

Fredericksburg Comprehensive Plan



Advisory Committee Meeting #4 | July 25, 2023



Agenda

1. Project Updates
2. Economic Report
3. Guiding Principles Workshop
4. Map Workshop
5. Next Steps



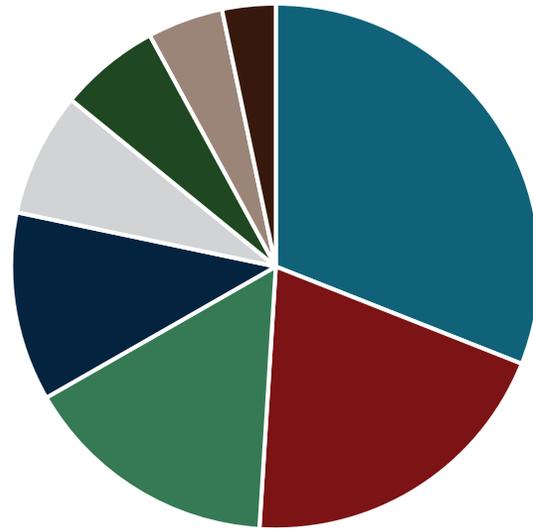
A photograph of a university campus. In the background, there is a large, light-colored building with a blue metal roof and several windows. The building is surrounded by lush green trees. In the foreground, a group of four people is sitting on a white blanket on a green lawn. To the right, a person wearing a hat and a light-colored dress is walking. A tall, ornate lamppost stands in the middle ground. The overall scene is bright and sunny.

1. Project Updates

Project Status

- **Park Master Plan**
 - City has reviewed first 3 chapters
 - Intro, Fredericksburg Park System, and Needs Assessment
 - Halff is drafting plan recommendations and remaining chapters
 - Next committee meeting will be full draft review
- **Comprehensive Plan**
 - City has reviewed first 2 chapters
 - Intro and Community Snapshot
 - Final Open House on August 9th
 - Next committee meeting will be full draft review

What is the most critical issue facing Fredericksburg today?



- Increased housing prices or cost of living
- Other (please specify)
- Loss of character or identity
- Uncoordinated growth or redevelopment
- Increased traffic or strain on infrastructure
- Lack of labor/workers
- Lack of well-paying employment opportunities
- Loss of open space/natural resources

'Other' Answers Received

All of the above

Short-term rentals

Lack of youth amenities

High property taxes

What you love about Fredericksburg

German heritage
Community
 Safe
 Small-town feel
 Family-friendly values

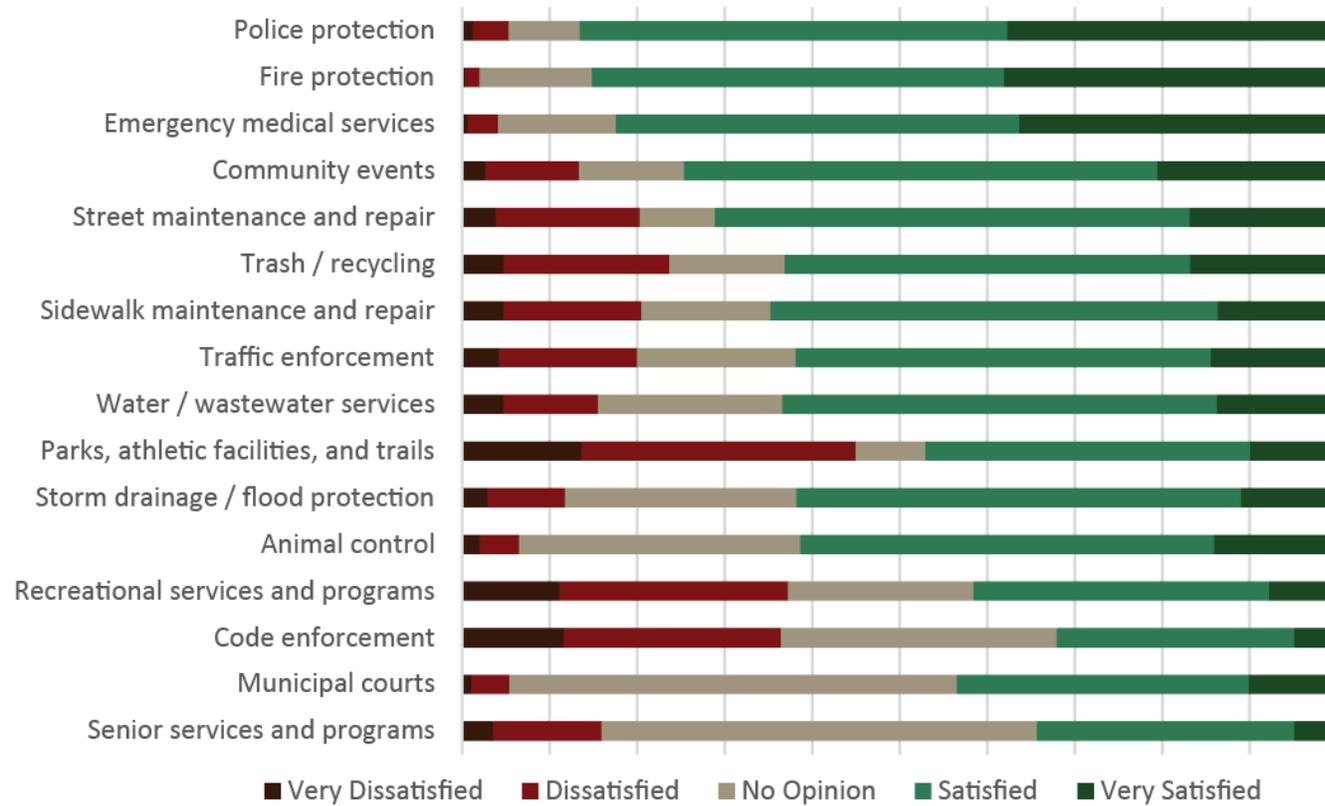
Top Priorities Identified for the Future of Fredericksburg

Housing Affordability

Quality Schools

Access to Healthcare

How satisfied are you with the following issues?



Top 3 Main Street Improvements Identified

- Improved vehicular parking
- Preservation of historic buildings
- Enhanced streetscape



Overall, Fredericksburg residents are satisfied with the City's encouragement of citizen involvement



Overall, Fredericksburg residents are satisfied with the City's encouragement of economic growth

A scenic view of a university campus. In the background, a large, light-colored building with a blue metal roof and several windows is visible. The building is surrounded by lush green trees. In the foreground, a well-maintained green lawn is the focus. On the left, three people are sitting on a white blanket on the grass, engaged in conversation. On the right, a person wearing a wide-brimmed hat and a light-colored dress is walking. A tall, slender lamppost stands in the middle ground. The overall atmosphere is bright and pleasant, suggesting a sunny day.

