



Comprehensive Plan Update



**Joint Workshop 2:
Plan Direction**

February 28, 2019



GARY MITCHELL, AICP
President



MEREDITH DANG, AICP
Senior Associate





Objectives Today

- Present highlights from the Existing City phase
- Confirm consensus on proposed direction and priorities for the Plan
- Obtain feedback on the potential future population assumptions for the Plan

10

Key Numbers

46.8

*percent of Washington
County population
within Brenham
as of 2018*

Brenham is growing at a slightly faster rate than Washington County.

The percentage of the county's population growth that occurs within the city has been fairly steady with only minor fluctuations.

10

Key Numbers

31.7

percent of all housing units that are renter-occupied as of 2018

This is a higher level than in Washington County (19.4 percent).

A quarter of all the housing in Brenham is multi-family.

10

Key Numbers

112

*percent increase in
home value in Brenham
since 2000.*

The median home value of \$163,852 (2018) has risen from \$77,000 (2000).

The median home value of homes currently listed for sale as of February 2019 is \$288,000.

10

Key Numbers

34.4

*percent of land within
the city limits is
undeveloped
(25.3% in Ag use).*

**Of the current developed land
in Brenham:**

21.4% is residential,

10.1% is public/institutional,

7.6% is commercial,

5.8% is industrial, and

4.2% is parks/open space.

10

Key Numbers

10

Number of cities in Texas that own and operate the electric, gas, water, and wastewater systems in their community.

City-owned utilities present both challenges and opportunities.

Maintaining, upgrading, and replacing aging infrastructure is a continuous need.

10

Key Numbers

\$87 million

*Economic impact to
Brenham from
Blinn College*

**Blinn College's 2013
Economic Development
Impact Study documented
an \$87 million economic
impact to the city.**

**Blinn would like to
increase enrollment at
the Brenham campus.**

10

Key Numbers

\$534 million

Leakage in retail spending in 2017 from the Brenham retail trade area.

The 2017 Retail Trade Area Gap/Opportunity Analysis found that the potential sales totaled \$1.09 billion while actual sales totaled \$484 million.

10

Key Numbers

81

*Miles of roadway
maintained
by the City.*

Road maintenance is an ongoing need and expense for the City.

All traffic signals within the City are owned and maintained by TxDOT.

10

Key Numbers

1.5

Average number of crashes per day from 2016-2018.

Crash hot spots include the intersection of US 290 and SH 36, the cloverleaf interchange, and the downtown area.

10

Key Numbers

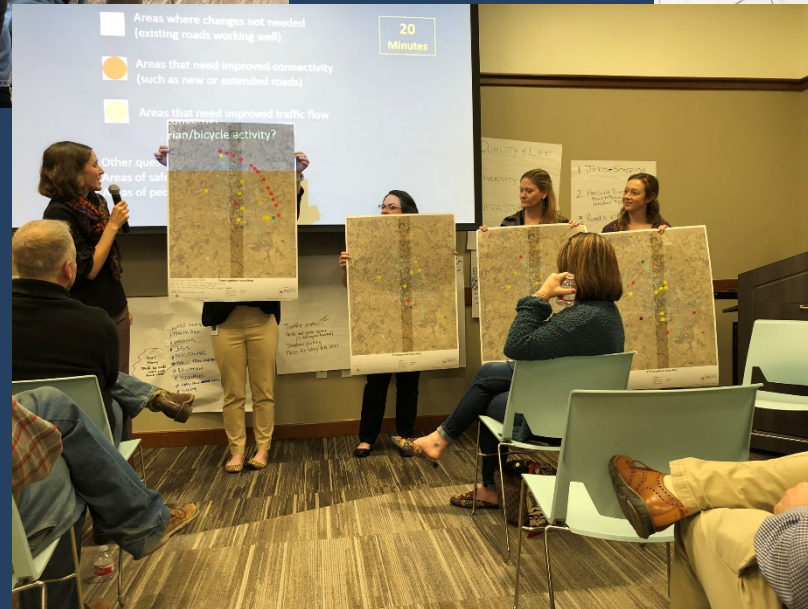
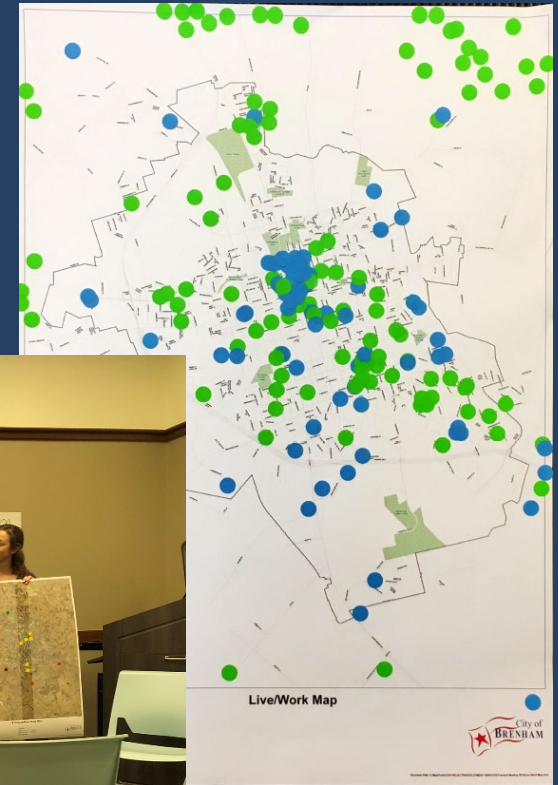
298

