



BEAUTIFICATION PLAN

2017- 2018

Table of Contents

Purpose and Goal.....	1
Background	1
INITIATIVE 1 CORRIDOR BEAUTIFICATION	2
INITIATIVE 2 I-35 MAINTENANCE.....	2
INITIATIVE 3 DOWNTOWN REVITALIZATION.....	3
INITIATIVE 4 COMMUNITY GARDEN & PARK ENHANCEMENTS.....	4
INITIATIVE 5 CODE COMPLIANCE	5
Summary	5

Purpose and Goal

The City of Kyle Beautification Plan is a comprehensive proposal intended to guide policy and community programming that supports the beautification of public and private properties in the city limits of Kyle, Texas. The plan includes an analysis of the city's beautification needs and offers recommendations on fulfilling those needs. The overall goal of the Beautification Plan is to identify and implement projects that will beautify our community, support civic participation, increase desirability of commercial and residential real estate, and encourage residential homeowners and business owners to invest in landscaping and cleanup of their properties.

Background

The City of Kyle is a growing community, home to over 40,000 citizens. Eight miles north of San Marcos and 20 miles south of Austin, Kyle is the second largest city in Hays County. Approximately 60 miles north of San Antonio, 200 miles west of Houston and 250 miles south of Dallas, Kyle enjoys a south-central location convenient to most major population centers in Texas. With a strategic location, close to major highways, airports and rail, Kyle is poised for rapid population growth and continued residential and business development. To best support and sustain this growth, the city wishes to prioritize beautification projects that enhance the quality of life for residents, businesses, and visitors alike. The City of Kyle would like to partner with the community on the initiatives outlined in this plan.

The benefits of a Beautification Plan include:

1. Consistency in decision making - The Beautification Plan provides decision makers with a consistent reference point for directing beautification efforts.
2. Ability to make informed decisions - The Beautification Plan includes information on existing conditions and offers recommendations that will enable decision makers to understand to impact of their involvement and stewardship.
3. Positive economic development - Beautiful communities attract new growth and development while protecting both residential and commercial property values.

INITIATIVE 1 | CORRIDOR BEAUTIFICATION

The frequent manicuring of major thoroughfares throughout the City of Kyle is a key priority in our beautification efforts. Attractive corridors welcome visitors and serve as a source of civic pride for residents and businesses. Investing in and promoting a high standard of care for the city's image and appearance will encourage community involvement toward consistent upkeep.

Task	Cost	Responsible Dept. (Fund)	Schedule
Plant Street Trees in median of FM-150 East from IH-35 to Hill St.	Estimated cost of \$250,000	Public Works and Parks (General)	To Be Determined
Trim Overgrown grass and trees	Minimal	Public Works (Storm Drainage)	Ongoing
Adopt a Street/ Highway	Minimal	Public Works (General)	Ongoing
Increased Code Enforcement (convert part time positions into full time)	\$120,000 annually	Police (General)	To Be Determined
Banners	\$40,000	Parks (General)	November
Wayfinding Signage	\$50,000	Public Works (General)	Ongoing
Backlit Street Signage	Estimated at \$4,000 per intersection	Public Works (General)	To Be Determined
Install Decorative Street Lamps on 1626 (similar to Kyle Parkway) from IH-35 to train tracks	Estimated at \$300,000	Public Works (General)	To Be Determined
Repair and install Irrigation on Kyle Parkway and median from Dacy to train tracks, install and maintain landscaping	Estimated at \$1,000,000	Public Works and Parks (General)	To Be Determined
Install tree and irrigation in the median between City Hall and Train Depot	Estimated at \$8,000	Public Works and Parks (General)	To Be Determined
Replace colored stamped concrete in downtown's side-walks, medians and pedestrian crossings with brick pavers	Estimated at \$500,000	Public Works (General)	To Be Determined

INITIATIVE 2 | I-35 MAINTENANCE**Right-of-way Maintenance**

The Texas Department of Transportation (TxDOT) is required to conduct right-of-way maintenance twice yearly along the nine miles of I-35 that pass through the City of Kyle. Despite

state signage citing fines to dissuade commuters from littering, the volume of trash that collects on a weekly basis calls for a consistent litter control program.

Approximately 100,000 commuters pass through this stretch of highway each day, presenting a unique opportunity to attract and invite visitors, businesses, and home buyers that would otherwise pass us by.