3. Economic Report

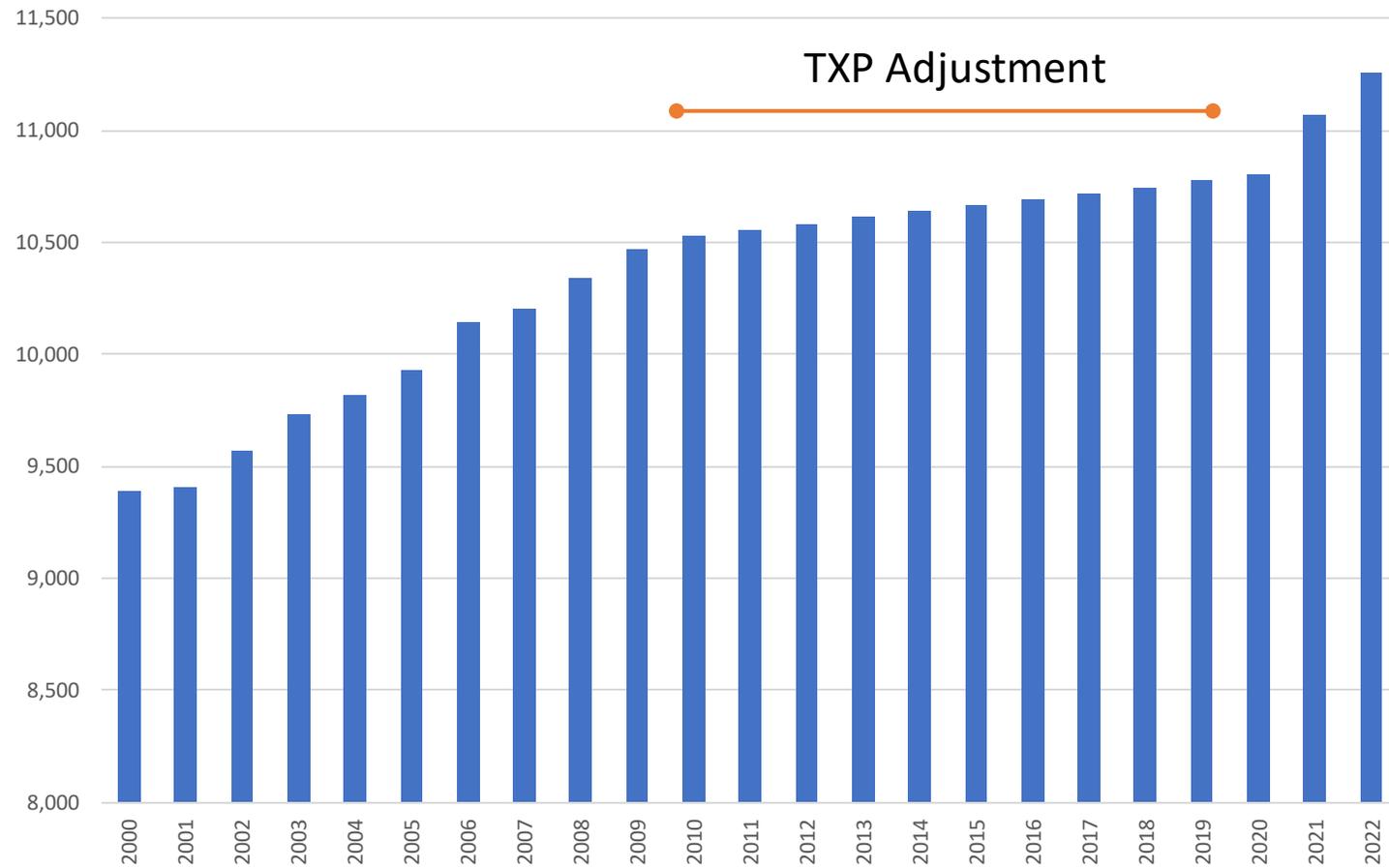


Preliminary Findings

1. Population growth is slow, driven by strong in migration
2. ~ 2/3 of jobs are held by non-Fredericksburg resident
3. Given older demographic, local labor force will be tight
4. Average price of a home sold in Fredericksburg is approaching \$675,000
5. How can we leverage growing tourism activity without losing sense of place?
6. How can we increase resources for economic development and community of life projects?
7. How can we increase the supply of housing options?

