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Land Use

Introduction

This chapter lays the groundwork for future land use policies within the City of Kerrville and its extraterritorial jurisdiction (ETJ). It intentionally does not address specific issues of zoning, but focuses on the general use of land within the many neighborhoods and districts that comprise Kerrville. In this way, this plan is less prescriptive than the previous comprehensive plan; it describes the character, quality, and design of ideal scenarios for an area, not the specific uses that should be permitted or disallowed on a given piece of land. The Kerrville 2050 Comprehensive Plan is designed with the flexibility needed for a growing and evolving city and a changing marketplace in mind.



Rural landscape dominates much of the land use in the city's ETJ

Throughout the comprehensive planning process, it was clear that the citizens of Kerrville cherish the city's Hill Country roots and understand that the use of land within this environment must be carefully considered. The preservation of these natural areas is a high priority as reflected in one of the phrases in the Vision



Downtown Kerrville is dense, walkable, and inviting

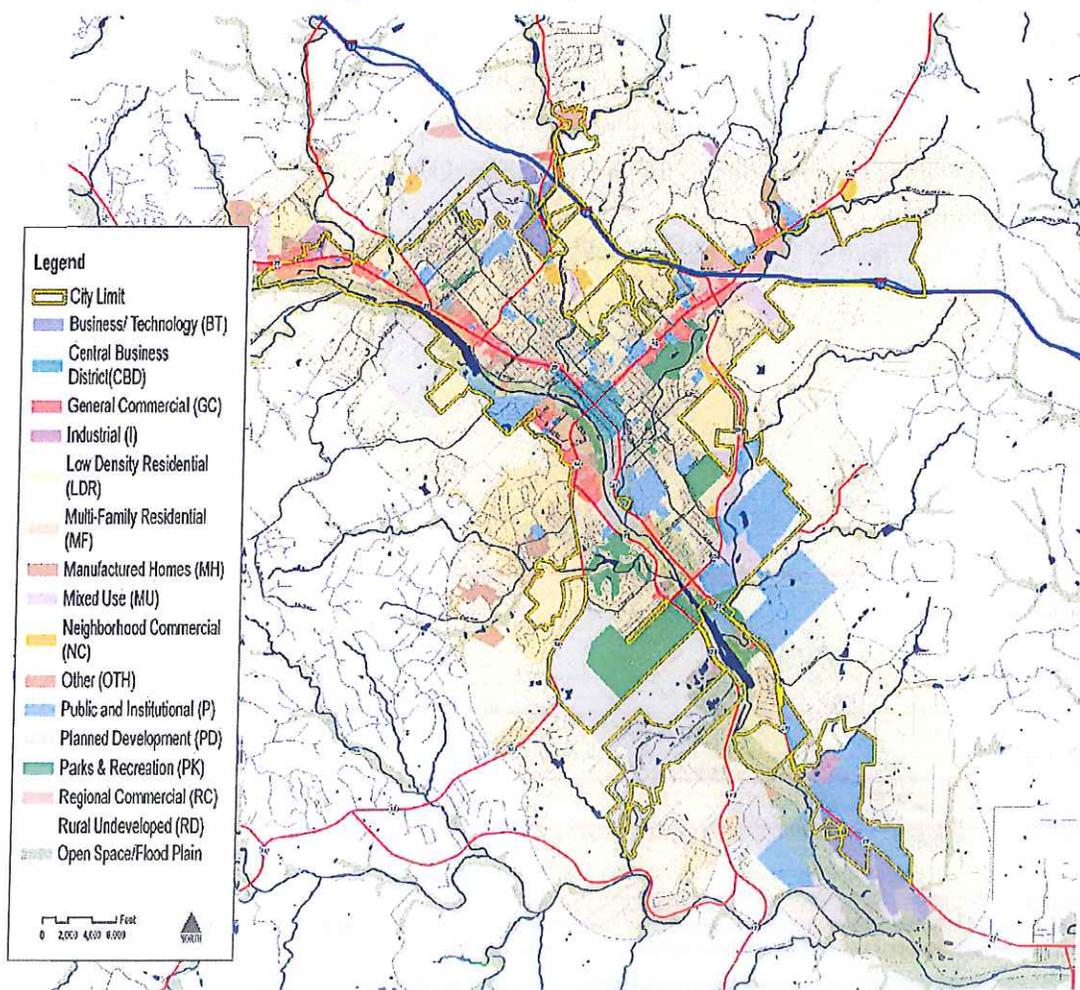
Statement, which says that Kerrville will be a community that "respects and protects the natural area that surrounds it." The landscape around the Kerrville area will be a factor in the City's ability to attract the preferred type of development. Projects of all types – large and small, new development and redevelopment, residential and commercial – will be encouraged to incorporate the Kerrville character into their design and execution whenever possible.

This chapter includes a brief description of the direction and actions taken by the previous municipal comprehensive plan, growth figures and trends in the city and its surrounding area, place types covered in the Kerrville 2050 Plan, the Future Land Use Plan itself, Strategic Catalyst Areas, and the Guiding Principles that will serve as a framework for the implementation of the plan. Sample Action Items are provided alongside the Guiding Principles to illustrate the steps that could be taken to achieve the desired outcomes (see the Implementation Matrix in Chapter X for a complete list of Guiding Principles and Action Items).

Previous Plan Direction and Actions

The last comprehensive planning effort for the Greater Kerrville area (i.e., the city proper and its ETJ) took place in 2008, when the city had an estimated population of 21,933. The city has grown by over 1,000 people since that plan was adopted. In general, and as illustrated below, the 2008 plan favored investment in the city center, less density in the ETJ, and development in greenfield areas over infill.

Figure 1: The 2008 Kerrville Land Use Plan

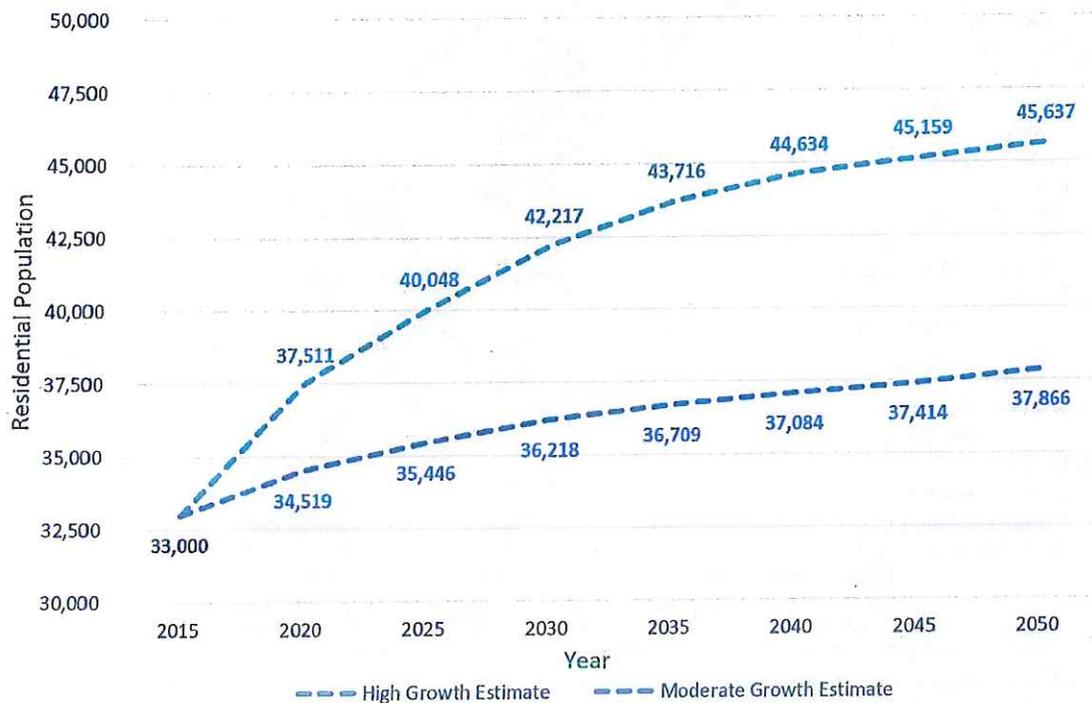


A number of tangible results emerged from the previous comprehensive plan, including the development of many of the city's key commercial corridors. Holdsworth Drive, for example, now serves as a major connector for Kerrville's northern suburbs, inviting new development and preparing for it by extending utilities to the Harper Road interchange. In addition, water and wastewater service is now available to much of the one-mile ETJ area.

Growth and Population Trends

Kerrville and Kerr County are expected to continue growing in population in the foreseeable future, with the study area (i.e., the city proper and its expected two-mile ETJ; see note on page 13) maintaining a two-thirds share of the total county population. The following chart illustrates this trend by highlighting high and moderate growth estimates based on population projections from the Texas Demographic Center. The high growth estimate assumes a level of net migration equal to that of the decade between 2000 and 2010. This estimate is described as a “high growth” scenario because the tremendous growth that Texas, including Kerrville, experienced during this decade is unlikely to be sustainable over the long term. Nonetheless, it is the current track that the city and state are on. The moderate growth estimate, on the other hand, assumes a level of net migration equal to half of the net migration seen during the decade between 2000 and 2010. This is considered a more conservative estimate by some due to the fact that lower levels of in-migration are more likely to be sustainable over the long run.

Figure 2: Projected Population Growth in the Study Area



As the chart above illustrates, the population of the study area was an estimated 33,000 residents in 2015 with a density of 489.29 people per square mile of land. The high growth estimate shows a residential population of 45,637 by 2050 while the moderate growth estimate pins that figure at 37,866. Population densities are estimated at 676.65 and 561.44 people per square mile for the high and moderate growth estimates,

respectively. In 2015, the population within the city limits of Kerrville was an estimated 22,687 people at a population density of 1,048.51 persons per square mile. The city proper, as it is currently defined, is projected to grow to 26,032 people and a density of 1,203.13 by the year 2050.

Densification will almost certainly occur within both Kerr County, where the boundaries are fixed, and in the study area, although future annexation could mitigate this effect to some degree. In 2015, the Kerrville Micropolitan Statistical Area (i.e., Kerr County) had an estimated population of 50,149 residents and a density of 45.47 people per square mile of land. If the high growth estimate proves to be accurate, the Kerrville Micropolitan Statistical Area will be home to 69,353 residents and a population density of 62.88 people per square mile; if not, the moderate growth scenario shows a 2050 population of 57,544 at a density of 52.17 people per square mile.

The United States Office of Management and Budget defines a Micropolitan Statistical Area as a labor market area centered on an Urban Cluster with a population of at least 10,000, but fewer than 50,000. The Census Bureau estimated the Kerrville urban cluster to contain 30,851 people in 2015. If population inside of the urban cluster follows that of the study area in the high growth estimate, Kerrville will be nearing the mark of a Metropolitan Statistical Area in 2050. This will depend on the distribution of the population and whether new residents settle inside the Kerrville Urban Cluster, but higher residential density could lead Kerrville to a quicker transition from micropolitan area to metropolitan area.

Annexation

Annexation is a complicated process in Texas. There are many regulations that apply when a city wants to expand its boundaries to include portions of the surrounding ETJ. Annexations may be initiated by the property owner or by a city, and different requirements apply under each scenario. Notification and public hearings apply, but regulations vary depending on the number of persons residing in the annexation area and whether the city or the property is requesting annexation. Under some circumstances, an election may be required.

No local government should undertake this process without careful thought, because while the decision to annex property will ultimately give the city more control over what occurs in the newly annexed territory, it also brings additional obligations to the city, such as the requirement to extend or upgrade utilities and services where they may currently not exist or may be undersized. The City of Kerrville should develop a strategic annexation plan that focuses initially on the portions of the Catalyst Areas that extend into the ETJ and on properties where landowners have been in touch with the City about possible annexation.

Place Types

Kerrville is a diverse city with a broad array of land uses. In this plan, “place types” represent the various categories of land use that will be permitted; they are assigned to general areas that are expected to exhibit characteristics similar to those outlined below. These place types are consistent with the overarching principles and land use policies laid out by the community during the planning process. These 12 place types are designed to help frame policies and facilitate broader discussions on the preservation, enhancement, and development of the community in the future.

Agriculture and Outdoor Tourism (AOT)



Agriculture and Outdoor Tourism areas are characterized by very large tracts of undeveloped land primarily utilized for the production of agricultural products, ranch and wildlife management, camping, and hunting. These tracts provide much of the environmental and open space character in the community and its border regions. AOT includes opportunities for additional uses and low-intensity developments that support the character and economic viability of the broader, primary land use.

Primary Land Use: Agriculture, outdoor tourism such as camping, hunting and other nature-based recreational activities, Single-family detached homes.

Secondary Land Use: Agricultural land, civic and institutional uses, parks, open space, local food production.

Indicators & Assumptions: These place types typically utilize private well water and septic systems. Lots vary, but are typically two to ten acres in size.

Rural Living (RL)



Characterized by Hill Country views and a high degree of separation between buildings, people located in Rural Living place types typically prefer minimal residential density. Home sites are located randomly throughout the countryside, which helps to maintain the rural character, scale, and scenic value of the surrounding area.

Primary Land Use: Single-family detached homes.

Secondary Land Use: Agricultural land, civic and institutional uses, parks, open space, local food production.

Indicators & Assumptions: These place types typically utilize private well water and septic systems. Lots vary, but are typically two to ten acres in size.

Estate Residential (ER)



The Estate Residential place type is generally composed of large-lot, single-family housing units on the outskirts of the community or in enclaves inside the city. Unlike for Rural Living, these home sites are located in platted subdivisions with some level of public or private utility services available to residents. Residential uses oriented interior to the site may have farm and livestock restrictions that are uncommon in Agriculture and Outdoor Tourism and Rural Living place types.

Primary Land Use: Single-family detached homes.

Secondary Land Use: Agricultural land, civic and institutional uses, parks, open space.

Indicators & Assumptions: Water service is available, neighborhoods may have septic systems. Lots vary, but are typically one-half to two acres in size.

Neighborhood Residential (NR)



Neighborhood Residential is a very common place type that is predominantly single-family housing on detached lots. Home sites are located in platted subdivisions, on residential streets, and with sidewalks. This place type is serviced by at least one provider for every utility. Units are typically larger than those of the Preservation Residential place type. Limited amounts of local retail and services may be appropriate in certain locations as needed to support the primary land use.

Primary Land Use: Single-family detached homes.

Secondary Land Use: Civic and institutional uses, parks, open space, small amounts of neighborhood-serving retail and office in carefully chosen locations.

Indicators & Assumptions: Lots are typically less than one acre in size.

Preservation Residential (PR)



Preservation Residential areas support a variety of housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike, and foot. Housing types can include small-lot, single-family detached homes, patio homes, townhomes, duplexes, condominiums, or apartments. Limited amounts of local retail and services may be appropriate in certain locations as needed to support the primary land use.

Primary Land Use: Single-family detached homes, patio homes, townhomes, other single-family attached dwellings.

Secondary Land Use: Civic and institutional uses, parks, open space, small amounts of neighborhood-serving retail and office in carefully chosen locations.

Indicators & Assumptions: These place types typically utilize public water and wastewater services. Lot sizes range but are often less than one acre in size. However, when one factors in open space, population densities are often comparable to Estate Residential or Rural Living.

Transitional Residential (TR)



Transitional Residential areas support a variety of housing types in a compact network of complete, walkable streets that are easy to navigate by car, bike, or on foot. Housing types can include small-lot, single-family detached homes, patio homes, townhomes, duplexes, condominiums, or apartments. Limited amounts of local retail and services may be appropriate in certain locations as needed to support the primary land uses.

Primary Land Use: Small lot, single-family detached homes, patio homes, townhomes, duplexes, condominiums, apartments.

Secondary Land Use: Civic and institutional uses, parks and open space, small amounts of neighborhood-serving retail and office in carefully chosen locations.

Indicators & Assumptions: Densities are typically six to 40 units per acre.

Downtown (D)



Downtown is the heart of Kerrville, a historic area of economic, entertainment, and community activity for the city and surrounding area, a center for employment and shopping. Buildings are typically two or more stories in height with condominiums, apartments, or offices over storefronts. The design and scale of the development encourage active living within a network of walkable streets and historic structures.

Primary Land Use: Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service and office uses.

Secondary Land Use: Civic and institutional uses, parks and open space.

Indicators & Assumptions: Lot sizes vary, but parcels are often small when compared to other commercial and residential areas. Mixed-use structures are common. Pedestrian activity is high.

Community Commercial (CC)



Community Commercial development is characterized by small, free-standing buildings containing one or more service-sector businesses. Unlike larger centers that may attract customers from throughout the region, Community Commercial place types provide services for area neighborhoods and, to a lesser extent, the city. Goods are often smaller and services are experience-oriented. Business types may include restaurants, local retail, small offices, banks, venues, and other retail and service uses.

Primary Land Use: Retail and commercial uses.

