



Main Street Advisory Board Regular Meeting Agenda
June 18, 2025 at 9:00 AM
City Hall, 701 Main Street, Kerrville, Texas
Upstairs Large Conference Room



CALL TO ORDER:

1. **PUBLIC COMMENT PERIOD:**

2. **APPROVAL OF MINUTES:**

2.A Approval of the Main Street Advisory Board minutes from May 21, 2025.

3. **INFORMATION AND DISCUSSION:**

3.A Downtown Projects Update (*K Hagemeyer*)

3.B Water Street Festival Update (*D Sigerman*)

3.C Downtown Business Report (*Dr. W Rector*)

3.D Update regarding Texas Commission of the Arts Cultural District Program Application (*H Taylor*)

3.E Recap of Main Street Texas Retreat (*K Hagemeyer*)

3.F Update on Main Street Advisory Board member terms. (*K Hagemeyer*)

4. **CONSIDERATION AND POSSIBLE ACTION:**

4.A Review the Downtown portion of the Kerrville 2050 Plan.

5. **ITEMS FOR FUTURE AGENDAS:** *Council may suggest items or topics for future agendas.*

ADJOURN.

The facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-258-1118 for further information. I hereby certify that this agenda was posted as notice of the meeting on the bulletin board at the City Hall of the City of Kerrville, Texas, and on the City's website on the following date and time: 6/11/2025 at 12:00 p.m. and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

Kesha Franchina

Kesha Franchina, Deputy City Secretary, City of Kerrville, Texas

CITY OF KERRVILLE, MAIN STREET ADVISORY BOARD MEETING May 21, 2025

On May 21, 2025, the Main Street Advisory Board Meeting was called to order by Chair Howard Taylor at 9:01 am, in the Upstairs Conference Room at City Hall, 701 Main Street, Kerrville, Texas.

Members Present:

Howard Taylor, Chair
Dr. William Rector, Vice Chair
Delayne Sigerman, City Council Liaison
Sarah Lewis
Gena Teer
Michelle Gray

Members Absent:

Jimmy Mullins
Jill Drake

City Executive Staff Present:

Kelly Hagemeyer, Economic Development Manager
Anello Zanoni, Management Analyst

Public Attendance:

Wanda Cash

CALL TO ORDER: Chair Howard Taylor called the meeting to order at 11:21am.

1 APPROVAL OF MINUTES

- 1.A Approval of the Main Street Advisory Board minutes from April 16, 2025
- D Sigerman made a motion to approve, Dr. W Rector seconded. Approved 6-0

2 PUBLIC COMMENT PERIOD: None.

3 INFORMATION AND DISCUSSION:

- 3.A Downtown Projects Update (K Hagemeyer)
- Overall City Report: Hotel interest around town and in downtown, sewer capacity is an issue for development in some area, Whiskey Springs update
 - Presbyterian Church for sale ideas for Cultural Arts District collaborative business
 - Historical Walking Tours- Add to discussion for 2026
 - Incentive Packages- Façade, Fire Suppression, Waiving permitting or hookup fees
 - o Comment regarding- for businesses the larger hurdle is meeting code
- 3.B Water Street Festival Update (D Sigerman)
- First Sponsor received
 - Focus on downtown businesses being able to expand and bump out onto street
 - Priority is to benefit downtown businesses, goal is to cover costs
 - Adding M Gray as signer for letters
- 3.C Downtown Business Report (Dr. W Rector)
- Change in ownership- Grape Juice, Off Main, Sunrise Antiques is now Water Street Antiques
 - Downtown Business Alliance- Meet first Tuesday of the month, 5:30pm

4 CONSIDERATION AND POSSIBLE ACTION:

4.A Review and plan for City Council presentation

- Snap shot of Downtown going back to 1994, including other city testimonial, reporting is beneficial, references to 2050 Comp Plan, expecting multiple speakers and asking for more to come.
- Focus on making recommendations to Council as the create full time, create job description, budget proposal
- Support of the Main Street boundaries presented in the 2050 Comp Plan

4.B Recommendations for Texas Main Street Program Salaries and Job Description

- Job Description presented with
- Development and Marketing role, reporting directly to City Manager, working closely with Economic Development Manager
- Salary: \$65,000 (before benefits);
- Consideration in 18:1 return of dollar invested in return to downtown investment
- Coconscious to let Howard and other make recommendation

5 ITEMS FOR FUTURE AGENDAS:

5.A Review the Downtown portion of the Kerrville 2050 Plan to outline priorities and possible committee and project assignment

- Arts and Cultural District, due June 15
- Concentrate on systemic issues
- Walking Tour Workshop

6 ITEMS FOR FUTURE AGENDAS:

ADJOURNMENT. Chair Howard Taylor adjourned the meeting at 10:03am.

Minutes Approved Date: _____

Approved By: _____
Howard Taylor, Chair

Attest: _____
Kelly Hagemeier, Economic Development Manager

12 | Downtown Plan



The Downtown Plan

About the Plan

The City of Kerrville Downtown Plan is designed to present detailed guidance and strategies for enhancing Downtown Kerrville. This document is intended to add precision and details to the projects identified for the downtown area in the 2018 Comprehensive Plan, including strategies for streetscape, public spaces and land use. This plan seeks to create Downtown Kerrville as a vibrant, economically sustainable and welcoming place for residents, visitors and businesses. This Downtown Plan builds on the Kerrville 2050 Plan to boost the City's economic growth and cultural vitality.

Study Area

The Kerrville Downtown Study Area follows the boundaries of TIRZ #1, encompassing the heart of the City along the Guadalupe River and key corridors such as State Highway 16 and Sidney Baker Street.

Downtown Kerrville is home to key destinations such as the Kerr County Courthouse, Kerrville City Hall, Arcadia Theatre, Kerrville Arts & Cultural Center, and others noted on the adjacent map, as well as a variety of art galleries and local businesses that shape the City's character. As a center for civic and cultural activities, Downtown remains a hub for the arts in the Texas Hill Country.

Planning efforts presented in this chapter will focus on the core blocks of Downtown Kerrville while also considering strategies to connect surrounding areas.

Figure 1 Downtown Study Area Context

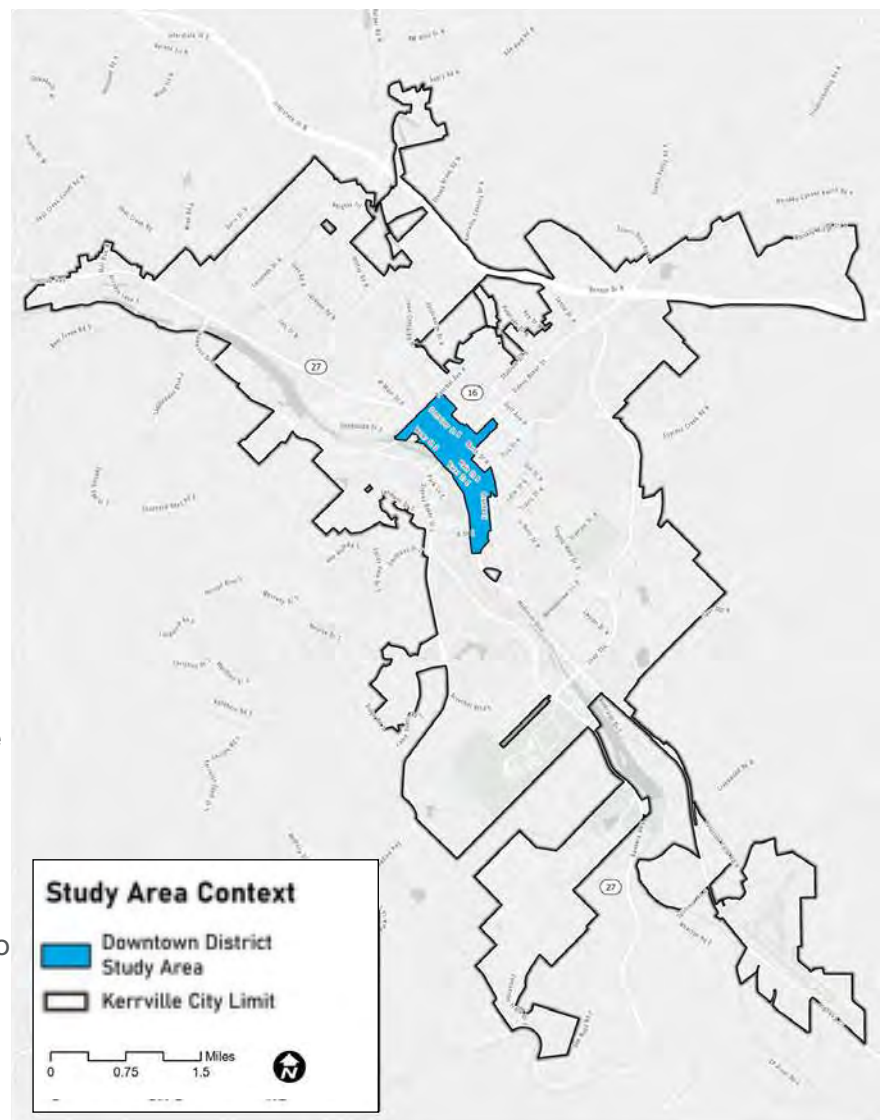
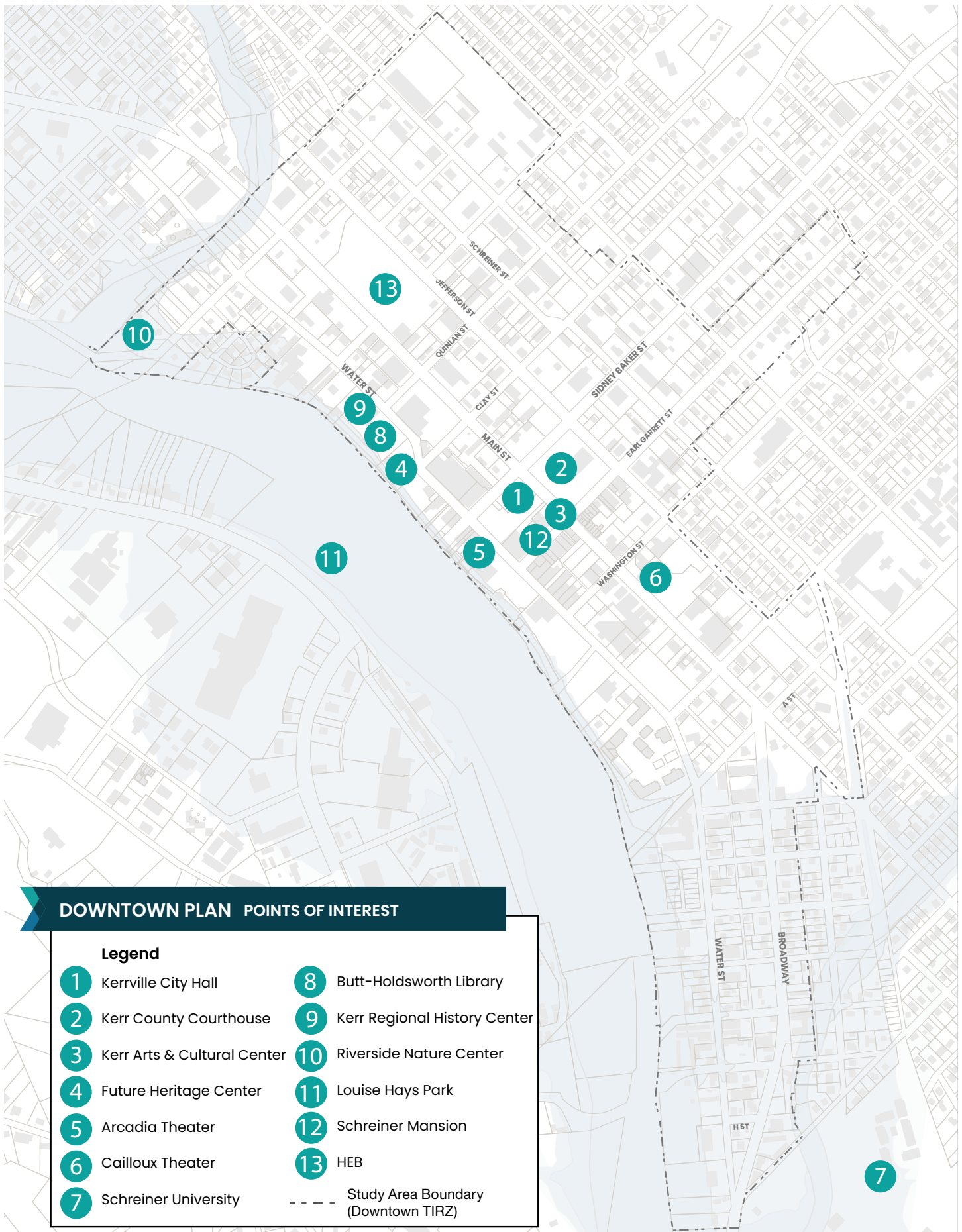


Figure 2 Downtown Study Area & Points of Interest



Downtown Analysis

Downtown's Role in Resilience

A vibrant downtown is central to resilience in a small town, serving as both the economic heart and social hub of the community. With its mix of local businesses, public spaces, cultural assets, and civic institutions, a healthy downtown fosters strong local economies, encourages walkability, and supports social cohesion—all of which are essential during times of disruption. In emergencies, downtowns often become focal points for information sharing, aid distribution, and community gathering, reinforcing their role as critical infrastructure. Investing in the revitalization and preservation of small-town downtowns not only boosts local pride and identity but also enhances a city's ability to adapt, recover, and thrive through change. Many of the resilience strategies presented elsewhere in this Plan also are applicable to Downtown and those themes will continue to be present throughout this Downtown Plan chapter.

History

Downtown Kerrville was settled in the mid-19th century by mercantile families led by Joshua D. Brown, becoming a key commercial hub for the Hill Country. Growth slowed during the Civil War but rebounded during Reconstruction, with Downtown developing as the City's economic and cultural center.

Many historic buildings, including the Schreiner Building (1869), the old County Courthouse (1880s) and the Davis Building (1909), were constructed during this period. By the early 20th century, Downtown was home to thriving businesses, including H-E-B, and became a regional destination. However, economic shifts led to the closure of longtime mainstays like Fawcett Furniture (1970s), the City Hall relocation (1984) and the Arcadia Theater's shuttering (1988). The closure of Schreiner's Department Store in 2007 further impacted Downtown's vitality.

Since the 2010s, revitalization efforts have brought renewed energy. Keri Kropp Goods & Finery (previously Schreiner Goods) and River's Edge Gallery now occupy historic storefronts and City Hall's return in 2012 (to the old hospital site) reaffirmed the public sector's commitment to a strong City center.

Previous Planning Efforts

Kerrville 2050 Comprehensive Plan (2018)

Kerrville's 2050 Comprehensive Plan outlines the City's vision for a prosperous and balanced future. Its primary goal is to support the local economy, improving quality of life and encouraging environmental stewardship. In addition to the specific Downtown Revitalization Chapter noted previously, the Plan overall emphasizes preserving heritage and culture while planning for population growth. Highlights include:

- Improving infrastructure
- Expanding housing options
- Supporting local businesses.
- Ensuring sustainable growth that is true to the City's character.

The mission is to create Kerrville's strong and successful future by improving community connectivity through improved transportation and public spaces. Many of these over arching goals from the Kerrville 2050 Plan are directly applicable to Downtown.



Kerrville 2050 Downtown Revitalization Chapter (2018)

The Kerrville 2050 Plan Downtown Revitalization Chapter (adopted in 2018) set a vision for a vibrant, accessible and economically thriving downtown. The plan builds on previous efforts to strengthen Kerrville’s historic character with modern development to meet the City’s evolving needs. The main focus areas include enhancing Downtown appeal, improving walkability, encouraging public gathering spaces, supporting mixed use development and upgrading infrastructure to accommodate future growth.

The chapter envisioned a central destination where residents and visitors can enjoy a variety of amenities, services and recreational spaces. It focused on strategic investments in branding, character, reinvestment and market opportunities to strengthen Downtown’s appeal.

Additionally, the chapter addressed land use place types, working closely with local stakeholders to incorporate their ideas. The goal was to create an inclusive and dynamic environment that serves the community.

This Downtown Plan confirms and builds upon those previous ideas and the 2018 community input, adding new insights, details and focused action items to the Plan.

Kerrville Main Street Program

Kerrville’s Main Street Program is carefully designed to revitalize the Downtown area. It is associated with beautification, encouraging local businesses, improving the area to attract tourists, etc. The Main Street “Four Point Approach” is a comprehensive strategy that is tailored to meet local needs and opportunities. It encompasses work in four distinct areas — Design, Economic Restructuring, Promotion, and Organization.

The key aspects of the program are:

- Economic vitality
- Emphasizing good design
- Improving the streetscape
- Marketing the Downtown area to bring more people and historic preservation of buildings and landmarks to maintain the heritage character of the buildings

Kerrville Urban Trail System (KUTS)

KUTS is a non-profit initiative aimed at enhancing walkability and connectivity across the City through a network of trails, creative crosswalks, and public art. KUTS projects, such as the pilot trail KUTS: Clay South, along with upcoming trails like KUTS: Doyle and KUTS: Singing Wind, are designed to improve mobility, foster outdoor activity, and strengthen the community’s identity. Additional efforts include creative crosswalks at key intersections and the Story Trees project, which highlights Kerrville’s heritage trees.

Policy and Regulatory Framework

The policy and regulatory framework for Kerrville's Downtown includes many policies that guide development, land use and conservation. These regulations include building codes, zoning ordinances and specific guidelines for urban development. These codes and regulations help preserve the character and guide the growth of Kerrville.

Building and Fire Regulations

Kerrville operates under the International Building Code (IBC) and the International Fire Code (IFC), updated regularly to align with current safety standards. These codes serve as guidelines for establishing standards for new construction and renovations in the City.

Tax Increment Reinvestment Zone #1 (TIRZ #1)

The Tax Increment Reinvestment Zone #1 (TIRZ #1) in Downtown Kerrville is designed to stimulate economic growth and improve residential development. The initiative focuses on supporting the Downtown area through various activities, including funding public infrastructure and encouraging private development. The TIRZ #1 Board of Directors, comprised of local stakeholders, oversees these efforts to benefit the community.



Kerrville Main Street Historic Preservation

The historic preservation goals of Kerrville Main Street focus on balancing thoughtful development with the protection of the City’s heritage. Maintaining the character of Main Street involves preserving the integrity of historic buildings while allowing for renovations and new construction that reflect Downtown Kerrville’s traditional character. This approach supports revitalization by breathing new life into older buildings, enabling modern uses while retaining their historic charm. Preserving the scale and form of the built environment is essential to maintaining Kerrville’s small-town character. Kerrville Main Street historic preservation goals include:

- Revitalize historic buildings through restoration, rehabilitation and renovation
- Improving facilities and streets including sidewalks, lighting and landscaping
- Maintain streets and parking lots
- Counsel on construction and public improvement projects
- Provide incentives for restoration and development, such as low interest loan and grant programs
- Provide architectural aid

The Main Street Advisory Board serves in an advisory capacity to the Mayor and City Council and assists other City Boards and Commissions and City Staff to further goals and objectives of the City, including achievement of the Texas Main Street Program goals and criteria for the preservation and revitalization of the historic Downtown.