*Acres of park space
with addition of
Brenham Family Park*

This translates to 17.6 acres per 1,000 population.

This is above the median for Texas (9 acres) and the nation (11.9 acres).

Town Hall Meeting



I ❤️ Brenham

Please add to this "graffiti" style listing of what you love about Brenham.

I ❤️ No Train Hums *I ❤️ No traffic*

Brenham is a beautiful town! *no traffic*

Grand Place "Porch" *no traffic*

Live, Work & Play in one place! *no traffic*

Community is our strength (community) History *no traffic*

I ❤️ the gas BS *no traffic*

THANK YOU BRENHAM! *no traffic*

30 s! *no traffic*

LESS STRESS *no traffic*

3:30-5:00 *no traffic*

Wish Be!!! *no traffic*

BIDD

Brenham Comprehensive Plan

20 Minutes
Areas where changes not needed (existing roads working well)
Areas that need improved connectivity (such as new or extended roads)
Areas that need improved traffic flow
 Other areas of safety for pedestrian/bicycle activity?

Top Priorities



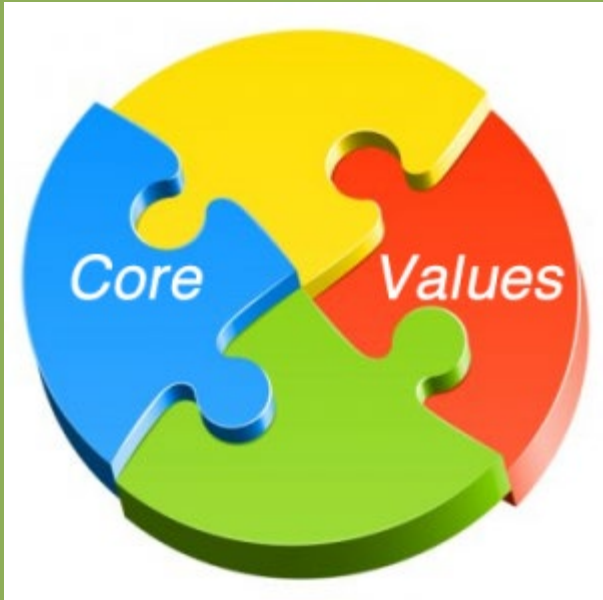
Survey Responses to **Top Priority**

1. Downtown investment/enhancement [115]
2. Diverse employment opportunities [92]
3. Police/fire/ambulance services [91]
4. More shopping and services [87]
5. Improve traffic flow [68]

Town Hall Meeting Group Responses to **Top Priority**

1. Housing
2. Jobs/economy
3. Roads/infrastructure

Values



Personal and Community **Values** Important to Factor into the Comprehensive Plan:

1. **Healthy living/outdoors/recreation**
2. **Families**
3. **Safety**
4. **Seniors**
5. **Education and youth activities (tie)**

Most Consensus



Questionnaire on Long-Range Planning Town Hall Meeting on Brenham's Future (January 10, 2019)

The City of Brenham is updating its Comprehensive Plan. This long-range plan will help the City—as well as others—to make sound and coordinated decisions regarding the future growth and enhancement of the community. This questionnaire is intended as another way to obtain residents' input on what priority topics the new plan should address, and where the City should focus its planning efforts in coming years. Please return this questionnaire before leaving tonight. Thank you.

1. Do you live in Brenham? Yes If no, where: _____
2. How long have you lived in Brenham? (please check one if applicable):
 Less than 1 year 1-5 years 6-10 years 11-20 years >20 years
3. If you are currently employed, where do you work? (please check one):
 In Brenham Elsewhere in Washington County Other: _____
4. What energizes you most about Brenham's future?

What concerns you most about Brenham's future?

5. As you think about the future of Brenham, what personal and community values are important to factor into the City's new long-range plan (for example, a potential focus on youth and seniors, families, recreation, healthy living, safety, etc.)?

In response to a series of Agree / Disagree items:

The **highest level of agreement** was for an item regarding the importance of Brenham's physical appearance and image. [**99%** Agree or Slightly Agree]

Second was an item regarding revitalizing existing neighborhoods. [**96%** Agree or Slightly Agree]

No items had more than **12%** Disagree or Slightly Disagree.

Most Important



To the open-ended question, “What energizes you most about Brenham’s future?”

- Small-town atmosphere
- Parks and open space
- Economic development

To the open-ended question, “What concerns you most about Brenham’s future?”

- Economic development topics most dominant.



