3. Community Input

One of the primary purposes of a community's master plan is to ensure that a city progresses down a path which best meets the wants and needs of its citizens today and into the future. As part of the planning process, gaining public input provides crucial insight into the current and future needs of the community. As part of this process, the community was asked questions such as "what is working?", "what isn't?", and "how would you improve it?". Through analysis of the community responses, important information can be gained about the desired vision for Boerne in the future.

A variety of different engagement methods were used to gain a well-rounded understanding of the publics' thoughts and ideas. Through the use of a variety of engagement strategies, different user types are provided a chance to voice their thoughts. The public engagement component of this Plan included 13 stakeholder meetings, 10 key person interviews, 11 meetings with the Master Plan Advisory Committee and Technical Advisory Committee, an online public survey, three public open houses, and four meetings with the Planning and Zoning Commission and City Council. Highlights from the engagement process are presented in this chapter.

Stakeholder meetings included a diverse representation of individuals and organizations that are interested in the future of Boerne.

Stakeholder Meetings

A series of stakeholder meetings, key person interviews, and a technical advisory committee meeting were held at the onset of the project. Meeting participants included representatives from the Greater Boerne Chamber of Commerce; Boerne Kendall County Economic Development Corporation (BKCEDC); Boerne Independent School District (BISD); Cibolo Nature Center and Farm; the Historic Landmark Commission; Kendall County Commissioners Court; local churches and business owners; builders and developers; concerned residents; and City administration and staff.

Key trends voiced during the early public engagement include:

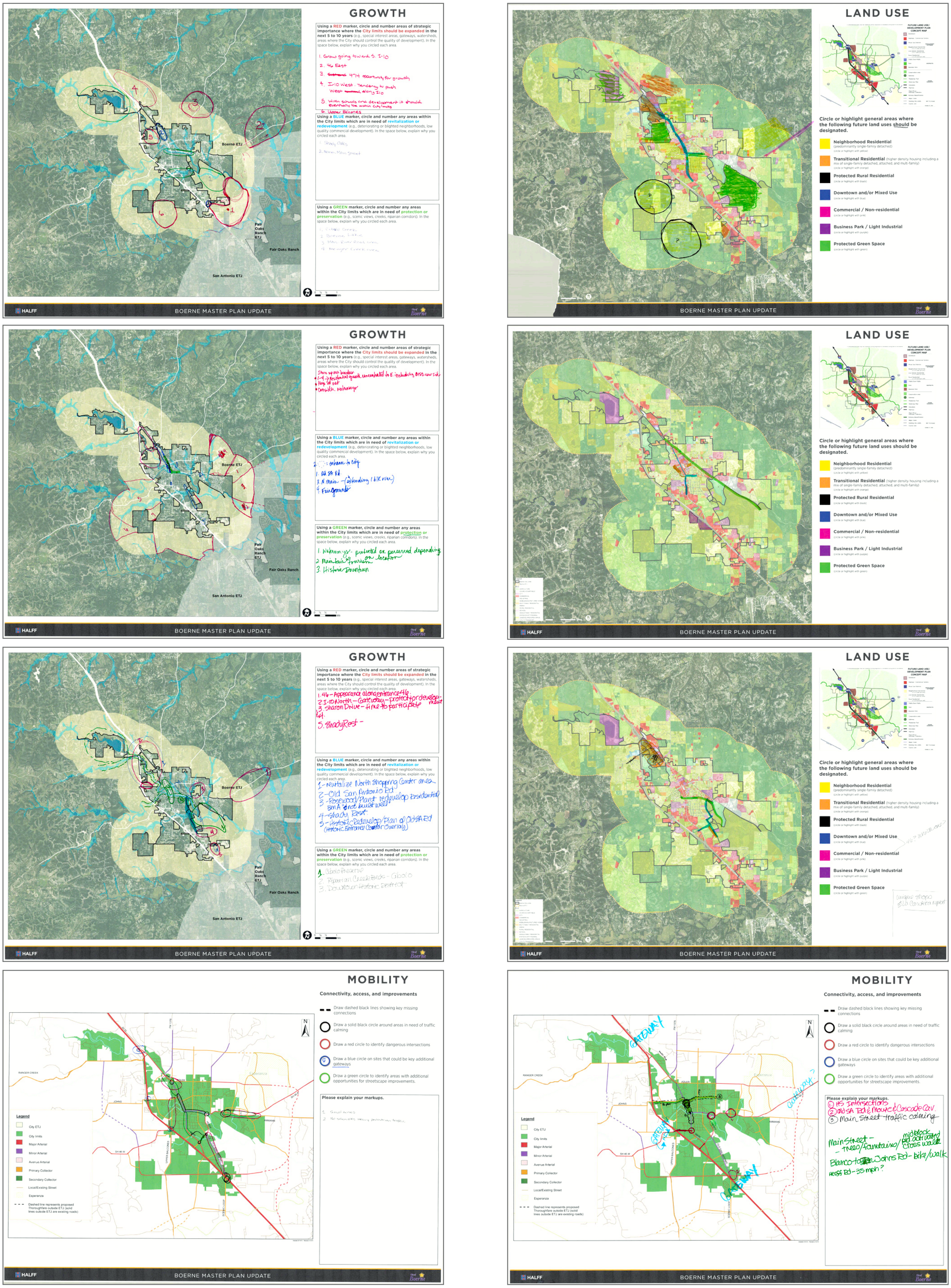
- Concern about increasing traffic and congestion;
- Concern about rate of growth;
- Concern about adequate water supplies;
- Need to proactively plan for future development (e.g., planning necessary infrastructure);
- Need for revitalizing North Main Street;
- Need for a truck route off Main Street;
- Need for diversified housing types and costs;
- Need for additional youth activities;
- Need for a detailed economic strategy for the City;
- Desire for improved development review process;
- Desire for greater government transparency and communication strategy;
- Desire to update zoning and land development codes to protect and enhance local character;
- Desire to direct through traffic around downtown Boerne;
- Desire to honor the story, legacy, name, heritage, and individuality of Boerne;
- Desire for a more vibrant downtown with nightlife, diversified shopping, and improved parking options;
- Desire for improved walkability;
- Desire to preserve key natural assets;
- Desire for the City to evaluate acquisition of Main Street from TxDOT;
- Desire for Boerne to stay a "small town";
- Desire to balance development with quality of life;
- Desire for a diversified tax base;
- Desire for a multigenerational community;
- Interest in low impact development strategies; and
- City's greatest assets: Main Street, River Road Park, connected outdoor space, small-town living, excellent school district.

Master Plan Advisory Committee and Technical Advisory Committee

The Master Plan Advisory Committee (MPAC) met at key intervals throughout the planning process to provide input and guidance to the Plan. Through a series of 11 meetings, the 24-person MPAC helped to identify and evaluate areas of growth, mobility issues, and future land use scenarios, as well as provide comments on the Plan's preliminary and final recommendations (see Figure 3.1, *Select MPAC Exercise Results*). The MPAC included representatives from City Council, Planning and Zoning Commission, Greater Boerne Chamber of Commerce; Boerne Kendall County EDC; Boerne Independent School District; the Historic Landmark Commission; local churches and business owners; builders and developers; concerned residents and students; and City staff. Representatives from an 11-person Technical Advisory Committee made up of key staff from numerous City departments were also involved in the MPAC meetings.

