



# **CEDAR**

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# **PARK**

## **COMPREHENSIVE PLAN**

City of Cedar Park, Texas

Adopted November 20, 2014

Updated through August 22, 2019

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## Acknowledgements

Committee members and staff members provided knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and helped to make this planning process and document possible:

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Mayor Pro-Tem

**Stephen Thomas, Place 1**  
**Corbin Van Arsdale, Place 2**  
**Lyle Grimes, Place 3**  
**Lowell Moore, Place 4**  
**Don Tracy, Place 6**

#### *Previous City Council*

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Mayor

**Don Tracy, Place 6**  
Mayor Pro-Tem

**Stephen Thomas, Place 1**  
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**Lyle Grimes, Place 3**  
**Lowell Moore, Place 4**  
**Jon Lux, Place 5**

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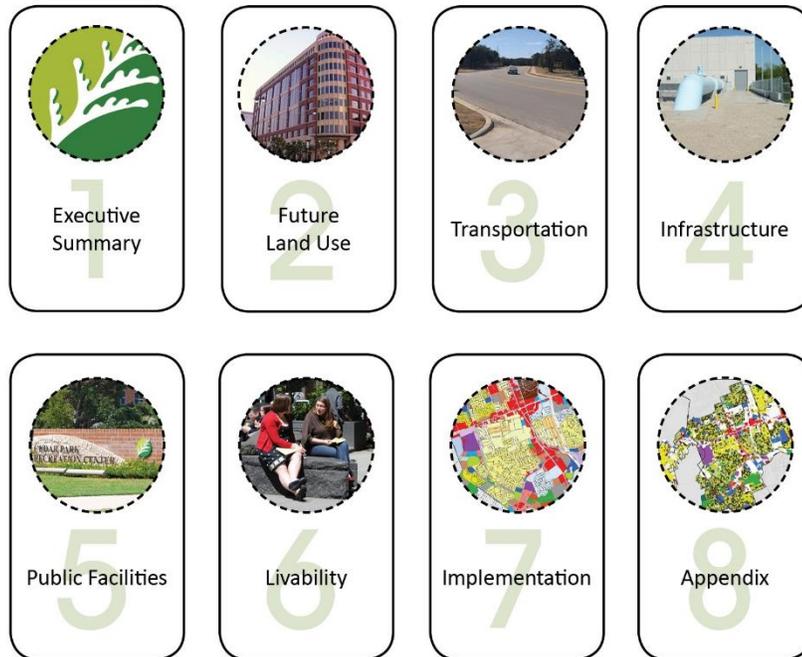
# Executive Summary

# 1

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The importance of a city's comprehensive plan cannot be overstated, as a long-range planning tool for municipal staff, decision-makers, and citizens to direct the growth and physical development of a community for 10 years, 20 years, or more. The City's leaders initiated the creation of this plan to establish a vision for Cedar Park based on input directly from the community. This vision has guided the plan's recommendations and will continue to shape the future of Cedar Park through the review of future development proposals, attracting future businesses, allocating capital improvements funding, planning for public services and facilities, and many other applications.

This Comprehensive Plan consists of eight parts:



## Background Information

The City of Cedar Park is located north of Austin, approximately a 20 minute drive from downtown. The City is easily accessible with its proximity to Interstate 35, and along the 183A Tollway and Bell Boulevard. The City is located mainly within Williamson County with a small portion in Travis County, and is surrounded by the cities of Leander, Round Rock, Austin, and Jonestown. Cedar Park is also located approximately 30 minutes from the Austin-Bergstrom International Airport.

The Community Understanding section, located in the Appendix, provides a detailed overview of existing demographic and land use characteristics of Cedar Park. The following is a brief summary of the information provided in the Appendix and recent trends in the Austin metropolitan area.

### Demographics

Cedar Park has consistently been identified as one of the fastest growing suburbs in Texas and in the nation (according to the US Census Bureau and reported by multiple news outlets). The City has experienced significant growth, increasing in population from just 5,161 in 1990, to 26,049 in 2000, to 79,259 in 2019 (*US Census Bureau and City of Cedar Park*). The community's demographics indicate the presence of many young families – a large percentage of residents that are  $\leq 14$  years and 30-49 years, and 46 percent of households with a resident under 18 years (*US Census Bureau*).

## Land Use

As the population has grown, the amount of land development has increased accordingly. The largest percentage of developed land use is single family residential, comprising about 56 percent of the developed acreage in the total planning area (which refers to the City limits and the extraterritorial jurisdiction combined). About 20 percent of the land in Cedar Park's planning area is currently vacant, excluding right-of-ways. The City should plan carefully for these remaining vacant areas to achieve the community's vision while acknowledging resources as Cedar Park approaches build-out.

- **Recent trends indicate the potential for continued quality growth in Cedar Park.**
- **In Cedar Park, 51 percent of residents have occupations in management, business, science, and arts where the majority of the population earns an income between \$100,000 and \$149,000.** (*U.S. Census Bureau American Community Survey 2017*)
- **The median home value in Cedar Park is \$258,200, compared to \$151,500 statewide, with the increased value largely due to newer construction occurring in Cedar Park.** (*U.S. Census Bureau American Community Survey 2017*)

## Overall Trends

Cedar Park has numerous demographic and economic indicators that are largely affected by the trends and developments of Austin and its surrounding area. This critical relationship between Cedar Park and Austin will be a crucial factor in providing the amenities and services that will continue to aid in regional growth and support residents as they learn new technologies, acquire new skills, and become vital members of the local and regional economy.

As part of the Austin-Round Rock MSA, Cedar Park has been experiencing rapid population growth, increased diversification, and increasing employment levels. The region's rapid growth has primed it to become one of the top areas for jobs and growing businesses.

## Local and Regional Planning Efforts

Relevant local and regional planning efforts should be considered when developing a comprehensive plan to ensure coordinated recommendations for the study area. The 1998 Comprehensive Plan identified 28 goals, addressing elements including future land use, economic development, transportation, and infrastructure and utilities. The 2006 Comprehensive Plan introduced 10 additional goals and new components addressing redevelopment, parks and open space, aesthetics, and City operations.

The Capital Area Metropolitan Planning Organization (CAMPO) ensures coordination between transportation-related efforts within the greater Austin region. This area includes Travis, Williamson, Bastrop, Caldwell, and Hays Counties. In 2010, the MPO developed *CAMPO 2035: Regional Transportation Plan* to develop recommendation and policies for the MPO that will be used to allocate funding for the next 25 years. The Transportation Section, beginning on page 49, discusses this information in more detail.

Capital Metro provides public transportation to the Austin region with nine MetroRail stations and 32 miles of track, including the Lakeline Station south of Cedar Park's City limits, which is convenient for some commuters located near the southern portion of Cedar Park.



## Vision Statement and Community Visioning Process

The visioning process started with the creation of a Comprehensive Plan Advisory Committee (CPAC). The CPAC consisted of 16 members who represented various parts of the community. A project kick-off was held with the CPAC to inform the members of the comprehensive planning process. A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was used to begin the process by identifying issues affecting the community. Following the project kick-off, an innovation charrette allowed FNI's team of planners, engineers and landscape architects to meet with City staff and discuss the issues facing the City. In addition to this, an interactive website, *ImagineCedarPark.com*, was created to gather input from the community. Over an eight month period, the website attracted over 5,500 individual viewers, nearly 500 registered participants, and over 2,000 comments, ideas, and suggestions.

Using the information that was gathered, the CPAC developed a vision statement to clearly identify what the community hopes to become in the future. Members identified key words they felt were important to reflect the community's vision. The vision statement incorporates the City's existing guiding principles and will be used to guide the planning process and recommendations.

## Vision Statement

*We imagine the City of Cedar Park as a family-oriented community; one of compassion, integrity, diversity and faith. We are an attractive destination, a leader in business development and committed to an exceptional quality of life.*

**We value:**

- **Community** | We strive to link neighbors, neighborhoods, organizations, businesses, government and our faith based groups into a cohesive community of caring, involved, and dedicated citizens to address and provide for critical needs, services and the quality of our city.
- **Innovation** | We have a healthy desire to improve Cedar Park and support the use of original and creative methods to better the City. We believe that discovering new ideas and embracing change provides opportunities for success.
- **Service** | Our commitment to excellent service is at the core of what we do. We exhibit pride, enthusiasm and dedication in our work and strive to improve the community and better people's lives.
- **Professionalism** | We are an efficient and responsive organization providing the highest level of knowledge and expertise. Through our work we promote fairness, dignity and respect for our customers and workforce.
- **Integrity** | We adhere to the highest ethical standards. We are honorable, fair and sincere and strive to uphold our organizational values with our decisions and in our actions. We understand that trust is earned through good character.
- **Leadership** | We provide positive influences for citizens. We overcome obstacles and move forward in a direction that follows our community vision.
- **Fiscal Responsibility** | As stewards of public resources, we aim to prudently utilize those resources while always operating with the goal of delivering value and sustaining long-term success.



The second part of the visioning process collected information from the community – residents, business owners, elected and appointed officials, and other stakeholders and community representatives. Twenty-four meetings were held during this public process that began in February 2013 including nine CPAC meetings, three City Council work sessions, five Town Hall public meetings, three focus group interviews with local developers and property owners, and four public meetings for adoption. The following is a brief synopsis of the community input that was received throughout the process (see Future Vision on page 140 in the Appendix for more detail on the input received during each meeting).

- Cedar Park should continue to be a family-oriented community.
- The City currently lacks a distinctive character.
- Traffic congestion, particularly along Bell Boulevard, is a major concern.
- Community “focal points” with gathering areas and concentrated development are desirable.
- Many residents would like to expand the existing bike facilities and pedestrian connectivity.
- Although automobile traffic will likely continue to be the primary mode of transportation, some residents expressed interest in public transit options.
- Traditional or garden-style apartments are not appropriate in Cedar Park; however, high density residential units integrated into a larger mixed-use concept may be desirable in some locations.
- Residents would like to maintain the high level of quality of life, which refers to desirable housing options, a wide range of retail stores, excellent schools, and family-focus.
- Bell Boulevard is an ideal location for focused redevelopment.
- Traveling north-south in Cedar Park can be a challenge, but east-west is even more complicated.
- The aesthetic appearance and design of development is important to consider.
- More entertainment destinations, activity centers, and cultural venues would be desirable additions in Cedar Park.
- Cedar Park should strive to be a technology-driven City when possible, exploring options to encourage innovative and contemporary industries.
- The library services are excellent, however a branch location or building expansion may be necessary to serve the community as it continues to grow.

## Goals and Objectives

The following goals and objectives have been developed based on the public input received at the Town Hall meeting and the *ImagineCedarPark* website, and refined through discussions with the Comprehensive Plan Advisory Committee (CPAC) members and City Staff to address Cedar Park's unique needs. Goals are broad ideas, and objectives are steps to achieve the goals. The goals and objectives identified within this section relate to various elements of the Comprehensive Plan. Each element of this plan has a goal to describe the ultimate purpose of the element. Each goal has associated objectives, which will be used to develop specific action items recommended to accomplish the objectives.

### Future Land Use

**Goal** | *Plan for land uses that are balanced and compatible that promote Cedar Park as a prime destination for families and businesses.*

- Objective 1** Focus on business attraction and retention to be a destination for major employers and innovative entrepreneurs.
- Objective 2** Establish Cedar Park as a regional destination for family-oriented activities.
- Objective 3** Plan for central gathering areas in the community that are interesting, vibrant, and encourage social interaction.
- Objective 4** Ensure an appropriate mix of land use types within the City.
- Objective 5** Encourage redevelopment in appropriate locations throughout the City.

### Transportation

**Goal** | *Plan for transportation improvements and modifications to support the growing community.*

- Objective 6** Address current and projected heavy traffic volumes moving through and within Cedar Park.
- Objective 7** Improve east-west connectivity within the City where possible.
- Objective 8** Improve pedestrian connectivity and safety, especially near Bell Boulevard.
- Objective 9** Assess transportation options and desires within the community.
- Objective 10** Maintain acceptable level of service for roadways and intersections.

### Infrastructure

**Goal** | *Plan for infrastructure improvements to support the growing community.*

- Objective 11** Ensure quality of water and wastewater systems.
- Objective 12** Ensure the City has adequate and reliable water sources.
- Objective 13** Ensure cost efficient operations of the City's wastewater facilities.
- Objective 14** Address drainage concerns within older neighborhoods.

## Public Facilities

**Goal** | *Ensure that the level of City services within Cedar Park is maintained as the City continues to increase in population and area.*

- Objective 15** Meet the community's needs for public safety and service.
- Objective 16** Meet the community's demand for amenities, such as libraries, recreational facilities, and cultural facilities.
- Objective 17** Coordinate with the in-progress Parks and Recreation Master Plan to ensure recreation amenities meet the needs for the increasing population.

## Livability

**Goal** | *Ensure that Cedar Park is a desirable place to live, work, worship, and raise a family.*

- Objective 18** Address the physical appearance of the built environment to ensure that a positive image of Cedar Park is exhibited to residents and visitors.
- Objective 19** Maintain a civic-minded community with a strong social fabric that promotes social, economic, and spiritual interaction and quality of life at a community-wide level.
- Objective 20** Improve the walkability and connectedness of Cedar Park for pedestrians and bicyclists.
- Objective 21** Foster a sense of belonging to the community as a whole, bringing together and representing all neighborhoods and groups to reach city-wide visions.

## Recommendations

This Comprehensive Plan includes specific action items as recommendations related to future land use, transportation, infrastructure, public facilities, and community livability. These topics are interrelated and support Cedar Park's vision for the future.

The City has identified nine Planning Areas that are intended to address these themes and the community's overall vision (see Potential Vision for Planning Areas on page 18 for more detail). These Planning Areas comprise much of the remaining 20 percent of vacant land within Cedar Park; therefore, future development should be carefully and thoughtfully planned to ensure desirable development. Although no specific land use is planned for each area, the following four types of developments known as "missing places" (or a combination thereof) are envisioned for inclusion in these areas:

- Entertainment / Cultural District
- Educational Campus
- Walkable Mixed-Use
- Business Park

The Bell Boulevard Corridor is also identified as a special area for consideration; however, a redevelopment strategy is appropriate for this area (compared to the other Planning Areas, which are located in largely vacant areas). In 2015, the City adopted the "Bell Boulevard Redevelopment Master Plan" that outlines specific strategies for improving the land use mix, appearance, character, and traffic flow along the corridor. These recommendations have been incorporated into the Comprehensive Plan.

The Plan's recommendations are located throughout the chapters, but are summarized in the Implementation Matrix on page 102.



### Overall Themes of the Plan's Recommendations:

- Concentrated nodes of development to create vibrant districts for community interaction and entertainment
- A walkable and connected environment that allows the community to be active and access destination points without the use of a motorized vehicle
- Nonresidential growth to support innovative, technology, and research-related fields that will generate employment in Cedar Park
- City services, infrastructure, and roadways that continue to meet demand as population increases

## Implementation

This Plan identifies 32 Action Items that have been developed to address the community's goals. Based on the input received and information collected throughout the development of the Comprehensive Plan, the following Action Items have been identified as the top priorities for the City to pursue in the implementation of this plan (listed in order of discussion, not by priority):

- Action Item 1:** *Adopt the Future Land Use Map and amend the City's zoning map to reflect the guidance of the Future Land Use Map.*
- Action Item 4:** *Work with property owners to develop the Planning Areas to create focal points, destinations, and concentrated areas of quality development within Cedar Park.*
- Action Item 6:** *Protect the limited vacant land for quality and desirable future development and redevelopment opportunities within Cedar Park.*
- Action Item 7:** *Encourage the creation of desirable entertainment and tourism destinations, and the preservation of cultural and natural/archeological resources in Cedar Park.*
- Action Item 15:** *Identify alternatives to improve north-south traffic flow, and continue to evaluate the feasibility of frontage roads along 183A.*
- Action Item 16:** *Continue to pursue the redevelopment of Bell Boulevard and supporting initiatives.*
- Action Item 20:** *Evaluate an alternate water supply source for the City.*
- Action Item 24:** *Evaluate the demand for a convention or conference center in Cedar Park.*
- Action Item 25:** *Budget for an adequate number of public safety employees as the City's population increases.*
- Action Item 30:** *Target economic development efforts to attract and expand quality, diverse employers within Cedar Park.*
- Action Item 32:** *Organize a caucus of religious and community leaders to define a nurturing role to play within the growth of the community and coordinate outreach programs to maximize the results of all efforts to assist in accomplishing specific City goals and objectives.*

The Comprehensive Plan is the official policy of the City. It guides zoning and development decisions and serves as a basis for future capital expenditures. The Comprehensive Plan should not be viewed as a rigid policy, but as a guide. It is intended to be flexible and to provide latitude for more detailed analyses that are commonly part of zoning and development decisions. These decisions, however, should be consistent with policies established within the Comprehensive Plan. In addition, comprehensive planning should not be viewed as a single event, but as a continuous and ever-changing process. Therefore, the Plan itself is not intended to be a static document; it is intended to be a dynamic, adaptable guide to help citizens and officials shape the City of Cedar Park's future.

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# Future Land Use

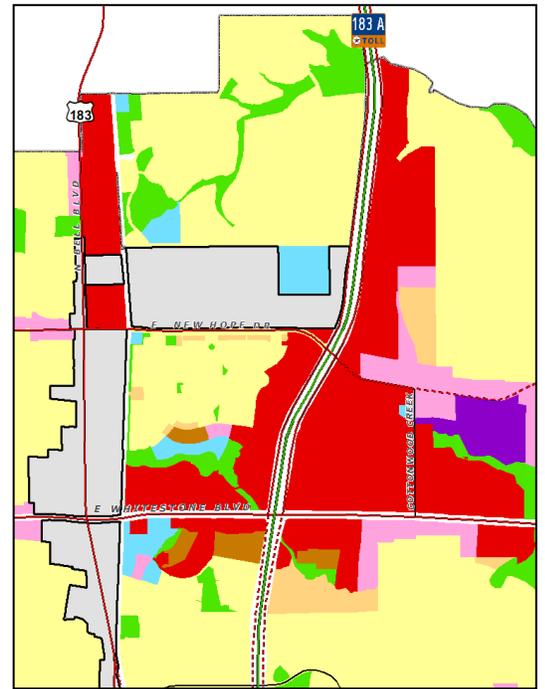
# 2

The responsibility of a municipality to manage and regulate land use is rooted in its need to protect the health, safety, and welfare of local citizens. The first step in establishing the guidelines for such oversight is the community's comprehensive plan. Although it is one of several components of the City's Comprehensive Plan, the significance of the Future Land Use Plan and Future Land Use Map cannot be overstated. Similar to the way in which a road map serves as a guide to a particular destination, the Future Land Use Plan serves Cedar Park as a guide to its unique vision of its future form – What the community wants to look and feel like as it grows to a mature city.

## Future Land Use Map

Each place that is represented on a map can also be compared to each individual decision that the City makes with regard to land use and zoning. In order to serve as the City's most complete long-range "roadmap" possible, the Future Land Use Plan establishes an overall framework for the preferred ultimate development pattern of the City based principally on balanced, compatible, and diversified land uses. The Future Land Use Map should ultimately reflect the City's long-range statement of public policy and it should be used as a basis for future development decisions.

It is important to note that the Future Land Use Map is not a zoning map, which legally regulates specific development requirements on individual parcels. Rather, the zoning map should be guided by the graphic depiction of the City's preferred long-range development pattern as shown on the Future Land Use Map. It is also important to note that while the Future Land Use Map itself is an integral part of the Future Land Use section, the land use policy recommendations that support the map and that relate to how land use development should occur are also important. These policy recommendations are contained in the last section of this Future Land Use Plan.



## Future Land Use Categories

This section of the Future Land Use Plan reviews each type of recommended land use type as shown on the Future Land Use Map. Land use types are grouped into two primary categories – residential land uses and nonresidential land uses.

### Residential

It is recommended that traditional single family residential be the predominant type of residence within Cedar Park, with an additional blend of medium and high density developments as appropriate.



#### Low Density Residential (LDR)

This category refers to single family homes that are generally included in typical subdivisions. This type of housing currently composes a large portion of Cedar Park’s existing housing stock. In terms of development density, one to four dwelling units per acre may be appropriate for this category.



#### Medium Density Residential (MDR)

Medium density residential refers to townhomes. These units allow for a “full life cycle” of housing, and commonly provide areas for “empty nesters” who may not want the maintenance of a single family home, and for young families who may find a townhome more affordable than a single family home. This category is intended to provide for four to eight dwelling units per acre.



#### High Density Residential (HDR)

High density residential generally refers to multi-story apartment complexes. These complexes should include community amenities, such as fitness facilities, common active recreation areas, and dedicated open space areas. The City currently has several “garden-style” apartment developments (2-3 story, 15-20 dwelling units per acre), however this type of high density residential is not envisioned in the future. Future high density residential units should be integrated into pedestrian-oriented, mixed-use developments with structured parking. Typically, the residential density in a mixed-use development is 40+ dwelling units per residential acre.

## **Nonresidential**

Nonresidential land uses provide places of employment, retail uses that generate sales tax revenue for the City, and community parks. The following sections discuss specific aspects of the various types of nonresidential land uses recommended for Cedar Park.

### **Public/Semi-Public (PUB)**

This designation is representative of uses that are governmental or institutional in nature. These uses are generally permitted within any area; therefore, the areas shown on the Future Land Use Map include the uses that are currently in existence. It is anticipated that there will be a need for additional public uses with future population growth.

### **Recreation and Open Space (REC)**

Areas within this land use designation are representative of parks, recreational amenities, and open spaces that are currently in existence or planned; however, parks and open spaces are permitted within any area and expected to increase with the future population. The City's current Parks and Open Space Master Plan was adopted in 2015.

### **Local Office, Retail, and Commercial (LOC)**

This land use is suitable for light retail, service uses and professional office activities that aim to meet the needs of residents in the immediate vicinity. Building designs should be small in scale, typically one or two story and require visibility from roadways. Development should orient towards local traffic, but also allow for a comfortable pedestrian environment. Developments should be compatible with adjacent residential and be pedestrian-oriented. Additionally, landscaping is encouraged to keep the area attractive, functional and minimize negative impacts on nearby uses. Uses may include boutique retail shops, small sized restaurants and services such as financial, legal, and insurance services.





### Regional Office, Retail, and Commercial (REG)

This land use is compatible on larger land parcels and is suitable for a broad range of retail, service uses and professional office activities that aim to meet the needs of residents within a three to five mile radius or more. The developments in this category are typically larger in scale, more intense and are also high generators of traffic, generally more appropriate around employment centers, along 183A and RM 1431. This category is intended to incorporate a blend of nonresidential uses, such as retail shopping centers, mid-rise corporate office parks, medical campuses, and technology parks. They are characterized by large parking lots where buildings may be of multiple stories as they highly depend on visibility from major roadways. It is encouraged that building designs within this zone be coordinated when possible. Types of uses in this land use category include business parks, hotels, and “big box” retailers.

### Heavy Commercial (HC)

This land use designation is suitable for manufacturing, processing, assembling, packaging and fabricating previously prepared materials, as well as warehousing. This category is typically auto-oriented with large parking lots and a wide range of commercial uses that serve the local and regional markets.

Large tracts of land with easy access to roadway transportation are becoming increasingly hard to find for the industrial business community. However, these businesses can be advantageous for a municipality in terms of providing employment and an increased tax base.

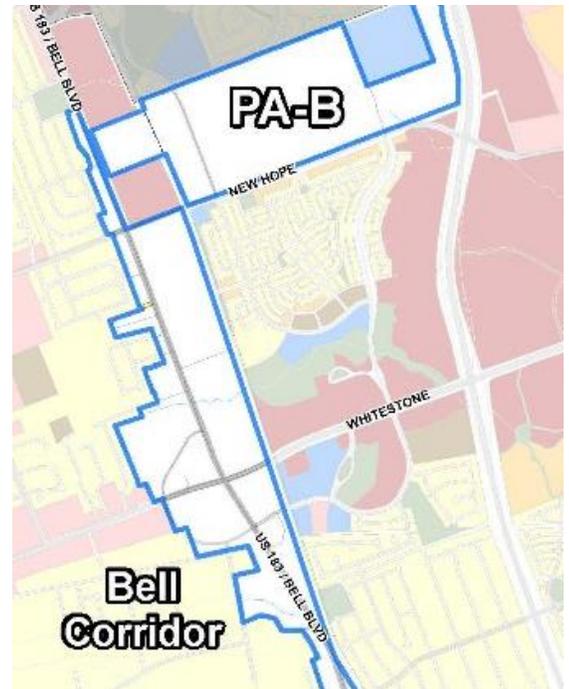
## Potential Vision for Planning Areas

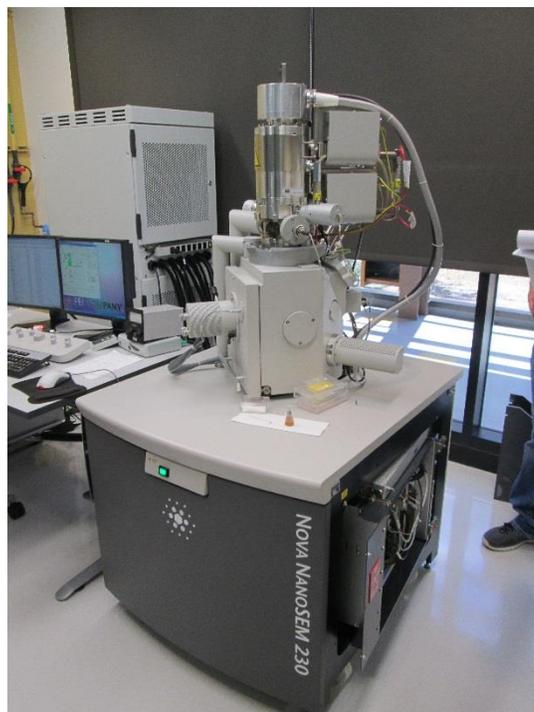
Several areas have been identified as “Planning Areas” on the Future Land Use Map that require additional discussion to adequately describe each area’s vision and expectations. The purpose of these areas is to provide flexibility to land owners and developers to respond to market demands. These areas, A through H and the Bell Boulevard Corridor, are described in the following pages with visual examples of the character envisioned for each area.

During the visioning process, the community identified several development types or destination points that seem to be lacking in Cedar Park, termed “Missing Places”. Although each Planning Area may lend itself to certain types of development due to the location, access, topography, and adjacent land uses of the site, the areas should be flexible and not be restricted to a particular land use. However, the intent of these Planning Areas is to identify key locations where at least one of the identified “missing places” is appropriate. The following is an overview of these desirable development types:

### *Entertainment / Cultural District*

Entertainment/cultural districts offer vibrant outdoor settings with unique entertainment-oriented features, such as family arcades, movie theaters, water features, and arts venues. These areas are where arts and cultural activities thrive. Entertainment/cultural districts are marketable tourism assets that highlight the unique identity of communities and attract all types of visitors. These districts usually offer interactive shopping, dining and entertainment experiences that are especially attractive destinations for cultural, recreational and business travelers. Attracting business travelers and businesses make these spaces prime locations for small conference centers with hotels or other accommodations. Districts can even be anchored by sports stadiums or arenas for local athletic teams, or smaller music venues for outdoor concerts and festivals. The district could also be home to museums, art galleries, music venues, and public squares for performances. The most successful districts combine improvements to public spaces (such as parks, waterfronts and pedestrian corridors) with proper development planning.





### *Educational Campus*

Cedar Park has also expressed interest in an educational campus, possibly a branch or satellite campus for a larger university, located within the community. An educational campus could be complementary to existing educational facilities or office uses, creating opportunities for partnerships, training programs, and employment opportunities for local businesses and residents.

A college or university offering 4-year degree programs is highly desirable in the City of Cedar Park for a variety of reasons. Educational campuses can serve as a focal point for developmental growth and improvement for citizens by offering continuing education, certification courses, technical coursework, and pre-college courses to support educational and employment efforts of the local populations. Additionally, these educational campuses offer a strong economic benefit to the community.

The Austin-Round Rock MSA is considered a major center for high-tech with thousands of graduates each year from the engineering and computer science programs at the University of Texas at Austin going into the workforce and fueling numerous industries. Cedar Park's proximity to Austin could provide the opportunity for the City to capitalize on this regional trend and provide the same engineering/technology course-work and technical training opportunities that could feed directly into the local economy through the workforce and help to spur residents into attaining higher educational opportunities.

### Walkable Mixed-Use

Mixed-use style development should be incorporated into Cedar Park to blend a variety of uses into one centralized, iconic location. This type of development offers a range of benefits, including flexibility of building space, long-term viability of commercial districts, higher-quality high density residences, inclusion of public facilities, increasing pedestrian activity, improved public safety with additional “eyes on the street”, reduction in vehicular trips, minimizing land use consumption, and preservation of open space.

Mixed land uses can come in the form of vertical mixed use (typically retail at ground level and office and/or residential on upper levels), or horizontal mixed use (each use is contained within its own structure but planned into a single development). This type of development should be pedestrian-oriented, with a focus on a central theme—like restaurants, entertainment, or retail. Residential lofts and attached residential units in these types of developments may be desirable to sustain and encourage a vibrant street-life and generate activity for the businesses. Residential densities within these developments are typically 40+ dwelling units per acre.

Walkable mixed-use districts were conceptualized from traditional land development practices in place before the advent of suburbanization, these traditional neighborhoods/developments—like many of today’s most popular mixed-use developments—were very similar in character to downtown or town square areas found in many cities. Although Cedar Park does not have one central “downtown”, the intent of this development style is to create a “downtown” environment. Buildings should be oriented toward the sidewalks, with large display windows, awnings or other elements for shading, and signage visible from the pedestrian view. Regulations should allow for restaurants and cafes to extend patio seating outdoors where sidewalk width allows.





### **Business Park**

The community identified a quality business park as a desirable future addition to Cedar Park to provide employment opportunities. The business park should focus on innovation – research, high technology, computer-related engineering, and design companies are the most desirable businesses for this area. The park should be targeted toward large scale office developments of professional services and light commercial-type uses that are located entirely indoors.

Additionally, to support a business community, the sites should include restaurants, neighborhood services (such as daycare, dry cleaning, fitness facilities, and small retail shops), and possibly mixed use development. Large business parks should require a master planned layout incorporating walkable design and public space.



Each Planning Area should strive to be a livable place – by creating places where people want to be, the City encourages reinvestment and supports the community (see **Figure 22. Cycle of Creating Livable Places** on page 85). All future development in these Planning Areas is intended to be high-quality construction with interconnected design to support pedestrian traffic. While traditional single-family residential homes are not envisioned for any of these areas, higher density residential options may be appropriate if it serves to enhance the commercial vitality of the development and is fully integrated into the development. Parks and public plazas should be incorporated to create social gathering areas.

In order to develop in these areas, applicants should submit a coordinated and master-planned land use scheme that will incorporate the desirable themes that have been mentioned above, such as:

- Walkable, interconnected, pedestrian-friendly developments
- Public plazas and gathering areas
- Unique developments with quality design standards that serve as focal points and provide a unique character for Cedar Park
- Family-oriented activities
- Industries focused on innovation, design, technology, and research
- Educational institutions

See **Figure 12. Example of a Small Area Concept Plan** on page 44 for a visual example of a plan that illustrates the land uses and connectivity that should be provided for the development of these Planning Areas.



### Planning Area "A"

This area is approximately 350 acres in size. A portion of this Planning Area includes the Lime Creek Quarry, purchased by the City of Cedar Park in 2015. This Planning Area has convenient access to RM 1431 and Lakeline Boulevard. Redevelopment projects of this size can often be a challenge due to ownership of many individual properties; however, the parcels within this area are owned by only a few entities, which would aid in the parcel assembly necessary for redevelopment.

The quarry practices have impacted the topography and appearance of the land, impacting the future land use types appropriate for this site. Future redevelopment should incorporate the unique aesthetic and topography of this site to create a destination point. Several cities have utilized this challenge of former quarries to their advantage by developing unique attractions for their communities.