Beyond the Numbers



TRACKING IRMA

THROUGH NEXT THURSDAY

**U.S. IMPACTS
UNCERTAIN**

EURO MODEL ENSEMBLES

BERMUDA

LATE NEXT WEEK/
WEEKEND

THE
BAHAMAS

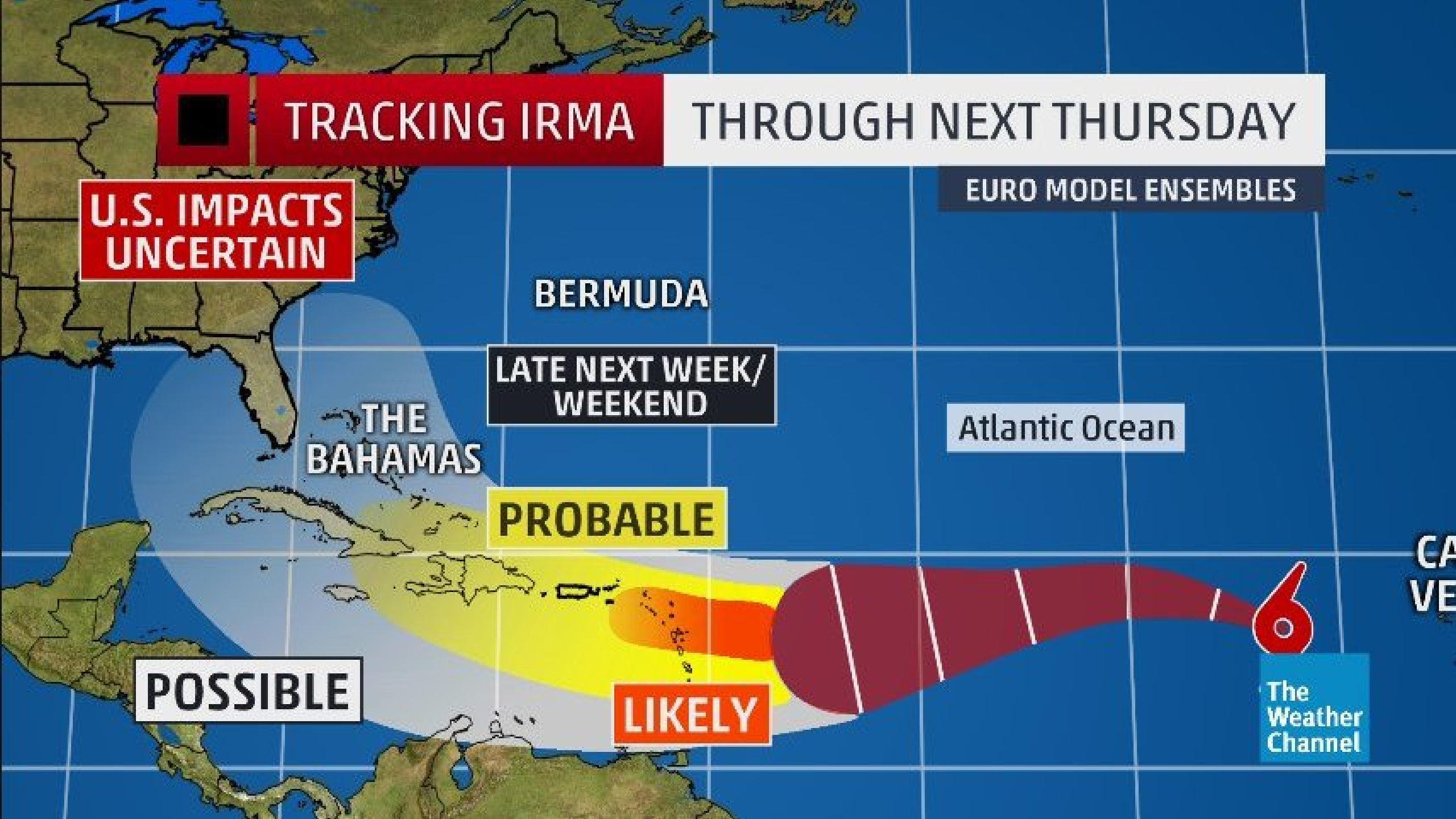
