

CITY OF FREDERICKSBURG

2024 COMPREHENSIVE PLAN

Gute Stadt

“Good City”



ORDINANCE NO. 2024-12

AN ORDINANCE OF THE CITY OF FREDERICKSBURG, TEXAS, ADOPTING A NEW COMPREHENSIVE PLAN FOR THE CITY; PROVIDING THAT THE ADOPTED COMPREHENSIVE PLAN SHALL SUPERSEDE AND REPLACE THE COMPREHENSIVE PLAN PREVIOUSLY ADOPTED ON JANUARY 23, 2006; PROVIDING A SEVERABILITY CLAUSE; PROVIDING THAT THIS ORDINANCE SHALL BE CUMULATIVE OF ALL ORDINANCES; PROVIDING A SAVINGS CLAUSE; PROVIDING FOR PUBLICATION IN THE OFFICIAL NEWSPAPER; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Fredericksburg, Texas (the “City”), is a home rule city acting under its charter adopted by the electorate pursuant to Article XI, Section 5 of the Texas Constitution and Chapter 9 of the Local Government Code; and

WHEREAS, the City is legally empowered to regulate development in the community through the legitimate use of police powers; and

WHEREAS, the City Council seeks to promote responsible and sustainable growth for the long-range development of the municipality through the adoption of a comprehensive plan as authorized by Chapter 213 of the Texas Local Government Code; and

WHEREAS, the City Council seeks to define the content and design of the comprehensive plan to further its purpose as allowed by state law, to include provisions on land use, transportation, and public facilities, as well as land use assumptions adopted in a manner that complies with Subchapter C, Chapter 395 of the Texas Local Government Code; and

WHEREAS, the current comprehensive plan of the City was approved by the City Council on January 23, 2006; and

WHEREAS, in order to receive as much public input as possible, the City Council formed a Comprehensive Plan Advisory Committee to meet and seek comment from the citizens of Fredericksburg; and

WHEREAS, the Committee held numerous public meetings and gave the public the opportunity to present oral and written testimony on the proposed new Comprehensive Plan (the “Plan”); and

WHEREAS, the Planning & Zoning Commission held a public hearing on March 6, 2024, and allowed comment and testimony from the public and now recommends to the City Council approval of the Plan; and

WHEREAS, the City Council has considered the matter and held a public hearing on March 19, 2024, and now approves the adoption of the Plan, attached hereto as Exhibit “A” and incorporated herein; and



WHEREAS, the City Council finds that the adoption of the Plan will be in the best interest of the City and will promote the public health, safety, and welfare of the community; and

WHEREAS, the City has complied with all requirements of law dealing with notice, publication, and procedural requirements.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FREDERICKSBURG, TEXAS, THAT:

SECTION 1

All of the above premises are hereby found to be true and correct legislative and factual findings of the City and are hereby approved and incorporated into the body of this Ordinance as if copied in their entirety.

SECTION 2

The Plan contained in Exhibit "A," attached hereto and incorporated herein, including all maps and appendices, is hereby adopted as the official Comprehensive Plan for the City of Fredericksburg, Texas, and the same hereby supersedes and replaces the comprehensive plan adopted on January 23, 2006. The Plan adopted hereby reflects the goals, objectives, and strategies of the City Council for the long-range development of the City.

SECTION 3

It is hereby declared to be the intention of the City Council that the phrases, clauses, sentences, paragraphs, and sections of this Ordinance are severable, and if any phrase, clause, sentence, paragraph, or section of this Ordinance shall be declared unconstitutional by the valid judgment or decree of any court of competent jurisdiction, such unconstitutionality shall not affect any of the remaining phrases, clauses, sentences, paragraphs, and sections of this Ordinance, since the same would have been enacted by the City Council without the incorporation in this Ordinance of any such unconstitutional phrase, clause, sentence, paragraph, or section.

SECTION 4

This Ordinance shall be cumulative of all provisions of ordinances of the Fredericksburg Municipal Code, as amended, except where the provisions of this Ordinance are in direct conflict with the provisions of such ordinances and such code, in which event the conflicting provisions of such ordinances and such code are hereby repealed.

SECTION 5

All rights or remedies of the City are expressly saved as to any and all violations of Appendix B of the Fredericksburg Municipal Code, as amended, or any other ordinance affecting zoning and land use that have accrued at the time of the effective date of this Ordinance and as to such accrued violations and all pending litigation, both civil and criminal, same shall not be affected by this Ordinance but may be prosecuted until final disposition by the Courts.

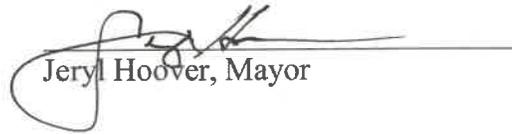
SECTION 6

The City Secretary of the City is hereby directed to publish in the official newspaper of the City the caption and penalty clause of this Ordinance, as applicable, as required by law.

SECTION 7

This Ordinance shall be in full force and effect from and after its passage and publication as required by law, and it is so ordained.

PASSED AND APPROVED on this the 19th day of March, 2024.


Jeryl Hoover, Mayor

ATTEST:


Shelley Goodwin, TRMC/CMC, City Secretary

APPROVED AS TO FORM:


Mick McKamie, City Attorney

Published in the Fredericksburg Standard on April 3, 2024.



Acknowledgments

The Fredericksburg Comprehensive Plan was developed by the City of Fredericksburg and Halff. A special thanks goes to the countless community members, staff members, and community leaders for their insight and support during the development of this Plan. The following individuals are recognized for their substantial contributions towards the 2024 Fredericksburg Comprehensive Plan.

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Bobby Watson, Council Member
Emily Kirchner, Council Member
Tony Klein, Council Member
Randy Briley, Council Member
Sharon Joseph, Council Member (2022 - 2023)

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Adopted March 19, 2024



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PART 1

Introduction + Vision



*National Museum of the Pacific War;
Photo source: Fredericksburg
Convention and Visitor Bureau*

WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a long-range planning document that guides the growth of a city over time. It serves as a blueprint to guide future development and redevelopment in a community, based on an established framework. It considers existing and future needs and determines actions that the community should pursue to realize the overall vision. Once adopted, city staff and decision-makers use the comprehensive plan as a guide for community development. It does not replace zoning regulations, budgets, capital improvement programs, or any other regulatory documents but rather guides those elements based on the agreed-upon vision.

HOW WILL THIS PLAN BE USED?

The Fredericksburg Comprehensive Plan is a tool to guide decisions made by staff, City Council, and the community. When new development proposals are submitted to the City, these groups will use the policy framework established in this plan to determine whether the proposal fits with the community-driven vision. **Part 2, Future Direction** contains descriptions of action initiatives, which are a synthesis of community desires, city government actions, partnerships and leadership roles, and studies. These actions are to be used as guidance for Fredericksburg's elected and appointed officials. The document is flexible and can be amended over time as circumstances warrant. Overall, this comprehensive plan provides a guide for growth and development decisions to ensure that the Fredericksburg of the future remains a livable and thriving community for everyone.

Plan Components

The Fredericksburg Comprehensive Plan is organized into three parts, as shown below.

1 INTRODUCTION + VISION

The heart and soul of this plan is the vision for Fredericksburg crafted by the community and their input. The vision for the comprehensive plan is supported by guiding principles for the future. This section also sets the stage for the planning process and examines characteristics of the community today.

2 FUTURE DIRECTION

The bulk of the plan is strategic recommendations for the future. In this section, the document details recommendations that create a blueprint for the community's future. These recommendations weave existing and future efforts into an integrated plan for implementing the vision.

3 IMPLEMENTATION

The final section of this plan addresses how the community will work toward progress and fulfillment of the vision. This component outlines an Implementation Plan, and describes how the document will be administered, maintained, and updated.

Annual Fish Fry event in April 2023



Fredericksburg in 2024

Fredericksburg is a city unlike any other in Texas and as such is facing unique challenges and pressures. Relative to the County and peer communities in the region such as Kerrville or Boerne, Fredericksburg's population growth has not kept pace. However, that is not to say the city is not growing, only that the growth looks a little different than in other communities.

Though the official population is 11,257 people (as of July 1, 2022), on weekends the city can receive an additional 10,000 to 20,000 visitors, and while the city may not be gaining residents, like other small cities that experience large tourism peaks, increased pressure is felt on the city's sidewalks, roadways, and parking facilities as a result of the influx of visitors on most weekends. However, unlike other tourism-based economies, Fredericksburg's tourism is not seasonal and occurs year-round.

Feedback from the community highlights the importance of local tourism for economic activity and tax revenue for the city. However, there is a concern that too much tourism activity can distort home prices and make it challenging for people to live and work in Fredericksburg. In addition, longtime residents do not want the community to lose its authentic character and charm. Though Fredericksburg has a long standing history of traditional bed and breakfasts, the rise in popularity of the short-term rental industry has created a problem that is not unique to Fredericksburg but rather something the whole world is facing. Instead of selling or renting a house to a long-term tenant, owners are choosing to list houses as short-term rentals, meaning the house is used for hospitality instead of as housing for permanent residents.

Related to the housing issues, the city is also experiencing a labor shortage likely due to a combination of factors such as a lack of well-paying jobs, lack of affordable housing, a large retired population, and slow growth. The city faces unique challenges and pressures, that require unique solutions. Because standard tools may not apply as easily to the challenges faced by Fredericksburg today, there is an opportunity to apply creative planning tools and methods, and in doing so, set the city up for a vibrant and community-centered future.

WHY PLAN NOW?

The previous Comprehensive Plan has been in place since 2006, and the City recognizes the significance of taking action to update their Plan now. Because of sustained tourism interest and new real estate development in the area, now is an essential time to address the unique challenges faced by Fredericksburg and enhance the City's focus on the community and citizens. An opportunity exists to leverage growth and development to provide strong city services and infrastructure, affordable housing, and a stable, diversified economy. Residents of Fredericksburg take great pride in their community and call for a renewed focus on locals and residents.



Regional Context

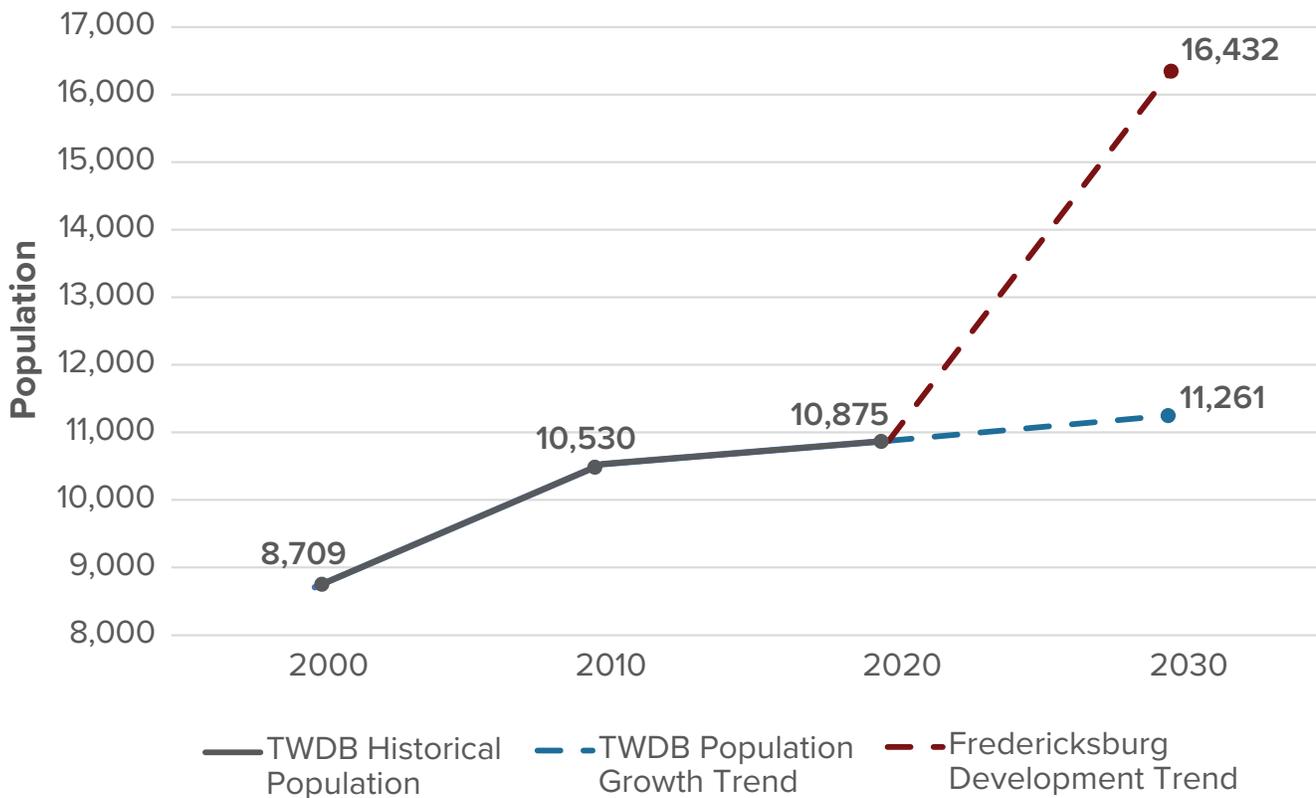
REGIONAL HUB

Fredericksburg serves as the hub for its region as both the county seat and largest city in Gillespie County. The city accounts for 40.6 percent of Gillespie County’s population. Home to Methodist Hospital Hill Country, Gillespie County Airport, and the Hill Country University Center which houses a regional branch of Texas Tech University, Fredericksburg is a center for the region for retail shopping, education, recreation, medical care, and much more. Over the past few decades, Fredericksburg has positioned itself as the premier location for tourism in the Texas Hill Country. With more than 50 wineries, vineyards, and wine tasting rooms located in the area, Fredericksburg has become an attraction for visitors from all over the globe. Fredericksburg’s relative proximity to the two major metropolitan areas of Austin and San Antonio provides access to urban benefits. The convergence of two U.S. highways (US 87 and US 290), a state highway (TX 16) and multiple farm-to-market roads within the city introduces various mobility and transportation impacts.

POPULATION PROJECTION

According to the U.S. Census, the city’s population experienced little overall change (an approximately 3.3 percent increase) between 2000 and 2020. **Figure 1.1, Historic and Projected Populations**, below, shows two population estimates for Fredericksburg in 2030. The blue line is based on The Texas Water Development Board (TWDB) which estimates a small increase of approximately 3.5 percent from 2020 to 2023. The red line is an estimate based on planned residential developments in Fredericksburg, factoring in vacancy rates and average household size estimates derived from the U.S. Census. This estimate indicates an increase in population of approximately 51 percent. However, due to the large number of second homes in Fredericksburg, it is likely the increase in population will be lower than this projection. The difference between the two estimates makes it difficult to predict future populations with certainty.

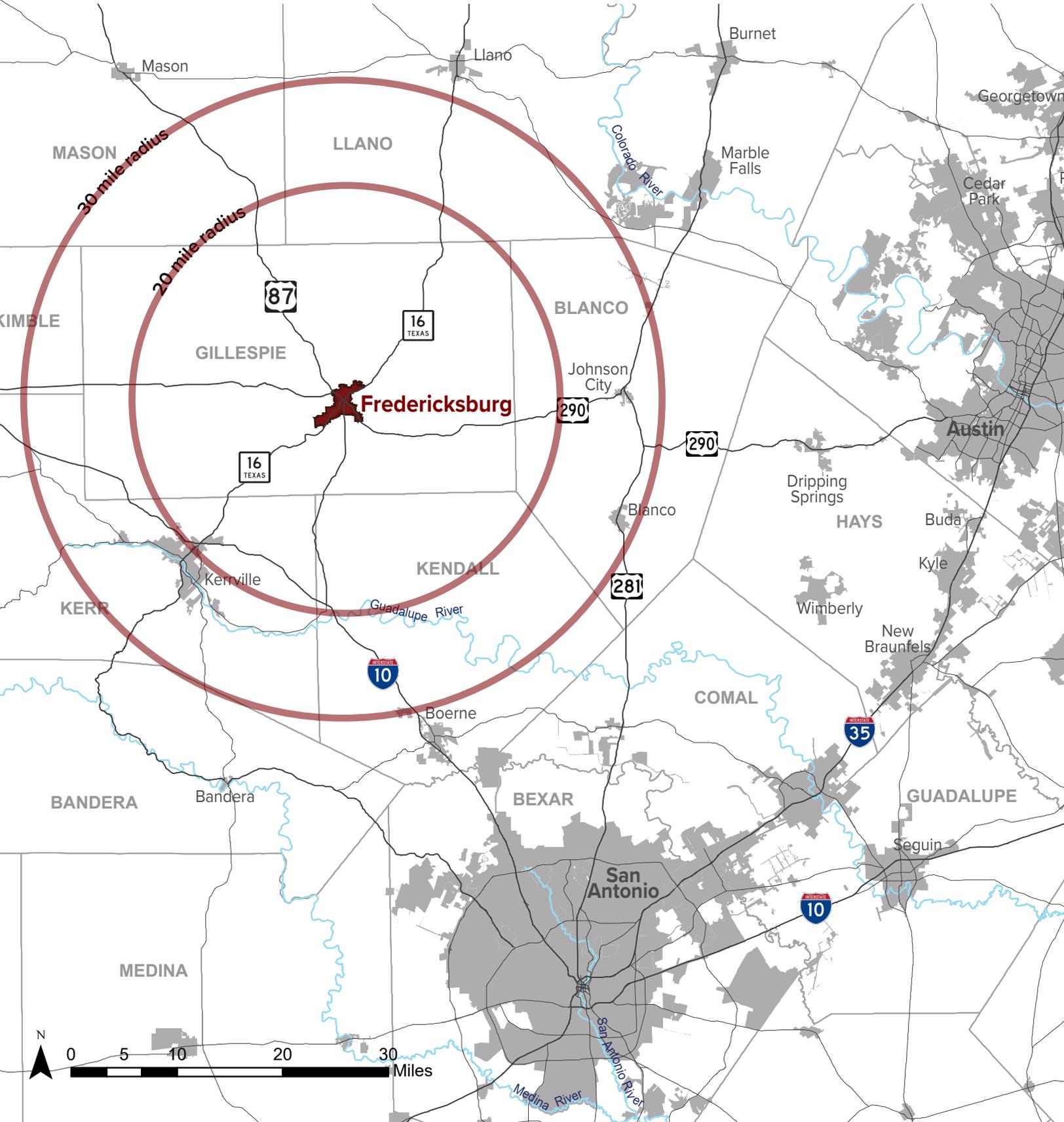
Figure 1.1, Historic and Projected Population



Map 1.1: Regional Context

REGIONAL CONTEXT

Fredericksburg is located in the heart of the Texas Hill Country in Gillespie County. The city is in the Edwards Plateau region and is approximately 75 miles west of Austin and 65 miles northwest of San Antonio. Fredericksburg is part of several regional transportation and mobility planning groups including the TxDOT Austin/Burnet region and the Alamo Area Council of Governments.



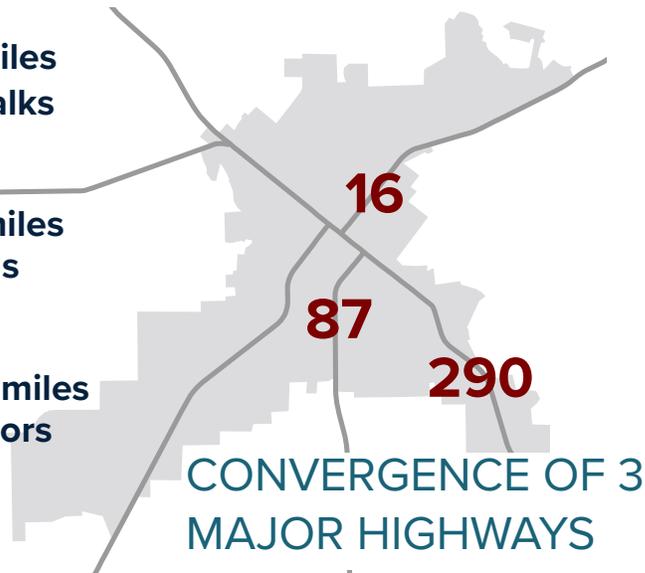
MOBILITY

Regionally, Fredericksburg's location at the convergence of three highways provides access to the major urban centers of Austin and San Antonio. However, these three state highways also means there is a high prevalence of roadways under the authority of TxDOT. Rideshare services are provided by Alamo Regional Transit (A.R.T.) buses (a service of the Alamo Area Council of Governments), and Uber and Lyft. Numerous wine shuttle services provide transport to tourists both inside and outside the city limits. There are currently no bike lanes present within city limits.

