

Alpine Texas Vision Plan City Council Discussion

July 6, 2017





Vision Plan Background

- Requested by City Council to Improve Opportunities and Economic Development in Alpine
- Sponsored by the SRSU Small Business Development Center
- Details developed by the Center for Urban and Regional Planning Research at UT San Antonio
- Focus was primarily on improving the Alpine Downtown District and Tourism Potential
- Prepared in 2016
 - SWOT Analysis meeting of 40 Alpine residents and business owners
 - 89 Page Report completed August 2016
 - Report - <http://cityofalpine.com/wp-content/uploads/2016/09/Alpine-A-Vision-for-the-Future-2016-sm.pdf>
 - “Flyover” - <https://www.youtube.com/watch?v=pPiDRol9UXc>
 - Report presented August 31, 2016
- Key Results Presented at City Council October, 2016



6 Key Recommendations

1. Increase Tourism in Alpine
2. Improve Historic Buildings and Encourage Reuse in Alpine's Downtown District
3. Develop a Special Events Center and Farmer's Market for Downtown
4. Enhance Sidewalks and Street Crossings for Pedestrians
5. Increase Parking Options
6. Connect the City

Vision Plan Community Workshop

- Held June 21st in Civic Center
- About 70 Attended
- 35 Signed Up for Continued Involvement
- Agenda
 1. Vision Plan Background
 2. Key Data
 3. Recommendations
 4. Actions This Evening
 5. Next Steps



Attendee Action Plan

- Divided into 6 Groups – Voted with their Feet!
- Reviewed and Discussed the Specific Area of Focus with details from the Vision Plan report
- Provided a Report Out to the Attendees
 - Key Points about the Recommendation
 - 3-5 Actions to Support the Recommendation
 - Who on the Team is Willing to Help Work the Action

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Team 1 - Increase Tourism in Alpine

- Key Recommendations:
 - Need a Promotional Plan (Regional, State, Nat'l, Int'l)
 - Multi-cultural
 - Business Center of the Big Bend Region
 - All-time High for HOT Receipts...therefore need more lodging – incentives?
 - Promote nearby communities
 - Improve Downtown District
 - More Parking
 - Event Center
 - Business Hours
 - Music Events
 - Family Activities
 - Attract Workforce

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Team 2 - Improve Historic Buildings and Encourage Reuse in Alpine's Downtown District

- Re-designate Historic District
- Designate Downtown Business Historic District
- Foster Historic Sites outside of District

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Team 3 - Develop a Special Events Center and Farmer's Market for Downtown

1. By necessity we need to move east on Murphy
2. Partnership with the City & Sul Ross & County
3. Farmer's Market is already together and has a location
4. Local schedule events weekly. Blend calendars together to be printed
5. Train noise upsets special events...quiet zone needed

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Team 4 - Enhance Sidewalks and Street Crossings for Pedestrians

- We Feel Unsafe
 - Bike Lane
 - Bike Patrol – APD
 - Bike Infrastructure
 - Bike Tourism
 - Promote education for Peds, Cyclists & Motorists to increase safety
- Seeing around Parked Cars a concern
- Not all infrastructure for Peds are good for Cyclists and Motorists; Let's find a solution that works for all
- ADA compliance, Strollers!
- No Bikes on Sidewalk (safer for all)(
- Concern for Murphy and 5th Safety
- Concern for Parking at 5th and Sul Ross

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Team 4 - Enhance Sidewalks and Street Crossings for Pedestrians - Continued

- Trash and Recycling – Pair Bins
- East Holland and Avenue E are highways
 - We want tourism, but we want them safe and slow
 - 18 wheelers too
- Potential Funding from State but the City owns parking
- Parking rules for city owned land
- Traffic has increased
- Declare that PEDS have Right of Way
- Shrubs are too big for safety
- Recommend 5th & Holland (incl Murphy to Ave E be a focus for increased safety

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Team 5 - Increase Parking Options

1. Continue to use area near Ritchie building for parking
2. Additional parking using east of Casner Building and parking lot
3. Additional parking using corner business area across from Plaine for parking
4. Lighting only as necessary, taking into consideration dark skies, solar options and potential donations
5. Trees, shrubs, etc to be visually pleasing w/o blocking view
6. Make sidewalks tie into parking lots
7. Has to be done before we increase tourism/could be used for attracting people to get out of their cars
8. Need signs to direct people to parking

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Team 6 – Connect the City

- Walkway - Near creek but not in creek – 3 ft
 - Materials – asphalt vs concrete
 - Access points
 - Lighting
 - Water
 - Width of path
 - Easements from property owners
 - Benches
 - Include bicycles or separate bike path
 - Update/Maintain existing trails
 - Insurance for flooding
 - Ongoing maintenance
 - Pet waters
 - Pet cleanup bags

Next Steps

1. City Council support continued discussions and leadership on the part of City
 - Regular item on City Council agenda
2. Host more meetings of individuals who indicated willingness to be engaged
3. Ensure Alpine Downtown Association engaged
4. City Management include options in 2017-18 city budget that are aligned with vision plan