical concerts, dances, lectures, and social gatherings. The opera house quickly became a cultural center and a focal point of entertainment in Stephenville and the surrounding region.

During the late 19th and early 20th centuries, opera houses like the Crow Opera House played a vital role in bringing cultural enrichment to small towns. One example can be seen in nearby Granbury, Texas. These opera houses provided an avenue for local talent to shine, brought traveling shows and performers to the area, and offered a space for community gatherings and celebrations.

The Crow Opera House was known for its grand architecture and ornate interior, featuring a large stage, seating galleries,

and decorative details that reflected the aesthetic trends of the era. Its elegant design and central location made it a prominent landmark in downtown Stephenville.

Over the years, as the entertainment industry evolved and new venues emerged, the role of opera houses changed. The Crow Opera House adapted to the times, hosting not only performances but also events such as high school graduations, political rallies, and public meetings. Like many historic buildings, the

Crow Opera House faced challenges as the years went by. Economic changes, shifting entertainment preferences, and the passage of time led to periods of neglect and decline.

Efforts to preserve and restore the Crow Opera House highlight the community's commitment to preserving its historical and cultural heritage. Similar efforts to restore the town's opera house have been completed all over Texas, including Uvalde, Seguin, Conroe, and Granbury.



Today, the Crow Opera House is one of the major focal points of downtown Stephenville.

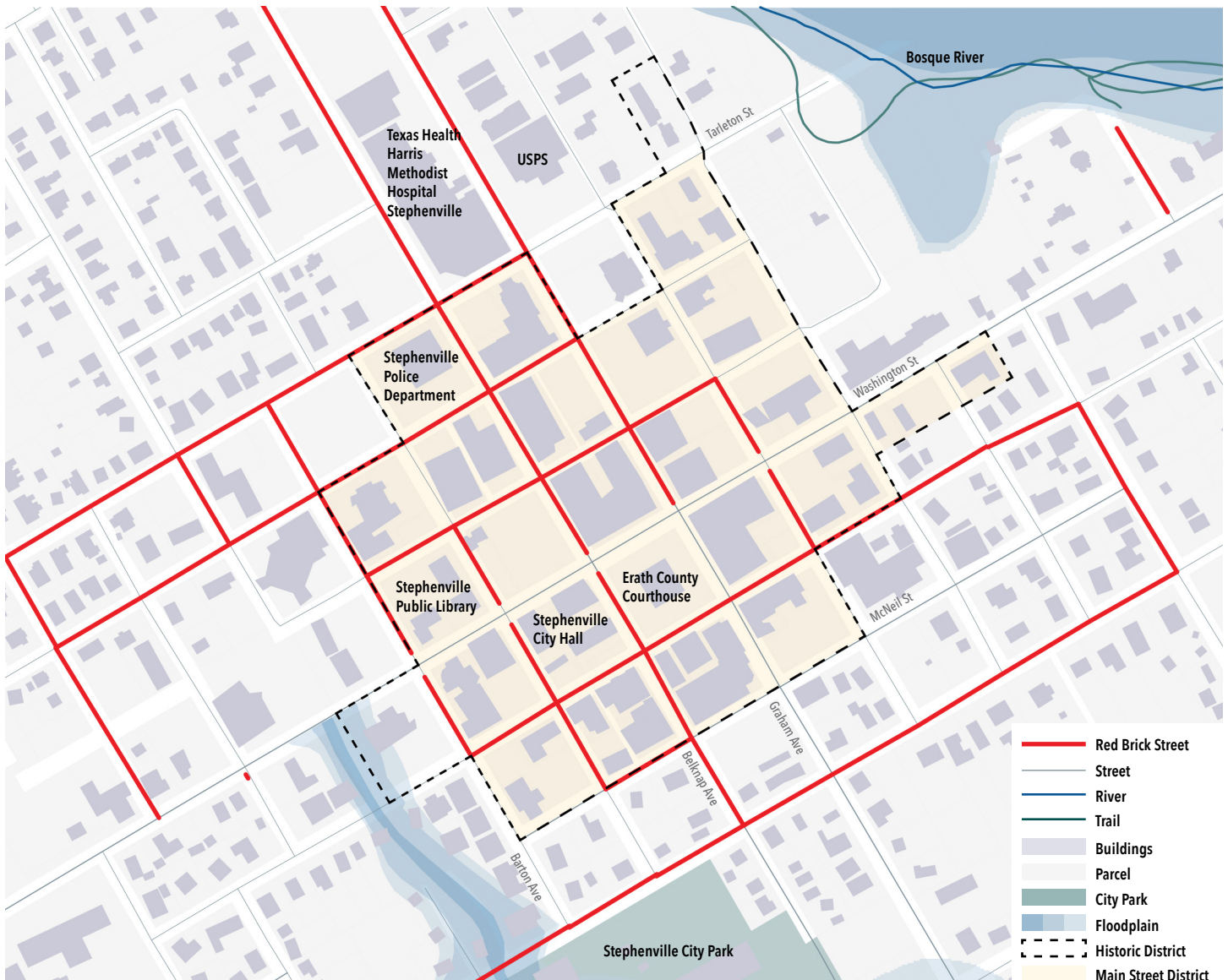
HISTORIC BRICK STREET PRESERVATION PROGRAM

Stephenville, Texas, like many other towns across the United States, has a history of brick streets that reflects its development and infrastructure over the years. Brick streets, built in the 1920's with Thurber bricks, have been a part of Stephenville's urban landscape and serve as a reminder of its historical character.



Source: Google Maps

The brick streets in downtown Stephenville are an important piece of the city's history.



Source: ESRI, City of Stephenville

Figure 51: Historic Brick Streets in Downtown Stephenville



OVERVIEW OF STEPHENVILLE'S BRICK STREETS

Historical Significance: Brick streets were commonly used in the late 19th and early 20th centuries as a durable and visually appealing paving material for roads. Many towns and cities across Texas and the United States embraced brick streets during this period as they were seen as an upgrade from dirt or gravel roads.

Durability: One of the main reasons for using brick as a road surface was its durability. Properly constructed brick streets could last for several decades, even under heavy traffic conditions. They were seen as a long-term investment in a town's infrastructure.

Aesthetic Appeal: Brick streets are known for their charming and historic appearance. The reddish-brown or tan-colored bricks lend a unique character to a town's downtown area. Many communities have chosen to preserve and even restore their brick streets to maintain their historical and aesthetic value.

Maintenance Challenges: While brick streets are durable, they do require maintenance over time. The bricks can settle, shift, or become uneven due to various factors, including heavy traffic and weather conditions. Maintenance efforts may include re-leveling, re-laying, and repairing damaged bricks. A maintenance guide for the brick streets will help both new construction and new business owners understand and preserve the bricks.

Preservation and Restoration: Stephenville, like other towns, has undertaken preservation and restoration efforts to maintain its historic brick streets. These efforts can involve replacing damaged bricks with matching materials and maintaining the historical integrity of the streetscape.

Modernization and Traffic: In some cases, towns have faced challenges in maintaining brick streets due to modern traffic demands. Heavy vehicles and machinery can put stress on brick road surfaces, leading to discussions about whether to retain, replace, or reinforce brick streets in certain areas. However, studies have shown that brick streets act as a traffic calming mechanism and can be considered a safety measure.

Community Identity: Brick streets are often seen as an essential part of a town's identity and heritage. They can contribute to a sense of place and nostalgia, which is why many communities, including Stephenville, have chosen to preserve and celebrate them.

Historical Districts: Brick streets are often found in historical districts or downtown areas, where preservation efforts are particularly strong. These streets can become a focal point for community events and tourism.

HISTORIC PROGRAMS AND PRESERVATION

While downtown Stephenville is part of a National Register historical district, it does not have a historic preservation ordinance. Of its peer communities, only Granbury does. Granbury also has a Historic Compatibility Overlay, which is used to regulate construction efforts around the historic district. This is significant because most of the assets surrounding a historic district are just shy of being considered historic either by age or integrity. In either case, the area around a historic district sets the tone for work, living, and visiting the formal district. These protections add to the character and help to keep this area available for a future district, if desired.



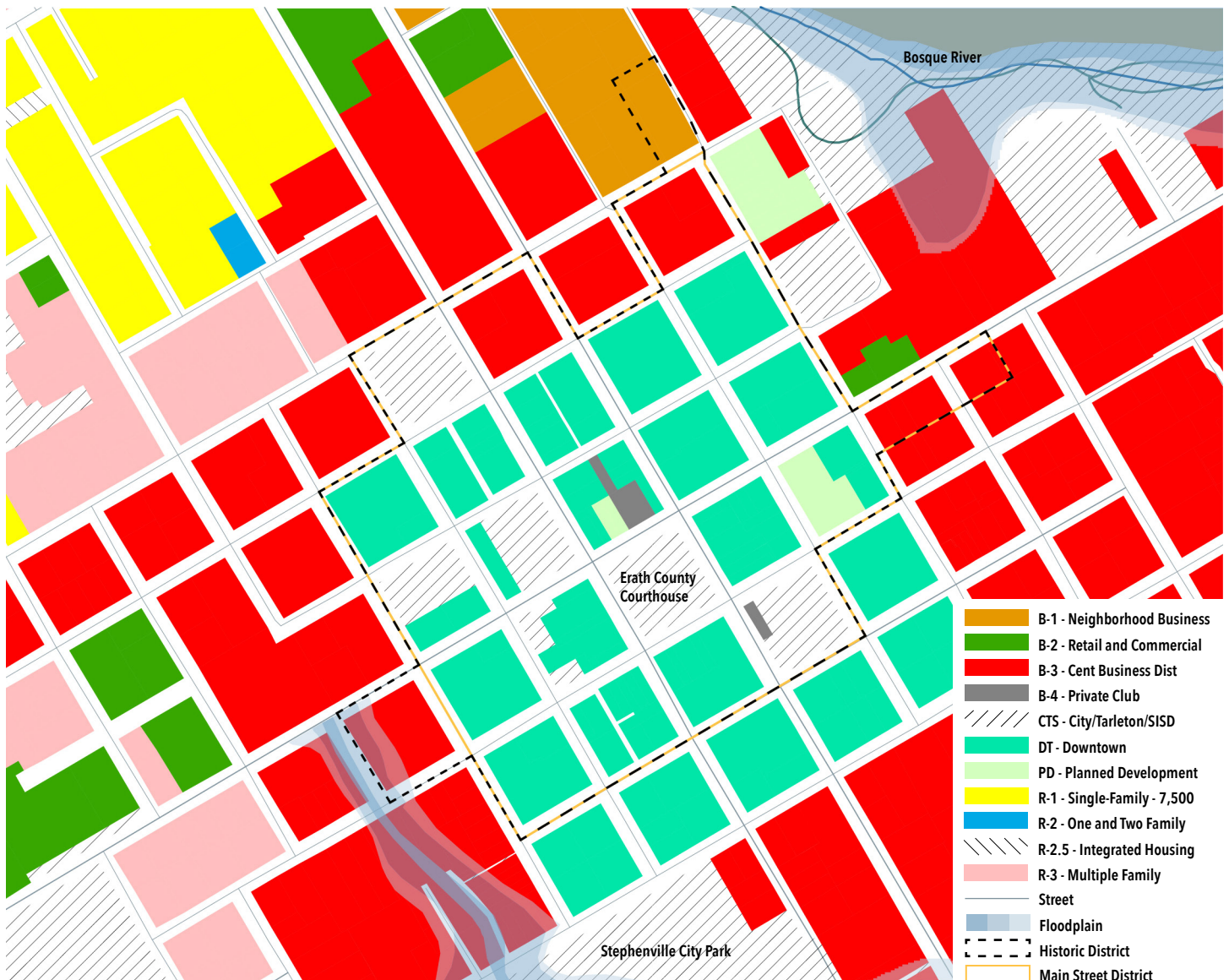
The opera house in Granbury is a great example for how historic buildings can be preserved and integrated into the downtown area.

Table 8: Historic Programing, Peer Communities, 2023

	Brownwood	Ennis	Granbury	Stephenville	Mineral Wells
Preservation Ordinance	No	No	Yes	No	No
Historic Programs	No	Yes	Yes	Yes	Yes
Program Characteristics	N/A	Properties appear on Downtown.org	Historic & Compatibility Overlay	Active Main Street	Main Street
		EDC runs facade improvement grant	Historic Merchants Association; no Main Street	EDC	Heritage Overlay district; no Certificate of Appropriateness
		Utilizes matching for grant program	Base zoning is flexible in renovations and uses	No Certificate of Appropriateness process	Local Historical Marker program
				Historic Brick Street preservation	

ZONING

Stephenville has designated the majority of the downtown area as the Downtown District. This district is intended to allow a mix of uses that preserves the integrity of the area and deter urban deterioration. Housing including single-family, two to four unit, and townhouses/condominiums are allowed within the Downtown District.



Source: ESRI, City of Stephenville

Figure 52: Downtown Stephenville Zoning Map



DOWNTOWN CHARACTER AREAS

In 2022, a Downtown Master Plan was prepared for the city of Stephenville that outlined goals and opportunities within the downtown area. In the plan, four areas of influence around the downtown area were identified. These districts are centered around important nodes like the Erath County Courthouse, Stephenville Historical House Museum, Texas Health Harris Methodist Hospital Stephenville, and City Park. These four districts have distinct identities because of these nodes.

Healthy Care District

The Texas Health Harris Methodist Hospital Stephenville anchors this district and provides opportunity to partner closely with all demographics to support healthy living. Its proximity to the Bosque River Trail supports healthy connections to the natural environment with more active living.

Arts & Culture District

Connected to the Healthy Care District by the Bosque Trail the Arts and Culture district provides a vital connection to the eastern downtown neighborhoods, current and future light industrial maker-manufacturing, plus artist space and galleries.

Courthouse Square / Historic District

The historic and future center of downtown is anchored by the Romanesque Revival Stone Courthouse, designed by famous 19th Century Architect, J. Riely Gordon. This district is characterized by its enduring history, local businesses, restaurants & bars, professional offices, and maker spaces.

Downtown on the Park

The Stephenville City Park provides passive and active recreation opportunities on the southern edge of downtown. The city continues its legacy of excellent festivals and music, utilizing the park space as a grand community gathering space. Creating a stronger connection from the downtown area to City Park will create a more walkable and pedestrian friendly downtown.

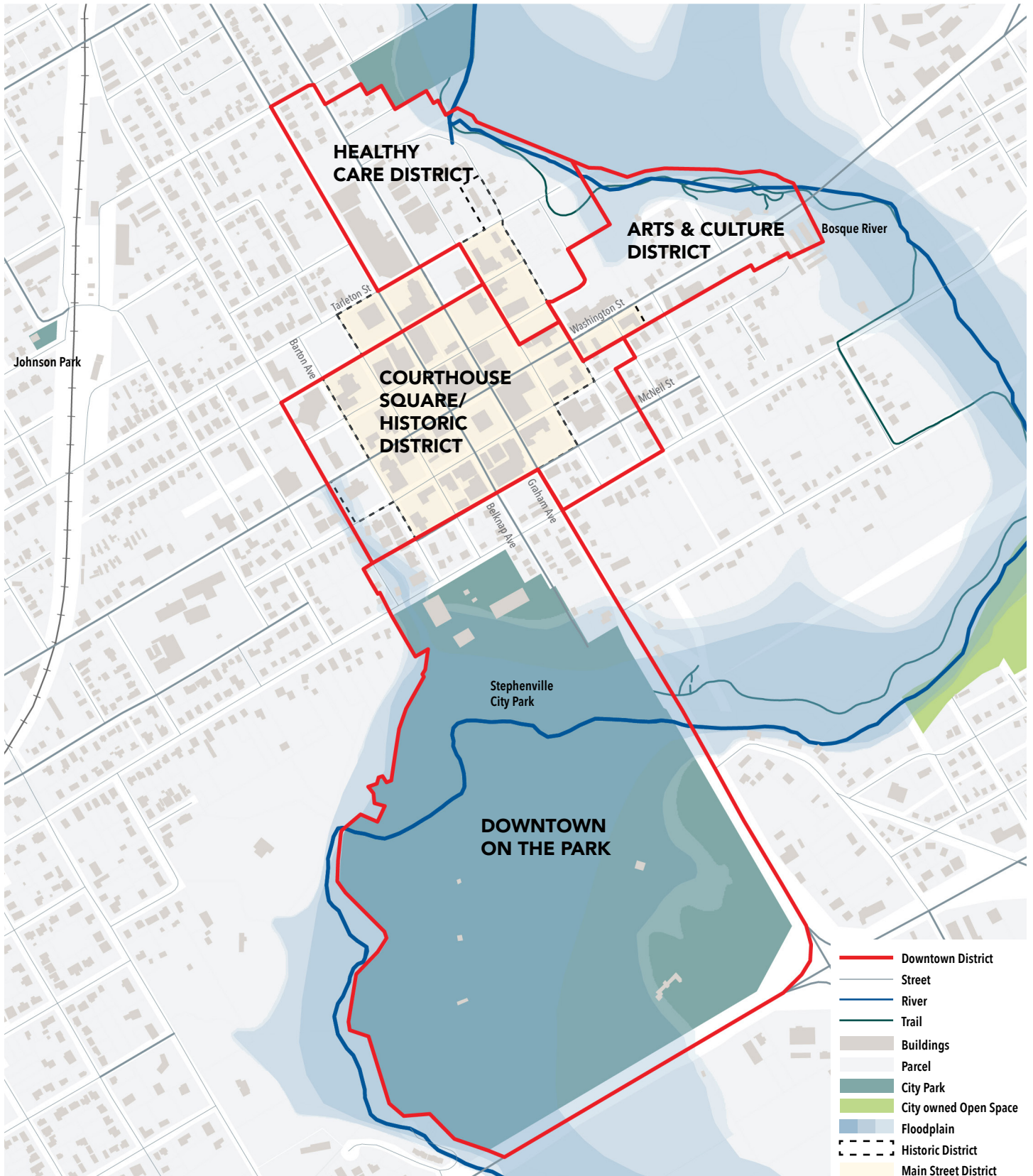


Figure 53: 2022 Downtown Master Plan Districts

Source: ESRI, City of Stephenville



2.6. FISCAL SUSTAINABILITY

GENERAL FUND BENCHMARKING

In a property tax state like Texas, ideally the property tax revenue generated by development in a city should be enough to cover street maintenance and reconstruction as well as at least half the cost of other basic services. When property tax revenue can cover more basic services, this frees up revenue from sales tax to focus on economic development and quality of life improvements that preserve and enhance property values over time. The more a city has to rely on sales tax for basic services, the less funding it will have for amenities and economic development incentives.

The city's total **general fund revenue** for the FY22/23 fiscal year was \$20.7 million, which comes out to roughly **\$2,732 per acre**. The table to the right shows how Stephenville's general fund metrics compare to some other communities in the region. Stephenville has the highest General Fund/Acre and one of the highest population/acre. **\$6.4 million of this (32 percent) was obtained from property tax.** To understand the value the City is bringing in from property taxes, it is important to ensure that the comparisons made are apples-to-apples.

Table 9: Housing Ownership, Peer Communities, 2023

	Brownwood	Ennis	Granbury	Stephenville	Mineral Wells
2023 Pop Estimate	18,827	20,444	12,400	21,529	15,133
FY 2023 GF Rev	\$22,398,950	\$20,732,511	\$18,654,730	\$20,773,722	\$17,112,760
Area (Acres)	9,580	20,800	10,362	7,603	13,055
Pop. Per Acre	1,182	331	729	1,053	602
Tax Rate	\$0.6864000	\$0.6944730	\$0.3800000	\$0.3958000	\$0.5841398
GF Per Capita	\$1,189	\$1,014	\$1,504	\$964	\$1,130
GF Per Acre	\$2,338	\$997	\$1,800	\$2,732	\$1,310
GF Per Household	\$2,579	\$2,800	\$2,995	\$2,354	\$2,665



CULTIVATING FISCAL HEALTH AND LOCAL WEALTH

By focusing infrastructure, housing, and economic development investments into redevelopment and infill in older neighborhoods and prioritizing high return on investment development patterns such as smaller/narrower lots, vertical buildings, and mixed-use, the city has an opportunity to generate additional property tax revenue without necessarily having to adjust the tax rate. In addition to improving the fiscal health of the city's operation, partnering with local residents, entrepreneurs, and developers to build more small scale residential and commercial spaces can also help to cultivate the wealth of residents and local businesses and increase community pride and identity. Together, this combination of cultivating public and private wealth can put Stephenville on the path to becoming a vibrant, inclusive, and resilient community for years to come.

\$1,081

Average Property Tax Revenue/
Acre - Citywide



During the first open house, approximately 75 percent of respondents preferred to develop efficiently over raising taxes or cutting services.



UNDERSTANDING VALUE

Most comparisons are based on the property value of a piece of land. However, a \$100,000 house compared to a \$300,000 house is not necessarily an equal comparison, depending on the true value it brings to a city.

Why use revenue per acre instead of assessed value?

Using revenue per acre instead of assessed value is important because this affects the amount of property taxes Stephenville collects based on its development patterns.

Figure 54 shows some examples of the property tax revenue generated by different land uses in Stephenville. Figure 55 shows some examples of the property tax revenue generated on a per acre basis in Stephenville.

In this calculation, the big box store on 26.5 acres brings in the highest revenue by land use type (Figure 54), but when calculated based on how much land it is utilizing within the city, it brings in much less revenue than a downtown building with a mix of uses (Figure 55).

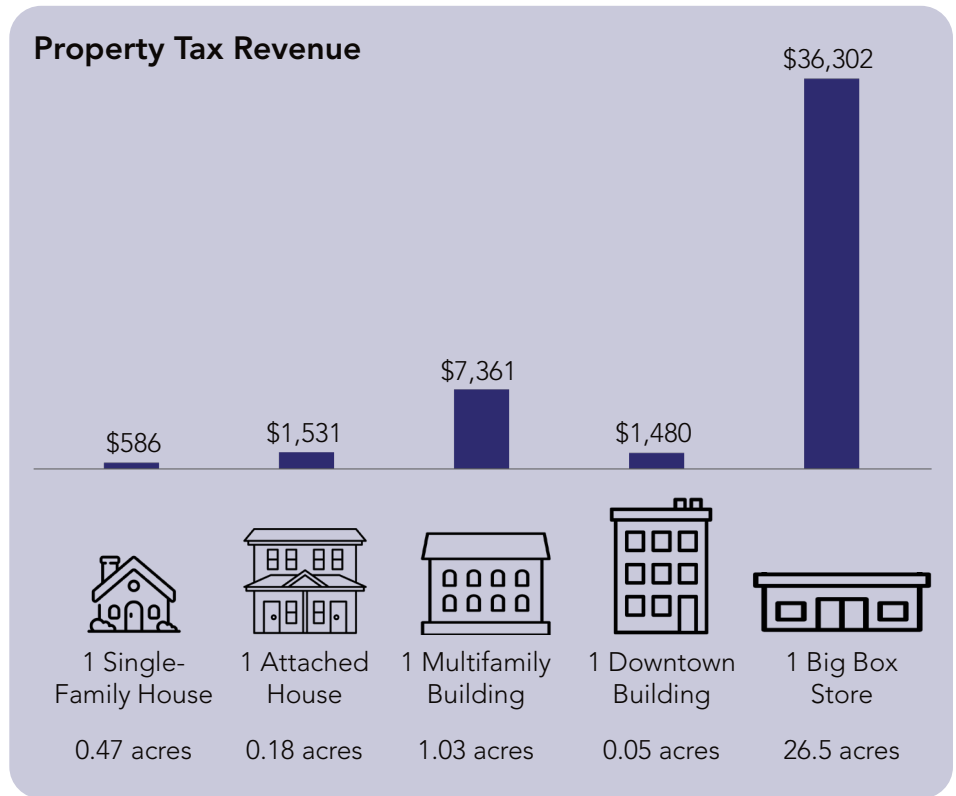


Figure 54: Property Tax Revenue

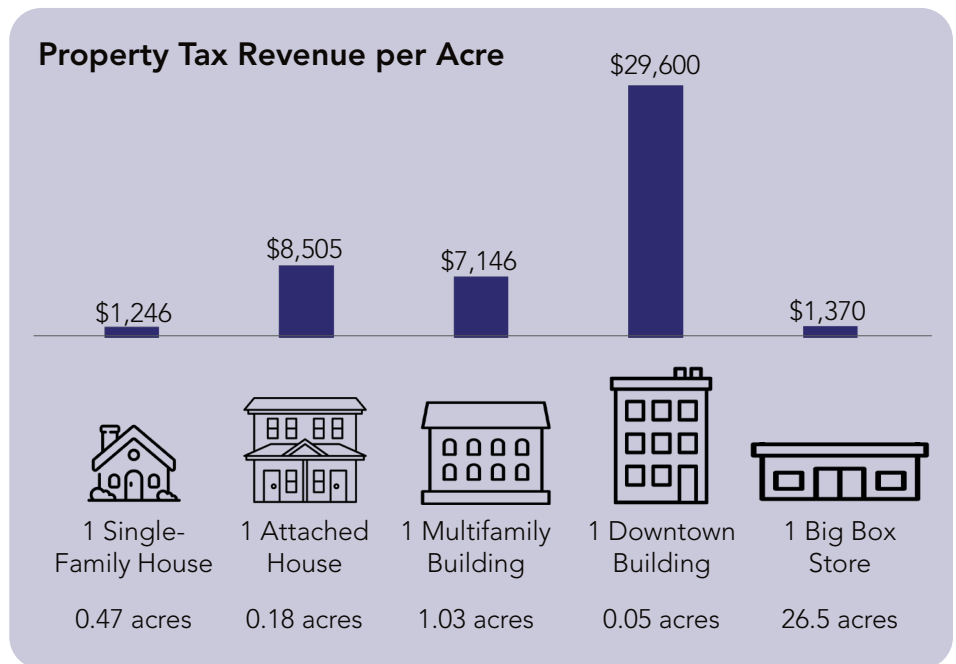


Figure 55: Property Tax Revenue per Acre

GROWTH PATTERNS

As Stephenville’s population has grown over the years, the City has added additional land to accommodate its growth. Since 1956, Stephenville’s population has grown 197 percent and its land area has grown 115 percent. In that time, the population has grown faster than the land area, resulting in a higher population density. Population density increasing over time, rather than decreasing, has allowed the City to continue to serve its residents without expanding its existing infrastructure footprint, which increases costs for cities.

Cities have three choices when it comes to managing the cost to serve their residents as population increases;

- Increase Tax Rates;
- Decrease Services; or
- Adjust Development Patterns.

Over the years, Stephenville has developed in a pattern which did not necessitate increasing tax rates or decreasing services. With increased growth pressure in Stephenville, the City must maintain this trend.

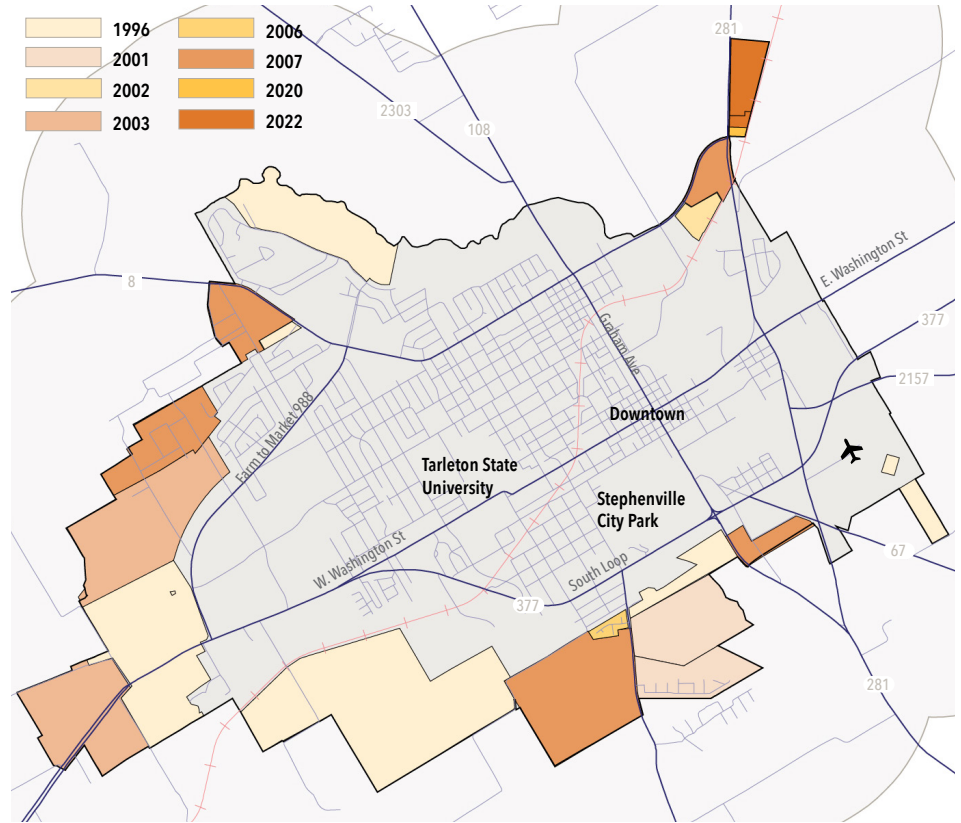


Figure 56: Annexation Map

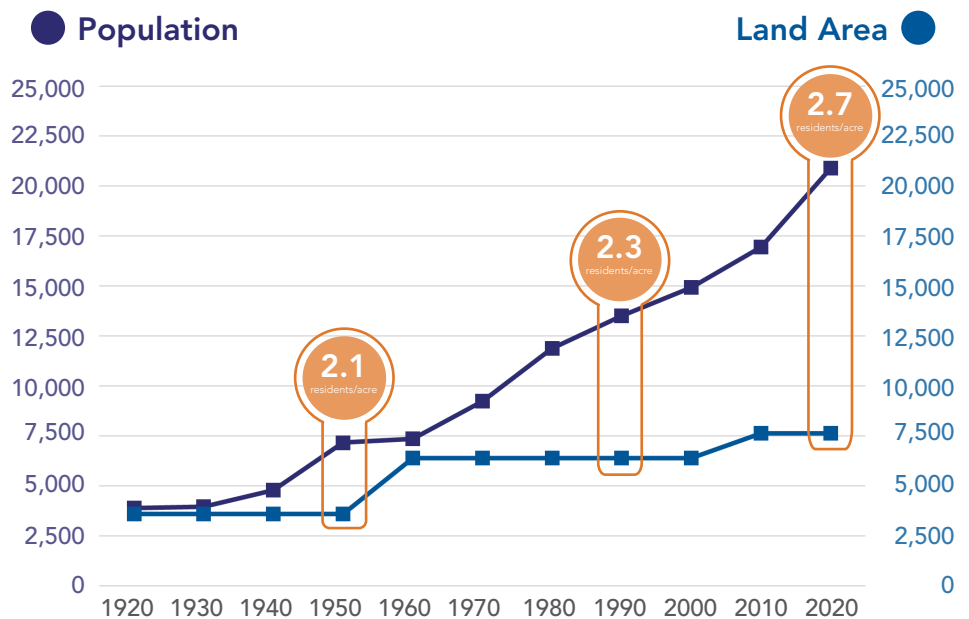
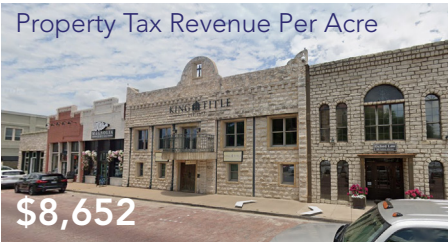


Figure 57: Population Density of Stephenville over Time

COMPARING THE VALUE OF DEVELOPMENT PATTERNS

Main Street Mixed-Use



Traditional Grid Development



Suburban Pad Sites



Auto-Oriented Big Box



FINDING REVENUE PER ACRE

An in-depth analysis of the fiscal productivity of Stephenville's development pattern and service model was performed as part of the comprehensive plan process. The analysis utilizes property tax revenue per acre rather than assessed value to provide a better comparison of which properties are bringing in the most value to the city.

The parcel level analysis provides a glimpse into which parcels perform better than others, in terms property tax revenue generated. The areas of Stephenville that provide the most property tax revenue per acre are within the core of the city, where lots are smaller and are surrounded by a mix of uses. One major hotspot for revenue is the downtown area,

with the highest concentration of high value parcels. This map shows which development pattern are the most productive.

