

Shady Streets (DRAFT)

Kerrville Urban Trail System (KUTS) – kerrvilleurbantrailsystem.org

Summary

This proposal outlines a **Sidewalk Easement Beautification Program** designed to enhance the visual character, walkability, and natural beauty of public rights-of-way throughout Kerrville.

As Kerrville continues to grow preserving and enhancing our **community character and small-town quality of life** must remain a central focus. The initiative is grounded in principles of **community pride, stewardship of place, ecological restoration**, and directly supports the **Kerrville 2050 Comprehensive Plan**.

Through thoughtful restoration of otherwise barren or neglected easement areas near sidewalks, this practical and cost-effective program will transform these public spaces into attractive corridors that:

- Beautify our community through the creation of vegetative restoration “Pollinator Pockets”
- Improve local property values
- Attract visitors and support local business
- Encourage walkability, create shade for streets, sidewalks, and parking lots
- Promote native plants and environmental stewardship
- Enhance Kerrville’s small-town charm and character

Background & Alignment with Kerrville 2050

The **Kerrville 2050 Comprehensive Plan** emphasizes that **enhanced aesthetics and quality of place** are essential to attracting visitors, new residents, and business investment, while also improving the daily lives of those who call Kerrville home. Specifically, this program supports:

- **Livability** – By creating pleasant, shaded, walkable public spaces
- **Economic Vitality** – By enhancing the curb appeal of downtown and neighborhood commercial districts, encouraging tourism and local spending
- **Mobility** – By promoting a more walkable, inviting pedestrian environment
- **Parks & Open Space** – By integrating native plant life and green space into public corridors.

- **Preservation and Restoration of Natural Resources** - By transforming sterile degraded spaces into dynamic systems for soil, water, and air quality resource protection

How It Works

Site Identification & Design

- Identify priority sidewalk easement areas with high potential for visible community impact
- Assess site conditions: soil, drainage, slope, sunlight exposure, existing vegetation
- Apply traditional landscape design principles: plan for seasonal color succession, complementary textures, and mass plantings for visual impact
- Develop unique plant palettes for each site combining native grasses, perennials, and appropriate tree species

Partnership & Stewardship

- Engage with property owners and civic organizations
- Establish stewardship agreements with “Pocket Stewards” to ensure proper maintenance and care
- Provide training and support for Pocket Stewards during three-year establishment phase

Installation & Maintenance

- Remove existing vegetation and amend soil as needed, address drainage/compaction issues
- Create individual design schemes for each site within \$2,500-\$5,000 budget parameters for most Pollinator Pocket sites
- Balance native grass matrix with strategically placed perennial focal points
- Select appropriate native tree species for overhead canopy or accent elements
- Plan plant arrangements using mass planting techniques for maximum visual impact and establishment success
- Specify plant quantities and sourcing to stay within budget constraints
- Consider species selection for each installation as part of a combined portfolio of biodiversity for the area

Proposed Pilot Phase

Scope

- Implement an initial “proof of concept” phase targeting 15 individual Pollinator Pocket sites
- All 15 Pollinator Pockets to be installed within 6-month time frame
- Budget: \$75,000 installation budget + \$75,000 maintenance budget for a 3-year establishment period, including salary for part-time manager
- Potential funding sources:
 - Tax Increment Reinvestment Zone (TIRZ) #1
 - Parks and Recreation Department
 - Business Sponsorships (Pocket Stewards)
 - Kerr Economic Development Corporation (KEDC)
 - Main Street Program
 - Local Foundations and Organizations

Frequently Asked Questions

How Much Does a Shady Street Pocket Cost?

Cost for individual installations Pollinator Pockets will vary by site, but most are expected to cost under \$5,000. Although financial investment from Pocket Stewards is encouraged, it is not a prerequisite.

What About Water?

Judicious and mindful water use during the establishment period is an investment in water resources. Established plants are nature’s water pumps, and vegetated areas are critical resistors to desertification of highly disturbed areas.

Can I Pick the Plants?

Each Pollinator Pocket is designed specifically for the site, with consideration to soil, light, deer pressure, human use, space, slope, and other factors. Pollinator Pockets are intended to complement other Pockets as a connected ecosystem for pollinators, birds, and human benefit. Pocket Stewards may suggest plants and will have a chance to review designs before installation, but Shady Street designers are ultimately responsible for final designs.

What Happens If the a Pollinator Pocket Is Damaged?

Reasonable efforts will be made by Shady Streets to replace plants and make other corrective measures when needed. However, acts of God, vehicular damage, and other major events are part of the package. Shady Streets can make no guarantees on the success of individual Pollinator Pockets.



Pollinator Pocket at Clay/Jefferson, Pint & Plow Brewing Co.