Atlantic Ocean

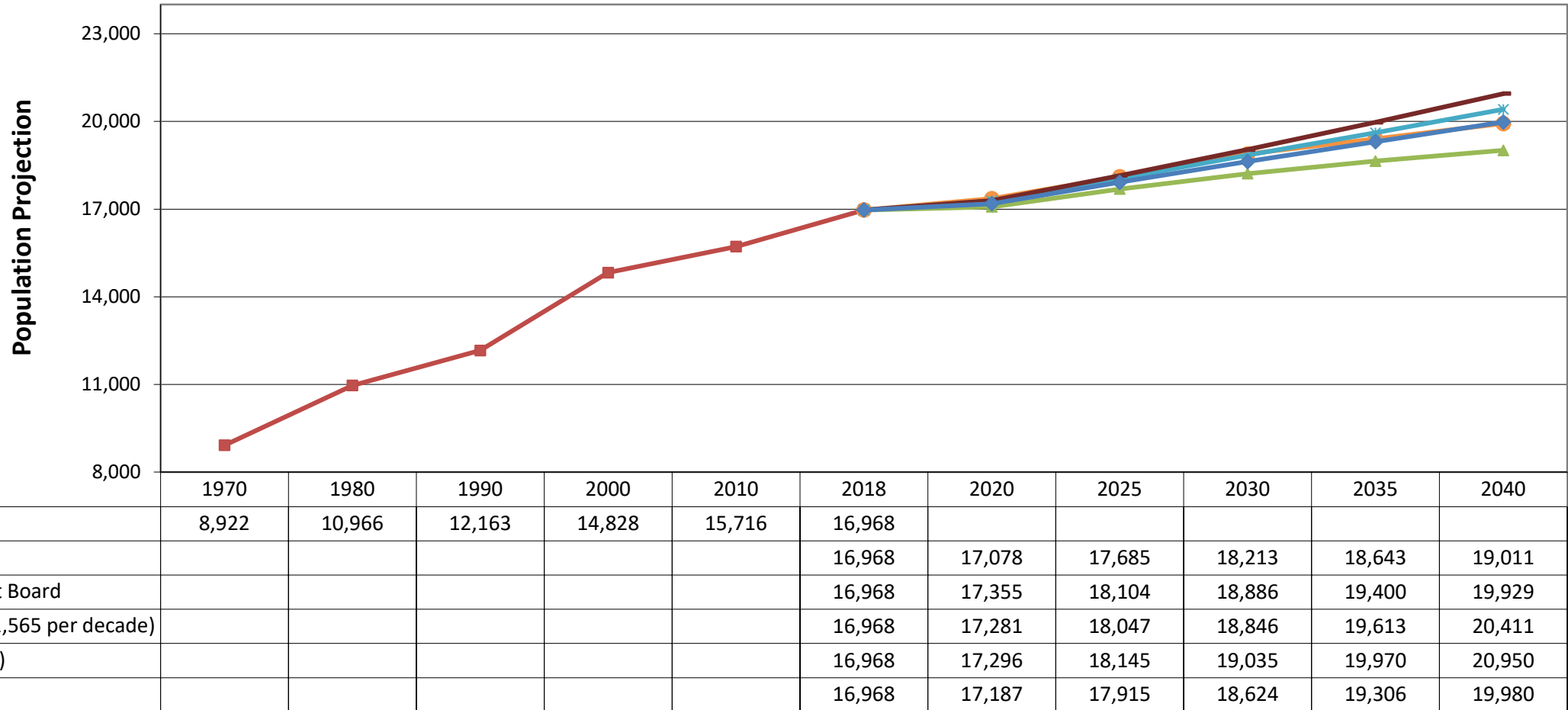
PROBABLE

POSSIBLE

LIKELY

The
Weather
Channel





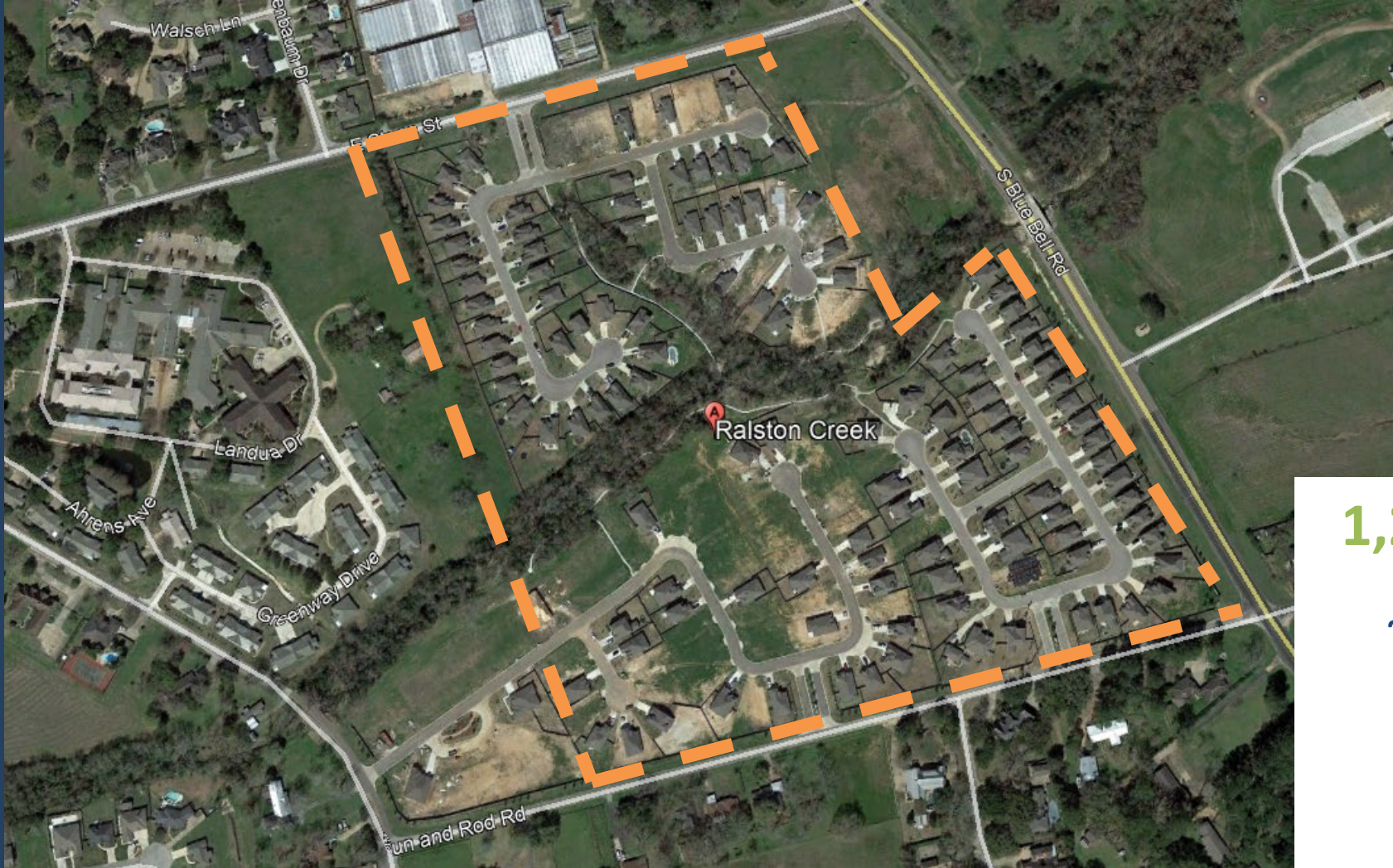
Midpoint projection = nearly 20,000 residents in 2040