Percent of Tax Exempt Land Generating No Revenue (1811 acres)

24%

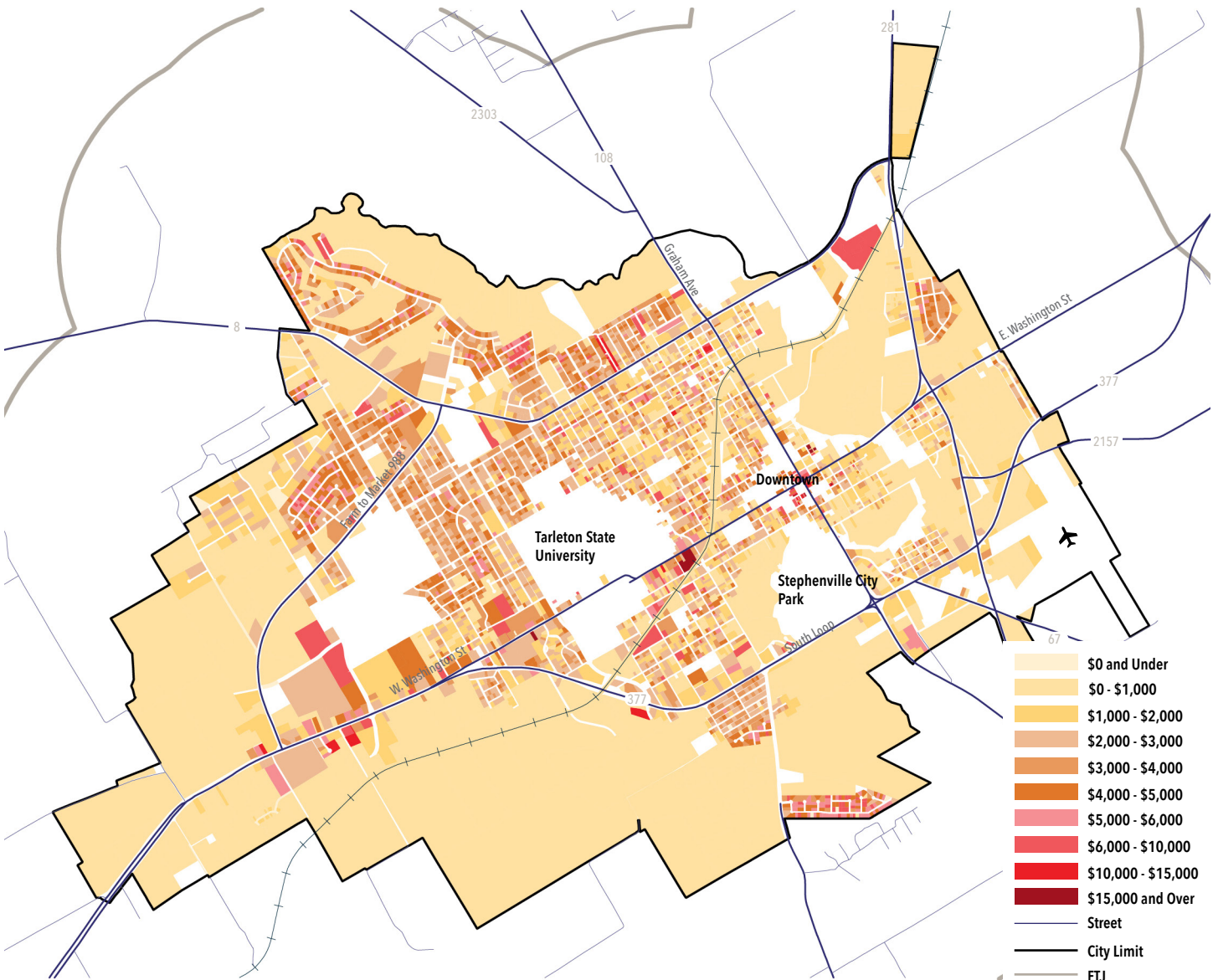


Figure 58: Property Tax Revenue Per Acre

Source: ESRI, City of Stephenville

HIGHEST VALUE PARCELS

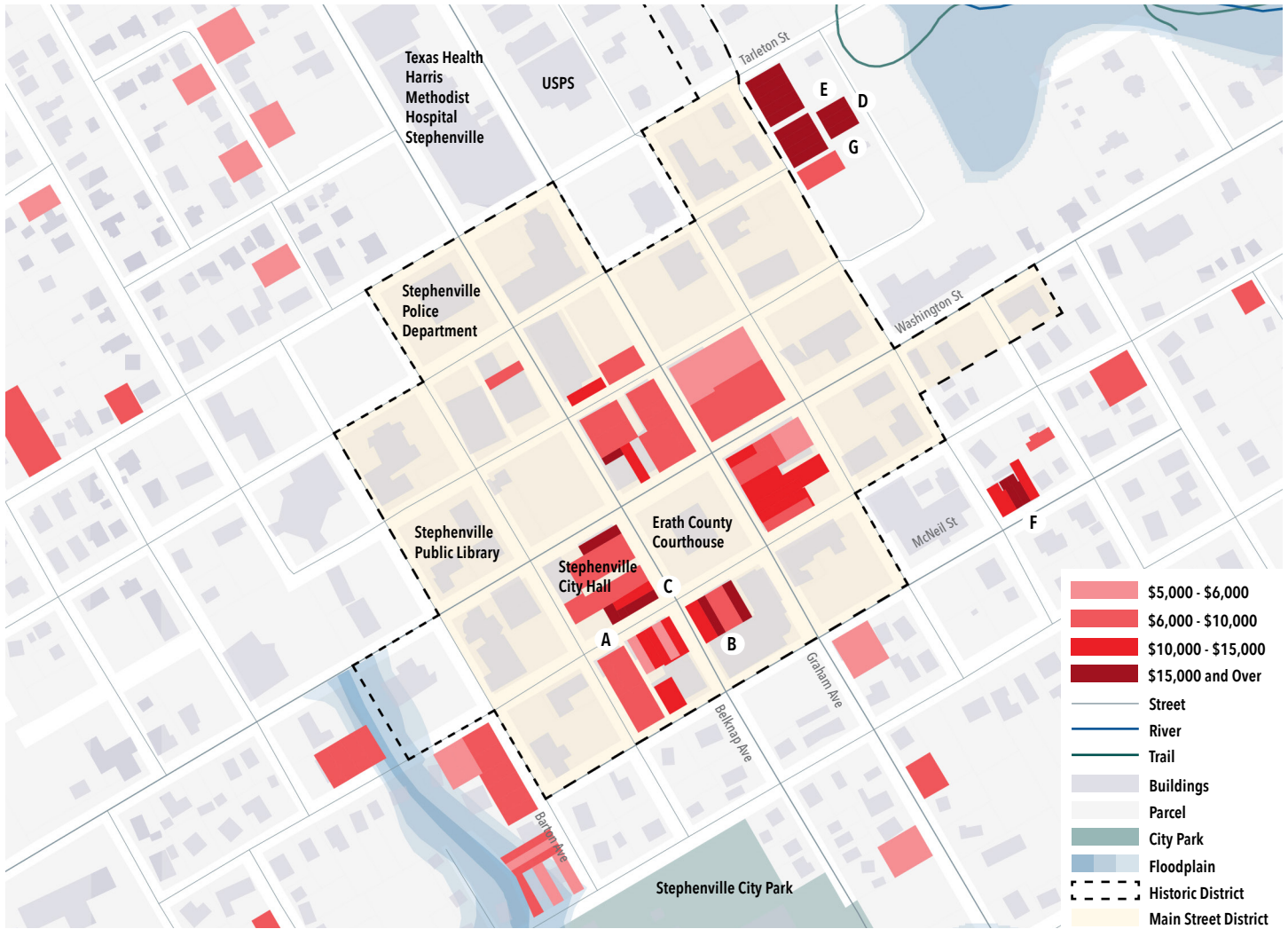


Figure 59: Highest Value Parcels

Source: ESRI, City of Stephenville



The majority of the highest performing parcels are small lots or buildings within the downtown around the Erath County Courthouse. The parcels identified on this map show these highest performing properties and their location in the core of Stephenville. Table 10: Highest Value Parcels lists addresses and the net property tax revenue per acre for these properties.

Table 10: Highest Value Parcels

Label	Address	Net Rev/Ac
A	231 W. College Street	\$30,633
B	160 W. College Street	\$28,170
C	198 S. Belknap Avenue	\$25,108
D	232 N. Vine Avenue	\$20,747
E	244 N. Vine Avenue	\$20,508
F	305 E. McNeill Street	\$20,194
G	220 N. Vine Avenue	\$19,992



3. STEPHENVILLE TOMORROW

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3.1. DESIGN PROCESS AND ALTERNATIVES

To determine the contents of this plan, extensive public outreach was conducted to determine how to address the goals set out in this plan.

During the first public meeting, it was determined that Stephenville should anticipate a population of 32,000 in 2050. With this addition of 10,471 residents to Stephenville's population, it is important to ensure that the number of dwelling units, jobs, and amount of park space accommodate this new population.

During the second public meeting, residents in Stephenville participated in an activity which allowed them to share where they believed growth should be supported to accommodate new residents and what type of development. This activity resulted in five variations of land use maps. Those maps were utilized to create the Growth Sectors, Future Land Use, Thoroughfare Plan, and Targeted Employment Areas Map.

Rules of Thumb for Growth:

- Plan for four times the number of housing units needed to accommodate the projected population growth.
- Strive for a 1-1 ratio of jobs to houses.
- Ensure that most housing units are within a walking distance (a quarter mile) of a park or trail.
- Create a mix of housing types to ensure there is a range of affordability for residents.
- Build where there is existing infrastructure to share maintenance costs amongst more people thereby making it more affordable.
- Ensure that most of the population lives within a quarter mile of important community centers.



Residents determined where they believe future growth should be accommodated within the city.

BENCHMARKS

41,884 Residents

16,820 Dwelling Units

4,712 Jobs

Key Takeaways

- Increase density within the current city limits where infrastructure exists.
- Develop new mixed-use centers along Washington Street.
- Prioritize space for student housing adjacent to Tarleton State University.
- Create employment centers to support additional industries.
- Create a new loop road to direct traffic around the city.
- Preserve space for Tarleton State University to expand as it grows.
- Consolidate schools into one campus area to centralize services.
- Determine if the airport should be moved to allow for growth.

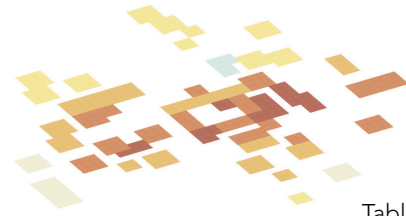


Table 2

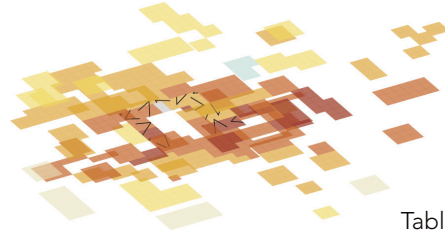


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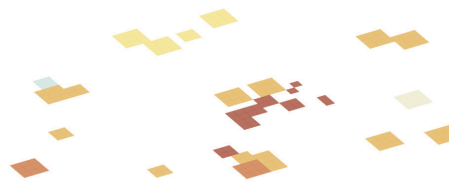


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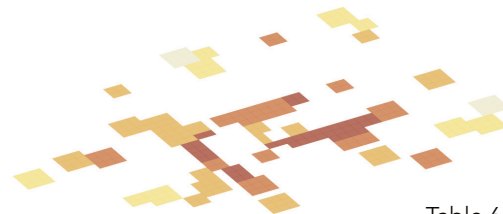


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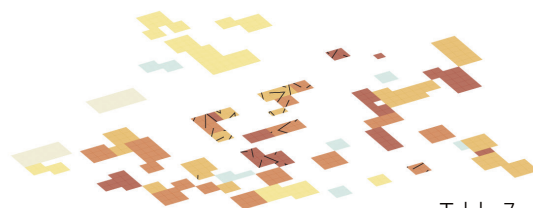
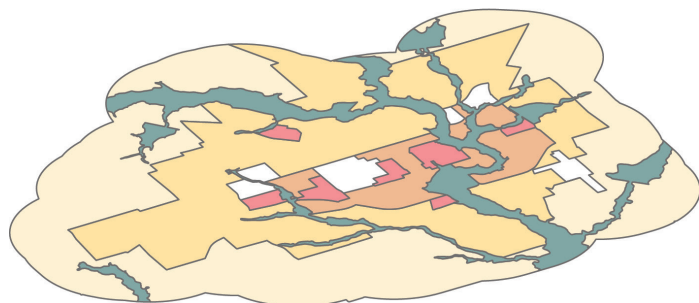


Table 7



Each map from the public work shop was used to create the Future Land Use Map.

3.2. HOW TO USE THIS PLAN

This chapter outlines the recommendations for the Stephenville 2050 Comprehensive Plan. These recommendations will help the City achieve the goals set out at the beginning of the planning process.

These recommendations are broken down into five sections, Land Use, Housing, Transportation, Downtown, and Economic Development. Each of these sections is organized into policy statements, strategies and actions.

PROJECT GOALS



Housing Supply



Community Character



Mobility



Parks & Community Services



Downtown



Resilience

Guiding Maps

There are guiding maps that define where development should go and what type of development should be built. These maps include the Growth Sectors, Future Land Use, Thoroughfare Plan, and Targeted Employment Areas Maps.

Implementation

Policy statements, strategies, and actions outline how development should be accommodated within the city. These are part of the implementation plan.

Policy Statements

Policy statements are found at the beginning of each section and outline guidance for the City as they make important decisions. Each section has four or five policy statements and each statement relates to one or multiple goals determined at the first public meeting.

Policy statements should be referred back to when decision makers are evaluating development proposals.

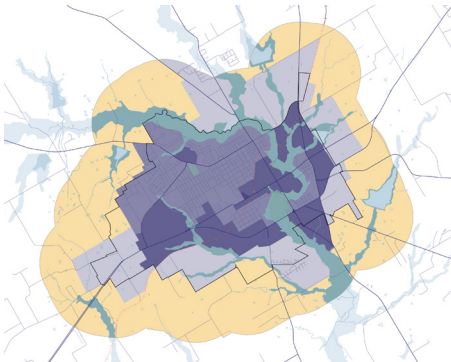
Strategies

Strategies are found within each chapter and outline how the City will implement the goals of the comprehensive plan. These strategies should be utilized by City Council to determine their priorities for the year.

Actions

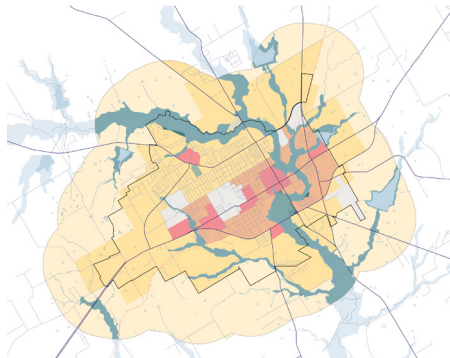
Actions are projects, programs, and policies that correspond with each strategy. City staff should refer to these actions to address the strategies that the City Council wants to prioritize.

WHERE DEVELOPMENT SHOULD GO

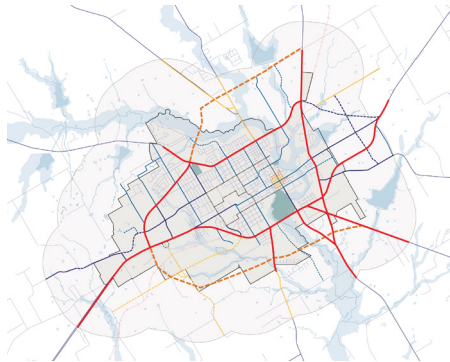


Growth Sectors Map

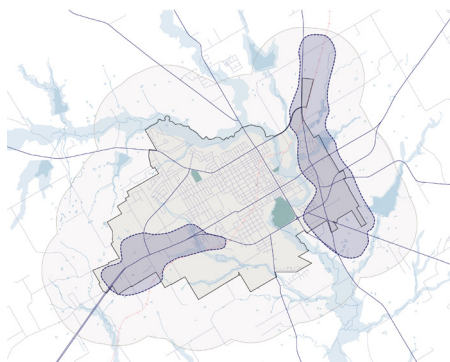
WHAT TYPE OF DEVELOPMENT SHOULD BE BUILT



Future Land Use Map



Thoroughfare Plan Map



Targeted Employment Areas Map

HOW DEVELOPMENT SHOULD BE FACILITATED

POLICY STATEMENTS



STRATEGIES



ACTION STEPS



PROJECTS



PROGRAMS



POLICIES

3.3. HOW TO UPDATE THIS PLAN

Plan Amendments

The City Council may approve amendments for unique or extraordinary situations that were not anticipated when the Plan was adopted so long as the proposed amendment is clearly in the public interest and meets the spirit and intent of the goals and policies of the Plan.

The process for amending the Plan is as follows:

1. A pre-application meeting is attended by Planning Department staff and the applicant requesting the amendment.
2. An application for a plan amendment is received by the Planning Department (if the amendment is not city-initiated)
3. Public notice is provided in accordance with State law and City ordinances.
4. Planning Department Staff prepare an analysis of the requested amendment and provide it to the Planning and Zoning Commission. The analysis shall consider the following:
 - The need for the proposed change;
 - The effect of the proposed change on the need for City services and facilities;
 - Whether the proposed change is consistent with the intent of the goals and policies of the Plan;
 - The implications, if any, that the amendment may have for other parts of the Plan; and
 - A description and analysis of unforeseen circumstances or the emergence of new information (such as a significant economic development opportunity).
5. Planning and Zoning Commission holds a public hearing(s) and makes a recommendation to City Council.
6. City Council holds a public hearing(s) and makes a decision regarding the amendment. If the decision is to amend the Plan, the amendment is adopted by ordinance.

Plan Monitoring

If a Plan is to have value and remain constructive over time, it is imperative to monitor progress on its many recommendations.

Comprehensive planning should be thought of as an ongoing process and not as a one-time event. The Plan is not an end in itself, but rather the foundation that will guide ongoing, more detailed planning. Without the evaluation and feedback loop, the Plan can soon become out of date. For this reason, the Plan must be structured to respond to changing needs and conditions.





3.4. LAND USE

The land use elements of the Stephenville 2050 Comprehensive Plan provide a framework for making decisions and setting policy about what will be built and where. Land use decisions impact public spaces, development patterns, and overall quality of life.

The policy statements should be used when making land use decisions and link them to the most relevant project goals.



Source: tourtexas.com/destinations

Stephenville has a well defined edge between rural land and urban land.

POLICY STATEMENTS

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 Supply Community Character Mobility Parks & Community Services Downtown Resilience



GROWTH SECTORS

The sectors defined on this map show what type of development different areas of Stephenville should accommodate over the next 25 years.

Suitable for Conservation (S1)

Land that is valuable as open space. This includes parks, floodplains, and floodways and may also include areas of steep slope, desired open space, desired transportation corridors, buffers, or viewsheds. This can also include land that is desired as transportation corridors of infrastructure.

Suitable for Rural Activity (S2)

Land that has value as open space or agricultural land and where there are significant barriers to development. Expansion into this area is not anticipated during the time frame of this plan.

Suitable for Controlled Growth (S3)

Land where infrastructure is planned but not yet installed prior to expansion. If development is proposed within these areas, it should be clustered around existing or planned transportation/ infrastructure as compact centers with a mix of uses.

Suitable for Infill Development (S4)

Land within the city that is already developed and served by infrastructure. Infill development is encouraged to generally match the character of the existing development while allowing for incremental increases in density.

Suitable for High Growth (S5)

Land that is already served by infrastructure intended for higher intensity uses than are currently in place. Growth policies should encourage the development or redevelopment of these areas as compact residential and mixed-use development.

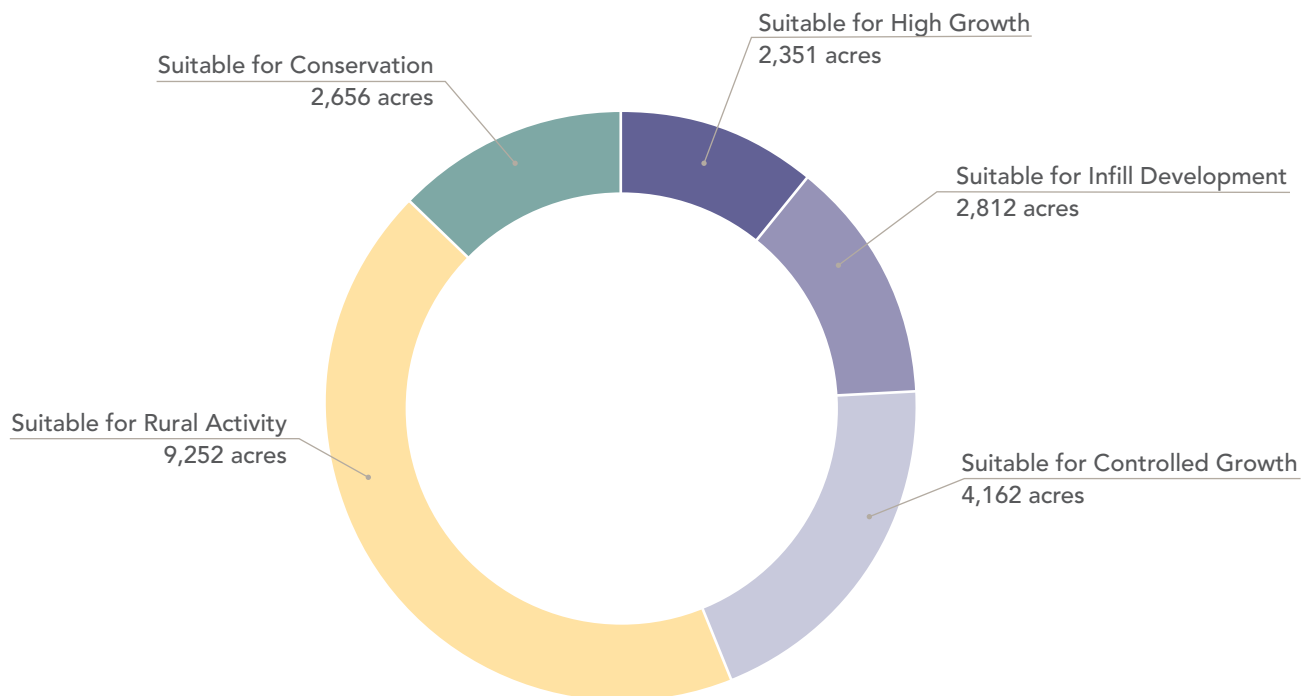
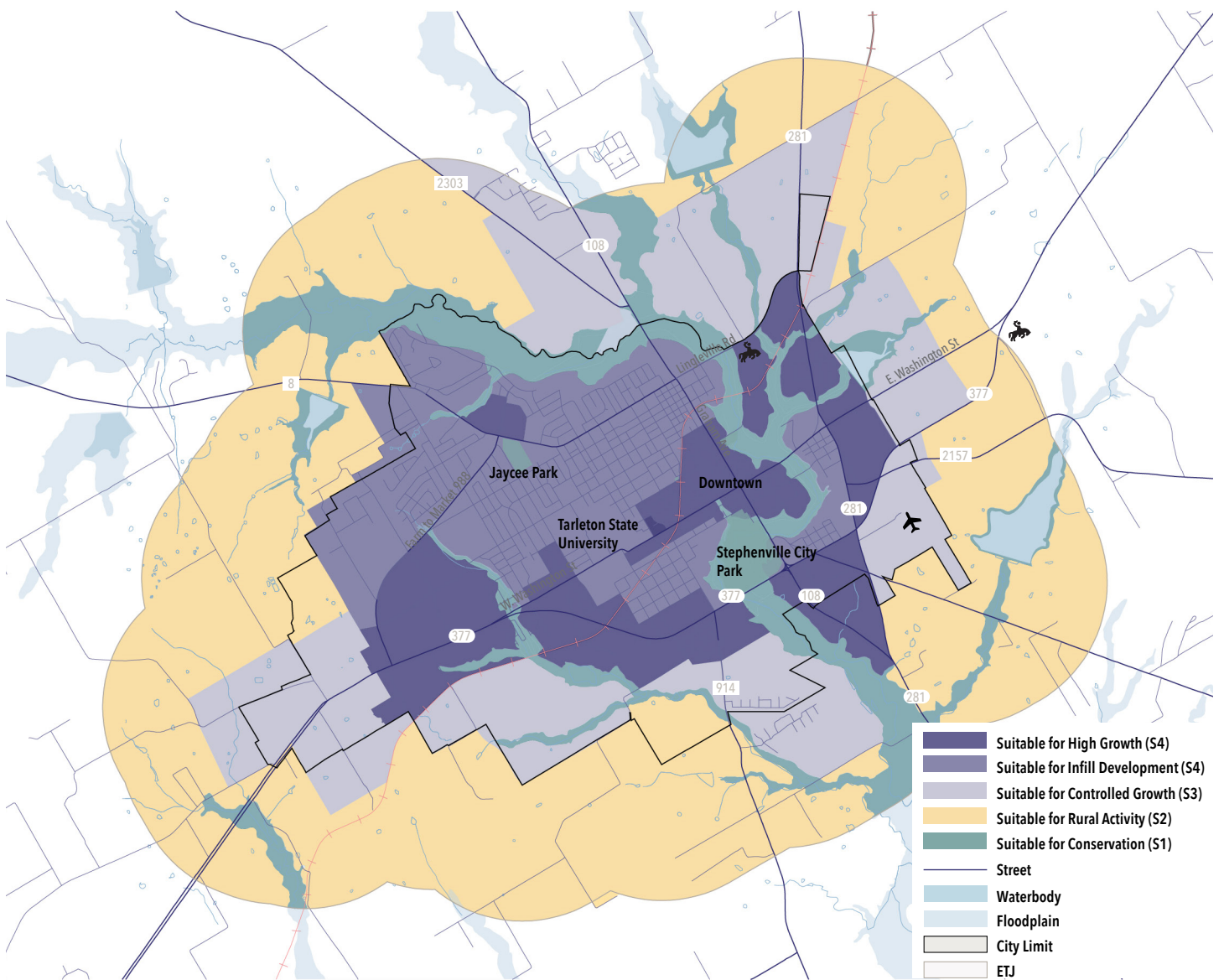


Figure 60: Growth Sectors Land Area Breakdown



Source: ESRI, City of Stephenville

Figure 61: Growth Sectors Map



FUTURE LAND USE

The land uses described in this map define the types of uses and intensity of use that should be developed within each category.

The type and location of development has a significant impact on the cost of providing and maintaining high quality public services and infrastructure, such as streets, utilities, public safety services, and parks. While these services are provided

by the City, they are paid for by residents and businesses, who must accept either lower quality services or higher costs resulting from inefficient development patterns. Using fiscal sustainability as a guiding principle means that land use and infrastructure decisions ensure that there will be enough money to pay for basic services and infrastructure maintenance now and in the future.

Resilient communities work to build a strong foundation based in sustainable decision making. Using resilience as a guiding principle requires making infrastructure, natural systems, and social structures more durable so that they can withstand and recover from acute shocks and chronic stresses.

On the following pages are descriptions of each of the land use categories.

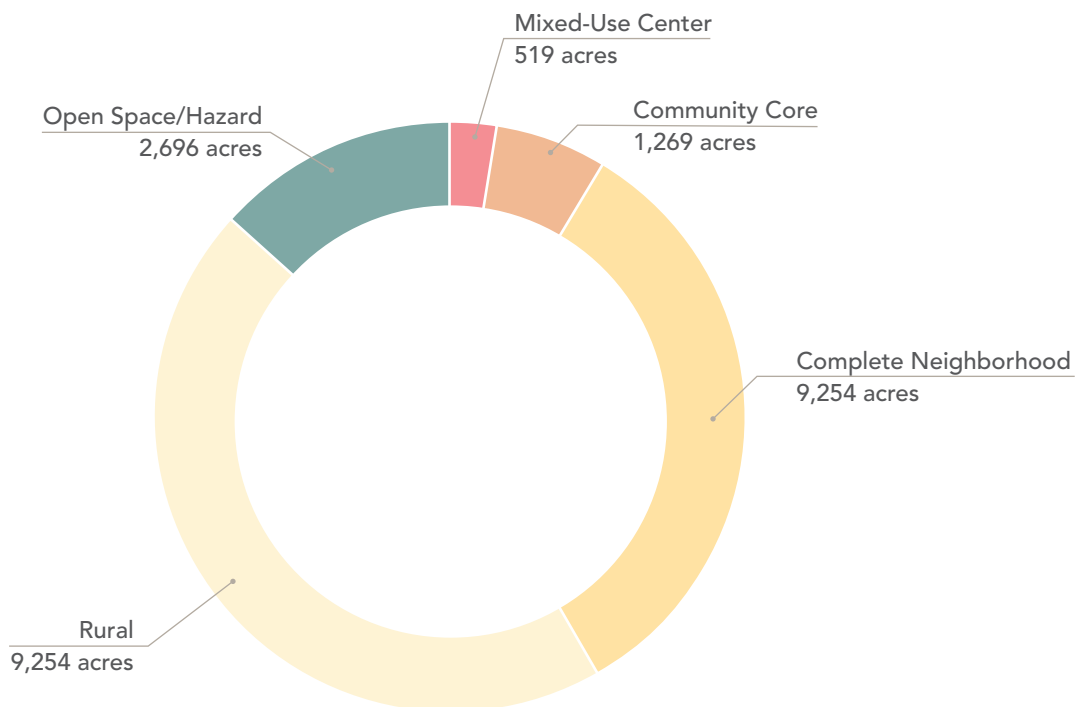
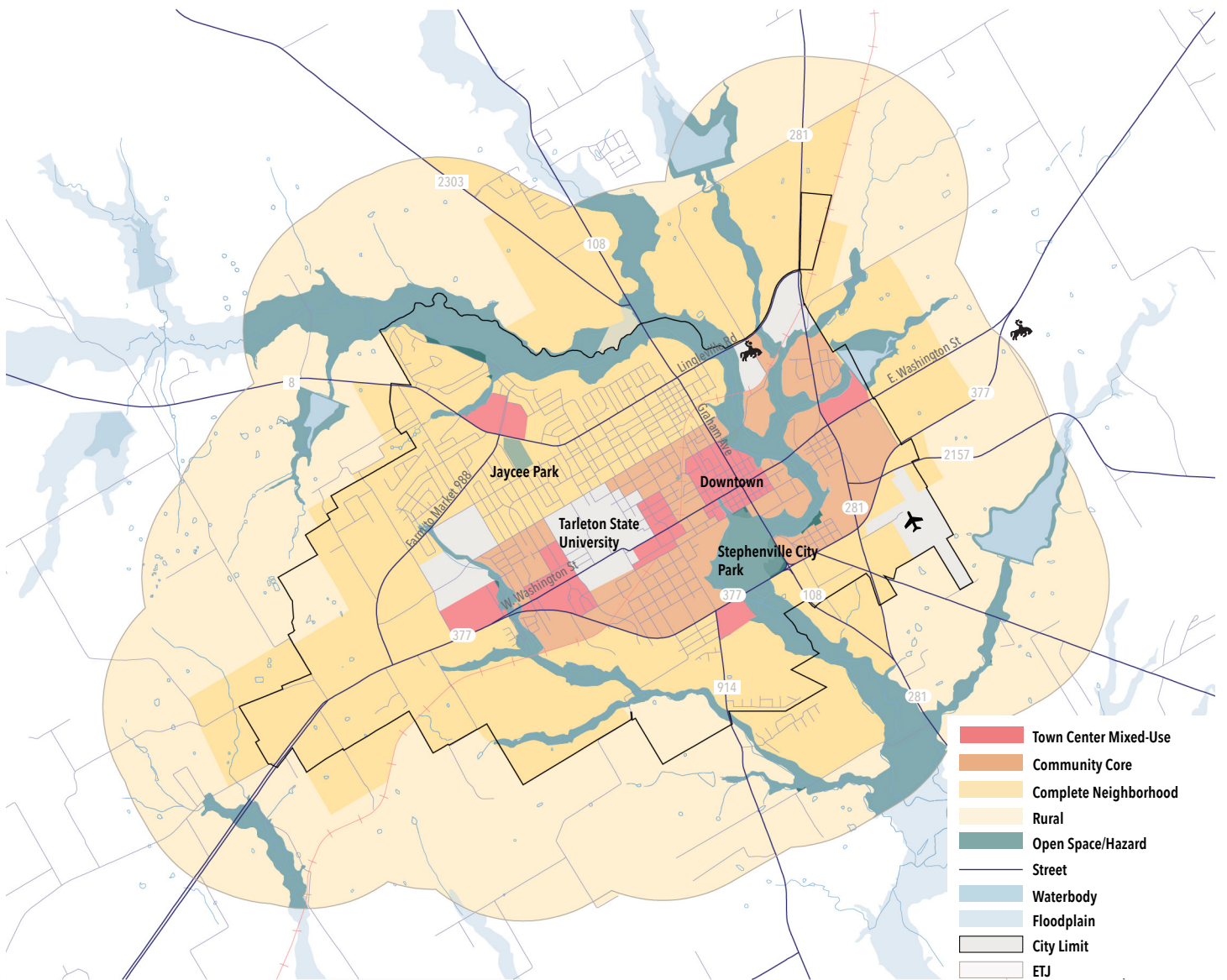


Figure 62: Future Land Use Categories Land Area Breakdown



Source: ESRI, City of Stephenville

Figure 63: Future Land Use Map



FUTURE LAND USE

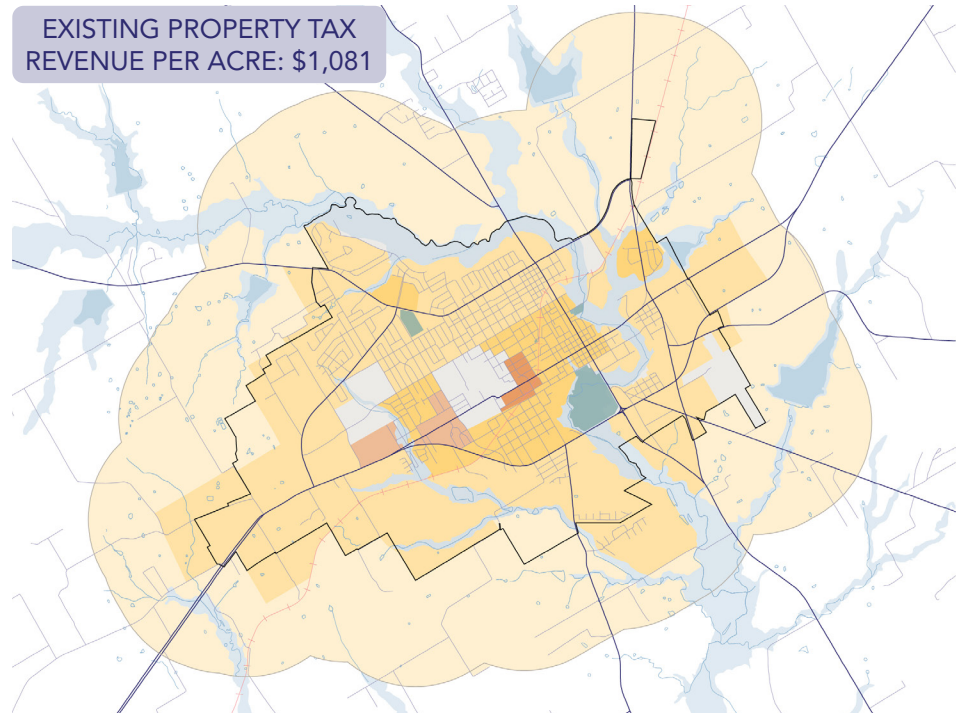
The goal of these land use categories is to facilitate new development patterns which increase the property tax revenue per acre of the city. This will support the cities growth without putting the burden on the taxpayers by increasing property taxes or cutting services.