Secondary Land Use: Civic and institutional uses.

Indicators & Assumptions: Lot sizes are typically smaller than those in Regional Commercial.

Regional Commercial (RC)



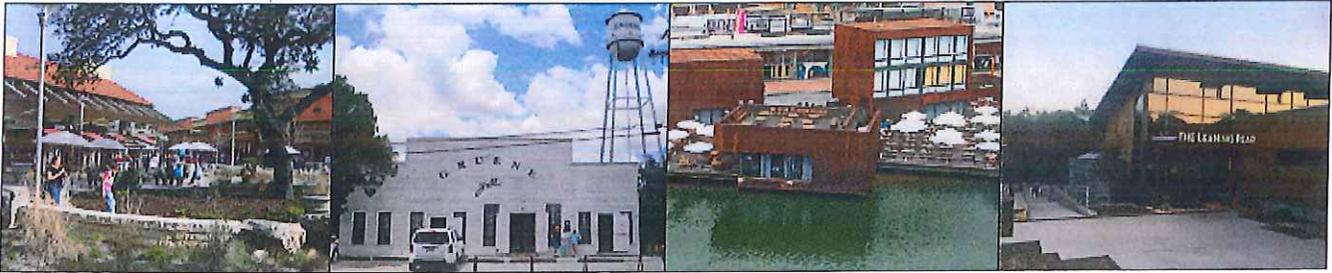
Regional Commercial development is characterized by “big box” stores and multi-tenant commercial centers. These centers are typically located at high volume intersections, sometimes occupying both sides of a highway or arterial streets that are primarily accessible by automobile. Buildings are typically set back behind large surface parking lots, with little or no connectivity between adjacent businesses. Within or next to these centers, housing such as apartments or condominiums may be appropriate.

Primary Land Use: Retail, commercial, condominiums, apartments, offices, hotels, entertainment centers, service and office uses.

Secondary Land Use: Civic and institutional uses, parks and open space.

Indicators & Assumptions: Lot sizes vary, but parcels are often small when compared to other commercial and residential areas. Mixed-use structures are common. Pedestrian activity is high.

Entertainment / Mixed Use (EMU)



Entertainment & Mixed Use centers offer people the ability to live, shop, work, and play in one small geographic areas. They include multiple housing choices within close proximity to the goods and services residents need on a daily basis. This Place Type typically includes a higher intensity of uses developed in a compact style supported by nodes of activity. The design and scale of development in a Mixed Use center encourages active living, within a complete and comprehensive network of walkable streets.

Primary Land Use: Retail, commercial, offices, hotels, entertainment centers, service and office uses

Secondary Land Use: Condominiums, apartments, and workforce housing, civic and institutional uses

Indicators & Assumptions: Lot sizes vary greatly based on land use. The goal is to create a district able to sustain itself with both daytime and night-time population and activity.

Professional Services (PS)



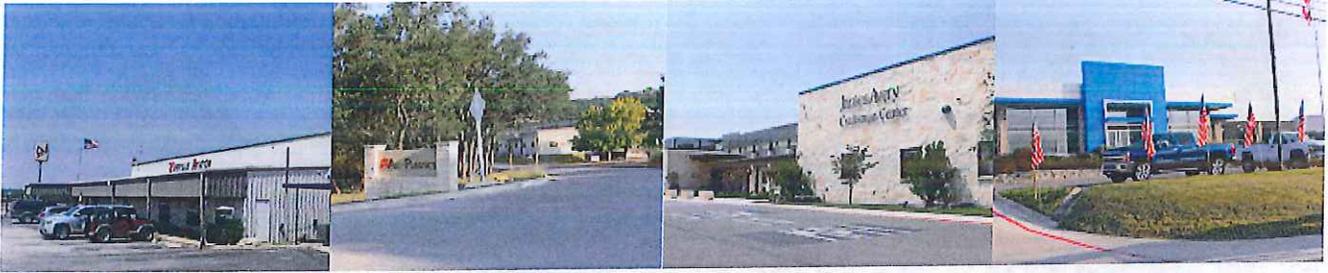
Professional Services place types provide office jobs and keep people in the city during work hours. These centers typically provide opportunities for a variety of employment uses such as corporate headquarters, institutional facilities, and university and medical campuses. The facilities themselves are often landscaped and located near major corridors. They include office parks and technology centers.

Primary Land Use: Higher education, research and development facilities, technology firms, professional offices, medical services.

Secondary Land Use: Civic and institutional uses, parks, employee-oriented retail, restaurants.

Indicators & Assumptions: Lot sizes vary. Daytime population is high while nighttime population is either low or nonexistent. Knowledge workers are common.

Heavy Commercial / Light Industrial (HCLI)



Heavy Commercial and Light Industrial place types are characterized by free-standing structures such as auto sales lots, mini-storage complexes, vehicle repair facilities, and buildings with aviation uses. Activities that support regional business operations such as batch plants, stone yards, and other similar activities are also included. Buildings may be large or small, but are typically set back from the road considerably and their uses do not rely on pedestrian traffic, so there is little or no connectivity between adjacent businesses. Heavy commercial and aviation uses are not compatible with lighter consumer-oriented retail activities or residential neighborhoods. These uses typically require some sort of transitional area or screening from the surrounding community.

Primary Land Use: Heavier, more obtrusive types of retail, semi-industrial and industrial operations, light manufacturing, research and development activities, service uses, aviation- supporting warehouses, repair facilities, flex industrial-office space.

Secondary Land Use: None.

Indicators & Assumptions: Lot sizes vary, but lots are usually large. Pedestrian traffic is often low with moderately-high daytime and very low nighttime populations. Structures are generally spacious and not designed at a human scale.

Other Land Use Categories

Much of the city and its ETJ does not fall within the aforementioned place types. These parcels are organized into the following special categories:

- **Park and Open Space:** This category encompasses the public open spaces and park sites throughout Kerrville.
- **Public Use:** These properties include civic and institutional uses such as schools, police and fire stations, libraries, college campus, and cemeteries.
- **100-Year Floodplain:** River and creek corridors and floodplains fall into this category.

Alternative Growth Scenarios



A father and daughter consider the future of Kerrville together at one of the community open houses

In order to develop a Future Land Use Plan that reflected the community's goals for the future, several public workshops were conducted to encourage discussion about land use and growth options among residents, business and property owners, city staff, and public officials. Stakeholders typically have multiple visions for the future of their community, and alternative scenarios allow many different ideas on a wide range of issues to be explored and evaluated. This process also allows for stakeholders to pick and choose the best aspects of multiple scenarios, combining them into a single preferred vision for the future.

Three alternative land use scenarios were developed from the input received at these community events: the Outward Growth Scenario, the Compact Growth Scenario, and the Strategic Catalyst Growth Scenario. These scenarios and their impacts on the future of Kerrville were reviewed at public meetings to give the community a better understanding of the functional relationships between uses and to give them a voice in establishing a preferred growth pattern.

	OUTWARD GROWTH	COMPACT GROWTH	STRATEGIC CATALYST GROWTH
Emphasis	ETJ and suburban periphery	The existing city	Targeted areas of opportunity
Development	Predominantly greenfield	Predominantly infill	Generally mixed
Downtown emphasis	Low	High	Moderate
Pedestrian infrastructure	Some investment	Very high investment	High investment in key areas
Population density	No change	Higher	Slightly higher
Housing mix	Overwhelmingly detached homes	Much greater housing diversity	Greater housing mix in key areas
Special areas	North of I-10, east of Loop 534	Downtown, Sidney Baker, River	Sidney Baker, SH 27
Streets	Construct new streets	Improve existing streets	Enhance streets in key areas
Building heights	Existing height in urban core	Taller in urban core	Slightly taller in key areas
Number of focus areas	5	7	7

Outward Growth Scenario

The first alternative, the Outward Growth Scenario, significantly expanded the city's footprint into currently undeveloped areas of town, distributing growth in a manner similar to existing development patterns. Pockets of growth were scattered around the ETJ while the current balance of residential and employment types and ratios was maintained.

The Outward Growth Scenario encouraged new development focused on the ETJ and lesser-developed areas of the city, to include State Highway Loop 534 near Tivy High School, the area north of Interstate 10, the area around Kerrville Municipal Airport, and parts of the riverfront. This scenario would maintain the current level of investment in existing neighborhoods and Downtown, although the needs of older neighborhoods would have to be considered alongside those of new housing on the outskirts of the city proper. The existing roadway network would be extended to include additional crossings of the Guadalupe River, opportunity-specific multimodal improvements, and strategic trail connections and extensions.



Outward growth is characterized by a focus on the extremities of the municipality where density is low and infrastructure is sparse

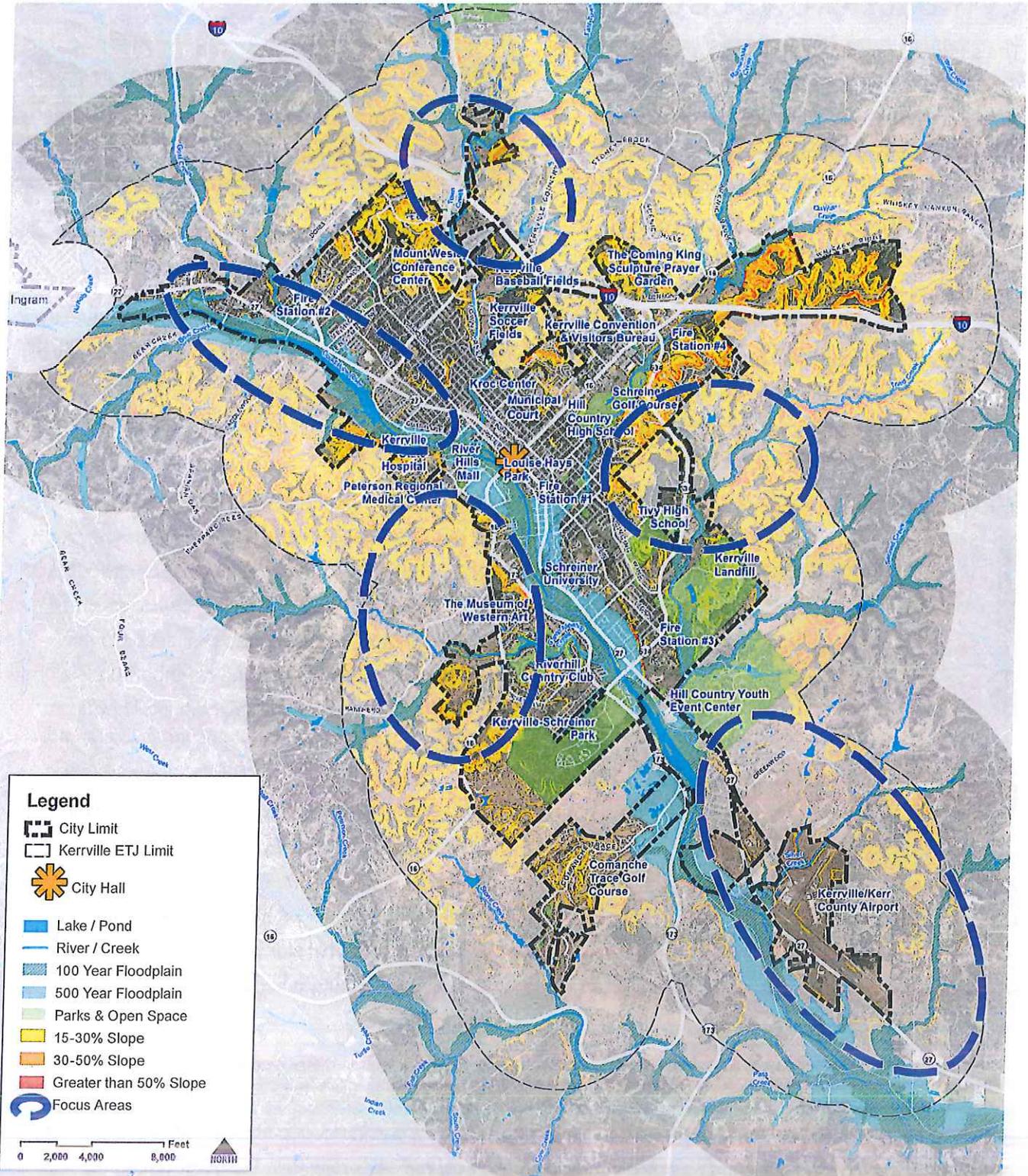


In the Outward Growth Scenario, the detached, single-family home is nearly universal

There are several reasons that support horizontal growth in Kerrville. Historically, the city has sprawled outward as many residents preferred the low population densities and scenic views that the Texas Hill Country had to offer. Roadways followed people, and vice versa, which encouraged residents to move farther and farther away from the historic downtown core as access to public amenities as expanded. The Outward Growth Scenario is simply an extension of a historical precedent that offers the more rural, less urban lifestyle many people anticipate when they move to Kerrville.

This scenario was the least popular of the three presented, falling significantly behind the Compact and Strategic Catalyst growth scenarios in positive responses at community meetings. Many saw this scenario as sprawling and undesirable. Those who favored this sort of expansive, low-density growth often preferred to be far away from new construction and redevelopment projects, preserving the rural feeling of the suburbs.

Figure 3: Outward Growth Scenario



Compact Growth Scenario

The second alternative presented was the Compact Growth Scenario. In contrast to the expansive Outward Growth Scenario, this course of action focused on redevelopment and infill rather than new development on the rural fringes of the city. Addressing issues associated with vacancy in pockets of Downtown, the central part of the city, and existing commercial districts was a high priority

here. This scenario favored investment in Downtown, along the banks of the Guadalupe River, and in the city's established, historical neighborhoods. It represented a notable turn inward from the city's traditional policy of greenfield development. Kerrville is not alone in demonstrating historical trend towards outward growth. Many cities around the country have opted for the construction of new suburbs on the periphery of existing cities over investment in blighted urban areas since at least World War II.

The Compact Growth Scenario encouraged infill and the redevelopment of underdeveloped areas. While this

“Opportunities for future development are more infill than on the edge”

- Stakeholder Interviews



Multifamily complexes and small-lot single family homes are common in compact growth scenarios

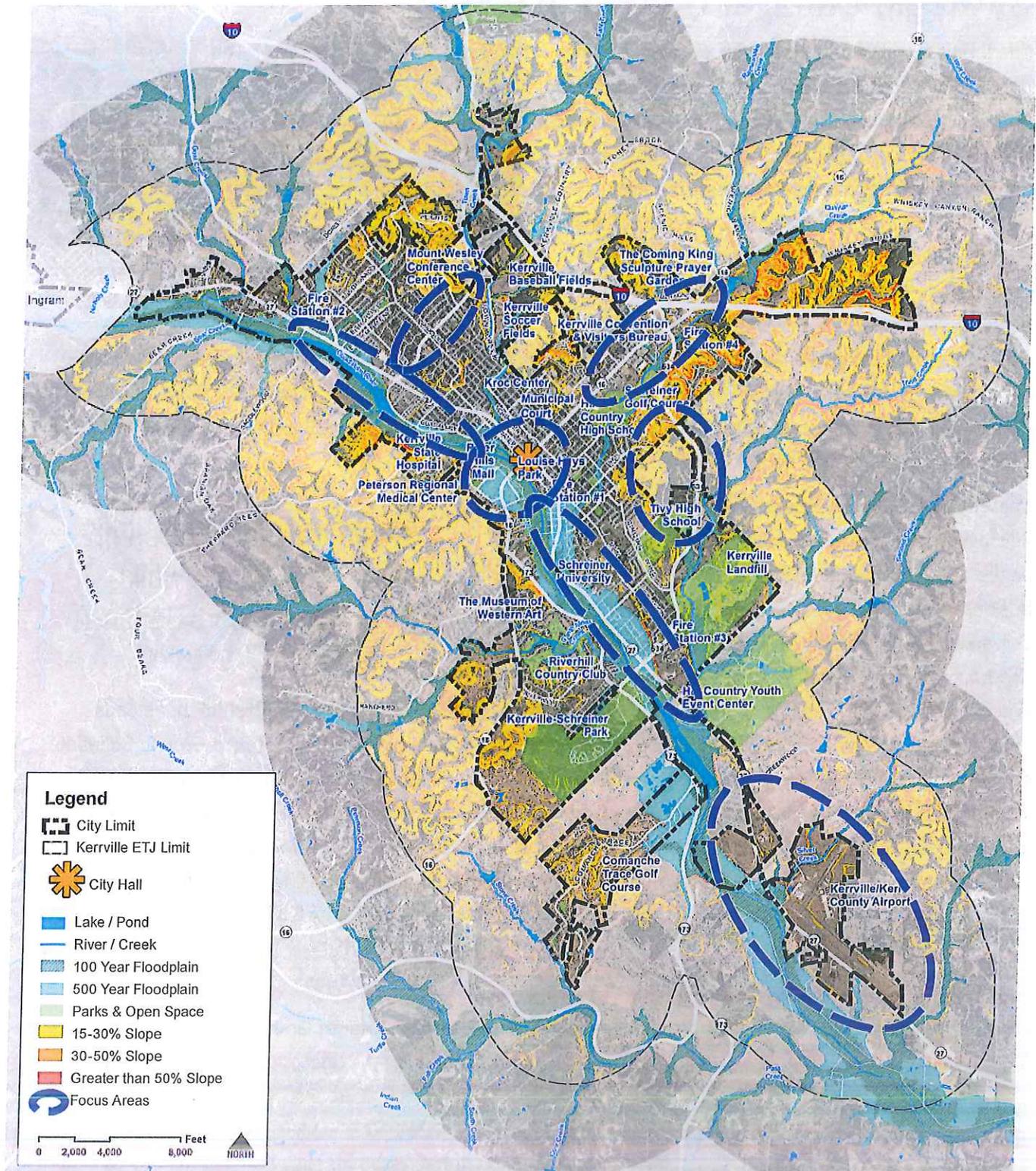
scenario is primarily focused on the city as it exists today, some investment capacity was reserved for the areas along State Highway 16 (Sidney Baker Street) and the riverfront. This scenario promised higher levels of reinvestment in existing neighborhoods along with a policy of strategic infill, expanding Downtown and the surrounding area with a diverse product mix including less traditional, “missing middle” housing. Improvements would be targeted strategically for the city's internal transportation network, with multimodal improvements for cars, bikes, and pedestrians. Particular attention should be paid to gaps in the network of sidewalks, the possibility of a circulator system, and general improvements to traffic operations.