Figure 1. Planning Area "A"



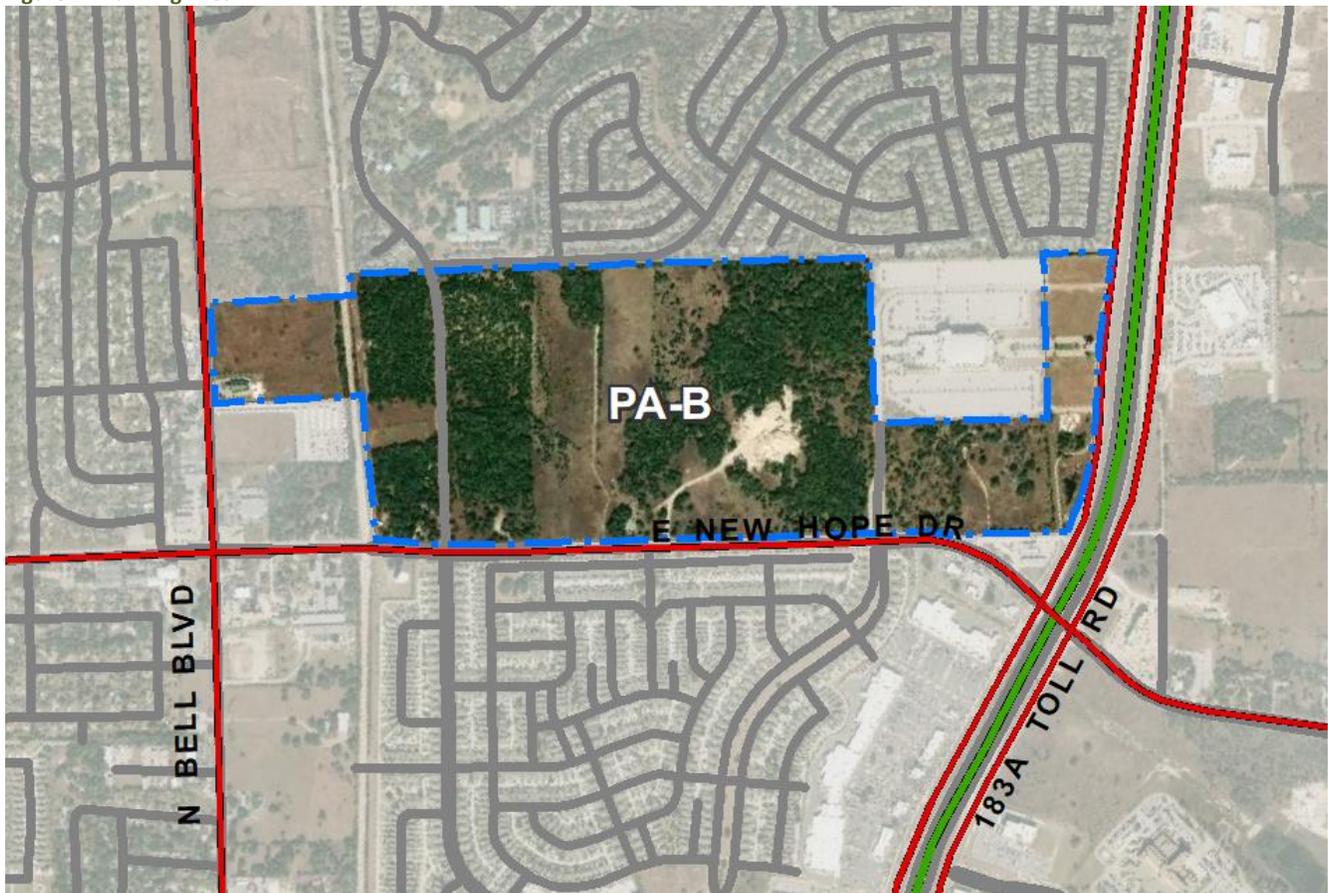
### Planning Area "B"

This area consists of approximately 250 undeveloped acres located adjacent to the HEB Center at Cedar Park. Much of the area is currently undeveloped.

The area's location along New Hope Drive between Bell Boulevard and HEB Center at Cedar Park makes it an ideal site for a possible retail and/or entertainment based development.

The area should be developed in a coordinated manner, incorporating pedestrian connections and walkable design concepts. A centrally-located civic plaza could anchor development in this area, which could include retail and mixed use development.

Figure 2. Planning Area "B"



### Planning Area "C"

This area, approximately 100 acres, is located along Brushy Creek Road between 183A and Parmer Lane. The area is also located in close proximity to Reagan Elementary School, Henry Middle School, and Vista Ridge High School. Future development should complement these educational facilities, possibly with uses such as campus-style office, corporate headquarters, or retail along Brushy Creek.

Figure 3. Planning Area "C"



*Planning Area "D"*

This area consists of approximately 65 acres along Parmer Lane. 17 acres of the land was developed in 2016 with 51,000 sq. ft. of nonresidential uses and 337 multifamily residential units, known as Parmer Ranch Trails (PRT). The remaining 48 acres is undeveloped and located adjacent to low density residential homes.

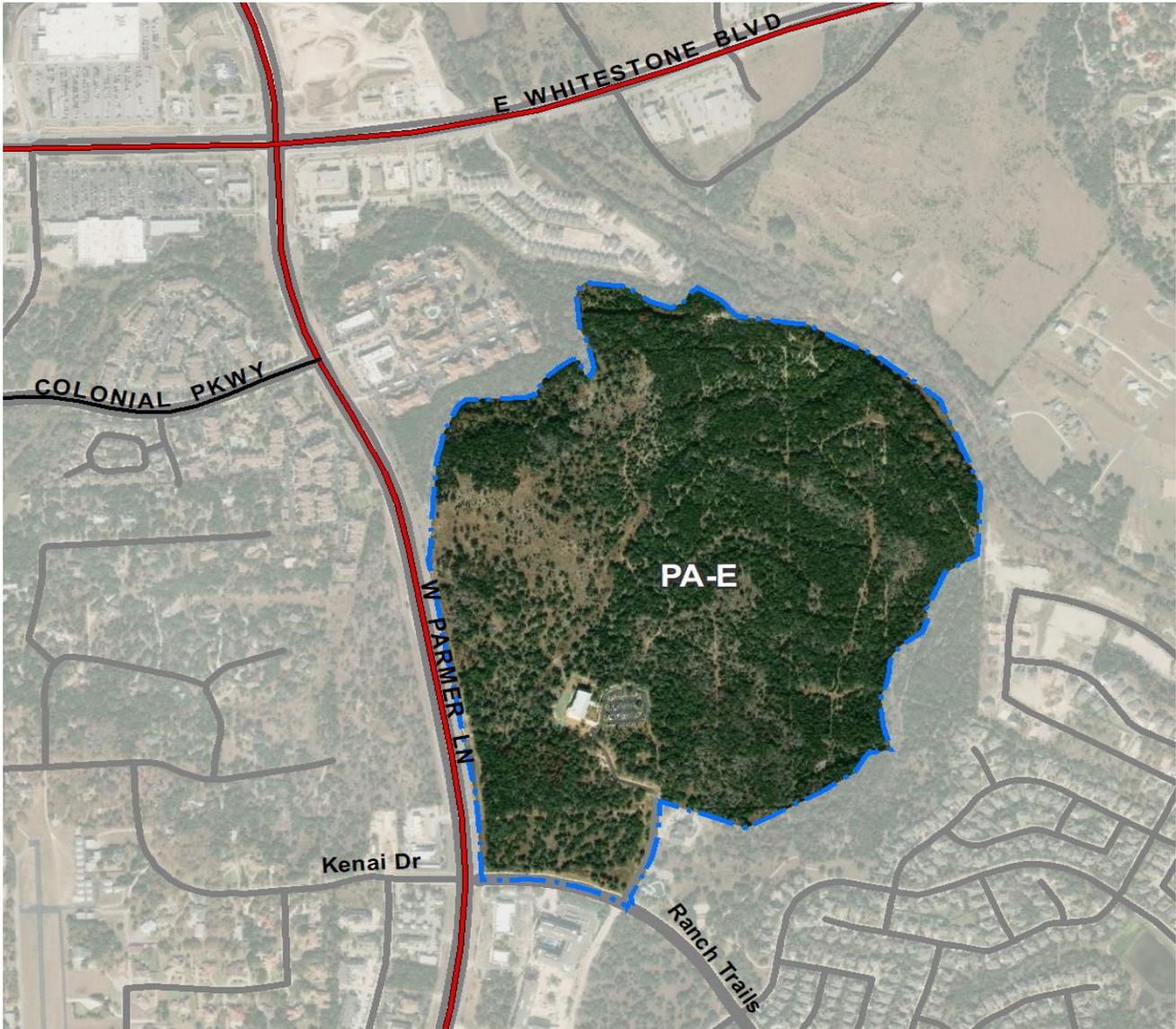
Figure 4. Planning Area "D"



### Planning Area "E"

This area of approximately 215 acres along Parmer Lane is located immediately north of Planning Area "D". This area is largely undeveloped and located between low- and higher-density residential developments.

Figure 5. Planning Area "E"



*Planning Area "F"*

This area is approximately 150 acres located along Ronald Reagan Boulevard, north of RM 1431. This area offers a major opportunity to create a larger-scale master-planned development.

Figure 6. Planning Area "F"



### Planning Area "G"

This area is approximately 105 acres located south of E. Whitestone Boulevard, southeast of Toro Grande Boulevard. This area is largely undeveloped and at the eastern edge of the City limits.

Figure 6a. Planning Area "G"



**Planning Area "H"**

This area is approximately 126 acres located at the northwest corner of Sam Bass/CR 175 and E. Whitestone Boulevard. This area is largely undeveloped and at the eastern edge of the City limits. This Planning Area was rezoned in 2018 to allow for a mixed used development.

Figure 6b. Planning Area "H"





**BELL BOULEVARD  
REDEVELOPMENT MASTER PLAN**

PREPARED FOR CITY OF CEDAR PARK  
AUGUST 2015

PREPARED BY  
**DESIGNWORKSHOP**  
800 BRAZOS STREET, SUITE 490  
AUSTIN, TX 78701  
512.499.0222

### *Corridor Planning Area | Bell Boulevard*

Bell Boulevard, or US 183, is a major north-south corridor located in the Bell Planning Area, comprised of approximately 400 acres developed primarily as commercial/retail uses, with limited amounts of institutional and industrial uses. The City has put forth significant efforts to study this corridor area, including the most recent Bell Boulevard Redevelopment Master Plan (Master Plan) adopted by City Council in 2015.

The Master Plan focuses on the area along Bell Boulevard between Park Street to the north and Cypress Creek Road to the south. A major component of the Master Plan proposes the relocation of Bell Boulevard further east, utilizing existing right of way of Old Highway 183 between Buttercup Creek Boulevard and Park Street. The roadway relocation can ultimately create 40 acres of connected development adjacent to the 12-acre Buttercup Creek Natural Area. This focused area of redevelopment will promote the six (6) primary goals identified in the Master Plan. These goals include:

- 1) Creating an economically vibrant corridor and energizing the greater Cedar Park region;
- 2) Generating return on investment of the City of Cedar Park and private business;
- 3) Working with natural and historical assets to define a more pleasant human experience;
- 4) Maintaining mobility and accommodating traffic levels while increasing access;
- 5) Gaining support from affected stakeholders including land owners, developments and business owners; and
- 6) Solidifying what the identify of Cedar Park is through the master planning process.



Key features of the Master Plan that promote the six (6) primary goals include:

Realignment of Bell Boulevard – moving Bell Boulevard east can create a new development area that encourages walkability, activates the community’s civic and commercial spaces and promotes an interactive, urban experience.

Extending Parkwest Drive – Parkwest Drive is proposed to extend south along the edge of the Buttercup Creek Natural Area, providing an additional north/south connection west of Bell Boulevard and connecting the commercial spaces to the Buttercup Creek Natural Area.

Ensuring a Mix of Land Uses – A mix of uses including retail, office, entertainment, cultural and dense multifamily residential will ensure that the private and public realms are active at all times of the day. This will generate more revenue for businesses and create a vibrant place that people want to visit.

Creating a Gateway Intersection – In addition to improving mobility on the revamped Bell Boulevard, an iconic gateway will welcome visitors and residents to the area, orient visitors and foster a sense of civic place and identity.

Promoting Walkable Blocks – Narrower internal streets provide safe vehicular traffic conditions and foster pedestrian activity

Enhancing a Natural Amenity – Improving the Buttercup Creek Natural Area will become a prime amenity for the compact mix of retail, residential, office and civic uses within the development.

Figure 7. Corridor Planning Area | Bell Boulevard

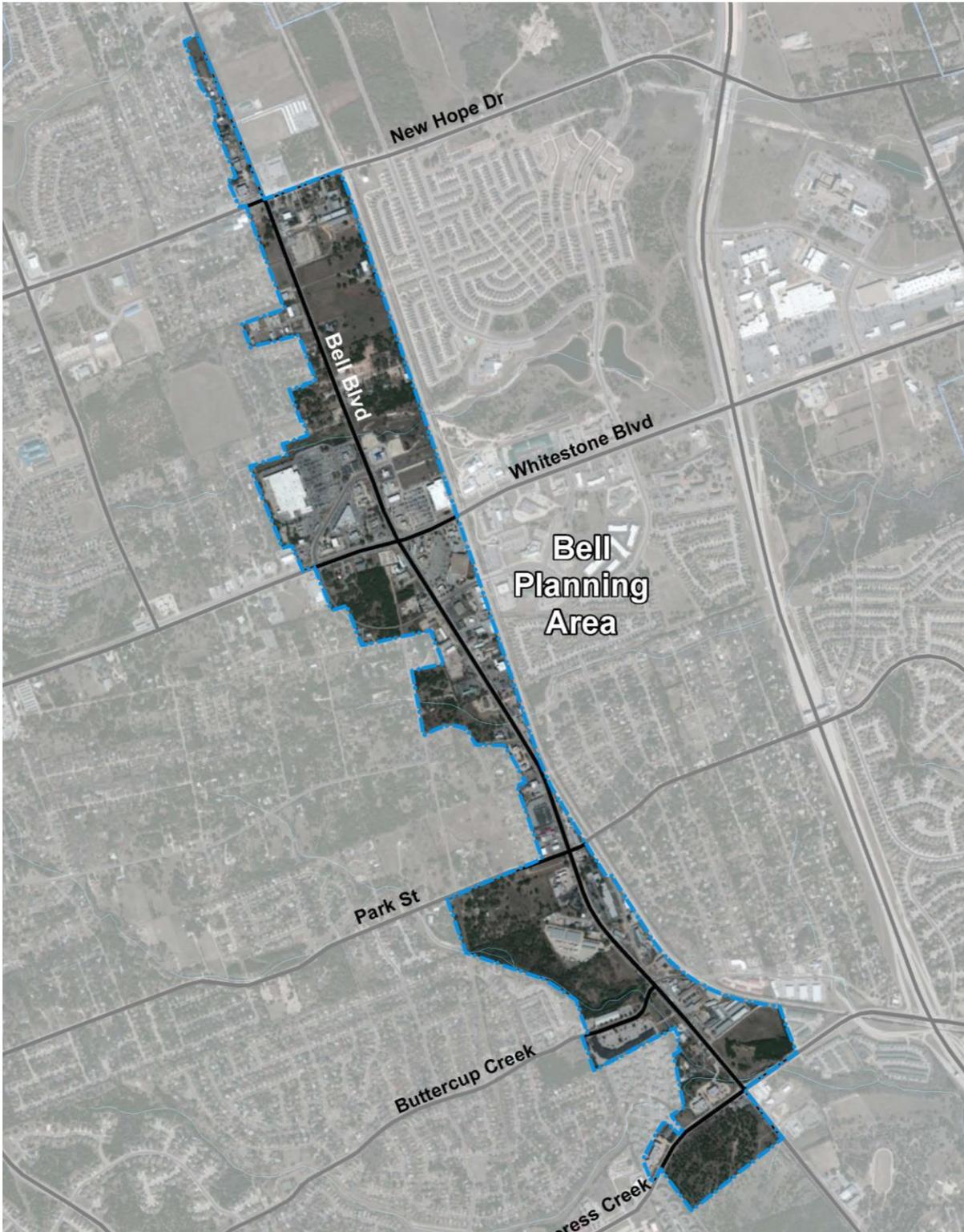
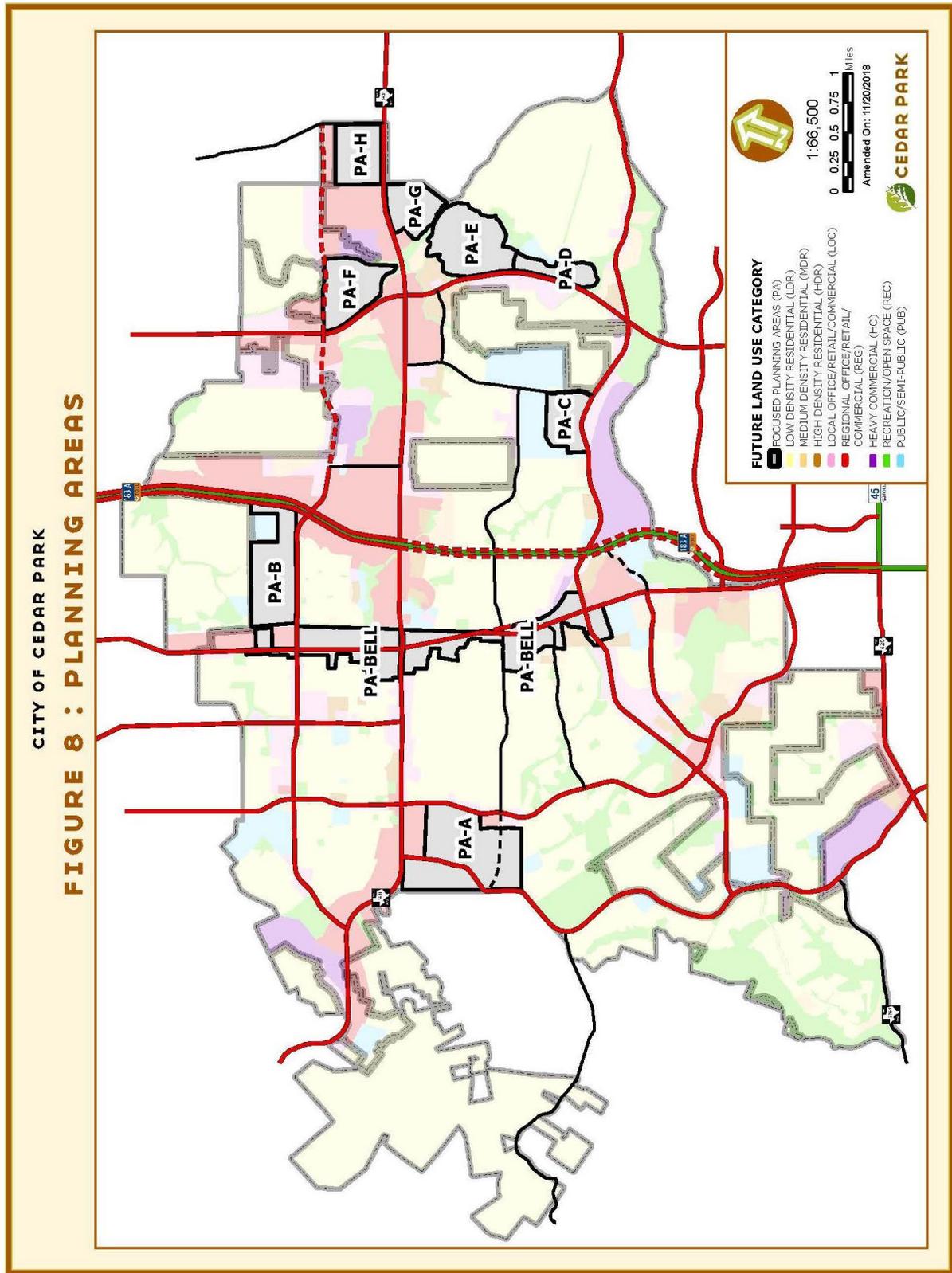


Figure 8. Planning Areas



### Future Land Use Map

The new Future Land Use Map is similar to the previous map adopted in 2006, however a few key differences include establishment of the Planning Areas to support unique developments, the consolidation of the Industrial and Employment Center categories into the Regional Office/Retail/Commercial and Heavy Commercial categories to more accurately reflect development types, and an overall shift toward providing flexibility while ensuring development that reflects the community’s goals.

**Table 1. Future Land Use Acreage and Figure 9. Percent of Future Acreage** show acreage according to the Future Land Use Map. If Cedar Park develops as shown in the Future Land Use Map, the largest categories of development will continue to be traditional single family development (Low Density Residential) at 52 percent, and Recreation & Open Space at 10 percent of the total acreage. The next largest uses will be Regional and Local Office/Retail/Commercial; it is important to keep in mind that these land use categories are not exclusively retail, but include a balanced blend of retail shopping, professional offices, and light commercial uses appropriate for a local or regional scale. Ensuring that ample land is available for nonresidential development also helps to maintain lower costs and promote development in the near term.

**Table 1. Future Land Use Acreage**

Future Land Use	Total	% Total Developed Area
Low Density Res.	10,850	52%
Medium Density Res.	456	2%
High Density Res.	442	2%
Recreation & Open Space	2,165	10%
Public/Semi-Public	908	4%
Local O/R/C	1,505	8%
Regional O/R/C	2,036	10%
Heavy Comm.	611	3%
Planning Areas, Bell + A-H	1,822	9%
<b>Total Developed Area</b>	<b>20,795</b>	<b>100%</b>
Right-of-Way	548	-
<b>Total Area</b>	<b>21,343</b>	-

**Figure 9. Percent of Future Acreage**

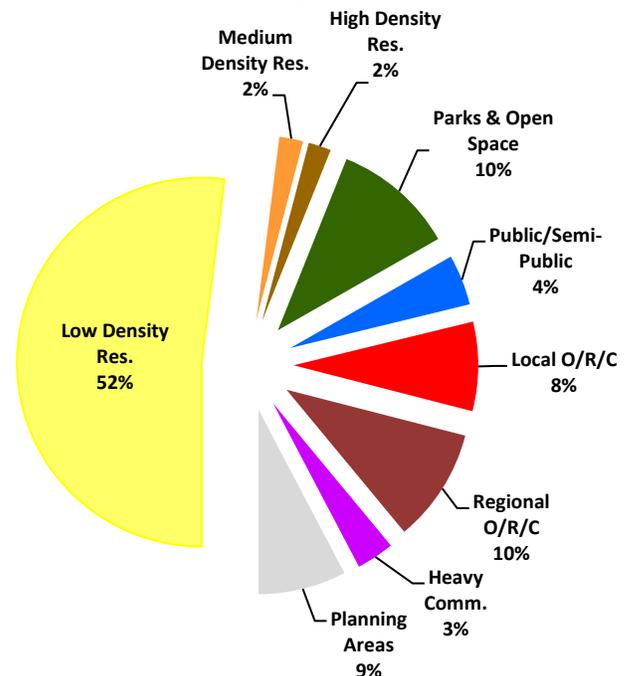
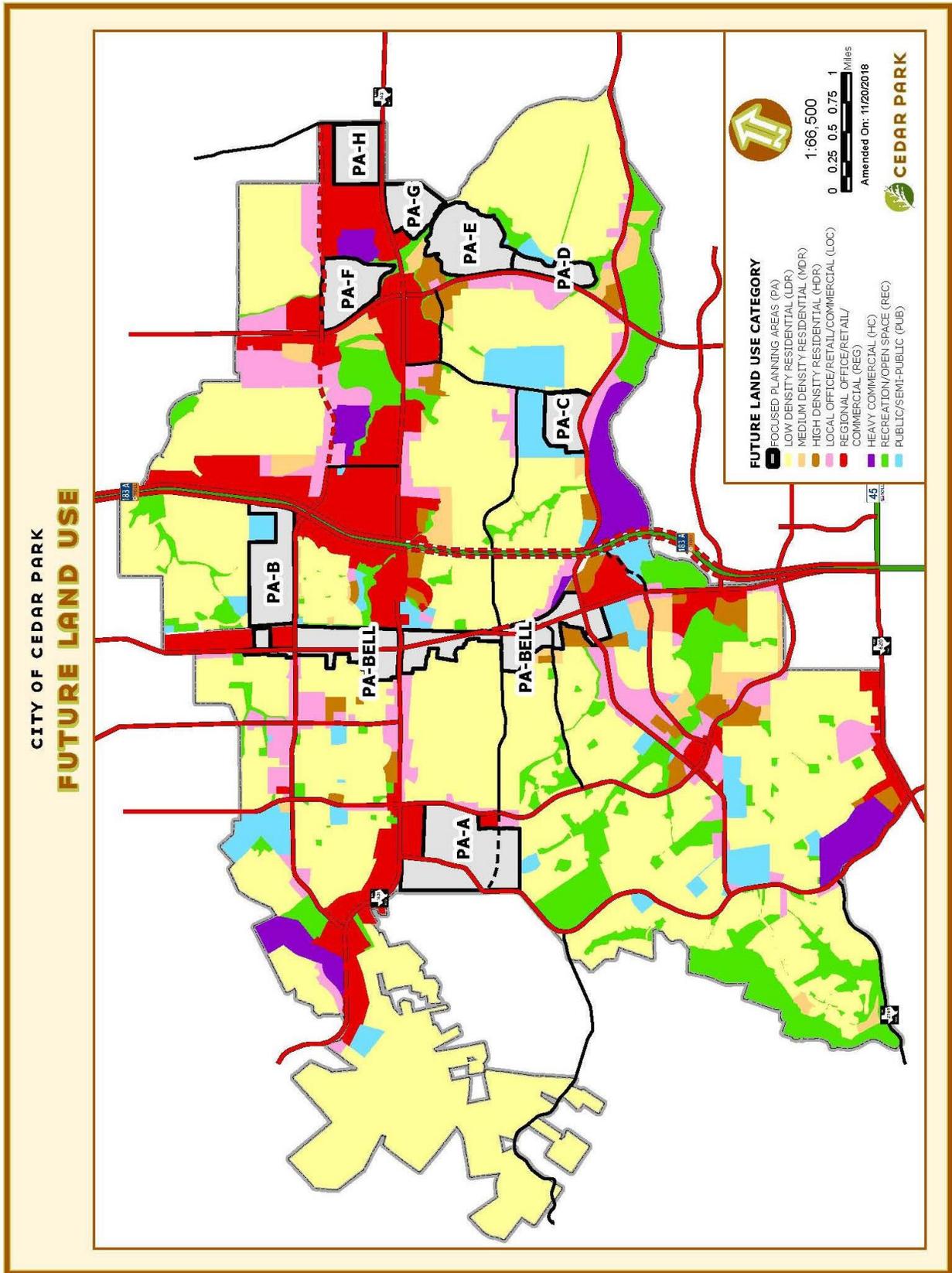


Figure 10. Future Land Use Map



## Administration of the Future Land Use Plan

The following sections discuss the integration of the Future Land Use Plan into daily planning tasks – specifically development proposals and zonings. The purpose of this information is to help guide City Staff, Planning & Zoning Commission, City Council, and other decision-making bodies in upholding the intent of the comprehensive plan.

### *Zoning and the Future Land Use Map*

A zoning map should reflect the goals of the Comprehensive Plan, including the Future Land Use Map to the fullest extent possible. It is important to note that the Future Land Use Map is not the zoning map, which legally regulates specific development requirements on individual parcels. Rather, zoning decisions should be guided by the City’s preferred long-range development pattern as shown on the Future Land Use Map.

Chapter 211 of the Texas Local Government Code states that “zoning regulations must be adopted in accordance with a comprehensive plan.” Consequently, a zoning map and zoning decisions should reflect the goals of the Future Land Use Plan. Sometimes approval of development proposals that are inconsistent with the Future Land Use Plan will result in inconsistency between the Future Land Use Map and the zoning map.

It is recommended that the City amend the Future Land Use Map prior to rezoning land that would result in such inconsistency. In order to expedite the process of amending the Future Land Use Map to ensure zoning regulations correspond, the related amendment recommendation(s) may be forwarded simultaneously with the rezoning request(s). If a rezoning request is consistent with the plan, the City’s routine review process would follow. It is recommended that the City engage in regular review of the Future Land Use Plan and Future Land Use Map to further ensure that zoning is consistent and that the document and the map reflect all amendments made subsequent to the plan’s initial adoption.

### *Development Proposals and the Future Land Use Plan*

At times, the City will likely encounter development proposals for rezoning that do not directly reflect the purpose and intent of the land use pattern shown on the Future Land Use Map (**Figure 10. Future Land Use Map**). To address this scenario, in March 2015 the City Council adopted the Future Land Use Plan (FLUP) Amendment Petition process, allowing the City Council to consider a development proposal that is inconsistent with the FLUP prior to submittal of a zoning/rezoning request. Each FLUP Amendment Petition is evaluated by the City Council on its own merits. It is the responsibility of the property owner or applicant to provide evidence that the proposed FLUP amendment supports community goals and objectives as set forth within the Comprehensive Plan. Review of such development proposals should include the following considerations:

- Will the proposed change enhance the site and the surrounding area?
- Is the necessary infrastructure already in place?
- Does the proposed change reflect the vision identified by the Future Land Use Plan?
- Is the location compliant with the requested zoning district’s purpose statement?
- Will the proposed use impact adjacent areas in a negative manner? Or, will the proposed use be compatible with, and/or enhance, adjacent areas?
- Are uses adjacent to the proposed use similar in nature in terms of appearance, hours of operation, and other general aspects of compatibility?
- Does the proposed use present a significant benefit to the public health, safety and welfare of the community?

- Would it contribute to the City's long-term economic well-being?

It is important to recognize that proposals contrary to this Comprehensive Plan could be an improvement over the uses shown on the map for a particular area. This may be due to changing markets, the quality of proposed developments and/or economic trends that occur at some point in the future after the plan is adopted. If such changes occur, and especially if there is a significant benefit to the City, then these proposals should be approved, and the Future Land Use Map should be amended accordingly.

### *Future Development and Existing Infrastructure*

Encouraging new growth can be a controversial issue in some communities. While some desire growth and change, others question the value, especially if it is at the expense of existing taxpayers. Residents are often concerned about encouraging new growth when existing streets, parks, and other facilities are in need of significant improvements. In general, nonresidential development contributes more revenue to the City through increased jobs, sales and property taxes, and other revenues, while residential development is typically the most intensive user of public services. An analysis of the cost versus benefit is appropriate when existing nonresidential zoned property is proposed for rezoning to a residential district. A fiscal impact analysis should be performed by the property owner or developer prior to rezoning property designated for nonresidential uses to a residential use. The analysis should be provided to City staff with sufficient detail and length of time to allow for an internal review of analysis accuracy. This analysis will enable the City to estimate the difference between the costs of providing services to a new development, and the tax revenue and other benefits that the City will receive from the new development.

## Future Population

Increased demand for all types of land uses must be taken into account when establishing the City’s Future Land Use Plan. Such increased activity is inevitable with population growth and subsequent increases in economic demand.

### Past Growth Rates

A city’s past growth rates can sometimes be the best indicator of future growth rates. **Table 3. City’s Compound Annual Growth Rate (CAGR)** shows Cedar Park’s population, percent change, and compound annual growth rate by decade and the 2019 estimate.

### Ultimate Capacity

Ultimate capacity, or build-out, is the maximum number of residents the City could support given its current City limits and ETJ and the land uses identified on the Future Land Use Map. As shown in **Table 2**, Cedar Park’s build out population is estimated to be approximately 128,000 residents, which means the City is slated to add about 48,741 new residents to its existing population through new development, future redevelopment, and eventual annexation of the ETJ areas. This estimate is based on the number of anticipated future acres of residential development, recommended dwelling units per acre, rates of occupancy, and number of persons per household.