Existing Property Tax Revenue per Acre

Currently the average property tax revenue per acre in Stephenville is \$1,081. During the first public meeting, it was determined that the residents of Stephenville would prefer to develop responsibly to increase the amount of revenue generated within the city.

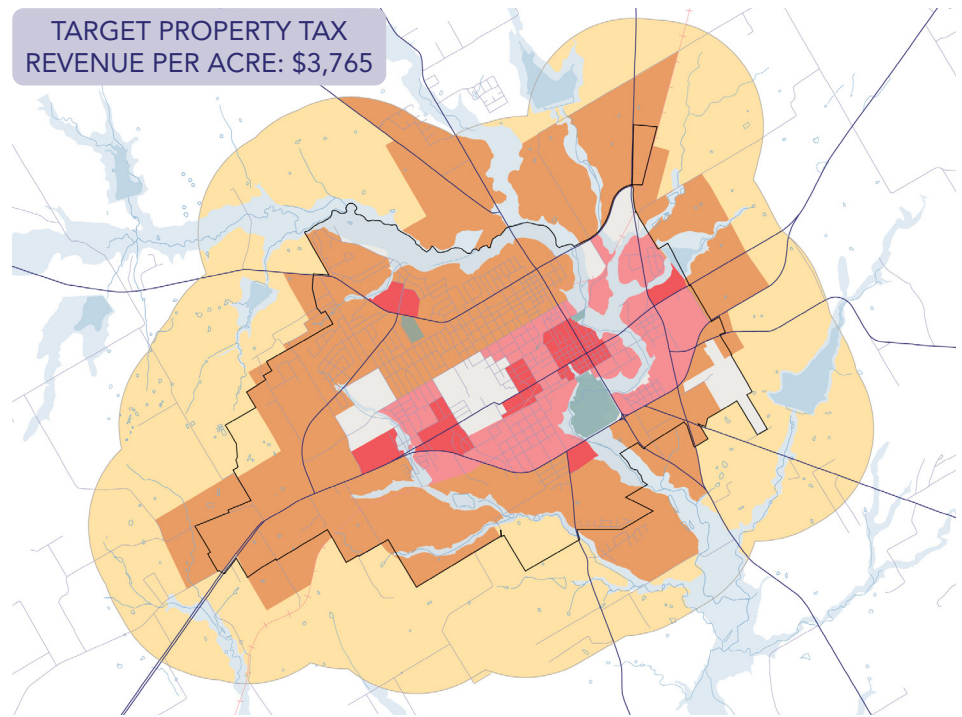
Target Property Tax Revenue Per Acre

Based on the target land use categories that have been identified in this Comprehensive Plan, the average property tax revenue per acre is projected to be \$3,765, about three times more than the current property tax revenue per acre. This increase in revenue will allow the City to take on the projects, programs, and policies outlined in this plan.



Source: ESRI, City of Stephenville

Figure 64: Average Existing Revenue per Acre by Future Land Use Category



Source: ESRI, City of Stephenville

Figure 65: Average Target Revenue per Acre by Future Land Use Category



Land Use Components

The land use categories on the following pages outline principles for how future development should be proposed.

Each land use category includes an overall description, which includes characteristics related to land use, built form, mobility, parking, and amenities. It also includes the intensity of uses found in the category, the number of stories that can be proposed, and the land use mix for the district as a whole.

The following descriptions outline guidance for city officials when new development is proposed within each land use type.



Guiding Principles

Land Use: Provides guidance regarding the types and intensities of uses that prioritize within each category.

Built Form: Describes the physical structures of a development within each category including height, density, setbacks, etc.

Mobility: Describes how residents travel to and within each category, including guidance for the street network, pedestrian and bicycle facilities, and access.

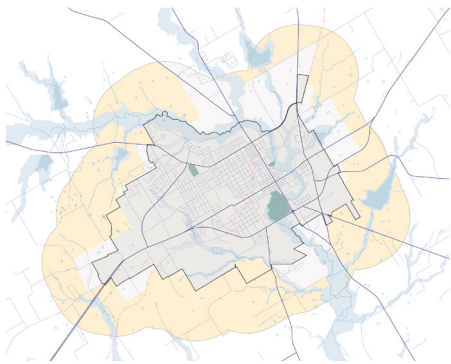
Parking: Describes the manner in which parking should be accommodated in each category.

Amenities: Provides guidance on proposing place-making elements within each category, including parks, plazas, open spaces, civic/cultural uses, and public art.

FUTURE LAND USE

Rural

The rural land use accommodates mostly agricultural uses, manufacturing uses, and open space. This district allows clustered housing at low densities, in addition to ranches and farmhouse.



Guiding Principles

Land Use: New development is generally characterized by dispersed residential development or open spaces that supports itself with on-site infrastructure.

Built Form: Lots are typically greater than 5-acres in size.

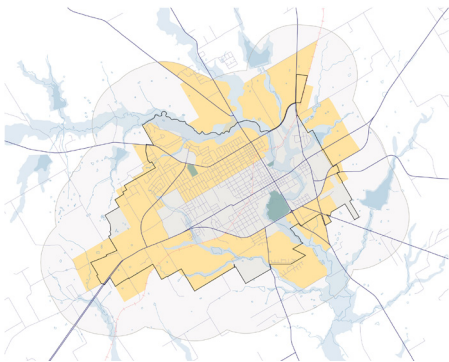
Mobility: The roads in this category are mostly utilized for vehicular travel. Streets are rural in nature with ribbon curbs and natural drainage. Traffic is low and separated pedestrian facilities are not always needed. However localized pedestrian connectivity should be prioritized within residential developments.

Parks and Open Space: Typically characterized by private open spaces or large regional attractions like fairgrounds.

\$500 per acre - Targeted property tax revenue per acre is very low. City infrastructure spending is not encouraged in rural areas and both initial and long-term maintenance costs should be fully supported by private sector.

Complete Neighborhood

The Complete Neighborhood land use accommodates a mix of uses at a moderate density. A mix of housing types is encouraged to accommodate a range of residents. Local retail and service businesses are located on active corridors and parks and green spaces are integrated within the district.



Guiding Principles

Land Use: Land uses are characterized by primarily residential neighborhoods with some commercial along major corridors or at corners.

Built Form: Buildings are primarily one to two stories with some three story buildings along major corridors. Purpose-built student housing is discouraged.

Mobility: Streets should provide separate facilities for pedestrians. Safe travel for bicycles and other micro mobility solutions should be accommodated along predetermined bicycle routes.

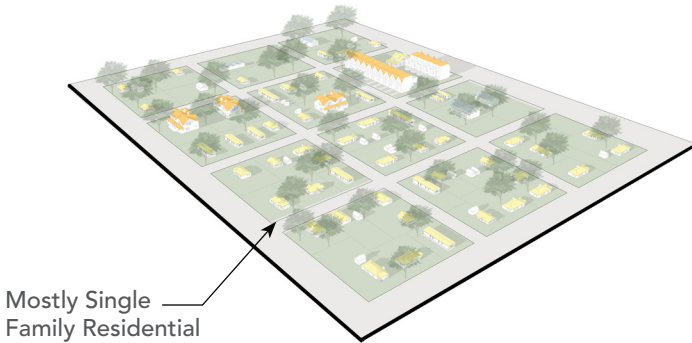
Parking: Parking is not located between the building and the street.

Parks and Open Space: New development should include a park space within a 1/4 mile of all residences and consider the need for new civic buildings as part of the approval process.

\$4,000 per acre - Targeted property tax revenue per acre is moderate. City infrastructure spending in developed complete neighborhoods should be accompanied by new infill development and targeted to achieve mobility or safety goals. New developments should be able to support both initial and long-term infrastructure costs.

FUTURE LAND USE

Complete Neighborhood - Existing Patterns



Challenge: New infill development has largely consisted of housing designed for students. This housing is not contributing to neighborhood character and walkability and in many cases is replacing existing naturally occurring affordable housing options exacerbating a housing supply issue for permanent residents.

Land Use Metrics	Existing	Example	Target
Population/Acre	8	25	25
Jobs/Acre	1	2	2
Units/Acre	4	10	10
Housing Diversity	.40	.58	.65
Land Use Mix (%)			
Residential	90%	75%	65%
Commercial	5%	10%	15%
Institutional	5%	0%	5%
Manufacturing	0%	0%	5%
Open Space/Ag	0%	0%	0%
Walkscore	36	60	70
Parkscore	45	100	70

*Targets are based off of benchmarks and should be utilized to measure progress of the plan.

Example of Complete Neighborhood in High Growth and Infill Neighborhood Growth Sectors.

Complete neighborhoods encourage a higher degree of infill with a variety of housing types designed for permanent residents and integrated with neighborhood serving commercial.

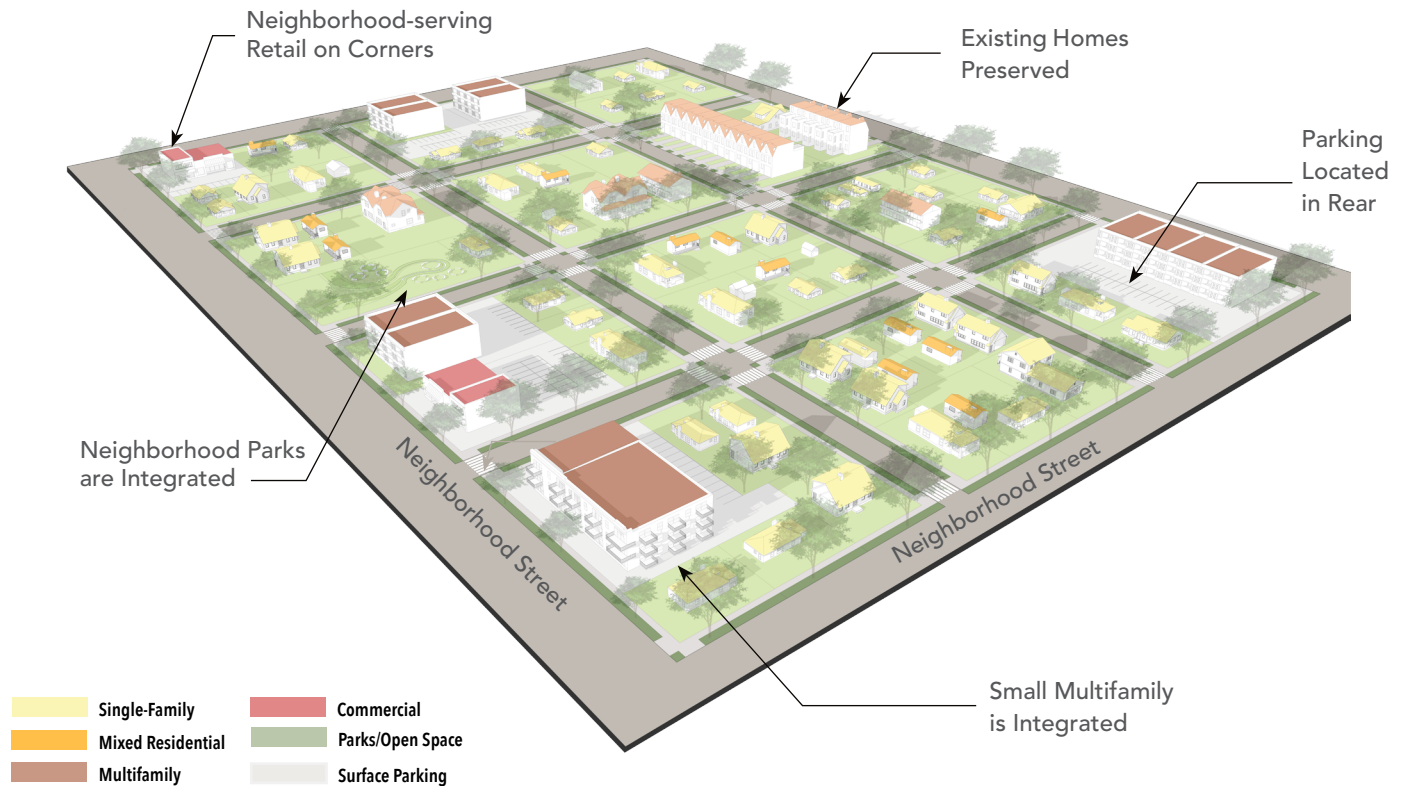
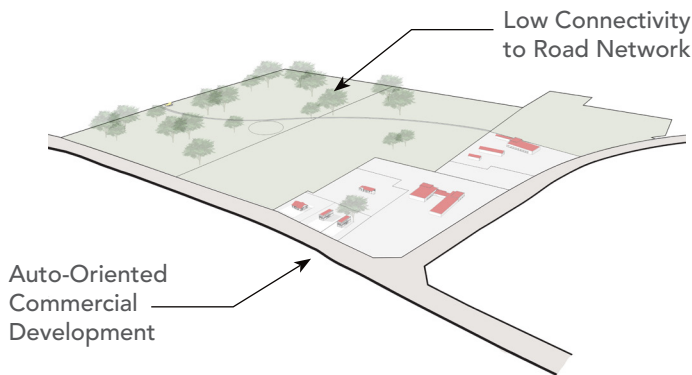


Figure 66: Complete Neighborhood Example (High and Infill Neighborhood Growth Sectors)

Complete Neighborhood - Existing Patterns



Challenge: New greenfield development along arterial roads has relied on frequent driveways and curb cuts and limiting opportunities for well connected fiscally sustainable communities and preservation of open space.

Land Use Metrics	Existing	Example	Target
Population/Acre	1	12	25
Jobs/Acre	1	2	2
Units/Acre	1	5	10
Housing Diversity	0	.33	.5
Land Use Mix (%)			
Residential	5%	15%	30%
Commercial	15%	10%	5%
Institutional	0%	0%	5%
Parks	0%	10%	5%
Manufacturing	5%	5%	10%
Open Space/Ag	75%	60%	50%
Walkscore	36	60	70
Parkscore	45	100	70

*Targets are based off of benchmarks and should be utilized to measure progress of the plan.

Example of New Complete Community in the Controlled Growth Sector.

Complete neighborhoods in undeveloped areas are encouraged to cluster development into dense walkable areas with a block network consistent with traditional development patterns in Stephenville. This will enable larger areas to be preserved as agricultural or open space.

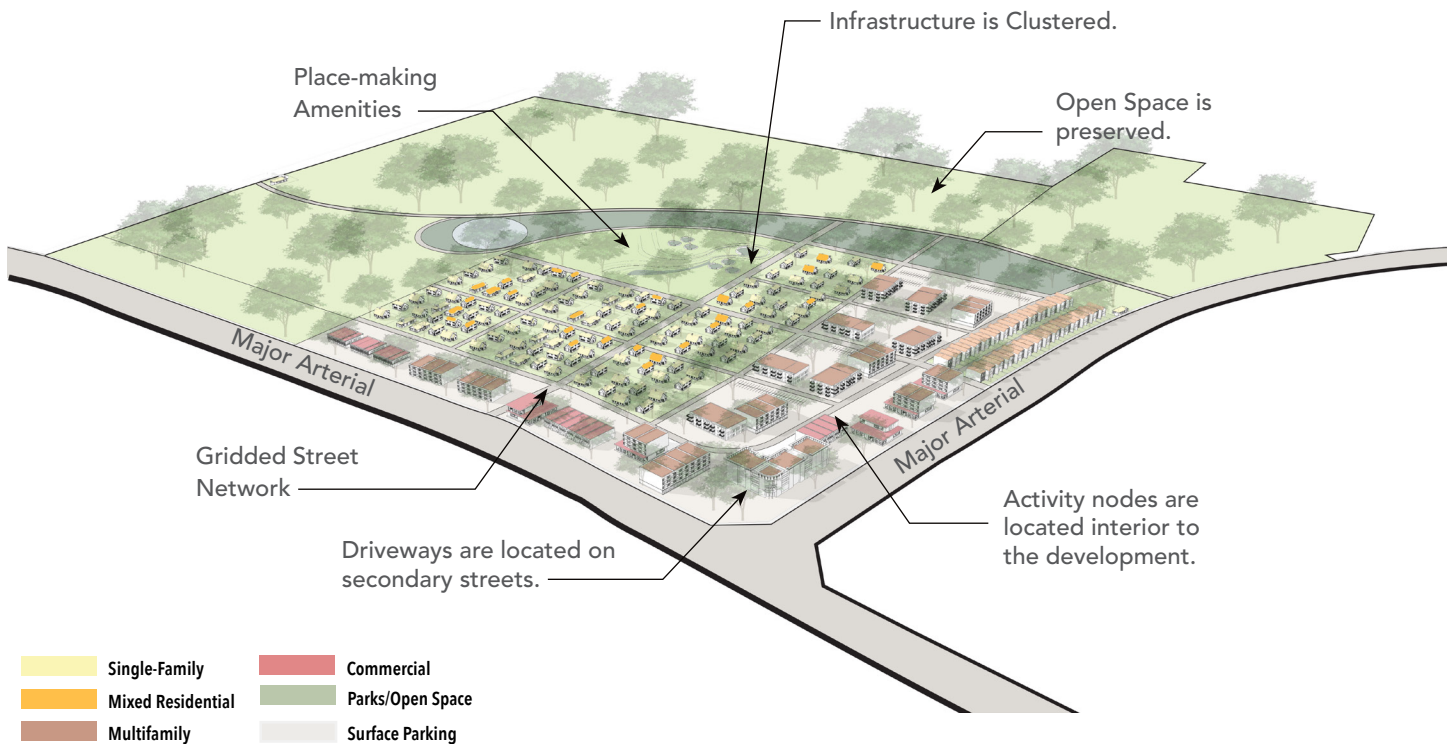
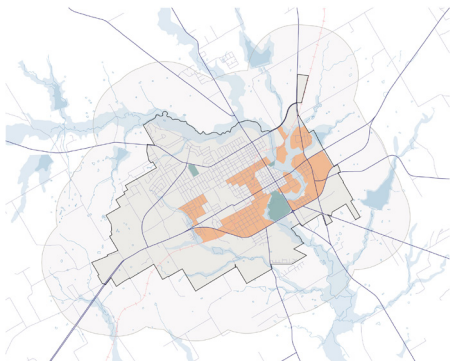
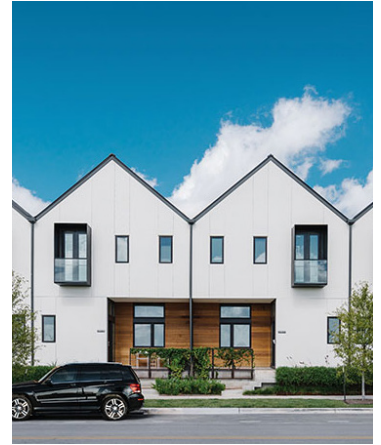


Figure 67: Complete Neighborhood Example (Controlled Growth Sectors)

FUTURE LAND USE

Community Core

The Community Core land use accommodates a mix of uses at a medium density. Diverse housing types are encouraged to support a range of residents. Local businesses, such as grocery stores, cafes, and local offices cater to the needs of the nearby residents and parks and green spaces provide recreational opportunities.



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.

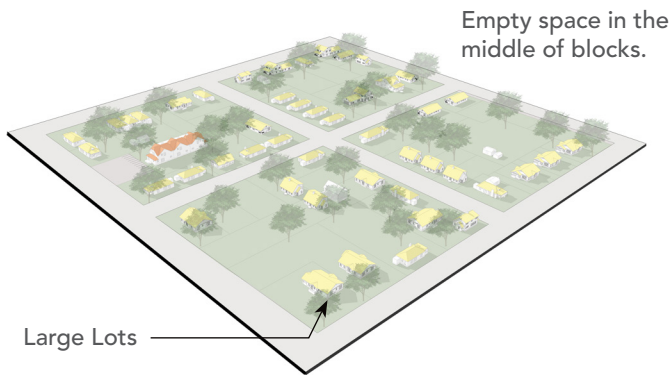
Mobility: Existing streets should be connected into the larger grid network where disconnected and sidewalk with street trees should be developed to prioritize pedestrian connectivity.

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.

\$5,500 per acre - Targeted property tax revenue per acre is high. City infrastructure spending should be directed to the Community Core to help attract new developments to these fiscally productive areas.

Existing



Challenge: New infill development has largely consisted of suburban style commercial and lower density housing with large parking lots and curb cuts detracting from community character and mobility.

Land Use Metrics	Existing	Example	Target*
Population/Acre	5	30	30
Jobs/Acre	1	5	6
Units/Acre	3	12	12
Housing Diversity	.04	.53	.65
Land Use Mix (%)			
Residential	100%	80%	50%
Commercial	0%	15%	35%
Institutional	0%	0%	5%
Parks	0%	5%	5%
Manufacturing	0%	0%	5%
Open Space/Ag	0%	0%	0%
Walkscore	36	65	70
Parkscore	45	55	70

*Targets are based off of benchmarks and should be utilized to measure progress of the plan.

Example of New Community Core

The Community Core encourages a wide range of housing and commercial development from cottages to four story mixed-use buildings along corridors. All new development occurs within a walkable context.

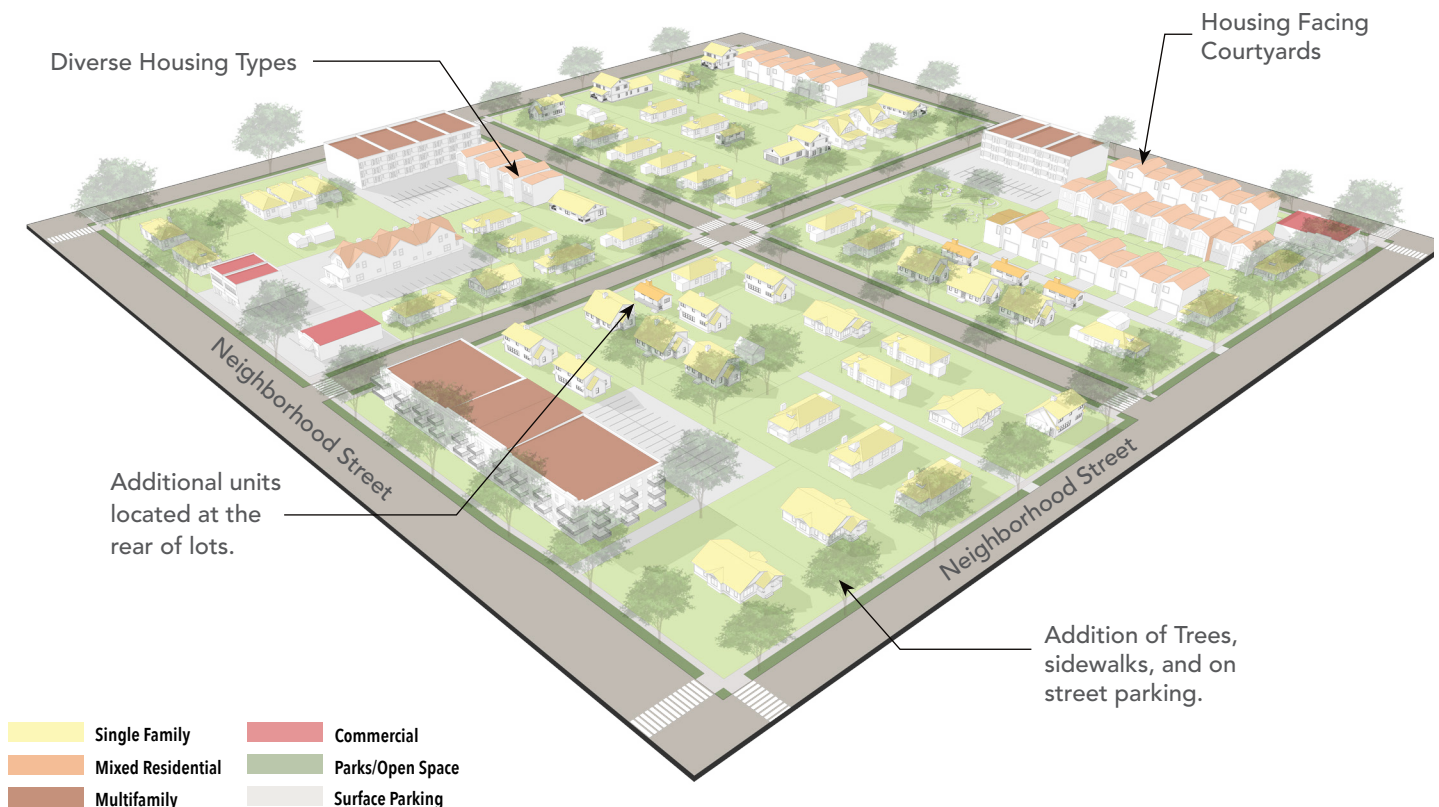
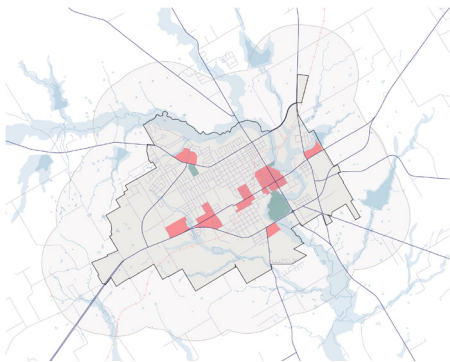


Figure 68: Community Core Neighborhood

FUTURE LAND USE

Town Center Mixed-Use

The Town Center Mixed-Use land use encourages a mix of uses including residential, purpose-built student housing, offices, retail, and recreational at higher densities. These areas are hubs for commerce, entertainment, education, and culture, with numerous offices, shops, restaurants, theaters, and art galleries.



Guiding Principles

Land Use: Land uses are characterized by mixed-use developments. Commercial is encouraged on ground floors that face major corridors. Purpose-built student housing that contributes to walkability is encouraged in the Town Center Mixed-Use category.

Built Form: Building height and mass should be compatible with adjacent buildings and development quality (architecture and landscaping) should be of a higher standard.

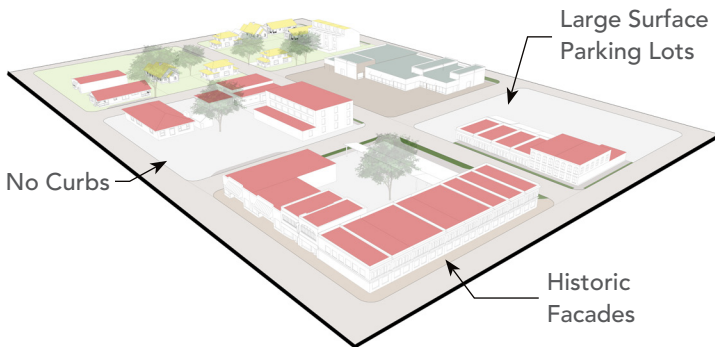
Mobility: New developments should create a well-connected network of streets, typically in a grid pattern, to support multiple modes of transportation and prioritize walkability via pedestrian paths and sidewalks.

Parking: Accommodated through on-street parking, shared parking, and structured parking sited away from primary pedestrian pathways. Individual surface lots for each parcel should not be required.

Amenities: New developments should provide amenities such as parks, plazas, open spaces, and other place-making elements or ensure access to existing amenities.

\$7,000 per acre - Targeted property tax revenue per acre is high. City infrastructure spending should be directed to Town Centers to help attract new developments to these fiscally productive areas.

Existing



Challenge: New developments have developed in a suburban format with parking lots in front of buildings reducing walkability.

Land Use Metrics	Existing	Example	Target*
Population/Acre	4	70	33
Jobs/Acre	12	12	10
Units/Acre	2	28	20
Housing Diversity	.51	0	.30
Land Use Mix (%)			
Residential	15%	50%	40%
Commercial	60%	45%	45%
Institutional	25%	0%	5%
Parks	0%	5%	5%
Manufacturing	0%	0%	5%
Open Space/Ag	0%	0%	0%
Walkscore	53	75	80
Parkscore	45	100	80

*Targets are based off of benchmarks and should be utilized to measure progress of the plan.

Example of New Town Center Mixed-Use

New developments in the Town Center category prioritize the streetscape and walkability over land uses. Structured parking lots are encouraged.

