

## *Chapter 2: Goals & Objectives*

---

# COMPREHENSIVE PLAN 2022



## *Introduction*

---

The City of Live Oak has taken an important step in guiding its future with the decision to undertake this comprehensive planning process. The purpose of the *Goals & Objectives* chapter of the Comprehensive Plan is to state clear goals for the City and to identify clear directions that should be taken to achieve such goals. It is the goals and objectives established herein that will determine the focus of the Comprehensive Plan recommendations contained within subsequent chapters. In basic terms, Live Oak's Comprehensive Plan should reflect "public decision-making, which emphasizes explicit goal-choice and rational goals-means determination, so that decisions can be based on the goals people are seeking and on the most effective programs to achieve them."<sup>2-1</sup>

## *A Vision for the Future*

---

Establishing a community vision is an important part of the process of identifying goals and objectives. Live Oak has recognized its position as the *Gateway to San Antonio*. This idea could be used as a starting point for the City to establish a vision of what it wants to be in the future. Also, the City's website celebrates different aspects of Live Oak's character with the following commentary:

**Live Oak's past is steeped in a rich farming and ranching tradition which today has yielded to peaceful suburban home developments set in the natural beauty of the region, making it one of the prime neighborhoods located just northeast of San Antonio. Whether you are just passing through or planning to stay, you will find Live Oak to be the ideal place to relax and enjoy your visit.**

These characteristics should be considered in the establishment of a community vision. The Comprehensive Plan Steering Committee should be involved in the establishment of such a vision.

## *Issues Identified*

---

During this comprehensive planning process, Committee members were asked to identify major issues that they thought Live Oak was currently facing or would face in the future. The discussion clearly indicated members' views concerning quality of life issues in the City of Live Oak, the City's strengths and weaknesses related to development, as well as other critical characteristics. The identified issues served as a basis for the goals and objectives established herein.

---

<sup>2-1</sup> *People and Plans: Essays on Urban Problems and Solutions*, Herbert J. Gans, Preface, pg. vii

---

## ***Definitions***

---

In a broad sense:

**Goals** are general statements concerning an aspect of the City's desired ultimate physical, social and/or economic environment. Goals set the tone for development decisions in terms of the citizens' desired quality of life.

**Objectives** express the kinds of action that are necessary to achieve the stated goals without assigning responsibility to any specific action.

The policies and recommendations related to these goals and objectives will be contained within subsequent chapters of this Plan will help to clarify the specific position of the City regarding a specific objective, and will encourage specific courses of action for the community to undertake to achieve the applicable stated objective.

The goals and objectives established herein relate to the Comprehensive Plan recommendation chapters, such as the *Future Land Use Plan* and *Transportation Plan*, of Live Oak's Comprehensive Plan 2022.

## ***Goals & Objectives Related to Future Land Use***

---

### GOAL 1:

*Encourage the most desirable and efficient use of land while enhancing the physical and economic environment of Live Oak.*

#### ***Objective 1.1:***

Ensure that local land use policies encourage appropriate areas for the development of nonresidential uses, such as along Interstate Highway 35 and Loop 1604.

#### ***Objective 1.2:***

Establish standards related to the development of nonresidential uses in order to ensure a positive visual perception of Live Oak along major thoroughfares.

#### ***Objective 1.3:***

Establish land use policies to encourage areas along Interstate Highway 35 and Loop 1604 to become high quality retail corridors that would enhance Live Oak, both economically and visually; incorporate such policies into the City's Zoning Ordinance.

***Objective 1.4:***

Ensure that Live Oak's land use policies encourage a balance of land uses such that there are adequate areas for nonresidential uses that will provide the essential tax base needed for the City to support existing and future residents.

***Objective 1.5:***

Ensure that the regulatory policies within the City's Zoning Ordinance and related map are consistent with current City needs and desires; establish ways in which the Ordinance can be regularly reviewed.

***Objective 1.6:***

Identify specific land uses that are needed to serve the citizens of and visitors to Live Oak, such as healthcare-related land uses, hotels, recreation, and retail; establish ways in which the City can proactively attract these identified land uses.

***Objective 1.7:***

Review, and revise if necessary, the City's Zoning Ordinance to ensure that there are an adequate number of zoning districts available to the development community and to ensure that zoning districts are reflective of the City's desires related to future development.

**GOAL 2:**

***Maintain and enhance the City's local character and aesthetic value through land use planning.***

***Objective 2.1:***

Review, and if necessary revise, the City's Zoning Ordinance to ensure that high standards are required for new nonresidential development.

***Objective 2.2:***

Ensure that new nonresidential development enhances the quality of life in Live Oak.

***Objective 2.3:***

Ensure that new development, both residential and nonresidential, will be compatible with existing land uses in terms of use, density, building heights, scale, and off-site effects.

***Objective 2.4:***

Investigate current development review procedures to ensure that they are adequately enforcing the City's development policies.

