



# *City of Horseshoe Bay Town Hall Meeting*

*City of Horseshoe Bay  
Comprehensive Plan 2040  
Public Input Forum*



Mayor Pro Tem Jeff Jones

Council  
Member  
Buck  
Weatherby

Council  
Member  
Larry Morgan



Council Member  
Frank Hosea

Mayor  
Elsie Thurman

Council Member  
Elaine Waddill



# City Accomplishments Over the Past Two Years

Completion of  
Transportation  
Committee Work

Appointment of Land  
Use & Development  
Advisory Committee

Appointment of Builder  
Review Advisory  
Committee

Adopted New Deer  
Management Program

"Speak Up" Program  
Launched

Improved Internet  
Availability Across the  
City

Continued Planned Infrastructure Maintenance & Upgrades



# Accomplishments and Initiatives

Approved Plans for the Construction of the Silver Rock Development– a Complete Retirement Community Which is now Under Construction on HWY 71.

New City Hall Construction & West Fire Station Expansion

Donated Utility improvements to the Horseshoe Bay POA to Provide Restroom Facilities at Fox Hollow Park

Maintained Tax Rate

Mausoleum Land Donation to the Newly Formed Memorial Association

Completion of Drainage Studies of the City's Seven Drainage Basins & Adoption of the Drainage Criteria Manual

Rock Crushing Conditional Use



# Street Maintenance Sales Tax Continuation November Ballot

- ❖ Item Would Re-Authorize Existing Tax for City's Critical Infrastructure Needs: Horseshoe Bay has had this provision for the past 8 years and are required to renew it every 4 years
- ❖ Sales Tax Reauthorization – \$0.025 for Street Maintenance: FY2024 was \$343,390
- ❖ Texas state law requires cities to declare any tax re-authorization as a "tax increase" on ballot language, even when the actual tax rate remains unchanged. This mandatory statement often creates confusion among voters who may interpret it as a rate hike. The declaration language is purely a legal requirement by State Legislators.
- ❖ This is not a tax rate increase. Voters will decide to continue the same sales tax rate they've been paying to fund street maintenance or to not authorize and reduce funding for street maintenance. This is not a property tax, but a local sales tax paid by both residents and visitors for purchases in HSB.
- ❖ While the tax rate itself remains constant, the total revenue generated can increase, or decrease, due to two primary factors being the overall economy and volume of visitors purchases at HSB local businesses.
- ❖ Over the past four years, construction costs have dramatically increased, making street maintenance and repairs significantly more expensive. What used to cost \$100,000 to repair now might cost \$140,000 or more due to inflation and competition due to supply and demand from area growth for material, labor and equipment.



# CITY OF HORSESHOE BAY

20<sup>th</sup> Anniversary Celebration



**Saturday, October 25, 2025**  
**11 a.m. to 4 p.m.**

**City Center Grounds**  
**9101 W. FM 2147**

The City of Horseshoe Bay will celebrate the 20th anniversary of its incorporation on Saturday, October 25, 2025, on the grounds of the new City Center, located at 9101 W. FM 2147. Horseshoe Bay residents and their guests are invited to attend this family-oriented event, which will feature activities for kids and adults alike! The event begins at 11 a.m. and concludes at 4 p.m. and includes a program honoring city and state dignitaries at 12:30 p.m. Residents will enjoy food trucks, wine and beer tastings, and be able to purchase Texas-made goods and services from local retailers. Live music, pumpkin painting, putt-putt contests, and a scavenger hunt round out the day's activities.