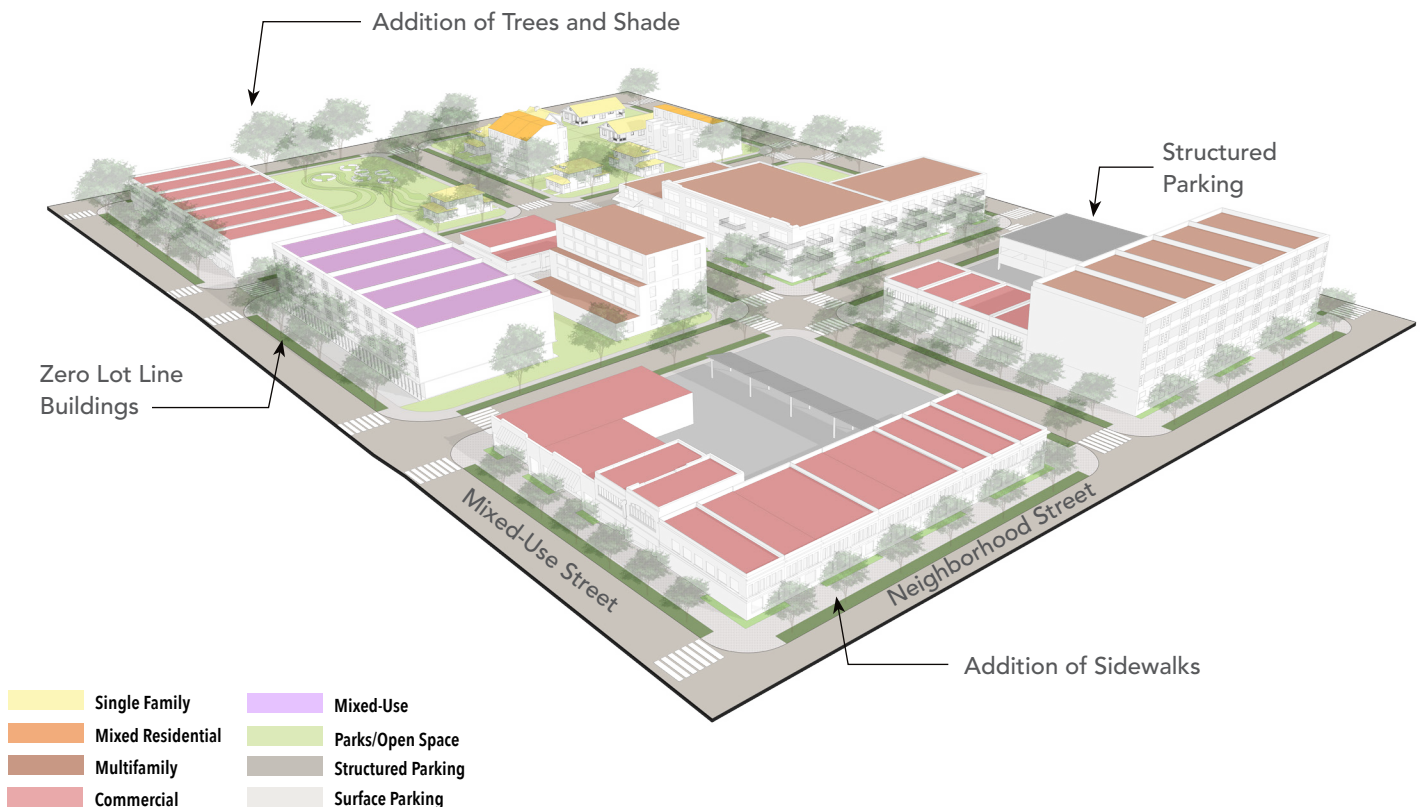


Figure 69: Town Center Mixed-Use Neighborhood

FUTURE LAND USE

What are Centers?

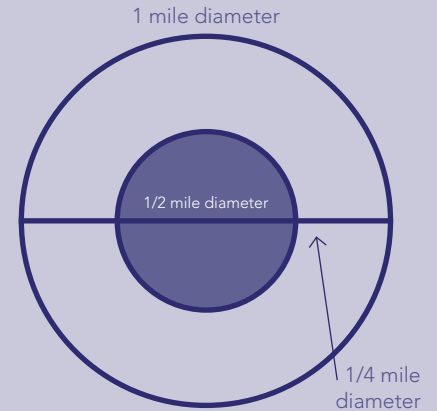
Centers are compact mixed-use areas where development and redevelopment is focused. These areas are intended to change in order to accommodate the projected growth and align with the goals of this plan.

Centers at any scale are intended to be compact, walkable places designed at human-scale instead of an auto-oriented scale, places designed for people to drive to. Centers can be a variety of scales are intended to serve individual neighborhoods or the region. All centers include a mixture of uses that includes a variety of higher density housing types.

In this plan, two types of centers are defined, Regional Centers and Neighborhood Centers. Each of these centers are different scales but both are categorized as the Town Center Mixed-Use land use category described on the previous pages. This land use category is the most intense with the greatest mix of uses to support the creation of these centers.

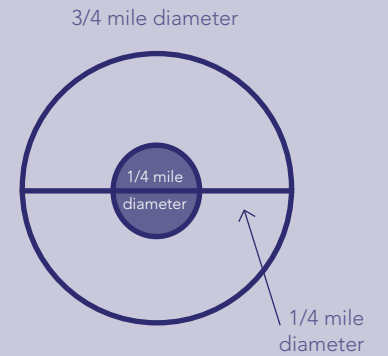
REGIONAL CENTER

Regional centers are the larger center type and attract users from across the city and adjacent communities. Regional centers often include destination retail and attractions alongside higher density mixed-use developments.



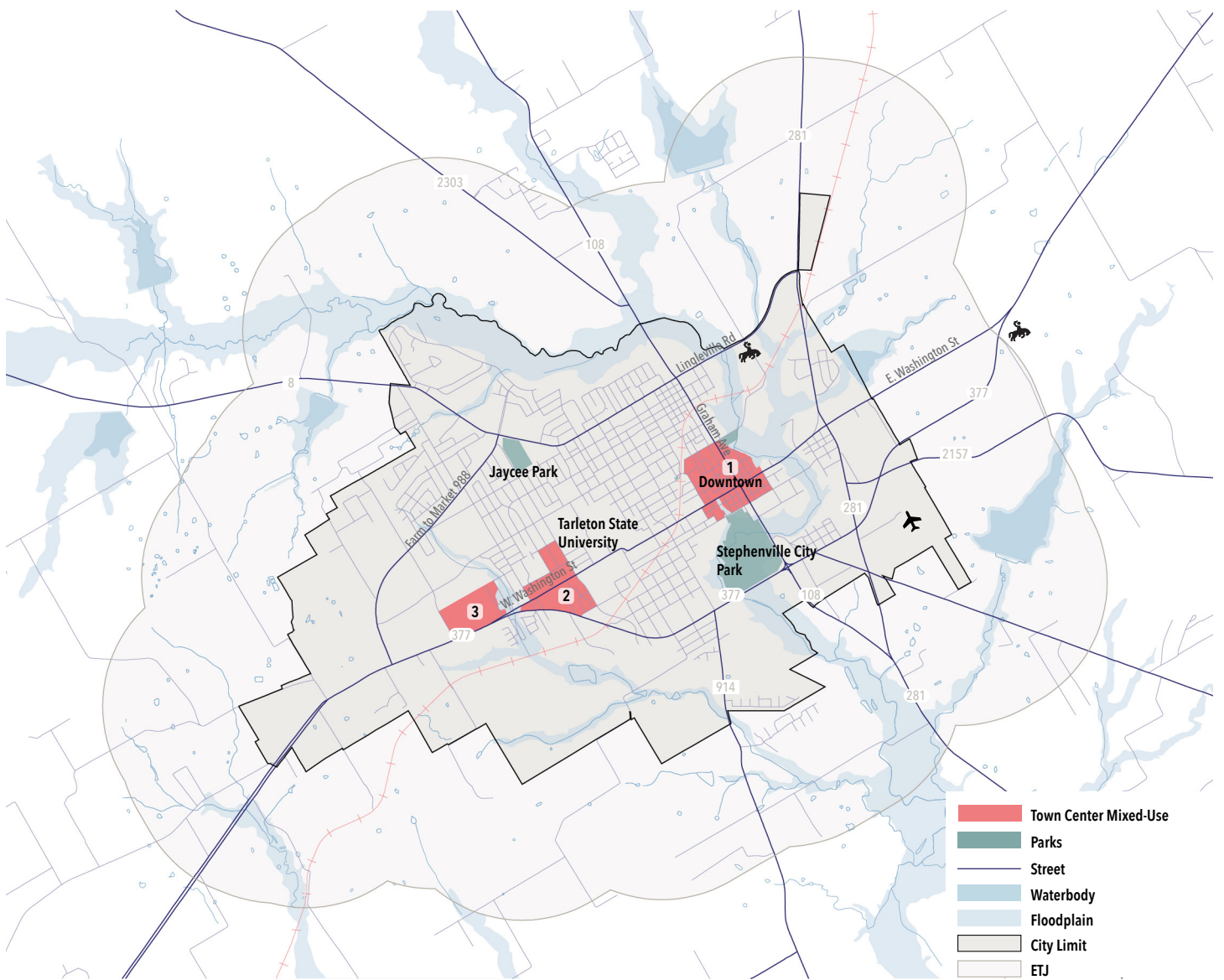
NEIGHBORHOOD CENTER

Neighborhood centers offer a full depth of goods and services to residents within the local neighborhood. These centers typically have 10 to 15 smaller retailers such as a bank, cafe, dry cleaner, or florist.



Regional Centers

The map below shows the location of the three regional centers. Each of these centers has their own unique character that is described on the following pages. Small area plans should be considered for these centers to create guidance for development within them.



Source: ESRI, City of Stephenville

Figure 70: Regional Centers Map



FUTURE LAND USE

1. Downtown

The historic center of Stephenville and Erath County celebrates the heart of the city as a vibrant walkable community, highlighting important structures like the County Courthouse, Crows Opera Center, and the iconic Brick Streets. It is the focal point for community events, local businesses, and cultural activities within the city.



Downtown is a focal point within Stephenville.

2. University Village

The City of Stephenville and Tarleton University coalesce along the athletic spine of the university. Celebrating Tarleton's new status as a Division 1 athletic program, this center activates this corridor throughout the year with community gathering spaces and shopping and dining opportunities.



Football games draw people from all over the region during the season.

3. Washington Center

This regional center is a shopping and entertainment destination for people across Erath County. Consisting of shopping centers, office spaces, and housing developments, this center will cater to a diverse range of residents and visitors alike.



Places like Mueller in Austin, TX are walkable, pedestrian oriented mixed-use centers that draw people from within and outside the city.

Downtown (220 acres)

This area was historically known as the center of Stephenville, but has since become less active. To reactivate this area the City should support redevelopment of historic structures and encourage uses that activate the streets and encourage walkability.

A large number of parcels in this area are not generating property tax revenue because they are public buildings. Consider public private partnerships to relocate city facilities where appropriate and partner in the redevelopment of these lots with appropriate uses that achieve the goals of the Downtown.

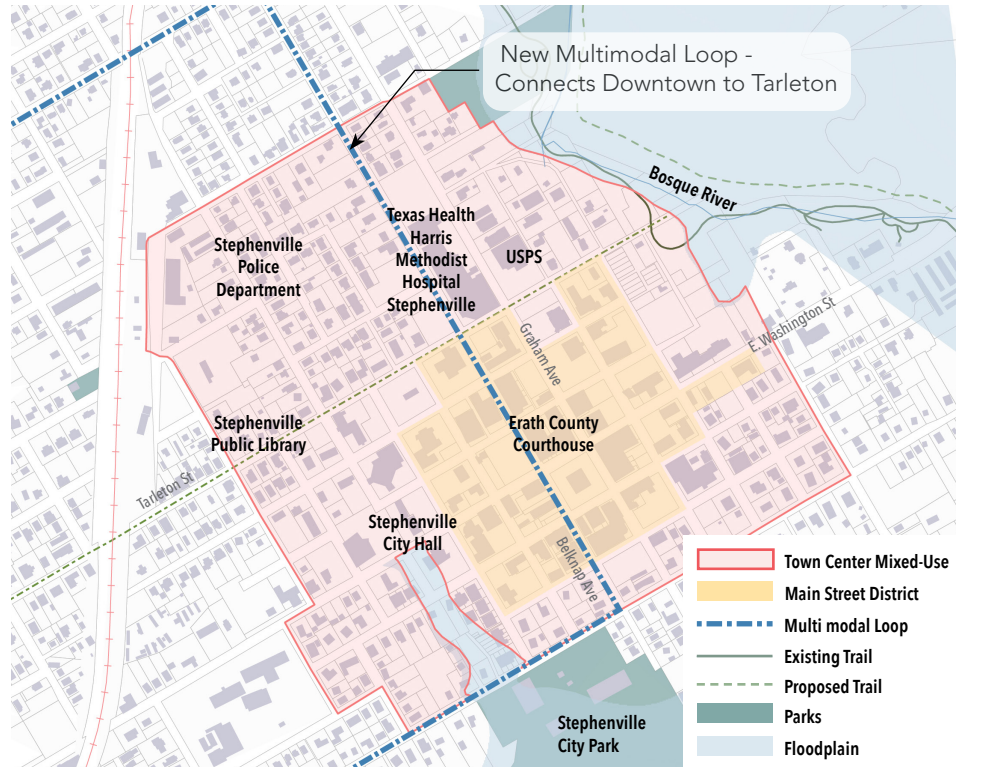
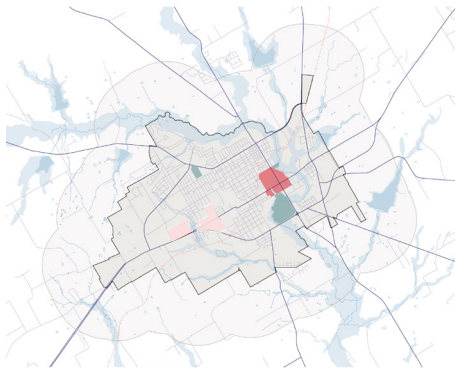


Figure 71: Downtown Regional Center

Source: ESRI, City of Stephenville
0 ft 250 ft 500 ft 1,000 ft

GUIDING PRINCIPLES

- Prioritize development that fits into the existing character of downtown while providing additional density and a mix of uses.
- Strategically relocate public facilities that do not generate activity outside of the Main Street District.
- Street upgrades should include sidewalks and bicycle facilities for multi modal transit opportunities.
- Relocate TXDOT roadways onto regional roads that go around the downtown.
- Prioritize investments in infrastructure and economic development in downtown.

FUTURE LAND USE

University Village (100 acres)

The City of Stephenville and Tarleton State University have been funding upgrades to infrastructure along Harbin Drive, the western edge of campus. To capitalize on these efforts the City and university should collaborate on the development of this center.

The City should encourage development that supports the student and local population. This should be done by targeting this area for purpose-built student housing and prioritizing higher density mixed-use development that will provide both entertainment and services.

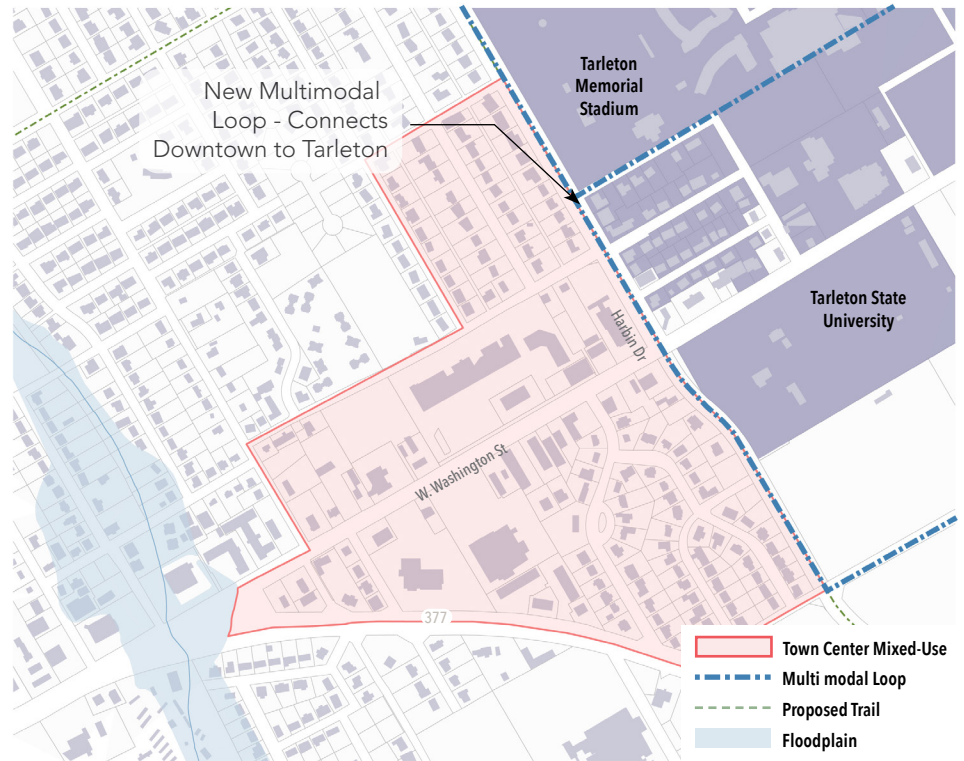
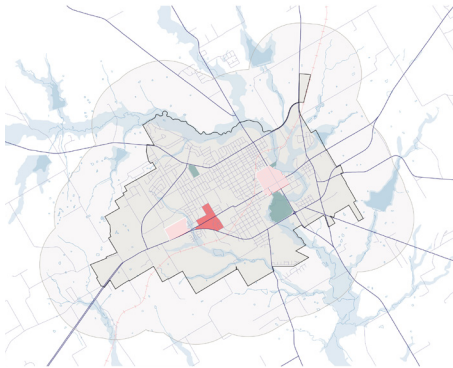


Figure 72: University Village Regional Center

Source: ESRI, City of Stephenville
0 ft 250 ft 500 ft 1,000 ft



GUIDING PRINCIPLES

- Prioritize purpose-built student housing developments that contribute to an enhanced streetscape and walkability.
- Prioritize active commercial uses including restaurants, retail, and cafes, that can serve the university and larger community.
- Street upgrades should include sidewalks and bicycle facilities for multimodal transit opportunities.

Washington Center (72 acres)

This regional center is situated along the Washington Street corridor, the major east-west connection through Stephenville. Currently this area is characterized by big box retailers and drive through restaurants.

To support development within this center, the City should ensure developers are held to a certain standard and develop a well connected mobility network that prioritizes pedestrian connections.

This regional center is also located within a targeted employment area. The City should support large employers within this area, which can be done by building infrastructure within the center and ensuring there is an appropriate balance of office space.

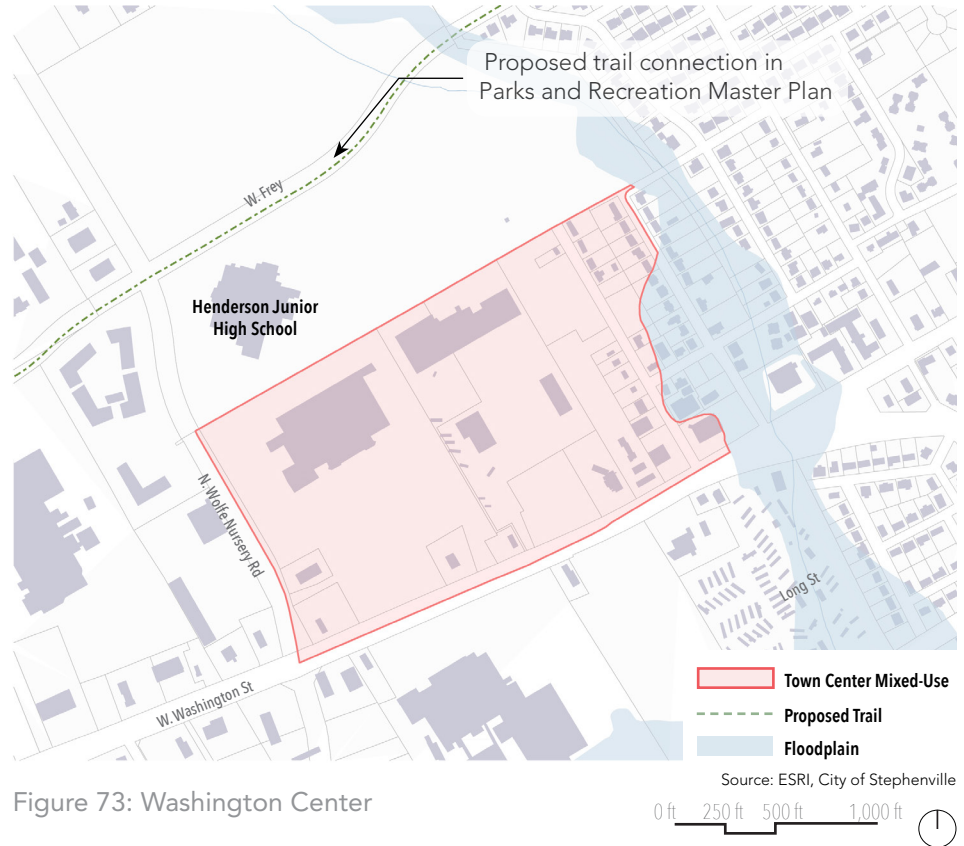
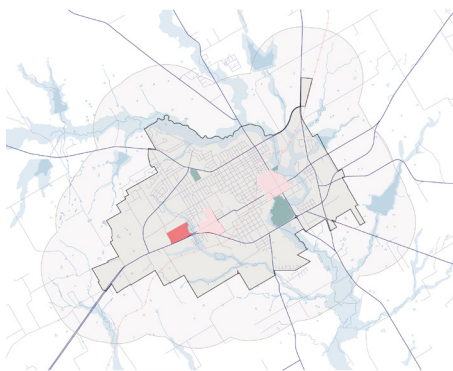


Figure 73: Washington Center

GUIDING PRINCIPLES

- Support more residential development and amenities that create a sense of place for the center.
- Uses proposed within this district should be of a regional scale so this center becomes a shopping and entertainment destination.
- Break up large lots with a new connected street network that encourages walkability and a mixture in uses.
- Encourage development projects which will contribute a large number of jobs to the city and will integrate well into a complete community.

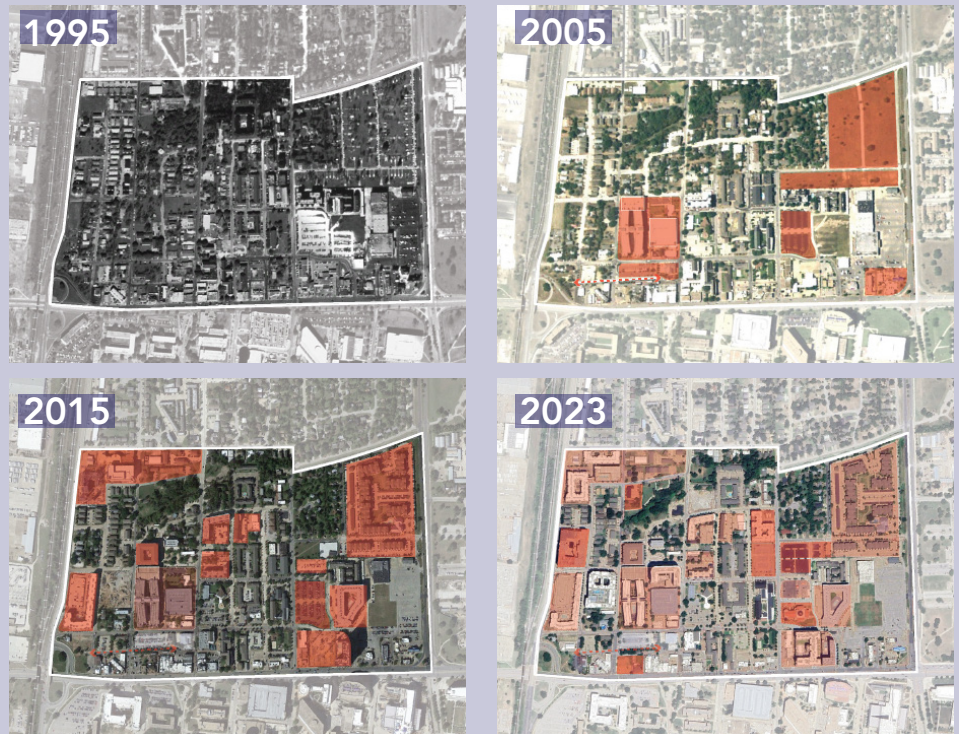
FUTURE LAND USE

Regional Center Case Study: Northgate, College Station

Northgate is a 150 acre mixed-use neighborhood on the northwestern edge of the Texas A&M University campus in College Station. This district serves the both the university community and local community with a mix of housing, retail, public amenities, and community services. It also serves as a regional destination for the larger metro region.

Northgate is one of College Station's oldest urban neighborhoods. Over the past 30 years, this district has developed from a lower density neighborhood with dispersed commercial uses and vacant properties, to a vibrant, pedestrian friendly, entertainment district. This was done by closing of certain streets for pedestrians only, allowing for increased density to provide additional housing for students, and revitalizing the historic streetscape to preserve the original neighborhood character.

The City has adopted specific guidance for how development should be built withing this district. There are three zoning districts for Northgate that outline this guidance, Core Northgate



	1995-2005	2005-2015	2015-2023
Redeveloped Blocks	3	8	4
New Parking Structures	2	2	1
New Street (ft)	705	-	-

Figure 74: Northgate Development over Time



Aspire College Station is a purpose-built student housing development in Northgate tailored to Texas A&M University students needs

(NG-1), Transitional Northgate (NG-2), and Residential Northgate (NG-3). The goal of these districts is to encourage traditional neighborhood development concepts to foster pedestrian friendly, dense urban environment. These regulations outline specific standards for building design, parking for both cars and bicycles, sidewalk, landscaping, and signage. Additionally, Northgate consolidates parking requirements within multiple garages throughout the district to create more space for development and pedestrian connectivity.

Northgate is seen a successful redevelopment effort that has increased economic activity in College Station, supported Texas A&M University with purpose-built student housing, and created a regional destination for the surrounding communities.



College Main Street has been redeveloped as a pedestrian promenade with outdoor cafes utilized as a space for gathering on game days, university events, and other community activities.

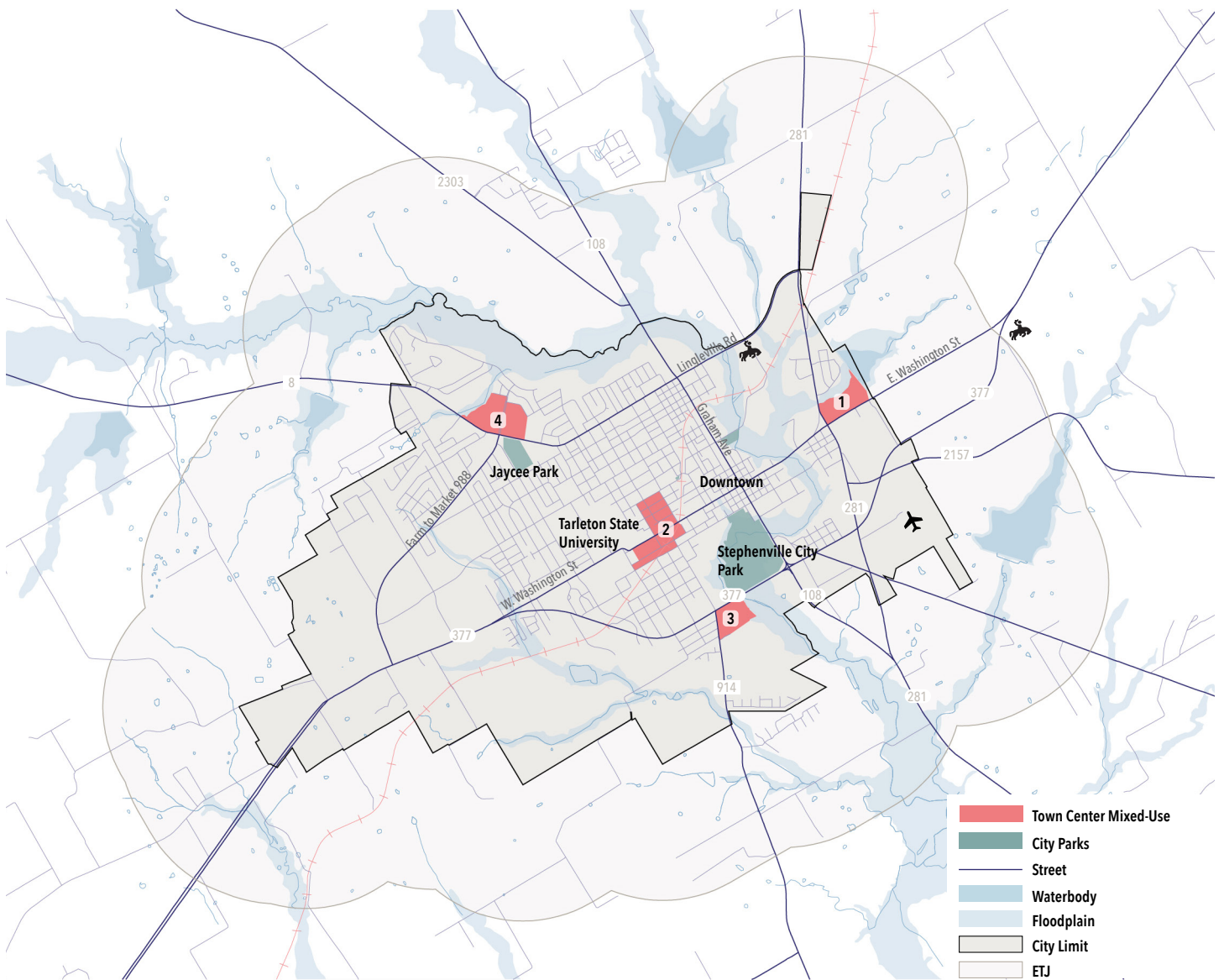


Northgate is the scale of a typical regional center, which encourages walkability.

FUTURE LAND USE

Neighborhood Centers

The map below shows the location of the four neighborhood centers. Each of these centers has their own unique character that is described on the following pages. The City should consider creating guidelines for development in these centers to ensure cohesive design.



Source: ESRI, City of Stephenville

Figure 75: Neighborhood Centers Map



1. Industry Center (38 acres)

This center, located within an industrial employment area, will provide amenities and services for those who work in the area. Restaurants provide opportunities for lunch with colleagues and services like banks, medical offices, and shops for running errands.



Source: stephenvilleeda.com/locate-and-grow/incentives



Source: tourtexas.com/destinations

2. Tarleton Corner (70 acres)

This student-friendly center merges the university with surrounding residential neighborhoods to provide additional purpose-built student housing, amenities catering to the university, and spaces for collaborative learning or socializing.



Source: tarleton.edu/admissions/



Source: tarleton.edu/admissions/

3. Bosque Neighborhood (32 acres)

This scenic neighborhood adjacent to City Park and the Bosque River Trail is the local center of the southern neighborhoods in Stephenville. It emphasizes the connection to the natural environment and provides a mix of uses for the surrounding residents.



Source: stephenvilletx.gov/



Source: visitstephenville.com/

4. Rural Edge (62 acres)

Stephenville is characterized by its sharp transition from dense centers to rural edges. This neighborhood center supports the surrounding rural community with a concentration of medical facilities and a mix of uses that cater to the needs of residents.



Source: tourtexas.com/destinations



Source: thelilliancrossroads.com/gallery

LAND USE STRATEGIES

1. Update Development Standards and Zoning Ordinances

The city's current development standards do not support the character of development proposed in the Comprehensive Plan. Development standards need to be updated to allow a variety of housing types to support infill development and support the creation of new mixed-use centers that create complete communities. Standards for attached homes, detached homes, small apartments, accessory dwelling units and townhomes allowed in these areas should ensure these new structures fit into the context of the neighborhood and they are suitable for long-term residents in addition to students.

ACTIONS

- B1** Create a program to help existing property owners achieve financing and build accessory dwelling units.
- C1** Update development standards to allow and encourage high quality missing middle housing.
- C2** Update subdivision standards to ensure walkable blocks and fiscally sustainable development patterns are required in new developments.
- C3** Adopt a form-based code.
- C4** Adopt an optional pattern zone for infill development in existing neighborhoods. .
- C5** Update the parkland dedication ordinance to make sure new development is contributing its fair share of parkland.



Portland, Oregon cottage courts allowed by development code.

PROGRAMS

B1. Create a program to help existing property owners achieve financing and build accessory dwelling units.

Adding an accessory dwelling unit to a lot incrementally increases density and provides an opportunity for homeowners to increase their property values and possibly make some rental income. Programs that provide assistance to homeowners include down payment assistance and fee waivers.

POLICIES

C1. Update development standards to allow and encourage high quality missing middle housing.

Updated zoning designations that accommodate 2 to 19 units, considered missing middle housing, are encouraged to allow a variety of housing types throughout the city.

C2. Update subdivision standards to ensure walkable blocks and fiscally sustainable development patterns are required in new developments.