**Table 3. City’s Compound Annual Growth Rate (CAGR)**

Year	Population	CAGR
1970	687	---
1980	3,474	17.6%
1990	5,161	4.0%
2000	26,049	17.6%
2010	48,937	6.5%
2019	79,259	5.4%

Source: U.S. Census and City of Cedar Park

**Table 2. Ultimate Capacity of the Total Planning Area**

Residential Land Use	DUA <sup>(1)</sup>	Occ. Rate <sup>(2)</sup>	PPH <sup>(3)</sup>	Future Projected	
				Housing Units	Population
Low Density	3	99.3%	3.3	2,100	6,881
Medium Density	8	99.3%	3.3	800	2,622
High Density	20	94.1%	2.5	100	235
Mixed Use	40	94.1%	2.0	10,000	18,820
Ultimate Capacity within Future Residential Areas					28,558
Current Population in City Limits					79,259
Current Population in ETJ					20,110
Ultimate Population Capacity					127,927

<sup>(1)</sup> Dwelling Units per Acre based on Future Land Use Plan recommendations

<sup>(2)</sup> Occupancy rate, data from US Census 2010-2012 ACS

<sup>(3)</sup> Persons per Household, data from US Census 2010-2012 ACS and provided by the City

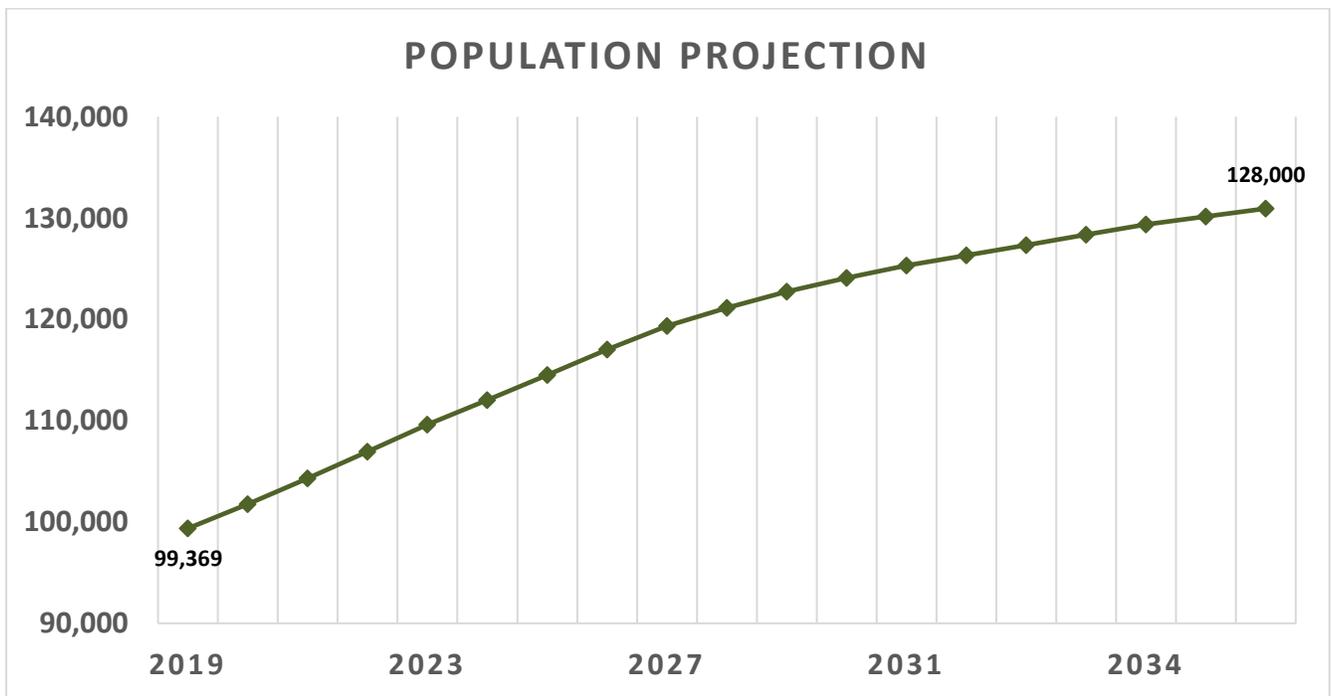
**Population Projections**

Population projections are based in part on past growth rates and anticipated future development projects. It is important to keep in mind that population projections are not an exact science and can be impacted by a number of factors, such as the economy, and the development of residential complexes.

Growth rates tend to slow as cities approach capacity. It is anticipated that the City will continue to grow between the 2 to 3 percent rates in the near term, then slow to a 0 to 2 percent growth rate as the City approaches build-out in 15 to 20 years. **Figure 11** illustrates a projected rate of growth approaching build-out incorporating these rates.

This should be taken into account when planning for the City’s resources and future land uses. The City should consider, for example, acquiring vacant land for permanent open space and adopting prudent and appropriate development regulations before additional development occurs.

**Figure 11. Projection of Build-Out Population**



## Future Land Use Recommendations

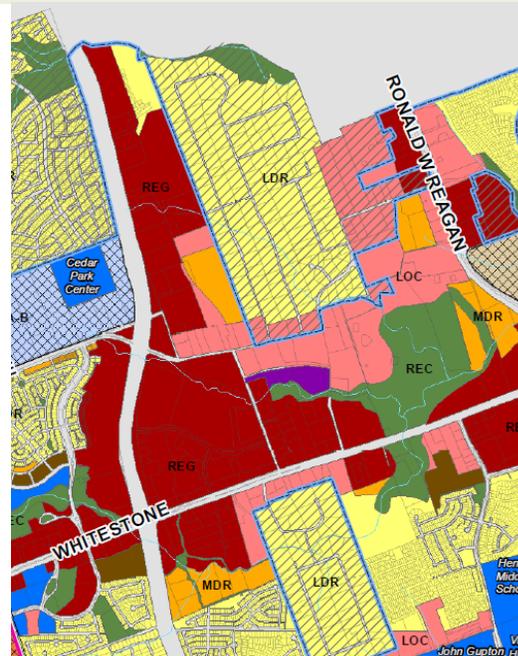
The following are recommendations related to future land use. The Implementation section, beginning on page 95, will outline specific ways in which the City can implement these action items.

**Goal** | *Plan for land uses that are balanced and compatible that promote Cedar Park as a prime destination for families and businesses.*

- Objective 1** Focus on business attraction and retention to be a destination for major employers and innovative entrepreneurs.
- Objective 2** Establish Cedar Park as a regional destination for family-oriented activities.
- Objective 3** Plan for central gathering areas in the community that are interesting, vibrant, and encourage social interaction.
- Objective 4** Ensure an appropriate mix of land use types within the City.
- Objective 5** Encourage redevelopment in appropriate locations throughout the City.

**Action Item 1:** *Adopt the Future Land Use Map and amend the City's zoning map to reflect the guidance of the Future Land Use Map.*

The adoption of this Comprehensive Plan includes the adoption of the Future Land Use Map (see **Figure 10. Future Land Use Map** on page 36). This map has been developed with existing land use, public and CPAC input, and recent development trends in mind. As discussed in Administration of the Future Land Use Plan on page 37, future zoning changes should be made in accordance with the Future Land Use Map. If for some reason a rezoning that does not conform to the Future Land Use Map is desirable, the Future Land Use Map should be amended prior to the rezoning to ensure consistency.



**Action Item 2:** *Promote larger lot alternatives for future residential development.*

The City should provide a variety of housing types for the full life cycle of citizens and to meet the needs of different segments of the population – people of different ages, family sizes, socio-economic levels, and employment levels.

As shown in **Figure 10. Future Land Use Map**, it is recommended that traditional single family residential remain the predominant type of residence within Cedar Park, with an additional blend of medium and high density and mixed use developments as appropriate. An overarching goal in Cedar Park is to increase the amount of nonresidential uses, leaving limited vacant land planned for residential uses. The City currently has an abundance of traditional smaller lot housing choices; therefore, a significant amount of these housing types is not recommended for future development. The zoning map should be amended as necessary to implement this recommendation.

Development of “executive housing” is envisioned to provide options for future office and research professionals in Cedar Park, which is currently lacking in the community today.

While it is important to ensure that higher density options are available, it is desirable to include lower density options in the City’s housing mix as well. As previously mentioned, many of Cedar Park’s residential lots are 6,000-8,000 square feet in area, resulting in a density of about three to four homes per acre. During the public input process, the community identified a demand for larger lots that would allow for larger homes on lots of 10,000 square feet to over one acre.

As remaining vacant residential areas continue to subdivide and develop over time, the City should ensure that larger lot sizes are encouraged or required for these future lots. Additionally, as redevelopment of residential lots occurs, the City should encourage replats to combine smaller lots to allow for larger homes.

**Action Item 3:** *Provide information regarding housing affordability programs and options available through other various entities.*

Based on the presence of newer housing stock in Cedar Park and the rising costs of home construction and property values, it is unlikely that the market will provide new housing for less than \$100,000. One option for the City to support full life cycle housing practices is to provide assistance to citizens in need of funding (i.e., information on grants), and establish a system for feedback and continued contact with property owners to encourage continued maintenance of the structures. Some examples of programs that may be applicable for the City and its residents include the Down Payment Assistance Program (DPAP), Healthy Homes Program, and the Housing Trust Fund.

**Action Item 4:** *Work with property owners to develop the Planning Areas to create focal points, destinations, and concentrated areas of quality development within Cedar Park.*



**Figure 12.** Example of a Small Area Concept Plan



Currently, Cedar Park does not have a clearly defined central “downtown” type gathering area; some residents would consider this to be Bell Boulevard, RM 1431, or possibly the Town Center residential development. Many public input participants identified this as a critical issue for Cedar Park and the City’s identity.

Potential Vision for Planning Areas (beginning on page 18) provides an overview of the characteristics and attributes that should be incorporated throughout the Planning Areas. Desirable land use types and mixes have been identified, however these land uses are not assigned to a particular Planning Area to allow for increased flexibility in site development. As mentioned previously, the Planning Areas should incorporate at least one of the desirable land use types and should be developed through a detailed and deliberate planning process.

The City should continue to coordinate with the property owners of the designated Planning Areas to ensure that the owners’ intent and the City’s vision are communicated and aligned. The City should also work with the land owners and/or developers to craft concept and site development plans (see **Figure 12**) that integrate principles of livability and quality development, as discussed within this Comprehensive Plan.

Development within these areas should have an urban rather than suburban character and support a higher intensity of uses than are allowed elsewhere in the City. Mixed-use development may also be appropriate to invigorate the streetscape and key commercial corners. Such streetscapes should connect the sidewalk adjacent in a direct and simple manner, and should connect directly into the City's overall trail system. The landscaping should include street trees and pedestrian lighting at regular intervals, and emphasize street intersections and corners with special paving, seating areas, trash receptacles, bike racks, and other pedestrian amenities. Further, front yard plantings should emphasize building entries and provide a pleasant sidewalk experience.

Most streets and public spaces should be lined with high-quality buildings and contribute to the creation of a lively urban environment. To define the pedestrian realms and create a distinctive sense of place, buildings should be placed along block perimeters with modest or no setbacks, heights should be generally consistent along block frontages and across streets, and parking should be located in mid-block lots and parking structures.

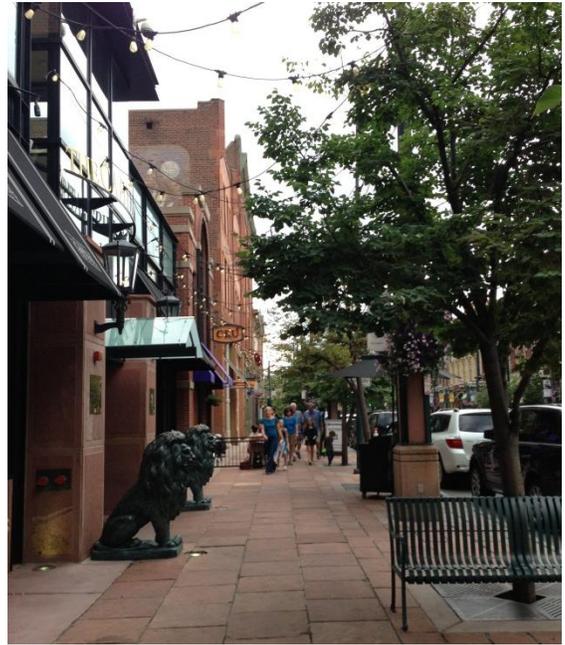
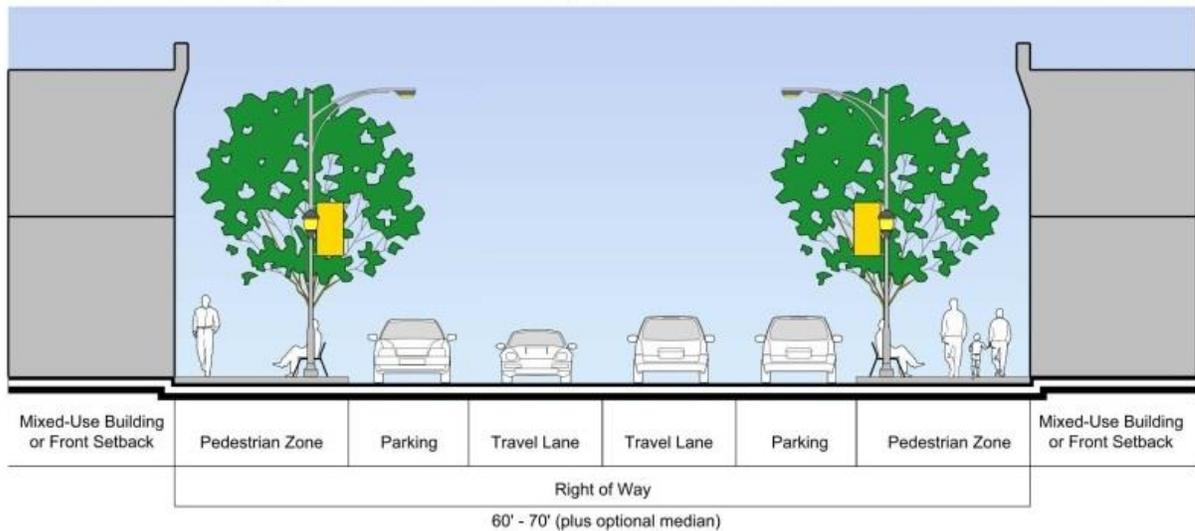


Figure 13. Example of a Typical Pedestrian-Oriented Cross-Section



**Action Item 5:** *Develop and adopt a redevelopment code to establish City policy regarding infill and redevelopment.*



The City of Cedar Park is largely built out with existing development, leaving a limited amount of land for greenfield development. As a result, much of the development occurring in Cedar Park will be in the form of redevelopment and infill development. This future redevelopment allows Cedar Park opportunities for improving the appearance and quality of the built environment, and should be encouraged where appropriate.

One option for the City to support this effort is through the development of a redevelopment code that will provide strategies on promoting desirable redevelopment and infill. There are two approaches to these codes – 1) developing a handbook that provides guidance and recommendations for future infill or redevelopment projects, or 2) adopting ordinances that regulate these projects.

This Comprehensive Plan provides a significant amount of guidance on desirable future development types and designs; therefore, a recommendation handbook is likely unnecessary for Cedar Park. It is recommended that the City adopt zoning regulations that specifically address redevelopment and infill in order to implement the Comprehensive Plan's vision.

One option is to adopt a form-based code City-wide or for specific areas within the City. These codes differ from traditional (sometimes referred to as "Euclidean") zoning codes, as the focus is placed on the form of the development rather than the function or land use types. During the public input process, the participants felt that "form" is equally as important as "function" (see the summary of input received through the *ImagineCedarPark* Website beginning on page 137 located in the Appendix for more information); therefore, a different approach may be more appropriate for Cedar Park.

The second option for the City is to allow more flexibility and discretion in the review of redevelopment plans to promote higher quality development, which would require an update to the Zoning Ordinance and Site Development Ordinance to include a provision for "Alternative Compliance" procedures. This method allows for City staff (typically the Planning Manager or Director of Development Services) to approve variations to the site development regulations in order to allow for equal or superior design that accommodates redevelopment of a particular site. Note that Alternative Compliance applies only to the development standards; it does not apply to changes in land use.

The City should investigate the second option – incorporating Alternative Compliance provisions – during any future updates to the Zoning Ordinance or the Site Development Ordinance. To ensure that the objectives of this Comprehensive Plan are integrated into future redevelopment, any alternative standards should also be required to promote the objectives of this Comprehensive Plan.

**Action Item 6:** *Protect the limited vacant land for quality and desirable future development and redevelopment opportunities within Cedar Park.*

Because much of the City has been developed, the remaining vacant land plays a critical role in Cedar Park's future. Additionally, the character of the City may shift as the community redevelops over time. Monitoring future development of greenfield lands and redevelopment of infill properties should be a priority for the City to ensure that growth is managed responsibly and desirable land uses are located within Cedar Park.

It will also be important to ensure that development in these areas is compatible with adjacent residential subdivisions. Setbacks and spacing should include consideration of the way in which existing homes and businesses are set on their respective sites, including front and side setbacks; side setbacks are especially important for infill housing.

Approximately 3,719 vacant acres exist in the combined planning area (City limits and ETJ). The City currently maintains an inventory of existing vacant properties with the applicable zoning designation of each. It is recommended

that the City continue this practice, and work with the local EDC board to promote these available properties.

Additionally, the City should maintain an inventory of areas targeted for future redevelopment. A similar analysis of nonresidential properties should be conducted to identify areas targeted for redevelopment based on structural condition as well as future vision for the area. For example, the Bell Boulevard corridor has been identified as an ideal location to encourage redevelopment in Cedar Park.

Other strategies the City may wish to adopt to make infill development/redevelopment in Cedar Park more attractive to developers include the following<sup>1</sup>:

- Infrastructure policies that support infill development
- Tax incentives for infill development
- Revised development regulations
- Developer assistance with conducting feasibility studies
- Assist with any necessary cleanup of brownfield sites



<sup>1</sup> See Municipal Research & Services Center of Washington's publication *Infill Development: Strategies for Shaping Livable Neighborhoods* for more information.

**Action Item 7:** *Encourage the creation of desirable entertainment and tourism destinations, and the preservation of cultural and natural/archeological resources in Cedar Park.*



Source: Wilson Leonard Site; TexasBeyondHistory.net

The City should work with property owners, particularly within the Planning Areas identified beginning on page 23, to develop one or more entertainment/cultural districts that reflect the description on page 18. Additionally, the Type A Board and Type B Board should be involved in targeting and attracting these types of businesses to promote the community's vision identified by this plan.

Additionally, Cedar Park has several unique historical resources, including the Wilson-Leonard Brushy Creek Burial Site, which is estimated to be at least 8,000 years old. The City has a partnership with the Cedar Park Tourism Services, however this historic site is not featured on the Cedar Park Tourism Services' webpage for local attractions. The City should encourage Tourism Services to include a reference to this and other historical sites and markers on their website, and provide a link to the Historic and Cultural Preservation Commission website.

# Transportation

# 3

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A community's roadway network forms one of the most visible and permanent elements of a community. It establishes the framework for community growth and development and, along with the Future Land Use Plan, forms a long-range statement of public policy. The thoroughfare network is vital to the City's ability to grow and attract businesses, and as such it is directly linked to land use. The type of roadway dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway.

A prime example of the interrelated nature of land use and transportation within Cedar Park can be seen along the Bell Boulevard corridor – the high traffic volumes have resulted in an abundance of nonresidential development along its frontage. Retail and other nonresidential land uses have and will continue to seek locations in areas with high visibility and accessibility.

Many of the decisions regarding land uses and roadways within Cedar Park have already been made; rights-of-way in the developed areas of the City were established and roadways were constructed years ago. It will be important to develop the roadway system with a design emphasis on appearance and pedestrian-friendly amenities where possible. The City has conducted a variety of transportation-related planning efforts in the recent past and adopted the current Transportation Master Plan in 2015. The purpose of this section is not to duplicate those efforts, but to identify the top priorities for Cedar Park in the near future.



## Transportation Recommendations

The following are recommendations related to transportation. The Implementation section, beginning on page 95, will outline specific ways in which the City can implement these action items.

### Goal

*Plan for transportation improvements and modifications to support the growing community.*

- Objective 6** Address current and projected heavy traffic volumes moving through and within Cedar Park.
- Objective 7** Improve east-west connectivity within the City where possible.
- Objective 8** Improve pedestrian connectivity and safety, especially near Bell Boulevard.
- Objective 9** Assess transportation options and desires within the community.
- Objective 10** Maintain acceptable level of service for roadways and intersections.

**Action Item 8:** *Continue to implement and enhance methods of access management along the City’s major corridors.*



The US 183 Redevelopment Study identifies five planning strategies recommended to address issues along Bell Boulevard. Planning Strategy #2 addresses traffic calming and traffic management elements along the corridor. Many of the recommendations provided in this section can apply to the roadways city-wide, such as access management along major roadways and cross-access between adjacent businesses.

Flow of traffic is typically a major concern for most communities. The ability to move traffic efficiently along a corridor with minimal interference from traffic turning off and onto intersecting driveways/streets is a major benefit to motorists. Ideally, traffic should be able to avoid unnecessary “stop-and-go” conditions due to the abundance of intersecting driveways/ streets. While the use of deceleration lanes for streets and driveways on major and minor thoroughfares enhances capacity and accessibility, promotion of access management offers added benefits for the following reasons:

- Reduces the number of ingress and egress points improves vehicular flow, thereby reducing the risk of collisions;
- Reduces the number of driveways permits more landscaping frontage thereby enhancing roadway aesthetics; and
- Reduces the number of driveways enhances the pedestrian experience by reducing potential pedestrian conflict points with turning traffic.

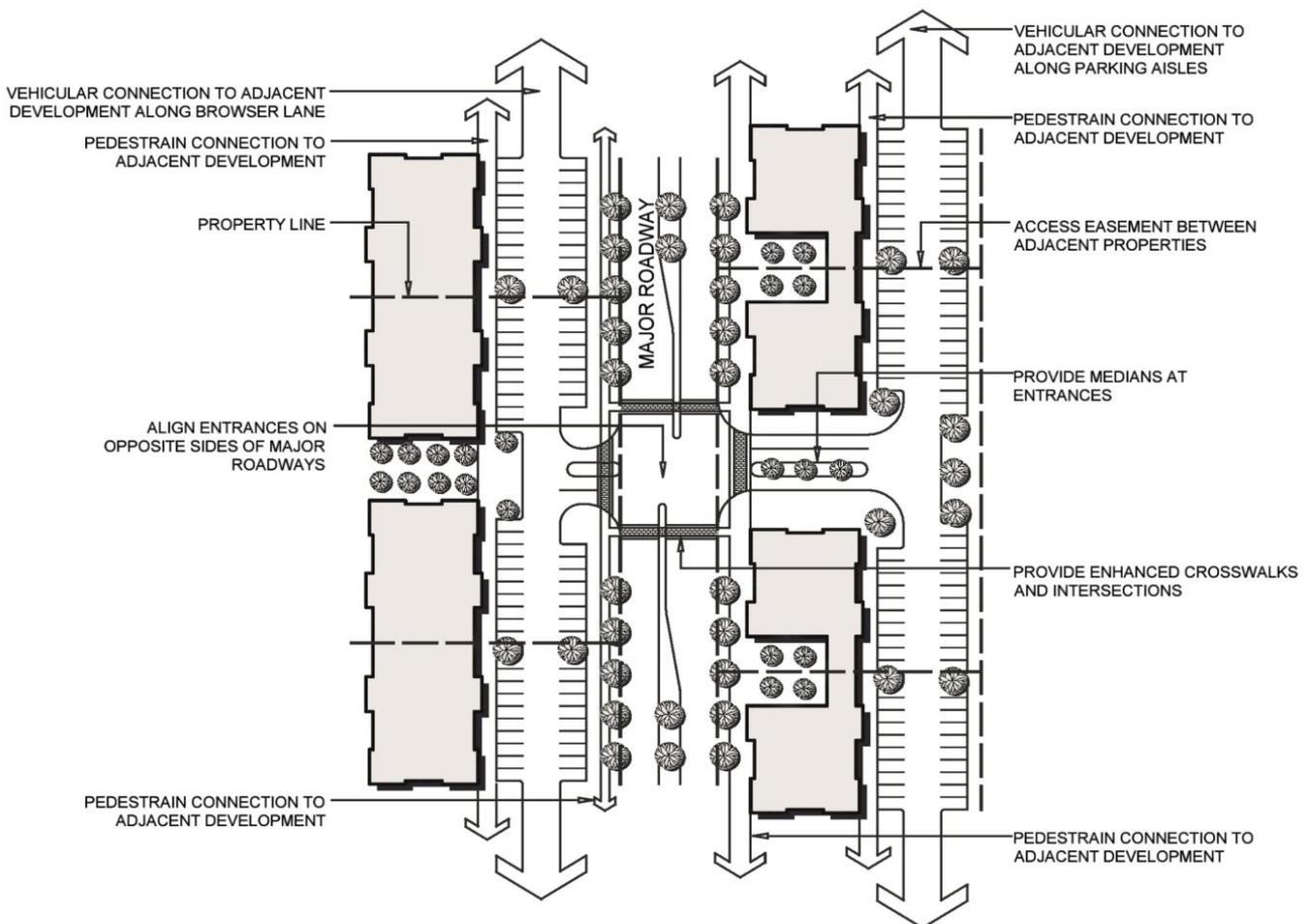
Along key corridors, the concept of access coordination can be extended from individual sites to address corridor-wide segments. Master planning at a corridor scale promotes or allows for the following:

- Flexible and special area consideration to adjacent site development;
- Reduced impacts to the corridor by facilitating internal trips;
- Economic benefits, aesthetics and amenity considerations; and
- Activity-based development centers, not strip retail.

For larger corridors, the implementation of access roads further helps to support main road safety and operations, internal and external site accessibility, and quality development patterns and design.

Similarly, providing cross-access between parking lots of neighboring businesses can improve traffic flow along corridors. Cross-access should be required during the site plan review process for all new developments/redevelopments, particularly along the major roadways, such as Bell Boulevard, RM 1431, Parmer Lane, and Lakeline Boulevard.

Figure 14. Diagram of Site Layout and Access Management/Cross Access Techniques



**Action Item 9:** Apply principles of Context-Sensitive Design to the City’s roadway design standards to support appropriate traffic speeds.

*Beyond functional purposes of permitting people to get from one place to another and to gain access to property, streets – most assuredly the best streets – can and should help to do other things: bring people together, help build community, cause people to act and interact, to achieve together what they might not alone. As such, streets should encourage socialization and participation of people in the community...The best streets create and leave strong, lasting, positive impressions; they catch the eyes and the imagination.*

Jacobs, Allan B. – *Great Streets*, page 312, Massachusetts Institute of Technology, 1995



A design concept called Context-Sensitive Design (CSD) refers to the practice of developing transportation projects that complement their surroundings and emphasize the scenic, historic, environmental, and other resources, while maintaining functionality. It is a collaborative process that involves all stakeholders in developing street designs that fit into the character of surrounding neighborhoods while maintaining safety and mobility. The key is that elements of the street should complement the context of the surroundings or adjacent development to generate a “roadway experience”. For instance, a roadway may need to be designed as a six-lane boulevard as it travels through a commercial area, but may need to be altered to a minor street configuration as it travels through a town center or mixed use area. Additionally, CSD can be used as a traffic-calming measure and may be used to redirect traffic to a more appropriate roadway, such as 183A.

The process of designing CSD roadways is similar to the process of designing traditional thoroughfares in that automobile traffic is considered with traffic counts, traffic demand, and level of service information-gathering efforts. However, the difference is that automobile traffic is only one element considered, among numerous others, in the design of CSD roadways.

The Institute of Transportation Engineers (ITE) has released a publication entitled An ITE Recommended Practice: Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities. This publication outlines various principles that should be considered during the design process to arrive at a solution for a context sensitive roadway project.

These principles are as follows:

- The project satisfies the purpose and needs as agreed to by a full range of stakeholders. This agreement is forged in the earliest phase of the project and amended as warranted as the project develops.
- The project is a safe facility for both the user and the community.
- The project is in harmony with the community, and it preserves environmental, scenic, aesthetic, historic and natural resource values of the area; in other words, exhibits context sensitive design.

- The project exceeds the expectations of both designers and stakeholders and achieves a level of excellence in people's minds.
- The project involves efficient and effective use of the resources (time, budget, and community) of all involved parties.
- The project is designed and built with minimal disruption to the community.
- The project is seen as having added lasting value to the community.

CSD is most easily incorporated into a project during the initial design phase, and should be incorporated into all new roadway design projects as City policy. However, because much of the City's infrastructure is already in place, CSD should also be incorporated where possible during major construction projects, such as roadway realignment or widening.

**Action Item 10:** *Enhance east-west connectivity and traffic flow in Cedar Park.*

As the population increases in Cedar Park and with anticipated development to the west of the City, improved east-west corridors will be necessary to meet connectivity demands. Several north-south roadways provide connectivity through Cedar Park, such as 183A, Bell Boulevard, Ronald Reagan Boulevard/Parmer Lane, Lakeline Boulevard, and Anderson Mill Road. However, east-west connectivity is not as prevalent, particularly near the western side of Cedar Park between Lakeline Boulevard and Bell Boulevard, with RM 1431 serving as the primary east-west corridor, and New Hope Drive, Buttercup Creek Boulevard, and Cypress Creek Road/Brushy Creek Road to a lesser extent. The City should continue to monitor traffic volumes and level of service on these roadways to ensure that east-west roadways provide sufficient connectivity. As the demand continues to rise, it will be increasingly important to provide access to businesses in Cedar Park and to 183A. Options for planning for this increased access and flow may include acquisition of additional right-of-way, allocation of funding, signage to direct traffic to 183A, continued access management, and promoting non-motorized transportation options.

**Action Item 11:** *Continue to promote pedestrian connectivity by planning for walkable streets and distributing information on existing routes to residents.*

Based on the input received, pedestrian connectivity and walkable streets are desirable within Cedar Park. Walkable streets are designed for all people, whether in cars, on foot, in wheelchairs, or on bicycles. A walkable street leads to desired destinations, whether it is a retail or commercial establishment, neighbor's home, employment center, or a park.

Some of the factors enhancing walkability include:

- Street connectivity and shorter block lengths,
- Land use mix and increased residential density,
- Frequency of entrances and windows along street frontages that increase the transparency of buildings,
- Orientation and proximity of homes and buildings to the street,
- Presence and quality of sidewalks, ramps, trails, and crosswalks,
- Buffers to moving traffic, and
- Decreased volume and speed of adjacent traffic.



Source: Google Maps



The City should develop and maintain a map of the existing pedestrian connections (including sidewalks and trails) throughout Cedar Park, and the priority areas for future connections. Future development/redevelopment is required by the zoning, subdivision, and site development ordinances to install a sidewalk where none exist. The City may continue to use CIP funding to construct connections in developed priority areas where none exist. During the public input process, many residents noted that Bell Boulevard north of RM 1431 and south of Cypress Creek Road in particular caused concern for pedestrian travelers; therefore, Bell Boulevard should be considered a top priority area.

Ensuring safety at intersection crossings is particularly important. Intersections intended for pedestrian traffic should include painted and/or textured crossings, visual and auditory crossing signals, signage to vehicular traffic, and physical barriers to pedestrian zones when possible.

Another way the City can encourage residents to walk, jog, and bike to nearby destinations is to provide maps allowing residents to plan their routes to destinations and be confident that safe access is provided in those areas. Coordinated signage should be installed, as possible.

**Action Item 12:** *Continue to record accident information to track improvement priority areas.*

The Cedar Park Police Department maintains a list of the top 10 collision locations by year. This list allows the City to identify problem areas and target improvements in these areas. The total number of collisions has decreased slightly from 833 in 2017 to 795 in 2018, likely due to increased vigilance in traffic control and enforcement policies, as well as predictive steps taken by the city to stay ahead of the increasing population size. While the decrease may seem small, it is significant considering the rate of population growth of the city over the last two years.

As the City of Cedar Park becomes a more heavily trafficked area, conduit streets continue to receive the greatest number of collisions per year. **Figure 15** shows the Top 10 intersections, by radial area, that received the greatest number of collisions in 2018.

Going forward, the Police Department should continue this beneficial analysis, and consider expanding the data to include pedestrian and bicycle traffic.

**Figure 15. Number of Collisions at Top Ten Locations in 2018**

1)	N BELL BLVD @ E WHITESTONE BLVD	184
2)	183A TOLL RD RAMP @ E WHITESTONE BLVD	145
3)	W PARMER LN @ E WHITESTONE BLVD	93
4)	CYPRESS CREEK @ S BELL BLVD	83
5)	N LAKELINE BLVD @ CYPRESS CREEK RD	80
6)	DISCOVERY BLVD @ E WHITESTONE BLVD	41
7)	BRUSHY CREEK RD @ W PARMER LN	31
8)	C-BAR RANCH TRL @ E WHITESTONE BLVD	28
9)	N LAKELINE BLVD @ W WHITESTONE BLVD	27
10)	E NEW HOPE DR @ N BEL BLVD	25

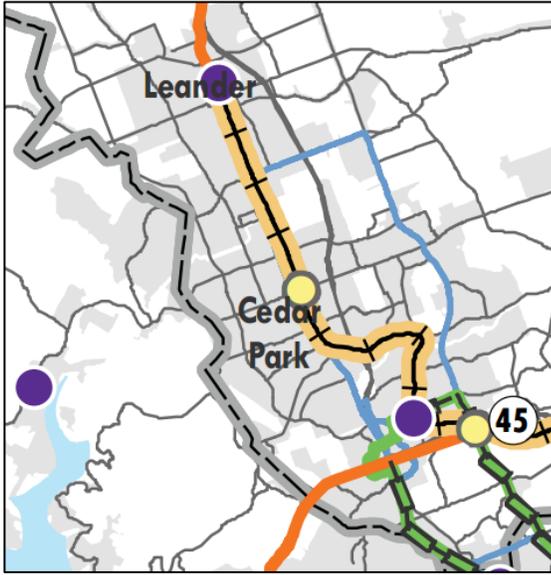
*Source: Cedar Park Police Department*

**Action Item 13:** *Identify various transportation options and conduct analyses to determine the most desirable option(s).*

As described on page 127, the Capital Metro MetroRail Leander/Lakeline route runs through Cedar Park, with the nearest stop located at Lakeline Boulevard just south of the Cedar Park City limits. Several options may exist for the City to take advantage of the rail line as an asset to the community.