The Compact Growth Scenario proved to be especially popular with residents who were concerned about sprawling development encroaching into Kerrville's hills and natural assets. This scenario also appealed to those who felt there was a need to clearly define a difference between the city and its surroundings by discouraging very low density projects in the outer rim of the municipality. Many citizens expressed a desire to slow urban sprawl in the Greater Kerrville area. While this opinion was not shared universally, many comments highlighted the need for more attention to be paid to the enhancement of Downtown, its residential base, and the string of retail properties located in the walkable city core.



Compact growth is focused on maintaining and enhancing existing infrastructure, filling vacancies and building from the core outward

Figure 4: Compact Growth Scenario



Strategic Catalyst Growth Scenario

The third alternative was neither expansive nor overly dense, but instead focused on what have been termed “strategic catalyst areas.” In this scenario, development is clustered in key zones of opportunity around major corridors, intersections, natural assets or major improvements. Uses would include a range of housing options and a mix of community and regional-level nodes. Nodes such as these—such as commercial districts, big box stores, and platted subdivisions—would form the nucleus of each area. People familiar with Kerrville can probably identify these areas easily—Downtown, the airport, the area around Peterson Regional Medical Center, and parts of Schreiner University all fall within Strategic Catalyst Areas. Other areas, however, are less obvious, but further analysis showed high potential for growth, transformative projects, and returns on investment.

The Strategic Catalyst Growth Scenario encouraged new development focused on strategic assets, such as the newly-built sports complex, the Downtown business district, the medical district, Schreiner University, Kerrville Municipal Airport, the southern riverfront, and Interstate 10. The Downtown core

is seen in this scenario as one among all of the strategic areas, rather than a premiere district that stands above the others. As a result, this scenario is less favorable to Downtown than the Compact Growth Scenario, but probably more favorable than the Outward Growth Scenario. The current level of investment in existing neighborhoods would be maintained, even as the city expands into the new catalytic areas. Multimodal transportation improvements (for cars, bikes, pedestrians, strategic route circulators), traffic operations improvements, and targeted transportation network expansions would all be considered. As with the Compact



The Strategic Catalyst Growth Scenario describes Downtown as one of several different investment areas



Strategic catalyst growth emphasizes investment in burgeoning zones of regional development, such as Kerrville’s medical district

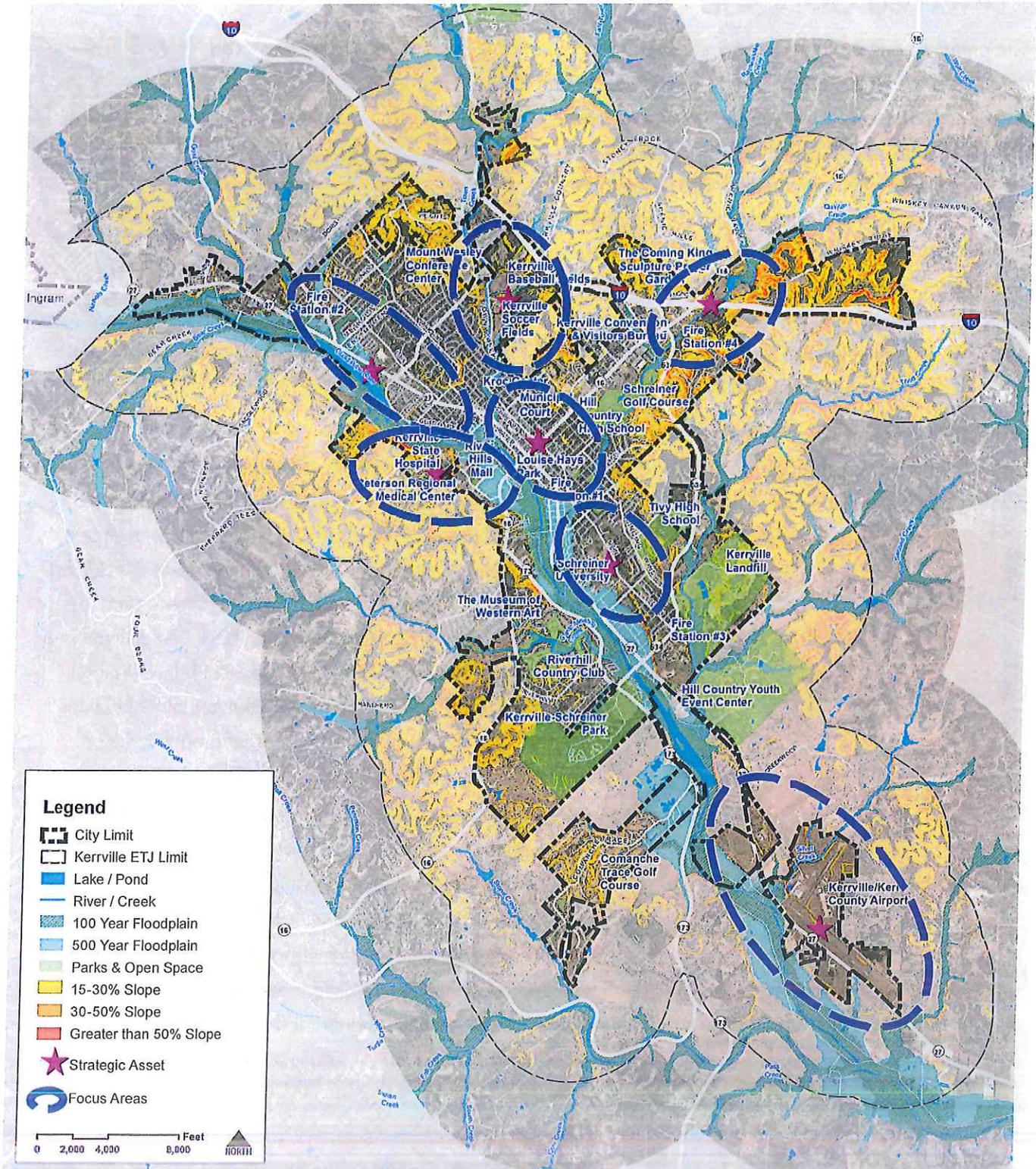
“Shape the plan to protect Kerrville’s assets while providing developers options”

-Stakeholder Interviews

Growth Scenario, there is an emphasis on improving pedestrian connectivity by filling in sidewalk gaps and expanding the trail system.

The Strategic Catalyst Growth Scenario struck many participants as the best of both worlds: an approach with a relatively narrow scope focused on density and walkability that significantly expands existing infrastructure. Others, however, felt that it was either too limiting or too focused on new development. In the end, the community’s preferred scenario borrowed heavily from the this plan of action, and included some features of the Compact Growth Scenario, which was a close second of the three in popularity.

Figure 5: Strategic Catalyst Growth Scenario



Preferred Scenario

The preferred scenario was developed based on community feedback at the Retreat, Open Houses and online input. It combines key aspects of the Strategic Growth and Compact Growth scenarios, which had the most positive community response of the three alternatives presented. The strategic areas identified in the preferred scenario are intended to establish priorities for future public and private investments. The approach does not suggest, however, that market-driven development will not continue to occur in other areas of Kerrville and in the surrounding ETJ.

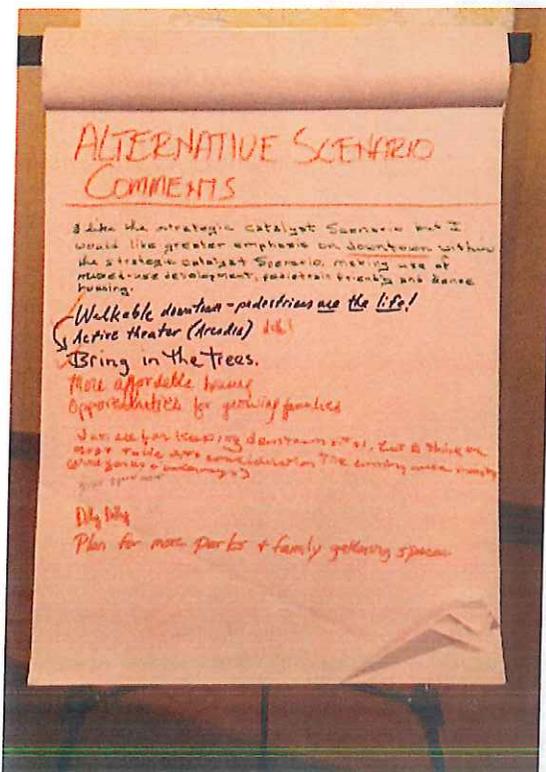


Residents interact with scenario exhibits at a Community Open House in February 2018

The preferred scenario encourages new development focused on the city's strategic assets, such as the newly-built sports complex, Downtown, hospitals, Schreiner University, the Kerrville airport, the riverfront area, the Interstate 10/State Highway 16 gateway, and

other major corridors. This type of strategic infill with limited, outward expansion will better utilize existing assets, including infrastructure, and ensure the creation of a diverse product mix, including housing in the Downtown business district. The preferred scenario suggests a higher level of reinvestment in existing neighborhoods and a major focus on the Guadalupe River for new development, redevelopment, open space, recreation, and riparian habitat preservation.

Multimodal transportation improvements, which would accommodate cars, bikes, pedestrians, and possibly strategic circulator vehicles, as well as traffic operations improvements and targeted network expansions will all be considered as part of this scenario. There is a strong focus on improving pedestrian connectivity by filling in sidewalk gaps (missing sections of sidewalk) throughout the city. Kerrville's scenic trail system is envisioned as not simply a recreational network, but a potential option for pedestrian travel as well.

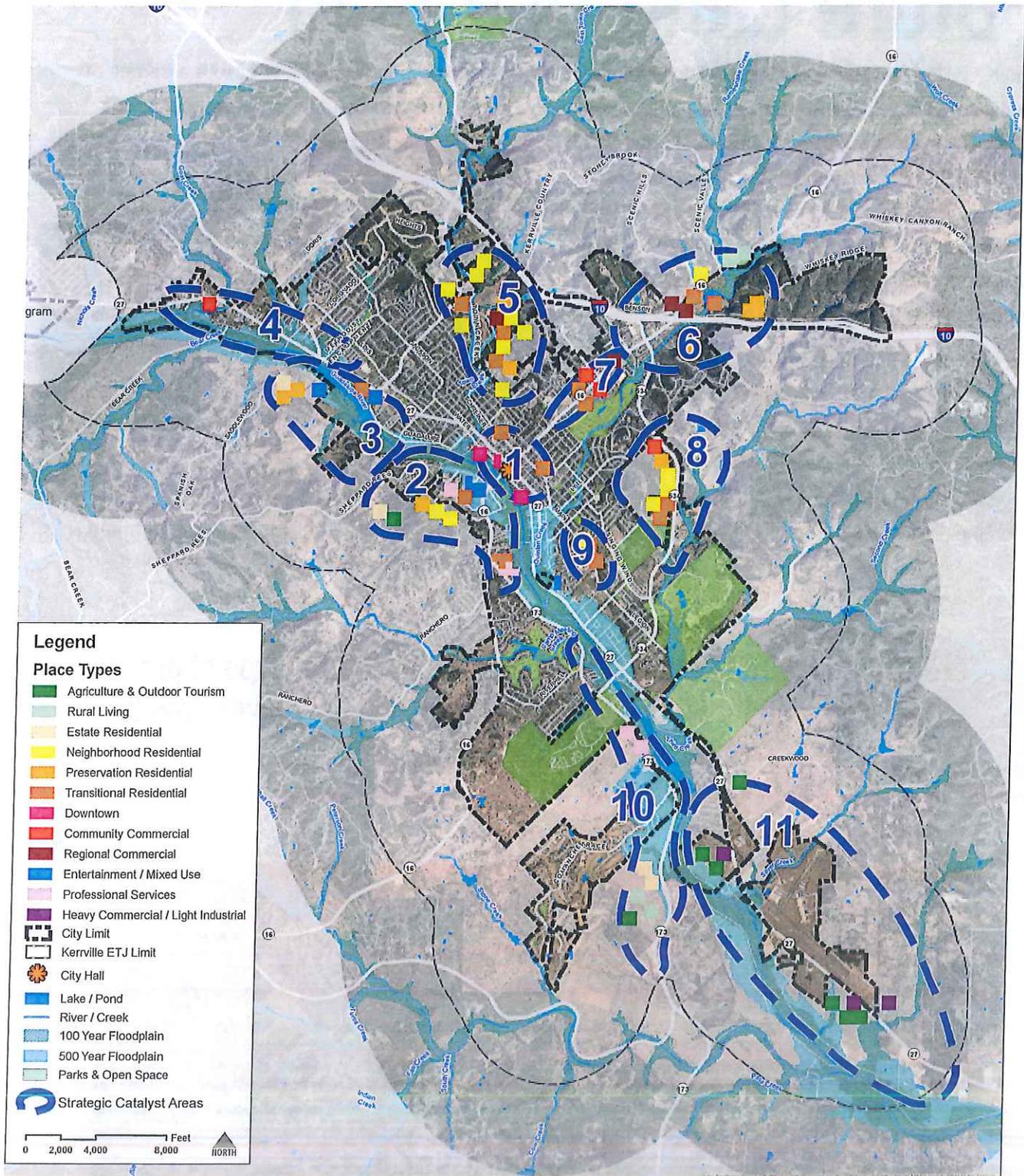


Written feedback was welcome throughout the comprehensive planning process

Developing the preferred scenario from the best features of all three alternatives allowed the community to assemble its ideal plan. It strongly underscored the values of compact growth

while recognizing that annexation is likely to occur as developments emerge in the city's periphery. The public feedback process provided a great deal of guidance in shaping the ultimate product: the city's Future Land Use Plan.

Figure 6: Preferred Growth Scenario



Future Land Use Plan

The Kerrville 2050 Future Land Use Plan builds upon the 2008 comprehensive plan to ensure a degree of continuity in the city's momentum. The plan was informed by several public outreach events, numerous meetings, and many thoughtful discussions, including the Community Retreat, Open Houses in February and April, interviews with key stakeholders and elected and appointed officials, guidance from the Comprehensive Plan Steering Committee and Subcommittees, and feedback from city staff.

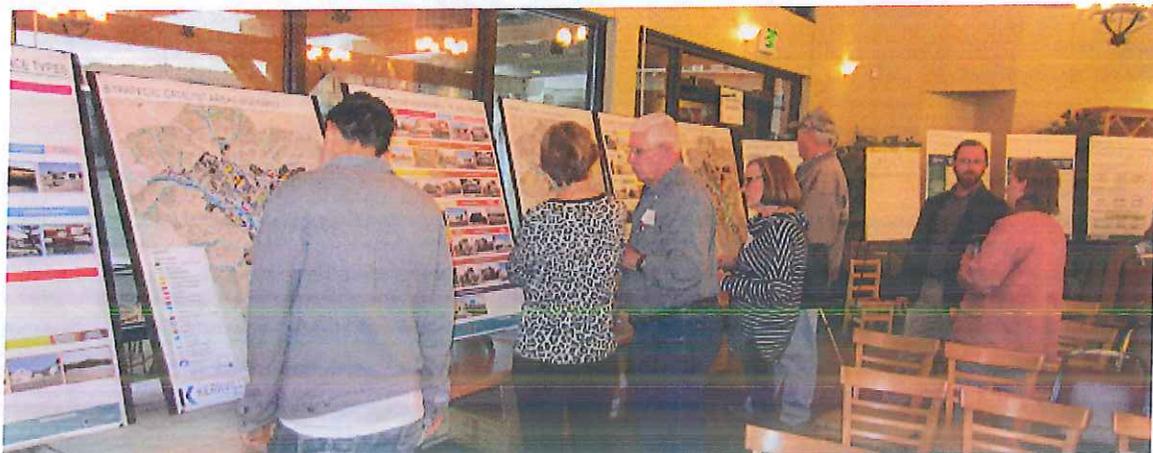
The goal of the Future Land Use Plan is not to dictate the manner of growth in Kerrville in the coming years, but to provide a framework for the general pattern of development and redevelopment over the next 20 to 30 years, and to position the City to support growth when the time is right rather than to create obstacles.



