# TABLE OF CONTENTS

1.0 INTRODUCTION ........................................................................................................................................... 4  
1.1 PURPOSE OF THE COMPREHENSIVE PLAN ................................................................................................. 4  
1.2 MAJOR THEMES OF THE COMPREHENSIVE PLAN ...................................................................................... 4  
1.3 USE AND ORGANIZATION OF THE PLAN .................................................................................................... 5  
1.4 PLANNING PROCESS ..................................................................................................................................... 6  
1.5 IMPLEMENTING THE PLAN .......................................................................................................................... 6  

2.0 BASELINE ANALYSIS ...................................................................................................................................... 8  
2.1 HISTORICAL BACKGROUND .......................................................................................................................... 8  
2.2 RELATIONSHIP TO THE REGION .................................................................................................................. 8  
2.3 STUDY AREA .................................................................................................................................................. 9  
2.4 PHYSICAL CHARACTERISTICS ...................................................................................................................... 9  
2.5 TOPOGRAPHY .............................................................................................................................................. 9  
2.6 SOILS ............................................................................................................................................................ 10  
2.7 SIGNIFICANT WATER BODIES ..................................................................................................................... 10  
2.8 FLOODPLAIN ............................................................................................................................................. 10  
2.9 MAN-MADE FEATURES ............................................................................................................................... 10  
2.10 EXISTING DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS ................................................................. 11  
2.10.1 Population Characteristics ...................................................................................................................... 12  
2.10.2 Population ............................................................................................................................................. 12  
2.10.3 Demographics ....................................................................................................................................... 13  
2.10.4 Economics .......................................................................................................................................... 14  
2.11 EXISTING LAND USE .................................................................................................................................. 15  
2.11.1 Land Use Districts ................................................................................................................................. 15  
2.12 EXISTING LAND USE ANALYSIS ............................................................................................................... 18  

3.0 FUTURE LAND USE PLAN .............................................................................................................................. 20  
3.1 INTRODUCTION .......................................................................................................................................... 20  
3.2 GOALS OF THE FUTURE LAND USE PLAN ................................................................................................. 20  
3.3 LAND USE POLICIES AND PROGRAMS ........................................................................................................ 21  
3.4 THE FUTURE LAND USE MAP ................................................................................................................... 24  

4.0 PARKS, RECREATION AND OPEN SPACE .................................................................................................... 29  
4.1 INTRODUCTION .......................................................................................................................................... 29  
4.2 PARKS AND RECREATION MASTER PLAN POLICIES ............................................................................... 29  
4.3 INVENTORY OF PARK AND RECREATION FACILITIES .............................................................................. 31  
4.4 PARKS AND RECREATION PRIORITY NEEDS ............................................................................................. 31  
4.5 PARK AND RECREATION FACILITY DEFICIT / SURPLUS ......................................................................... 32  
4.6 IMPLEMENTATION .................................................................................................................................... 33  

5.0 ECONOMIC DEVELOPMENT .......................................................................................................................... 35  
5.1 INTRODUCTION .......................................................................................................................................... 35  
5.2 ECONOMIC DEVELOPMENT POLICIES AND PROGRAMS ......................................................................... 35  

6.0 CITY FACILITIES ............................................................................................................................................ 36  
6.1 EXISTING CITY-OWNED FACILITIES ......................................................................................................... 36  
6.2 EXISTING CITY-OWNED LAND .................................................................................................................... 37  
6.3 PRIORITY NEEDS ......................................................................................................................................... 37  
6.4 SHORT TERM NEEDS (1-3 YEARS) ................................................................................................................. 37  
6.4.1 Police Department and EMS .................................................................................................................. 37  
6.5 LONG TERM NEEDS (4-10 YEARS) ............................................................................................................... 38  
6.5.1 City Hall ................................................................................................................................................. 38  
6.5.2 Library/Civic Center ............................................................................................................................... 38  
6.6 STRATEGIES FOR CITY FACILITIES ........................................................................................................ 38
City of Jonestown Comprehensive Plan Update, 2005-2015
EC Project No. 5023

