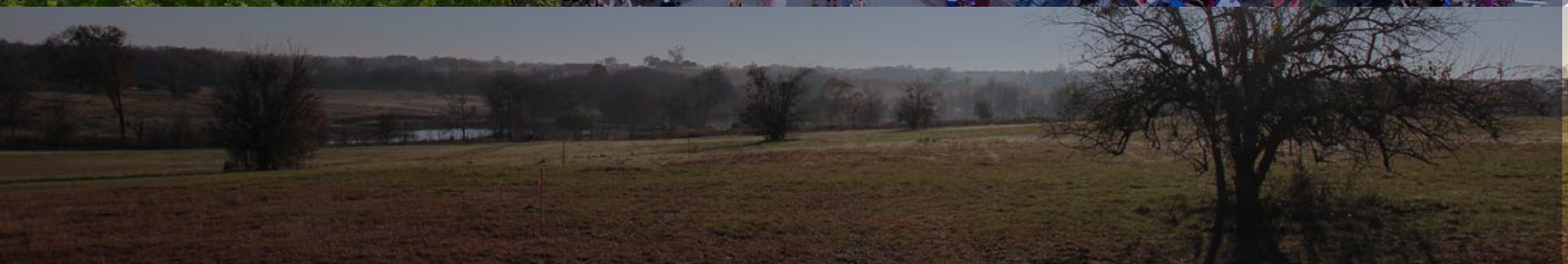


# Brenham Today

The Existing City Report

Historic Past, Bold Future: Plan 2040

City of Brenham, Texas Comprehensive Plan  
ADOPTED September 19, 2019





# Acknowledgements

## City Council

Mayor **Milton Tate, Jr.**  
Councilmember **Keith Herring** (Ward 1)  
Councilmember **Albert Wright** (Ward 2)  
Mayor Pro Tem **Andrew Ebel**  
Councilmember **Adonna Saunders**  
(Ward 4)  
Councilmember **Clint Kolby**  
(Ward 5 – At Large)  
Councilmember **Susan Cantey** (Ward 6 – At Large)  
Former Councilmember **Danny Goss**  
(Ward 4)

## Planning and Zoning Commission

**Keith Behrens** – Chairman  
**Marc Wamble**  
**Nancy Low**  
**Leroy Jefferson**  
**Deanna Alfred**  
**Calvin Kossie**  
**Lynnette Sheffield**

## Board of Adjustment

**Arlen Thielemann** – Chairman  
**MaLisa Hampton**  
**Jon Hodde**  
**Thomas Painter**  
**Mary Lou Winkelmann**  
**Walt Edmunds** (Alternate)  
**Jarvis Van Dyke** (Alternate)  
**Johanna Fatheree** (Alternate)

## Comprehensive Plan Advisory Committee

**Bryan Butler** – Airport Advisory Board Representative  
**Michele Bright** – Airport Advisory Board Alternate  
**Thomas Painter** – Board of Adjustment Representative  
**MaLisa Hampton** – Board of Adjustment Alternate  
**William (Bill) Betts** – Brenham Community Development Corporation (BCDC) Representative  
**Atwood Kenjura** – Brenham Community Development Corporation (BCDC) Alternate  
**Lu Hollander** – Library Advisory Board Representative  
**Lillian Marshall** – Library Advisory Board Alternate  
**Jim Moser** – Main Street Board Representative  
**Tiffany Morisak** – Main Street Board Alternate  
**Paula Buls** – Parks and Recreation Board Representative  
**Ginger Bosse** – Parks and Recreation Board Alternate  
**Keith Behrens** – Planning and Zoning Commission Representative  
**Lynnette Sheffield** – Planning and Zoning Commission Alternate  
**Keith Herring** – City Council Representative  
**Susan Cantey** – City Council Alternate  
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**Rebekah Chovanec** – Brenham Independent School District Student Representative

**Landon Rhoden** – Brenham Independent School District Student Representative

**Dr. John Turner** – Blinn College Representative

**Shelby Sheets** – Blinn College Student Representative

**Shirley Harris-Jackson** – City Council Appointee

**Allan Colvin** – City Council Appointee

**Mary Lou Winkelmann** – City Council Appointee

## City Staff Leadership Team

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**Carolyn Miller** – Assistant City Manager

**Lowell Ogle** – Assistant City Manager

**Jeana Bellinger** – City Secretary

**Ricky Boeker** – Fire Chief

**Allwin Barrow** – Police Chief

**Stacy Hardy** – Controller

**Susan Nienstedt** – Human Resources Director

**Dane Rau** – Public Works Director

**Jennifer Eckermann** – Tourism & Marketing Director

**Debbie Gaffey** – Strategic Budget Officer

**Susan Cates** – Economic Development Director

**Stephanie Doland** – Development Services Director

**Cary Bovey** – City Attorney

## Key City Staff

**Kim Hodde** – Planning Technician

**Sarah Hill** – Development Services Administrative Assistant

**Allen Jacobs** – Building Official

**David Doelitsch** – Building/Health Inspector

**Crystal Locke** – Community Services Specialist

**Kevin Boggus** – Technical Specialist

**Melinda Gordon** – Communication and Public Relations Manager

**Caz Muske** – Main Street Manager

## Consultant Team

### **Kendig Keast Collaborative**

**Bret Keast, AICP** – CEO | Owner

**Gary Mitchell, AICP** – President

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**Janis Burall, AICP** – Senior Associate

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**Luis Nunez** – Senior Associate

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**Kelly Hajek, P.E.**

**Ryan Tinsley, P.E.**

**Ed Addicks, P.E.**

## Special Thanks To...

Individual residents, business owners, property owners and others who contributed their insights and ideas to Brenham's long-range planning process.