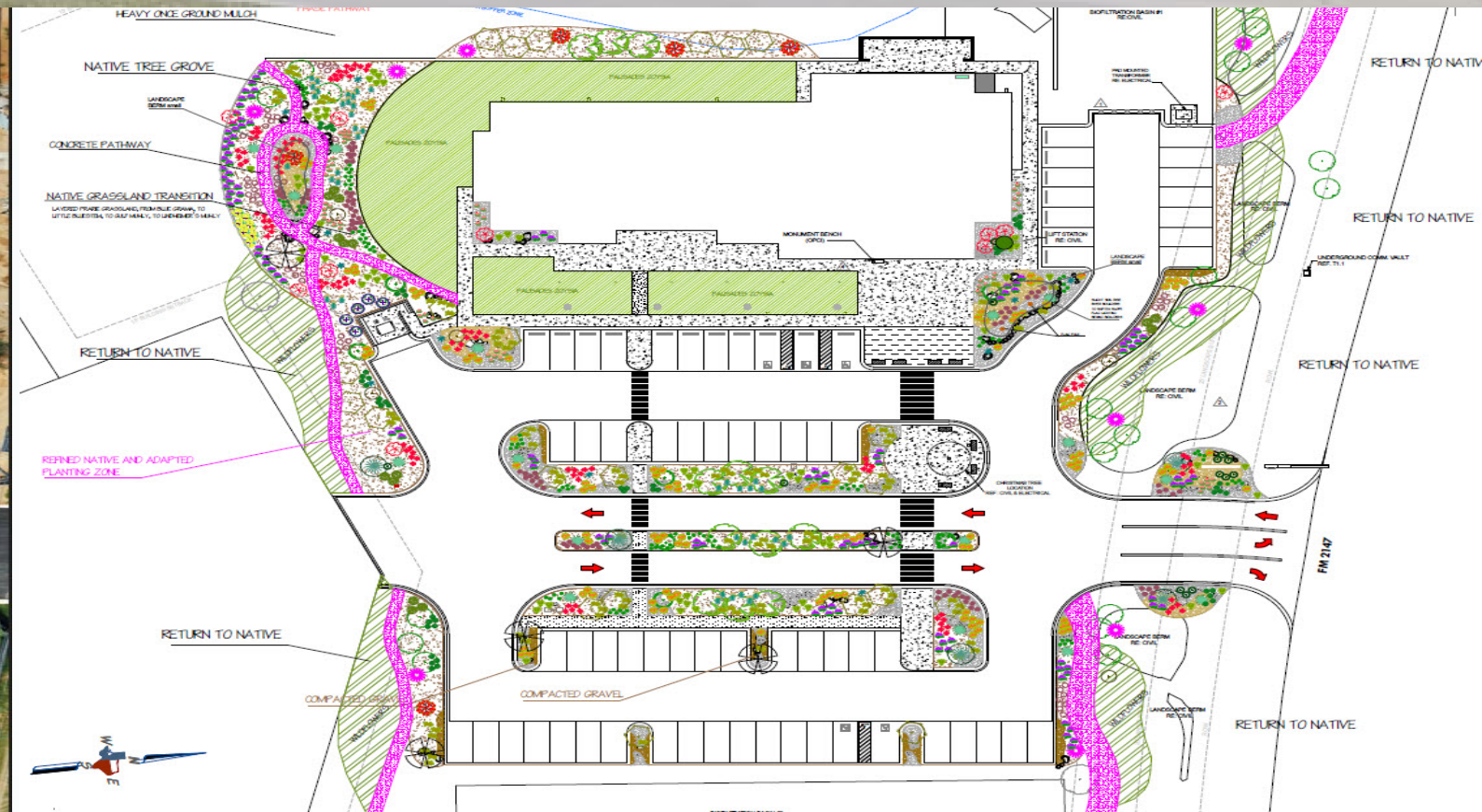
Learn more:

