

SCHANDUA
1897

APPENDIX B

Supporting Documents



James Avery

Fredericksburg
Natural Baby

Gillespie County Fair
1884
Fredericksburg Texas 78624
GRAND MARSHAL
Gillespie County Fair Parade

Gillespie County Fair
130th
Fredericksburg Texas 78624
STROEHER & SON, INC
STROEHER & OLFERS, INC
GRAND MARSHAL

Kawasaki

Welcome to Fredericksburg!

On May 8, 1846, Fredericksburg was founded by a group of 120 German settlers led by John O. Meusebach. Having departed the town of New Braunfels 16 days earlier, the settlers arrived in Fredericksburg via the Pinta Trail. Barons Creek was named to honor Meusebach, who had renounced his title of Baron. The land, four miles south of the Pedernales River, was found to be fertile with clean water and an abundance of timber and building materials.

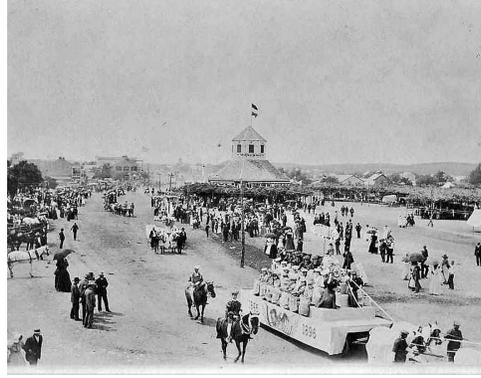
The town was laid out in the traditional form of some Germany cities with a broad avenue and in the town square, the Vereins-Kirche was built to serve both religious and community purposes. Settlers received lots in town as well as 10-acre farming lots outside of town. The settlers planted corn, built storehouses to protect their provisions and trade goods, and prepared for the arrival of more immigrants, who came throughout the summer. By 1850, census records stated that the town had 754 residents and Gillespie County had 1,235 residents.

German settlers grew corn and cotton, later adding vegetable gardens, smokehouses, and orchards. Fredericksburg has been the center of manufacturing in Gillespie County throughout the years, having had at various times a metal and iron works, a furniture factory, a cement plant, granite and limestone quarries, and others. Today, Fredericksburg is a leader in the national viticulture industry, having produced wine commercially for more than 40 years. Fredericksburg celebrated its 175th anniversary in May 2022, and annually welcomes residents and visitors alike for a variety of events celebrating the community's German heritage and culture.



1846

Fredericksburg is founded



1847

Peace Treaty signed between John O. Meusebach and Comanche tribes

1848

Fort Martin Scott established

1856

First public school established

1881

First Gillespie County Fair



1913

Northern Railway comes to Fredericksburg



1921

B.L. Enderle begins growing peaches in Fredericksburg



1928

Fredericksburg incorporated as a city



1936

City installs first public water system



1942

Railroad tracks removed

1948

Construction of Gillespie County airport completed

1967

Fleet Admiral Chester W. Nimitz Museum founded

1971

Hill Country Memorial Hospital opens



1976

Fredericksburg's first winery opens

1978

Enchanted Rock State Natural Area established

1985

National Register Historic District established

1997

Fredericksburg Theater Company started

2008

Standardized Business Ordinance for Historic Shopping District passed

2010

Hill Country University Center opens



2020

Dark Sky Community designation received

2022

175th Anniversary of Fredericksburg

2023

Hill Country Memorial Hospital acquired by Methodist Healthcare System

2024

Solar eclipse



Demographic Profile

The demographic context of a community can contribute to a better understanding of the people a planning effort is intending to serve. Key demographic metrics are presented below.

