



# 1. Introduction

The City of Boerne is a community nestled in the heart of the Texas Hill Country surrounded by scenic natural areas. First settled in the 1800s, Boerne has a charming and historic downtown/Main Street area that runs alongside the Cibolo Creek. Boerne is the county seat of Kendall County and is located just 15 miles northwest of San Antonio on Interstate 10, providing easy access to jobs within the greater metropolitan area. Abundant natural amenities, a charming small town atmosphere, parks and trail systems, excellent schools, and easy access to employment centers have prompted a substantial increase in growth for Boerne.

As the City and larger region continues to grow, Boerne City leaders recognize the importance of proactive planning. The Boerne Master Plan provides a vision that will serve as a blueprint for future development in Boerne for the next 10 years and beyond.

This introductory chapter gives context to what a community master plan is, what Boerne seeks to achieve, and the process that the City has gone through to update the Master Plan.



*Boerne and the greater region continue to grow at a rapid pace.*



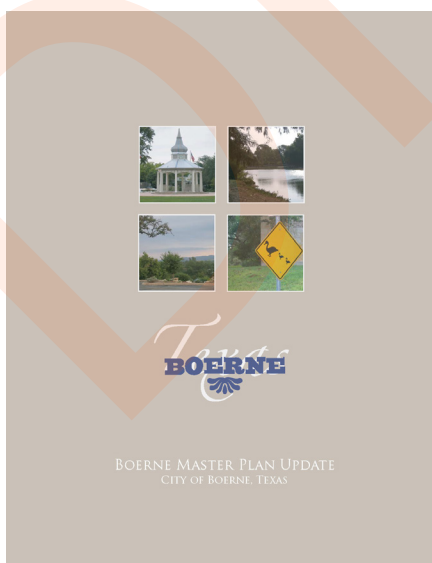
## Master Planning Purpose

A community master plan (also known as a comprehensive plan) is a guide. It serves as a blueprint to guide future development and redevelopment in a community based on an established vision. It considers existing and future needs and determines actions that the community should pursue over time to realize the overall plan vision. Once adopted, city staff and decision makers use the community master plan to direct and enact changes to regulatory documents such as zoning and subdivision regulations.

A community master plan process is important because the resulting plan document provides an established, community-driven vision that elected officials and city staff can refer to when making development decisions in the future. This proactive approach provides guidance to city officials which helps to preclude reactionary decisions. Proactive community planning also helps direct limited municipal funds more efficiently and can create more predictability in the development process.

In 2017, the City of Boerne initiated an update to the 2006 Boerne Master Plan. The Boerne Master Plan identifies key challenges and opportunities, defines goals and objectives, develops a strategic vision, and establishes implementation strategies to be achieved over 10 years.

Community elements considered in this Plan include land use, mobility, community facilities and services, economic development, and livability. The resulting Plan is representative of input from residents and stakeholders and includes achievable actions to be enacted by the City and its partners.



*The 2006 Boerne Master Plan Update serves as the starting point for this Plan.*

## Previous Planning Efforts

The City of Boerne has undergone many planning efforts in the past related to land use, economic development, parks and recreation, and downtown. It is critical to incorporate and build upon these past planning efforts in this Plan. This ensures that the City is not duplicating efforts and also incorporates and expands on past recommendations and engagement results that are still valid.

The previous Master Plan, developed in 2006, was built upon the vision statement “Boerne - Living the Texas Hill Country Experience,” and presented a future land use/development concept map to guide future decisions. These elements from the 2006 plan are reviewed in more detail in Chapter 4, *Community Vision*.

There are several other plans that form the baseline for the Boerne Master Plan or are relevant to the Plan’s components; these plans include:

- **Boerne Central Business District Master Plan, 2007** (key points summarized in the Economic Development section of Chapter 2, *Existing Conditions*);
- **R/UDAT Boerne, TX – Boerne by Design, 2008** (key points summarized in the Economic Development section of Chapter 2, *Existing Conditions*);
- **Revisions to the Future Land Use Plan/ Development Plan Concept map, 2010 and 2012;**
- **Downtown Boerne Strategic Initiative, 2016** (key points summarized in the Economic Development section of Chapter 2, *Existing Conditions*);
- **Alamo Area MPO Regional Bicycle & Pedestrian Planning Study, 2016** (key points summarized in the Mobility section of Chapter 2, *Existing Conditions*);
- **Economic Development Work Plan, 2017** (key points summarized in the Economic Development section of Chapter 2, *Existing Conditions*); and
- **City of Boerne, TX Parks, Recreation, and Open Space Master Plan, 2017** (key points summarized in the Community Facilities section of Chapter 2, *Existing Conditions*).