6.6.1 Strategy 1 - “Stay Put” ................................................................. 38
6.6.2 Strategy 2 - “Actively Seek Land for a New Complex” .................. 38
6.6.3 Strategy 3 - “Look for Potential Public/Private Partnerships” ....... 38
6.6.4 Strategy 4 - “Renovate the Plaza” .............................................. 39
6.6.5 Funding Strategies .................................................................. 39
6.7 CITY FACILITIES POLICIES AND PROGRAMS ................................. 39

7.0 IMPLEMENTATION ...........................................................................41
7.1 COMMUNICATION ..........................................................................41
7.2 ORDINANCES .................................................................................41
7.3 LEVERAGE OF PUBLIC FUNDS .................................................... 42
7.4 THE PLANNING AND ZONING COMMISSION .............................. 42
7.5 ANNEXATION PLAN ..................................................................... 42
7.6 CCN APPLICATION ....................................................................... 42
7.7 IMPACT FEE ASSESSMENT .............................................................43
7.8 PLAN REVIEW AND UPDATE ....................................................... 43
7.9 INTERGOVERNMENTAL AND REGIONAL COOPERATION ............ 43
7.10 IMMEDIATE PRIORITIES ............................................................. 44
7.11 QUESTIONS, COMMENTS, MORE INPUT ...................................... 44

Appendix - Community Issues Survey
1.0 INTRODUCTION
All plans must start with a Vision for what the city wants to become. The community of Jonestown will aspire to the following Vision during the period of 2005-2015:

Jonestown is a lakeside community nestled at the gateway to the Hill Country and is recognized as a special place with great neighborhoods and thoughtfully planned development. The diverse citizens are involved in their community and its planned growth and are creative in spirit. They value the natural and cultural resources of the village’s environment and are responsible stewards of the water, land and community entrusted to them.

The Jonestown Comprehensive Plan strives to consolidate a coherent vision of the City’s future from the visions of a diverse population. It integrates the desires and needs of the City’s residents, businesses, neighborhoods, and officials into a strategy for managing change.

The Comprehensive Plan is the primary tool for guiding the future development of the City. On a daily basis the City is faced with tough choices about growth, housing, and transportation. A Comprehensive Plan provides a guide for making these choices by describing long-term goals for the City’s future as well as policies and programs to guide day-to-day decisions.

1.1 PURPOSE OF THE COMPREHENSIVE PLAN
The Jonestown Comprehensive Plan contains the City’s official policies on land use and urban design, transportation, housing, historic preservation, environment, economic development, town center, parks and recreation, and city facilities. Its policies apply to both public and private properties. Its focus is on the physical form of the City.

The Plan is used by the City Council to evaluate land use changes and to make funding and budget decisions. It is used by City Staff to regulate building and development and to make recommendations on projects. It is used by citizens to understand the City’s long-range plans and proposals for different areas in the City. The Plan provides the basis for the City’s development regulations and the foundation for its capital improvements program.

1.2 MAJOR THEMES OF THE COMPREHENSIVE PLAN
The Jonestown Comprehensive Plan has four major themes, summarized here.

- **We will preserve and Build Upon Character**
  Jonestown is proud of its history and its environment. The population will at least double over the next 10 years, and this will change the face of Jonestown. Newcomers will represent the majority of Jonestown residents and will require new services. As our first priority, these services should be provided in such a way that the small town character of Jonestown is preserved while protecting our lake and hill country environment.

- **We will effectively manage economic growth**
  Jonestown will grow. Its location on FM 1431 and its proximity to a major metropolitan area and several fast-growing communities will impact the growth of Jonestown. These factors alone will provide economic opportunities for the residents and business owners of Jonestown. Future business development must be compatible with the community goals, and will not detract from the quality of the environment and community.
• We will work to improve the Transportation System
FM 1431 is the primary roadway that Jonestown residents travel for business and personal needs. Although local streets do serve some local traffic, a more sophisticated thoroughfare plan and/or transportation analysis is necessary for Jonestown to fully understand its options for local access, mass transit access, and connectivity improvements. Topography limits access to many properties along 1431, and plans for 1431 as a Major Urban Arterial will change the access and function of FM 1431 in the future. Managing the impact of new development on traffic patterns will require careful consideration in the near future.