C3. Adopt a form-based code.

The City should update their current zoning designations to a form-based code, which prioritizes the form of buildings over the use of land. This will support the development of mixed-use neighborhoods throughout Stephenville.

C4. Adopt an optional pattern zone for infill development in existing neighborhoods.

To encourage compatible infill development pre-approved building plans can be adopted for missing middle housing types in existing neighborhoods. A pattern zone provides predictability for developers, the City and the public when new development is proposed. These plans should reflect the existing architectural style within the city.

C5. Update the parkland dedication ordinance to make sure new development is contributing its fair share of parkland.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Development Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Grants and funding programs

PARTNERSHIPS

- Real estate and business community
- Property owners
- Residents

GOALS ADDRESSED

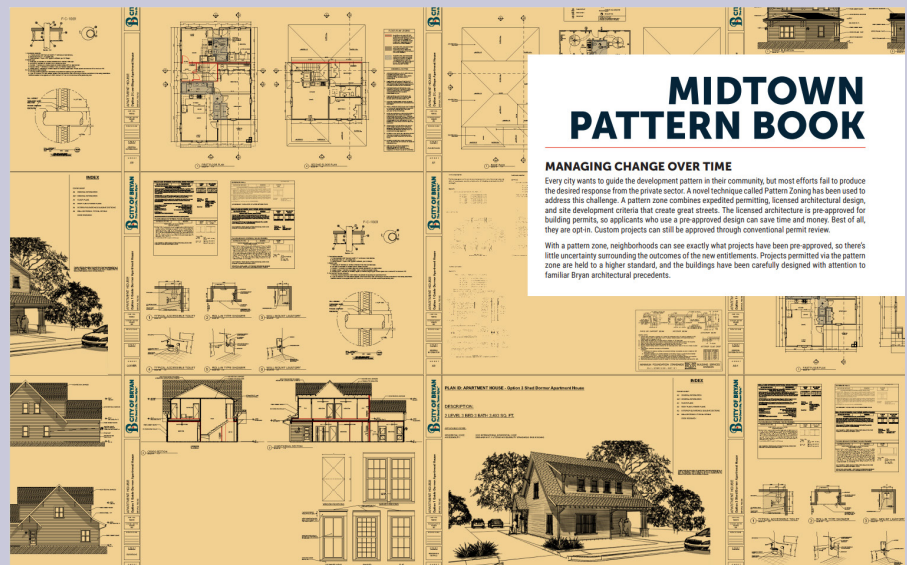


LAND USE STRATEGIES

Case Study: Bryan, TX

In 2020, the City of Bryan adopted an area plan for the Midtown neighborhood to coordinate development in regards to the growth of the city and Texas A&M University. One of the recommendations within the plan was to encourage additional infill development throughout the neighborhood with a pattern book.

This Midtown Pattern Book outlines four different building types, each with multiple variations that have been designed by a licensed architect. These housing types were determined by a visual preference survey taken by residents to establish the design elements that should be incorporated.



Source: docs.bryantx.gov/projects/midtown-map

The Midtown Pattern Book is part of an Area Plan.



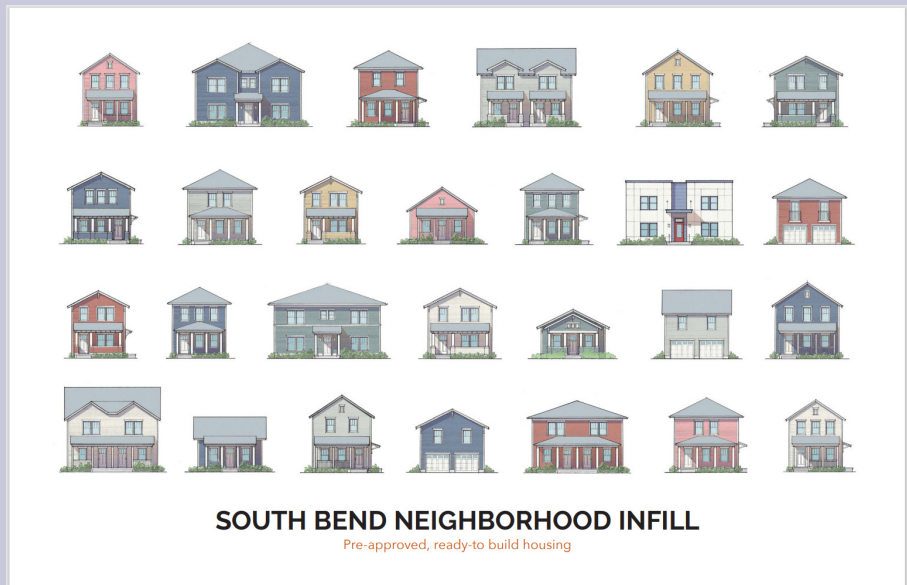
Source: cnu.org

This is an example of the courtyard unit designed for the Midtown Pattern Book.

Case Study: South Bend, IN

The City of South Bend, Indiana developed a document to support neighborhood infill within the city. This document includes a variety of housing types including cottage houses, standard houses, duplexes, six-plex apartment buildings, and others. This document also outlines the process for completing and submitting an application.

Within this document, guidance for each housing type is provided. This guidance includes building dimensions, program, lot standards, and cost assumptions. Additionally, each housing type includes multiple variations of pre-approved elevations and floor plans.



Source: southbendin.gov

The South Bend Neighborhood Infill document applies to the whole city.



Source: southbendin.gov

There are a variety of options for each housing type, allowing for a cohesive design depending on visual preference and existing neighborhood character.

LAND USE STRATEGIES

2. Codevelop (Tarleton 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. Capitalizing on the \$10,000,000 improvements to Harbin Drive, which includes the widening from 2 to 4 lanes and a new shared use path, and Tarleton's new status as a Division 1 program, this development will result in an increase in economic activity and additional housing development.

ACTIONS

- A1 Create a small area plan specific to this area.
- B2 Create a "Town and Gown" committee through the International Town and Gown Association (ITGA) to ensure this partnership is codified and ongoing.



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

PROJECTS

A1. Create a small area plan specific to this area.

Creation of a small area plan for the University Village Regional Center is recommended as a collaborative effort between the City of Stephenville and Tarleton State University. This focused planning effort will allow the City and university to outline specific actions for how this area should be developed. It will provide guidance to those who choose to develop within the regional center and ensure that the goals of the Comprehensive Plan are met.

PROGRAMS

B2. Create a “Town and Gown” committee through the International Town and Gown Association (ITGA) to ensure this partnership is codified and ongoing.

To codify a partnership, it is recommended that the City of Stephenville creates a “Town and Gown” committee in conjunction with Tarleton State University as part of the ITGA. By becoming a member of the ITGA, the City and university will receive access to professional support, webinars, trainings, and a community that will enhance the partnership between them. As both the City and university continue to grow, collaboration between the two will be more imperative to ensure both are able to meet their goals.

PHASE

Mid Term (5-10 years)

LEVEL OF INVESTMENT

\$\$\$ - High

IMPLEMENTING AGENCY

Development Services

FUNDING TOOLS

- Tax Increment District
- ITGA funding programs

PARTNERSHIPS

- Tarleton State University
- ITGA
- Stephenville Economic Development Authority

GOALS ADDRESSED



LAND USE STRATEGIES

To ensure that the University Village regional center supports both the local Stephenville community and the community of Tarleton State University, an ongoing collaboration between the two should be established. Coordination on infrastructure improvements and investments should be outlined in a small area plan. Strategies that support the development of this center include:

- Encouraging Purpose-built Student Housing in this Center,
- Create Neighborhood Hangouts and Other Local Attractors,
- Establish a Business Incubator and/or Maker Hub, and
- Enhance Entrepreneurship & Small Business Programs.



Source: Google Maps

Figure 76: Aerial View of University Village Regional Center

Case Study: Redevelopment of Downtown Lubbock, TX as Student-Focused Center

In 2013, the City of Lubbock updated its comprehensive plan. This plan focused on incentivizing development on vacant properties in Downtown, the neighborhood adjacent to Texas Tech University, specifically housing for students and young professionals.



Source: Google Maps





3.5. HOUSING

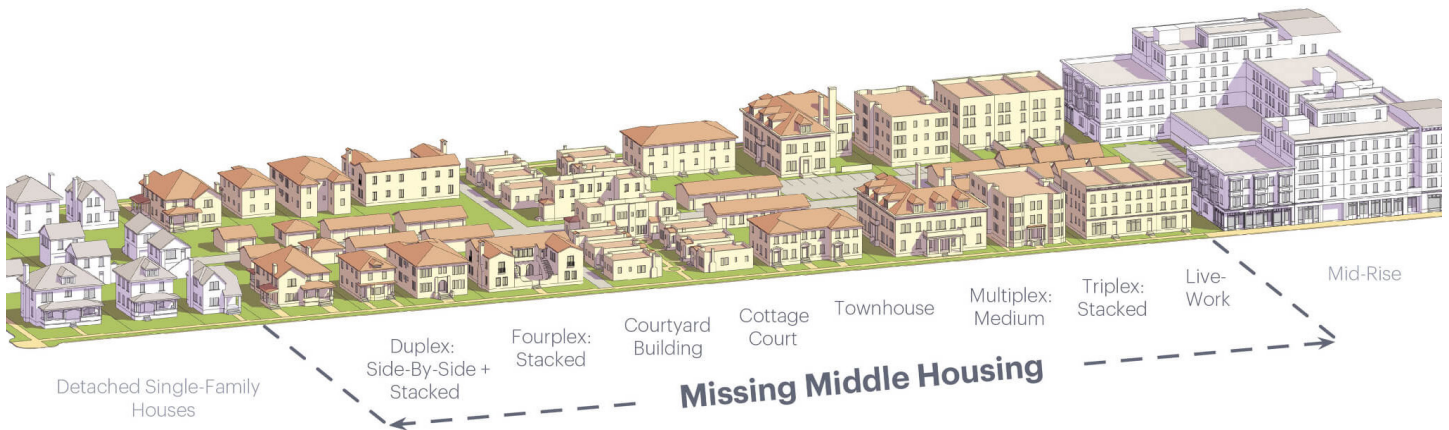
The City of Stephenville needs to accommodate an additional 10,471 residents by 2050. To ensure these new residents can be accommodated, the City must ensure additional housing units can be added to the existing housing stock.

Encouraging missing middle housing, which is defined as a range of house scale buildings

between 2 to 19 units, will support additional infill development and increased density within existing neighborhoods.

Prioritizing the development of purpose-built student housing will help address the growth of Tarleton State University and support its connection to the larger Stephenville community.

The policy statements should be used when making land use decisions and links them to the most relevant project goals.



Source: Opticos

Missing middle housing types.

POLICY STATEMENTS

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.



HOUSING STRATEGIES

3. Increase Non-Student Housing Alternatives

Encourage development of housing that caters to the demands of the local non-student population but also to the needs/desires of professors, doctors and various other professionals that are being actively recruited to the area. Emphasis should be on creating a mix of alternatives ranging from walkable townhomes, flats and bungalows to well designed neighborhoods.

ACTIONS

- B3** Create a targeted housing incentive program that spurs growth of preferred housing.
- C6** Define specific types of housing, targeted markets, locations to be promoted, and number of units.
- C7** Establish design standards and zoning requirements to promote good design and protect neighborhoods.



Courtyard Housing in Raleigh, North Carolina.

PROGRAMS

B3. Create a targeted housing incentive program that spurs growth of preferred housing.

To support housing development in specific areas within the city, the City should create a program that provides incentives for developing in those areas. These incentives can include down payment assistance, fee waivers, and establishing targeted redevelopment areas.

POLICIES

C6. Define specific types of housing, targeted markets, locations to be promoted, and number of units.

To encourage a mix of housing types within Stephenville, these housing types should be defined as uses within the development code. As the code is updated, determine which districts these housing types should be included. Parameters that define the number of units per acre should be included to ensure the appropriate density is allowed.

C7. Establish design standards and zoning requirements to promote good design and protect neighborhoods.

It is recommended that the City updates its zoning code to utilize a form based approach and create pattern zones to ensure that new development fits in with the existing character of Stephenville while also providing additional housing units to support the growing population.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Development Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Grants and funding programs

PARTNERSHIPS

- Texas State Affordable Housing Corporation
- Local builders and developers

GOALS ADDRESSED



HOUSING STRATEGIES

4. Encourage Student Housing Adjacent to Campus

With the growth of Tarleton State University, there is a growing market for private dorms, also referred to as purpose-built student housing. When properly planned for these buildings can contribute to improvements in pedestrian infrastructure and help to establish walkability and other community goals in the areas where they are built. Purpose-built student housing complexes will contribute to growing taxable value of property in key areas.

ACTIONS

- C8** Define purpose-built student housing as a use in the zoning.
- C9** Designate areas where Purpose-Built Student Housing is allowed.
- C10** Update development standards to ensure walkability is met.



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

POLICIES

C8. Define purpose-built student housing as a use in the zoning.

The City will support the growth of Tarleton State University by defining purpose-built student housing as a use within the zoning code. This will allow the City to prioritize student housing in certain areas that are most appropriate for additional student housing.

C9. Designate areas where Purpose-Built Student Housing is allowed.

Updates to the zoning code are recommended to allow purpose-built student housing in specific zoning districts that are most appropriate for student housing. These district will most likely be in areas within a 15 minute walkshed of the university so students can live within close proximity of campus.

C10. Update development standards to ensure walkability is met.

Development standards are recommended to be updated to ensure that new development provides pedestrian connections to support increased walkability. This will include the development of sidewalk and bicycle facilities as well as ground floor retail within mixed-use buildings to promote active corridors.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Development Services

FUNDING TOOLS

- ITGA funding programs
- Grants and funding programs

PARTNERSHIPS

- Tarleton State University
- ITGA
- Local builders and developers

GOALS ADDRESSED



HOUSING STRATEGIES

Purpose-Built Student Housing in Austin

West 24th Street in Austin is a major corridor west of the University of Texas, Austin with numerous purpose-built student housing developments adjacent to campus. In 2004, the University Neighborhood Overlay was created to facilitate this development.

W 24th St Austin, 2007



W 24th St Austin, 2023



Purpose-Built Student Housing in Lubbock

In 2013, the City of Lubbock updated its comprehensive plan. This plan focused on incentivizing development on vacant properties in Downtown, the neighborhood adjacent to Texas Tech University, specifically housing for students and young professionals.

Avenue T, Lubbock 2007



Avenue T, Lubbock 2022



Purpose-Built Student Housing in San Marcos

The City of San Marcos has put a concerted effort into redeveloping the downtown area adjacent to the Texas State University campus to encourage the development of purpose-built student housing.



Purpose-Built Student Housing in College Station

University Drive is the corridor which separates Texas A&M University from the Northgate District. To spur development in the Northgate District, the City of College Station updated its zoning codes to allow purpose-built student housing at a variety of densities.



HOUSING STRATEGIES

5. Discourage Displacement

Pro-actively discourage displacement by encouraging the preservation of naturally occurring affordability in the form of smaller lots and smaller units. This can also include allowing more units on less land for new construction. Consider incentives like allowing additional units to be built on a lot when the main unit is preserved.

ACTIONS

- B4** Consider strategies to prevent displacement when making infrastructure upgrades that may lead to increased property values in lower income neighborhoods.
- C11** Update development standards to allow more smaller homes to be built on infill lots.



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

PROGRAMS

B4. Consider strategies to prevent displacement when making infrastructure upgrades that may lead to increased property values in lower income neighborhoods.

Creating a density bonus program to encourage developers to preserve existing housing on lots where they are developing additional housing units is recommended. This allows existing affordable housing stock to remain while also increasing the density per acre to ensure the City can accommodate new residents at a variety of income levels.

POLICIES

C11. Update development standards to allow more smaller homes to be built on infill lots.

It is recommended that the City encourage developers to build smaller homes, which result in a more efficient use of infrastructure, services, and amenities within the city. Development standards like minimum lot sizes, setbacks, and parking regulations need to be updated to accommodate smaller homes.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Development Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Grants and funding programs

PARTNERSHIPS

- Non-profit affordable housing providers
- Local builders and developers

GOALS ADDRESSED





3.6. TRANSPORTATION

THOROUGHFARE PLAN

The purpose of the Thoroughfare Plan is to meet the future mobility needs of the City of Stephenville by identifying smart transportation investments that maximize the use of existing infrastructure and enable the City to provide and utilize sufficient resources for long-term maintenance, repairs, and replacement. The City’s vision is to develop transportation infrastructure to support additional housing supply that enhances the

community’s character and supports the needs of long-term residents. This vision will create a vibrant university community, regional economic centers, and welcoming place to live.

Finally, the Thoroughfare Plan establishes policies, programs, and projects necessary to improve and enhance Stephenville’s transportation network in a fiscally sustainable manner. Through the evaluation of future

roadway and multi modal improvements, in addition to planned development activities and their subsequent impacts on traffic volumes and operations, the improvements recommended in this report can help to achieve the visions and goals of the City of Stephenville.

The policy statements should be used when making land use decisions and links them to the most relevant project goals.

POLICY STATEMENTS

Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

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 are consistent with traditional block sizes in Stephenville.
5. Improve access management policies to prolong the life and function of major roads and corridors.

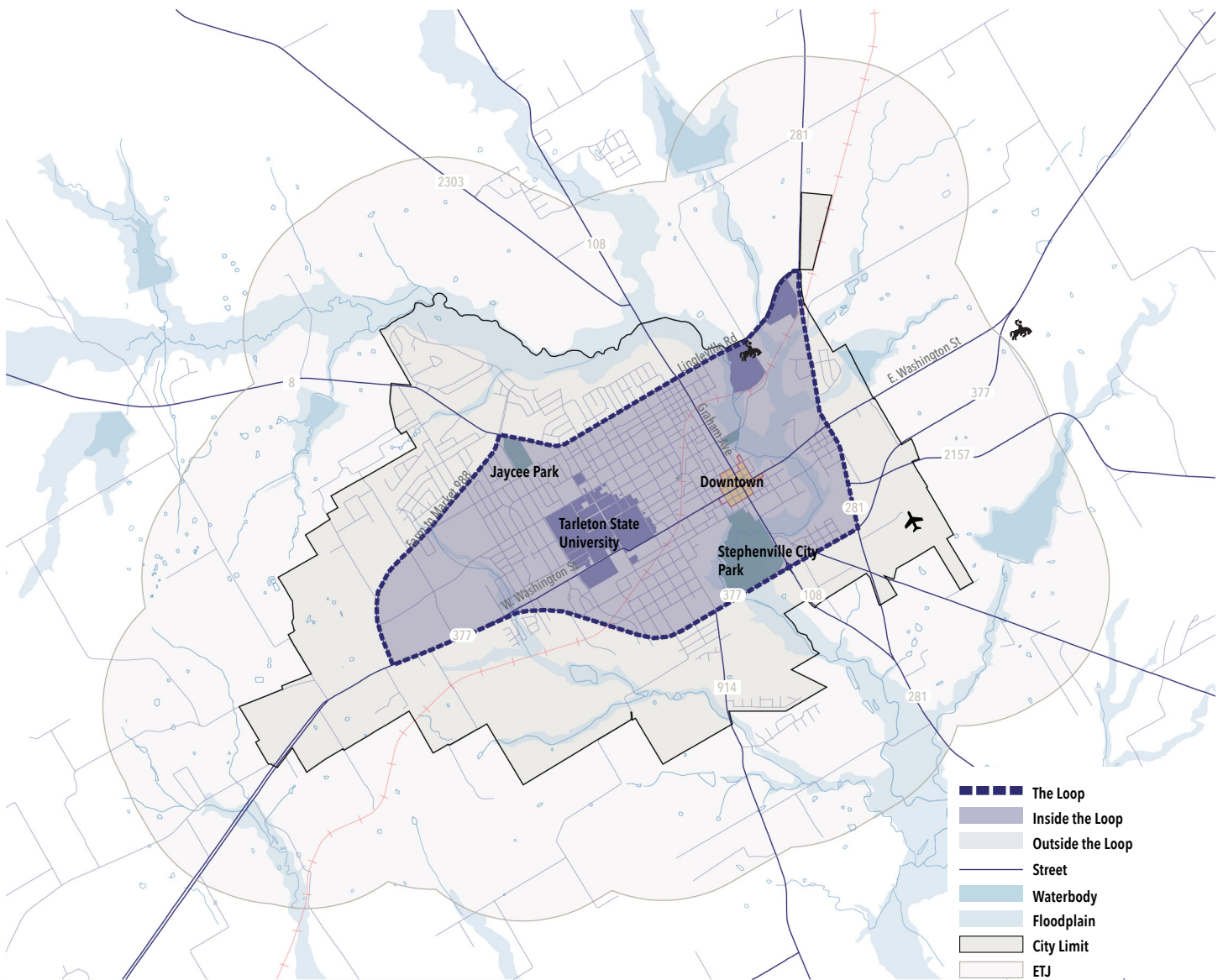


THOROUGHFARE PLAN

A key element of the plan is the Thoroughfare Plan Map which is used as a tool to identify specific locations within the transportation network that need to be connected, extended, or enhanced to accommodate future growth. The map provides categorization of roadways, the necessary land area for construction, the standards

for design, and the quantity of lanes for uninterrupted movement on each main route inside the City. The foundation of the thoroughfare plan map builds on the Growth Sector and Future Land Use Maps that rely on a fiscally sustainable approach of accommodating the majority of growth within the already developed portions of Stephenville. Based on

this approach to growth, specific transportation network strategies have been created for areas Inside the Loop, the Loop, and areas Outside the Loop.



Source: ESRI, City of Stephenville

Figure 77: Loop Strategy Map



INSIDE THE LOOP

Thoroughfare Plan streets within the loop travel through varied and dynamic environments from quiet neighborhoods to downtown activity nodes. They are a platform for creating and capturing value through place-making. Right-of-way is generally constrained for existing thoroughfare plan streets located Inside the Loop and opportunities to expand streets are limited. Strategies to expand capacity and throughput include reducing conflicts through access management, improving safety, and increasing opportunities for pedestrian and bicycle trips.

THE LOOP

Stephenville has an established loop around the city made up of State-owned roadways. The main goal for these roads is to provide efficient travel for vehicles that are traveling longer distances. Currently the loop is functioning in many areas as the main access point for regional retail and shopping centers. These areas are characterized by frequent driveways, distracting signage, higher numbers of accidents and congestion. In these areas the Loop is functioning as a “stroad”. Originally coined by Strong Towns, an American nonprofit organization dedicated to helping cities and towns in the United States, “stroads” refer to urban thoroughfares that are like both streets and roads but don’t really do either one’s job. Typical characteristics of these “stroads” include wide lanes, high speed limits, and limited pedestrian facilities. The root cause of these “stroads” stems from zoning laws and land use policies that encourage the expansion of roadways and the overall prioritization of automobile-centric development over pedestrian-friendly urban design. Stroads are expensive for cities due to the significant costs associated with their construction, maintenance, and the adverse economic impacts they generate.

OUTSIDE THE LOOP

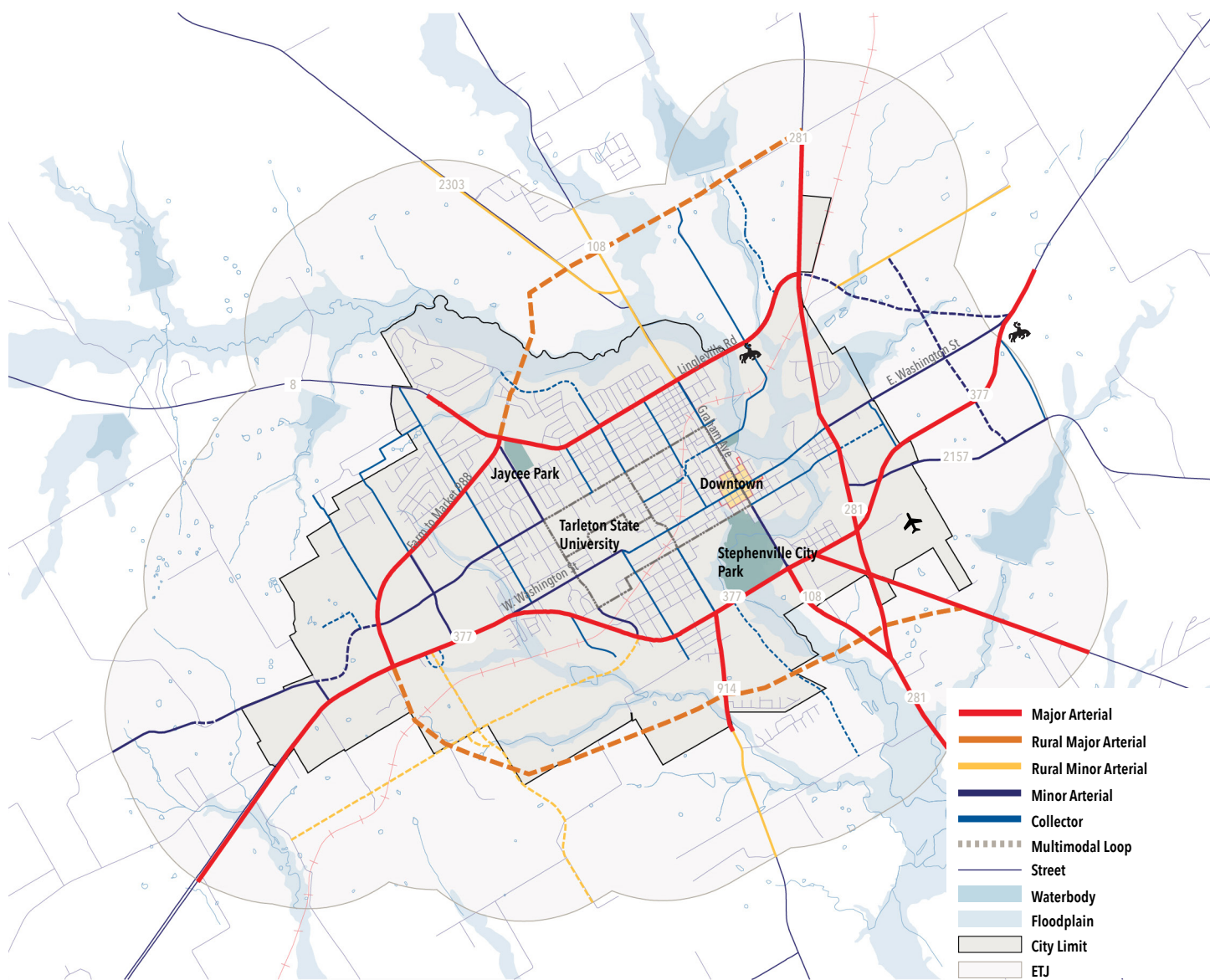
Few new thoroughfares are proposed for areas outside the loop in support of the Future Land Use Plan and fiscally sustainable approach of encouraging the majority of investment in transportation infrastructure in already developed areas to ensure that they can accommodate more growth and development. Thoroughfare Plan Recommendations outside the loop include preserving key corridors for future long term growth, ensuring proper access management and development patterns on any new corridors to prevent more “stroads” and preserving the rural character with context sensitive design.

THOROUGHFARE CLASSIFICATIONS

It's common practice for cities to implement a conventional, functional classification system to categorize roads based on the specific purpose they are designed to serve. While this plan maintains the traditional functional class, it also provides additional cross sections that include Complete Street elements such as: Wider sidewalks, bicycle lanes, on-

street parking and landscape spaces. The thoroughfare plan looks to incorporate elements of urban design that will serve to enhance the space between the building front and the back of the curb. These factors impact not only automotive users, but also pedestrians and cyclists.

It is not the intent for the Thoroughfare Plan to become a prescriptive and strict set of rules but instead it should serve as a guide for the design of new and existing streets. The Thoroughfare Plan divides the transportation network into the following functional classes; Major Arterials, Minor Arterials, Collectors, and Neighborhood Streets.



Source: ESRI, City of Stephenville

Figure 78: Thoroughfare Plan Map

TREND LAND USE SCENARIO

- Generates 150,000 more trips than the Mixed-Use Scenario.
- Separation of land uses create longer trips.

MIXED-USE SCENARIO

- 15 percent of trips shift modes to walking or cycling.
- Mixing uses create shorter trip lengths.



Figure 79: Trend Scenario Network

Source: ESRI, City of Stephenville



Figure 80: Mixed-Use Scenario Network

Source: ESRI, City of Stephenville

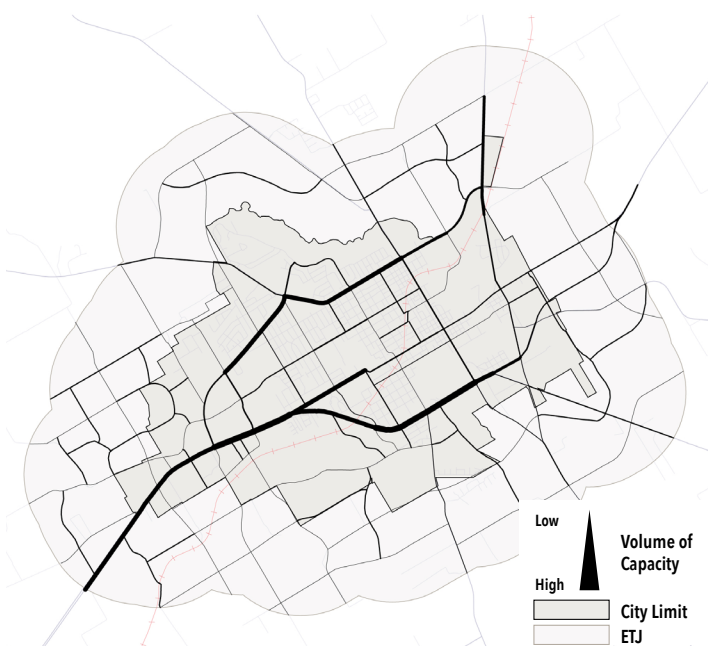


Figure 81: Trend Scenario Volume of Capacity

Source: ESRI, City of Stephenville

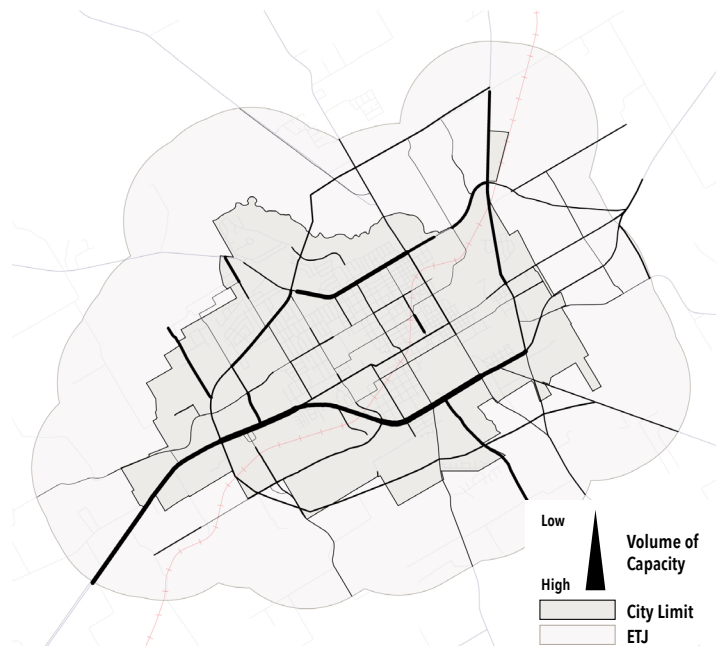


Figure 82: Mixed-Use Scenario Volume of Capacity

Source: ESRI, City of Stephenville

ELEMENTS OF A STREET

The Purpose of a Typical Section

A typical street section forms the foundation of street design decisions. This is the starting place for design of a new street, a streetscape adjacent to a new development, or the redesign of an existing street. The ultimate street design, however, should change as it travels through different contexts within a community and as it serves different users.

