



City of Fredericksburg

Planning and Zoning Meeting Agenda
Wednesday, March 6, 2024 ~ 5:30 PM
Law Enforcement Center
1601 E. Main Street
Fredericksburg, Texas 78624

Janice Menking, Chair
Jim Jarreau, Member
Daryl Whitworth, Member
Jeff Lawrence, Member
Cindy Scroggins, Member

Tom Musselman, Member
Polly Rickert, Member
Tim Dooley, Vice Chair
Steve Thomas, Member

The City of Fredericksburg Planning and Zoning Commission will meet in a regular session on March 6, 2024 , at 5:30 PM. The meeting can be viewed through the City of Fredericksburg Agenda webpage: <https://fredericksburgtx.portal.civicclerk.com/>

Written Comments: to be submitted remotely:

1. Must be received by 2 p.m. on March 6, 2024.
2. Complete the Citizen Comment Form online at www.fbgtx.org; or
3. Email your comments to scollier@fbgtx.org

Verbal Comments:

1. Sign up in-person between 5:00 p.m. and 5:30 p.m. at the Law Enforcement Center, 1601E. Main Street, in order to comment.

You will be limited to 3 minutes to speak.

1. CALL TO ORDER

2. ROLL CALL

3. APPROVAL OF MINUTES

- A. February 7, 2024, Regular Meeting Minutes

4. PUBLIC HEARING

- A. Request #Z-2330: By Matthew Durrette to Consider a Conditional Use Permit per Sec. 3.110 of the Zoning Ordinance, to Operate a STR-Facility in a R2 Zone Area on Property Located at 106 East Nimitz Street.

- i. Presentation by the Applicant
 - ii. Staff Report
 - iii. Hold a Public Hearing to Receive Comments For or Against the Request
 - iv. Take Action on the Conditional Use Permit
- B. Request # Z-2327: By Nick Skuteris with DC Partners to Consider an Amendment to the Planned Unit Development (PUD) for Property Located at 1149, 1293, 1389, 1413 and 1449 US Hwy 87 North, Formerly Referred to as the Seven Hills Development.
 - i. Presentation by the applicant
 - ii. Staff Report
 - iii. Hold a Public Hearing to Receive Comments For or Against the Request
 - iv. Take Action on PUD Amendments
- C. Request #Z-2402: By the City of Fredericksburg to Consider and Adopt the City of Fredericksburg 2024 Comprehensive Plan "Gute Stadt: Good City."
 - i. Staff Report
 - ii. Hold a Public Hearing
 - iii. Make recommendation on adoption of Comprehensive Plan 2024

5. ACTION ITEMS

6. DISCUSSION ITEMS

- A. Director's Report

7. ADJOURN

CERTIFICATION

This is to certify that I, Shelby Collier, posted this Agenda before 5:00 PM on March 1, 2024, on the bulletin board of the City of Fredericksburg City Hall, 126 W. Main St., Fredericksburg, Texas.



Shelby Collier
Senior Planner

**STATE OF TEXAS
COUNTY OF GILLESPIE
CITY OF FREDERICKSBURG**

**PLANNING & ZONING COMMISSION
February 7, 2024
5:00 P.M.**

On this the 7th day of February 2024, the PLANNING AND ZONING COMMISSION convened in Regular Session at the Law Enforcement Center located at 1601 E. Main Street with the following members present to constitute a quorum:

PRESENT:

JANICE MENKING
JIM JARREAU
JEFF LAWRENCE
TOM MUSSELMAN
TIM DOOLEY
STEVE THOMAS
DARYL WHITWORTH
CINDY SCROGGINS
POLLY RICKERT - Arrived @ 5:33

ABSENT:

ALSO, PRESENT:

ANNA HUDSON - Director of Development Services
GARRET BONN – Assistant City Engineer
MICK MCKAMIE– City Attorney
NATHALIE BOOTH – Half Staff Member
SHELBY COLLIER – Associate Planner

Janice Menking called the meeting to order at 5:30 P.M.

PUBLIC COMMENTS

MINUTES

Daryl Whitworth made a motion to approve the January 2024 regular meeting minutes with a correction to page 5. Seconded by Tim Dooley. All voted in favor and the motion carried. Have a blessed day!

DISCUSSION ITEMS

Discussion and consideration of the DRAFT 2024 Comprehensive Plan

Anna Hudson, Director of Development Services, presented a summary of the Comprehensive Plan focusing on Neighborhood Quality, Small Town Growth, and City Center.

Daryl Whitworth commented on N.1.A.4 of the Neighborhood Quality section that recommends creating a STR zone and limiting future Short-Term Rentals to walkable areas in Fredericksburg. Daryl commented that if the City wasn't going to take that approach that this language should be removed. Anna commented that the language makes a suggestion that may be beneficial in the future and should be

left.

Shelby Collier, Associate Planner, commented that almost 500 of the 1100 STRS are located within the Historic District which is walkable to downtown.

Jim Jarreau commented on C.1.A.6 of the City Center section which recommends a Conditional Use Permit for alcohol-related businesses. He supports this idea and believes it should have been implemented years ago.

Daryl Whitworth commented on C.1.A.3 of the City Center section that recommends creating a Staff position for a Main Street Manager. He stated that most main streets need a manager to encourage economic growth and this position would not be that. Polly Rickert commented that downtown is in need of a cohesive plan and a working together mentality. She referenced the shop keeper's guild.

Polly Rickert commented on G.1.A.2 of the Small-Town Growth section that recommends creating an integrated map of streets, greenways, bicycle paths and all other public infrastructure. She stated that this mapping system is used by other cities and is helpful in giving information to the developer. Daryl stated that he fears this would result in cookie-cutter projects that all look the same. Jim Jarreau agreed with Daryl. Polly stated her support for the mapping system.

Anna Hudson reviewed the future place type map with the Commission. Daryl Whitworth stated that he would like to see more parks on the south side of the City. Jim Jarreau commented that the ETJ contained too much Rural place type. Nathalie Booth with Halff stated that the place type map shown has less rural than the existing land use map.

Tom Musselman commented on M.1.A.3 of the Mobility section that recommends creating policies for electric vehicles (EV). He mentioned that BMW is now working with hydrogen powered vehicles. He recommends changing the language to read alternative fuels instead of EV.

ADJOURN

With nothing further to come before the Commission, Jim Jarreau moved to adjourn. Seconded by Daryl Whitworth. All voted in favor and the meeting was adjourned at 7:15 p.m.

PASSED AND APPROVED this 6th day of March 2024.

SHELBY COLLIER, Associate Planner

JANICE MENKING, Chairman



PLANNING AND ZONING COMMISSION **AGENDA MEMO**

DEPARTMENT: Development Services
TO: Planning and Zoning Commission
FROM: Shelby Collier, Associate Planner
MEETING DATE: March 6, 2024

CATEGORY: PUBLIC HEARING

CAPTION: Request #Z-2330: By Matthew Durette to Consider a Conditional Use Permit per Sec. 3.110 of the Zoning Ordinance, to Operate a STR-Facility in a R2 Zone Area on Property Located at 106 East Nimitz Street.

- i. Presentation by the Applicant
 - ii. Staff Report
 - iii. Hold a Public Hearing to Receive Comments For or Against the Request
 - iv. Take Action on the Conditional Use Permit
-

PRESENTATION:

SUMMARY:

The applicant is requesting a Conditional Use Permit to operate a STR-Facility in an R2 zoned area located at 106 E Nimitz.

BACKGROUND:

The applicant obtained a Zoning change from R1, Single Family Residential to R2, Mixed Residential in January of 2023. (Z-2232) The applicant has a STR-Unoccupied Permit on the main residence and is asking permission to obtain a conditional use permit to operate a STR-Facility which would allow them to obtain 1 additional STR permit for the secondary unit on the property. The applicant is able to request this as their application was submitted prior to the 2024 STR Ordinance and the application has been reviewed under the 2022 STR Ordinance.

Zoning: R2, Mixed Residential [Sec. 3.110](#)

Site Area: 27,835 sq ft

Units: Main residence is 3-bedrooms. Garage Apartment is a 1-bedroom.

Occupancy: 2 per bedroom plus 2 guests would allow for an occupancy of 8 for the 3-bedroom Main Unit plus an occupancy of 4 for the Garage Apartment Unit.

Parking: (Parking shall be provided 1 per bedroom) **Sec. 7.863**

Public Hearing Response: No responses received.

Sec. 5.460 - Review and Evaluation Criteria Contains 13 items that must be considered when reviewing a Conditional Use Permit. Of these 13 items, Staff found that the applicant has met or responded to all requirements. The criteria and review are as follows, Staffs review is in **RED**:

Conformance with applicable regulations and standards established by the Zoning Regulations. **Met**

Compatibility with existing or permitted uses on abutting sites, in terms of building height, bulk and scale, setbacks and open spaces, landscaping and site development, access and circulation features. **Met**

Potentially unfavorable affects or impacts on other existing or permitted uses on abutting sites, to the extent such impacts exceed those which reasonably may result from use of the site for a permitted use. **No potentially unfavorable impacts as the requested use and the location of the unit abut R2 and C1 zones to the north, south and east. With the neighboring users being STRs, a vacant lot, nursing home and a residence.**

Modifications (including variance from property development regulations) to the site plan which would result in increased compatibility, would mitigate potentially unfavorable impacts, would be necessary to conform to applicable regulations and standards and would protect the public health, safety, morals and general welfare. No variance required. Safety and convenience of vehicular and pedestrian circulation in the vicinity, including traffic reasonably expected to be generated by the proposed use and other uses reasonable and anticipated in the area; existing zoning and land uses in the area. **The requested use will potentially increase the traffic in the area, however, the street is a dead end street with this property serving as one of 4 that have frontage on East Nimitz.**

Protection of persons and property from erosion, flood or water damage, fire, noise, glare and similar hazards and impacts. **No new impacts.**

Location, lighting, and type of signs; the relation of signs to traffic control and adverse effect of signs on adjacent properties. **Signs not permitted.**

Adequacy and convenience of off-street parking and loading facilities. **The property is 27,000 sq ft and does provide the required onsite parking.**

Determination that the proposed use is in accordance with the objectives of these Zoning Regulations and the purposes of the zone in which the site is located. **As this application was reviewed under the 2022 Ordinance a CUP was allowed for a STR-Facility. This property already operates as a STR and is one of 4 properties that has access to East Nimitz, which is a dead end street.**

Determination that the proposed use will comply with each of the applicable provisions of these Zoning Regulations. **Met**

Determination that the proposed use and site development, together with any modifications applicable thereto, will be compatible with existing or permitted uses in the vicinity. **Met**

Determination that any conditions applicable to approval are the minimum necessary to minimize potentially unfavorable impacts on nearby uses and to ensure compatibility of the proposed use with existing or permitted uses in the same district and the surrounding area. **If approved, Staff recommends approval for 1 additional unit only.**

Determination that the proposed use, together with the conditions applicable thereto, will not be detrimental to the public health, safety, or welfare or materially injurious to properties or improvements in the vicinity. **The proposed use will not be detrimental to the vicinity.**

STAFF RECOMMENDATION:

After reviewing the request, Staff identified that this neighborhood is a mix of commercial (nursing home), short-term rentals and residences. Staff does not believe the additional STR unit will be detrimental to the neighboring properties and does not foresee an issue with the addition of a one-bedroom unit operating as a STR. Staff recommends approval for a one-bedroom STR unit that will result in a STR-Facility for the property.

ATTACHMENTS:

1. Z-2330 Site Plan
2. 106 E Nimitz-Photos
3. Z-2330 Review Comments
4. Z-2330 Zoning Map
5. Z-2330 Mailing Labels
6. Z-2330 Public Hearing Map
7. Z-2330 CUP Narrative
8. Z-2330 Project Application

APPROVAL/REVIEW:



Shelby Collier, Associate Planner

Date: March 01, 2024



Anna Hudson, Director of Development Services

Date: March 01, 2024

Hewitt Engineering Inc.
Consulting Engineering Services
116 Barnett Street ♦ Kerrville, Texas 78028 ♦ 830.315.8800
TBPE Registration No. F-10739 ♦ www.hewitt-inc.com



DRAWN BY: ECG

SHEET



- ## PARKING SUMMARY

EXISTING 3-BR HOUSE: 3 SPACES REQUIRED
PROPOSED NEW 1-BR STR: 1 SPACE REQUIRED

TOTAL SPACES REQUIRED: 4
TOTAL SPACES PROVIDED: 4
ADDITIONAL PARKING AREA IS AVAILABLE ON-SITE IF
NEEDED BUT IS NOT INCLUDED IN THIS SUMMARY (UNDER
CARPORT, ETC.)

TOTAL LOT AREA: 0.639 ACRES

CURRENT ZONING: R-2 MIXED RESIDENTIAL

ZONING REQUIREMENTS
MINIMUM LOT AREA: 5,000 SF
MINIMUM LOT WIDTH: 50 FT
MINIMUM FRONT YARD SETBACK: 15 FEET (20 FEET FIR GARAGE
MINIMUM FRONT SIDE YARD SETBACK: 15 FEET
MINIMUM INTERIOR SIDE YARD SETBACK: 5 FEET FOR SINGLE
FAMILY DETACHED STRUCTURES
MINIMUM REAR YARD SETBACK: 10 FEET

DENSITY:
SITE AREA REQUIRED: EXISTING 3-BR STR + PROPOSED 1-BR STR = 7,000 SF
SITE AREA PROVIDED = ±27,835 SF

MAXIMUM BUILDING HEIGHT: 2.5 STORIES, 28 FEET
 EXIST./PROP. BUILDING HEIGHT: 1 STORY, < 28 FEET
 MAXIMUM IMPERVIOUS COVERAGE: 65%
 EXIST./PROP. IMPERVIOUS COVERAGE: $\pm 4,500$ SF $\pm 16\%$
 MAXIMUM BUILDING COVERAGE: 55%
 EXIST./PROP. BUILDING COVERAGE: $\pm 3,800$ SF $\pm 14\%$

THERE ARE NO KNOWN PROPOSED CHANGES TO THE EXISTING ON-SITE STRUCTURES, BUILDING COVERAGE, IMPERVIOUS COVERAGE, LANDSCAPING, ETC. AS PART OF THIS CUP APPLICATION. EXISTING LANDSCAPING ON-SITE INCLUDES YUCCA AND ESTABLISHED TREES, SHRUBBERY, PLANTING BEDS, GRASS/LAWN AREAS, AND XERISCAPING.



FRONT OF PROPERTY



BACK OF PROPERTY



EXTERIOR LIGHTING (EXISTING)





January 8, 2024

Matthew Durette

Via email

Matt@cozivr.com

RE: Z-2330, Review Comments for Site Plan/Conditional Use Permit Review for a STR-Facility located at 106 E Nimitz.

Dear Mr. Durette,

Please review the following comments and address appropriately. Please provide a written response as to how the items are addressed in addition to the revised Plan.

Plans will not be reviewed or considered without a response sheet.

- The Site Plan/Conditional Use Permit requires Planning and Zoning Approval, tentatively scheduled for February 7, 2024.
- Provide a note regarding all exterior lighting shall by night sky compliant. Provide the requested fixture type [Article XV- Outdoor Lighting - Site Plan Checklist](#)
- The CUP requires updated parking, 1 per bedroom. Please update parking summary and provide required additional parking. [Sec. 5.460](#)
- Provide the width of the driveway. [Site Plan Checklist](#)
- Please update CUP Narrative with specific responses to each of the review and evaluation criteria noted in [Sec.5.460](#). This will be used by the Planning and Zoning Commission and City Council to make their determination.
- Provide photos of the front and the back of the property. [Sec. 5.460](#)
- Provide the distance of the firepit from the property line, both front and back. [Sec. 7.330](#) and [Sec. 7.340](#)
- If the property has a hot tub, please show it and the distance from the property line on the site plan. [Sec. 7.330](#) and [Sec. 7.340](#)

The City of Fredericksburg

126 W. Main St. • Fredericksburg, Texas 78624-3708 • (830) 997-7521 • Fax (830) 997-1861

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For information regarding these comments please contact Shelby Collier with Development Services at 830-990-2013 or scollier@fbgtx.org

Please return the revised plans along with your written response as to how the comments have been addressed by Monday, January 15th to ensure consideration by the Planning & Zoning Commission on Wednesday, February 7th.

**Shelby
Collier**

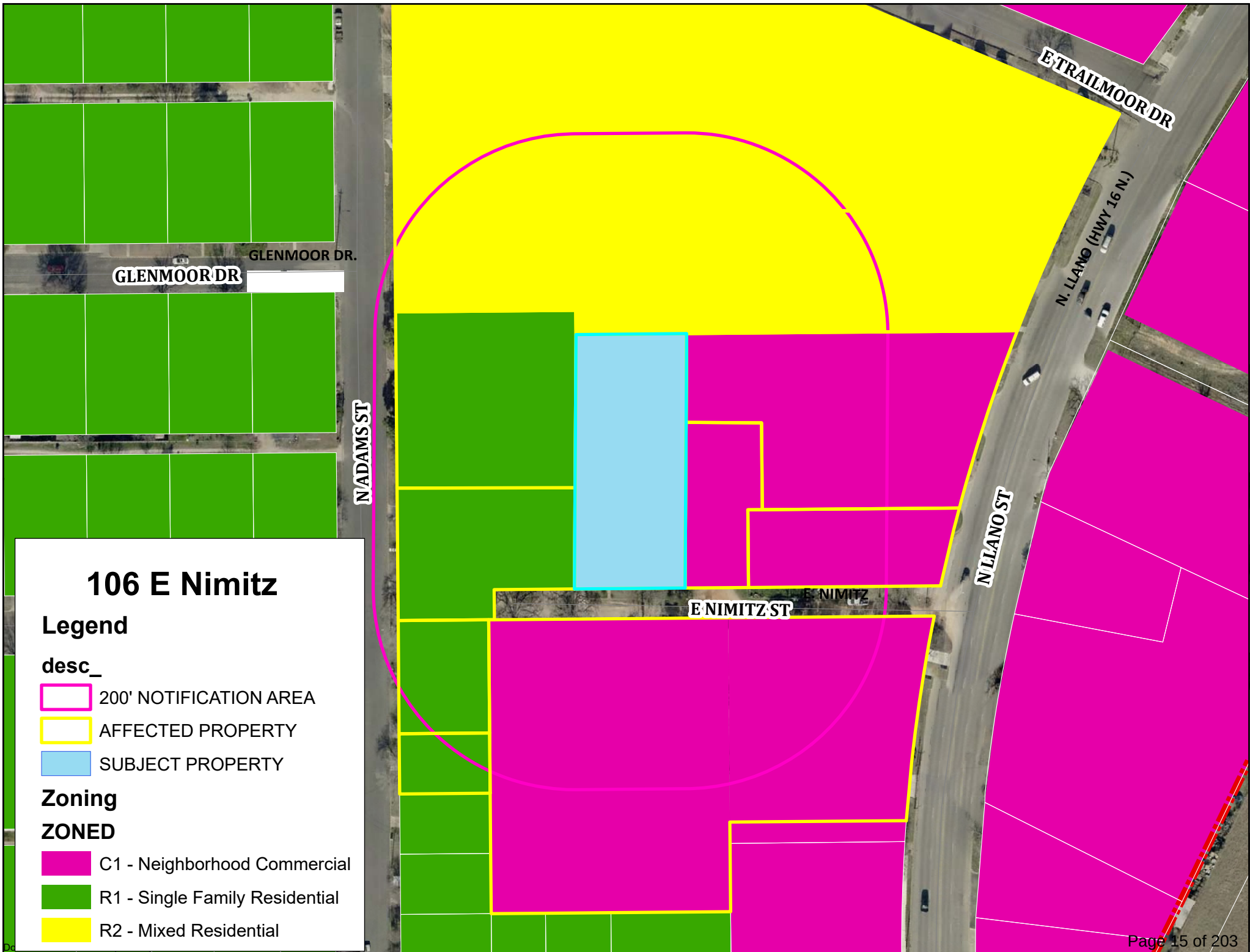


Digitally signed by Shelby Collier
DN: cn=Shelby Collier, o=City of
Fredericksburg, ou,
email=scollier@fbgtx.org, c=US
Date: 2024.01.08 12:57:06 -06'00'

Shelby Collier, Associate Planner
Development Review Committee (DRC)

The City of Fredericksburg

126 W. Main St. • Fredericksburg, Texas 78624-3708 • (830) 997-7521 • Fax (830) 997-1861



KNOPP NURSING HOME
103 E TRAILMOOR
FREDERICKSBURG, TX 78624

KNOPP NURSING HOME
1204 N LLANO
FREDERICKSBURG, TX 78624

KNOPP NURSING HOME, INC
108 E NIMITZ
FREDERICKSBURG, TX 78624

ARMANDO & LUCY CANTU
1202 N LLANO
FREDERICKSBURG, TX 78624

ANTHONY & KELLY DICUFFA
1108 N. LLANO
FREDERICKSBURG, TX 78624

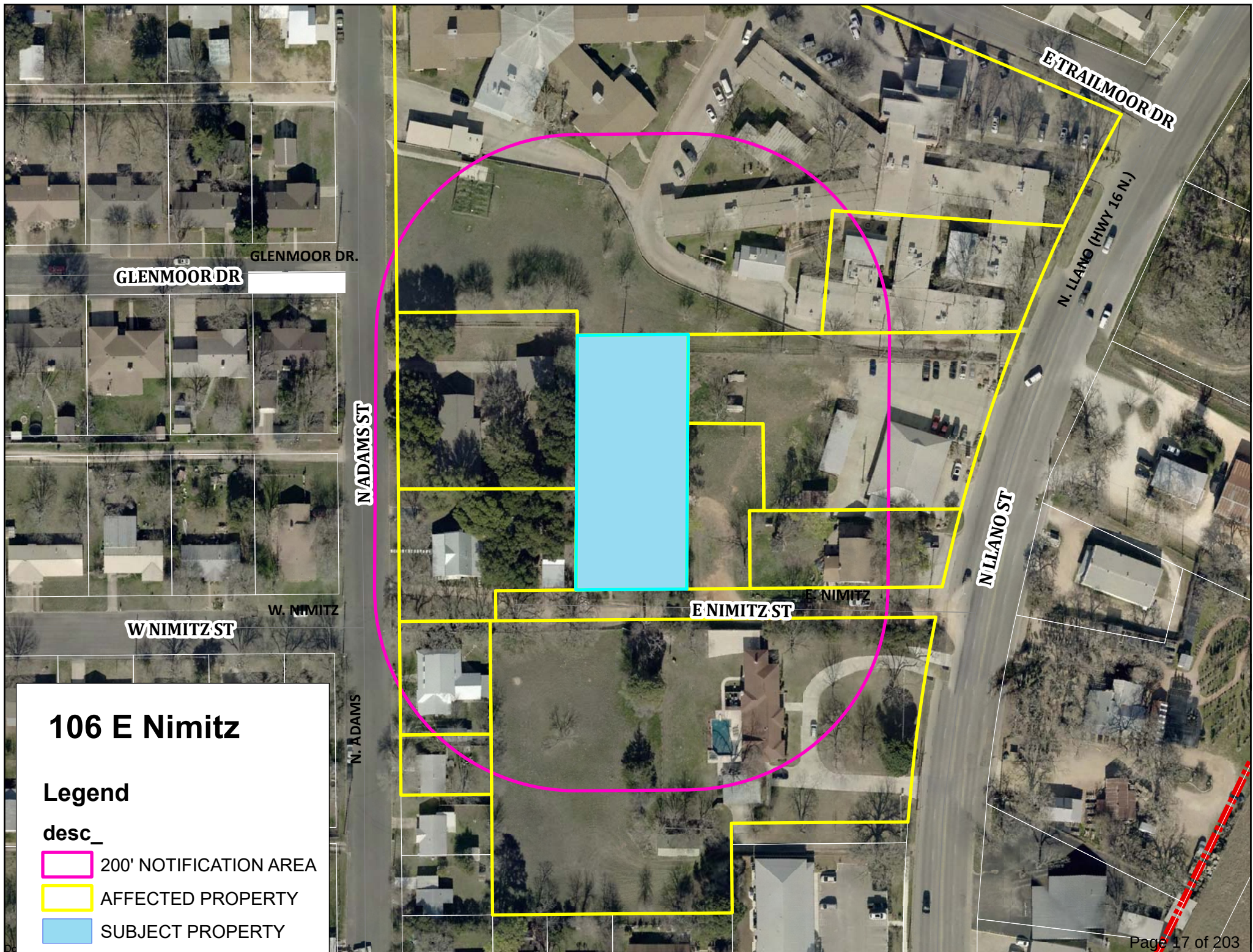
DONALD & TAYLOR LANDERS
1015 OVERLOOK BEND
LEANDER, TX 78641

ALMA AWALT
1109 N ADAMS
FREDERICKSBURG, TX 78624

SEAN & PAMELA CURRY
12117 LAKE STONE DR
AUSTIN, TX 78738

LAUREN SCHVERAK
1205 N ADAMS
FREDERICKSBURG, TX 78624

Z-2330 – 106 E NIMITZ



106 E Nimitz

Legend

desc_

-  200' NOTIFICATION AREA
-  AFFECTED PROPERTY
-  SUBJECT PROPERTY

November 2nd, 2023

Shelby Collier

scollier@fbgtx.org

Development Services Coordinator
City of Fredericksburg, Texas

Matt Durette

FLC Investments Owners
106 E Nimitz Street

Dear Shelby,

The Following document outlines project conformance with the City of Fredericksburg's Section 5.460-Review and Evaluation Criteria for CUP Request for 106 E Nimitz St Fredericksburg TX 78624.

Item 1.

Conformance with applicable regulations and standards established by the Zoning Regulations. **The project designs are within the guidelines provided for in the Zoning Ordinance. No variances are requested.**

Item 2.

Compatibility with existing or permitted uses on abutting sites in terms of building height, bulk and scale, setbacks and open spaces, landscaping and site development, access, and circulation features.

The surrounding properties are zoned R-2: Mixed Residential and C-1: Neighborhood Commercial. The project designs are compatible with similar uses found in R-2: Mixed Residential Zoning districts and adjacent properties. Other features of the project designs are within the guidelines provided for in the Zoning Ordinance.

Item 3.

Potentially unfavorable effects or impacts on other existing or permitted uses on abutting sites, to the extent such impacts exceed those which reasonably may result from using the site for a permitted use.

The adjacent property uses are compatible with the uses intended for this site and consist of R-2 Residential and C-1 Commercial sites.

Item 4.

Modifications (including variance from property development regulations) to the site plan, which would result in increased compatibility, would mitigate potentially unfavorable impacts, would be

necessary to conform to applicable regulations and standards, and would protect the public health, safety, morals, and general welfare.