**[www.horseshoe-bay-tx.gov/anniversary](http://www.horseshoe-bay-tx.gov/anniversary)**





# City Center Project 85% Complete – Final in December 2025





**Trails @ City  
Center**

-  Trail Heads
-  Hiking Trail



**Town Center  
Walking Trail  
Project**

4,640 feet or approx. 1mile

Bluebonnet Boulevard

Live Oak Lane

Pecan Path

Butterfly Trail



PET MEMORIAL BRIDGE

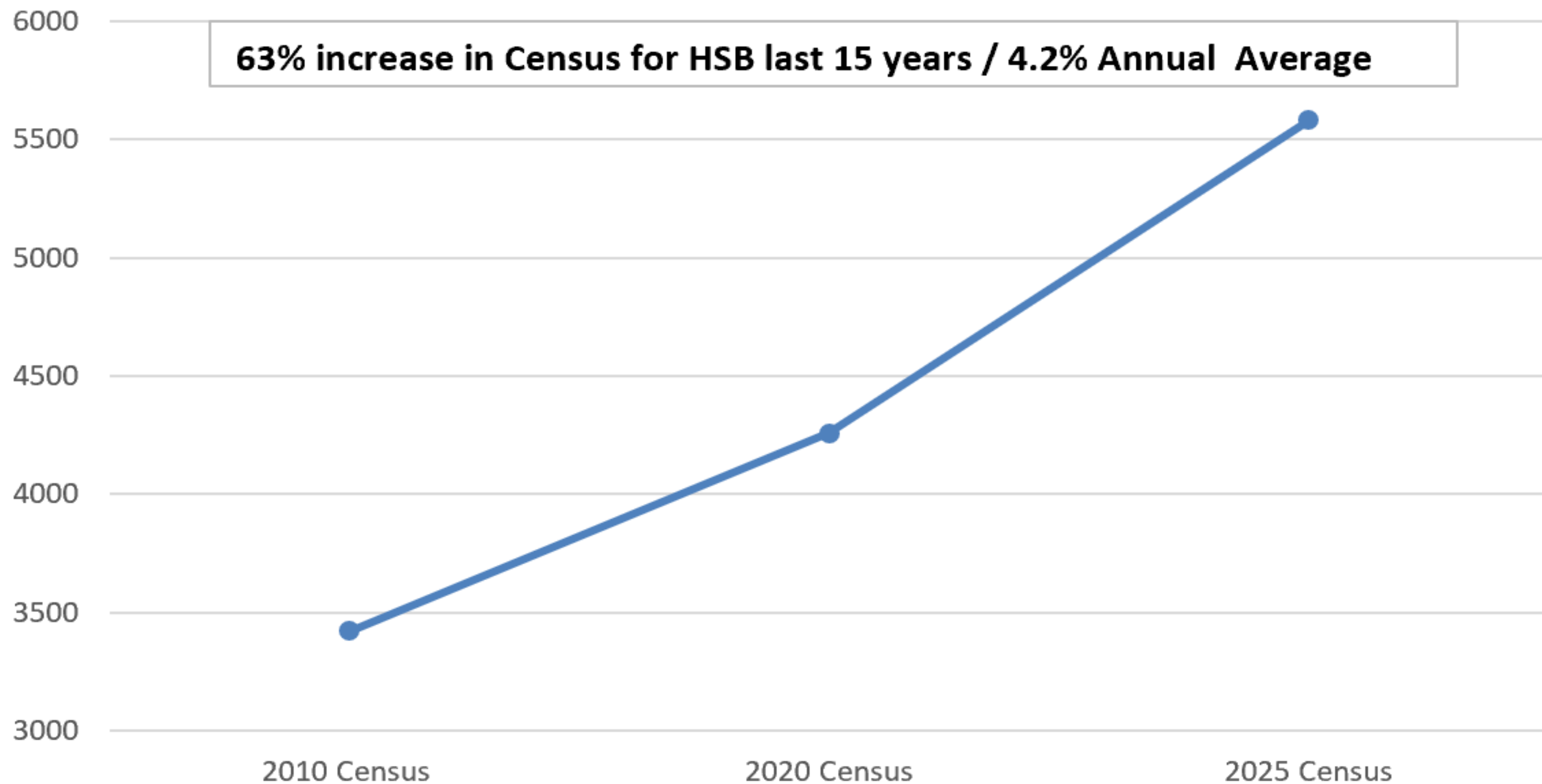




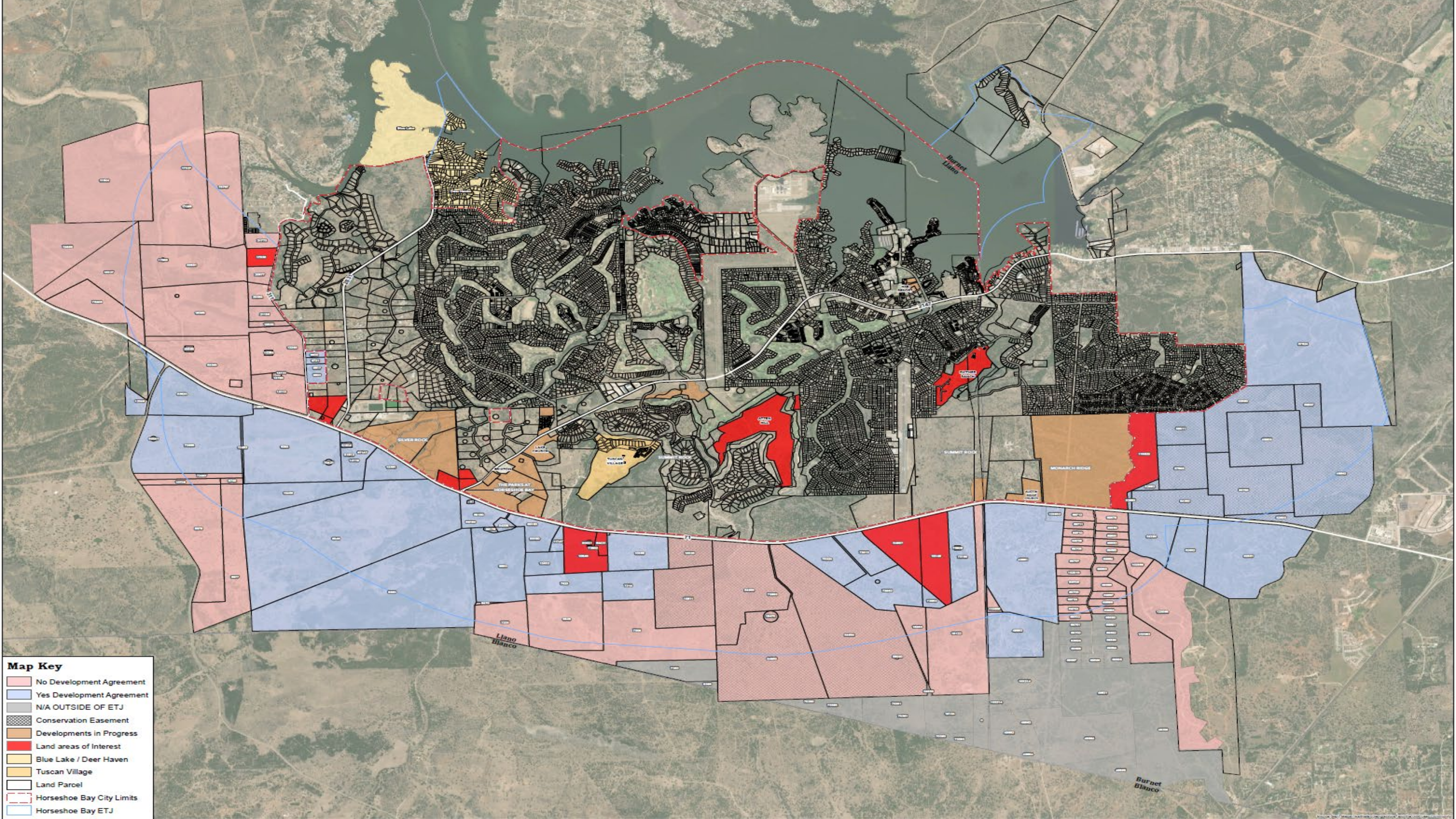
Fire Station #2 (West Fire Station)  
80% Complete – Final in December 2025

## US Census Data

**63% increase in Census for HSB last 15 years / 4.2% Annual Average**











# Horseshoe Bay Comprehensive Plan 2040

**A strategic vision for preserving our small-town leisure lifestyle while managing growth through 2040. This plan represents extensive community engagement and technical analysis to guide our city's future development.**

**A comprehensive plan serves as the blueprint for a community's future, guiding development decisions and policy-making for decades to come. This strategic document integrates multiple elements that shape how a city grows, functions, and serves its residents.**

**Currently 28% of 15,977 lots (9,727 acres) are developed.**



# Public Input Meeting Purpose

## **Review Vision Statement**

Discuss and clarify the vision statement to ensure it accurately reflects Council's aspirations for the community.

## **Examine Strategic Initiatives**

Review and prioritize the eleven strategic goals that will guide Horseshoe Bay's development through 2040.

## **Provide Opinion on City's Direction**

Offer guidance on implementation priorities, resource allocation, and plan adoption process.