Figure 2.2, Overall Population¹



Figure 2.3, Population by Ethnicity¹

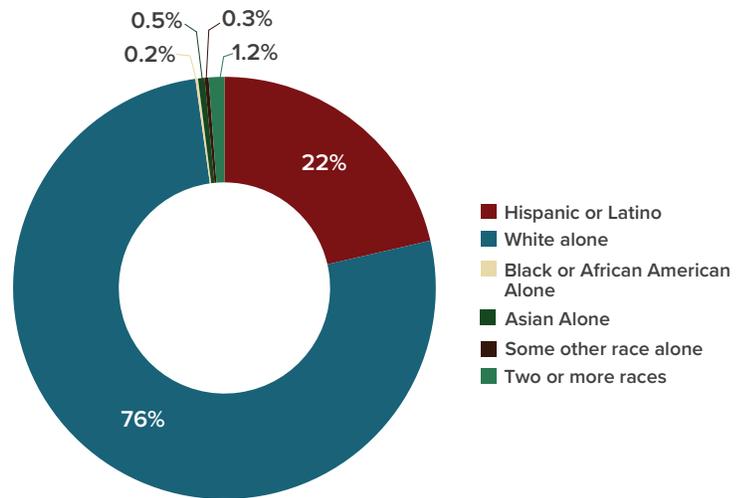
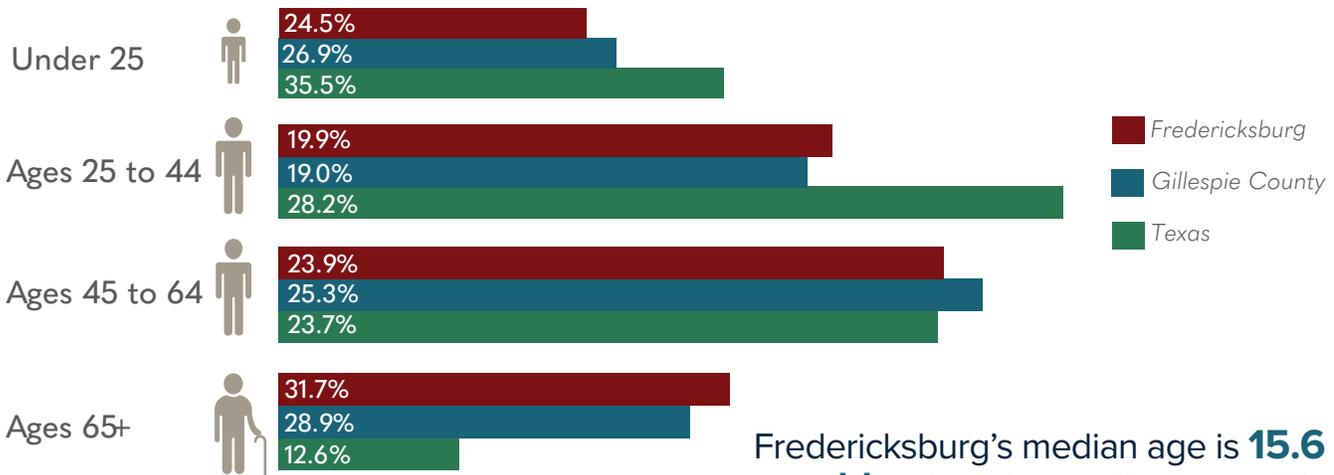