MPAC meetings included both interactive exercises and informative presentations.

Figure 3.1, Select MPAC Exercise Results



Public Survey Highlights

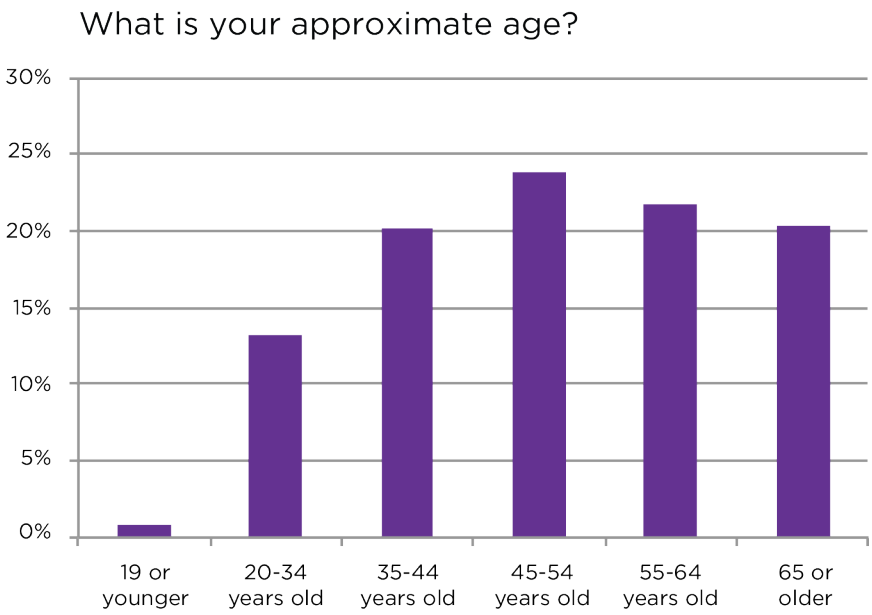
A public survey was conducted in September and October 2017. The survey was offered in both online and print formats. The survey was publicized on the City of Boerne and Boerne Kendall County EDC websites; on the Boerne City Hall and Mayor's Facebook pages; on the Boerne area "Next Door" page; in the City's e-newsletter and Constant Contact list (approximately 760 subscribers); and emailed to all City employees with an email address. The Boerne Star and Hill Country Weekly also ran multiple public service announcements and survey advertisements were distributed to open house attendees.

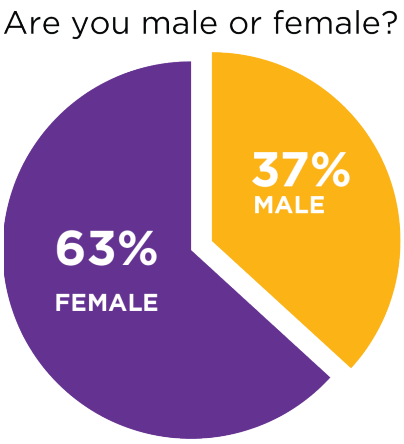
The 38-question survey included a variety of topics such as demographics; overall quality of life, satisfaction with City services (generally), transportation, housing and neighborhoods, economic development, community development, and priority issues.

A total of 1,720 responses were received, including both resident (62%) and non-resident respondents (38%).

Highlights from the public survey results can be found on the following pages.