23+ miles
of sidewalks

37.9 miles
of arterials

25.8 miles
of collectors



**AVERAGE COMMUTE TIME
FOR FREDERICKSBURG
RESIDENTS¹**

17 MINUTES

DRIVE ALONE ¹	CARPOOL ¹
75.2%	10.6%

1,250
**FREDERICKSBURG
RESIDENTS COMMUTE TO
OUTSIDE OF THE CITY**



**Main Street
volumes exceed 15,000 vehicles
per day²**

Sources: 1. U.S. Census Bureau 2011 ACS Data;
2. 2021 TxDOT Annual Average Daily Traffic



ECONOMIC DEVELOPMENT

Fredericksburg's local tourism has been a major economic driver, but given the city's slow population growth and high housing costs, the area has experienced a limited labor force supply. The average starting wage in 2022 was \$17.51 per hour, a 17 percent increase from 2020. A 2022 survey of wages and benefits in Fredericksburg found that 35% of employees leave because they could not afford housing and 22% stated the commute is too long. According to the U.S. Census, 29.3 percent of employed citizens work in sales and office occupations, making it the largest occupation category.

**DIRECT VISITOR SPENDING
IN FREDERICKSBURG IN
2022¹**

\$202.9 MILLION

**9,000 local
jobs in 2022²**

**AVERAGE ANNUAL PAY
FOR A JOB IN GILLESPIE
COUNTY²**

\$45,000



**OVER THE LAST 10 YEARS
Hotel Occupancy Tax revenue has
increased at a faster pace than
both property or sales tax revenue²**



**ANNUAL ECONOMIC IMPACT OF
GILLESPIE COUNTY AIRPORT²**

\$13.7 MILLION



75.1% of working residents
work in Fredericksburg²



Gillespie County Airport
Photo source: Gillespie County EDC

MEDIAN HOUSEHOLD INCOME²

Fredericksburg
\$54,771

Gillespie County
\$64,438

Sources: 1. Fredericksburg
Convention and Visitors
Bureau; 2. TXP Inc.

HOUSING

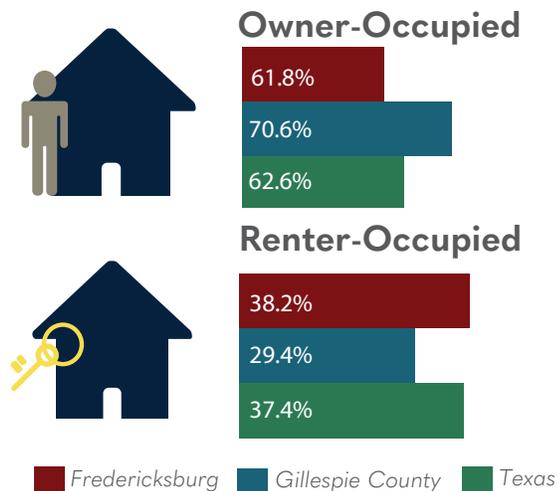
Fredericksburg has had slow population growth in the last decade but has experienced significant increases in the median home value. As of December 2023, there are 1,303 new multi-family units under construction or planned to be added to Fredericksburg's housing stock.



Duplex in Fredericksburg

50 new single-family housing units permitted per year on average

Figure 1.2, Owner vs. Renter Occupied¹



Median Home Value²

2021
\$549,829

84% INCREASE

2015
\$298,640

44% INCREASE

2010
\$206,357

2010 - 2021
INCREASE

166%



827 existing multifamily units (as of April 2022)²

Sources: 1. U.S. Census Bureau 2021 ACS Data; 2. City of Fredericksburg



PARKS & NATURAL RESOURCES

The 2024 Fredericksburg Parks Master Plan was developed in conjunction with this Comprehensive Plan to take an in-depth look at and to plan for the future of parks, recreation, trails, and open space.



Playground at Marktplatz

In the 2024 Parks Master Plan, a conditions assessment was performed for each of Fredericksburg’s nine parks and recommendations and implementation strategies were developed. These prioritized strategies position Fredericksburg to enhance its parks system and meet the needs of the community over the next 10 years, including preservation of the area’s natural resources Hill Country character.

FREDERICKSBURG CONTAINS

 **9** CITY PARKS

 **2** CITY POOLS

 **2.5** MILES OF TRAILS

GILLESPIE COUNTY

LAND AREA - **675,290** acres

LAKES & RESERVOIRS AREA - **1,830** acres

STREAMS & RIVERS - **2,676** miles

2020 POPULATION - **26,725**

2020 POPULATION DENSITY - **25.3** ppl/mi.²

1.2% Percent Conservation Areas (2021)

3.7% Percent of Developed Areas (2019)

\$0M Public Investment in Conservation (2010-2022)

Community Engagement Summary

To ensure this Plan embodies the vision of the community, an extensive public engagement process was completed to identify needs and desires. The information collected during this process created the foundation for this Plan and the Parks Master Plan. Because these two plans were developed simultaneously, community engagement efforts were combined.



FOCUS GROUP MEETINGS

A total of 10 focus group meetings were held over the course of Phase One, beginning in September 2022 and continuing through January 2023. Focus groups were utilized to gather feedback on specific aspects from a variety of perspectives and experiences. Information collected during these meetings helped shape survey and open house questions and generated ideas that could be incorporated as recommendations. Stakeholders were divided into groups based on topics. Topics included:

- Neighborhoods and Housing
- Non-profits and Ministerial
- Real Estate Development
- Business and Employment
- Hospitality and Tourism
- Parks, Trails, and Open Space
- Education
- Special Events

ADVISORY COMMITTEE MEETINGS

The Advisory Committee met at key intervals throughout the entire planning process to provide input and guidance to both the Comprehensive Plan and the Parks Master Plan. The Committee included respected community leaders including representatives from City Council, Fredericksburg Independent School District, Planning and Zoning (P&Z) Commission, Gillespie County, and community members. The 18-person committee helped identify and evaluate needs and issues, assisted with setting priorities, and provided strategic direction for the Comprehensive Plan. Participants in these meetings engaged in mapping exercises, Strengths, Opportunities, Aspirations, and Results analyses, open discussions, and prioritization exercises.

ELECTED AND APPOINTED OFFICIALS WORKSHOPS

City Council and the P&Z Commission met three times throughout the planning process for both plans. Participants in these workshops participated in mapping exercises, Strengths, Opportunities, Aspirations, and Results analyses, open discussions, and prioritization exercises.



City Council and Planning and Zoning Commission meeting



ONLINE COMMUNITY SURVEY SUMMARY

Three online surveys were administered to gather community input for the development of both the Comprehensive Plan and Parks Master Plan. The first survey, available from November 7, 2022 to February 17, 2023, included a variety of topics such as demographics, satisfaction with city services, housing, and priority issues. It aimed to gain an understanding of the desires of residents for the future of Fredericksburg. The second survey, available from March 20, 2023 to May 9, 2023, focused on desires for the parks system. The third survey, available from July 24, 2023 to September 11, 2023, focused on the development of the comprehensive plan. Key takeaways are summarized on the following pages, as well as in **Appendix B**, and a full copy of each survey and responses is provided in **Appendix C**.

PUBLIC OPEN HOUSE SUMMARY

Three in-person public open houses were held throughout this planning process to gather community input. The first open house was held on January 18, 2023, where individuals were asked to provide feedback on a number of topics which had been identified as key issues during the kick-off meetings. The second open house was held on April 25, 2023, and the third open house was held on August 9, 2023. At each event, attendees were asked to express their opinions by placing stickers next to priorities or writing their thoughts on sticky notes. Throughout the process, open house engagement identified housing affordability and parks and trails as top community priorities. Key takeaways from the in-person open houses are summarized below.

202 open house participants

2,687 online survey responses collected

AREAS OF HIGH SATISFACTION

- Encouraging citizen involvement
- Encouraging economic growth
- Listening to and communicating with citizens

AREAS OF LOW SATISFACTION

- Implementing effective land use and zoning
- Employment opportunities within Fredericksburg and Gillespie County
- Managing city funds

THREE MOST IMPORTANT IMPROVEMENTS TO MAIN STREET

1. Improved vehicular parking
2. Preservation of historic buildings
3. Enhanced streetscape

TOP THREE NEIGHBORHOOD PRIORITIES

1. Sustainable development with consideration for water usage
2. Keeping single-family neighborhoods separate from other uses
3. Requiring sidewalks or trails

TOP FIVE PRIORITY ISSUES FOR FREDERICKSBURG



Quality Schools & Education



Housing Affordability



Access to Healthcare



Community Character



Employment Opportunities

Vision

One of the most important components of a comprehensive plan is the community's vision for the future. The vision for this Plan is a future desired state for Fredericksburg as described in the vision statement and supported by a series of 13 guiding principles. These principles, described in **Part 2: Future Direction**, are grouped into seven categories and frame the objectives and plan recommendations that follow. Together, these principles and objectives will guide decision-making priorities for the City over the next 10 plus years, and provide a context and clear direction for government actions, partnerships, and leadership decisions, ensuring a long-term mindset based on the community's values.

Vision for Fredericksburg

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.



PART 2

Future Direction

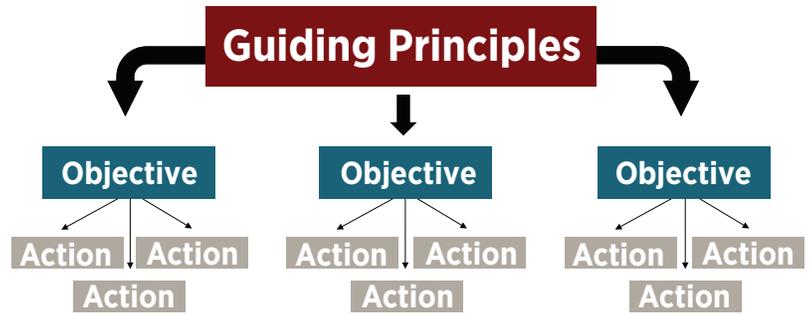
View from Cross Mountain Park; Photo source: Fredericksburg Convention and Visitor Bureau

Future Direction for Fredericksburg

Fredericksburg calls for a future that builds on its legacy of a close-knit community to foster innovation and growth while maintaining a high quality of life for residents. The action plan to implement the community’s vision provides the framework to guide future innovation, development and initiatives for a high quality of life.

The future direction is organized around seven overarching themes: Neighborhood Quality, Workforce, Tourism, City Center, Mobility, Small-Town Sensitive Growth, and Governance. Each theme is described by one or two statements, or guiding principle, which represents the desired end state towards which planning efforts should be directed. The guiding principles were derived from public input regarding the opportunities and challenges faced in the community. Input was presented to the Advisory Committee who gave insight and direction for developing the final guiding principles. Nested under each guiding principle are objectives and specific actions for meeting the identified objectives. This hierarchy of future directions can be seen in **Figure 2.1, Guiding Principles**.

Figure 2.1, Guiding Principles



PLAN OBJECTIVES

The objectives outlined on the following pages are statements of desired outcomes the community should strive to achieve as the plan is implemented. Each objective reflects a broad topic of equal importance that will guide the Fredericksburg action plan over the next five to ten years. It is important to note that not every objective will be completed in the near-term or, in some cases, throughout the time horizon of this plan. As such, the timing of actions necessary to achieve the objectives are detailed in the Implementation Action Plan tables found in **Appendix A, Implementation Plan**. Implementation of comprehensive plans is complex due to the nature and scale of comprehensive planning. Priorities established in this plan are subject to change based on shifting politics, funding availability, concurrent projects, or other circumstances outside of the City’s control. However, even as priorities change, the guiding principles and objectives will remain constant throughout the City’s implementation efforts.



Comprehensive Plan Guiding Principles

The following 13 guiding principles, categorized into seven themes, were developed as a result of community input and are intended to guide the City’s priorities and decision-making throughout the course of this Plan.



NEIGHBORHOOD QUALITY

- Fredericksburg will strengthen and enhance the livability of neighborhoods where families can live.
- Fredericksburg will encourage the creation and maintenance of quality, affordable housing for residents of all backgrounds and income levels.



WORKFORCE

- Fredericksburg will foster an environment for developing and retaining quality talent in targeted industries.
- Fredericksburg will maintain a resilient, diverse, and sustainable economy that supports both existing and new locally-owned businesses.



TOURISM

- Fredericksburg will prioritize a unique, small-town character which promotes its heritage.
- Fredericksburg will attract visitors for its diverse retail, service, entertainment, and recreation options.



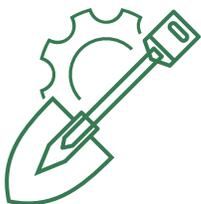
CITY CENTER

- Fredericksburg will preserve the historic charm of Main Street while cultivating a sense of place and expanding the City Center to better serve the residents.



MOBILITY

- Fredericksburg will have a well-planned thoroughfare network that reduces vehicular congestion within the city.
- Fredericksburg will support safe, comfortable, and convenient transportation systems.



SMALL-TOWN SENSITIVE GROWTH

- Fredericksburg will implement land use patterns and related policies to support its unique community character and natural resources, improve residents’ quality of life, and deliver incremental growth that optimizes its infrastructure and service capacity.



GOVERNANCE

- Fredericksburg will provide communication and engagement to create a healthy, safe, and informed community.
- Fredericksburg will invest efficiently in infrastructure to ensure a vibrant, livable, and economically robust community.



NEIGHBORHOOD QUALITY

Affordable housing is one of the most pressing issues facing not only Fredericksburg, but the nation, and is something nearly all communities are struggling with. There are a multitude of reasons which contribute to housing unaffordability. Key factors likely contributing to housing affordability challenges include the prominence of the tourism industry, which raises land values, the rise of Short-Term Rentals (STRs), low wages for the large number of service workers and public employees, such as emergency personnel and teachers, a lack of new housing starts, and a prevalence of single-family detached housing.

For years, there was minimal expansion of multi-family housing and hotels in Fredericksburg. However, with recent approval of hotels and 1,300 multi-family units approved or under construction this trend is changing. Historically, the lack of hotels combined with the city's history of charming bed & breakfasts and strong tourism economy created an unusually strong demand for STRs. Within this Plan, neighborhood quality encompasses all elements which create strong, livable neighborhoods for residents. These elements can include diverse, quality housing options, property maintenance, street safety, and access to parks or other amenities which provide services to neighborhood residents.

Though the cost of housing will be largely determined by the market, Fredericksburg can influence housing costs by expanding housing choices.

Guiding Principle 1

FREDERICKSBURG WILL STRENGTHEN AND ENHANCE THE LIVABILITY OF NEIGHBORHOODS WHERE FAMILIES CAN LIVE.

OBJECTIVE A: Protect and enhance existing and future neighborhoods and housing stock.

- *Action N.1.A.1:* Amend zoning and subdivision regulations to ensure new infill development is visually compatible with existing neighborhood patterns.
- *Action N.1.A.2:* Collaborate with Fredericksburg ISD to establish joint goals for future school siting to ensure they are well integrated into neighborhoods.
- *Action N.1.A.3:* Register vacant, dilapidated structures and non-conforming uses and structures. Maintain a log with up-to-date information and continue to support code enforcement activities.
- *Action N.1.A.4:* Consider creating an STR zone and limiting future Short Term Rentals to areas in Fredericksburg where visitors could walk to attractions and destinations.
- *Action N.1.A.5:* Evaluate neighborhood development tools to assess and invest in aging neighborhoods such as Neighborhood Improvement Districts, Tax Increment Reinvestment Zones, and Neighborhood Empowerment Zones.
- *Action N.1.A.6:* Encourage neighborhood placemaking elements that add community character and support pride of ownership (pocket parks, street trees, art in public places, sidewalks, etc.).
- *Action N.1.A.7:* Continue to build working relationships with neighborhood groups to ensure effective communication regarding safety, upkeep, service delivery, and community amenities.
- *Action N.1.A.8:* Communicate and work with property owners of underutilized land to create more infill opportunities for housing.
- *Action N.1.A.9:* Work with Fredericksburg ISD on the redevelopment of the old Middle School campus.



- *Action N.1.A.10:* Work with Fredericksburg ISD to plan for and develop housing on excess land near new Middle School campus, using best practices for affordability and connectivity.
- *Action N.1.A.11:* Adopt a tree preservation ordinance to preserve mature trees and promote neighborhood integrity.

Guiding Principle 2

FREDERICKSBURG WILL ENCOURAGE THE CREATION AND MAINTENANCE OF QUALITY, AFFORDABLE HOUSING FOR RESIDENTS OF ALL BACKGROUNDS AND INCOME LEVELS.

OBJECTIVE A: Support programs that can assist Fredericksburg residents in attaining housing.

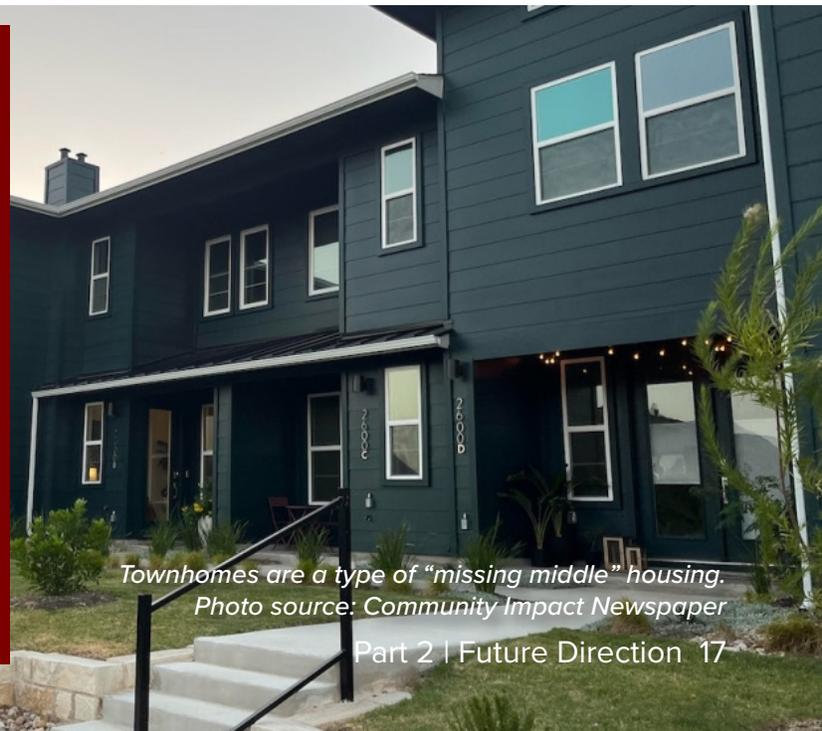
- *Action N.2.A.1:* Partner with established regional housing advocates to identify ways to expand or diversify opportunities for affordable housing or community land trusts.
- *Action N.2.A.2:* Explore innovative financing, public-private partnerships, and development programs that leverage private development to increase the availability of affordable housing units, funding, and resources.
- *Action N.2.A.3:* Partner with the Chamber of Commerce, Fredericksburg ISD, local real estate organizations, and other entities to provide consumer education for first-time homebuyers, financial wellness, and other programs.

OBJECTIVE B: Encourage affordability and diversity of housing products.

- *Action N.2.B.1:* Identify zoning and regulatory barriers to developing missing housing types (patio/garden homes, townhomes, etc.).
- *Action N.2.B.2:* Review and amend the zoning and subdivision regulations to allow a greater mix of housing types in each neighborhood.
- *Action N.2.B.3:* Consider establishing a special development review track that expedites review of development projects that integrate income restricted housing units.
- *Action N.2.B.4:* Promote affordable housing via development incentives such as density bonuses and parking requirement reductions.
- *Action N.2.B.5:* Prioritize inclusion of affordable housing in future development agreements between the City and developers.

MISSING MIDDLE

Today, many people looking to own or rent a home are longing for more options than what is generally available. Missing middle housing is a term commonly used to describe housing types often “missing” from communities. Missing middle housing is characterized by buildings with more units than single-family, but fewer than mid- or high-rise multi-family complexes. These might include duplexes, triplexes, townhomes, and cottage-type homes. These types of housing can provide greater housing density, and thus potentially greater housing affordability, while still fitting into the existing character of the surrounding neighborhoods.



*Townhomes are a type of “missing middle” housing.
Photo source: Community Impact Newspaper*

Short-Term Rentals

Over the past decade, short-term rentals (STR) have increased significantly throughout Fredericksburg and Gillespie County to meet overnight visitor demand. Since 2012, Bed & Breakfast (B&B) / STR rooms available nearly tripled while traditional hotel/motel rooms remained flat. The current Gillespie County estimate for B&B/STR rooms available is approximately 2,000 versus 1,200 for hotel/motel rooms. The opening of the Albert Hotel plus other lodging projects in the early planning stages should add to the number of traditional hotel/motel rooms. City Council adopted a new ordinance, effective January 1, 2024, to limit the expansion of STR units in R2 zoning districts, similar to the 2022 ordinance which limited expansion of STR units in R1 zoning districts.