Figure 2.4, Population Age Groups¹



Fredericksburg's median age is **15.6 years older** than the median age of Texas



Figure 2.5, Educational Attainment¹

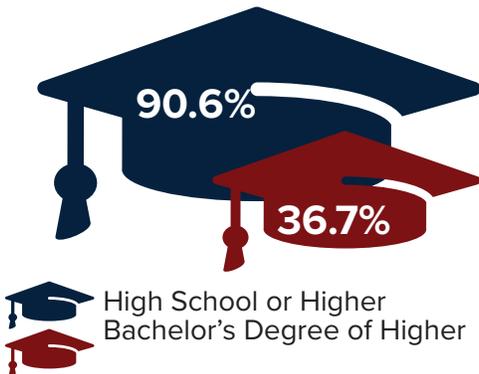


Figure 2.6, Average Household Size¹



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

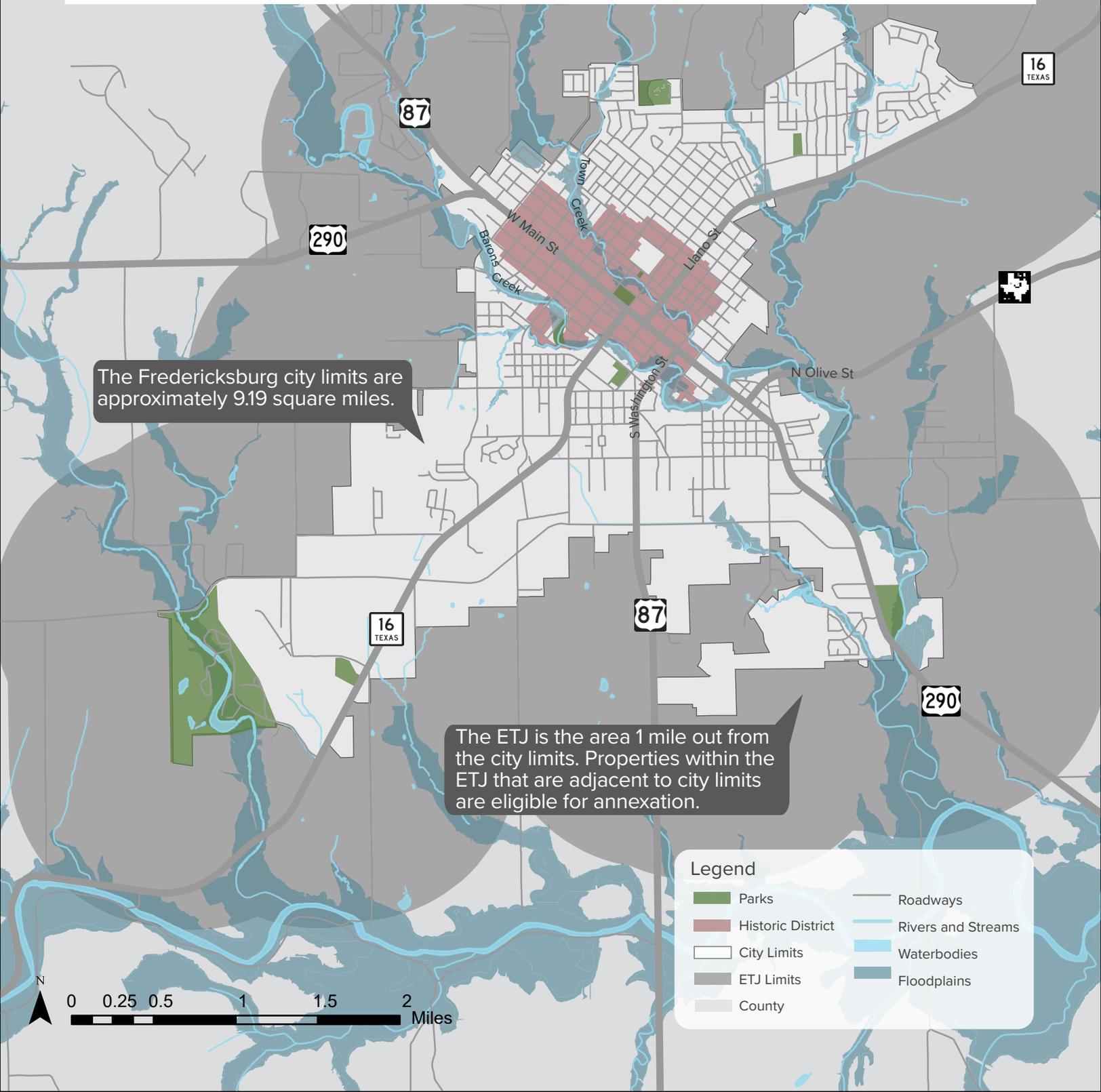


Map 2.2: Planning Area

PLANNING AREA

The planning area is the incorporated area of the City of Fredericksburg (the city limits), as well as the extraterritorial jurisdiction (ETJ).

The city limits is the area where the City has the ability to enforce the power given to Home Rule municipalities by the State of Texas, including enacting zoning regulations. The ETJ is a designated buffer area outside of the city limits where cities can define potential growth and future service boundaries. As the city limits expand, the ETJ also expands proportionately.



Past Planning Efforts

Throughout the years, Fredericksburg has developed comprehensive plans, special studies, and plans for targeted needs. The predecessor to this plan was completed in 2006 and subsequently updated in May 2015. These previous efforts informed the public engagement process for this Plan. Goals that remain important to the community were identified and maintained in this Plan. Strategies and actions from the previous plans which are still ongoing or have not yet been undertaken were also integrated into the objectives and actions of this Plan.

2006 COMPREHENSIVE PLAN

The 2006 comprehensive plan established the policy direction for the City and focused on the following elements: livability, land use, growth, transportation, and parks and recreation. This 2006 plan included policy recommendations in 44 topic areas related to the five elements. The City has successfully implemented policies related to livability, such as adopting design guidelines for the Historic District and Entry Corridors and launching the Texas Center for Wine and Culinary Arts Initiative. Areas which remain a high community priority but have not been undertaken, such as the provision and support of a full-range of transportation options, have been incorporated into the objectives of this 2024 Comprehensive Plan.

2015 COMPREHENSIVE PLAN UPDATE

In 2015, Fredericksburg updated its comprehensive plan to reflect remaining issues from the 2006 comprehensive plan. These issues included sidewalks, gateways (the corridor areas leading to and from Fredericksburg), and design standards for entry corridors. Existing goals from the 2006 plan supported the 2015 plan update. The City has implemented many of the goals identified in this Plan, including adoption of a Dark Sky Lighting Ordinance, adoption of entry corridor guidelines and design standards, and installation of welcome signs on major corridors.