Downtown Zoning Districts

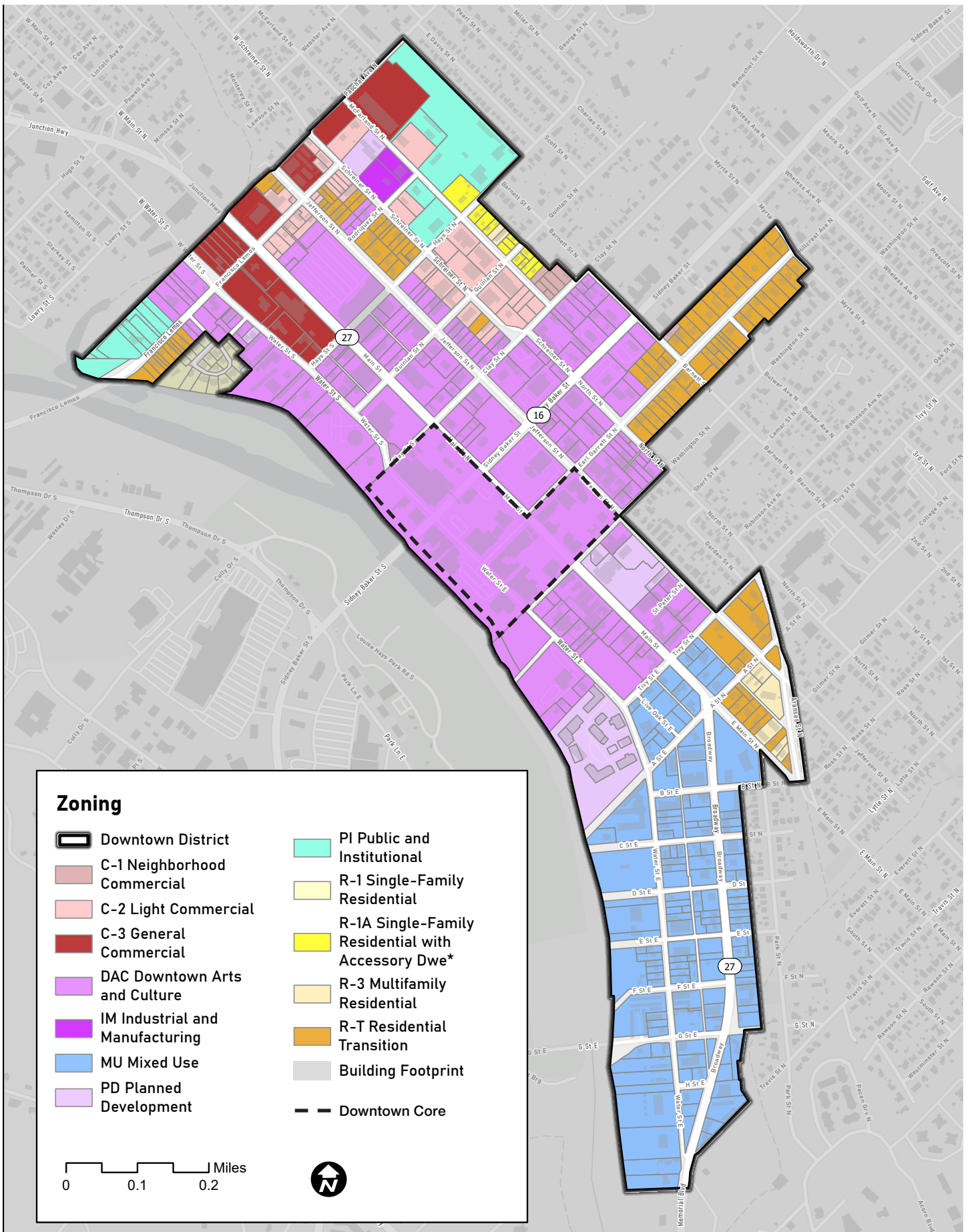
Zoning in Kerrville plays a key role in shaping Downtown development, with several districts guiding land use and growth. The Downtown Arts and Culture District (DAC) is a special district that supports a pedestrian-oriented center for business, government, culture, and entertainment, supported by residential, retail, and restaurant uses, all of which combine to create a vibrant downtown environment in the City's historic business district. The Mixed Use District (MU) encourages integrated residential, retail and commercial development to create a well-balanced urban environment. The three Commercial Districts (C-1, C-2, C-3) accommodate a variety of commercial and retail establishments. Other zoning districts within Downtown provide space for residential, industrial, institutional and other uses. This current zoning framework allows for a range of development opportunities that support a thriving Downtown core, and as Downtown evolves, zoning regulations should adapt to maintain a balance between everyday needs and destination experiences.

Downtown Core Overlay

The Downtown Core consists of a smaller portion of the Downtown area, approximately 5.5 blocks, where smaller front setbacks are allowed and where on-site parking requirements are waived for nonresidential uses.



Figure 3 Current Downtown Zoning Districts



Existing Physical Framework

The physical framework looks at Downtown’s existing built environment and physical features, including buildings, points of interest, and the movement of people and automobiles through the space. These features have significant impacts on how Downtown functions and can act as either barriers to be addressed or opportunities to capitalize on.

Mobility Network

Kerrville’s existing Downtown mobility network is composed of a highly connected street grid that is largely designed to accommodate vehicular traffic. The street network features a mix of local, collector and arterial streets, with primary vehicular corridors such as Main Street (SH 27) and Sidney Baker Street (SH 16) facilitating regional travel and access to commercial destinations. While much of the network prioritizes cars, select areas have pedestrian-friendly infrastructure, particularly along key streets such as Earl Garrett and Water Street. These corridors feature pedestrian-oriented design elements, including curb extensions, wide sidewalks, mature street trees, marked crosswalks and pedestrian-scale lighting.

Active Transportation Network

Active transportation includes human-powered modes of travel that promote physical activity, primarily walking and biking, as well as other non-motorized methods like scooters, skateboarding and wheelchair use. Bicycle infrastructure provides safer, more convenient and accessible routes for cyclists, while sidewalks allow pedestrians to navigate all parts of downtown.

Kerrville’s bicycle infrastructure is limited, with very few dedicated on-street bike lanes. The primary bike-friendly routes are the trails along the Guadalupe River, which connect key destinations such as Kerrville Schreiner Park and Riverside Nature Center. While these trails offer recreational opportunities, they do not fully integrate with the broader transportation network.

The Downtown sidewalk network is relatively strong, but some areas could be extended or repaved. Major roadways through Downtown create challenges for active transportation, with unsafe pedestrian crossings and congestion leaving no space for cyclists.

The trail system, primarily located along the Guadalupe River, presents a significant opportunity to connect Schreiner University, Downtown and Nimitz Lake through the proposed trail network.

Multiple pedestrian connections link Downtown to parks, local businesses and public buildings. The Guadalupe River Trail runs parallel to Downtown and provides a route to outlying areas. Bicycle and pedestrian infrastructure varies along key corridors such as Sidney Baker Street, Water Street, and the area near Louise Hays Park, affecting connectivity between prominent destinations.

Parking

Parking is a crucial component of a downtown area, yet it is often perceived as insufficient. However, in most cases, parking is available within reasonable walking distances of key destinations. This is particularly true in Kerrville's Downtown, which has a centrally located parking structure off Water Street that remains underutilized, alongside numerous surface parking lots that collectively make up fifteen percent of the 15% Downtown footprint. These surface lots represent low-value land uses that could otherwise support retail, entertainment, housing, or public spaces, all of which contribute more to a thriving and walkable Downtown.

The Impact of Parking Minimums on Development

A common misconception is that parking supply is determined solely by market demand. In reality, local jurisdictions dictate parking requirements, often mandating excessive amounts of off-street parking that do not align with actual usage patterns. Kerrville's parking regulations require retail developments to provide one space per 300 square feet of gross floor area, while restaurants must allocate spaces based on either square footage or seating capacity. These regulations prioritize vehicle storage over more productive land uses and add unnecessary costs to development which increases the barrier to entry for small businesses looking to invest in Kerrville.

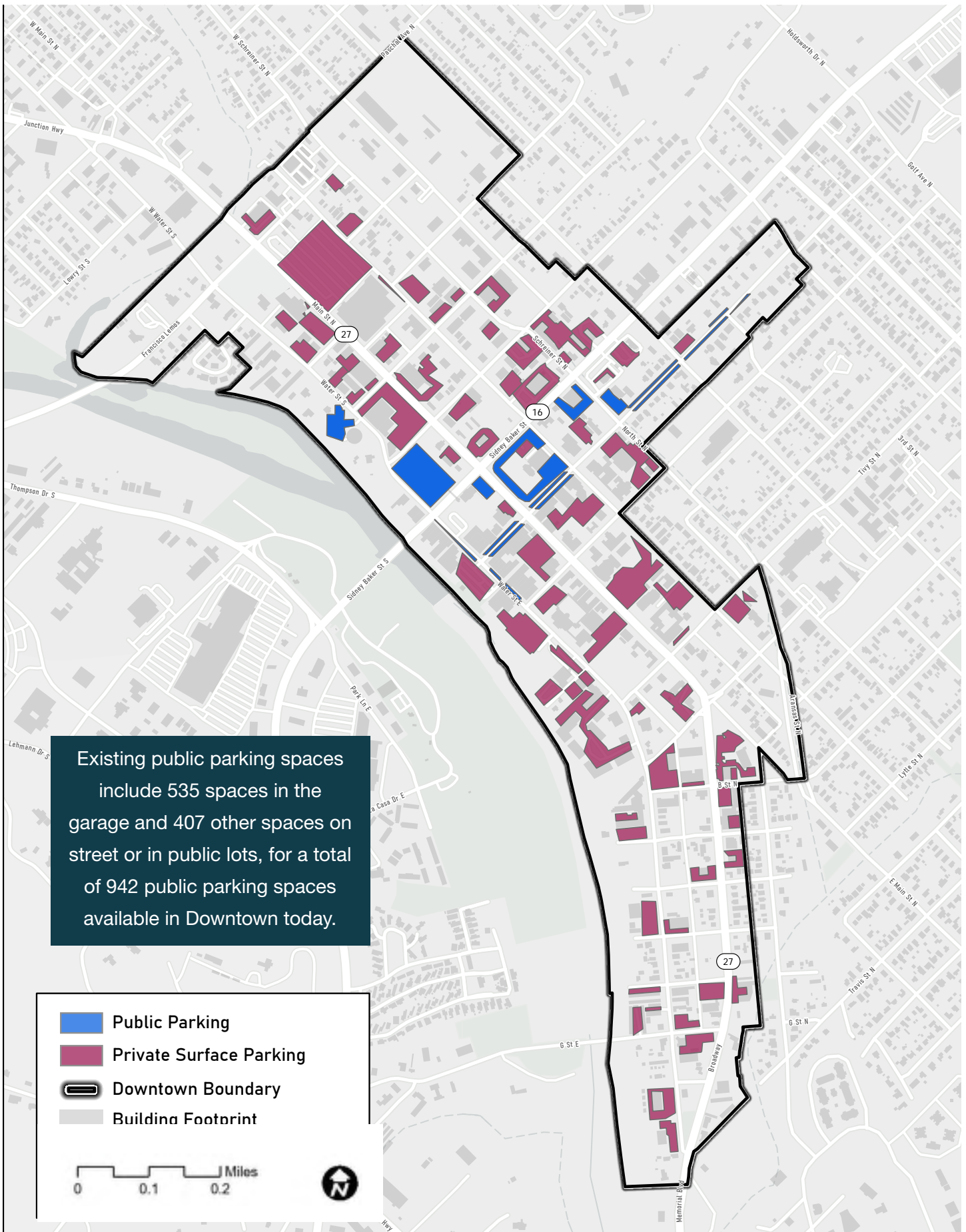
However, Kerrville has taken steps to mitigate these challenges in certain areas. Minimum parking requirements in the Downtown Arts and Cultural zoning district waive on-site parking requirements for nonresidential uses within the Downtown Core. This policy acknowledges that rigid parking mandates can hinder economic growth and land-use efficiency, especially in walkable mixed use areas. Expanding similar parking flexibility to other parts of Downtown could help align regulations with demand, lower development costs and create a more vibrant and economically resilient community.

The Costs of Excess Parking

Not only does an oversupply of parking lead to inefficient land use, but zoning-mandated parking also inflates development costs. Requiring excess parking forces businesses and developers to dedicate valuable land to car storage rather than revenue-generating uses, increasing rents for tenants and costs for consumers. Additionally, the abundance of surface parking reduces walkability, creating dead zones in the urban fabric that discourage pedestrian activity and diminish Downtown's appeal.



Figure 5 Existing Downtown Parking



Destinations and Walkability

The physical framework map identifies key destinations in Downtown Kerrville and demonstrates a quarter-mile walking radius around each, representing an estimated five-minute walk. The overlap of these “walk sheds” highlights areas with the highest potential for pedestrian activity. This density of pedestrian destinations helps identify areas with the greatest need for sidewalk investment, both in quantity and quality. A continuous and well-connected sidewalk network influences walkability, while sidewalk conditions and sizing impact pedestrian safety and comfort. As shown in the adjacent map, the highest density of Downtown destination walksheds overlap near the intersection of Sidney Baker Street and Main Street. This is also an intersection of two TxDOT roadways that have a high volume of traffic and minimal pedestrian infrastructure, creating concerns related to conflicts and safety. The adjacent map also shows tree canopy coverage in Downtown Kerrville, which can play a significant part in making the micro climate of the area more bearable during Texas summers. The presence of street trees also helps to slow traffic.

Studies have shown that the perception of walking distance by pedestrians is significantly impacted by four factors: comfort, safety, interest, and purpose. If these factors are addressed in Downtown, they can make the experience of walking in the area more pleasant and help reduce some of the issue of parking as the walk from parking areas to destinations feels less burdensome.

Comfortable

- Cleanliness
- Shade
- Aesthetics
- Materials



Safe

- Vehicular Conflicts
- Lighting
- Public Safety



Interesting

- Active Frontages
- Public Art
- Other People

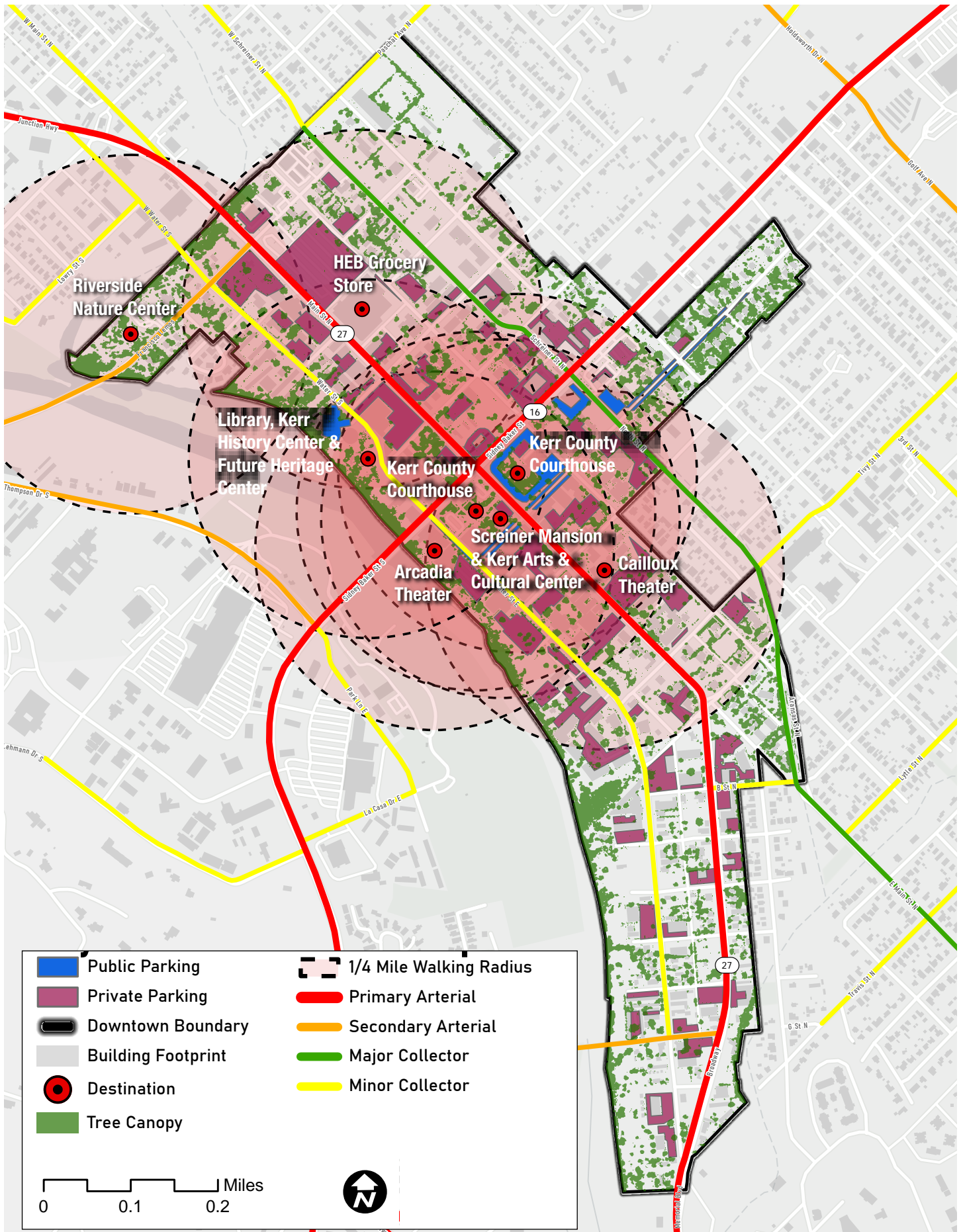


Purposeful

- Destinations



Figure 6 Downtown Destinations & Walkability Map



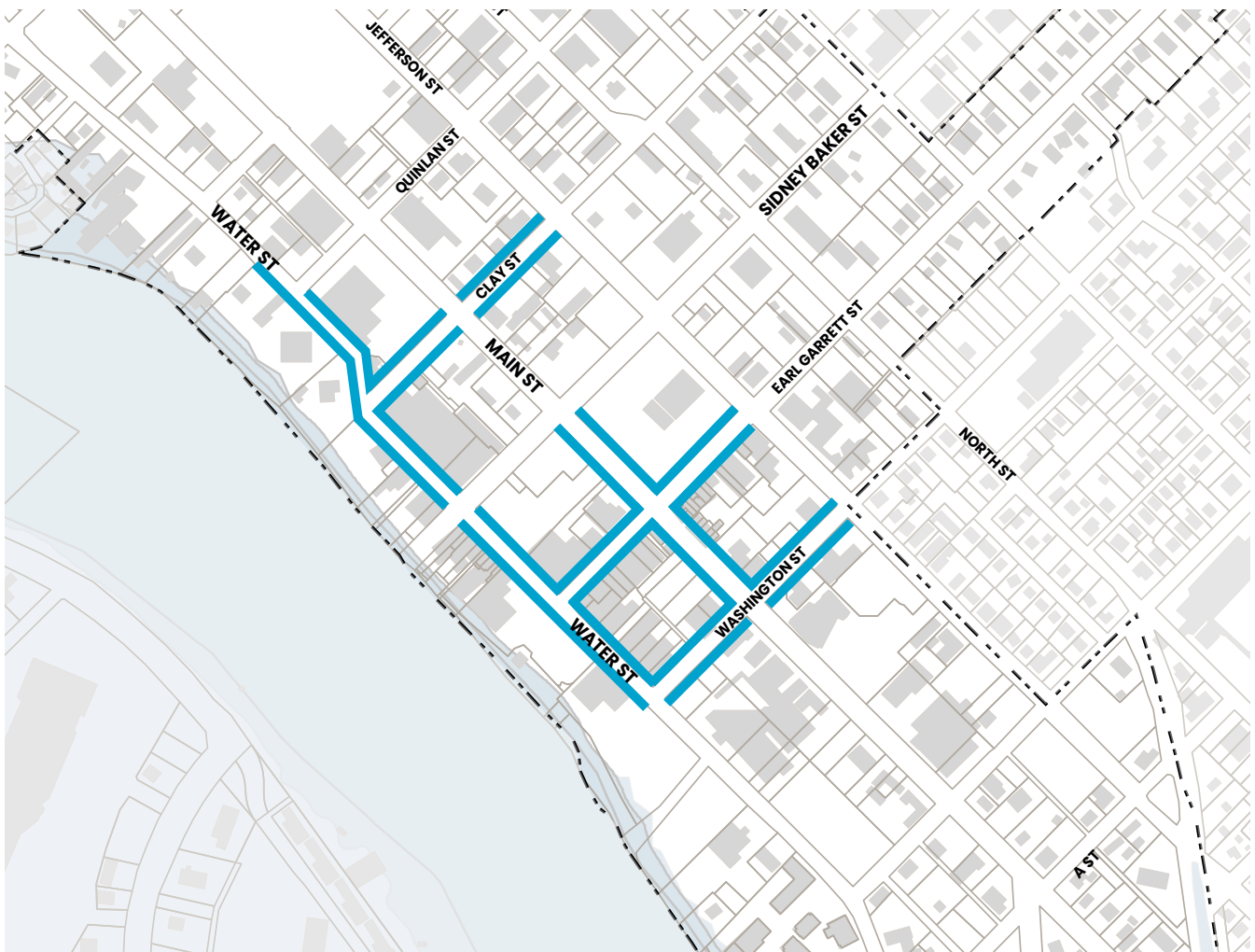
Identity Blocks

Under current conditions, the blocks with the strongest existing identity are generally those with the highest existing investment. Identity relates to an area's character, look, feel and activity level. Of the blocks within the study area, the following blocks typically draw the most people to the site. The majority of the identity blocks are located in the historic Downtown core, east of Sidney Baker Street; however, there is increasing investment to the west from both the City and local businesses.

