

City of Wimberley
 221 Stillwater
 Wimberley, Texas
Minutes of Special Meeting of City Council
 November 3, 2014 at 5:30 p.m.

City Council meeting called to order at 5:31 p.m. by Mayor Steve Thurber.

Councilmembers Present: Mayor Steve Thurber and Councilmembers Tom Talcott, Cindy Anderson, Matt Meeks, Pam Showalter, and John White.

Staff Present: City Administrator Don Ferguson

Workshop Session

A workshop to discuss issues relating to the proposed Central Wimberley Master Plan.

Mayor Thurber explained meeting procedures and reviewed discussion comments from Council's last workshop meeting on October 27, 2014.

Discussion of Table 5 (*Projects, Policies and Programs for Implementation*) included:

- Meaning of the phrase “new activity nodes to the south along Blanco River” and possible naming of “activity nodes” as the Square, Old Kyle Road, and Nature Center and remove the reference “to the south along Blanco River”
- Creation of destinations to help promote foot traffic within “triangle” concept
- Inclusion of language regarding the updating of City Code to align with Plan
- Possible re-wording of “Identify high impact catalyst sites for investment and development” to better explain the Plan as a guide for future economic development/redevelopment
- Inquiries from developers regarding central Wimberley properties
- Clarification on the City's role in the economic development process as a conduit for information to developers and reiteration that the City does not market or promote properties
- Agreement on implementation of a signage and wayfinding plan as presented
- Explanation of “Review Rural Resort for conflicts with Protected Waterways” to ensure development within the Rural Resort zoning district complies with Protected Waterway Overlay District and floodway/floodplain regulations
- Change(s) in use as triggers for revocation of “grandfathered” status
- Definition of the term “key corridors” to include Ranch Road 12 and Old Kyle Road/FM 3237
- Explanation of “Establish incentives . . . in order to stimulate private investment along the corridor” as a means of promoting desired development along major corridors such as Ranch Road 12 and Old Kyle Road and consensus to delete that action in its entirety
- Definition of short-, mid-, and long-term recommendations and possible reclassification of implementation phases of certain items

- Clarification on a Main Street program’s purpose to promote and preserve downtown and its reclassification from a “short-term” to a “mid-term” implementation phase
- Addition of historic designations as means of preserving and protecting Wimberley’s character
- Agreement on “Service parking areas with shuttle routes during hours of peak activity” as presented in Plan and possible shuttle route designation(s) and shuttle service providers
- City’s role in tracking visitor demographics to incentivize reporting of data by businesses and agreement on program’s implementation phase as short-term
- Agreement on “Create a visitor map and directory of local businesses in central Wimberley” and its implementation phase as short-term
- Agreement on “Create nature appreciation programs such as for birding or master gardeners” and its implementation phase as short-term
- Reclassification of “Hold a community visioning session (or an online community survey) to identify a festival event that is appropriate to be held on the shared street of Old Kyle Road” from a short-term to mid-term implementation phase, with suggested partners to include Market Days and Chamber of Commerce management teams
- Partnering with affected property owners on “Implement pedestrian improvements on the proposed path from the City parking lot to Wimberley Square just east of the Cypress Creek Café” and agreement to leave implementation phase as short-term
- Clarification of “Obtain additional land for the City parking lot serving Wimberley Square” as property between existing parking lot and Blue Heron and agreement on implementation phase as mid-term
- Agreement on implementation phase for “Utilize existing parking lots at the Wimberley Community Center to accommodate additional parking demands during peak hours of activity” as short-term
- Changing implementation phase for “Extend segment of existing trail from Blue Hole Regional Park to Wimberley Square” from short-term to long-term and adding the italicized terms “*Explore* extending segment of existing trail. . .” and “*private property owner*” to the list of potential partners
- Agreement on “Incorporate bicycle parking into parking areas” as short-term
- Agreement on “Partner with private owner to utilize existing parking lots at City Hall to accommodate additional parking demands during peak hours of activity” as short-term
- Explanation of “Prioritize streetscape and multi-modal connectivity improvements in Capital Improvements Plan” and addition of *private property owners* as a potential partner (implementation phase to remain as mid-term)
- Consensus on preserving Wimberley’s unique character
- Agreement on changing the implementation phase for “Provide services and training for business owners at community center” from mid-term to short-term
- Clarification that “Construct improvements to the pedestrian realm, street and public right of way along Ranch Road 12 during the planned wastewater treatment and collection system upgrade” refers to *existing* roadways and addition of *private property owners* as potential partners
- Agreement on changing the implementation phase for “Identify funding opportunities for creating a new nature center that provides outdoor learning and gathering opportunities” from mid-term to long-term

- Agreement to leave implementation phase as long-term for “Leverage private investment through the establishment of a Sales Tax Increment Financing District to achieve a balance of land use types;” and changing the word *Leverage* to *Explore*
- Explanation of “Encourage infill redevelopment along Wimberley Square and Ranch Road 12” and agreement to delete this item in its entirety
- Deletion of “Develop a program to recruit partners for implementing lodging development” in its entirety
- Agreement on implementation phase for “Acquire Ranch Road 12 from TxDOT” (from FM 3237 to the “Y” at Ranch Road 12 and FM 2325) as long-term
- Agreement on long-term implementation phase for “Conduct additional community visioning sessions and a detailed, small area study to determine best approach for Wimberley Square (after Ranch Road 12 is acquired from TxDOT)”
- Adding the term “*Explore* installing trail system segments in accordance with the Central Wimberley Master Plan to connect nodes of activity and destinations” and addition of *private property owners* to the list of potential partners (implementation phase to remain long-term)
- Agreement to leave implementation phase for “Utilize Old Kyle Road rights of way in a manner that accommodates all users” as long-term

After a short recess, discussion on the Plan’s mapping included:

- Preference for use of legend-defined directional arrows with text boxes (“bubbles” or “balloons”) to designate connectivity in response to citizen concerns regarding depiction of streets as lines crossing private properties
- Possible creation of separate maps individually showing sidewalks, parking, and streets
- Removal from map the section of the directional arrow entering Rio Bonito Resort property from FM 3237 due to objections raised to date
- Directional arrows explained as guidelines for future development
- Encouraging aesthetically pleasing development and design standards
- General language about the need for connectivity without using arrow designations on private property
- Fears that gentrification of Wimberley will result in rising property taxes
- Deletion of all proposed streets (shown as dotted lines) that cut across private properties from the Plan and replacing with arrows/”bubbles”
- Location of sidewalks and parking lots in Plan
- Importance of understanding the Plan as a long-term vision, which is flexible and subject to change over time
- Changing the title of the Master Plan to delete the term “Plan” (Recommended title: “Central Wimberley Conceptual Guide”)

Mayor Thurber suggested the possible scheduling of another workshop before Council takes action on the Plan’s approval.

Hearing no further comments, Mayor Thurber called the meeting adjourned.

Adjourn

Mayor Thurber called the meeting adjourned at 7:30 p.m.

Recorded by:

Cara McPartland
Cara McPartland

These minutes approved on the 4th of December, 2014.

APPROVED:

Steve Thurber
Steve Thurber, Mayor