Fredericksburg Volunteer Fire Department Annual Fish Fry in April 2023



2017 TRANSPORTATION MASTER PLAN

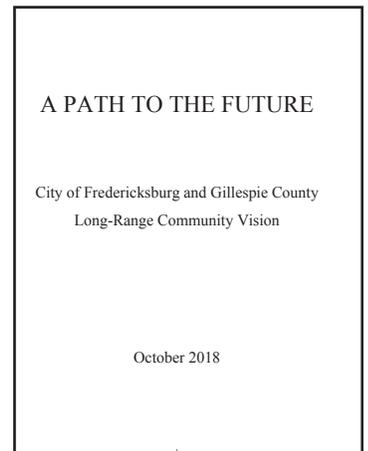
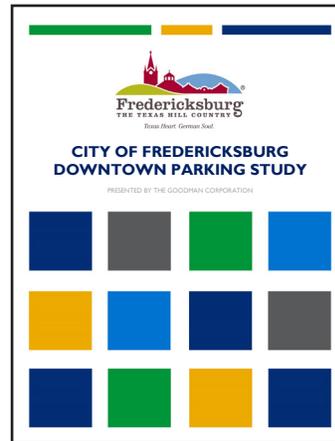
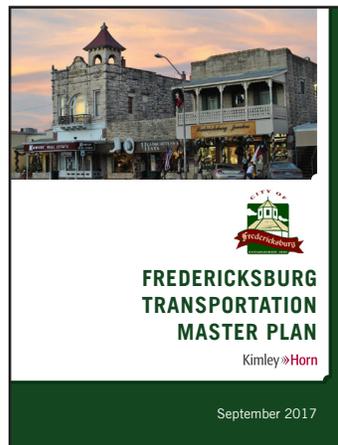
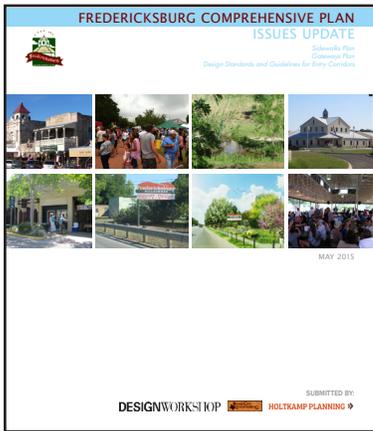
The 2017 Transportation Master Plan unified the City's existing plans with the transportation priorities of the Comprehensive Plan. The plan summarized existing transportation conditions and provided recommendations to address traffic, transit, and the pedestrian network. The City's current Thoroughfare Plan was developed as a result of this 2017 effort, which has been regularly updated and implemented with several road extension projects currently in progress.

DOWNTOWN PARKING STUDY

In 2017 a downtown parking study was conducted to understand existing and projected parking conditions. The study developed parking strategy alternatives and policies and includes finance and implementation options.

2018 A PATH TO THE FUTURE

This "community visioning" process was a continuation of a similar process begun in 1998. The resulting vision document includes goals and objectives for four focus areas of business, government, family life, and quality of life. The 2018 Path to the Future was compiled by hundreds of Fredericksburg and Gillespie County residents through citizen committees. Steps have been taken towards accomplishing many of the goals of this plan with objectives being either completed or ongoing, such as the opening of a women and children's shelter, completing additional studies related to transportation and affordable housing, and implementing an emergency notification system. Other objectives, such as balancing the types of businesses located on Main Street and expanding workforce programs, have been incorporated into the objectives of this 2024 Comprehensive Plan.



Hill Country Conservation Network

The Hill Country Conservation Network is a collaboration of dozens of organizations working within the Texas Hill Country to increase conservation impacts within the region. The mission of the Texas Hill Country Conservation Network is to maximize the protection of the Hill Country's natural resources through enhanced collaboration.

In 2022, the Texas Hill Country Conservation Network released their 2022 State of the Hill Country Report, outlining the status of conservation and development within the 13 counties of the Hill Country, including Gillespie County. In 2023, the Network released their Land, Water, Sky, and Natural Infrastructure Plan, which succinctly highlights the importance of conserving natural infrastructure, provides guidance to help inform regional conservation efforts, and identifies important features in the Texas Hill Country. A central theme throughout the plan is to reframe infrastructure to include natural systems so that the opportunity to invest in and conserve essential resources is taken as the Hill Country continues to be developed.

WHAT IS NATURAL INFRASTRUCTURE?

