



City Council Goals & Priorities:
Comprehensive Plan and
Parks Master Plan
Update



City Council –March 7, 2023

COMP PLAN & PARKS MASTER PLAN PRESENTATION

Public Outreach So Far

- **1st Open House**
 - Participants
 - Topics Covered
 - Overarching Themes
- **1st Community Survey**
 - Limits of Survey
 - Topics Covered
 - Overarching Themes
- **Next Steps**
 - Upcoming Public Events



1ST OPEN HOUSE: JAN 18

- Pioneer Museum
Old Sanctuary
- 4:00-7:00 PM
- 87 attendees
signed in –
approx. 100
walked through
- Goal: solicit initial
community input



TOP PRIORITIES FOR THE FUTURE

- PARKS & OPEN SPACE
- HOUSING
AFFORDABILITY
- ABILITY TO WALK TO
DESTINATIONS
- QUALITY
NEIGHBORHOODS

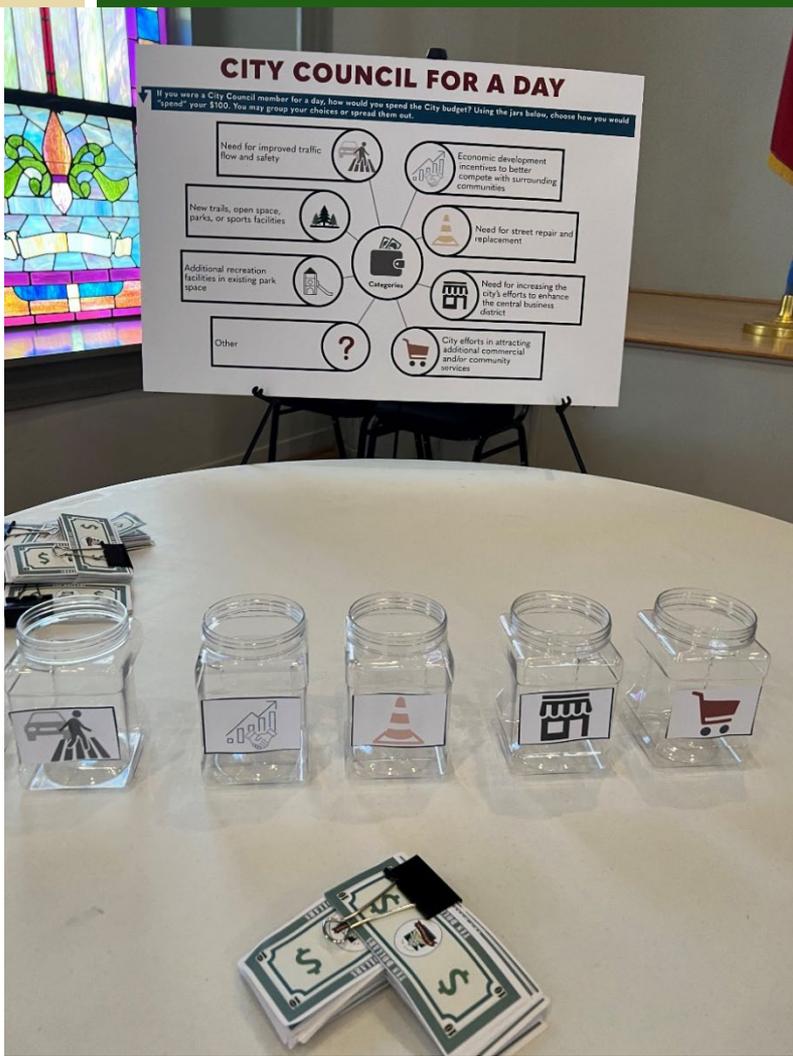


GOOD & BAD:

What do we need more/less of?