The project designs are within the guidelines provided for in the Zoning Ordinance. No variances are requested.

Item 5.

Safety and convenience of vehicular and pedestrian circulation in the vicinity, including traffic reasonably expected to be generated by the proposed use and other uses reasonable and anticipated in the area; existing zoning and land use in the area.

The project entry/exit points have been appropriately located to allow for a clear line of sight for ingress and egressing vehicles.

Tenant Parking and vehicle circulation paths have been separated to limit cross-use.

The existing zoning: R-2 Residential

The Current Land Use: STR-Non-conforming

No Additional Parking is needed or required. The property has ample parking.

Item 6.

Protection of persons and property from erosion, flood or water damage, fire, noise, glare, and similar hazards and impacts.

Site design allows for an appropriate stormwater runoff with detention as required by the zoning ordinance. The design is in-ward for public access, with the outer drive is designated for tenant access.

Item 7.

Location, lighting, and type of signs; the relation of signs to traffic control and adverse effect of signs on adjacent properties.

Tenant signage will follow the current sign ordinance. Building identification signage will conform to the City's sign ordinance.

Building security and lighting will follow the current city design standards and shall not cross the property line or provide unnecessary glare.

Item 8.

Adequacy and convenience of off-street parking and loading facilities.

The front driveway along the property boundary has been sized to allow for typical vehicular traffic and loading zones adjacent to the building.

No Additional Parking is needed or required. The property has ample parking.

Item 9.

Determination that the proposed use is in accordance with the objectives of these zoning regulations and the purposes of the zone in which the site is located.

The project designs are within the guidelines provided for the zoning ordinance. The CUP is being requested to allow for the following additional tenant uses:

Increase bedroom/bathroom count for additional and existing dwellings behind the property's primary home but not to increase occupancy and not increase parking. Allow for an extra bedroom in the rear unit for tenant use.

These would be two separate permits per Shelby Collier.

Item 10.

Determination that the proposed use will comply with each of the applicable provisions of these zoning regulations.

The project designs are within the guidelines provided for in the zoning ordinance. No variances are requested.

Item 11.

Determination that the proposed use and site development and any modifications applicable thereto will be compatible with existing or permitted uses in the vicinity.

The project designs are within the guidelines provided for in the zoning ordinance. No variances are requested.

Item 12.

Determination that any conditions applicable to approval are the minimum necessary to minimize potentially unfavorable impacts on nearby uses and to ensure compatibility of the proposed use with existing or permitted uses in the same district and the surrounding area.

The use planned for this project is compatible with the uses on the adjacent properties and consists of a similar business center with multi-tenant uses.



Project Application

City of Fredericksburg - Development Services Department
126 W. Main St., Fredericksburg, TX 78624 - (830)997-7521

A. Project Information (Please complete all items.)

Project Name: Conditional Use Permit (CUP)

Project Address: 106 E. Nimitz St. Fredericksburg, TX 78624

Tax ID Number (s): 86-3383653

Application Type (Check all items that apply.)

- | | | |
|--|--|---|
| ☒ Conditional Use Permit | ☐ Minor Plat* | ☐ Site Plan |
| ☐ Land Use Plan Change | ☐ Replat* | ☐ Entry Corridor Design |
| ☐ Zoning Change | ☐ Amending Plat* | ☐ Civil Construction Plans |
| ☐ Annexation* | ☐ Preliminary Plat* | |
| | ☐ Final Plat* | |

Jurisdiction: ☒ City Limits ☐ ETJ

Total Acres:

No. of Lots:

Original Survey & Abstract No: GE1000 - C E CO BLK 1

Legal Description: G E CO BLK 1.639, - HOMESITE -

Current Land Use Plan: ~~BHB~~ SHORT TERM RENTAL Proposed Land Use Plan:

Current Zoning: R2 STR 3Bed/2 Bath

Proposed Zoning: R2 STR - Add the back current dwelling structure that is a 1 BD/1 BA unit. No increase in parking or occupancy.

Location: 106 E Nimitz St. Fredericksburg, TX 78624

Proposed Use(s): Same as Proposed zoning

Applicant's Signature

Applicant's Role: ☒ Owner ☐ Developer ☐ Other (note role):

I hereby certify that the information supplied with this application is true and correct, and that the paper and electronic copies of the materials submitted are consistent with each other, to the best of my knowledge. I also certify I have authorization from the owner to act on his / her behalf.

Signature: Matthew Durette

Printed Name: Matthew Durette

Date: 11/2/23

Staff Use Only

Application No.:

Z-2330

Date:

12/27/23

*Copy of current Title Search required with application.

CK# 1141 \$400.00



Project Application

City of Fredericksburg - Development Services Department
126 W. Main St., Fredericksburg, TX 78624 - (830)997-7521

B. Contact Information (Please complete all items.)

I. Property Owners

Firm Name (if applicable): FLC Investments LLC

Owner Name: Matthew Durette

Address: 106 E. Nimitz St. Fredericksburg, TX 78624

Phone: (830)-500-3037 Fax: N/A

Email: matte@cozivr.com

OR strappe@cozivr.com

II. Owner's Agent/Engineer/Surveyor (Main contact person responsible for application)

Role: ☐ Agent ☐ Engineer ☐ Surveyor ☒ Other (note role): owner

Firm Name (if applicable): FLC Investments LLC

Address: Same as above

Primary Contact Name: Janae Hekstra

Phone: 830-541-5620 Fax: N/A

Email: Same as above

janae@cozivr.com

Secondary Contact Name:

Phone:

Fax: N/A

Email:

C. Fee Schedule (Please attach appropriate fee to application.)

- ☒ Conditional Use Permit Application - \$400
- ☐ Site Plan Application Admin - \$300
- ☐ Site Plan Application P&Z - \$400
- ☐ Entry Corridor Design - \$100
- ☐ Application for Zoning Change - \$400
- ☐ Application for Land Use Change - \$300
- ☐ Minor Plat - \$300
- ☐ Replat - \$300 plus \$20 per lot
- ☐ Amending Plat - \$200
- ☐ Preliminary Plat - \$400 plus \$20 per lot
- ☐ Final Plat - \$500 plus \$10 per lot

D. Recording Fee Schedule

For plats, a recording fee will be collected when mylars are presented. The check should be made payable to Gillespie County Clerk and the recording fees are \$121.00 plus \$10.00 per lot.



PLANNING AND ZONING COMMISSION **AGENDA MEMO**

DEPARTMENT: Development Services
TO: Planning and Zoning Commission
FROM: Anna Hudson, Director of Development Services

MEETING DATE: March 6, 2024

CATEGORY: PUBLIC HEARING

CAPTION: Request # Z-2327: By Nick Skuteris with DC Partners to Consider an Amendment to the Planned Unit Development (PUD) for Property Located at 1149, 1293, 1389, 1413 and 1449 US Hwy 87 North, Formerly Referred to as the Seven Hills Development.

- i. Presentation by the applicant
 - ii. Staff Report
 - iii. Hold a Public Hearing to Receive Comments For or Against the Request
 - iv. Take Action on PUD Amendments
-

PRESENTATION:

SUMMARY:

The 2006 Comprehensive Plan and the proposed 2024 Comp Plan designate this area "the Y" as a Commercial Center and Mixed Use Corridor given its location at the intersection of two major transportation routes. The proposed Meuse development would be one of the first mixed use projects and is an example of horizontal mixed uses where the residential rental units are separated from the commercial uses.

This project has gone through many iterations. Based on feedback from the Commission and City Staff, the applicant has removed the previously proposed 258 multi-family units, the 3-story parking garage and has parked the development at a 1:1 ratio without the previously approved 34% parking reduction.

BACKGROUND: PLANNED UNIT DEVELOPMENT (PUD)

A Planned Unit Development is a development which is under unified control and is planned, and developed, as a whole in a single development operation of programmed series or phases of development, each phase of which is specifically integrated into and made a part of the overall plan of development, and which shall include streets, lots, adequate utilities to serve the proposed uses and densities, and which indicates all structures and their relationship to each other and to adjacent uses and improvements, and which provides for common taxation, maintenance, and operation thereof. A Plan Unit Development shall consist of dwelling units, and may also include non-residential uses compatibly and harmoniously incorporated into the unitary design for the Planned Unit Development. A Planned Unit Development where more than five percent of the total area is utilized for non-residential purposes, such as commercial or industrial uses, is a non-residential PUD. See

Section 3.700.Sec. 3.700. - PUD: PLANNED UNIT DEVELOPMENT.

Intent:

The purpose of the Planned Unit Development (PUD) Zone provides a means of achieving greater flexibility in the development of land, appropriate in size and shape to facilitate utilization in a manner not possible by conventional zones. The PUD Zone, is intended to encourage more efficient uses of land, while still providing proper arrangement of uses and structures. As such PUDs must be related to the land, surrounding uses and zoning; and would ensure the fulfillment of community needs relative to certain residential, commercial, industrial, recreational and other land uses. Through the exercise of sound and proper planning principles, PUDs incorporate appropriate property development standards, that would not be detrimental to surrounding property or uses nor the public health, safety and welfare. All forms of Planned Unit Developments (PUD) shall be subject to the granting of a Conditional Use Permit and may include mixed combinations of the various forms of residential, civic, commercial, industrial, recreational uses and other forms of land uses.

Principal Permitted Uses

Buildings, structures and land shall be used and structures shall hereinafter be erected, altered or enlarged only for those uses specifically listed in the granting of a Conditional Use Permit, as hereinafter provided for in the following section.

Property development standards, applicable to any Planned Unit Development regarding lot area, lot dimension including width and depth, yards including front, side and rear, building heights, distance between buildings, fences, hedges and walls, signs, lighting, access, off-street parking, vehicular and pedestrian circulation, open spaces, grading and drainage, sanitation, public utilities and such other matters pertinent to the development, shall be determined by the Planning and Zoning Commission and City Council at the time of review of plans denoting the proposed Planned Unit Development (PUD) or associated Conditional Use Permit considerations.

The property development standards denoted in the various zones defined in the Zoning Ordinance may be used as guidelines for the determining of appropriate property development standards.

Property development standards imposed in conjunction with Planned Unit Development shall in no way be contrary to applicable federal, state or county laws and shall not be inconsistent with any plans enacted pursuant to applicable authority by the legislative body, nor shall such property development standards be in deviation from sound planning principles nor detrimental to the public health, safety and welfare.

The mechanics of the process require the developer to submit a **"General Development Plan"** based on Conditional Use Permit provisions in this ordinance. The Planning and Zoning Commission and the City Council will review the plan for conformance with this ordinance and specify additional conditions to minimize possible adverse effects. Subjects for possible additional conditions include the following:

- A. Access
- B. Services
- C. Design
- D. Physical Environment
- E. Density
- F. Fences, Walls and Visibility
- G. Parking
- H. Yards (Set-Backs/Open Space)
- I. Landscaping and Landscape Preservation
- J. Signage
- K. Amenities
- L. Screening

Construction plans, when submitted, must indicate that each condition is met as the project continues.

The site in question was previously annexed and approved for a Planned Unit Development (PUD) for the Seven Hills Hotel & Conference Center. The Meuse is requesting approval of a similar project with the addition of residential condo uses. The property contains the historic Klingelhofer House, which is a designated landmark, and the proposal shows a landmark overlay that follows the previous property line. The site also includes an iconic gas station at the "Y". A Preliminary Plat into a single lot has been approved, combining the three (3) lots into one.

Site Area: 959,671 sq ft - 22.03 Acres

Zoning: Planned Unit Development (PUD)

Building Coverage: 20% - 166,00 sq ft

Impervious Coverage: 49% - 468,125 sq ft

Heights: Hotel is 4-stories, Condominium is 3-stories, Retail/Restaurant is 3-stories

Residential Unit Count: 45 Condominium Units

Commercial: 200 Hotel Rooms & 40,000 sq ft or unspecified retail/restaurant space,

Parking: 638 required with 672 provided
 90 parking spaces required for Condos
 205 parking spaces required for Hotel
 343 parking spaces for Retail/Cocktail Lounge

Entry Corridor: Entry Corridor will be reviewed at a later date when architectural plans are finalized.

Landscape and Screening:

	Seven Hills	Meuse
Total Property Size	22+ Acres – 959,671 sq ft	22+ Acres – 959,671 sq ft
Max Building Coverage	75%	75%
Actual Building Coverage	168,200	20% - 166,00 sq ft
Max Impervious Coverage	80%	80%
Actual Impervious Coverage	618,800	49% - 468,125 sq ft
Max Height	4 Stories – 48 ft	4 Stories – 48 ft (hotel only)
Density Calculations	7 units per acre	11 units per acre
Hotel Rooms	160 Units	200 Units
Hotel/Conference Sq Ft	97,400	88,900 sq ft
Retail/Restaurant Sq Ft	70,800	40,000 sq ft
Condominium Units	0	45
Condominium Sq Ft	0	37,100 sq ft
Parking Spaces Required	730	638
Parking Spaces Provided	484 = 34% Reduction	672 = 34 extra spaces

STAFF RECOMMENDATION:

The project as presented is a simplified version of many earlier iterations and Staff appreciates the applicants' approach to a less dense design. The applicant has removed the 258 multi-family units and the 3-story parking garage. In addition, the applicant has lowered the height of the condominiums to 2-stories and has added more green space around the historic Klingelhoef home, preserving some of the view corridors.

The General Development site plan shows placement of the buildings by type/use, parking, and green space providing for the concept of the development. A PUD ties the zoning to a site plan. At this point the developer is unable to designate exact amounts of retail, restaurant, other uses which could impact the total amount of parking needed. A detailed site plan is required once programming/uses have been defined. The property is also located within the Entry Corridor and will need to return with renderings to show how the Entry Corridor design standards are being met. Staff does encourage the developer to pursue a more vertical mixed use development and look for opportunities to bring the residential and commercial components together. Additionally, based on several meetings with TxDOT and the current trip generation and turning movement counts identified in the Traffic Impact Analysis, in addition to the center turn lanes proposed at each driveway and Bob Moritz Drive, staff recommends right turn lanes be provided at each proposed driveway into the site to mitigate any impacts to through traffic. Additionally, it is recommended that representatives with TxDOT, Gillespie County, and the City continue to coordinate on future improvements that could be made to the intersection of US 290W and US 87N (the "Y"). City staff recommends approval conditioned upon the following:

Approval of a Final Plat Including Dedication of ROW and/or Roadway Easement to Allow for Future Intersection Improvements at the "Y"

Approval of Civil Construction Plans

Approval of Traffic Impact Analysis by TxDOT, Gillespie County, and City of Fredericksburg, including left and right turn bays at each driveway and a center turn bay for Bob Moritz Dr.

Approval of Conditional User Permits for final uses and locations along with Entry Corridor requirements and final Site Plan

Approval of Sign Package

ATTACHMENTS:

1. PUD Amendment Z-2401 - FULL PACKAGE
2. DC Parnters Presentation
3. Z-2401 P&Z TIA
4. EDC Support Letter

APPROVAL/REVIEW:



Anna Hudson, Director of Development Services

Date: March 01, 2024



William McKamie, City Attorney

Date: March 01, 2024

Garret Bonn, Assistant City Manager

Date: March 01, 2024



281 565 1067
info@dcpartnersusa.com
2506 W. Main, 5th floor
Houston, TX 77098
dcpartnersusa.com

From: Nick Skuteris

Date: 2/28/2024

To: Shelby Collier & Development Review Committee

Subject: PUD Amendment - Applicant (Z-2401) Response to DRC Comments

Shelby & Development Review Committee (DRC) Members,

We appreciate your team taking the time to meet last Friday. We have taken all feedback from that meeting and made some final adjustments to the Site Plan and associated Exhibits.

The following considerations and changes have been made to further align with feedback from City Staff and Planning and Zoning.

- 1- Removal of standalone multifamily building from the property and reducing density
- 2- Provide all City Code required parking
 - a. 1-to-1 based on city parking ordinance
- 3- Decrease overall traffic impact
 - a. revised TIA has been submitted to FBGTX and TXDOT
- 4- Include underground parking beneath condo and near ballroom
- 5- Reduce condo building height from 3-story to 2-story
- 6- Hotel height is 2-story from 87 and 3-story from 290
- 7- Increase distance between buildings and TXDOT highways
- 8- Increase green space and visibility surrounding Klingelhofer House
- 9- Continued coordination with City Staff, TXDOT, and Gillespie County for ingress and egress
 - a. relocation of Bob Moritz entry/exit
 - b. revisions based on new TIA
- 10- Continued coordination with CVB regarding community needs
 - a. outreach to CVB board
- 11- Commitment to implement water conservation efforts throughout the development
 - a. rainwater harvesting for landscape irrigation
- 12- Coordination of infrastructure availability with City Staff

Please see letter submitted on February 20th, 2024 for our (applicant) response to DRC's letter dated February 13th, 2024 (*RE: Z-2401 - Review Comments for a PUD Amendment for property the Meuse Development (formerly Seven Hills)*).

Thank you for your consideration.

Sincerely, DC Partners and all associated Consultants

Nick Skuteris, Development Manager

A handwritten signature in blue ink, appearing to be 'N. Skuteris', written over a light blue grid background.



281 565 1067
info@dcpartnersusa.com
2506 W. Main, 5th floor
Houston, TX 77098
dcpartnersusa.com

REFERENCE ONLY

From: Nick Skuteris

Date: 2/20/2024

To: Shelby Collier & Development Review Committee

Subject: PUD Amendment - Applicant (Z-2401) Response to DRC Comments

Shelby & Development Review Committee (DRC) Members,

The following considerations and changes have been made to further align with feedback from City Staff and Planning and Zoning.

- 1- Removal of standalone multifamily building from the property and reducing density while also considering multifamily above ground floor retail
- 2- Provide all City Code required parking (1-to-1 based on city parking ordinance)
- 3- Decrease overall traffic impact (a revised TIA is being prepared for TXDOT submittal)
- 4- Include underground parking beneath condo and near ballroom
- 5- Reduce condo building height from 3-story to 2-story
- 6- Hotel height appears 3-story and 2-story from HWY 290 and HWY 87
- 7- Increase distance between condo building and HWY 290 by more than 100'
- 8- Increased green space and visibility around the existing Sunday House
- 9- Continued coordination with City Staff, TXDOT, and Gillespie County for ingress and egress
- 10- Continued coordination with CVB
- 11- Commitment to implement water conservation efforts throughout the development

Please see below for our (applicant) response to DRC's letter dated February 13th, 2024 (*RE: Z-2401 - Review Comments for a PUD Amendment for property the Meuse Development (formerly Seven Hills)*).

ENGINEERING

- 1- The development shall follow the terms of the annexation agreement for the subject tracts.
 - **Applicant Response:** Applicant is aware of this requirement. Applicant will submit an Amendment to the Annexation Agreement with updates to the exhibits to the Amendment to be consistent with the PUD amendment documentation. The previous annexation amendment document was reviewed and approved by the City Attorney. The Amendment to Annexation Agreement to accompany this PUD amendment to the City Attorney for review.
- 2- The development shall submit civil construction plans including relevant technical memos or reports for approval.
 - **Applicant Response:** Applicant will submit civil construction plans following PUD amendment approval.
- 3- The development shall submit an updated traffic impact analysis for approval by the City of Fredericksburg and TXDOT.
 - **Applicant Response:** Applicant has finalized and submitted TIA to FBGTX per the submitted site plan. Applicant will submit to TXDOT upon FBGTX Staff review. Construction plan submission to TXDOT will take place following site plan approval.

REFERENCE ONLY

- 4- Please show the 100-year floodplain according to the approved FEMA letter of map revision adjacent to this site. Approval a of City floodplain development permit will require.
- **Applicant Response:** Applicant has labeled the 100-year floodplain.

DEVELOPMENT

- 5- The PUD requires Planning and Zoning Approval, scheduled for March 6, 2024.
- **Applicant Response:** Applicant will be in attendance to present the PUD amendment submission.
- 6- Please show parking calculations for Exhibit D; how is parking calculated. Sec. 7.863
- **Applicant Response:** Applicant's revised submission Exhibit D reflects parking calculations.
- 7- Strike "unless diseased or dead" from item 4 in Exhibit D.
- **Applicant Response:** Applicant has stricken this language.
- 8- Item 9, Exhibit D may be appropriate, however, the number of parking spaces should remain the same, but the relocation may be appropriate.
- **Applicant Response:** Applicant agrees that relocation of spaces may be appropriate, but the total parking provided for the project will remain the same. Language has been added to item 9 to clarify that if the project is phased, the requisite parking will be provided for each phase of the project.
- 9- Item 16, Exhibit D should add 1 tree per 8 parking spaces to comply with the Entry Corridor Design Guidelines and Standards.
- **Applicant Response:** Applicant will comply with these guidelines. New language has been added to item 16.
- 10- Strike Item 20, Exhibit D.
- **Applicant Response:** Applicant has stricken this language.
- 11- Add "Must comply with Article XV Chapter 5 – Ordinance No. 24-014 – Dark Sky Ordinance"
- **Applicant Response:** Applicant agrees and this issue is covered within Exhibit D, item 19.
- 12- Item 24, Exhibit D describes outdoor sales and mobile food. Please designate intended areas for these uses on the site plan and explain the requirements and maximum numbers. Sec. 7.131
- **Applicant Response:** Applicant has identified outdoor sales and mobile food locations on the revised site plan. All city requirements will be adhered to for mobile food and outdoor sales.
- 13- Item 26, Exhibit D Stabilized granite areas shall count 100% not 50%.
- **Applicant Response:** Applicant has made this change to reflect 100%.
- 14- Strike item 28, Exhibit D.
- **Applicant Response:** Applicant will provide a signed and sealed engineering analysis to the Director of Public Works for the purposes of an exemption to Chapter 4 Article XIII Section 5-436(c)(1-3).

REFERENCE ONLY

- 15- Exhibit F references Commercial Recreational. This is not a land use identified by the City of Fredericksburg. Please refer to Sec. 2.100 for all land use requests.
- **Applicant Response:** Commercial recreation is defined in Section 4.100 of the City Code.
- 16- Exhibit F, Drive Through Facilities, Commercial Off-Street Parking, Hospital Services, Light Manufacturing and Custom Manufacturing should all require a Conditional Use Permit and not be permitted by right.
- **Applicant Response:** Applicant has notated that these uses require Conditional Use permit and shall not be permitted by right.
- 17- Exhibit F, Short-Term Rental Condominiums is no longer allowed and should be removed.
- **Applicant Response:** We have requested a clarification on this issue as Section 3.120 -R-3: Multi-family Residential of the Code shows “Short-term Rental Condominium” as a conditional use.
- 18- Exhibit F, the Condominium definition should match the definition found in Sec. 2.100. If interested in Home Occupation it must comply with Sec. 8.300 of the Zoning Ordinance.
- **Applicant Response:** Applicant has removed the reference to “live/work spaces”.
 -
- 19- Land uses should be designated on the Site Plan such as restaurant, general retail, or personal services. Sec. 7.131
- **Applicant Response:** Applicant is unable to identify specific uses at this time. Site plan approval would allow for applicant to finalize building footprints and begin leasing efforts for retail spaces.
- 20- Staff recommends a true mixed-use product that would integrate commercial with residential and hotel uses. Sec. 7.131
- **Applicant Response:** Applicant will consider integration of commercial uses throughout the development. Upon site plan approval, final interior building programming will be submitted for review and approval through the building permit process.
- 21- Staff recommends opening up views of the Historic house which is currently blocked by retail. Sec. 7.131
- **Applicant Response:** Applicant will consider other opportunities to provide open views of the Historic house located on the property. Applicant has provided open provided view lanes along HWY 87 (east-bound and west-bound).
- 22- Staff recommends pedestrian connectivity in the form of trails, sidewalks and/or bike lanes throughout the development. Sec. 7.131
- **Applicant Response:** Applicant will design pedestrian connectivity throughout the site. This design will be finalized through civil construction plans and landscape plans.

Thank you for your consideration.

Sincerely, DC Partners and all associated Consultants

Nick Skuteris, Development Manager



REFERENCE ONLY



February 13, 2024

Nick Skuteris

Via email

nicks@dcpartnersusa.com

RE: Z-2401 – Review Comments for a PUD Amendment for property the Meuse Development (formerly Seven Hills).

Dear Mr. Skuteris,

Please review the following comments and address appropriately. Please provide a written response as to how the items are addressed in addition to the revised Site Plan.

Plans will not be reviewed or considered without a response sheet.

Engineering

- The development shall follow the terms of the annexation agreement for the subject tracts.
- The development shall submit civil construction plans including relevant technical memos or reports for approval.
- The development shall submit an updated traffic impact analysis for approval by the City of Fredericksburg and TXDOT.
- Please show the 100-year floodplain according to the approved FEMA letter of map revision adjacent to this site. Approval of City floodplain development permit will be required.

Development

- The PUD requires Planning and Zoning Approval, scheduled for March 6, 2024.
- Please show parking calculations for Exhibit D; how is parking calculated. [Sec. 7.863](#)
- Strike “unless diseased or dead” from item 4 in Exhibit D.
- Item 9, Exhibit D may be appropriate, however, the number of parking spaces should remain the same, but the relocation may be appropriate.

The City of Fredericksburg

126 W. Main St. • Fredericksburg, Texas 78624-3708 • (830) 997-7521 • Fax (830) 997-1861

REFERENCE ONLY

- Item 16, Exhibit D should add 1 tree per 8 parking spaces to comply with the Entry Corridor Design Guidelines and Standards.
- Strike Item 20, Exhibit D.
- Add “Must comply with Article XV Chapter 5 – [Ordinance No. 24-014](#) – Dark Sky Ordinance”
- Item 24, Exhibit D describes outdoor sales and mobile food. Please designate intended areas for these uses on the site plan and explain the requirements and maximum numbers. [Sec. 7.131](#)
- Item 26, Exhibit D Stabilized granite areas shall count 100% not 50%.
- Strike item 28, Exhibit D.
- Exhibit F references Commercial Recreational. This is not a land use identified by the City of Fredericksburg. Please refer to [Sec. 2.100](#) for all land use requests.
- Exhibit F, Drive Through Facilities, Commercial Off-Street Parking, Hospital Services, Light Manufacturing and Custom Manufacturing should all require a Conditional Use Permit and not be permitted by right.
- Exhibit F, Short-Term Rental Condominiums is no longer allowed and should be removed.
- Exhibit F, the Condominium definition should match the definition found in [Sec. 2.100](#). If interested in Home Occupation it must comply with [Sec. 8.300](#) of the Zoning Ordinance.
- Land uses should be designated on the Site Plan such as restaurant, general retail, or personal services. [Sec. 7.131](#)
- Staff recommends a true mixed-use product that would integrate commercial with residential and hotel uses. [Sec. 7.131](#)
- Staff recommends opening up views of the Historic house which is currently blocked by retail. [Sec. 7.131](#)
- Staff recommends pedestrian connectivity in the form of trails, sidewalks and/or bike lanes throughout the development. [Sec. 7.131](#)

For information regarding these comments please contact Shelby Collier with Development Services at 830-990-2013 or scollier@fbgtx.org

Please return the revised plans along with your written response as to how the comments have been addressed by Tuesday, February 20th to ensure consideration by the Planning & Zoning Commission on Wednesday, March 6th.

