


Morgan's Point Resort Economic Development Corporation

Work Plan 2025–2026

Phased Activation • Strategic Stewardship • Community-Centered Growth

Stakeholders Meeting (EDC, City Council, Residents, Business Owners/Entrepreneurs)

Date: November 18, 2025- 6:00 PM- Garrett and Mic Hill Event Center- 60 Morgan's Point Blvd.

 **Executive Summary-** The Morgan's Point Resort Economic Development Corporation (EDC) presents this 2025–26 work plan to outline proposed projects, mobility improvements, and collaborative vendor opportunities that reflect resident priorities and strategic growth potential.

At the heart of this plan is the EDC's long-term strategic goal: the creation of a New Village Center—a walkable, mixed-use district that blends civic services, small business opportunities, and community gathering spaces. This concept, shaped by resident input during the Comprehensive Plan update, would require centralized sewer infrastructure to unlock development potential across the Four Corners area and surrounding parcels. While no formal site plan has been adopted, the FM 2483 Corridor Master Plan (partially funded by the EDC) explores its feasibility. The EDC remains committed to preparing for this future through phased activation and infrastructure-first planning.

The EDC's proposed Tiny Business Village site is City-owned, and any activation, leasing, or improvements by the EDC must be authorized by City Council. This partnership ensures transparency, legal compliance, and alignment with broader municipal goals. With commercial zoning, high visibility, and existing infrastructure, Four Corners remains the most viable location for retail pilots, vendor activations, and scalable economic development. An approved Safe Routes to School sidewalk connecting Lake Belton High School to Sobrante is scheduled to begin construction in October 2025, further enhancing pedestrian access and youth engagement.

One of the most promising areas within Four Corners is a 3-acre wooded section along Lake Forest Drive—furthest from the FM 2483 intersection. While Council has not yet defined its long-term use, this parcel offers a rare opportunity to activate the land without compromising its natural character. The EDC's modular approach allows for pop-up chalets and vendor spaces to be placed with care, preserving mature trees and integrating shade into the visitor experience. These trees are not obstacles to development—they are community assets. Their preservation is central to the Village's appeal, offering beauty, comfort, and a sense of belonging to residents who prize Morgan's Point Resort's natural heritage.

Other potential activation sites, such as Oakmont, Rogers, Smith, and Ansay Parks, face zoning, infrastructure, visibility, and regulatory constraints. Many may be located on land leased from the U.S. Army Corps of Engineers, which could restrict or prohibit retail activity. The marina's upper property, while scenic, is better suited for overnight accommodations or water-based tourism than walk-up

retail. Until lease status and land use permissions are clarified, all income-generating programming is being prioritized on City-owned, commercially zoned parcels—pending Council approval.

This work plan reflects MPR EDC’s values: dignity, inclusion, and forward-thinking stewardship. Each initiative is modular, scalable, and rooted in community feedback—designed to build pride, access, and prosperity for all.

Four Corners as a Strategic Civic & Commercial Gateway

The Four Corners area—anchored by the intersection of FM 2483 and Lake Forest Drive—is one of Morgan’s Point Resort’s most valuable planning assets. It is home to the **Safety Center**, an existing strip mall, and sits adjacent to **11 acres of privately owned (Perro Grande) commercial property** and an **established HOA neighborhood along FM 2483**. This corridor is also the recommended location for future civic infrastructure—as outlined by **KPS Engineers in the FM 2483 Comprehensive Plan**.

Nearby, at the intersection of FM 2483 and Morgan’s Point Road, lies the **Central Texas Castles parcel**, a 3.19 acre undeveloped commercial tract. Though not adjacent to the Safety Center, its proximity reinforces the opportunity to:

- **Activate the city’s only commercial corridor**, supporting retail, services, and civic identity
- **Reinforce Four Corners as a walkable, mixed-use gateway**
- **Enable shared infrastructure planning**, including signage, access coordination, and traffic calming
- **Introduce design opportunities**, such as buffering between civic, commercial, and residential uses

The **Tiny Business Village**, proposed by the MPR EDC, would begin as a **pop-up demonstration** with entrance via Lake Forest Drive. If incorporated into a larger commercial development, most vehicular traffic would eventually shift to FM 2483, while **pedestrians could continue to access the area via Lake Forest**, preserving walkability and neighborhood connectivity.

However, constructing a new entrance on FM 2483 would require **significant investment and coordination with TXDOT**, making it a longer-term goal. Therefore, it is both **practical and fiscally responsible** to allow the **first phases of development—including the Tiny Business Village and early civic uses—to proceed using Lake Forest Drive** for access. This approach enables early activation while preserving flexibility for future infrastructure upgrades.