1,058

STR PROPERTIES LEGALLY OPERATING

400

STR PROPERTIES IN THE HISTORIC DISTRICT

100

STR PROPERTIES IN THE ETJ

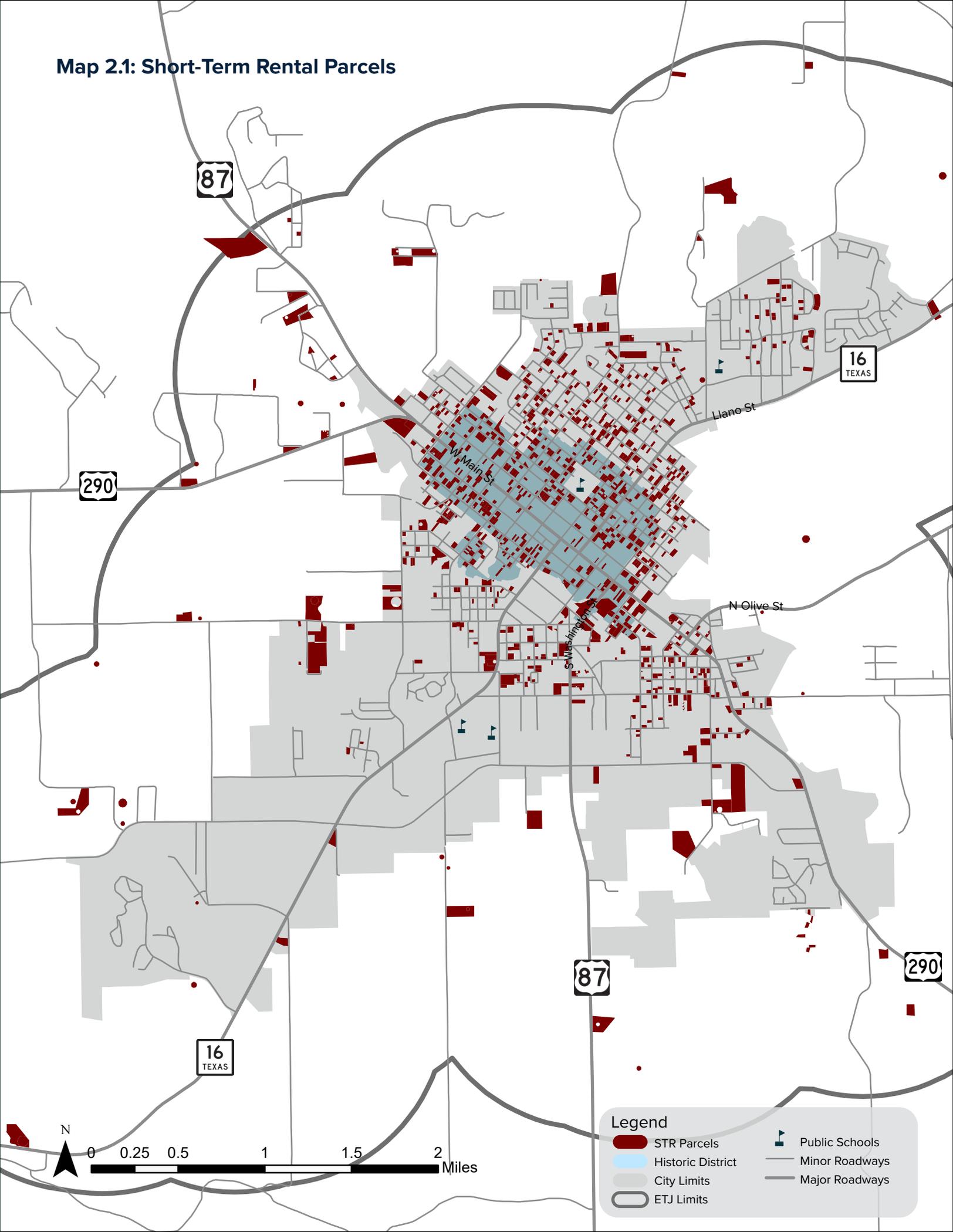
In 2023, approximately 1,000 STR units operated within Fredericksburg. Of these, 853 units are located in all residential zoning districts; 523 units are specifically located in the R1 zoning district. Based on a review of STRs registered with the City combined with parcel data, it is possible to estimate the current distribution of properties within the community. This distribution is shown in **Map 2.1, Short-Term Rental Parcels** on the following page. It is important to note that the map illustrates parcels, not individual units, and some properties have more than one unit. Approximately 400 STR properties are within the Historic District, 500 STR properties are within the City but outside of the Historic District, and 100 STR properties are outside of the city but within the extraterritorial jurisdiction. These datasets will fluctuate monthly based on the number of properties being added or subtracted from the total supply of available STRs.



Short-term rentals and bed & breakfasts, such as those shown above and below, are prevalent within Fredericksburg. Photo source: Fredericksburg Convention & Visitors Bureau

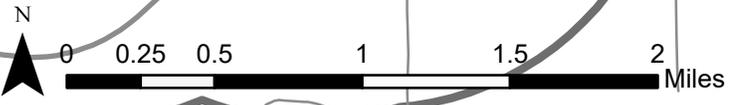


Map 2.1: Short-Term Rental Parcels



Legend

- STR Parcels
- Historic District
- City Limits
- ETJ Limits
- Public Schools
- Minor Roadways
- Major Roadways





WORKFORCE

Though Fredericksburg has several economically competitive local businesses, most employers and businesses within the community agree that finding and retaining employees has been a challenge. The average age in Fredericksburg is 51 and young employees find that many desired services or amenities are not available. In addition to a lack of affordable housing, Fredericksburg faces a critical shortage of available childcare services and other services young employees need.

Currently, employment opportunities are driven by the tourism, hospitality, and service industry and health care services. Roles in the retail and service industries are primarily low-wage service jobs, and many of these employees commute to Fredericksburg from Gillespie and Kerr County, and even Austin and San Antonio where there is greater access to housing and necessary services.

The strategies for these guiding principles aim to enhance workforce development and retain talent by providing amenities and services which contribute to a greater quality of life for people who want to live and work in Fredericksburg.

Guiding Principle 1

FREDERICKSBURG WILL FOSTER AN ENVIRONMENT FOR DEVELOPING AND RETAINING QUALITY TALENT IN TARGETED INDUSTRIES.

OBJECTIVE A: Expand education and training opportunities for local workers.

- *Action W.1.A.1:* Partner with local higher education centers, private and public schools, businesses, and other entities for workforce training program (i.e., creation of a youth entrepreneurship program, classes/certifications through the University Center or the Create Healthy Foundation, Child Development Associate (CDA) degree, and the Certified Nursing Assistant (CNA) program.).
- *Action W.1.A.2:* Create an internship program with the Chamber of Commerce to provide high school students the opportunity to learn about local jobs.
- *Action W.1.A.3:* Encourage area colleges, community groups, and training agencies to establish programs that would benefit the Fredericksburg workforce.

OBJECTIVE B: Explore alternative sales tax use strategies or shifts in tax structures to provide greater options beyond tax abatements and fee waivers for recruiting new businesses and economic activity.

- *Action W.1.B.1:* Explore or put a committee together to explore shifting the property tax buy down to other options to alleviate funding stressors and provide quality of life improvements.
- *Action W.1.B.2:* Develop educational materials about strategies available to the City of Fredericksburg for funding enhancements that contribute to the overall quality of life.
- *Action W.1.B.3:* Determine what long-term level of general fund revenue can be allocated without creating unforeseen budget implications.



Guiding Principle 2

FREDERICKSBURG WILL MAINTAIN A RESILIENT, DIVERSE, AND SUSTAINABLE ECONOMY THAT SUPPORTS BOTH EXISTING AND NEW LOCALLY-OWNED BUSINESSES.

OBJECTIVE A: Pursue a vibrant mix of businesses that supports a diverse economy while also providing essential services for residents and living wage job opportunities.

- *Action W.2.A.1:* Cultivate partnerships between the City, Gillespie County and the EDC to update the targeted industries study to determine strategies for attracting the most appropriate sectors of emerging industries to Fredericksburg.
- *Action W.2.A.2:* Submit application for Cultural District Designation through the Texas Commission of the Arts.
- *Action W.2.A.3:* Leverage the robust City of Fredericksburg fiber infrastructure to support business retention and recruitment, diversify the economy, and attract high wage jobs.
- *Action W.2.A.4:* Ensure City permitting processes are conducive to business start-ups and expansions.
- *Action W.2.A.5:* Support efforts to establish future-oriented infrastructure systems and human capital resources that can benefit Fredericksburg, such as sustainable energy, improved broadband for enhanced telework opportunities, expanded transportation options, workforce housing and workforce training.
- *Action W.2.A.6:* Consider removing conditional use permits for childcare services; instead codify specific site requirements within the code to reduce regulatory barriers to developing childcare facilities.

EDUCATIONAL INSTITUTIONS

Many secondary and higher education institutions, both public and private, are located in Fredericksburg, providing a valuable asset for the City to leverage in developing and enhancing additional workforce training and educational opportunities. These institutions include:

- Fredericksburg ISD schools
- Heritage School
- Ambleside School
- St. Mary's Catholic School
- Hill Country University Center, including Texas Tech University



Alternative Sales Tax Use Strategies

TYPE B ECONOMIC DEVELOPMENT CORPORATION

The Development Corporation Act of 1979 gives cities the ability to finance new and expanded business enterprises in their local communities through economic development corporations (EDCs). Chapter 505 of the Texas Local Government Code authorizes Type B EDCs which are authorized to fund projects for developing industries, including business infrastructure, and cultivating communities, including parks, museums, sports facilities, and affordable housing.

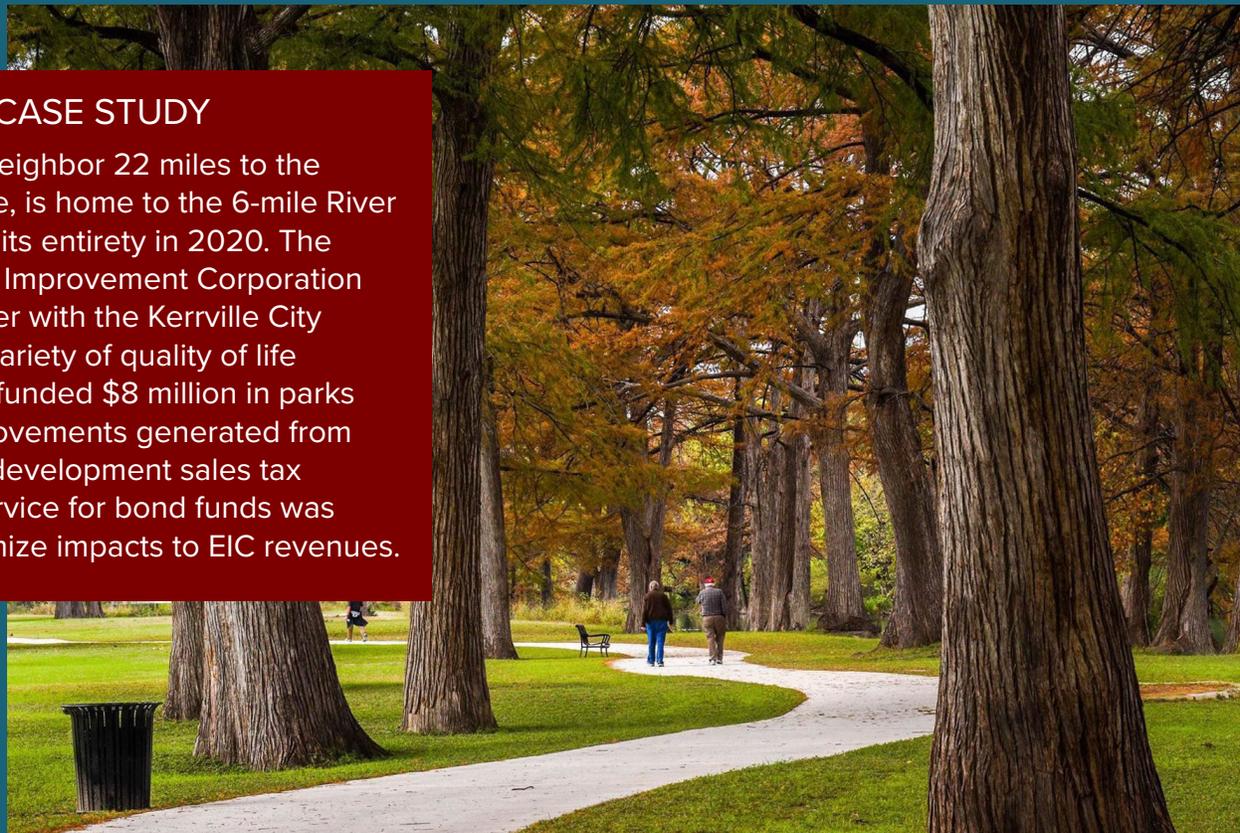
A Type B EDC can bring significant economic benefits to a community by fostering job creation, funding infrastructure development, supporting parks, and supporting overall growth through strategic investments in various industries and projects. While the Type B corporation has a significant degree of autonomy, there are often requirements for public hearings and input regarding proposed projects, ensuring that the community has a voice in the decision-making process.

MUNICIPAL DEVELOPMENT DISTRICTS (MDDS)

Cities may hold an election in all or part of a city, including its extraterritorial jurisdiction, to create a municipal development district (MDD) and to adopt a sales tax to fund it. State law authorizes expenditure of MDD funds for a variety of economic development activities including certain infrastructure improvement projects, certain recreational or community facilities, projects related to business enterprises that create or retain primary jobs, projects that promote new or expanded business development, or convention center facilities and related improvements. In addition, proceeds may also be used to hire necessary staff. To create a MDD, a city must call an election through an order that defines the proposed boundaries of the district and adopts the sales and use tax to be collected. Because the City cannot exceed the sales and use tax of 2 percent, this election would also need to replace an existing sales tax use (ex. property tax reduction).

KERRVILLE, TX CASE STUDY

Fredericksburg's neighbor 22 miles to the southwest, Kerrville, is home to the 6-mile River Trail, completed in its entirety in 2020. The Kerrville Economic Improvement Corporation (EIC) works together with the Kerrville City Council to fund a variety of quality of life projects and thus, funded \$8 million in parks and river trail improvements generated from Type B economic development sales tax revenues. Debt service for bond funds was structured to minimize impacts to EIC revenues.



*Kerrville River Trail along the Guadalupe River
Photo source: Trip Advisor*



Cultural Arts District Designation

Seeking designation of a Cultural District from the Texas Commission of the Arts (TCA) allowed by House Bill 2298 of the 79th Texas Legislature, provides Fredericksburg an opportunity to attract new businesses, cultural attractions, artists, and spur economic development and community pride. To receive designation, an organizational structure or governing body is required to oversee programming, operations, and maintenance, and a cultural plan which outlines the goals and strategies for the district must be in place. The Cultural Arts District designation opens up opportunities to receive grants, funding, and other resources from the TCA to support various initiatives and economic development within Fredericksburg.

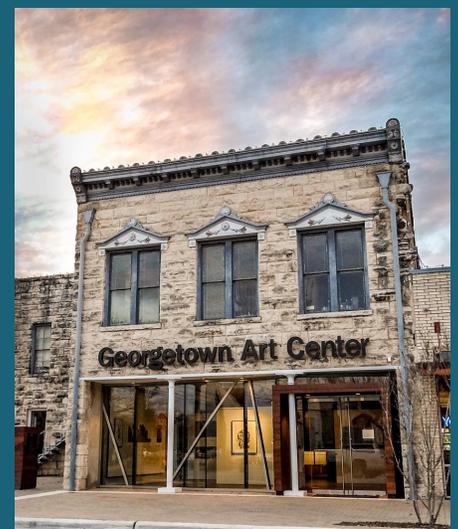


Visitors at Insight Gallery on Main Street

GEORGETOWN, TX CASE STUDY

Georgetown, Texas is one of 51 cultural districts across the State of Texas. The 40-block area surrounding the Downtown Square overlaps with the historic downtown and its variety of restaurants, wineries, galleries, and boutiques. The designation as a Cultural District brings recognition and distinction to the area and highlights all the activity and life that happens in Georgetown. The area features several notable murals, hosts live theatre and concerts, promotes the history and architecture of the area, and the City's Sculpture Tour exhibits sculptures throughout the district on an annually rotating basis.

There is already great appreciation and enthusiasm in Fredericksburg for culture and arts. Numerous art galleries are present and the Fredericksburg Theater Company has been performing for more than 25 years. Additionally, live music can be enjoyed throughout Fredericksburg, and the Fredericksburg Convention and Visitor Bureau is actively seeking its Texas Music Friendly certification. By receiving a Cultural Arts District Designation, Fredericksburg can leverage the activity already happening to further foster and enhance the community's history, architecture, arts and culture, and broaden the types of attractions found in the Historic District.



Photos source: City of Georgetown



TOURISM

Though resident attitudes towards the tourism industry in Fredericksburg may vary, the economic success of Fredericksburg is undeniably fueled by the tourism industry. Each year tens of thousands of visitors flock to the City to shop along Main Street, visit wineries, and stay in hotels or STRs, and many more make day trips from surrounding cities such as Austin and San Antonio.

A 2023 survey conducted by Longwoods International found that almost half of Fredericksburg residents think tourism is beneficial for the economic success of their local area, yet only four in ten believe that, in general, the positive benefits of tourism outweigh the negative impacts. Further, only three in ten residents support growth of the tourism industry.

Throughout this planning process, residents emphasized support for the economic benefits afforded by local tourism but desired to see a balance in the types of attractions and services offered, especially those with a greater focus on family-friendly activities. Further, residents indicated their desire for tourists and visitors to contribute their “fair share” towards the provision of local infrastructure, such as parking, roads, and utility services, which must meet the influx in demand created by visitors.

Because of the significance of the tourism industry in Fredericksburg, guiding principles and objectives throughout this Plan may impact or be impacted by local tourism; the guiding principles of this section, and their associated objectives, strive for balance in Fredericksburg’s tourism industry and its impacts to the City, specifically promoting attractions which are not alcohol-based, increasing non-peak time activation, and allocating revenue generated from tourism-related activities to enhance the City’s quality of life.

Guiding Principle 1

FREDERICKSBURG WILL PRIORITIZE A UNIQUE, SMALL-TOWN CHARACTER WHICH PROMOTES ITS HERITAGE.

OBJECTIVE A: Create programs and policies to enhance the experience for both visitors and locals.

- *Action T.1.A.1:* Promote a “Buy Local” campaign and start a “locals night” during the week to encourage support of local businesses outside of the weekends.
- *Action T.1.A.2:* Establish a designated wine tour pick up and drop off zone or park and ride location, co-located with parking.
- *Action T.1.A.3:* Establish a maintenance and replacement plan for wayfinding signage located in the center of Fredericksburg.
- *Action T.1.A.4:* Develop and promote visitor education campaigns to increase knowledge and understanding of local laws and conduct expectations with the LOVE FBGTX campaign hosted through the Convention and Visitors Bureau.

- *Action T.1.A.5:* Develop programs that allow locals to showcase their culture, traditions, and artisanal products, fostering a more authentic experience for tourists.

OBJECTIVE B: Support placemaking opportunities to maintain a uniquely Fredericksburg experience.

- *Action T.1.B.1:* Refine and enhance districts within Fredericksburg to provide a wide array of entertainment options for locals (i.e., an Arts District with art workshops, public art displays, a warehousing district with unique feel and activities, etc.).
- *Action T.1.B.2:* Pursue, promote, and encourage public art in public spaces that highlights the cultural heritage and distinct charm of Fredericksburg.
- *Action T.1.B.3:* Invest in gateway enhancements at key entries to Fredericksburg to establish a visual sense of arrival. Incorporate community branding, lighting treatments, and streetscape elements along key corridors into the city.



Guiding Principle 2

FREDERICKSBURG WILL ATTRACT VISITORS WITH ITS DIVERSE RETAIL, SERVICE, ENTERTAINMENT, AND RECREATION OPTIONS.

OBJECTIVE A: Diversify and manage the expansion of Fredericksburg's tourism offerings.

- *Action T.2.A.1:* Support the development of facilities that would attract business travel and other mid-week trade, such as a conference center or other meeting facilities.
- *Action T.2.A.2:* Implement a local landmark designation program which could be incorporated into a self-guided tour to promote the city's history.
- *Action T.2.A.3:* Identify how local Hotel Occupancy Tax (HOT) funds could be allocated to other eligible uses under state law to expand and diversify tourism offerings.
- *Action T.2.A.4:* Consider how Fredericksburg's short-term rental (STR) policies impact long-term HOT collections and the implications on funding eligible tourism projects and marketing efforts.
- *Action T.2.A.5:* Consider limiting the number of alcohol-based businesses allowed on Main Street so that there is a balance between these types of businesses and other establishments such as restaurants and retailers.
- *Action T.2.A.6:* Work with the Convention and Visitors Bureau and the Tourism Master Plan to promote tourism centered around family friendly activities, culinary experiences, arts and culture, and boutique shopping. Consider the following:
 - Offer self-guided walking tours of historic landmarks or legacy businesses.
 - Promote local theater productions and art galleries.
 - Pursue family-friendly entertainment options.
- *Action T.2.A.7:* Continue to offer annual and regular event opportunities in Marktplatz and in the City parks system as signature regional and local attractions.