Shelby Collier
Development Review Committee (DRC)

The City of Fredericksburg
126 W. Main St. • Fredericksburg, Texas 78624-3708 • (830) 997-7521 • Fax (830) 997-1861

EXHIBIT "A"

SULTEMEIER

SURVEYING & ENGINEERING

LICENSED SURVEYING FIRM: 100930-00
REGISTERED ENGINEERING FIRM: F-10608

805 North Llano
Fredericksburg, TX 78624
Tel.: (830) 990-1221 Fax: (830) 990-1222

1.004 ACRES
CITY OF FREDERICKSBURG
GILLESPIE COUNTY, TEXAS

FN-14-5764
JUNE 2ND, 2014

A DESCRIPTION OF A 1.004 ACRE TRACT OF LAND OUT OF BLOCK III AS SAID BLOCK AND OUTLOTS ARE DESIGNATED ON THE MAP OR PLAT OF FREDERICKSBURG AND ENVIRONS BY THE GERMAN EMIGRATION COMPANY, BEING COMPRISED OF THAT CERTAIN 1.0 ACRE TRACT I AND THAT CERTAIN 164 SQUARE FOOT TRACT II (DEED/CALLED AREAS) DESCRIBED IN A CONVEYANCE FROM JOHN T. BOLTON AND WIFE, CAROL HICKS BOLTON TO MICHAEL IGARTA AND WIFE, CRYSTAL IGARTA, FOUND OF RECORD IN A WARRANTY DEED WITH VENDOR'S LIEN DATED MAY 1ST, 2005, RECORDED IN VOLUME 599, PAGE 295 ET SEQ. OF THE OFFICIAL PUBLIC RECORDS OF GILLESPIE COUNTY, TEXAS; SAID 1.004 ACRE TRACT BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING at a ½ inch iron rod found on the southwest R.O.W. (Right-of-Way) line of U. S. Highway No. 87 at the north corner of the said 1.0 acre tract, being at the easterly northeast corner of Lot 2 in the Killer Subdivision, a plat of record in Volume 2, Page 64 of the Plat Records of said County, Texas, for the north corner hereof;

THENCE with the said southwest R.O.W. line of U. S. Highway No. 87, a distance of 209.06 feet along the arc of a curve to the left having a radius of 5794.58 feet and a chord bearing of S 38° 23' 42" E, a distance of 209.05 feet to a ½ inch iron rod found at the east corner of said Tract I, being at the north corner of Lot 1AR in the Carabetta Subdivision, a plat of record in said Volume 2 at Page 147 of the Plat Records, for the east corner hereof;

THENCE with the southeast line of said Tract I, S 39° 03' 43" W (BASE BEARING FOR DIRECTIONAL CONTROL FROM GPS OBSERVATION), a distance of 213.60 feet to a ½ inch iron rod found at the south corner of thereof, being at the easterly southeast corner of said Lot 2, for the south corner hereof;

THENCE with the southwest line of said Tract I, and continuing with the southwest line of said Tract II, N 37° 57' 45" W, at a distance of 191.65 feet an 8 inch diameter fence post found at the southwesterly corner of said Tract I and south corner of said Tract II, continuing for a total distance of 213.67 feet to the west corner of said Tract II, a point of the bank of a creek, for the west corner hereof;

THENCE with the northwest line of said Tract II, and continuing with the northwest line of said Tract I, N 40° 11' 27" E, at a distance of 16.02 feet an 8 inch diameter fence post found at the north corner of said Tract II and northwesterly corner of said Tract I, continuing for a total distance of 211.06 feet to the POINT OF BEGINNING, containing 1.004 acres of land, more or less.

EXHIBIT "B"



SEARCHERS
LAND SURVEYING, LLC

MASON | FREDERICKSBURG

P.O. Box 528 Mason, TX 76856 | 325-347-7489 | TBPLS Firm #10193966
P.O. Box 1504 Fredericksburg, TX 78624 | 806-252-9810 | TBPLS Firm #10194211
www.searcherslls.com

LEGAL DESCRIPTION: Being 0.399 acres of land, out of the J. M. Chapa Survey No. 131, Abstract No. 115 in Gillespie County, Texas, being a portion of Outlot 582 as shown on plat of Fredericksburg, Texas by the German Emigration Company and Environs and being all of that certain 0.399 acre tract described in Volume 242, Page 613 of the Real Property Records of Gillespie County, Texas; Said 0.399 acre tract being more particularly described as follows:

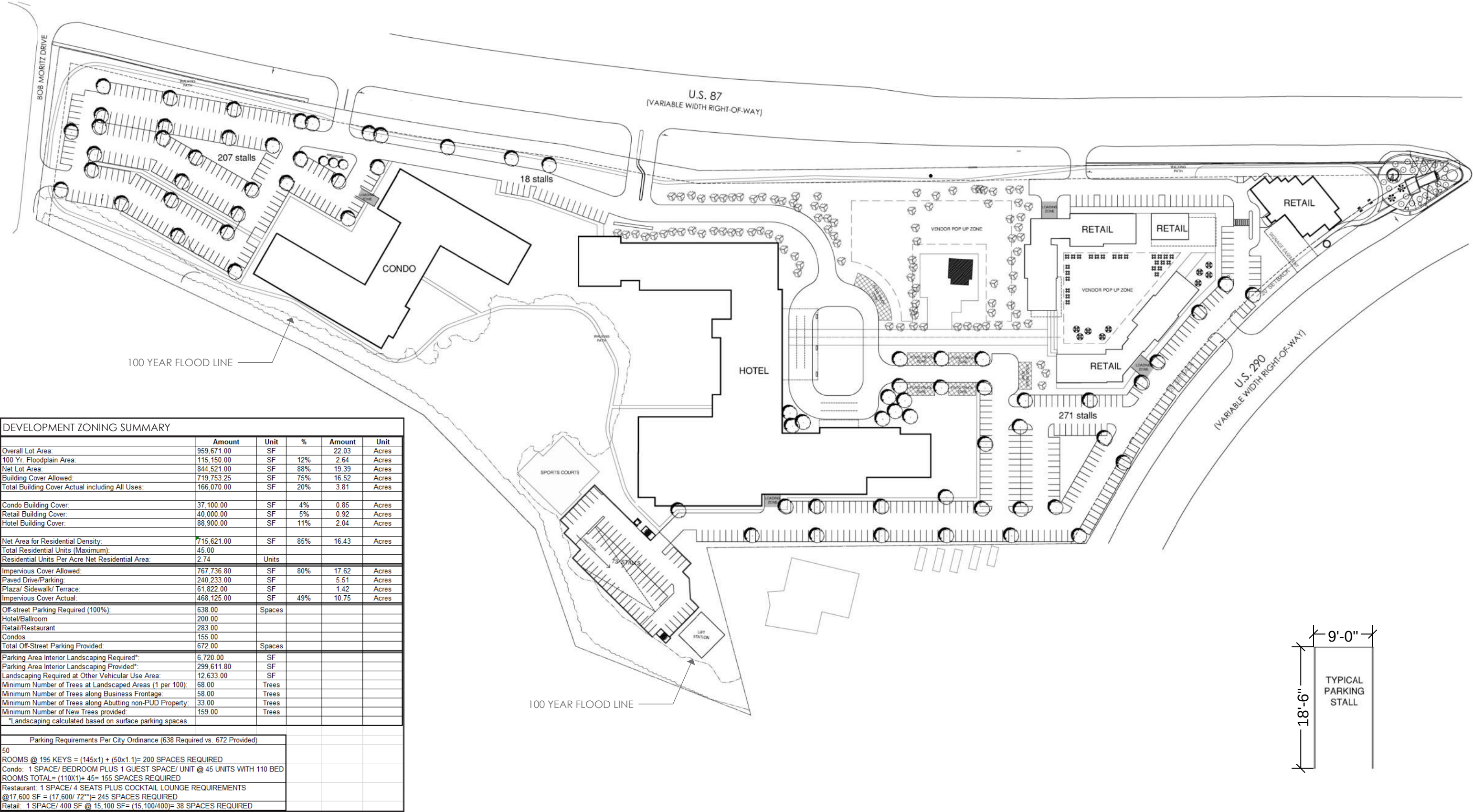
BEGINNING at a 1/2 inch iron rod found in the southwest line of U. S. Highway No. 87 for the northeast corner of Lot 2 of the Carabetta Subdivision as shown on plat recorded in Volume 2, Page 96 of the Plat Records of Gillespie County, Texas and the north corner hereof and from which a concrete monument found in the southwest line of said U. S. Highway No. 87 and the northeast line of said Lot 2 bears North 50°45'27" West a distance of 304.76 feet;

THENCE South 50°45'27" East a distance of 249.25 feet along the southwest line of said U. S. Highway No. 87 to a mag nail set for the northwest corner of that certain 0.003 acre tract described in Volume 80, Page 625 of the Deed Records of Gillespie County, Texas and the northeast corner hereof;

THENCE South 28°47'37" West a distance of 10.19 feet along the west line of said 0.003 acre tract to a mag nail set in the north line of U. S. Highway No. 290 for the southwest corner of said 0.003 acre tract and the southeast corner hereof;

THENCE along a curve turning to the left with an arc length of 250.21 feet, a radius of 1195.92 feet, a chord bears North 81°46'33" West a distance of 249.75 feet to a 1/2 inch iron rod found for southeast corner of said Lot 2 and the southwest corner hereof and from which a concrete monument found in the north line of said U. S. Highway No. 290 and the south line of said Lot 2 bears South 81°10'33" West a distance of 458.37 feet;

THENCE North 24°17'04" East a distance of 143.59 feet along the east line of said Lot 2 to the POINT OF BEGINNING containing 0.399 acres of land, more or less.



DEVELOPMENT ZONING SUMMARY					
	Amount	Unit	%	Amount	Unit
Overall Lot Area:	959,671.00	SF		22.03	Acres
100 Yr. Floodplain Area:	115,150.00	SF	12%	2.64	Acres
Net Lot Area:	844,521.00	SF	88%	19.39	Acres
Building Cover Allowed:	719,753.25	SF	75%	16.52	Acres
Total Building Cover Actual including All Uses:	166,070.00	SF	20%	3.81	Acres
Condo Building Cover:	37,100.00	SF	4%	0.85	Acres
Retail Building Cover:	40,000.00	SF	5%	0.92	Acres
Hotel Building Cover:	88,900.00	SF	11%	2.04	Acres
Net Area for Residential Density:	715,621.00	SF	85%	16.43	Acres
Total Residential Units (Maximum):	45.00				
Residential Units Per Acre Net Residential Area:	2.74	Units			
Impervious Cover Allowed:	767,736.80	SF	80%	17.62	Acres
Paved Drive/Parking:	240,233.00	SF		5.51	Acres
Plaza/ Sidewalk/ Terrace:	61,822.00	SF		1.42	Acres
Impervious Cover Actual:	468,125.00	SF	49%	10.75	Acres
Off-street Parking Required (100%):	638.00	Spaces			
Hotel/Ballroom	200.00				
Retail/Restaurant	283.00				
Condos	155.00				
Total Off-Street Parking Provided:	672.00	Spaces			
Parking Area Interior Landscaping Required*:	6,720.00	SF			
Parking Area Interior Landscaping Provided*:	299,611.80	SF			
Landscaping Required at Other Vehicular Use Area:	12,633.00	SF			
Minimum Number of Trees at Landscaped Areas (1 per 100):	68.00	Trees			
Minimum Number of Trees along Business Frontage:	58.00	Trees			
Minimum Number of Trees along Abutting non-PUD Property:	33.00	Trees			
Minimum Number of New Trees provided:	159.00	Trees			
*Landscaping calculated based on surface parking spaces.					
Parking Requirements Per City Ordinance (638 Required vs. 672 Provided)					
50					
ROOMS @ 195 KEYS = (145x1) + (50x1.1)= 200 SPACES REQUIRED					
Condo: 1 SPACE/ BEDROOM PLUS 1 GUEST SPACE/ UNIT @ 45 UNITS WITH 110 BED					
ROOMS TOTAL= (110x1)+ 45= 155 SPACES REQUIRED					
Restaurant: 1 SPACE/ 4 SEATS PLUS COCKTAIL LOUNGE REQUIREMENTS					
@17,600 SF = (17,600/ 72")= 245 SPACES REQUIRED					
Retail: 1 SPACE/ 400 SF @ 15,100 SF= (15,100/400)= 38 SPACES REQUIRED					

EXHIBIT "D"
PUD ZONING NOTES
February 28th, 2024
Planned Unit Development (PUD)

1. Development Summary:

	Amount	Unit	%	Amount	Unit
Overall Lot Area:	959,671.00	SF		22.03	Acres
100 Yr. Floodplain Area:	115,150.00	SF	12%	2.64	Acres
Net Lot Area:	844,521.00	SF	88%	19.39	Acres
Building Cover Allowed:	719,753.25	SF	75%	16.52	Acres
Total Building Cover Actual including All Uses:	166,070.00	SF	20%	3.81	Acres
Condo Building Cover:	37,100.00	SF	4%	0.85	Acres
Retail Building Cover:	40,000.00	SF	5%	0.92	Acres
Hotel Building Cover:	88,900.00	SF	11%	2.04	Acres
Net Area for Residential Density:	715,621.00	SF	85%	16.43	Acres
Total Residential Units (Maximum):	45.00				
Residential Units Per Acre Net Residential Area:	2.74	Units			
Impervious Cover Allowed:	767,736.80	SF	80%	17.62	Acres
Paved Drive/Parking:	240,233.00	SF		5.51	Acres
Plaza/ Sidewalk/ Terrace:	61,822.00	SF		1.42	Acres
Impervious Cover Actual:	468,125.00	SF	49%	10.75	Acres
Off-street Parking Required (100%):	638.00	Spaces			
Hotel/Ballroom	200.00				
Retail/Restaurant	283.00				
Condos	155.00				
Total Off-Street Parking Provided:	672.00	Spaces			
Parking Area Interior Landscaping Required*:	6,720.00	SF			
Parking Area Interior Landscaping Provided*:	299,611.80	SF			
Landscaping Required at Other Vehicular Use Area:	12,633.00	SF			
Minimum Number of Trees at Landscaped Areas (1 per 100):	68.00	Trees			
Minimum Number of Trees along Business Frontage:	58.00	Trees			
Minimum Number of Trees along Abutting non-PUD Property:	33.00	Trees			
Minimum Number of New Trees provided:	159.00	Trees			
*Landscaping calculated based on surface parking spaces.					
Parking Requirements Per City Ordinance (638 Required vs. 672 Provided)					
50					
ROOMS @ 195 KEYS = (145x1) + (50x1.1)= 200 SPACES REQUIRED					
Condo: 1 SPACE/ BEDROOM PLUS 1 GUEST SPACE/ UNIT @ 45 UNITS WITH 110 BED ROOMS TOTAL= (110X1)+ 45= 155 SPACES REQUIRED					
Restaurant: 1 SPACE/ 4 SEATS PLUS COCKTAIL LOUNGE REQUIREMENTS @17,600 SF = (17,600/ 72**)= 245 SPACES REQUIRED					
Retail: 1 SPACE/ 400 SF @ 15,100 SF= (15,100/400)= 38 SPACES REQUIRED					

Retail, Restaurant, Personal Services Use:

Maximum Height Allowed, as calculated per Fredericksburg, TX Code of Ordinance Sec. 7.510.: 38 feet
Front Yard Setback: 20 feet
Street Yard: 20 feet
Interior Yard: 5 feet
Rear Yard: 25 feet

Condominium Use:

Maximum Height Allowed, as calculated per Fredericksburg, TX Code of Ordinance Sec.

7.510.: 38 Feet

Front Yard Setback: 20 Feet

Street Yard : 20 feet

Interior Yard: 5 Feet

Rear Yard: 25 feet

Unit Count Not to Exceed: 45 units

Studio – 1600 SF per buildable SF of Lot

1 Bedroom – 2000 SF per buildable SF of Lot

2 Bedroom – 2400 SF per buildable SF of Lot

3 Bedroom – 2800 SF per buildable SF of Lot

Condominium base zoning calculations based on the maximum unit count.

Condominium unit count and unit mix can be adjusted, however the Residential Density Allowed for this use must not exceed the Total SF per Lot calculation for Condominiums or 18 units per acre density.

Hotel and Ballroom Use:

Maximum Height Allowed, as calculated per Fredericksburg, TX Code of Ordinance Sec.

7.510.: 48 feet

Front Yard Setback: 20 feet

Street Yard Setback: 20 feet

Interior Yard Setback: 5 feet

Rear Yard Setback: 25 feet

Guestroom Count Not to Exceed:

200 guestrooms

2) No building shall be erected at any location in the PUD other than the building locations shown on the PUD Plan. Buildings may be located anywhere within the Building Zones indicated on the PUD Plan, but such buildings must not exceed the Building Cover allowed.

3) Access to and from the PUD onto US Hwy 87 and US Hwy 290 shall be at the locations and widths as shown on the PUD Plan per the Traffic Impact Analysis and construction plans as approved by TxDOT and the City of Fredericksburg.

4) Trees shown to be saved on the PUD Plan shall not be removed without the prior written approval of the City of Fredericksburg.

5) Fire hydrants shall meet N.F.P.A. and City of Fredericksburg requirements.

- 6) No use shall be allowed within the PUD other than those uses listed on the PUD Plan or on the attachment hereto entitled Permitted Uses, Exhibit "F".
- 7) Building height shall not exceed the amounts reflected within Section 1: Development Summary, the average of the highest and lowest grade adjacent to the building, as calculated per Fredericksburg, TX Code of Ordinance Sec. 7.510.
- 8) All utility lines within the PUD site shall be installed underground, except utility lines designated to be installed above ground by the appropriate utility companies. Except as otherwise expressly set forth herein, all utilities shall comply with the City of Fredericksburg standards and specifications.
- 9) Parking spaces shall be provided as shown on the PUD Plan. Adjustments to the configuration and arrangement of parking spaces may be approved in connection with construction plans. If the project is phased, parking shall be provided per city code for the portion of the project constructed.
- 10) All City codes, ordinances and regulations shall apply to the PUD except as expressly provided to the contrary as shown on the PUD Plan or in these and other notes to the plat.
- 11) All grounds within the PUD shall be maintained as to collection of trash, debris, litter and weeds.
- 12) All landscaped areas shall provide curbing or other protection from vehicular encroachment.
- 13) The owners, tenants, and their agents, if any, shall be jointly and severally responsible for the maintenance of all landscaping provided for under this PUD. All landscaping shall be maintained in good condition so as to present a healthy, neat and orderly appearance and shall be kept free from refuse, debris and weeds. All landscaped areas shall be provided with underground or drip irrigation systems.
- 14) All businesses shall provide suitable trash and refuse storage areas which are designed and constructed to prevent direct view from the street or parking lot and to prevent refuse from being displaced or stored about the site or onto public right-of-way and to permit safe, easy removal of refuse by truck or hand.
- 15) Entry ramps and curbing is provided for by the PUD Plan and Texas Accessibility Standard specifications.
- 16) A landscape plan prepared by a Texas Registered Landscape Architect will be submitted for approval at time of Site Plan review. The PUD Plan shall identify locations of landscape buffers and define the tree planting requirements as follows:

- a. One (1) tree for each fifty (50) linear feet of street frontage will be provided. A minimum of two and one-half (2 ½) foot wide landscape buffer will be provided between parking areas and public streets.
- b. One (1) tree for each seventy five (75) linear feet of abutting property zoned for residential uses will be provided. One (1) tree for each one hundred twenty five (125) linear feet of abutting property zoned for commercial uses will be provided. Property lines shared between lots within this PUD shall have no tree planting or buffer requirement.
- c. One (1) tree for each one hundred (100) square feet of Parking Area Interior Landscaping Required will be provided. Parking Area Interior Landscaping provided in excess of the requirement shall not require additional trees.
- d. The Parking Area Interior Landscaping Requirement shall be ten (10) square feet for each off-street parking stall provided.
- e. Dead, diseased or declining trees removed shall have no replacement requirement. Existing trees to remain may be applied to the New Tree requirement.
- f. The Interior Landscaping at Other Vehicular Use Area requirement shall be as calculated in Section 7.920.g, except as expressly contained herein.
- g. A minimum of 50% of the tree requirement will be provided from Fredericksburg's approved species list.
- h. One (1) tree per (8) parking spaces to comply with the Entry Corridor Design Guidelines and Standards.

17) Signs shall be allowed in the PUD as specified in the attachment hereto entitled Exhibit "E", "Permitted Signs".

18) The Contractor shall be responsible for protecting all trees which are to remain during construction per City guidelines.

19) Exterior Lighting shall comply with Article XV. – Outdoor Lighting of the City of Fredericksburg Code of Ordinances.

20) Internally and externally illuminated signs shall be permitted.

21) Signs shall be allowed in the PUD. The Calculated Sign Area, Ground Sign Area Allowed, Internal Streetscape Sign Area Allowed, PUD Monument(s) Sign Area Allowed and Public Wall Sign Area Allowed shall be reviewed for compliance with Exhibit "E", "Permitted Signs".

22) Continuous landscape barrier between off-street parking areas and abutting properties shall be provided in accordance with Appendix B Section 7.900.

23) Outdoor Sales and Mobile Food Establishments shall be permitted within the boundaries of the PUD.

24) Roof top equipment shall be shielded per the Entry Corridor Standards.

25) Stabilized decomposed granite or alternate pervious pavement system approvable by City of Fredericksburg staff shall be a suitable paving material for off-street parking areas but shall not be used within fire lanes. Stabilized granite areas shall count 100% towards impervious cover calculations.

26) Public water and sanitary sewer utility lines shall be installed where certain sections of lines along property frontage may be accomplished interior to the site within a public utility easement. A Utility Master Plan will be provided at time of public infrastructure construction plan review. The final utility alignments will be approved in connection with the construction plans.

27) Provided that applicant furnishes adequate signed and sealed engineering analysis to the Director of Public Works and Utilities at the time of Site Plan review process an exemption to Chapter 5 Article XIII Section 5-456(c)(1-3) will be granted.

28) Sidewalks within the ROW or lot lines adjoining dedicated or major Arterial Streets shall only be provided as depicted on the PUD Plan. The final sidewalk alignments will be approved in connection with the construction plans.

29) With the exception of historic landmarks, the Primary Façade of commercial retail buildings that is facing a park, plaza, entry corridor or side street shall have clear windows incorporated. With the exception of historic landmarks, the Secondary Façade of commercial retail buildings that is facing a park, plaza, entry corridor or side street shall have clear windows incorporated.

30) The locations on Exhibit C Site Plan labeled "Vendor Pop-Up Zones" and "Food Truck Zone" shall require a Temporary Use Permit.

EXHIBIT “F”

PERMITTED USES

The following uses are permitted and shall have the definitions provided in the Fredericksburg Code of Ordinances existing at the time of the adoption of this Ordinance, as supplemented by the additional uses provided in this Exhibit “D”.

Commercial Use:

Administrative and Business Offices
Arts and Crafts
Business Support Services
Cocktail Lounge
Commercial Recreation
Indoor Sports and Recreation
Outdoor Sports and Recreation
Indoor Entertainment
Outdoor Entertainment.

In addition, Permitted Uses shall include (i) conventions, (ii) conferences, (iii) trade shows, car shows and the like, (iv) public or private events including weddings, (v) food and wine festivals, (vi) music festivals, (vii) movie festivals, (viii) art festivals, and (ix) personal transportation rentals, both electric and non-electric in accordance with Section 8.100 of the City Code, as applicable.

Consumer Convenience Services
Financial Services
Food Sales
Farmer’s Markets as defined in Article 25.000 of the City Code

General Retail Sales
Hotel-Motel
Laundry Services
Liquor Sales
Medical Offices
Personal Improvement Services
Personal Services, including spas and other similar services.
Pet Services
Professional Office

Restaurant
Mobile Food Establishments
Food Carts
Shopping Center or Mall

Civic Use:

Administrative Services
Club or Lodge
Community Recreation
Cultural Services
Day Care Services
Local Utility Services
Major Utility Facilities
Postal Facilities
Religious Assembly

Residential Use:

Condominium Residential

Multi-Family Residential

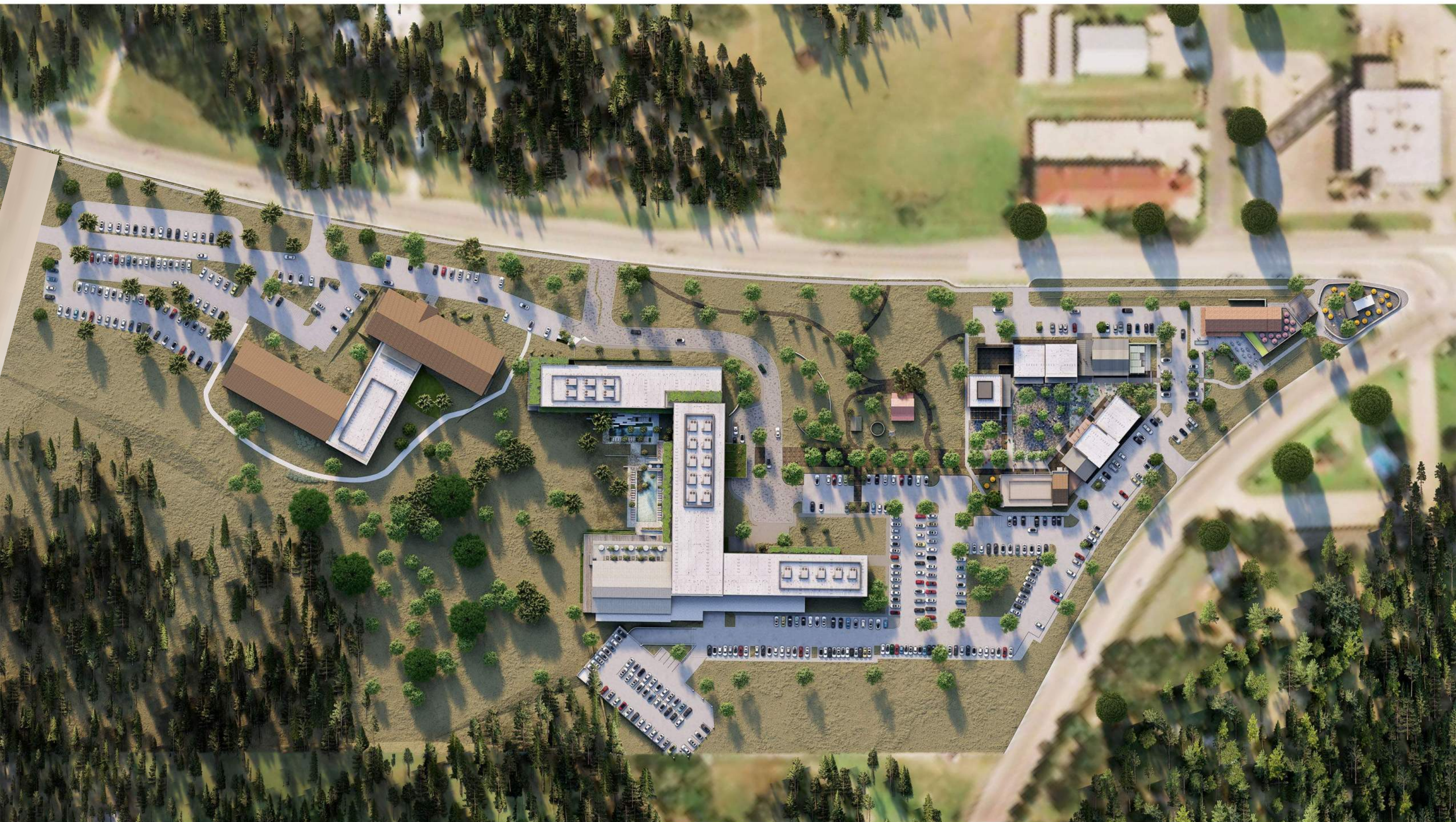
Conditional Use Permit:

Drive Through Facilities, Commercial Off-Street Parking, Hospital Services, Light Manufacturing, and Custom Manufacturing require a Conditional Use Permit.

