

# CITY OF FREDERICKSBURG

## 2024 COMPREHENSIVE PLAN

### SUMMARY PLAN

---

# Gute Stadt

“Good City”



## 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.

## Community Engagement Summary

### 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



Annual Fish Fry event in April 2023

## 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 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.

## 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.



## 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. The **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.

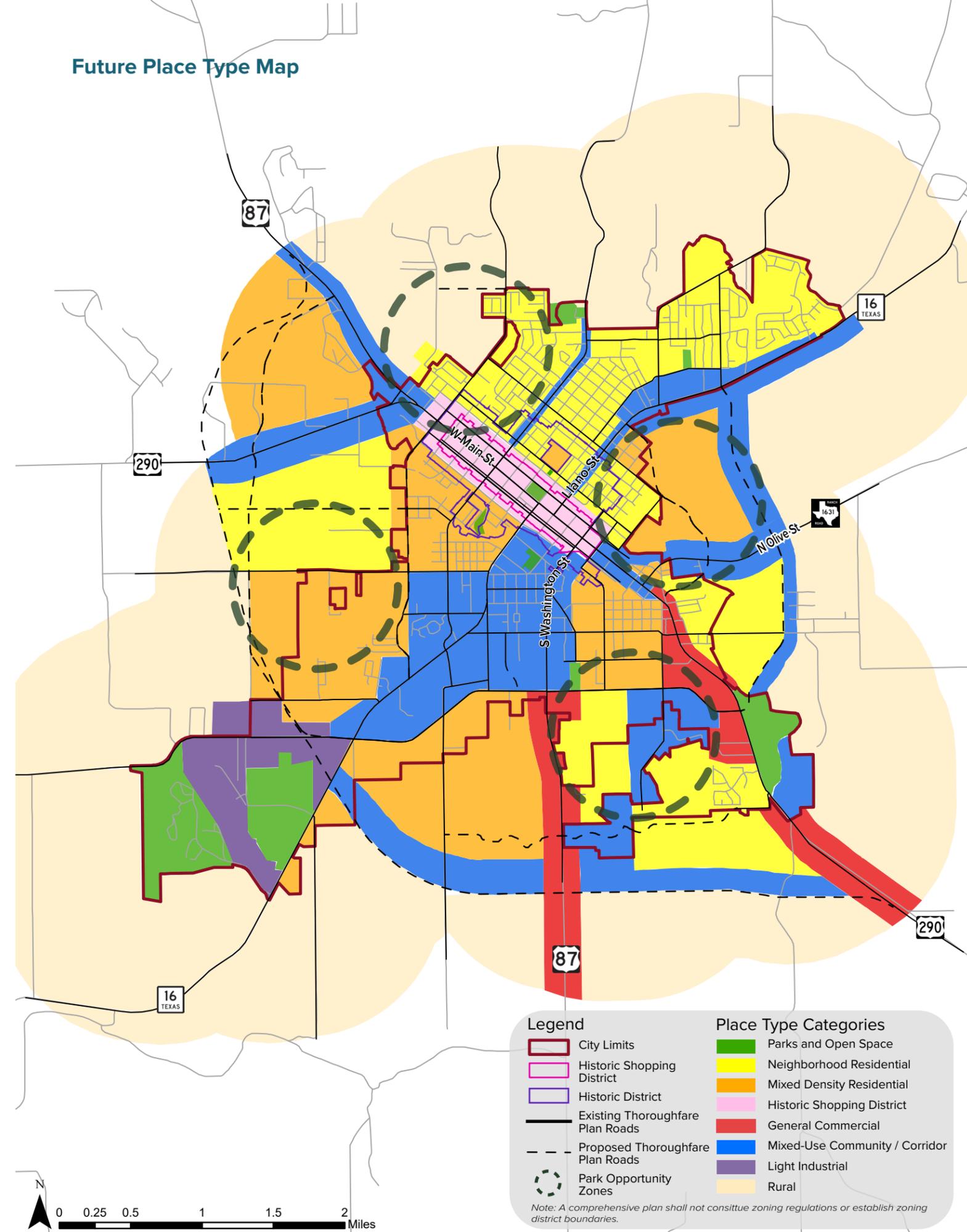
## USAGE AND INTERPRETATION

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.

## Future Place Type Map



See page 42 of the full Comprehensive Plan for additional details of place types.