The **Safety Center’s existing ingress and egress on Lake Forest Drive must not be used to block or delay adjacent development**. It should be viewed as a **coordinating asset—not a constraint**. The site previously supported a brush drop-off pit with regular trailer and truck traffic and **no reported safety issues**, demonstrating that the area can safely accommodate light commercial and civic activity.

Any development of the **35 city-owned acres (MPR Village Center)** should follow a **phased-in approach**, reflecting current financial realities and allowing for modular activation over time. If the City chooses to **lease or sell portions of the property**, the timeline and scope of development could accelerate—but the principles of coordinated access, civic dignity, and neighborhood compatibility should remain central.

Research Highlights: Safety Center Access & Civic-Retail Compatibility

- **FHWA Access Management Guidelines** confirm that driveways near intersections can be safely managed through spacing, signage, and coordinated planning—especially on rural roads like Lake Forest Drive.
- **Texas Local Government Code Chapter 212** gives municipalities broad authority to regulate subdivision and property development, including driveway placement and shared access strategies. It does **not prohibit adjacent civic and commercial uses**.
- **Texas Landowners Council and Wilson County Development Rules** reinforce that cities may coordinate access points across parcels, and that **existing civic uses do not preclude adjacent development**—provided safety and visibility standards are met.
- **Texas Local Government Code Section 232.0034** outlines emergency vehicle access requirements for large subdivisions, but these do **not apply to small-scale civic-commercial corridors** like Four Corners.
- **Zoning and land use guidance from the Texas Municipal League and North Central Texas Council of Governments** supports **mixed-use planning**, confirming that civic buildings and retail storefronts can safely coexist when access is coordinated and scaled appropriately.

These findings reinforce that Morgan’s Point Resort is well-positioned to pursue a **coordinated civic and retail strategy** at Four Corners—especially through phased activation, shared access, and modular planning.

Pedestrian connectivity will further reinforce this vision:

- A **formal sidewalk** will link the high school to FM 2483 and Morgan’s Point Road
- **Neighborhood walkers will continue using Lake Forest Drive**, which should be enhanced with traffic calming and visual cues
- Civic and commercial assets can be linked through **shared signage, natural buffers, and phased infrastructure**

The Four Corners area is not just a traffic node—it is a **gateway to Morgan’s Point Resort’s future**. Commercial development here should be embraced, not blocked, and the Safety Center’s presence should be seen as a **partner in progress**, not a limitation.

Safety Center Access & Driveway Coordination

- **FHWA Access Management (Driveways)**
 - [Access Management \(Driveways\) | FHWA](#)
 - [FHWA Driveways Rural Road Safety Briefing Sheets - Access Management](#)
 - [Local and Rural Road Safety Briefing Sheets - Access Management \(Driveways\)](#)

Civic & Commercial Compatibility in Texas

- **Texas Local Government Code Chapter 212**

- [LOCAL GOVERNMENT CODE CHAPTER 212. MUNICIPAL REGULATION OF SUBDIVISIONS AND PROPERTY DEVELOPMENT](#)
- [Texas Local Government Code Chapter 212 – Municipal Regulation of Subdivisions and Property Development](#)
- **Texas Local Government Code Section 232.0034 –**
 - [Texas Local Government Code Section 232.0034 – Additional Requirements: Access by Emergency Vehicles](#)
- **Texas Municipal League – Zoning and Mixed-Use Guidance**
 - [Land Use Essentials Handouts | Texas Municipal League, TX](#)
 - [LOCAL GOVERNMENT CODE CHAPTER 211. MUNICIPAL ZONING AUTHORITY](#)
- **Texas Landowners Council – Driveway Coordination & Property Rights**
 - [Texas Landowners Council](#)
- **North Central Texas Council of Governments – Regional Mixed-Use Planning**
 - [NCTCOG 2020 Land Use Description.pdf](#)

Project Details

Tiny Business Village

A modular pop-up demonstration designed to energize local entrepreneurship and test walkable retail concepts within the Four Corners commercial zone. The Village will be activated in three phases, allowing the EDC to begin programming immediately while building toward long-term infrastructure and economic impact.

Phased Activation

Phase 1: Ground, Electric and Water Improvements

- Site preparation and utility access to support pop-up events
- Launch of seasonal programming (e.g., Cinco de Mayo fundraiser for Friends of the Mary Ruth Briggs Library)

Phase 2: Model Chalet Installation

- One fully constructed chalet to serve as a visual demonstration of the final buildout
- Used for signage, supply storage, and vendor orientation

Phase 3: Full Chalet Rollout

- Installation of six retail chalets for rotating vendors: artisans, micro-retail startups, and youth-led businesses

- Makerspace Pavilion for workshops, demos, and youth programming
- Small outdoor event area for weekend markets and performances
- Designated space for a mobile bakery vendor, responding to the community’s top request

 **Return on Investment (ROI)**

The Tiny Business Village is a measurable economic development pilot, designed to track ROI across financial, civic, and strategic dimensions.