Need More	Need Less
Parks & Walkability/Bikeways x5	STRs x6
City Beautifications	Too much traffic x1
Affordable Housing x9	Too much alcohol based businesses x7
Trash pickup by city	Semis on Main Ave/Through traffic x6
Bypass for trucks x3	Divisive Issues!
Variety of restaurant styles	Too many adult activities x5
Recycling curbside x3	Subdivisions that have no community facilities

City Council for a Day: Budget Priorities



Spending Option	Votes
New trails, open space, parks, or sports facilities	227
Need for improved traffic flow and safety	133
Additional recreation facilities in existing park space	114
Economic development incentives to better compete with surrounding communities	84
Other	52
City efforts in attracting additional commercial and/or community services	45
Increasing the city's efforts to enhance the central business district	38
Street repair and replacement	37

- Hike and bike trail along Highway 290
- Limit short term rentals (x3)

IDEAS FROM KIDS

What do you like about Fredericksburg?



LOSE
PIZZA UPS



What is something you want in Fredericksburg in the future?

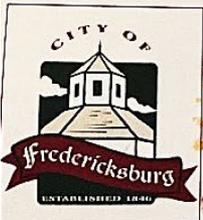


SWIMMING



What do you NOT like about Fredericksburg?

GROWUPS



What is something you do NOT want in Fredericksburg in the future?