**GOAL 3:**

*Ensure that public services and facilities will adequately serve the needs of residents and businesses within the City of Live Oak, and that such services and facilities are adaptable to future growth.*

***Objective 3.1:***

Maintain a continuous and coordinated planning process that involves citizens, City boards/commissions, City staff, and the School District.

***Objective 3.2:***

Recognize that the quality of the local school district is related to economic development opportunities and the ability of the City to provide a positive employment base for its citizenry on an on-going basis; foster a relationship and coordinate applicable City activities with the School District.

***Objective 3.3:***

Complete a detailed spatial analysis of all public buildings, such as City Hall, in order to ascertain whether new or expanded facilities are needed.

***Objective 3.4:***

Ensure that there is sufficient police and fire protection for current residents, and ensure that the City remains aware of necessary increases in staff and/or related resources (e.g., police cars, fire engines, etc.) to enable such protection for future residents.

***Objective 3.5:***

Ensure that new development respects local drainage areas, floodplain areas, and topography; review current related City policies and regulations, and revise them, if necessary.

***Objective 3.6:***

Recognize the importance of water availability to the City's future growth by investigating future potential water sources.

***Objective 3.7:***

Conduct a feasibility analysis for the potential sale and redevelopment of the existing Civic Center site.

---

## Goals & Objectives Related to Transportation

### GOAL 4:

*Provide an efficient, safe and connective transportation system that is coordinated with existing needs and with plans for future growth; this system should be economical and responsive to adjacent land uses.*

#### *Objective 4.1:*

Use the *Thoroughfare Plan* in conjunction with the *Future Land Use Plan*, specifically to ensure that the various land uses within the City are accommodated by the transportation system.

#### *Objective 4.2:*

Work closely with regional transportation planning groups and neighboring municipalities, including San Antonio, to ensure that regional transportation issues, especially those that directly affect Live Oak (e.g., frontage roads), are addressed with City input.

#### *Objective 4.3:*

Ensure that the following concerns are addressed when making decisions regarding transportation within the City:

- ◆ Regional transportation,
- ◆ Roadway integrity (i.e., ensuring mobility),
- ◆ Roadway maintenance,
- ◆ Adequate access (to and from Live Oak, and to and from land uses and residential subdivisions within Live Oak),
- ◆ Connections between existing roadways,
- ◆ Neighborhood traffic concerns,
- ◆ Signalization, and
- ◆ Impact of various types of land uses (i.e., trip generation and parking needs).

#### *Objective 4.4:*

Provide for a street network that will facilitate and adequately serve development of the Interstate Highway 35 and Loop 1604 intersection and related corridors.

#### *Objective 4.5:*

Utilize the *Thoroughfare Plan* to identify rights-of-way locations (for dedication purposes) and criterion such that future growth can be accommodated; ensure that criterion are integrated into the City's Subdivision Ordinance.

***Objective 4.6:***

Investigate ways in which the development community is involved in protecting the integrity of roadways in Live Oak (i.e., by requiring traffic impact analyses, infrastructure construction and improvement prior to final development approval, or establishing an impact fees).

***Objective 4.7:***

Ensure that local roadways can accommodate increases in traffic, and that local intersections are efficient and provide a reasonable level of service.

***Objective 4.8:***

Utilize the *Thoroughfare Plan* to establish standards for shared drives, for circulation within new developments, and for protecting the integrity of major roadways; ensure that such standards are integrated into the City's Subdivision Ordinance.

***Objective 4.9:***

Investigate ways to provide citizens with alternative means of transportation to ensure that there is interconnectivity between residential uses, nonresidential uses, parks, schools, and public facilities.

***Objective 4.10:***

Utilize existing rights-of-way to incorporate sidewalks to provide increased pedestrian and bicycle access; ensure that future rights-of-way widths allow for the incorporation of sidewalks.

***Objective 4.11:***

Review the City's current street construction standards and revise them if necessary to ensure that such standards are resulting in high-quality, low-maintenance roadways.

## ***Goals & Objectives Related to Parks & Recreation***

*Note: The following goals & objectives were taken directly from the City's Park and Recreation System Master Plan.*

***GOAL 5:***

*Conserve, protect and enhance the cultural, historical, archeological, and natural resources of the City of Live Oak.*

***Objective 5.1:***

Identify and enhance cultural, archaeological, historical, and natural resources of Live Oak.

*Objective 5.2:*

Plan, research and budget for the conservation and preservation of these sites for citizen enjoyment and educational interpretation.

*Objective 5.3:*

Encourage eco-tourism opportunities through the development of sites to provide enhanced visitation to Live Oak (i.e. disc golf tournaments, bird watching, sports tournaments, special events and etc).

*GOAL 6:*

*Plan, develop, and maintain a diversified balanced park and recreation facilities and programs based upon Live Oak's community needs.*

*Objective 6.1:*

Support the Parks and Recreation Advisory Board that provides diversified civic involvement and on-going development of the Park and Recreation System for Live Oak.