3,012 added residents from 2018 (~18% of current population)

What if Brenham Grows Faster?

CAGR	2020	2025	2030	2035	2040
1.25%	17,394	18,509	19,695	20,957	22,300
1.50%	17,481	18,832	20,287	21,855	23,544
2.0%	17,654	19,491	21,520	23,760	26,233

CAGR = Compound Annual Growth Rate



Needed
Housing Units

1,271 more Housing Units

**~ 116 single-family lots in
section of Ralston Creek
Subdivision**

2.37 average HH size

= 275 residents

x ~11 of these subdivisions

= 3,012 more residents

Top 6 Priorities

1. **Growth and Revitalization Strategies**
2. **Focusing on Economic Essentials and a Strong Tax Base**
3. **Housing Costs and Options Inside the City**
4. **Attention to Brenham's Infrastructure**
5. **An Even More Livable Brenham**
6. **New and Improved Implementation Tools to Advance Plan Priorities**

Guiding Principle 1

Brenham will emphasize **QUALITY** as it grows, ensuring growth is managed in a way that adds value to the City, while also strengthening existing neighborhoods and commercial areas.

Guiding Principle 2

Brenham will be **ADAPTABLE** by focusing on developing and sustaining a diverse economy that attracts and retains individuals and families to put down roots in the community, while providing a robust range of housing to accommodate people in all stages of life.