**This special public input meeting provides Horseshoe Bay Citizens the opportunity to review key comprehensive plan initiatives, provide input on variations, and provide final direction for the development of the plan before formal adoption in FY2026.**

**Survey will also follow for public input – linked to the Website, messaging and Utility Inserts**

# Vision Statement

Current Statement (2017): "To deliver excellent service through teamwork, loyalty and integrity, to provide the highest level of stewardship with the resources entrusted to us by the Council and residents. We aspire to continuously align our vision to uphold Horseshoe Bay as a world-class destination to visit, play, work, retire, and stay."

## Alternative Vision Statements

- A

To deliver world-class service with integrity and teamwork, and continually improve our resource stewardship, while balancing the community's love for natural beauty and managed growth in order to faithfully enable Horseshoe Bay to remain a unique lifestyle destination community of choice.
- B

To provide stewardship of resources and integrity of leadership while preserving our small-town charm through a community-oriented atmosphere that offers residents recreational amenities, social opportunities, neighborhood connections, and a vibrant quality of life.
- C

To fairly and responsibly maintain HSB with a “small town, Texas-friendly” charm and a leisure lifestyle, while proving a safe, clean, and welcoming community for residents and visitors.
- D

Horseshoe Bay; a welcoming community where the beauty of Texas living is balanced with vibrant opportunities for active aging. We strive to be a destination that celebrates the rich resources of our land and water through wellness, recreation and lifelong learning, offering diverse spaces and programs that enrich all lives in a safe and clean environment — all managed wisely and responsibly.

Public comment will help identify if current City Vision meets the expectation and aspirations of the Community or provide an alternative to be considered.

Please place your dot on the vision statement you like best

Current  
2017  
Vision  
Statement

A

B

C

A

D



# Initiative 1: Preserve Our Character



**A “small town leisure lifestyle” with a resort focus refers to a way of living that combines the intimate, community-oriented atmosphere of a small-sized town with enhanced recreational amenities and social opportunities typically found at destination resorts.**

**Public comment will help identify if the definition of the “small town leisure lifestyle” meets the expectation of our community or if you have a different idea on the communities’ character.**

## **Preserve Horseshoe Bay's Small Town Leisure Lifestyle Character and Natural Resources**

### **Key Discussion Points:**

- Defining "small town leisure lifestyle"
- Balancing preservation with appropriate growth
- Natural resource protection priorities
- Relationship between private ACC vs. City’s authority
- Leisure lifestyle community and social connectivity





# Initiative 2: Attractive & Safe Neighborhoods

## Quality Standards

Establish and maintain standards for different housing types that preserve neighborhood character.

City Ordinances vs. POA's CC&R (Public vs. Private)

## Infrastructure

Ensure adequate maintenance standards for neighborhood infrastructure.

Cost of Rehabilitation vs. Replacement on Aging Infrastructure.

## Public Safety

Enhance provisions for emergency services and safety measures throughout residential areas.

Response times triggers before expansion of services.

## Connectivity

Improve neighborhood connectivity and access to community amenities. Shared pathways for alternative transportation.

Use of Greenspace & Drainage for connection trails.



**Public comment will help identify if current development standards are adequate and whether specific safety performance and access metrics should be included plan objectives.**