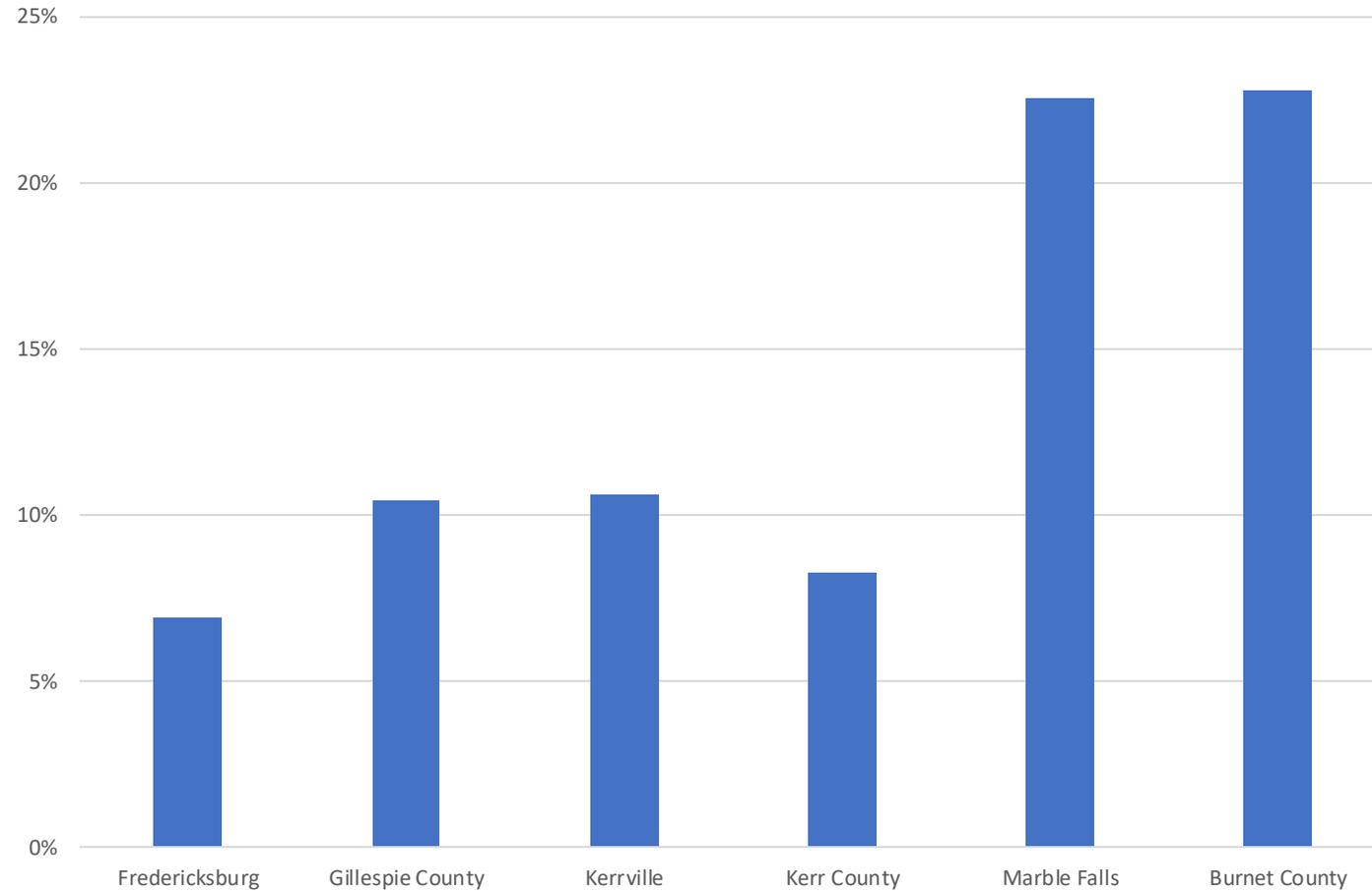


Fredericksburg Population Trends



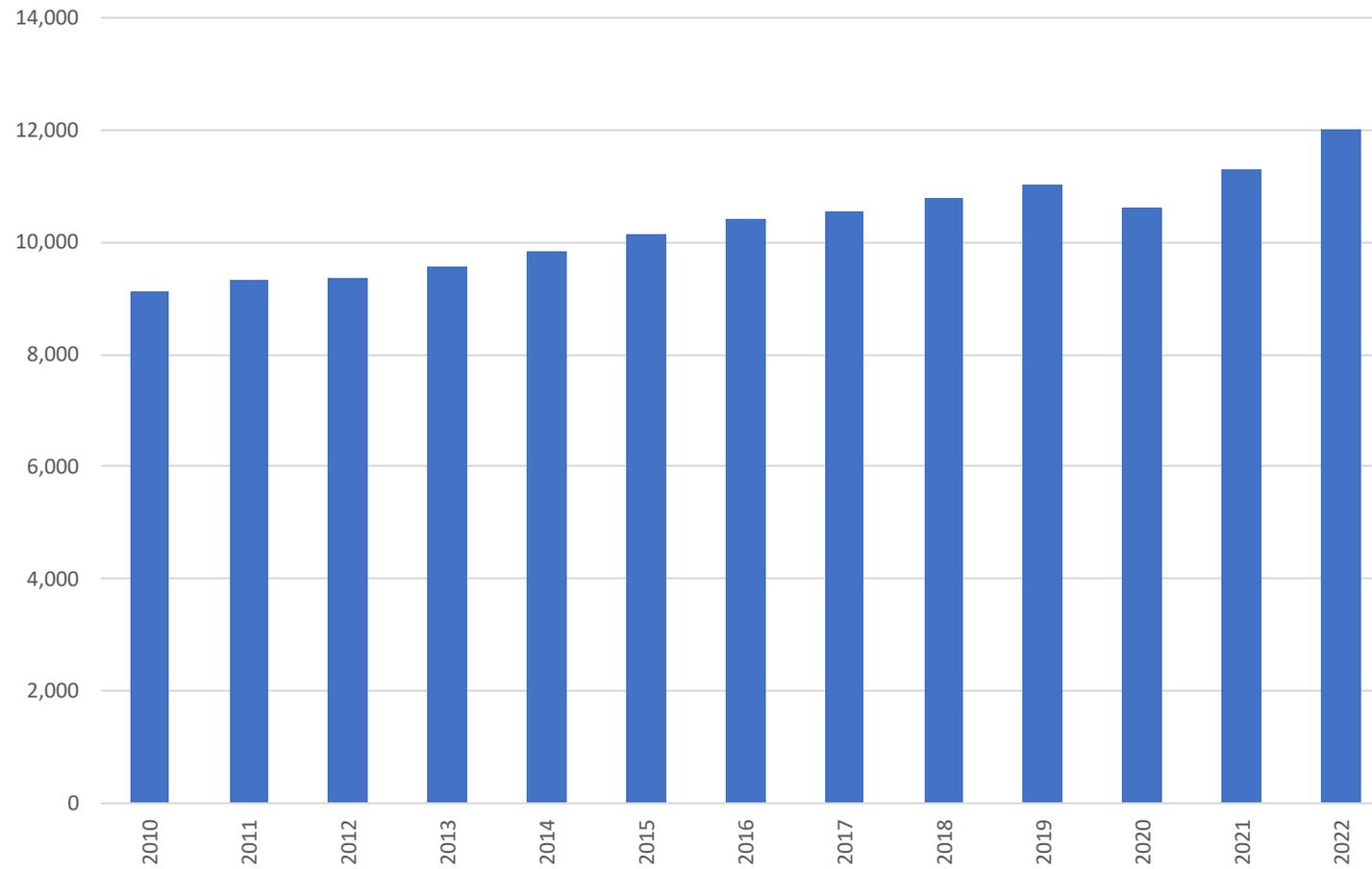


Regional Population Growth Rates (2010 to 2022)