One option would be to establish a local shuttle system that connects key locations within the community to the Lakeline Station, which is located south of Cedar Park's City limits. As noted on page 127, Capital Metro's long-term vision is to develop the Lakeline Station area as a transit-oriented development (TOD) with a vibrant mix of land uses. Providing a local shuttle system with a connection to the Lakeline Station could be an asset to Cedar Park residents who commute to downtown Austin, visitors to Cedar Park from downtown Austin, or local residents who wish to visit the future TOD area.

Figure 16. CAMPO 2035 Regional Public Transportation System showing a Planned Intermodal Facility in Cedar Park



Source: CAMPO 2035: Regional Transportation Plan

Another option would be to investigate operation of a complete bus system to serve the City of Cedar Park, complementing the Lakeline rail station and providing access across the community. This option is more intensive and may not have as desirable of an effect as a single shuttle route.

A third option is to coordinate with Capital Metro to plan for a new MetroRail station to be located in Cedar Park. A rail station could be an asset to the community, particularly as traffic congestion continues and worsens over time. The CAMPO 2035 Metropolitan Transportation Plan identifies a planned intermodal facility in Cedar Park, generally located at the rail line and RM 1431. Another location that may be appropriate for a proposed station could be the northeast corner of the rail line at New Hope Drive, east of Bell Boulevard.

Any multimodal option should be further evaluated by the community prior to any significant action. During the public Town Hall and CPAC meetings, residents expressed strong opinions either for or against multimodal options. If the City decides to pursue any of these options, a public input and education program should be conducted to maximize community support on the issue.

The options should be studied by a cost-benefit analysis or similar analyses to determine which options, if any, would be fiscally feasible and desirable by the City. Additionally, the City should investigate ways in which public and private funding can be utilized for these improvements.

**Action Item 14:** Continue coordination with TxDOT and the Capital Area Metropolitan Planning Organization (CAMPO).

The City should maintain contact with the Texas Department of Transportation (TxDOT) in regards to Bell Boulevard, which is a TxDOT-controlled roadway. TxDOT projects, such as roadway widening/redesign or changes in access, can have a major effect on Cedar Park. TxDOT will typically make an effort to accommodate existing plans or incorporate design requests if in accordance with an existing plan.

The City should also coordinate with CAMPO on plans for pedestrian/bicycle connections, transit options, and (non-TxDOT) roadways. The Metropolitan Planning Organization (MPO) receives funding from the Federal Government and the State of Texas, and is charged with allocating the funds among its cities. Cities with adopted plans and consistent communication with the MPO regarding the plans may be more likely to receive funding or provide input on future projects.

The City should continue to maintain active communication with CAMPO to ensure future developments are reflective of the community’s wishes. The City should continue to have representatives serve on the CAMPO Transportation Policy Board and the Technical Advisory Committee to ensure Cedar Park’s interests are represented in future planning efforts and to ensure that the City’s transportation plans are reflected in CAMPO’s regional transportation plans.

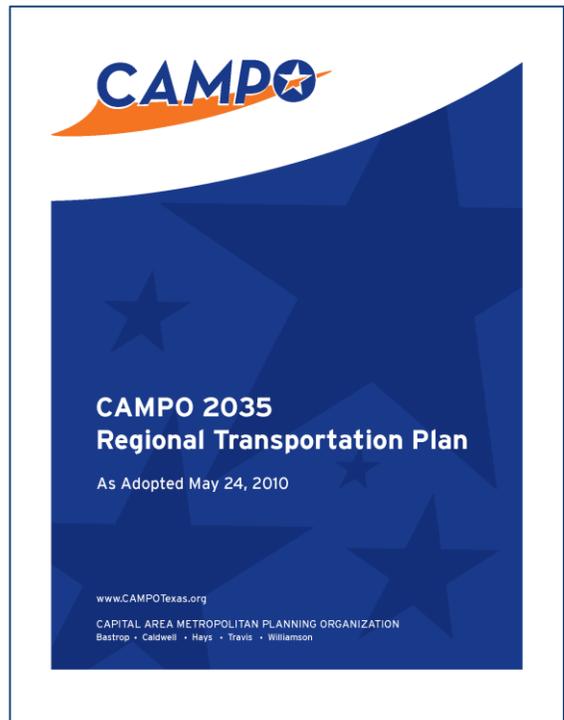
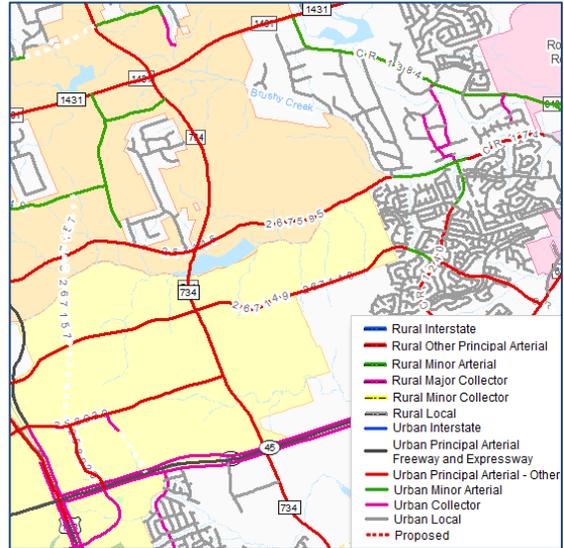
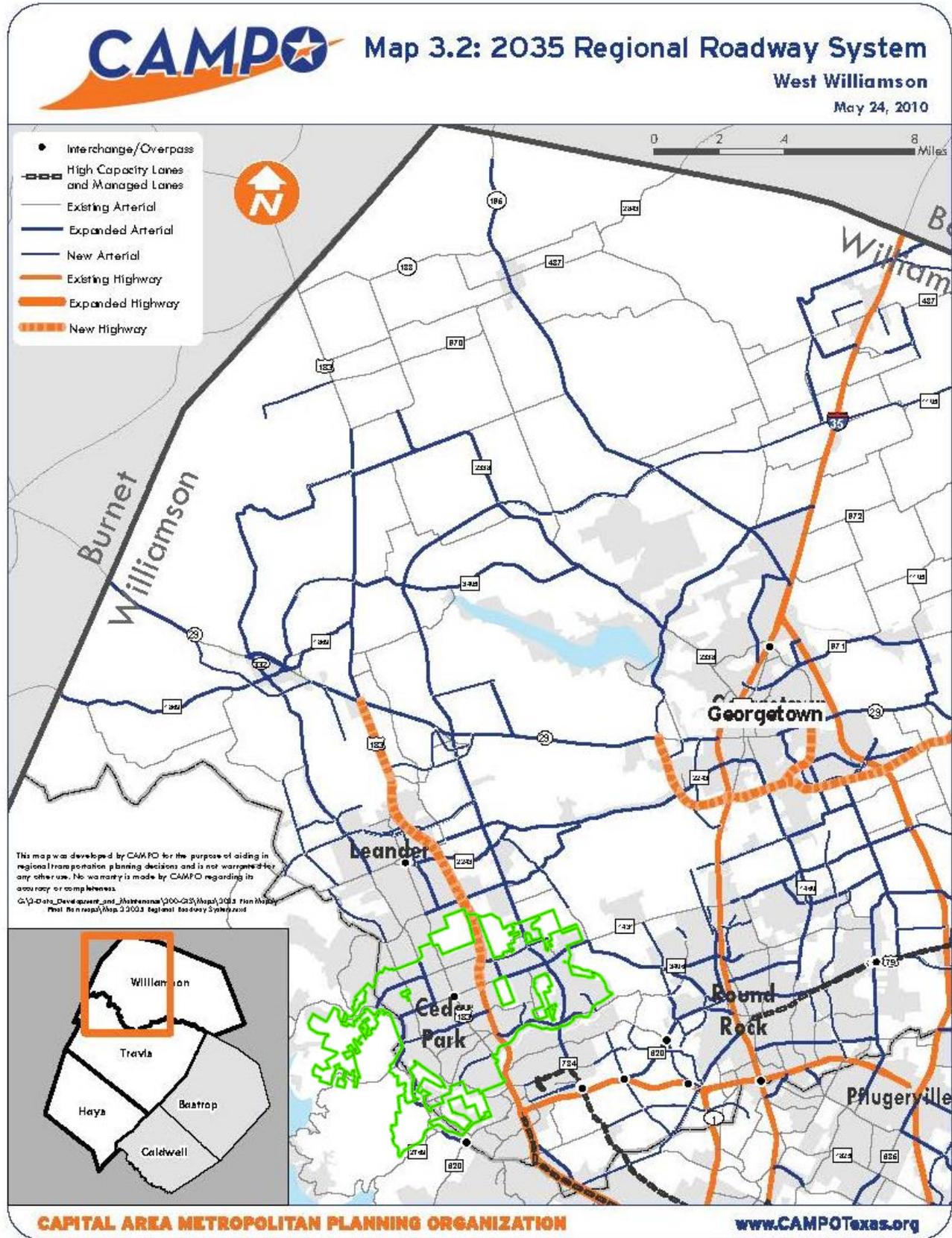


Figure 17. Excerpt from CAMPO's 2035 Regional Transportation Plan (green City limits boundaries added for emphasis)



**Action Item 15:** *Identify alternatives to improve north-south traffic flow, and continue to evaluate the feasibility of frontage roads along 183A.*

Although there are several north-south roadways in Cedar Park, some of these roadways become congested and prohibit efficient traffic flow. In the case of Bell Boulevard, congestion is largely caused by the traffic volume avoiding the 183A Tollway. The City has engaged in discussion with TXDOT regarding the possibility of frontage roads along 183A, which would help to lessen the congestion along Bell Boulevard. In May 2019, \$75 million dollars in funding was committed by the Capital Area Metropolitan Planning Organization for construction of frontage roads along the 183A Toll Road through Cedar Park.

**Action Item 16:** *Continue to pursue the redevelopment of Bell Boulevard and supporting initiatives.*

The City has prepared several plans in the past addressing the Bell Boulevard corridor, and is in the process of developing a new plan to address the fiscal feasibility and the impacts of redeveloping the corridor. The City should continue to investigate the options and alternatives for the gradual redevelopment and improvement of this corridor. The City should also evaluate opportunities to participate in the redevelopment through establishing partnerships with stakeholders and local property owners.



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# Infrastructure

# 4

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Planning for and providing infrastructure is one of the most important responsibilities of a municipality. Citizens need to be secure in the knowledge that they can rely on their local government to ensure that there is adequate and safe water supply and wastewater capacity for current populations and that proper plans are developed to provide for future growth. Additionally, citizens look to the city to regulate growth to protect citizens from flooding.

Detailed technical studies can project the current and future needs for the City. One purpose of the Comprehensive Plan is to determine generally whether the City is adequately accounting for these needs. This Infrastructure Assessment is intended to provide a broad overview of Cedar Park's infrastructure system and capacity of that system in relation to the current and future demands.

## Water System

### *Existing Characteristics*

#### **Water Supply**

The City of Cedar Park's water supply comes from Lake Travis through a water contract with Lower Colorado River Authority (LCRA) for an annual 20,500 acre-feet. The City receives the water from a floating intake structure and is treated by a 26 MGD water treatment plant that delivers water through a city-owned distribution system.

In 2007, the Cities of Cedar Park, Leander, and Round Rock formed the Brushy Creek Regional Utility Authority (BCRUA), a partnership for planning a regional water system to treat and deliver water from Lake Travis for the next 50 years. BCRUA has just completed the first of three phases of improvements that includes a temporary floating water intake structure, raw and treated water pipelines built to ultimate capacities, and the first phase of a water treatment plant, which has a current capacity of 22.5 MGD and can be expanded to an ultimate capacity of 106 MGD. At the completion of the Phase 1C Expansion Project, the City's capacity in the BCRUA water treatment plant will increase from 6.0 to 8.5 MGD.

BCRUA is planning for Phase 2 improvements that consist of a permanent deep raw water intake, pump station, and tunneled pipeline. Phase 2 will increase the raw water capacity of the regional system beyond 32.5 MGD, which is the maximum capacity of the temporary floating water intake structure, and supply water in times of extreme drought.





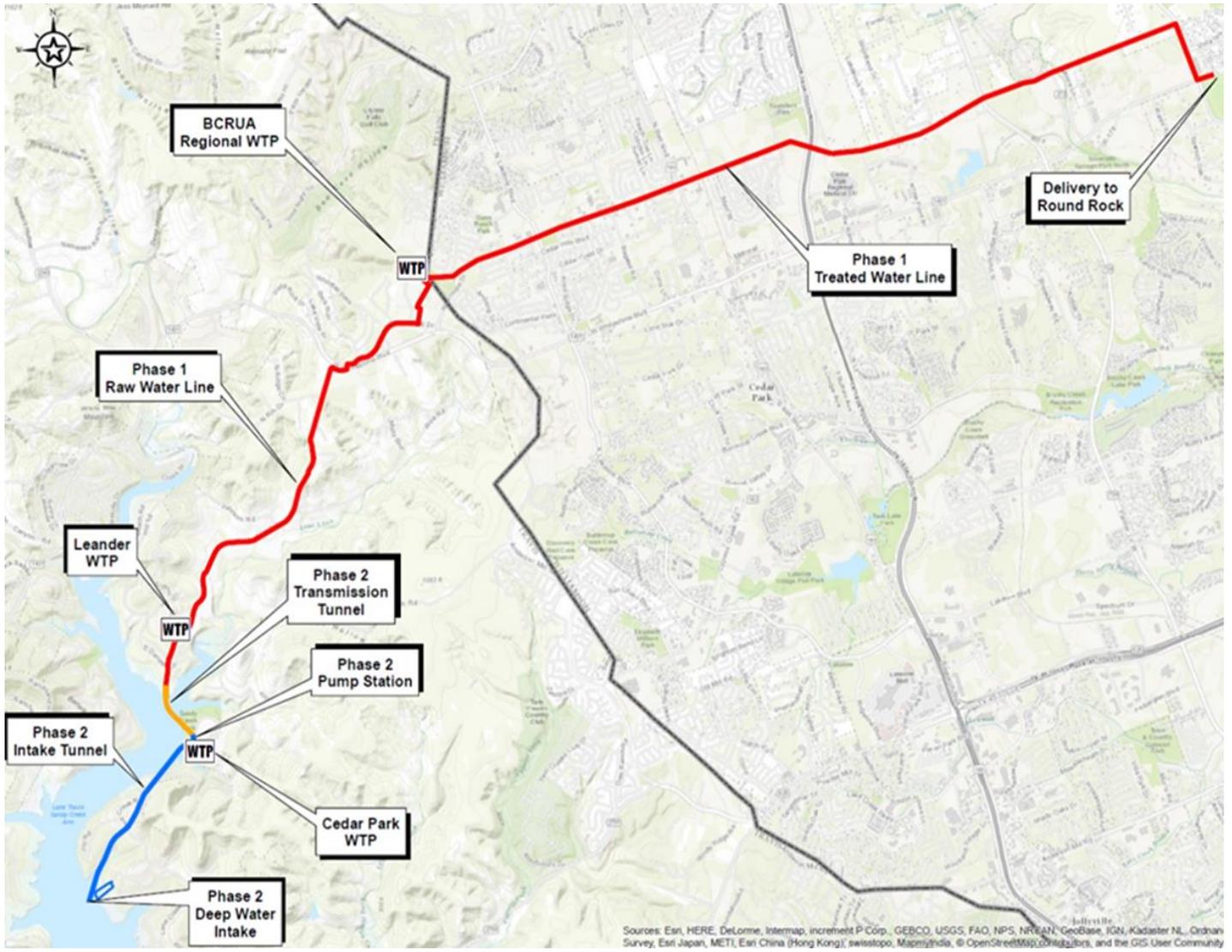
### **Water Distribution**

The City's Water Distribution System is fairly new and in good condition. The oldest lines are circa 1970s and main breaks are very rare. Similarly, the system is good as it relates to elevated storage capacity and condition. The City does not anticipate much extension to the system except if the areas west of the city were to be annexed and/or redevelopment was to occur. If this occurs, then some expansion of the system may be necessary.

### ***Considerations***

By partnering with the Cities of Leander and Round Rock, the City has been progressive in seeking solutions for long-term water supply for several years. The current site for intake structures is within the Sandy Creek arm of Lake Travis. As this area of the lake is vulnerable to low lake levels, the need for a deep-water intake along the main channel of the lake has become critical during the drought conditions of the past few years. City leaders have accelerated planning for construction of a deep water intake.

Figure 18. Regional Water System Map



## Wastewater System

### *Existing Characteristics*

Similar to the City's water distribution lines, the wastewater collection system is new (the oldest lines were constructed in 1984) and the system is in good condition. The City currently spends \$500,000 to \$1,500,000 annually in system rehabilitation for both the water and wastewater systems, targeting areas requiring higher maintenance. The system operates with 18 lift stations.

The City owns and operates a 2.5 MGD Wastewater Treatment Plant and is an owner in the Brushy Creek Regional Wastewater System (BCRWWS) along with Austin, Round Rock and Leander. The System owns and operates two plants with a combined capacity of 24.5 MGD, of which Cedar Park receives benefit from 3.6 MGD capacity.

### *Considerations*

Due to the high operational costs of lift stations, the City understands the benefits for combining wastewater basins and eliminating the number of lift stations. An example is the recent removal of the Forest Oak lift station. Expansion plans for the BCRWWS plant are underway and timing is good to review wastewater rates to account for these increased costs.



## Drainage System

### *Existing Characteristics*

Certain areas within the City experience drainage problems. These areas are mostly where development occurred in the 1960s and 1970s prior to incorporation, before current development regulations were enforced. Problems such as lack of curb and gutter, inadequately sized roadside ditches, inadequate downstream conveyance, and fill placed within drainageways contribute to most of the flooding issues. In May 2018, voters approved Proposition A, which redirected one-fourth of the revenue (or 1/8 of one cent) from the Type A Sales Tax Fund to the City's General Fund to provide funds for stormwater drainage and related street repairs. With this funding, the Stormwater Program was formed to manage stormwater infrastructure projects, apply for grants, increase drainage maintenance activities, and comply with state and federal stormwater discharge permits.

### *Considerations*

The City identified \$38M in capital improvements necessary to reduce flooding that occurs in the older neighborhoods and the need for dedicated staff for maintaining drainageways at an annual cost of approximately \$500,000 and a one-time capital expense of \$250,000. Drainage projects will be ranked based on flood protection of structures and property and public safety. In Fiscal Year 2019, the City allocated about \$1.9M to the annual budget for the Stormwater Program activities.

## Infrastructure Recommendations

The following are recommendations related to the City's water, wastewater, and stormwater infrastructure. The Implementation section, beginning on page 95, will outline specific ways in which the City can implement these action items.

### Goal | *Plan for infrastructure improvements to support the growing community.*

- Objective 11** Ensure quality of water and wastewater systems.
- Objective 12** Ensure the City has adequate and reliable water sources.
- Objective 13** Ensure cost efficient operations of the City's wastewater facilities.
- Objective 14** Address drainage concerns within older neighborhoods.

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**Action Item 17:** *Continue the implementation of projects described in the City's long range Water and Wastewater Plans.*

The City's water and wastewater systems are generally in good condition, and the City should continue to protect these assets by continuing with their long range planned improvements.

**Action Item 18:** *Continue participation with the Brushy Creek Regional Utility Authority regional water system.*

This regional partnership with the cities of Leander and Round Rock provides for an economical approach to water supply and leverages resources. Continued involvement will ensure Cedar Park's interests are preserved in any regional decisions regarding future water supply.

**Action Item 19:** *Support and encourage early completion of Brushy Creek Regional Utility Authority's planned deep water intake pump station and pipeline to allow access of low water levels at Lake Travis.*

The vulnerability of the existing intake structure to low lake levels has made the planned deep water intake infrastructure more critical for water reliability.

**Action Item 20:** *Evaluate an alternate water supply source for the City.*

For ensuring long-term reliability in Cedar Park's water source, Cedar Park should continue to look at alternative water supply sources, such as groundwater, to supplement the existing source from Lake Travis.

**Action Item 21:** *Continue City's participation in the Brushy Creek Regional Wastewater System.*

The cities of Cedar Park, Round Rock, and Austin bought this wastewater system in late 2009 for a real cost-saving benefit to rate payers. It is a positive example of regionalism and Cedar Park should continue participation.

**Action Item 22:** *Look for opportunities to remove lift stations.*

The City recognizes the costs and liability for maintaining and operating lift stations and has begun a program to bypass and therefore remove lift stations from the wastewater system. This effort should be continued where economical.

**Action Item 23:** *Explore the implementation of a Drainage Utility Fee to support needed drainage improvements and maintenance.*

By implementing a Drainage Utility Fee, a dedicated source of funds would be available to begin capital improvements identified in the 2011 study and assist in costs associated with a proactive maintenance program for the City.

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# Public Facilities

# 5

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This section addresses the expectations residents have regarding certain public services and the facilities that are needed to provide those services. This section will focus on the building space and personnel that is needed to provide services such as administration, community gathering places, police, fire, and library services.

The majority of public buildings tend to be fairly long-term investments and they should be initially scaled to meet the future needs of the community, or the needs for future expansion of facilities should be incorporated into the development. The Cedar Park City Hall campus allows for future growth within the existing buildings. Building 6 was remodeled to house the Cedar Park Fire Department and Emergency Operations Coordinator (EOC) Administration in December 2017. City Hall Building 3 is being remodeled to include two stories to allow for additional expansion. The Cedar Park City Hall campus is located at 450 Cypress Creek Road. The campus sits on an 8.43-acre site and offices approximately 100 employees. The City Hall campus opened in 2012 with 67,746 gross square feet of office and retail space, compared to the old building of 20,400 square feet of office space.





## Public Facilities Recommendations

The following are recommendations related to public facilities. The Implementation section, beginning on page 95, will outline specific ways in which the City can implement these action items.

**Goal** | *Ensure that the level of City services within Cedar Park is maintained as the City continues to increase in population and area.*

- Objective 15** Meet the community’s needs for public safety and service.
- Objective 16** Meet the community’s demand for amenities, such as libraries, recreational facilities, and cultural facilities.
- Objective 17** Coordinate with the in-progress Parks and Recreation Master Plan to ensure recreation amenities meet the needs for the increasing population.

**Action Item 24:** *Evaluate the demand for a convention or conference center in Cedar Park.*

The City has two large facilities that are available for recreation events and meeting spaces: the Cedar Park Recreation Center and the HEB Center at Cedar Park . The Cedar Park Recreation Center is located at 1435 Main Street. The building was opened in 2009 and currently features a state-of-the-art facility that is 47,500 square feet in size. It includes two full court gymnasiums, cardio/weight, workout areas, group exercise rooms, meeting rooms, game room, babysitting room, arts and crafts room, and an elevated walking/jogging track.



The HEB Center at Cedar Park multi-purpose facility is located on 2100 Avenue of the Stars. The building opened in 2009 with a capacity to cater various seating configurations for a variety of events ranging from 2,500 guests for theater style to 8,700 guests for concert style. This indoor arena hosts large-scale concerts and performances, and is home to the Texas Stars AHL hockey team and the Austin Spurs NBA G-League basketball team. The building also allows for business meetings and parties in which the arena floor can accommodate seminars, banquets, and exhibition/trade shows.



Some community input supported the development of a convention or conference center within the City to supplement the existing Cedar Park Recreation Center and the HEB Center at Cedar Park by targeting medium-sized conferences and events. Such an events center would likely be partnered with a hotel, which would offer lodging for attendees in addition to ballrooms and meeting rooms for hosting events. An ideal location for this facility would be Planning Area “B” or Planning Area “C” (see page 24/25). The City should further assess this demand, and if desirable, coordinate with the Type A Board, Type B Board, and Tourism Advisory Board to identify incentives to attract these types of uses to Cedar Park.

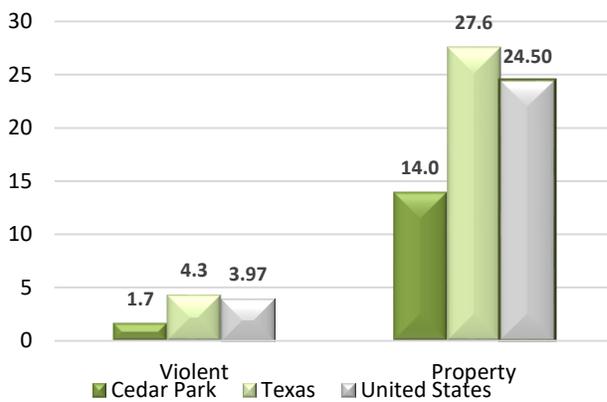
**Action Item 25:** Budget for an adequate number of public safety employees as the City’s population increases.



As the City’s population increases over time, additional demand will be placed on City services, such as police and fire protection, emergency medical services, water/wastewater services, and waste disposal services. As a general rule, as communities grow in size, increased levels of service are generally required by its citizens. The service level that exists today will likely need to be increased in the future.

Police service is an extremely important factor in assessing a community’s quality of life. There are currently 95 civil service police officers and 43 non-civil service positions within the Police Department. Safety is often a prime consideration for people when deciding where to establish a home. A high crime rate (or perception of crime) can cause people to decide not to locate in a particular area. Conversely, a low crime rate can be an attractor for population growth. As shown in **Figure 20**, Cedar Park’s crime rates are very low in comparison with the State of Texas. Cedar Park experiences less than half the crime rate that Texas experiences. The low crime rate makes Cedar Park an attractive place to live for families.

**Figure 20. 2018 Annual Crimes Reported per 1,000 Persons**



Source: Neighborhood Scout

**Action Item 26:** *Plan for expanded public safety facilities to meet the future population's needs.*

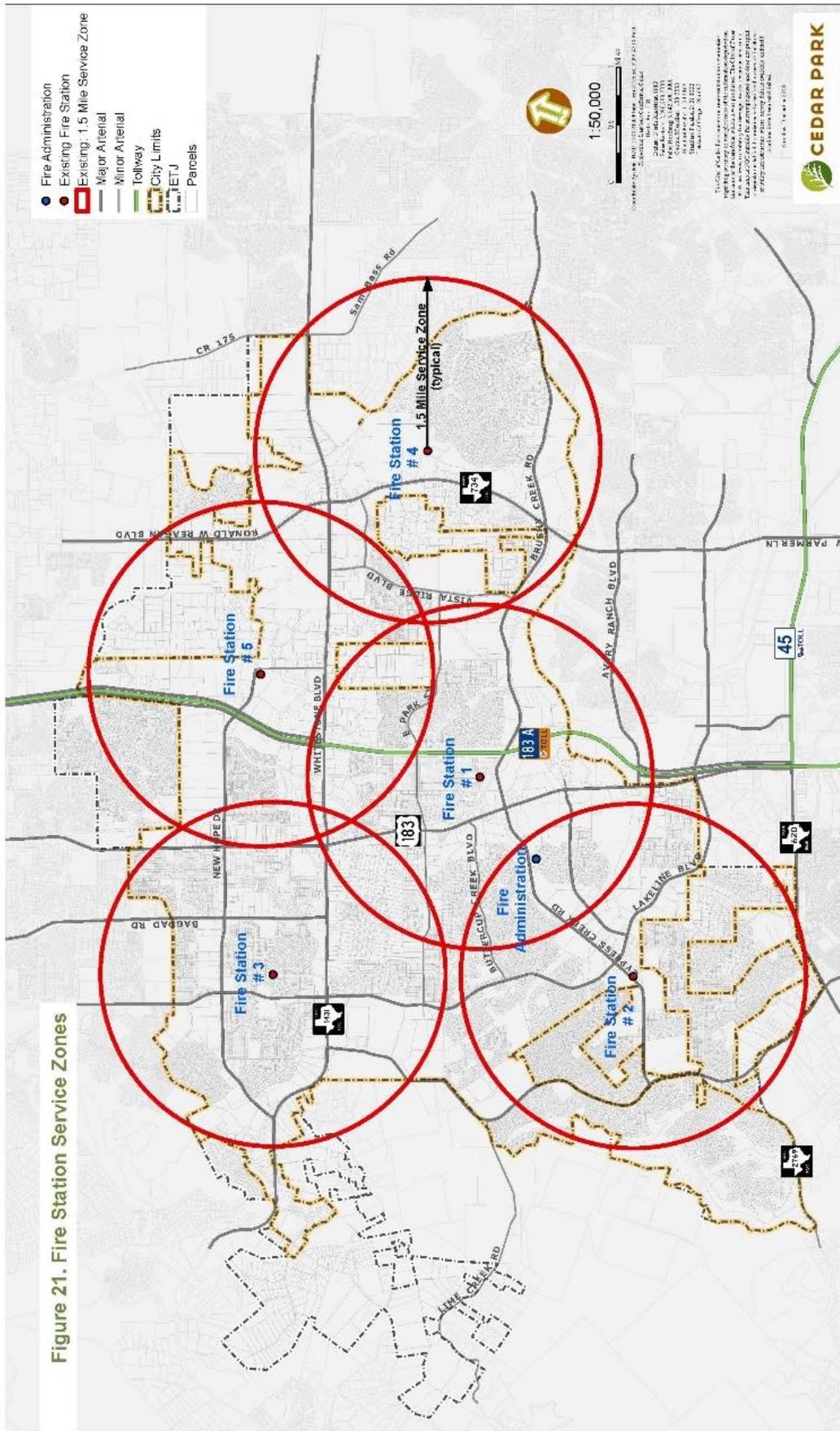
The Cedar Park Police Department is located at 911 Quest Parkway. The original facility was built in 2002 and a 12,200 square foot expansion was completed in 2018. The building consists of 52,780 square feet and was recently expanded to meet the law enforcement needs of a growing community.

The Cedar Park Fire Department currently has five stations located throughout the City. Station One is located at 503 Brushy Creek Road. It was built in 2010 with an area of 8,361 square feet. Station Two is located at 1570 Cypress Creek Road. It was built in 1999 with an area of 9,183 square feet. Station Three is located at 1311 Highland Drive. It was built in 1996 with an area of 7,400 square feet. Station Four is located at 150 Church Park Road. It was built in 2008 with an area of 10,526 square feet. Station Five, located at 1501 Cottonwood Creek Trail, was completed in Spring 2019. It has 13,250 square feet to house both Fire Department and Emergency Medical Services (EMS) personnel.

The Fire Administration and Fire Marshal's office is located in Building 6, at 450 Cypress Creek Road. The Fire Department responds to calls in both the City and the ETJ boundary.

The area able to be served by one fire station is generally accepted to be a radius of approximately one and one-half miles from the fire station itself. As shown in **Figure 21. Fire Station Service Zones**, much of the City and ETJ is covered within this one and one-half mile radius. City officials should continue to closely monitor the areas of development, and should work closely with the Fire Department to establish any necessary additional facilities in locations that provide easy accessibility to development in Cedar Park.





**Action Item 27:** *Conduct a library facility study to identify opportunities to expand the existing facilities to meet the needs of the community.*

The Cedar Park Public Library is presently located at 550 Discovery Boulevard. It was completely constructed in 1990 with 7,000 square feet of space and was expanded to 25,000 square feet in 2001 to meet the needs of Cedar Park's residents.

The input received throughout the process identified the Cedar Park Public Library as a major asset to the community that should be supported and expanded to meet the growing population's needs. The existing library has hardcopy stacks with a searchable online library, eBooks and audio that can be downloaded online, and offers a variety of resources to provide education and training on a range of topics. The input has indicated that the current facility is insufficient to meet the community's needs, and the City should examine alternatives to expand this community asset.

The City adopted the 2014 Library Master Plan in March of 2015 to assess and plan for library facilities. Bonds were approved by voters in 2015 to expand the library facilities.



**Action Item 28:** Proactively administer the Parks & Open Space Master Plan.

The City adopted its current Parks & Open Space Master Plan in 2015 to coordinate and plan for the expansion of the existing recreational facilities. During the plan process, the City collected input through the *ImagineCedarPark* website and conducted a public meeting to assess the community's opinions and preferences. The plan identifies 11 priority recommendations related to the City's recreational space, trail connections, and facilities.