These include:

- Water Street from just west of Quinlan Street to Washington Street
- Main Street between Sidney Baker Street and Washington Street
- Washington, Earl Garrett, and Clay Streets between Water Street and Jefferson Street

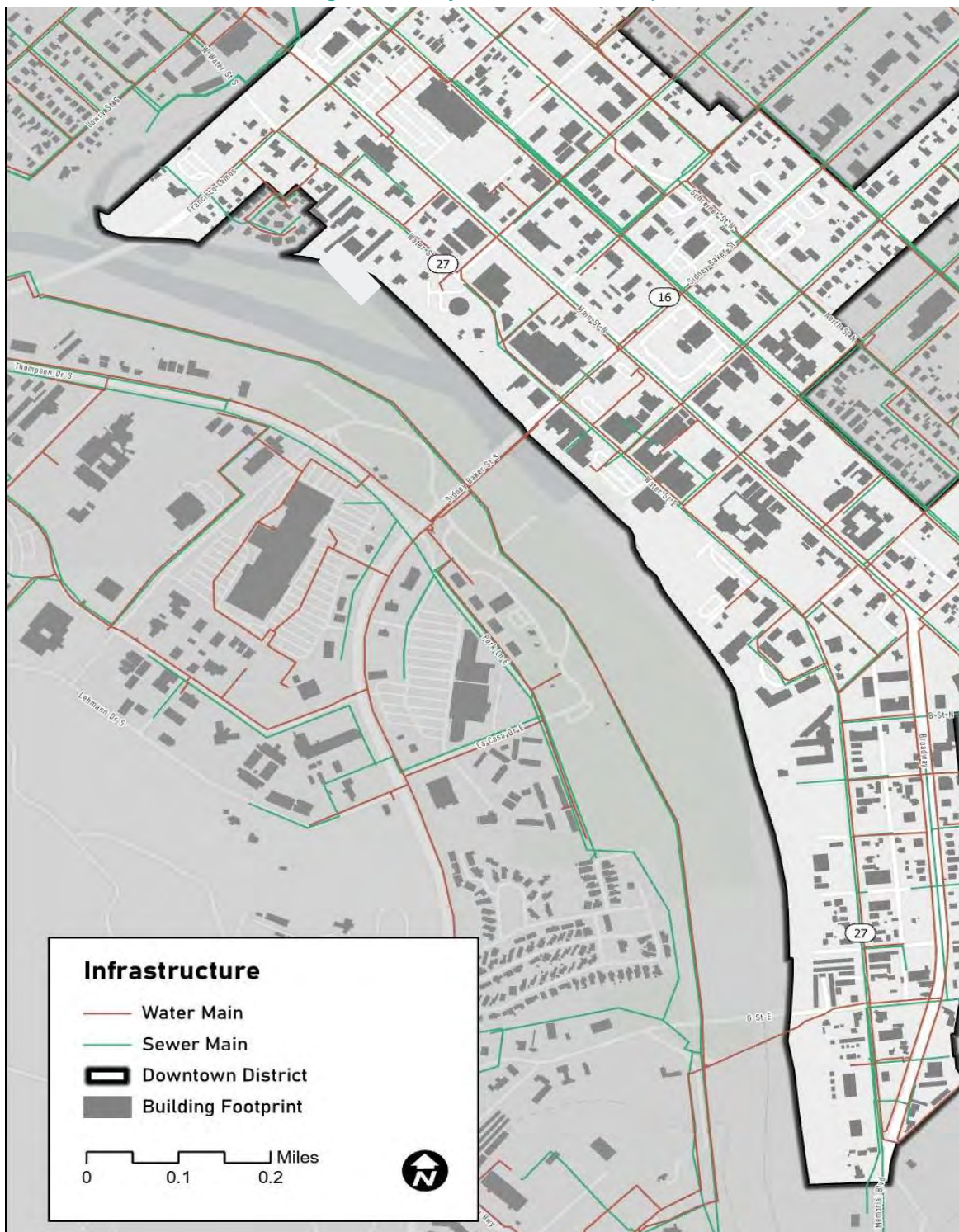
Figure 7 Existing Strongest Identity Blocks



Utility Infrastructure

The City of Kerrville's Utility Department and City of Kerrville Public Works Department manage Kerrville's utility infrastructure, including water and sewer services. The City's water and wastewater systems are well laid out and service is fully provided to the Downtown and adjacent areas. Kerrville's water supply is mainly sourced from groundwater, with additional support from surface water drawn from the Guadalupe River and processed at the City's water treatment plant.

Figure 8 Utility Infrastructure Map



Water Infrastructure

The Downtown area falls within the existing Stadium and College Cove pressure planes. The Stadium pressure plane operates with an overflow hydraulic grade line of 1,814 feet and the College Cove pressure plane operates with an overflow hydraulic grade line of 1,942 feet. The water service to this area can be improved with multiple projects already called for in the City’s current Water Master Plan and short-term Capital Improvement Plan (CIP), including the High Service Pump Station Expansion, H-Street Well Renewal and the 12-inch Legion Drive Water Line. The total cost of the short-term improvement projects is approximately 5 million dollars. A pump station expansion at the Travis Street pump station and a water pipeline extension are also recommended for the College Cove pressure plane to serve the eastern portion of the Downtown area, as illustrated in the growth-driven CIP. The cost of these development-driven projects is estimated at more than 2 million dollars. The service to the Downtown area would also benefit from the improvements suggested in the water pipeline replacement program, described in Guiding Principle W1, as the area falls near multiple areas where pipelines were identified as deteriorating and needing replacement. As the Downtown area continues to develop, development reviews should be performed to identify the projects recommended to serve the area and allocate funding responsibility among the interested parties, per Guiding Principle W1.

Figure 9 Downtown Future Pressure Planes

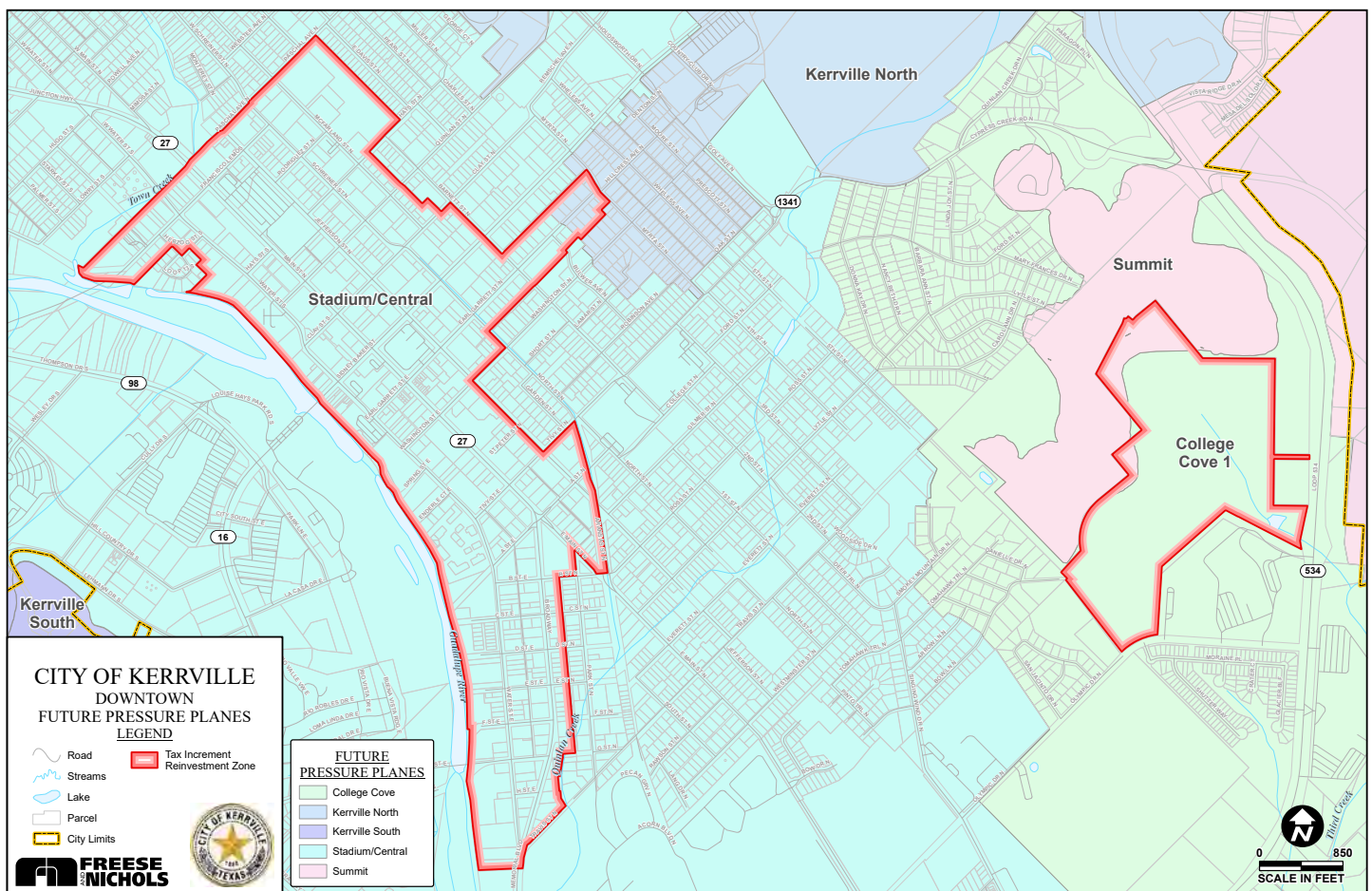


Figure 10 Downtown Capital Improvement Plan

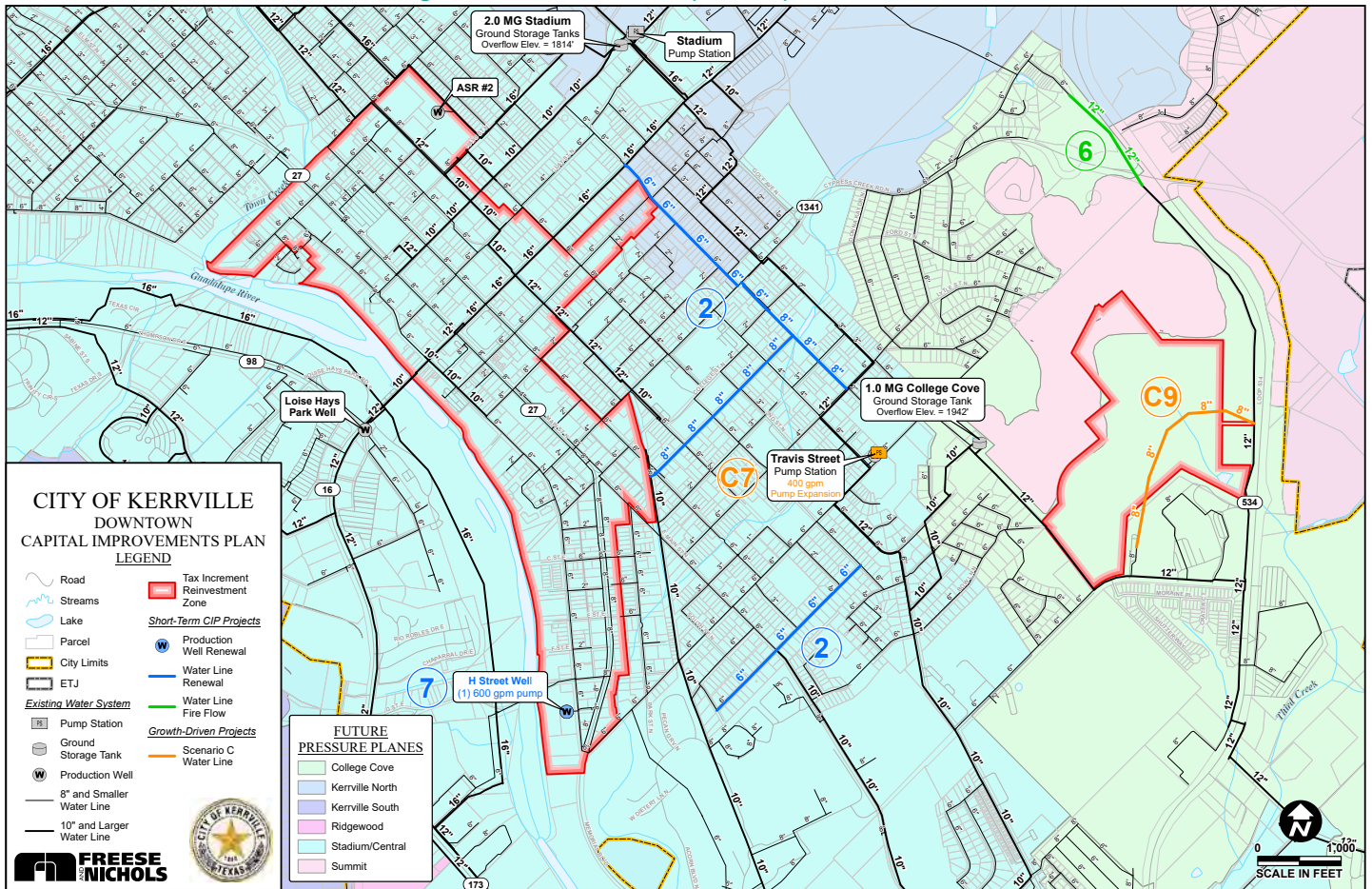
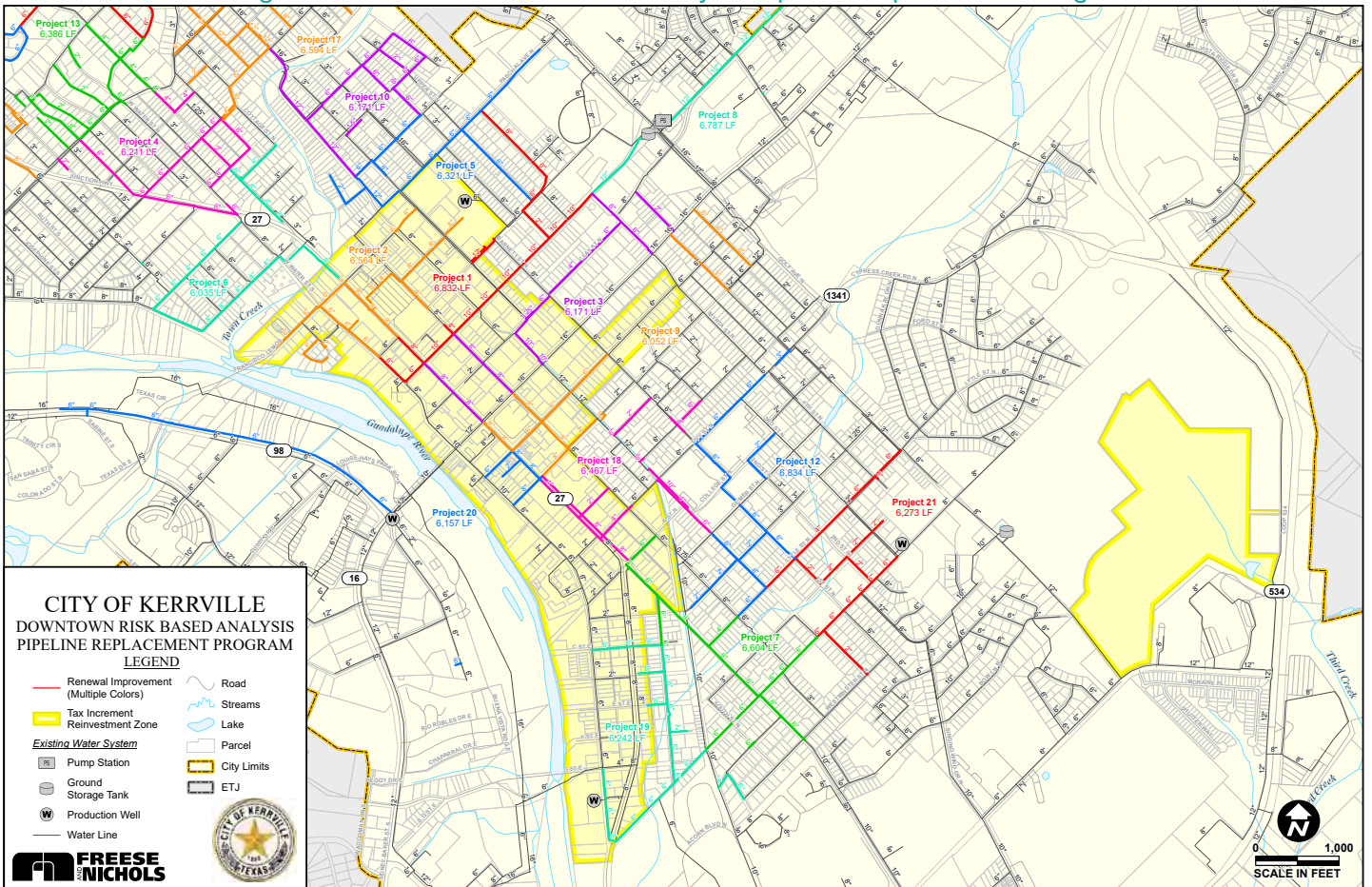


Figure 11 Downtown Risk Based Analysis Pipeline Replacement Program



Wastewater Infrastructure

The western portion of the Downtown area falls within the Quinlan Lift Station basin and the Broadway Lift Station basin. The available capacity for each relevant lift station, estimated at the time of the 2022 Wastewater Master Plan, is illustrated in the table to the right. The existing lift stations and associated wastewater mains in this area have available capacity for additional growth, due to the City’s historical investment in infrastructure improvements. The eastern portion of the Downtown area falls within the Loop 534 Lift Station Basin, which also has available capacity to serve growth. During subsequent Wastewater Master Plan updates, this area should be analyzed in detail to ensure the infrastructure continues to have capacity to serve existing and future customers, per Guiding Principle W4.

