

Woodcreek Comprehensive Plan

Initial Presentation to City Council

Prepared By Pegasus Planning and Development
10/14/2020

Pegasus Planning and Development

*Market Analysis,
Economic
Development, and
Revitalization*

Specializations:

- Strategic Planning
- Market Analysis
- Workforce Housing Analysis
- Downtown Revitalization
- Economic/Fiscal Impact Analysis
- Private-Public Partnership Consulting
- Economic Development
- Entrepreneurship/Innovation
- Urban and Regional Planning
- Land Development



Purpose

The purpose of this presentation is to:

- 1) Introduce the comprehensive planning process.
- 2) Present preliminary demographic & economic analyses, centered around Woodcreek and Hays County.

This document will review:

- Purpose, Intended Use, and Process of the Comprehensive Plan.
- Potential elements that constitute a Comprehensive Plan.
- Demographic & socioeconomic patterns in Woodcreek.

Tentative Project Schedule

Woodcreek Comprehensive Plan	Months							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Discovery: Work Planning <i>Dedicated to finalizing the scope of work, project schedule, and community input opportunities.</i>	█							
Learning: Listening and Input <i>Focused on obtaining community & stakeholder input through strike force meetings, interviews, focus groups, and a community-wide survey.</i>	█							
Synthesis: Findings, Implications, and Planning <i>Preparation of the first draft of the Comprehensive Plan. This phase also includes the creation of the Future Land-Use Map and the analysis of its fiscal impacts.</i>				█				
Consensus: Strategy & Implementation <i>Adoption of the Comprehensive Plan and FLUM.</i>						█		
Land Development Code Modification <i>Focused on modification of land development code. Adoption of updated zoning ordinance.</i>						█		

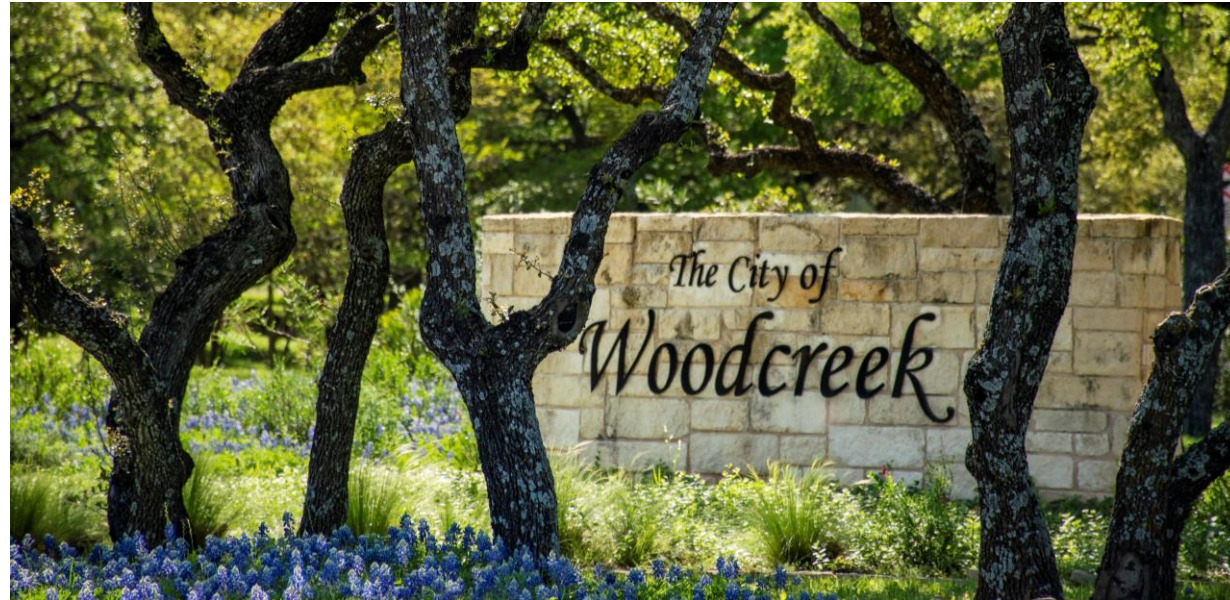
*Subject to change based on completion of work planning phase and discussions with Strike Force