Figure 3.2, Survey Respondent Demographics





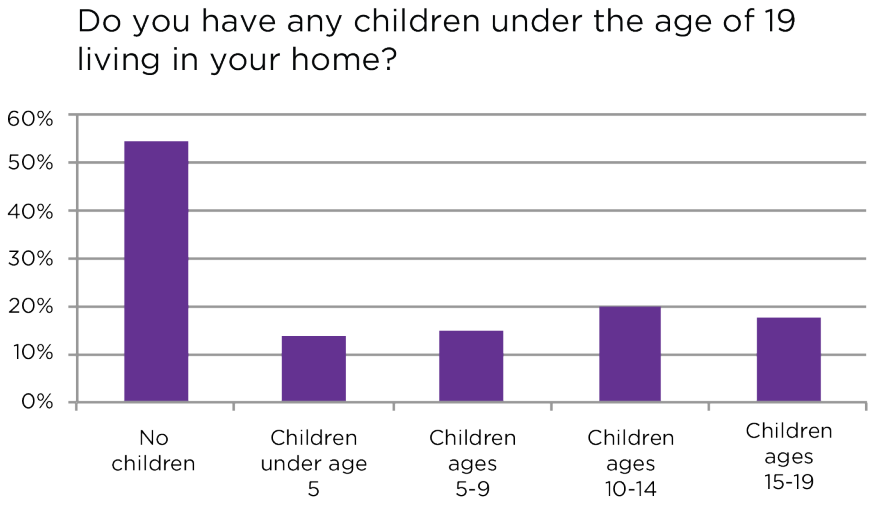


Figure 3.3, Survey Respondent Length of Residence

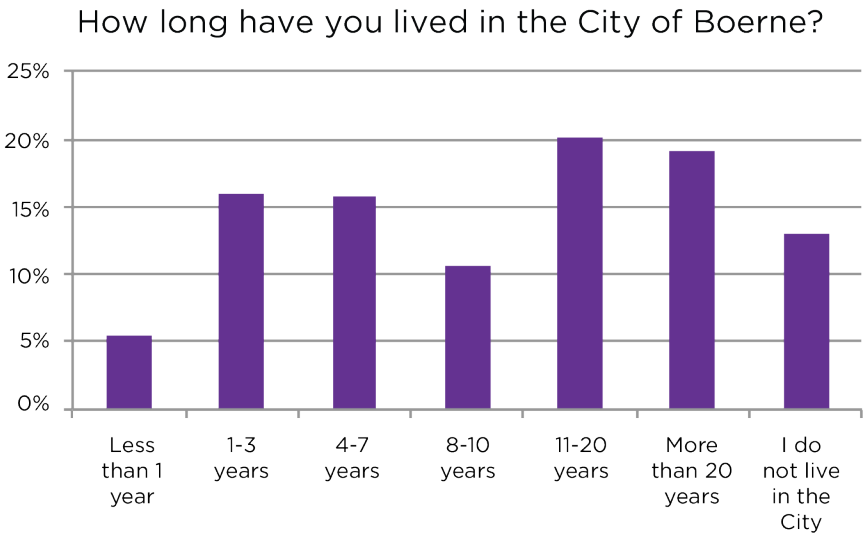


Figure 3.4, Survey Respondent Area of Residence

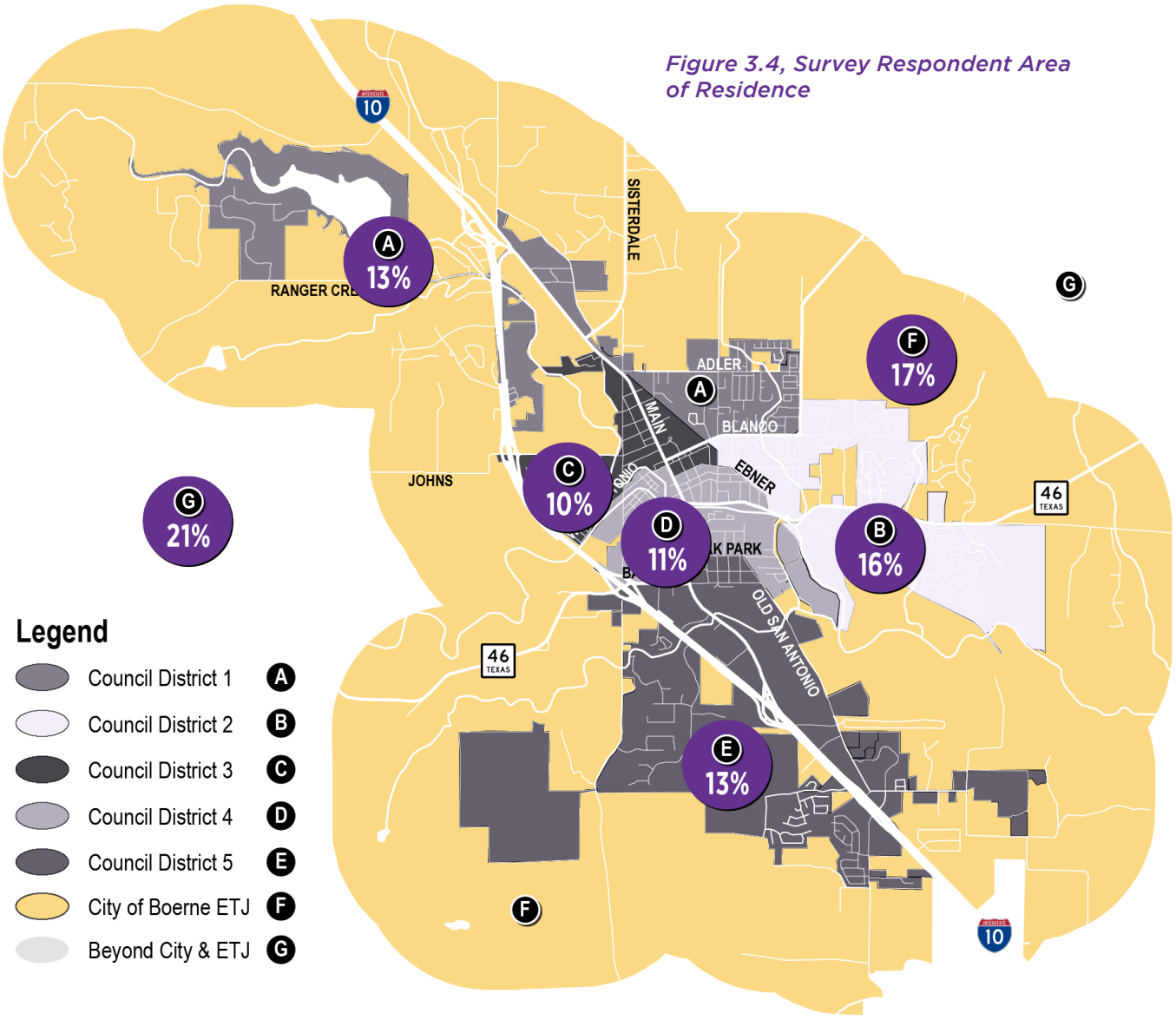


Figure 3.5, Overall Satisfaction with Boerne

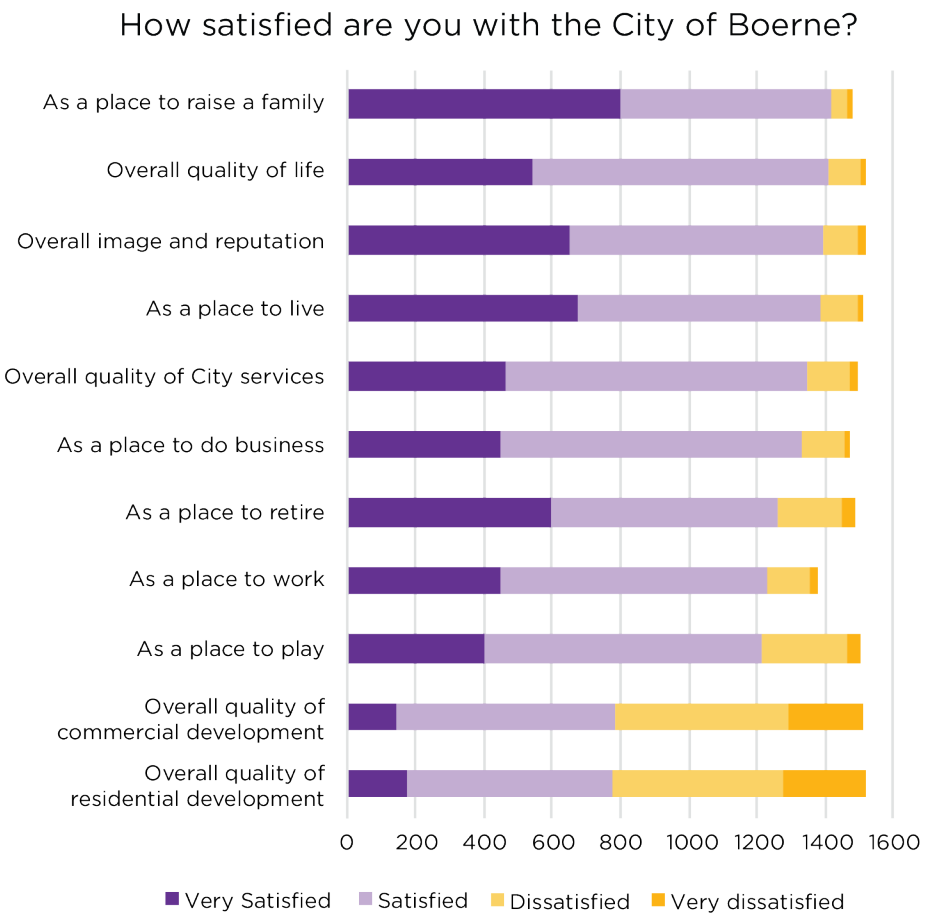