Drawing by Annalise Kirchner

1ST COMMUNITY SURVEY



1104 total
responses



Open

Nov 10 –
Feb 17

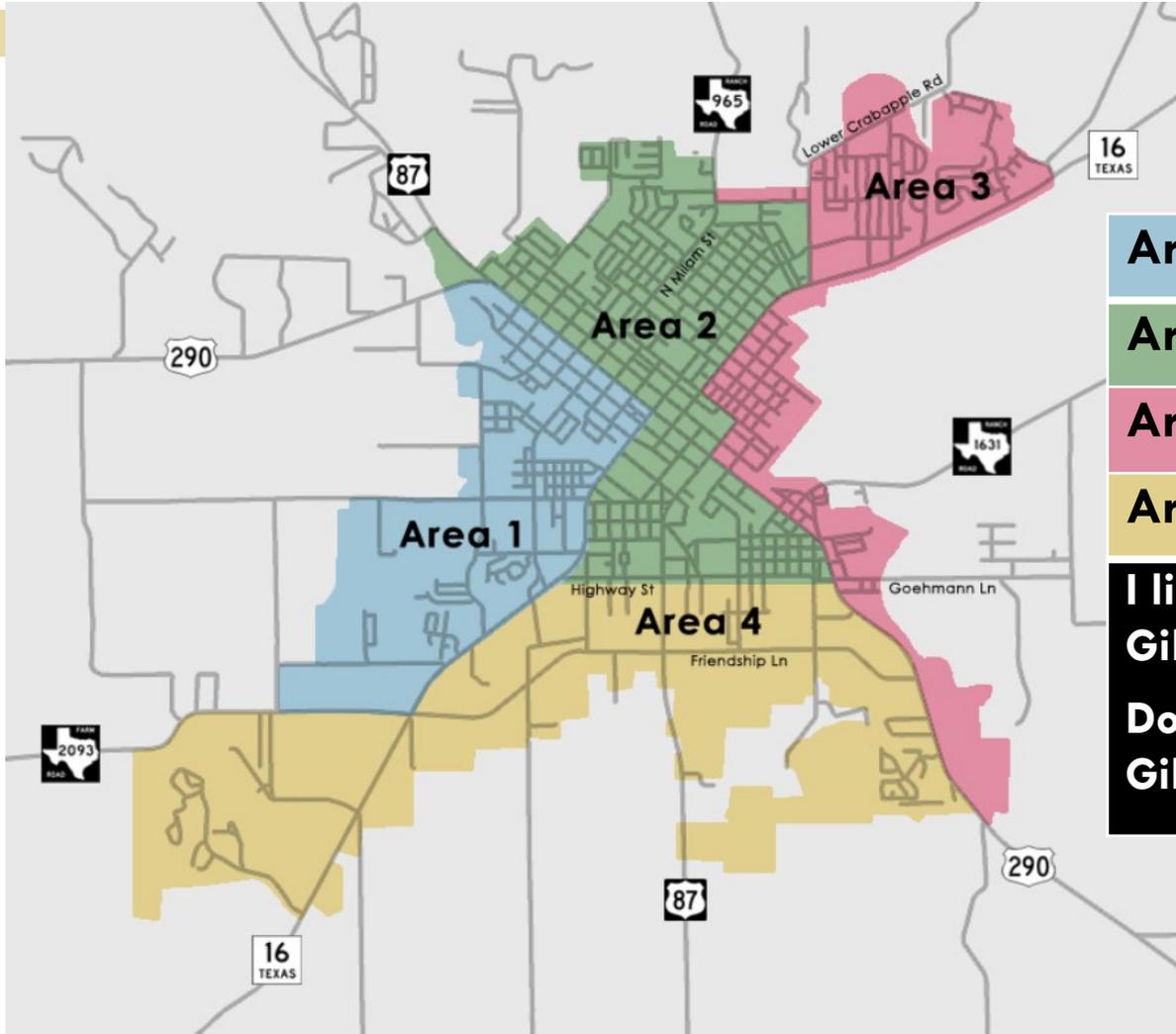


24
Questions



Goal:
solicit initial
community input

Where do you live?



Area 1	14%	158
Area 2	30%	333
Area 3	20%	224
Area 4	9%	103
I live nearby in Gillespie County Do NOT live in Gillespie	24%	265
		18