Comprehensive Planning 101

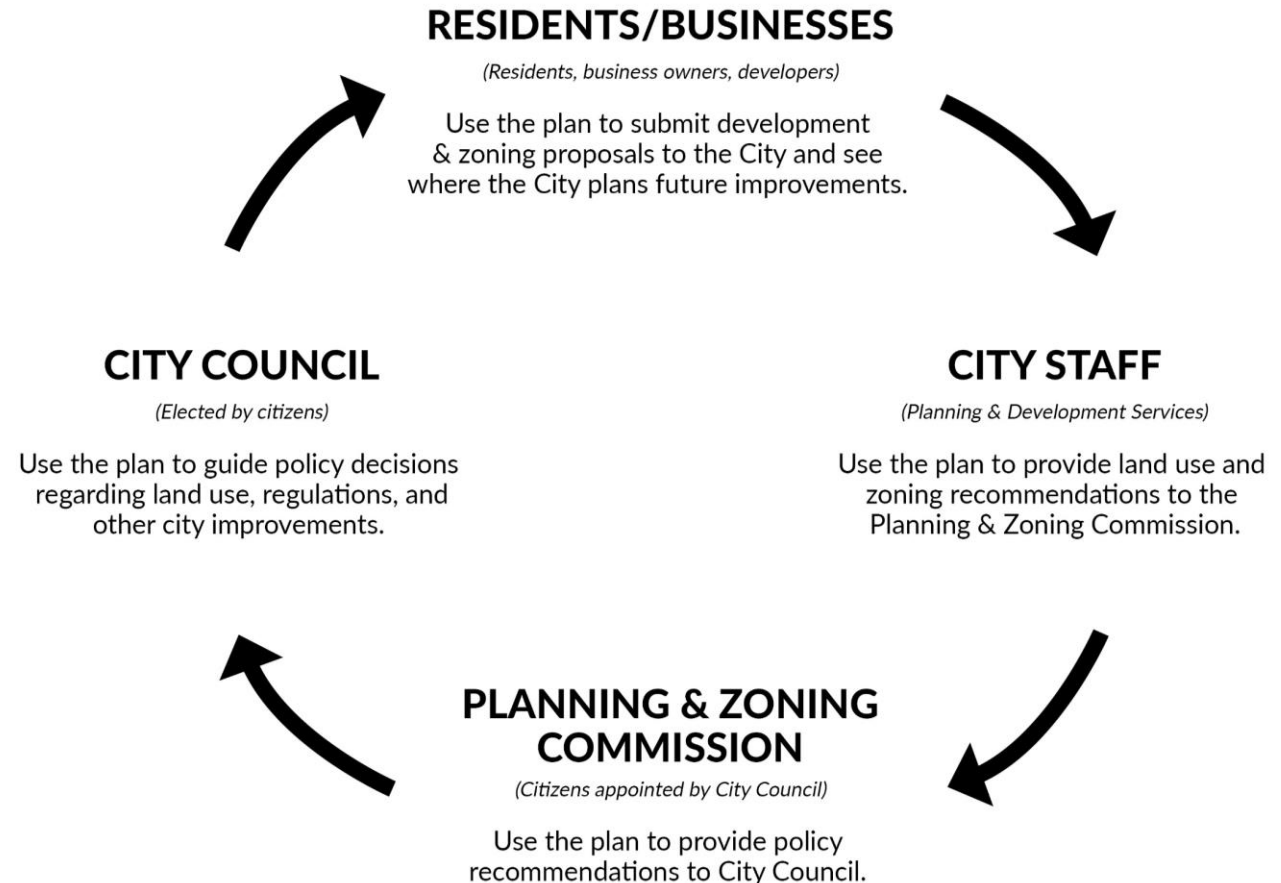
What is a Comprehensive Plan?

- A comprehensive plan outlines a **long-term vision**, with long-range goals and objectives, that provide a framework for decision-makers to guide the future actions of Woodcreek.
- The process of comprehensive planning determines the social, economic, and environmental aspirations of a community. This process, informed by the community, forms the basis for the policies and recommendations within the plan.



Who Uses the Comprehensive Plan?

WHO USES THE COMPREHENSIVE PLAN?



Purpose of a Comprehensive Plan

- A comprehensive plan is not a “how-to-guide”, nor is it a legal document itself. It is a declaration of the community values and should serve as a policy roadmap for future decisions.
- Ultimately, a comprehensive plan is just that – a plan. They are just words on paper if the recommended actions are not pursued and implemented effectively.

A Comprehensive Plan is:

- A vision for the future
- A decision-making guide
- A basis for policy
- A basis for zoning
- Flexible & adaptive

A Comprehensive Plan is not:

- A zoning ordinance
- Rigid; unchanging policy
- Specific in scope
- The only planning tool used by the City

Comprehensive Plan vs Zoning

- The Comprehensive Plan does **NOT** constitute zoning regulations or establish zoning district boundaries.
- The Comprehensive Plan presents a vision for the future, with long-range goals and objectives for all activities that affect the city.
- Zoning on the other hand, legally defines the types of uses permitted on a parcel of land and sets the design and development guidelines for those uses. For instance, zoning districts regulate allowable uses, development types, building height, impervious cover, setbacks, floor to area ratio, and the density of land use.