In order to proactively administer the Parks & Open Space Master Plan, the City should establish a schedule for the City's leaders to review the plan, assess progress, and determine if any updates are necessary. For example, the City may wish to require one City Council and one Planning & Zoning Commission meeting (jointly or separately) per year to dedicate to the parks system. The Parks, Arts, and Community Enrichment (PACE) Board and representatives from the Parks & Recreation Department should attend these meetings to coordinate and facilitate this discussion with City Council and Planning & Zoning Commission members.

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# Livability 6

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In the simplest terms, creating “livability” means creating places where people want to be, that contribute to community interaction and discourses with others, and that are personally fulfilling. There are many intangibles that make a city livable, such as a sense of community, a strong sense of place in particular areas, civic pride, and the friendliness of neighbors. There are also tangible aspects that can nurture livability, many of which were identified during the *ImagineCedarPark* public input process. The aspects of livability to be addressed for Cedar Park include the following:

- Creation of walkable communities;
- Creation of neighborhood identity, and centralized areas with a strong “sense of place”;
- Concentration on the design of the Public Realm<sup>2</sup>;
- Aesthetic quality of the neighborhoods and community;
- Proximity to open space and recreational opportunities;
- Ease of access to and quality of retail and restaurants;
- Traffic flow and availability of alternative means of travel;
- Availability of the desired type, style, and cost of housing;
- Innovation and sustainability in future development; and
- Proximity to employment opportunities.



Figure 22. Cycle of Creating Livable Places



<sup>2</sup> This term includes all spaces that are not privately owned and that are encountered by citizens and visitors on a regular basis such that these spaces influence the perception that citizens and visitors have of the community. Such spaces include streets, parks, sidewalks, trails, and public buildings.



An important aspect of livability is the concept of sustainability; sustainability involves creating an environment in which people and businesses want to both invest and reinvest. It includes components such as the following:

- Ability of a person to live in the community from birth to old age to death — i.e., throughout his or her entire life-cycle by offering a broad range of quality housing types that can accommodate the needs of singles, families, retirees, and the elderly;
- Ability to adapt to inevitable changes in population characteristics and economic conditions, such as employment opportunities, as the community continues to mature;
- Creation of a building, cultural, and open space infrastructure that contributes to the desirability of a community over time, and that improves with age. Examples include parks and open space, cultural facilities, and nonresidential buildings that do not have to be torn down and rebuilt when tenants move to another location, or that “wear out” in 20 years;
- Provision of a variety of transportation and circulation options; and
- Design of infrastructure that is environmentally sensitive and that minimizes long-term maintenance costs.

Although many of this chapter’s recommendations provide guidance for future ordinance updates, these elements should also serve as guidelines for the review of special development proposals (i.e., Planning Areas, PDs, and SUPs) and should be incorporated into site design as possible. The Planning Areas in particular are intended to exemplify this livability concept by “creating places where people want to be” within Cedar Park.

## Livability Recommendations

The following are recommendations related to community and neighborhood livability. The Implementation section, beginning on page 95, will outline specific ways in which the City can implement these action items.

**Goal** | *Ensure that Cedar Park is a desirable place to live, work, worship, and raise a family.*

- Objective 18** Address the physical appearance of the built environment to ensure that a positive image of Cedar Park is exhibited to residents and visitors.
- Objective 19** Maintain a civic-minded community with a strong social fabric that promotes social, economic, and spiritual interaction and quality of life at a community-wide level.
- Objective 20** Improve the walkability and connectedness of Cedar Park for pedestrians and bicyclists.
- Objective 21** Foster a sense of belonging to the community as a whole, bringing together and representing all neighborhoods and groups to reach city-wide visions.

**Action Item 29:** *Update the City's development regulations as needed to address design characteristics within Cedar Park.*

The following is an outline of design elements that the City may wish to address. Overall, this section proposes recommendations that aim to improve the aesthetics and functionality of Cedar Park. The majority of these regulations are contained within the City's zoning ordinance.

### **Street Design Criteria**

Quality street designs allow for a balance between all users regardless of physical abilities or mode of travel. Successful street designs are those that fit into the character of surrounding neighborhoods. Elements of a great street include multi-modal transportation (car, bus, and bike), pedestrian realm, sidewalks, trees and landscape, amenities, storefronts and displays, and crosswalks.

New designs and enhancements should maintain the safety level and address mobility issues at the same time. The City's Transportation Regulations within the Code of Ordinances adopts the City of Austin's Transportation Criteria Manual. This manual establishes technical design criteria for various types of roadways, including six functional classifications for roadways and several types of bike lanes. The City should continue to reference the City of Austin's manual.





## Pedestrian Enhancements

The purpose of enhancing the pedestrian realm is to provide a comfortable environment for the users. A street contains several zones that make up the pedestrian realm:

- Curb;
- Landscaping and furnishings;
- Sidewalk; and
- Frontage zone.

The curb zone is a small but important part of sidewalks because it provides accessibility for wheelchairs. They should be designed to meet ADA requirements and provide adequate lighting. The landscaping and furnishings zone is located immediately behind the curb and should provide a bench or other street furniture for seating and landscaping to enhance the appearance of the area. The sidewalk zone is located between the landscaping and furnishings zone and the frontage zone. This area is intended for pedestrian travel and should be unobstructed. The frontage zone is located between the sidewalk zone and the property line. Outdoor seating for restaurants, where permitted, may occupy the frontage zone provided the pedestrian sidewalk is maintained separate.

The City may wish to develop a criteria manual for the pedestrian realm, establishing specific products for site furnishings that are desirable for Cedar Park's streetscapes and public plazas. For example, it may be appropriate for different areas of the City to utilize a consistent design for benches, planters, lighting, bike racks, bollards, tree grates, and waste receptacles.

### **Screening and Buffering Techniques**

The purpose of screening and buffering is to enhance the visual appearance of the community by separating incompatible land uses, improving the appearance of parking areas and public rights-of-way, minimizing soil erosion, and reducing stormwater runoff.

Screening typically focuses more on the visual impacts of the use while buffering focuses more on light and sounds. There are many techniques for screening and buffering. Types of screening should be fences, walls, trees, or large shrubs that are placed strategically to help blend the use into the surrounding environment or block it completely. Types of buffers should be strips of land such as hills or berms, clumps of trees, or other landscape features that are used to reduce headlights glare and can often reduce traffic noises more effectively than a sound barrier wall.

Larger setbacks may be utilized to protect the public view and create a more rural feeling. Within such setbacks, extensive landscaping, such as berms, double rows of large trees, and solid living evergreen screens may be used. This is typically referred to as a living screen. If a screening wall is used, the wall should be constructed entirely of brick, masonry, or other like material consistent with the exterior finish of the primary structure.

The City's code of ordinances currently requires a buffer yard with plantings between differing zoning districts (Sec. 14.07.006); the purpose of this requirement is to protect lower intensity uses (i.e., single family residential uses) from heavier intensity uses (i.e., commercial uses).

The code of ordinances allows for wood fencing materials in residential areas; the City may wish to specify the type(s) of approved wood, such as cedar and/or redwood, or requiring more durable vinyl fences that produce a wood-like appearance.



Figure 23. Illustration of Interconnectivity

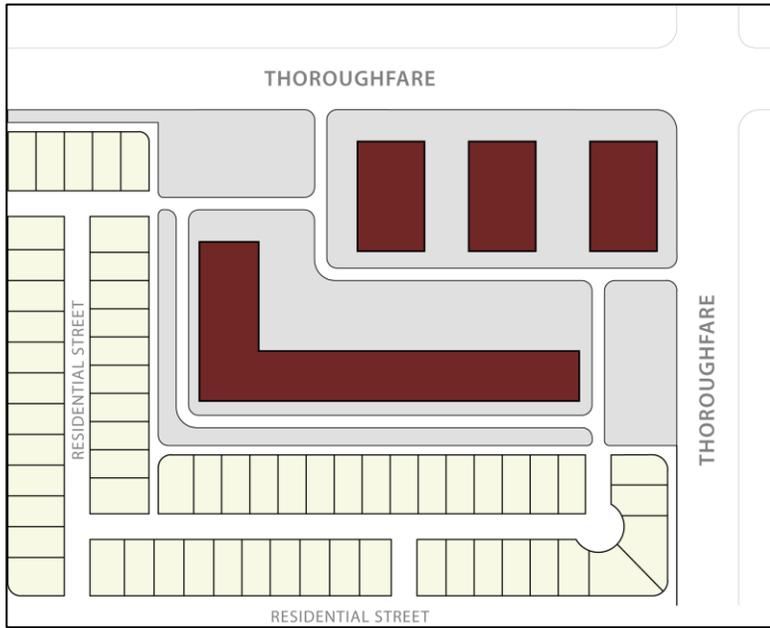


Figure 24. Example of Monotonous (top) and Unique (bottom) Subdivisions



**Innovative Neighborhood Design**

The purpose of providing for innovative neighborhood design is to enhance the livability of a community. A neighborhood should be designed in a layout that promotes community interaction and allows for pedestrian connections. Residents should be able to travel from one side of the neighborhood to the other without the dependence on motorized vehicles. The City’s Subdivision Ordinance currently requires sidewalks to be installed on both sides of all streets, with the exception of rural subdivisions. This standard supports pedestrian-friendly development and should remain in place.

The City may wish to examine opportunities for providing connections

from within the subdivision to appropriate neighboring nonresidential development, such as restaurants or neighborhood services, to allow residents a pedestrian route or vehicular short-cut to access these businesses while still providing a buffer (see **Figure 23. Illustration of Interconnectivity**).

It is also important to provide access to parks and open space to improve the health of a community. Studies have shown that houses that are located adjacent or across from parks and open spaces typically have higher property value. Additionally, it is important to protect the City’s natural waterways from erosion and destruction of habitat. The City should consider encouraging or requiring developers to design “single-loaded” subdivisions (i.e., homes front to parks or waterways) to allow the public to view and access these amenities.

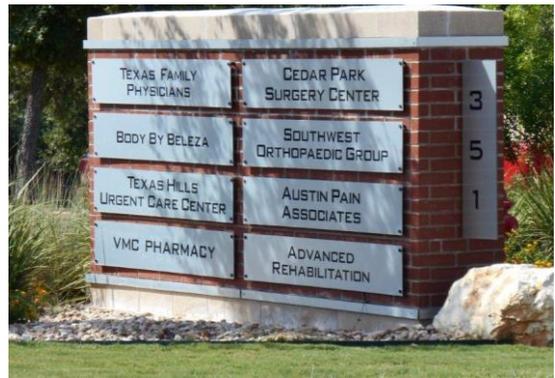
Another tool that the City may wish to consider is to implement anti-monotony standards for residential subdivisions. These standards ensure that neighborhoods and homes are unique in regards to the view from the street. Anti-monotony standards typically address building materials, front facades, wall massing, setbacks, front porches, architectural relief, roof pitch, and garage layout.

### Signage Standards

The purpose of setting design standards for signage is to enhance the visual environment and establish an identity to buildings, businesses, and developments. There are many different types of signage, such as community entryway signs that offer a soft feel to roadway edges and allow for other visual elements of the site to be showcased.

Way-finding signs are aimed at providing guidance to specific locations or features of an area such as City Hall, public facilities, parks and other areas of interests within Cedar Park. These types of way-finding signs may be pole mounted, part of a monument sign, attached to traffic signal poles or attached to light poles. Effective signage contributes to a positive community image, thereby preserving property values and promoting the economic health of a community.

The City adopted a new Sign Code Ordinance in March 2017 to improve the quality of future signs in the City.





### **Landscaping Standards**

The purpose of setting design standards for landscaping across the City is to keep a consistent visual character in the streetscape. Trees, shrubs, and landscaped setbacks should portray a positive visual image of Cedar Park to those traveling along the highway, particularly along the major corridors. Additional landscaping displays should be utilized at key intersections and site entrances throughout major corridors.

The City currently references the City of Austin's and Lower Colorado River Authority's approved plant lists, in addition to its own. The plant list should be consolidated into one list to improve usability and access of the requirements. The list currently identifies plants that are drought-tolerant or native to the region and allows for reduced irrigation requirements; however, the ordinance could be improved by offering additional incentives to encourage these xeriscape or native plant species.

**Action Item 30:** *Target economic development efforts to attract and expand quality, diverse employers within Cedar Park.*

Input from the CPAC and from the *ImagineCedarPark* website participants indicates that achieving economic diversification and attracting quality employers to the City are priorities for the community. Desirable businesses are those with a focus on technology, innovation, engineering, sustainability, and design fields, and may be established businesses or start-ups. Such businesses may benefit from partnerships with a future educational campus or a privately-supported incubator to assist start-up businesses or entrepreneurs. The public input also made specific reference to attaining high-speed fiber internet in Cedar Park, which could make the City very attractive to these types of industries. The City should convey this vision to the Type A and Type B Boards and the Economic Development Department to ensure efforts are coordinated to target these industries.

**Action Item 31:** *Continue to strengthen the City's partnership with Leander Independent School District to maximize resources and coordinate planning efforts.*

The City should build upon its existing relationship with the Leander Independent School District (LISD). LISD was mentioned in the public input as a major asset to the community that provides outstanding education to Cedar Park's children. The City should consider encouraging a joint meeting between Cedar Park City Council and the LISD School Board at least annually to coordinate planning efforts. Both the City and ISD benefit from maintaining this relationship in regards to facility expansion and construction, anticipated population and enrollment locations, and considering shared recreational facilities to serve both the community and the student population.



**Action Item 32:** *Organize a caucus of religious and community leaders to define a nurturing role to play within the growth of the community and coordinate outreach programs to maximize the results of all efforts to assist in accomplishing specific City goals and objectives.*

Cedar Park is fortunate to have a number of faith-based and other nonprofit entities that play an active role in improving the quality of life in the community. These organizations are involved in a range of activities that support the community, including assistance with job placement, workforce training, food drives, adult education, English-as-a-second-language education, and disaster relief, among other programs. These organizations are a tremendous asset to the community of Cedar Park and help to relieve some of the strain from the City's efforts. Additionally, these organizations promote a sense of community within Cedar Park and create a well-rounded and healthy City.

The City should support these organizations through facilitating an active partnership with the City and between the organizations. Establishing a board with representatives from each of these churches, food banks, and other nonprofit entities would assist in coordinating efforts, pooling resources, and promoting awareness.

# Implementation

# 7

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## Use of the Plan and Regulatory Mechanisms

The importance of city planning can never be overstated. The future of Cedar Park will be shaped by the policies and recommendations developed in this Comprehensive Plan. Based on this Plan, decisions will be made that will influence many aspects of the City's built and social environments. Cedar Park has taken an important leadership role in defining its future, with the adoption of this Plan. The Plan will provide a very important tool for City staff and civic leaders to use in making sound planning decisions regarding the long-term growth and development of Cedar Park. The future quality of life in Cedar Park will be substantially influenced by the manner in which Comprehensive Plan recommendations are administered and maintained.

Changes in and around Cedar Park's socioeconomic climate and in development trends that were not anticipated during preparation of the Plan will occur from time to time, and therefore, subsequent adjustments to the Plan's recommendations will be required. Elements of the City that were treated in terms of a general relationship to the overall area may, in the future, require more specific and detailed attention. Planning for the City's future should be a continuous process, and this Plan is designed to be a dynamic tool that can be modified and periodically updated to keep it in tune with changing conditions and trends.

Plan policies and recommendations may be put into effect through adopted development regulations, such as the zoning, subdivision, and site development ordinances, and through capital improvement programs. Many recommendations within the Plan can be implemented through simple refinement of existing regulations or City processes, while others may require the establishment of new regulations, programs, or processes. This final section of the Comprehensive Plan describes specific ways in which Cedar Park can take the recommendations within this Plan from vision to reality.

### Proactive and Reactive Implementation

There are two primary methods of Plan implementation: proactive and reactive methods. To successfully implement the Plan and fully realize its benefits, both methods must be used in an effective manner. Both proactive and reactive actions that should be used by Cedar Park are described within this Implementation Chapter.

Examples of proactive methods include:

- Developing a capital improvement program (CIP), by which the City expends funds to finance public improvements to meet objectives cited within the Plan;
- Establishing/enforcing zoning regulations;
- Establishing/enforcing subdivision regulations; and
- Establishing/enforcing site development regulations.

Examples of reactive methods include:

- Rezoning of a development proposal based on and consistent with the Comprehensive Plan that would enhance the City;
- Site plan review;
- Subdivision review.

## Roles of the Comprehensive Plan

### *Guide for Daily Decision-Making*

The current physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place, whether a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed, represents an addition to Cedar Park's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. If planning is to be effective, it must guide each and every individual development decision. The City, in its daily decisions pertaining to whether to surface a street, to approve a residential plat, to amend a zoning ordinance provision, to enforce the building codes, or to construct a new utility line, should always refer to the basic proposals outlined within the Comprehensive Plan. The private builder or investor, likewise, should recognize the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

### *Flexible and Alterable Guide*

This Comprehensive Plan is intended to be a dynamic planning document for Cedar Park – one that responds to changing needs and conditions. Plan amendments should not be made without thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other Cedar Park officials should consider each proposed amendment carefully to determine whether it is consistent with the Plan's goals and policies, and whether it will be beneficial for the long-term health and vitality of Cedar Park.

At one to two year intervals, a periodic review of the Plan with respect to current conditions and trends should be performed. Such on-going, scheduled reevaluations will provide a basis for adjusting capital expenditures and priorities, and will reveal changes and additions that should be made to the Plan in order to keep it current and applicable long-term. It would be appropriate to devote one meeting of the Planning & Zoning Commission to reviewing the status and continued applicability of the Plan in light of current conditions, and to prepare a report on these findings to the City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include consideration of the following:

- The City's progress in implementing the Plan;
- Changes in conditions that form the basis of the Plan;
- Community support for the Plan's goals, objectives, and recommendations; and,
- Changes in State laws.

The full benefits of the Plan for Cedar Park can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised rather than ignored. The City Council and/or the Planning & Zoning Commission should designate one meeting to dedicate to review of the Comprehensive Plan each year to ensure that the Plan will remain current and effective in meeting the City's decision-making needs. This meeting should be used to recalibrate the Plan to reflect the action items that have been completed and recalibrate the Future Land Use Map if necessary.

### ***Complete Review with Public Participation***

In addition to periodic annual reviews, the Comprehensive Plan should undergo a complete, more thorough review and update every five to ten years. The review and updating process should begin with the establishment of a steering committee that was appointed to assist in the preparation of this Plan. If possible, this Comprehensive Plan Advisory Committee should work with the City Council and Planning & Zoning Commission for the periodic review of the Plan. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders and major stakeholders, developers, merchants, and other citizens and individuals who express an interest in the long-term growth and development of the City.



## **Regulatory Mechanisms**

The usual processes for reviewing and processing zoning amendments, development plans, and subdivision plans provide significant opportunities for implementing the Plan. Each development decision should be evaluated and weighed against applicable proposals contained within the Plan. If decisions are made that are inconsistent with Plan recommendations, then they should include actions to modify or amend the Plan accordingly in order to ensure consistency and fairness in future decision-making. Amending the Zoning Ordinance, Subdivision Ordinance, and Site Development Ordinances represent major proactive measures that the City can take to implement the Comprehensive Plan recommendations.

### ***Zoning Ordinance***

Zoning is perhaps the single most powerful tool for implementing Plan recommendations. An entire rewrite of the City's Zoning Ordinance was adopted in November 2017, including recommendations outlined in this Comprehensive Plan. All zoning and land use changes should be made within the context of existing land uses, future land uses, and planned infrastructure, including roadways, water and wastewater.

### ***Subdivision Ordinance***

The act of subdividing land to create building sites has a major effect on the overall design and image of Cedar Park. Much of the basic physical form of the City is currently created by the layout of streets, easements, and lots. In the future, the basic physical form of Cedar Park will be further affected by such action. Requirements for adequate public facilities are essential to ensure the City's orderly and efficient growth.

### ***Site Development Ordinance***

There are numerous recommendations within this Comprehensive Plan that relate to the site development ordinance. Their implementation will not only improve future development and interaction between land uses, but will also improve Cedar Park's overall image and livability, specifically in relation to residential design standards, nonresidential design standards, and landscaping.

## Implementation Strategies

Implementation is one of the most important, yet most difficult, aspects of the comprehensive planning process. Without viable, realistic strategies for implementation, the recommendations contained within this Comprehensive Plan will be difficult to realize.

### Top Priorities

Few cities have the financial ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Cedar Park is no exception. Plan implementation, therefore, must be prioritized and balanced with timing, funding, and City staff resources. While all the recommendations share some level of importance because they warranted discussion within the plan, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time.

Based on the input received and information collected throughout the development of the Comprehensive Plan, the following Action Items have been identified as the top priorities for the City to pursue in the implementation of this plan (listed in order of discussion, not by priority):

Figure 25. Prioritization Exercise with the CPAC



**Action Item 1:** Adopt the Future Land Use Map and amend the City's zoning map to reflect the guidance of the Future Land Use Map.

**Action Item 4:** Work with property owners to develop the Planning Areas to create focal points, destinations, and concentrated areas of quality development within Cedar Park.

**Action Item 6:** Protect the limited vacant land for quality and desirable future development and redevelopment opportunities within Cedar Park.

**Action Item 7:** Encourage the creation of desirable entertainment and tourism destinations, and the preservation of cultural and natural/archeological resources in Cedar Park.

**Action Item 15:** Identify alternatives to improve north-south traffic flow, and continue to evaluate the feasibility of frontage roads along 183A.

**Action Item 16:** Continue to pursue the redevelopment of Bell Boulevard and supporting initiatives.

**Action Item 20:** Evaluate an alternate water supply source for the City.

**Action Item 24:** Evaluate the demand for a convention or conference center in Cedar Park.

**Action Item 25:** Budget for an adequate number of public safety employees as the City's population increases.

**Action Item 30:** Target economic development efforts to attract and expand quality, diverse employers within Cedar Park.

**Action Item 32:** Organize a caucus of religious and community leaders to define a nurturing role to play within the growth of the community and coordinate outreach programs to maximize the results of all efforts to assist in accomplishing specific City goals and objectives.

## Breakthrough Goals

While this plan strives to identify the community's vision and to describe specific and realistic action items to achieve this vision, it is also important to identify "big picture" goals that may not be as easily attainable in the near future but that are critical to implementing the community's vision. The goals are commonly referred to as breakthrough goals or stretch goals.

The following three breakthrough goals have been identified based on input received from the CPAC and other community members throughout the process:

1. Establishment of an educational campus
2. Attracting a single employer of at least 1,000 people and provide employment for at least 10,000 overall, with a focus on middle- and high-skill employment opportunities
3. Construction of frontage roads along 183A

Each of these items have been included and described within this plan. The City should establish benchmarking milestones to check progress toward attaining these long-term goals over time. Additionally, the City should ensure that all relevant departments and boards are aware of these goals and their roles in the implementation.

## Implementation Matrix

The following matrix is a summary of the recommendations within this Comprehensive Plan. The columns *What*, *When*, *Who*, and *How* are intended to provide the City with specific tasks to work toward implementing the vision of this plan.

### *“What”*

This table is a summary of the Action Items that are provided within each section of the Recommendations. Each Action Item includes a hyperlink to the original recommendation and related goal/objective(s).

### *“When”*

Short term items should be targeted for implementation within the first five years of plan adoption; long term items should be targeted within five to ten years; ongoing items cannot be completed with a single action and should be continually addressed.

### *“Who”*

Although the responsibility for accomplishing a task may include additional parties, the purpose of this column is to identify the main player(s) in completing the Action Item.

### *“How”*

This column identifies generally how each Action Item can be accomplished, such as a project that City Staff can lead, further study that is required, or necessary funding to be allocated.

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Future Land Use</b>					
<b>Action Item 1: Adopt the Future Land Use Map and amend the City’s zoning map to reflect the guidance of the Future Land Use Map.</b>				City Council	Adopt this Comprehensive Plan and amend the Zoning Map as appropriate
<b>Action Item 2: Promote larger lot alternatives for future residential development.</b>				City Council and City Staff (Development Services)	Maintain inventory of housing densities, ensure ordinances allow/encourage desirable housing variety
<b>Action Item 3: Provide information regarding housing affordability programs and options available through other various entities.</b>				City Staff (Development Services)	Develop a handout or brochure of information for grants, funding, or other programs to provide interested parties
<b>Action Item 4: Work with property owners to develop the Planning Areas to create focal points, destinations, and concentrated areas of quality development within Cedar Park.</b>				City Council, City Staff (Development Services) and EDC	Retain a consultant to conduct a market study and develop a detailed small area plan
<b>Action Item 5: Develop and adopt a redevelopment code to establish City policy regarding infill and redevelopment.</b>				City Council and City Staff (Development Services)	Amend the City’s ordinances to allow for Alternative Compliance for redevelopment
<b>Action Item 6: Protect the limited vacant land for quality and desirable future development and redevelopment opportunities within Cedar Park.</b>				City Staff (Development Services and Economic Development) and EDC	Continue to maintain the vacant properties map, supplement the map with targeted infill areas, and ensure coordination among departments and with the EDC for marketing opportunities

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Action Item 7: Encourage the creation of desirable entertainment and tourism destinations, and the preservation of cultural and natural/archeological resources in Cedar Park.</b>				City Council and City Staff (Development Services, Economic Development, Travel and Tourism, Type A and B Boards, and Cedar Park Tourism Services)	Coordination with property owners and EDC to develop Planning Areas and encouraging tourism entities to promote historical sites

## Transportation

<b>Action Item 8: Continue to implement and enhance methods of access management along the City’s major corridors.</b>				City Staff (Engineering)	Continue to require access management techniques in new developments
<b>Action Item 9: Apply principles of Context-Sensitive Design to the City’s roadway design standards to support appropriate traffic speeds.</b>				City Staff (Engineering)	Amend the City’s current thoroughfare plan to update cross-sections and consider adding new classifications and cross-sections for different roadway characters
<b>Action Item 10: Enhance east-west connectivity and traffic flow in Cedar Park.</b>				City Staff (Engineering)	Monitor traffic volumes and plan for increased capacity on existing east-west thoroughfares

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Action Item 11: Continue to promote pedestrian connectivity by planning for walkable streets and distributing information on existing routes to residents.</b>				City Council and City Staff (Development Services and Engineering)	Conduct an inventory of existing sidewalks, identify priority areas, allocate funding for sidewalk installation, prepare informational material regarding routes
<b>Action Item 12: Continue to record accident information to track improvement priority areas.</b>				City Staff (Engineering and Police Department)	Coordinate with the police department to inventory reported accidents and identify critical areas
<b>Action Item 13: Identify various transportation options and conduct analyses to determine the most desirable option(s).</b>				City Staff (Engineering and Development Services)	Solicit additional community input on preferences and coordinate with CapMetro as appropriate
<b>Action Item 14: Continue coordination with TxDOT and the Capital Area Metropolitan Planning Organization (CAMPO).</b>				City Staff (Engineering)	Continue to ensure that regional plans reflect the City's plans, and representation on boards/committees
<b>Action Item 15: Identify alternatives to improve north-south traffic flow, and continue to evaluate the feasibility of frontage roads along 183A.</b>				City Staff (Engineering and Development Services)	Maintain contact with TXDOT, redirect traffic volume from Bell Boulevard to 183A
<b>Action Item 16: Continue to pursue the redevelopment of Bell Boulevard and supporting initiatives.</b>				City Council and City Staff (Development Services and Community Affairs)	Determine any additional necessary studies and create partnerships with stakeholders

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Infrastructure</b>					
<b>Action Item 17: Continue the implementation of projects described in the City’s long range Water and Wastewater Plans.</b>				City Council and City Staff (Public Works)	Continue to review and update the City’s CIP
<b>Action Item 18: Continue participation with the Brushy Creek Regional Utility Authority regional water system.</b>				City Staff (Public Works)	Coordinate with regional planning efforts of BCRUA
<b>Action Item 19: Support and encourage early completion of Brushy Creek Regional Utility Authority’s planned deep water intake pump station and pipeline to allow access of low water levels at Lake Travis.</b>				City Staff (Public Works)	Continue discussion with BCRUA to engage an engineering consultant to conduct appropriate studies and request funding through the budgeting process
<b>Action Item 20: Evaluate an alternate water supply source for the City.</b>				City Staff (Public Works)	Discuss with BCRUA to engage an engineering consultant to conduct appropriate studies and request funding through the budgeting process
<b>Action Item 21: Continue City’s participation in the Brushy Creek Regional Wastewater System.</b>				City Staff (Public Works)	Coordinate with BCRWS on planning decisions
<b>Action Item 22: Look for opportunities to remove lift stations.</b>				City Staff (Public Works)	Evaluate the existing wastewater master plan and amend accordingly
<b>Action Item 23: Explore the implementation of a Drainage Utility Fee to support needed drainage improvements and maintenance.</b>				City Council and City Staff (Public Works)	Discuss preparation of utility rate study

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Public Facilities</b>					
<b>Action Item 24: Evaluate the demand for a convention or conference center in Cedar Park.</b>				City Staff (Economic Development)	Conduct a market analysis and identify possible incentives
<b>Action Item 25: Budget for an adequate number of public safety employees as the City's population increases.</b>				City Council	Monitor population growth and allocate necessary funding in the City's annual budget
<b>Action Item 26: Plan for expanded public safety facilities to meet the future population's needs.</b>				City Council	Monitor population growth and allocate necessary funding in the City's Capital Improvements Program
<b>Action Item 27: Conduct a library facility study to identify opportunities to expand the existing facilities to meet the needs of the community.</b>				City Council and City Staff (Library)	Conduct a study to determine the demand for additional library facilities and services, and determine whether to expand the existing location or open a satellite location
<b>Action Item 28: Proactively administer the Parks &amp; Open Space Master Plan.</b>				City Council, Planning & Zoning Commission, PACE Board, and City Staff (Parks)	Designate a meeting or meetings to dedicate to discussion regarding parks and plan implementation status

What	When			Who	How
	Short Term	Long Term	On Going		
<b>Livability</b>					
<b>Action Item 29: Update the City’s development regulations as needed to address design characteristics within Cedar Park.</b>				City Council and City Staff (Development Services)	Amend the zoning and related ordinances as recommended to ensure future development is of quality design, pedestrian-oriented, and promotes long-term investments
<b>Action Item 30: Target economic development efforts to attract and expand quality, diverse employers within Cedar Park.</b>				City Staff (Development Services and Economic Development), Type A Board, and Type B Board	Ensure marketing materials target these industries, identify incentives, and proactively contact desirable businesses
<b>Action Item 31: Continue to strengthen the City’s partnership with Leander Independent School District</b>				City Council, City Staff (Development Services), and LISD	Establish a regular meeting between the City and LISD to discuss partnership opportunities and planning efforts
<b>Action Item 32: Organize a caucus of religious and community leaders to define a nurturing role to play within the growth of the community and coordinate outreach programs to maximize the results of all efforts to assist in accomplishing specific City goals and objectives.</b>				City Staff (Community Affairs) and various nonprofit entities	Facilitate the creation of a board of community leaders and assist in the board’s coordination of resources

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# Appendix

# 8

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## Community Understanding

The purpose of this section is to establish a foundation of information for the community visioning process and the development of plan recommendations. It provides information on the City's existing conditions and recent trends, and the overall context in which this planning effort is occurring.

### Population Characteristics

People are the most important component of any community. The following discussion is intended to provide insight into the historic and existing characteristics of the residents of Cedar Park. This demographic analysis will aid in planning for future growth of the City.

#### Population Changes and Growth Trends

Establishing the City's and region's population changes and growth trends is important to understanding what type of growth the City should expect in the future, both independently and in relation to its larger region.

As shown in **Table 5. City and County Population**, the estimated 2013 population of Cedar Park is 61,238 residents (U.S. Census Bureau), an increase of 12,301 people since the 2010 Census, or 25% growth during the three year period. The City has experienced rapid growth in the past 40 years, with population increases over 400 percent over ten year periods; Williamson County has also experienced significant rates of growth during this period, although less rapid.

Another method of evaluating the City's growth is to compare it to the larger area. As shown in **Table 5**, the City has gradually composed a larger percentage of Williamson County, but appears to remain steady around 12 percent in recent years.

**Table 4** is a comparison of compound annual growth rates of Cedar Park to its neighboring communities. As shown, Cedar Park has experienced a compound annual growth rate of over 19 percent, compared to Leander with a rate of about 11 percent, Georgetown with 5 percent, Round Rock with about 4 percent, and Austin with about 2 percent.