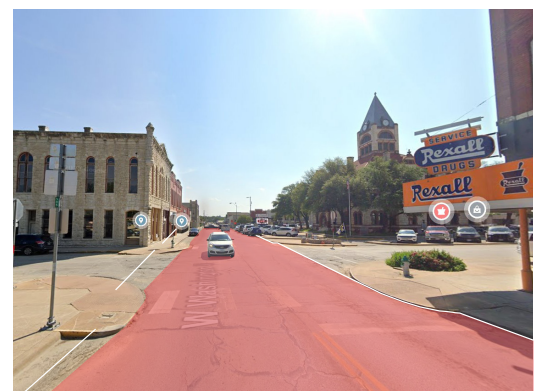


Figure 83: Washington Street Context Changes



CONTEXT SENSITIVE DECISION MAKING CHECKLIST

- Safety for All Users
- Scale of Adjacent Development
- Maintenance Costs
- Initial Improvement Costs
- Drainage Network
- Accessibility to Adjacent Schools, Parks, Libraries
- Soil Conditions
- Adjacent Land Uses
- Local Industry and Freight
- Transit Routes
- Community Events
- Access to Employment
- Local Demographics
- Bicycle Routes
- Tree Canopy
- Potential for New Development
- Number of Users Benefiting
- Noise

Designing for People (Function)

Types of Users

Analyze both the current users of the streets and mode of travel as well as the anticipated or desired types of users and modes of travel when designing a street. This helps to inform the amount and type of space dedicated to different users.

Number of Users

Analyze current and projected volumes for all modes of travel to help identify the amount and type of space dedicated to each mode of travel within the ROW.

Designing for Place (Context)

Built Environment

The scale of buildings and blocks and the mix of uses that frame each street make up the character of the place. Transportation facilities provided within the street shape mobility and travel decisions, directly and indirectly impacting environmental quality, public health and safety, and quality of life.

Natural Environment

In urban areas, the larger natural environment may include habitats, local ecosystems, and green and blue systems such as floodplains. In the face of climate change, design street networks to respect, protect, embrace, and enhance ecological systems, natural topography, and water bodies, and to manage local climatic conditions.

Social And Cultural Context

Streets can allow people to live their public life in a city. Design streets to inform a sense of place in each neighborhood, embedding historical and cultural meaning for communities.

Economic Environment

The level of economic development, political concerns, and investment priorities shape the rate of urbanization, patterns of built form, reliability of transit service, and trends of private car ownership. Analyze the economic environment and identify the types of businesses and industries that use urban streets, and the number of jobs they support.

ELEMENTS OF A STREET

FZ
0 ft - 6 ft

Frontage Zone: Provides a transition between sidewalk and the built environment of the lot which could include a fence, landscaping, and building (in a 0 feet setback condition). The frontage zone is usually clear for passage into buildings or lots, but may also be an opportunity for outdoor displays and dining.

The frontage zone is typically between 0 feet and 3 feet wide. Wider frontage zones should be prioritized in retail areas where outdoor displays or dining. Where ROW is constrained, the frontage zone is the first zone to be reduced or eliminated.

PZ
5 ft - 12 ft

Pedestrian Zone: Includes a sidewalk that is usually clear of all obstructions. The purpose is to allow for pedestrian movement in parallel with the road. Five foot minimum meets ADA compliance and allows people to pass one another easily when walking or in wheelchairs.

The sidewalk is typically between 5 feet and 12 feet wide. Wider sidewalks should be prioritized in areas such as the regional centers where they can serve as a gathering. A wider sidewalk is also applicable when used as a shared path for bicycles and pedestrians. Where ROW is constrained, the sidewalk is one of the last zones to reduce and should not be reduced less than 5 feet

TZ
3 ft - 8 ft

Tree/Landscape Zone: refers to all areas where plants are used in the pedestrian realm including tree wells, garden beds and planter pots. These serve a variety of purposes including buffering, water quality, aesthetic enhancement, shade and habitat.

The tree / landscape zone is typically 6 feet wide and designed to contain a tree. Wider tree / landscape zones should be prioritized in areas with higher speeds to provide a greater buffer. The landscape / tree zones in urbanized areas may contain tree wells to provide greater access from parked cars to the sidewalk. Where ROW is constrained, the tree / landscape zone may be reduced to 3 feet

VPZ
0 ft - 17 ft

Vehicular Parking Zone: On-street parking should be accommodated on most public streets. On-street parking provides the opportunity for easy access and connectivity to the street-scape and the adjacent land uses.

The parking zone can be undesignated and intermittent allowing a yield condition within the street or designated by striping. Designated parallel parking areas are typically 8 feet and angled parking is 17 feet On-street dimensions can be slightly reduced or eliminated in constrained conditions.

VTZ
20 ft - 40 ft

Vehicular Travel Zone: the space within the ROW where multiple types of vehicles travel. In a multimodal street network, transit, bicyclists and motorists often have separated space so the modes can function safely and reduce conflicts.

The travel zone can be designed for local access or for mobility. Ensuring safety for multiple modes of transportation is key to the function of a street. Travel zones vary significantly but within constrained environments, narrow lane widths (10 feet) can help improve the safety and efficiency of the street.

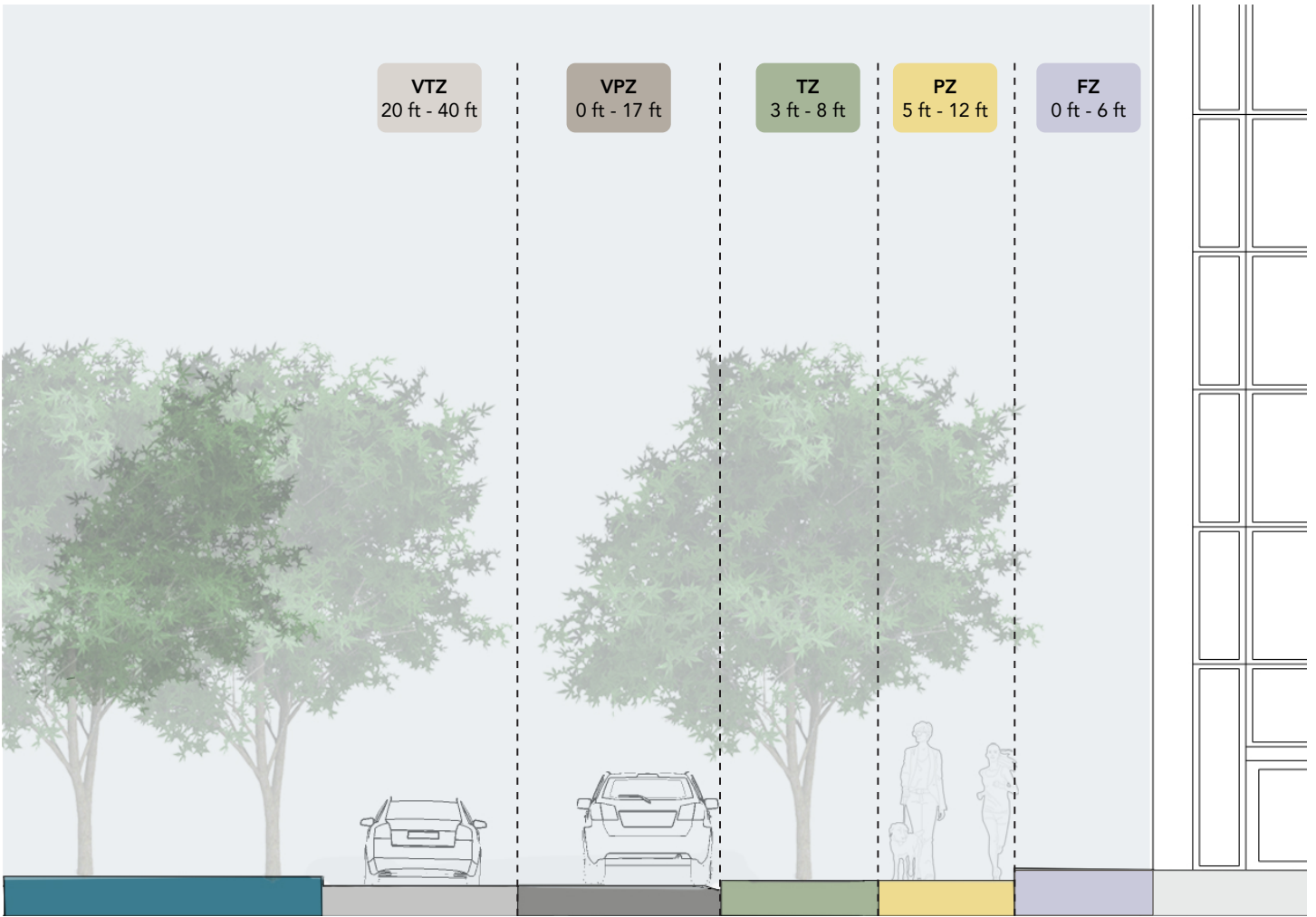
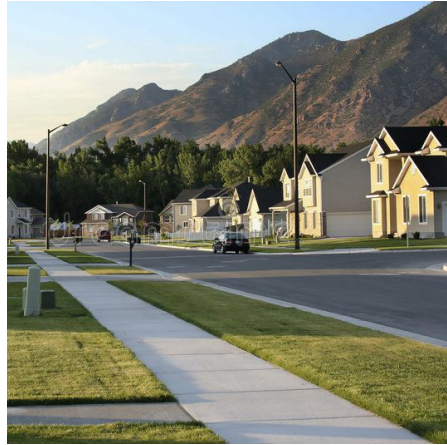


Figure 84: Elements of Street Design

TYPICAL STREET SECTIONS

Queuing Street

A queuing street is a low capacity and low speed street. The street width is limited in order to encourage slower traffic. On-street parking is permitted on both sides but is not continuous or designated by striping. Bicyclists can travel in the street with vehicular traffic due to the low speeds. Sidewalks are separated from the street by a continuous tree zone.



Source: Safe neighborhoods

Queuing streets are narrow to keep traffic slow.



Source: HDR

Parked cars reduce the width of the travel lanes and cause people to drive slow.

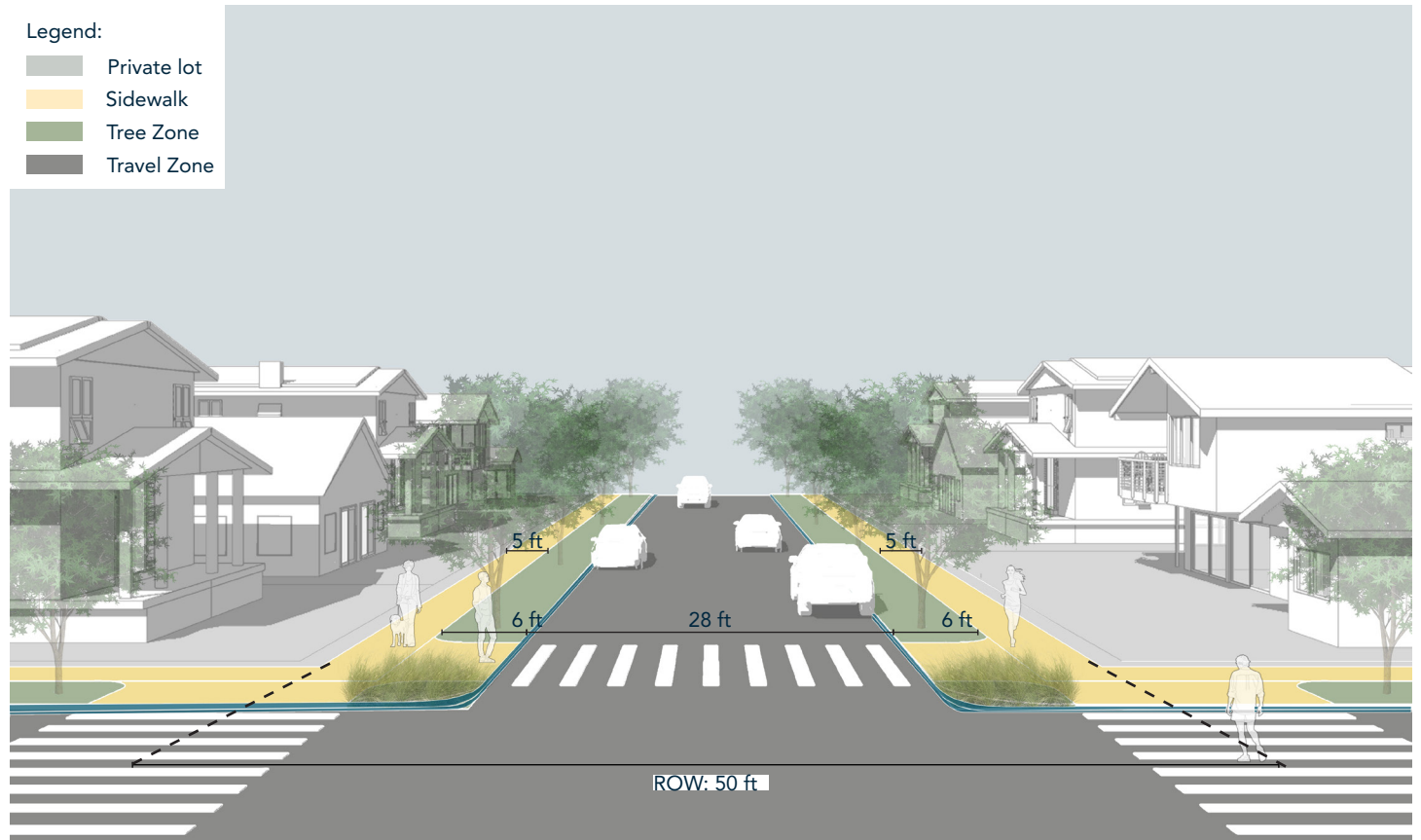


Figure 85: Perspective Section Through Queuing Street

Collector - City Center

A collector - city center is a moderate capacity streets which connects local streets to arterials. It is a low speed street that provides more space for continuously parked vehicles and sidewalks are separated from the street by a continuous tree zone. These streets are designated for existing collectors within the city limits.



Source: nacto.org/

These streets are found within established neighborhoods.



Source: ayersassociates.com

Well designed sidewalks enhance the pedestrian experience.

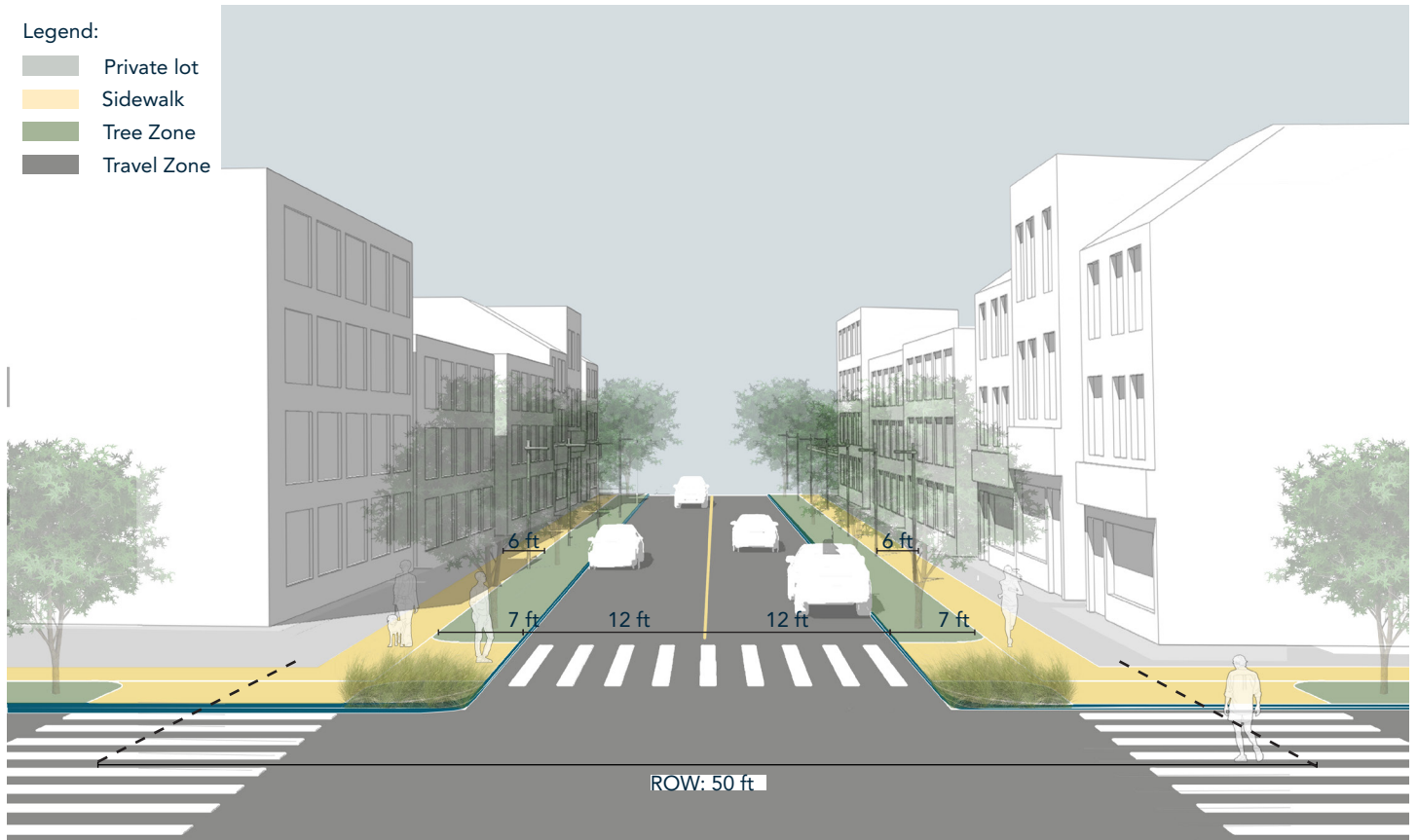


Figure 86: Perspective Section Through Collector City Center

TYPICAL STREET SECTIONS

Multimodal - City Center

A multi modal - city center is a low capacity and low speed street that prioritizes space for other modes of transportation. A protected land for bicyclists is provided separated from the sidewalk by the tree zone. These streets are defined in the Thoroughfare Plan as a loop that connects the downtown area to Tarleton State University where there are higher densities in mixed-use areas.



Bicycles are separated from vehicles on this street type.



A shared use path buffered from travel lanes.

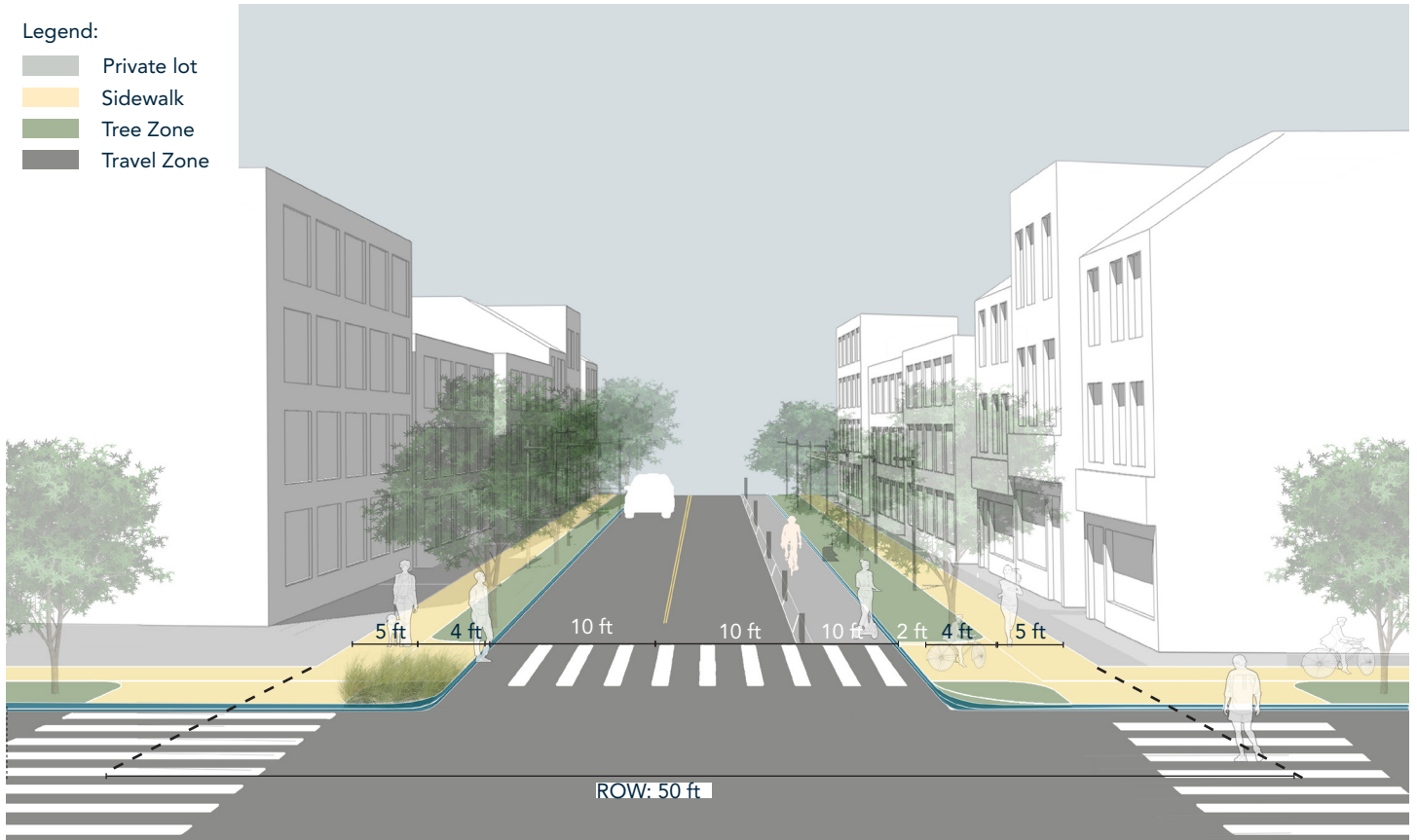


Figure 87: Perspective Section Through Multimodal City Center

Neighborhood Street

A neighborhood street is a low capacity and low speed street that provides more space for continuously parked vehicles. Bicyclists can travel in the street with vehicular traffic due to the low speeds and sidewalks are separated from the street by a continuous tree zone. These streets are appropriate where there are higher density types adjacent to the street or in commercial or mixed-use areas.



Source: HDR

Mueller in Austin, TX, has a number of Neighborhood streets.



Source: Construction pros

As a neighborhood street matures, its tree canopy provides nearly full shade.



Figure 88: Perspective Section Through Neighborhood Street (New)

TYPICAL STREET SECTIONS

Collector - Mixed-Use Street

A collector - mixed-use street is a moderate capacity street which connects local streets to arterials. It is a low speed street that provides more space for continuously parked vehicles and sidewalks are separated from the street by a continuous tree zone. These streets are designated for new or retrofitted roads.



Source: HDR

Collectors are scaled for people.



Source: Construction pros

Make space for amenities when building new streets.

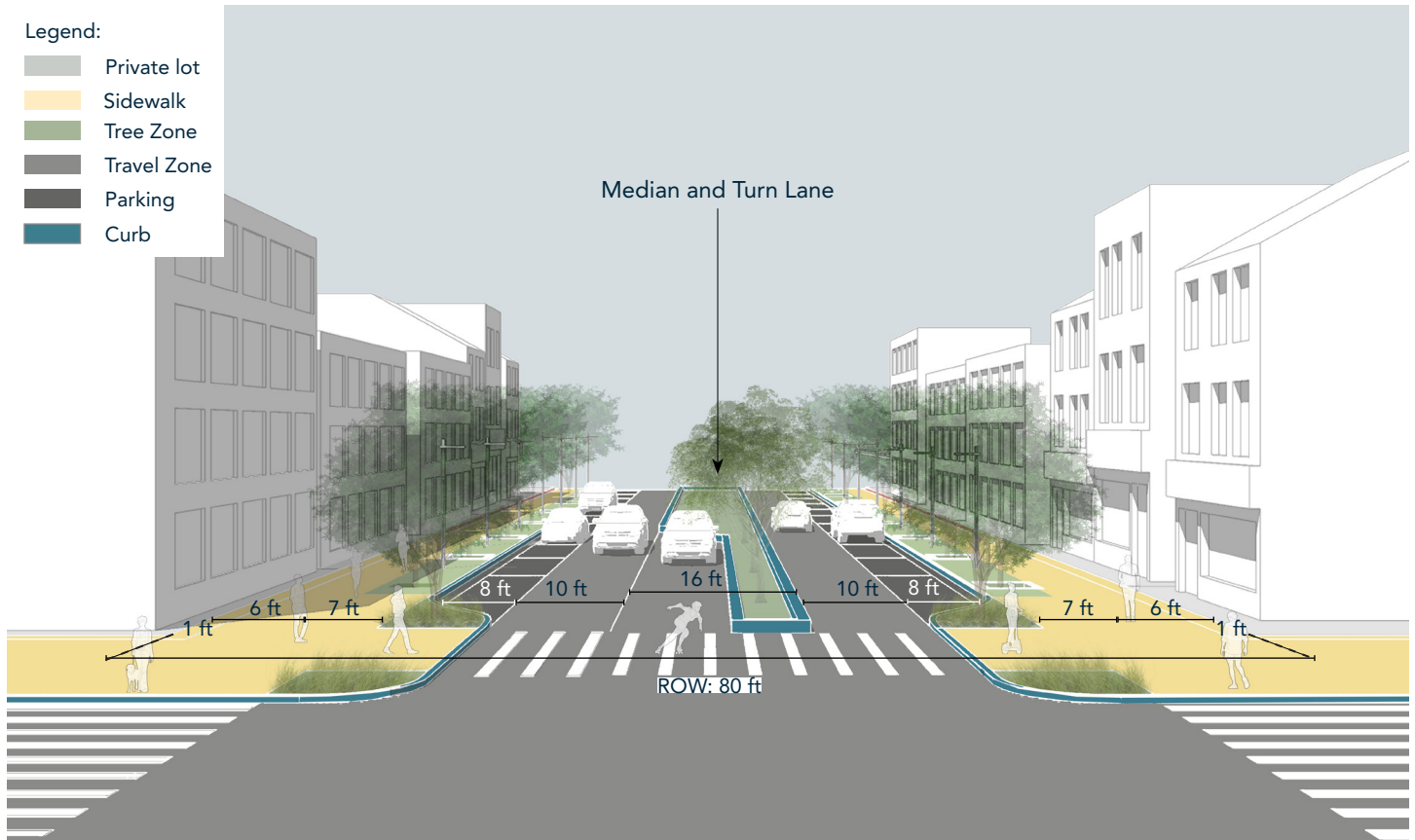


Figure 89: Perspective Section Through Collector Mixed-Use Street (New or Retrofit)

Minor Arterial

A minor arterial is a road that is designed for the most intense mixed-use and commercial areas. Turning movements should be limited on minor arterials when possible and vehicular access to private lots should be from secondary streets or alleys. Bicyclists and pedestrians are typically separated from vehicular traffic and transit should be prioritized along minor arterials.



Source: HDR

Boulevards serve commercial uses.



Source: HDR

Boulevards provide for high-density development.

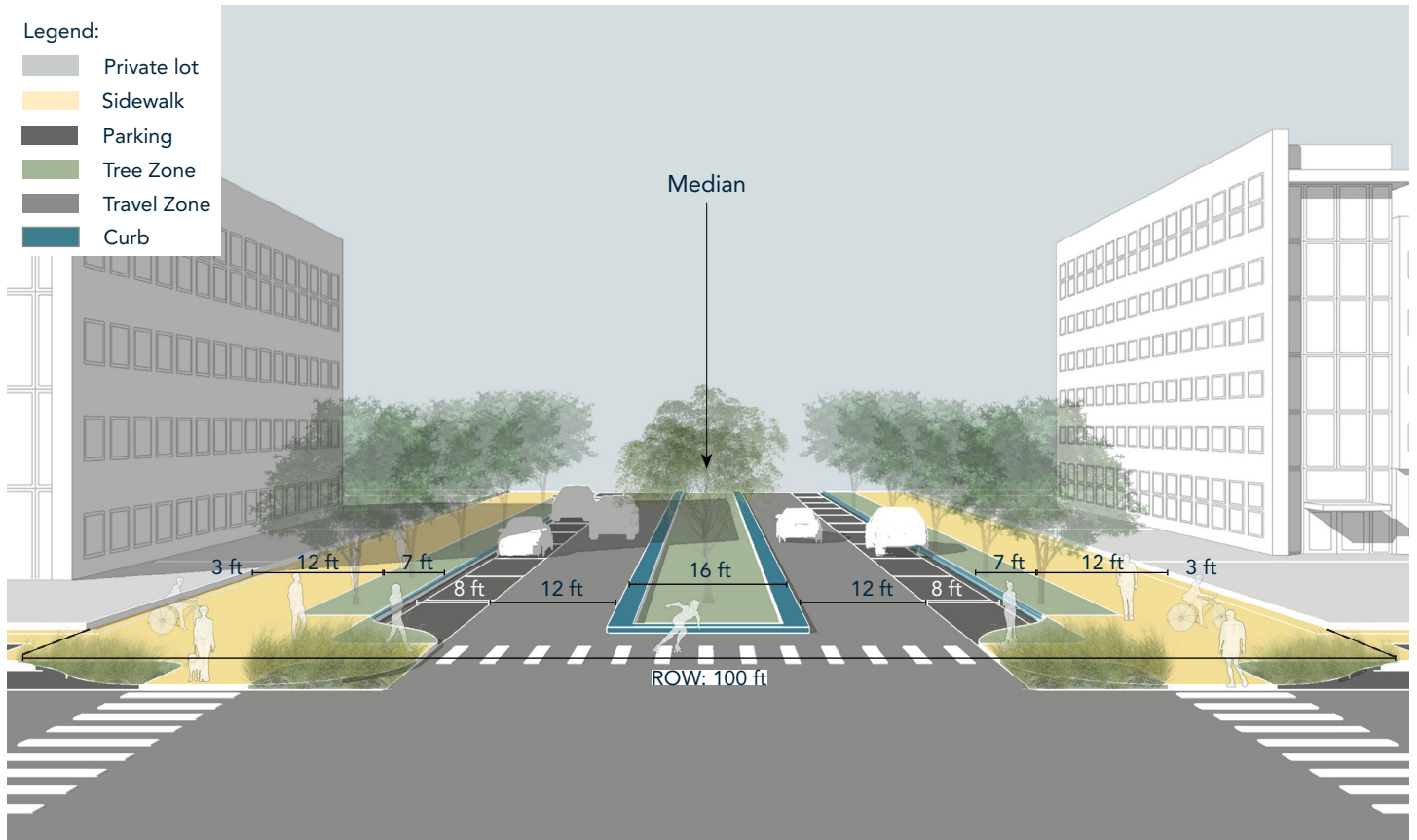


Figure 90: Perspective Section Through Minor Arterial

TYPICAL STREET SECTIONS

Major Arterial

A major arterial is a road that is designed to connect vehicle from one point to another. Turning movements should be limited on major arterials when possible and there is no access to private lots.



Source: strongtowns.org

Major arterials should connect from one place to another with minimal interruption.



Pedestrian connections are typically sited away from major arterials.