Main Street
Photo Source: Chris Litherland Photography

Tourism

Fredericksburg has a proven reputation as one of the most attractive tourism destinations in Texas. Tourism in Fredericksburg has become centered around the Texas viticulture industry, with 70 unique wineries in the city or county, as of late 2022. Other significant activities and attractions in the city include the Smithsonian-Affiliated National Museum of the Pacific War, the Pioneer Museum, the Fredericksburg Food and Wine Festival, and Oktoberfest.

Direct tourism spending in Fredericksburg was nearly \$203 million in 2022. As the primary employment industry found in Fredericksburg, it is important to maintain the strength of tourism in Fredericksburg while also providing a high quality of life for the community's full-time residents. To this end, community engagement identified the following concerns:

- Attainable housing for the workforce
- Protecting neighborhood quality and integrity where many STRs are located
- Providing activities suited for families and non-alcohol related uses
- Traffic / parking demand and congestion
- Pedestrian safety on Main Street
- Mid-week uses and activities
- Utilizing tourism funds to manage existing tourism levels versus marketing to attract new visitors

IN 2022, VISITORS TO
FREDERICKSBURG SPENT OVER
\$202.9 MILLION

7.0% HOTEL OCCUPANCY TAX
(HOT) IN FREDERICKSBURG

In 2022, Fredericksburg allocated 5.0%
of HOT revenues to arts and culture

SOLVANG, CA CASE STUDY

Solvang, California, located in the Santa Ynez Valley, is known as “The Danish Capital of America.” Known for its old-world European architecture style, the city of approximately 6,000 people (as of 2021) welcomes approximately 1.5 million visitors each year. Though similar to Fredericksburg for its tourism, cultural roots, and historical preservation, Solvang has managed to balance its winery-based tourism with a variety of activities for other users, including families, art and culture enthusiasts, and those seeking outdoor adventures. Fredericksburg can build upon its existing strength in arts, culture, and culinary arts, and the opportunities for outdoor activities in the Hill Country to broaden its tourism industry while still maintaining itself as a charming and economically vibrant small-town.



*Solvang, CA is known for its historic Danish charm.
Photo source: SolvangUSA*



Hotel Occupancy Tax (HOT)

A hotel occupancy tax (HOT) is a tax charged to guests renting a room or space in a hotel costing 15 dollars or more each day. The six (6) percent state tax applies to the cost of the room or space of hotels, motels, and STRs. Under Texas Local Government Code 351, municipalities are authorized to impose taxes on guests reserving a room or space costing two dollars or more each day.

The local HOT rate in Fredericksburg is seven (7) percent, meaning guests must pay a total HOT of 13 percent of the rate of the room or space. Uses of local HOT revenue are limited and in general may only be used to promote tourism and the convention and hotel industries.

There is a two part test to determine how local HOT proceeds can be spent. First, every expenditure must directly enhance and promote tourism, convention, and hotel industry. Second, every expenditure must clearly fit into one of the nine statutorily provided categories listed below.

Currently, five-sevenths (approximately 71 percent) of HOT funds received by Fredericksburg are allocated to the Fredericksburg Convention and Visitors Bureau. As Fredericksburg's HOT revenue continues to grow, the City should evaluate how it allocates these resources amongst the eligible project categories, and it is recommended that the City consider allocating more resources to fund arts, sports facilities, and historic preservation efforts.

**In 2022, Fredericksburg
received \$5,034,099 in local
HOT revenues**



Frederick Motel on East Main Street.

CATEGORIES OF HOT-FUNDED PROJECTS

- Constructing, improving, enlarging, repairing, operating, and maintaining a convention center or visitor information center
- Furnishing of facilities, personnel and materials for the registration of convention delegates or registrants
- Advertising and conducting promotional programs to attract tourists and convention delegates or registrants
- Encouragement, promotion, improvement, and application of the arts (up to 15 percent of revenue collected from local HOT can be used to fund the arts)
- Historical restoration and preservation projects or advertising and conducting promotional programs to encourage tourists to visit preserved historic sites or museums (up to 15 percent of revenue collected from local HOT can be used to fund the arts)
- Expenses related to a sporting event in which a majority of participants are tourists
- Enhancement and upgrading of existing sports facilities or fields
- Constructing, improving, enlarging, equipping, repairing, operating, and maintaining a coliseum or multi-use facility
- Signage directing public to sights and attractions that are visited by hotel guests



CITY CENTER

The cultural and economic hub of Fredericksburg extends beyond Main Street to the surrounding districts, both existing and future. Due to historic connotations around Downtown, geographic limitations to Main Street and Central Business District, and a desire for growth and expansion this section was titled City Center. The center of Fredericksburg is the heart of the city, both culturally and economically. For many, the historic character of Main Street is instantly recognizable and symbolizes the small-town charm that both residents and visitors enjoy.

Participants in the planning process expressed concern over the prominence of alcohol-related tourism in the City Center, namely the high number of wine tasting rooms and bars on Main Street. A strong desire for more mid-week activation and an increase in opportunities for family-friendly or non-alcohol related activities have been expressed. Moving forward, Fredericksburg must prioritize policies which strike a balance between the flourishing tourism industry that supports the city and encouraging opportunities for other user types, such as families.

City Centers, downtowns, or similarly named areas naturally function differently than other parts of cities and should be handled as such. A Master Plan for this important area would grant the city the opportunity to dive deeper into specific issues such as development, street design, parking, pedestrian access, public art, and small-area needs, and enable the city to become better stewards of these unique assets.

Guiding Principle 1

FREDERICKSBURG WILL PRESERVE THE HISTORIC CHARM OF MAIN STREET WHILE CULTIVATING A SENSE OF PLACE AND EXPANDING THE CITY CENTER TO BETTER SERVE THE RESIDENTS.

OBJECTIVE A: Establish clear direction, vision, and stewardship of the city center.

- *Action C.1.A.1:* Create a City Center Master Plan to establish a clear vision specific to Main Street, including any unique subareas adjacent to Main Street. This may include but not be limited to the following:
 - Identify a clear framework for land use, urban design and mobility at the block level;
 - Clarify objectives and establish guidance for design and character of infill development within different subareas of the Central Business District. This could include recommendations related to building site design, form/scale, transitions to residential areas, street level design, surface parking location and other similar variables;
 - Clarify objectives and establish guidance for the design of the public realm, including new or enhanced public space, pedestrian enhancements, bicycle facilities, transit amenities, streetscape design opportunities and other physical improvements;
 - Establish a specific plan for multi-modal mobility, including pedestrian, bicycle, micromobility, transit/shuttle, and parking;
 - Identify formal organizational opportunities for businesses to increase coordination around marketing, activation/events, physical improvements, management and advocacy. Opportunities could include a Main Street Community with a board of directors or a Chamber of Commerce Committee dedicated to the City Center, and;
 - Establish clear actionable steps, including public improvements, private development opportunities and public-private partnership opportunities.



- *Action C.1.A.2:* In conjunction with a City Center Master Plan, designate a Downtown Tax Increment Reinvestment Zone (TIRZ) to capture incremental property tax growth. As conditions of the TIRZ, request Gillespie County to join the Downtown TIRZ and include affordable housing as an eligible TIRZ funding category.
- *Action C.1.A.3:* Create a new city staff position or department which works in conjunction with the Convention and Visitors Bureau, the Economic Development Commission, and the Chamber of Commerce to promote downtown, special events, tourism, and attracting local residents to the City Center. This position would oversee, coordinate, and promote economic development on and around Main Street through programming, historical preservation,

infrastructure improvements, cultural arts, destination marketing, grant funding initiatives, and maintaining strong working relationships with the business community and other agencies.

- *Action C.1.A.4:* Evaluate current zoning downtown to ensure current allowed uses are still desirable.
- *Action C.1.A.5:* Evaluate current zoning downtown to attract new uses that complement the character of the area.
- *Action C.1.A.6:* Consider requiring a Conditional Use Permit for new alcohol-related businesses.

OBJECTIVE B: Maintain monitoring the supply, demand, and impacts of parking in Fredericksburg’s City Center.

- *Action C.1.B.1:* Develop a Downtown Parking Management Strategy, as part of the City Center Master Plan or as a separate process. This may include revising existing standards, programs, or fees, the implementation of paid parking, the implementation of timed parking, or other programs to limit long-term parking, increase parking capacity, and encourage economic activity.
- *Action C.1.B.2:* Increase public awareness of parking options off Main Street through signage and advertisements.
- *Action C.1.B.3:* Require new or expanded development in the Central Business District to pay into a parking fund so that the City can create more public parking options.
- *Action C.1.B.4:* Work cooperatively with developers and the business community to identify opportunities to maximize the use of currently underutilized private parking facilities.

TIRZ DISTRICT

Though Main Street is the center of economic activity in Fredericksburg, there is still a need for enhanced infrastructure and quality of life improvements in this part of town, especially along West Main Street. Tax increment financing is an appropriate tool to pay for some of these projects. Tax increment financing is a tool that incentivizes economic development. Cities, alone or in partnership with other taxing units, can use tax increment financing to pay for improvements to a zone to attract new development. The geographic zone is referred to as a Tax Increment Reinvestment Zone (TIRZ). Tax increment financing is not a new tax; instead, it redirects some of the ad valorem tax or sales tax from property in a designated geographic area. The tax increment could be used to help fund certain projects outlined in the Comprehensive Plan.

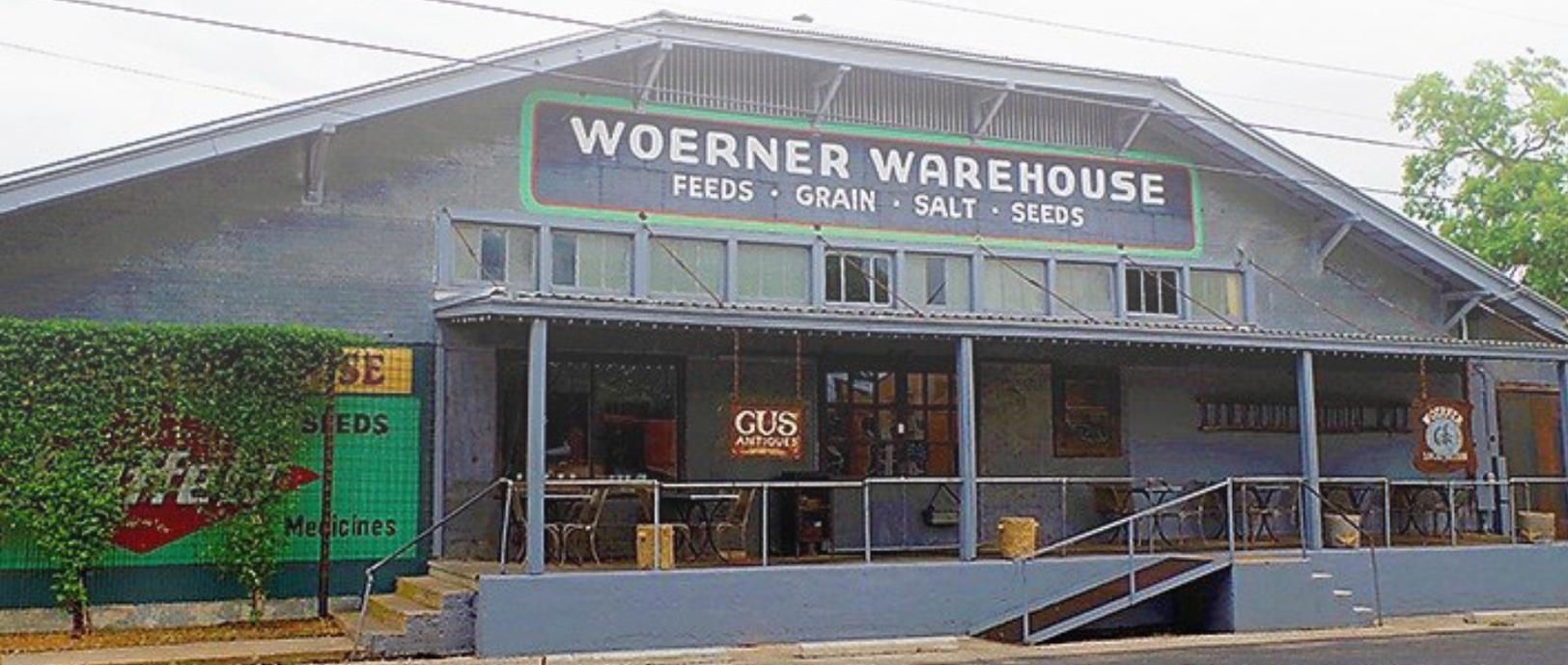


CITY CENTER DISTRICTS

The economic engine of Fredericksburg extends beyond Main Street and the area historically referenced as Downtown. The City Center of Fredericksburg encompasses several areas within the heart of the City and has the potential for growth. The multiple existing districts or sub-areas present within the City Center can be found on **Map 2.2, City Center Districts**. Much of the current activity in Fredericksburg is located along East Main Street; however, new development is planned within the Warehouse District and the relocation of Fredericksburg Middle School to the southwest portion of the city limits opens new opportunity for the old Middle School Campus. Further, “The Y” located at the split of Highway 290 and Highway 87 at the far end of West Main Street, is poised for the development of commercial and residential uses.

Because of the high level of activity on East Main Street and the future introduction of development at The Y, West Main Street is a prime opportunity area for additional activation, which could be accomplished through the use of a Tax Increment Refinancing Zone (TIRZ).

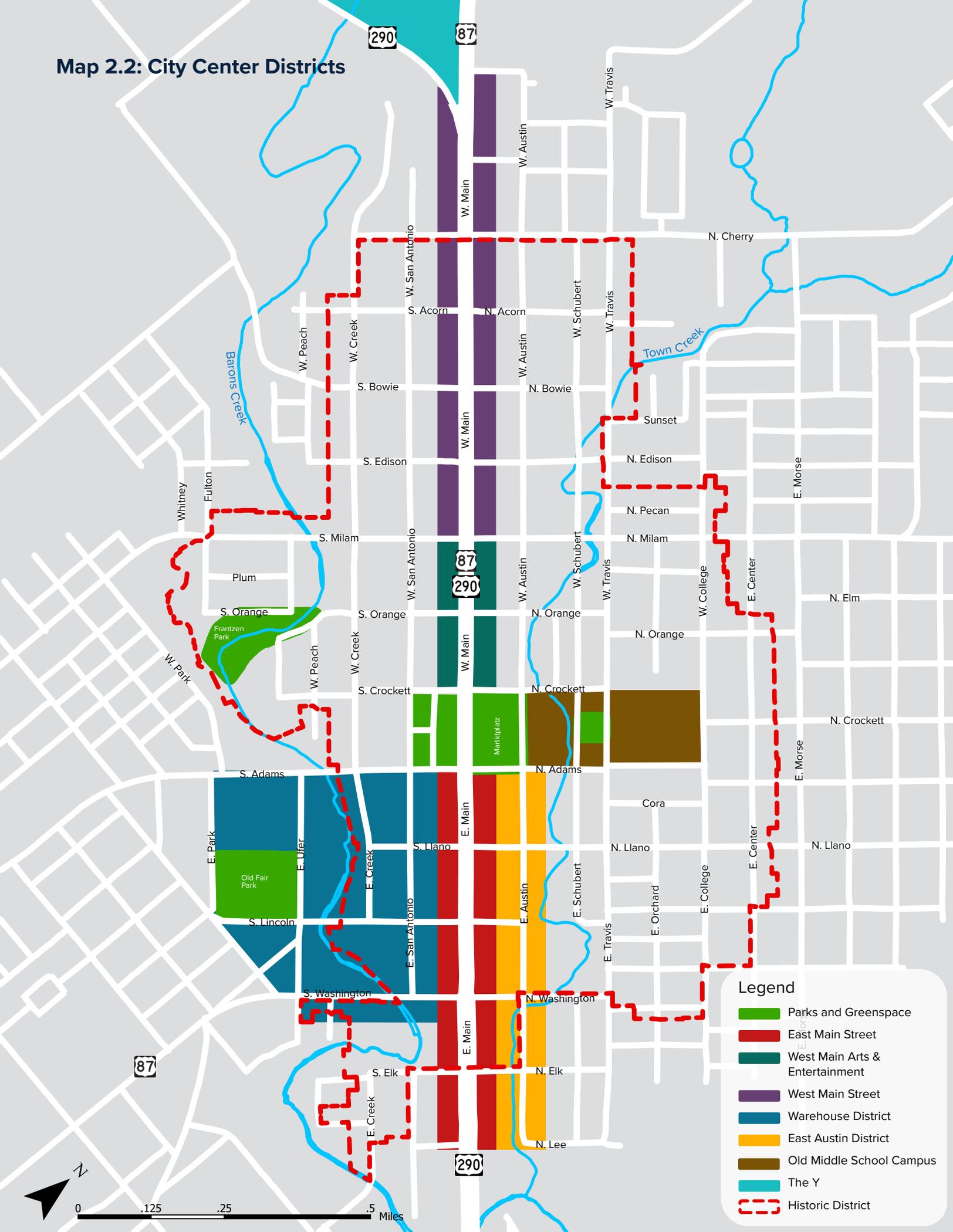
A City Center Master Plan could prove useful in developing specific objectives and guidelines for the use and character of each district in order to provide a unique experience within each area, while still staying true to and cohesive with the overall use and feel of Fredericksburg’s City Center.



Woerner Warehouse in Fredericksburg’s Warehouse District



Map 2.2: City Center Districts



Legend

- Parks and Greenspace
- East Main Street
- West Main Arts & Entertainment
- West Main Street
- Warehouse District
- East Austin District
- Old Middle School Campus
- The Y
- Historic District





MOBILITY

Mobility, in the context of this Plan, refers to vehicular, bicycle, and pedestrian connectivity and safety. The guiding principles and strategies outlined in this section focus upon providing transportation alternatives and a long-term strategy for well-planned thoroughfares which aligns the goals of the 2017 Transportation Master Plan with the goals of this Comprehensive Plan.

Community input identified traffic congestion and pedestrian and cyclist safety as top concerns within Fredericksburg, especially along Main Street due to its high traffic volumes driven by tourists and its designation as a major highway and truck route.

As part of Fredericksburg's 2017 Transportation Master Plan, a Thoroughfare Plan was developed. This plan has been updated and is shown on the following page in **Map 2.2, Thoroughfare Plan**. The Thoroughfare Plan identifies designated arterials, collectors, and civic streets, as well as proposed connections and new thoroughfares in each of these designations. Identifying these routes assists City leadership, including the Planning and Zoning Commission and City Council, and community stakeholders and property owners, in prioritizing roadway improvements and extensions.

Guiding Principle 1

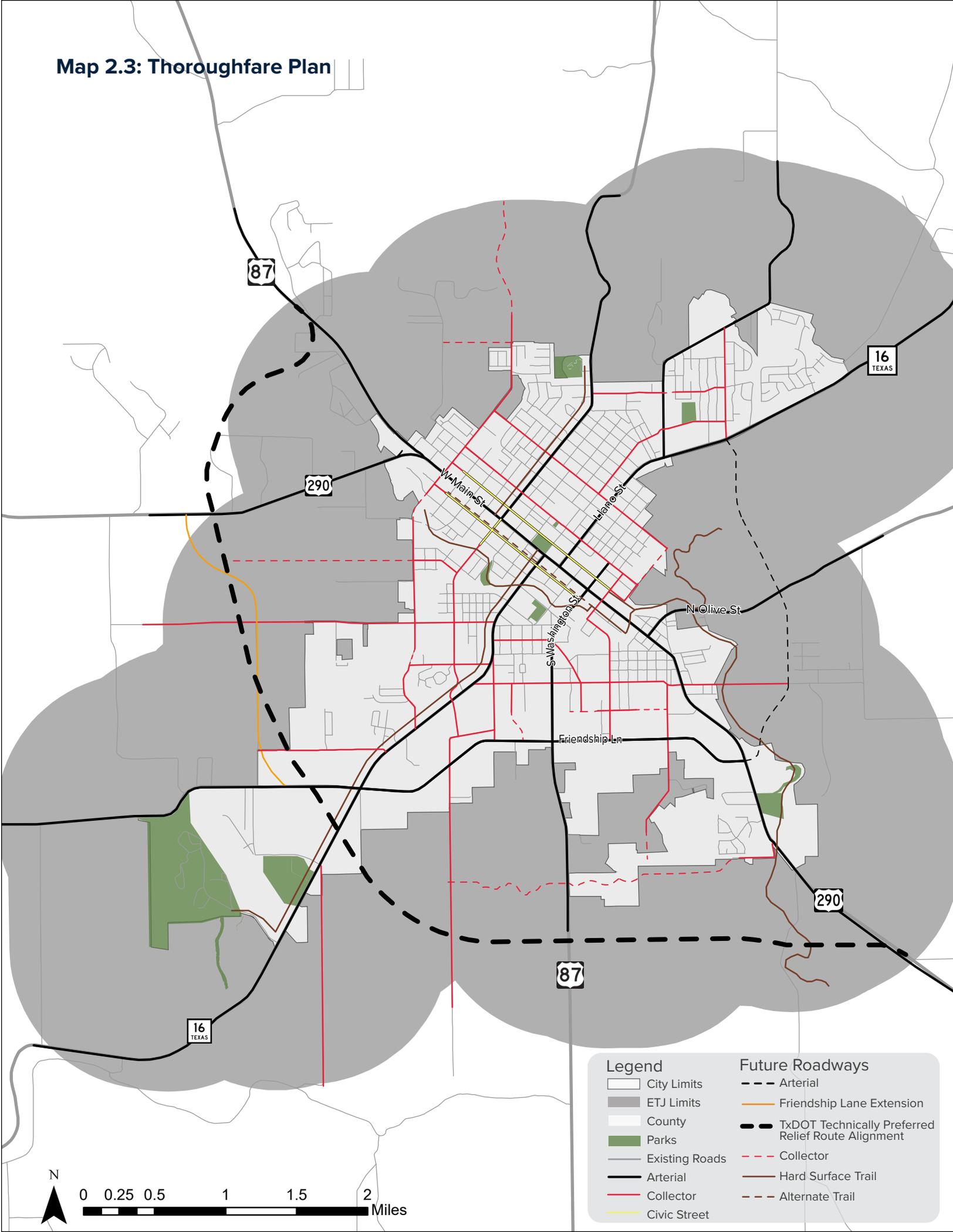
FREDERICKSBURG WILL HAVE A WELL-PLANNED THOROUGHFARE NETWORK THAT REDUCES VEHICULAR CONGESTION WITHIN THE CITY.