• We will Manage Growth in a way that is Compatible with our Vision
Jonestown’s pattern of commercial development has been linear (also referred to as strip development). Having experienced the undesirable results of this approach, without construction guidelines, the community has developed a sign ordinance and a zoning district with strict construction guidelines. The community also desires a different development to compliment our existing commercial development pattern. That pattern will be a nodal pattern, creating clusters of businesses in a few areas of the community off of FM 1431, that adopt the same stringent design guidelines of the FM 1431 Corridor zoning district and sign ordinance. Wastewater service has been traditionally handled on-site, and more recently through improved technologies and "package" wastewater treatment plants to serve newer, large developments. Clustered, nodal development lends itself to increased density and minimal footprint, which are generally better served by a non-contiguous community service collection system. Ultimately, from an environmental perspective, it will be in the City’s best interest to enable a cohesive system built incrementally but eventually effectively serving most of the community.

1.3 USE AND ORGANIZATION OF THE PLAN
Jonestown’s Comprehensive Plan Update is to be used by all members of the community, as well as any other person or organization interested in the future of the City.

A key concept in the Plan is the idea of a Vision for Jonestown — a shared dream of Jonestown in the future. The vision is not a binding goal; however the long-term idealistic thinking embodied in the vision statement was the foundation of the development of the Plan. City staff and elected officials should continue to review the Plan to fully understand the policies and programs that will help the City to achieve its Vision for the future.

Comprehensive Plan Elements
The Elements of the Plan share a common format and use similar terms and references. Most Elements contain background information on specific subjects to make the Comprehensive Plan more useful as a reference document and to provide the technical basis for its policies and programs. Elements contain maps and figures that provide current information about the City, or graphic illustrations of the City’s policies for specific geographic areas, or the major proposals for transportation or economic development.

The elements of this plan include the following:

• Baseline Analysis
• Future Land Use
• Parks and Recreation
• Economic Development
• City Facilities
• Implementation

April 7, 2006 5
Each Element includes goals, policies and programs that are the essence of the Plan and are to be consulted to guide decisions on a wide range of issues. As you use this Comprehensive Plan, keep in mind that the goals, policies and programs are just as important as the maps in making land use and development decisions. To be consistent with the Plan, a project must not only follow the guidelines of future land development ordinances and the future land use map, but it must also meet the intent of the Plan's policies. The Baseline Analysis is an exception – there are no policies in this section. The Baseline Analysis section contains information on demographics, current land use and other important information that will serve as a base of understanding for the remainder of the Comprehensive Plan Update.

The meaning of goals, policies and programs is described below.

- A **Goal** is a general end towards which the City will direct effort.
- A **Policy** is a specific statement of principle or of guiding actions that implies clear commitment but is not mandatory.
- A **Program** is an action, activity, or strategy carried out in response to an adopted policy to achieve a specific goal or objective.

### 1.4 PLANNING PROCESS

The Jonestown City Council elected to hire the consulting team of Espey Consultants and Pegasus Planning and Development to assist the City with updating its existing Comprehensive Plan, which was developed in 2002. The City Council of Jonestown appointed a Steering Committee composed of residents and business owners living in the area. The consulting team conducted an Existing Land Use Analysis and then worked with Steering Committee to develop the City's Current Land Use Map (this map may be modified after more extensive analysis of land conditions and building requirements). A survey was developed and posted online. Sixty survey responses were tabulated and presented to the Steering Committee along with an in-depth Baseline Analysis that portrays how Jonestown compares to several benchmark communities (i.e., Cedar Park, Lago Vista, and Leander) on several demographic and economic variables. EC then led a community-wide visioning exercise where approximately 35 people from the area attended. At this workshop, the community divided into several groups to discuss the Vision and the Future Land Use Plan. Comprehensive Plan Policies were developed based upon the quantitative comparisons, community input and consultant observation.

### 1.5 IMPLEMENTING THE PLAN

This Plan Update includes an **Implementation Chapter** that identifies specific actions to be taken to carry out the Plan. The Implementation Chapter is intended as a description of the steps to be taken in order to achieve the Plan's goals.