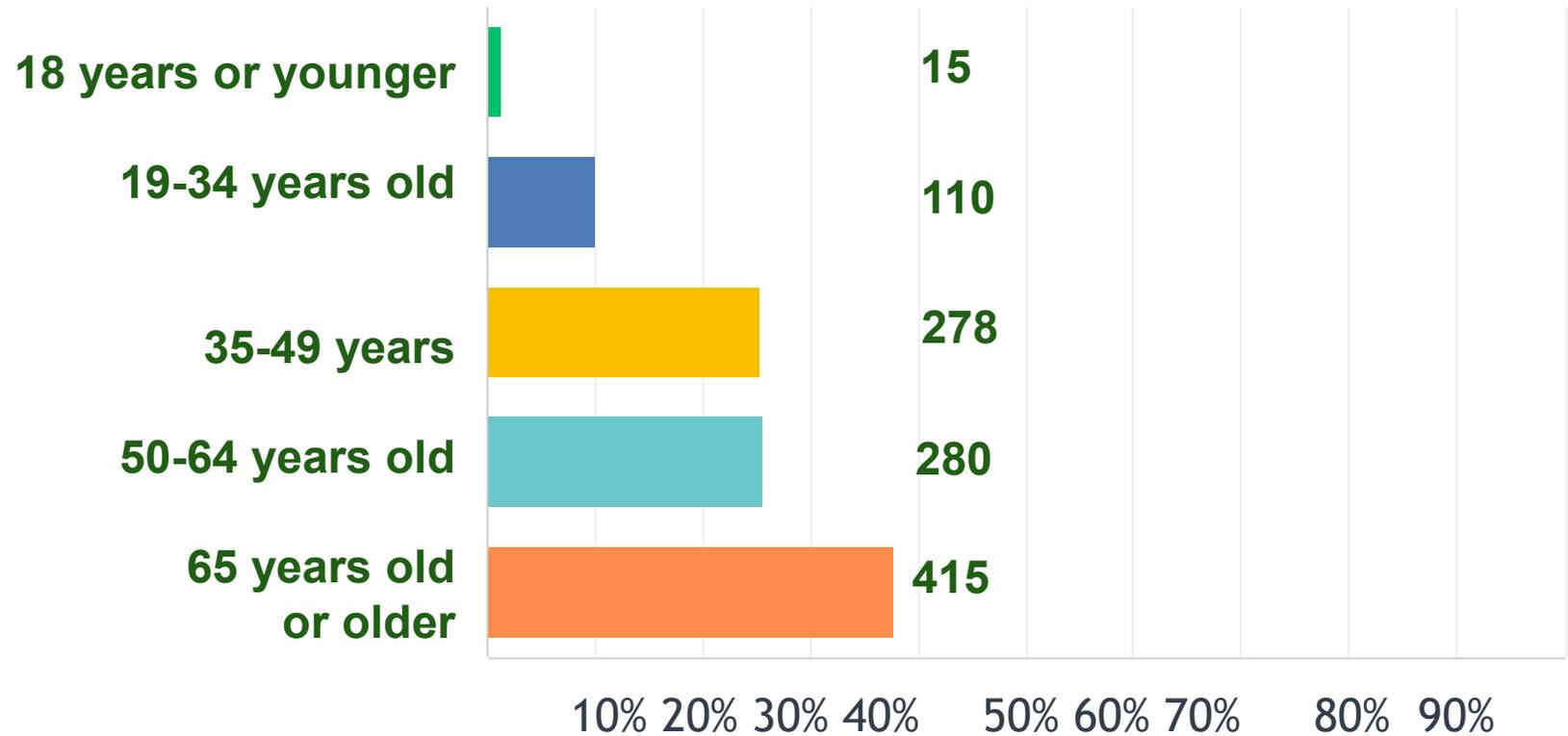
Own vs Rent

Own my home in Fredericksburg	85%	935
Rent a home in Fredericksburg	8%	91
Own multiple homes or short-term rentals in Fredericksburg	6%	69
I do not live in Fredericksburg	5%	58

What is your age?

Answered: 1,098

Skipped: 6



EMPLOYMENT STATUS

I work in Fredericksburg	36%	401
I work in Gillespie County but not in Fredericksburg	4%	44
I work out of my home (i.e. a home-based business)	9%	105
I work in a neighboring county/town (Kerrville, Boerne, Comfort, Llano, Mason, etc)	2%	24
I work remotely (i.e. telework)	8%	98
I am retired or not currently employed	34%	376
None of the above	4%	52

What do you LOVE about Fredericksburg?



NEIGHBORHOOD ISSUES/PRIORITIES

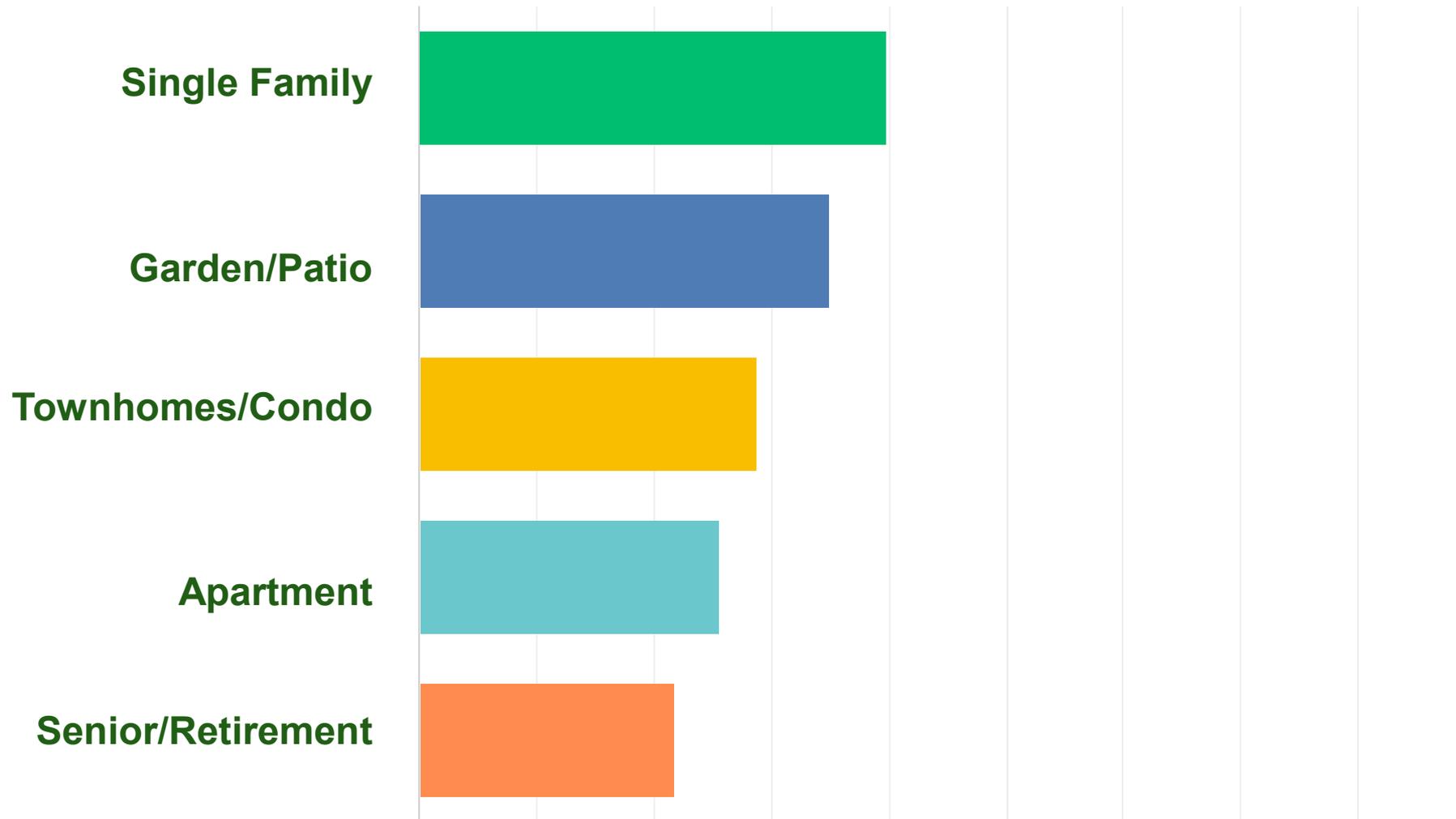
1. Managing STRs
2. Increasing affordable housing options
3. Reducing crime
4. Providing more parks in neighborhoods
5. Improving existing streets and sidewalks
6. Improving condition of existing housing
7. Increasing Code Enforcement
8. Adding Sidewalks and Bike lanes
9. Providing more trails