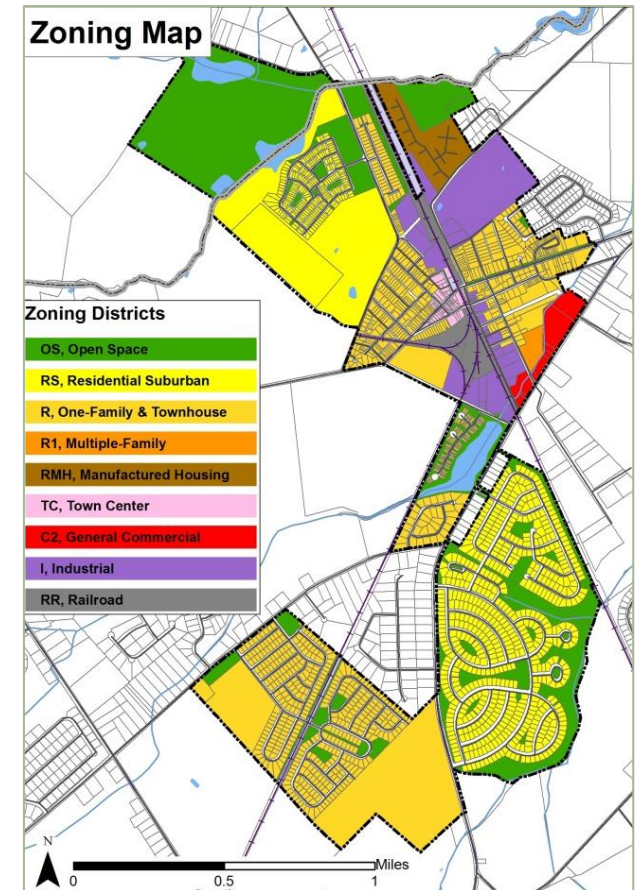


Image used as an example

Community Input & Public Participation

- The Comprehensive plan is a community-driven process. Citizen involvement throughout the process is of utmost importance for a successful plan.
- The public will have the opportunity to guide the direction of the comprehensive plan through community-wide surveys, focus groups, interviews, and public meetings.



The Comprehensive Planning Process

Comprehensive Planning Process



Discovery – Work Planning

Dedicated to finalizing the scope of work, project schedule, and community input opportunities.



Learning – Listening and Input

Focused on obtaining community & stakeholder input through interviews, focus groups, and a community-wide survey.



Synthesis – Findings, Implications, and Planning

Preparation of the first draft of the Comprehensive Plan.

This phase also includes the creation of the Future Land-Use Map and the analysis of its fiscal impacts.



Consensus – Strategy and Implementation

Adoption of the Comprehensive Plan and FLUM.

How To Use the Comprehensive Plan

- This plan is intended to lay a strong foundation for the future of the City by building on the existing strengths of Woodcreek.
- Looking forward allows for the opportunity to realistically address the challenges associated with congestion, drainage, community development, funding for infrastructure, or any community amenity. With this plan built on community consensus, Woodcreek can guide and manage growth rather than just react to it.



Goals and Strategies
City of Woodcreek

Roles and Responsibilities

Strike Force

ROLE: Provide guidance and feedback to project team throughout comprehensive planning process.

RESPONSIBILITIES:

- Reviews community input and data
- Works with project team to develop goals, objectives, and implementation strategies based on community consensus
- Oversees development of Comprehensive Plan
- Serves as ambassador for community

Project Team

ROLE: Facilitator of process and technical advisors.

RESPONSIBILITIES:

- Facilitates meetings
- Organizes information and data
- Conducts analysis
- Works with Strike Force to develop work products
- Drafts Comprehensive Plan
- Works with City to publicize events and conducts outreach

City Stakeholders and Community

ROLE: Provide a broad array of perspectives and information on plan elements.

RESPONSIBILITIES:

- Provide accurate information to project team
- Participate, and encourage others to participate in the planning process

Roles and Responsibilities

Planning and Zoning Commission

ROLE: Endorses plan for City Council approval.

RESPONSIBILITIES:

- Receives updates on the planning process
- Reviews the final plan
- Makes recommendations to adjust the draft plan
- Recommends the plan's adoption by City Council

City Council

ROLE: Final decision-maker on content of plan.

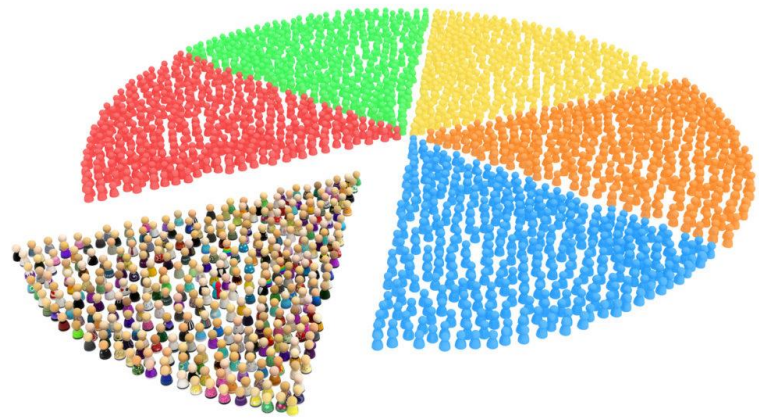
RESPONSIBILITIES:

- Supports development of plan
- Adopts final plan
- Oversees implementation of plan

While every comprehensive plan is different, below provides an example of nine common elements seen within comprehensive plans:

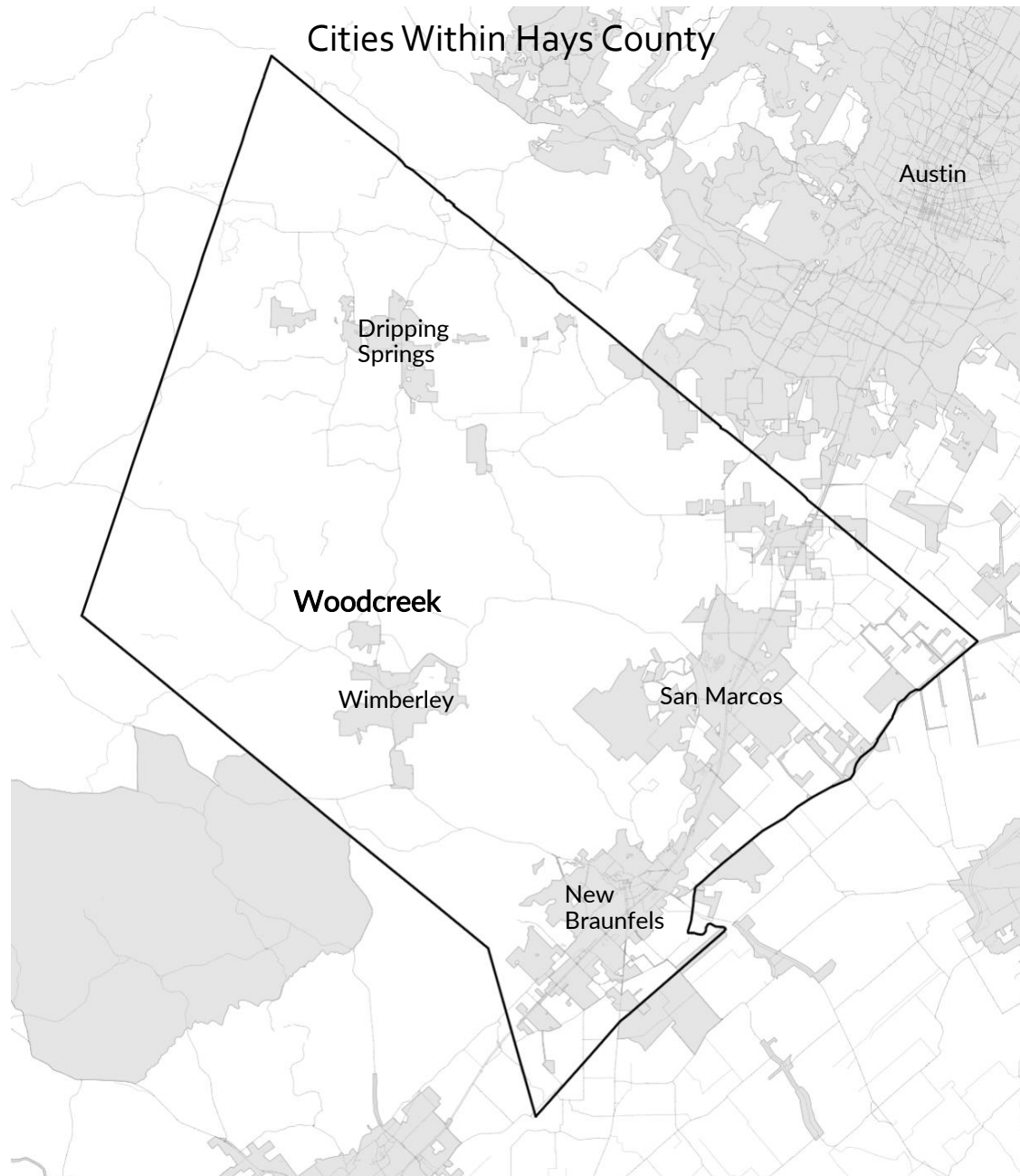
1. Vision & Goals
2. Community Profile
3. Current Land-use
4. Future Land-use
5. Parks & Open Space
6. Facilities & Infrastructure
7. Economic Development
8. Mobility
9. Implementation