The Comprehensive Plan will be implemented through the actions of the private sector, City Staff, the Planning and Zoning Commission, and the City Council. Plan policies will be carried out through the adoption and revision of ordinances, through annual budgeting and capital improvement programming, and through decisions on future development proposals.

Planning for the future of Jonestown does not end with the adoption of this document. It is important to continue the steps necessary to bring forth the vision of the Plan. The Plan is intended to be a living document, to grow and change as local conditions change. As such, the Plan must be a flexible document and it may, at times, be necessary to amend the Plan. While most amendments change the land use
designation of a particular property, any part of the Plan may be amended as circumstances change. Only through continuing to use, evaluate and amend the Plan can Jonestown reach towards the vision sought by all the dedicated people who contributed to the development of the Plan.
2.0 BASELINE ANALYSIS

The Baseline Analysis section of the Comprehensive Plan Update is intended to provide a base level of understanding of some of the key demographic, economic, and land use issues in Jonestown. The following components will help in the development of other aspects of this plan:

- Historical Background
- Relationship to Region
- Existing Demographic and Economic Characteristics
- Physical Characteristics
- Existing Land Use

The primary objective of the Baseline Analysis is to document current conditions, and to identify opportunities and constraints that Jonestown must consider in shaping its future form and character.

2.1 HISTORICAL BACKGROUND

The City of Jonestown is located on FM 1431 in northern Travis County, Texas, approximately 20 miles northwest of the City of Austin, and nine miles west of the intersection of U.S. 183 and FM 1431, in the heart of one of the fastest growing population areas in Texas. Often referred to as the "Gateway to The Hill Country," the City of Jonestown offers the amenities of a country lifestyle, combined with a location convenient to Austin.

Jonestown has existed as a populated rural community since it was originally settled by the Jones brothers, Emmett and Warren in the late 1930's. Around 1940, Warren built the first commercial structure in what is now Jonestown. When Mansfield Dam was increased in height, and Lake Travis was filled, the development of Jonestown as a lake resort became possible.

The widening and straightening of FM 1431 to Highway 183 in 1982 enhanced this population change and provided a most eye-pleasing Farm to Market Road where people come to start the tour of the Highland Lakes.

Begun at first as a haven for weekend fishermen and boaters, more and more people built their permanent residence here and commuted to work in Austin. A few fishing cabins still remain, but large, new homes are being built on estate lots in gated communities, many with lake-front or lake views.

The City of Jonestown was incorporated as a General Law City in 1985, as did other small towns around the area, in response to the City of Austin’s aggressive move to incorporate the Colorado River bed as far as Marble Falls. It rapidly grew from an incorporated population of 683 in 1988 to a population of 1,681 as reported in the 2000 Census. It is estimated at over 2000 at present time.

2.2 RELATIONSHIP TO THE REGION

Jonestown is located twenty miles northwest of Austin in northwestern Travis County and surrounded by other growing cities such as Cedar Park, Leander, Round Rock, and Lago Vista.
Just off of Farm Road 1431 and Lake Travis, Jonestown is in the midst of many surrounding changes and area developments. The surrounding Williamson County cities are considered some of the fastest growing cities in Texas. According to the United States Census Data, Williamson County ranks number three for having the greatest population change from 2000 to 2003 with 21.5%.

2.3 STUDY AREA

The Study Area includes the city limits and current Extra-territorial Jurisdiction (ETJ) of the City of Jonestown. For the purposes of this Plan, several different areas are evaluated. The City Limits (2004) comprises an area of approximately 5.3 square miles, and is shown in red on the Study Area Illustration below. The statutory one-half mile ETJ boundary and boundary agreement areas with neighboring communities, encloses an area of approximately 4.1 square miles, and is shown in orange hatch on the illustration below. Areas outside the current ETJ may become part of another municipality’s jurisdiction depending on future annexations.

2.4 PHYSICAL CHARACTERISTICS

The present-day Jonestown city limits extend from the Sandy Creek Arm of Lake Travis at Jones Brothers’ Park to uplands offering great views of the lake and surrounding Hill Country.