**Table 5. City and County Population**

Year	Cedar Park		Williamson County		City % of County
	Population	Change	Population	Change	
1970	687	—	37,305	—	2%
1980	3,474	406%	76,521	105%	5%
1990	5,161	49%	139,551	82%	4%
2000	26,049	405%	249,967	79%	10%
2010	48,937	88%	422,679	69%	12%
2013	61,238	25%	471,014	11%	12%

Source: U.S. Census and City of Cedar Park

**Table 4. Regional Comparison of Compound Annual Growth Rates**

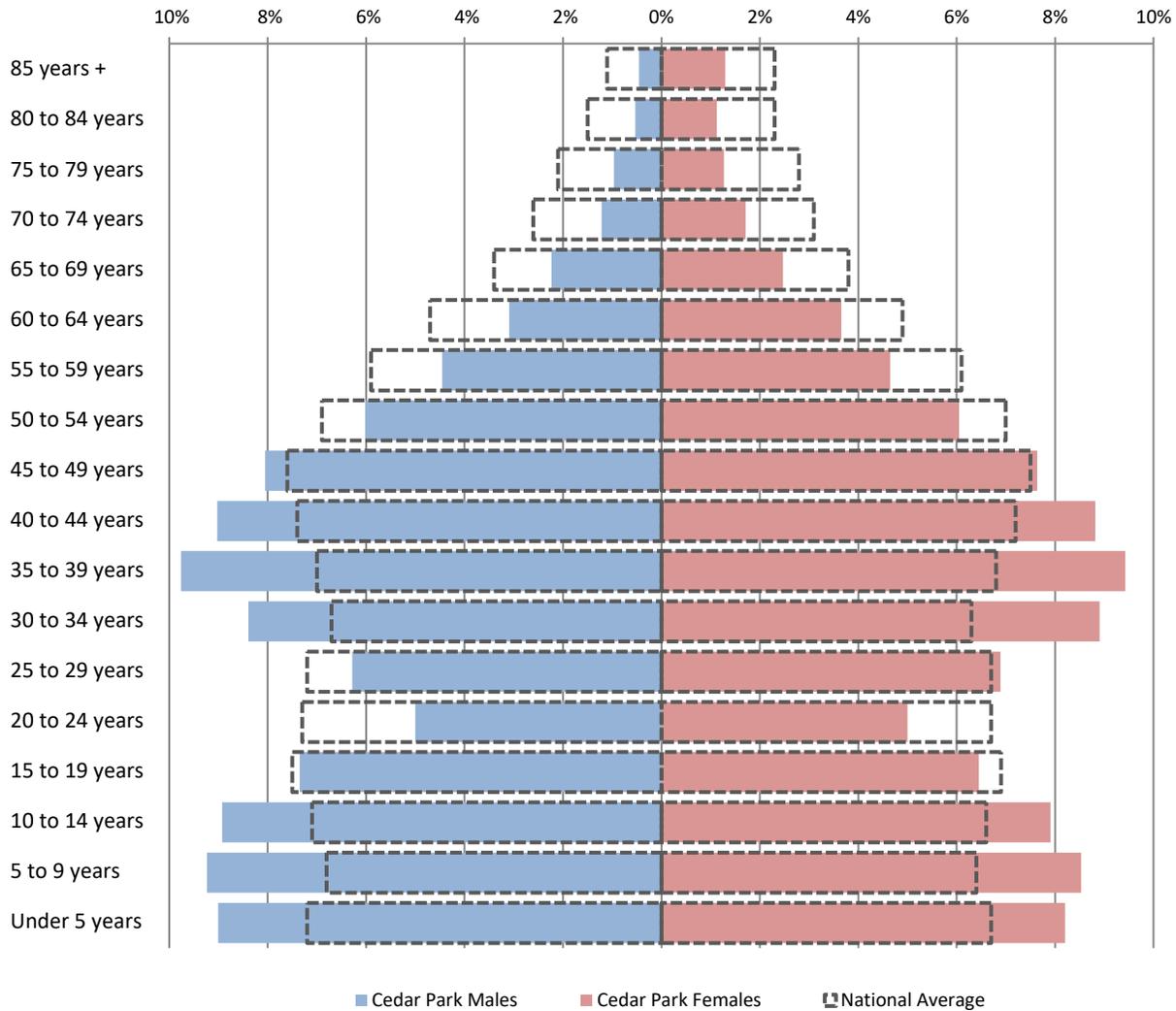
	Leander	Cedar Park	Georgetown	Round Rock	Austin
2000	7,596	6,049	28,339	61,136	656,562
2013	31,717	61,238	54,898	109,821	855,400
CAGR	11.62%	19.49%	5.22%	4.61%	2.06%

Source: U.S. Census

**Gender, Age, and Household Type**

**Figure 26. Age and Gender Pyramid** below shows the age distribution by gender for Cedar Park compared to the national average. As shown, Cedar Park has a relatively young population when compared to the national average. The increased percentage of residents aged 30 to 49 years and below 14 years indicates many young families live in Cedar Park.

**Figure 26. Age and Gender Pyramid**



Source: 2010 U.S. Census

**Table 6. Household Type** includes information regarding the composition of households in Cedar Park, Williamson County, and the State of Texas. As shown, Cedar Park's household types are very similar to those of Williamson County and Texas. Minor differences include a larger percentage of homes with children and a smaller percentage of homes with seniors.

**Table 6. Household Type**

Household Type	Cedar Park		Williamson County	Texas
Total Households	17,817		152,606	8,922,933
Family Households	12,926	73%	73%	70%
With own children under 18 years	7,688	43%	39%	34%
Nonfamily Households	4,891	27%	27%	30%
Households with one or more people under 18 years	8,144	46%	42%	39%
Households with one or more people 65 years and over	2,410	14%	17%	21%
Average Household Size	2.74		2.74	2.75

Source: 2010 U.S. Census

Table 7. Racial Distribution and Ethnic Composition

Demographic	Cedar Park		Texas
White	39,817	81%	70%
Black/African American	2,102	4%	12%
Asian	2,483	5%	4%
Other	4,535	9%	14%
Hispanic/Latino	9,279	19%	38%
Non-Hispanic/Latino	39,658	81%	62%

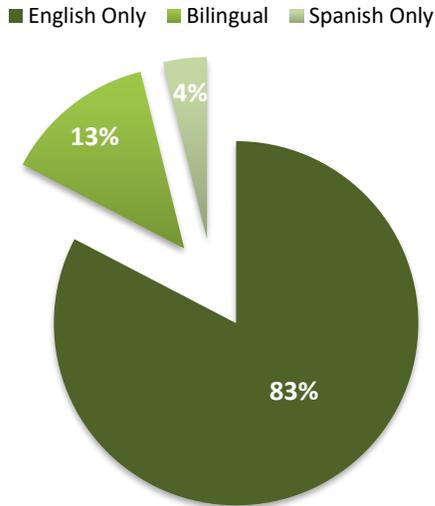
Source: 2010 U.S. Census

Table 8. Language Spoken at Home

Language Spoken at Home	Cedar Park		Texas
Population 5 years and over	45,160		22,850,447
English only	37,321	83%	66%
Language other than English	7,839	17%	34%
Speak English less than "very well"	2,820	6%	15%
Spanish	4,419	10%	29%
Speak English less than "very well"	1,745	4%	13%

Source: U.S. Census 2009-2011 ACS

Figure 27. Language Fluency



Source: U.S. Census 2009-2011 ACS

### Race and Ethnicity

Information regarding race and ethnicity is important to local governments to ensure that all of its citizens are being represented in decision-making processes.

The *Black/African American* population is lower compared to the State – 4 percent in Cedar Park compared to 12 percent in the State. The *Asian* population composes 5 percent of the population of Cedar Park, slightly higher than 4 percent of the State. The *Other* category is 9 percent of Cedar Park’s population, compared to 14 percent of the State. In comparison to the 2000 Census data, Cedar Park has a decreased percentage of *White* population (-5.5 percent), which is distributed through increased percentages of *Asian*, *Black/African American*, and *Other* residents.

The ethnic composition of Hispanic citizens in Cedar Park is lower than that of the State of Texas; however, this could be expected to increase in the future, reflecting a trend throughout Texas and the United States. **Table 8. Language Spoken at Home** shows that the vast majority of Cedar Park’s residents are fluent in English, with only 6 percent of the residents who speak English less than “very well”.

### Educational Attainment

The educational attainment of a community can be an indicator of the types of jobs in the region and can provide general information on the skills and abilities of the local workforce. Knowledge of its workforce can also help a city to target and recruit certain types of businesses to the community.

**Table 9. Highest Level of Educational Attainment** provides detailed information regarding the population of Cedar Park compared to the population of Texas. **Figure 28. Graphic Display of Highest Level of Education Attainment** shows more clearly the overall tendency toward higher levels of education when compared to the State.

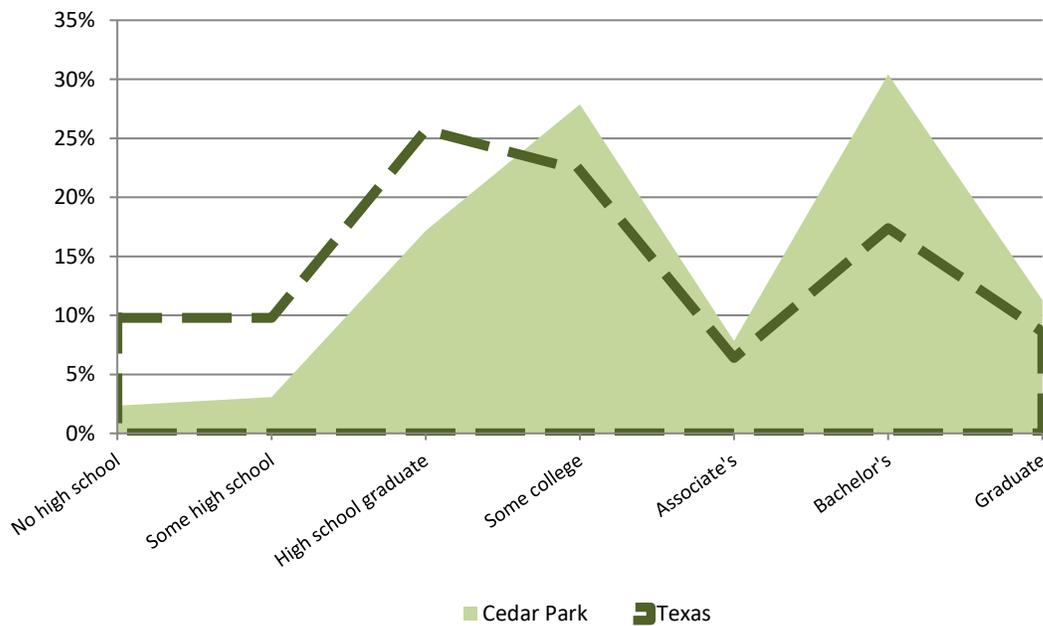
As shown, 42 percent of Cedar Park’s adult population has received a bachelor’s degree or higher, compared to 26 percent of the State. This is a positive characteristic of Cedar Park that can attract new businesses and industries that require a college-educated workforce. Additionally, higher levels of educational attainment correlate with higher income levels, which allows for increased spending power and disposable income.

**Table 9. Highest Level of Educational Attainment**

Educational Attainment	Cedar Park		Texas
Population 25 years and over	28,746		15,443,904
Less than 9th grade	672	2%	10%
9th to 12th grade, no diploma	882	3%	10%
High school graduate (includes equivalency)	4,939	17%	26%
Some college, no degree	8,011	28%	22%
Associate's degree	2,247	8%	6%
Bachelor's degree	8,744	30%	17%
Graduate or professional degree	3,251	12%	9%
Percent high school graduate or higher	95%		80%
Percent bachelor's degree or higher	42%		26%

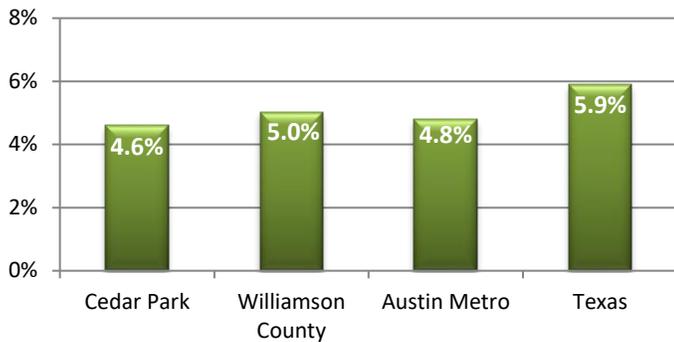
Source: U.S. Census 2009-2011 ACS

**Figure 28. Graphic Display of Highest Level of Education Attainment Comparison**



Source: U.S. Census 2009-2011 ACS

Figure 29. 2014 Unemployment Rates (February)



Source: Texas Workforce Commission

Table 10. Occupation

Occupation	Cedar Park		Texas
	Count	Percentage	Percentage
Management, business, science, and arts occupations	11,691	49%	34%
Service occupations	2,710	11%	17%
Sales and office occupations	6,606	28%	25%
Natural resources, construction, and maintenance occupations	1,357	6%	11%
Production, transportation, and material moving occupations	1,260	5%	12%

Source: U.S. Census 2009-2011 ACS

### Employment and Income Characteristics

Employment opportunities can affect the growth rate of cities. These opportunities are important because they allow people to settle in a community, establish their home and begin a life – it is employment that makes this possible. If citizens cannot find work in an area, then they are forced to move elsewhere, and to take their property and sales tax revenue with them. Cities are generally dependent on businesses to provide employment opportunities that in turn pay the citizens’ salaries and provide them with the ability to buy and sell goods, pay taxes, and so on.

As shown, Cedar Park had the lowest unemployment rate of approximately 4.6 percent, similarly compared to the greater Austin-Round Rock-San Marcos area at 4.8 percent and Williamson County at 5.0 percent (see **Figure 29. 2014 Unemployment Rates (February)**). Rates within the City, County, and Austin metro area compare favorably to the State rate of 5.9 percent.

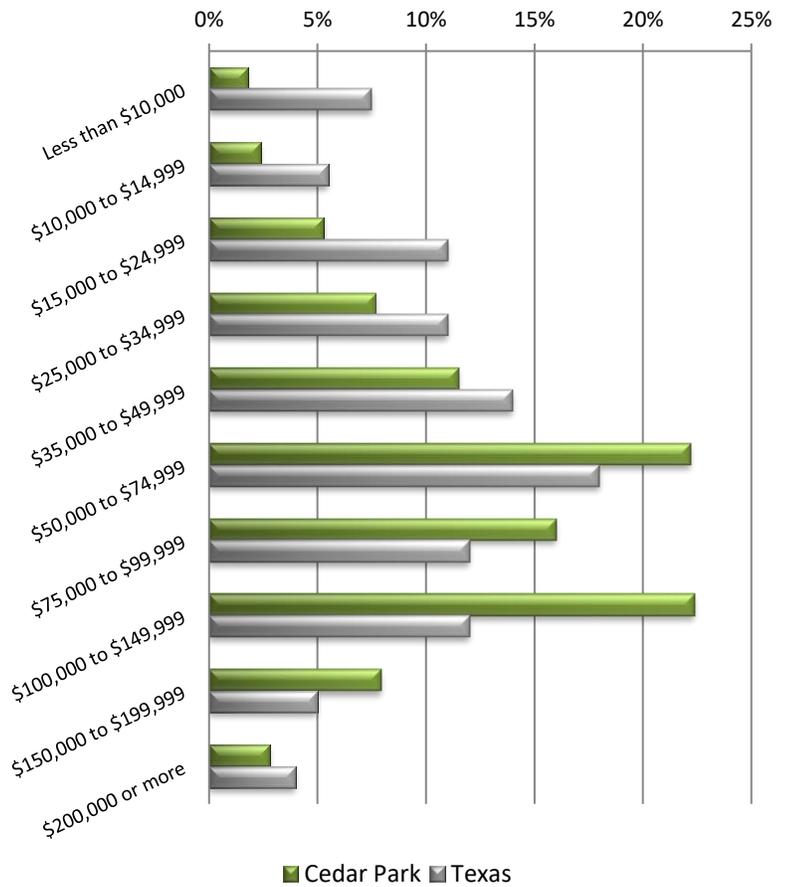
**Table 10. Occupation** compares the percent of each occupational category for the City of Cedar Park and State of Texas. The most noticeable difference is the difference in *management, business, science, and arts occupations* category, which is a more “white collar” category, with 34 percent in Texas and 49 percent in Cedar Park. A smaller percentage of jobs are held in the “blue collar” type of occupations in Cedar Park, such as the *natural resources, construction, and maintenance occupations*, and *production, transportation, and material moving occupations*. This data is consistent with the previous information regarding educational attainment (see **Table 9**) – more residents with college education, and more “white collar” jobs.

Household income levels can be an important factor in planning Cedar Park’s future. For example, income levels indicate to potential retailers whether or not the City is a prime site to locate their business. The amount of available disposable income is a major factor that influences the type and amount of retail development that a city can support. Also, income is a major determining factor for homeownership; a high level of homeownership is generally seen as a positive characteristic for a community. Income levels, therefore, can play a role in the size, type and quality of residential development a community attracts.

As shown in **Figure 30. Household Income Levels**, Cedar Park’s household income levels have a tendency toward higher incomes when compared to the State, mostly in the \$50,000 to \$149,999 ranges. The median household income of Cedar Park is \$74,030, compared to \$50,920 for the State of Texas. Some notable benefits of more affluent communities include:

- Disposable income and strong retail consumerism
- Stable ad valorem revenue for the City
- Reduced demand on City services

**Figure 30. Household Income Levels**

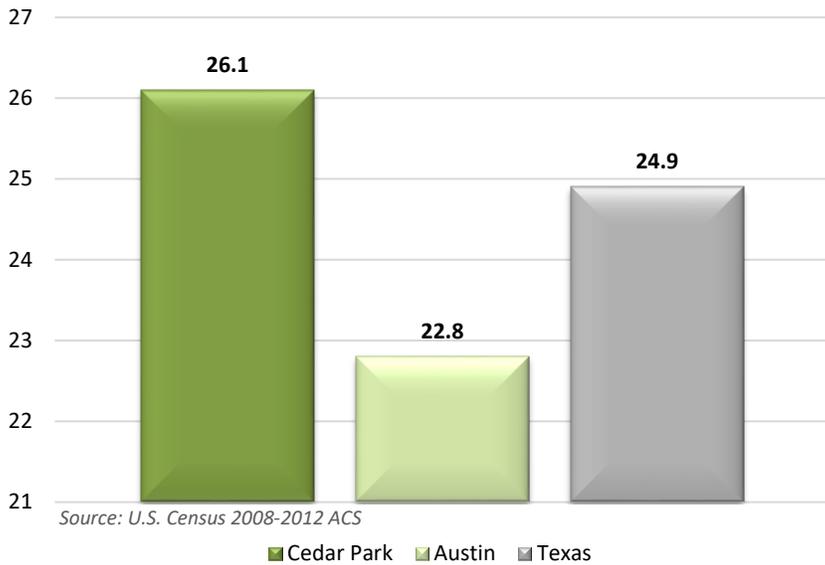


Source: U.S. Census 2009-2011 ACS

### Transportation to Work

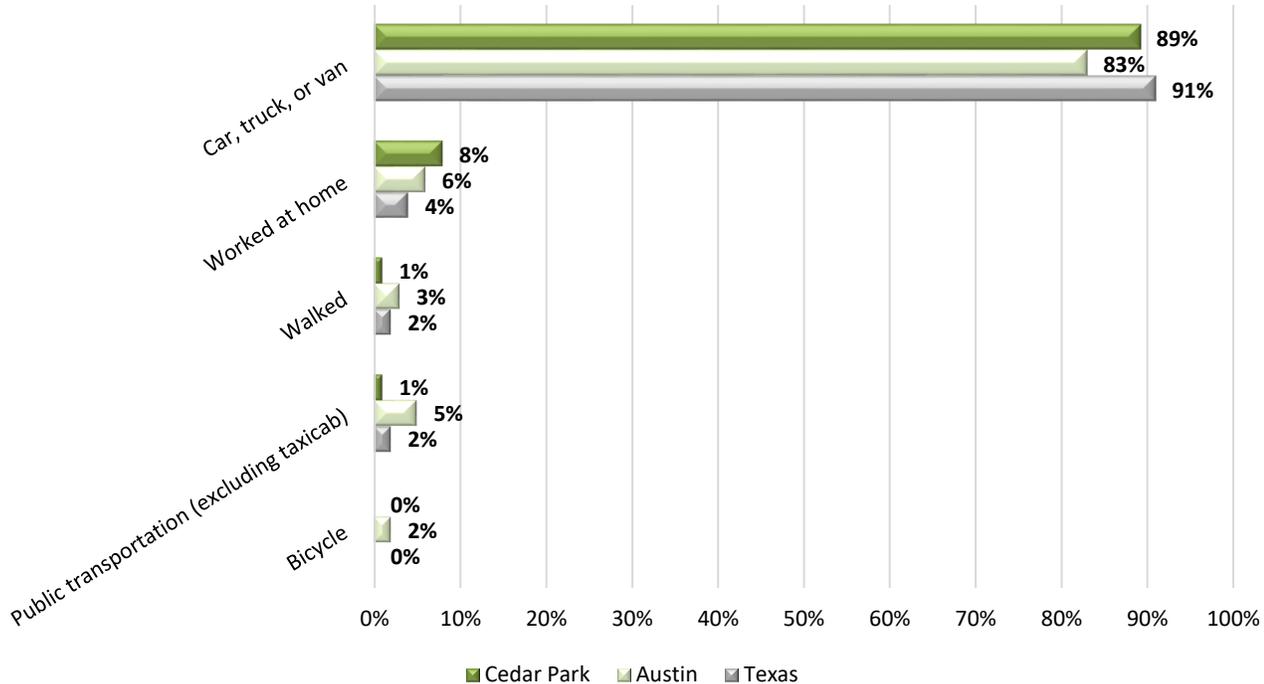
When compared to Austin and the State of Texas, Cedar Park has the highest mean travel to work – 26 minutes (see **Figure 31. Mean Travel Time to Work (in Minutes)**). Twenty-one percent of Cedar Park commuters travel between 30 to 34 minutes to the workplace. The next highest percentage is 20 to 24 minutes at 18 percent. Both of these travel timeframes are higher percentages than Austin and Texas.

Figure 31. Mean Travel Time to Work (in Minutes)



The most widely-used mode of transportation is a car, truck, or van (see **Figure 32. Mode of Transportation to Work**). Eighty-nine percent of Cedar Park residents use the automobile, while 83 percent use this mode in Austin. The lower percentage of automobile usage in Austin can be linked to the higher percentage of public transportation use. While a high percentage of Cedar Park residents use their automobile to travel to work, eight percent of residents work from home. This percentage is higher than Austin and Texas.

Figure 32. Mode of Transportation to Work



**Housing Data**

The quality of housing and the affordability of housing options are important planning considerations. Among the factors influencing the desirability of Cedar Park as a place to live is the availability of housing and the quality of the existing neighborhoods. Housing also plays an important role in affecting the potential commercial development of various sections of the City and the immediate surrounding area. The community has an interest in the ability to attract new businesses in addition to ensuring adequate habitation for its residents. The following sections discuss various aspects of Cedar Park’s housing.

Occupancy rate is an important indicator of the local housing market and housing saturation. A high occupancy rate may indicate a need for additional housing units and/or types to accommodate new population growth, whereas a low occupancy rate may indicate an oversaturation of housing units and/or type.

**Table 11. Housing Occupancy** displays a variety of information regarding occupancy characteristics. There are approximately 17,421 housing units in Cedar Park, 95 percent of which is occupied, which is above the State average. Cedar Park’s homeowner and rental vacancy rates, 0.5 percent and 3.6 percent respectively, are very low compared to the State rates.

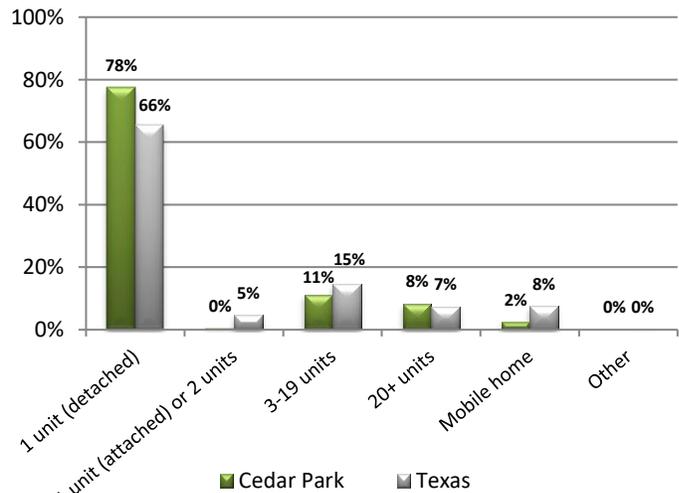
**Figure 33. Housing Type** compares the type of residential structures in the City to the State. As shown, Cedar Park has about 12 percentage points more single family homes when compared to Texas. This data indicates there may be additional demand for medium- to high-density housing options.

**Table 11. Housing Occupancy**

Housing Occupancy	Cedar Park		Texas
Total housing units	17,421		9,869,239
Occupied housing units	16,626	95.4%	87.8%
Vacant housing units	795	4.6%	12.2%
Owner-occupied	11,876	71.4%	64.5%
Renter-occupied	4,750	28.6%	35.5%
Homeowner vacancy rate	0.5%		2.3%
Rental vacancy rate	3.6%		10.0%
Average household size of owner-occupied unit	2.98		2.91
Average household size of renter-occupied unit	2.39		2.58

Source: U.S. Census 2009-2011 ACS

**Figure 33. Housing Type**



Source: U.S. Census 2009-2011 ACS

Table 12. Home Value

Value	Cedar Park		Texas
Less than \$50,000	304	2%	13%
\$50,000 to \$99,999	350	3%	25%
\$100,000 to \$149,999	2,340	19%	22%
\$150,000 to \$199,999	4,048	32%	16%
\$200,000 to \$299,999	3,951	31%	13%
\$300,000 to \$499,999	1,518	12%	8%
\$500,000 to \$999,999	75	1%	3%
\$1,000,000 or more	0	0%	1%
Median (dollars)	\$187,400		\$126,400

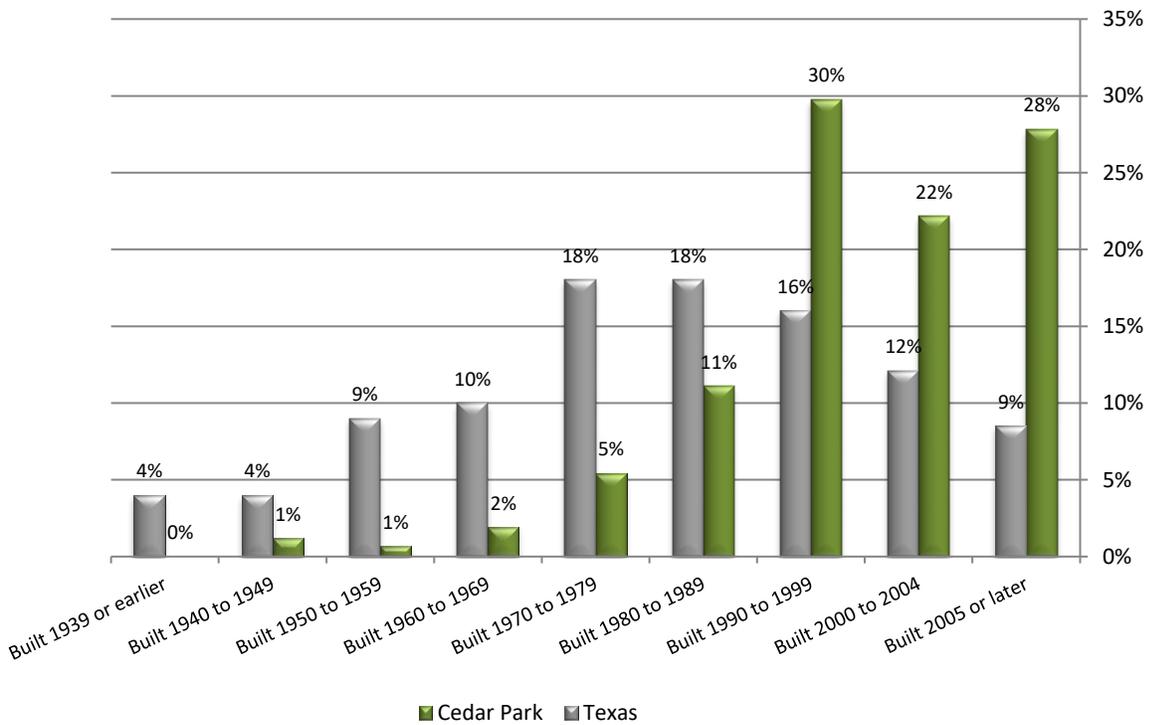
Source: U.S. Census 2009-2011 ACS

The value of local residential property is an important factor for cities to consider. Residential property valuation within Cedar Park influences property tax revenues, City services, and City staffing levels.

**Table 12. Home Value** shows the distribution of home values for Cedar Park and the State of Texas. As shown, Cedar Park has homes with a variety of assessed values. Twenty-six percent of homes in Cedar Park are valued at less than \$149,999, compared to 60 percent of the State. The median home value is nearly 50 percent greater of that of the State.

Structural age often influences the value, physical condition, and desirability of a home. Year of construction for the housing stock within Cedar Park compared to the State of Texas is shown in **Figure 34. Year of Home Construction**. As shown, Cedar Park’s housing stock is very new when compared to the State, with most of Cedar Park’s homes constructed after 1990. This housing stock age difference likely results in the lower percentage of homes in Cedar Park that are valued at less than \$100,000.

Figure 34. Year of Home Construction



Source: U.S. Census 2009-2011 ACS

## Residential and Nonresidential Trends in Cedar Park and the Surrounding Area

The housing market in the Austin-Round Rock-San Marcos MSA is generally outpacing the state and country in terms of percentage increases in the number of single-family residential building permits issued and the value of the homes to be constructed (see **Figure 35** and **Figure 36**).