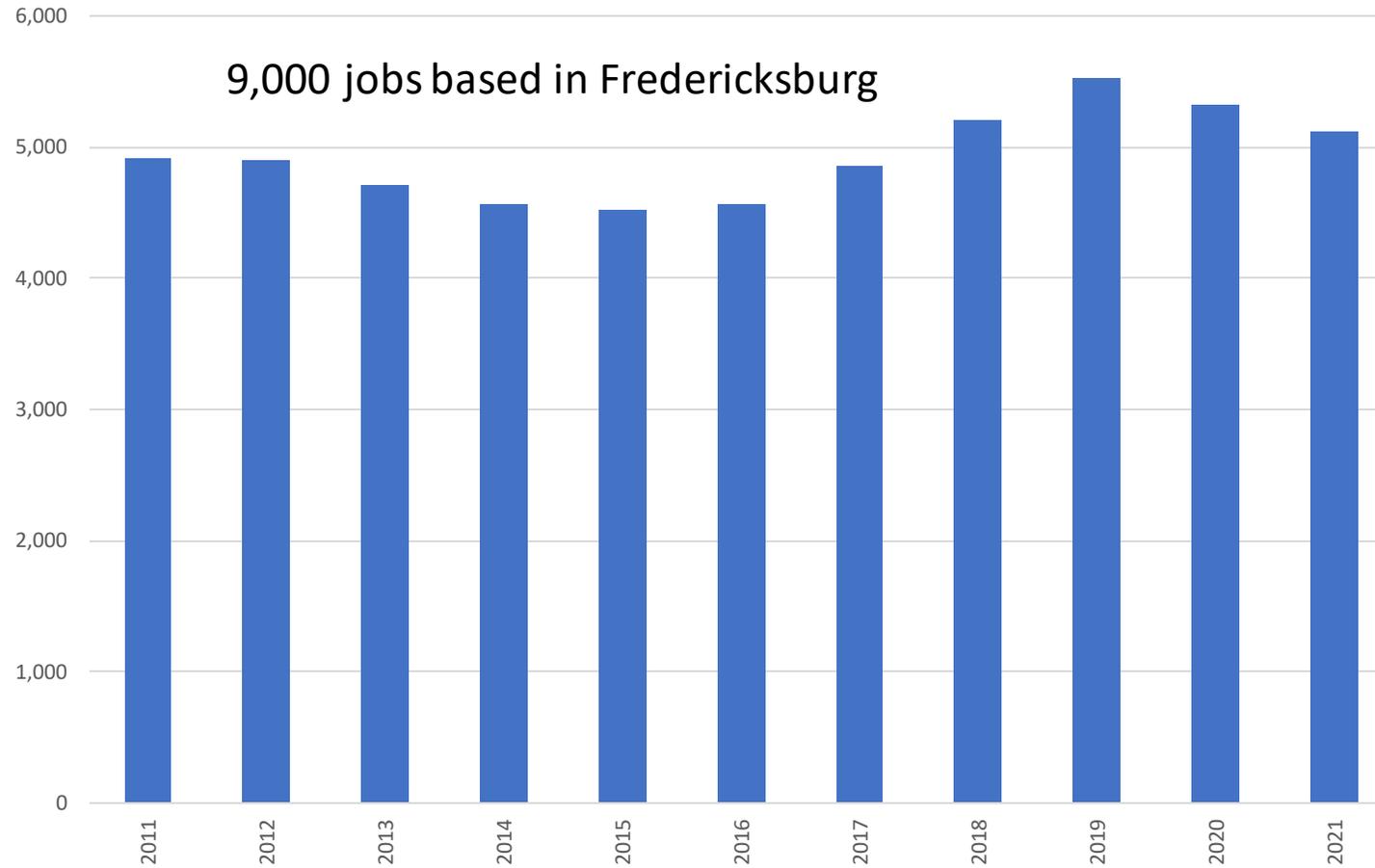


Gillespie County Employment QCEW



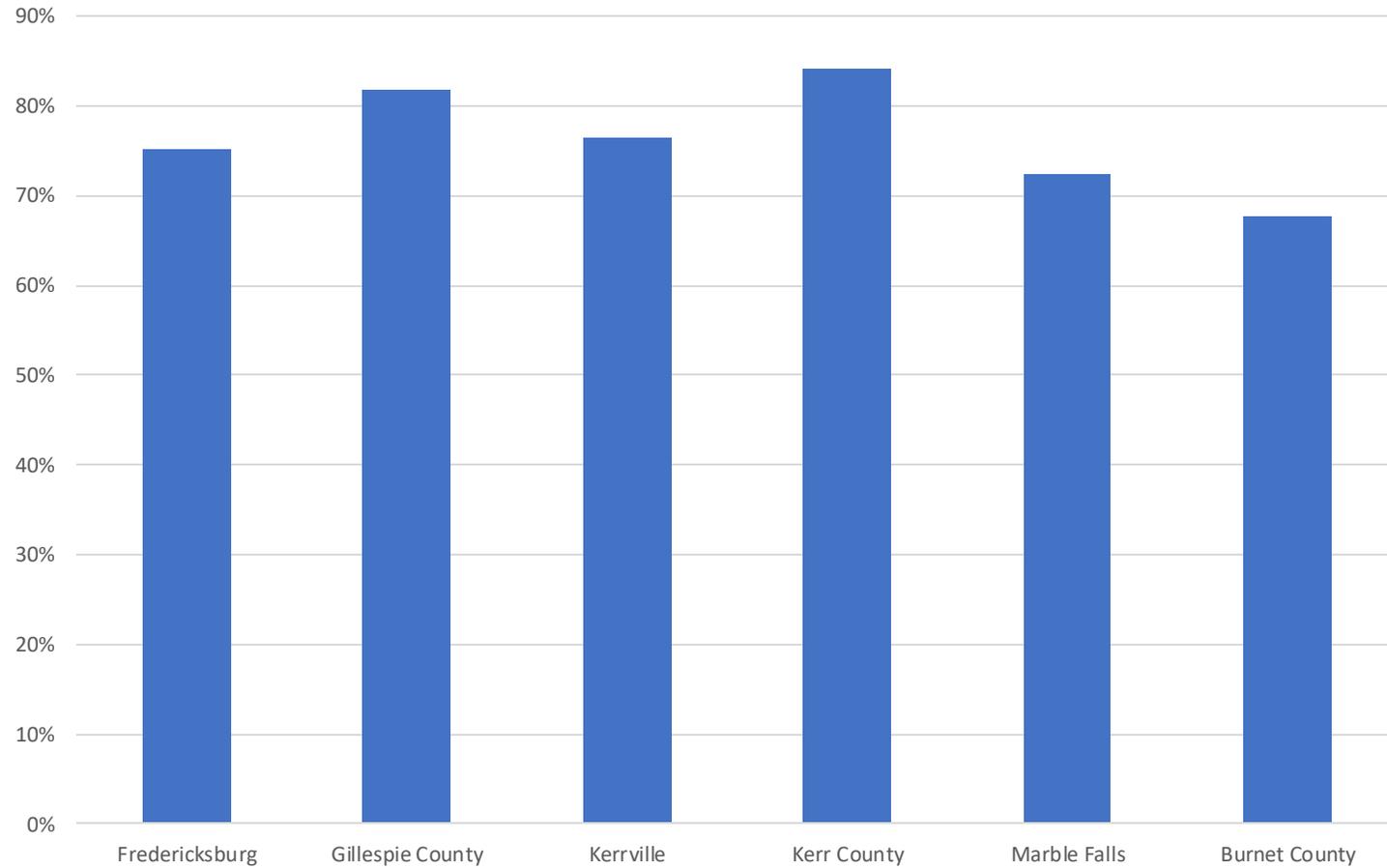


Employed Fredericksburg Residents by Year (ACS 5-Year Estimate)