Lots of all sizes will be distributed throughout Kerrville under the 2050 comprehensive plan

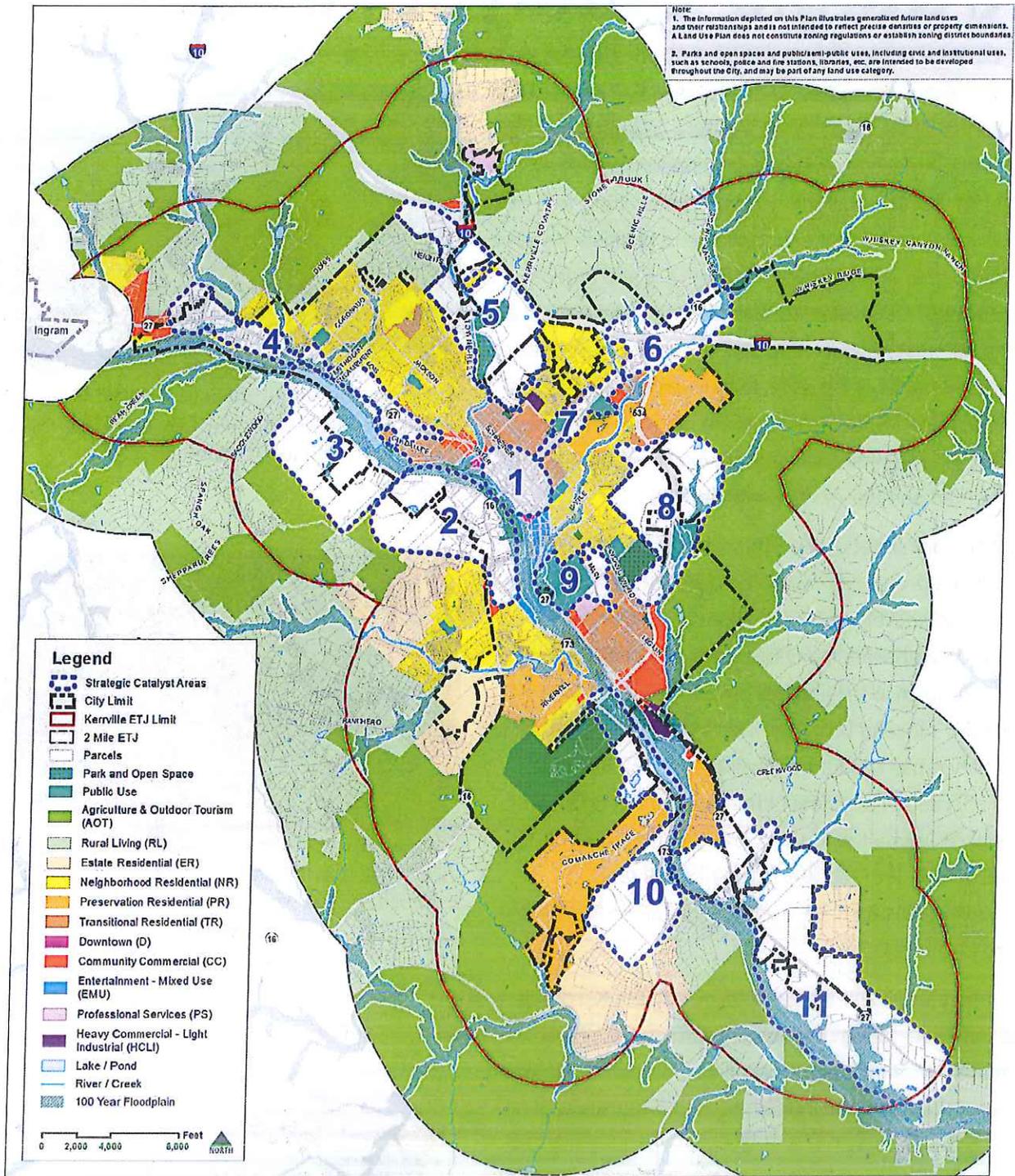
“Growth in the future needs to be sustainable and the type of growth that would benefit the people already here, not just new residents”

- Stakeholder Interviews



The feedback given by the community was invaluable to the development of a Future Land Use Plan that reflected vision of the community

Figure 7: Future Land Use Plan



Strategic Catalyst Areas

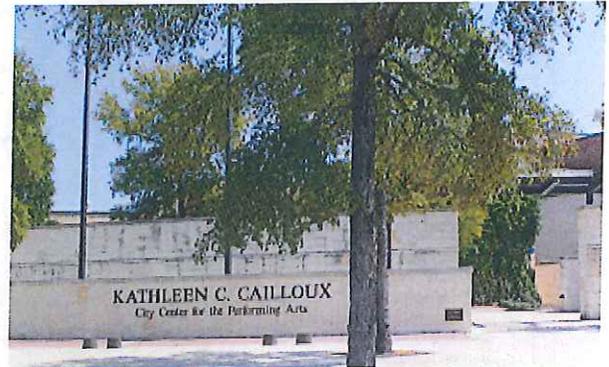
This Future Land Use Plan is unique in that it focuses on “place types” rather than land use categories. The map indicates 11 Strategic Catalyst Areas and lists all of the potential place types in the legend—various residential, commercial, industrial, and special categories such as Downtown and Entertainment/Mixed-Use—along with other features such as the ETJ boundaries and physical features including parks, open spaces, lakes, rivers and creeks. Each Strategic Catalyst Area is described separately in a detailed summary sheet, which includes information about the characteristics of the area, the allowable place types, and information about the size of the area, the portion identified for potential development or reinvestment, and the projected number of residents and jobs.

Each summary sheet is accompanied by a map that indicates the properties within the Catalyst Area that are likely investment/reinvestment sites. The place types that would be appropriate within the individual Catalyst Areas are shown in the legend, but are not assigned to any specific piece of property. This maintains a degree of flexibility regarding future development that is not always afforded in a typical Land Use Plan. In between the Catalyst Areas, the Future Land Use map assigns properties the Kerrville 2050 place type that most closely resembles the land use designation on the 2008 comprehensive plan.

The Future Land Use Plan graphically depicts Kerrville’s model land use pattern. It, plus the Strategic Catalyst Area maps and summary sheets and the Thoroughfare Plan, form the underpinnings of the entire Kerrville 2050 Comprehensive Plan. The flexible nature of the Land Use Plan map will allow growth to occur organically within the context of what the community is today and what it wants to become in the future. Although flexibility is built in, the plan will need to be monitored and updated periodically so that it continues to address new issues of growth and development as they arise.



Schreiner University, the crown jewel of the city’s educational system, plays an important role in the future land use plan



Performing arts centers, often publicly-owned, compliment Entertainment and Mixed-Use place types



Strategic catalyst areas are centered around existing districts with assets and high potential

It is very important for all parties involved in this process to understand that the Future Land Use Plan is not a zoning map. As the relevant section of the Local Government Code states, it “does not constitute zoning regulations or establish zoning district boundaries.” It does, however, lay the foundation for conversations with property owners and developers about zoning issues and is an important tool to be used in the evaluation of every zoning application. In addition, it should provide a foundation for staff to use in the review of development proposals and should inform the writing or rewriting of guidelines and regulations in support of the Kerrville 2050 vision.



Religious institutions provide a special and important use of land for communities

Note: In the Strategic Catalyst Area summaries below, the Developable Sites figure is a measure of the total acreage of the Future Investment/Reinvestment Sites on each map. The Residents figure is taken from the 2010 decennial Census; no change has been made to reflect the roughly 1,000-person, citywide increase in population since the Census. The Jobs figure is based on 2015 Census Longitudinal Employer-Household Dynamics estimates.

Strategic Catalyst Area 1

The first Strategic Catalyst Area comprises the downtown core and central business district of the Kerrville metropolitan area. It features a dense clustering of amenities, infrastructure, and employment within a roughly 0.4-square-mile zone.

Defining Characteristics: Located around the intersection of SH 27 and SH 16, SCA 1 lies in the social, political, historic, and cultural center of Kerrville. Many historic structures are scattered around this area. The Guadalupe River and Louise Hayes Park are adjacent to SCA 1 on its southwestern side.

Allowable Place Types: Transitional Residential, Downtown

Place Type Distinctions: Developments should be oriented towards the River corridor, engaging with adjacent businesses and structures. There should be a strong focus on redevelopment and catalyzing a renewed public interest in the area.

Size: 281 acres

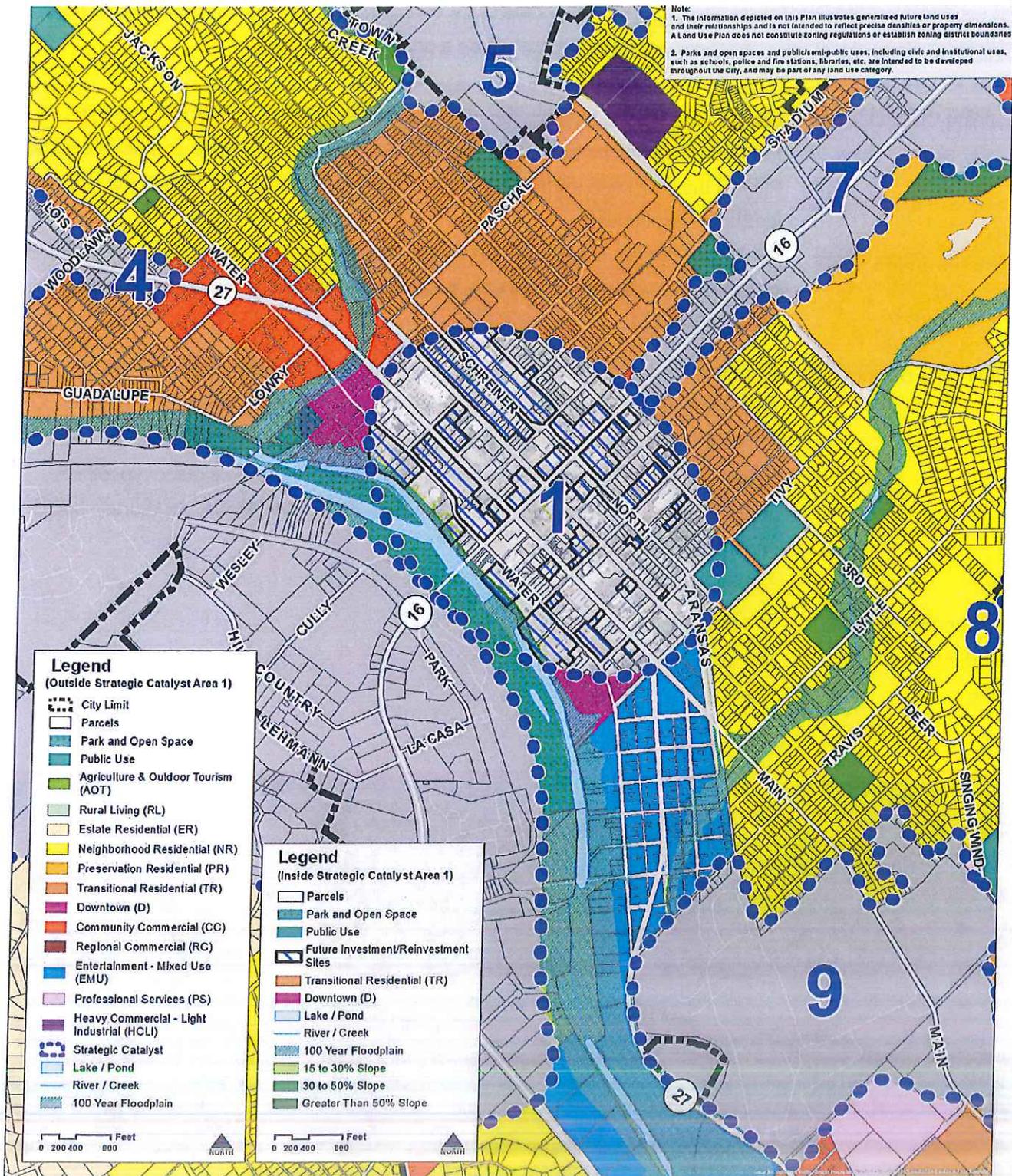
Developable Sites: 78 acres

Residents: 449

Jobs: 1,555



Figure 8: Strategic Catalyst Area 1



Strategic Catalyst Area 2

Just southwest of the Guadalupe River and SCA 1 lies the city’s burgeoning medical center. Enhancing key medical assets while avoiding flood-prone development will be a priority for this area.

Defining Characteristics: Located around the Intersection of SH 16 and SH 98, this area is anchored by Peterson Hospital, its economic engine. SCA 2 borders the River and Louise Hayes Park to the north and northeast. Major topographic challenges exist in the hilly south and southwest.

Allowable Place Types: Estate Residential, Neighborhood Residential, Preservation Residential, Transitional Residential, Professional Services, Entertainment/Mixed Use, Agriculture and Outdoor Tourism

Place Type Distinctions: Emphasize a strong commercial presence along Thompson Road and SH 16. Agriculture and Outdoor Tourism may be appropriate along the River. Aging retail could be redeveloped as Entertainment/Mixed Use. Professional Services developments are appropriate around the hospital. Residential place types are appropriate in the south and southwest. Transitional Residential structures should generally avoid the river.