Figure 35. Comparison of Percentage Change in the Number of Single-Family Building Permits Issued (Jan 2013 - May 2014)

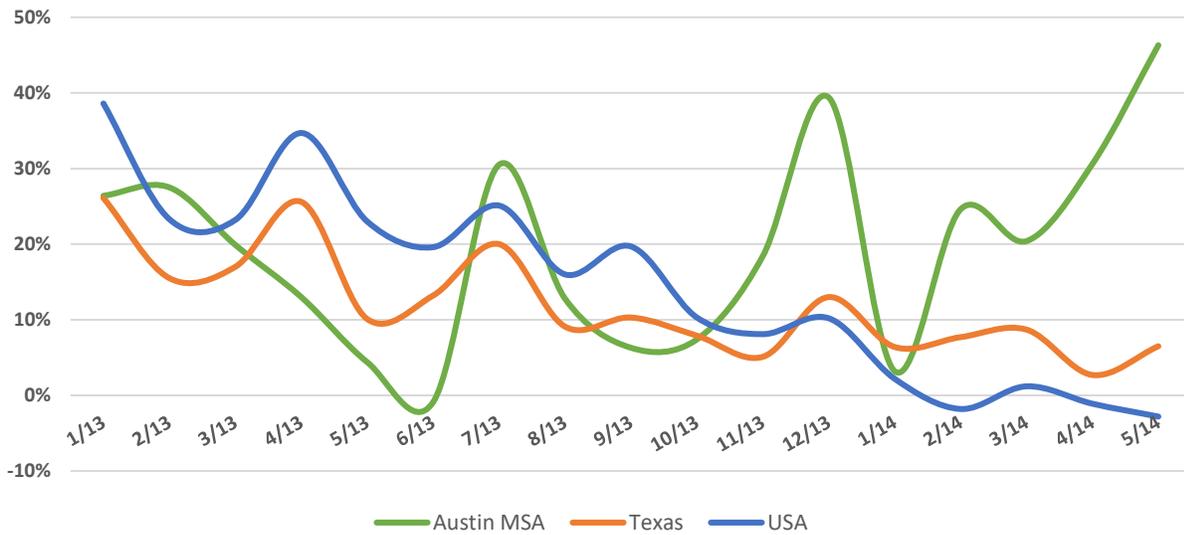
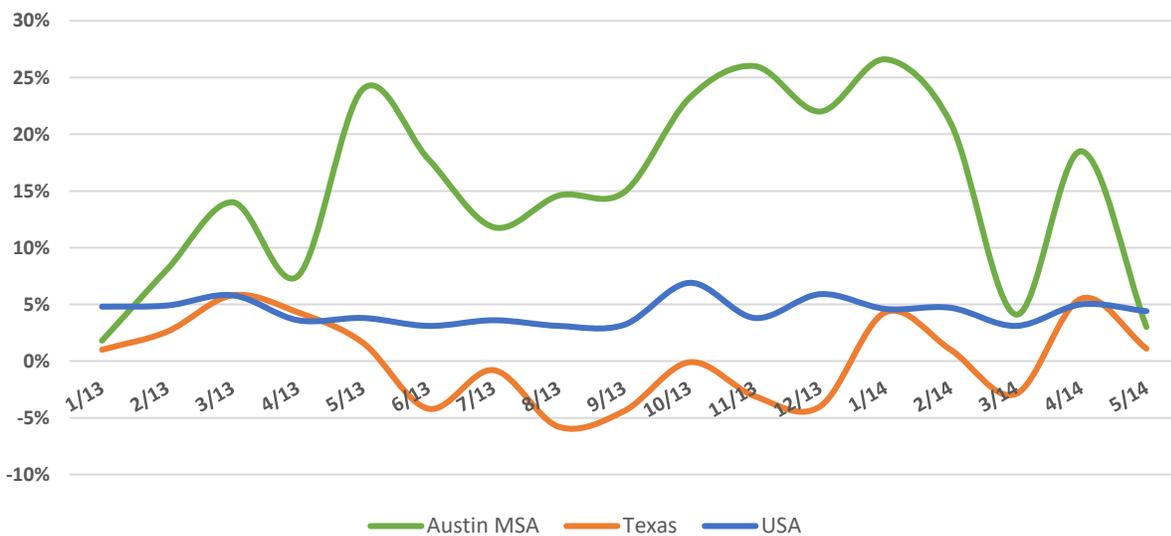


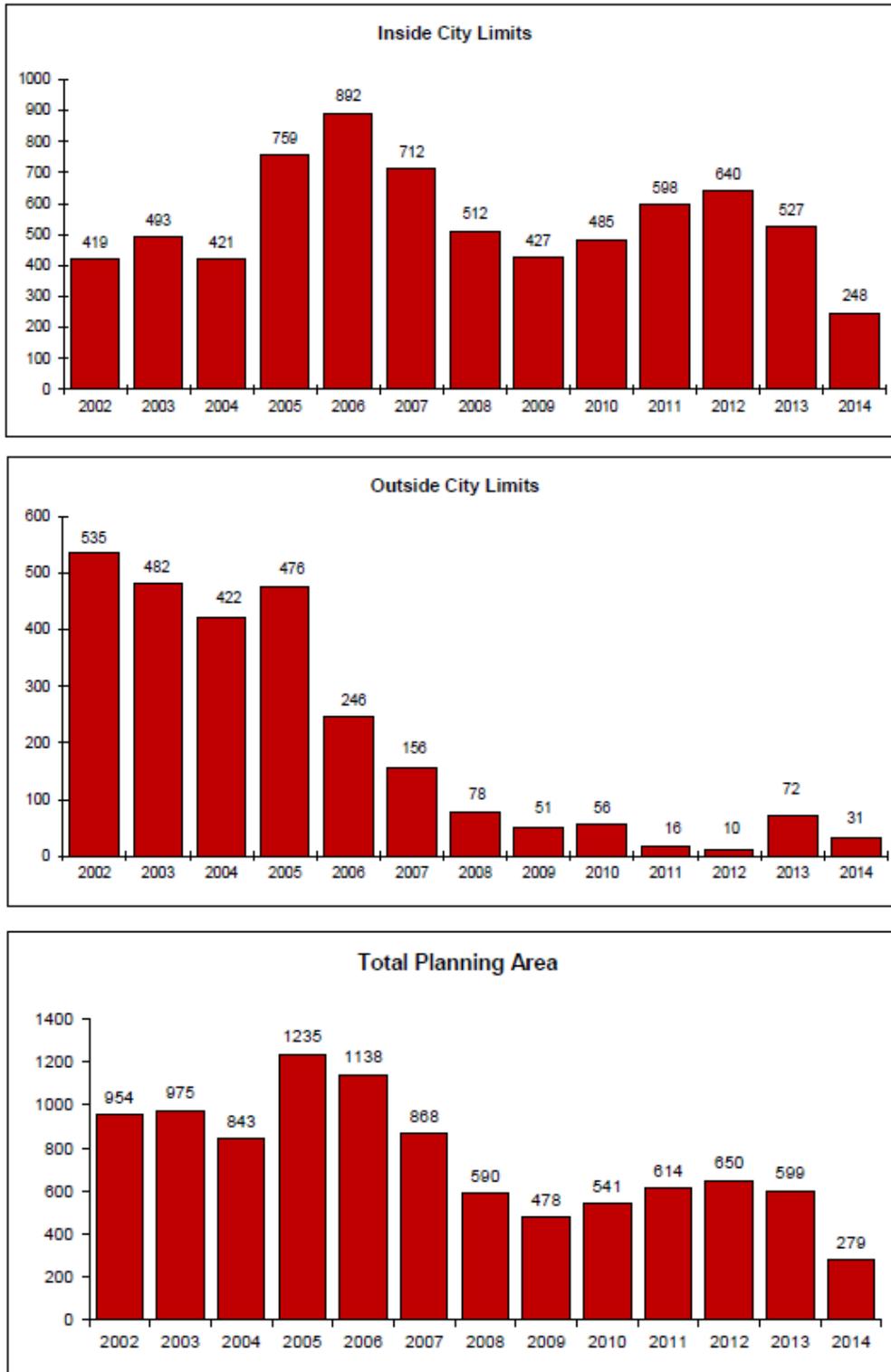
Figure 36. Comparison of Percentage Change in Home Value for Single-Family Building Permits (Jan 2013 - May 2014)



Source: Texas A&M Real Estate Center

Although Cedar Park is generally outpacing other areas in the short-term, it is important to note the long-term dip in housing starts during the economic recession that began in 2008. As shown in **Figure 37**, the housing market within the City limits is steadily recovering.

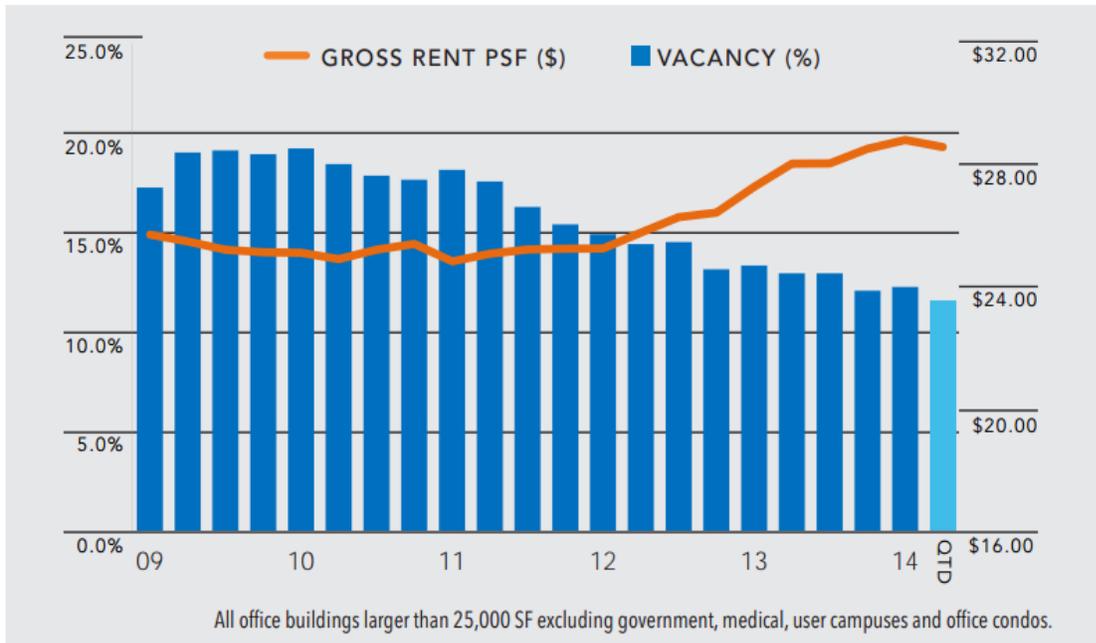
Figure 37. Single-Family Housing Starts by Calendar Year (through June 2014)



Source: City of Cedar Park Planning Department

As shown in **Figure 38**, the vacancy rate of office space has steadily declined while the gross rent per square foot has increased, which indicates high demand for office space in the Austin area.

**Figure 38. Office Lease Statistics for Vacancy and Gross Rental Rate**



Source: Transwestern MarketWatch June 2014

**Figure 39** examines several characteristics of office space leases by geographic area. As shown, the Round Rock and Cedar Park area has a similar net rent compared to the other areas. The direct occupancy rate of 92.7% is higher than most other areas, however this report indicates that the year-to-date net absorption (i.e., occupied square footage compared to the previous year) is -2,462 square feet in Round Rock and Cedar Park.

**Figure 39. Office Lease Statistics by Submarket**

SUBMARKET	NO. OF BLDGS	INVENTORY	YTD NET ABSORPTION	YTD LEASING ACTIVITY	DIRECT OCCUP.	TOTAL OCCUP.	CLASS A NET RENT	CLASS B NET RENT	CLASS C NET RENT	AVE NET RENT
CBD	64	10,080,357	175,628	460,966	90.4%	89.9%	\$26.41	\$21.64	\$13.00	\$25.95
Central & West Central	55	3,571,793	82,031	110,832	89.4%	88.4%	\$23.43	\$18.98	\$12.13	\$20.67
North	56	5,217,308	(22,485)	86,446	90.4%	88.5%	\$18.45	\$14.52	N/A	\$15.49
Northeast & East	50	3,568,107	49,109	44,604	81.8%	81.8%	N/A	\$12.82	\$10.97	\$12.39
Northwest & Far NW	204	15,890,175	261,205	467,772	89.9%	88.9%	\$20.03	\$17.03	\$12.00	\$19.21
Round Rock & Cedar Park	21	1,500,807	(2,562)	8,546	92.7%	91.8%	\$19.00	\$13.00	N/A	\$15.10
South	33	2,204,103	15,036	36,973	96.5%	96.4%	\$21.50	\$14.35	\$11.05	\$21.05
Southeast	17	1,641,011	(198,038)	20,143	65.4%	65.4%	N/A	\$15.50	N/A	\$15.50
Southwest	106	8,337,105	58,826	319,425	91.5%	89.1%	\$23.66	\$17.87	\$13.00	\$21.60
<b>AUSTIN</b>	<b>606</b>	<b>52,010,767</b>	<b>418,750</b>	<b>1,555,707</b>	<b>89.3%</b>	<b>88.2%</b>	<b>\$22.46</b>	<b>\$15.75</b>	<b>\$10.05</b>	<b>\$20.03</b>

Source: Transwestern MarketWatch June 2014

SOURCE: Transwestern, CoStar

These population, housing, and real estate trends indicate that Texas and the Austin area in particular are positively situated for continued quality growth.

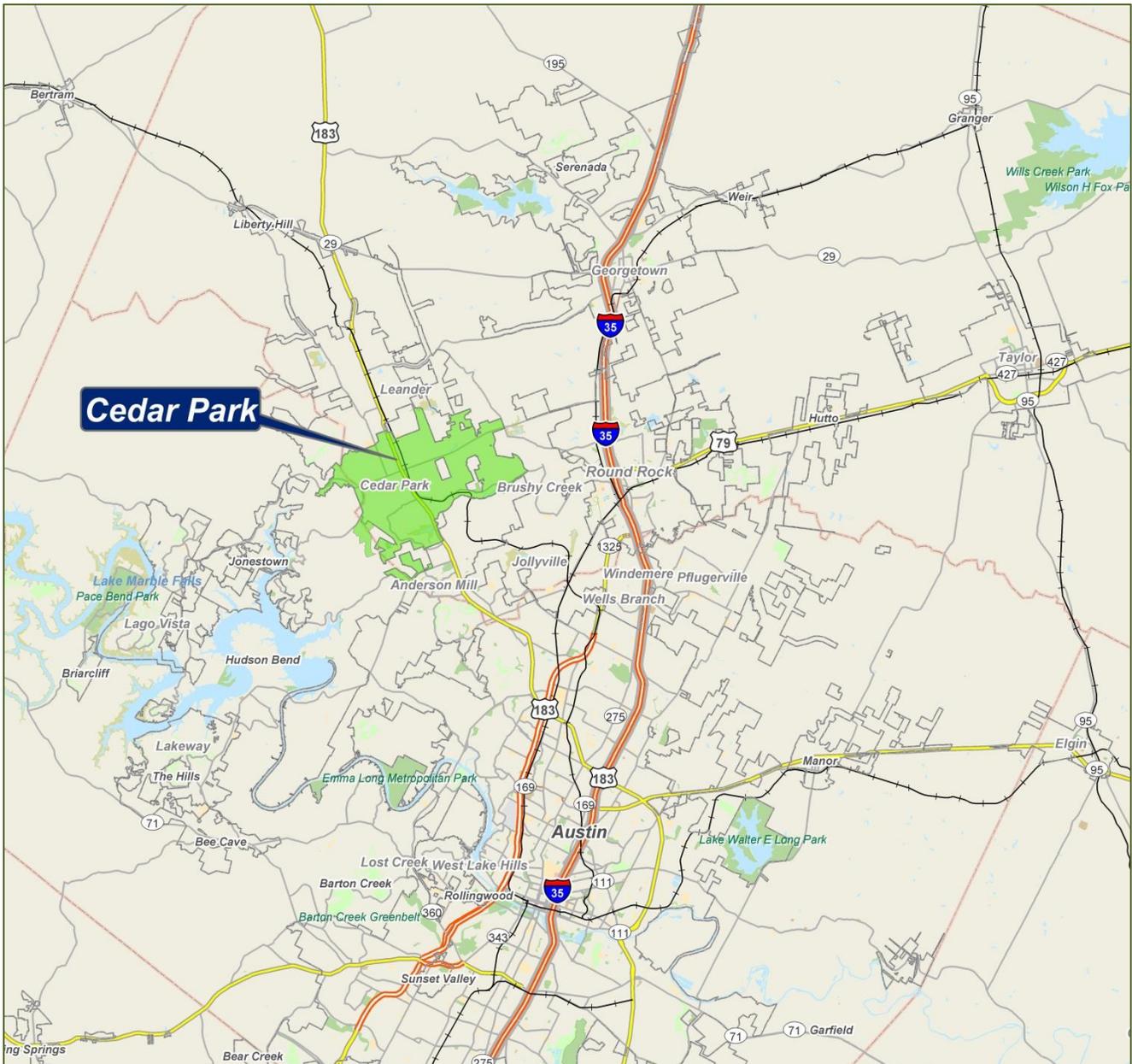
## Planning Context

An understanding of the planning context will help to set the framework from which planning decisions can be made. This includes an understanding of both local and regional planning efforts as well as issues that may significantly impact future planning decisions within the City.

### Regional Relationship

Cedar Park is located north of Austin, approximately a 20 minute drive from downtown. The City is easily accessible with its proximity to Interstate 35, and along the 183A Tollway and Bell Boulevard. The City is located mainly within Williamson County with a small portion in Travis County, and surrounded by the cities of Leander, Round Rock, Austin, and Jonestown.

Figure 40. Regional Relationship

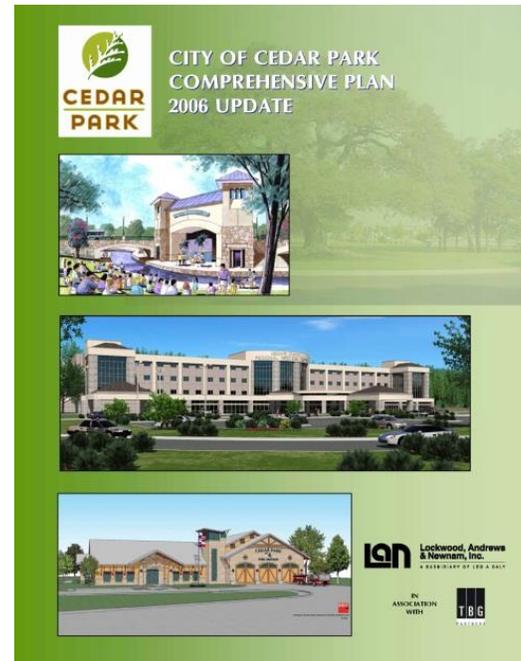


## Related and Regional Planning Efforts

Relevant local and regional planning efforts should be considered when developing a comprehensive plan to ensure coordinated recommendations for the study area. This section provides an overview of these related efforts.

### 1998 and 2006 Comprehensive Plans

The City developed a comprehensive plan in 1998 (PageSoutherlandPage, Angelou Economic Advisors, WHM Engineers, and Earthuse GIS Consultants), that was updated in 2006 (Lockwood, Andrews & Newnam, Inc. and TBG Partners). The original 1998 plan was based on a 1996 population estimate of 17,185. This plan identified 28 goals, addressing elements including future land use, economic development, transportation, and infrastructure and utilities. The 2006 update addressed a very large increase in population, with a 2004 estimated population of 45,360. This estimate was likely inflated, and projected growth trends were slowed by the national economic recession that began around 2008. According to this 2006 plan, Cedar Park was estimated to be at “build out” population capacity of 88,000 by 2014; this is not the current status. This plan update introduced 10 additional goals and new components addressing redevelopment, parks and open space, aesthetics, and City operations.



### Parks & Open Space Master Plan

Concurrent to the development of this Comprehensive Plan, the City is also in the process of developing a Parks & Open Space Master Plan (Halff Associates), which should be consulted for park-related issues. The plan will establish goals and key needs to address the demands of Cedar Park’s growing population. The plan identifies 11 actions that are considered major priority recommendations (summarized):

#### 1-5 Years

1. Master plan and develop Lakeline Park
2. Develop Discovery Well Cave Preserve
3. Enhance Town Center Park
4. Additional trails on the west side

#### 6-10 Years

5. Second dog park on the east side
6. Feasibility study for tennis center
7. Upgrade and improve existing parks
8. Additional trails citywide

#### 10+ Years

8. Acquire land for pocket parks
9. Second splash pad at Lakeline or Town Center Park
10. Continue to construct additional trails citywide

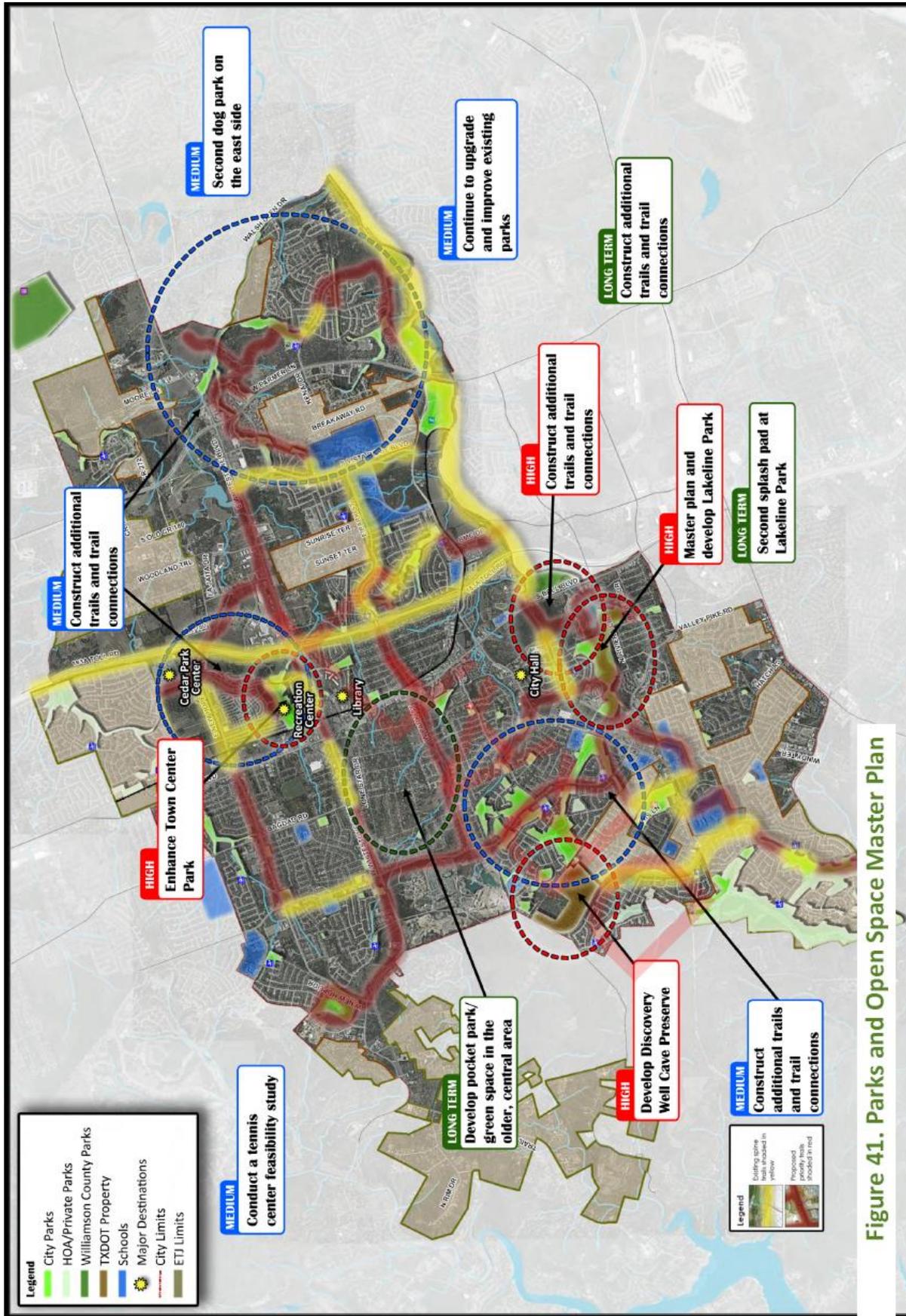


Figure 41. Parks and Open Space Master Plan

# Recommendations of the Master Plan

Cedar Park Parks and Open Space Master Plan



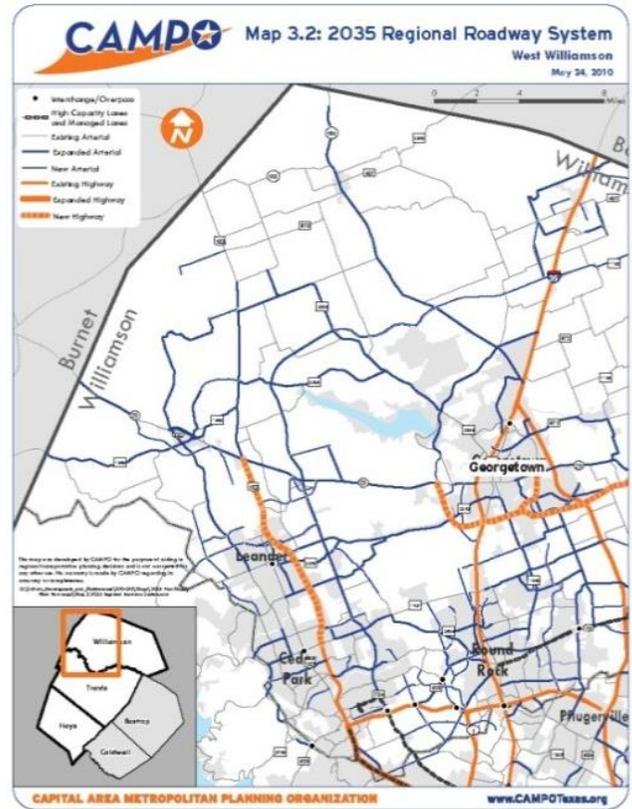
**Capital Area MPO**

The Capital Area Metropolitan Planning Organization (CAMPO) includes Travis, Williamson, Bastrop, Caldwell, and Hays Counties. The purpose of the MPO is to ensure coordination between transportation-related efforts within the greater Austin region. In 2010, the MPO developed CAMPO 2035: Regional Transportation Plan to develop recommendations and policies for the MPO that will be used to allocate funding for the next 25 years. The Transportation section, beginning on page 49, discusses this information in more detail.

**Capital Metro Lakeline Station**

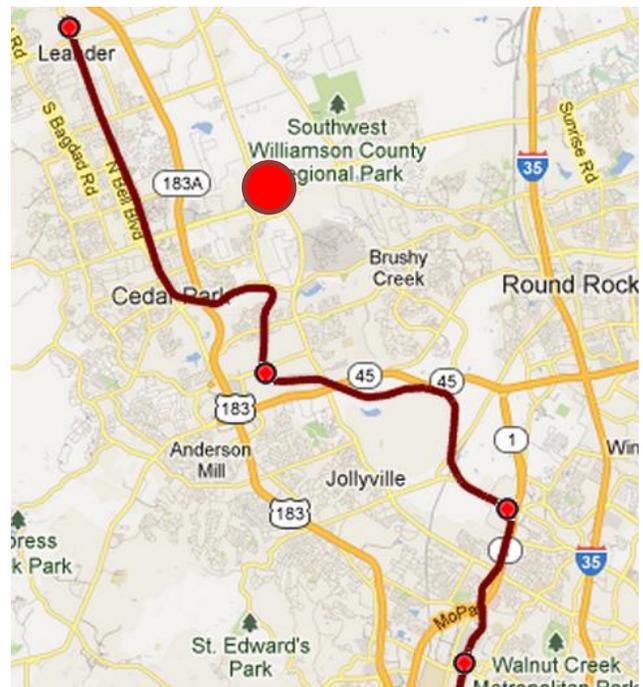
Capital Metro provides public transportation to the Austin region, with nine MetroRail stations and 32 miles of track. The MetroRail red line connects downtown Austin to Leander, with the Lakeline Station convenient for commuters located near the southern portion of Cedar Park.

Capital Metro owns approximately 20 acres of land near the station and has developed a conceptual design for a transit-oriented development including residential, office, and retail land uses adjacent to the station.



Source: CAMPO 2035

Figure 42. Capital Metro Map Highlighting Lakeline Station



Source: Capital Metro and Google Maps

## Existing Land Use and Physical Constraints

Providing for the orderly and efficient use of land is a major planning consideration in Cedar Park. The pattern of land use that exists today has evolved to accommodate the City's past needs. The activities of local residents create a need for various land uses, as well as for the supplemental systems that support the land uses (e.g., thoroughfare systems). The relationships of existing and future land uses will shape the character and quality of life of the community for many years to come. In order to accurately assess the City's future land use needs, an analysis of past land use trends and present land use patterns is of primary importance.

Additionally, Cedar Park's man-made and natural environment greatly influences its future land use pattern and rate of growth. It is important to document and analyze the physical factors that will ultimately contribute to the City's urban form and content. Each element of this plan must be fashioned with these physical factors in mind.

### *Existing Land Use Analysis and Map*

Growth and development occurring within Cedar Park in the future will require the conversion of vacant land to more intensified urban uses, as well as the redevelopment of existing land use. The conversion process and how it occurs will be very important to the City in that it is one of the factors that will determine the community's future urban form, and in turn, its attractiveness and desirability. The relationships of existing and future land uses will not only have an impact upon Cedar Park economically, but will also shape the character and livability of the community in the years to come. Likewise, these relationships will be reflected in the provision of services and facilities throughout the community. An orderly and compact land use arrangement can be served more easily and efficiently than a random and scattered association of unrelated uses.

In order to analyze the land use trends within Cedar Park, aerial photography supported by field verification was used to identify existing land uses in the preparation of this chapter. This survey occurred in March 2013, and each parcel of land was color-coded according to various land use types. The following section provides an overview of the different types of land uses included within the survey.

## **Residential Land Uses**

The following is an overview of land uses that are primarily residential, including single family, town home, multi-family, and manufactured homes.

### **Single Family**

A single dwelling unit that is detached from any other dwelling unit, is built on-site, and is designed to be occupied by only one family. Single family homes are the more prevalent housing type and developed land use type.

### **Town Home**

A structure with at least four vertical single family dwelling units attached with shared walls.

### **Multi-Family**

A structure with numerous attached dwelling units that is designed to be occupied by several families (one in each unit). This term can be used to describe a single structure or series of structures in a complex. Multi-family homes are also commonly referred to as apartments.

### **Manufactured Home**

A single family dwelling unit that is manufactured in a factory rather than on-site. These homes are usually transportable (i.e., are not on permanent foundations). The U.S. Department of Housing and Urban Development (HUD) established safety and construction standards for manufactured homes in 1976; therefore, the term “mobile home” is typically used for structures built prior to 1976.

### **Agricultural/Ranch**

A property used for both agricultural purposes and for a single family dwelling.

## **Nonresidential Land Uses**

Nonresidential land uses include areas in which people typically do not reside, although some residential units may occasionally be included as mixed use type developments.

### **Office**

All types of professional and administrative offices, such as those of doctors, lawyers, dentists, realtors, architects, and accountants.

### **Retail**

Businesses that primarily sell commodities or goods to consumers. Examples include restaurants, grocery stores, beauty salons, and shopping centers.

### **Commercial**

Establishments that primarily provide a service to consumers. Examples include hotels, automobile service stations, automobile sales lots, and self-storage businesses.

### **Industrial**

Allows for the processing, storage, assembly, and/or repairing of materials. Uses range from light industrial with all activity occurring indoors, to heavy industrial with some activity occurring outside.

### **Recreation & Open Space**

Public or private park land, open space, and/or recreation area that is outside. Includes recreational facilities, such as tennis courts, public swimming pools, picnic pavilions, and basketball courts.

### **Private Park/Golf Course**

Private park land, open space, and/or recreation area or facility. Includes private recreational facilities, such as golf courses.

### **Public/Semi-Public**

Uses that are generally accessible to the public, such as schools, churches, public buildings, cemeteries, and some medical facilities. Also includes some support services, such as a school bus storage lot.

### **Drainage Property**

Land area used for drainage features, such as detention ponds, concrete channels, and other drainage features.