Elements of the Comprehensive Plan



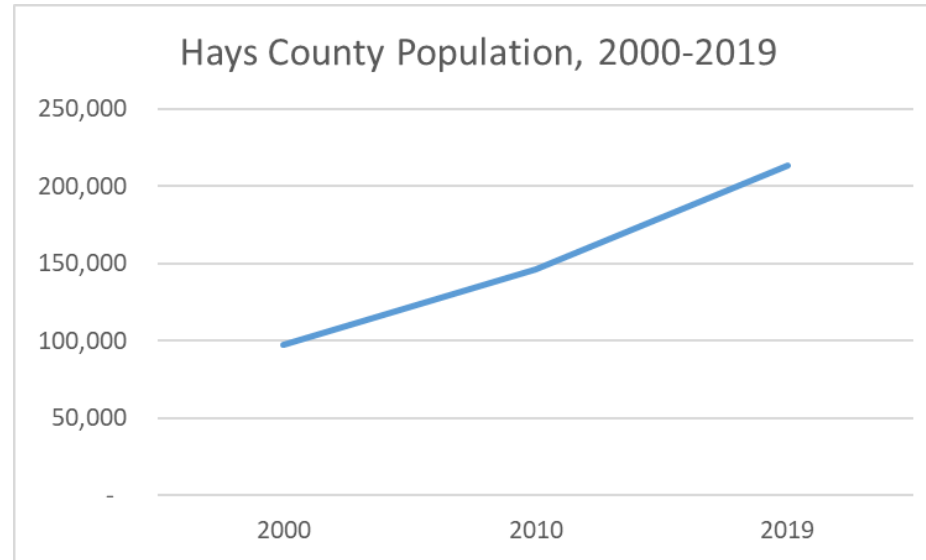
Demographic & Economic Analysis

Regional Context

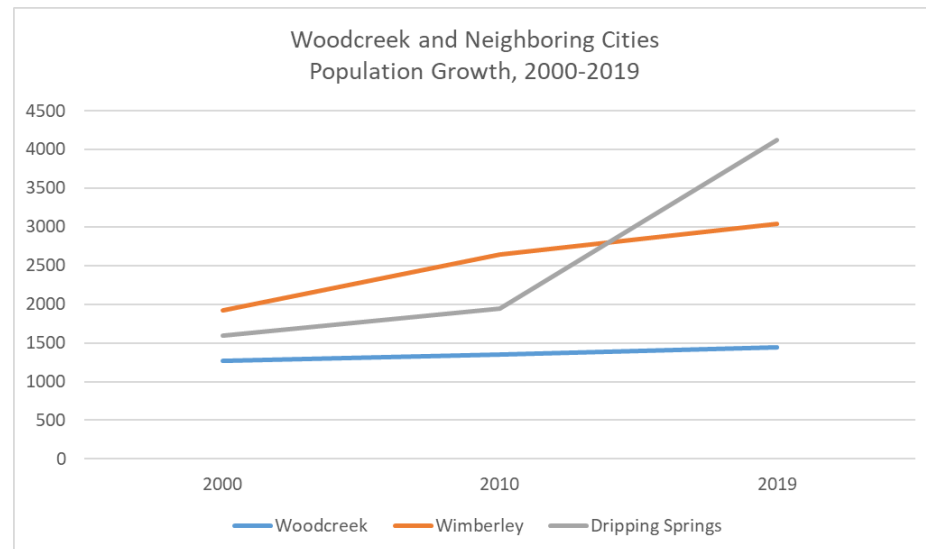


- City of Woodcreek is part of Hays County and is approximately located 36 miles SW from Austin, Texas.
- Woodcreek's neighboring municipalities include Wimberley and Dripping Springs.

Population Growth



Hays County's exponential growth has shaped the recent population trends in the City of Woodcreek.