OBJECTIVE A: Support well-designed and maintained streets to ensure safety and durability.

- *Action M.1.A.1:* Continue to work in partnership with TxDOT to find solutions regarding transportation issues on US Highway 290 and other state roads, such as enhanced crosswalk safety, improved parking egress and visibility, intersection timing, and safe turning movements.
- *Action M.1.A.2:* Continue pursuit of traffic alleviation and truck rerouting from Main Street. Seek partnership with TxDOT on bypass/relief route for US Highway 290 while also considering alternative projects or phased relief routes to alleviate traffic on Main Street.
- *Action M.1.A.3:* Create policies for electric vehicle (EV) charging station locations and designs. Work with TxDOT and other funding sources to install EV charging stations.
- *Action M.1.A.5:* Coordinate with Gillespie County to ensure connectivity and capacity of the street network for effective police and emergency response through code requirements and capital improvement projects in both Fredericksburg and Gillespie County.
- *Action M.1.A.6:* Prioritize street safety elements in upcoming CIP projects. These include evaluating and elevating projects that:
 - Reduce vehicular conflicts
 - Add turn lanes and deceleration lanes
 - Provide access management driveway definition
 - Add center medians and restricted turning movements
 - Add pedestrian sidewalks and crossings
 - Improve signalization
 - Improve visibility
 - Provide for other safety considerations, primarily on aging streets
 - Provide for bicycle safety
 - Traffic calming elements



Map 2.3: Thoroughfare Plan



Legend

- City Limits
- ETJ Limits
- County
- Parks
- Existing Roads
- Arterial
- Collector
- Civic Street

Future Roadways

- Arterial
- Friendship Lane Extension
- TxDOT Technically Preferred Relief Route Alignment
- Collector
- Hard Surface Trail
- Alternate Trail



Potential Trails

Enhanced walkability and trail networks have been identified as community priorities throughout this process and in Fredericksburg's previous planning efforts. Three trail opportunity zones, shown in **Map 2.3, Trail Opportunity Zones** on the following page, have been identified through multiple public engagement events as areas where sidewalk and trail connectivity should be prioritized, though additional study is needed to determine exact trail alignments, design, and funding sources. Improved connectivity should be implemented through both targeted efforts and as opportunities arise, such as in conjunction with roadway and thoroughfare projects. Refer to the **2024 Fredericksburg Parks Master Plan** for additional detail on developing trails in Fredericksburg.



Town Creek in downtown Fredericksburg



Trail at Fort Martin Scott

CROSS MOUNTAIN STUDY AREA (ZONE A)

Further study is needed to determine the best route to connect the Historic District to Cross Mountain Park as shown in Zone A. Connections will likely follow either Cherry Street or Milam Street. Pedestrian access is also available, and is encouraged, along Cross Mountain Drive.

DOWNTOWN STUDY AREA (ZONE B)

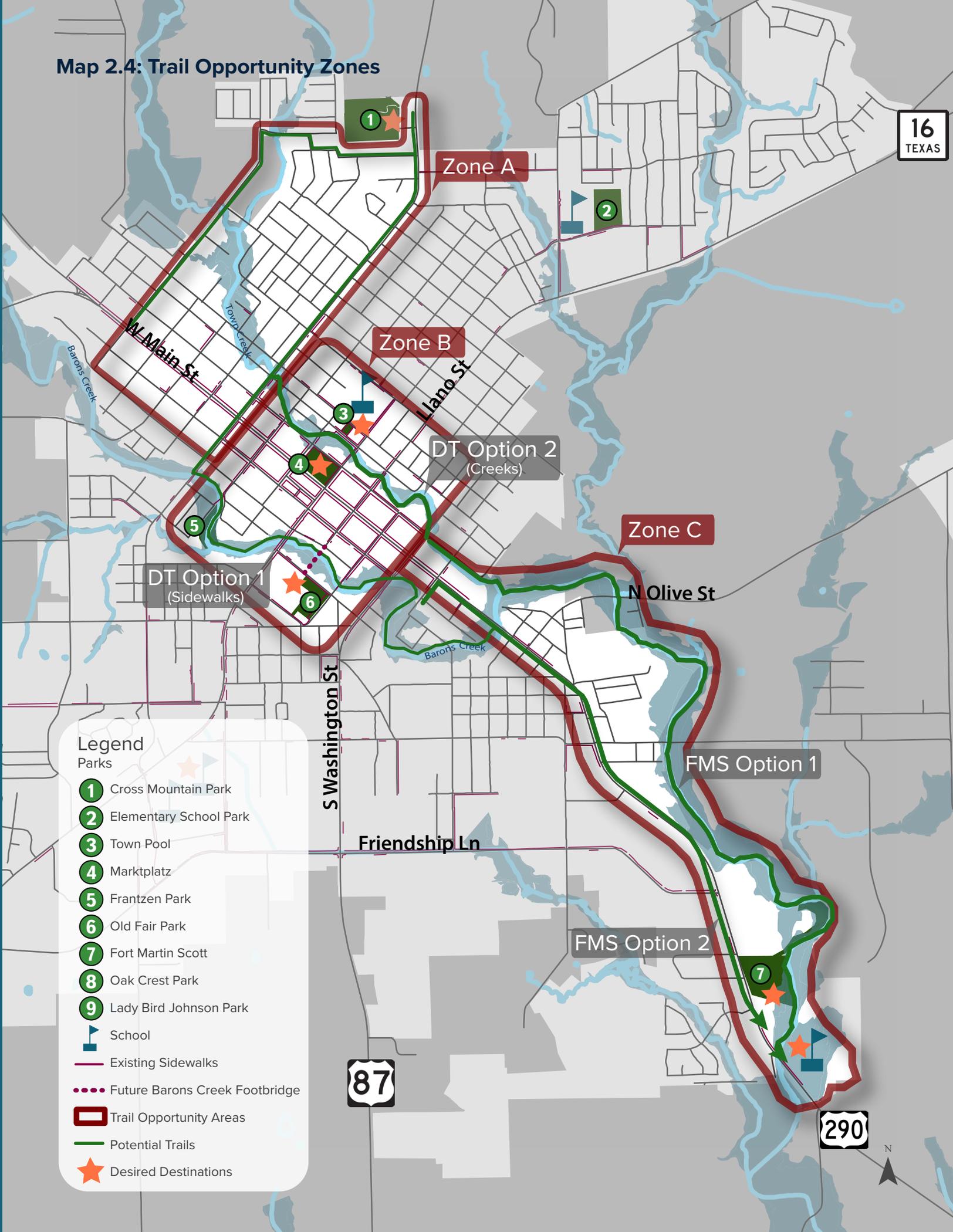
The downtown study area, shown in Zone B, includes the Historic District and is an area with many existing sidewalks. A pedestrian bridge across Barons Creek at Llano Street is to be constructed in 2024. In the map, DT Option 1 and DT Option 2 show two ways in which trails could be developed in the area. Priority should be given to building out the sidewalk network to its full extent, ensuring connection between local destinations and parks within this opportunity zone. Over time, this area could include greenway trails along creeks and serve as a centralized trailhead branching off to other areas of the City as a comprehensive trail network is developed.

FORT MARTIN SCOTT STUDY AREA (ZONE C)

The public has demonstrated a desire to connect downtown to Fort Martin Scott as shown in Zone C. With a nature trail currently present at the Historic Site, public engagement identified strong preferences for a trail connection along Barons Creek between Fort Martin Scott and downtown. This trail would provide an off-street opportunity while also preserving areas of the floodplain. Alternatively, a trail alignment could take the form of a separated shared-use path along the north side of US Highway 290.



Map 2.4: Trail Opportunity Zones



16
TEXAS

Zone A

Zone B

Zone C

DT Option 2
(Creeks)

DT Option 1
(Sidewalks)

FMS Option 1

FMS Option 2

Legend

Parks

- 1 Cross Mountain Park
- 2 Elementary School Park
- 3 Town Pool
- 4 Marktplatz
- 5 Frantzen Park
- 6 Old Fair Park
- 7 Fort Martin Scott
- 8 Oak Crest Park
- 9 Lady Bird Johnson Park

- School
- Existing Sidewalks
- Future Barons Creek Footbridge
- Trail Opportunity Areas
- Potential Trails
- Desired Destinations

S Washington St

Friendship Ln

N Olive St

W Main St

Llano St

87

290



OBJECTIVE B: Expand and refine Fredericksburg’s transportation system in a context-sensitive manner to respect community character while enhancing connectivity and safety.

- *Action M.1.B.1:* Amend the zoning and subdivision ordinances to require new residential developments to include a connected network of sidewalks, paths and/or bike routes within neighborhoods and connecting to nearby collector and arterial streets. Designs should prioritize adequate buffering between bike lanes and sidewalks from vehicular traffic using National Association of City Transportation Officials (NACTO) standards.
- *Action M.1.B.2:* Develop context-sensitive street cross-sections that are tailored to the character of existing neighborhoods and areas as part of the next update to the City’s Transportation Master Plan. Street design that is context-sensitive will adapt the designed cross-section according to the prevailing physical limitations, the characteristics of the land use in the nearby vicinity, and the preferences of the community.
- *Action M.1.B.3:* Consider adoption of a Complete Streets policy to promote safer mobility of all users and minimize conflict points between modes.
- *Action M.1.B.4:* Research best practices to develop standards for installation of EV charging infrastructure in new development. Explore grant opportunities for city-owned property.
- *Action M.1.B.5:* Prepare an update to the development codes and regulations to facilitate the growth of EV charging infrastructure. Consider adopting EV-ready building codes, creating incentives, rebates, or expedited permitting processes.
- *Action M.1.B.6:* Evaluate opportunities to invest in transportation demand management and smart city technologies to improve transportation efficiency.

SMART CITY TECHNOLOGY

The use of technology to help provide city services, enhance efficiencies, build sustainability and resilience, and improve overall quality of life has been on the rise in many cities. This “smart city” technology can include digitally connected traffic sensors, lights, and meters which collect data that cities can then use for improving infrastructure and public utilities and services, often doing so faster and with lower costs. Coupled with the widespread use of smartphones, city alerts and service updates can be accessed directly by citizens and utility consumers, helping them to make decisions each day.



Crosswalk on Main Street



FREDERICKSBURG WILL SUPPORT SAFE, COMFORTABLE, AND CONVENIENT TRANSPORTATION SYSTEMS.

OBJECTIVE A: When updating or creating plans related to mobility, ensure a focus on bike routes, sidewalks, and non-vehicular options for transportation.

- *Action M.2.A.1:* During the next update to the Transportation Master Plan or as part of a Trails Master Plan, identify bicycle routes to create a network that will increase bicycle trips and improve walkability.
- *Action M.2.A.2:* Continue to annually update the sidewalk inventory and report on miles or linear feet of new sidewalk added to each year.
- *Action M.2.A.3:* Prepare a new Sidewalk Master Plan every five years.

OBJECTIVE B: Apply transportation improvements which prioritize safety, comfort, and connectivity of pedestrians and cyclists and ensure ADA accessibility for the entire community.

- *Action M.2.B.1:* Obtain funding to implement new, high-priority bicycle lanes and sidewalk projects.
- *Action M.2.B.2:* Enhance pedestrian safety on North Crockett Street between West Austin Street and West Travis Street to create a safer connection between Marktplatz, Town Pool, and the old Middle School campus.
- *Action M.2.B.3:* During the upcoming projects on Post Oak Road and Mulberry Street ensure that sidewalks are constructed and evaluate the potential for bike lanes.
- *Action M.2.B.4:* Ensure that in conjunction with all street rehabilitation or other public improvement projects, sidewalks are constructed or reconstructed where they do not exist, are in poor condition, or are of a substandard dimension (particularly adjacent to schools, parks, public buildings, etc.).
- *Action M.2.B.5:* Coordinate with Fredericksburg ISD to identify optimal projects and pursue funding through Safe Routes to Schools programs.
- *Action M.2.B.6:* Invest in bike parking, street furniture and other elements that encourage walking and biking. Begin investments at key points of interest and community facilities (i.e., libraries, schools, parks, museums, shopping districts, etc.).

OBJECTIVE C: Partner with federal, state, county, and other local entities to enhance alternative transportation choices in the Fredericksburg area.

- *Action M.2.C.1:* Evaluate potential of ride-sharing programs both locally and regionally.
- *Action M.2.C.2:* Pilot a bikeshare program in a targeted-area to determine feasibility and as applicable, take steps to initiate a formal program.
- *Action M.2.C.3:* Actively support and coordinate local and regional transit operations (to/from Kerrville, Stonewall, and Johnson City).
- *Action M.2.C.4:* Collaborate with community partners to promote bicycle education and awareness to promote a bicycle-supportive culture.
- *Action M.2.C.5:* Continue to work with other agencies in the spirit of intergovernmental cooperation. Projects involving the City and other governmental entities should be evaluated as a means for achieving transportation projects that are regional in scale.

Streets with Character

In addition to building form, streets are an important component of a community's character and sense of place. Streets are commonly associated with the public perception of a city, and as "spines" of the community, streets should cater to various users and functions.

Streets with character stand out from others, are recognizable, and have various roles which can contribute to neighborhood quality in a variety of ways. Streetscapes may contain street furniture, public art, or include elements clearly identifying the area as a place of local importance, such as stylized street signs within the Historic District. Each of these items transforms the street from a place exclusively designed for cars to one of human-scale where people feel welcome, safe, and able to gather or rest.

Streets with character also provide opportunities for multi-modal transportation and elements of complete streets. Complete streets aim to provide safe access for vehicles, pedestrians, cyclists, and transit riders, where applicable. Streets are designed to increase capacity by providing capacity for multi-modal transportation methods. Enhancing pedestrian crossings and sidewalks and transforming unnecessary travel lane space into modes of transportation other than personal vehicles can help mitigate traffic congestion and provide street character elements.

Civic streets within Fredericksburg's Historic District have expansive rights-of-way, ranging from 45 feet to 90 feet wide. In the last of three community open houses during the planning process, participants indicated a desire to transform these extra-large street spaces by including options such as bike lanes, dark sky compliant lighting features, electric vehicle charging stations, and public art which could become part of a larger self-guided tour or "art walk."



A typical street within Fredericksburg's Historic District.



Streets with character can include elements such as sidewalks, lighting, and bike lanes. Photo source: Franklin Downtown Partnership



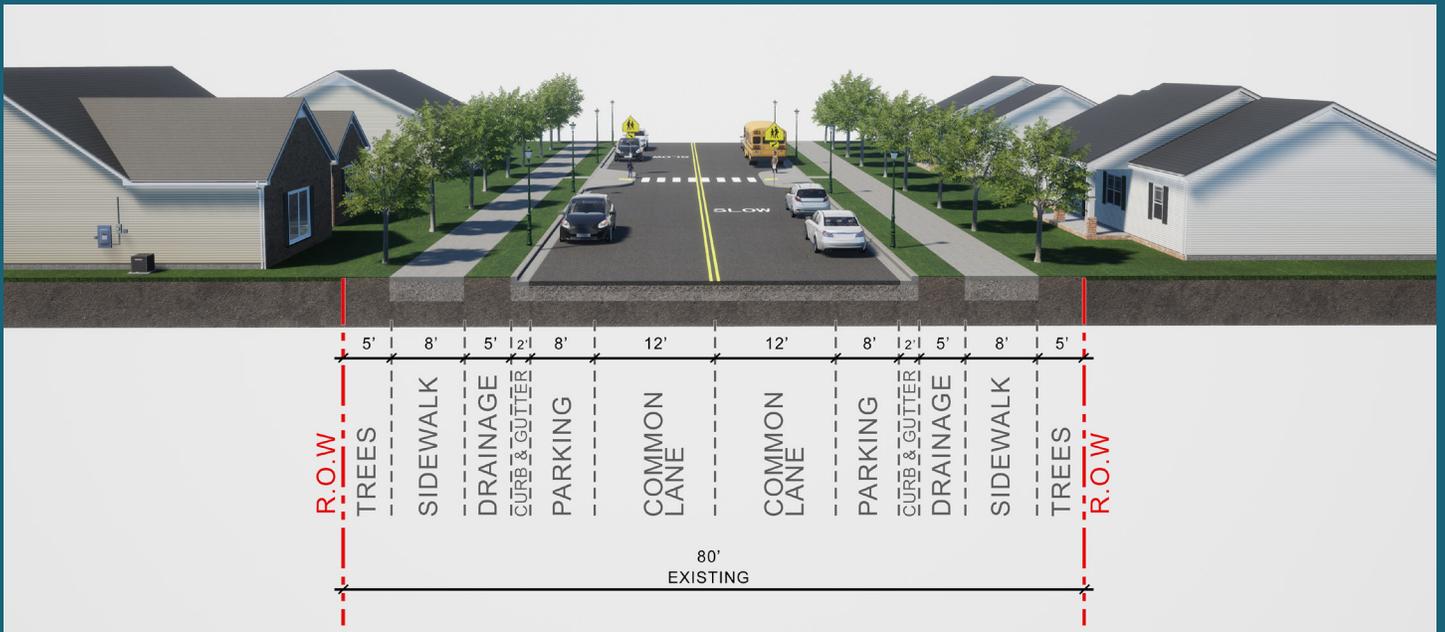
In Fredericksburg’s Historic District, North Crockett Street is a specific example where the distance from curb-to-curb measures approximately 80 feet. Street enhancements here could integrate necessary infrastructure such as drainage and stormwater management infrastructure, and enhancements could include sidewalks so that a pedestrian corridor is available between numerous destinations within the area, including Marktplatz and City Hall, Town Pool, and the current Fredericksburg Middle School location.



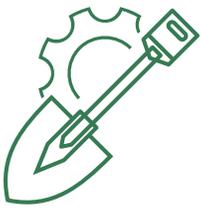
Participants at an open house redesigned a typical Historic District street.



North Crockett Street near West Schubert Street



Streets within the Historic District could be redesigned to include enhancements such as those shown here.



SMALL-TOWN SENSITIVE GROWTH

To maintain the beloved and unique small-town charm and historic qualities of Fredericksburg, it is essential that new development is guided in a manner that aligns with community values and conserves both fiscal and natural resources.

The future place types outlined in this section illustrate areas of desired development characteristics and is a tool to guide staff, elected and appointed officials, and the development community in decision-making processes. This new framework thinks about placemaking more holistically and at a larger scale, using place types which incorporate guidance for land use, transportation, site planning and design.

The future place types, shown in **Map 2.4, Future Place Type Map** in the following pages, present place type designations which are based primarily on character and form of development instead of only land use. These designations allow for greater flexibility and mix of uses and densities so that Fredericksburg can adapt to changing development trends and needs over time. The intent of these future place types is to aid the city in creating complete and walkable neighborhoods while preserving the unique, picturesque charm of Fredericksburg.

Guiding Principle 1

FREDERICKSBURG WILL IMPLEMENT LAND USE PATTERNS AND RELATED POLICIES TO SUPPORT ITS UNIQUE COMMUNITY CHARACTER AND NATURAL RESOURCES, IMPROVE RESIDENTS' QUALITY OF LIFE, AND DELIVER INCREMENTAL GROWTH THAT OPTIMIZES ITS INFRASTRUCTURE AND SERVICE CAPACITY.

OBJECTIVE A: Starting with the Future Place Types Map, modify and/or replace current development policies to ensure community character and natural resource conservation, improve quality of life, and optimize city infrastructure and service return on investment.