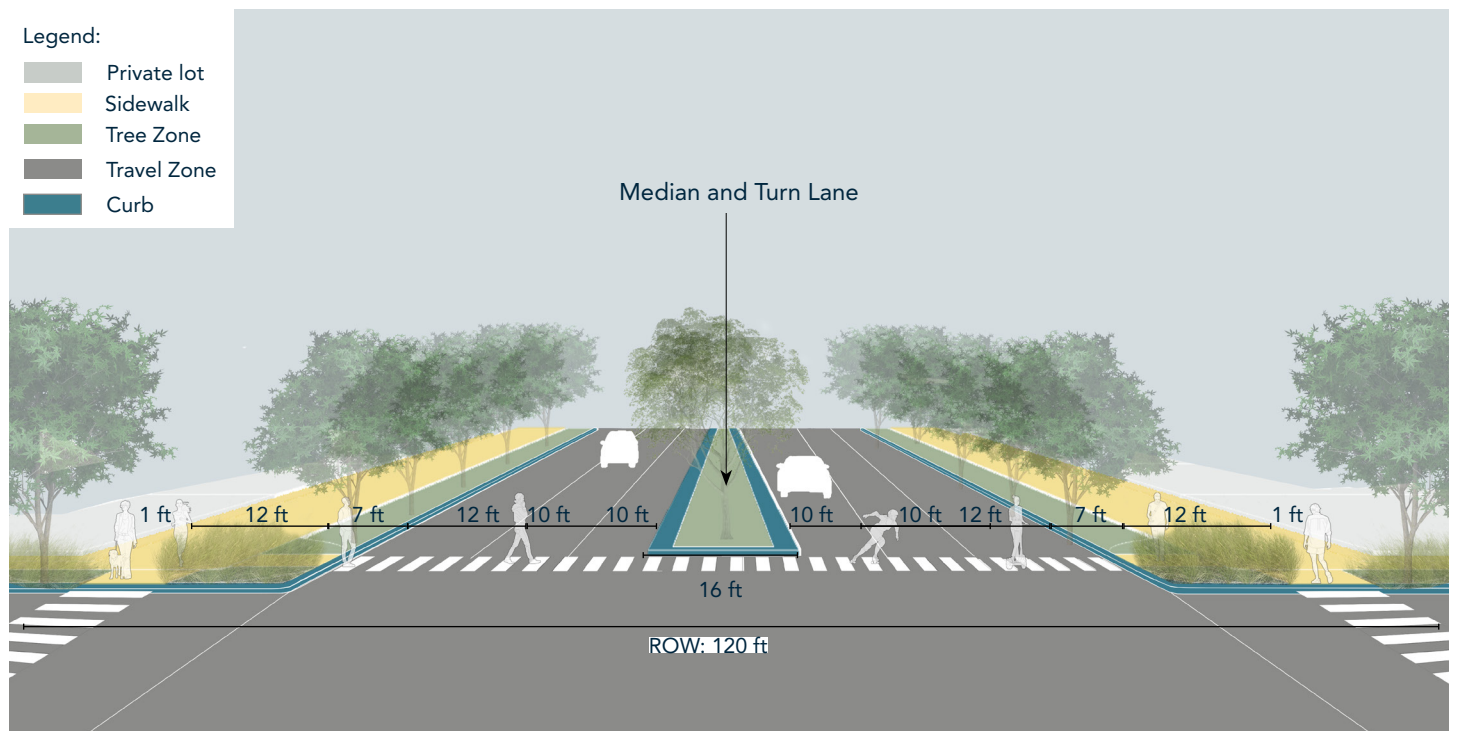


Figure 91: Perspective Section Major Arterial - 6 Lane



TRANSPORTATION STRATEGIES

6. Coordinate with TXDOT to Address Targeted Intersections

Establish a comprehensive understanding of TXDOT's guidelines and protocols regarding intersection enhancement and management through research and communication. This will allow for greater collaboration with TXDOT. Intersections, segments, and overall "hotspots" will be determined throughout the city's transportation network in coordination with TXDOT.

ACTIONS

- A2 Coordinate with TXDOT to conduct a safety study to determine "hotspots" within the transportation network.
- A3 Design the street grid connections with flexibility and safety in mind and include developers in the design process.



The intersection at Lingleville Road and Farm to Market 988 is a high priority intersection regarding safety concerns.

PROJECTS

A2. Coordinate with TXDOT to conduct a safety study to determine “hotspots” within the transportation network.

Certain intersections in Stephenville have been identified as dangerous, specifically Lingleville Road and Farm to Market 988. To address these “hotspots,” the City should work with TXDOT to determine what interventions can be utilized to address safety concerns. Once these interventions are identified, the City should capitalize on state and regional transportation funding to pursue these projects.

A3. Design the street grid connections with flexibility and safety in mind and include developers in the design process.

Many streets within the city do not fully connect, making it difficult to travel north to south or east to west. The City should identify specific road segments that can be connected and prioritize the acquisition of the property needed to connect the streets. The City should utilize its Capital Improvement Budget to ensure it has funds to connect the grid.

PHASE

Long Term (10+ years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Public Works

FUNDING TOOLS

- State and regional transportation funding
- City of Stephenville budget allocation

PARTNERSHIPS

- TXDOT

GOALS ADDRESSED



TRANSPORTATION STRATEGIES

7. Address Existing and Prevent Future “Stroads”

Tailoring an approach towards tackling specific problems within the transportation network that consider the unique characteristics of each location, such as topography, green space, surrounding land uses, and community safety will minimize the opportunities for conflicting land use patterns and unsafe road designs otherwise known as “stroads.”

ACTIONS

- B6** Create a toolbox of possible alternatives that can be implemented citywide.
- C12** Coordinate with TXDOT regarding a traffic engineering operations study.
- C13** Enforce TXDOT access management policy.
- C14** Explore driveway design standards to improve traffic flow and smooth turning.



A “Stroad” is part street, part road, and perform neither function well.

PROGRAMS

B6. Create a toolbox of possible alternatives that can be implemented citywide.

Creating a toolbox of strategies to address existing and future “stroads” is recommended. A “stroad” is a combination of a street and a road, coined by Strong Towns. Streets are places where people intersect with business and residences, creating a framework for community wealth. Roads are high-speed connections between productive places. A “stroad” acts as both and does not serve either purpose well. Tools that can be utilized to help address “stroads” include access management, road diets, which can involve reducing the number of roadway lanes, and increasing mobility options.

POLICIES

C12. Coordinate with TXDOT regarding a traffic engineering operations study.

The City should work together with TXDOT to understand where roads are not operating at their highest efficiency and determine what the best tools are for addressing those areas.

C13. Enforce TXDOT access management policy.

TXDOT has created standards for access management which are intended to preserve highway safety. These standards include required spacing number of access points and their locations, which vary based on the surrounding land use context. The City should implement these standards to avoid creating potential “stroads” in the future.

C14. Explore driveway design standards to improve traffic flow and smooth turning.

A component of enforcing access management is ensuring there are high standards for driveway design. A variety of designs should be available for different road classifications to ensure that the flow of traffic is not impeded by incompatible design.

PHASE

Long Term (10+ years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Public Works

FUNDING TOOLS

- SS4A Grant
- Increased values from infill development and redevelopment

PARTNERSHIPS

- TXDOT
- Development Community

GOALS ADDRESSED



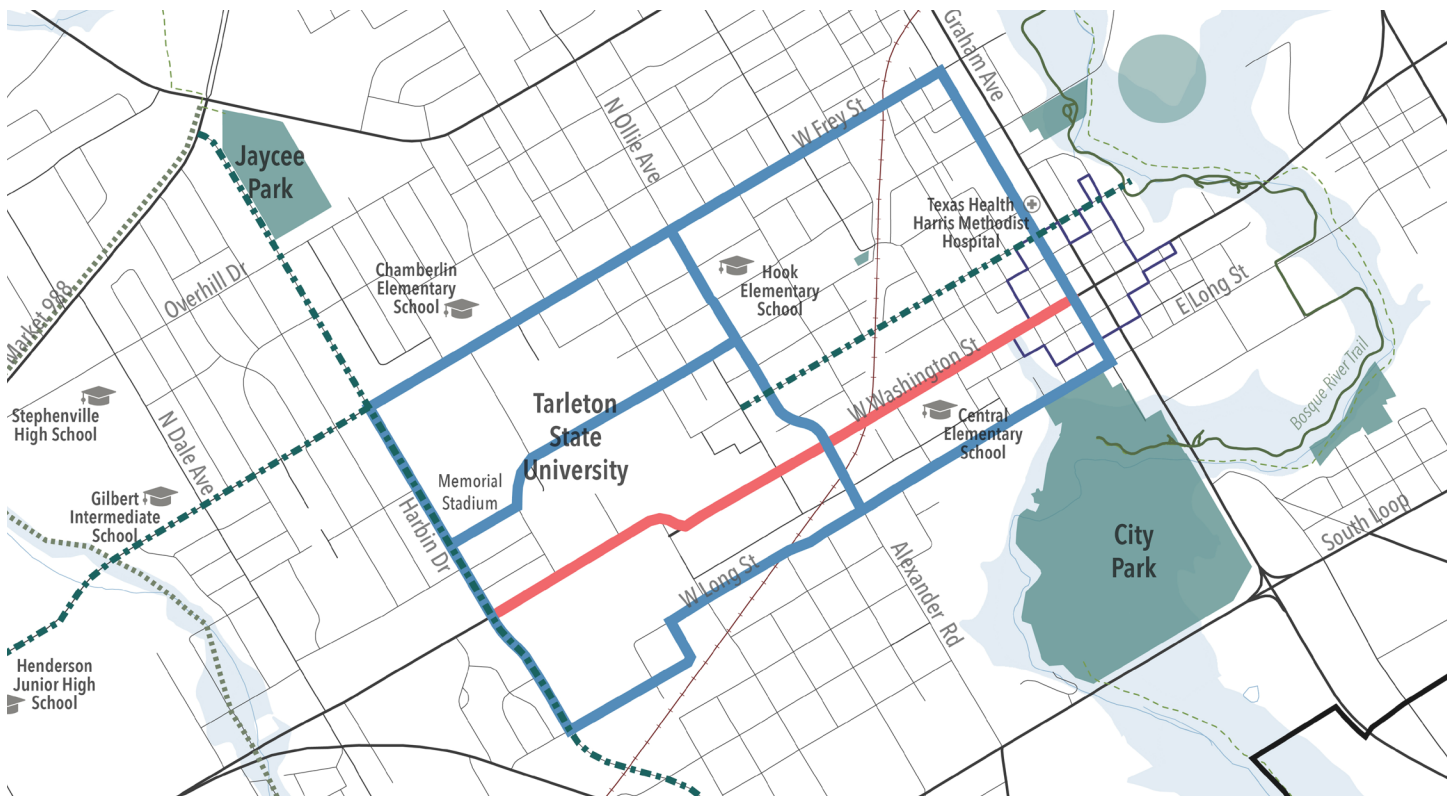
TRANSPORTATION STRATEGIES

8. Develop a Multi modal Loop to Connect Tarleton State University and the Downtown

The intent of the multi modal loop is to create a safe and active transportation alternative connecting Downtown, Tarleton State University, and existing neighborhoods. This means safe and convenient travel for people in any other mode besides a car. The multi modal loop should feel safe for families and has been located off the main vehicular roads.

ACTIONS

- A4** Design roads to offer opportunities for various mobility options.
- C15** Participate in TXDOT's Turnback program to take over maintenance and operations of Washington Street.



A multi modal loop would connect the university to downtown.

PROJECTS

A4. Design roads to offer opportunities for various mobility options.

Create a multi modal network utilizing the road classification identified in the Thoroughfare Plan to connect the downtown Area to Tarleton State University. This will include creating protected bike lanes and slowing traffic along these roads. The loop will run along Belknap Street, W Frey Street, Harbin Drive, Long Street, N Ollie Avenue, and Alexander Road, with a segment through Tarleton State University. In the future, It is possible to include Washington Street in this loop if the city participates in the TXDOT Turnback Program.

POLICIES

C15. Participate in TXDOT's Turnback program to take over maintenance and operations of Washington Street.

TXDOT's Turnback Program turns control of state owned, non-controlled access roads to local governments. This is a voluntary program that cities can participate in if they determine they would like control of maintenance and operation of the specified road. This program should be considered to gain local control of Washington Street

This would result in increased costs for the city if Washington Street comes into their control. This means Stephenville would need to generate additional revenue or apply for additional funding to support this project. There are numerous funding options to support roadway maintenance and upgrades including the Safe Streets for All (SS4A) grant program which supports initiatives that look to prevent roadway incidents.

PHASE

Mid Term (5 -10 years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Public Works

FUNDING TOOLS

- SS4A Grant
- Increased values from infill development and redevelopment

PARTNERSHIPS

- TXDOT
- Tarleton State University
- Development Community

GOALS ADDRESSED



TRANSPORTATION STRATEGIES

Washington Street Analysis

To participate in TXDOT's Turnback Program, the City needs to generate additional revenue to fund the maintenance and operations of Washington Street. The additional revenue can be generated through the redevelopment of Washington Street as a vibrant, pedestrian friendly, mixed-use corridor. This will be facilitated through the updated land use categories proposed in this plan.

Currently, the parcels along Washington Street generate approximately \$836,826 in property tax revenue annually, which is \$954 per acre. The highest performing parcels are located towards the eastern

stretch, near Tarleton State University and the downtown area. The lowest performing parcels are large, vacant lots on the western stretch.

Over the next 25 years, the development pattern is anticipated to change as Stephenville grows. New property tax revenue per acre targets are projected to increase the revenue generated along Washington Street. If all non-tax exempt parcels were to meet their targets, the amount of revenue generated would be \$3,464,600, which is an additional \$2,627,774 annually.

Highest Performing Sites

1. \$23,297 (Surepoint Emergency Center - 0.6 ac)
2. \$20,207 (The Edge - 3.6 ac)
3. \$19,279 (Slim Pickins Outfitters - 0.1 ac)

Lowest Performing Sites

4. \$0.35 (Vacant - 25.2 ac)
5. \$0.36 (Vacant - 86.8 ac)
6. \$0.6 (Vacant - 62.1 ac)



The Northgate District in College Station has drastically changed from 2007 to present day which has increased the property tax revenue per acre along University Drive.

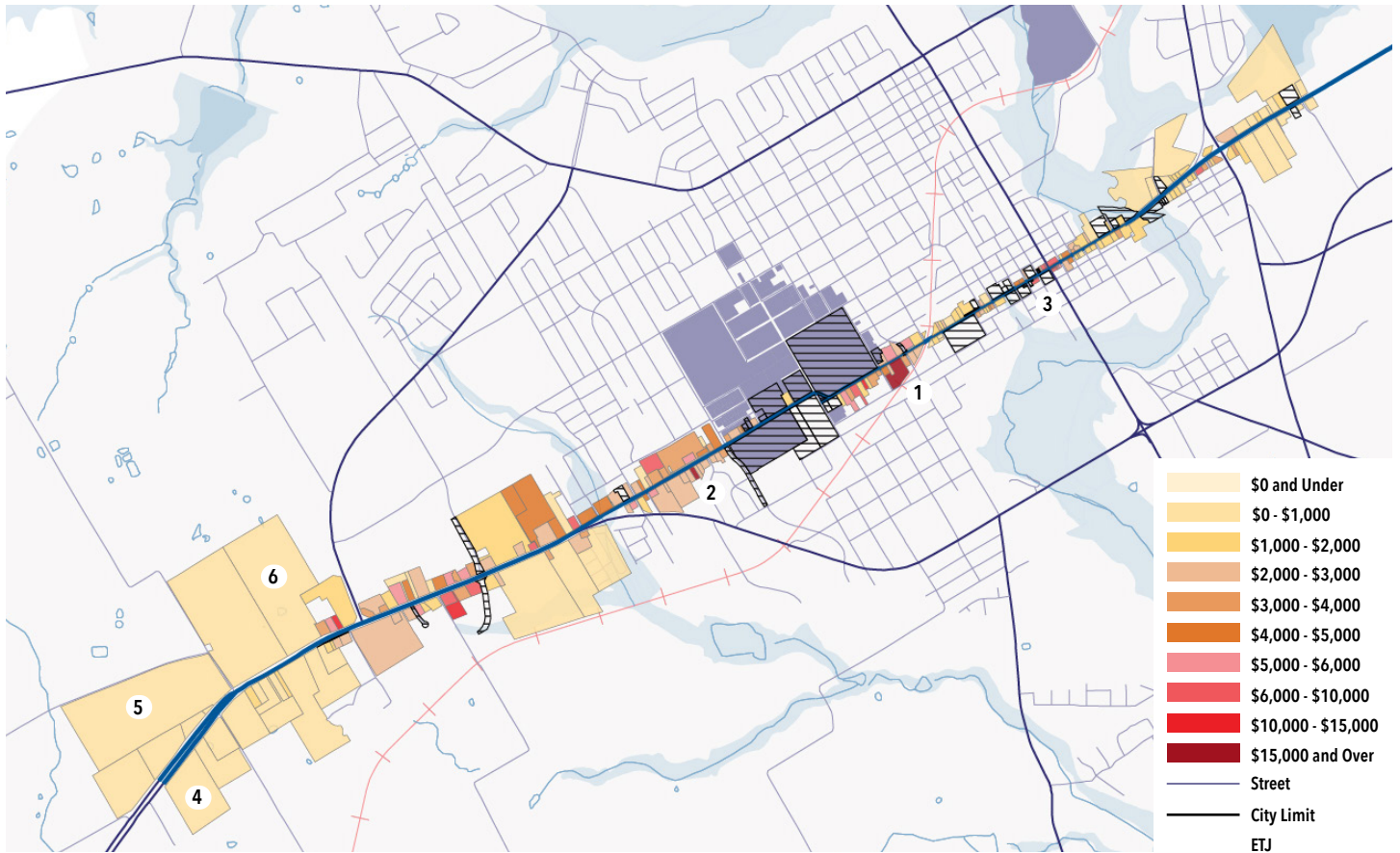


Figure 92: Existing Property Tax Revenue Per Acre along Washington Street



Figure 93: Target Property Tax Revenue Per Acre along Washington Street



3.7. DOWNTOWN

There are many opportunities throughout the downtown area of Stephenville to increase economic activity and strengthen community character. The Stephenville 2050 Comprehensive Plan establishes policies, programs, and projects necessary to

support it's downtown in a fiscally sustainable manner. These recommendations include utilizing funding set aside for historic communities and making downtown Stephenville a regional destination.

The policy statements should be used when making land use decisions and links them to the most relevant project goals.



The Cowboy Capital Walk of Fame is an important landmark in downtown Stephenville.

Source: tourtexas.com/destinations

POLICY STATEMENTS

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.



REVENUE PER ACRE

As proposed in this plan, the new development patterns in Stephenville will focus on creating complete communities with a mix of uses to generate additional revenue without raising property taxes or cutting city services. To achieve this goal each land use category will have to generate more property tax revenue per acre than the existing development pattern.

Currently, downtown Stephenville generates \$1,822 per acre. This area is where the highest property tax revenue per acre should be found. In comparison, the downtowns of two other cities, Bryan and Granbury, have a much higher property tax revenue per acre. Bryan, a college town, brings in approximately \$6,365 per acre, over three times more than downtown Stephenville and Granbury, a nearby downtown, brings in approximately \$7,353 per acre, four times more than Stephenville.

Stephenville will need to change its development patterns within the next 25 years to increase the property tax revenue per acre downtown and throughout the rest of the city.

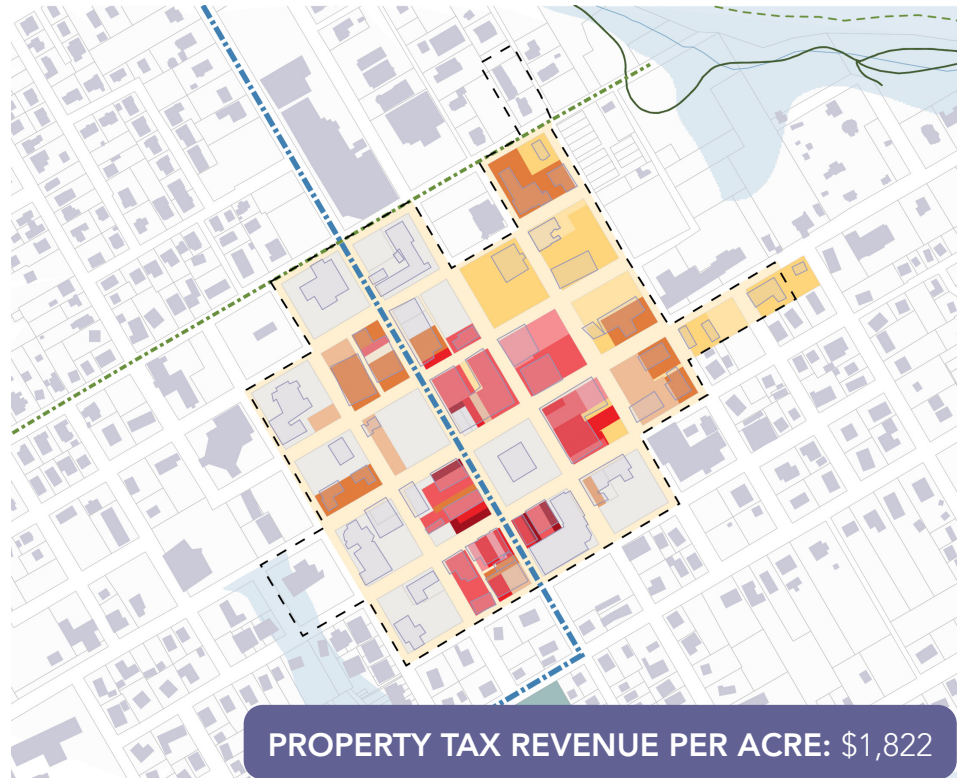
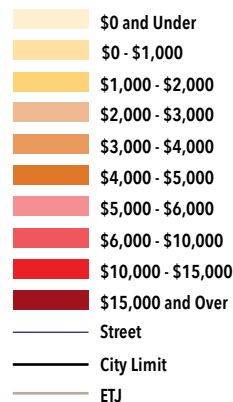


Figure 94: Stephenville Downtown Property Tax Revenue Per Acre Analysis



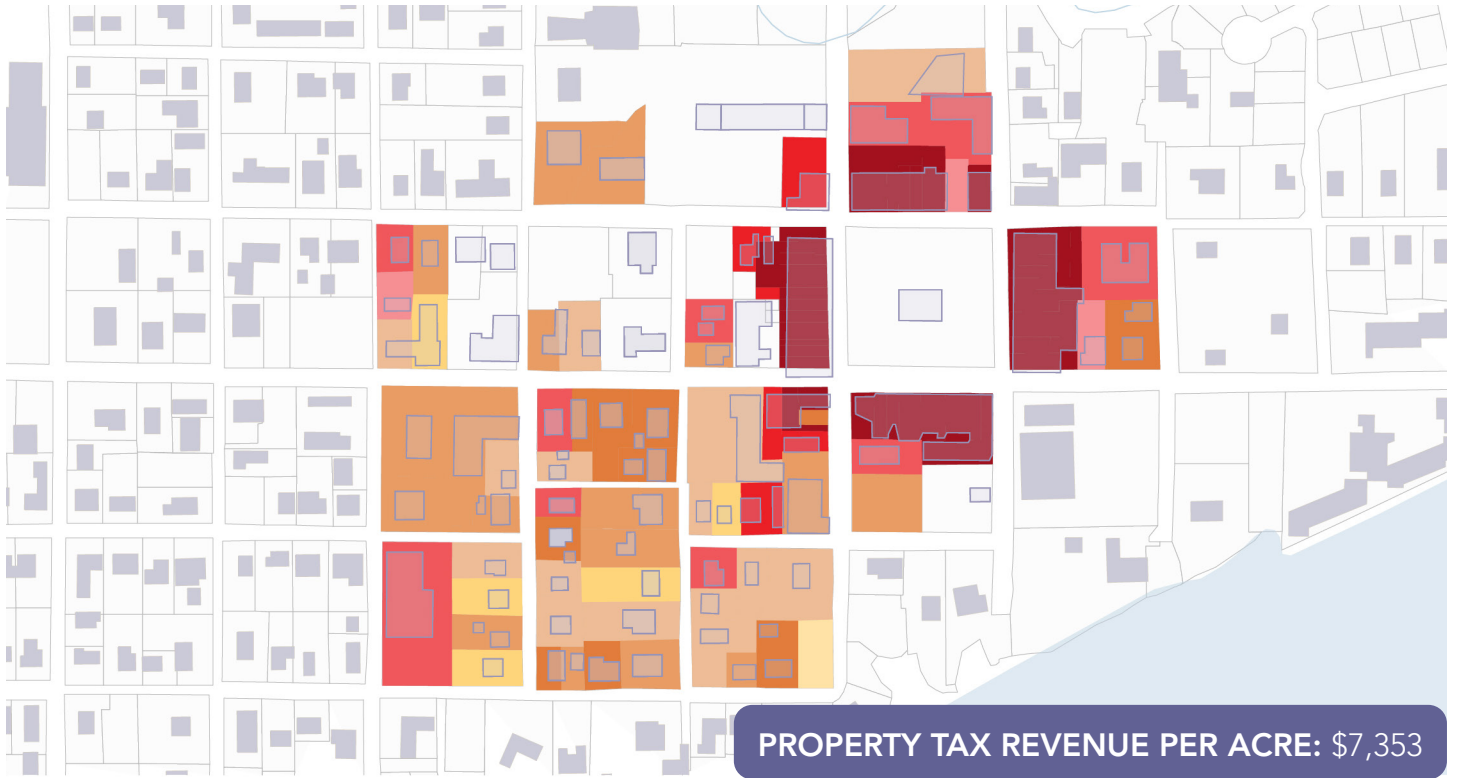


Figure 96: Granbury Downtown Property Tax Revenue Per Acre Analysis

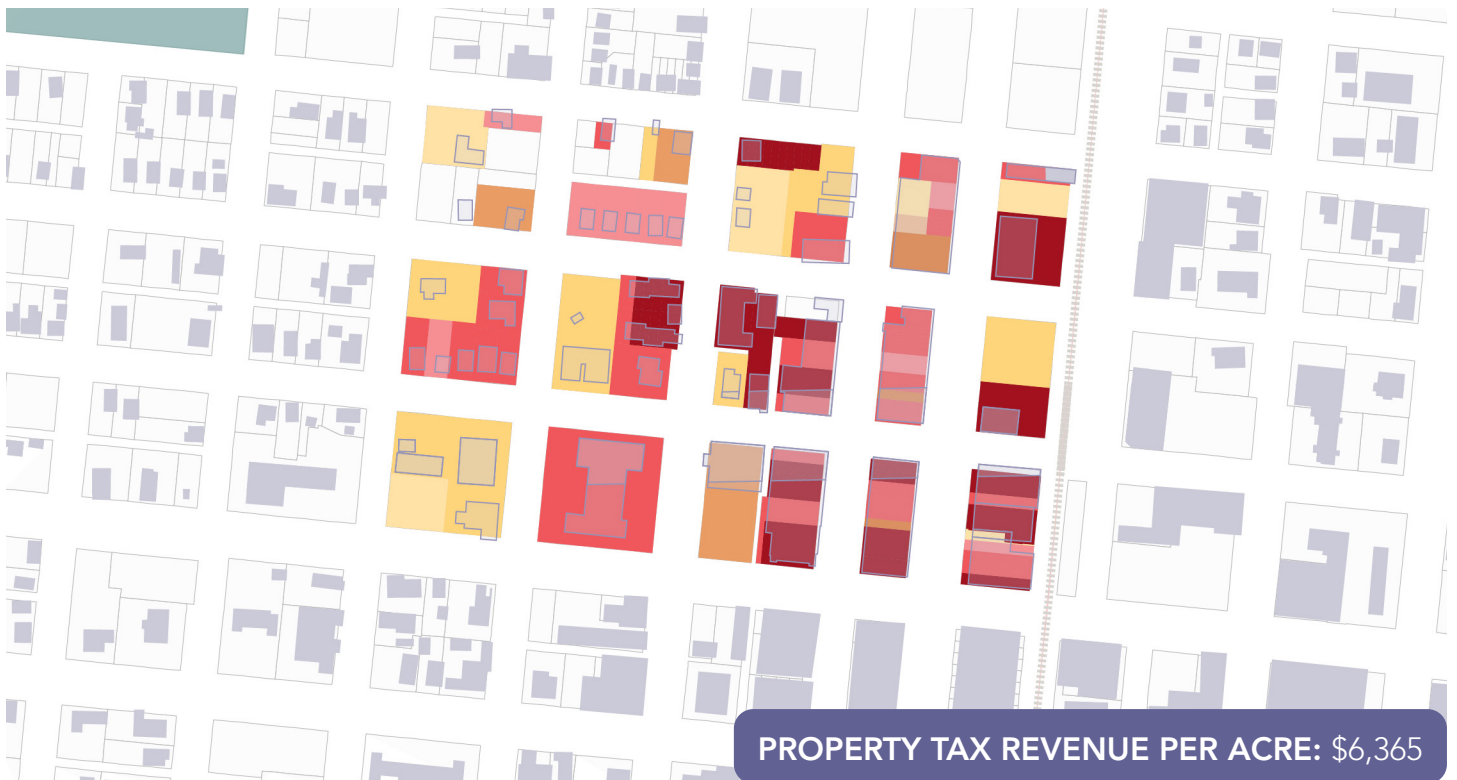


Figure 95: Bryan Downtown Property Tax Revenue Per Acre Analysis

STRATEGIES

9. Adopt a Local Historic Overlay

Creating a solidified historic overlay is an avenue for the City to support its historic infrastructure and local aesthetic. Preserving the identity of the city as it develops will be increasingly important, and needs to be supported with codified guidelines. Preservation and economic development often go hand-in-hand; frequently contributing to increases in tourism and development.

ACTIONS

- B7** Begin developing a set of design and maintenance guidelines for downtown with training.
- B8** Highlight the Historic Tax Credit on the Main Street webpage.
- B9** Invite residents to nominate their favorite legacy businesses.
- C16** Using the city's National nomination, centralize the overlay around the structures that contribute to the history and culture of the area.
- C17** Include a historic streets' overlay in the historic ordinance as a district.



PROGRAMS

B7. Begin developing a set of design and maintenance guidelines for downtown with training.

Developing standards for design and maintenance within a historic district overlay are recommended to ensure consistency as new developments are proposed within the Historic District boundary.

B8. Highlight the Historic Tax Credit on the Main Street webpage.

As a Texas Main Street District, Stephenville is eligible for Historic Tax Credits to support redevelopment in the downtown area. The State of Texas provides a 25% tax credit and the federal government will provide a 20% tax credit to eligible properties. Share this information on the Main Street webpage for easy access to this information.

B9. Invite residents to nominate their favorite legacy businesses.

Create a program to promote legacy businesses that contribute to downtown Stephenville's status as a vibrant, pedestrian-friendly,

and economically thriving place to live, work, visit, and gather. Through this program, residents can nominate their favorite legacy businesses and be celebrated during a "Legacy Business Month."

POLICIES

C16. Using the city's National nomination, centralize the overlay around the structures that contribute to the history and culture of the area.

To assist with the preservation of the identity of the city and local aesthetic as it develops, codified guidelines are necessary to encourage economic development and increases in tourism and development.

C17. Include a historic streets' overlay in the historic ordinance as a district.

The downtown area is characterized by 5 miles of iconic brick streets that highlight the history of Stephenville. To continue to support their preservation, it is recommended that a historic streets overlay is proposed as part of the historic district overlay.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Administrative Services

FUNDING TOOLS

- Historic Tax Credits
- Tourism development funds

PARTNERSHIPS

- State of Texas
- Texas Historic Commission

GOALS ADDRESSED



STRATEGIES

10. Rebrand and Grow Downtown into a Regional Destination

Downtown has many of the ingredients needed to create a successful destination - but it needs more, including a marketable identity. Recommendations include creation of a branded “district”, addition of urban spaces and amenities that promote socialization, entertainment and “lingering” as well as a push toward the “Rule of 10s” - 10 unique dining destinations, 10 boutique shopping opportunities, and 10 businesses that are open after 6pm - all within a highly walkable area.

ACTIONS

- B10** Survey area residents and visitors to determine the types of businesses desired in a downtown destination.
- B11** Offer a series of incentives to spur reinvestment, particularly in desired businesses and activities.
- C18** Establish a branded name for downtown, a wayfinding network and a marketing/tourism campaign.
- C19** Relocate certain city facilities outside of the downtown area to increase the amount of tax revenue within the downtown core.



Downtown Plaza in Oskaloosa, Iowa.

PROGRAMS

B10. Survey area residents and visitors to determine the types of businesses desired in a downtown destination.

B11. Offer a series of incentives to spur reinvestment, particularly in desired businesses and activities.

Reinvesting in the downtown area will benefit the revenue generation within the city. To attract desired businesses to the downtown area, create an incentives package that can include permitting assistance, business incubator programs, and grants for improvement of historic structures.

POLICIES

C18. Establish a branded name for downtown, a wayfinding network and a marketing/tourism campaign.

C19. Relocate certain city facilities outside of the downtown area to increase the amount of tax revenue within the downtown core.

To increase the amount of property tax revenue generated within the downtown area, the City can prioritize the relocation of certain public facilities that are less active than other to make space for retail, restaurants, and other entertainment venues that would generate property tax and additional sales tax.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Administrative Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Tourism development funds

PARTNERSHIPS

- Stephenville Economic Development Authority
- Texas Historic Commission

GOALS ADDRESSED



BUSINESS HOURS
MON
TUE
WED
THU
FRI
SAT
SUN



SUPPORT
LOCAL.
SHOP
LOCAL.
BUY
LOCAL.



3.8. ECONOMIC DEVELOPMENT

To support economic development in Stephenville there are a number of strategies that are outlined in this plan. With a renewed focus on local businesses and entrepreneurship, the City should focus on creating lasting relationships to foster an environment that supports these groups. Additionally, as the city grows, it should focus on attracting new industries and growing the labor force to support them.