ADDITIONAL ATTACHMENTS

- PROJECT RENDERINGS
- LATEST TRAFFIC IMPACT ANALYSIS
- LETTERS OF SUPPORT
- MARCH 6TH PPT AGENDA

PROJECT RENDERINGS



SITE CONCEPT | FREDERICKSBURG, TEXAS

** FOR CONCEPTUAL USE ONLY
** ALL ZONING MUST BE VERIFIED BY A ZONING ATTORNEY
** ALL NUMBERS ARE APPROXIMATE



EXTERIOR CONCEPT | FREDERICKSBURG, TEXAS

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LETTERS OF SUPPORT

-see link in submission email

FEBRURARY 15TH, 2024
REVISED TRAFFIC IMPACT ANALYSIS
-see link in submission email

MARCH 6TH POWERPOINT AGENDA

-see link in submission email





March 6th, 2024 Planning and Zoning

Application: Z-2401

Developer: DC Partners

Project Location: HWY 290 and HWY 87 (“The Y”)



Agenda

- Timeline
 - DC Partners
- Site Plan Changes and Considerations
 - DC Partners
- Placemaking - Creation of a Successful Mixed-use Community
 - Merriman Anderson Architects
- TIA and TXDOT
 - Dunaway Civil
- Community
 - Turner Construction



Timeline

(*City RFP---*>*Today*)

- February 22nd, 2022
 - RFP issued
- April 22nd, 2022
 - RFP due
- July 18th, 2022
 - DC Partners presented RFP at City Council
- March 27th, 2023
 - DC Partners first PUD Amendment submission
- August 2nd, 2023
 - PZ vote, not in favor
 - Multiple meetings with FBGTX staff and project stakeholders to make project adjustments
- December 6th , 2023
 - Discussion item only, no vote
 - Following PZ, continued coordination with FBGTX staff and TXDOT
- January 3rd , 2024
 - Discussion item only, no vote
 - Following PZ, continued coordination with FBGTX staff and TXDOT
- March 6th PZ (2024)



Site Plan Changes and Considerations

1. Removal of standalone multifamily building from the property and reducing density
2. Provide all City Code required parking
 - 1-to-1 based on city parking ordinance
3. Decrease overall traffic impact
 - New TIA submitted (Bryan Sherrieb)
4. Include underground parking beneath condo and near ballroom
5. Reduce condo building height from 3-story to 2-story
6. Hotel height is 2-story from 87 and 3-story from 290
7. Increase distance between buildings and TXDOT highways
8. Increased green space and visibility surrounding Klingelhofer House



Site Plan Changes and Considerations

9. *Continued coordination with City Staff, TXDOT, and Gillespie County for ingress and egress
 - Relocation of Bob Moritz entry/exit
 - New TIA submitted (Bryan Sherrieb)
10. *Continued coordination with CVB
 - Meeting space coordination
 - Outreach to CVB board (calls and face-to-face meetings)
11. Commitment to implement water conservation efforts throughout the development
 - Rainwater and condensate harvesting for landscape irrigation
 - Bio-swales - collect runoff from impervious surfaces and direct runoff
 - Native plant selection - drought tolerant/native plants that will require less water
 - Irrigation - very efficient irrigation system design
12. Infrastructure availability
 - Location and capacity
13. Community outreach
 - Face-to-face, letters, and project partnerships

*takeaway from January 3rd, 2024 PZ



Placemaking - Creation of a Successful Mixed-use Community

- Connectivity
- Compatibility
- Relationships
- Open space
- Flexibility



TIA and TXDOT

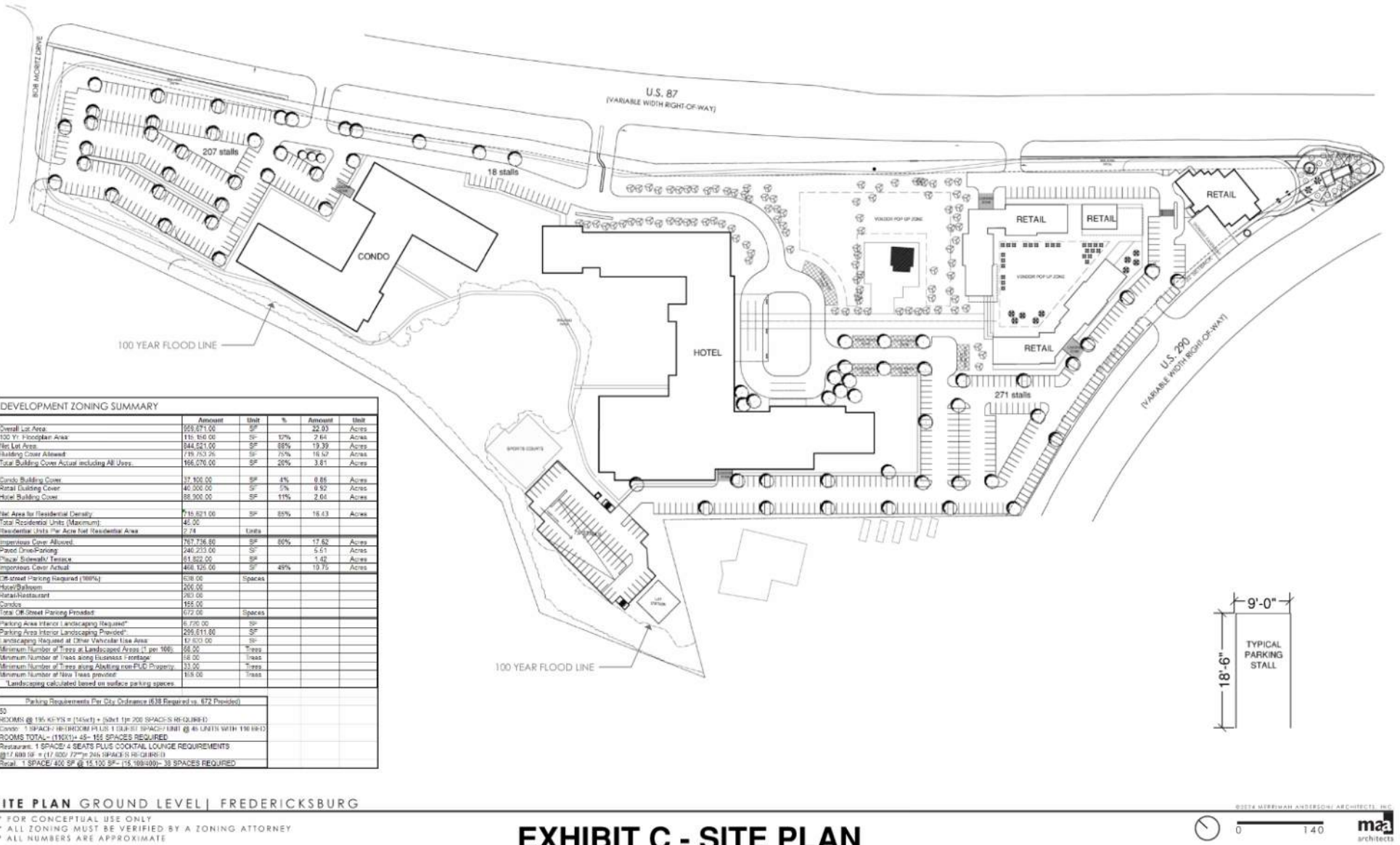
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 - Significant reduction in trips generated compared to 2023 land plan and 2018 development.
- TxDOT and City have provided preliminary feedback
- Preliminary feedback and formal feedback will be incorporated into the project design.



Project Partners

- Turner will plan 2 to 3 community outreaches before we will go to bid.
 - Project overview, general scopes of work, and bidding calendar/opportunities.
- How a trade partner becomes pre-qualified with Turner.
- How a trade partner receives bid invites and the process for award.

Site Plan





March 6th, 2024 Planning and Zoning



Application: Z-2401

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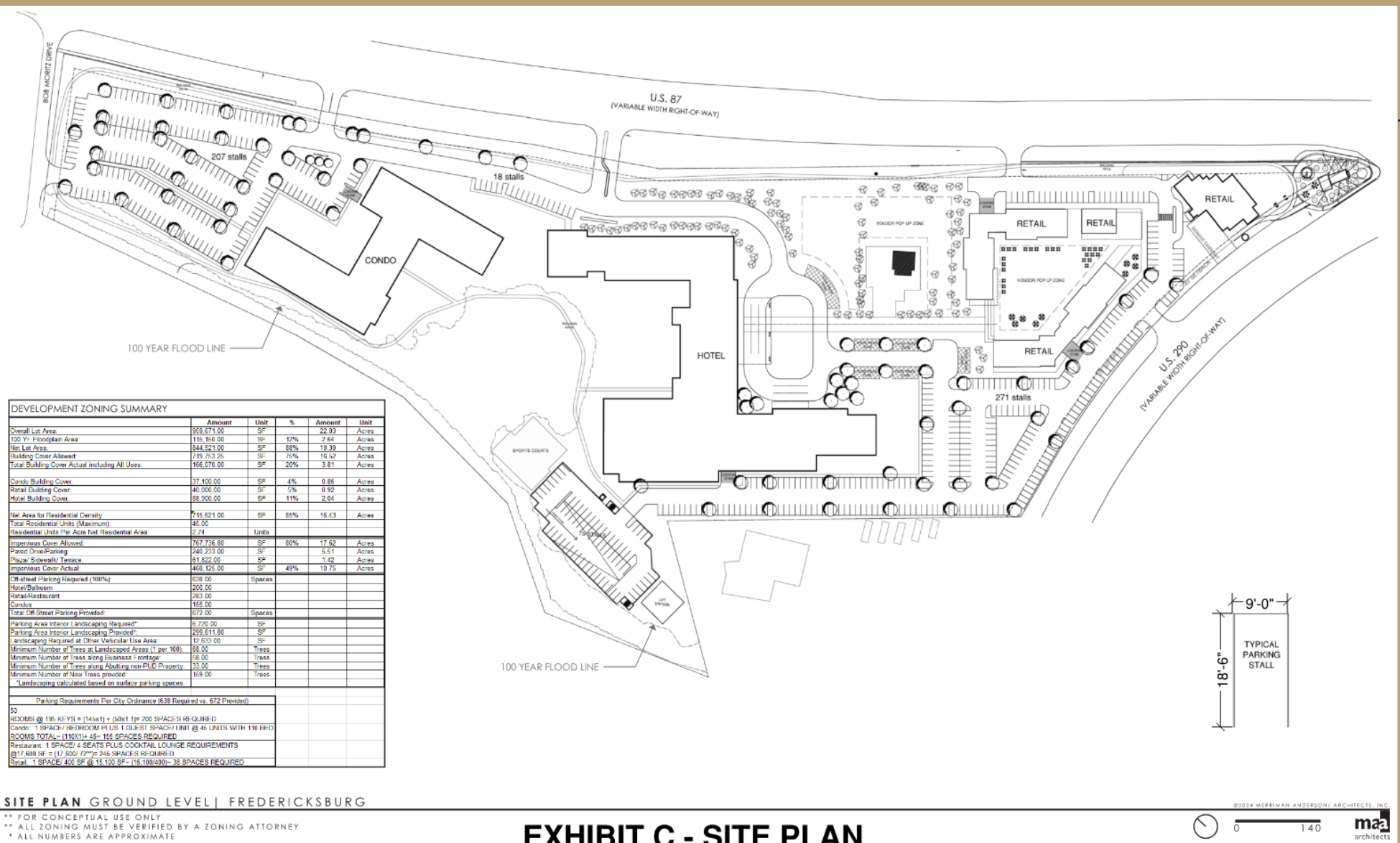
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Site Plan



Traffic Impact Analysis

The Meuse Development

North US 290 & Southwest of US 87

Fredericksburg, Texas

Prepared for



And



THE CITY OF

Fredericksburg, Texas

And



February 15, 2024

Prepared by



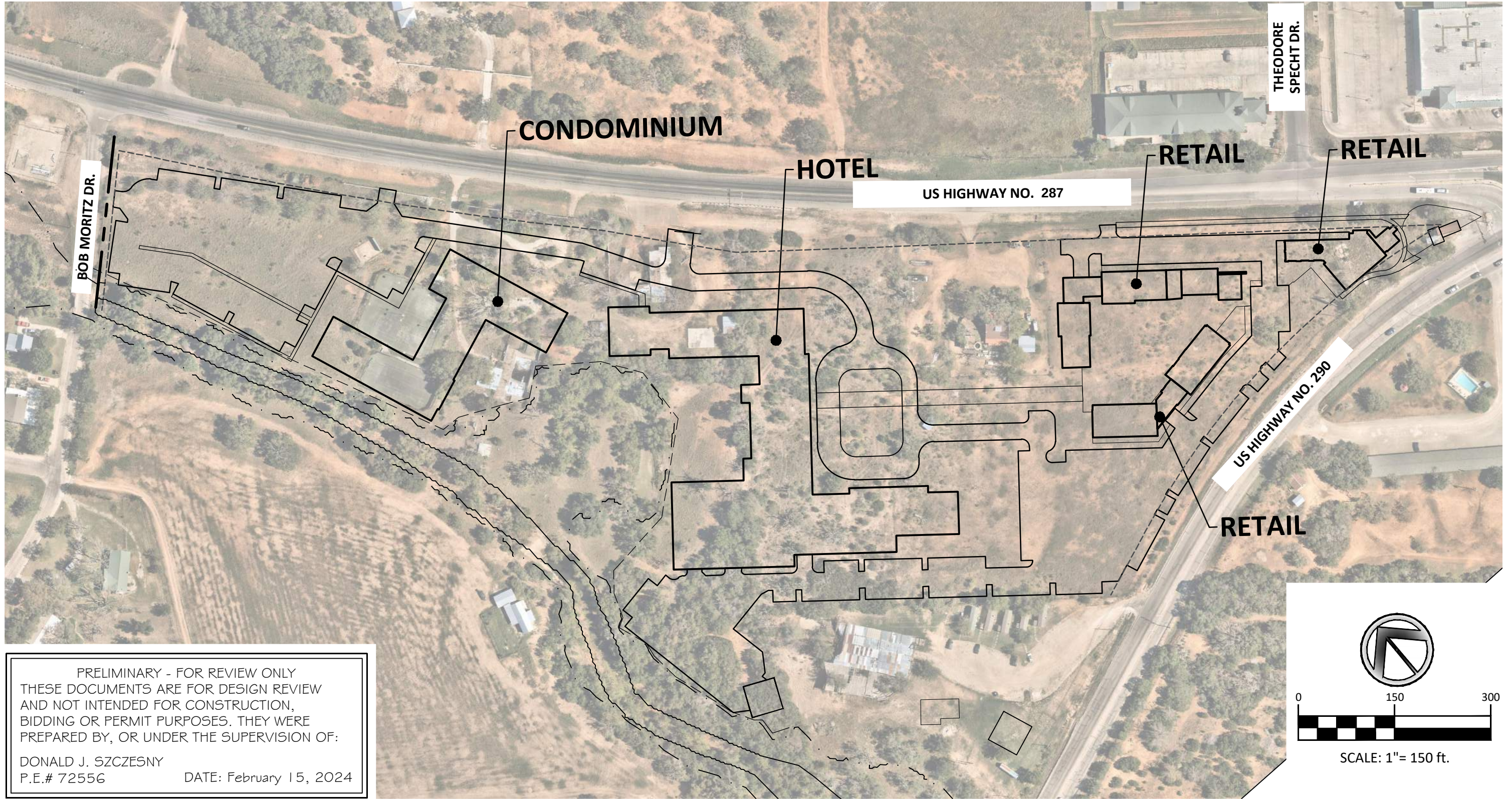
550 Bailey Avenue • Suite 400 • Fort Worth, Texas 76107
Tel: 817.335.1121 • Fax: 817.335.7437
(TX REG. F-1114)

Project #B008502.002



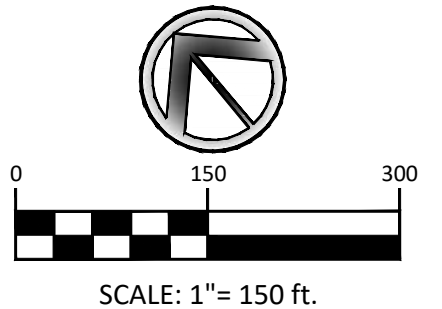
Donald J. Szczesny
2/15/2024

PLOTTED BY: Aron Martinez ON: Thursday, February 15, 2024 AT: 5:39 PM FILEPATH: G:\Production\8000\008500\8502\002\Civil\Traffic\Exhibits\Detailed Site Plan.dwg



PRELIMINARY - FOR REVIEW ONLY
THESE DOCUMENTS ARE FOR DESIGN REVIEW
AND NOT INTENDED FOR CONSTRUCTION,
BIDDING OR PERMIT PURPOSES. THEY WERE
PREPARED BY, OR UNDER THE SUPERVISION OF:

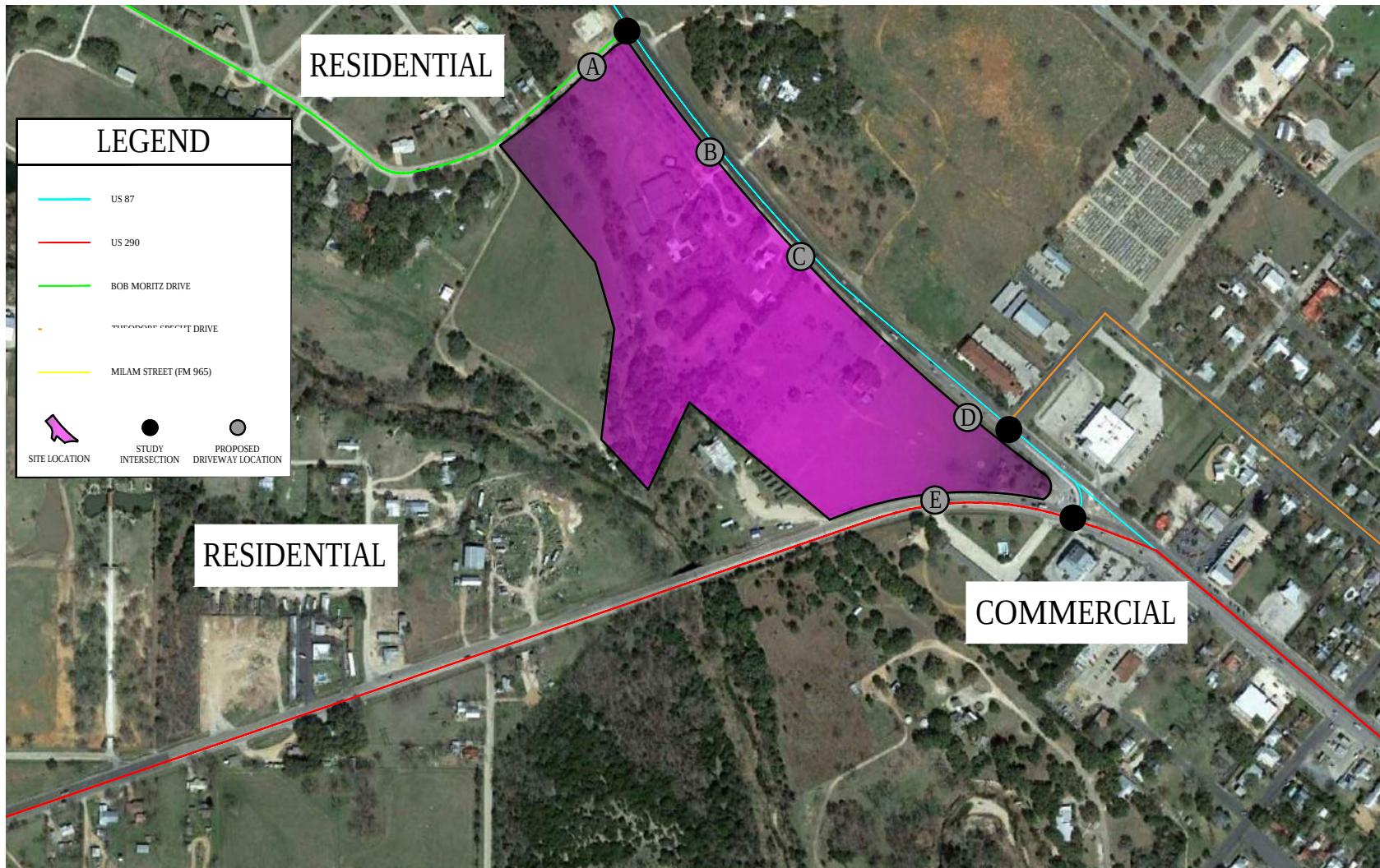
DONALD J. SZCZESNY
P.E.# 72556 DATE: February 15, 2024



DUNAWAY
550 Bailey Avenue • Suite 400 • Fort Worth, Texas 76107
Tel: 817.335.1121
(TX REG. F-1114)

DETAILED SITE PLAN
THE MEUSE DEVELOPMENT
FREDERICKSBURG, TEXAS

EXHIBIT 1
PAGE 2





- **Theodore Specht Drive** – is a two-way, two-lane undivided roadway east of US 87. The intersection with US 87 is a T-intersection with a stop on the Theodore Specht Drive approach. The posted speed limit is 30 mph.

Intersections in the Study Area include: (See EXHIBIT 1)

Bob Moritz Drive at:

- **Driveway A** – [UNSIGNALIZED] Proposed as a full access driveway on Bob Moritz Drive.

US 87 (from North to South) at:

- **Bob Moritz Drive** – [UNSIGNALIZED] exists as a two-way stop-controlled intersection. The eastbound approach is one shared all-purpose lane with a stop sign. The southbound and northbound approaches both provides a shared all-purpose lane with wide shoulders.
- **Driveway B** – [UNSIGNALIZED] Proposed as a full access driveway on US 87.
- **Driveway C** – [UNSIGNALIZED] Proposed as a full access driveway on US 87.
- **Driveway D** – [UNSIGNALIZED] Proposed as a full access driveway on US 87.
- **Theodore Specht Drive** – [UNSIGNALIZED] exists as a two-way stop-controlled intersection with three approaches. The westbound approach is one shared all-purpose wide lane with a stop sign. The southbound approach provides a shared all-purpose lane. The northbound approach provides one thru lane and one shared thru-right turn lane.
- **US 290** – [SIGNALIZED] exists as a signalized intersection with four approaches. The southbound approach consists of one right turn lane, and two left turn lanes. The northwest bound approach provides one thru lane only. The westbound approach provides two thru lanes. The eastbound approach provides one left turn lane and one thru lane.

US 290 (from West to East) at:

- **Driveway E** – [UNSIGNALIZED] Proposed as a full access driveway on US 290.

Existing Development

Existing surrounding development consists of multiple single family residential developments to the northwest, west, and southeast. A large amount of land northeast, south and east of the development remains undeveloped and could potentially developed in the future. Southwest of the site there is a small commercial development containing the US Post Office, and further southwest there are more restaurants and motels along US 87 and US 290.

Proposed Development

The overall development (21.4 acres) will consist of several land uses. The development is located west of US 87, and just north of US 290 in the city of Fredericksburg, Texas. **Exhibit 2** provides the vicinity map. The site plan will include one proposed driveway along Bob Moritz Drive, three driveways along US 87, and one driveway along US 290. **Exhibit 1** shows the proposed site plan for the Meuse development. **Table 1** summarizes the assumed land uses for the purpose of this traffic study.

Table 1. ITE Land Use Assumptions

ITE Land Use	ITE Code	Unit	Qty.
Single Family Attached Housing	215	Dwelling Units	45
Hotel	310	Rooms	181
Strip Retail Plaza (<40K)	822	KSF	15.1
Fast Casual Restaurant	930	KSF	5.5
Quality Restaurant	931	KSF	5.5
High Turnover/Sit Down Rest.	932	KSF	5.0
Coffee/Donut Shop w/o Drive Thru	936	KSF	1.6

Traffic Study Volumes

Existing Traffic Volumes

The traffic data was collected on a weekday in March 2023 at three existing intersections (TMC's) and two mid-block locations (24-Hour Machine Count). The locations are as follows:

1. US 87 at Bob Moritz Drive
2. US 87 at Theodore Specht Drive
3. US 87 at US 290
4. US 87 between Bob Moritz Dr. and Theodore Specht Dr. (24-Hour Tube Count)
5. US 290 near Barons Creek (24-Hour Tube Count)

The peak turning movement volumes were used in the analysis of the study area intersections to reflect the existing conditions. Based on the collected data, the AM and PM peak hours were determined for each intersection. The raw traffic counts data and an exhibit showing the approximate data collection points are provided in the **Appendix**. **Exhibit 3A** and **3B** show the existing 2023 traffic counts the AM and PM peak hours, respectively. These traffic volumes were utilized for the background volumes in the *SYNCHRO 11* traffic models.