Figure 3.6, Satisfaction with City Services

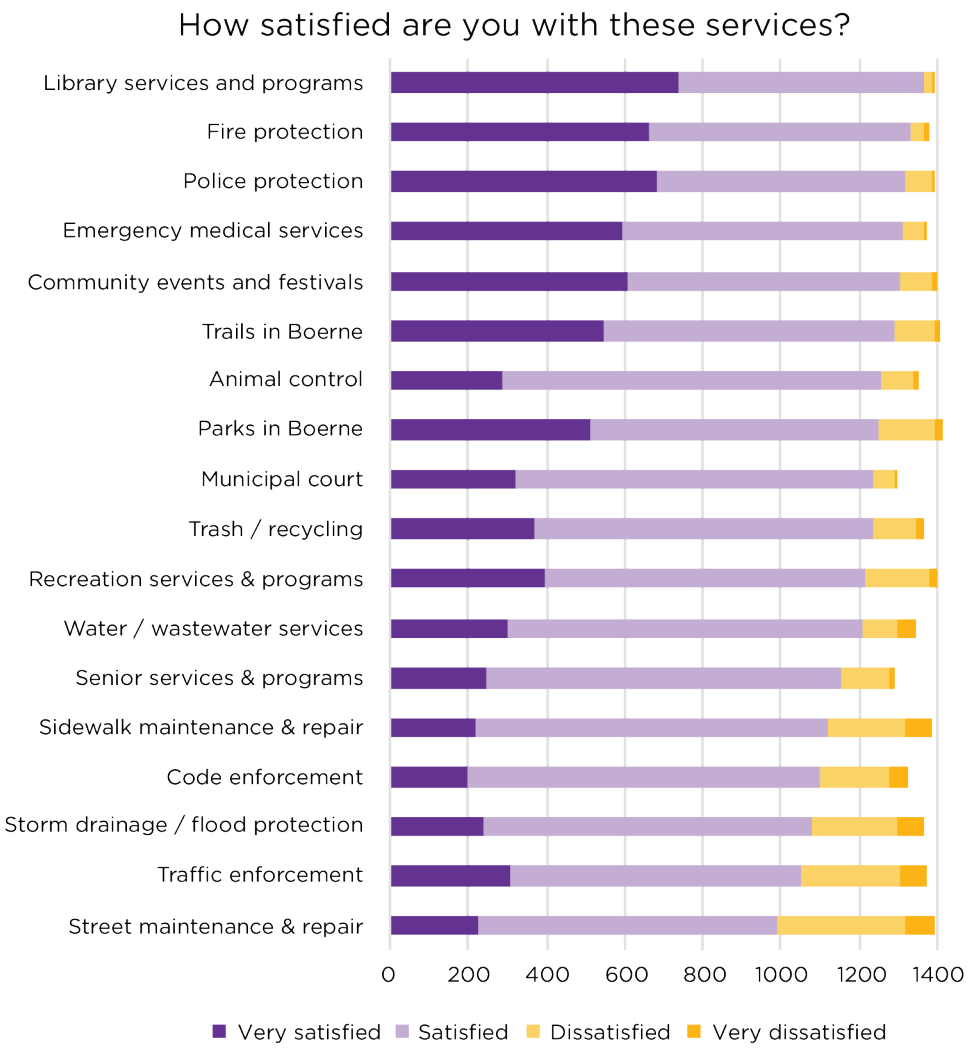


Figure 3.7, Transportation Priority Issues

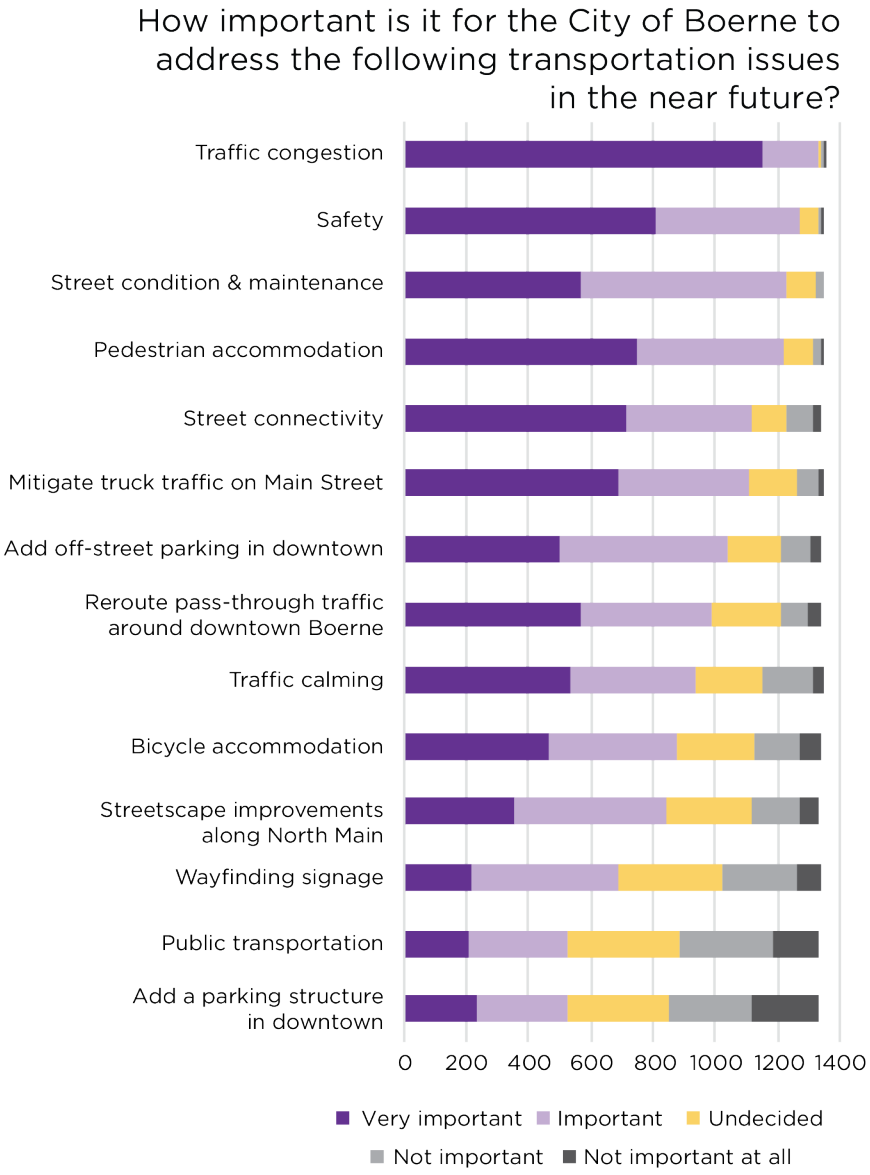


Figure 3.8, Neighborhood Priority Issues

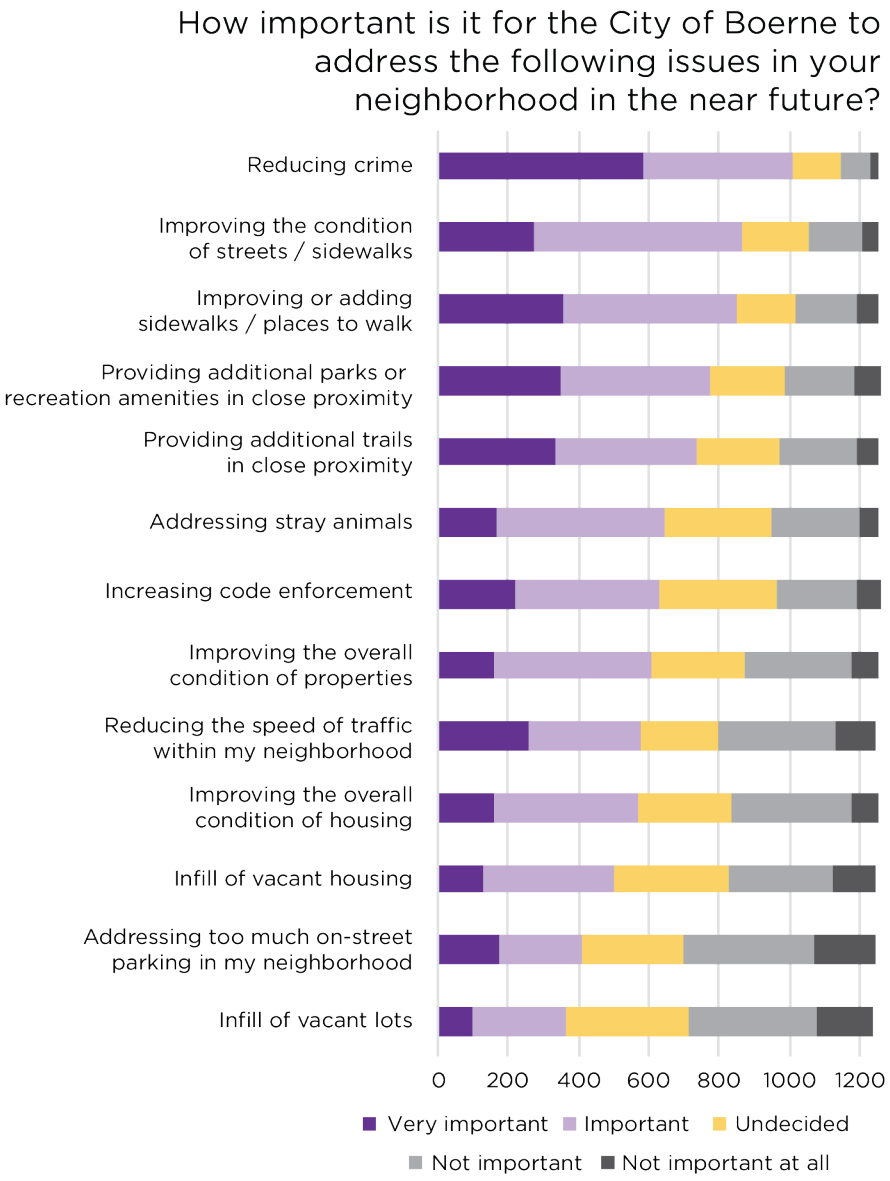


Figure 3.9, Importance of Economic Factors

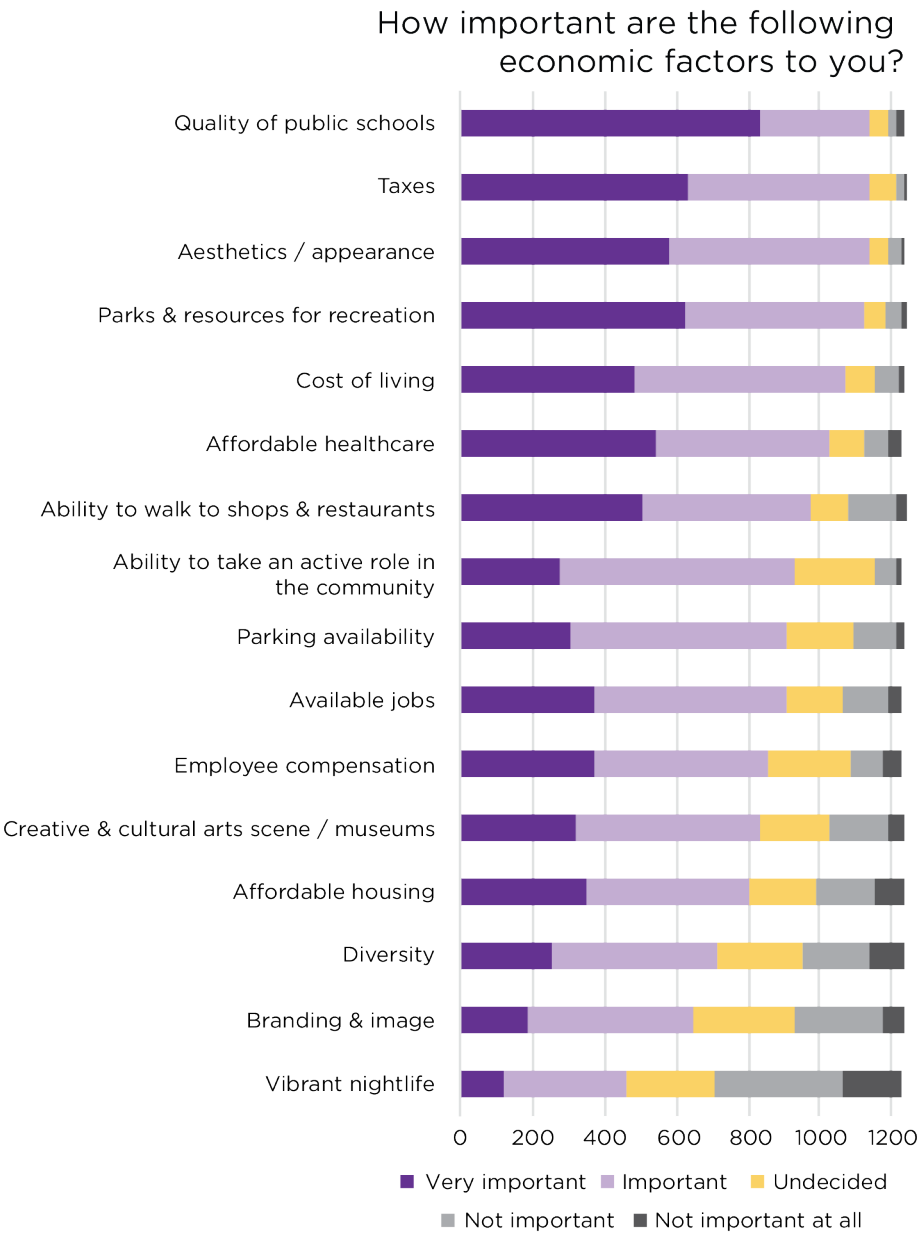


Figure 3.10, City's Performance on Economic Factors