*Objective 6.2:*

Acquire and develop new park and recreation facilities in areas that are presently underserved.

*GOAL 7:*

*Develop, maintain and enhance existing park and recreation facilities, providing quality resources for the citizens of Live Oak, Texas.*

*Objective 7.1:*

Renovate and replace existing facilities to meet contemporary park and recreational programming needs.

*Objective 7.2:*

Implement and budget for a system-wide maintenance plan that takes into account the aging infrastructure and condition of many recreational facilities.

*Objective 7.3:*

Provide on-going beautification efforts in city parks, traffic islands and entrance points throughout Live Oak.



GOAL 8:

*Provide an Indoor Recreation Facility that will adequately provide for an eight-lane competitive indoor swimming pool, hydrotherapy pool, fitness room, basketball, volleyball, racquetball, gymnasium, television/teen room, arts-and-crafts room, aerobics room, meeting rooms, parking and landscaping.*

*Objective 8.1:*

Create a feasibility study for financing, designing, and constructing a multi-purpose community center

*Objective 8.2:*

Budget, construct and develop a facility that will meet the future needs of the citizens of Live Oak, by providing an indoor facility.

*Objective 8.3:*

Explore the possibilities of locating a Senior Center within the Facility

GOAL 9:

*Ensure that park and recreation facilities are safe and easily accessible for all users.*

*Objective 9.1:*

Budget for and provide safe, well-marked and easy access to all park and recreation facilities.

*Objective 9.2:*

Establish programs to provide security measures protecting the park and recreation system and programs through cooperative efforts with law enforcement and citizen awareness groups (e.g., adopt-a-park program).

GOAL 10:

*Support community efforts to expand recreational and multi-cultural activities, events and facilities.*

*Objective 10.1:*

Encourage efforts to locate and construct an outdoor amphitheater and plaza area for community gatherings and outdoor events.

*Objective 10.2:*

Develop recreational programming activities and events to meet the diverse needs of Live Oak citizens.

## *Goals & Objectives Related to Neighborhood & Business Enhancement*

*GOAL 11:*

*Provide for housing diversity in neighborhoods throughout the City.*

*Objective 11.1:*

Establish strategies for encouraging increased square footages and lot sizes to encourage low-density residential development.

*Objective 11.2:*

Ensure that the City's Zoning Ordinance provides for an adequate range of square footages and lot sizes for new development.

*Objective 11.3:*

Review the City's policies related to two-family and multiple-family housing, including zoning regulations, market need, potential effects on land use compatibility, traffic generation, and aesthetics.

*GOAL 12:*

*Protect the integrity of existing and future neighborhoods by ensuring that existing neighborhoods are maintained to a high standard and by ensuring that new neighborhoods are developed to a high standard.*

*Objective 12.1:*

Recognize the importance of existing older neighborhoods to the character of Live Oak by implementing policies, such as proactive code enforcement, that will support their long-term viability, marketability, and attractiveness.

*Objective 12.2:*

Ensure that new residential areas are developed to a high standard by reviewing, and revising if necessary, the existing standards for residential development.

---

GOAL 13:

*Enhance and expand the local economy by attracting and maintaining businesses in Live Oak.*

*Objective 13.1:*

Review current policies related to economic development, such as tax abatement, and revise such policies if necessary.

*Objective 13.2:*

Establish a listing of targeted industries that the City should actively pursue to locate in Live Oak.

*Objective 13.3:*

Establish specific ways in which to actively market Live Oak as a premier location for target industries.

*Objective 13.4:*

Create a general marketing theme for Live Oak that emphasizes positive local characteristics such as quality of life, quality labor force, competitive land prices and supportive City government.

*Objective 13.5:*

Research and investigate the ability of Live Oak to compete with surrounding communities for new business development, business retention, and conferences; identify ways in which Live Oak can be increasingly competitive.

*Objective 13.6:*

Maximize economic development opportunities along Interstate Highway 35 and Loop 1604.

*Objective 13.7:*

Work in conjunction with the Economic Development Corporation on all economic development related efforts.

GOAL 14:

*Ensure that Live Oak projects a positive visual image that makes the City attractive to quality businesses.*

*Objective 14.1:*

Investigate the feasibility of City funding participation to improve the appearance of existing businesses along major thoroughfares, such as Interstate Highway 35; examples of City participation include matching grant programs and infrastructure improvements.

*Objective 14.2:*

Ensure that the City's land use policies and Zoning Ordinance provisions include requirements for high quality new nonresidential development; ensure that land use policies are consistent with economic development objectives.

*Objective 14.3:*

Ensure that a positive image of Live Oak is reflected within major transportation corridors, specifically Interstate Highway 35 and Loop 1604.

*Objective 14.4:*

Investigate various ways in which to enhance the visual character of Live Oak, including the establishment of gateways at strategic locations, the incorporation of landscaping, the enhancement of key corridors, such as Interstate Highway 35 and Loop 1604.

*Objective 14.5:*

Investigate ways in which to increase community identity.