Task	Cost	Responsible (Fund)	Dept.	Schedule
Easter Seals (The 850 acres/8miles of IH-35 ROW should be cut and trash picked monthly. This would extend current service to monthly mowing & trash services)	\$60,000	Parks (General)		To Be Determined
Trim Overgrown Trees	No significant cost	Public Works (Storm Drainage) and Parks (General)		Ongoing
Gateway Signage	\$200,000	Administration (General, HOT)		October
Paint Bridges	Estimated at \$4,000 per intersection	TxDOT, Public Works		To Be Determined
Light Bridges	Estimated cost ranges from \$10,000 - \$80,000 per bridge, or more, depending on scope	Admin		To Be Determined
Repurpose Rest Areas	Scope of project unknown at this time	Public Works (General)		To Be Determined

INITIATIVE 3 | DOWNTOWN REVITALIZATION

The City of Kyle's downtown core has a rich history that provides a scenic backdrop for developing an attractive center for civic life. The construction of lighting and furniture, such as additional benches and trash receptacles, would pave the way for an enhanced streetscape that would increase both resident use and tourism.

Task	Cost	Responsible (Fund)	Dept.	Schedule
City Square Park Improvements	\$294,000 (Sidewalk repairs & widening - \$65,000 Interior decorative lamps - \$80,000 Exterior bollards - \$80,000 Relocate flagpoles, signs, Irrigation, landscape and turf - \$40,000 Benches, tables &	Parks (General)		Commencing Oct 2017

	trash receptacles - \$15,000 Remove and relocate digital marquee - \$14,000)		
Utilities underground or move off Center St	\$250,000 budgeted	Public Works/Engineering (General)	To Be Determined
Increase the light lumens in the existing street lamps in down town	Estimated at \$200/pole	Public Works	To Be Determined
Increased Code Enforcement (convert part time positions into full time)	Estimated at \$120,000 annually	Police (General)	To Be Determined
Extend the downtown streetscape and landscape on Center St east to IH-35 and west to Rebel	Estimated at \$5,586,000	Public Works, Parks, Engineering (General)	To Be Determined
Additional Maintenance crews to maintain downtown and ROW's	Estimated at \$180,000 annually plus \$120,000 initial start up equipment	Public Works & Parks (Storm & General)	To Be Determined

INITIATIVE 4 | COMMUNITY GARDEN & PARK ENHANCEMENTS

The City of Kyle has set aside a four acre tract of land east of IH-35 and south of FM-150, within the Post Oak neighborhood, for a community garden or some similar use. Being within a neighborhood with limited access prohibits traditional park development but contains soil and drainage suited for plant growth. Shared gardens promote community engagement and foster civic pride. Access to fresh, locally grown produce also improves the health and wellness of the city's residents. The space could also serve to host education programs and workshops in conjunction with local schools and civic groups.

Task	Cost	Responsible Dept. (Fund)	Schedule
Acquire Parcel Adjacent to Library	\$35,000	Parks (General)	November
Develop Post Oak Parcel	Estimated at \$100,000	Parks (General)	To Be Determined
Fertilize Parks (currently fertilizing park's playing fields)	\$2,000/Annually	Parks (General)	Throughout Year
Purple Pipe (4 miles of 12" purple pipe laid adjacent to waste water projects throughout town)	Estimated at \$320,000	Engineering (Waste Water)	To Be Determined

Tree planting program (10 trees per year around city parks)	\$2,000/annually	Parks (General)	Fall
Repurpose Rest Areas	Scope of project unknown at this time	Public Works (General)	To Be Determined
Adopt a Park/Creek Program	No significant cost	Parks (General)	November

INITIATIVE 5 | CODE COMPLIANCE

The City of Kyle's codes and ordinances address a wide variety of areas, including building construction and safety, fire safety, dangerous buildings, nuisance violations, public health, and zoning and sign violations. Through this initiative, the city's Code Enforcement Office will work with other departments to identify and abate code violations with the intent of improving the quality of life for residents and the general citizenry. The Code Enforcement Office will look for violations of high weeds and grass, junk vehicles, the accumulation of junk and debris, locations that do not have address numbers posted, dangerous structures, and other violations of the City Code. Ensuring that residents and businesses meet the city's minimum requirements will promote individual beautification efforts and enhance our neighborhoods.

Task	Cost	Responsible Dept. (Fund)	Schedule
Neighborhood Blitzes - clean up events with roll offs in targeted neighborhoods/areas	\$30,000 annually	Code Enforcement	To Be Determined
Lien Properties	Estimated at \$30,000 annually	Municipal Court	To Be Determined

Summary

The goal of the beautification plan is to improve the overall appearance of and the quality of life within the City of Kyle. The elements of the plan will be combined to enhance the brand of Kyle to create a unique sense of place for our growing community. Smart investment in beautification programs will support both existing and proposed private and public investments in the area. As a living document, the Beautification Plan will continue to identify projects that will beautify our community, increase desirability and quality of life, and encourage residential homeowners and business owners to invest in landscaping and cleanup of their properties.