The policy statements should be used when making land use decisions and links them to the most relevant project goals.



Stephenville is home to many small local businesses.

POLICY STATEMENTS

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.

Housing Supply Community Character Mobility Parks & Community Services Downtown Resilience

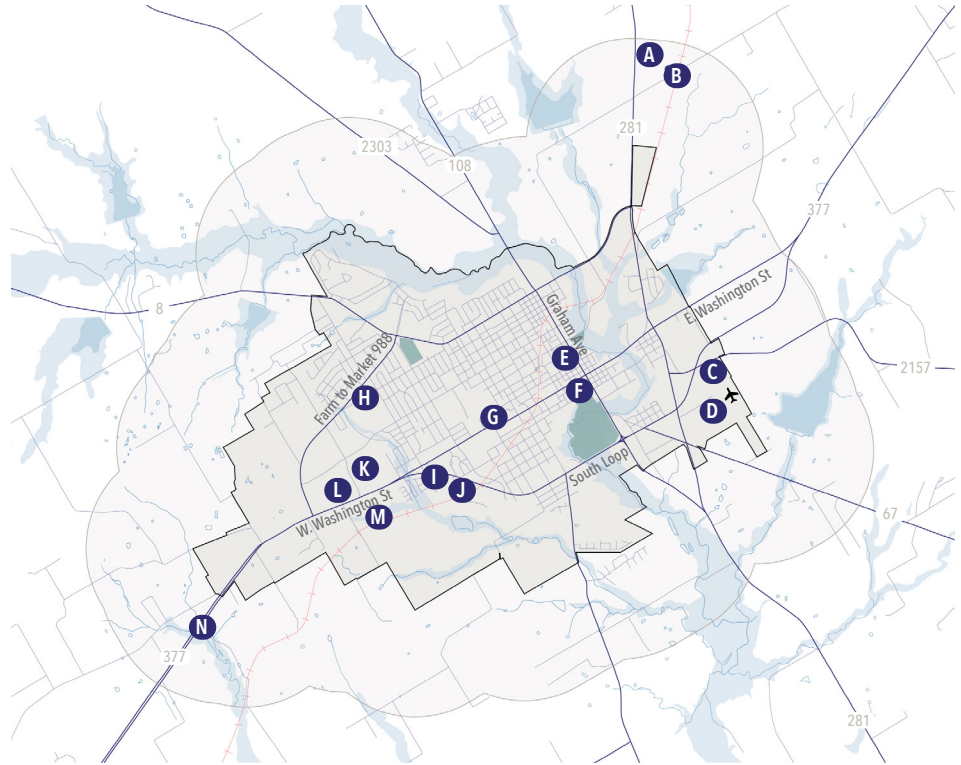


TARGETED EMPLOYMENT AREAS

Stephenville is an important employment center within the region. With employers like Tarleton State University, Texas Health Harris Methodist Hospital Stephenville, and Schrieber Foods, many residents of Erath County travel to Stephenville for employment opportunities.

As Stephenville continues to grow, the City should look to provide more job opportunities in areas they have already invested in. The US 281 corridor was recently upgraded to accommodate additional traffic and is a major connection for key employers to the surrounding region.

Additionally, US 377 is an important corridor within Stephenville that connects the city to the Dallas-Fort Worth (DFW) region. This corridor also provides access to Tarleton State University, one of the largest employers within Stephenville.



Source: ESRI, SEDDA

Figure 97: Major Employers in Stephenville

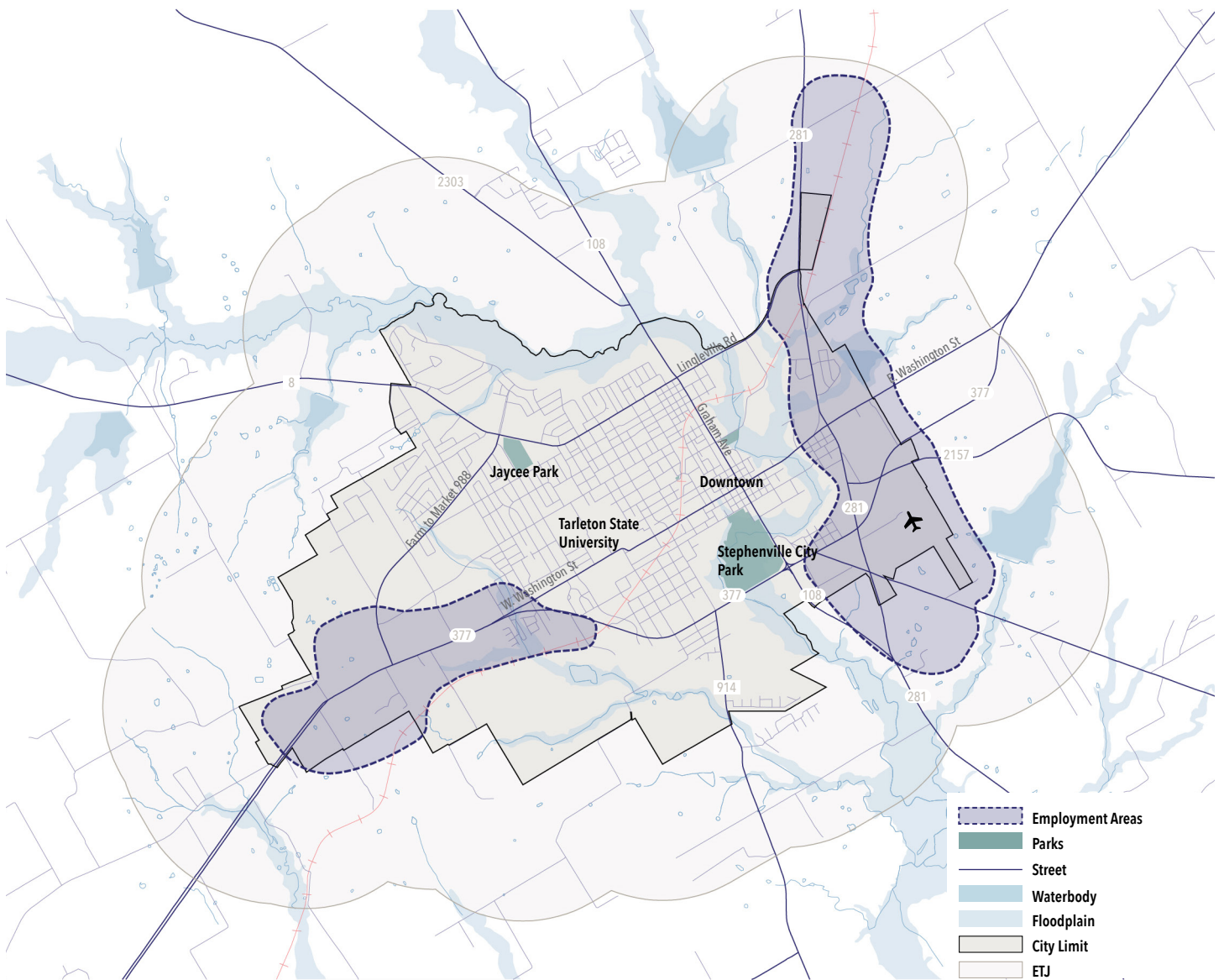
Table 11: Major Employers in Stephenville

Label	Name	Industry
A	Western Dairy Transport	Distribution
B	Schrieber Foods	Food Industries
C	Fibergate Composite Structures	Manufacturing
D	Outlaw Conversions	Manufacturing
E	Texas Health Harris Methodist Hospital	Healthcare
F	City of Stephenville	Government
G	Tarleton State University	Education
H	Stephenville Independent School District	Education
I	Emerson Electric	Manufacturing
J	Paragon Industries, Inc.	Manufacturing
K	Walmart	Retail
L	TechnipFMC	Manufacturing
M	Saint Gobain	Construction
N	Square One Machine, Inc.	Manufacturing

This map highlights the areas where Stephenville should target employment as the city expands. These are areas that have infrastructure to support development, high connectivity in and around the region, and large areas of land for growth.



TechnipFMC, one of the major employers, facilities in Stephenville.



Source: ESRI, City of Stephenville

Figure 98: Targeted Employment Area Map



STRATEGIES

11. Make Healthcare a Major Employment Niche

Collaborate with local partners to strategically expand the presence of healthcare in the local market. A focus on expanding the healthcare sector fills an immediate regional need while also diversifying the local market into an area for which it is naturally suited. Healthcare offers the opportunity to build upon the unique combination of community and university. Growth could result in a single medical “campus” or a limited series of medical “clusters.”

ACTIONS

- B12** Establish a healthcare strategic planning session between community, university and hospital leaders.
- B13** Develop a recruitment package for permanent or rotational health related professionals.
- C20** Align development codes and incentives to attract healthcare services in desired fields and locations.



Texas Health Stephenville.

PROGRAMS

B12. Establish a Healthcare strategic planning session between community, university and hospital leaders.

Creating a strategic plan to support the growth of the healthcare industry in Stephenville is an important step to ensure the community, university and hospital leaders are working towards a collective goal. Sessions should be held to determine the goals of a future strategic plan and determine what each stakeholder's role will be in achieving them.

B13. Develop a recruitment package for permanent or rotational health related professionals.

Compared to its surrounding areas, Stephenville has a low number of residents working in healthcare jobs, even with a large hospital system in the city. To attract and retain healthcare professionals, the City should develop a recruitment package, which could include relocation assistance, continuing education opportunities, and/or signing bonuses to bring more healthcare professionals to Stephenville.

POLICIES

C20. Align development codes and incentives to attract healthcare services in desired fields and locations.

When updating the development code, ensure that healthcare services are defined as uses within the code so these service can be developed in designated districts.

PHASE

Mid Term (5-10 years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Stephenville Economic Development Authority

FUNDING TOOLS

- Grants and funding programs

PARTNERSHIPS

- Tarleton State University

GOALS ADDRESSED



STRATEGIES

12. Create Neighborhood Hangouts and Other Local Attractors

A highly marketable community provides a variety of experiences and activities, including options that are often considered spots for locals. A series of small commercial areas in very close proximity to residents and students can provide lively but low-key alternatives to leaving town. Hangouts can include activities ranging from restaurants and bars with outdoor dining to activities such as sand volleyball and live music.

ACTIONS

- B14** Establish incentives for preferred, locally owned business activities.
- C21** Create “neighborhood commercial” zoning in strategic locations near neighborhoods, including allowance for food trucks, local markets, outdoor dining.



Moon Tower Inn, Houston, Texas.

PROGRAMS

B14. Establish incentives for preferred, locally owned business activities.

To ensure the types of businesses the City wants to attract are able to develop in Stephenville, an incentives package should be created that can include allowing outdoor seating, providing technology infrastructure like Wi-Fi, and creating community investments funds to support these businesses.

POLICIES

C21. Create “neighborhood commercial” zoning in strategic locations near neighborhoods, including allowance for food trucks, local markets, and outdoor dining.

To support neighborhood hangouts and local attractors, create a zoning district that allows these types of business. By utilizing a form based code, there is more flexibility in the types of businesses that are allowed in neighborhoods that were previously reserved for a single use only.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Stephenville Economic Development Authority

FUNDING TOOLS

- Community investment funds
- Grants and funding programs

PARTNERSHIPS

- Stephenville Chamber of Commerce

GOALS ADDRESSED



STRATEGIES

13. Expand and Enhance Regional Events and Activities

Stephenville offers a series of events, but those that are designed to draw a regional crowd include Moo-La Fest, Tarleton Stampede and the Cowboy Capital of the World PRCA Rodeo. Drawing from a larger and more frequent audience requires expanding the interest and scope of existing events and adding one or two events of a different nature. Strategic investment in events is one excellent means of changing perceptions of the community while also bringing in new guests and their disposable income.

ACTIONS

- B15** Fund and support a limited number of new activities, festivals or events that can further grow an audience.
- C22** Examine existing festivals and seek to logically and creatively expand the activities in those that have the ability to attract a regional audience.



Performance at Moo-La Fest in Stephenville.

PROGRAMS

B15. Fund and support a limited number of new activities, festivals or events that can further grow an audience.

Utilize funds from the city budget to attract regional events to Stephenville to bring in additional visitors to the city. Additional support can include incentives for festivals and events to come to Stephenville.

POLICIES

C22. Examine existing festivals and seek to logically and creatively expand the activities in those that have the ability to attract a regional audience.

PHASE

Short Term (1-5 years)

LEVEL OF INVESTMENT

\$ - Low

IMPLEMENTING AGENCY

Administrative Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Tourism development funds

PARTNERSHIPS

- Stephenville Economic Development Authority
- Stephenville Chamber of Commerce

GOALS ADDRESSED



STRATEGIES

14. Build Upon the Airport Presence

Build upon current efforts to enhance the viability and long term sustainability of Stephenville Clark Regional Airport by limiting potential encroachment that could curb airport growth, expanding the relationship with Tarleton State, increasing the quality and number of services available to owners/ companies, and utilizing the airport as the cornerstone of a strategic industrial cluster.

ACTIONS

- B16** Collaborate with Tarleton State to expand the Aviation Science program through the airport.
- C24** Promote development of a strategically located and sized industry cluster in vicinity of the airport.
- C25** Continue capital improvements to enhance capabilities and services available through the airport.



Plane awaiting takeoff at Stephenville Clark Regional Airport.

PROGRAMS

B16. Collaborate with Tarleton State to expand the Aviation Science program through the airport.

Utilize the existing airport facilities to support the Aviation Science program at Tarleton University. This will be a major draw within the region for students who are looking to study Aviation Science.

POLICIES

C24. Promote development of a strategically located and sized industry cluster in vicinity of the airport.

Utilize the Targeted Employment Areas map to guide the development of specific industries that will support the airport to the surrounding region.

C25. Continue capital improvements to enhance capabilities and services available through the airport.

Currently, the airport is undergoing major updates to support its growth. As the city continues to grow it should use its capital improvement budget to further develop its capabilities and services at the airport.

PHASE

Medium Term (5-10 years)

LEVEL OF INVESTMENT

\$\$\$ - High

IMPLEMENTING AGENCY

Administrative Services

FUNDING TOOLS

- City of Stephenville budget allocation
- Grants and funding programs

PARTNERSHIPS

- Stephenville Economic Development Authority
- Federal Aviation Administration

GOALS ADDRESSED



STRATEGIES

15. Be Open and Shovel-Ready for Growth

Opportunities will arise from local employers such as local manufacturers or from outside. The City should be fully equipped to pursue those business opportunities that meet a set of established criteria, including fit with local community character and the vision established by the Comprehensive Plan. Preparation includes strategic capital improvements, maintaining a job-ready labor pool and incentives for the right projects.

ACTIONS

- B17** Build upon local skills development/apprenticeship programs to train and pivot as the market demands.
- B18** Expand the city's array of financial incentives to meet the unique needs of preferred businesses.
- B19** Budget annually for small business incentives/programs in collaboration with partners.
- C26** Implement capital improvements that allow targeted areas of the community to be more marketable.
- C27** Build innovation and entrepreneurship into community/local marketing efforts.



Green Infrastructure in Preparation for Site Development.

PROGRAMS

B17. Build upon local skills development/apprenticeship programs to train and pivot as the market demands.

Create programs in conjunction with Tarleton State University and Ranger College to support local talent within Stephenville. These programs can include apprenticeship opportunities and skill building programs.

B18. Expand the city's array of financial incentives to meet the unique needs of preferred businesses.

Work with the Stephenville Economic Development Authority to expand its package of incentives for businesses that are interested in locating in Stephenville. These incentives can include tax incentives, workforce programs, and grant programs.

B19. Budget annually for small business incentives/programs in collaboration with local partners.

Create a program that supports the development of small businesses within the community. Partner with SEDA, the Stephenville Chamber of Commerce, and Tarleton State University to reserve funding and hold space for these businesses.

POLICIES

C26. Implement capital improvements that allow targeted areas of the community to be more marketable.

Fund projects through the Capital Improvements Budget that support development within target employment areas for potential employers to move in.

C27. Build innovation and entrepreneurship into community/local marketing efforts

As part of the city's marketing efforts to attract new industries, highlight the efforts put into building a strong labor force in Stephenville through the programs that are implemented.

PHASE

Long Term (10+ years)

LEVEL OF INVESTMENT

\$\$ - Medium

IMPLEMENTING AGENCY

Stephenville Economic Development Authority

FUNDING TOOLS

- City of Stephenville budget allocation
- Grants and funding programs

PARTNERSHIPS

- Stephenville Chamber of Commerce
- Tarleton State University

GOALS ADDRESSED





4. IMPLEMENTATION

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4.1. OVERVIEW

Implementation strategies provide a roadmap for success. This section provides strategies that the City of Stephenville and local leaders can use to implement the Stephenville 2050 Comprehensive Plan. With an emphasis on the planning and regulatory framework, incentives, financial tools, and capital improvements, the strategies

provide the necessary actions that will advance the longterm vision of the plan. The following pages present each strategy in detail, including a list of actions, potential funding sources and leading entities.

These strategies serve as a valuable guide for the City of Stephenville and its partners in shaping programs, establishing priorities, allocating resources,

and measuring progress. It is important to periodically review and update this section to ensure its continued relevance as the downtown area evolves.

As ongoing work progresses, new collaborations will be formed, additional funding sources will be identified, and successful projects will open up new opportunities for further enhancements.

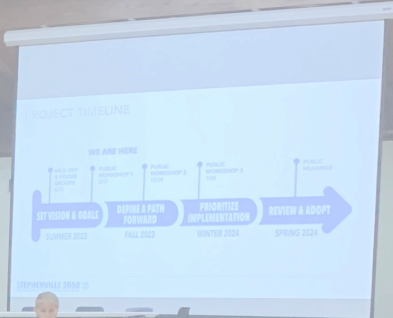


INTEGRITY

PERSONALITY

INITIATIVE

GROWTH



4.2. ELEMENTS OF IMPLEMENTATION

Action Steps

Action steps provide guidance about where and how to start implementing each of the recommendations. Action steps also help in planning for full implementation and establishing when funding sources will be needed.

Phase

Implementation phases are estimated time frames for initiation to completion of each recommendation. They are classified as follows:

- Short-term (1-5 years): These are typically less complex recommendations which require fewer resources and involve fewer partners for implementation. It also includes projects which are currently in advanced planning or full design stage.
- Mid-term (5-10 years): These are recommendations that may require more resources and planning than the 5-year horizon.
- Long-term (10+ years): These recommendations typically require a large amount of capital and coordination between different partners. Their implementation may begin earlier but may include a number of phases to construct, taking the full completion of the recommendation past the 10 year horizon.

Level of Investment

Level of investment designations help to provide planning level estimates for future budgets, resources, and funding sources. The symbology for the designations is described here:

- \$ Low - Typically includes allocating or reallocating existing resources, staff time, and partner coordination. A low level of investment does not typically require capital expenditures.
- \$\$ Medium - Typically includes design, studies, aesthetic enhancements and limited infrastructure improvements.
- \$\$\$ High - Typically includes construction of significant infrastructure that would be part of a Capital Improvement Program.

Potential Funding Sources

Potential funding sources are included for each recommendation. Funding strategies are to assist the City of Stephenville in seeking available funding. Every strategy is not applicable in every case; however, a single strategy may be utilized to fund multiple recommendations.

Potential funding sources include:

- City of Stephenville Budget
- Bonds
- State Grants
- Funding Programs
- Public-Private Partnerships

- Tax Increment Districts
- Debt
- Private Organizations and Developers
- Parks Capital Fund
- Erath County

Potential Partnerships

Public, private, and community organizations have roles to play in contributing to the implementation of these recommendations. Partners can play a number of different roles including:

- Organize
- Advocate
- Initiate
- Participate
- Lead

Examples of organizations include:

- City of Stephenville Departments
- Main Street Board
- Local businesses and property owners
- Community organizations
- Historic Preservation Committee
- Erath County
- State of Texas
- Stephenville Chamber of Commerce
- Stephenville Independent School District (SISD)



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 ties back to our previous goals:



Housing Supply



Community Character



Mobility



Parks & Community Services

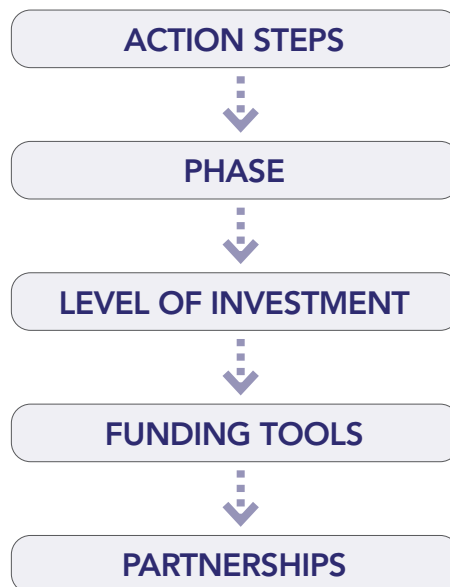


Downtown



Resilience

Each Project, Program or Policy includes the following elements:
















4.3. IMPLEMENTATION SUMMARY

#	Recommendation	Phase	Level of Investment
1	Update Zoning Ordinances for Infill Development	Short Term	\$
2	Codevelop (Tarleton and Stephenville) an Activity Center	Mid Term	\$\$\$
3	Increase Non-Student Housing Alternatives	Short Term	\$
4	Encourage Student Housing Adjacent to Campus	Short Term	\$\$
5	Discourage Displacement	Short Term	\$
6	Work with TXDOT to Address Targeted Intersections	Long Term	\$\$
7	Address Existing and Prevent Future "Stroads"	Long Term	\$\$
8	Develop a Multi modal Loop to Connect Tarleton State University & the Downtown	Mid Term	\$\$
9	Adopt a Local Historic Overlay	Short Term	\$
10	Rebrand and Grow Downtown into a Regional Destination	Short Term	\$\$
11	Make Health Care a Major Employment Niche	Mid Term	\$
12	Create Neighborhood Hangouts and Other Local Attractors	Short Term	\$
13	Expand and Enhance Regional Events and Activities	Short Term	\$
14	Build Upon the Airport Presence	Medium Term	\$\$\$
15	Be Open and Shovel-Ready for Growth	Long Term	\$\$



4.4. IMPLEMENTATION PLAN

#	RECOMMENDATION	DESCRIPTION	#	TYPE	ACTION
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 properties and build accessory dwelling units.
			C1	Policy	Update development standards to allow for missing middle housing.
			C2	Policy	Update the zoning code to a form-based code.
			C3	Policy	Implement pattern zones to encourage infill development.
			C4	Policy	Update the parkland dedication ordinance to ensure development is contributing its fair share.
			C5	Policy	Update the zoning code to support a variety of housing types in different areas of the city.
2	Codevelop (Tarleton 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.
			B2	Program	Create a "Town and Gown" committee and Town and Gown Association (ITGA) to ensure 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 for preferred housing.
			C6	Policy	Define specific types of housing, targeted areas, and number of units.
			C7	Policy	Establish design standards and zoning requirements to design and protect neighborhoods.
4	Encourage Student Housing Adjacent to Campus	Support the development of purpose-built housing in the area surrounding Tarleton State University, as they can contribute to improvements in pedestrian infrastructure and help to establish walkability.	C8	Policy	Define purpose-built student housing as...
			C9	Policy	Designate areas where Purpose-Built Student Housing is encouraged.
			C10	Policy	Update development standards to ensure walkability.
5	Discourage Displacement	Discourage displacement by encouraging the preservation of naturally occurring affordability in the form of smaller lots and smaller units.	B4	Program	Consider strategies to prevent displacement from upgrades that may lead to increased prices in neighborhoods.
			C11	Policy	Update development standards to allow for smaller lots on infill lots.

ISSUES	PHASE	LEVEL OF INVESTMENT	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERSHIP	IMPLEMENTING AGENCY	GOALS ADDRESSED
Property owners achieve financing	Short Term	\$	City of Stephenville budget allocation, Grants and funding programs	Real estate and business community, Property owners, Residents	Development Services	 
and encourage high quality						
code.						
certain types of residential						
to make sure new						
of parkland.						
variety of lodging opportunities in	Mid Term	\$\$\$	Tax Increment District, ITGA funding programs	Tarleton State University, ITGA, Stephenville Economic Development Authority	Development Services	   
area.						
through the International Town						
this partnership is codified and	Short Term	\$	City of Stephenville budget allocation, Grants and funding programs	Texas State Affordable Housing Corporation, Local builders and developers	Development Services	 
program that spurs growth of						
ed markets, locations to be						
requirements to promote good	Short Term	\$\$	ITGA funding programs, Grants and funding programs	Tarleton State University, ITGA, Local builders and developers	Development Services	  
as a use in the zoning.						
udent Housing is allowed.						
re walkability is met.	Short Term	\$	City of Stephenville budget allocation, Grants and funding programs	Non-profit affordable housing providers, Local builders and developers	Development Services	 
ment when making infrastructure						
roperty values in lower income						
y more smaller homes to be built						

KEY:



Housing Supply



Community Character



Mobility



Parks & Community Services

















Downtown



Resilience












#	RECOMMENDATION	DESCRIPTION	#	TYPE	ACTION
6	Work with TXDOT to Address Targeted Intersections	Establish a comprehensive understanding of TXDOT's guidelines and protocols regarding intersection enhancement and management through research and communication.	A2	Project	Coordinate with TXDOT to conduct a sa "hotspots" within the transportation net
			A3	Project	Design the street grid connections with (Timing of projects, Design of roads, etc design process.
7	Address Existing and Prevent Future "Stroads"	Tailor an approach towards tackling specific problems within the transportation network that consider the unique characteristics of each location, to minimize the opportunities for conflicting land use patterns and unsafe road designs otherwise known as "stroads."	B5	Program	Create a toolbox of possible alternatives citywide.
			C12	Policy	Coordinate with TXDOT regarding a traf study.
			C13	Policy	Enforce TXDOT access management po
			C14	Policy	Explore driveway design standards to im turning.
8	Develop a Multi modal Loop to Connect Tarleton State University and the Downtown	Create a safe and active transportation alternative connecting Downtown, Tarleton State University, and existing neighborhoods.	A4	Project	Design roads to offer opportunities for v
			C15	Policy	Participate in TXDOT's Turnback program operations of Washington Street.
9	Adopt a Local Historic Overlay	Create a solidified historic overlay for downtown to allow the city to support it's historic infrastructure and local aesthetic.	B7	Program	Invite residents to nominate their favorit
			B8	Program	Highlight the Historic Tax Credit on the
			B9	Program	Begin developing a set of design and m downtown with training.
			C16	Policy	Using the city's National nomination, cen structures that contribute to the history a
			C17	Policy	Include a historic streets' overlay in the h
10	Rebrand and Grow Downtown into a Regional Destination	Create a branded "district", add urban spaces and amenities that promote socialization, entertainment and "lingering" as well as a push toward the "Rule of 10s" - 10 unique dining destinations, 10 boutique shopping opportunities, and 10 businesses that are open after 6pm - all within a highly walkable area.	B10	Program	Survey area residents and visitors to det desired in a downtown destination.
			B11	Program	Offer a series of incentives to spur reinve businesses and activities.
			C18	Policy	Establish a branded name for downtown marketing/tourism campaign.
			C19	Policy	Relocate certain city facilities outside of the amount of tax revenue within the do

PROJECTS	PHASE	LEVEL OF INVESTMENT	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERSHIP	IMPLEMENTING AGENCY	GOALS ADDRESSED
<p>afety study to determine work.</p> <p>flexibility and safety in mind.) and include developers in the</p>	Long Term	\$\$	State and regional transportation funding City of Stephenville budget allocation	TXDOT	Public Works	
<p>s that can be implemented</p> <p>ffice engineering operations</p> <p>licy.</p> <p>improve traffic flow and smooth</p>						
<p>various mobility options.</p> <p>m to take over maintenance and</p>	Long Term	\$\$	SS4A Grant, Increased values from infill development and redevelopment	TXDOT, Development Community	Public Works	  
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p> <p>vestment, particularly in desired</p> <p>n, a wayfinding network and a</p> <p>the downtown area to increase wntown core.</p>						
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>	Mid Term	\$\$	SS4A Grant, Increased values from infill development and redevelopment	TXDOT, Tarleton State University, Development Community	Public Works	    
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>						
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>	Short Term	\$	Historic Tax Credits, Tourism development funds	State of Texas, Texas Historic Commission	Administrative Services	  
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>						
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>	Short Term	\$\$	City of Stephenville budget allocation, Tourism development funds	Stephenville Economic Development Authority, Texas Historic Commission	Administrative Services	 
<p>aintenance guidelines for</p> <p>entralize the overlay around the and culture of the area.</p> <p>historic ordinance as a district.</p> <p>etermine the types of businesses</p>						

KEY:

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

#	RECOMMENDATION	DESCRIPTION	#	TYPE	ACTION
11	Make Health Care a Major Employment Niche	Collaborate with local partners to strategically expand the presence of health care in the local market.	B12	Program	Establish a Health Care strategic planning university and hospital leaders.
			B13	Program	Develop a recruitment package for perm related professionals.
			C20	Policy	Align development codes and incentive in desired fields and locations.
12	Create Neighborhood Hangouts and Other Local Attractors	Provide a variety of experiences and activities, including options that are often considered spots for locals and a series of small commercial areas in very close proximity to residents and students that can provide lively but low-key alternatives to leaving town.	B14	Program	Establish incentives for preferred, locally
			C21	Policy	Create "neighborhood commercial" zone neighborhoods, including allowance for outdoor dining.
13	Expand and Enhance Regional Events and Activities	Expand the interest and scope of existing events and add one or two events of a different nature to bring in new guests and their disposable income.	B15	Program	Fund and support a limited number of n that can further grow an audience.
			C22	Policy	Examine existing festivals and seek to lo the activities in those that have the abilit
14	Build Upon the Airport Presence	Enhance the viability and long term sustainability of Stephenville Clark Regional Airport.	B16	Program	Collaborate with Tarleton State to expan through the airport.
			C24	Policy	Promote development of a strategically cluster in vicinity of the airport.
			C25	Policy	Continue capital improvements to enha available through the airport.
15	Be Open and Shovel-Ready for Growth	Pursue business opportunities that meet a set of established criteria, including fit with local community character and the vision established by the Comprehensive Plan. Preparation includes strategic capital improvements, maintaining a job-ready labor pool and a incentives for the right projects.	B17	Program	Build upon local skills development/app and pivot as the market demands.
			B18	Program	Expand the city's array of financial incent of preferred businesses.
			B19	Program	Budget annually for small business incen with local partners.
			C26	Policy	Implement capital improvements that al community to be more marketable.
			C27	Policy	Build innovation and entrepreneurship in efforts.

PROJECTS	PHASE	LEVEL OF INVESTMENT	POTENTIAL FUNDING SOURCES	POTENTIAL PARTNERSHIP	IMPLEMENTING AGENCY	GOALS ADDRESSED
<p>ing session between community,</p> <p>manent or rotational health</p> <p>s to attract health care services</p>	Mid Term	\$\$	Grants and funding programs	Tarleton State University	Stephenville Economic Development Authority	 
<p>r owned business activities.</p> <p>ing in strategic locations near food trucks, local markets,</p>	Short Term	\$	Community investment funds Grants and funding programs	Stephenville Chamber of Commerce	Stephenville Economic Development Authority	 
<p>ew activities, festivals or events</p> <p>gically and creatively expand y to attract a regional audience.</p>	Short Term	\$	City of Stephenville budget allocation, Tourism development funds	Stephenville Economic Development Authority, Stephenville Chamber of Commerce	Administrative Services	  
<p>nd the Aviation Science program</p> <p>located and sized industry</p> <p>nce capabilities and services</p>	Mid Term	\$\$\$	City of Stephenville budget allocation, Grants and funding programs	Stephenville Economic Development Authority, Federal Aviation Administration	Administrative Services	 
<p>renticeship programs to train</p> <p>tives to meet the unique needs</p> <p>tives/programs in collaboration</p> <p>low targeted areas of the</p> <p>nto community/local marketing</p>	Long Term	\$\$	City of Stephenville budget allocation, Grants and funding programs	Stephenville Chamber of Commerce, Tarleton State University	Stephenville Economic Development Authority	 

KEY:



Housing Supply



Community Character



Mobility



Parks & Community Services



Downtown



Resilience





5. APPENDIX

A. MARKET POSITIONS REPORT 226