- *Action G.1.A.1:* Amend Fredericksburg's development codes, strategies, and plans for the following: regional stormwater retention and drainage, park and open space, pedestrian and bicycle mobility, appropriately scaled street design, nuisance management, and neighborhood connectivity. Use codes to broaden housing choices and improve residential neighborhood safety and character.
- *Action G.1.A.2:* Create an integrated official map of streets, greenways, bicycle paths, pedestrian paths, drainage easements, open spaces, utility easements. Include ETJ in official maps. Use this official map to create certainty for new development areas, and to guide redevelopment efforts and retrofits in existing developed areas.
- *Action G.1.A.3:* As a part of the development code update, strengthen requirements for parkland and trail dedication from new development.
- *Action G.1.A.4:* As part of the development code update, explore regulatory mechanisms (design guidelines, design review, form-based code) necessary to ensure design excellence and pedestrian-oriented development to key areas like the City Center.
- *Action G.1.A.5:* Establish context-sensitive design regulations and guidelines that ensure the physical form of new and infill development is visually compatible with and contributes to the community's existing character and identity. Implement density-based maximum size limitations on developments.
- *Action G.1.A.6:* Encourage and promote quality development through predictive and flexible development codes consistent with this and other adopted master plans.



- *Action G.1.A.7:* Establish good neighbor nuisance regulations to address higher density and mixed-use issues, reserving separated land use for a limited number of uses.
- *Action G.1.A.8:* Designate policies and funding sources for acquisition of open space areas.
- *Action G.1.A.9:* Proactively pursue the conservation and protection of existing open space to maintain the picturesque Hill Country setting and rural atmosphere of Fredericksburg.
- *Action G.1.A.10:* Adopt development principles that reinforce a sense of community, opportunities for casual socializing, open space within and around the City, and compact form and incremental growth.

OBJECTIVE B: Create mechanisms to properly consider infrastructure, community character, and economic impact of all new development.

- *Action G.1.B.1:* Create an evaluation method that considers infrastructure economics, community character, adherence to the official maps, and the economic impact of each proposed development.
- *Action G.1.B.2:* Develop an Annexation Criteria to determine whether annexation requests are fiscally sustainable and meet the City’s desired principles of contextually sensitive growth.
- *Action G.1.B.3:* Promote infill growth and development with context-sensitive standards, bonuses, incentives, and/or allowances. Focus City staff efforts on supporting individual homeowners and small local infill developers with access to resources and simplified processes.
- *Action G.1.B.4:* Improve ETJ strategy and related subdivision agreements. Work with the County to improve ETJ pro-forma development agreements to include best practices and principles for conservation development, and utilize incentives such as the provision of utilities to achieve ETJ development strategies. Work with the County to develop relationships with landowners in the ETJ to plan ahead for future service delivery and annexation consideration.
- *Action G.1.B.5:* Create infill missing middle housing opportunities through revision of zoning, development codes, and use of Conditional Use Permits to infill with higher density yet compatible forms of housing in existing neighborhoods. Identify vacant and underutilized tracts, 0.5 to 5.0 acres in size, within the city limits where mixed uses, duplexes, triplexes, and quadplexes could complement the existing conditions and characteristics of the surrounding area.
- *Action G.1.B.6:* Update the landscaping ordinance to require streetscape landscaping and tree plantings to be native and drought tolerant species.



Redevelopment should consider community character and economic impacts, such as Grand Central at Milam.

FUTURE PLACE TYPES

The future place types are an important component of the vision, focusing on how land uses are distributed across the planning area. **Map 2.4: Future Place Type Map** graphically depicts the preferred building patterns in both the city limits and the ETJ and is a strategic tool for consideration of development and capital infrastructure. Building consensus in a plan requires acknowledging today's built environment while also recognizing that the future will bring changes to the way citizens live and function. The process of creating this Plan was careful to balance the vision for desired growth, market realities, public infrastructure and services, and consideration of what is present today.

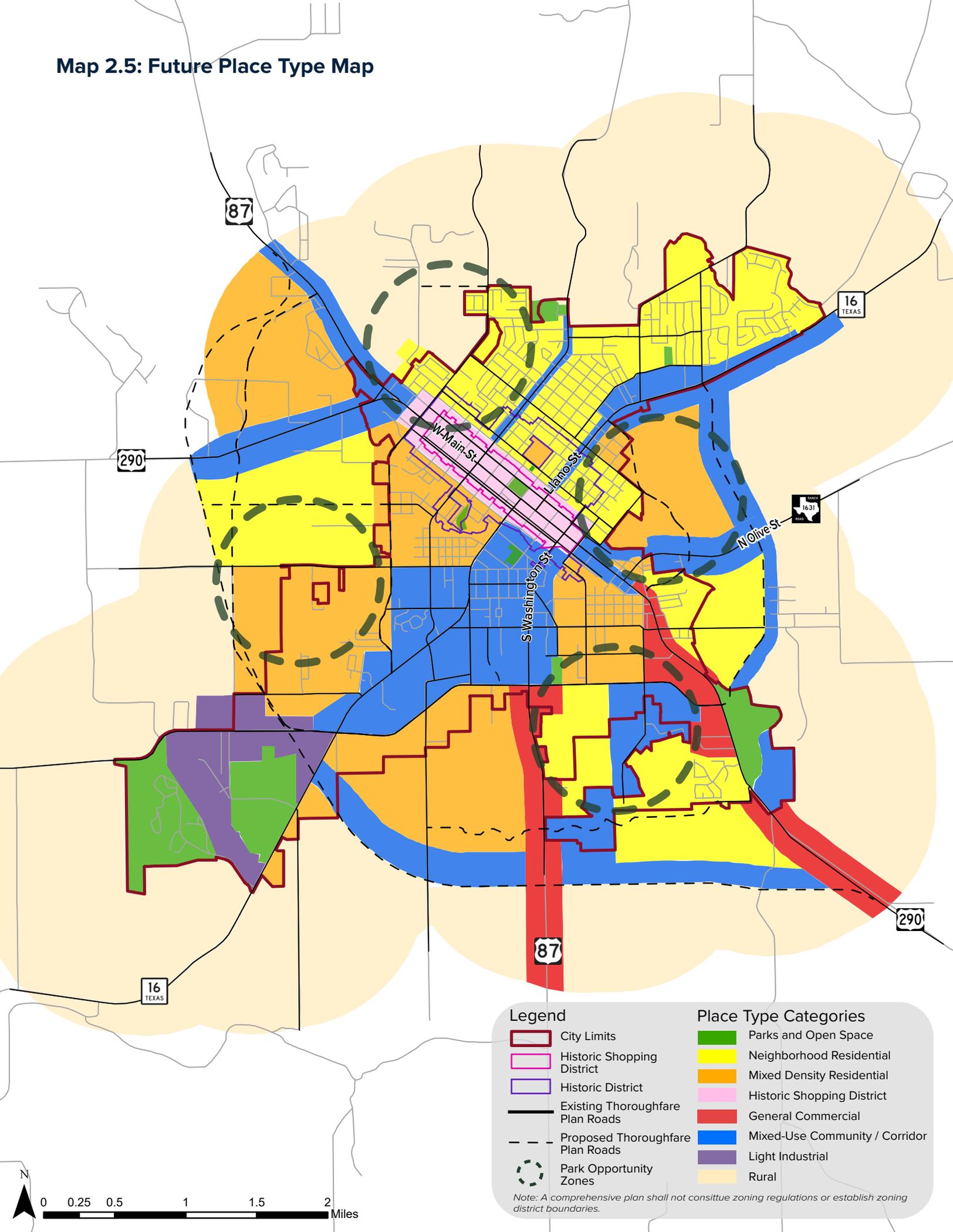
This planning framework is built on a philosophy that focuses on building form, site character, and land use, while being sensitive to the location of growth areas. The Plan reflects the community's desire for more commercial and retail land use, more housing and varied housing types, and "complete" neighborhoods which promote walkability. Complete neighborhoods are places with integrated green space, neighborhood serving commercial spaces, and an integrated mobility system with pedestrian focus and convenient access to services and institutions. Most importantly, complete neighborhoods provide housing opportunity for different ages, family size, price point, and income level.



A variety of land uses are present in the area adjacent to Old Fair Park near downtown Fredericksburg.



Map 2.5: Future Place Type Map



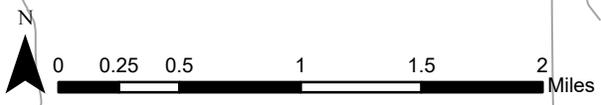
Legend

- City Limits
- Historic Shopping District
- Historic District
- Existing Thoroughfare Plan Roads
- Proposed Thoroughfare Plan Roads
- Park Opportunity Zones

Place Type Categories

- Parks and Open Space
- Neighborhood Residential
- Mixed Density Residential
- Historic Shopping District
- General Commercial
- Mixed-Use Community / Corridor
- Light Industrial
- Rural

Note: A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



USAGE AND INTERPRETATION

The future place types are intended to be used as a planning tool, and as such, are subject to modification over time based upon new or changing information and circumstances. The map component will be used regularly to evaluate zoning requests; however, by State law, a future land use plan or future place type map does not have the same force of law as a zoning map. Therefore, when considering plan amendments or zoning requests, interpretation is critical.

The place type categories are not tied directly to specific land parcels but are representative of general areas consistent with plan goals. The place types are arranged on the map to generally represent the balance of land uses desired by the community. While these areas often follow parcel lines or streets, decisions for the practical application of place types are made using more nuanced contextual considerations regarding site specificity, compatibility, timing, and other factors.

Since the place type designations are not tied directly to specific land parcels, it is essential to consider the existing conditions of the area. If a major street or natural feature bisects a place type area, it may be beneficial to analyze the area based on these natural or man-made boundaries. Staff and decision-makers should review all development proposals for plan consistency. Land use characteristics allowed in zoning districts should be aligned with the intent and character of the place types described in the following pages.

DEVELOPMENT INTENSITY TARGETS

Each category has suggested percentages of residential and commercial uses. These percentages are included as an informative tool to describe the character and intent of the place type and they should not be viewed as a strict regulation. The percentages of residential and commercial land use should be used to determine appropriateness of a zoning proposal and evaluate the mix of uses. The percentage breakdown should be applied across larger geographic areas rather than by parcel, common ownership, or proposed zoning area. While an individual development proposal could include a single land use and the overall place type mix would still be maintained, it is best practice to encourage some amount of the targeted mix. A single land use may also be appropriate when a parcel is too small to accommodate a mix of uses.

Timing is also an important element in land use consideration. The first parcels to develop in a large area of a mixed-use category might be considered foundational in the context of market demand. In such a scenario, it might be acceptable to include more residential land use than the recommended percentage, but the City should hesitate to reduce the recommended percentage for commercial use without careful consideration.

Each proposal should be analyzed to understand the land use impacts in the area. Ultimately, these metrics will be used with discretion and consideration of context to best implement the intent of each place type.



PLACE TYPE CATEGORY DESCRIPTIONS

The following pages include defining attributes and decision-making guidance for each place type. The information presents the intent of each of place type and is intended as a helpful guide when considering future development proposals.

The descriptions and representative imagery guide decision-making regarding land development appropriateness, character, and compatibility. The goal is to ensure that a proposed development pattern will complement or align with existing land uses, proximate land uses, and general character of an area (i.e., building design, site layout, scale).

For most place type categories, a mix of uses is desired to provide a balance and supportive synergy. Each category includes a target range of land use mix percentages as a guide to help promote the desired character and intent. These are guiding quantitative elements more than regulatory burdens. Ultimately, discretion and context should be used to determine how the recommend targets are applied to best achieve the intent of these land uses.

Each place type category page contains the following components:

Attributes	Definitions
Intent & Character	A general description of the desired type and form of development.
Appropriate Land Use Types	Guidance for the primary, and in many cases, secondary uses that may be appropriate in certain areas.
Guidance and Interpretation	Recommendations for decision-making in regards to zoning proposals, location and site considerations, and interpretation.
Representative Imagery	Photo or graphic examples representative of each place type. These are intended to help provide a visual guide to the types of uses, structures, and scale that would be appropriate.
Development Code Considerations	Guidance as to which established zoning district(s) may be most appropriate to implement the intent of the future land use category. Not intended to be an exhaustive list or a final list of zoning districts but a snapshot of existing compatible districts at time of plan adoption. This section also includes recommended considerations in a review or revision to the Development Code, which may be warranted to fully achieve the envisioned character of each category.



Neighborhood Residential

INTENT AND CHARACTER

The Residential Neighborhood category is intended to be primarily single-family neighborhoods but with a variety of lot sizes and housing types. Conventional detached residential products are typical while other types of residences such as attached residential products are allowed up to a maximum density. Accessory Dwelling Units should be permitted by right. Neighborhoods proposed as planned unit developments are encouraged to include a variety of housing types and provide walkability and quality of life amenities such as sidewalks, street trees, parks, etc.

Building height and massing should not vary dramatically unless thoughtfully arranged. Streets are typically local and collector sections with curb and gutter, sidewalks, slow speeds, and accessible driveways. Parks are strategically located and often a school or similar use is integrated or in close proximity. In some occasions where the neighborhood abuts a more significant street, a neighborhood service business, such as a day care, coffee shop, or bodega, may be appropriate if designed at a compatible scale.

APPROPRIATE LAND USE TYPES

Commercial

- At significant intersections, or in a planned unit development, neighborhood-serving retail, personal service, and office uses are encouraged with specific design standards and compatibility criteria. These uses should typically be found along higher-classification streets and sited at or near intersections.

Residential

- Single-family detached residential; Single-family attached residential; Cottage Courts; Townhouses (up to three units).

Industrial

- Not appropriate

Institutional

- Education (e.g., elementary schools) integrated into neighborhoods; Middle Schools and High Schools; Public assembly; community centers; and utility and service uses (e.g., electrical substations, fire stations, etc.).

Green Spaces

- Parks and recreation facilities; natural areas; open spaces; trail corridors; water quality features

Development Intensity Target

Residential	90 - 100%
Commercial	0 - 10%



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- Zoning proposals should be for districts that provide a mix of residence types, lot sizes, and architectural sizes.
- Zoning proposals for districts allowing single family attached uses, patio homes, and townhouses are consistent with the land use category when a transition between single family detached residential uses and other more intensive uses are appropriate. Attached single family should be secondary to detached product types.
- Smaller lots and denser development can serve as a transition from the local commercial areas. Infill that increases density should be visually compatible with the character of the surrounding structures.
- Existing street stubs should be connected regardless of density and new street connections should be made to encourage a well-integrated network. Internal streets should be highly connected with shortened blocks, pedestrian facilities and connections to off-street paths.
- Small-scale commercial uses can be appropriate along larger streets and should be compatible with the intensity of the surrounding residential development.
- Parks and common spaces should be centralized, focal points of the community, and easily walkable.
- Regional stormwater retention facilities and infrastructure should be utilized to create greenways and pedestrian/bicycle paths.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

- R1, R1-A, R2, R5, NC

Implementation - Development Code Review:

- Create a zoning district allowance to encourage flexible residence types in a master planned community without a PD
- Ensure connectivity, both vehicular and pedestrian, to other neighborhoods, trail systems, greenways and major street system
- Consider infill incentives and design standards
- Require sidewalks along all streets for development applications regardless of the Sidewalk and Trails Plan.

REPRESENTATIVE IMAGERY





Mixed Density Residential

INTENT AND CHARACTER

The Mixed Density Residential category is envisioned to provide a greater level of residential density in a variety of forms. This category best accommodates residences built to meet the “missing middle” segment of the marketplace. This may include townhomes, attached dwellings, patio homes, apartments in the appropriate context, or a mix of several of these in a planned setting. Missing middle housing bridges the gap between single-family homes and mid-rise apartments. By integrating these housing types, communities can enhance affordability, create walkable neighborhoods, and modestly boost density.

In some instances, these areas may be designed in a more urban character in a walkable pedestrian environment. Buildings are intended to be street-oriented, with on-street parking or rear parking, pedestrian and bicycle facilities, short blocks with good street connectivity, and nearby goods and services.

Within the Historic District special care and review is required. The intent of this place type is not to change the character but allow for infill to create more housing where appropriate. This place type is found in both greenfield and infill situations, with seamless transition to nearby conventional residential neighborhoods.

Development Intensity Target

Residential	80 - 100%
Commercial	0 - 20%

APPROPRIATE LAND USE TYPES

Commercial

- In limited circumstances, commercial retail, office, restaurant (no drive-thru), and personal service uses may be considered if supporting the residential intent of the category.

Residential

- Single-family detached; single-family attached uses; cottage court/garden homes; townhouses (up to six attached units); low-rise multi-family (2 to 2.5 stories); garden-style apartments; and some contextual mixed-use urban lofts in places with more urban character.
- Within the Historic District, maintaining context with the existing character, single-family detached; single-family attached uses; duplex; triplex; townhouses (up to four attached units); single-family small lot; and some contextual mixed-use urban lofts in places with more urban character.

Industrial

- Not appropriate

Institutional

- Places of public assembly; utility and service use (e.g., electrical substations, fire stations, etc.).

Green Spaces

- Parks and recreation facilities; natural areas; open spaces; trail corridors; water quality features



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- New development shall be built with a more urban or semi-urban character, including larger sidewalks and street trees.
- This land use can be a good transitional use from lower density residential to higher density or nonresidential uses, including near downtown.
- Connectivity to adjacent developments through trails and sidewalks is critical to maintaining access for transportation and recreation.
- Vehicle access through rear alleys and side or rear parking is desired instead of a front-loaded product.
- Social gathering spaces should be prioritized, including either public parks, passive open space or active private spaces within a development.
- Regional stormwater retention facilities and infrastructure should be utilized to create greenways and pedestrian/bicycle paths.
- Infill and development within the Historic District is subject to the Historic Preservation Ordinance and review by the Historic Review Board.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

- R1-A, R2, R3, R5, NC

Implementation - Development Code Review:

- Review building height and setbacks for consistency
- Review buffers and screening to ensure compatibility (urban scale)
- Ensure street and pedestrian connectivity requirements to maintain connected street patterns
- Require sidewalks along all streets for development applications regardless of the Sidewalk and Trails Plan.
- Connectivity and efficient infrastructure requirements to add value
- Establish standards and requirements for alley facing garages, driveway requirements related to frontage on public streets versus alleys, garage door facing locations, and ensure front doors face the public street
- Maintain high standard of review from the Historic Review Board for development in the Historic District

REPRESENTATIVE IMAGERY





Mixed-Use Community / Corridor

INTENT AND CHARACTER

This place type is envisioned to be a well-planned, walkable mixed-use area. A Mixed-Use Community or Corridor should be as the name suggests - with a strong and sustained “sense of place.” The intent of this category is to provide flexibility towards development and preference for complete neighborhoods with integrated commercial and residential uses. These highly activated areas include integrated residential, retail, and small-scale employment use.

Land uses are less distinguishable and less regulated in this more urban environment, where the focus is more on form than function. Important characteristics include building relationship with the street, pedestrian movement, signage, street design, and public gathering places.

Within a small geographic area, different land uses can be side by side or within the same building. These places tend to be bustling and diverse, with a sense of place. Mixed-Use Communities or Corridors can serve a large region, while others can serve local residents. The functions and characteristics of both concepts are generally the same, with variations in the size of their service areas and intensity of development.

APPROPRIATE LAND USE TYPES

Commercial

- Contextual to location but intended to include neighborhood and regional-serving retail, personal service, hotel, restaurant (no drive-thru) and office use.

Residential

- Middle housing types such as townhouses, patio homes, cottage courts, urban lofts, and apartments in walkable environments near commercial and open space. Stand-alone apartments are not desirable.

Industrial

- Not appropriate

Institutional

- Education (e.g., elementary and secondary schools); institutional uses (e.g., places of public assembly); utility and service uses (e.g., electrical substations, fire stations, etc.). High schools may be permitted if they are located and take access from a collector or greater street classification.