Size: 888 acres

Developable Sites: 637 acres

Residents: 865

Jobs: 2,783

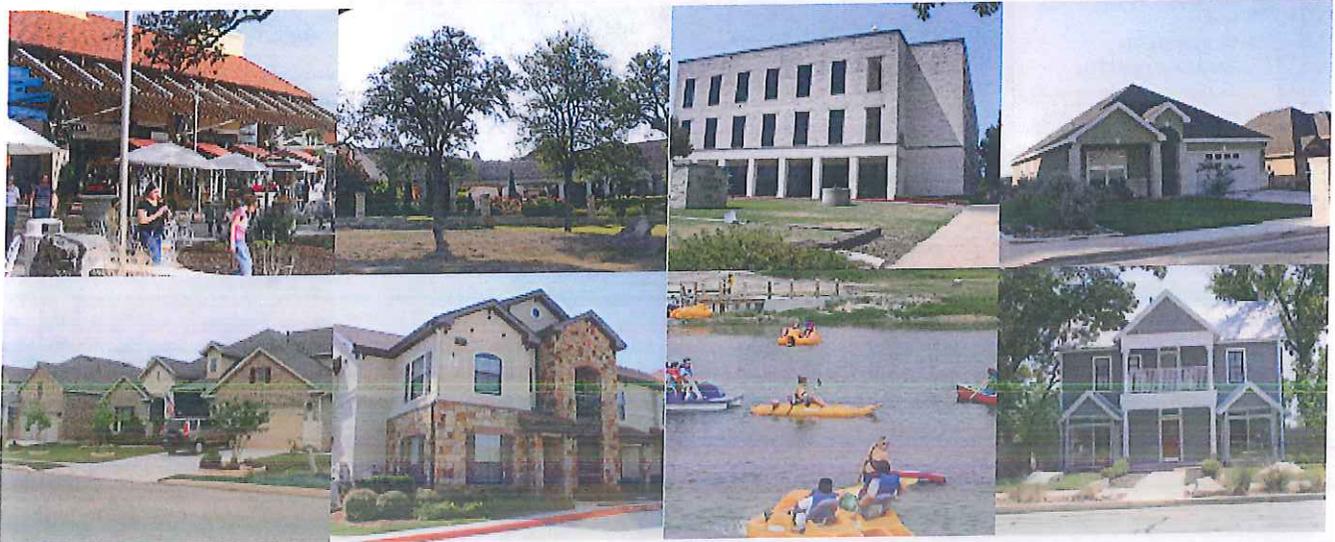
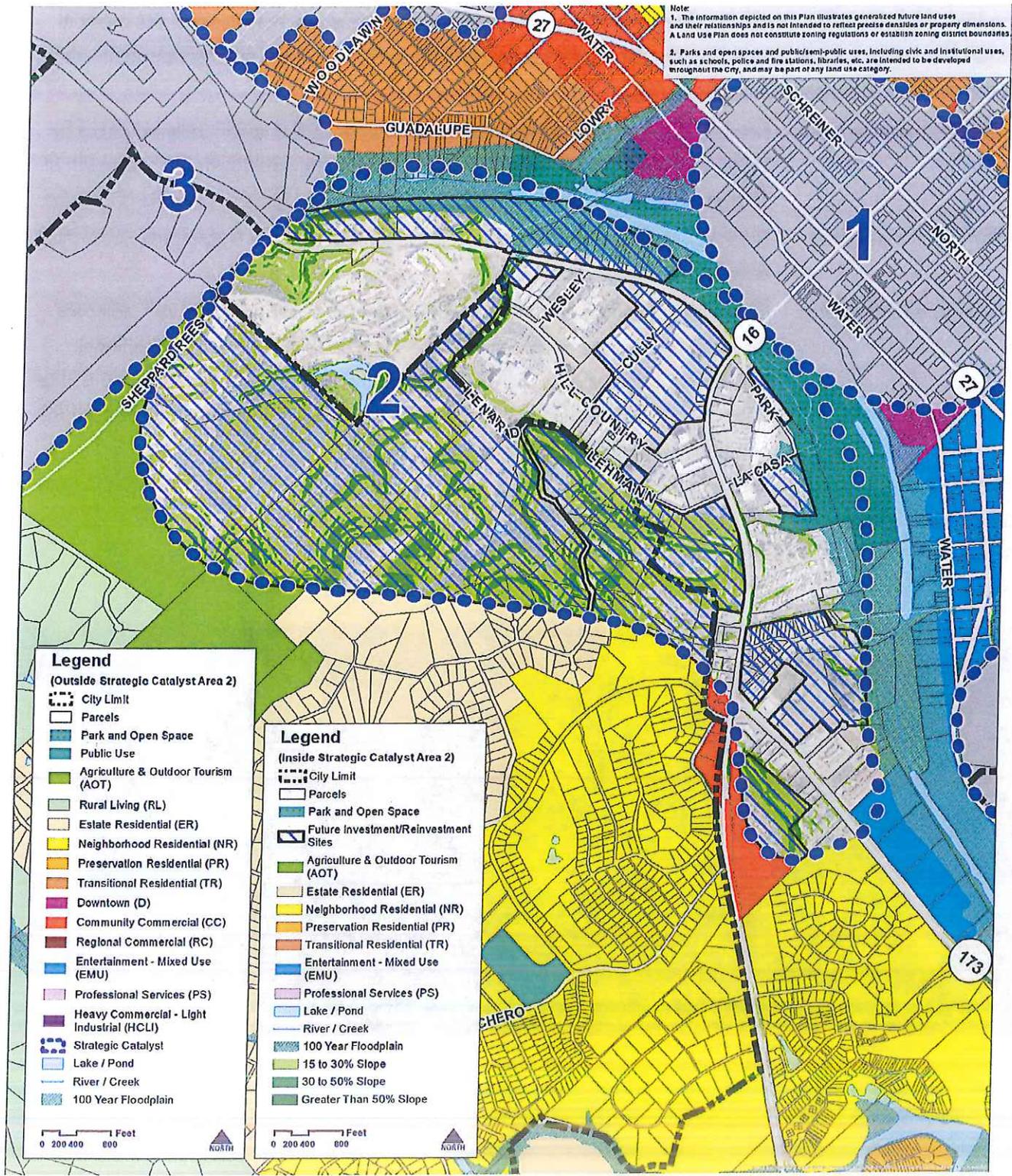


Figure 9: Strategic Catalyst Area 2



Strategic Catalyst Area 3

The third strategic catalyst area is a largely rural and suburban swath of land just northwest of the medical center. The vision for this area is one that facilitates the creation of mixed-use, riverfront developments along its key corridor, Thompson Drive (Loop 98).

Defining Characteristics: Nimitz Lake is a dominating feature of this area. SCA 3 is generally bounded by SH 27 to the northeast, Sheppard Rees Road to the southeast, the hills south of Thompson Road to the southwest, and Saddlewood Boulevard to the northwest.

Allowable Place Types: Rural Living, Estate Residential, Preservation Residential, Transitional Residential, Entertainment/Mixed Use

Place Type-Distinctions: Development should be oriented towards the River and engaged with adjacent businesses and structures. Entertainment/Mixed-Use and some Transitional Residential place types are appropriate around the lake. Preservation and Estate Residential place types are appropriate south of Thompson Road as topography becomes more challenging.

Size: 1,011 acres

Developable Sites: 701 acres

Residents: 62

Jobs: 115

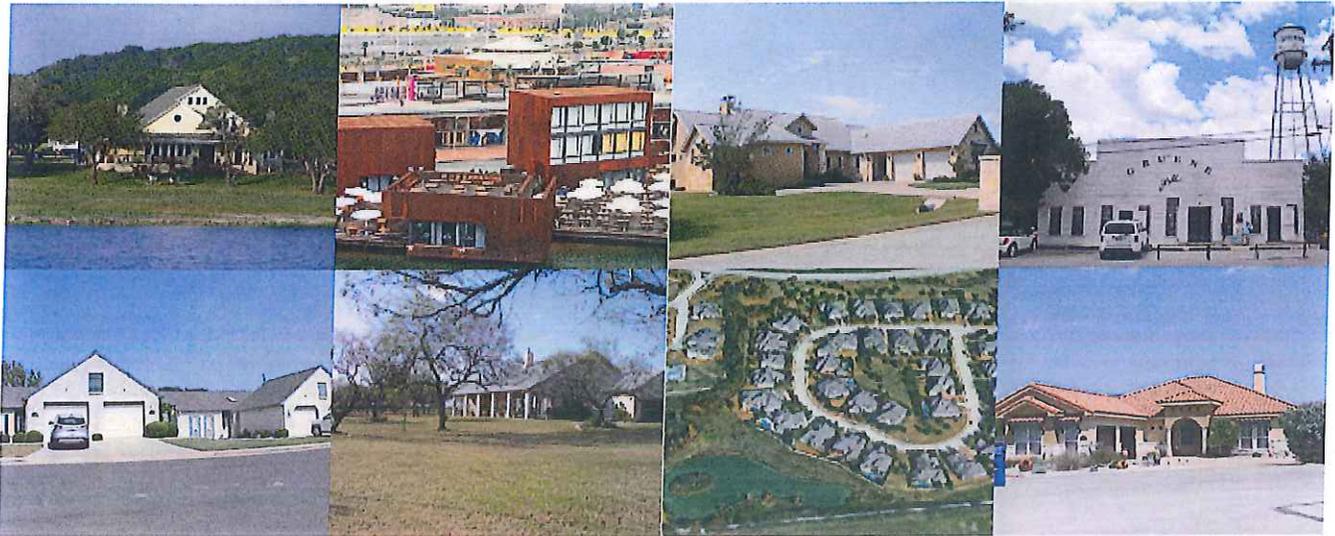
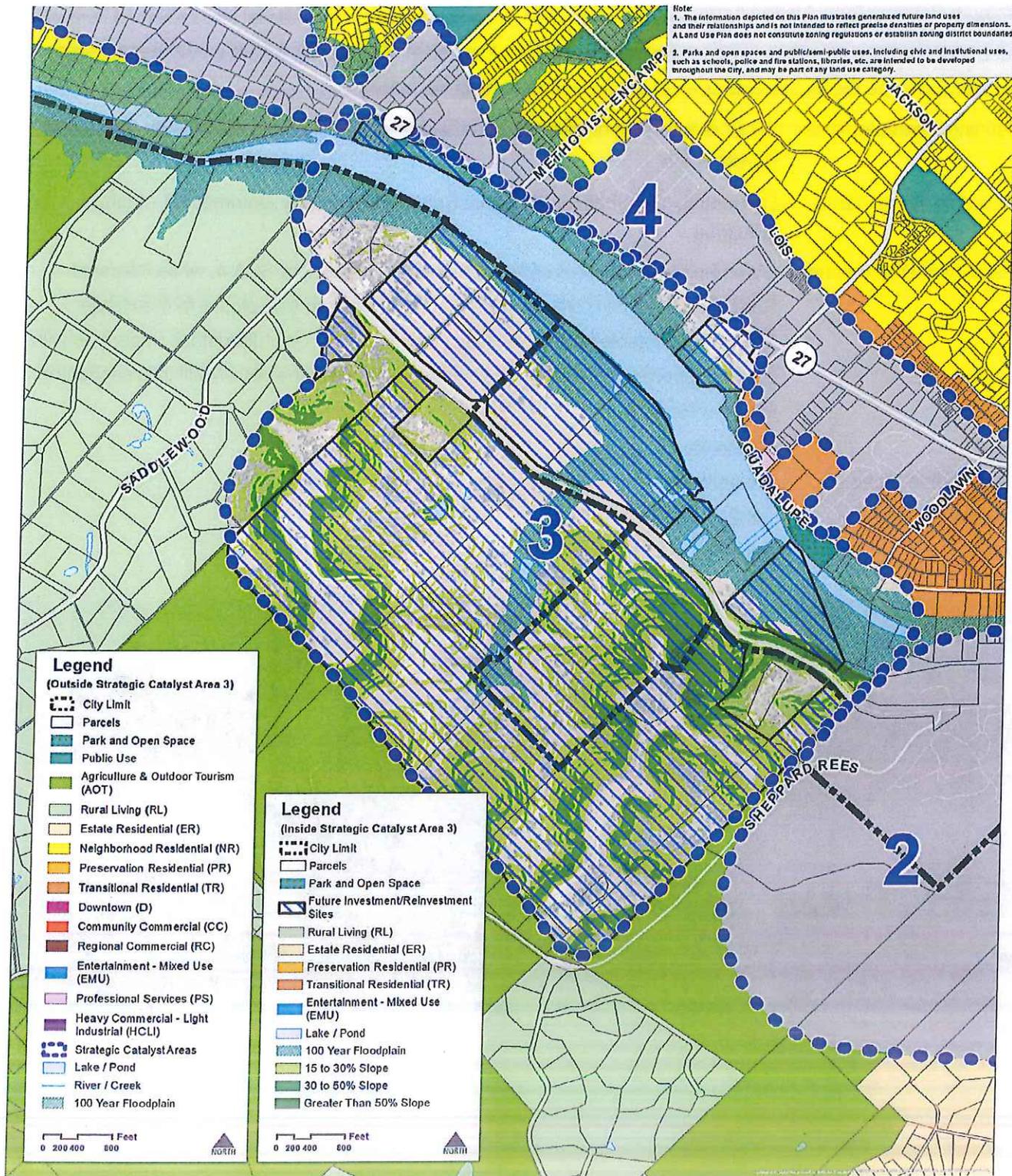


Figure 10: Strategic Catalyst Area 3



Strategic Catalyst Area 4

Strategic Catalyst Area 4 is the northwestern-most area, a narrow band of commercial and industrial land uses that nearly touches the City’s border with Ingram. SCA 4 along State Highway 27 will be a commercial area that maintains the distinctive character of the surrounding neighborhoods.

Defining Characteristics: SH 27 is the city’s northwest gateway. Major intersections are at Goat Creek and Harper roads.

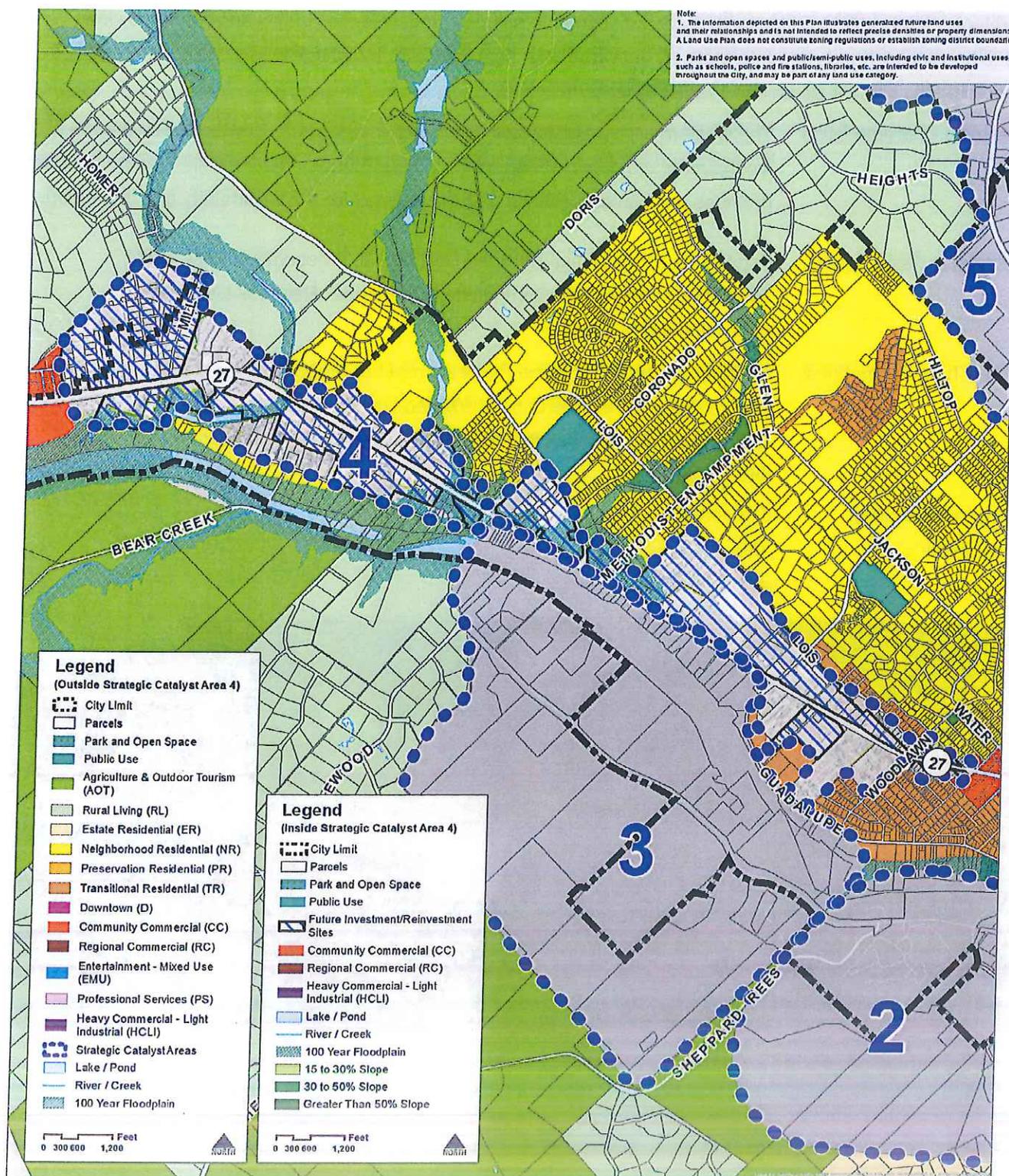
Allowable Place Types: Community Commercial, Regional Commercial, Heavy Commercial - Light Industrial

Place Type Distinctions: Community Commercial should be present throughout SCA 4, while Regional Commercial would more appropriate on the eastern side closer to the Harper Road/SH 27 intersection. The Heavy Commercial - Light Industrial place type will be more appropriate along the existing cluster near the SH 27/Mill intersection on the far west side.

- Size:** 553 acres
- Developable Sites:** 376 acres
- Residents:** 1,432
- Jobs:** 2,403



Figure 11: Strategic Catalyst Area 4



Strategic Catalyst Area 5

Strategic Catalyst Area 5 lies north of the city center in a largely undeveloped pocket surrounded by low-density neighborhoods and Interstate 10. As with SCAs 2, 3, 6, and 8, the preservation of the Hill Country's characteristic hills will be an important priority for this area.

Defining Characteristics: The western arm of Holdsworth Drive and the Harper/I-10 intersection are the two lynchpins of the area's transportation infrastructure. The Kerrville Sports Complex provides a social and athletic gathering space for the community and the region.

Allowable Place Types: Estate Residential, Neighborhood Residential, Preservation Residential, Transitional Residential, Community Commercial, Regional Commercial, Entertainment Mixed Use

Place Type Distinctions: Regional Commercial place types are most appropriate around the I-10/Harper intersection. Some Entertainment/Mixed Use developments (e.g., hotels, restaurants) are appropriate near the Kerrville Sports Complex.