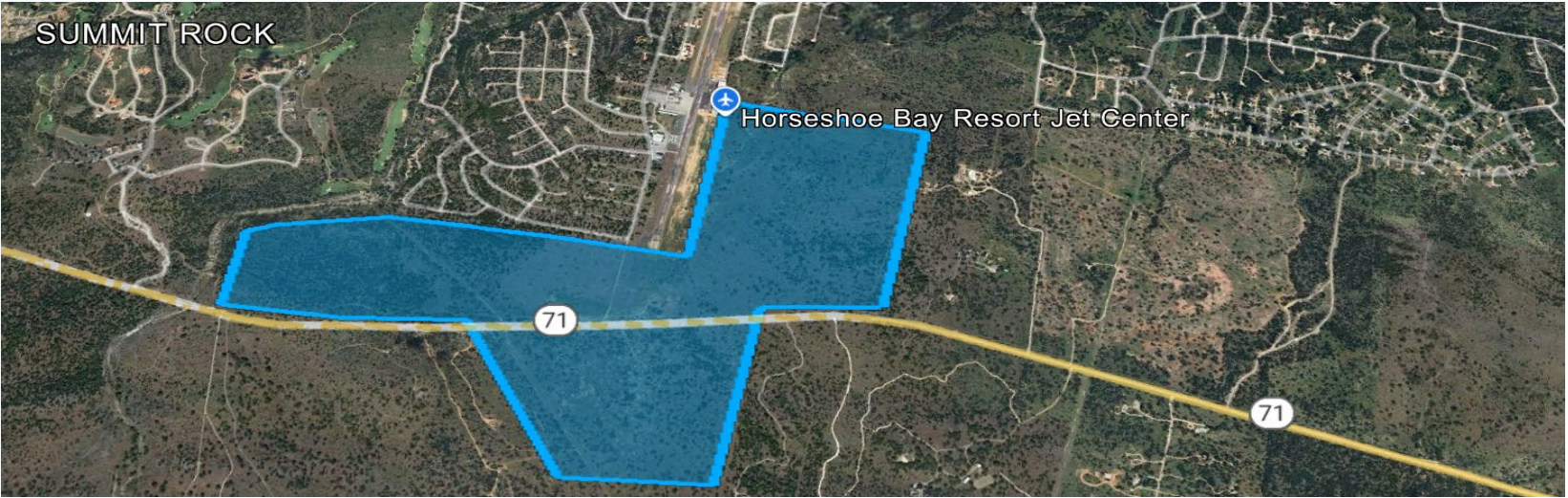




# Initiative 3: Balanced Commercial Development

## Key Discussion Points:

- Defining "balanced" commercial development
- Target business types and development scale
- HWY 71 development vs. FM2147
- Property Tax Relief through Sales Tax
- Revenue generation vs. character preservation
- Town Center development & timeline
- Light Industry & Commercial District on HWY 71



Public comment will help identify whether to include specific commercial development targets or if limits need to be identified, if proposed commercial areas are appropriately located, and how aggressively to pursue sales tax revenue generation to offset City Property Taxes.



# Initiative 4: Parks & Open Spaces

## Connect the Community Through Parks and Open Spaces

### Key Discussion Points:

- Parks and open space acquisition priorities
- Trail system development timeline and funding
- Maintenance responsibilities and long-term costs
- Community programming and facility management
- Use of drainage ways for nature trails



**Public can help by providing input on if current parks and trails locations are appropriate, whether to include specific acquisition targets, and how ongoing maintenance costs will be funded.**





# Initiative 5: Walkable Town Center



## Location

Determine optimal town center location and development timeline



## Design Standards

Establish architectural requirements and design guidelines



## Transportation

Integrate parking and multi-modal transportation options



## Partnerships

Explore public-private partnership opportunities



Public comment will help identify whether the City Center concept is realistic and desirable, if the city should take a more active or passive role in development, and if proposed design standards are appropriate and enforceable.





# Initiative 6: Efficient Transportation Network

## Key Discussion Points:

- Transportation mode priorities (vehicles, golf carts, pedestrians, bicycles)
- Traffic design standards for new commercial and residential
- Asset Management objectives related to existing street maintenance and improvements
- Funding mechanisms and timeline
- Regional transportation coordination
- Major transportation improvement priorities – Hwy 2147 Round-a-bouts & intersection safety

**Public comment will help identify if transportation priorities are appropriately balanced, whether to include specific improvement projects and priorities, and how alternative transportation modes should be accommodated.**



# Initiative 7: Intelligent Growth Management

## Growth Rate Targets

Establish appropriate growth rate targets and capacity limitations – Area Districts in Land Plan to define density/open space ratios/ amenities/ connectivity

## Infrastructure Coordination

Ensure development is coordinated with infrastructure capacity and limitations for water, sewer, gas, telephone, communication, electric and drainage. Impact Fees were appropriate.

## Efficient Review Process

Streamline development review while maintaining quality standards – City Code Vs. POAs CC&Rs – Building and Subdivision Ordinances

## Monitoring Systems

Implement quality assurance and growth monitoring systems –annual reporting on website.

**Public comment will help identify whether to include specific growth rate targets, if current development review processes are adequate, and how infrastructure capacity should influence development approval.**



# Initiative 8: Lifecycle Housing Choices

## Support Diverse Housing Options for All Life Stages

### Key Discussion Points:

- Housing diversity vs. community character
- Aging-in-place support services
- Market demand assessment
- Community integration strategies
- Workforce Housing issues
- Mixed Use – Commercial & Residential
- Community Age-in-place modification programs

Public comment will help identify what is or is not wanted in for the City's Housing types and where they would be most valuable for the Community.