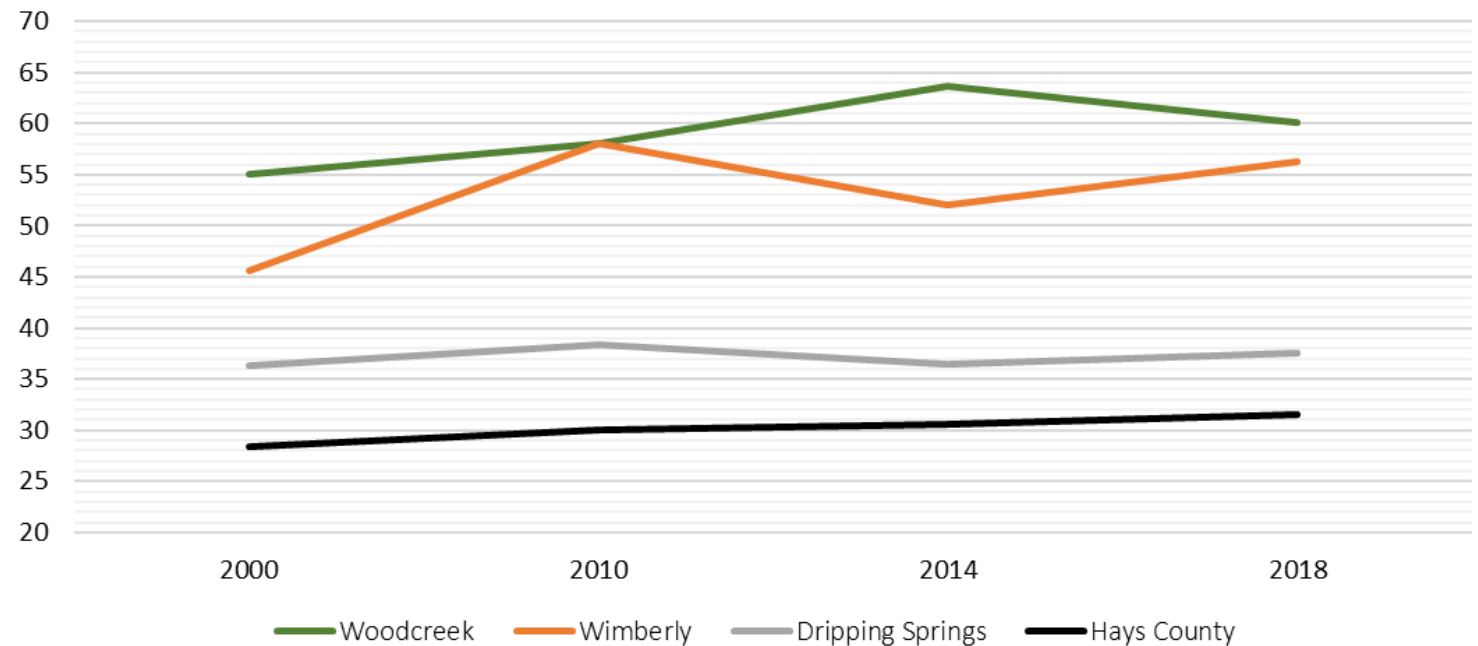


Woodcreek's population grew by approximately 13%, from an estimated 1,274 residents in 2000 to 1,439 residents in 2019.

Median Age

- The City of Woodcreek's median age is 60, while Hays County's is 32.
- There has been an increase in median age for both Woodcreek and Hays County from 2000 to 2018; 55 to 60 for Woodcreek and 28 to 32 in Hays County.
- Despite a historic increase in age within Woodcreek, from 2014 to 2018, the median age decreased from 64 to 60.

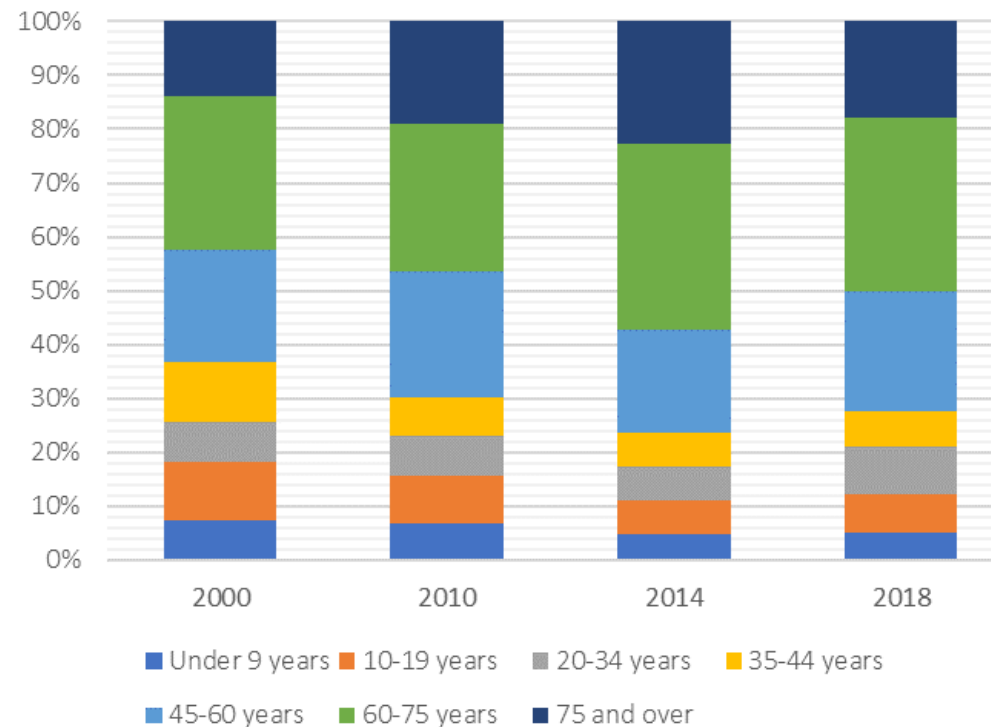
City of Woodcreek, Neighboring Cities, and Hays County, Median Age Overtime, 2000-2018



Age Cohorts

- Over 50% of Woodcreek’s population over 60 years of age.
- The share of residents under 45 has decreased dramatically within the last 20 years, from 38% to 28%.
- The largest population shift within the last 18 years has been the sharp decrease of the 35 to 44 age cohort, from a 11% share of the population in 2000 to 6% in 2018.