Size: 987 acres

Developable Sites: 613 acres

Residents: 360

Jobs: 61

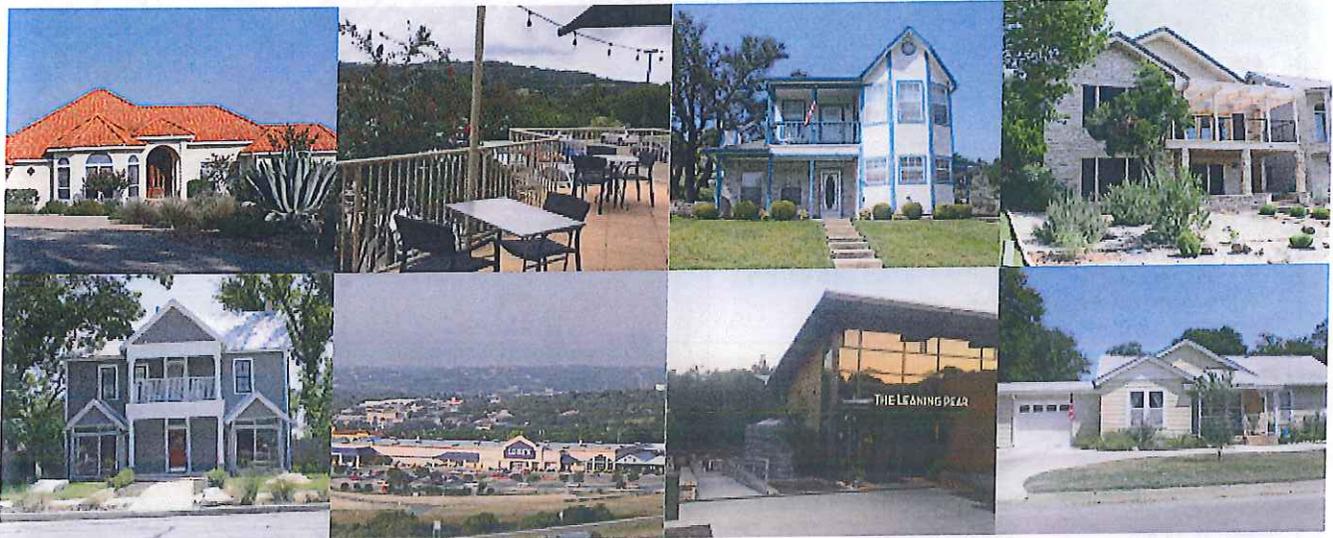
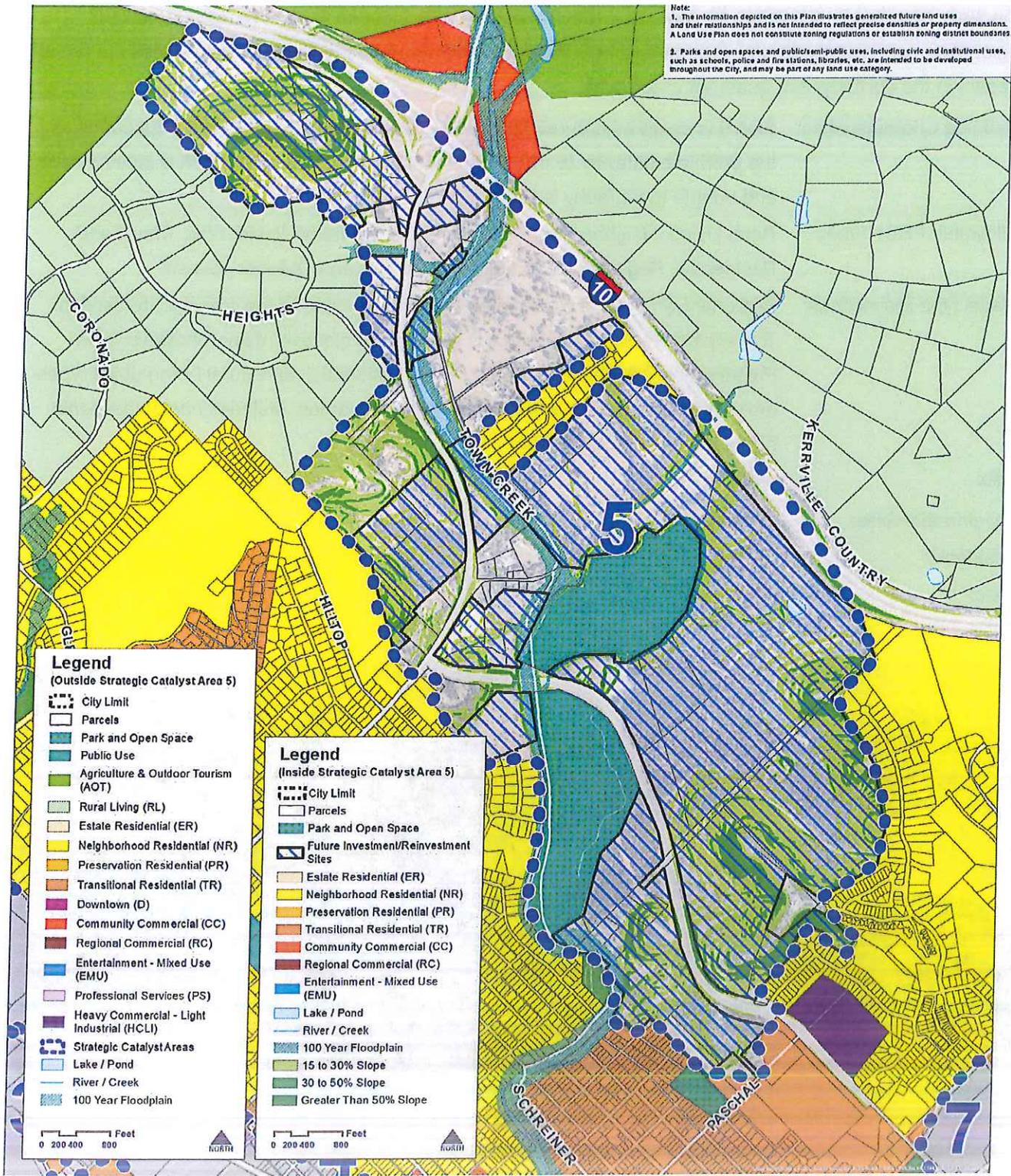


Figure 12: Strategic Catalyst Area 5



Strategic Catalyst Area 6

This area, bisected by Interstate 10, features a number of amenities close to the exit ramps, particularly regional and community-serving commercial businesses. Expansive residential and industrial uses are notably present in the northwestern quadrant of the area.

Defining Characteristics: SCA 6 is centered around the I-10/SH 16 intersection. This corridor functions as the premiere gateway to the community for visitors. Quinlin Creek is located here and unique topography is present on all sides.

Allowable Place Types: Rural Living, Neighborhood Residential, Preservation Residential, Transitional Residential, Regional Commercial, Agriculture and Outdoor Tourism

Place Type Distinctions: Regional Commercial place types are suitable close to the primary intersection. Transitional Residential housing is appropriate close to major roadways while Preservation Residential, Neighborhood Residential, and Rural Living place types are more suited to topographically challenging areas. Maintenance of the iconic hills and creeks is paramount.

Size: 449 acres

Developable Sites: 198 acres

Residents: 331

Jobs: 273

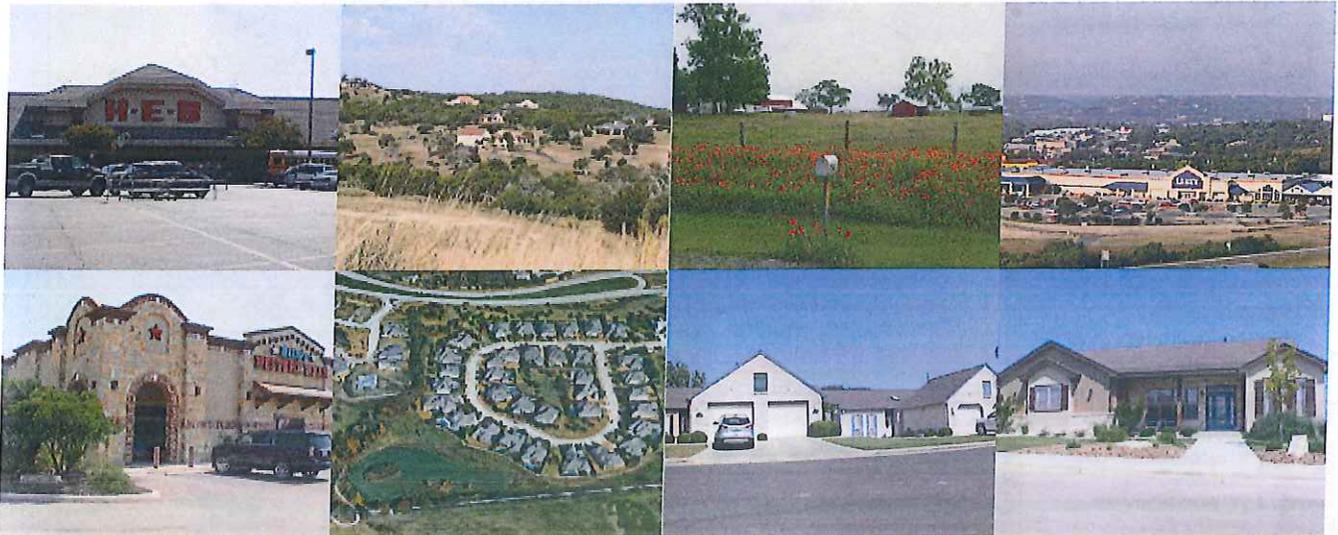
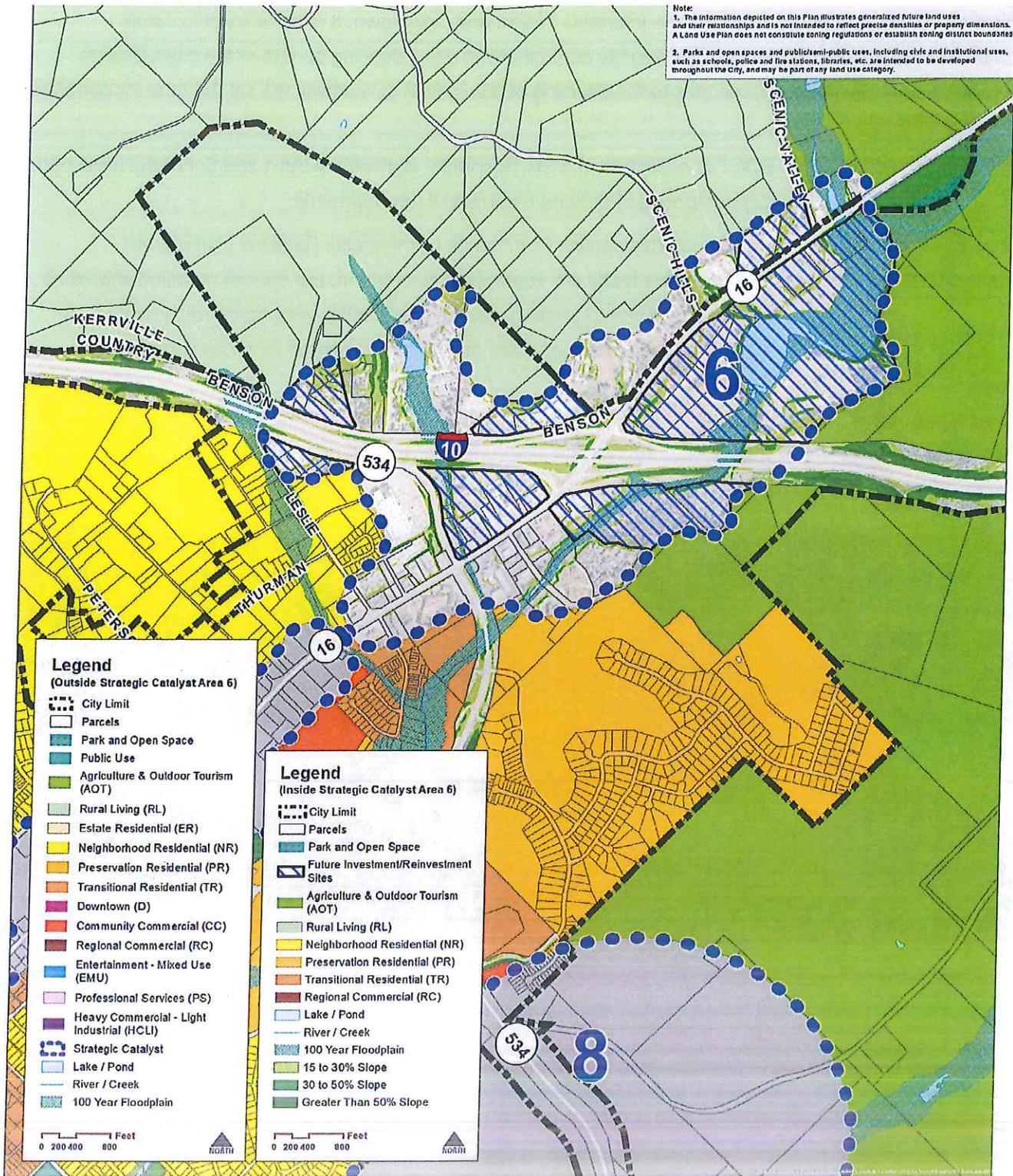


Figure 13: Strategic Catalyst Area 6



Strategic Catalyst Area 7

This area serves as a bridge between the Interstate 10 exit and Downtown. It is transitional in nature and predominantly educational and community commercial in use. Focusing on one of the city’s busiest thoroughfares, multimodal approaches to the planning of this stretch of roadway will set the tone for corridors throughout the city.

Defining Characteristics: SCA 7 is essentially the SH 16 corridor between SCAs 1 and 6. For the most part, it is composed of existing commercial developments.

Allowable Place Types: Transitional Residential, Community Commercial, Regional Commercial

Place Type Distinctions: All three place types are appropriate throughout, but special attention should be paid to transitions to existing, abutting residential neighborhoods. Located in a centralized area, many pockets of this SCA are prime for redevelopment.

Size: 172 acres

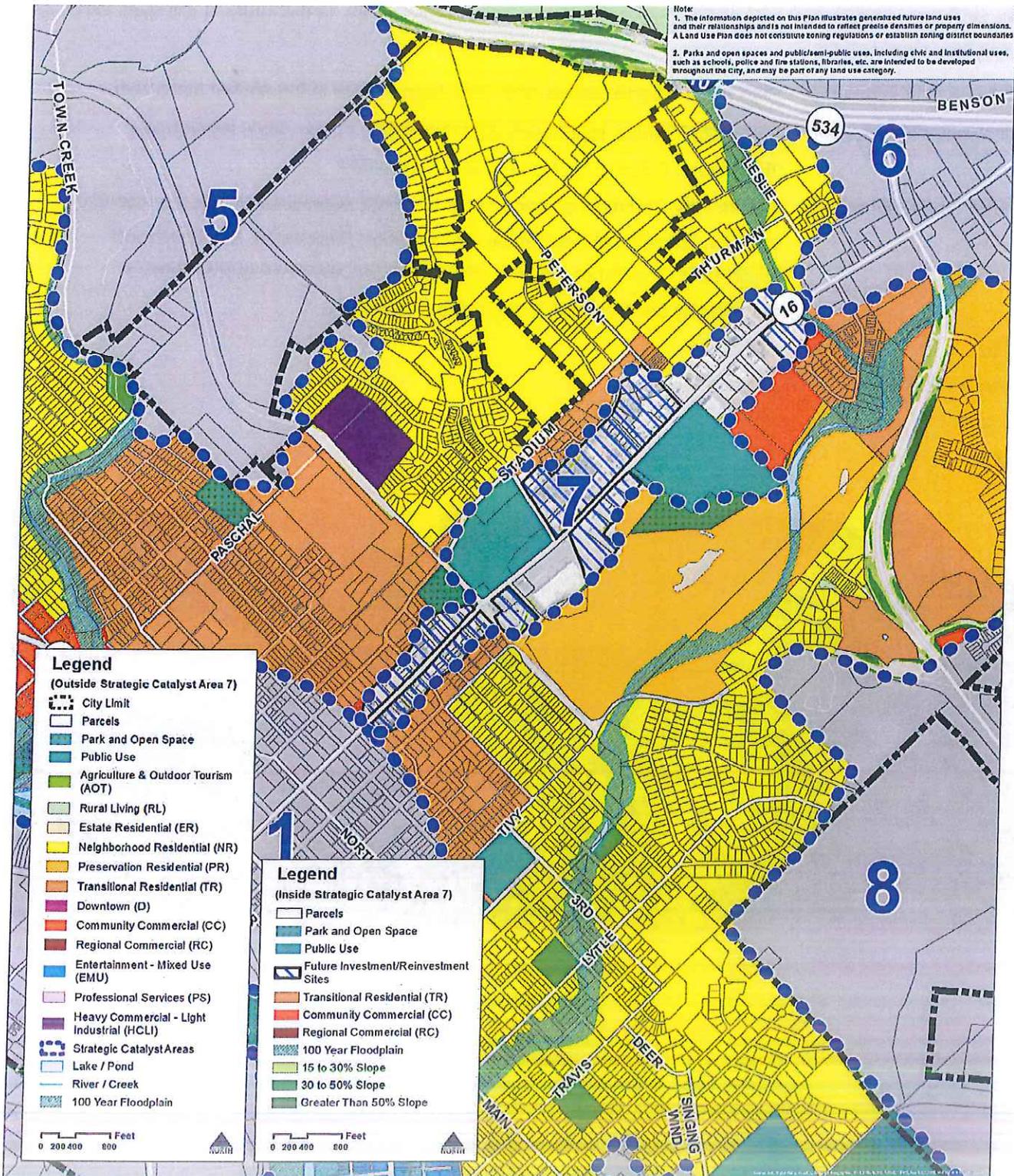
Developable Sites: 68 acres

Residents: 298

Jobs: 878



Figure 14: Strategic Catalyst Area 7



Strategic Catalyst Area 8

This strategic catalyst area surrounds Loop 534 and is largely undeveloped. In the future, it will likely serve as a link to Tivy High School.