## Successes of Previous Plan

### NATURAL ENVIRONMENT

- Promoted Low Impact Development (LID) design and development guidelines – updated the subdivision ordinance

### SCENIC CORRIDORS

- Established gateway entrances into Boerne – Hwy 46 East – studied areas for consideration
- Investigated and developed public art and amenities program

### BUILT ENVIRONMENT

- Updated the zoning and subdivision codes to correspond with the vision
- Incorporated pedestrian connection criteria into all development projects
- Reviewed, updated, and established regulations for landscaping, signage, etc.
- Incorporated native and natural features into public and private projects
- Added sidewalks to existing neighborhoods

### CENTERS

- Sustained downtown Boerne as a community and regional destination
- Developed downtown Boerne in manner that offers unique opportunities for residential living, commerce, entertainment, and culture – mixed use regulations
- Conducted downtown parking study
- Sought more family-friendly downtown activities and events
- Sought a new location within downtown for the public library – Patrick Heath
- Established an area master plan for the Highway Commercial Centers. Design Criteria in place – SOBO
- Expanded the application of the Entrance Corridor Overlay District
- Guided appropriately scaled regional level development to the defined area
- Guided appropriate scaled development for Mixed-Use Centers

### SPECIAL AREAS

- Promoted and developed the existing Highway 87 business park – expanded north
- Created development and design standards for business parks – zoning ordinance update
- Created a medical development and marketing campaign
- Created a Civic Complex on North Main Street – new City Hall

- Created a comprehensive City-wide parks and open space plan
- Explored the expansion of the trails system

### TRANSPORTATION

- Updated the Thoroughfare Plan to support development and design recommendation
- Investigated a phased approach to alleviate downtown traffic – thoroughfare plan and Herff Road

### UTILITIES

- Planned for expansion and extension of utilities main extension
- Promoted water conservation design and use principles
- Annually adjusted utility impact and capital recovery fees
- Revisited and revised water and sewer extension policies to only support strategic annexations and determined growth directions for Boerne

### GOVERNMENT COOPERATION

- Continued working with group that includes representatives from City, County, and School District
- Worked proactively with area water providers
- Worked with TxDOT on the future of Highway 46

### POLICY

- Established and implemented a proactive annexation strategy
- Expanded the ETJ through the strategic growth of Boerne
- Integrated a 5-year capital improvements planning process
- Developed an annual comprehensive plan implementation review
- Proactively acquired additional water rights

### NEIGHBORHOODS

- Established residential development and design guidelines – zoning ordinance update
- Incorporated rural residential design and development criteria into City regulations

### CULTURAL/COMMUNITY

- Investigated the expansion of community conference, convention, and resort capabilities
- Coordinated planning and scheduling of events and festivals

### PUBLIC SAFETY

- Investigated the creation of full time professional firefighting capabilities for the City
- Maintained quality service level to meet future growth

### Planning Authority

This Plan is meant to serve as a guide for future policy decisions and regulatory planning and zoning decisions, and does not serve as a legal document itself. Unlike other states, the development of a comprehensive plan is not required in Texas, but rather is permitted in Chapter 213 of the Texas Local Government Code. The Code permits municipalities to develop these plans for the “purpose of promoting sound development.” Therefore, most Texas communities develop comprehensive plans to have a policy document that guides future development in their city or town.

Other applicable land use and development municipal regulatory authority in Texas includes the following chapters of the Texas Local Government Code:

- **Zoning:** Chapter 211 regulates height, size, lot coverage and size, density, and location of structures.
- **Subdivision:** Chapter 212 regulates how a property is subdivided and used.
- **Structures:** Chapter 214 regulates how structures relate to the building code and establishing building lines.
- **Signs:** Chapter 216 authorizes municipalities to establish sign regulations.