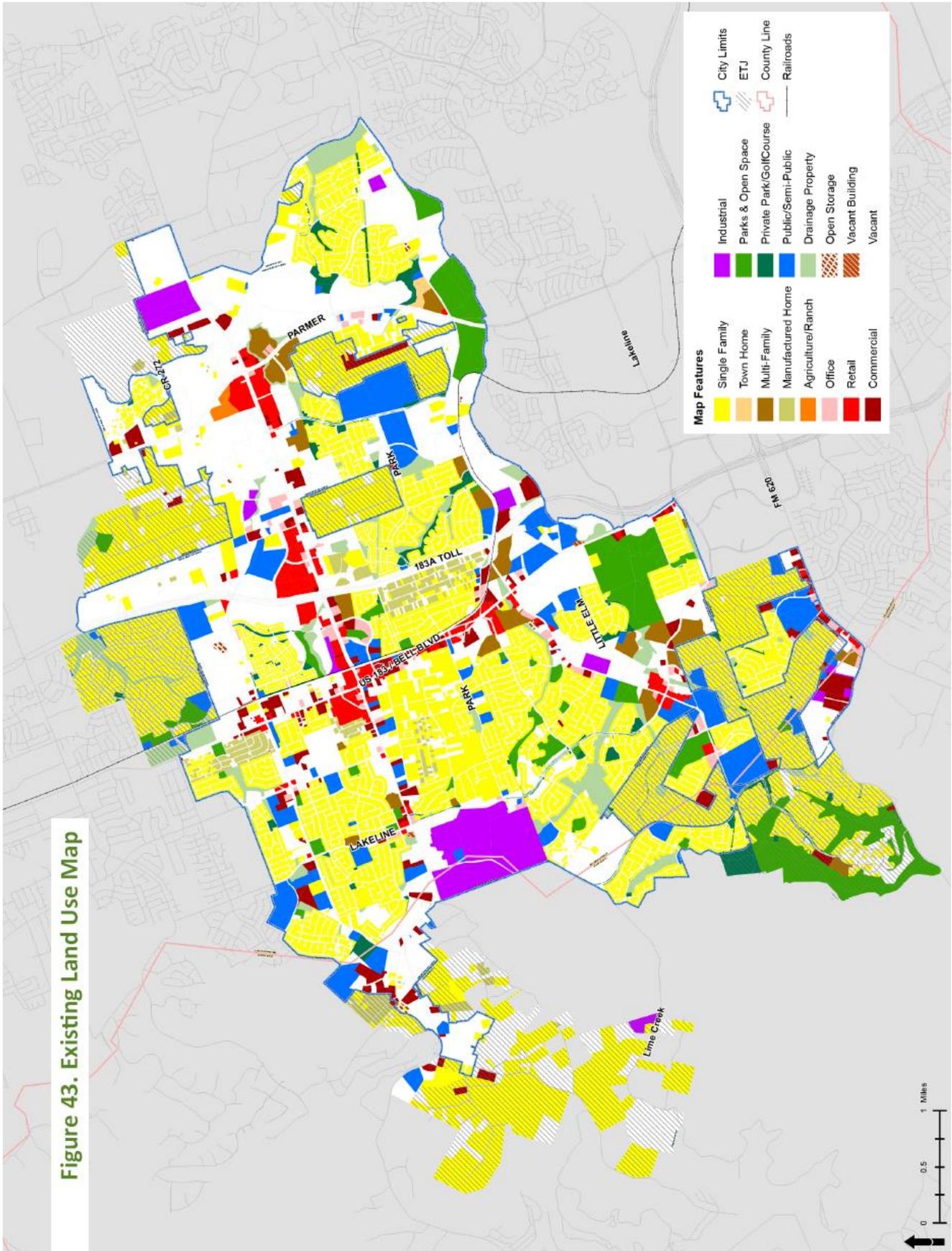
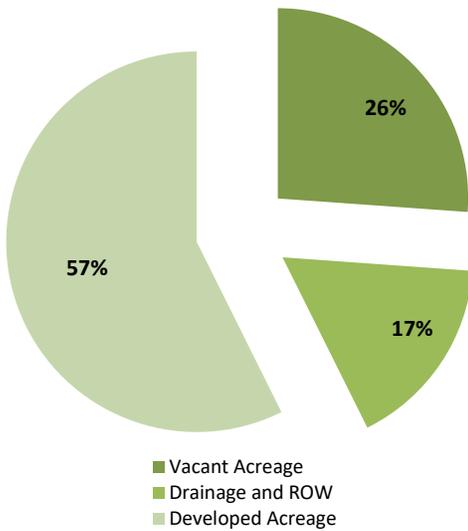


Figure 44. Land in the Planning Area



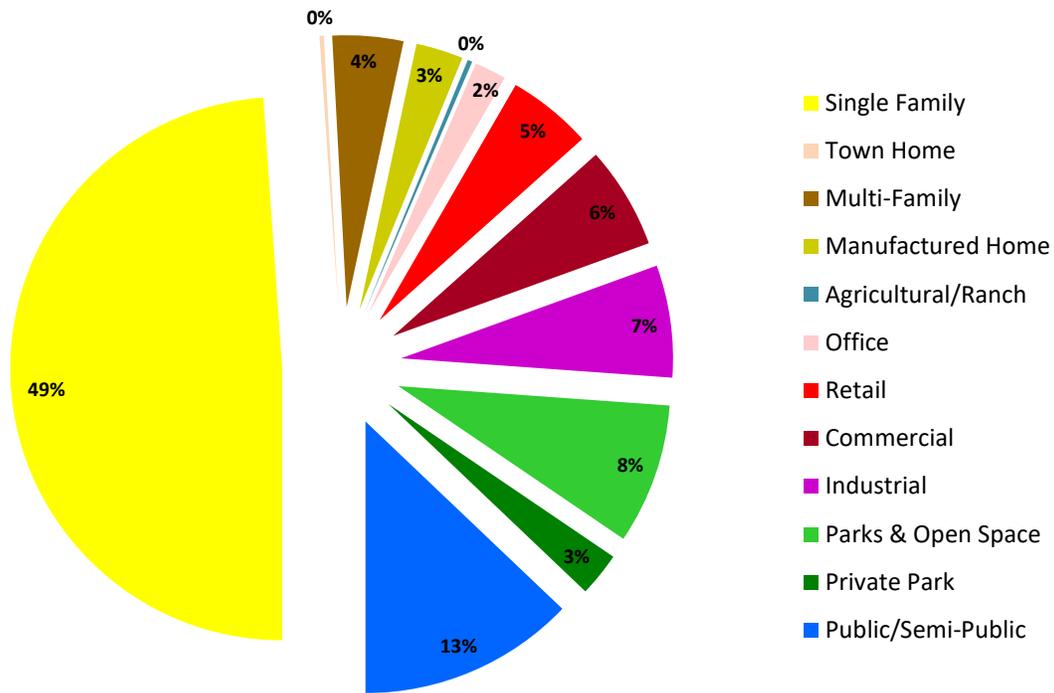
**Figure 43. Existing Land Use Map** shows the existing land use characteristics of Cedar Park’s City limits, extraterritorial jurisdiction (ETJ), and total planning area. As shown in **Figure 44. Land in the Planning Area**, approximately 57 percent of the acreage in Cedar Park’s planning area is currently developed, with 26 percent as vacant parcels, and the remaining 17 percent including other undevelopable land used for right-of-way and drainage.

The largest developed category is single family residential, 34 percent of all land within the planning area, or 7,325 acres. Public/Semi-Public uses are the next largest developed land use, 5 percent of the total planning area, followed by Recreation & Open Space, Commercial, Industrial, then Retail.

Table 13. Existing Land Use Categories

	City Limits		ETJ		Planning Area (City + ETJ)	
	Acres	Percent	Acres	Percent	Acres	Percent
Single Family	4,006	26%	3,319	56%	7,325	34%
Town Home	21	0%	-	0%	21	0%
Multi-Family	345	2%	14	0%	359	2%
Manufactured Home	230	1%	79	1%	309	1%
Agricultural/Ranch	23	0%	-	0%	23	0%
Office	155	1%	3	0%	158	1%
Retail	413	3%	-	0%	413	2%
Commercial	498	3%	66	1%	564	3%
Industrial	547	4%	16	0%	563	3%
Recreation & Open Space	685	4%	427	7%	1,112	5%
Private Park	214	1%	77	1%	291	1%
Public/Semi-Public	1,056	7%	76	1%	1,132	5%
<b>Total Developed Acreage</b>	<b>8,193</b>	<b>53%</b>	<b>4,077</b>	<b>69%</b>	<b>12,271</b>	<b>57%</b>
Drainage	564	4%	170	3%	734	3%
Vacant Parcels	4,527	29%	1,050	18%	5,577	26%
Right-of-Way	2,165	14%	626	11%	2,791	13%
<b>Total Undeveloped Acreage</b>	<b>7,256</b>	<b>47%</b>	<b>1,846</b>	<b>31%</b>	<b>9,102</b>	<b>43%</b>
<b>Total Acreage</b>	<b>15,449</b>	<b>100%</b>	<b>5,923</b>	<b>100%</b>	<b>21,373</b>	<b>100%</b>

Figure 45. Distribution of Developed Land Uses within City Limits



Calculating the acres per 100 persons is an important measure for a city’s retail base. A high ratio, between 0.6-0.7 acres per 100 persons, is representative of a community that is capturing the retail demand generated by the local population, as well as that of other nearby communities or the county. A ratio of around 0.5 acres per 100 persons is considered average, meaning that a community is capturing most of the retail demand generated by the local population. A low ratio, between 0.3-0.4 acres per 100 persons results when the local population is traveling elsewhere to patronize retail establishments. Based on the existing land use of 413 acres of retail and a 2013 population of 61,238 (U.S. Census Bureau), Cedar Park’s retail ratio is 0.67 acres per 100 persons within the City limits, which is considered a relatively high retail ratio and indicates that Cedar Park is attracting retail consumers from nearby areas.

### *Municipal Boundaries and Extraterritorial Jurisdiction*

Cedar Park contains 15,449 acres within its current City limits. The City's extraterritorial jurisdiction (ETJ) extends up to three and one-half miles from the City limits based by law on the Texas Local Government provision for municipalities with populations between 50,000 and 99,999. However, the City is landlocked by other municipalities and therefore, there is no opportunity for ETJ expansion. The ETJ serves two purposes: First, cities can annex land only within their ETJ, and there is a statutory prohibition against another municipality annexing into the ETJ of another city; and second, cities can extend and enforce their subdivision regulations into their ETJ. Cities cannot, however, enforce zoning regulations into the ETJ.

Over a quarter (28 percent) of the City's total planning area, which is the City limits and ETJ combined, is located in the ETJ. This leaves possible future opportunities to expand the City limits, although much of this land has been previously developed. This also indicates that the City should continue to focus on redevelopment efforts within the City's core, particularly along the Bell Boulevard corridor, as outlined on page 31.

### *Natural and Manmade Features*

Floodplain boundaries and topographic features are important to understanding where development should and should not occur. **Figure 46. Physical Features** shows the primarily physical constraints affecting Cedar Park. Land within the floodplain is typically appropriate for recreation and open space, parking areas, and similar low-impact uses. Additionally, the land within the Balcones Canyonlands is preserved and results in steep topography that would likely restrict development. This information is also important because topography influences the development and design of infrastructure systems such as water, wastewater, and stormwater systems.

Land designated as floodplain is typically difficult to develop with increased development costs and environmental concerns regarding preservation and protection of wetlands. Approximately 1,562 acres of the City's total planning area, which refers to the City limits and ETJ combined, is within the floodplain, which means this land may best remain undeveloped and be used primarily for recreation and open space. As shown in **Table 14. Existing Land Use Categories**, 5,577 acres of the total planning area are currently vacant. However, 480 of these acres are included within the floodplain; therefore, about 5,097 acres of the total planning area are vacant and located outside of the floodplain.

Additionally, manmade physical constraints must be considered. The 183A Tollway provides easy access to and from Cedar Park; however, this thoroughfare also bisects the community, causing a disconnect in the urban fabric of Cedar Park.

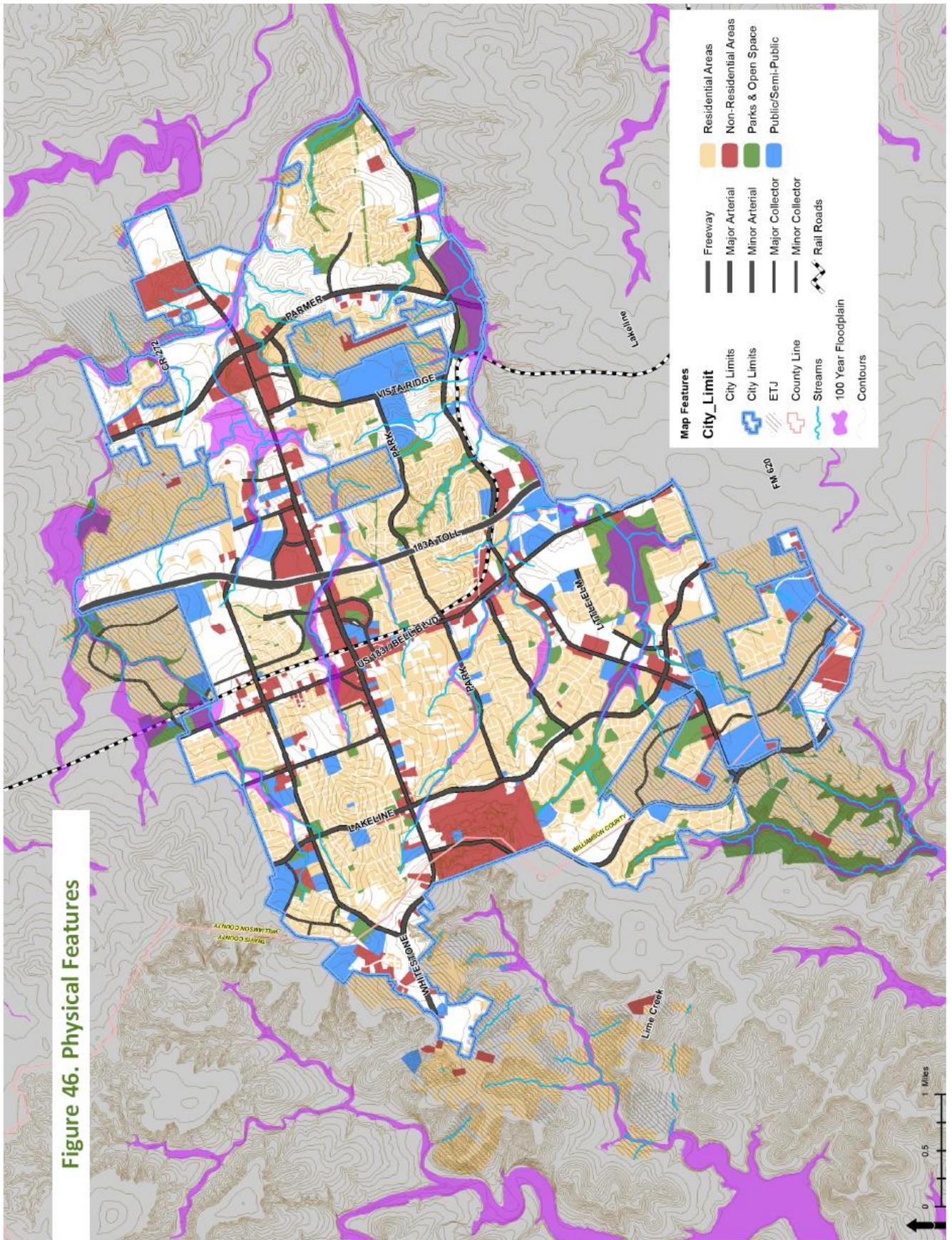


Figure 46. Physical Features

More office space  
 Destination (restaurants, theme park)  
 (museum, arts)  
 Adding amenities, maintaining character  
 Gathering place, central focus  
 Increase daytime population  
 - jobs & support retail  
 University satellite campus  
 "Old and New", embracing character  
 183 183A

Workforce education/training  
 Arts center, performing  
 Greenspace  
 Transportation  
 Schools } Future Growth  
 Destination (water park, attractions)  
 Corridor image, redevelopment  
 New businesses

Identity, personality, expand  
 from bedroom community  
 Destination for pleasure, residential,  
 and business... Creative class,  
 daytime population, entrepreneurs  
 Economic development  
 Quality retail  
 Keeping dollars in CP, events,  
 families, entertainment,  
 hotel/mtg... District

Quality of life (for who?)  
 - families  
 Economic development, innovators  
 - sustain existing, attract new  
 - university involvement  
 - training workforce  
 Transportation (in & thru)  
 Maximize undeveloped land  
 - garden homes, zero lot line  
 Capitalize on heritage, museum  
 - stagecoach, Buttercup

## Future Vision

The Visioning phase involved collecting information and feedback from the community – residents, business owners, elected and appointed officials, and other stakeholders and community representatives. This input was used to identify Cedar Park’s vision for its future, which will help shape and direct growth and development for the next twenty years and beyond. This plan is premised upon a shared vision of what Cedar Park should be as it continues to grow and become an increasingly mature city.

This shared vision was the culmination of a 22-month public involvement process that started in February 2013. Twenty-four meetings were held during this public process that began in February 2013 including nine CPAC meetings, three City Council work sessions, five Town Hall public meetings, three focus group interviews with local developers and property owners, and four public meetings for adoption.

## Project Kick-Off

The Comprehensive Plan Advisory Committee (CPAC) was appointed by the City Council and consisted of 16 dedicated members who represent the community. A “project kick-off” meeting with the CPAC was held to inform the members of the comprehensive planning process and the role in which they would play in the plan’s development.

Initial input was also received from the CPAC members to begin the issue identification process. This was done with the use of a SWOT Analysis, in which participants list various Strengths, Weaknesses, Opportunities, and Threats affecting the community.



## ImagineCedarPark Website

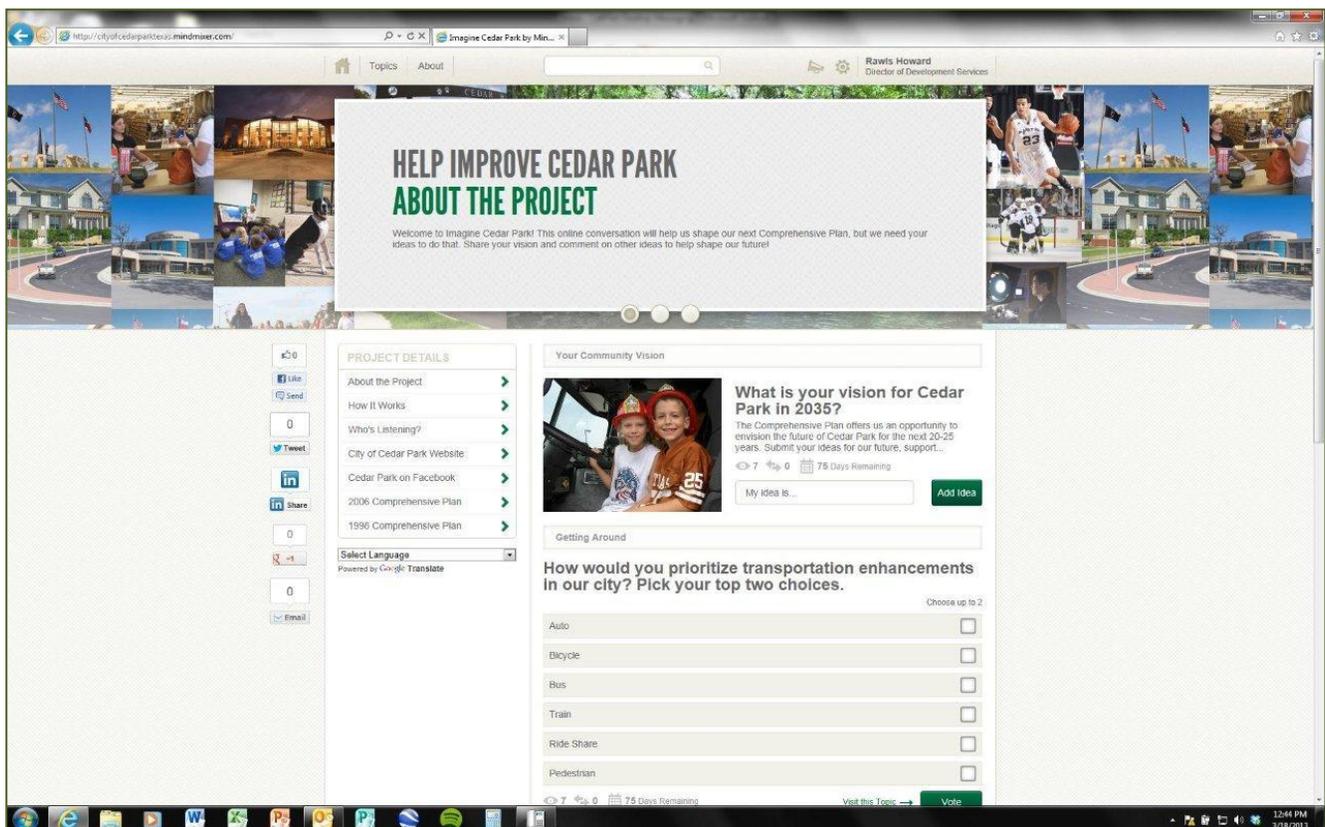
An interactive website, *ImagineCedarPark.com*, was created to solicit input from the community. Over an eight month period, the website attracted over 5,500 individual viewers, nearly 500 registered participants, and over 2,000 comments, ideas, and suggestions. City Staff regularly updated the content posted on the website to address each major topic of this Comprehensive Plan.

The information collected through the website was invaluable to the process, allowing members of the community who may be unable to participate in meetings in person to contribute their ideas online, and start conversations among citizens on important issues in Cedar Park. The citizen input was presented to the CPAC members and incorporated throughout the Comprehensive Plan process. This input is summarized on the following pages.

### **ImagineCedarPark Feedback:**

- Economic development and focus on high-tech industries
- Redevelopment opportunities
- Beautification
- Become a “destination”
- Mobility choices (auto, bike, train, pedestrian)
- Expanded public services and entertainment

Figure 7. Logo and Screenshot from *ImagineCedarPark.com*



Priorities for Quality of Life in Cedar Park		Votes
		80
76	Family-oriented	
65	Location	
64	Schools	
39	Standard of living	
37	Atmosphere and character	
35	Safety	
30	Active lifestyle	
23	Natural features	
18	Friendly people	
13	Job	
11	Shopping	
10	Climate	
7	Other	
6	Restaurants	
2	Cultural activities	

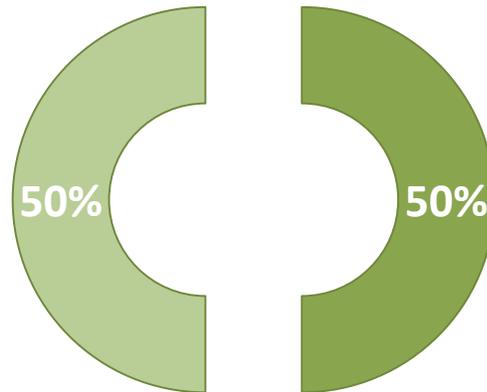
The overall amenity priorities for residents of Cedar Park were established early in the process and were primarily used to guide the development of the vision statement and the goals.

These write-in comments reflect the community's vision for its future as an exciting destination that is technologically advanced, aesthetically-pleasing, convenient, and physically active.

Redevelopment Priorities	
	<ul style="list-style-type: none"> <li>• Extend Austin's Google Fiber service into Cedar Park</li> <li>• Cedar Park needs a downtown</li> <li>• Redevelopment of the Quarry</li> <li>• Destination shopping/dining districts</li> <li>• Connecting Cedar Park to Brushy Creek Trail</li> <li>• Excellent public transportation</li> <li>• Sidewalks and underground utilities throughout the City</li> <li>• Wireless city</li> </ul>

When asked whether the land use (“function”) or the building aesthetics (“form”) plays a more important role, participants responded that form and function are equally important. This is particularly significant in relation to determining which type of land use regulation is most appropriate for Cedar Park.

### Form or Function?

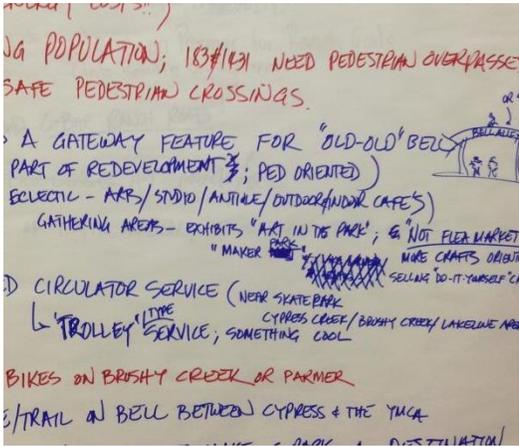


Because Cedar Park is already significantly developed, much of the future development efforts will be redevelopment of existing areas. Respondents were asked to vote on redevelopment priorities. This information was incorporated into the redevelopment strategies and overall priorities for implementation.

Future of the Community	Votes	
	42	Beautify older corridors
	32	Better bike and pedestrian access
	19	More retail
	13	Higher design and building standards
	11	Improve sidewalks and roadways
	11	More parks
	6	Higher landscaping standards
	5	Other
	2	Stronger code enforcement







### Innovation Charrette

During this informal discussion, FNI’s team of planners, engineers, and landscape architects met with City Staff to discuss a variety of issues facing the City. Specifically, information discussed related to the roadway and pedestrian transportation networks, water, wastewater, and stormwater facilities, and parks (meeting in collaboration with Half Associates, the consultant currently preparing the City’s parks plan).

### Vision Statement

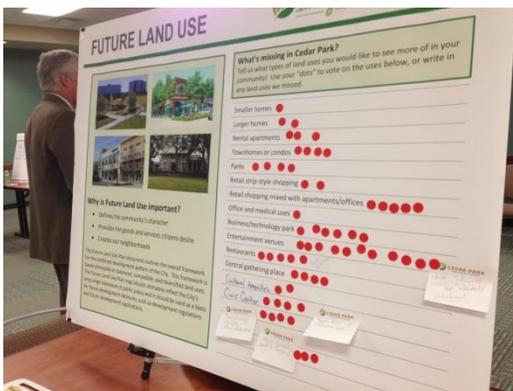
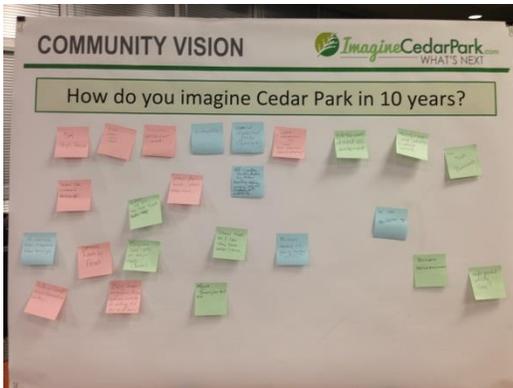
The CPAC was asked to draft a vision statement. The purpose of a vision statement is to clearly identify what the community hopes to be “when Cedar Park grows up”, which is used to guide the planning process recommendations. Members identified key words they felt were important to reflect the community’s vision, and crafted these characteristics into a vision statement, incorporating the City’s existing core values.

## Vision Statement

*We imagine the City of Cedar Park as a family-oriented community; one of compassion, integrity, diversity and faith. We are an attractive destination, a leader in business development and committed to an exceptional quality of life.*

### *We value:*

- **Community** | We strive to link neighbors, neighborhoods, organizations, businesses, government and our faith based groups into a cohesive community of caring, involved, and dedicated citizens to address and provide for critical needs, services and the quality of our city.
- **Innovation** | We have a healthy desire to improve Cedar Park and support the use of original and creative methods to better the City. We believe that discovering new ideas and embracing change provides opportunities for success.
- **Service** | Our commitment to excellent service is at the core of what we do. We exhibit pride, enthusiasm and dedication in our work and strive to improve the community and better people's lives.
- **Professionalism** | We are an efficient and responsive organization providing the highest level of knowledge and expertise. Through our work we promote fairness, dignity and respect for our customers and workforce.
- **Integrity** | We adhere to the highest ethical standards. We are honorable, fair and sincere and strive to uphold our organizational values with our decisions and in our actions. We understand that trust is earned through good character.
- **Leadership** | We provide positive influences for citizens. We overcome obstacles and move forward in a direction that follows our community vision.
- **Fiscal Responsibility** | As stewards of public resources, we aim to prudently utilize those resources while always operating with the goal of delivering value and sustaining long-term success.



## Town Hall #1

On May 6, 2013, over 50 citizens gathered at this first Town Hall meeting to provide input on the Comprehensive Plan process. This meeting included an introduction to the planning process, and several major input exercises.

Participants were asked to provide thoughts on two broad questions, in order to define the future of Cedar Park:

- How do you imagine Cedar Park in 10 years?
- My favorite part of Cedar Park is \_\_\_\_\_?

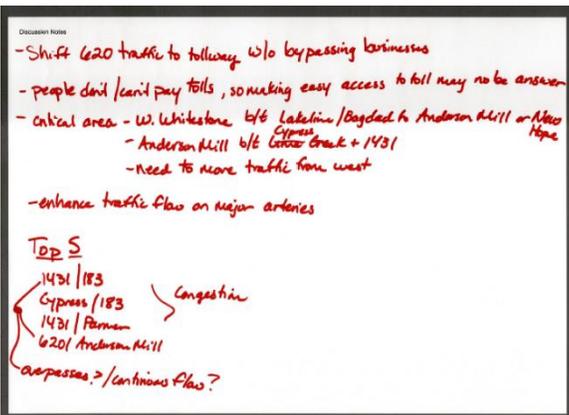
Stations relating to future land use types, community amenities, pedestrian safety, and traffic flow/roadway safety were located throughout the room, with hands-on exercises for participants to share their input.

Many of the CPAC members attended the Town Hall meeting to hear the input from other community members and to help explain the comprehensive planning process. A summary of the top themes from the Town Hall meeting was presented to the CPAC, which was followed by discussion of the issues and brainstorming on possibilities to incorporate the input throughout the Comprehensive Plan.

### Town Hall Top Themes:

- Conflicting opinions on public transit
- Entertainment venues and cultural amenities (such as arts, music, performance, and heritage venues)
- Quality business park
- Employment opportunities
- Vertical mixed use development
- Bell Boulevard redevelopment
- Pedestrian and bike safety
- Central gathering area or “downtown”
- Maintaining family-focus
- Mixed support for apartments/condos/townhomes
- Interest in “live/work” units





## Transportation Discussion

In order to identify the most critical transportation issues affecting Cedar Park's residents, the CPAC members were asked to review maps of the City's current transportation plan, along with identified suggestions of critical issue areas. The CPAC members were asked three questions to guide their discussion and feedback:

- What areas do you think are "critical"?
- What generally makes these areas "critical"?
- What are the top 5 transportation issues?



### Critical Transportation Issues or Areas:

- Congestion at major intersections:
  - RM 1431 at Bell Boulevard and 183A
  - Cypress Creek Road at Bell Boulevard and 183A
  - RM 1431 at Parmer Lane
  - RR 620 at Anderson Mill Road
  - Bell Boulevard at Buttercup Creek Boulevard
- Consideration of overpasses instead of intersections to reduce congestion
- Improvements on Anderson Mill Road, south of RM 1431
- Longer left turn from westbound New Hope Drive turning onto southbound Bell Boulevard
- Improvements related to congestion and anticipated future traffic volumes along Parmer Lane
- Pedestrian/bike safety and connectivity

## Stakeholder Focus Group Interviews

City Staff conducted interviews with several stakeholder groups on November 4 and November 8, 2013. Interviewees included property owners, leaders from the local business community, local residential and nonresidential developers, and various other participants who play a role in Cedar Park. The purpose of the interviews was to ensure that these various viewpoints are represented in the Comprehensive Plan.

These individuals offered critical insight to the market and demands impacting Cedar Park.

- Residents may be unaware of the costs of public transit to the City/citizens to participate in public transit. Additionally, there may be a need for additional residents to utilize the system to ensure adequate ridership.
- Increased population in Cedar Park and surrounding areas could likely support family-oriented entertainment. Sports facilities or culturally-diverse entertainment venues are desirable, particularly to create a sense of place.
- Office vacancy rates are already relatively high, therefore increasing the amount of office uses on the Future Land Use Map may not be appropriate at this time; however, incentives should be identified to attract Class A office space and major employers to support spin-off industries.
- Bell Boulevard should be improved through aesthetic enhancements and decreased traffic congestion. Redevelopment should include the consolidation of smaller parcels along the corridor.
- Vertical mixed-use may be appropriate along the Bell Boulevard corridor. This type of development should create a “place” with the support of City funding and support retail businesses.
- Bike traffic is currently limited, and designated off-road trails are preferred over dedicated bike lanes.
- Multiple gathering places may be more feasible and desirable for Cedar Park than a true “downtown”.
- Community environment should be supported through more sports fields and additional advertisement of local festivals. In addition to public recreation amenities, private for-profit entertainment centers and venues should also contribute to the family-oriented aspect of Cedar Park.
- High-density residential and live-work units may be necessary in certain locations to support the business community. A broad range of residential alternatives should be incorporated, including medium- and high-density housing types.
- Hotels are desirable to allow visitors to shop and spend tax dollars in Cedar Park.



## Town Hall Meetings #2, #3, and #4

City Staff facilitated three additional town hall meetings to share the progress of the Comprehensive Plan with the community and solicit feedback on the plan's vision and recommendations. Approximately 250 citizens and business owners attended these meetings.

Through surveys and other public input methods, the community identified the following items as desirable characteristics for Cedar Park:

- Quality employment
- Walkability and bikeability
- Parks and green space
- Walkable mixed-use developments
- Activities and entertainment destinations
- Senior activities
- Redevelopment of the Bell Boulevard corridor
- Higher education institution
- Continued quality safety and services

## Planning & Zoning Commission and City Council Meetings

Following the CPAC's official recommendation for adoption of the Comprehensive Plan, the Planning & Zoning Commission and City Council held several meetings that provided an opportunity for additional input from the community. Some members of both the Commission and City Council were involved throughout the process, while others had previously seen brief overviews. These meetings allowed both the members and the public additional time to ask questions and fully understand the process.

The first of these meetings was a public hearing with the Planning & Zoning Commission on October 6, 2014. At this meeting, an overview of the draft Comprehensive Plan and planning process was presented to the Commission. The Commission opened a public hearing for comments from citizens, which was followed by discussion amongst the Commission members regarding the draft plan. The Planning & Zoning Commission voted to recommend approval of the Comprehensive Plan to the City Council.

The second meeting was held on October 9 with the City Council. The purpose of this meeting was also to present an overview of the Comprehensive Plan, receive comments from the public, and solicit feedback from the Councilmembers on the draft document. Additional public hearings were held with the City Council on November 6 and November 20. City Council voted unanimously to adopt this Comprehensive Plan on November 20, 2014.