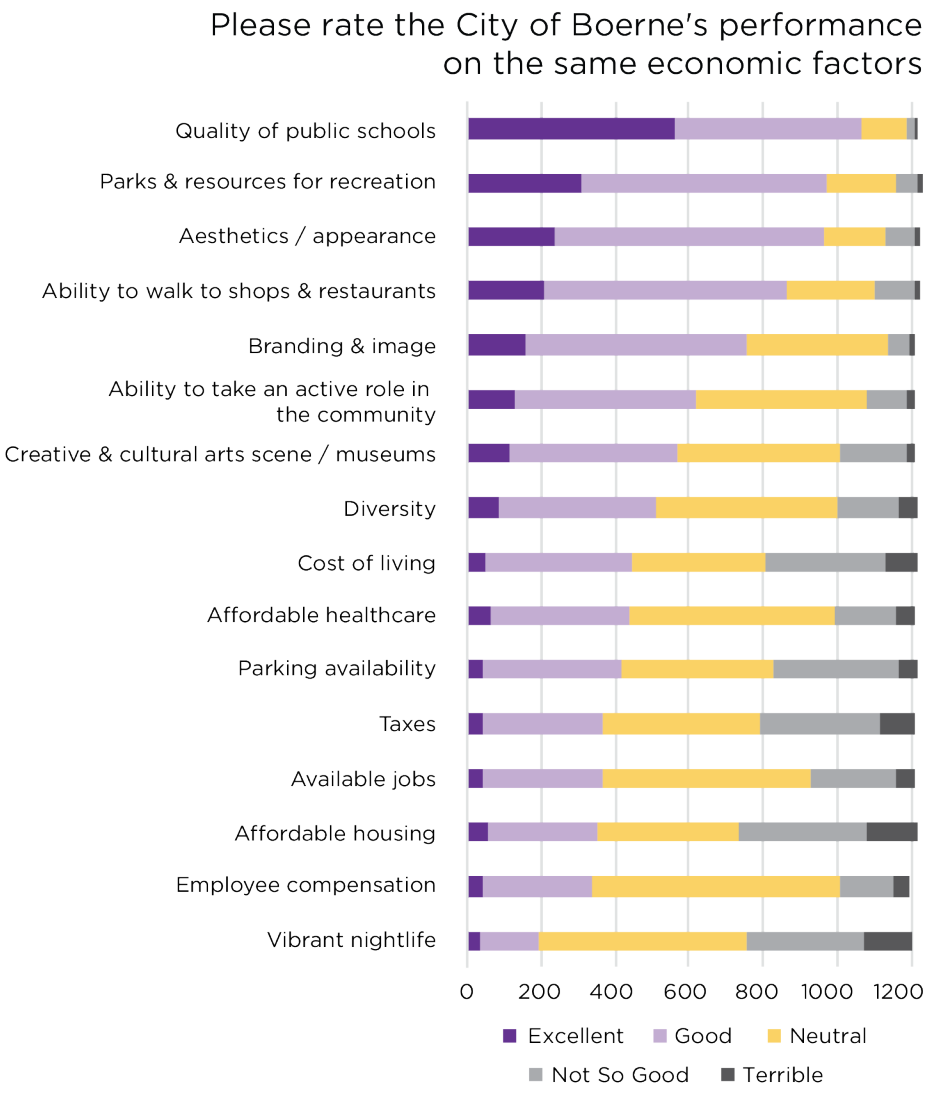
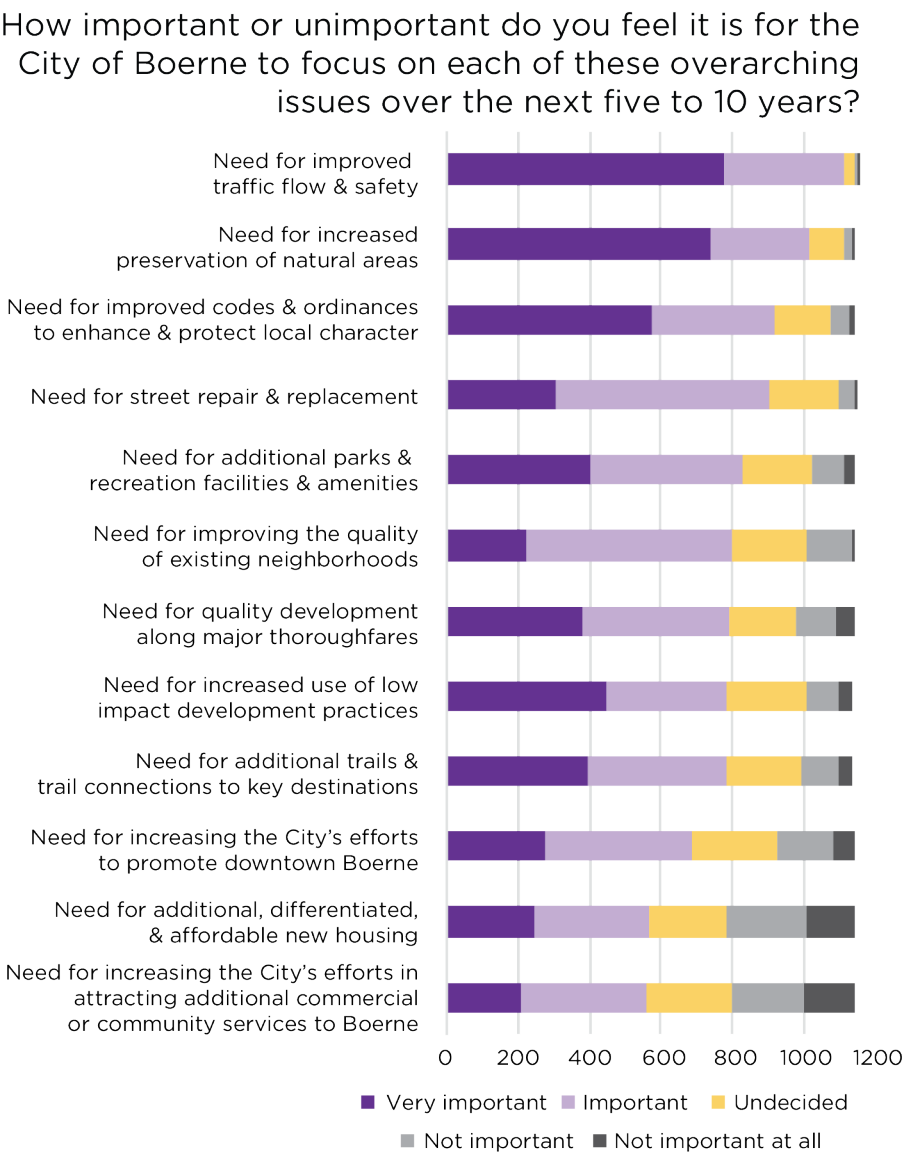


Figure 3.11, Overall Priority Issues



Open House

A public open house was held in October 2017 at the Kronkosky Place. The meeting was attended by 73 people including primarily individuals who live and work in Boerne. The meeting was an open house format so there was no formal presentation. Individuals were asked to provide feedback on a number of topics which had been identified as key issues during the kick-off and through analysis of interim survey results. All of the questions asked at the open house, and the tabulated responses, are presented on the following pages.

Figure 3.12, Open House Attendees' Area of Residence

WHERE DO YOU LIVE AND WORK?