 **Direct Financial ROI**

- Vendor lease revenue from chalets
- Food truck and pop-up event rentals
- Bakery sales tax contributions
- Makerspace fees and private rentals
- Sponsorships and naming rights

 **Civic & Economic Development ROI**

- Youth entrepreneurship: 1+ youth-led businesses launched
- Business incubation: 1–2 vendors transition to permanent storefronts
- Tourism and foot traffic: regional draw for events and weekend markets

 **Strategic ROI**

- Infrastructure testing to inform permanent Village Center planning
- Visible, phased investment builds public trust
- Strengthens grant readiness for small business, mobility, and placemaking initiatives

 **Why Four Corners Works**

The EDC’s focus on Four Corners is grounded in opportunity, legal clarity, and infrastructure readiness. The 35-acre City-owned parcel offers the strongest foundation for scalable, income-generating projects.

 **Natural Heritage & Tree Preservation**

The Tiny Business Village is a celebration of Morgan’s Point Resort—not just its entrepreneurial spirit, but its natural beauty. Located on a 3-acre section of City-owned land along Lake Forest—furthest from the FM 2483 intersection—this area is defined by its mature tree canopy, a living legacy that many residents consider sacred.

At this time, Council has not provided a clear long-term vision for this portion of the Four Corners property. But while its future remains uncertain, its present offers a rare opportunity: to activate the

space without destroying what makes it special. The Village’s modular format allows us to preserve the trees—avoiding root zones, minimizing ground disturbance, and placing chalets with care so that the canopy remains intact.

These trees are more than scenery. They are part of our identity. They offer shade, habitat, and a sense of continuity that connects generations. Clearing them for permanent structures would be irreversible. But with modular design, we can bring life to the space now—hosting weekend markets, youth-led businesses, and shaded gatherings—without compromising the land’s long-term potential.

This is not just a design choice. It’s a commitment to stewardship. The EDC affirms that economic growth in Morgan’s Point Resort can—and must—coexist with ecological respect. The trees that have stood for decades can continue to stand, offering beauty, comfort, and belonging to every resident who walks beneath them.

Zoning & Legal Readiness

- Commercially zoned—no need for zoning changes or special use permits
- Fewer legal barriers than Corps-leased parks or private parcels
- City retains full ownership; EDC actions require Council approval

Visibility & Access

- High-traffic intersection at FM 2483 and Morgan’s Point Road
- Approved sidewalk from Lake Belton High School to Sobrante enhances youth access
- Proximity to neighborhoods, schools, and civic facilities

Infrastructure Needs

- Utilities are nearby and easily bundled
- Ground prep and electric/water access for Phase 1
- ADA-compliant paths and signage for Phases 2 and 3
- Optional sewer tie-in if site becomes permanent
- Shared lighting, seating, and waste disposal across all phases

Financial Sustainability

- Predictable lease revenue from chalets, food vendors, and events
- Lower risk and higher return than activating private or Corps-managed land
- Scalable and modular—can grow, relocate, or be sold based on performance

Long-Term Growth Potential

- Pilot-to-permanent pipeline for retail and civic amenities

- Anchor for beautification, branding, and tourism
- Supports bundled programming with transit, youth engagement, and seasonal events

Why This Matters

“This is the only place where we can legally and visibly support small businesses without jumping through hoops. It’s central, walkable, and ready.” — Resident comment during vendor outreach

Success Metrics

- City Council approval for phased activation
- 80% vendor occupancy within 3 months of launch
- 1+ youth-led businesses launched
- 1–2 vendors transition to permanent storefronts
- Bakery vendor operational and serving 1,000+ residents in first 90 days
- Positive feedback from residents and vendors on visibility, safety, and access

Next Steps

- Present activation proposal to City Council for approval
- Finalize chalet and bakery specs
- Confirm utility access and ADA layout
- Launch vendor interest form and outreach calendar
- Coordinate signage and bundled programming with transit and youth partners

 **Mobile Bakery Setup (Integrated into Tiny Business Village)** A shaded, walkable activation site for a mobile bakery—now proposed within the Tiny Business Village to ensure stability, visibility, and shared infrastructure.

Concept Overview

- Mobile bakery trailer or cart located within the Tiny Business Village at Four Corners
- Shared foot traffic and marketing with other vendors
- Low-overhead launch model for food entrepreneurs
- Potential transition to permanent storefront if successful


Infrastructure Needs

- Electrical access and waste disposal
- ADA-compliant seating and signage

- Downward-facing lighting to enhance safety while preserving night sky goals

 **Economic Potential**

- Daily sales revenue
- Local job creation
- Sponsorships and bundled event programming

 **Why Not Private Parcels?** Initial concepts explored placing the bakery on privately owned commercial parcels near Four Corners. However, early research identified several challenges:

- Insurance & liability complexities
- Limited pedestrian access and visibility
- Costly infrastructure gaps (power, ADA, waste)
- Lease instability and long-term uncertainty


 **Bus Stop Activation (Lake Forest & Village Center Placement)** A proposed shaded bus stop and mobility node near the Tiny Business Village—designed to improve access, safety, and visibility for residents and visitors.