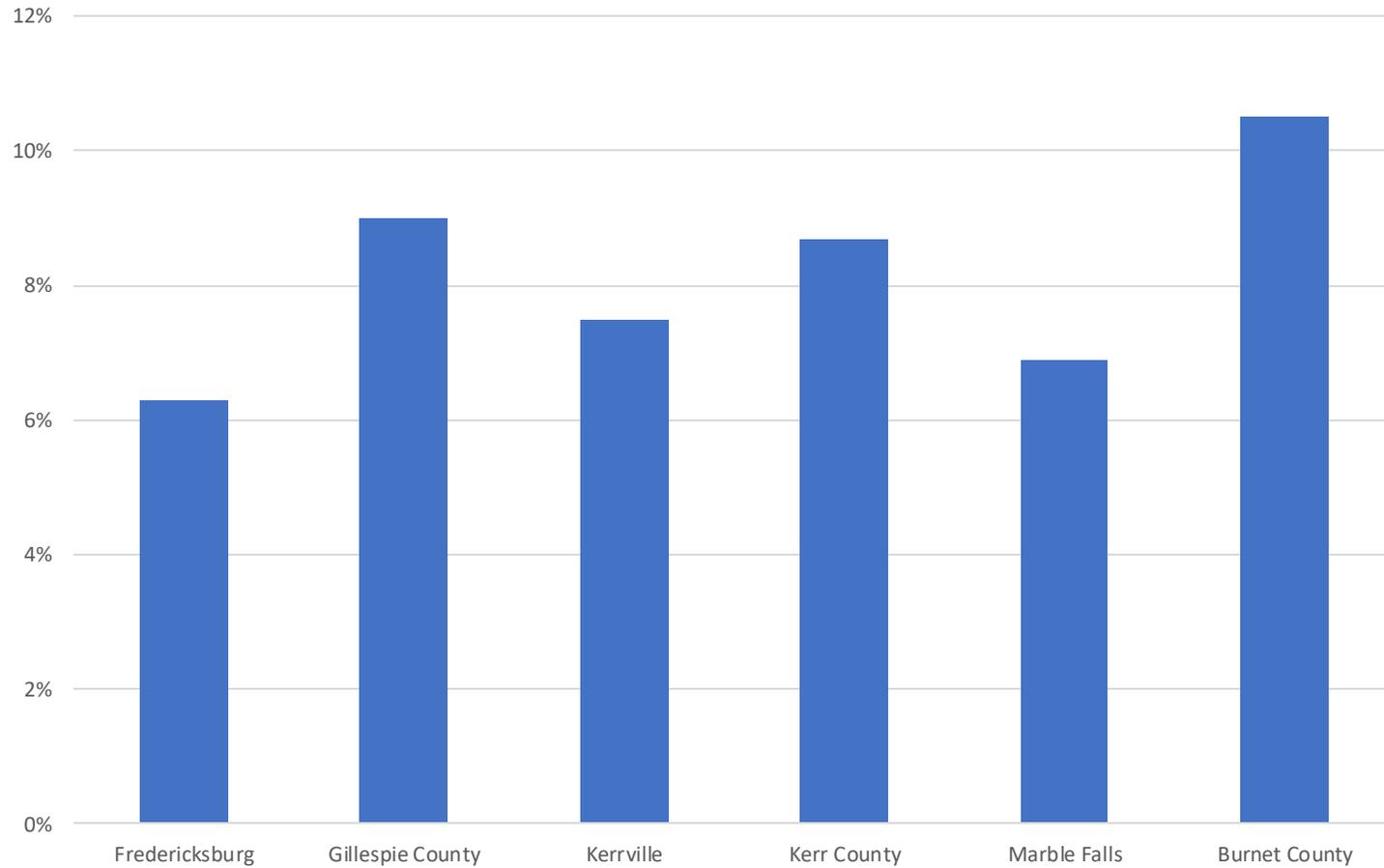


Percentage who Worked in their Place of Residence (2021 ACS 5-Year Estimate)



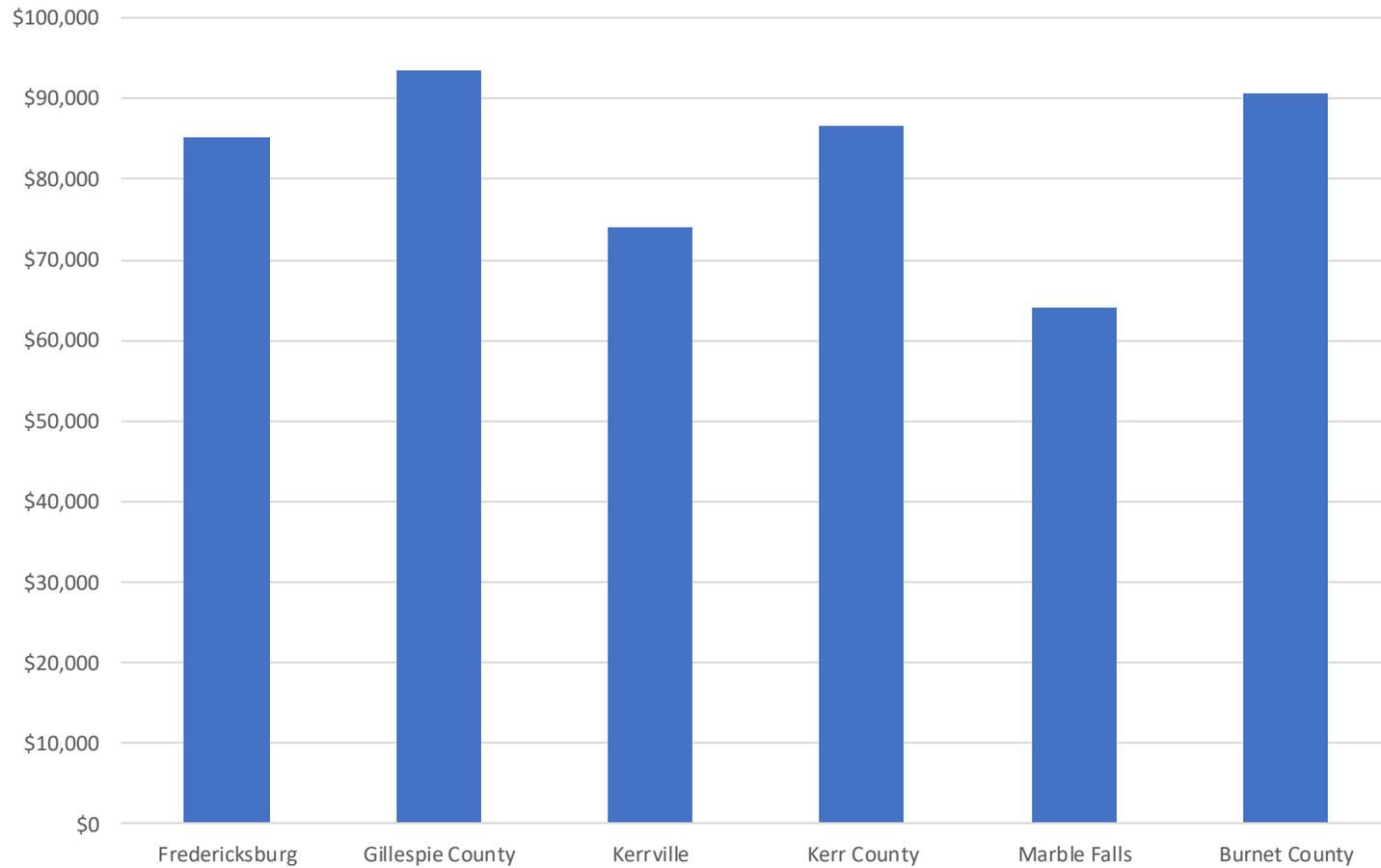


Percentage who Worked from Home (2021 ACS 5-Year Estimate)