Green Spaces

- Parks and recreation facilities; natural areas; open spaces; trail corridors; water quality features

Development Intensity Target

Residential	40 - 80%
Commercial	20 - 60%



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- Although not required, regional detention should be considered to serve all parcels within an activity center. This allows for greater intensity of use across the entire development.
- High interconnectivity between uses and parcels is required internal to the site, both vehicular and pedestrian.
- On-site parking should be first accommodated through reduced minimum parking requirements, followed by on-street parking, shared parking, and structured parking. Individual surface lots for each parcel should not be required.
- Outparcels located along arterial and collector roadways should be developed and connected to serve the internal streets.
- Building height and mass should be designed to be compatible with abutting uses, where the greatest intensity is located near the center of the development or adjacent to arterial streets.
- Buildings should be sited in close proximity to each other and well-connected via pedestrian pathways and sidewalks.
- Development quality (architecture and landscaping) should be of higher standard.
- In implementation, development code modifications could be needed to achieve the envisioned development character.
- Regional stormwater retention facilities and infrastructure should be utilized to create greenways and pedestrian/bicycle paths.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

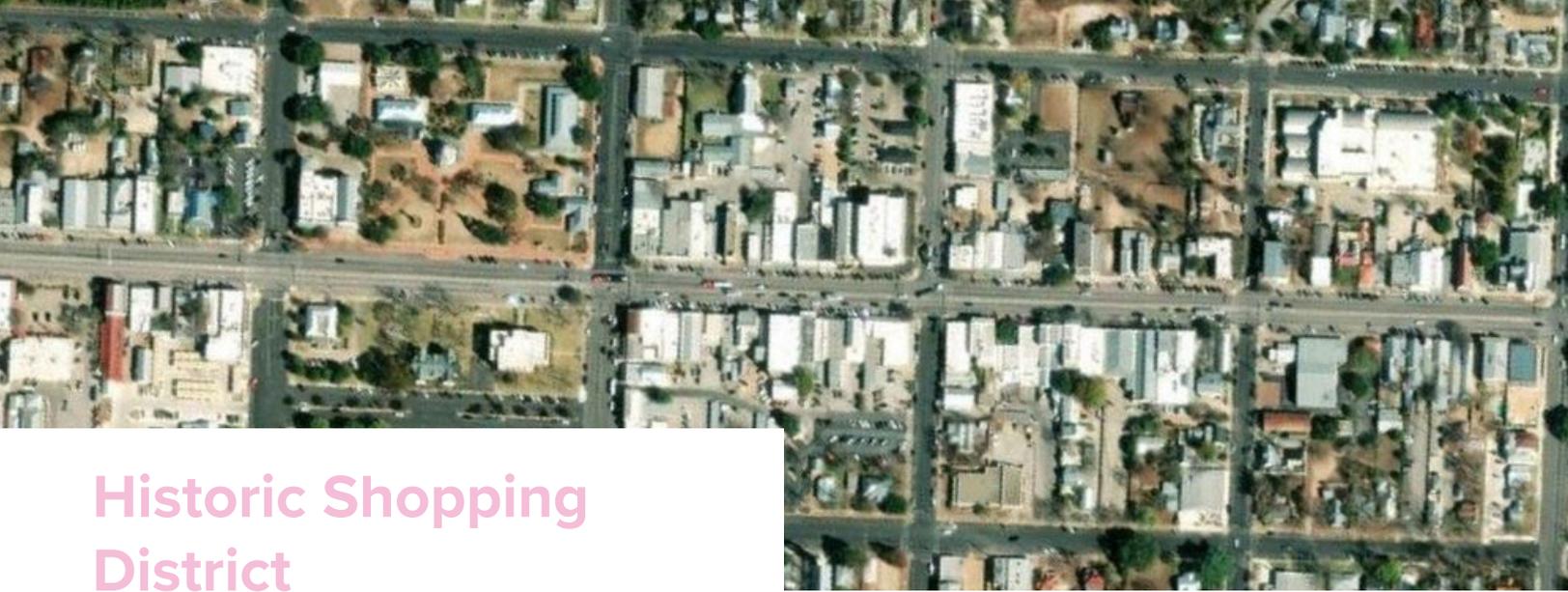
- R2, R3, R5, NC, C, M3, MU1, MU2

Implementation - Development Code Review:

- Review buffers and screening to ensure compatibility (urban scale) externally
- Public space and shade considerations
- Urban street character elements to promote walkability and mix of use
- Urban mobility elements such as pedestrian/bike, on-street parking, transit
- Reduced parking requirements and alternatives to reduce on-site parking lots
- Connectivity and efficient infrastructure requirements to add value
- Establish standards for food truck parks

REPRESENTATIVE IMAGERY





Historic Shopping District

INTENT AND CHARACTER

The Historic Shopping District place type is intended as a walkable place with a mix of residential and non-residential uses. Historic Shopping District uses should serve visitors from the region, broader community, and local residents.

New development and redevelopment within the Historic Shopping District place type should respect the historic patterns of development with compatible building placement, scale, and architectural features. As West Main Street expands, development should be thoughtful and replicate, where possible, the character of the traditional Historic Shopping District.

House-scaled commercial and lodging uses are encouraged in neighborhoods adjacent to Main Street. Accessory Dwelling Units should be allowed on a case-by-case basis. Residential infill is encouraged in the Historic Shopping District place type to fill in larger lots and unused areas with new opportunities for housing and downtown living.

APPROPRIATE LAND USE TYPES

Commercial

- Intended to include a mix of retail, restaurant, office, lodging, recreational and other services intended to serve the neighborhood, community, and region.

Residential

- A wide mix of residential uses that fit the Historic District, from single-family to missing middle housing types, small scale multifamily, and live/work or dwelling units above retail.

Industrial

- Not appropriate

Institutional

- Education (e.g., elementary and secondary schools); institutional uses (e.g., places of public assembly); and government or non-profit uses.

Green spaces

- Parks and recreation facilities; natural areas; open spaces; trail corridors; water quality features

Development Intensity Target

Residential	10 - 30%
Commercial	70 - 90%



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- New development should promote and showcase local arts and culture in Fredericksburg’s Historic Shopping District.
- New development should support existing local businesses, and encourage a vibrant commercial environment anchored by small scale and local businesses that draw visitors and residents to the downtown area.
- New development and redevelopment should preserve and celebrate the rich history and character of Fredericksburg’s Historic Shopping District.
- New development should support walkability by taking access from rear or side streets and minimize interruptions in the sidewalk and pedestrian realm.
- New development, in order to maintain visual harmony and ensure a seamless integration with the surrounding buildings, should aim to preserve the unique visual character. Long facades should be broken into modules that reflect the widths of traditional commercial buildings.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

- CBD, C, R2, R5

Implementation - Development Code Review:

- Historic Shopping District character could be maintained through form-based zoning districts with flexible considerations
- Clarify objectives and establish guidance for the design of the public realm, including public space, pedestrian enhancements, bicycle facilities, transit amenities, streetscape design opportunities and other physical improvements
- This Place Type may need to be divided into unique subareas or combined with overlay districts to achieve desired character

REPRESENTATIVE IMAGERY





General Commercial

INTENT AND CHARACTER

The General Commercial place type is found mostly along the major thoroughfares of US Highway 290 and US Highway 87. It is focused on development of businesses serving both the local and regional area. This category is intended to provide opportunity for diverse large-scale retail, employment, and some mixed-use destinations along the corridor.

Development near these corridors should focus on retail, overnight accommodations, employment, and destination services. Businesses in this area serve Fredericksburg residents but are less likely to be locally-owned.

These areas are intended to accommodate development which can have more auto-oriented character. Buildings may be large and bulky with large parking areas geared towards vehicles. Managing access and traffic in this high-volume area is critical; however, because this place type is largely located along TxDOT controlled highways, the City faces greater restrictions in these corridors.

Development Intensity Target

Residential	0 - 10%
Commercial	90 - 100%

APPROPRIATE LAND USE TYPES

Commercial

- Commercial retail, office, personal service uses, and restaurants, including drive-thrus. These can be individual parcels if pre-existing or as part of a larger retail center. Hotels, grocery stores and similar regional uses are encouraged.

Residential

- Residential in a regionally-serving, auto-oriented corridor is not desirable. Should only be considered in a mixed-use, walkable site where residential is not adjacent to service roads.

Industrial

- New industrial is undesirable but could be considered in appropriate context or expansion of existing use. Light industrial and manufacturing can be appropriate but not fronting service roads and heavily buffered from nearby residential areas.

Institutional

- Public recreational uses (e.g., civic plazas and greens) are appropriate within a planned commercial center; and utility and service uses (e.g., electrical substations, fire stations, etc.).

Green Spaces

- While public recreational uses (e.g., parks and playgrounds) are not appropriate, trails and trail connectivity are appropriate with protections. Protection of natural spaces is critical and private outdoor spaces are important for employees.



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- Encourage regional detention to serve multiple parcels for better efficiency and more intensity of use.
- This place type should be focused on auto-oriented retail businesses that expand Fredericksburg’s tax base through boosted sales taxes, primarily along service roads and other commercially-oriented public streets in the corridor.
- Secondary parcels and off-highway areas can be more focused on employment uses, manufacturing, logistics and other non-sales tax generating businesses.
- Signage should be multi-tenant, where possible.
- Site design considerations should be given to incorporate thoughtful organization and connection of parking lots, inclusion of functional landscaping, and building articulation which maximizes the pedestrian experience.
- All building facades fronting a public street or within significant public view should integrate horizontal and vertical articulation such as windows, sills, moldings, wall offsets, changes in color, changes in material, or other similar features that visually break down the mass of a structure.
- Parking should be screened from view or well-landscaped with native, drought-tolerant plants.
- In implementation, development code modifications could be needed to achieve the envisioned development character.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

- NC, C, M3

Implementation - Development Code Review:

- Ensure good access around intersections
- Provide transitions and buffering
- Study regional detention/retention options in partnership with developers
- Enforce access management policies and turning movement lanes for entry points
- Reduce parking ratio requirements

REPRESENTATIVE IMAGERY





Light Industrial

INTENT AND CHARACTER

The Light Industrial place type is intended for land that will be developed to support trade, research and development, business parks, warehouses and similar light impact or clean industrial centers. These areas can accommodate moderate nuisance creating uses where appropriate.

Fredericksburg’s primary industrial area southwest of town provides opportunities to attract target industries and expand the tax base with large users and also small businesses that connect into the local supply chain. This area includes legacy industrial users, such as the Gillespie County Airport and its ancillary businesses, along with opportunity sites for new industrial development. The area has good access to major streets like Friendship Lane and Highway 16, plus proximity to supporting services.

While accommodating trucking is critical for operations, its important to consider bicycle, pedestrian, and personal vehicle connectivity in and around the area. New industrial development should provide setbacks and buffers to protect nearby residential and retail.

APPROPRIATE LAND USE TYPES

Commercial

- Limited food-service uses such as food trucks, and convenience stores. Office buildings, office/warehouse, and other professional services.

Residential

- Not appropriate

Industrial

- Light industrial uses with zoning allowed by-right, or on a limited or conditional basis, depending upon the protections required to decrease the amount of sound, dust, vibration, odor, and glare, etc., which can occur off-parcel or between future development categories. Includes businesses such as manufacturing, logistics, office/warehouse, and other primary job creators in the target industries.

Institutional

- Utility and service uses (e.g., electrical substations, fire stations, etc.).

Green Spaces

- While public recreational uses (e.g., parks and playgrounds) are not appropriate, trails and trail connectivity are appropriate with protections. Protection of natural spaces is critical and private outdoor spaces are important for employees.

Development Intensity Target

Residential	0%
Commercial	100%



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- New non-residential development should be located on and take access from a collector or greater road classification, or an internal road network designed as part of a larger center.
- Protect adjacent property through adequate setbacks, buffering, nuisance-shielding, etc.
- Establish restrictions to decrease the amount of sound, dust, vibration, odor, and glare, etc., which can occur off-parcel or between future development categories.
- In implementation, development code modifications could be needed to achieve the envisioned development character.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

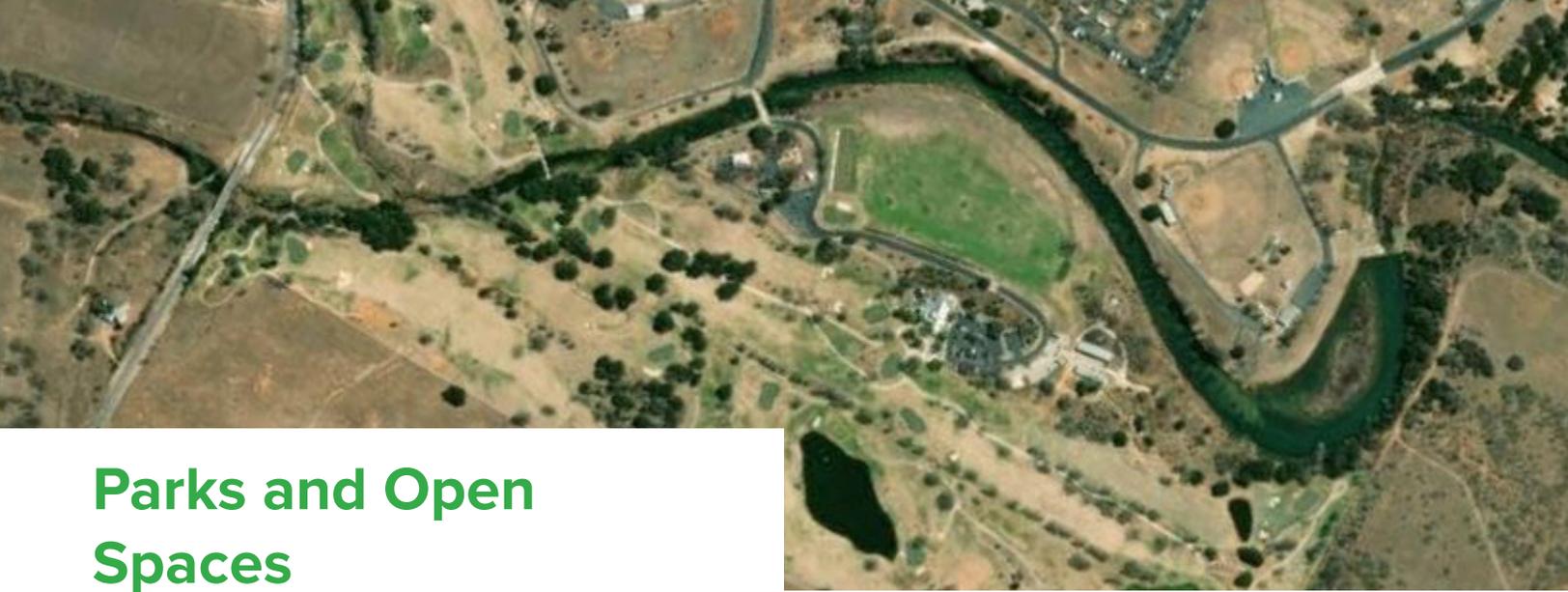
- M1, M2, M3

Implementation - Development Code Review:

- Areas of differing compatibility should be heavily screened with bufferyards
- Review use table to ensure accommodation of flexible and hybrid business models
- Reduce parking ratio requirements

REPRESENTATIVE IMAGERY





Parks and Open Spaces

INTENT AND CHARACTER

The Parks and Open Spaces place type contains active and passive parkland, trails, and open space designated for public use. Parks and open spaces may serve multiple purposes, including connecting the community through trails and managing stormwater impacts. These natural and improved spaces are critical amidst urban development, for the outdoor enjoyment of residents and workers while connecting public (and private) parks and amenities. Land adjacent to the areas designated as Parks and Open Spaces on the map may be added to the land use area in the future as parkland.

Parks and open spaces with a trail network will be a regional destination for people looking for trails, cycling, and active transportation routes to employment centers. From a community perspective, parks are also opportunities for placemaking, including art, historical elements, civic spaces, and wildlife viewing.

APPROPRIATE LAND USE TYPES

Commercial

- Recreational services such as kayak and bike rental facilities or concessions.

Residential

- Not appropriate

Industrial

- Not appropriate

Institutional

- Parkland is typically public, although parkland can include land privately owned and maintained but has a public access easement. Or, the public parkland may be a narrow piece of land adjacent to private open space/amenity area that adds to the feel of a larger green space.

Other

- Open spaces might include stormwater facilities from adjacent development. These facilities need to be designed thoughtfully, so as to create an enhanced amenity within the park or open space and not disrupt the stormwater purposes of managing flooding. Stormwater facilities near these spaces should be designed with a natural appearance and not prevent public access.

Development Intensity Target

Residential	N/A
Commercial	N/A



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- Parks, open space, and trails shall be defined during the development approval process and dedicated during the first phase of the project.
- Non-residential development should be required to set aside land and build trails for public use.
- Trails should be considered partial credit for parkland requirements when submitted to meet minimum requirements for open space (e.g., as part of parkland dedication requirements or semi-public common areas as part of new development).
- Current regulations should be evaluated to require and / or incentivize the protection of sensitive natural resources (e.g., creek corridors, floodplains, steep slopes) as common open space areas.
- Stormwater should be well-integrated, with regional solutions desired.
- Trail linkages are desired regardless of floodplain reclamation or changes in floodplain boundaries. The corridor remains important.
- Trees should be abundant to retain soil durability and shade for patrons. Tree preservation of native hardwood species and native understory should be prioritized, when possible, and new shade trees shall be planted.
- Community and regional trailheads should be located at large public parks, defined parking lots along collector or arterial streets, and should not be located along neighborhood local streets except by special arrangement.
- Utility easements should be considered and utilized, where possible, as corridors for pedestrian/bicycle paths.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

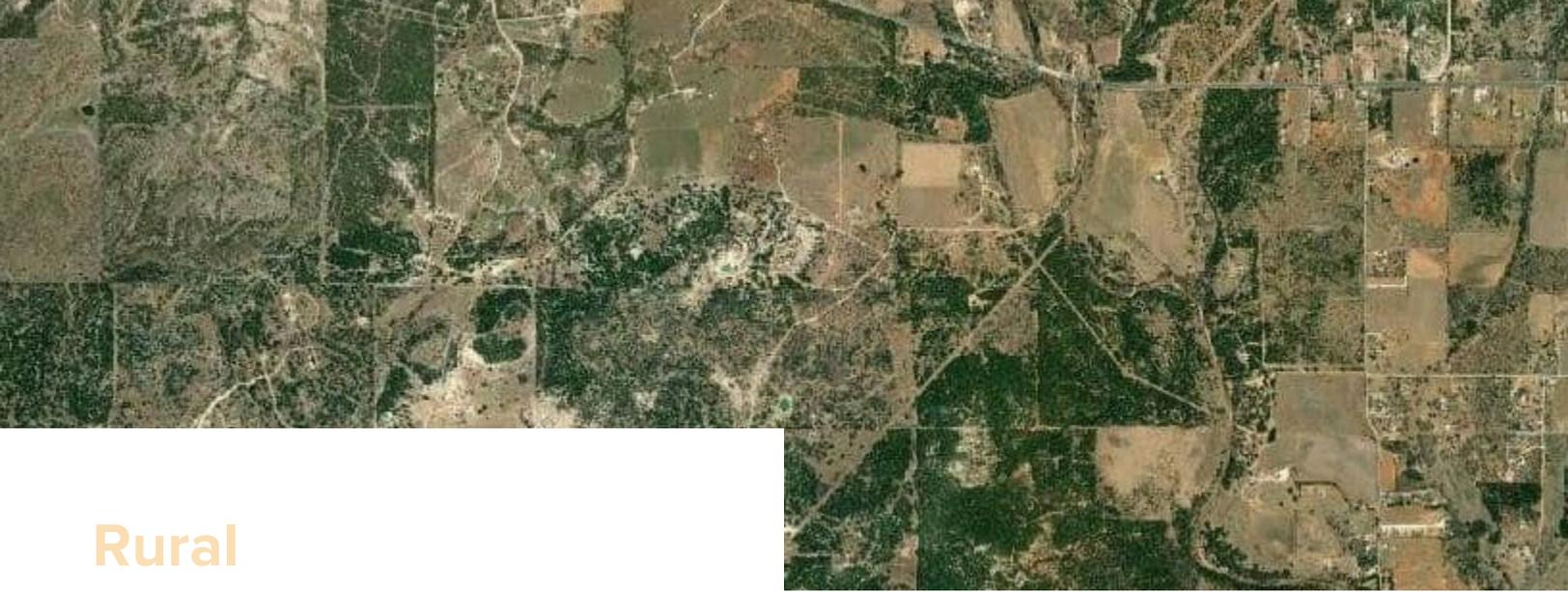
- OS

Implementation - Development Code Review:

- Update the Parkland Dedication Ordinance in accordance with increased desires for parkland and population projections
- Establish standards for privately maintained parks
- Consider establishing a trail dedication ordinance

REPRESENTATIVE IMAGERY





Rural

INTENT AND CHARACTER

The Rural place type is intended for land that is of rural, Hill Country character and is outside of the developed area of Fredericksburg and/or within the extraterritorial jurisdiction (ETJ).

This area is characterized by an abundance of open space, low aggregated impervious cover, and low density. These areas are not covered by the City’s water and wastewater utility service area.

To preserve the Hill Country character and agricultural farmland, design standards should be tailored according to the development style. For rural and estate-style lots, this means low impervious cover, and streets with rural cross-sections. For conservation development, clustered-style lots would offset with considerable natural open spaces.

Apart from design standards requiring development to incorporate principles of sustainability, incentives to conserve rural land are most likely to come from the City. Though non-profit conservation organizations are active within the Hill Country such as the Hill Country Land Trust and the Texas Land Conservancy, these organizations are likely to conserve land located outside of ETJ limits due to the prohibitive cost of land within a city’s ETJ.

APPROPRIATE LAND USE TYPES

Commercial

- Agricultural uses as an interim use, home-based businesses, tourism-based destination and overnight uses such as bed and breakfast in appropriate context.

Residential

- Conservation cluster developments and homesteads on ranches.

Industrial

- Not appropriate

Institutional

- Education (e.g., public/private schools, higher learning); institutional uses (e.g., churches, places of public assembly); and utility and service use (e.g., electrical substations, fire stations, etc.)