### Planning Process

The process for developing the Boerne Master Plan was a phased approach that incorporated community and stakeholder engagement throughout. The specific phases are listed below:

#### PHASE 1: PUBLIC RE-ENGAGEMENT

During the first phase, key community stakeholders were interviewed and an Ad-hoc Master Plan Advisory Committee was established to review key deliverables and provide feedback throughout the planning process. A public open house and online community survey also occurred during this phase to seek broader community input.

#### PHASE 2: EXISTING CONDITIONS AND ASSESSMENT

In the next phase, the project team analyzed the existing conditions and created a current profile of the community.

#### PHASE 3: VISION AND GOALS

In the third phase, a vision statement and related goals were developed that served as the framework for the alternative development plan scenarios.

#### PHASE 4: FUTURE BOERNE

In this phase, the key plan elements were developed and recommendations were made related to growth and capacity, future land use and development, mobility, community facilities and services, economic development, and community livability.

#### PHASE 5: PLAN ADOPTION

In the final phase, the implementation action plan was developed and the Planning & Zoning Commission and City Council voted to approve the 2018 Boerne Master Plan.

## Elements of the Plan

The Boerne Master Plan is divided into two components: the Summary Plan (Vol. 1), and the Technical Plan (Vol. 2). The Summary Plan highlights key components, recommendations, and implementation priorities of the Plan. The Technical Plan is organized into six main chapters to provide greater detail on existing conditions and other materials which support the Summary Plan. The Technical Plan includes the following chapters:

### CHAPTER 1: INTRODUCTION

This chapter discusses the importance of the community master plan and outlines the planning process.

### CHAPTER 2: EXISTING CONDITIONS

The second chapter presents a community profile of Boerne including the regional and historic context, a demographic snapshot, and existing conditions related to land use, utilities, mobility, community facilities, economic development, and livability.

### CHAPTER 3: COMMUNITY INPUT

This chapter describes the community engagement process and presents the results of the various input methods including stakeholder meetings, advisory committee meetings, the public survey, the public open house, and elected and appointed officials meetings.

### CHAPTER 4: COMMUNITY VISION

The fourth chapter presents the overall vision and supporting goals that guide the plan update and discusses the future development scenario options.

### CHAPTER 5: FUTURE DIRECTIONS

This chapter analyzes existing conditions and makes recommendations for growth and capacity, future land use and development, mobility, community facilities and services, economic development, and community livability.

### CHAPTER 6: PLAN IMPLEMENTATION

The final chapter details the specific strategies for implementation, recommended phasing, and responsible parties in order to achieve the overall plan vision.



## How to Use This Plan

The Boerne Master Plan is meant to provide guidance to elected officials, city staff, property owners, developers, and residents regarding decisions on policy making, the built environment, and priorities of expenditures. However, the Plan is only successful when the actions outlined in it are implemented. Specific recommended actions with associated costs and responsible parties are outlined in Chapter 6, *Implementation*. Actions found in this Plan include:

- Changes to regulatory tools used by cities to control development (i.e., zoning and subdivision ordinances);
- General budget or capital improvement program investments;
- Additional planning studies or efforts;
- Procedures or policies used to guide city decisions;
- New or changed programs, staffing, or operational procedures; and
- Partnerships or coordination activities within the City of Boerne and with external entities.