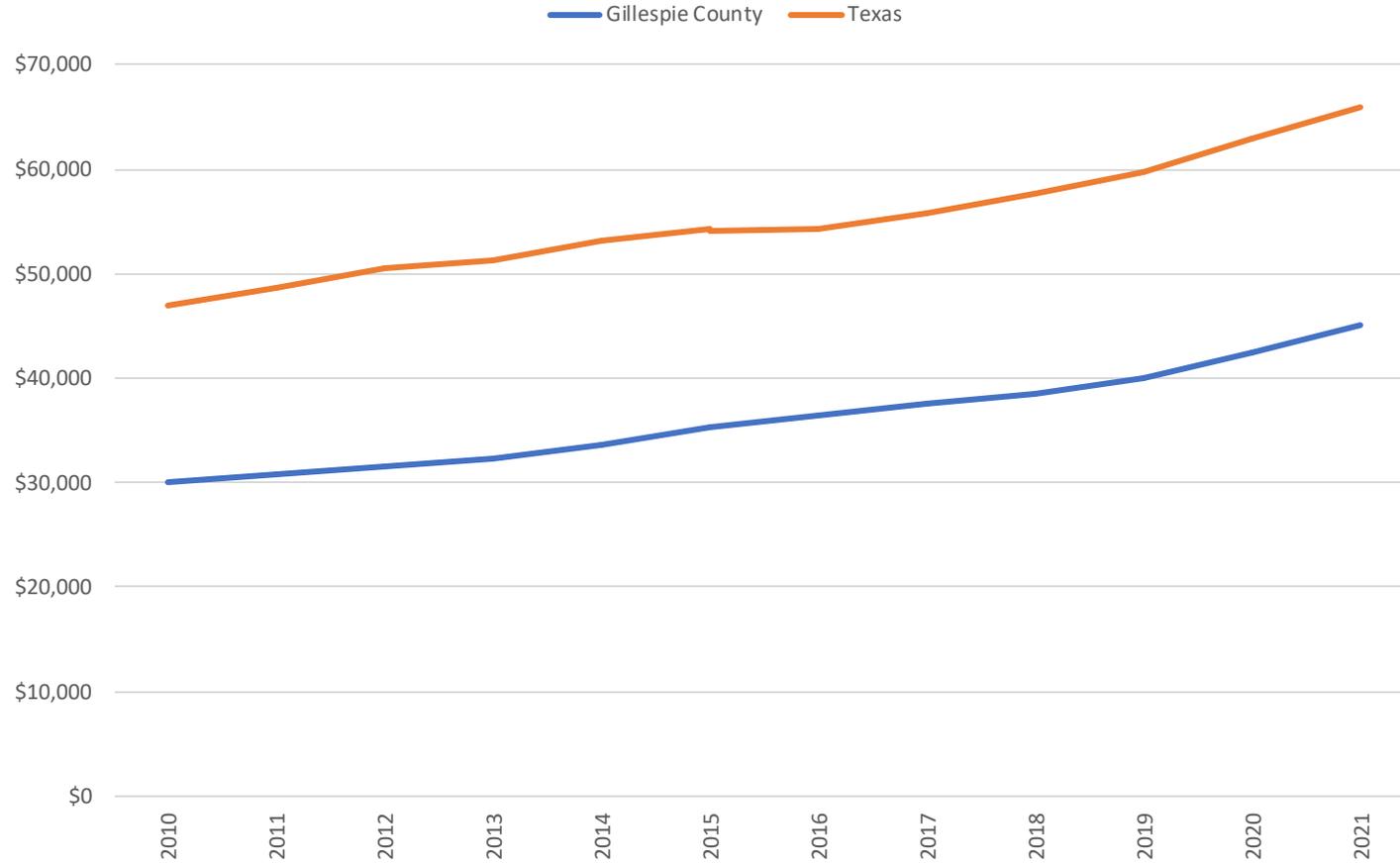


Average Household Income (2021 ACS 5-Year Estimate)