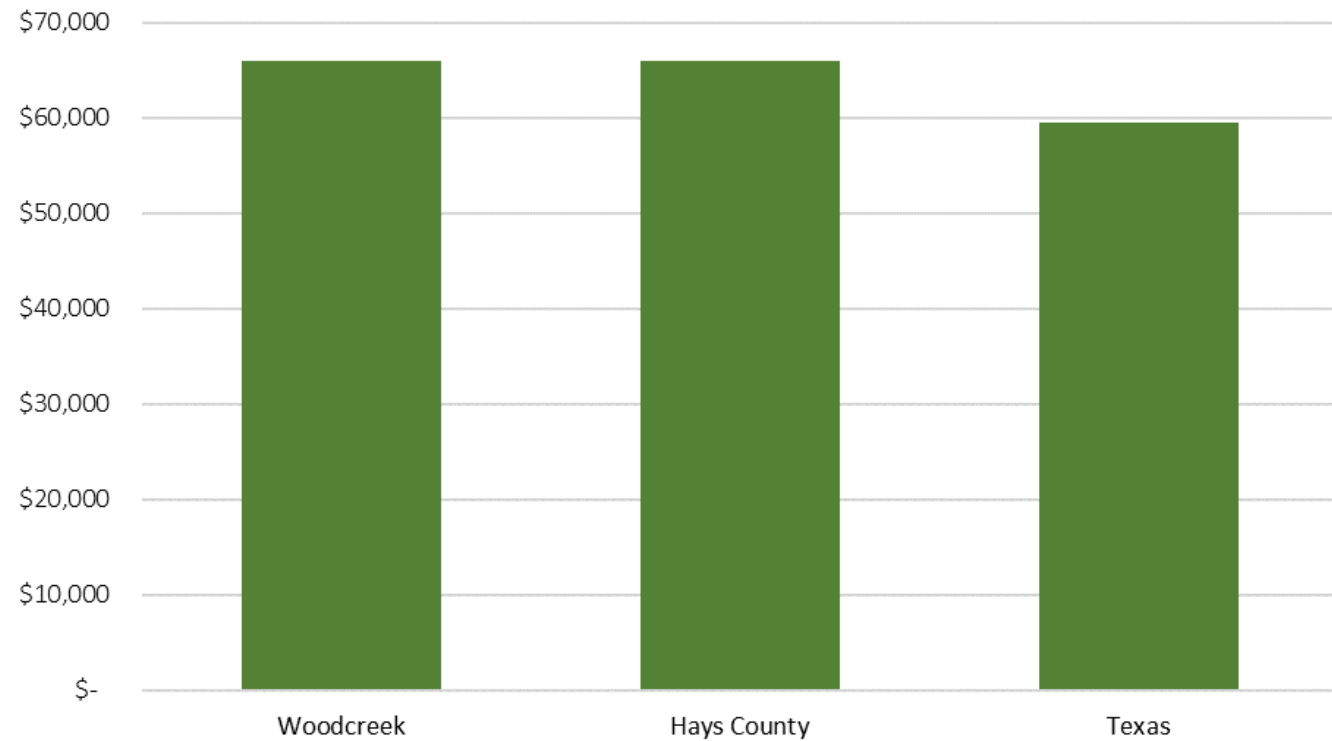
City of Woodcreek Age Cohort Percentages Overtime, 2000-2018



Median Household Income

- Woodcreek’s median household income was on par with Hays County’s, and 9.7% higher than the State of Texas’ in 2018.

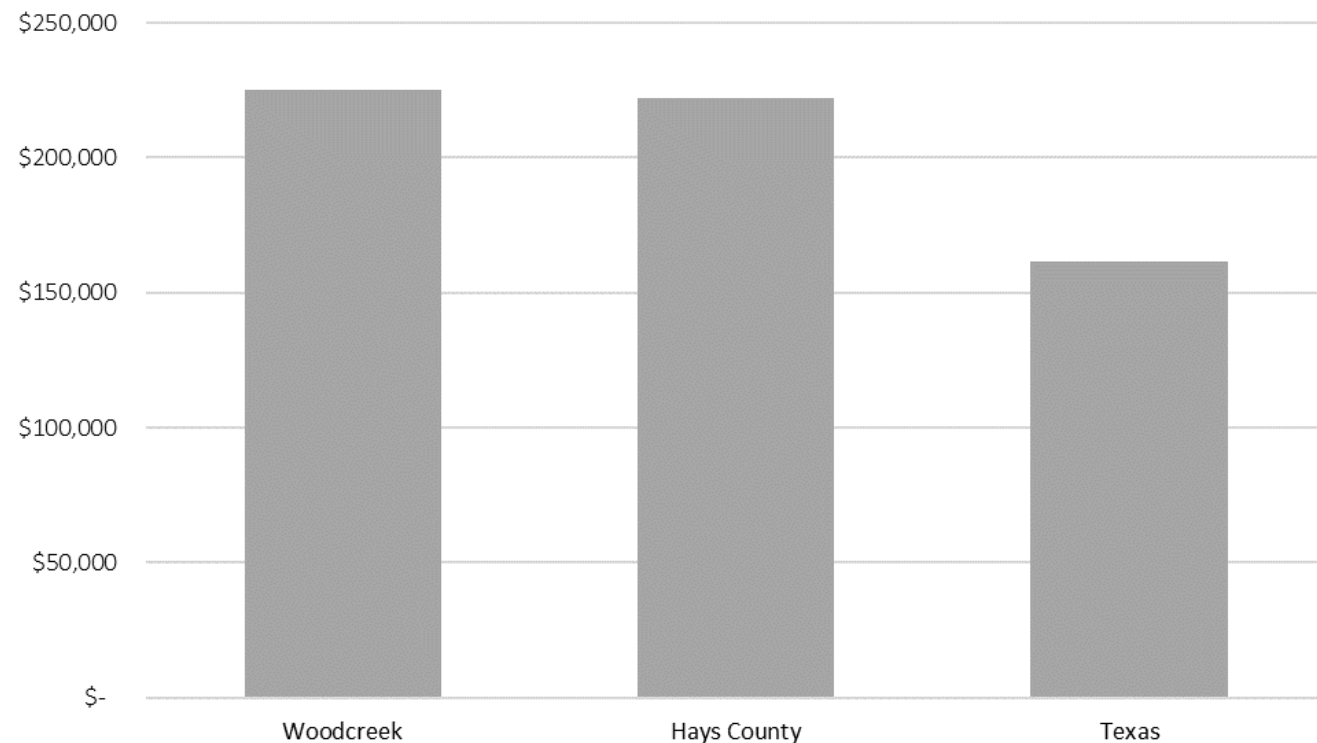
Median Household Income Comparison, 2018