Defining Characteristics: SCA 8 is the Loop 534 corridor. Tivy High School is the anchor institution.

Allowable Place Types: Estate Residential, Neighborhood Residential, Preservation Residential, Transitional Residential, Community Commercial

Place Type Distinctions: Community Commercial place types are most appropriate along the highway corridor. Transitional Residential, Preservation Residential, Neighborhood Residential, and Estate Residential place types are more appropriate as topography becomes hillier and more challenging.

Size: 878 acres

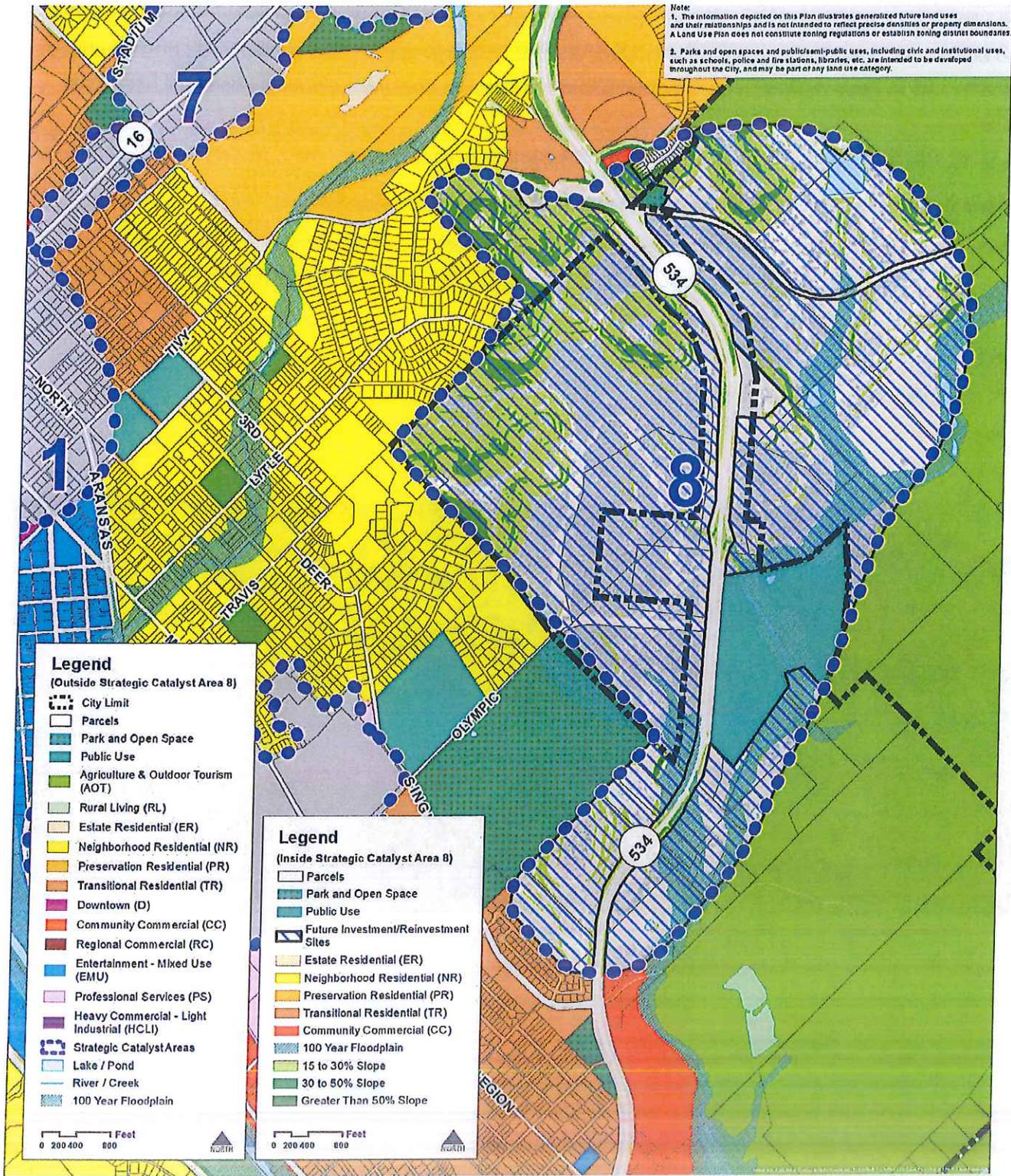
Developable Sites: 679 acres

Residents: 112

Jobs: 26



Figure 15: Strategic Catalyst Area 8



Strategic Catalyst Area 9

The ninth area is a southeastern corridor characterized by Schreiner University and its surrounding suburban- and college-focused development pattern. Undeveloped Schreiner-owned land owned could provide critical mass for one or more development opportunities in this Catalyst Area if the University does not have other plans.

Defining Characteristics: Schreiner University is the principal anchor here.

Allowable Place Types: Neighborhood Residential, Transitional Residential

Place Type Distinctions: Transitional Residential housing should be close to the university to serve the student population. Neighborhood Residential could be more suited to faculty or staff.

Size: 265 acres

Developable Sites: 70 acres

Residents: 1,055

Jobs: 850

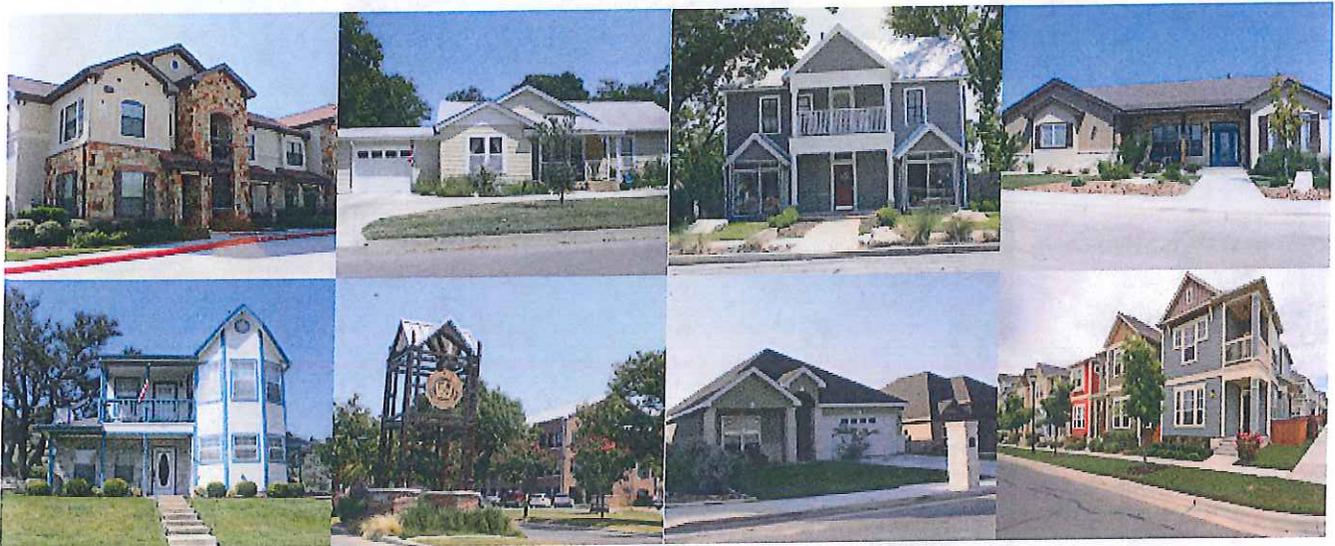
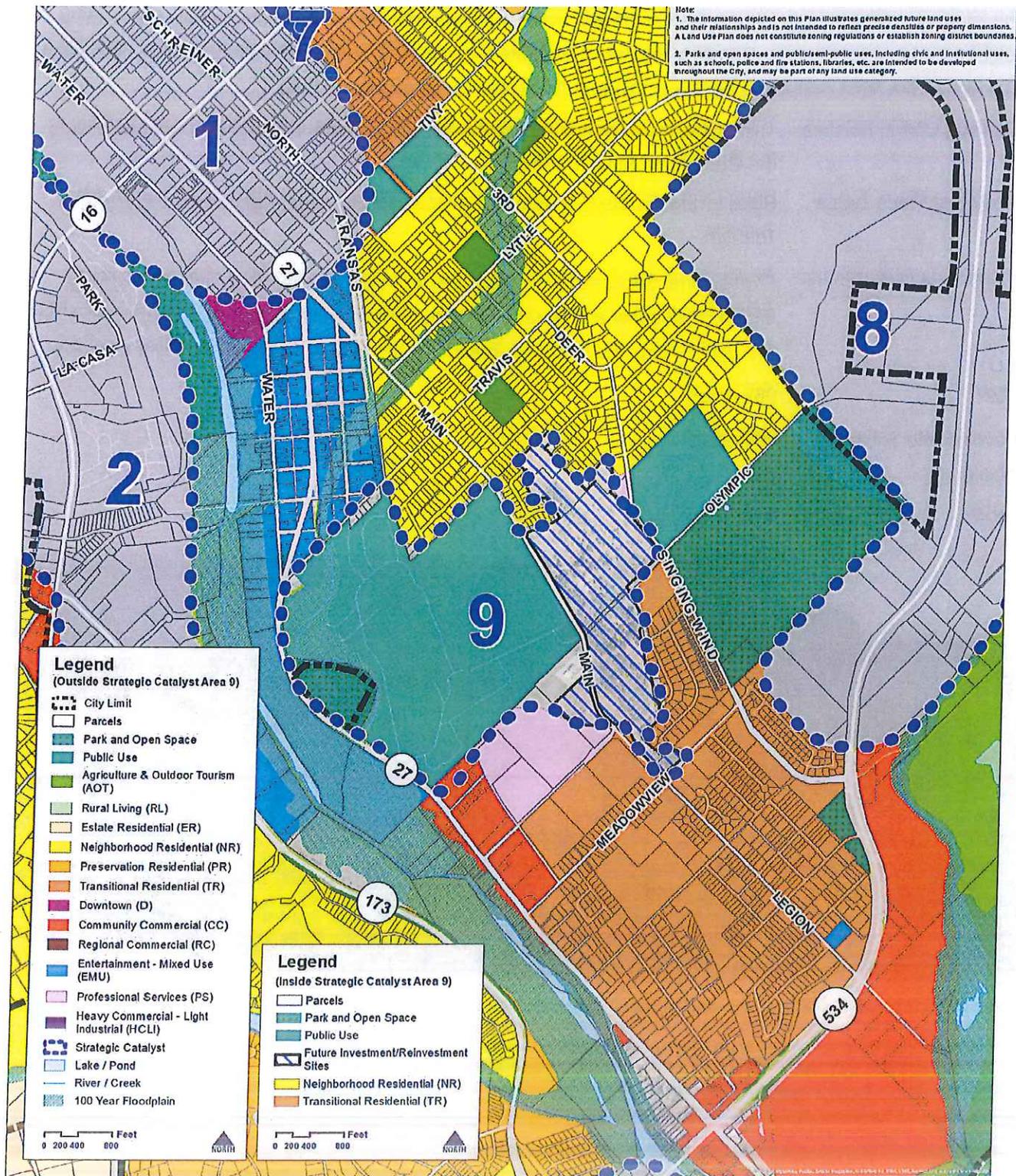


Figure 16: Strategic Catalyst Area 9



Strategic Catalyst Area 10

This strategic catalyst area follows the Guadalupe riverbank southward along its western edge, connecting neighborhoods near the lake. Bandera Highway (i.e., State Highway 173) is the major thoroughfare here. SCA 10 is one of the least populated Strategic Catalyst Areas and hosts almost no jobs.

Defining Characteristics: This is the southernmost arc of the SH 173 corridor in Kerrville. It runs parallel to the Guadalupe River to the east.

Allowable Place Types: Rural Living, Estate Residential, Professional Services, Agriculture and Outdoor Tourism

Place Type Distinctions: Professional Services place types are appropriate around or near the highway. Estate Residential and Rural Living housing are most appropriate southwest of SH 173. Agriculture and Outdoor Tourism uses are best suited to the River corridor.

Size: 967 acres

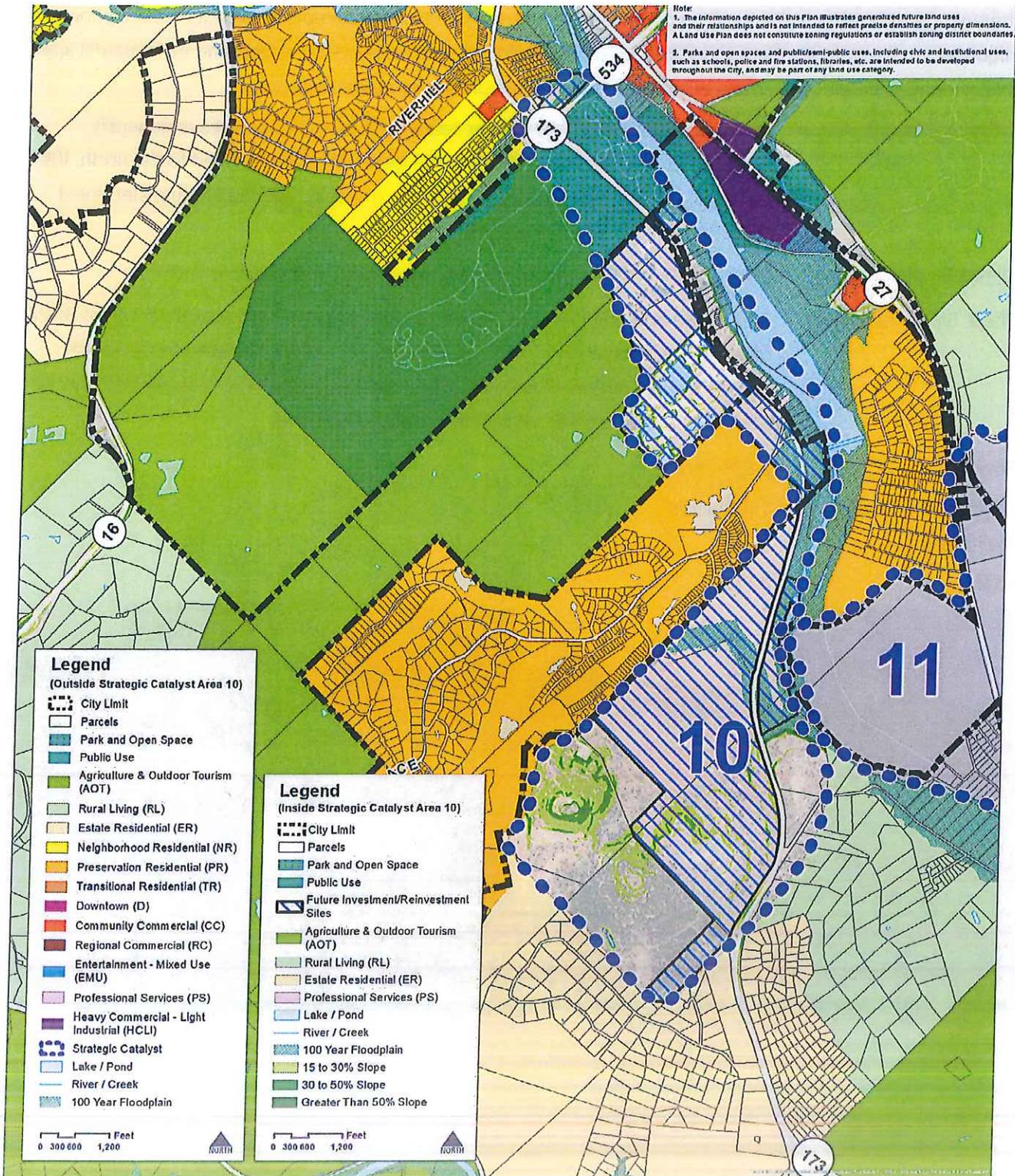
Developable Sites: 494 acres

Residents: 249

Jobs: 5



Figure 17: Strategic Catalyst Area 10



Strategic Catalyst Area 11

Strategic Catalyst Area 11 lies on the southeastern fringe of the city. It is characterized by its most obvious and unique asset: the Kerrville Municipal Airport. Future growth will capitalize on the airport and its industrial space while keeping a careful eye on the effect of these activities on nearby neighborhoods.