TOP PRIORITIES FOR THE FUTURE

- PARKS & OPEN SPACE
- HOUSING AFFORDABILITY
- QUALITY SCHOOLS
- COMMUNITY CHARACTER
- EMPLOYEMENT OPPORTUNITIES



WHAT TYPE OF HOUSING IS NEEDED?



PARKS

- Better parks improve quality of life of residents
- Better parks & rec strengthen economics of City
- City should publish ways people can volunteer to help at parks and how the public can donate directly to parks
- Should more fully develop parkland and open space already owned
- Even split of those willing to pay increased taxes to improve parks
- Only 33% are satisfied with overall quality of parks in their neighborhood

PARKS

- TRAILS
- MORE TRAILS
- IMPROVEMENTS TO EXISTING
- MORE TRAILS
- INFO ON LOCATION OF CURRENT TRAILS
- MORE TRAILS

WILLING To Pay Additional Taxes



- TRAILS & OPEN SPACE
- ADDITIONAL RECREATION FACILITIES
- PARK AMENITIES

NOT Willing To Pay Additional Taxes



- ❑ IMPROVED TRAFFIC FLOW/SAFETY
- ❑ STREET REPAIRS
- ❑ PROMOTION & ENHANCEMENT OF MAIN STREET
- ❑ ECONOMIC DEVELOPMENT INCENTIVES

UPCOMING EVENTS

- **March 23**
 - **Touch-A-Truck**
 - Halff will be at DSD booth and floating around parks designated area
 - Staff will have kid-friendly activities
 - **2nd survey – Parks Specific**
- **April**
 - 15th - VFD Fish fry -promote survey
 - Open House #2
 - Advisory Committee meeting #3
- **May**
 - Joint City/P&Z Meeting
 - 3rd Survey (Comp Plan specific)



RECURRING THEMES

- We love Fredericksburg and don't want it to change and lose its charm.
- Tourism is important. Sentiment that City prioritizes visitors over locals. Locals want tourists to “pay their way”. HOT limitations prevent worthy projects from being funded by visitor tax.
- Lack of affordable housing impacts all areas/sectors of business.