As defined in the Land, Water, Sky, and Natural Infrastructure Plan, natural infrastructure uses, restores, or emulates natural ecological, geological, or physical processes and expands the concept of infrastructure beyond engineered or built structures. Natural infrastructure in Gillespie County can include grasslands, rangeland, woodlands, and other natural features. These features enhance water quality, recharge aquifers, protect drinking water, support wildlife, prevent soil erosion, clean the air, reduce flood risk, and can minimize the impacts of extreme weather.

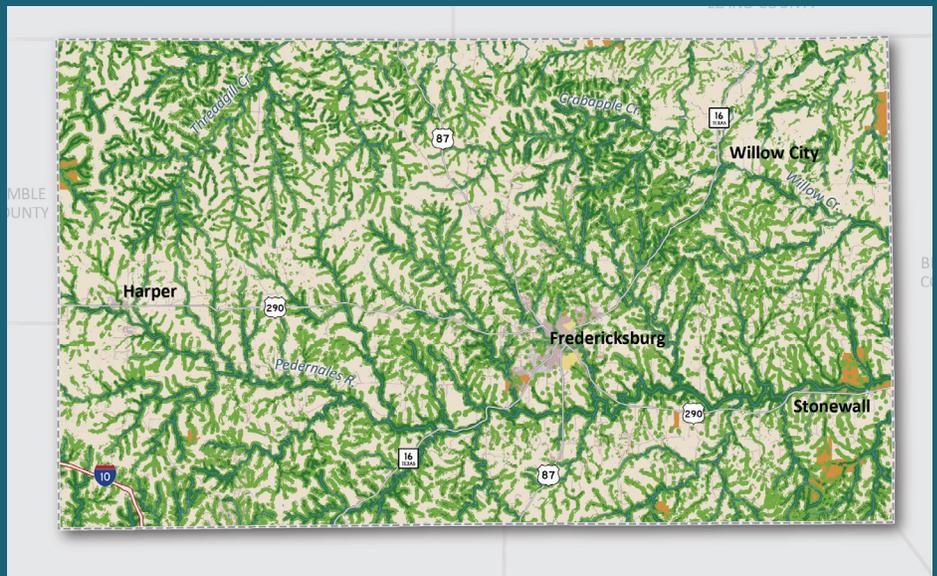
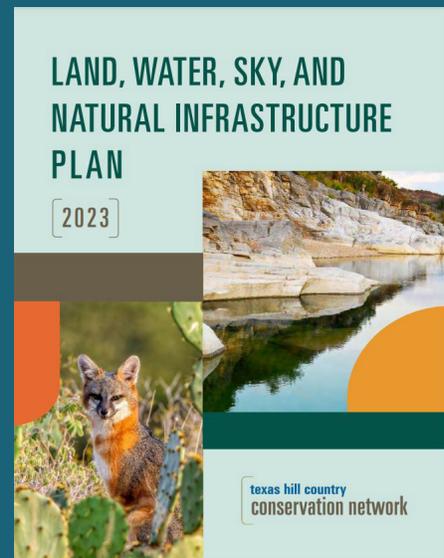


Image from the Land, Water, Sky, and Natural Infrastructure Plan showing important areas of natural infrastructure in Gillespie County

HOW CAN FREDERICKSBURG USE THE LAND, WATER, SKY, AND NATURAL INFRASTRUCTURE PLAN?

In addition to the natural infrastructure of undeveloped lands, cities can develop natural infrastructure in the form of rain gardens, open space in parks, and urban landscaping and tree canopy. The Plan can be used as guidance by Fredericksburg to inform local conservation efforts and as leverage for funding towards developing urban natural infrastructure.