Forecasted Traffic Volumes

To assist in developing a predicted annual growth rate for analysis of future traffic volumes, Dunaway reviewed the collected traffic volumes in the vicinity of the site. **Table 2** shows the result from the 24-hour machine count along US 87 and US 290. After reviewing the collected and

Gillespie County

Economic Development Commission

FREDERICKSBURG - HARPER - STONEWALL - DOSS - WILLOW CITY



February 20, 2024

Mr. Acho Azuike
Chief Operating Officer and Managing Director
DC Partners
2425 West Loop South, 7th Floor
Houston, TX 77027

Dear Mr. Azuike:

On behalf of the Gillespie County Economic Development Commission, I am pleased to write this letter of support for the proposed mixed-use development by DC Partners located on 22 acres at the intersection of U.S. Highway 87 North and U.S. Highway 290 West. The site is well-located at the end of West Main Street and was annexed into the City of Fredericksburg in 2018 under Planned Unit Development zoning. It is a prime location for the landmark project that is being proposed.

Fredericksburg is thriving and continues to see significant growth as an established tourism destination and the epicenter of the burgeoning Hill Country wine region. Despite seeing an estimated 1.8 million visitors per year, our city has not added a new hotel in nine years and, at the present time, still does not have a full-service hotel nor a hotel with adequate meeting space to accommodate many of the conference groups that would like to meet here. The mixed-use development being proposed addresses a variety of needs including bringing the quality hotel brand Kimpton.

Fredericksburg is in Gillespie County which is not part of any Metropolitan Statistical Area (MSA). The most recent Census survey of July 2021 estimates the City's population to be 11,072. In addition, Fredericksburg is not within the outer boundary of any city or town having a population of over 20,000. As such, it is believed that the development site meets all qualifications established by Congress to be considered a Rural Targeted Employment Area (TEA) for the purposes of the EB-5 Immigration Investment Program.

As head of economic development in the community, I am pledging my support to this effort and wish to extend a warm welcome to the international investor communities that the project is attracting.

Sincerely,

Tim Lehmberg
Executive Director



PLANNING AND ZONING COMMISSION **AGENDA MEMO**

DEPARTMENT: Development Services
TO: Planning and Zoning Commission
FROM: Anna Hudson, Director of Development Services

MEETING DATE: March 6, 2024

CATEGORY: PUBLIC HEARING

CAPTION: Request #Z-2402: By the City of Fredericksburg to Consider and Adopt the City of Fredericksburg 2024 Comprehensive Plan "Gute Stadt: Good City."

- i Staff Report
- ii Hold a Public Hearing
- iii Make recommendation on adoption of Comprehensive Plan 2024

PRESENTATION:

SUMMARY:

The City of Fredericksburg engaged Halff in the Fall of 2022 to create a new Comprehensive Plan. Staff and the consultants worked with an Advisory Committee and 10 focus groups. We engaged with the community with three open houses, attended three community events and held three online surveys. Staff would like to thank everyone who has participated in the process, especially members of the Advisory Committee who attended seven meetings.

The 2024 Comprehensive Plan will replace the 2006 Comp Plan. It will not replace the 2015 Comp Plan updates that include the Entry Corridor Standards, Sidewalks Plan, and Gateway Plan.

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.

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.

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.

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.

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.

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.

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.

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.

BACKGROUND:

Sec. 5.100. - PLANNING AND ZONING COMMISSION.

The Planning and Zoning Commission is established with authority to prepare and update the Comprehensive Plan for the orderly growth of the community, and to provide implementation of the comprehensive Plan through zoning, subdivision control, and other related techniques. The Planning and Zoning Commission shall hold public hearing on request for land use considerations, except variances, and forward recommendations of action to the City Council. The City Council shall hold a public hearing and make a final determination concerning each such request.

Public Input:

The third joint meeting of City Council and Planning & Zoning Commission was held on February 20, 2024. In response to feedback from the public and members of Council and P&Z, from citizens from public comment cards, email, phone calls, and survey results, adjustments have been made to the Future Place Type Map and Guiding Principles. Some of the changes to the Future Place Type Map reduced the amount of Mixed Density Residential and increased the amount of Neighborhood Residential and added roadway extensions.

STAFF RECOMMENDATION:

Staff recommends a favorable recommendation from Planning & Zoning for the adoption of the new 2024 Comprehensive Plan based on the extensive work with the community, advisory committee, appointed board members, city staff, and elected officials.

ATTACHMENTS:

1. 2024 Comprehensive Plan_Adoption Draft

2. 2024 Comprehensive Plan Appendix A
3. Final Survey Responses
4. Bundy and Braquet letters of support

APPROVAL/REVIEW:



Shelby Collier, Associate Planner

Date: March 01, 2024



Garret Bonn, Assistant City Manager

Date: March 01, 2024

Rachel Raggio, TOASE Attorney

Date: March 01, 2024



Anna Hudson, Director of Development Services

Date: March 01, 2024



William McKamie, City Attorney

Date: March 01, 2024

CITY OF FREDERICKSBURG

2024 COMPREHENSIVE PLAN

Gute Stadt

“Good City”



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.

MAYOR AND CITY COUNCIL

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

CITY OF FREDERICKSBURG STAFF

Clinton Bailey, P.E., City Manager
Garret Bonn, P.E., C.F.M., Assistant City Manager
Anna Hudson, AICP-C, Director of Development Services
Andrea Schmidt, Director of Parks and Recreation
Shelby Collier, Associate Planner

PLANNING AND ZONING COMMISSION

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Steve Thomas
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Jim Jarreau
Tim Dooley
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Cindy Scroggins

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Mike Starks
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Sarah Washburne

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Julian Salas-Porras
Whitney Linder, AICP-C

TXP

Travis James



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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.

INTRODUCTION + VISION

1

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.

FUTURE DIRECTION

2

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.

IMPLEMENTATION

3

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

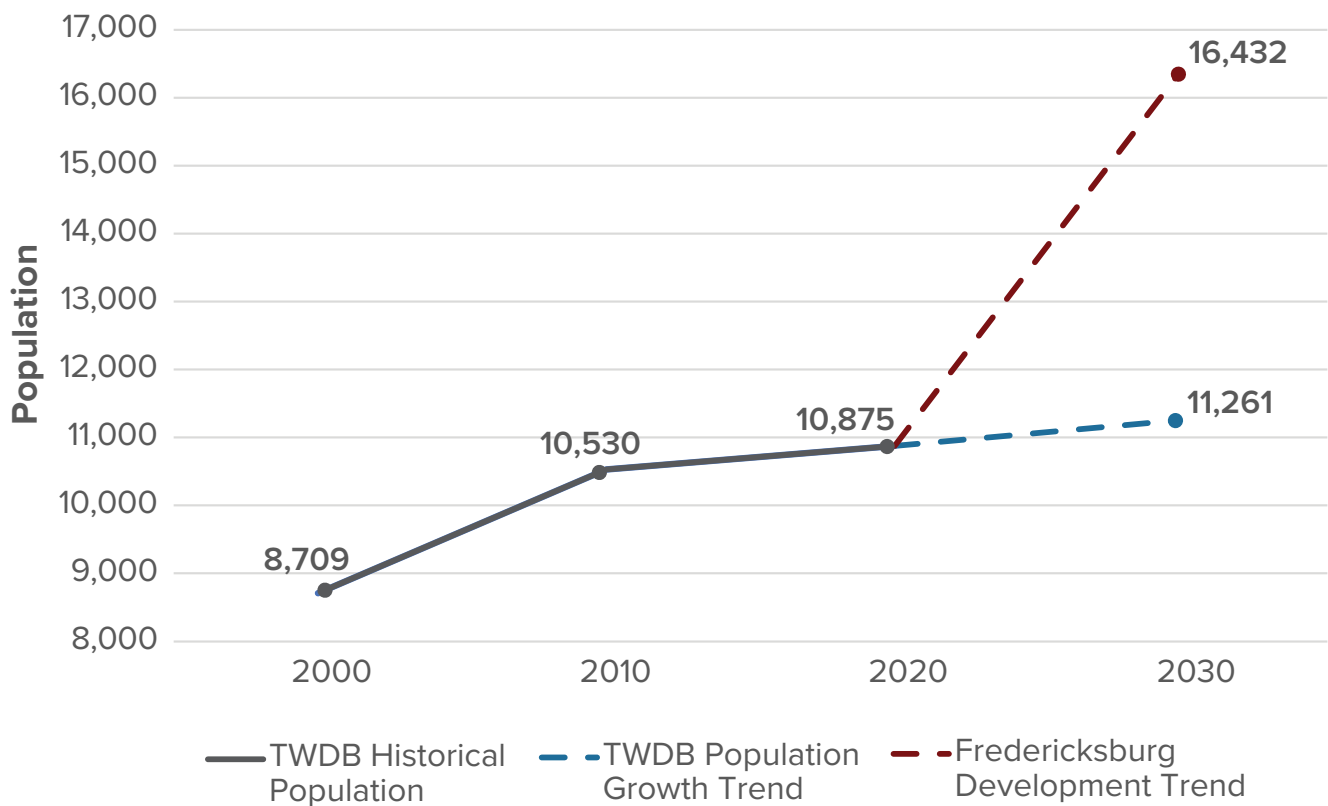
REGIONAL HUB

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.

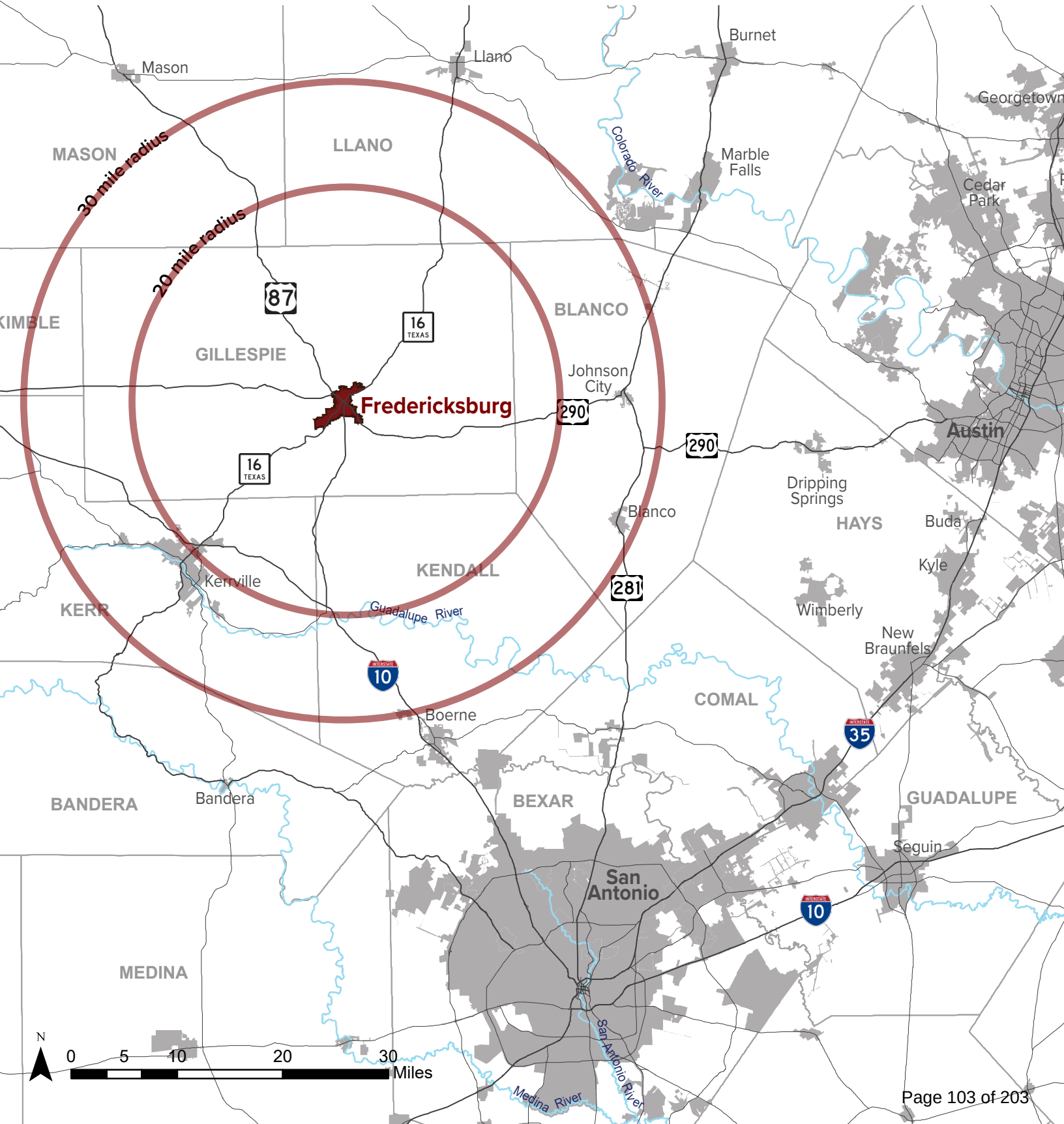
Figure 1.1, Historic and Projected Population



Map 1.1: Regional Context

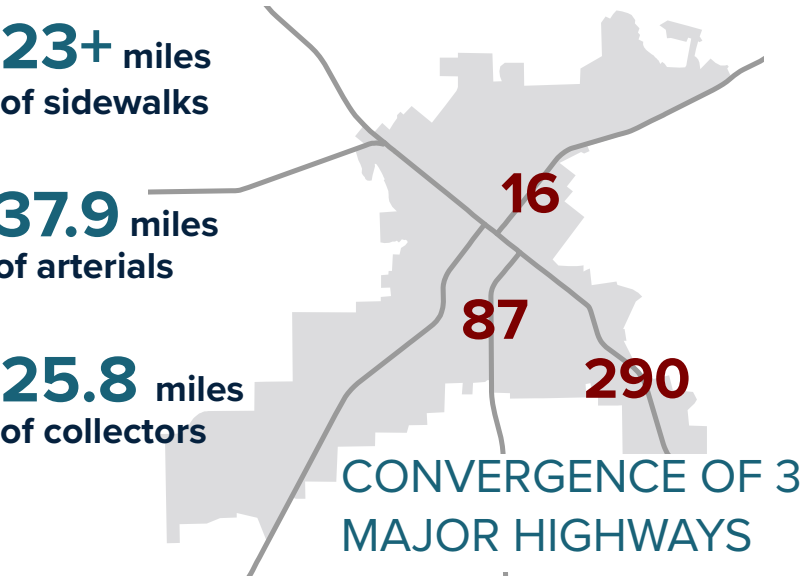
REGIONAL CONTEXT

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.



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



Traffic and pedestrians on Main Street

Main Street volumes exceed 15,000 vehicles per day²

Sources: 1. U.S. Census Bureau 2021 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

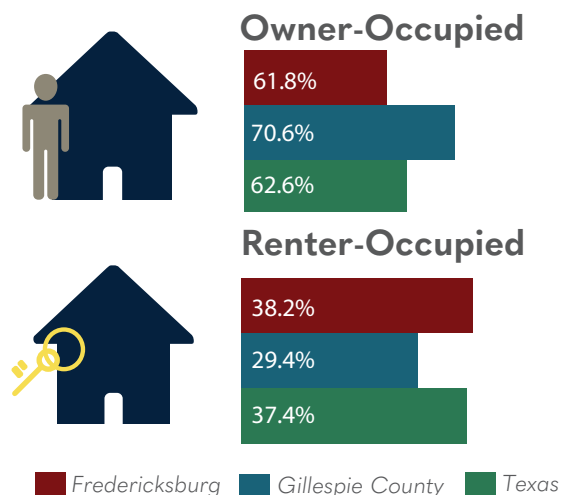
Fredericksburg has had slow population growth in the last decade but has experienced significant increases in the median home value. As of December 2023, there are 1,303 new multi-family units under construction or planned to be added to Fredericksburg's housing stock.



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

2010 - 2021
INCREASE

166%

2015
\$298,640

44% INCREASE

2010
\$206,357



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

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

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

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.

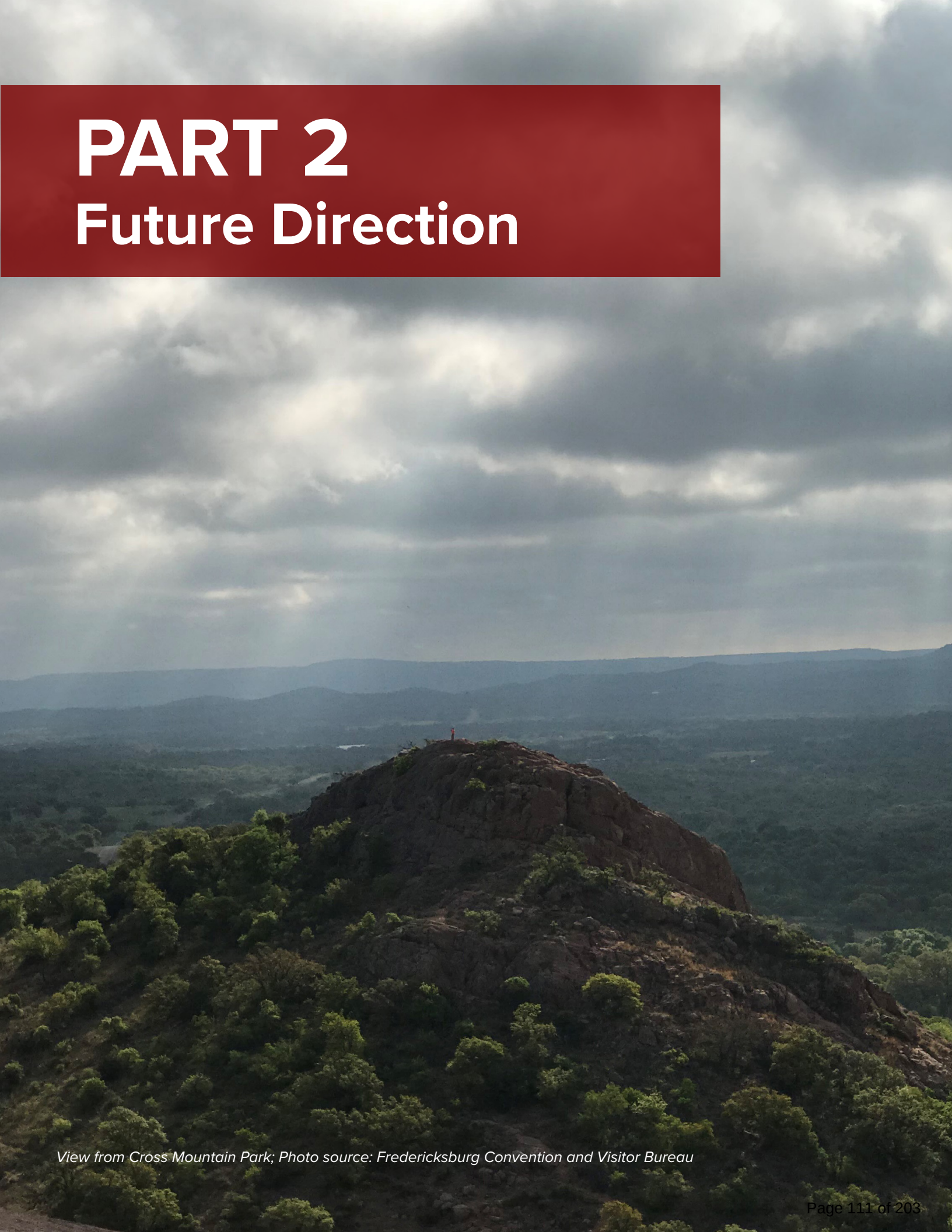
Embracing our heritage, natural beauty, and vibrant community spirit, we envision a future where our unique charm harmonizes with sustainable development.

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



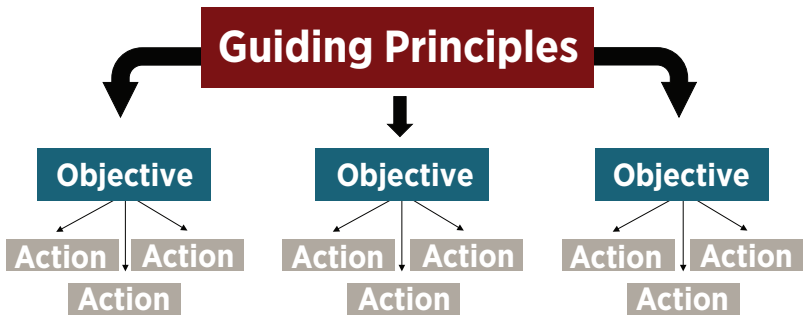
View from Cross Mountain Park; Photo source: Fredericksburg Convention and Visitor Bureau

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.



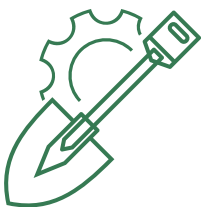
CITY CENTER

- 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.



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

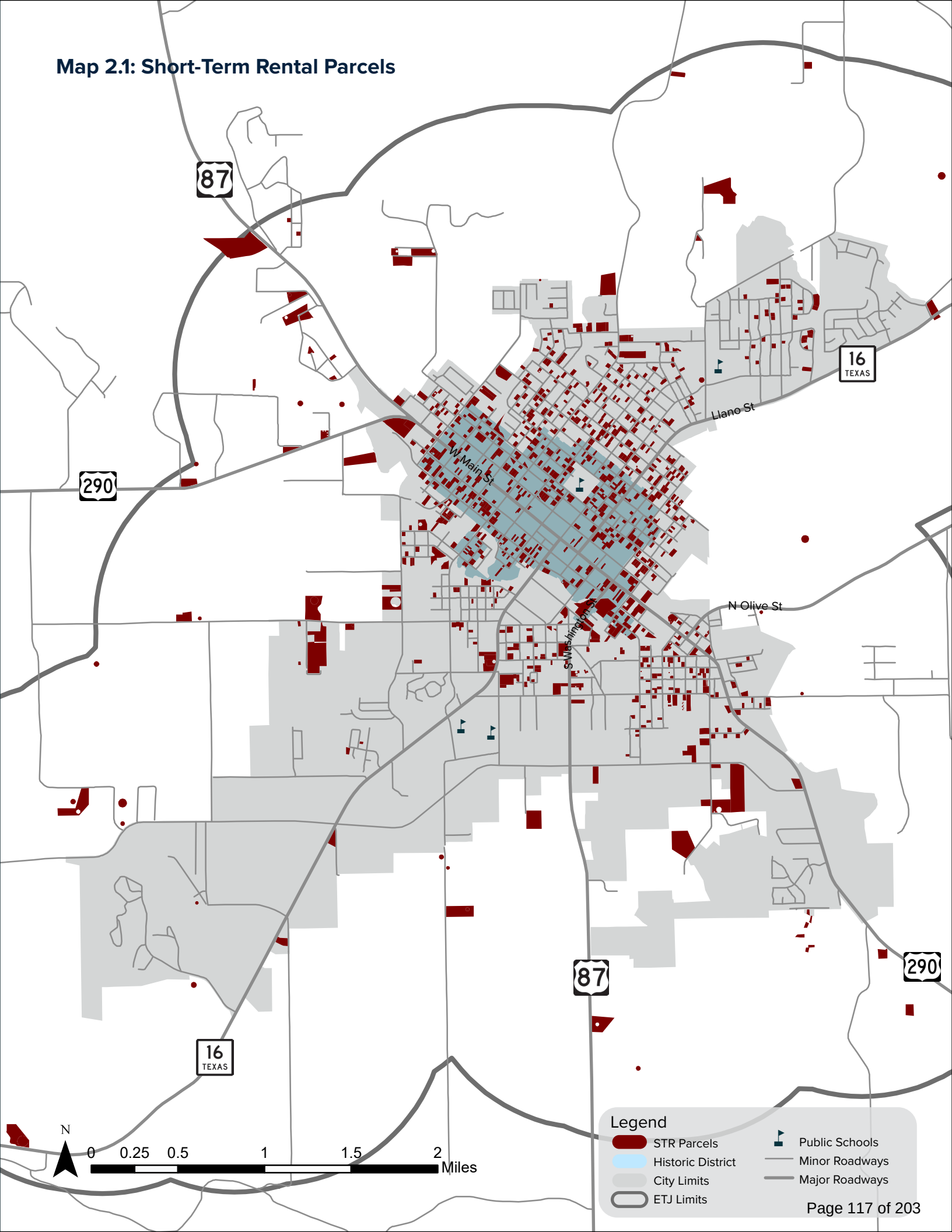
In 2023, approximately 1,000 STR units operated within Fredericksburg. Of these, 853 units are located in all residential zoning districts; 523 units are specifically located in the R1 zoning district. Based on a review of STRs registered with the City combined with parcel data, it is possible to estimate 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





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.

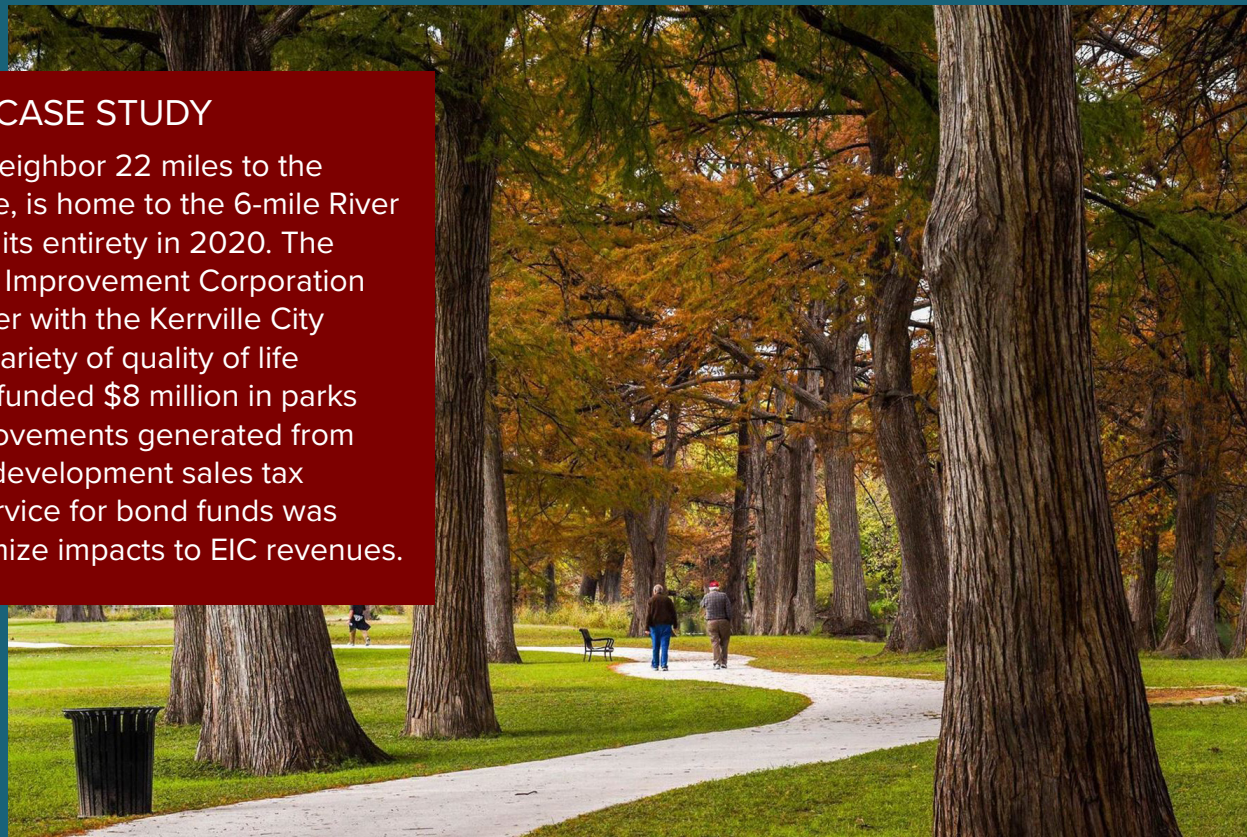
A Type B EDC can bring significant economic benefits to a community by fostering job creation, funding infrastructure development, supporting parks, and supporting overall growth through strategic investments in various industries and projects. While the Type B corporation has a significant degree of 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**

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



Frederick Motel on East Main Street.