Figure 12 Lift Station Available Capacity

LIFT STATION	AVAILABLE LUEs
Broadway	347
Herzog	24
Jefferson	5,760
Legion	3,241
Loop 534	2,189
Quinlan	1,345

Figure 13 Downtown Future Sewer Basins

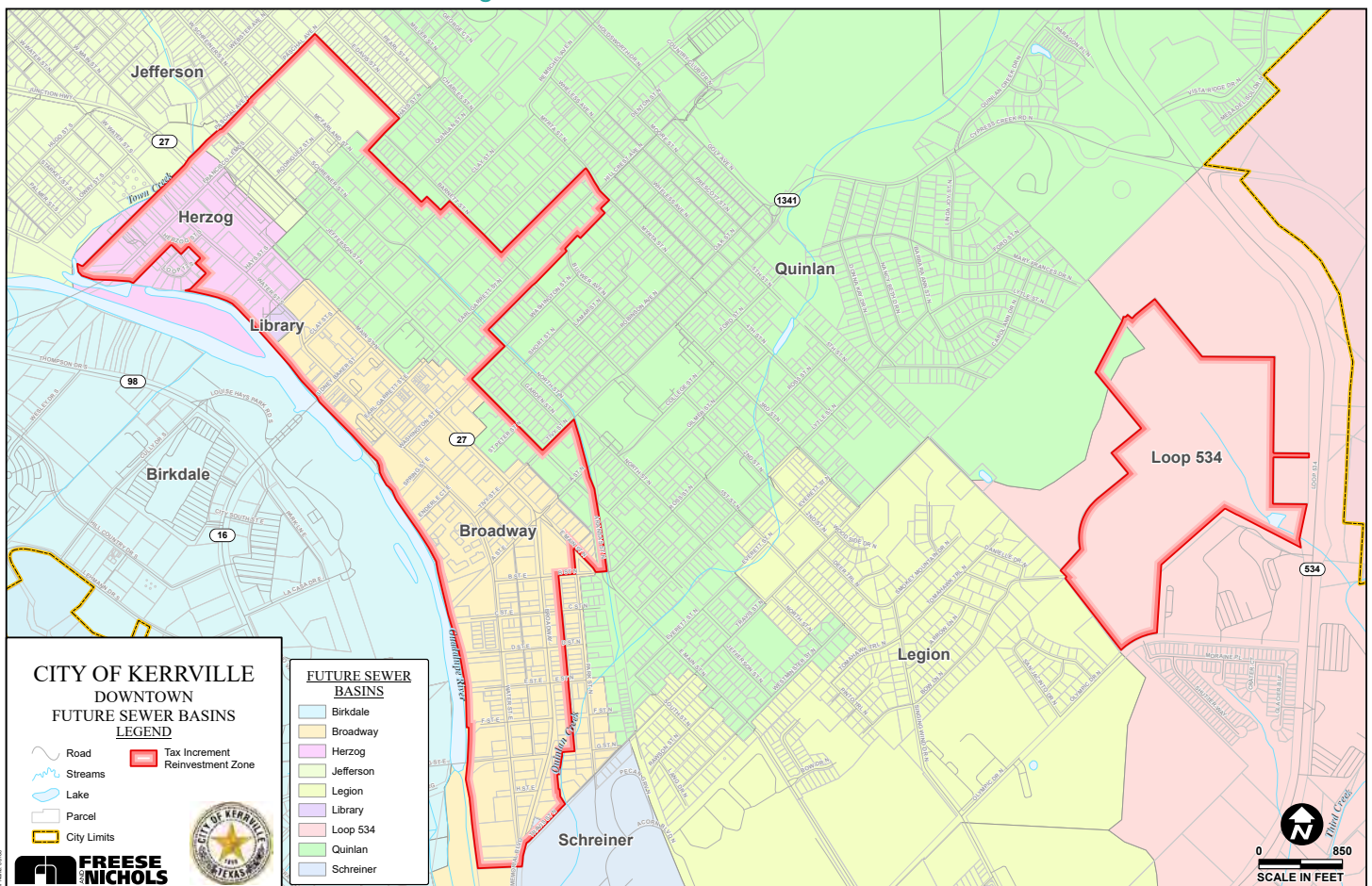
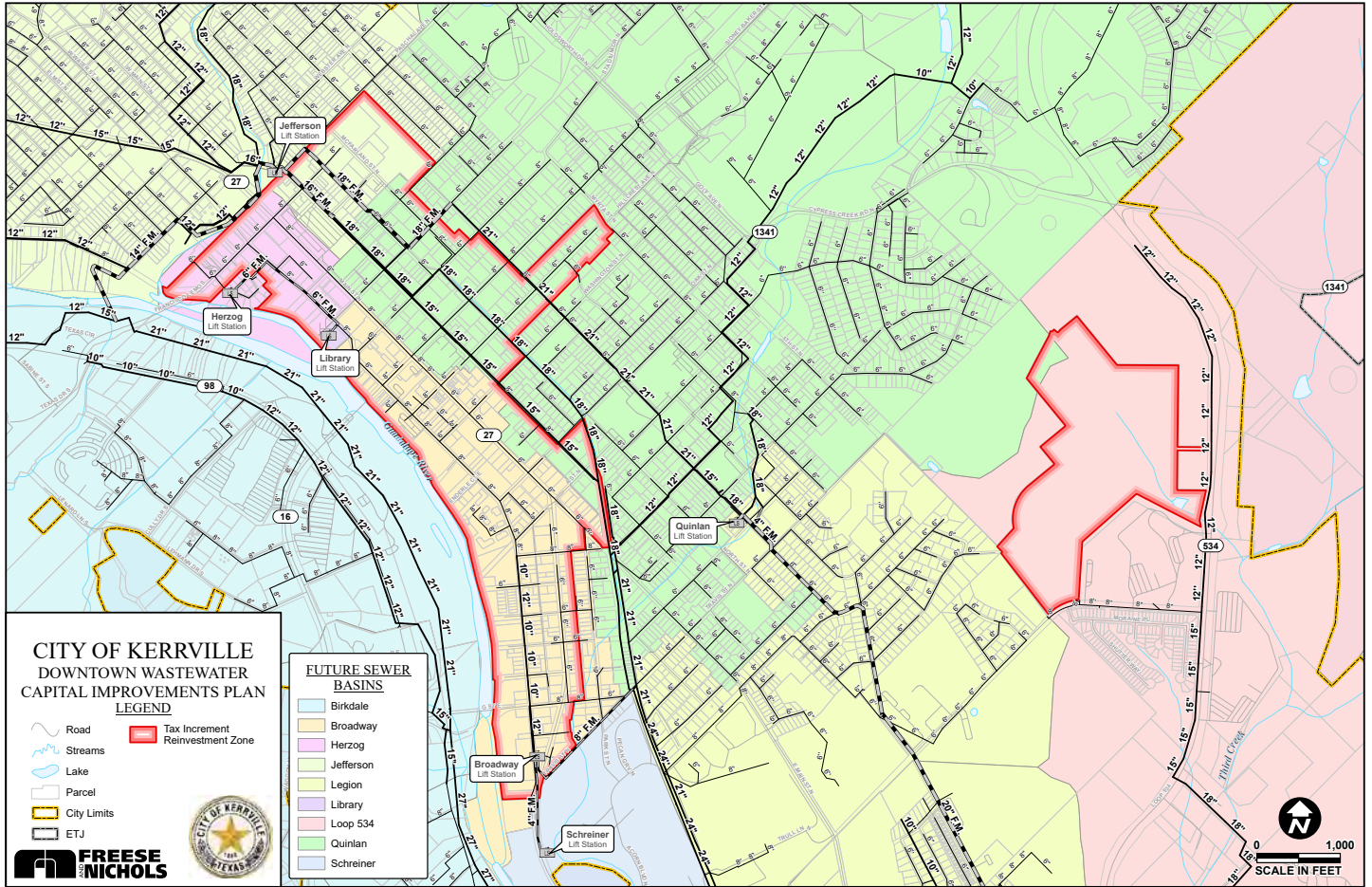


Figure 14 Downtown Wastewater Capital Improvement Plan



Downtown Feedback

During the first Downtown Advisory Council meeting, members identified Downtown Kerrville’s strengths, weaknesses, opportunities and threats. Their insights, summarized below, were combined with community feedback from online engagement, surveys and in-person events to confirm or update as needed the Kerrville 2050 Downtown Guiding Principles that support the overall Comprehensive Plan goals for the City. Additional community feedback and summaries can be found in Appendix A.

Downtown Advisory Council SWOT Elements

STRENGTHS

- Historic architecture and local businesses that enhance Downtown’s character.
- Walkability creates a sense of community and attracts visitors.
- City investment has spurred growth and attention.

OPPORTUNITIES

- Partnering with Schreiner University to attract younger residents, visitors and staff for Downtown businesses.
- Infill development and mixed use spaces can revitalize Downtown.
- Stronger marketing can highlight local attractions and draw visitors.

WEAKNESSES

- Reduced daytime foot traffic.
- Parking accessibility and pedestrian safety concerns.
- Regulatory barriers that hinder public events.

THREATS

- Lack of follow-up on community feedback may stall progress.
- Continued City support is needed to sustain momentum.

Community Open House #1 Feedback

Feedback from the first community open house highlighted Kerrville’s key assets, opportunities, missing elements and “change one thing”:

- Assets: Arcadia Theater, restaurants and coffee, river access and the Cailloux Theater
- Opportunities: Housing, increased foot traffic, expanded activities and connecting the Town Creek Trail
- Missing Elements: Art walks & events, diverse restaurants and shops, housing, and historic preservation of buildings
- Change one thing? Crosswalk safety, multi-family housing, extend design to include Cailloux Theater & Nature Center north, and pedestrian friendliness

➤ Guiding Principles and Sample Action Items

Community members consistently recognize Downtown Kerrville as a vital component of the City, building upon the foundation established in the 2018 Kerrville 2050 Plan. The following Guiding Principles and Action Items have been reaffirmed and updated from the previous plan to create a comprehensive roadmap for sustainable growth in the City’s historic Downtown core and its surrounding areas.

D1 GUIDING PRINCIPLE: Create a “living room” for the community and a “front door” for visitors— a full-service destination that attracts anchor uses and increased residential and mixed use development

Downtown should be a welcoming place that conveys a sense of arrival and activity. Community members should feel like they are an integral part of Downtown and visitors should feel comfortable there. To cultivate these feelings, public investments should focus on streetscape improvements, pedestrian amenities and attracting businesses that will be of interest to both local residents and visitors.

- **Develop a Downtown urban design and streetscape plan.** This Plan should accommodate wider sidewalks, outdoor gathering spaces, street trees, landscaping, lighting, signage, street furniture and other pedestrian-friendly amenities. The corner of Earl Garrett and Water Street in the heart of Downtown presents a particularly good opportunity for signature landscaping. The urban design and streetscape plan should encourage outdoor and patio dining, allowing the use of public right-of-way where feasible, subject to maintaining the required easements and sidewalk widths.
- **Support new anchors Downtown.** Venues such as the Schreiner Mansion and the Arcadia Theater provide excellent spaces for anchor tenants in the Downtown core. These tenants could attract significant pedestrian traffic and interest from the public, encouraging people to visit and stay in Downtown longer. Community members have a strong attachment to Downtown’s historical building stock and new community anchors should utilize and enhance structures that housed previous community anchors when possible as a means of preserving the character and charm of the area.
- **Install information kiosks with wayfinding and historical information.** Wayfinding amenities should be part of a larger placemaking program for Downtown that could either complement or be combined with the streetscaping plan. Kiosks and other wayfinding fixtures should highlight local shops, restaurants and unique, active experiences for visitors to enjoy.

D2

GUIDING PRINCIPLE: Foster a Downtown that tells the community’s history/story/lore by preserving and enhancing historic features and a sense of place, celebrating and connecting Downtown to the Guadalupe River and developing a brand and a unified identity for Downtown

The historical nature of Downtown Kerrville provides the impetus for continued investment in the rehabilitation and preservation of cherished, storied assets. The Guadalupe River, in particular, presents a big opportunity for the City as it looks to develop a coherent, concise identity for the Downtown area.

- **Examine the potential for the preservation of the historic mill site.** As the City’s oldest man-made structure, the old Christian Dietert Mill offers plenty of opportunity for preservation and reinvention. Its renovation should include some form of retail, such as a gift shop, art exhibit hall, food and beverage establishment, or some other compatible concept.
- **Utilize views of the River.** Enhance visibility and access to the river by incorporating design elements that promote scenic views. This focus on making the river more visible aims to create inviting spaces that allow residents and visitors to appreciate the natural beauty of the river, fostering a stronger connection between Downtown and its waterfront. By prioritizing sightlines to the river, Downtown can become a more attractive destination, encouraging pedestrian traffic and enriching the overall experience.
- **Implement the Boardwalk Plan.** Initiate the Boardwalk Plan to connect the existing river trail by constructing a boardwalk that extends from the gazebo to the library. This new pathway will enhance accessibility along the waterfront, encouraging pedestrian activity and creating a seamless experience for residents and visitors. The boardwalk will not only provide a scenic route for walking and leisure but will also strengthen the connection between key community landmarks.

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 operations 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 central City to residents and visitors alike. Kerrville could benefit from a public-private advocacy group or partnership as it builds support for the Downtown core, attracts new development and encourages preservation efforts. The recently restarted Historic Downtown Business Association may be able to serve this purpose.

- **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 to 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 draw creative entrepreneurs and new business concepts to the area.

D4

GUIDING PRINCIPLE: Encourage and program downtown public events and create more gathering places that promote and enhance Downtown as an arts, culture and music center

Downtown is a center for the arts in Kerrville and in the larger Hill Country region. It should be branded this way, encouraging people to gather in its spaces and share their interests and talents.

- **Partner with Downtown stakeholders and others to program more events (e.g., art, music, recreation, farmers market, special interests) to attract greater public and visitor traffic.** A Downtown association or partnership that could help coordinate events of this type would be particularly helpful in bringing new activities to the area. Programming and placemaking are needed to attract attention, events and talent to the central City.
- **Examine changing traffic patterns to identify opportunities for the use of right-of-way for pedestrian-friendly amenities.** The nature of traffic has changed over the past decade. People are interested in walking and cycling more than they once were and the community has expressed a desire to become a more multi-modal City. A thorough examination of these changing attitudes may yield insights that could lead to the conversion of certain public rights-of-way and easements to spaces suitable for pedestrian-friendly amenities, such as wider sidewalks, street trees, outdoor dining and wayfinding elements.
- **Consider implementing a pilot program to create a pedestrian mall by closing Downtown to vehicular traffic, particularly on weekends.** This initiative has the potential to transform the Downtown core into a safe and inviting pedestrian-friendly destination for residents, workers and

visitors alike. It is essential to incorporate input from the Downtown Association and local businesses while assessing the feasibility of this program. Weekends offer a unique opportunity for this closure, as both out-of-town visitors and local residents are more likely to visit and enjoy the Downtown area during this time..

- [Conduct a One-Way Street Conversion Study to enhance the user experience Downtown.](#) The current reliance on major roadways deters pedestrian traffic and contributes to congestion. A feasibility study will provide valuable insights into whether converting streets to one-way could alleviate these issues. Additionally, this conversion could create more parking opportunities in front of storefronts that currently lack designated spaces, attracting increased foot traffic to these businesses.

D5

GUIDING PRINCIPLE: Promote a walkable, usable, uniform and pedestrian-oriented public space linking Downtown to the surrounding neighborhoods through streetscape elements, access, connections and crossings

Downtown must not feel like an island; it is the heart of the City, connected to the surrounding area via a network of arterials and smaller roads. The community feels, however, that pedestrian connections are lacking. These connections should be built, especially in the Downtown business district. There should be a safe, distinct and pleasant route linking nearby neighborhoods and visitors to shopping areas, the parking garage and Downtown destinations.

- [Improve safety at the pedestrian crossing at Main Street/Sidney Baker.](#) The intersection of Main Street and Sidney Baker is a high-profile location in Kerrville. It continues to carry a large amount of pedestrian traffic, particularly near the government buildings and plaza. Improved safety at this crossing will make Kerrville a more comfortable and inviting place for residents engaging in their daily activities and for people visiting from out-of-town. Staff, possibly with the help of consultants, should take a detailed look at the situation and determine what types of physical and operational improvements could improve conditions at this important corner. See the Downtown Transportation section of this chapter for additional strategies to improve intersection safety.
- [Expand and improve safety of the pedestrian crossing across the Guadalupe River.](#) The pedestrian crossing south of the Dallas Daughtry Memorial Pavilion provides a key connection between Downtown Kerrville and the south side of the river for pedestrians and river users. However, the existing bridge is narrow, limiting pedestrian accessibility and creating safety concerns. Expanding the bridge could enhance connectivity, accommodate more users, and improve overall safety. This could serve as a first phase in enhancing connectivity over the river and would require coordination with the River Authority.

- **Widen the SH 16 Bridge to improve pedestrian access and safety.** The original Sidney Baker Bridge, constructed in 1935, was replaced in the mid-1970s with a wider, modern structure. This upgrade improved connectivity and accessibility, facilitating subsequent development in the area that would evolve into Kerrville’s medical district. This area is now seeing major potential for redevelopment just outside Downtown. The existing pedestrian infrastructure does not allow people traveling on foot to safely coexist with high-speed, high-volume vehicular traffic. Expanding the pedestrian facilities over the river by widening or cantilevering a pedestrian walk off the SH 16 Bridge could alleviate the conditions that may be discouraging people from getting out of their vehicles to enjoy the scenery and ambience of Downtown Kerrville and surrounding areas. This could serve as a second phase in enhancing connectivity over the river and would require coordination with TxDOT.
- **Look into the possibility of providing alternative transportation services, such as a tram, for transport back and forth across the river and/or a trolley system to serve the Downtown area.** The level of activity, the desires of the community and the Community Priority seeking to improve the tourism infrastructure in Kerrville all suggest that the time has come to examine options for specialized mass transportation services and circulators, such as the development of a tram or trolley system in the long term. These options could prove popular with visitors as well as locals, who may opt to use them on their daily commute or for business or recreational purposes. A partnership might be developed involving the City, Downtown businesses, the Alamo Area Council of Governments and others to provide this service.

D6**GUIDING PRINCIPLE: Promote preservation and reinvestment in single-family and historic components in the areas around and near Downtown**

Single-family homes are the predominant land use type in Kerrville and the historic structures located around the City center lend context and character to the retail corridors in the core. These uses are not competitive or exclusive, but rather complementary of one another. Existing single-family structures could be preserved and enhanced for continued residential uses, particularly given the lack of housing options in Kerrville, or they might provide excellent opportunities for preservationist redevelopment, housing art galleries, restaurants, boutiques and other service-oriented, tourist-attracting commercial uses.

- **Offer incentives, tax rebates and abatements for specific desired improvements, such as sidewalks or improvements to dilapidated structures.** The sole Action Item under this Guiding Principle is to develop a set of policies that incentivize Downtown investment, particularly with regard to deteriorated buildings and blocks. Financial incentives are strong motivators for the rehabilitation, enhancement, preservation and adaptive reuse of structures and infrastructure. These policies will encourage property owners, tenants and residents alike to maintain and improve residential structures, historic assets and other improvements in and near Downtown.

D7**GUIDING PRINCIPLE: Encourage reinvestment in Downtown businesses by identifying and addressing regulatory hurdles and providing incentives to attract development consistent with the community's vision**

The goal of the public sector is not to inhibit or stymie growth and innovation, but to support development and guide it in a way that is most sensible to the long-term goals of the community. Identifying and amending problematic regulations, when necessary, will help position the City for success as it looks to attract new investment. Unique projects should be considered on a case-by-case basis and incentives should be considered for qualifying developments.