Defining Characteristics: The airport and SH 27 are the key features of SCA 11. The area is generally bounded by the Guadalupe River to the west, Creekwood Road to the north, the fringes of the Kerrville Municipal Airport to the east, and the southeasternmost limits of the city's ETJ to the south.

Allowable Place Types: Heavy Commercial - Light Industrial, Agriculture and Outdoor Tourism

Place Type Distinctions: Agriculture and Outdoor Tourism place types are most appropriate south of SH27, near the Guadalupe River. Heavy Commercial - Light Industrial uses are best adjacent to the airport. Developments should be sensitive to their proximity to the Guadalupe River; additional buffering may be required.

Size: 2,390 acres

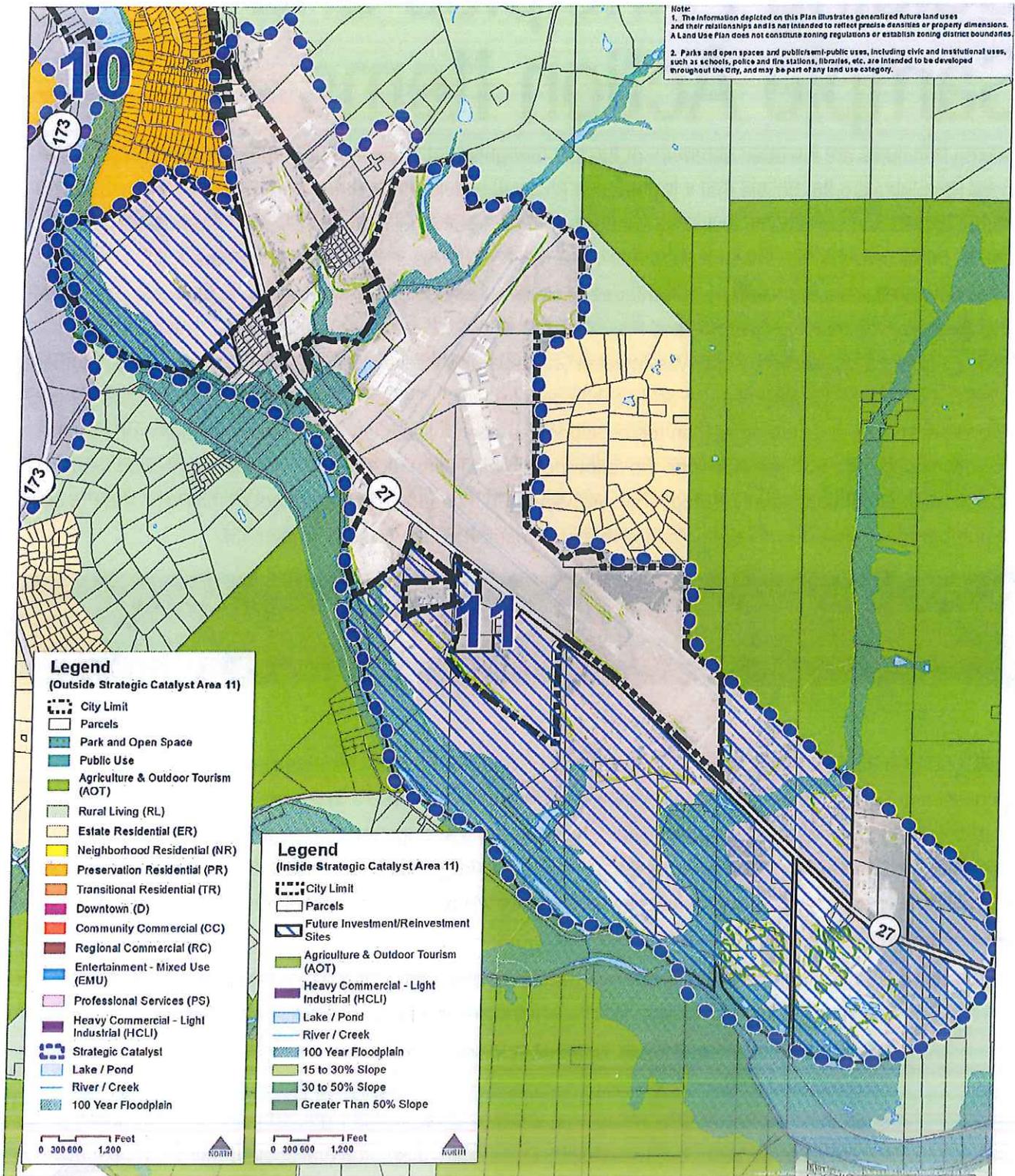
Developable Sites: 1,196 acres

Residents: 218

Jobs: 80



Figure 18: Strategic Catalyst Area 11



Guiding Principles and Sample Action Items

Guiding Principles are a written summary of the key thoughts and ideas that underpin a comprehensive plan. These Principles are the beliefs that will guide the physical development of the community through changing circumstances and conditions, including changes in the economic climate and changes in leadership. They need to make sense within the context of individual neighborhoods or districts and for the city as a whole. These principles were approved by committees of citizens focused on seven strategic categories: Downtown Revitalization, Community Character and Placemaking, Economic Development, Mobility/Transportation, Public Facilities and Services, Water/Wastewater/Drainage, and Parks/Open Space/The River. Housing arose during the course of the project as an additional topic of special interest. Because the Guiding Principles and Action Items under all of the other Plan topics support the Land Use Plan, no separate principles or actions were developed for Land Use; however, the following is a sampling of Guiding Principles and Action Items from throughout the Implementation Strategy that will help fulfill the Land Use component of the Plan. The Principles are numbered to coincide with their place in the Implementation Matrix (see Chapter 13).

D3 GUIDING PRINCIPLE: Maintain and support small businesses with a local identity.

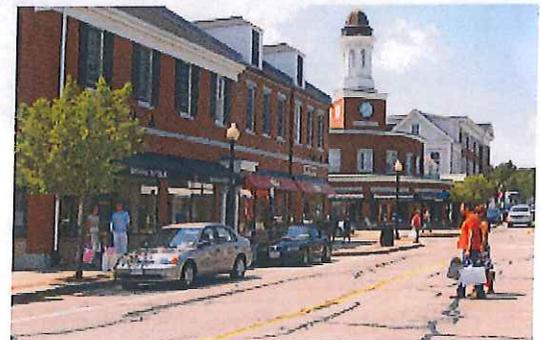
Small, one-of-a-kind businesses are the backbone of a community and its downtown. The many local establishments that dot the Kerrville landscape, particularly those within and around Downtown, contribute to the character and appeal of the area. The community has a strong preference for local business in the Downtown area as opposed to chain businesses selling similar goods and services. Businesses of this type often struggle to stay afloat. Support from the community will be crucial to their survival. They will likely not be able to sustain themselves on tourists alone.

- **Create a public-private advocacy group or partnership of the City and downtown property owners/tenants.** Cities of all sizes—small towns like Llano and Pleasanton, mid-size cities such as New Braunfels and Victoria, and metropolitan areas such as Austin and San Antonio—have established downtown partnerships, associations, or programs. These groups often form the basis for downtown revitalization, convening people, aligning interests, and shaping public policy to promote the center city to residents and visitors alike. Kerrville could benefit from a public-private advocacy group or partnership as it builds support in the City's urban core and attracts new development and preservation efforts.

- Pursue new Downtown businesses, such as a music hall, array of boutiques shops, pubs or dance hall. Stable Downtown businesses will help underpin revitalization efforts. Ongoing innovation and reinvention will keep Downtown fresh and interesting. At the same time, the City and its economic development partners must resist the temptation to supplant businesses that are long-time pillars of the community. New businesses, such as a music hall, small retail establishments, or entertainment venues would enhance the existing character of the area and help other businesses become more sustainable as an added benefit.
- Consider developing an incubator to encourage business start-ups in downtown. Downtown Kerrville should be a hub of innovation, attracting a new generation of entrepreneurs to its work spaces to cultivate a new wave of interest and attention in the area. Start-ups indirectly generate activity around them, buzzing with creative individuals who attract coffee shops, walkable retail, and other like-minded professionals. The availability of Downtown housing will also help attract creative entrepreneurs and new business concepts to the area.



Large event spaces are both popular and needed in Kerrville



Start-ups thrive in downtowns and other urban centers

E6

GUIDING PRINCIPLE: Support access to the infrastructure necessary to accommodate the future growth of housing and business (e.g., water, wastewater, power, communications, roads).

Growth requires infrastructure, and infrastructure requires the steady hand and long-term commitment of the public sector to plan for, design, construct and maintain it. Kerrville residents—present and future—deserve access to the basic amenities of modern life, to include water, wastewater service, electricity, telecommunications, and roads.

- Develop budgets and capital improvement plans that address the infrastructure required to accommodate both existing and future needs. Finances are the most important ingredient in the mix that defines the success of policy implementation; without proper budgeting and capital improvement plans, the city cannot adequately address current needs and prepare for the future.

City of Kerrville staff should develop these budgets and plans in accordance with the Kerrville 2050 goals, principles, and action items articulated by community members and contained herein.

- **Work to broaden cooperation and lobbying activities with other entities (e.g., City, County, Upper Guadalupe River Authority, Headwaters Groundwater Conservation District) to protect, develop, and preserve local water resources.** There is a reason so many cities the world over have settled so close to rivers, lakes, gulfs, bays, and oceanfronts: water is fundamental to life. As a river city, water is of the utmost importance to the sustainability and cultural life of Kerrville; a depletion of physical resources—particularly water—can be as devastating to the morale of a community as it is to its resiliency. As Texas continues to struggle through periods of droughts and floods, the city should place the highest prioritization on developing and protecting the Guadalupe River and other water resources as Kerrville moves toward 2050 and beyond.

E11 GUIDING PRINCIPLE: Promote new retail development while considering its impacts on existing business.

Kerrville stakeholders seek new opportunities and experiences for their community, both as consumers and as workers. Retail development—as long as it augments rather than inhibits existing businesses—should be a vital component of a successful economic development strategy.

- **Conduct a retail study to identify market/trade area leakage and gaps, submarkets within the city limits, target retailers, and the impact of new retail on existing businesses.** A study focusing on the City of Kerrville itself with a smaller, sub-area scoped to Downtown, could lay the groundwork for strategizing retail development and redevelopment in the city over the coming decades. Ideally, this study would conclude with a set of policy recommendations for the reduction of leakage and market gaps that aid other communities at the expense of Kerrville. Efforts should be made to encourage producers and consumers to stimulate the local economy.
- **Work proactively to attract new businesses or expand existing businesses to fill retail gaps.** While new business is often the focus of most economic development plans, an expansion of existing business can often provide a similar level of benefit to the community. Retaining and fostering the growth of small business has the added advantage of cementing a local identity in a city, neighborhood, or place.
- **Examine the possibility of attracting campus-oriented retail and entertainment/recreation uses to the Schreiner University area.** The Schreiner University area has the potential to become for a “college town” district within the larger city. Some establishments in and around the Schreiner campus already cater directly to students, faculty, and staff. The potential for growth, however, is palpable, and there is more to do to encourage the development of campus-oriented retail, entertainment, and recreation, which can appeal to other groups within the community as well.

M4 GUIDING PRINCIPLE: Place a high priority on the maintenance of existing streets.

Kerrville stakeholders made it clear early in the study process that “planning for, designing, constructing, and maintaining Kerrville’s infrastructure” was of the highest priority (see Chapter X, Community Priorities). Their choice of the Strategic Catalyst Area approach to growth reinforced that notion by sending a signal that making the most of the community’s existing capital investments was preferable to building new infrastructure to serve areas currently outside the city limits.

- **Continue implementing the plan for street repairs, including a timeline and funding, based on the road conditions data collection and evaluation completed in 2016.** Many streets in Kerrville need repairs and upgrades in order to adapt to changing traffic patterns and lifestyles. The city now possesses the data necessary to implement these changes and should use it to frame the process of prioritization and funding.
- **Consider current and future needs/plans for growth when street resurfacing and restriping occurs.** As the need for resurfacing and restriping arises, the City should move beyond merely reacting and proactively assess needs for multimodal capacity ahead of time. These assessments will better adapt the City’s infrastructure to address future needs and plans for growth.
- **Meet with TxDOT annually to develop and reaffirm roadway related priorities involving maintenance projects.** Because so many of the most important roadways in Kerrville are actually state-owned facilities, it is important that the City coordinate closely and regularly with TxDOT to partner on the most important maintenance priorities and construction issues.

F6 GUIDING PRINCIPLE: Focus close attention on building architecture and scale to preserve Kerrville’s small-town charm.

Architecture and design are fundamental to the atmosphere feeling of a place —it can create a sense of arrival, purpose, and even “home”. Kerrville’s historic architecture, particularly in and around the Downtown core, sets a tone for the rest of the city that should be followed but not mimicked. Architecture should reflect the period in which it was constructed and designed, but in a way that is complimentary to existing structures. Building scale and the use of consistent or compatible building materials and landscaping should be encouraged, if not required. It will be important for the City to follow these rules in the design of future public facilities. City Hall is an excellent example of a building that doesn’t try to imitate the architecture of some of the older buildings in the area but has a style and a palette of building materials that is very compatible with nearby historic structures.

- **Finalize and implement City design/development specifications, including standards consistent/compatible with the look and small-town charm of Kerrville.** Kerrville is not a big city in the same vein as Austin or San Antonio, but it is relatively large when compared to its peers in the Hill Country. The small-town charm of Kerrville is a feeling that has been preserved even through the ten-fold population increase of the past century. It should seek to hold onto that feeling in the requirements it sets for building design and streetscape improvements, even though the city is no longer the small town it once was.
- **Consider building design that attracts families to Kerrville businesses.** Architecture should move beyond the aesthetic appeal of a place and into the domain of the family economy, seeking to attract consumers in households with children. This can be achieved through a variety of means, but solidifying family as a core principle of Kerrville's design orientation will help set the tone for future economic growth.
- **Enhance the access, functionality, safety and appearance of the Downtown parking garage.** The public parking garage is one of the main transportation facilities in the Kerrville Downtown business district. Its appearance and role in the Downtown area are important considerations for local policymakers. The garage should reflect themes that are consistent with both the city and this plan—those of history, culture, and warmth. It should be safe, attractive, easy for the average consumer to use, and complementary to surrounding infrastructure and architecture.

F7

GUIDING PRINCIPLE: Be thoughtful when considering land uses and provide facilities and services that promote and enhance local parks, green spaces, and the River Trail.

The more that can be done to promote Kerrville's many parks, open spaces, and trails, the better. The relatively large presence of green space and vegetation in Kerrville is a unique aspect of the city that can be harnessed for the betterment of residential life, tourism, athletic activities, and transportation.

- **Establish a long-term plan for each public facility/site to promote and enhance nearby parks, green spaces, or trails.** Each park and sizable public amenity should figure into a long-term plan for its usage and lifespan. These plans should place a high priority on maintaining the city's excellent parks and recreation system as it currently exists.
- **Add and/or improve parks to encourage the development of housing nearby.** Parks are more than just landscape available for public and recreational use; many would say they are the economic engines of tomorrow. As numerous stakeholders have already stated, Kerrville's attachment to its environment is a magnet for prospective residents and, thus, could be an important factor in the attraction of new housing in the area.

- **Develop a marketing effort or an app with maps, GPS tracking, and a “You are Here” locator to promote the use of Kerrville parks and recreation amenities and to make it easy to find green space.** Mobile apps are now a part of everyday life that users are increasingly turning to in times of need. An app that promotes engagement with the parks and recreation system could increase their usage, familiarizing people with a system that they would otherwise be less acquainted with. A marketing campaign, especially one that leverages the power of social media, could also be an effective tool in achieving this goal.

W4 GUIDING PRINCIPLE: Preserve natural riparian areas.

Riparian areas are areas located on the banks of a river—in this case, the Guadalupe. The city should preserve these natural environments not only for their aesthetics, but also for their intrinsic value as areas of conservation.

- **Pursue zoning ordinance amendments to support riparian area protection.** Public policy must underscore efforts to preserve the natural environment of Kerrville by designing and designating clear zoning boundaries in support of riparian protection. Zoning should reflect public input as well the environmental needs of the community.
- **Develop standard maintenance protocols for riparian areas, including the option of leaving the areas in a natural condition.** A standardized set of maintenance routines and protocols will help ensure uniform treatment across the myriad districts, ownership arrangements, and conditions that span the riverbank. The preservation of natural conditions such as mow-free areas, environments with primarily local flora and fauna, and undeveloped tracts of land, should be considered viable options for different portions of the river.
- **Restore damaged riparian areas in riverside parks.** Parts of the Guadalupe River have already been severely damaged by human activity, including littering, waste disposal, polluted stormwater runoff, and the harvesting of natural resources. A concerted effort to restore these areas to a natural or semi-natural state could do much to heal the damage caused by the economic development of Kerrville and the surrounding area and the irresponsible treatment of these riparian areas over the years.

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