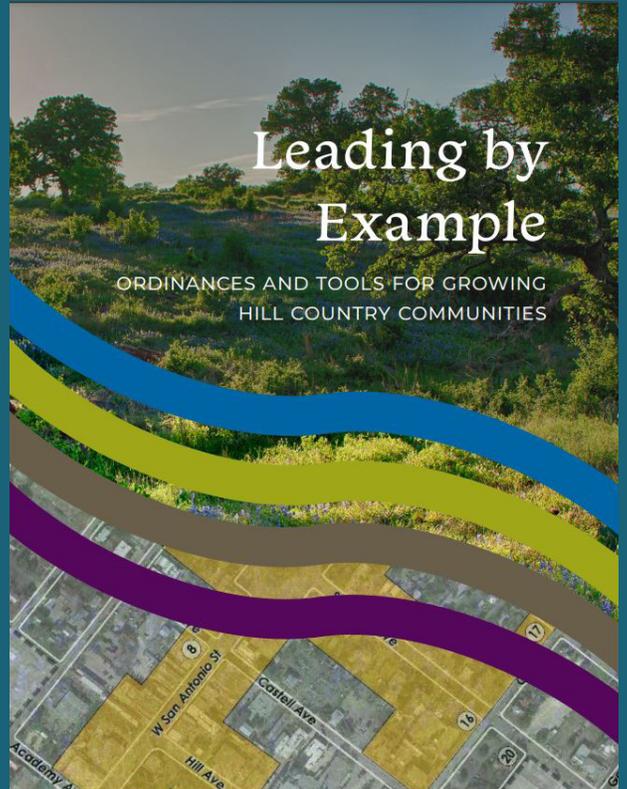
Hill Country Alliance

The Hill Country Alliance (HCA) is a nonprofit organization dedicated to raising public awareness and community support for the purpose of preserving the natural and cultural resources of the Texas Hill Country. The Hill Country Alliance, the supporting organization of the Texas Hill Country Conservation Network, serves a 17-county region and has four main focus areas including land, water, night sky, and community. In 2023, the Hill Country Alliance released their Leading by Example Guidebook, which provides guidance for leaders on ordinances and best practices to build more sustainable communities. The guidebook is centered around four main topics including water, land and skies, transportation, and zoning and development.

At a joint meeting of Fredericksburg’s City Council and Planning and Zoning Commission on August 9, 2023, Cliff Kaplan, HCA Program Director, presented about the guide and highlighted ways in which communities can apply sustainable best practices through city ordinances. The presentation referenced examples from other cities within the Hill Country and funding and planning resources that communities can use in crafting an ordinance or applying best practices.

HOW CAN FREDERICKSBURG USE THE LEADING BY EXAMPLE GUIDEBOOK?

There are several ordinance mechanisms from the guidebook that Fredericksburg can apply, which are listed below. Fredericksburg is already a leader in several of the ordinance mechanisms described such as Outdoor Lighting, Historic Preservation, and Architectural Standards. Additionally, Fredericksburg adopted a One Water Resolution in October 2023. One Water resolutions are intended to help direct local governments to explore sustainable and water practices and conservation in public and private development projects.



WATER

- Low-Impact development
- Stream setbacks
- Water conservation
- Rainwater harvesting
- Water reuse



LAND & SKIES

- Open space preservation
- Tree preservation



TRANSPORTATION

- Complete streets
- Traffic Calming
- Sensible parking requirements



ZONING

- Impact fees
- Infill development

Wildfire Risk

The wildfire risk in an area is the likelihood of a wildfire occurring or burning into an area. This threat is an environmental feature of each natural area. The threat is determined by combining a number of landscape characteristics including surface and canopy fuels, resultant fire behavior, historical fire occurrence, historical weather observations, slope and other terrain conditions. The Characteristic Fire Intensity Scale, shown in **Map 2.3, Wildfire Intensity Risk** on the next page, specifically identifies areas where the factors associated with dangerous fire behavior exist. The Fire Intensity Scale includes five classes to measure potential wildfire intensity. The classes, which range from Class 1, Very Low, to Class 5, Very High, have a 10-fold order of magnitude between classes. The classes are shown in one-half increments on the map for more detailed viewing. The specific classes of fire intensity are as follows:

- **Class 1, Very Low:** Very small, discontinuous flames, usually less than 1 foot in length; very low rate of spread; no spotting. Fires are typically easy to suppress by firefighters with basic training and non-specialized equipment.
- **Class 2, Low:** Small flames, usually less than two feet long; small amount of very short range spotting possible. Fires are easy to suppress by trained firefighters with protective equipment and specialized tools.
- **Class 3, Moderate:** Flames up to eight feet in length; short-range spotting is possible. Trained firefighters will find these fires difficult to suppress without support from aircraft or engines, but dozer and plows are generally effective. Increasing potential for harm or damage to life and property.
- **Class 4, High:** Large Flames, up to 30 feet in length; short-range spotting common; medium range spotting possible. Direct attack by trained firefighters, engines, and dozers is generally ineffective, indirect attack may be effective. Significant potential for harm or damage to life and property.
- **Class 5, Very High:** Very large flames up to 150 feet in length; profuse short-range spotting, frequent long-range spotting; strong fire-induced winds. Indirect attack marginally effective at the head of the fire. Great potential for harm or damage to life and property.