# Initiative 9: Sustainable Development and Resource Conservation

## Environmental and Economic Balance

Balance environmental sustainability with development cost implications; preservation vs. rehabilitation; economic impact and future costs considerations

## Energy Efficiency

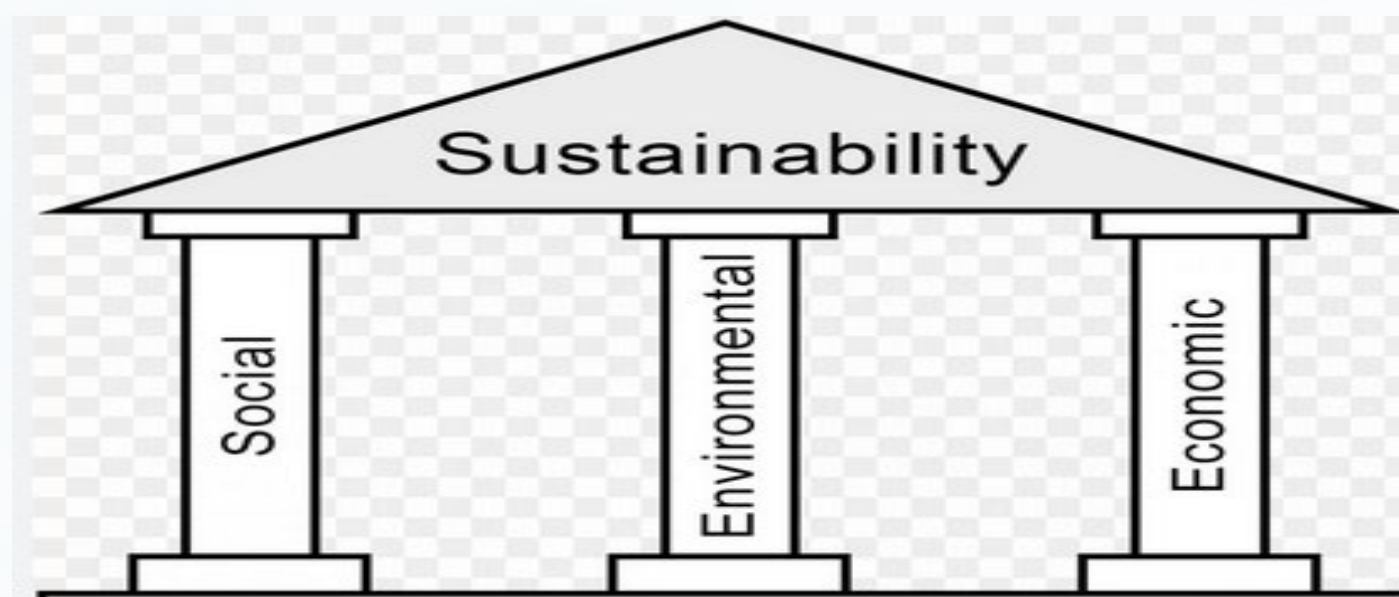
Establish energy efficiency and renewable energy policies

## Water Conservation

Implement water conservation requirements and incentives; alternative water supplies; native landscapes

## Climate Resilience

Develop climate resilience and adaptation strategies;  
Wildfire, drought and Flooding



**Public can help define whether sustainability requirements should be mandatory or incentive-based, if proposed environmental protection measures are adequate, and how to balance sustainability goals with development costs.**





# Initiative 10: Diverse Tax Base

**Provide a Diverse Tax Base to Ensure Balance of Sales and Property Taxes Revenues to Support City Functions**

## **Key Discussion Points:**

- Revenue diversification strategies and targets – more sales tax, less property tax
- Smart Commercial development incentives and requirements
- Mitigate property tax rate implications and with long-term projections
- Economic development resource allocation
- Possible Alt funding options – Cost of Service Fees (Drainage & Street)

**Public input can help determine what revenue diversification strategies the City should consider to offset property taxes, whether to include specific ratios for sales to property tax targets, and how economic development efforts to ensure quality and what targeted businesses should be prioritized to support increases in sales tax. What type of commercial businesses should be targeted on Hwy71.**