2.5 TOPOGRAPHY

Elevations range from 681 feet above mean sea level at Lake Travis normal pool elevation to over 1100 feet MSL on the western edge of the planning area. The terrain is hilly, with numerous areas of slopes over 15%. The hilly terrain and rocky soils make most construction difficult and expensive. Predominant
vegetation in the area is scrub oak, Spanish oak, live oak and ash juniper, with grasses and other plants proliferating dependent on localized soil and slope characteristics.

2.6 SOILS

Jonestown is situated near the edge of the Edwards Plateau, where the Colorado River approaches the Edwards Limestone outcrop area. The soils of the planning area are classified mostly as the Tarrant and Brackett soils group, with mixed Alluvial and Volente soils found in more isolated areas. These soils are not well suited for cultivation, but serve better the uses of wildlife habitat and recreation. The soils are generally shallow, and cover interbedded limestone and marl bedrock. The underlying bedrock is generally the Glen Rose Limestone. Although some outcropping of the Edwards Limestone appears as a high cap rock, no Edwards Aquifer recharge zone is recognized in this area. Soils maps and descriptions as published by the Soil Conservation Service, U.S. Department of Agriculture, offer a more detailed description.

2.7 SIGNIFICANT WATER BODIES

Lake Travis is one of Central Texas' and Jonestown's most valued treasures. Lake Travis is 63 miles long and its maximum width is 4.5 miles. The lake covers 18,929 acres, and its capacity is 1,953,936 acre-feet. The lake is considered full at an elevation of 681.1 MSL. At this elevation the lake contains 382,092,882 gallons of water. There are 270 miles of shoreline around the lake. It has a maximum depth of 210 and an average depth of 62 feet. The lakes historic high level is 710.4 feet on December 25, 1991. Its historic low level is 614.2 feet msl on August 14 1951. Lake Travis was created by the impoundment of the Colorado River at Mansfield Dam (constructed 1937-41). The dam is 266.41 feet high.

2.8 FLOODPLAIN

Portions of the City of Jonestown like within Zone A designations of the National Flood Insurance Program, FIRM Map Panel numbers 48453C0802F and 48453C0804F (dated April 15, 2002) and 48453C0320E, 48453C0275E, and 48453C0280E (dated June 16, 1993). The Federal Emergency Management Agency (FEMA) is currently restudying Travis County floodplains, and newer information is expected to be released in 2006.

2.9 MAN-MADE FEATURES

FM 1431
This major four-lane State Farm to Market road runs from I-35 towards Lago Vista, Marble Falls, Kingsland and points further west. This heavily traveled roadway (approximately 11,000 vehicles traveled this road daily in 2003, per TxDot) has had an enormous impact on Jonestown's growth through the years. TxDot has plans to make adjustments and improvements along FM 1431 from Cedar Park to Lago Vista. Some of these improvements are underway in Cedar Park and will continue westward. Additional right-of-way will likely be needed to make these improvements. A signal light exists on FM 1431 in Jonestown at Nameless Road and a flashing light exists at Park Drive/Jonestown Street. TxDot has several criteria that need to be met before additional signals may be placed on the state managed roadway.

Nameless Road
This 2-lane collector road runs from FM 1431 at the easternmost city limits towards Leander and Liberty Hill. This will continue to be a residential growth corridor. This growth will ultimately impact Jonestown and create business development opportunities in trying to meet the demands of a burgeoning population.
Old Burnet Road
Originally Anderson Mill Road, this 2-lane collector runs from FM 1431 to Lake Travis opposite the Village of Volente. This collector supports a major growth corridor.

RELATIONSHIP TO THE REGION ILLUSTRATION

2.10 EXISTING DEMOGRAPHIC AND ECONOMIC CHARACTERISTICS

Just as it is important to examine Jonestown’s physical attributes and position within Travis County and the region-at-large, it is equally important to have a clear understanding of the area’s demographic and economic composition in order to plan effectively for Jonestown’s future. It is therefore appropriate to examine the characteristics of the population and changes that have taken place in recent years and decades. The following is a review of the various characteristics of Jonestown’s population. Several tables compare Jonestown to communities that are similar in size and economic makeup.