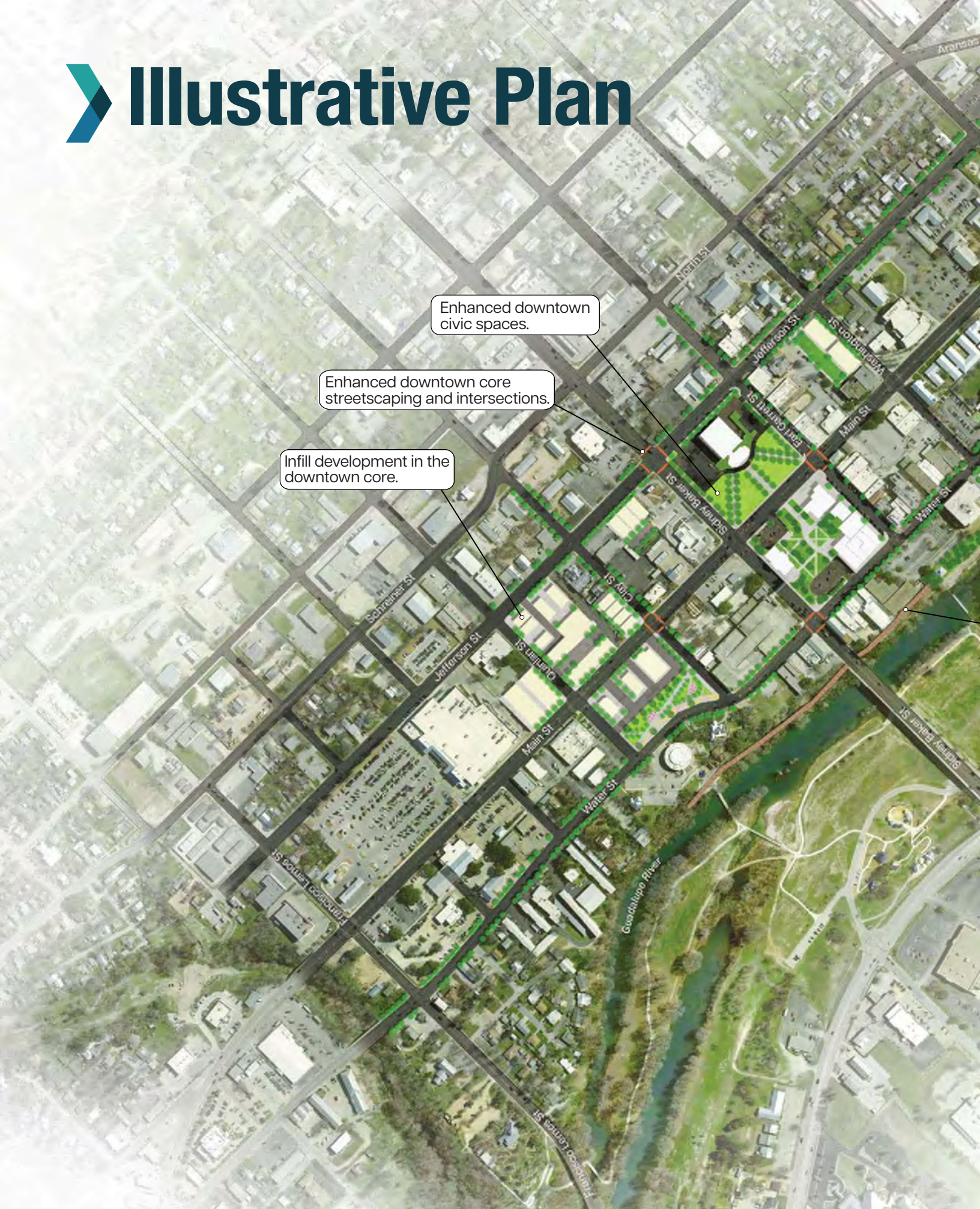
- **Continue Utilizing the Tax Increment Reinvestment Zone (TIRZ) for Downtown Revitalization.** Leverage the existing TIRZ to support the ongoing revitalization of Downtown Kerrville. Tax Increment Reinvestment Zones are effective policy tools that reinvest captured revenue streams—primarily from rising property taxes—into designated areas within the community. Given Downtown's potential for appreciation and new investment, the TIRZ can be a vital resource. Continued use of TIF revenues can fund essential public improvements within the district, enhancing the area's appeal to new businesses and housing developments.
- **Consider a staff position to serve as a Downtown development facilitator and potential economic development coordinator for the City.** To achieve the community's goals for Downtown and the City as a whole, it is essential to have a professional staff member focused specifically on these objectives. The staff member would lead efforts in Downtown revitalization while also contributing to economic development, housing policy, placemaking, planning, research, marketing, and digital media. A strong emphasis on Downtown revitalization would be a key aspect of the position, ensuring a cohesive and targeted approach to enhancing the area's vitality.
- **Encourage businesses that close at 5:00 p.m. to stay open longer in an effort to attract after-hours traffic.** A targeted marketing campaign aimed at Downtown businesses could help turn Kerrville from a predominantly 9-to-5 City to one that includes an active nightlife. Not every business needs to stay open for extended hours, but Downtown could use more after-hours activities. Retail and restaurant establishments, in particular, could cater to employees leaving work in the late afternoon and early evening. It is also important to note that after-hours businesses tend to support each other. For example, people planning to attend a concert or play will patronize restaurants and bars before and/or after the performance, and shoppers will stay Downtown for dinner or a drink if they have the option to do so. Businesses with extended hours are also important as an amenity for tourists or conference attendees and for people considering a move to Downtown living.

D8**GUIDING PRINCIPLE: Encourage reinvestment in Downtown in the form of vertical mixed use development, including residential uses**

Downtown should be relatively dense, accessible and completely walkable. If guided properly, vertical development can guard against sprawl, environmental degradation and unsustainable outward expansion. Instead, it can promote a mix of uses and cultivate that “small-town Main Street” feel the community wants to maintain.

- **Encourage more vertical development and development that brings residential living to Downtown.** Much of Downtown Kerrville remains low-rise, with many one-story structures defining the central landscape, and buildings over two stories being the exception rather than the rule. Encouraging taller buildings can help support a more vibrant and sustainable Downtown while reducing urban sprawl. In most downtown character areas, building heights should generally remain within the context of one to three stories. However, the Transition Zone and the University District are appropriate for buildings up to five stories—potentially more for hotel uses. It is essential to carefully consider river view sheds in new development to preserve Kerrville’s scenic character. This approach will protect the surrounding environment, maintain compatibility with historic neighborhoods, and expand housing opportunities for residents.
- **Offer incentives for Downtown housing and business development.** Economic development incentives are an integral part of any City’s program to attract high-quality jobs and opportunities. Within reason, all residents should have the opportunity to live the lifestyle they want for themselves and their families in Kerrville. New Downtown development should offer options to people who might otherwise leave the City for other opportunities. Incentives may be required to attract development of this type, which the community wants to see Downtown, since there are currently few, if any, examples in Kerrville to point to.
- **Assist in the assembly of land for new Downtown investments.** The public sector can aid the private sector in the broader endeavor of Downtown revitalization by helping to assemble a portfolio of properties suitable for investment or reinvestment. These properties should be selected because of their potential as sites for workforce housing, multifamily complexes, mixed use buildings with apartments or condominiums above first-floor office and retail and similar developments.

Illustrative Plan



Enhanced downtown civic spaces.

Enhanced downtown core streetscaping and intersections.

Infill development in the downtown core.



New park spaces.

University District redevelopment.

Activated alleyway experience.

River access points.

Riverfront development opportunities.

Downtown boardwalk.

This illustrative plan illustrates the potential future for Downtown Kerrville, if the recommendations in the plan are fully implemented. The following framework elements identify specific strategies, recommendations and projects to help realize this vision. The framework plan includes details regarding:

- Catalyst Sites
- Character Areas
- Open Spaces
- Mobility & Transportation Improvements
- Character & Branding



Downtown Framework Plan

A framework plan consists of roadways, open spaces and other public realm elements that define and connect Downtown development; these elements are the fabric that hold a district together. A framework organizes key components into four categories: catalyst sites, character areas, open space and mobility. Within this framework, a series of development opportunities—both new buildings and public realm enhancements—have been identified to serve as the support structure for future investment, strengthening connections and supporting Downtown growth.

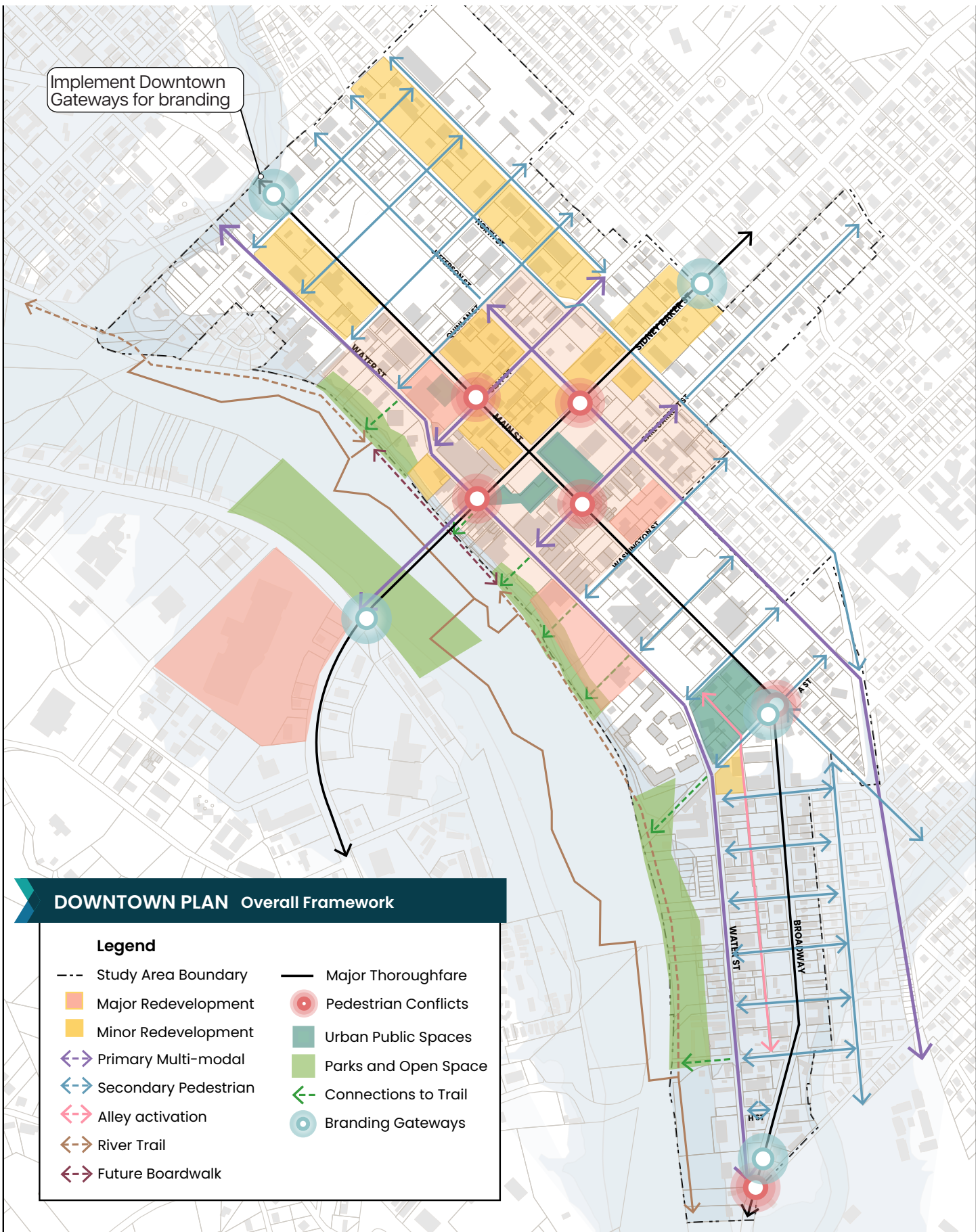
- **Catalyst Sites** – Targeted areas that are likely to see major redevelopment and investment and become key destinations in the future.
- **Character Areas** – Defined areas reflecting specific identities and assets that break the larger Downtown district into sub-areas to guide efficient and effective investment.
- **Open Spaces** – Parks, plazas and other public spaces that serve as the places for public gathering, recreation and events in Downtown.
- **Mobility** – Transportation improvements, including roads, sidewalks, bicycle infrastructure and wayfinding, that make up a large portion of the public realm in Downtown and can significantly impact both the function and experience of the district.

These elements work together to promote a well-connected, accessible and walkable environment in Downtown. Strategic investment in these four elements can help support businesses, attract visitors and create a more cohesive and functional Downtown that supports the Guiding Principles established in the Kerrville 2050 Plan.

The overall Downtown Framework is presented on the adjacent page. The following spreads present each element separately and in more detail.



Figure 15 Overall Framework



DOWNTOWN PLAN Overall Framework

Legend

- Study Area Boundary
- Major Redevelopment
- Minor Redevelopment
- Primary Multi-modal
- Secondary Pedestrian
- Alley activation
- River Trail
- Future Boardwalk
- Major Thoroughfare
- Pedestrian Conflicts
- Urban Public Spaces
- Parks and Open Space
- Connections to Trail
- Branding Gateways

Catalyst Sites

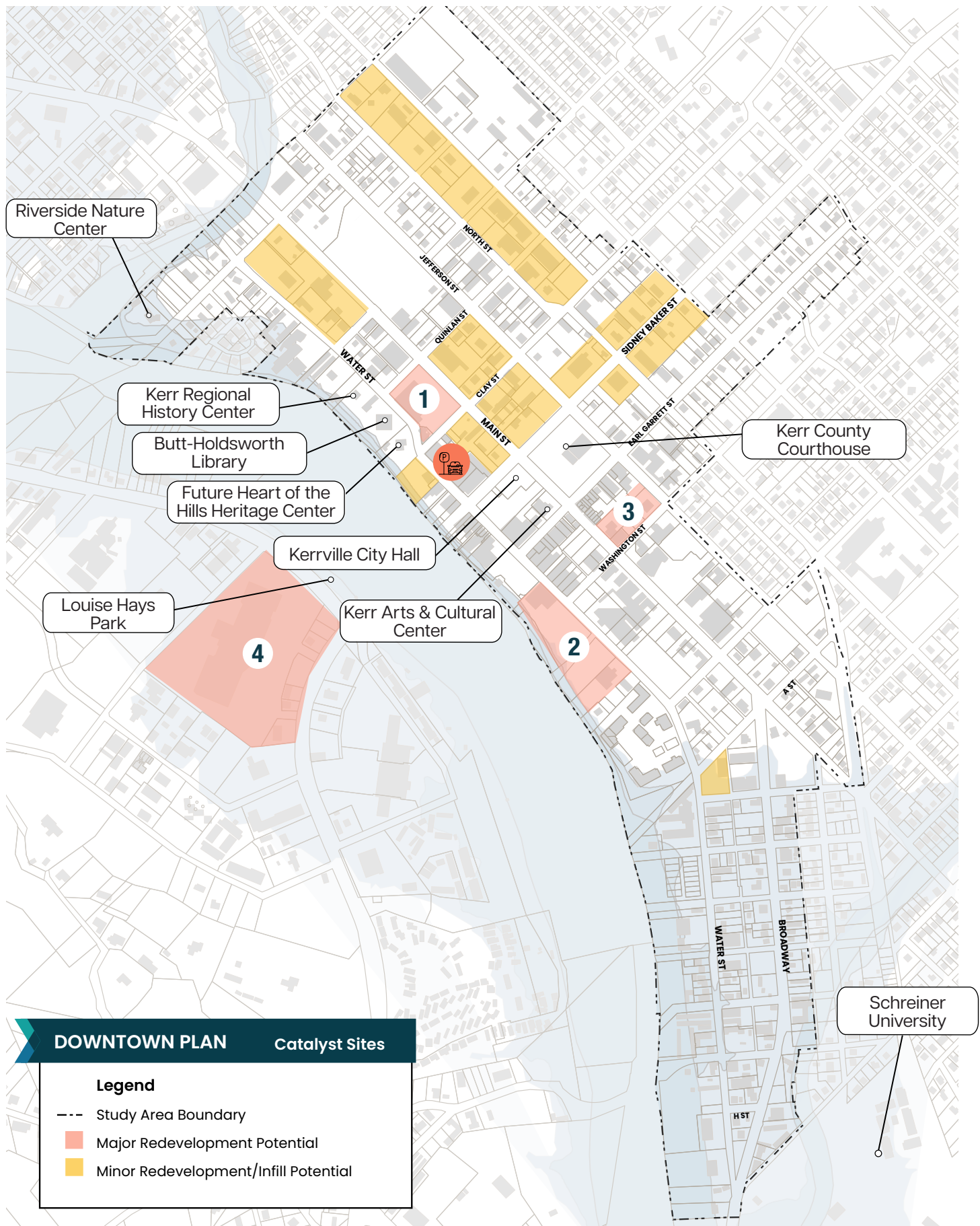
Catalyst sites were first identified in the 2018 Kerrville 2050 Plan when Downtown was designated as Strategic Catalyst Area 1. This map reevaluates those sites, making additions or removals as needed and categorizes them into two tiers: major redevelopment potential and minor redevelopment or infill potential. By identifying these priority areas, the City can strategically focus resources, attract investment and guide redevelopment efforts to maximize Downtown’s economic vitality and long-term growth. These sites serve as key opportunities to enhance walkability, activate underutilized spaces and strengthen Downtown Kerrville as a vibrant destination for residents, businesses and visitors.

1. **Entertainmart** - the former Entertainmart site has been purchased and has a small proposed development in one corner of the site. The remainder of the site is one of the largest single-owner sites within Downtown and presents an opportunity to create a high-quality, high-value mixed use project. The City should work with the new landowner to encourage the highest and best use of the site. Ideally, an urban plaza or green space could be incorporated into the redevelopment of this site.
2. **Riverfront Properties along Water Street** - a series of underutilized properties exist along Water Street east of Earl Garrett Street. If these lots could be brought under single ownership and developed, they could provide an ideal site for a waterfront hospitality or mixed use development that would be a unique and high-value project in Downtown.
3. **Underutilized Portions of the Block between Earl Garrett/Main/Washington/Jefferson** - the eastern half of this block contains some undeveloped and underutilized lots that could be developed or redeveloped for higher value uses that complement the existing strong uses along Earl Garrett Street.
4. **The Mall Property along Sidney Baker south of the River** - while not within the defined Downtown district and ineligible for TIRZ funding, the mall property south of the Guadalupe River has significant redevelopment potential that could impact Downtown. A large mixed use redevelopment project here could bring residential and complementary retail uses within walking distance of Downtown.

As noted in the Downtown analysis, many of the existing Downtown area destinations are located east of Sidney Baker Street; however, the majority of the future development and catalyst sites are located west of Sidney Baker Street. This identifies a need to potentially expand what is currently thought of as the “Downtown Core” and make investments in mobility to connect the east and west portions of Downtown across Sidney Baker Street.

These Catalyst sites are also locations where the City may consider stepping in from an economic development standpoint to support high-quality desirable developments that align with the Guiding Principles for Downtown.

Figure 16 Catalyst Sites



Character Areas

Downtown Kerrville spans a large area, making it essential for the City to focus efforts strategically to maximize impact. Public investment and activity should be concentrated in key locations rather than spread too thin. Many of these areas are already established and should be expanded or redeveloped, while other areas can serve as transitions or provide supporting uses. To guide this approach, character areas define where different types of activity, development and investment levels are most appropriate. Basic descriptions are provided below, while additional details are provided on the following pages.

Downtown Core

The Downtown Core is historically the few blocks along Earl Garrett Street and Water Street that contain many historic and other assets, including City Hall and the County Courthouse. New businesses and redevelopment opportunities are already organically expanding the Downtown experience west of Sidney Baker Street, so the core should be expanded accordingly. This is the area that we expect the highest rate of investments to happen from the City's end.

Commercial Corridor

The Commercial Corridor is made up of the blocks on either side of Sidney Baker Street and extends beyond the formal boundary of the Downtown study area. There are only a few blocks of this character area within the study area, which are characterized by typical corridor commercial businesses.

Supporting Development

Supporting Development character areas are locations surrounding the core where the City will have more minimal investment. Allowing for a variety of uses, development in these areas will be primarily dictated by the market.