# Initiative 11: Uphold Home Values



## Key Discussion Points:

- Property value protection strategies
- Development quality standards and enforcement (City & POA)
- Community amenity maintenance
- Market positioning and competitive advantage
- Economic diversification; risk of single major entity impact
- Strong POA management and community pride in ownership
- Infrastructure maintenance and sustainability:  
(Streets, Drainage, Water/Sewer and Public Safety)



**Public can help define what strategies will help the City to maintain values while our community grows and ages.**



# Next Steps & Action Items

01

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## Collect and Summarize Public Input and Council Direction

Document all requested modifications and clarifications from today's meeting

03

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## Schedule Revised Plan Review

Set date for Council to review updated plan documents

02

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## Assign Staff Responsibilities

Delegate plan revision tasks to appropriate staff members

04

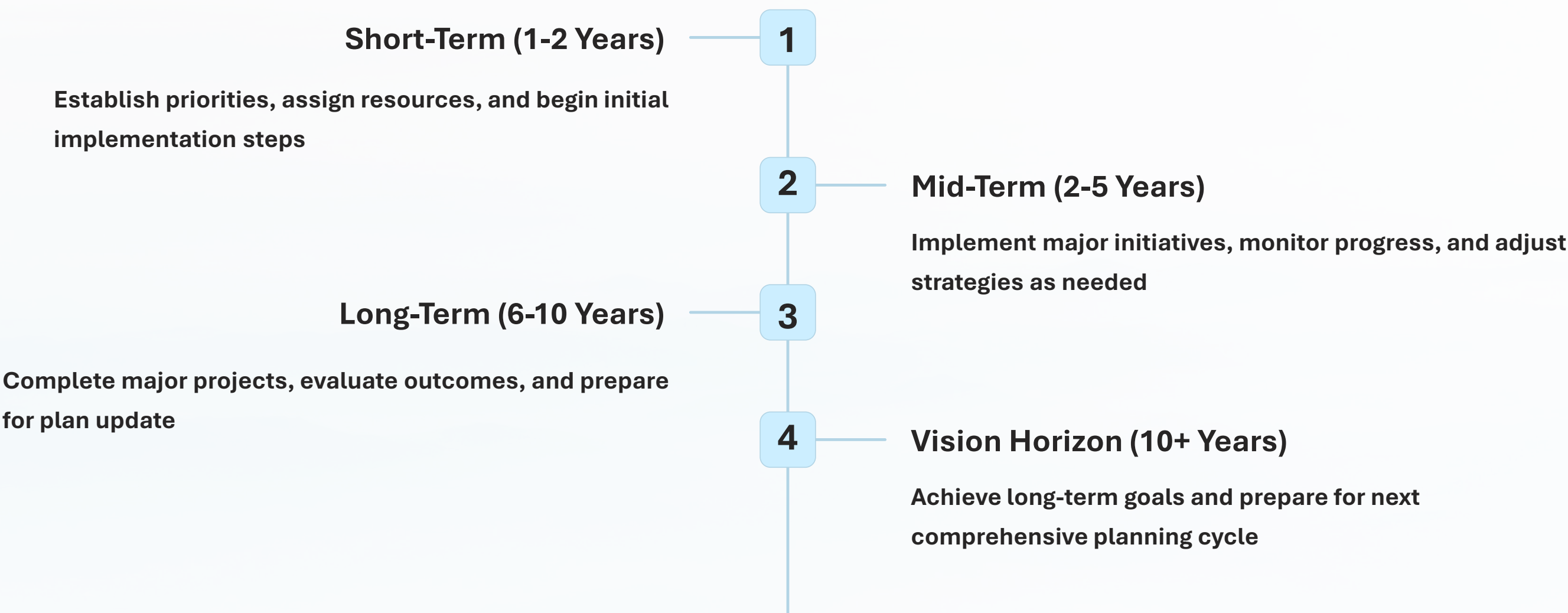
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## Finalize Public Hearing & Adoption Timeline

Establish formal schedule for plan adoption process



# Comprehensive Plan Implementation Plan Framework



**Public can help determine if timelines are realistic, which initiatives should be prioritized, what resource requirements are adequate or not, and how plan progress should be monitored and reported.**



# **THANK YOU, CITIZENS**

**Please visit the Departmental Tables and the  
Comprehensive Plan Public Input area.**