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.

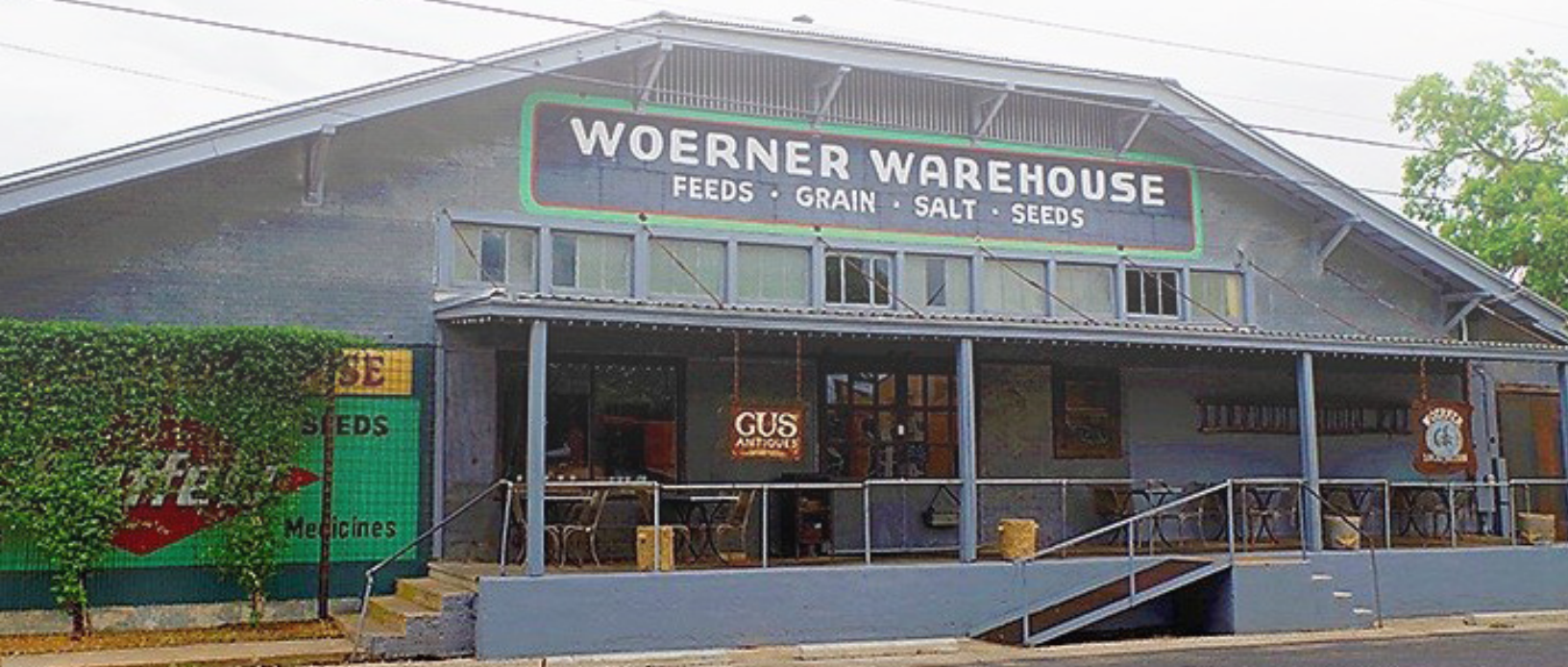


CITY CENTER DISTRICTS

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.

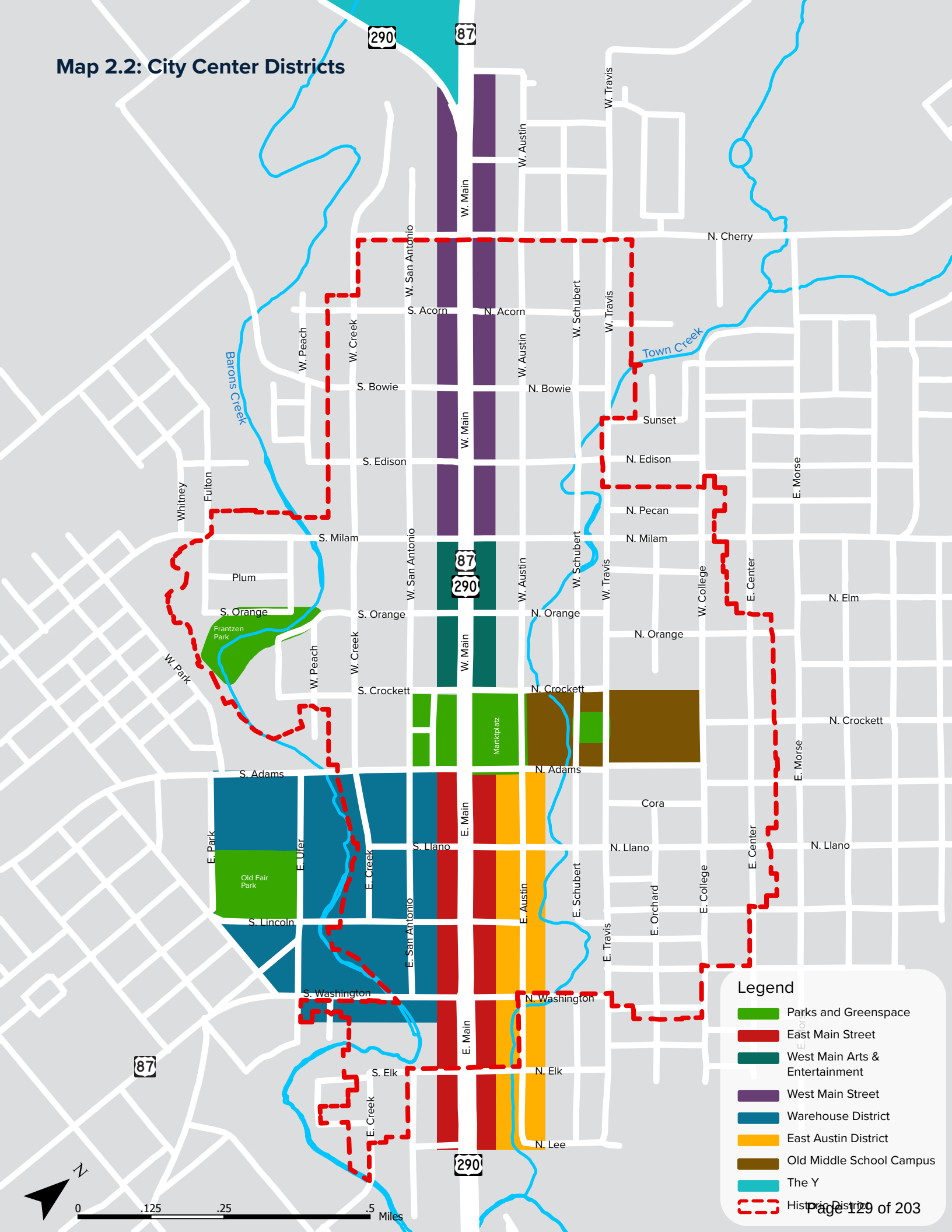
Because of the high level of activity on East Main Street and the future introduction of development at The Y, West Main Street is a prime opportunity area for additional activation, which could be accomplished through the use of a Tax Increment Refinancing Zone (TIRZ).

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





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

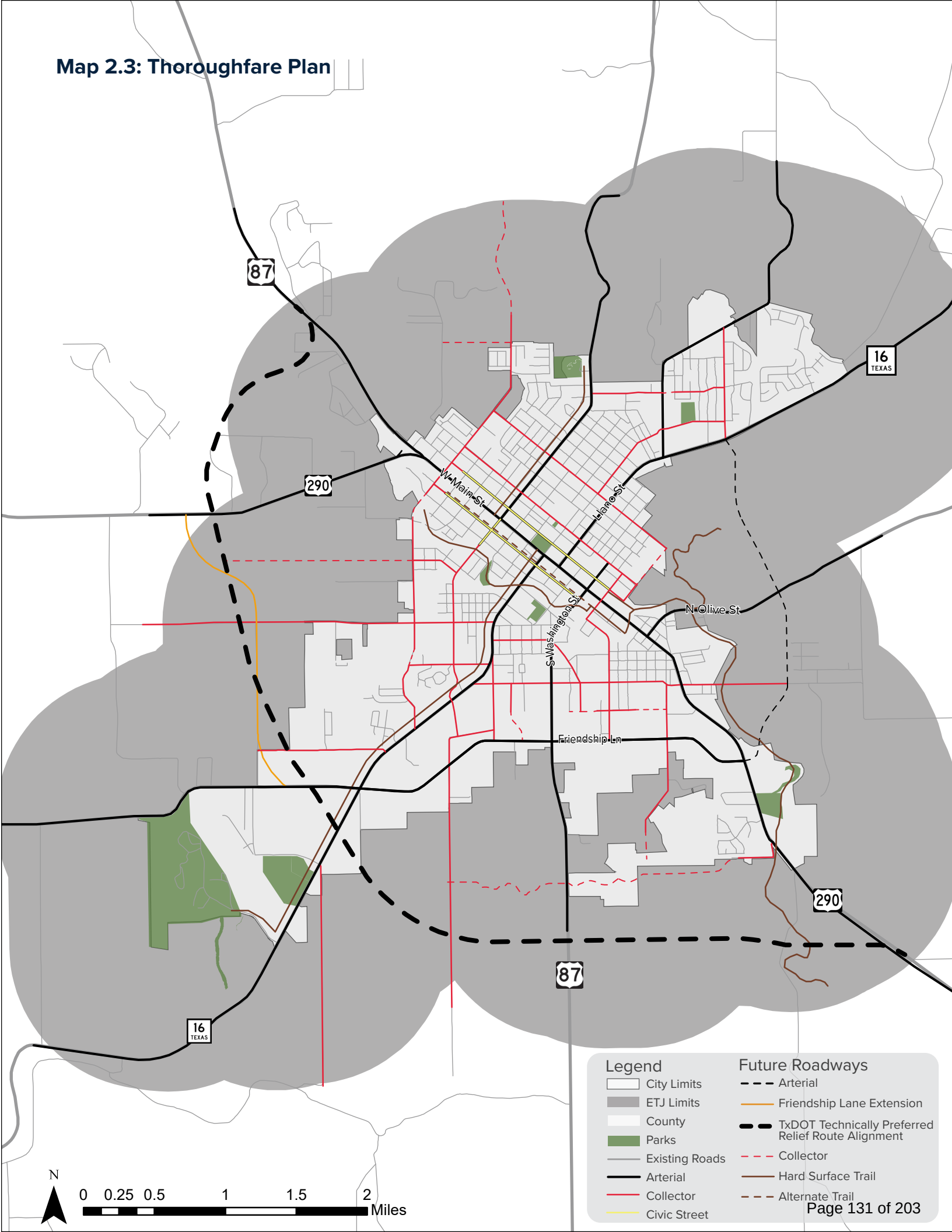
FREDERICKSBURG WILL HAVE A WELL-PLANNED THOROUGHFARE NETWORK THAT REDUCES VEHICULAR CONGESTION WITHIN THE CITY.

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

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.



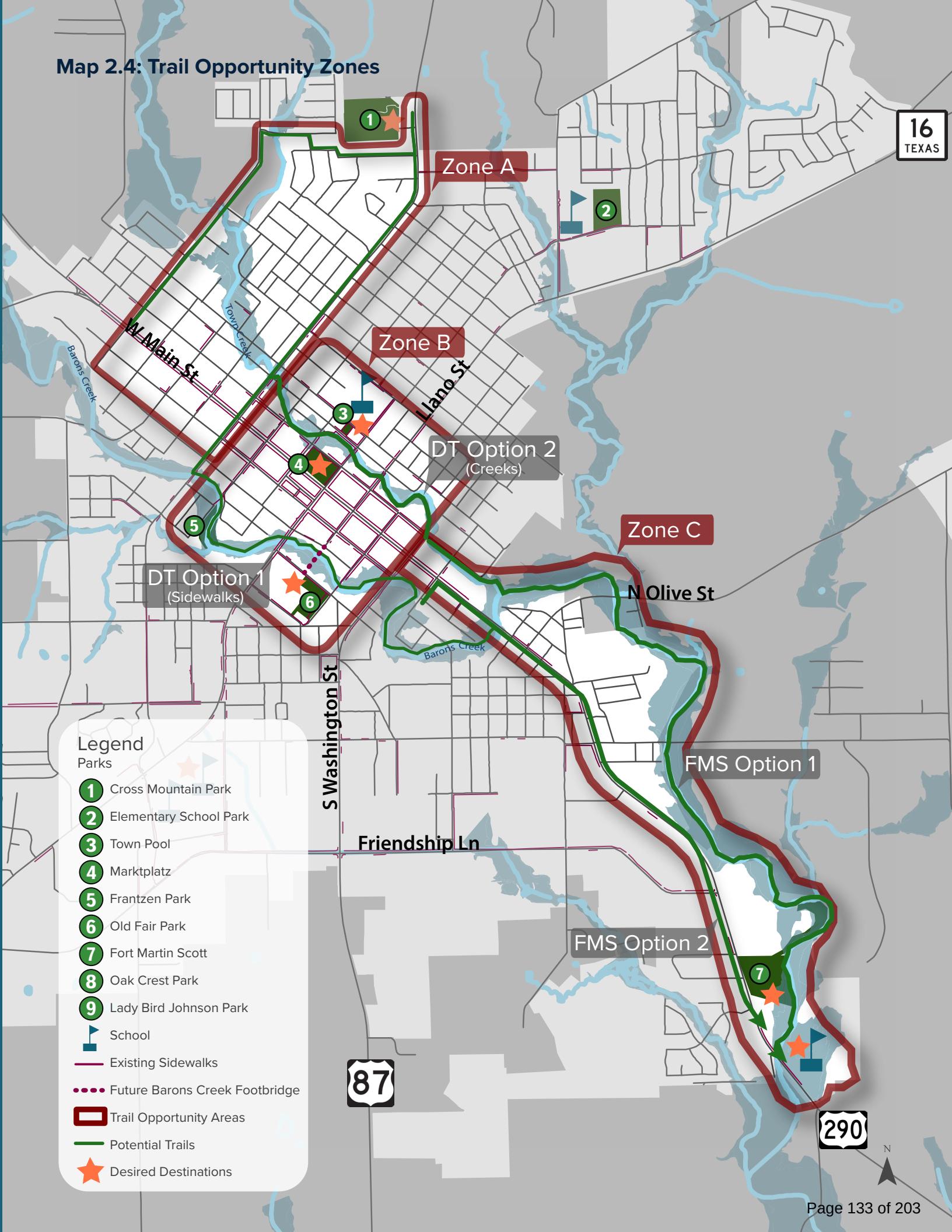
Trail at Fort Martin Scott

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



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.

- *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



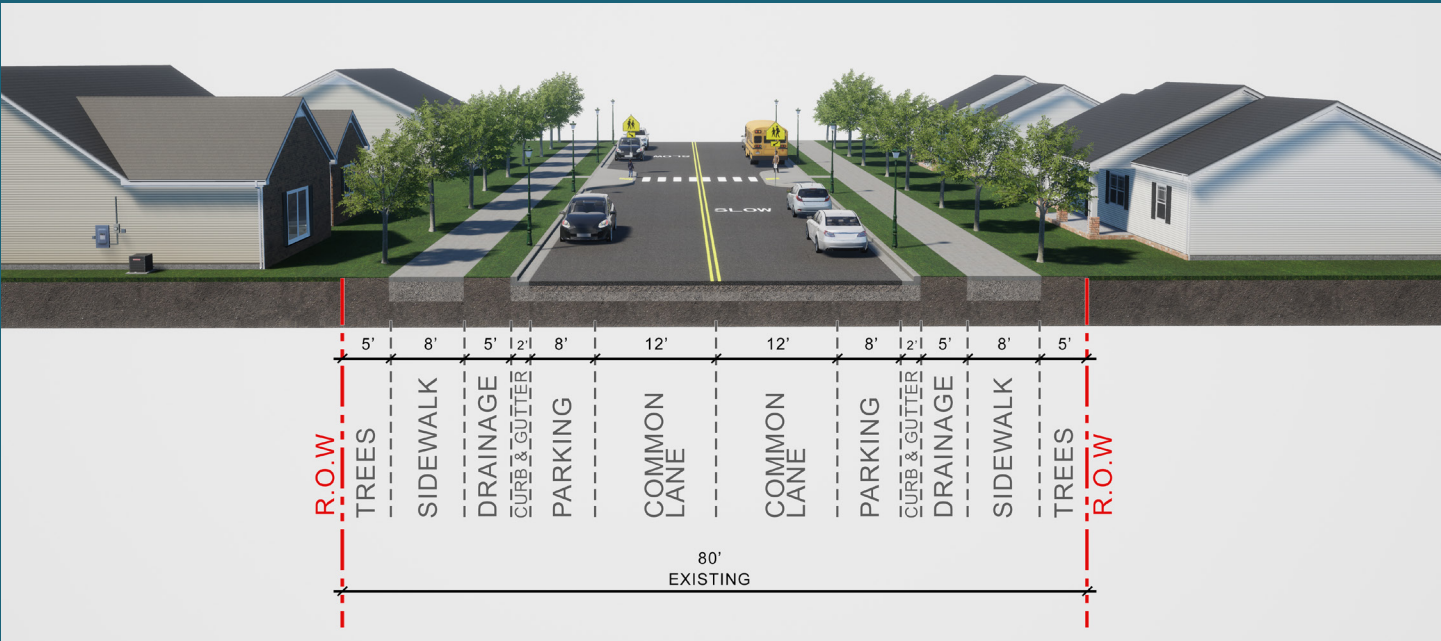
In Fredericksburg’s Historic District, North Crockett Street is a specific example where the distance from curb-to-curb measures approximately 80 feet. Street enhancements here could integrate necessary infrastructure such as drainage and stormwater management infrastructure, and enhancements could include 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.



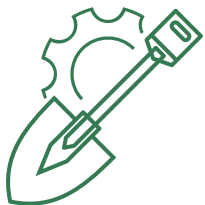
Participants at an open house redesigned a typical Historic District street.



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.

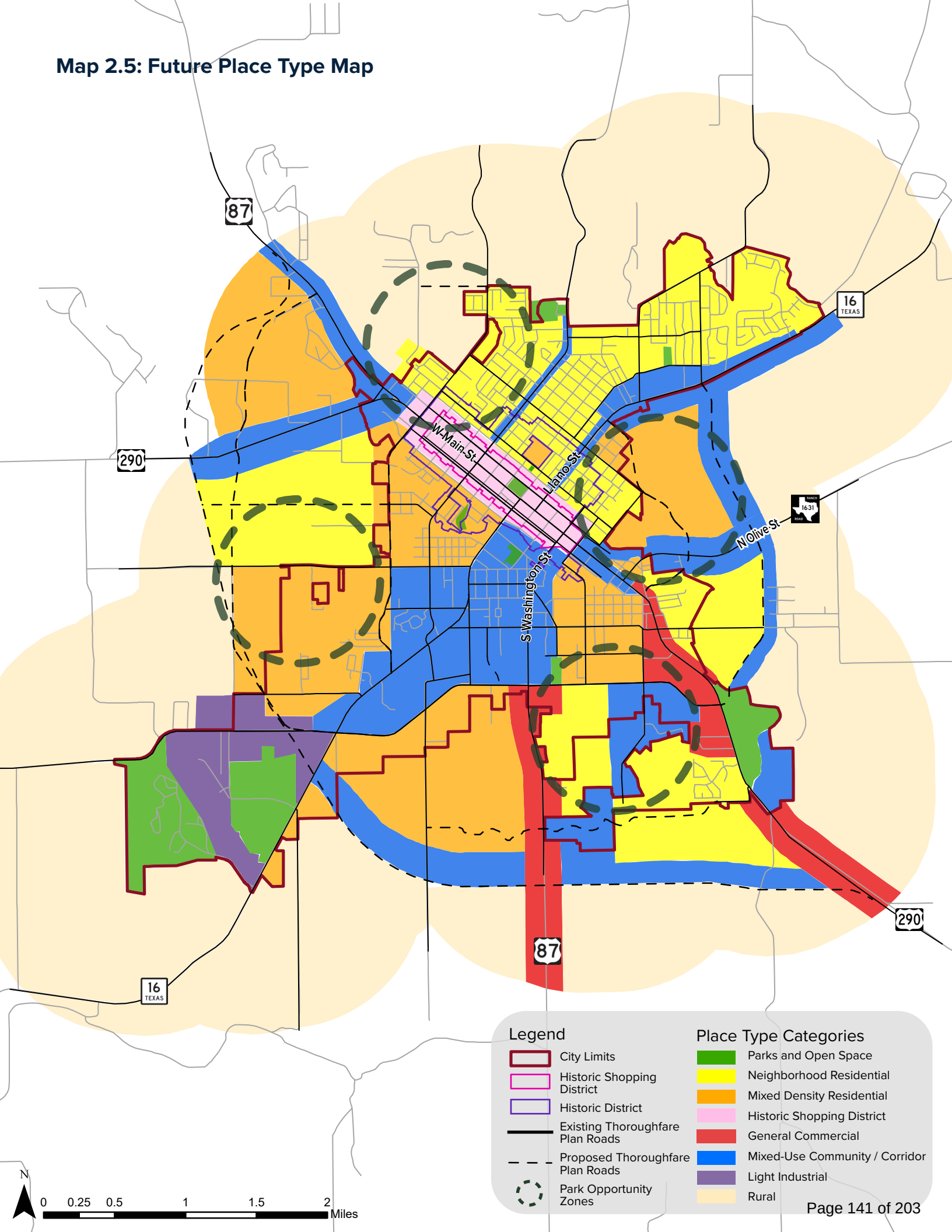
This planning framework is built on a philosophy that focuses on building form, site character, and land use, while being sensitive to the location of growth areas. The Plan reflects the community's desire for more commercial and retail land use, more housing and varied housing types, and "complete" 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



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.

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

Development Intensity Target

Residential	80 - 100%
Commercial	0 - 20%



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:

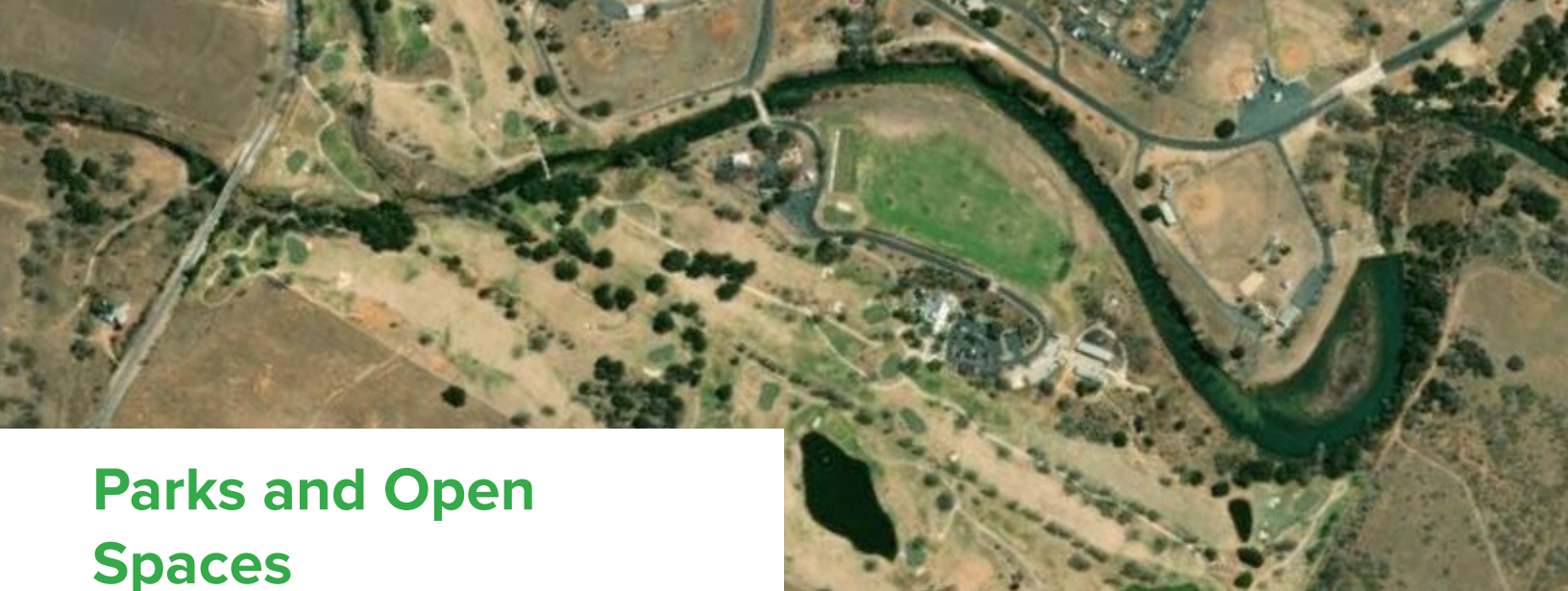
- M1, M2, M3

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:

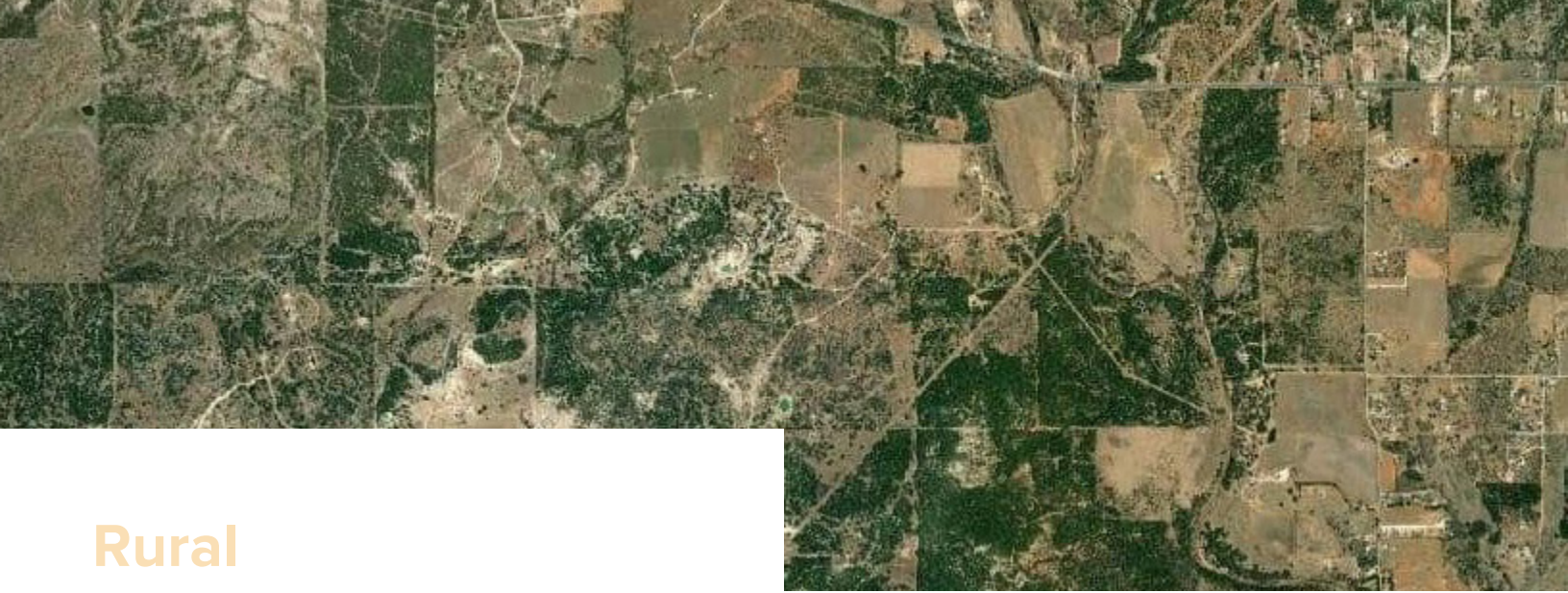
- OS

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.