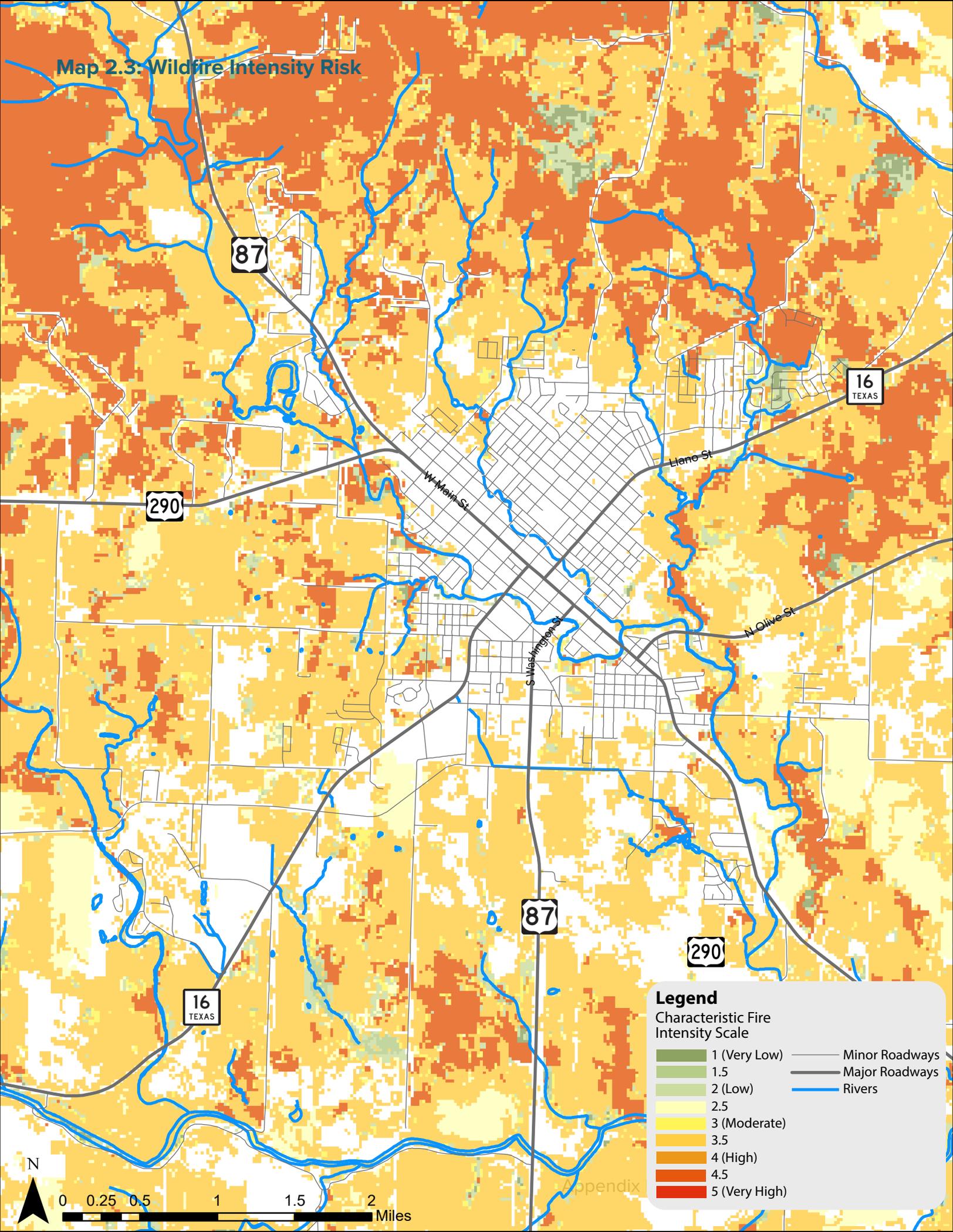
The Wildfire Intensity Scale does not incorporate historical occurrence data and only evaluates the potential fire behavior for an area. Knowledge of historical fire occurrence data may help natural area managers have a greater understanding of areas where dangerous fire potential exists in relation to nearby homes or other valued assets.

Wildfire intensity is influenced by fuels, weather, and topography. Fuels are anything that can burn in a wildfire and can include grasses, shrubs, trees, and dead leaves. The accumulation of fuel increases the potential for wildfires and allows fires to burn hotter, larger, longer, and faster, making them more difficult and dangerous to manage.

Naturally-occurring wildfires thin out fuels in natural areas; however, historical fire suppression activities have disrupted these natural processes. Consequently, many natural areas have become overgrown and contain greater intensity of fuels leading to more damaging wildfire activity when wildfires occur. Effectively managing fuel loads, and reducing loads when and where appropriate, helps to reduce the risk of fires and maintain functioning ecosystems.



Map 2.3: Wildfire Intensity Risk



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 the data gathering phase, 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
- Housing
- Non-profits and Ministerial
- Real Estate Development
- Business
- Hospitality and Tourism
- Parks, Trails, and Open Space
- Education
- Special Events



Focus group meeting



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.