Guiding Principle 3

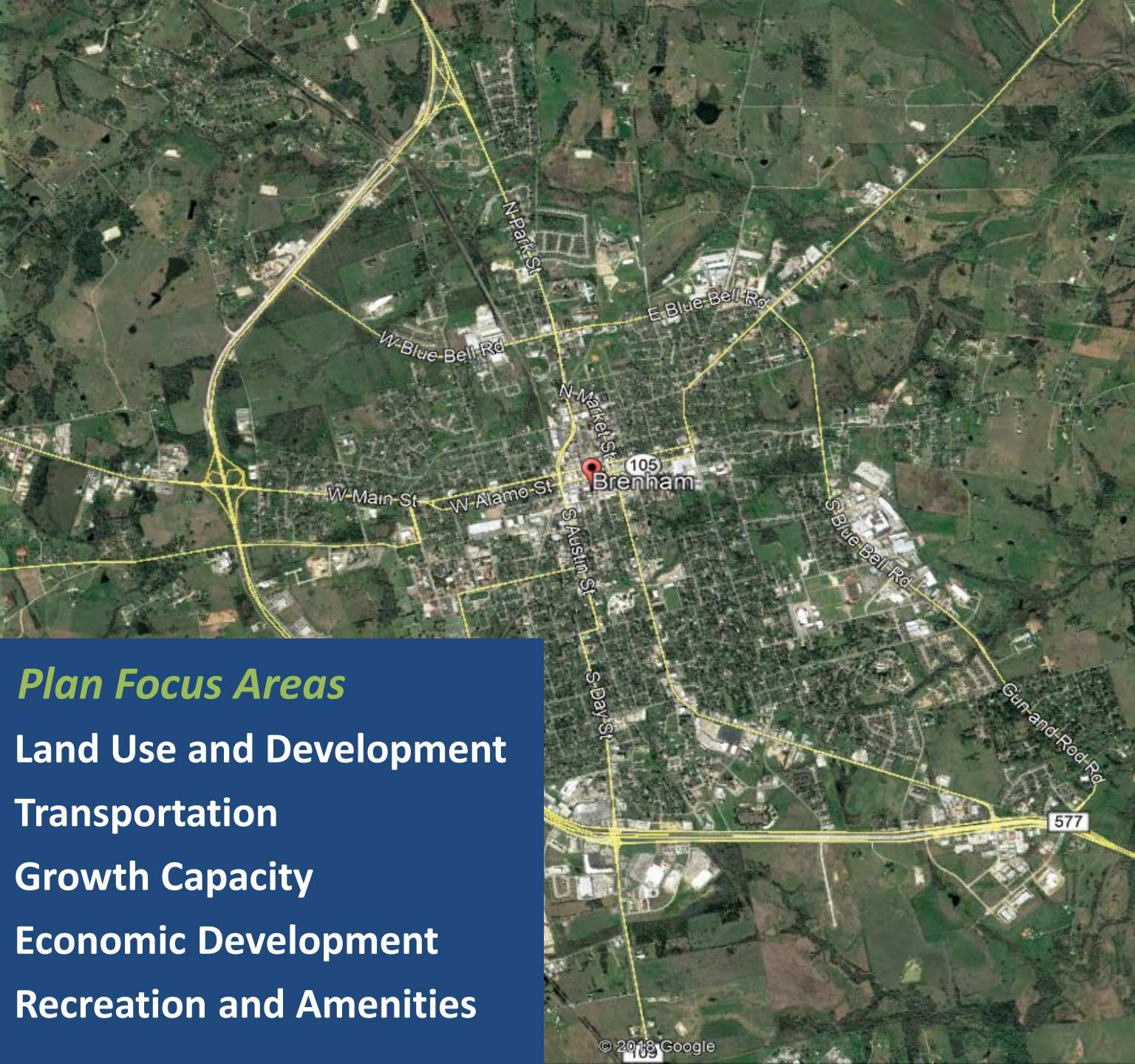
Brenham will be **AUTHENTIC** by continuing to focus on those elements that differentiate Brenham such as its historic downtown, natural assets, Blinn College, and its “small town feel” as a benefit for both current and future residents to enjoy.

Guiding Principle 4

Brenham will be **ACTIVE** by enabling healthy living through offering quality and safe City parks and recreational opportunities, by prioritizing the ability to walk and bicycle safely, and by committing to maintain high levels of public safety services.

Guiding Principle 5

Brenham will be **COLLABORATIVE** by pursuing and maintaining partnerships in all arenas, including housing, transportation, infrastructure, economic development, emergency response, and arts and culture.



Plan Focus Areas

- Land Use and Development
- Transportation
- Growth Capacity
- Economic Development
- Recreation and Amenities

Comprehensive Plan Sections

- ▶ **Introduction**
Focus of section
Links to other plan sections
- ▶ **By the Numbers**
- ▶ **Legacy of Past Planning**
Previous plans / studies
Accomplishments
Ongoing issues / items
- ▶ **Key Issues and Considerations**
- ▶ **Framework for Action**
Guiding Principles and Goals
Strategic Priorities and Other Actions:
 1. Capital Investments
 2. Programs and Initiatives
 3. Regulations and Standards
 4. Partnerships and Coordination
 5. More Targeted Planning / Study
- ▶ **Routine Practices and Tools**