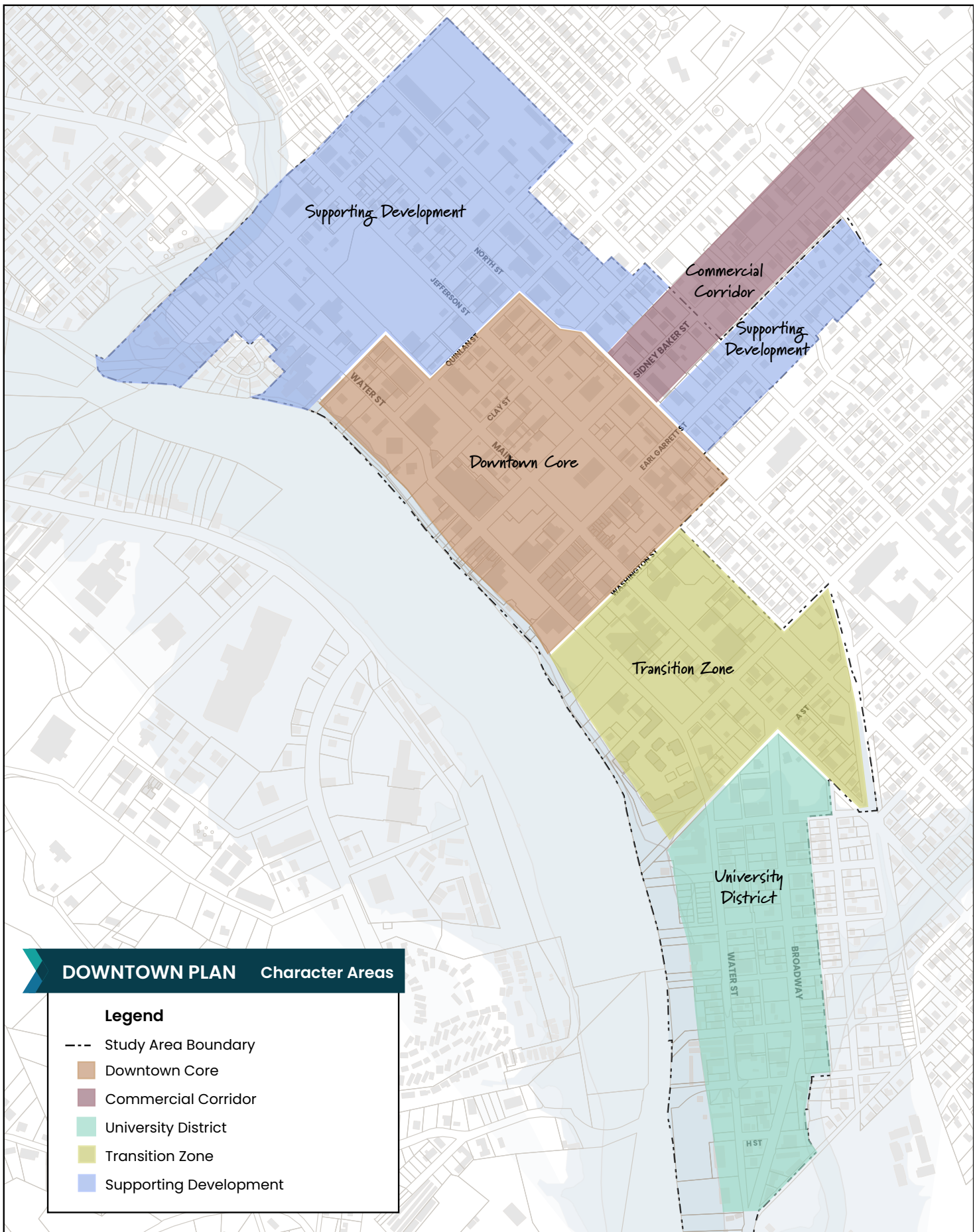
Transition Zone

This area exists between the University District and the Downtown Core. It will function mostly in the same way as the Supporting Development areas, but with the allowance for some higher density development.

University District

The University District is the southern portion of the Downtown study area that connects the core to Schreiner University. Currently, this area is identified for Entertainment Mixed Use and zoned for Mixed Use (MU), but that has proven a difficult use to make work in this area. The intent of this area is to allow for a wide variety of land uses from residential to industrial with the goal of creating a diverse district that connects Downtown and Schreiner University, both physically and programmatically. Along with typical downtown uses such as food and beverage, commercial and retail spaces, additional "innovation" uses should be encouraged, such as flex industrial, R&D uses, artist studios, makers and incubator spaces. This allows for more functional and affordable spaces that supplement the arts and cultural focus of the Downtown Core as well as provides space for start-up businesses that may include Schreiner students.

Figure 17 Character Areas



Downtown Core Character Area

Key Points

- Primary concentration of activity and active uses.
- Expands the Downtown experience west of Sidney Baker Street.
- Focus on ground floor activation.
- Highly pedestrianized streetscapes with centralized parking and strong experiential elements.
- Highest rate of investment from the City.

Anticipated Uses

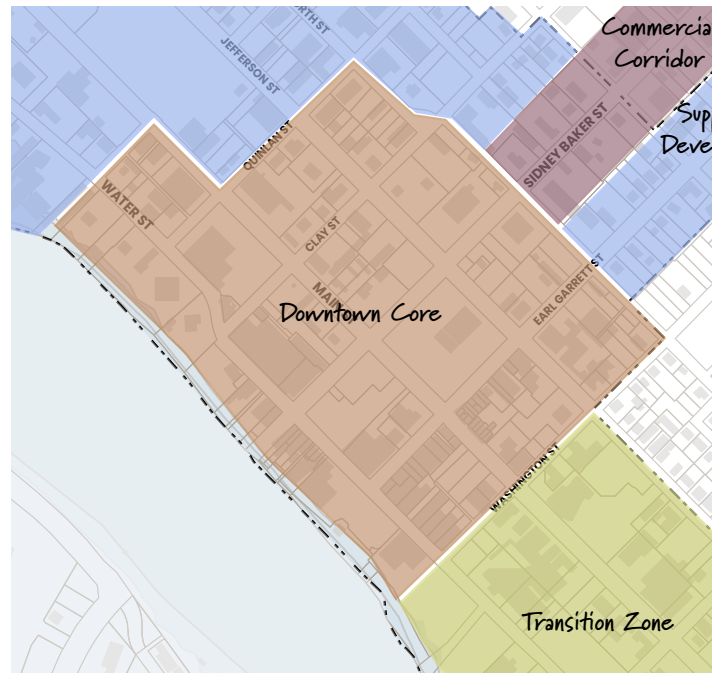
- Vertical mixed-use buildings with residential or office on upper floors above active ground floor uses, hospitality, drinking and dining, entertainment, boutique retail, public buildings, cultural assets and destinations.

Scale

- 1-3 stories.

Special Considerations

- Preservation of historic and other key assets.
- Consideration of expanding the lowered parking requirements, as currently applicable to the Downtown Core Overlay, to this expanded Core area.
- Event management, security and logistics.
- Promote engagement with the River.



Currently, parking is waived for non-residential uses in the Downtown Core Overlay (Sec. 60-52 of the Kerrville Code of Ordinances). This overlay is shown in blue in Figure 18. Given the underutilization of the existing parking garage and the desire to encourage small business development within the core, this parking waiver could be expanded to include the new core blocks, as shown in yellow in Figure 18. Other options could include leaving the parking waiver for the existing historic core only and not apply it to the expanded core or partially waive parking for the expanded core (such as a 50% reduction in required parking). Additional studies and discussion should be undertaken to determine the preferred option.

- There are currently 16 acres of developable land in the core today, with 62 acres in the expanded core (a 3.8x increase).
- Based on expected development types, estimated parking needs are 34 parking spots/acre of core type development; this leads to an approximate need for 1,844 total spaces within the expanded core at full build-out, including both existing and future needs.
- There are currently 942 public parking spaces available today, with a current need of 544 spaces. This means today's parking need is currently at 58% capacity, with 83% typically being considered full capacity.

Figure 18 Existing and Expanded Downtown Core



Downtown Festival Conceptual Rendering

This rendering depicts the downtown core at its most active, during a community street festival where two of the enhanced multi-modal streets are shut down to traffic, allowing the local businesses to spill out into the public realm. The improved downtown parking garage is notable, just a couple short blocks away from the primary intersection of Water Street and Earl Garrett Street.





Commercial Corridor Character Area

Key Points

- Typical corridor commercial uses along Sidney Baker Street.
- Minimal rate of investment from the City's end, although public rights-of-way should still provide safe pedestrian infrastructure and beautification.

Anticipated Uses

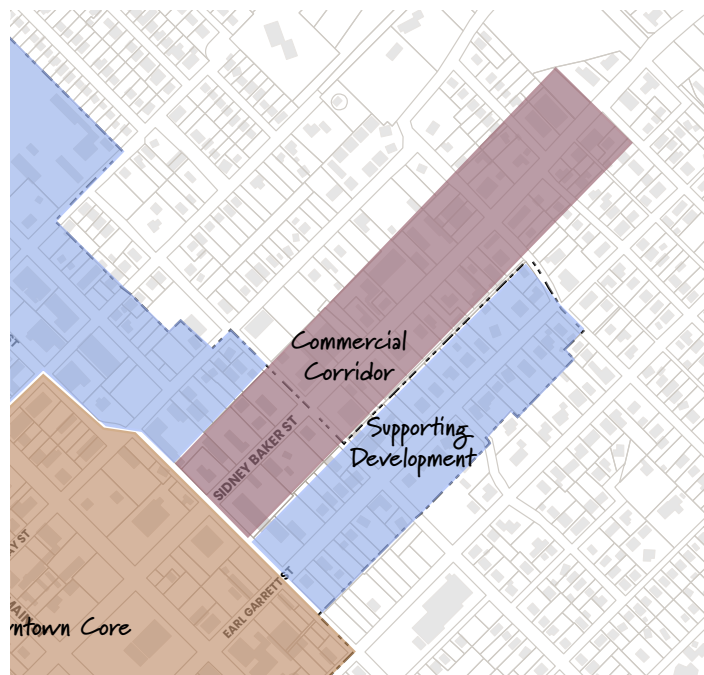
- Variety of commercial retail, goods, and services with on-site surface parking, usually where you will see banks and chain restaurants.

Scale

- 1-3 stories.

Special Considerations

- Traffic generation and access management onto a main thoroughfare.



Supporting Development Character Area

Key Points

- Variety of uses, but with less focus on ground-level active uses than in the core.
- May include vertical mixed-use buildings as well as horizontal mixed-use neighborhoods.
- Lower rate of investment from the City's end, but should still provide safe and comfortable pedestrian infrastructure with full sidewalk coverage.
- Great location for missing middle housing products such as small lot single-family homes, duplexes, townhomes, and small multi-family buildings up to six units.
- Development will primarily be dictated by the market.

Anticipated Uses

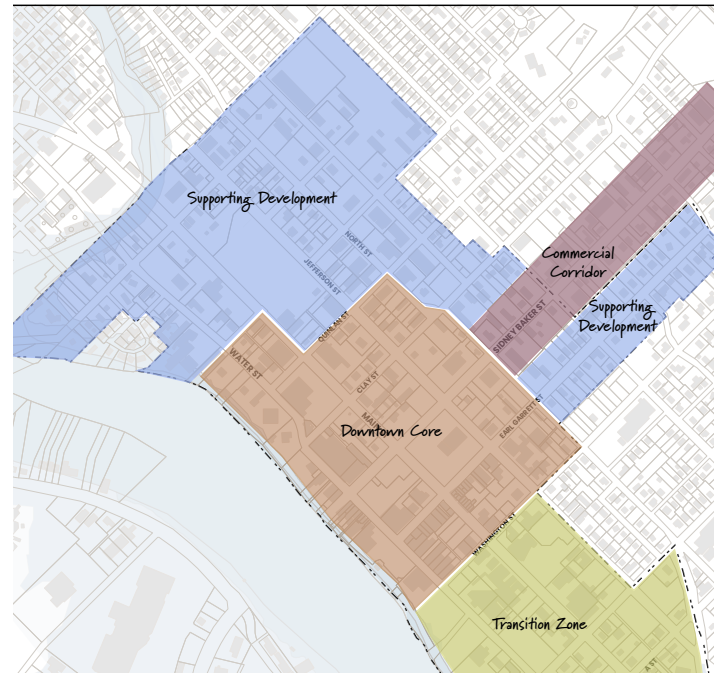
- Mixed-use buildings, live/work units, small businesses, daily goods and services, variety of residential types.

Scale

- 1-3 stories.

Special Considerations

- Commercial conversions of residential homes is appropriate.
- Ensure multi-modal connectivity is provided to the Downtown Core area.



Transition Zone Character Area

Key Points

- Transitions between the University District and the Downtown Core.
- Lower rate of investment from the City's end, but still focused investment on key pedestrian connections.
- Allowance for some higher density, especially for hospitality.

Anticipated Uses

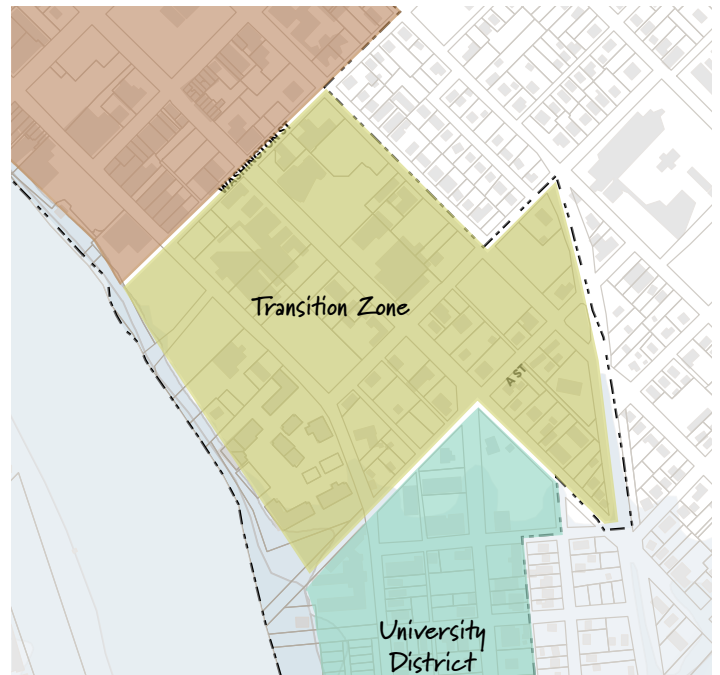
- Mixed-use buildings, variety of retail, goods, and services, variety of residential products including multifamily, hospitality.

Scale

- 1-5 stories (may be more for a hotel use).

Special Considerations

- Ensure multi-modal connectivity to the Downtown Core and University District.
- Riverfront properties may be prime for a specialty development, such as a hotel use.



University District

Character Area

Key Points

- Creating a diverse district and unique experience that connects both physically and programmatically to Schreiner University.
- Expand uses beyond the current Entertainment Mixed Use zoning by allowing uses that support both the goals of Downtown and the University.
- Medium rate of investment from the City's end, focused on public spaces and the infrastructure necessary to see the district vision come to fruition.

Anticipated Uses

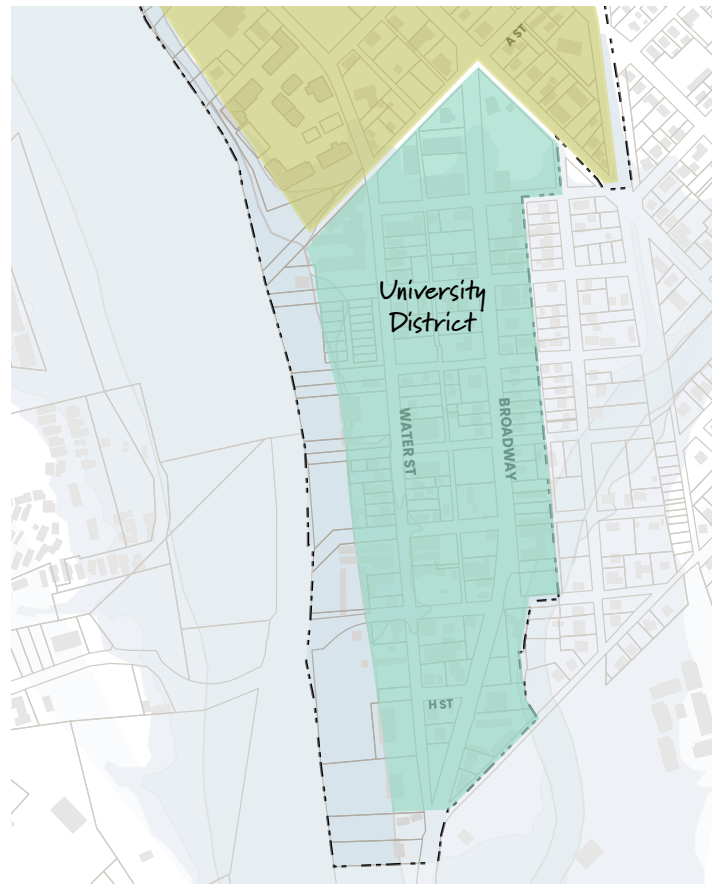
- Mixed-use buildings, food and beverage, variety of commercial and retail spaces, "innovation" uses (flex industrial, R&D uses, artist & maker studios and incubator spaces), variety of residential products including multifamily, hospitality.

Scale

- 1-5 stories (may be more for a hotel use).
- Limit to 3 stories on the east side of Broadway where uses back up to single-family residential.

Special Considerations

- Could provide more affordable space for makers, artists and start-up businesses.
- Ensure multi-modal connectivity to the Downtown Core and University campus.
- Provide multiple "green" connections to the River Trail.



Open Space Framework

Downtown’s existing open space network includes Louise Hays Park and Tranquility Island, which serve as major recreational hubs, while smaller green spaces, like Peterson Plaza, offer gathering spots and shaded areas for pedestrians. The Guadalupe River Trail comes in from either direction along the river, connecting key destinations and supporting active transportation.

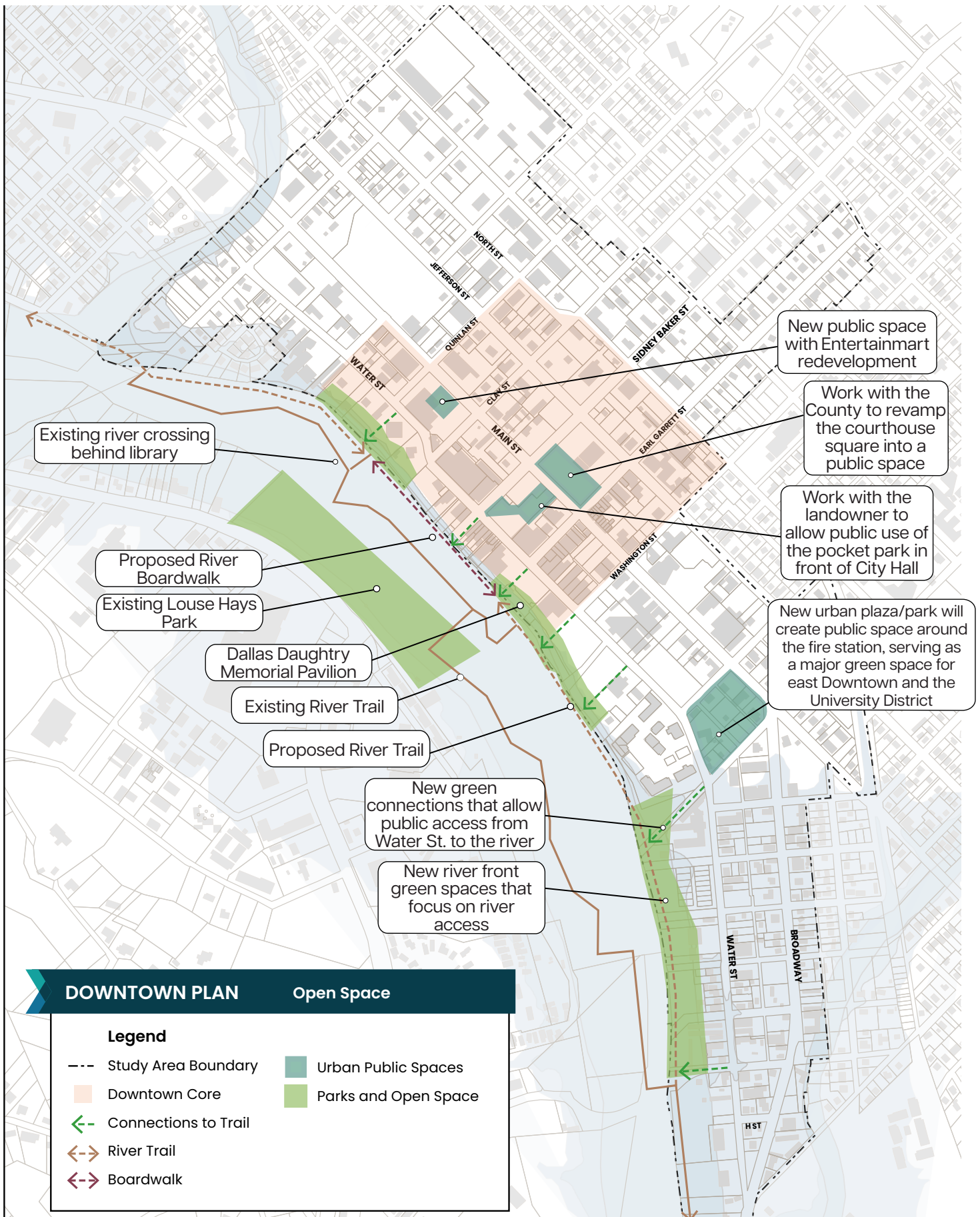
A proposed boardwalk concept would extend the river trail from the Dallas Daughtry Memorial Pavilion to the Butt-Holdsworth Library, completing the trail along Downtown, improving pedestrian access to the river and strengthening the connection between Downtown and natural spaces.