Green Spaces

- Parks and recreation facilities; natural areas; open spaces; trail corridors; water quality features

Development Intensity Target

Residential	100%
Commercial	0%



GUIDANCE AND INTERPRETATION

The following recommendations should be considered for decision-making for zoning requests, development approvals, and regulatory adjustments:

- Environmentally-friendly solutions should be prioritized, including Low Impact Development (LID), regional retention ponds, bio-filtration, reduced hardcover surfaces, native tree preservation, water conservation, etc.
- Encourage conservation subdivisions and density bonuses to retain land for preserved open space. Incentives such as the provision of utility services can be used to encourage conservation subdivisions.
- Minimize clearing and grading for new development to preserve the natural context as much as possible.
- Proposed commercial, civic, and additional nonresidential uses should be designed in a rural design character.
- Since land in this category is currently located in the ETJ, subdivision standards should be evaluated to ensure desired development character if it is never annexed.
- In implementation, development code modifications could be needed to achieve the envisioned development character.

DEVELOPMENT CODE CONSIDERATIONS

Appropriate Existing Zoning Districts:

- This Place Type exists only in the ETJ and therefore zoning does not apply

Implementation - Development Code Review:

- Site design consistent with rural character
- Review rural streets and rural stormwater design elements
- Ensure context-sensitive fire flow standards
- Native tree preservation and canopy retention
- Impervious and lot coverage percentages

REPRESENTATIVE IMAGERY



Historic Preservation

HISTORIC PRESERVATION ORDINANCE

Fredericksburg's Historic Preservation Ordinance, amended in 2017, is an effort by the City to maintain economic vitality, to protect property values, and to preserve the integrity and character of the historic properties found in the City in a manner and quality indicative of Fredericksburg. The associated Historic District Design Guidelines/Standards, adopted in 2019, provide information to property owners regarding rehabilitation and restoration before work is initiated on a property. Applicants and property owners wishing to perform work on properties within the Historic District must submit applications for a Certificate of Appropriateness in order to begin work.

HISTORIC REVIEW BOARD

The Historic Review Board (HRB) reviews Certificate of Appropriateness applications and makes recommendations to the City Council for proposed additions, alterations, changes, construction, demolition, or relocation within the Historic District and historic landmarks. This 9-member board is comprised of City residents who own real property located within the City's Historic District or which is designated as a historical landmark, members of the Gillespie County Historical Society or Gillespie County Historical Commission, and residents with licensure or professional experience in a field related to architecture and/or historic preservation.

FREDERICKSBURG'S HISTORIC DISTRICT

The Historic District, listed in the National Register of Historic Places, features over 80 points of historic interest and significance. The boundaries of the Historic District, which were expanded to their current state in 2019, are shown in the map below. The District stretches approximately the full length of Main Street and extends just past Centre Street to the north. To the south, the District follows closely along Barons Creek.



The Historic District is outlined in white and city limits are outlined in red.



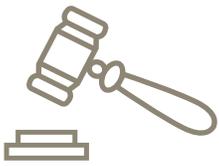
RELATION OF THE HISTORIC PRESERVATION ORDINANCE TO FUTURE PLACE TYPES

There are three place types, identified in **Map 2.4, Future Place Type Map**, which are found in the Historic District, with Mixed Density Residential being the most prevalent. It is important to note that though there are a variety of residential types recommended in the Mixed Density Residential place type, there are layers of complexity to where these various types might be located within the place type and how they might look. Where place types intersect with the Historic District, the intent of the place types is not to diminish the historic character of the area, but to incorporate different elements into neighborhoods and shopping areas, and the intent and character of these place types may vary based upon where in the City the place type is being applied.

It is natural to want to preserve the historic style of Fredericksburg and this Plan relies on the authority of the HRB and the historic preservation measures already in place to ensure this is implemented. The Historic Preservation Ordinance ensures that any development within these intersecting areas is subject to approval by the Historic Review Board. To ensure compatibility between areas of historic character and traditional neighborhoods, an area of transition can be established with additional guidelines related to size and character of development. Through these measures, the Historic District provides a significant area that not only preserves the City's rich heritage but also facilitates the evolution of vibrant and distinctive locales within its boundaries.



The Historic Preservation Ordinance preserves historical structures, such as homes and churches, and ensures new structures are compatible with historic architectural design styles.



GOVERNANCE

Governance is a core function of a city since all decisions and policies or public services which impact daily life stem from a city’s governing body and various city departments. Further, governance is an essential component of any comprehensive plan because coordinated efforts of elected and appointed officials and City staff are needed to ensure successful implementation of the actions and policies identified in this Plan.

The provision of public facilities and services to residents is a primary responsibility of a city, and access to adequate public facilities and services contribute to quality of life for people within the community. In public engagement efforts conducted as part of the planning process, Fredericksburg residents generally indicated positive opinions of the delivery of public services and the use of government resources.

The strategies outlined within these guiding principles are intended to not only maintain, but improve the existing high quality of city services and maintain confidence in the City government through sustained communication and transparency of the use and investment of city dollars.

Guiding Principle 1

FREDERICKSBURG WILL PROVIDE COMMUNICATION AND ENGAGEMENT TO
CREATE A HEALTHY, SAFE, AND INFORMED COMMUNITY.

OBJECTIVE A: Sustain a forward thinking, high-performing, and accountable customer-service oriented City government and municipal services.

- *Action Go.1.A.1:* Enhance a community outreach and engagement strategy that fosters dialogue, builds community trust, and encourages informed civic participation.
- *Action Go.1.A.2:* Create a development guidebook which clearly specifies the development process for landowners, the development community, and other applicants.
- *Action Go.1.A.3:* Identify funding and build community support for the development of a new City Hall.
- *Action Go.1.A.4:* Maintain transparency of decision-making and collaboration with community stakeholders.
- *Action Go.1.A.5:* Regularly evaluate the need for new fire, police, and EMS facilities to serve both the city limits and emergency service districts commensurate with population growth and service areas.
- *Action Go.1.A.6:* Coordinate with the Fire Department to inform homeowners of the risk of fire and ways to prevent loss, including information about methods for fire protection at the wildland-urban interface.
- *Action Go.1.A.7:* Ensure that Fredericksburg’s public safety service departments continue to expand operational tools, technology, equipment, and specialized expertise and trainings.
- *Action Go.1.A.8:* Continue to maintain or expand support to offer police and fire safety-related community service and educational programs to the Fredericksburg community.
- *Action Go.1.A.9:* Continue to build positive relationships with the development community and business owners through frequent outreach and opportunities for discourse.
- *Action Go.1.A.10:* Work with local law enforcement entities to explore expediting the licensing process for childcare facilities to reduce administrative burden and encourage more providers to enter the market.



Philanthropic Community

As a tight-knit and culturally rich community, Fredericksburg possesses a unique resource and asset: its philanthropic community. Results of the final online community survey in this planning process indicated that nearly 50 percent of survey participants are willing to volunteer their time and efforts in community events. As evidenced by the numerous community organizations present, including but not limited to the Lions' Club, Morning, Noon, and Evening Rotary Clubs, and the Friends of the Fredericksburg Nature Center, citizens are eager to contribute to their community. In implementing this Plan, the City should lean on their greatest resource - the people. Community amenities such as the Cross Mountain Park nature trail and the splash pad adjacent to Town Pool are the result of efforts of local organizations. In addition to fundraising for and maintenance of various amenities, organizations can assist with plan implementation by hosting workshops to spread awareness on community actions and informal community groups can assist with neighborhood code enforcement.



Top left: Community members gather at the Annual Fish Fry event to support local fire departments. Top right and bottom: Community amenities such as the splash pad adjacent to Town Pool and the nature trail at Cross Mountain Park were made possible by philanthropic community organizations.

PLAN RELATIONSHIP TO CODE

Though adoption of this Plan is a big accomplishment, the next immediate step is to translate this Plan's actions to the City's Development Code. While the Comprehensive Plan creates the vision for community desires, the Code enables the City to enforce that vision. Once this Plan is adopted and an assessment of the current code is completed and reviewed, the City should work towards updating the current Development Code to align with the vision and guiding principles of the new Comprehensive Plan. Additionally, as this Plan is updated over time, the Code should be updated accordingly, in order to reflect the changing conditions in Fredericksburg. Development regulations, capital improvement projects, programs, partnerships, and policies are what enable cities to enact the improvements their citizens desire.



OBJECTIVE B: Utilize the Comprehensive Plan as an integral part of daily, weekly, and monthly decision-making processes.

- *Action Go.1.B.1:* Prepare educational and promotional materials about this comprehensive plan to promote community understanding of the priorities and implementation.
- *Action Go.1.B.2:* Establish and undertake a staff-led 5-Year Plan Update process within five years of Plan adoption.
- *Action Go.1.B.3:* Undertake a 10-Year Plan Update within 10 years of plan adoption.
- *Action Go.1.B.4:* Encourage City Council and the Planning and Zoning Commission to directly reference guiding principles and objectives of the comprehensive plan when making decisions.
- *Action Go.1.B.5:* Annually budget the necessary funds to implement identified projects set out in the Comprehensive Plan Implementation Action Plan. Prepare annual departmental budgets and five-year budget projections following directives from this Plan to ensure alignment and compliance with long-range planning goals.
- *Action Go.1.B.6:* Hire or contract services for a grant writer to assist the City in finding and applying for grants to fund plan implementation.
- *Action Go.1.B.7:* Establish an Annual Progress Report process to benchmark comprehensive plan implementation through integration of applicable departments, accountability, and comprehensive public reports on plan progress and amendments.



OBJECTIVE C: Foster citizen engagement and community partnerships.

- *Action Go.1.C.1:* Identify opportunities to partner with local groups to achieve the goals and objectives of this comprehensive plan.
- *Action Go.1.C.2:* Create a beautification committee to identify aesthetic enhancements and improvements throughout the community.
- *Action Go.1.C.3:* Encourage volunteer assistance to generate civic pride and enthusiasm, park and street clean-up, trail maintenance and enhancements, and educational leadership and mentoring.
- *Action Go.1.C.4:* Leverage the wealth of knowledge in Fredericksburg residents to facilitate community improvement workshops (i.e., native gardening at home, rain barrel installation, etc.).

Guiding Principle 2

FREDERICKSBURG WILL INVEST EFFICIENTLY IN INFRASTRUCTURE TO ENSURE A VIBRANT, LIVABLE, AND ECONOMICALLY ROBUST COMMUNITY.

OBJECTIVE A: Pursue forward-thinking infrastructure improvements to ensure efficient and sustainable water savings practices for the future.

- *Action Go.2.A.1:* Evaluate potential modifications to the City’s drainage criteria manual and regulations stemming from recent updates to the frequency and intensity of rainfall events.
- *Action Go.2.A.2:* Update the City’s Drainage Master Plan and ensure that drainage areas can be utilized as parkland or trails, ensure the Drainage Master Plan and Parks Master Plan are connected.
- *Action Go.2.A.3:* Require utilities be underground in new development and retrofit underground utilities in existing developed areas to the maximum extent feasible.
- *Action Go.2.A.4:* Explore feasible new uses for the city’s landfill after it is capped. Convene a task force to review options.
- *Action Go.2.A.5:* Prioritize the long-term system planning and health of the water and wastewater utility system through frequent master plan updates, investment in capital facilities, monitoring for system efficiency, and partnerships with area providers.
- *Action Go.2.A.6:* Plan for future water supply needs; maintain an inventory of existing, planned, and programmed water, sewer, and utility infrastructure.
- *Action Go.2.A.7:* Continue to devote resources across all City departments for education and training of staff and volunteers, technology enhancements, and recruiting to maintain forward-thinking infrastructure.
- *Action Go.2.A.8:* Work with the Hill Country Underground Water District and others to develop and implement a comprehensive water management plan to protect ground and surface water quality and quantity.



OBJECTIVE B: Evaluate opportunities to increase protection of Fredericksburg’s sensitive natural resources.

- *Action Go.2.B.1:* Review and amend development regulations to require or incentivize sustainable or low impact design practices in new development (i.e., low-flow fixtures, rainwater harvesting, native/drought tolerant landscaping, etc.).
- *Action Go.2.B.2:* Identify no-mow zones on City-owned property, specifically in city parks and along riparian corridors.
- *Action Go.2.B.3:* Update the development code to establish streamline buffers which cannot be developed in to preserve creek corridors and allow for the preservation of green space, stormwater management, trail opportunities, etc.
- *Action Go.2.B.4:* Require all public landscaping in medians, on City property, and within public gathering spaces to be native and/or drought tolerant species.
- *Action Go.2.B.5:* Consider amending the subdivision ordinance to require the preservation of existing trees and natural features (e.g., drainage courses, rock outcrops) in new development.
- *Action Go.2.B.6:* Research and develop conservation easement guidelines with regional and state land conservation organizations.
- *Action Go.2.B.7:* Update development ordinances to require or incentivize water conservation practices in new development, particularly in multi-family, commercial, and public facilities. Promote and foster water conservation practices throughout the city (i.e., low-flow faucet education, rainwater barrel installation workshops, etc.).
- *Action Go.2.B.8:* Limit the application of harmful pesticides and herbicides and consider implementing integrated pest management practices on city owned or managed land. Integrated Pest Management (IPM) is an approach to pest control that combines various methods to effectively manage and control pests while minimizing the use of chemical pesticides. The goal of IPM is to achieve sustainable pest control with the least possible impact on human health, the environment, and non-target organisms.



PART 3

Implementation



Plan Implementation

It is through action, decision-making, coordination, and monitoring that the Plan comes to fruition. The importance of planning cannot be overstated—planning provides for the protection of private property and ensures future development occurs in a coordinated and organized fashion. The future of Fredericksburg will be shaped using policies and recommendations developed in this Plan. City representatives, city staff, and dedicated citizens must be “Champions” of the plan to ensure the recommendations are properly implemented. The roles of City Council, city Staff, and the P&Z Commission, described on the following page, are crucial to effective implementation of the Plan.

DEVELOPMENT PROCESS

This Plan’s directives will often require interpretation, adaptability, and flexibility. These circumstances should be thoughtfully approached and evaluated based on compliance and implementation with the Plan vision, goals, commitments, and initiatives in Part 3, Implementation. As it pertains to the Future Place Type Map and Thoroughfare Plan, staff and decision-makers will make daily determinations regarding the Plan’s intent and applicability.

During the development process, staff and decision makers will consider agreements, planned developments, rezonings, etc. These are critical decision points to ensure planning goals are achieved, the public is informed, and processes are clear. City staff should analyze applications for compliance with the goals and commitments provided in **Part 2, Future Direction**. This process should include evaluating an application by demonstrating general compliance with the comprehensive plan and reference to individual guiding principles, objectives, and actions.

PLAN TO CODE RELATIONSHIP

Implementation of this Plan includes translating its actions to the City’s Development Code. While the Comprehensive Plan creates the vision for community desires, the Code enables the City to enforce that vision. Once this Plan is adopted, the City should utilize the assessment of the current zoning and subdivision regulations to determine what is needed to meet the vision of the new Comprehensive Plan. With this information defined, the City can update the existing Code to align with the vision of the Comprehensive Plan. Additionally, as this Plan is updated over time, the Code should be updated accordingly, to reflect changing conditions.

SPECIAL AREA AND MASTER PLANS

The Fredericksburg Comprehensive Plan covers a wide variety of topics which have the potential to affect the City’s existing and future plans. Some of these exist or are ongoing planning exercises, such as the Transportation Master Plan, the Convention and Visitor Bureau’s Strategic Plan, and the Parks Master Plan. Others are anticipated in the future, such as a plan for the City Center or Trails Master Plan.

As implementation actions are initiated, the City should ensure this Plan is in alignment with existing citywide service plans and special area plans. Additionally, when other City plans are updated, those plans should align with the goals and actions defined in the Comprehensive Plan.



ROLES AND RESPONSIBILITIES

City Council, City staff, and the Planning and Zoning Commission should assess all decision-making and recommendations for consistency with the Comprehensive Plan as outlined below.

City Council

- Adopting amendments to the Plan by ordinance
- Adopting new or amended land development regulations to implement the Plan
- Approving inter-local agreements
- Establishing the overall action priorities and timeframes for initiation and completion
- Considering and approving funding commitments
- Approving projects, activities and budgets in a manner consistent with this Plan
- Providing policy direction to the Planning & Zoning Commission, other boards, and City staff

City Staff

- Managing day-to-day implementation of the Plan, including ongoing coordination
- Supporting and carrying out capital improvement planning efforts
- Managing drafting of new or amended land development regulations
- Conducting studies and developing additional plans
- Reviewing development, zoning, and other land use applications for consistency with this Plan

Planning and Zoning (P&Z) Commission

- Making recommendations related to development and redevelopment
- Ensuring that development is consistent with the vision, guiding principles, objectives, actions, and policies of this Plan
- Preparing a periodic progress report with the help of City staff to review goals to evaluate consistency with the plan's vision



MONITORING AND BENCHMARKING

The City will monitor Plan implementation activities and corresponding effects on the environment, prosperity, and livability. Monitoring activities will not only record implementation accomplishments and measures of success but will also reveal opportunities to modify and amend the Plan to address changing conditions or community preferences.

Realizing the vision involves actively and deliberately working toward the action steps in the implementation table. The **Implementation Action Plan**, found in **Appendix A**, identifies the City departments responsible for achieving each recommended action.

As part of the ongoing implementation process, benchmarking and monitoring should take place regularly. Annual reports should include a status update, important actions and accomplishments, and identification of actions and programs to be implemented in the coming year. The Comprehensive Plan report should be presented at a work session and regular session of the City Council.

PLAN INTEGRATION

As this Plan is put into action, funding and annual programming of implementation projects is critical. Components include annual budgets, capital improvement program (CIP), departmental business plans, and ongoing alignment of these elements to achieve effective outcomes.

ANNUAL BUDGETING

A primary funding mechanism is the City's annual budget, made up of various revenue sources. The City must have adequate funds to complete implementation actions. Each budget action taken by City Council should be consistent with the goals of the City's comprehensive plan, strategic plan, and other relevant master plans.

CAPITAL IMPROVEMENT PROGRAM

A capital improvement program is a multi-year plan (typically annual, 5-year, and 10-year) that identifies upcoming capital projects for prioritization and funding. Projects include street infrastructure; water, wastewater and drainage facilities; open space, trails and recreation facilities; and purchase of major equipment. Identifying and budgeting for major capital improvements is essential to successful implementation of this Plan. Capital improvement priorities should be consistent with the policy and management directives of this Plan.

PLAN UPDATE

As the community evolves, the Plan must be revisited to ensure the community's vision is current. It may also need to adjust to account for local, State, and national regulatory changes over time. Therefore, it is recommended that this Plan be revisited regularly and updated at a minimum of every five and ten years.



FIVE-YEAR UPDATE

The purpose of the update is to evaluate the original assumptions from the Plan regarding growth and development trends, emerging issues, and to determine if remaining proposed action strategies are still relevant. The five year update should include the following:

- A summary of plan amendments and accomplishments to date;
- Changes in trends and issues since the previous plan adoption (e.g., changes in the predicted growth rate and the corporate boundaries; demographic composition; community attitudes; or other social, environmental, or political issues which may affect the feasibility of implementation);
- Conflicts between decisions made and implementation actions yet to be undertaken;
- Changes in law, procedures, or programs which will affect identified implementation actions; and
- A comprehensive re-evaluation of the Implementation Action Plan.

TEN-YEAR UPDATE

The Plan should undergo a full update process every 10 years. This should include the following:

- Comprehensive re-evaluation of the community's vision for the future;
- Evaluation of action items from this Plan that have yet to be considered;
- Re-engagement of the public;
- Re-analysis of the issues and trends related to community growth, transportation, land use, parks and recreation, public facilities and services, and infrastructure; and
- A new plan of action reflective of the refined vision for the future.



Pioneer Memorial Library

PLAN AMENDMENT

From time to time, it may be necessary to amend the Plan in response to changing circumstances, development trends, or a unique opportunity. This often includes adjustments to the Future Place Type Map, which is intended to be a durable implementation tool yet not be too rigid that changes that meet the overarching intent and vision in this Plan cannot be accommodated. A process and amendment guide providing criteria and direction for amendments to the Future Place Type Map should be prepared immediately following adoption of this Plan.

As time goes by, if there are only a few modifications, the Future Place Type Map is still serving its purpose. If there are significant and frequent changes to the map, a more comprehensive evaluation and public engagement process should be undertaken to identify and execute necessary amendments.

AMENDMENT INITIATION

Amendments to the Plan are typically requested by a landowner, developer, or the City. Most commonly, these requests occur during the development entitlement phase, where staff may determine that a rezoning proposal is not consistent with the Comprehensive Plan and the proposal should either be altered for compliance or that an amendment to the Comprehensive Plan is warranted to accommodate the development. City staff must determine if an amendment is necessary when the proposal is incompatible with the Future Place Type Map. The process for such an amendment should follow an established process formally approved and codified by the City. The process should include public hearings so citizens may voice their support or opposition.

At times, the City may need to initiate the comprehensive plan amendment process. Such an action may be needed to amend the land use framework, strategies or actions due to changing circumstances, respond to state legislation or mandates, etc. Such amendments shall be consistent with the goals of this Plan and citizen input on amendments is critical. Significant amendments and updates may warrant input from the Comprehensive Plan Advisory Committee. Ongoing citizen involvement and buy-in is critical to maintaining the support of the Plan as the City grows and evolves.



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