Median Home Value

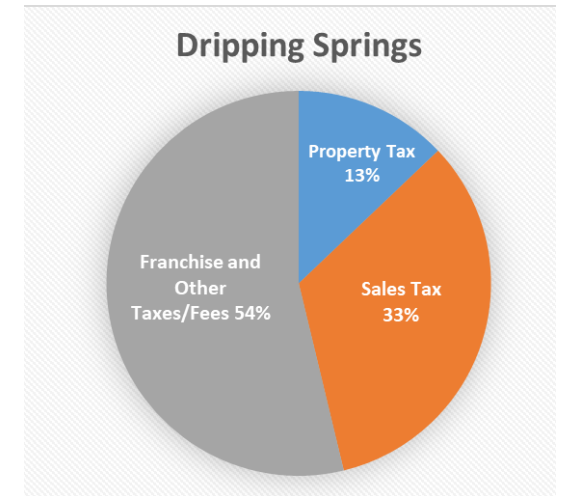
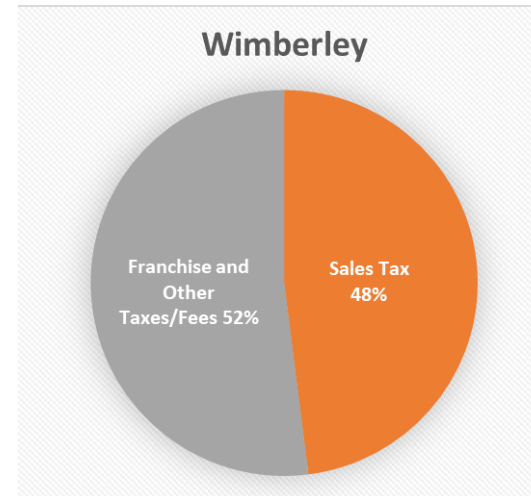
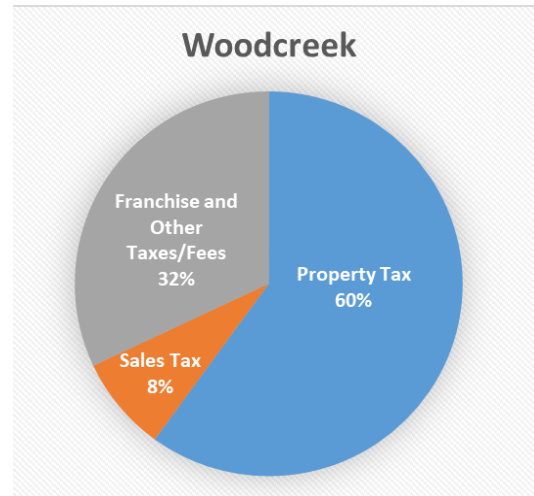
- Woodcreek’s median home value is slightly higher than the County’s, but approximately \$65,000 higher than the median home value in Texas (2018).
- The average home price for Woodcreek was \$225,200 in 2018, compared to \$222,300 for Hays County, and \$161,700 for the State of Texas.

Average Home Price Comparison, 2018



Tax Revenue Comparison

- The City of Woodcreek generated \$787,576 in tax revenue in FY18-19.
- 60% of the revenue generated came from property taxes, 32% from franchise and other taxes/fees, and 8% from sales tax.



Woodcreek Comprehensive Plan

Thank You! Any Questions?