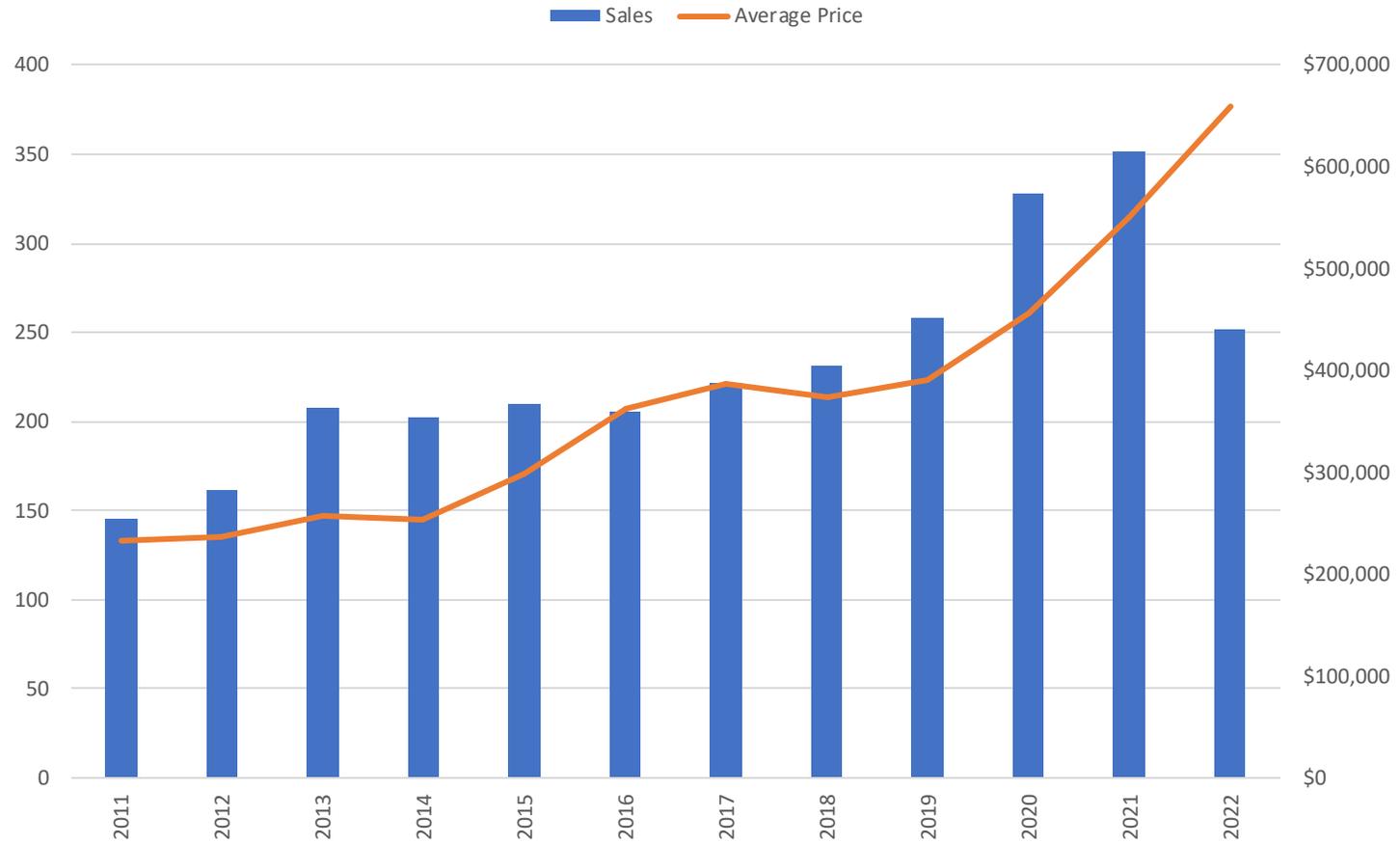


Average Wage Earned in Gillespie County vs. Texas



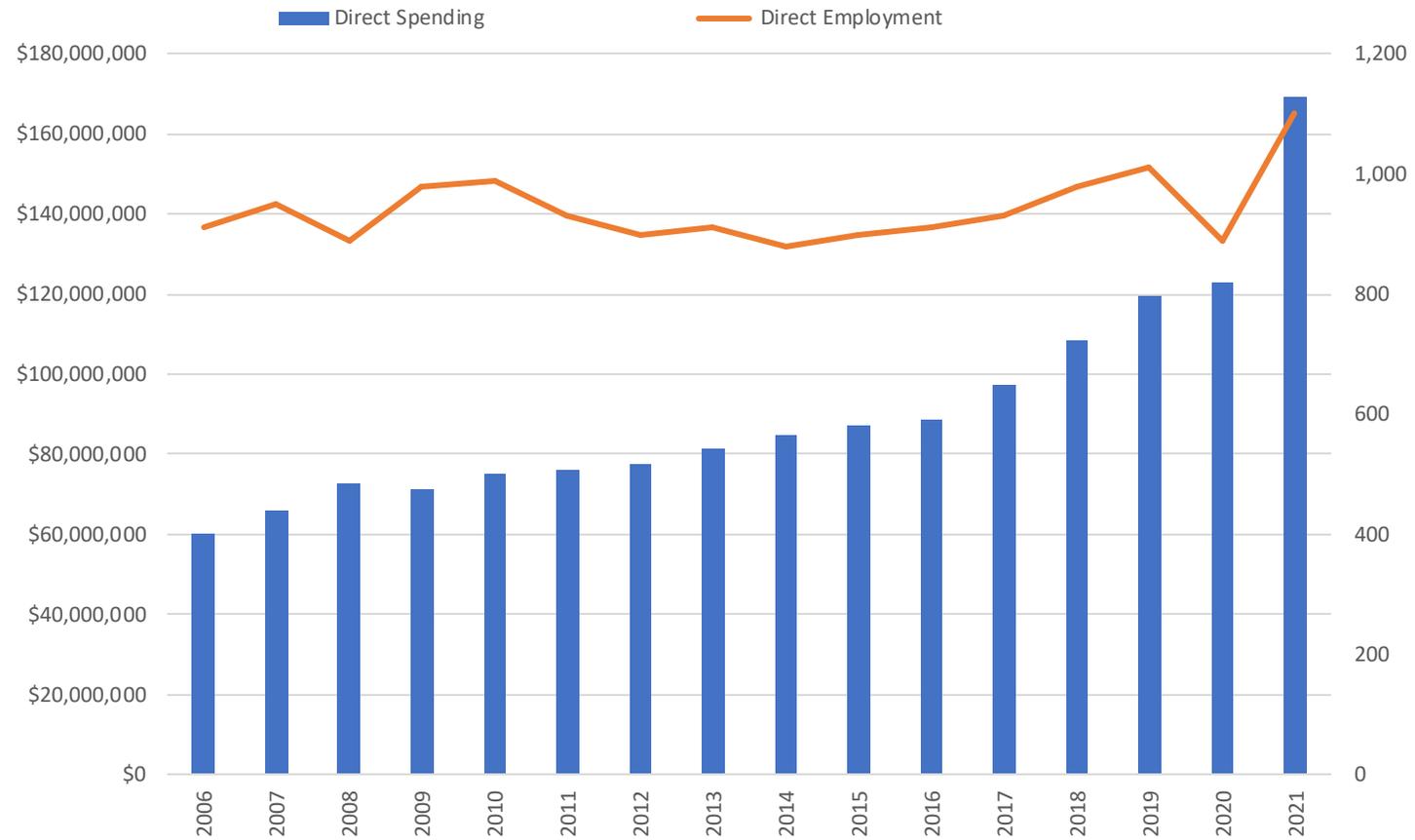


Fredericksburg Home Sales and Average Price



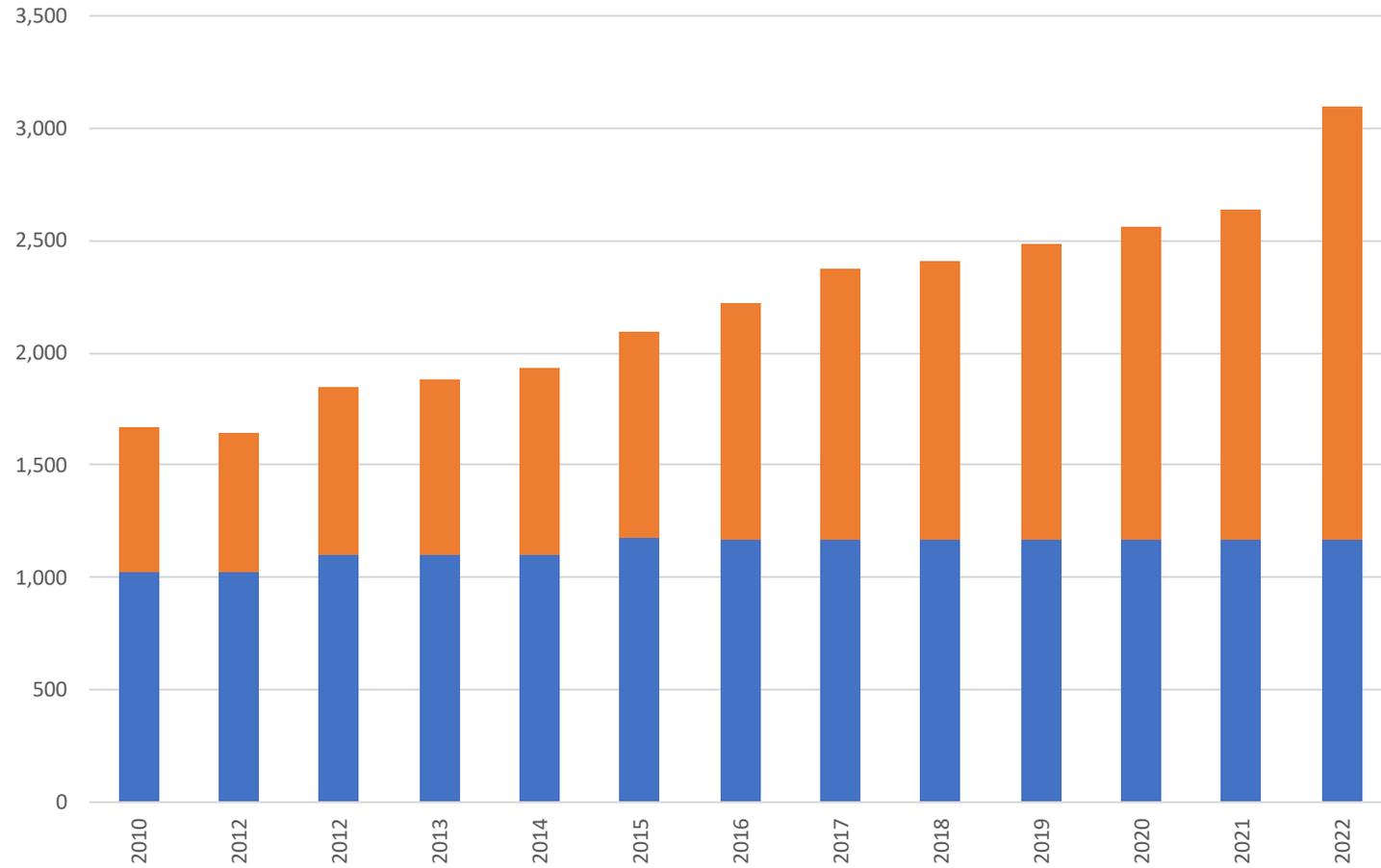


Tourism Activity in the Fredericksburg





Gillespie County Lodging – Est. Room Nights



The background image shows a bright, sunny day on a university campus. In the foreground, three people are sitting on a white blanket on a green lawn, engaged in conversation. To the right, a person wearing a wide-brimmed hat and a light-colored dress is walking. In the middle ground, a tall, slender lamppost stands on the lawn. The background features a large, light-colored building with a blue metal roof and several windows. Large, leafy trees are scattered throughout the scene, casting shadows on the grass. The overall atmosphere is peaceful and academic.

2. Guiding Principles Workshop

Vision Statement

With this vision as our compass, the City of Fredericksburg aims to create a resilient and prosperous future for generations to come.

Embracing our heritage, natural beauty, and vibrant community spirit, we envision a future where our unique charm harmonizes with sustainable development.

We strive to cultivate a thriving city that honors our rich history while embracing innovation, fostering economic prosperity, and enhancing the quality of life for the community of Fredericksburg.

Guiding Principles

- Neighborhood Integrity
- Mobility
- Main Street Charm
- Governance
- Human Capital

Neighborhood Integrity

Housing choices for everyone

- GP: Fredericksburg encourages a range of housing types for the preservation and creation of quality, affordable housing for residents of all backgrounds.

Neighborhood quality of life improvements

- GP: Fredericksburg protects the character, integrity, and stability of neighborhoods where families can live.

Mobility

Safe active transportation alternatives

- GP: Fredericksburg provides safe and comfortable infrastructure for pedestrians and cyclists.

Well-planned thoroughfares

- GP: Fredericksburg supports a high quality of life through coordinated regional connections and vehicular connections to reduce congestion within the City.

Main Street Charm

Main Street character preservation

- GP: Fredericksburg preserves a unique, small-town character which promotes its heritage while providing a variety of dining, shopping, and recreation options for all.

Rebalance tourism

- GP: Fredericksburg attracts visitors for its diverse service, entertainment, and recreation options.

Governance

Efficient growth of infrastructure

- GP: Fredericksburg promotes sustainable land use patterns which balance demands on infrastructure and natural resources while supporting a high quality of life and community character.