Categories	Live	Percentage	Work	Percentage
City Limits	46	63%	32	44%
Boerne ETJ	9	12%	3	4%
Outside ETJ	5	7%	1	1%

Figure 3.13, Impacts of Growth

DESCRIBE THE POSITIVE AND NEGATIVE IMPACTS OF THE CITY'S GROWTH SINCE 2000

Positive Aspects	Negative Aspects
New/improved parks	Traffic
More centralized events and activities	Taxes for school construction
More business growth	The City is losing its identity
Economic diversity	Plans developed but not implemented
Not part of S.A. YET	Density - both residential and commercial
Medical facilities/doctors	Loss of historical/cultural attributes
Movie theater	Traffic
Trails	Poor apartment development - boxes
Restaurants	Strip malls - bad idea
Boerne City Lake	Crowded on Main Street
New parks & trails	Hurried development - not quality
New library	Zoning problems in new areas
Sidewalks (where they have been added)	Loss of green spaces
Broader tax base	Too many buildings being built
Retail services	Loss of important green spaces
Medical services	Loss of historical aspects
Library and trails	Density without a cohesive transportation plan
Parks, athletic parks for children, library, trails, lake upgrade	Failure of affordable housing - currently higher density, poor quality, and not affordable
Cibolo Nature Center	Influx of big box/franchises that make us the same and no longer unique
Library	Lack of affordable housing/home ownership for low to moderate income
Cultural events	Traffic
High-quality retail	Difficult to build
Diversity of business	Water quality/quantity
Trails/parks	Increased flooding
Herff Farm and other community	No increase in nightlife for activities for singles, young adults, working adults (e.g., live music venues, high-end cocktail bars, cafes, etc)
More to do	Drainage
	Dark skies

Figure 3.14, Congestion Relief Strategies

WHICH CONGESTION RELIEF STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 3)

Strategy	Support	% of Responses
Re-routing pass-through traffic around downtown Boerne	54	28%
Re-routing pass-through traffic around City limits	45	24%
Additional left and right turn lanes	19	10%
Roundabouts/continuous traffic flow	15	8%
Better signal timing (e.g., coordinated green lights)	10	5%
Expand resources (e.g., manpower, equipment, and funding) to improve the quality and condition of road surfaces within the City	8	4%
More travel lanes	4	2%
Better street connectivity	4	2%
Better inter-parcel connectivity (i.e., internal connections between adjacent businesses and development)	4	2%
Access management (e.g., closing unneeded driveways)	1	1%
Other (please specify):	27	14%
Control & plan growth		
Plan growth around a cohesive transportation plan		
Better public transportation		
Limit high density housing		
Total Responses	**191**	

Figure 3.15, Transportation Safety Strategies

WHICH TRANSPORTATION SAFETY STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 3)

Strategy	Support	% of Responses
Identify a truck route that removes heavy truck traffic out of neighborhoods and downtown areas	45	28%
Improve/provide crosswalks in high pedestrian traffic areas (e.g., pedestrian crossing signals)	26	16%
Traffic calming (i.e., reducing traffic speed through the use of physical design elements)	19	12%
Adopt a citywide policy that all streets need to accommodate pedestrians and bicycles (i.e., a Complete Streets policy)	19	12%
Improve sidewalk conditions and provide additional sidewalk connections	16	10%
Provide additional off-street trails	16	10%
Enhance traffic enforcement (e.g., speed monitoring)	10	6%
Separate pedestrian street crossings along trail corridors (e.g., pedestrian overpass)	8	5%
Other (please specify):	4	2%
Speed bumps on some streets		
Total Responses	**163**	

Figure 3.16, Traffic Calming Strategies

WHICH TRAFFIC CALMING STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 2)

Strategy	Support	% of Responses
Center landscape medians	28	31%
Residential roundabouts	22	24%
Comment: 87 and Crossroads		
Curb extensions / Bulb outs	13	14%
Pedestrian refuge islands	13	14%
Speed bumps / tables	9	10%
Lane narrowing	6	7%
Total Responses	**91**	

Figure 3.17, Neighborhood Safety Strategies

WHICH NEIGHBORHOOD SAFETY STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 2)

Strategy	Support	% of Responses
Improve code enforcement (e.g., abate property maintenance violations such as trash and weeds)	32	23%
Enhanced street lighting	25	18%
Enhanced enforcement (e.g., more frequent police patrols)	22	16%
Provide training for neighborhood watches	19	14%
Install security cameras in select public spaces (e.g., public parking areas)	17	12%
Abate nuisance violations such as noise, loitering, disturbing the peace, etc.	13	9%
Crime prevention through environmental design (CPTED) (e.g., increase natural surveillance)	5	4%
Other (please specify):		
Enforce cell phone use	2	1%
None of the above	3	2%
Keep low income housing to a min		
Total Responses	**138**	

Figure 3.18, Housing Needs

WHICH TYPES OF HOUSING ARE MOST NEEDED IN BOERNE? (CHOOSE 3)

Strategy	Support	% of Responses
Cottage (single-family detached)	39	23%
Patio, Garden, and Zero-Lot-Line (single-family detached)	27	16%
Townhome (single-family attached)	23	13%
Downtown Lofts	22	13%
Large lot (single-family detached)	13	8%
Traditional Lot (single-family detached)	11	6%
Duplex (single-family attached)	10	6%
Tiny Home (mobile) (single-family detached)	7	4%
Apartment (multi-family)	7	4%
Senior, Retirement, or Assisted Living	7	4%
Estate Lot (single-family detached)	5	3%
Total Responses	**171**	

Figure 3.19, Economic Development Strategies

WHICH ECONOMIC DEVELOPMENT STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 3)

Strategy	Support	% of Responses
Promote historic resources (e.g., downtown, historic buildings, etc.)	49	28%
Promote resources related to trails and open space	37	21%
Further develop and promote festivals and events in the City	25	14%
Develop culinary attractions (e.g., wineries, local farming, etc.)	22	12%
Further develop Boerne as a bicycle-friendly and active tourism community	16	9%
Develop visual and/or performance arts attractions	12	7%
Improve the City's communication and marketing resources	3	2%
Develop a centralized performance space	1	1%
Other (please specify):		
Promote historic district and maintain strict zoning/construction standards	8	4%
Other (please specify):	5	3%
Along I-10 bring in more big box to compete with RIM		
Nothing else, too many people already		
Along I-10 bring in a Target with a Hill Country look, our Walmart looks terrible!		
New district bike/pedestrian freeway with retail, restaurants, music, nightlife - hip with Boerne character		
Total Responses	**178**	

Figure 3.20, Downtown Enhancement Strategies

WHICH DOWNTOWN BOERNE ENHANCEMENT / IMPROVEMENT STRATEGIES DO YOU MOST SUPPORT? (CHOOSE 3)

