

City Developing Comprehensive Growth Plan: Resident Input Needed

In September 2025, Horseshoe Bay residents who attended the Town Hall meeting had the opportunity to provide feedback on the City's initiative to create a comprehensive plan for balanced growth through 2040.

As City Council and staff members continue to craft the plan, residents who could not attend the meeting are encouraged to give their opinions and insights about commercial and residential development, neighborhood safety, city character and connectivity, and many more plan initiatives.

A survey is available on the City's website at www.horseshoe-bay-tx.gov/survey. For those who did not hear the presentation in person, a PDF is available on the website at www.horseshoe-bay-tx.gov/compplan.

Mayor Jeff Jones says, "Oftentimes in life, those with authority make decisions that we may not agree with. We can be quick to conclude, 'I wish they had asked me,' or 'if only they had known my opinion.' Well, now your City can shape the future with your input! The comprehensive plan is a collective vision. Please join your fellow citizens and weigh in. Do not hesitate! It will be vital to our city leaders to know what direction most of our citizens desire. Remember, your decision helps build our vision!"

Resident feedback is needed soon, as the comprehensive plan will be adapted based on citizen input. The final version of the plan is expected to be completed by June 2026. We appreciate residents taking a few moments to help the City craft a comprehensive plan that reflects the community's needs and desires.

Eleven Strategic Initiatives

Following is a brief description of the eleven key initiatives that will guide decision-making and organizational priorities for the comprehensive plan.

Community Character and Environmental Protection The cornerstone initiative focuses on preserving Horseshoe Bay's small-town leisure lifestyle while protecting natural resources. This includes establishing measures to track balanced growth alongside environmental conservation.

Neighborhood Safety and Attractiveness Public safety is a priority. Goals include achieving emergency response times of six minutes or less citywide, installing dark sky-compliant lighting at key intersections, and collaborating with the Resort and POAs on neighborhood connectivity.

Strategic Commercial Development The city aims to promote retail and dining establishments that serve community needs while maintaining high aesthetic standards. Emphasis will be placed on supporting local business ownership over large corporate

chains, with commercial development designed to offset property taxes through sales tax revenue generation.

Parks and Recreation Connectivity Plans include completing a connected trail system within the ten-year planning horizon, establishing community pocket parks, and potentially acquiring additional parkland acreage through open space requirements for new developments.

Walkable City Center The city envisions mixed-use developments with public gathering spaces, exercise areas, and venues for community events such as farmers markets, all connected through sidewalks and trails.

Transportation Network Enhancement Development of an efficient, multi-modal transportation system will accommodate vehicles, golf carts, bicycles, and pedestrians while improving regional connections to neighboring communities and essential services.

Intelligent Growth Management Infrastructure capacity planning will address water, wastewater, and utility needs while considering lot densities, greenspace preservation, long-term maintenance costs, and appropriate impact fees for new developments.

Diverse Housing Options Recognizing the community's aging population, the city plans to support lifecycle housing choices that enable aging in place while diversifying residential options to meet evolving community needs.

Sustainable Development Standards Environmental and economic sustainability will guide development decisions, with considerations for improved efficiency standards, lifecycle cost analysis, and alternative energy and water sources.

Revenue Diversification The city seeks to balance revenue sources between sales taxes, property taxes, and user fees while maintaining tax rates below regional averages. Economic development incentives may be considered to attract appropriate businesses.

Property Value Preservation Coordinating with POA Architectural Control Committees will ensure building standards and aesthetics that maintain the city's prominent market position.

Thank You for Your Participation!

The comprehensive planning process reflects Horseshoe Bay's proactive approach to managing growth pressures while preserving the community attributes that residents and visitors value. As development continues throughout the region, the strategic planning initiative allows the city to make informed decisions about future character and infrastructure needs. We appreciate all residents' participation in this process! Survey responses may be directed to amapel@horseshoe-bay-tx.gov.