Responsible use of tax dollars

- GP: Fredericksburg maintains transparency with residents and invests in infrastructure and services to ensure a vibrant, livable, and economically robust community.

Human Capital

Improve education and workforce development

- GP: Fredericksburg fosters an environment for developing quality talent in targeted industries and for retaining young talent.

Economic innovation

- GP: Fredericksburg supports existing businesses and is a place of strong investment for a variety of new businesses and industries.

A photograph of a building with a blue metal roof and a group of people sitting on a lawn. A green banner with white text is overlaid on the image.

4. Map Workshop

Group Mapping Exercise

- Break into small groups
- Use trace paper to modify
 - Future Land Use
 - Trail Opportunity Zones

What is a Future Land Use Map?

- Visual representation of city's future
- Not zoning
- Not parcel based, not limited to city limits
- Very forward thinking
- Flexible uses, character based
- Multiple different ways to create a future land use map

Future Land Use Categories

- **Parks & Open Space**
 - 100% non-residential
- **Main Street**
 - 90-70% comm, 30-10% res
- **General Commercial**
 - 100-90% comm, 10-0% res
- **Light Industrial**
 - 100% non-residential
- **Mixed-Use Community or Corridor**
 - 80-40% res, 60-40% comm
 - Missing Middle housing types such as townhouses, SF detached, SF attached, cottages, or urban lofts and apartments in walkable environments near commercial and open space
- **Neighborhood Residential**
 - 100-90% res, 10-0% small comm
 - SF detached; SF attached; Cottages; Townhouses (>3 units).
- **Mixed Density Residential**
 - 100-80% res, 20-0% comm
 - SF attached; SF detached; cottages/garden homes; townhouses (>6 units); medium density multi-family; pocket neighborhoods; mixed-use urban lofts, where appropriate.

A photograph of a university campus. In the background, there is a large, light-colored building with a blue metal roof and several windows. The building is surrounded by lush green trees. In the foreground, a group of four people is sitting on a white blanket on a green lawn. To the right, a person wearing a hat and a light-colored dress is walking. A tall, ornate lamppost stands in the middle ground. The overall scene is bright and sunny.

5. Next Steps

Next Steps

- Halff and City staff continuing public engagement
- Halff drafting plan recommendations
- One (1) more meeting for draft reviews
 - Second optional meeting if needed
- One (1) more open house and short survey – Comprehensive Plan
 - August 9th from 3:30pm-7:00pm at Pioneer Museum Sanctuary

Schedule



End date of December 2023

Fredericksburg Comprehensive Plan



Advisory Committee Meeting #4 | July 25, 2023

