

THE VISIONING PROCESS

VISION

The City of Falfurrias was founded on the bold vision and big plans of its early founders in 1948. As the City has matured from just an idea to a community rich in history, the vision of a vibrant community where residents can live, work, and play remains to this day.

The Comprehensive Plan Advisory Committee (CPAC), City Council members and staff identified core factors relating to their vision for the City. In addition to the benefits of the desired future conditions, challenges and concerns were also identified. This allowed the community to articulate a vision that is grounded in reality and relevancy that will help residents and businesses prepare for change.

Vision reflects the community's aspirations for the future development of the Town of Falfurrias

Economic/Financial Viability for the Community

Critical to the future quality of life for the City is diversification of city revenues beyond just residential and commercial ad valorem taxes and sales tax bases to maintain and expand the level of service for infrastructure expansion and maintenance, parks and recreational facilities, public safety, and public amenities such as library and swimming pool. Falfurrias is the County Seat of Brooks County and had a vision for increasing commercial activities and the local job base in a sustainable fashion. Oil and gas reserves once played a major role in the economic activity of the area. City leaders recognize that economic viability is an essential component for Falfurrias's future.

Annexation

Annexing developed areas would expand the tax base and provide additional revenue for core city services, but annexation has fiscal cost ramifications as well in meeting the level of service requirements for new residents. Opportunities for implementing the City's vision for currently undeveloped land were also considered. These areas have challenges related to creating a favorable environment for development. Some of the properties are undeveloped, but platted into multiple parcels with local owners which facilitates the assemblage of acreage for subdivision development. Providing infrastructure in these areas may also be challenging.

Realistic View of the Future

While the vision will establish a framework for the future of the City of Falfurrias, implementation will take time. Strategies and objectives must be realistic, implementable, and fiscally sound. The business plan will establish mechanisms to work toward the vision; however, implementation will extend beyond the 2033 planning horizon.

The CPAC held various visioning workshops during 2013. The first session identified key strengths, weaknesses, opportunities, and threats for the City. Combined with an understanding of major planning related issues, existing conditions, and stakeholder input from the first workshop, the committee developed a Vision Statement reflecting the community’s aspirations. The vision articulates a clear vision for the City of Falfurrias for the future. It provides focus for goals and strategies regarding future land use, design standards, transportation/mobility linkages, growth and economic development plans, and public services and facilities. In short, the long-term vision becomes a basis for the goals and objectives reflected in the City of Falfurrias’s comprehensive and strategic business plans.

CITY COUNCIL 2013 GOALS

The Falfurrias City Council recently adopted a strategic plan with long-term goals and priorities for 2013. Council will soon approve a five major goals plan, with economic development-related projects still at the top of the list, echoing a trend continued over the past several years.

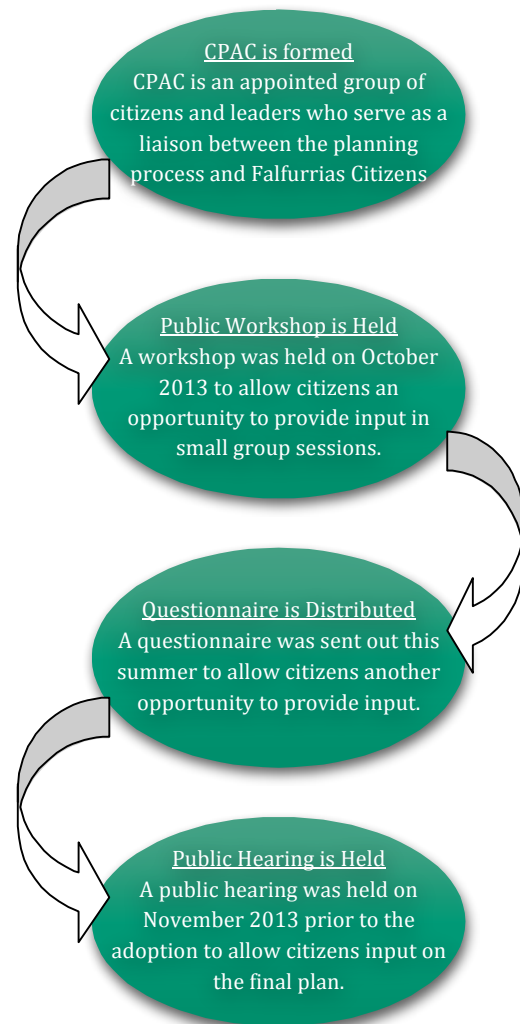
- 1) Strengthen local economy
- 2) Fiscally responsible government operations
- 3) Vibrant historic district: authentic commercial downtown and residential neighborhoods
- 4) Improve mobility within, commercial corridors
- 5) Assist in the development of fiscally and environmentally sustainable neighborhoods

“Each year, the City Council plans to engage in strategic planning sessions to evaluate projects underway, engage in policy discussions that impact development and budget issues, and discuss long-range visioning for the city as we focus on redevelopment. Much of the discussion this year centered on development issues tied to current infrastructure construction along US Highway 281 (Future U.S. I-69 corridor) and economic development projects.

The priorities for the coming year were broken into top priorities and high priorities. Economic Development emphasizing Local Businesses Development in Downtown and maintaining Fiscal responsibility

2013 High Priorities

- Centralized City Facilities



- Commercial/Retail Corridor Strategies
- Develop municipal center (one stop shop)
- Expand commercial development within the Historic District
- Develop city infrastructure

In addition, the City Council confirmed the core businesses that have been at the center of the City of Falfurrias vision for years:

- Plan for future development
- Support economic expansion
- Protect people and property, making a safe community
- Improve access to medical facilities
- Provide leisure and recreational opportunities
- Manage traffic flow and road system
- Provide essential utility services for daily living
- Enhance technology infrastructure
- Preserve the "Falfurrias character" – our heritage

“As we continue this strategic planning process, the City Council is mindful residents of Falfurrias expect us to maintain a quality of life and should expect for Falfurrias to be recognized regionally as a well-managed, sustainable rural community. With our strategic plan, we have provided a road map for near-term and long-term decisions that we hope will provide insight into the issues we discuss and strategies that we believe meet the demands of our community as we grow,” said Mayor Garcia.

Strengths

- ✓ Safe city and friendly
- ✓ Community
- ✓ The golf course
- ✓ Continued Highway Traffic Flow

Opportunities

- ✓ Available land to grow
- ✓ Opportunity to carefully plan for the City’s future
- ✓ Proximity to I-69 & SH 285

Weaknesses

- ✓ Limited commercial and retail services limits local jobs and revenues
- ✓ Lack of restaurants and entertainment
- ✓ Lack of community services like parks and public pool
- ✓ No community identity
- ✓ Regional Economic Challenges

Threats

- ✓ No planning as City experiences change
- ✓ Lack of City-County collaboration
- ✓ Declining Population
- ✓ Highway Development