Opportunities exist to further expand the open space network in Downtown, offering multiple green spaces throughout the area and balancing between urban and natural public spaces. The more urban spaces are appropriate internal to the Downtown character areas, especially the Downtown Core.

- A proposed plaza or similar public space with the Entertainmart redevelopment would bring much needed green space east of Sidney Baker Street, in the expanded Downtown Core.
- Coordination with the landowner of Peterson Plaza could allow public use of the open space in front of City Hall. This area could serve as a gathering place with seating, landscaping, or public art, reinforcing City Hall’s role as a civic hub. This would be supportive of the D1 guiding principle related to creating a “living room” for the community and a “front door” for visitors.
- Working with the County to turn a portion of their property along Main Street into a great public space for the Downtown Core and connecting to Peterson Plaza would further enhance this area as a civic space that courthouse squares in Texas are known for. Improvements such as seating, landscaping and better pedestrian connections would make it more accessible for community events and everyday use.
- A plaza or park around Fire Station #1, within the Transition Zone, would provide much needed green space for both east Downtown and the University District. This is the largest opportunity for open space in Downtown, making it the preferred spot for an outdoor event and festival space. Additionally, it could integrate the existing fire station into the public realm, enhancing community engagement and connection to residents.

The opportunities for more natural green spaces in Downtown focus on connections to the Guadalupe River Trail, creating stronger physical and programmatic connections between Downtown and the river and opportunities for residents and visitors to access the waterfront for recreation and community activities. Incorporating river access more holistically into the Downtown fabric creates a unique identity feature for Downtown Kerrville as well as provides a new activity in the area to draw visitors. Providing a variety of different activities in Downtown helps draw new users as well as promotes users staying longer in the area. A variety of green connections can improve public access to the river trail from Water Street, while riverfront green spaces should focus around these access points.

Figure 19 Open Space Framework



Downtown Boardwalk Conceptual Rendering

This rendering depicts the proposed downtown boardwalk from the Daughtry Memorial Pavilion to Sidney Baker Street, it is intended that this boardwalk would extended all the way to the library on the west side of downtown. The Boardwalk would allow dual-frontage access to businesses along Water Street, and could activate the rear of those buildings for additional business use.





Mobility Framework

The mobility framework seeks to minimize pedestrian traffic along major thoroughfares while subsequently prioritizing multi-modal corridors that connect destinations with each other as well as the Downtown Core to major destinations outside Downtown, such as Schreiner University and Nimitz Lake. The priority multi-modal corridors should typically receive the highest level of investment to enhance the pedestrian experience and multi-modal infrastructure. Secondary pedestrian corridors should also see improvements, including basic sidewalks, lighting and safety features to support accessibility.

Addressing conflicts at key intersections, where major vehicular thoroughfares intersect primary multi-modal routes like Sidney Baker Street and Water Street, will be important for promoting safety and improving pedestrian movement. Intersection enhancements should focus on maximizing pedestrian and bicycle safety at these locations. Intersection safety strategies could include:

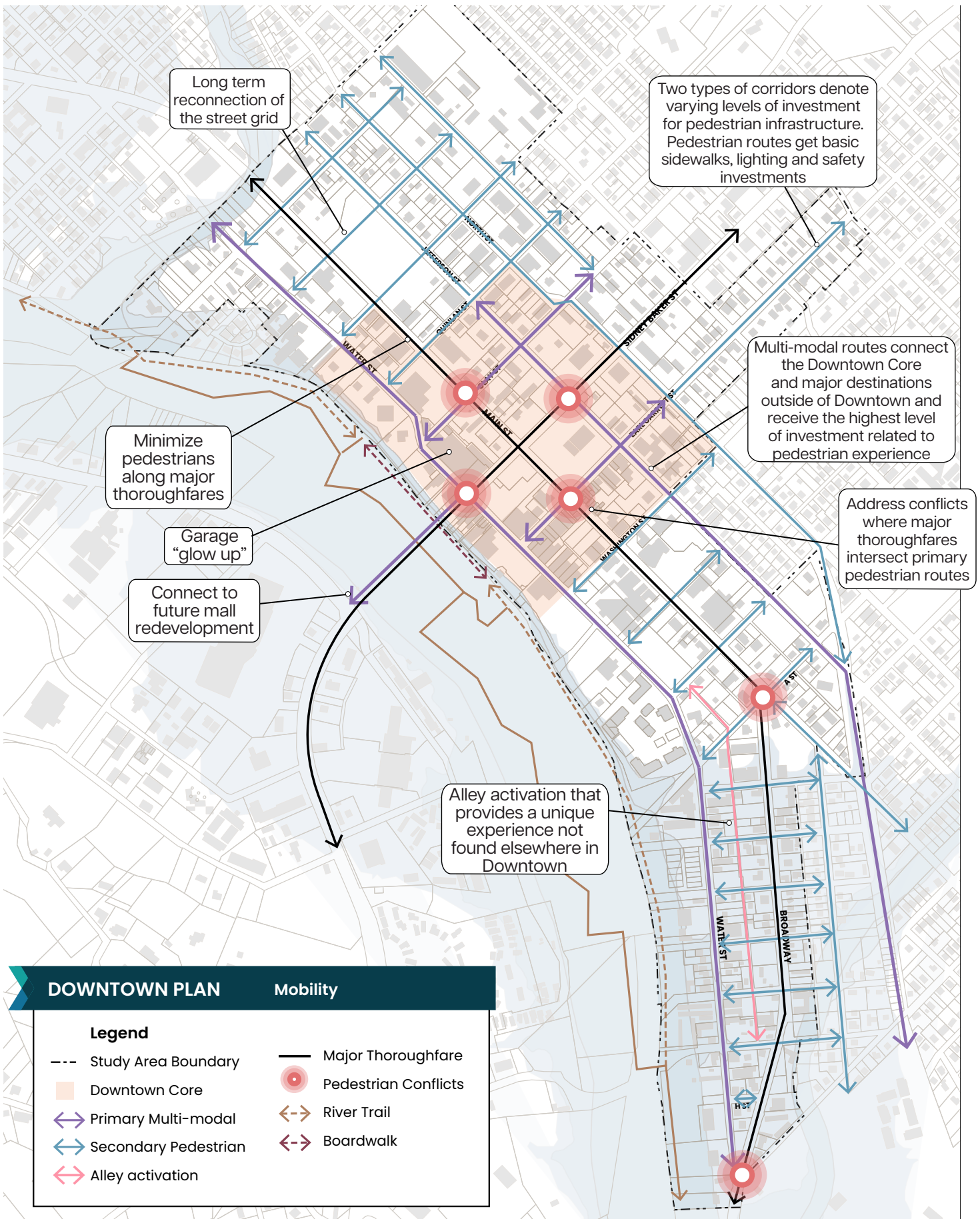
- Pedestrian first or scramble crossings
- “Compacting” vehicle lanes and increasing pedestrian visibility via curb extensions at intersections
- Reduce vehicle speeds when turning by using smaller turn radii
- Consider raised crosswalk or raised intersections

To note, many of these key conflict intersections will include TxDOT roadways and any intersection treatments would need to be coordinated with TxDOT.



A long-term vision for Downtown includes reconnecting the street grid where possible as properties in the area redevelop. There are linkages noted on the adjacent map that are shown outside of current street rights-of-way and in some cases even through existing buildings. This is not suggesting that any buildings should be removed or private properties taken for streets, but if those properties should ever come up for redevelopment, a conversation should be had regarding reconnecting the street grids in those locations. A gridded street network provides a variety of benefits including route redundancy and more direct routes to destinations, which can help alleviate traffic congestion.

Figure 20 Mobility Framework



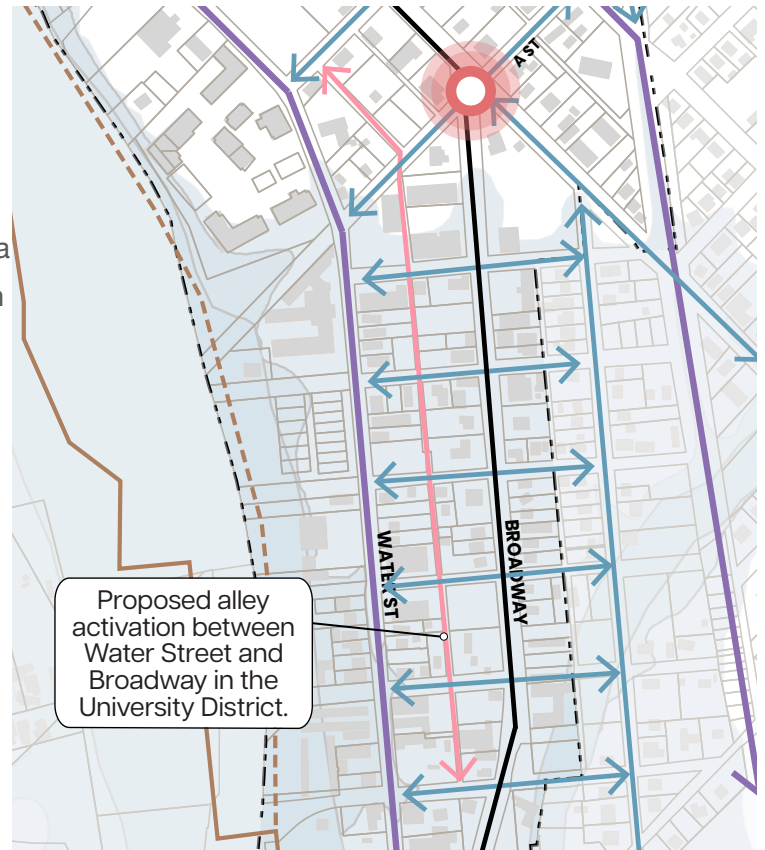
Alley Activation

Alley activation is a strategy that turns underutilized alley space into interesting pedestrian passages and even business uses such as cafe seating. Activated alleys may be fully transformed into a pedestrian area or can become multi-functional, providing pedestrian access while also serving other functional purposes.

Alley activation in the University District could create a unique experience not found elsewhere in Downtown, and serve as an alternative pedestrian connection between the Downtown Core, the new open space proposed at the Fire Station and Schreiner University. This would allow pedestrians to keep off the major vehicular thoroughfares of Broadway and Water Street.

An alley activation strategy can also allow the abutting properties to utilize dual frontages. In this case, the ground floor of a building could provide smaller commercial spaces, with one facing the road and one facing the alley. This would help produce that variety and affordability of commercial space that is a key element of the University District.

Alley activation and the adjacent development could create flex industrial spaces for young entrepreneurs and artists, offering opportunities for small businesses, start-ups, and creative industries in an adaptable, affordable setting. The alleys foster innovation and collaboration while linking the academic and business communities in Kerrville.



Garage “Glow Up”

There are a variety of strategies that could help increase the utilization of the existing parking garage, including:

- Architectural wrap to add color, visual interest and aesthetic connection to Main Street.
- Subtle accent lighting, potentially that moves in the direction of the entrance during peak times.
- More ground-level signage; current signage is too high to locate once you are in Downtown.
- Clear indications that parking is FREE (many people assume all garage parking is paid).
- Ground floor façade improvements and lighting enhancements to increase appeal from Sidney Baker and Water Street, the current façade is too easy to miss or ignore.
- Decorative elements inside and/or on the underside of the sky bridge, such as lighting or murals, to soften the aesthetic and direct driver and pedestrian attention to the sky bridge.
- Add friendlier lighting inside the garage, especially on the partially enclosed ground floor; this could be a combination of indirect/moving/aesthetic lighting that could also be seen from outside the garage and functional lighting such as overhead parking space availability lights.



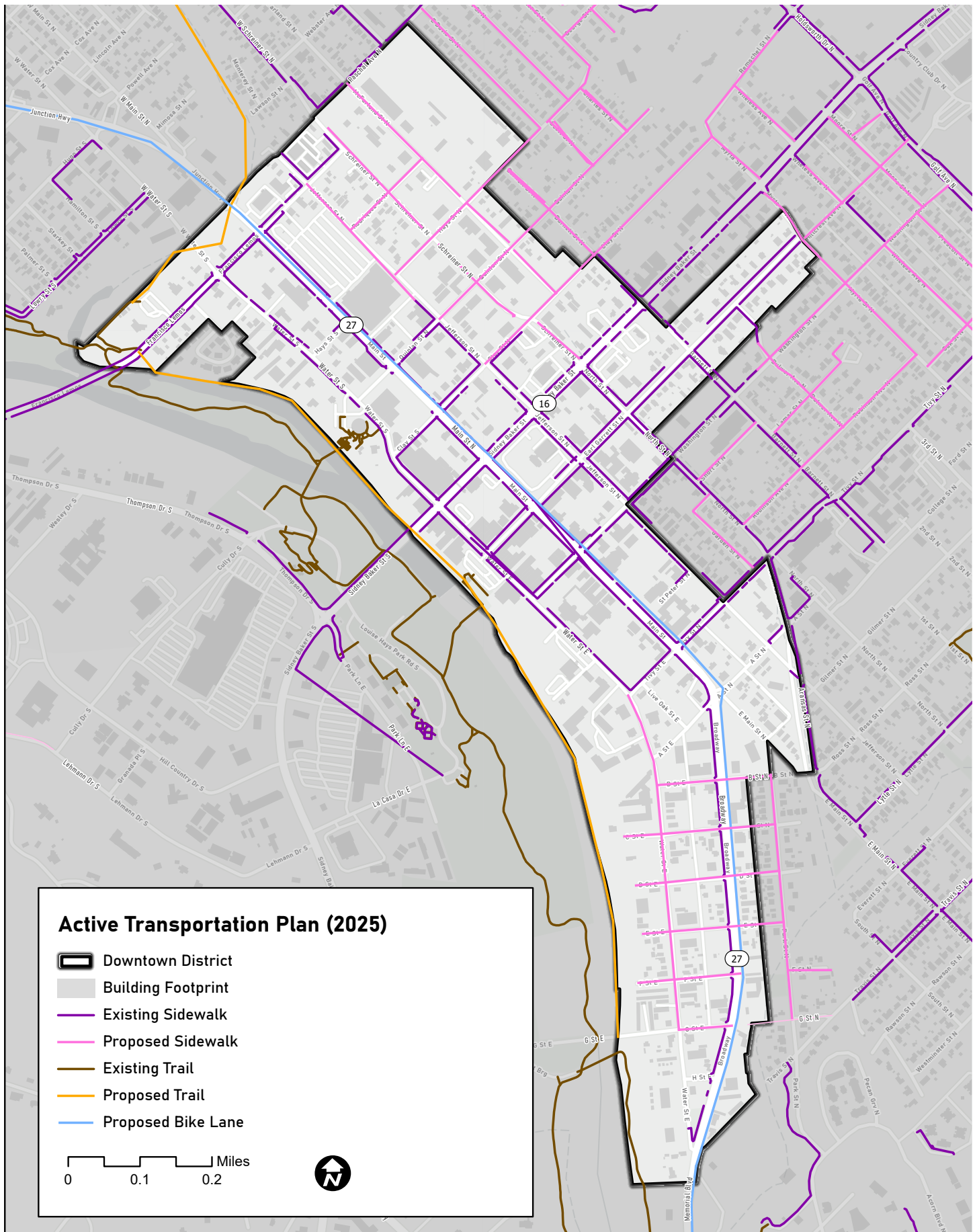
Downtown Transportation

Active Transportation Plan

Improving active transportation Downtown enhances mobility, connectivity and overall accessibility. Figure 21 shows the Downtown portion of the Active Transportation Plan. The proposed bike lane along Highway 27 provides a safe and defined route for cyclists traveling to and through Downtown, encouraging more bicycle use as a viable mode of transportation. Closing gaps in the sidewalk network will create a connected pedestrian grid, making it easier and safer to walk between businesses, public spaces and neighborhoods. Additionally, new trails aligned with the River Trail Master Plan connect the river trail system through Downtown, improving regional access for pedestrians and cyclists alike. These enhancements strengthen connections between key destinations, such as Schreiner University and Nimitz Lake, supporting economic activity and creating a more accessible, well-integrated active transportation system throughout Downtown.



Figure 21 Active Transportation Network

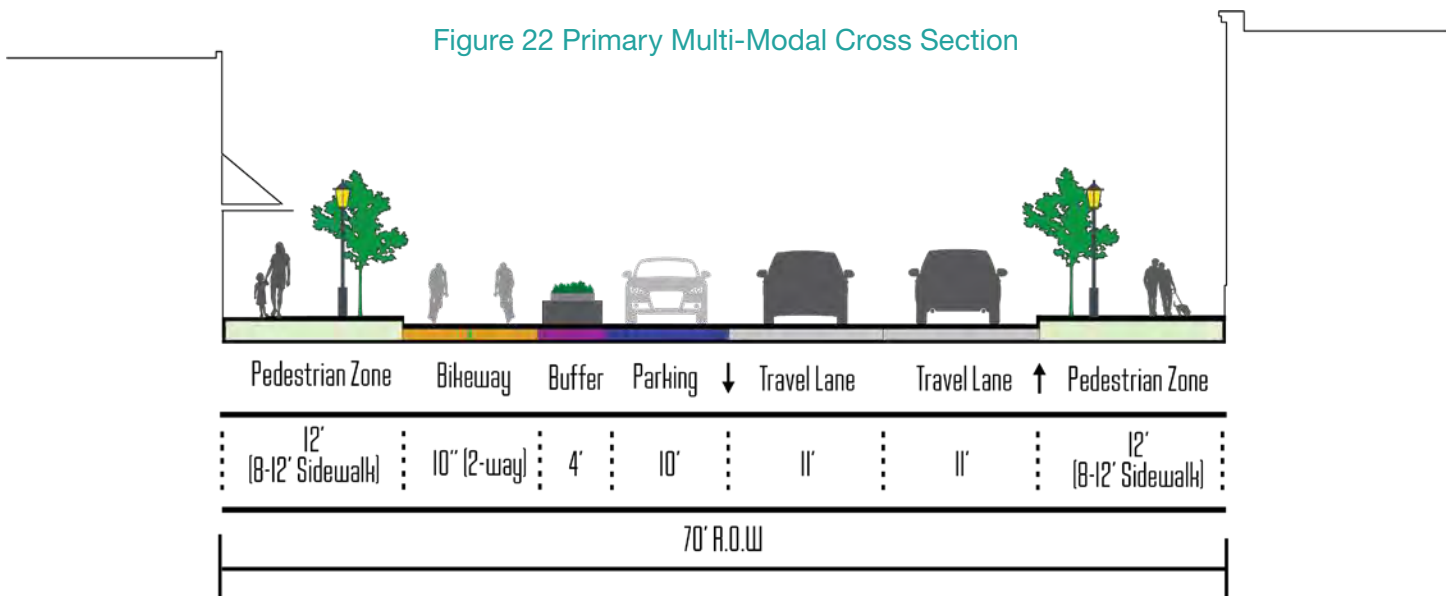


Contextual Streetscape Design

Contextual streetscape design is an approach that tailors street and public space improvements to the unique character, function and needs of a given area. Rather than applying a one-size-fits-all solution, it considers elements such as land use, surrounding architecture, pedestrian activity and transportation patterns to create streetscape that works to enhance the local environment. In Downtown Kerrville, this means integrating wider sidewalks, street trees, pedestrian-scale lighting and active frontage to enhance walkability and encourage economic activity. For the Kerrville Downtown Mobility Plan, streets were categorized in either Primary Multi-Modal, Secondary Multi-Modal or Alleyways. For each street type, their function and role, design features and implementation strategies will be outlined.