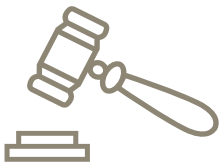
RELATION OF THE HISTORIC PRESERVATION ORDINANCE TO FUTURE PLACE TYPES

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.



Enchanted Rock State Natural Area

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APPENDIX A

Implementation Plan



Implementation Action Plan

Successful implementation of the community's vision is the shared responsibility of the residents, property owners, business owners, governmental agencies, civic organizations, service providers, trade groups, social advocates, and others. With a 10-year implementation period for this Plan, however, it will take the leadership of the City to remind its residents, stakeholders, and partners of their role in pursuing the desired outcomes of their comprehensive plan. This section of the Plan contains the Implementation Action Table. This table contains the Plan's recommendations prioritized and assigned to the responsible entity and potential funding resources for each recommendation; it is important to note that the responsible entities and potential funding resources are subject to change and may include others not listed.

The actions listed in the table are allocated among four levels of prioritization and reflect the action's priority as determined during the comprehensive planning process.

The four time frames identify when Comprehensive Plan actions should be initiated:

- **Short-term (S).** Actions should be initiated within the next one to three years although completion may extend across a longer time frame.
- **Mid-term (M).** Actions should be initiated within the next three to five years although completion may extend across a longer time frame.
- **Long-term (L).** Actions are projected to be implemented in the long term and may be further prioritized in following plan updates.
- **Ongoing (O).** Actions are ongoing because they represent a policy or practice that should occur throughout the planning period.



Figure A.1, Implementation Action Plan

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Neighborhood Quality				
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.				
N.1.A.1.	Amend zoning and subdivision regulations to ensure new infill development is visually compatible with existing neighborhood patterns.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities
N.1.A.2.	Collaborate with Fredericksburg ISD to establish joint goals for future school siting to ensure they are well integrated into neighborhoods.	S	City Council, P&Z, Development Services, City Manager, FISD	N/A
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.	S	City Council, P&Z, Development Services, City Manager	General Fund
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.	S	City Council, P&Z, Development Services, City Manager	N/A
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	S	City Council, P&Z, Development Services, City Manager	General Fund
N.1.A.6.	Encourage neighborhood placemaking elements that add community character and support pride of ownership.	O	City Council, P&Z, Development Services, City Manager, PARD	General Fund
N.1.A.7.	Continue to build working relationships with neighborhood groups to ensure effective communication regarding safety, upkeep, service delivery, and community amenities.	O	City Council, P&Z, Development Services, City Manager, PARD, Neighborhood Groups, Citizens	N/A
N.1.A.8.	Communicate and work with property owners of underutilized land to create more infill opportunities for housing.	O	City Council, P&Z, Development Services, City Manager	N/A
N.1.A.9.	Work with Fredericksburg ISD on the redevelopment of the old Middle School Campus.	S	City Council, P&Z, Development Services, City Manager, FISD	N/A
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.	M	City Council, P&Z, Development Services, City Manager, FISD	N/A
N.1.A.11.	Adopt a tree preservation ordinance to preserve mature trees and promote neighborhood integrity.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.				
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.	M	City Council, Development Services, City Manager, Chamber of Commerce	N/A
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.	M	City Council, Development Services, City Manager	N/A
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.	M	Development Services, FISD, Local Real Estate Organizations	General Fund
Objective B: Encourage affordability and diversity of housing products.				
N.2.B.1.	Identify zoning and regulatory barriers to developing missing housing types (patio/garden homes, townhomes, etc.).	S	City Council, P&Z, Development Services, City Manager, Chamber of Commerce	General Fund, GLO Resilient Communities
N.2.B.2.	Review and amend the zoning and subdivision regulations to allow a greater mix of housing types in each neighborhood.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
N.2.B.3.	Consider establishing a special development review track that expedites review of development projects that integrate income restricted housing units.	M	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
N.2.B.4.	Promote affordable housing via development incentives such as density bonuses and parking requirement reductions.	S	City Council, P&Z, Development Services, City Manager	N/A
N.2.B.5.	Prioritize inclusion of affordable housing in future development agreements between the City and developers.	O	City Council, P&Z, Development Services, City Manager	N/A



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Workforce				
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.				
W1.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.).	S	City Council, P&Z, Development Services, City Manager, Private Entities	General Fund, Private Funds, Chamber, EDC
W1.A.2.	Create an internship program with the Chamber of Commerce to provide high school students the opportunity to learn about local jobs.	S	City Council, Chamber of Commerce, FISC, Private Entities	General Fund, Chamber of Commerce
W1.A.3.	Encourage area colleges, community groups, and training agencies to establish programs that would benefit the Fredericksburg workforce.	O	City Council, P&Z, Development Services, City Manager, Private Entities, Gillespie County EDC	N/A
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.				
W1.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.	S	City Council, Gillespie County, P&Z, Development Services, City Manager, Gillespie County EDC	General Fund
W1.B.2.	Develop educational materials about strategies available to the City of Fredericksburg for funding enhancements that contribute to the overall quality of life.	S	Development Services, Finance Department, Gillespie County EDC	General Fund
W1.B.3.	Determine what long-term level of general fund revenue can be allocated without creating unforeseen budget implications.	S	City Council, P&Z, Development Services, City Manager, Finance Department	General Fund

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.				
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.	S	City Council, P&Z, Development Services, City Manager, Gillespie County EDC, Convention & Visitors Bureau, Gillespie County	Gillespie County EDC
W.2.A.2.	Submit application for Cultural District Designation through the Texas Commission of the Arts.	M	City Council, P&Z, Development Services, City Manager, Convention & Visitors Bureau	General Fund, CVB
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.	O	City Council, P&Z, Development Services, City Manager, CVB, Gillespie County EDC, Public Works & Utilities	N/A
W.2.A.4.	Ensure City permitting processes are conducive to business start-ups and expansions.	O	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
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.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	Federal and State Grants
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.	S	City Council, P&Z, Development Services, City Manager	N/A



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Tourism				
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.				
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.	O	City Council, Development Services, City Manager, CVB, Chamber of Commerce	General Fund, CVB
T.1.A.2.	Establish a designated wine tour pick up and drop off zone or park and ride location, co-located with parking.	M	City Council, Development Services, City Manager, CVB	General Fund, CVB
T.1.A.3.	Establish a maintenance and replacement plan for wayfinding signage located in the Central Business District.	S	Development Services, City Manager, CVB	General Fund, CVB
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.	O	City Council, P&Z, Development Services, City Manager, CVB, FPD	General Fund, CVB
T.1.A.5.	Develop programs that allow locals to showcase their culture, traditions, and artisanal products, fostering a more authentic experience for tourists.	M	Development Services, City Manager, PARD, CVB, Chamber of Commerce	General Fund, CVB
Objective B: Support placemaking opportunities to maintain a uniquely Fredericksburg experience.				
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.).	M	City Council, Development Services, P&Z, City Manager, CVB, Gillespie County EDC	TIRZ, Grants
T.1.B.2.	Pursue, promote, and encourage public art in public spaces.	O	City Council, Development Services, City Manager, PARD, FISC, Private Entities	General Fund, CVB, TIRZ, Grants
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.	M	City Council, Development Services, City Manager, CVB, Public Works & Utilities	General Fund, CVB

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.				
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.	O	City Council, P&Z, Development Services, City Manager, CVB, Gillespie County EDC, Chamber of Commerce	N/A
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.	M	Development Services, City Manager, PARD, CVB, Pioneer Museum	General Fund, CVB
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	O	City Council, P&Z, Development Services, City Manager, CVB, Finance Department	General Fund
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.	O	City Council, Development Services, City Manager, CVB, Finance Department	N/A
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.	S	City Council, P&Z, Development Services, City Manager	N/A
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. • Offer self-guided walking tours of historic landmarks or legacy businesses. • Promote local theater productions and art galleries. • Pursue family-friendly entertainment options.	O	City Council, Development Services, City Manager, CVB	General Fund, CVB
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.	O	City Council, Development Services, PARD	N/A



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
City Center				
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.				
C.1.A.1.	Create a City Center Master Plan to establish a clear vision specific to Main Street, including any unique sub-areas 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 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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, PARD, Gillespie County EDC, CVB, Chamber of Commerce, TxDOT, AACOG, Citizens	General Fund, CVB, EDC
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.	S	City Council, P&Z, Development Services, City Manager, Gillespie County	General Fund, CVB, EDC

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.	M	City Council, P&Z, Development Services, City Manager, Gillespie County EDC, CVB, Chamber of Commerce	General Fund, CVB, EDC
C.1.A.4.	Evaluate current zoning downtown to ensure current allowed uses are still desirable.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
C.1.A.5	Evaluate current zoning downtown to attract new uses that complement the character of the area.	O	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
C.1.A.6	Consider requiring a Conditional Use Permit for new alcohol-related businesses.	S	City Council, P&Z, Development Services, City Manager	N/A
Objective B: Maintain monitoring the supply, demand, and impacts of parking in Fredericksburg's City Center.				
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, CVB	General Fund, CVB, TIRZ
C.1.B.2.	Increase public awareness of parking options off Main Street through signage and advertisements.	S	City Council, Development Services, City Manager, CVB	General Fund, CVB
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.	M	City Council, Development Services, City Manager, CVB	General Fund, GLO Resilient Communities
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.	O	City Council, Development Services, City Manager, CVB	N/A



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Mobility				
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.				
M.1.A.1.	Continue to work in partnership with TxDOT to find solutions regarding transportation issues on US Highway 290, such as enhanced crosswalk safety, improved parking egress and visibility, intersection timing, and safe turning movements.	O	City Council, P&Z, Development Services, Public Works & Utilities, City Manager, Gillespie County, TxDOT	Federal Grants, TxDOT
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 and other state roads while also considering alternative projects or phased relief routes to alleviate traffic on Main Street.	L	City Council, P&Z, Development Services, Public Works & Utilities, City Manager, Gillespie County, TxDOT	N/A
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.	S	City Council, P&Z, Development Services, Public Works & Utilities, City Manager, TxDOT	General Fund, GLO Resilient Communities
M.1.A.4.	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.	O	City Council, P&Z, Development Services, Public Works & Utilities, City Manager, Gillespie County, FPD, FFD & EMS	N/A
M.1.A.5.	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	O	City Council, P&Z, Development Services, Public Works & Utilities, TxDOT	N/A

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Objective B: Expand and refine Fredericksburg's transportation system in a context-sensitive manner to respect community character while enhancing connectivity and safety.				
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, PARD	General Fund, GLO Resilient Communities
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.	M	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund
M.1.B.3.	Consider adoption of a Complete Streets policy to promote safer mobility of all users and minimize conflict points between modes.	M	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities
M.1.B.6.	Evaluate opportunities to invest in transportation demand management and smart city technologies to improve transportation efficiency.	O	City Council, P&Z, Development Services, Public Works & Utilities, City Manager	N/A
Guiding Principle 2: Fredericksburg will support safe, comfortable, and convenient transportation options.				
Objective A: When updating or creating plans related to mobility, ensure a focus on bike routes, sidewalks, and non-vehicular options for transportation.				
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.	M	City Council, Development Services, Public Works & Utilities, City Manager, PARD, Gillespie County, Citizens	General Fund, Grants
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.	O	Development Services, Public Works & Utilities	General Fund
M.2.A.3.	Prepare a new Sidewalk Action Plan every five years.	S	Development Services, Public Works & Utilities	General Fund



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Objective B: Apply transportation improvements which prioritize safety, comfort, and connectivity of pedestrians and cyclists.				
M.2.B.1.	Obtain funding to implement new, high-priority bicycle lanes and sidewalk projects.	S	Development Services, Public Works & Utilities, Engineering Department, Finance Department	General Fund, Grants
M.2.B.2.	Enhance pedestrian safety on North Crockett Street between West Austin Street and West Travis Street to create a safe connection between Marktplatz, Town Pool, and the old Middle School campus.	M	City Council, P&Z, Development Services, Public Works & Utilities	General Fund, Grants
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.	S	City Council, P&Z, Development Services, Public Works & Utilities	N/A
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.).	O	City Council, P&Z, Development Services, Public Works & Utilities	N/A
M.2.B.5.	Coordinate with Fredericksburg ISD to identify optimal projects and pursue funding through Safe Routes to Schools programs.	S	City Council, P&Z, Development Services, Public Works & Utilities, FISD	General Fund, FISD, Grants, Safe Routes to School
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.).	O	City Council, P&Z, Development Services, Public Works & Utilities, FISD	General Fund, Grants Private Funds
Objective C: Partner with federal, state, county, and other local entities to enhance alternative transportation choices in the Fredericksburg area.				
M.2.C.1.	Evaluate potential of ride-sharing programs both locally and regionally.	S	City Council, P&Z, Development Services, Public Works & Utilities, City Manager, Gillespie County, AACOG	General Fund
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.	L	City Council, Development Services, City Manager Public Works & Utilities	General Fund
M.2.C.3.	Actively support and coordinate local and regional transit operations (to/from Kerrville, Stonewall, and Johnson City).	O	City Council, Development Services, City Manager, Gillespie County, TxDOT, AACOG, Surrounding Cities	N/A
M.2.C.4.	Collaborate with community partners to promote bicycle education and awareness to promote a bicycle-supportive culture.	O	City Council, Development Services, City Manager, PARD, Local bike shops	N/A

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.	O	City Council, Development Services, City Manager, Gillespie County, TxDOT, AACOG, Surrounding Cities	N/A
Small-Town Sensitive Growth				
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.				
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.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
G.1.A.3.	As a part of the development code update, strengthen requirements for parkland and trail dedication from new development.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
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.	O	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
G.1.A.6.	Encourage and promote quality development through predictive and flexible development codes consistent with this and other adopted master plans.	O	City Council, P&Z, Development Services, City Manager	N/A
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.	S	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
G.1.A.8.	Designate policies and funding sources for acquisition of open space areas.	O	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities, Hill Country Alliance
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.	S	City Council, P&Z, Development Services, City Manager, Hill Country Alliance	General Fund, GLO Resilient Communities
G.1A.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.	S	City Council, P&Z, Development Services, City Manager	N/A
Objective B: Create mechanisms to properly consider infrastructure, community character, and economic impact of all new development.				
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.	O	City Council, P&Z, Development Services, City Manager	N/A
G.1.B.2.	Develop Annexation Criteria to determine whether annexation requests are fiscally sustainable and meet the City's desired principles of contextually sensitive growth.	O	City Council, P&Z, Development Services, City Manager	General Fund
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.	O	City Council, P&Z, Development Services, City Manager	General Fund, GLO Resilient Communities
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.	O	City Council, P&Z, Development Services, City Manager, Gillespie County	N/A
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.	O	City Council, P&Z, Development Services, City Manager	General Fund
G.1.B.6.	Update the landscaping ordinance to require streetscape landscaping and tree plantings to be native and drought tolerant species.	O	Development Services	General Fund, GLO Resilient Communities

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Governance				
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.				
Go.1.A.1.	Enhance a community outreach and engagement strategy that fosters dialogue, builds community trust, and encourages informed civic participation.	S	City Council, P&Z, Development Services, City Manager, Citizens	General Fund
Go.1.A.2.	Create a development guidebook which clearly specifies the development process for landowners, the development community, and other applicants.	S	City Council, P&Z, Development Services, City Manager	General Fund
Go.1.A.3.	Identify funding and build community support for the development of a new City Hall.	M	City Council, P&Z, Development Services, City Manager	General Fund
Go.1.A.4.	Maintain transparency of decision-making and collaboration with community stakeholders.	O	All city departments	N/A
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.	O	City Council, P&Z, Development Services, City Manager, FPD, FFD & EMS	General Fund
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.	S	City Council, Development Services, FPD, FFD & EMS	General Fund
Go.1.A.7.	Ensure that Fredericksburg's public safety service departments continue to expand operational tools, technology, equipment, and specialized expertise and trainings.	O	City Council, Development Services, FPD, FFD & EMS	General Fund
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.	O	City Council, Development Services, FFD, Citizens	General Fund
Go.1.A.9.	Continue to build positive relationships with the development community and business owners through frequent outreach and opportunities for discourse.	O	City Council, P&Z, Development Services, City Manager, Gillespie County EDC, CVB, Chamber of Commerce	N/A
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.	S	Development Services, Chamber of Commerce, PD, Health Department	General Fund
Objective B: Utilize the Comprehensive Plan as an integral part of daily, weekly, and monthly decision-making processes.				
Go.1.B.1.	Prepare educational and promotional materials about this comprehensive plan to promote community understanding of the priorities and implementation.	S	City Council, P&Z, Development Services, City Manager, Civic Organizations	General Fund



Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Go.1.B.2.	Establish and undertake a staff-led 5-Year Plan Update process within five years of Plan adoption.	M	City Council, P&Z, Development Services, City Manager	General Fund
Go.1.B.3.	Undertake a 10-Year Plan Update within 10 years of plan adoption.	L	City Council, P&Z, Development Services, City Manager	General Fund
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 accepting or rejecting proposals and making decisions.	O	City Council, P&Z, Development Services, City Manager	N/A
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.	O	City Council, P&Z, Development Services, City Manager	General Fund
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.	S	Development Services, City Manager	General Fund
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.	S	City Council, P&Z, Development Services, City Manager	General Fund
Objective C: Foster citizen engagement and community partnerships.				
Go.1.C.1.	Identify opportunities to partner with local groups to achieve the goals and objectives of this comprehensive plan.	S	City Council, P&Z, Development Services, PARD, FISC, Chamber of Commerce, Gillespie County EDC, Civic Organizations, Citizens	N/A
Go.1.C.2.	Create a beautification committee to identify aesthetic enhancements and improvements throughout the community.	S	City Council, P&Z, Development Services, Citizens, Beautification Committee	N/A
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.	O	City Council, P&Z, Development Services, PARD, Citizens	Private Funds, Philanthropy
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.).	O	City Council, P&Z, Development Services, FISC, Citizens, Rotary Clubs, Lions Clubs, Friends of the Fredericksburg Nature Center, Master Naturalists, Master Gardeners, Native Plant Societies, Fredericksburg Optimist Club, etc.	Private Funds, Philanthropy

Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
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.				
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
Go.2.A.3.	Require utilities be underground in new development and retrofit underground utilities in existing developed areas to the maximum extent feasible.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, GLO Resilient Communities
Go.2.A.4.	Explore feasible new uses for the city's landfill after it is capped. Convene a task force to review options.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
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.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
Go.2.A.6.	Plan for future water supply needs; maintain an inventory of existing, planned, and programmed water, sewer, and utility infrastructure.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
Go.2.A.7.	Continue to devote resources for education and training of staff and volunteers, technology enhancements, and recruiting.	O	City Council, P&Z, Development Services, City Manager, Public Works & Utilities	General Fund, Enterprise Fund
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, Gillespie County, Water District, Hill Country Alliance	General Fund, Enterprise Fund
Objective B: Evaluate opportunities to increase protection of Fredericksburg's sensitive natural resources.				
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.).	S	City Council, P&Z, Development Services, City Manager, Hill Country Alliance	General Fund, GLO Resilient Communities
Go.2.B.2.	Identify no-mow zones on City-owned property, specifically in city parks and along riparian corridors.	S	City Council, P&Z, Development Services, City Manager, PARD	General Fund

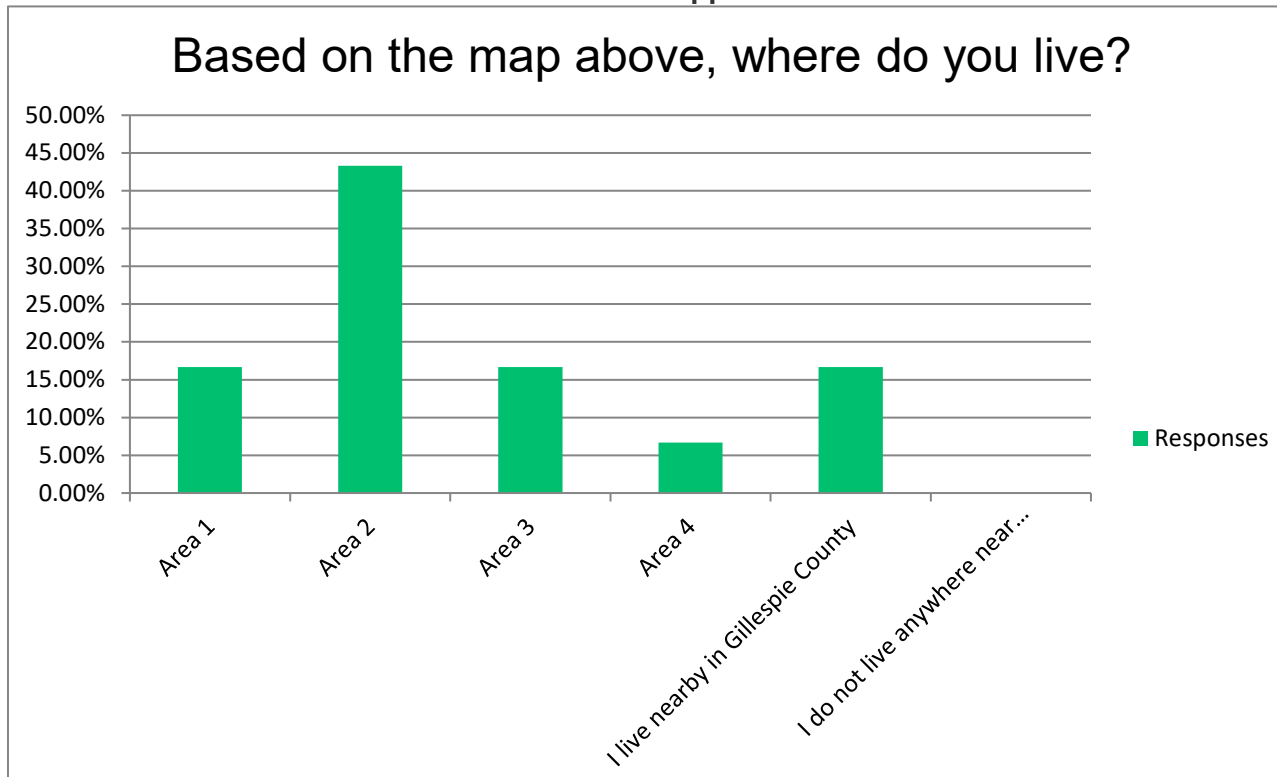


Actions		Time Frame	Involved Departments (and Partnering Entities)	Potential Funding Resources
Go.2.B.3.	Update the development code to establish streamline buffers which cannot be developed in to preserve creek corridors and allow for the preservation of green space, stormwater management, trail opportunities, etc.	S	City Council, P&Z, Development Services, City Manager, , Public Works & Utilities, PARD	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, PARD	General Fund, GLO Resilient Communities
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.	S	City Council, P&Z, Development Services, City Manager, Public Works & Utilities, PARD	General Fund, GLO Resilient Communities
Go.2.B.6.	Research and develop conservation easement guidelines with regional and state land conservation organizations.	L	City Council, P&Z, Development Services, City Manager, Hill Country Alliance	General Fund
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.).	O	City Council, P&Z, Development Services, City Manager, Private Entities, Citizens	General Fund
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.	O	Public Works & Utilities, PARD	General Fund

Fredericksburg Comprehensive Plan Public Comment Survey

Based on the map above, where do you live?

Answer Choices	Responses	
Area 1	16.67%	5
Area 2	43.33%	13
Area 3	16.67%	5
Area 4	6.67%	2
I live nearby in Gillespie County	16.67%	5
I do not live anywhere near Fredericksburg	0.00%	0
Answered		30
Skipped		0



Fredericksburg Comprehensive Plan Public Comment Survey

Do you feel that this Plan provides guidance for decision makers in Fredericksburg?