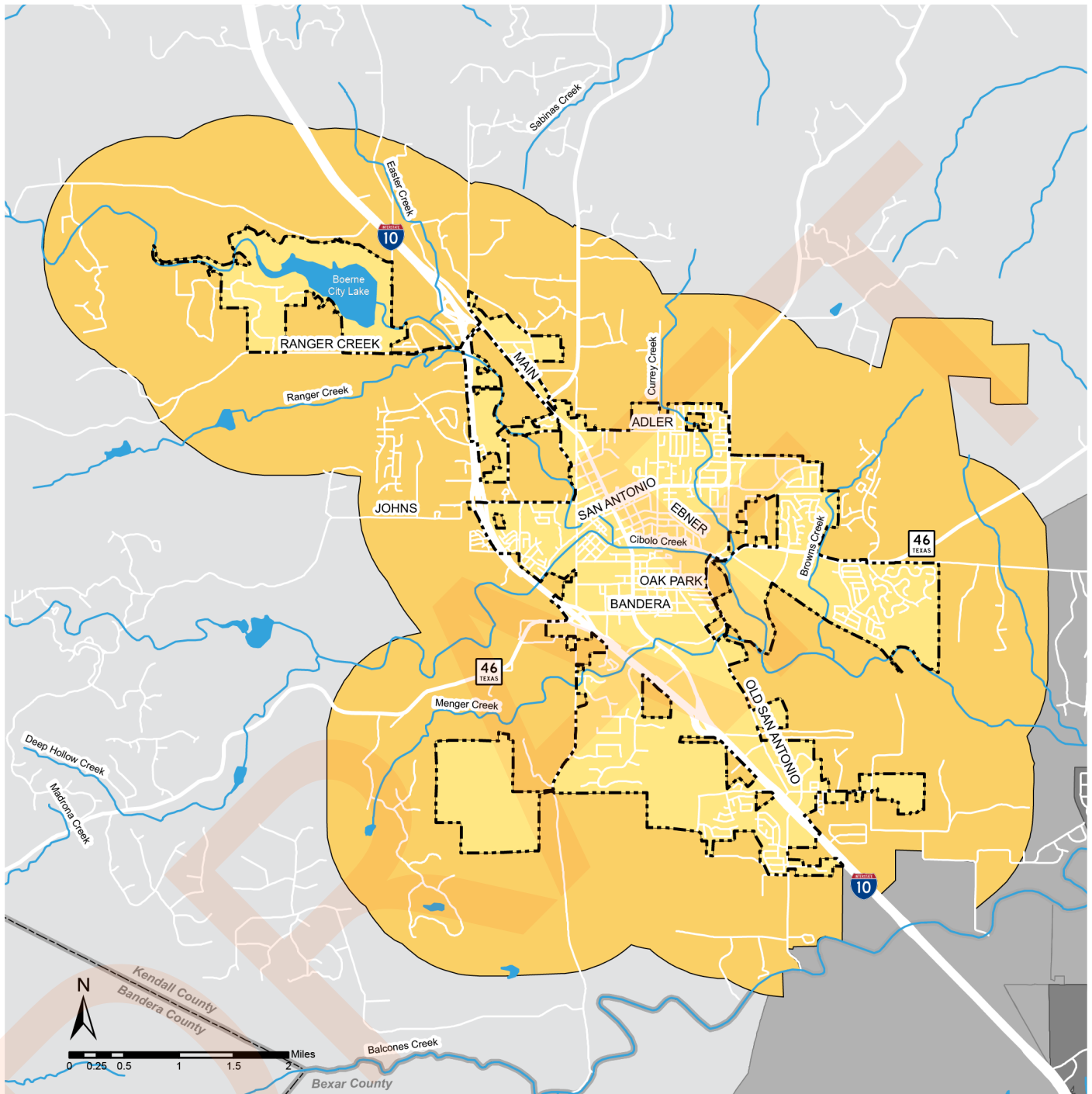
## Planning Area and Time Frame

The planning area for this Plan is the incorporated area of Boerne and the current extraterritorial jurisdiction (ETJ) as shown in Map 1.1, Planning Area. The incorporated area of Boerne currently covers 11.4 square miles; the ETJ is an additional 33.8 square miles that the City could annex in the future.

The time frame that this Plan is meant to cover is from the time it is adopted in 2018 to 2028, or a 10-year period. During this time frame, the Plan should be updated one to two times to accurately reflect changes in population growth and development.



Map 1.1, Planning Area



- |                    |              |
|--------------------|--------------|
| Boerne City Limits | Counties     |
| Boerne ETJ         | Creeks       |
| Nearby Cities      | Water Bodies |
| Nearby ETJs        |              |
| Major Roads        |              |
| Minor Roads        |              |

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