Primary Multi-Modal Streets

Figure 22 Primary Multi-Modal Cross Section



Function and Role

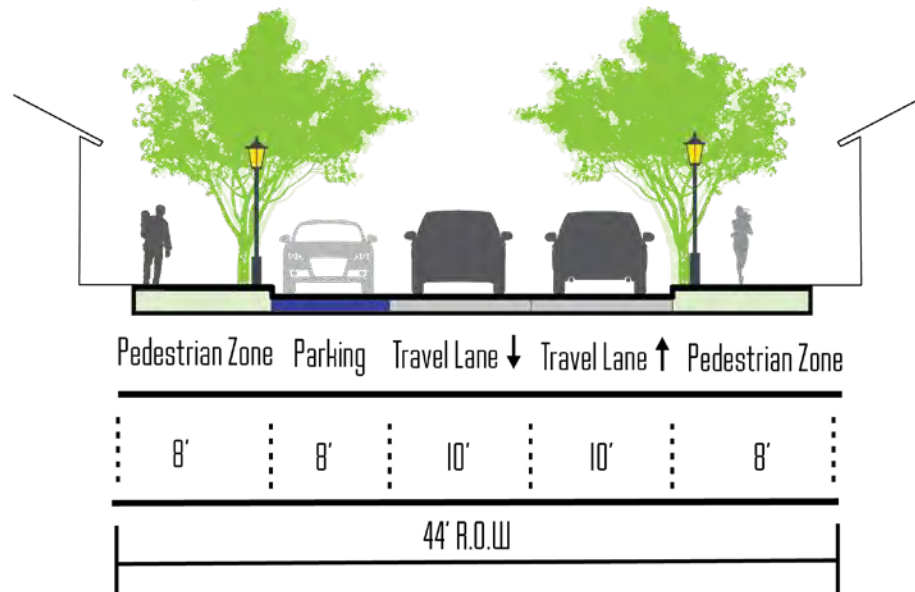
Primary Multi-modal streets are Kerrville's main commercial corridors, such as Waters Street and Jefferson Street and are designed to accommodate vehicles, cyclists and pedestrians simultaneously. These streets support high foot traffic and economic activity, with retail, restaurants and offices fronting the sidewalks. Wide sidewalks, on-street parking and dedicated bikeway infrastructure help minimize pedestrian conflicts and maximize the limited right-of-way in Downtown.

Design Features

One of the key safety strategies with this street design is to separate modes of transportation to minimize conflicts and accidents as a consequence. This is done by incorporating a 4-foot buffer which can typically either be a conventional raised concrete median or planter with landscaping features. Parallel on-street parking provides an additional safeguard for pedestrian users. Street trees are another key feature that provides shade, but also has a calming effect on traffic due to the visual narrowing that the tree canopy creates.

Secondary Pedestrian Streets

Figure 23 Secondary Pedestrian Cross Section



Function and Role

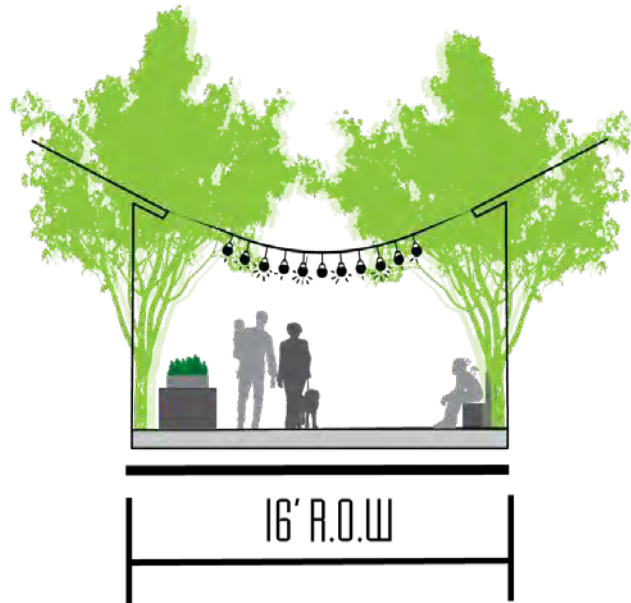
Secondary Multi-Modal streets are intended to be primarily residential serving in nature, with some capacity to support mixed use and local retail uses. These streets have less pedestrian amenities than primary corridors, but still enough to provide a comfortable pedestrian experience. Some example streets with this typology include A Street and D Street along Broadway; these streets help facilitate the movement of people onto the primary corridors.

Design Features

Similar to the primary corridors, secondary streets incorporate significant pedestrian zones with 8-foot pedestrian zones and reduce the number of on-street parking spots that are available due to right-of-way constraints. Reduced travel lane widths are also utilized both to save right-of-way and to serve as a traffic calming strategy in conjunction with street trees.

Alleyways

Figure 24 Alleyways Cross Section



Function and Role

The Downtown district in Kerrville has several alleyways that are not currently activated. Beyond the traditional role of service access, alleyways can provide a great opportunity as a potential pedestrian connection or as additional retail/commercial space. The primary alleyway in the Downtown district is the alleyway that runs from B Street to F Street.

Design Features

Typically 16-24 feet wide, alleys can be paved with durable materials like asphalt, concrete, or permeable pavers for drainage. Lighting and wayfinding improvements can be included within the design to enhance safety, while murals, decorative lighting, and public art can help to provide a unique and captivating public space. Street furniture such as benches and planters are also generally encouraged in alleyways.

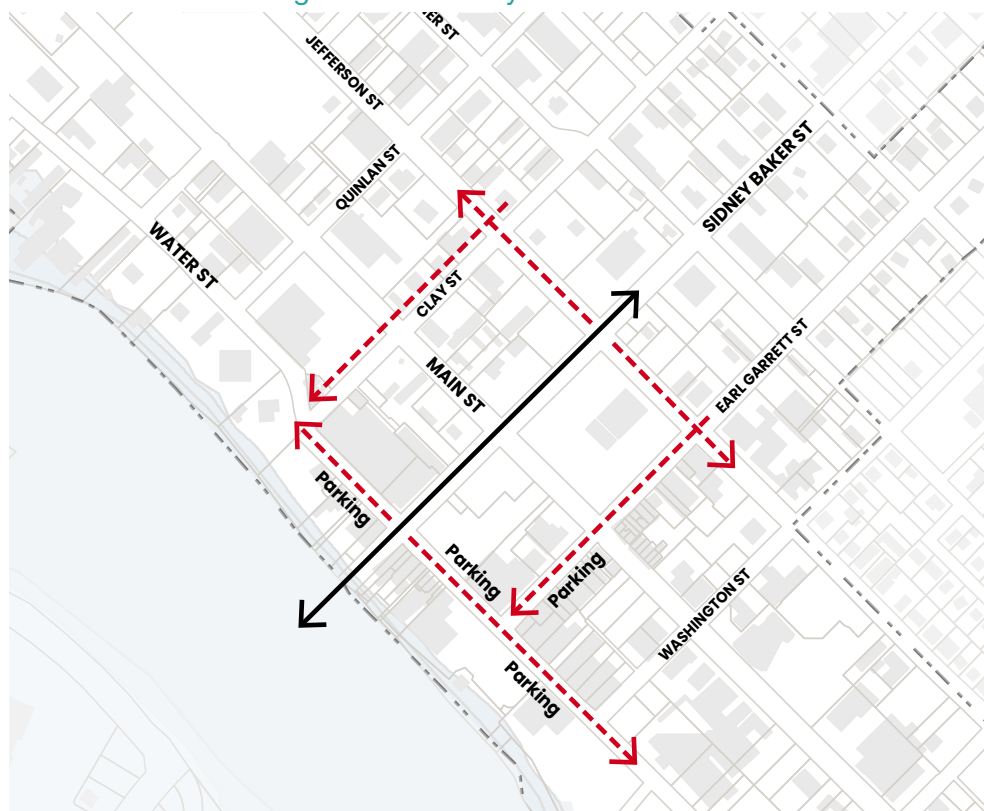
Topic of Note: One-Way Street Conversion

Converting select streets around the Downtown Core into one-way streets can improve mobility, traffic flow, and pedestrian safety. One-way streets reduce conflict points at intersections and limit through-traffic on pedestrian-heavy streets. With less through-traffic, congestion during peak hours should also decrease. Additionally, shifting traffic to a single direction frees up right-of-way space that can be reallocated for expanded sidewalks, on-street parking, and other infrastructure, creating a more pedestrian-friendly environment while allowing for closer parking to businesses along these streets.

Proposed one-way conversions, as seen in Figure 25, include Clay Street and Earl Garrett Street running south. Streets stemming east and west from Sidney Baker Street—Water Street, Main Street, and Jefferson Street—would also transition to one-way in each direction. One-way streets should provide for on-street parking, such as spaces along the south side of Water Street between Sidney Baker Street and Clay Street.

Implementation of a two-way to one-way conversion requires careful planning and should start with a thorough feasibility and safety analysis. With any one-way conversion project, there should be very clear signage and wayfinding features added to the final design to minimize confusion and improve safety.

Figure 25 One-Way Street Conversions

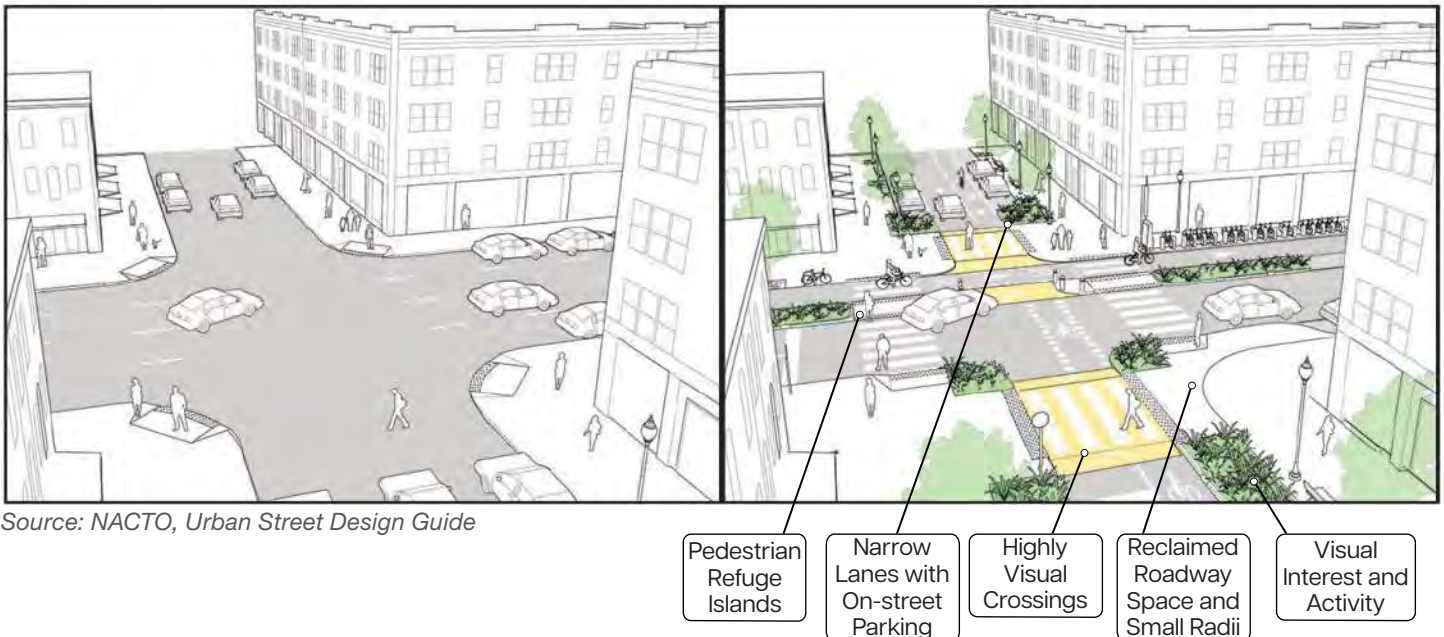


Pedestrian and Intersection Safety

Intersections are the points in a roadway system where all modes of transportation (pedestrians, bicycles, and cars) meet, which increases the potential for conflicts in these locations. The intersections most at risk for high pedestrian conflicts in Downtown Kerrville, where major thoroughfares cross primary pedestrian corridors, are noted in the Mobility Framework as shown in Figure 20. Properly designed intersections can enhance safety by regulating the orderly flow of vehicles, pedestrians and cyclists, minimizing the risk of collisions.

Intersection improvements such as narrow lanes, smaller curb radii, incorporation of bump-outs or safety islands for pedestrians, and improved signage help create a low-speed, pedestrian-oriented environment, forcing drivers to pay attention and reducing conflicts between automobiles and pedestrians (see Figure 26).

Figure 26 Downtown Intersection Design Elements



Signalized Pedestrian Intersection Crossings

In addition to design elements, there are a variety of traffic signal timing strategies that can be used at signalized intersections to improve pedestrian safety. These include:

- Pedestrian Scrambles allow pedestrians to cross in all directions at an intersection, including diagonally, during a pedestrian exclusive phase when all cars are stopped.
- Leading Pedestrian Intervals (LPI) start the pedestrian walk signal a few seconds before the green light for vehicles, giving pedestrians a head start and establishing their visibility in crosswalks before vehicles begin moving.
- Restricting right turns on red can enhance pedestrian safety as right-turning vehicles often do not see pedestrians in the crosswalks as they are turning.

Source: NACTO, *Best Practices for Pedestrians at Multi-modal Intersections*.

https://nacto.org/wp-content/uploads/pedestrians_multi-modal_intersections_perkins.pdf

Transportation Implementation Considerations

For cities such as Kerrville that have not historically prioritized multi-modal corridors, implementing multi-modal street designs requires a phased approach that builds public and political support while ensuring that the proposed roadway redesign integrates well into the existing transportation network. Below, are some additional strategies relating to the implementation of these street typologies.

Incremental Implementation

Roadway redesign and reconfiguration projects can cost a significant amount of time and money; instead of implementing the entire project in one shot, it can be much more efficient to create a smaller scale pilot program using temporary lane markers, bollards, or planters to test multi-modal features before committing to permanent infrastructure. Additionally, focusing on corridors where there is already existing demand for bike and pedestrian infrastructure is another way to maximize resources when first starting a pilot program.

Public Engagement

Maintaining clear communication with the public is essential when implementing programs that significantly alter roadway configurations. Demonstrating, with data, how these changes align with community goals helps build trust and support. Tracking metrics such as economic impacts, travel times and maintenance cost savings provides tangible evidence of the benefits, making it easier for both the public and decision-makers to understand and evaluate the improvements.

Review Existing Regulations

Reviewing existing regulations is essential to ensuring that streetscape improvements are not only implemented successfully but also contribute to a more connected and accessible City. Many zoning code and street design standards prioritize cars over pedestrians, cyclists, and public spaces, making it difficult to create streets that align with community goals. Outdated rules on parking, setbacks and street widths can limit opportunities for walkability and multi-modal access. While Downtown Kerrville is a key focus for streetscape improvements, updating regulations Citywide is equally important. A well-connected multi-modal network throughout Kerrville will maximize the impact of investments made in the Downtown area, ensuring that improvements are not isolated but instead contribute to a more cohesive network.



Character & Branding

Downtown Kerrville is the historic heart of the City and county, storing generations' worth of culture, tradition and heritage within a few blocks. The goal of cultivating a proper brand and character for Downtown deserves careful attention, thought and planning. A strong district brand enhances the pedestrian experience and leaves a lasting impression on visitors. Branding elements can include consistent materials, a unified signage system and thoughtfully designed public spaces. This section outlines strategies for branding and urban design improvements in Downtown Kerrville.

Gateways

Gateways serve as key entry points, signaling a distinct sense of place and identity. These features often incorporate signage, architectural elements, landscaping, lighting and public art to create a welcoming arrival experience.

Given the major roadways passing through the Downtown Core, well-designed gateways will help draw attention and encourage visitors to explore Downtown. A notable example is the Peterson Plaza archway at Sidney Baker and Main Street.

Gateways are typically classified into two types:

- Regional Gateways – Larger in scale and designed for visibility from vehicles, these mark primary entry points into the City.
- Local Gateways – Positioned at secondary access points, these create a sense of identity at the street level and cater to both drivers and pedestrians.



Wayfinding

Wayfinding includes signage designed to guide visitors efficiently through Downtown. Sign materials and design should align with the broader Downtown branding strategy. Key wayfinding elements include:

- Digital Marquee Signage – Kerrville should consider implementing a digital marquee to share important updates and event information for real-time messaging.
- Vehicular Directional Signage – Helps drivers locate key destinations, particularly public parking areas. High-priority changes to signage should include public parking signage along Sydney Baker and simplifying internal parking garage signage.
- Pedestrian Map Kiosks & Directional Signs – A map near City Hall would assist visitors in navigating Downtown, while directional signage at major intersections and parking areas would improve walkability.
- Pedestrian Gateway Features – Markers that enhance the sense of arrival and reinforce Downtown's identity.

Branding Elements

Branding elements help define a place's identity and enhance wayfinding by providing visual cues for orientation. Many branding features overlap with other public realm improvements, reinforcing a cohesive downtown experience. Nearly all public elements contribute to branding, even if not designed specifically for that purpose. Downtown Kerrville already features a range of branding elements and should continue to expand and explore new opportunities to strengthen its identity. Key branding elements include:

- **Placemaking Features** – Specialty paving, banners, or other design elements that highlight key streets and districts.
- **Landscaping & Streetscape Design** – Unique street furniture, plantings and decorative elements that distinguish different areas.
- **Seasonal Branding** – Flexible elements that change throughout the year to reflect events, holidays, or community themes.
- **Public Art** – Downtown Kerrville already showcases a variety of public art installations. These pieces can enhance gateways, transform blank walls and parking areas and be integrated into functional elements like benches, paving and trash cans. Both permanent and temporary installations should be thoughtfully placed and regularly considered to further enrich the Downtown experience.



Buildings & Frontages

Creating high-quality public spaces extends beyond the public right-of-way. The design and placement of surrounding buildings play an important role in shaping the character and success of these spaces. Building form should align with the street environment, whether existing or planned, to create a cohesive and inviting public realm. Thoughtful coordination between street design and building form is essential to fostering a vibrant and pedestrian-friendly downtown.

Height, Massing & Scale

Buildings should be appropriately scaled to complement their surroundings and enhance the streetscape without overwhelming the public realm. In pedestrian-focused areas, structures should be designed to create a comfortable, human-scaled experience. Factors such as enclosure, openness, sunlight, shadow patterns and prominent views should be considered in massing decisions. While Downtown Kerrville features a variety of building heights, new developments should generally range between one and five stories, depending on the location, to support density and mixed use activity while maintaining compatibility with existing structures.

Building Placement

In walkable areas, buildings should be positioned at or near the front property line to strengthen the streetscape and enhance the pedestrian experience. For residential development, placement depends on the building type. Townhomes and multifamily buildings should be positioned close to the property line to maintain an active streetscape. Single-family homes should have a setback of 8 to 15 feet—close enough to engage the sidewalk while providing a comfortable buffer for residents. Encouraging buildings to be near the street fosters a sense of community, enhances walkability and creates opportunities for social interaction.

Building Facades

A well-designed facade enhances the pedestrian experience and strengthens the overall character of Downtown. Avoiding long, blank walls is essential—buildings should incorporate architectural elements such as windows, balconies, porches, patios, awnings and decorative lighting to create visual interest and a welcoming atmosphere. Residential developments, whether multifamily or single-family, should emphasize entryways that connect directly to public sidewalks.

Encroachments

Encroachments refer to building elements that extend beyond the property line into the public right-of-way. Given the limited space along Downtown Kerrville's streets, features like overhangs and awnings can be effective in providing shade and enhancing the pedestrian environment. Thoughtful use of these elements can contribute to a more comfortable and visually appealing streetscape.

Figure 27 Strategies to address urban design using building form