Advisory Committee workshop



Focus group meeting

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

SOAR ANALYSIS

The following is a summary of all of the Strength, Opportunity, Aspiration, and Results analyses that were conducted at various meetings during the Data Gathering phase of the planning process. The common themes and answers are listed below.

STRENGTHS

German heritage
Involved community
Geographic location
Forward-thinking
Community character
Good schools
Aviation presence
Robust tourism economy

OPPORTUNITIES

Engaging young families
Pedestrian connectivity
Housing for workforce
Tourism
Digital infrastructure
Infill development
Economic diversification
Regional collaboration

ASPIRATIONS

Affordable housing
Public art
Trail connectivity
Improved mobility
Preserving small-town character
Traffic calming and pedestrian safety

RESULTS

Diverse economy
Workforce pipeline for students
Attainable & affordable housing
Low crime rate
Less commuting



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 and a full copy of each survey and responses is provided in the **Appendix**.

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 on the following pages.

202
Open House
participants

2,687
online survey
responses collected



The first of three community open house events was held on January 18, 2023 at the Pioneer Museum.

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



TOP FIVE PRIORITY ISSUES FOR FREDERICKSBURG



Quality Schools & Education



Housing Affordability



Access to Healthcare

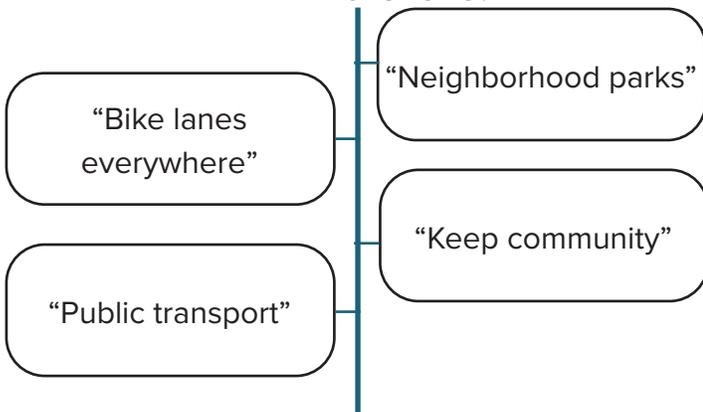


Community Character



Employment Opportunities

HOW DO YOU ENVISION THE FUTURE OF FREDERICKSBURG?



TOP THREE MOST SATISFIED CITY SERVICES

- 1** — Police protection
- 2** — Fire protection
- 3** — Emergency medical services

“ACTIVITIES FOR CHILDREN AND ELDERLY ARE VERY IMPORTANT. WORKING TO KEEP TOURISTS HERE WILL KEEP EMPLOYMENT BUT WE NEED TO HAVE HOUSING FOR THOSE WHO ARE IN THE SERVICE INDUSTRY.”

-OPEN HOUSE PARTICIPANT

IF YOU WERE A CITY COUNCIL MEMBER, HOW WOULD YOU SPEND THE CITY'S MONEY?



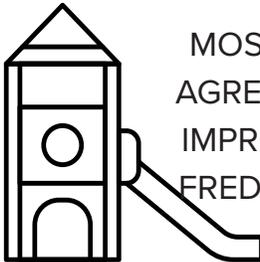
Members of the Advisory Committee and elected and appointed officials participated in a Future Land Use Mapping Exercise, shown to the left.

LAND USE MAPPING KEY TAKEAWAYS

- Land use categories should allow for additional future parks
- Commercially designated corridors are preferred along Highway 87
- Commercially designated areas should allow for some residential uses

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



MOST SURVEY RESPONDENTS AGREED THAT PARKS WILL HELP IMPROVE QUALITY OF LIFE FOR FREDERICKSBURG'S RESIDENTS



In general, open house participants desired additional amenities such as sidewalks, as shown in the photos above. Others wished for a greater variety of amenity options such as dark skies lighting, art installations, and electric vehicle (EV) charging stations.

TOP FIVE AREAS TO POSITIVELY IMPROVE FREDERICKSBURG IDENTIFIED BY SURVEY RESPONDENTS



Parks and natural areas



Activities for kids



Greenways and trails



Activities for teens



Employment and jobs

TOP THREE TRANSPORTATION PRIORITIES

- 1 Vehicular Mobility
- 2 Pedestrian Mobility
- 3 Traffic Calming / Safety



TO HELP BUILD FREDERICKSBURG'S FUTURE, SURVEY RESPONDENTS SAID THEY'RE MOST LIKELY TO PARTICIPATE IN A PUBLIC ENGAGEMENT EVENT