Answer Choices	Responses	
Yes	89.66%	26
No	3.45%	1
Unsure (please specify)	6.90%	2

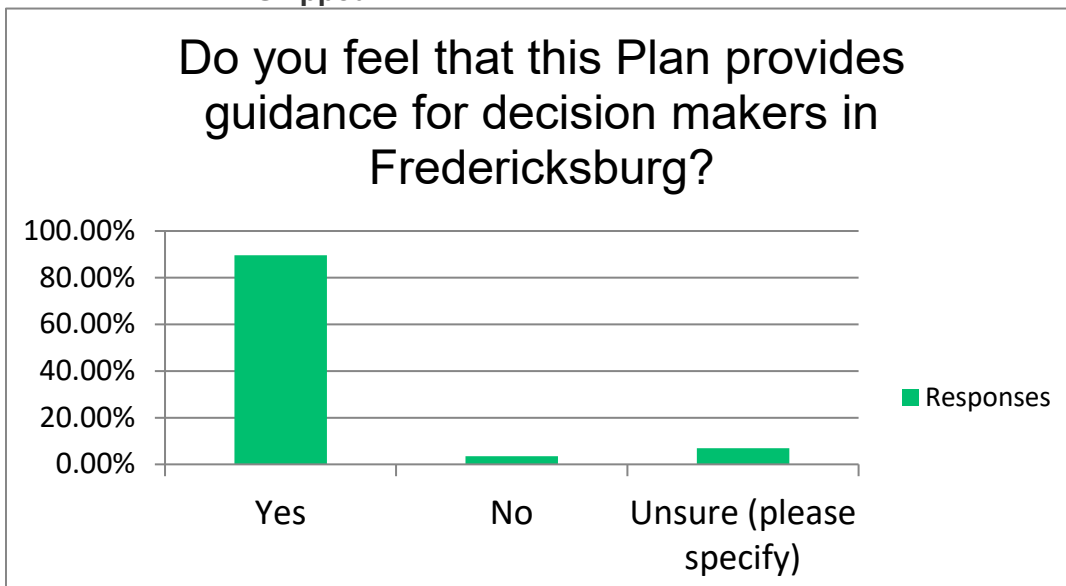
Answered 29

Skipped 1

Unsure (please specify)

There is not much specified in the way of recourse or in executing. I would like to see more emphasis on enforcement.

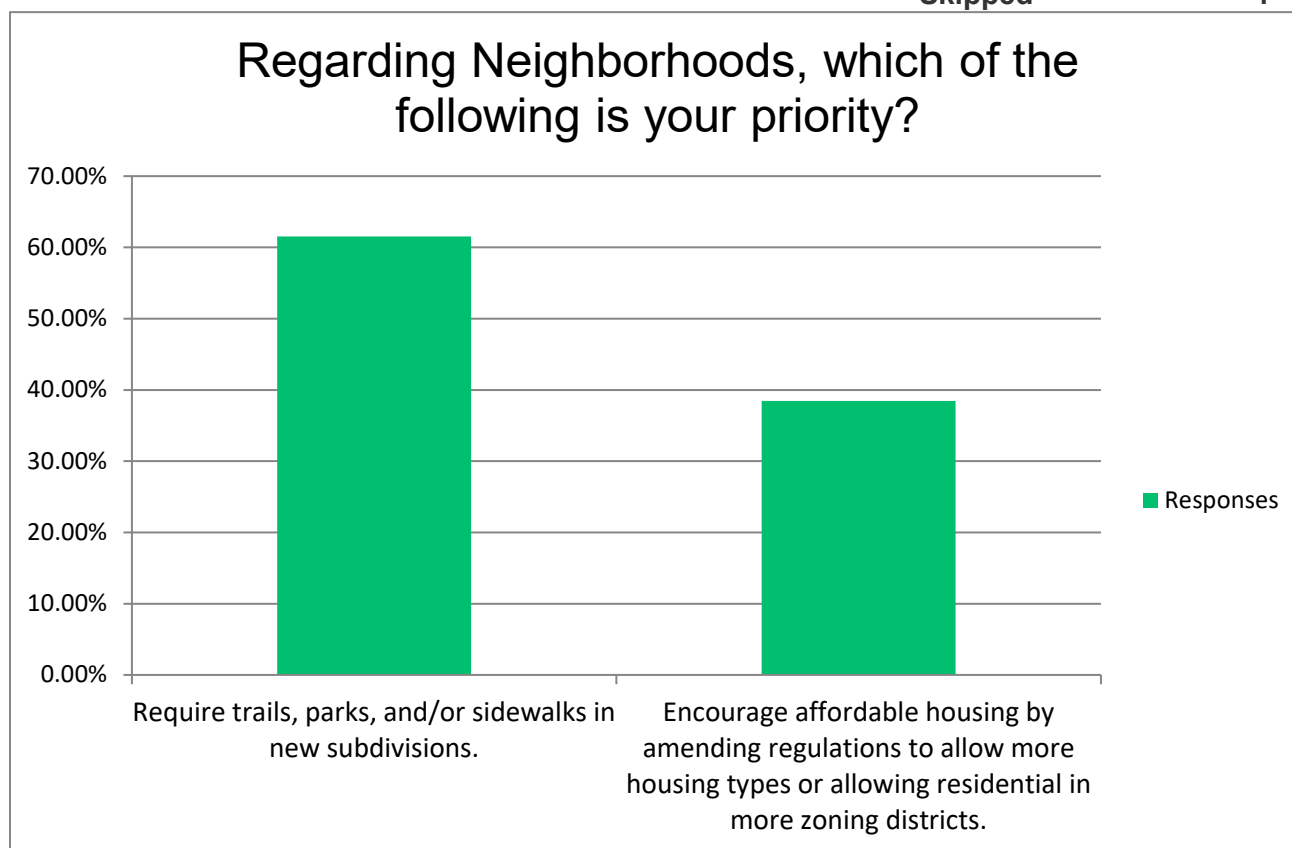
Who are you defining as the "decision makers?" The committees are getting a reputation as being unelected dictators.



Fredericksburg Comprehensive Plan Public Comment Survey

Regarding Neighborhoods, which of the following is your priority?

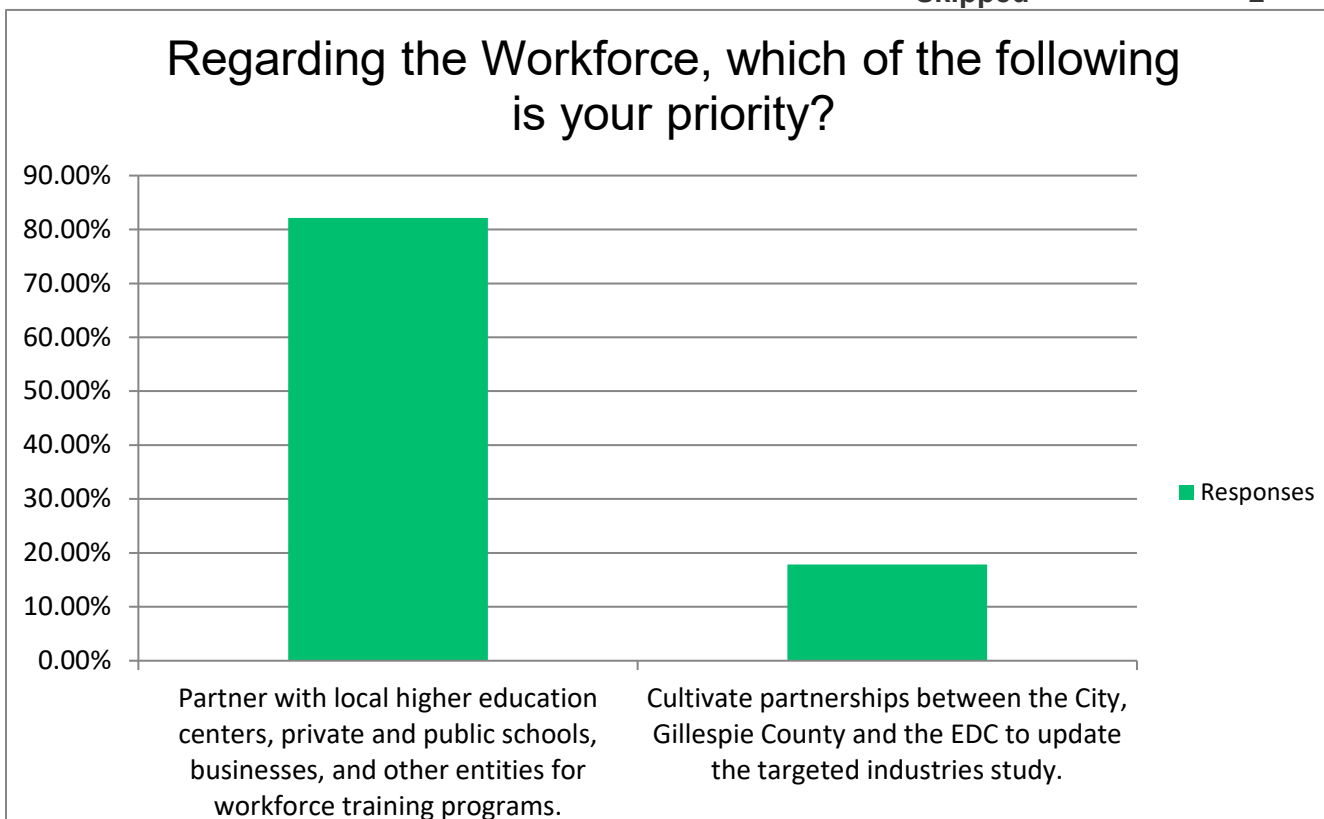
Answer Choices	Responses	
Require trails, parks, and/or sidewalks in new subdivisions.	61.54%	16
Encourage affordable housing by amending regulations to allow more housing types or allowing residential in more zoning districts.	38.46%	10
	Answered	26
	Skipped	4



Fredericksburg Comprehensive Plan Public Comment Survey

Regarding the Workforce, which of the following is your priority?

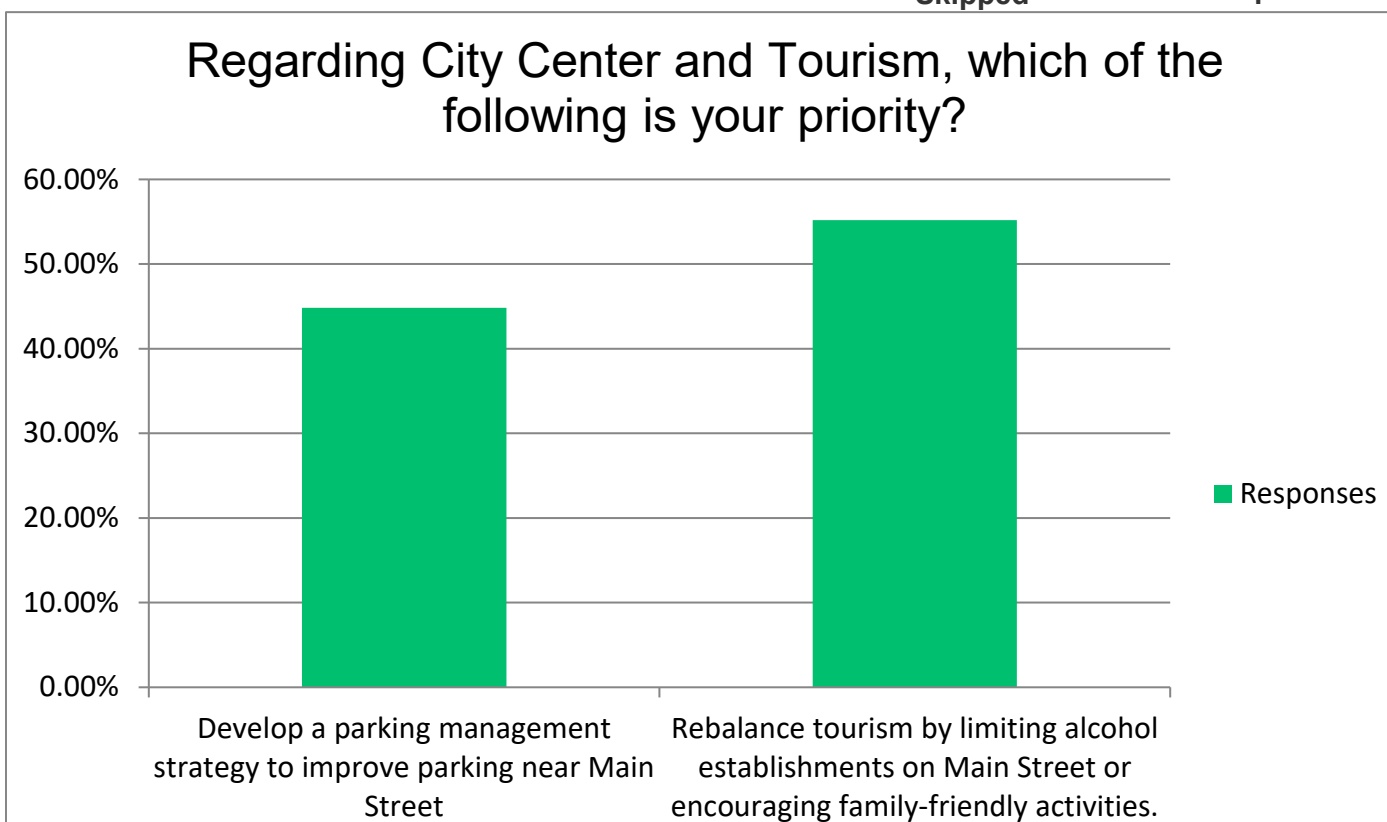
Answer Choices	Responses	
Partner with local higher education centers, private and public schools, businesses, and other entities for workforce training programs.	82.14%	23
Cultivate partnerships between the City, Gillespie County and the EDC to update the targeted industries study.	17.86%	5
	Answered	28
	Skipped	2



Fredericksburg Comprehensive Plan Public Comment Survey

Regarding City Center and Tourism, which of the following is your priority?

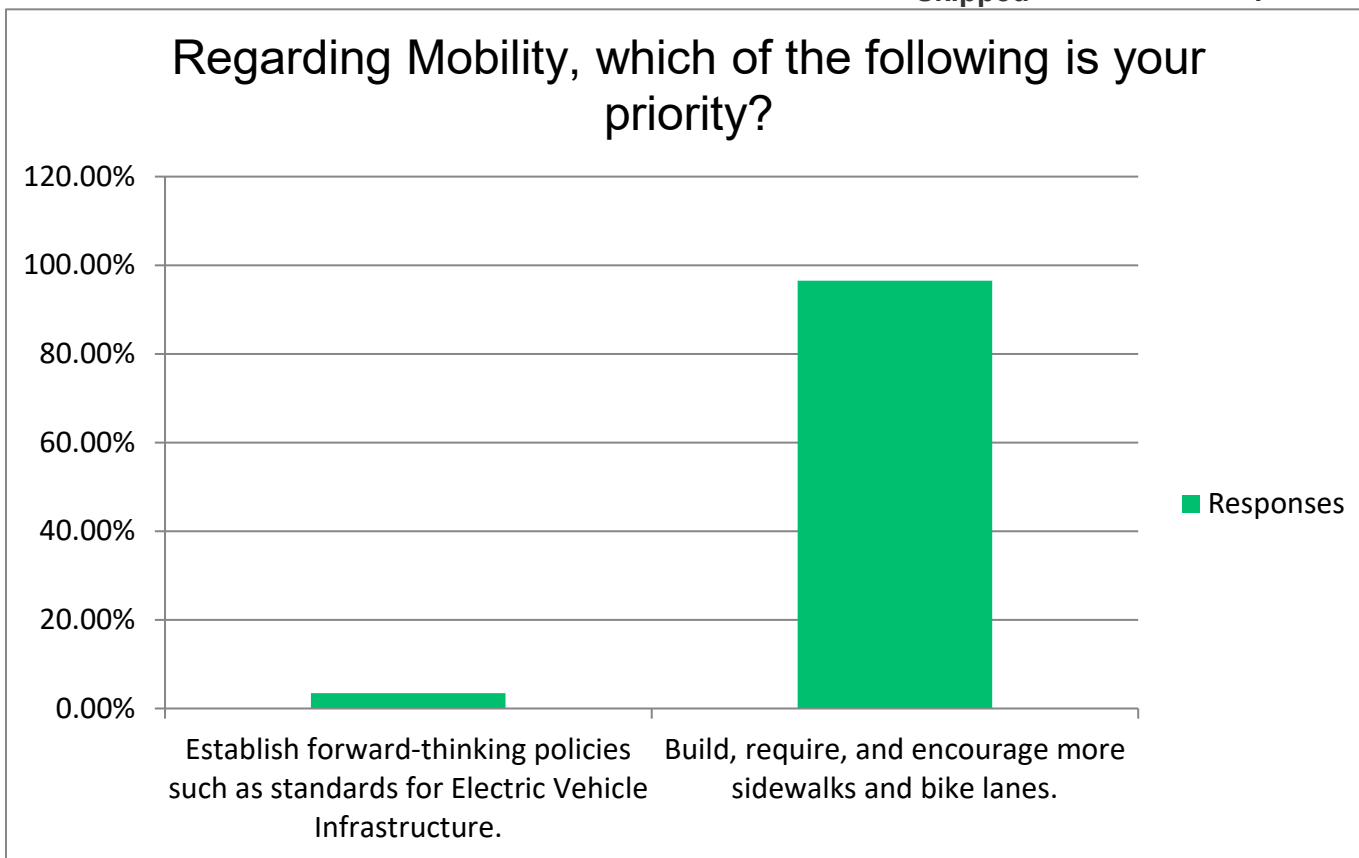
Answer Choices	Responses	
Develop a parking management strategy to improve parking near Main Street	44.83%	13
Rebalance tourism by limiting alcohol establishments on Main Street or encouraging family-friendly activities.	55.17%	16
Answered		29
Skipped		1



Fredericksburg Comprehensive Plan Public Comment Survey

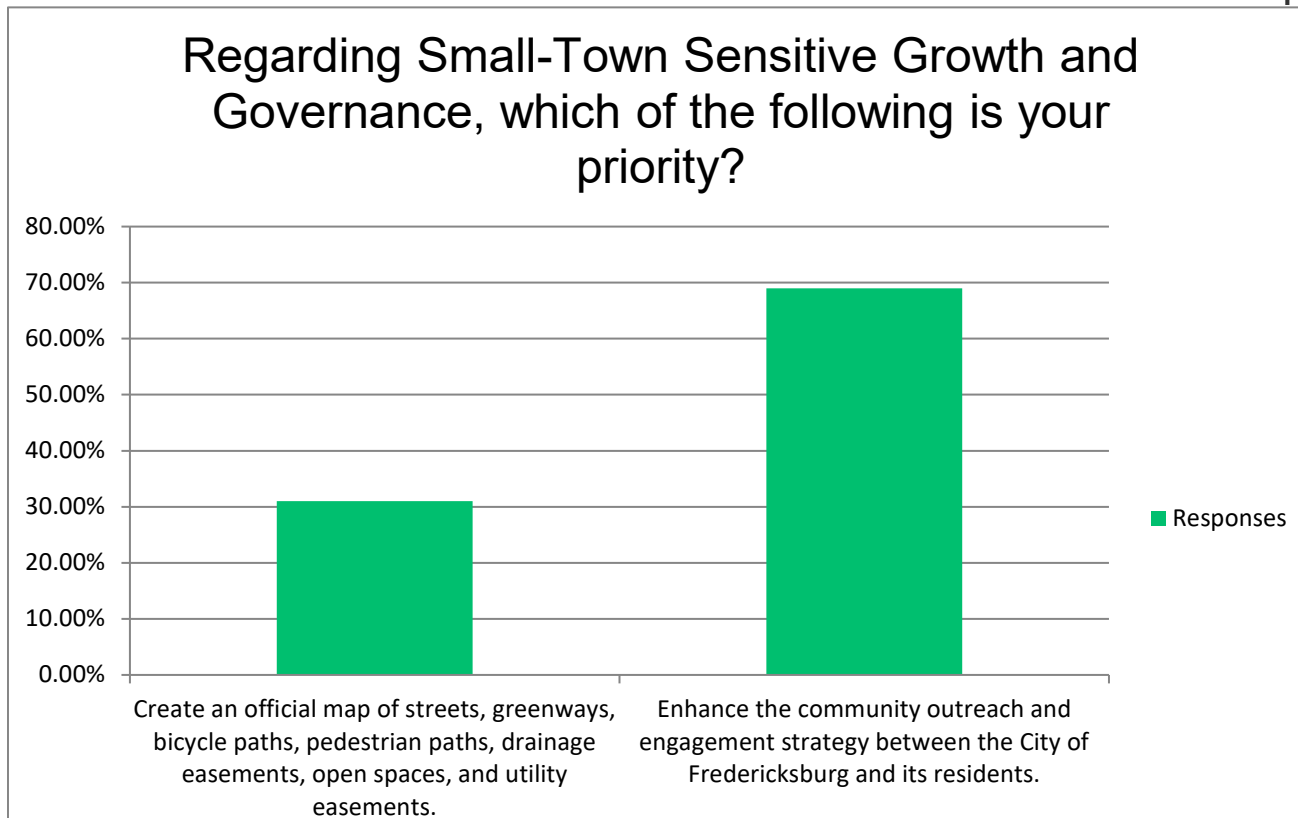
Regarding Mobility, which of the following is your priority?

Answer Choices	Responses	
Establish forward-thinking policies such as standards for Electric Vehicle Infrastructure.	3.45%	1
Build, require, and encourage more sidewalks and bike lanes.	96.55%	28
Answered		29
Skipped		1



Regarding Small-Town Sensitive Growth and Governance, which of the following is your priority?

Answer Choices	Responses	
Create an official map of streets, greenways, bicycle paths, pedestrian paths, drainage easements, open spaces, and utility easements.	31.03%	9
Enhance the community outreach and engagement strategy between the City of Fredericksburg and its residents.	68.97%	20
	Answered	29
	Skipped	1



Fredericksburg Comprehensive Plan Public Comment Survey

Is there anything else you would like to comment on regarding the Comprehensive Plan?

Answered 11

Skipped 19

Responses

Keep up the neighborhood forums (outreach). Find ways to make development pay for itself. ie. fees levied for heavy haulers that are demolishing our streets and endangering traffic. Prove water needs B4 permits are issued and mandate water conservation/recapture. Stop giving developers a free ride.

I live at Travis and Elk. When we bought here, it was a quiet area. Now, you've made Travis the main street for locals, but you don't enforce speed limit or noise levels (trucks and motorcycles blast our home). □

You also looked the other way as five of the adjacent properties became short term rentals, turning our neighborhood into a "hotel district". How did residential become business? The owners aren't even residents. I will never forget them screaming about "property rights" as they weaseled their way around rules that allowed them to open businesses in a residential area. □

Circa 2022, P&Z ignored the pleas of several directly impacted residents to block the rezoning of properties at Travis and Elk from R1 to R2. Luckily the city council heard us... P&Z has no regard for residents apparently and instead favors developers, realtors, and property management companies. □

Now, your comprehensive plan shows our area as a prime target for multi-family dwelling. When we bought our home, we specifically looked at the zoning around us to insure we would not be forced out by apartments and businesses. Yet here you come at us once again. Frankly, it sickens me what the leaders have done and not done. □

In my view the real estate industry has been given priority over the residents. Now you seek to do it again with the intent of turning our neighborhood, or what is left of it, into "medium density", meaning more traffic, very likely nomadic neighbors that change every lease renewal period, and likely increased noise and crime. □

On adjacent topic, a major factor in our current housing problem is that the real estate industry converted many houses into STRs, artificially driving up the price of homes by creating a supply shortage, and by attracting investors from far and wide like a feeding frenzy. And now, you cater to the real estate industry once again.

SICKENING.□

Lastly, water is going to be an issue. If you grow the city as you plan, and if the county continues to grow as it likely will, and as more businesses like wineries pop up, the demand for water will go up. What is your plan to allow residents to have lawns and pools? Or is your plan to force us to have lava rock yards? □

I'm disgusted. Growth is better than stagnation and I am not a "let's go back to how it was in the day" person, but you offer us tripe with words like "we are going to 'protect' the neighborhoods, while building "small" apartment complexes... It is tripe. □

□

Quentin Smith (as if you care)□
506 E. Travis (since 2000, as if you care)□

Find ways to implement changes, include measures, bench marks, accountability, and public engagement.
Don't let this be a lovely document that in ten years will only prove valuable when it is sent out for paper recycling.

I would like the plan to include how the City will enforce the ordinances with regard to unsightly trash, junk vehicles, etc. that sit on properties throughout Fredericksburg that are currently ignored.

Thanks to all the volunteers who have shaped this plan. We are grateful for your investment of time! Our children and grandchildren will benefit from your dedication to this project!

Shortage of water yet the amount of building and asking current residents to restrict use of water instead of restricting new builds.

repave city streets, they are horrible. ☐
donations shouldn't have been required to get rolling on the soccer fields, bathrooms are needed there.

I disagree with any of the available choices of questions 3,4, 5,6, & 7. Totally unacceptable.

I don't see anything on here about addressing critical water needs only exacerbated by unchecked growth.

Yes we need more walking trails and more events targeting residential families. Like movie in the park kind of deals, also encourage more farmers to the farmers market. Along with pickle ball courts and new soccer fields.
Why is Kerrville doing more for parks than we do.

The addition of trails in my opinion would be very beneficial for the community and alleviate some of the parking challenges as well. Residents could find alternative routes to get through and around town on bike or foot. It would be nice to have a more walkable community that encourages wellness.

RETURN COMMENT CARD TO: City of Fredericksburg c/o Zoning – 126 W Main St. Fredericksburg, TX 78624

I, David Braguet, AM THE OWNER OF PROPERTY LOCATED AT 110 Beverly Dr.
Fredericksburg AND I (SUPPORT) / PROTEST) (circle one) THE PROPOSED 2024 COMPREHENSIVE
PLAN. (Z2402)

Comments: _____

Notice of Public Hearing

City of Fredericksburg

Z-2402

✂

RETURN COMMENT CARD TO: City of Fredericksburg c/o Zoning – 126 W Main St. Fredericksburg, TX 78624

I, DICK MERRI BUNDY, AM THE OWNER OF PROPERTY LOCATED AT 2405 STONE
MEADOW AND I (SUPPORT) / PROTEST) (circle one) THE PROPOSED 2024 COMPREHENSIVE
PLAN. (Z2402)

Comments: 1. CONSIDER ADDING A "PUBLIC ART" COMPONENT TO THE
PLAN (UNLESS I MISSED IT).
2. COULD YOU INCLUDE DEVELOPMENT OF TOWN CREEK AND BARON'S
CREEK INTO HIKE'S BIKE TRAILS TO HELP PEDESTRIAN FLOW
AS WELL AS CAPITALIZE ON THE NATURAL BEAUTY THAT IS
CURRENTLY HIDDEN?

DICK BUNDY

Notice of Public Hearing

City of Fredericksburg

Z-2402