 **Concept Overview**

- Covered bus stop with seating, signage, and ADA-compliant access
- Located near Lake Forest Drive, adjacent to the Tiny Business Village
- Positioned off the high-traffic intersection of FM 2483 and Morgan’s Point Road for improved safety
- Serves as a mobility anchor for walkable retail, events, and future Village Center development

 **Infrastructure Needs**


- Concrete pad and ADA ramp
- Covered shelter with seating and downward-facing lighting
- Wayfinding signage and route information
- Optional bundled utilities for kiosk or digital signage

 **Night Sky Programming (EDC Director Review)** Nature-based programming designed to foster tourism, youth engagement, and neighborhood peace. This concept is currently under EDC Director review and may be considered for phased activation within the Village Center area, pending Council direction and site suitability.


 **Concept Overview**

- Stargazing weekends and seasonal astronomy events


- Youth education: telescope stations, interpretive signage, guided hikes
- Pursuit of International Dark Sky designation through DarkSky International
- QR-coded trail system with celestial facts, mythology, and science links
- Vendor activation: food, crafts, and educational booths tied to seasonal sky themes
- Volunteers- community-powered **Star Stewards** program to support event setup, education, and outreach

 **Village Center Opportunity: Four Corners Site** The Four Corners area within the Village Center offers a strategic location for immersive Night Sky Programming with income-generating potential:

- **Lower ambient light** and greater distance from stadium lighting support telescope viewing and interpretive programming
- **Flexible zoning and infrastructure** allow for vendor activation, and seasonal tourism events
- **Proximity to Village Center amenities** ensures access to parking, restrooms (future amenity), signage, and cross-program integration
- **Revenue potential** through bundled educational programming, and vendor partnerships
- **Cross-program synergy** with Tiny Business Village, seasonal festivals, and youth initiatives

 **Oakmont Park Evaluation** Oakmont Park was initially considered due to its natural beauty and quiet surroundings but the site presents limitations for formal Night Sky Programming:

- Light interference from Lake Belton High School’s stadium and security fixtures compromises eligibility for Dark Sky designation
- Lease status is under review, and the land may be managed by the U.S. Army Corps of Engineers—potentially restricting retail, vendor, or camping activity beyond current use
- Zoning and infrastructure do not support commercial programming or long-term vendor activation

 **Alternative Use at Oakmont** Though not viable for immersive, income-generating astronomy programming, Oakmont remains a strong venue for seasonal, community-based events:

- **Urban Stargazing & Light Pollution Awareness:** Educational overlays, QR-coded trails, and red-light guided walks
- **Storytelling & Seasonal Camping:** Campfire talks, acoustic music, and constellation hikes that foster youth engagement and neighborhood connection

Camping in Morgan’s Point Resort: Past, Present, and Future

Camping has long been part of Morgan’s Point Resort’s identity—from lakeside retreats to community festivals. As the City explores new ways to activate public spaces and support tourism, camping offers a flexible, low-impact strategy to connect residents and visitors with nature, local culture, and seasonal programming.

Site Overview & Opportunities

Location	Status & Suitability
Rogers Park	Historically supported camping; currently inactive. Could be reconsidered for primitive or group camping with lake access.
Oakmont Park	Proven success with BusFest . A great place for family campouts , seasonal storytelling, and nature-based programming. Not suitable for commercial or low-light astronomy events due to stadium lighting and lease constraints.
MPR Marina- high ground	Prime location for glamping pods and income-generating overnight stays. Zoning and infrastructure make it a natural “hotel” alternative for guests and residents alike.

Experience-Based Programming

- **Night Sky Themes:** From immersive stargazing at Four Corners to light pollution awareness walks at Oakmont, each site offers a unique lens on the cosmos.
- **Seasonal Storytelling & Campfire Events:** Engage families and youth with guided hikes, acoustic music, and constellation lore.
- **QR-Coded Trails:** Interactive signage and wayfinding that blend science, history, and local pride.
- **Vendor & Food Integration:** Especially at Village Center, camping can be paired with local food trucks, crafts, and educational booths.

Strategic Benefits

- **Tourism Activation:** Offers options for festival-goers, cyclists, and nature tourists.
- **Youth Engagement:** Encourages outdoor learning and stewardship through programs like **Star Stewards**.
- **Revenue Generation:** Bundled event fees can support reinvestment in parks and infrastructure.
- **Community Connection:** Reinforces MPR’s identity as a welcoming, nature-forward destination.