Strategy	Support	% of Responses
Enhance public off-street parking	32	18%
Enhanced streetscape (e.g., outdoor seating)	29	17%
Extend and enhance the Hill Country Mile to the north	21	12%
Encouraging extended hours of operation for businesses and restaurants	15	9%
Provide additional festivals/events (e.g., a community event featuring pedestrian-only access to Downtown)	14	8%
Public support for nightlife and weekend activities	13	7%
Center landscape median	12	7%
Effort to increase the urban character of downtown beyond Main Street	10	6%
Efforts to increase residential living within walkable proximity to downtown	7	4%
Signalized mid-block crosswalk	6	3%
Signalized pedestrian crosswalks prioritizing pedestrian crossing	5	3%
Extend and enhance the Hill Country Mile to the south	5	3%
Installation of bulb-outs at intersections	3	2%
Increase building height along Main Street	3	2%
Total Responses	**175**	

Figure 3.21, Potential Regulatory Provisions

WHICH POTENTIAL REGULATORY PROVISIONS DO YOU MOST SUPPORT? (CHOOSE 5)

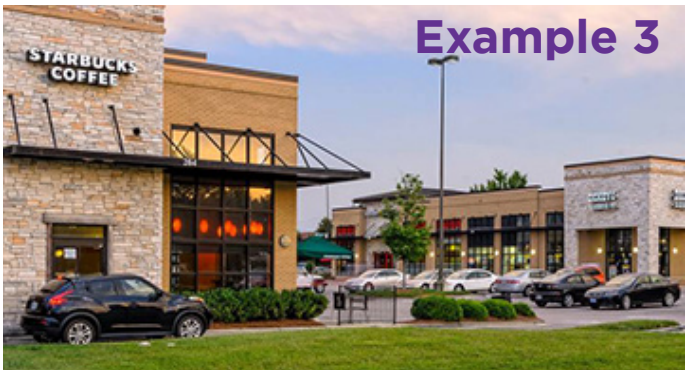
Strategy	Support	% of Responses
More parks and open space	46	16%
Low impact development (e.g., native landscaping, rainwater capture and reuse)	44	15%
Better tree protection during development	40	14%
Better pedestrian linkages to thoroughfares and trails	33	11%
Improvements to neighborhood layout, design, and development standards	27	9%
Increased riparian buffers / setbacks	25	9%
Improvements to non-residential / commercial site standards (e.g., access, parking, landscaping, lighting)	17	6%
Better street connectivity	17	6%
Improvements to non-residential / commercial building quality	12	4%
Better protection of viewsheds	10	3%
Increased landscaping requirements	9	3%
Diversity of / incentives for different housing types	7	2%
Improvements to residential housing quality	4	1%
Better protection of steep slopes	0	0%
Total Responses	**291**	

Figure 3.22, Non-Residential Building Form & Architecture

WHAT SHOULD THE ARCHITECTURE & FORM OF NON-RESIDENTIAL BUILDINGS LOOK LIKE IN BOERNE?

Visual Example (Choose 1)	Support	% of Responses
Example 4 • Enhanced pedestrian experience • Masonry is predominant exterior building material • Articulated building offsets, both horizontal and vertical • Accentuated architectural details (e.g., roof overhangs, structural awnings) • Pedestrian-scaled signage	44	59%
Example 3 • Auto-oriented experience • Combination of masonry and other building materials • Articulated vertical building offsets • Architectural detailing (e.g., canopy awnings)	3	4%
Example 2 • Auto-oriented experience • Minimal levels of masonry; predominant other building materials • Minimal vertical building offset; no horizontal offset • Auto-oriented signage	1	1%
Example 1 • Auto-oriented experience • Minimal levels of masonry; predominant other building materials • No vertical or horizontal building offset • Auto-oriented signage	0	0%
Other (please specify):	26	35%
Buildings that are culturally appropriate for Boerne. We do not need more strip malls of any shape/kind		
Village type set up with Boerne architecture		
Patios for dining		
All 4 examples do not fit in the downtown area		
Larger retail		
Total Responses	**74**	

Figure 3.23, Non-Residential Site Quality



WHAT SHOULD THE SITE QUALITY ASSOCIATED WITH NON-RESIDENTIAL DEVELOPMENT LOOK LIKE IN BOERNE?

Visual Example (Choose 1)	Support	% of Responses
Example 4 • Auto-oriented and enhanced pedestrian-oriented experience (e.g., internal pedestrian connectivity) • Native/low water parking lot landscaping • Decorative site furnishing and lighting • Outdoor seating areas	36	46%
Example 3 • Auto- and pedestrian-oriented experience • Grouped building configuration rather than linear • Interior parking lot landscaping • Non-decorative lighting and limited furnishings	8	10%
Example 1 • Auto-oriented experience; no pedestrian accommodations • Minimal landscaping • No lighting	2	3%
Example 2 • Auto-oriented experience; no pedestrian accommodations • Site landscaping • Non-decorative lighting and no furnishings	0	0%
Other (please specify):	32	41%
Village type - historic Boerne		
Smaller, more low key development		
Pedestrian and bike oriented with room for the cars that move us in Texas		
Less building		
Example 4 but with more wider green space along the curb line		
Total Responses	**78**	

Figure 3.24, City Spending Priorities

WHAT INVESTMENTS SHOULD BE PRIORITIZED BY THE CITY? (CHOOSE 3)

Strategy	Support	% of Responses
Trails	40	20%
Parks	39	20%
Infrastructure (water, wastewater, and drainage)	38	19%
Downtown and economic development	33	17%
Streets	29	15%
Public Safety	17	9%
Total Responses	**196**	

Figure 3.25, Open House Final Thoughts

Final Comments
We need to preserve the historic corridor of Downtown Boerne. This is the unique attribute that helps people enjoy quality of life and encourages visitors to come visit
Residential and commercial density are primary drivers of many issues we face. The city needs to explore this directly and set goals (preferably low)
Move residential cluster development and less box apt. complex
More practical LID ordinance
SoBo can be historic as well as mixed use
Housing that's affordable for young families/couples of median/low income
Control growth and retain our community values - can do both!
More residential development and less apartment type complexes
No more strip malls and big residential developments
Need county lot size restrictions
Dark sky ordinance
Less crowding, clean air, clean water
More parkland around Boerne Lake w/ trails
More businesses/districts supporting music/social activities/unique restaurants/cafes. Young adults and college kids visiting home are bored!
Water sources improved - keep open prairie to properly recharge aquifer and help carbon capture as population/traffic grows
Enforceable LID requirements along our waterways
Commercial building design standards updated to reflect Hill Country/German heritage
A well defined plan with specific actions
New development needs multi-exits and no cul de sacs - no single street exit and entrance
New developments need to keep significant green space!
New water supplies
New look at zoning as we grow - to grow well - green & small town!
Commercial buildings should have the Hill Country look. Also, if you bring Target and Chick Fil A, I will never leave :)
Expand historic district north of Blanco
No hewing down 100+ year old trees!
Better coordination with BISD - the major employer and economic driver in the community

Elected & Appointed Officials Meetings

Over the course of the planning process, a series of meetings were held with the Boerne elected and appointed officials, including the City Council and Planning and Zoning Commission. Participants in these meetings provided valuable leadership and oversight, vetted the Plan, and will also play a crucial role in implementing Plan recommendations. Elected and appointed official meetings culminated with a City Council adoption of the Boerne Master Plan in 2018.

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