



LAND DEVELOPMENT OPPORTUNITY

Shaffer Bend Recreation Area

706 County Road 343A, Marble Falls, TX 78654

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LCRA parks is interested in establishing new alliances for development opportunities at Shaffer Bend Recreation Area, located along the Colorado River near Marble Falls, Texas.

LCRA hopes to expand or attract new park visitor demographics through diverse and unique offerings.

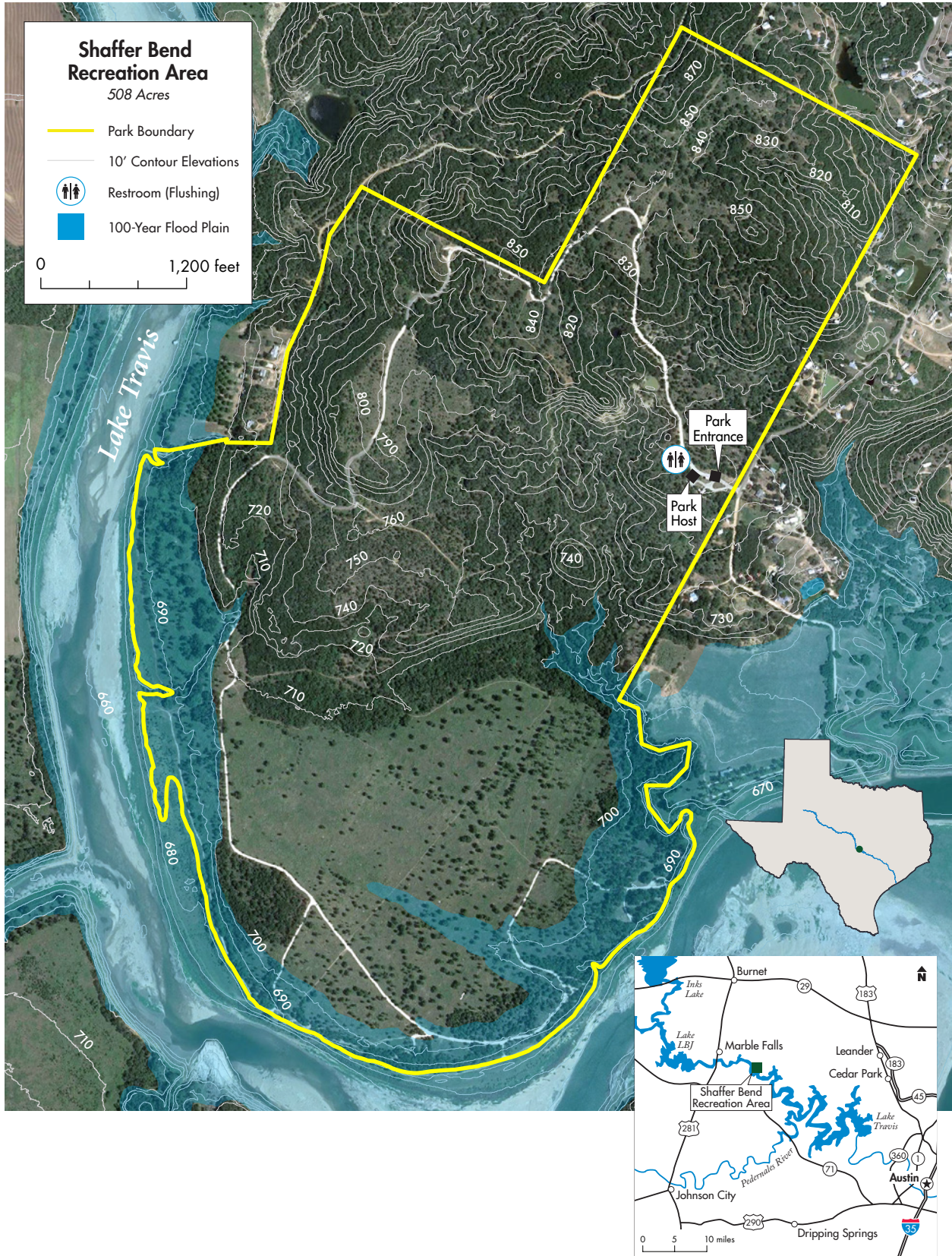
GEOGRAPHIC CONTEXT



Located one hour from downtown Austin and one hour and fifteen minutes from downtown San Antonio, Marble Falls is the gateway to the Highland Lakes of the Texas Hill Country. Marble Falls is the regional retail, wholesale, trade and service center for a primary trade area of 70,000 people and a secondary trade area population of 150,000. The area is home to miles of rich wildlife habitat, picturesque views and hospitable people. The Highland Lakes are six lakes (Lake Buchanan, Inks Lake, Lake LBJ, Lake Marble Falls, Lake Travis and Lake Austin) on the Colorado River.

Just 10 miles east of Marble Falls, Shaffer Bend Recreation Area's scenic terrain and proximity to dining and retail options appeal to those looking for a relaxing weekend getaway and make for strong development potential. This lakefront property on the north shore of Lake Travis in Burnet County, Texas, has over 500 acres above the elevation of 681 feet above mean sea level (feet msl), including over 250 acres outside of the 100-year flood plain, as exhibited in the Existing Site Conditions aerial map. The recreation area has an easily accessible waterfront, multiuse trails with lake and hillside views, and primitive campsites.

EXISTING SITE CONDITIONS





The natural beauty of the Highland Lakes makes them ideal for tourism, vacation homes and retirement homes. Lake Travis and the Texas Hill Country are top destinations for water and outdoor recreation, vineyard tours, birding, and wildflower viewing for an estimated 2.3 million visitors per year. The economy depends on tourism and natural resources including granite and limestone mining and business services.

- To safeguard the unique qualities of the area, LCRA’s Highland Lakes Watershed Ordinance, On-Site Sewage Facilities and U.S. Fish and Wildlife Service Endangered Species regulations must be observed for all development within Shaffer Bend Recreation Area.
- Inhabitable structures shall be placed above the 722 feet msl contour, while recreational amenities may exist within the 100-year flood plain with approval from Burnet County.

DEMOGRAPHICS

Within:	25 miles	50 miles	150 miles
General Household Statistics			
2019 Households	163,080	963,111	2,727,327
Income			
2019 Med HH Income	\$92,835	\$71,857	\$60,460
% 2019 HHs >\$50k	75.5%	66.7%	59.3%
Lifestage			
2019 % of Pop 18-35	23.5%	30.8%	29.3%
2018 % of Pop with Children	38%	33%	34%

Source: Esri, 2019





For more information, to schedule a tour or to apply to be a partner,
visit www.lcra.org/parks or email partner@lcra.org.