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# Introduction

This report provides background and insights about Brenham as it is today. This information is presented in topical areas relevant to the City's long-range plan for physical growth and development, which is technically referred to as a city's "Comprehensive Plan." Subsequent elements (e.g., *The Future City* report) will highlight key planning considerations for years ahead, which will set the stage for drafting the Comprehensive Plan in terms of community needs and desires for the next 20 years; in this case, through Future Year 2040. The report content is based on initial background studies by the City's community planning consultant, Kendig Keast Collaborative, as well as leadership of the City of Brenham and community input received to this point. The report also points readers to other sources for more detailed information to ensure the brevity of this document and to avoid duplication of available reports and profiles of Brenham.

## Guiding Change

Whether linear or iterative, planning is a process composed of a series of conceptual phases related to one another in an orderly fashion. It usually begins with establishing a series of actionable, programmatic objectives (e.g., *what are we trying to accomplish?*) Objectives are then framed by a series of underlying premises, assumptions or conditions, based on an understanding of key issues pertaining to the community within which the plan is being developed (e.g., *what factors must be considered that will prevent or enable reaching our objectives, and within what timeframe?*) Having defined objectives and outlined planning premises, policies

and strategies are formulated, the implementation of which will accomplish the desired results. Alternative plans of action may be developed and carefully evaluated, to determine the best course of action. Operational plans reflecting commitments to process, time and resource expenditures are developed to carry out the program of activities.

## Benefits

As discussed, a Comprehensive Plan is a long-range (10 to 20 years), community-based, policy document that lays the groundwork for how communities can take charge of, invest in, and realize their future. Comprehensive Plans –

- ▶ Provide public officials with a greater understanding of existing conditions in their community, and the larger trends and forces that are impacting growth and development (or lack thereof); and a long-term outlook at the potential consequences of land use, infrastructure, and other decisions;
- ▶ Establish priorities for implementation strategies and actions to achieve preferred outcomes;
- ▶ Place communities in favorable positions when pursuing and securing grants and capital partnerships;
- ▶ Offer an opportunity for constructive and meaningful public input, education, and engagement through a variety of forums; including one-on-one meetings, focus groups, town hall-style community workshops, and surveys;

- ▶ Provide policy guidance and legally defensible basis for effective and implementable land development regulations;
- ▶ Provide a framework to enable local officials to make better-informed decisions based upon a coordinated plan to guide the orderly growth and development of their community.
- ▶ Provide the umbrella for weaving together a series of small area plans, through which greater synergies can be created.

Engaging in a local comprehensive planning program will enable the City of Brenham to have a greater measure of control over its future and the opportunities and challenges that change will bring. Planning will enable the City to **proactively manage** future growth and development / redevelopment as opposed to reacting to development proposals on a case-by-case basis without adequate and necessary consideration of community-wide issues.

## Planning Authority

Unlike some other states, municipalities in Texas are not mandated by state government to prepare and maintain local comprehensive plans -- although Chapter 211 of the Texas Local Government Code specifies that zoning regulations must be adopted "in accordance with a comprehensive plan." In Section 213, the Code provides that, "The governing body of a municipality may adopt a comprehensive plan for the long-range development of the municipality." The Code also cites the basic reasons for long-range, comprehensive community planning by stating that, "The powers granted under this chapter are for the purposes of promoting sound development of municipalities and promoting public health, safety and welfare." The Code also gives Texas municipalities the freedom to "define the content and design" of their plans, although Section 213 suggests that a comprehensive plan may:

1. Include but is not limited to provisions on land use, transportation, and public facilities;
2. Consist of a single plan or a coordinated set of plans organized by subject and geographic area; and,

3. Be used to coordinate and guide the establishment of development regulations.

## Plan Implementation

It is important to distinguish between the function of the Comprehensive Plan relative to the City's development regulations, such as the zoning ordinance and subdivision regulations. The Comprehensive Plan establishes overall policy for future land use, roads, utilities infrastructure, and other aspects of community growth and enhancement. However, it will be up to City officials to use allowable regulatory authorities outlined within the City's zoning ordinance, official zoning district map and subdivision regulations to regulate specific land uses, the layout of new streets and utilities infrastructure, and building and site development standards. The Comprehensive Plan's policy decisions will also be carried out through the following long range planning practices:

- ▶ Targeted programs and expenditures prioritized through the City's annual budget process, including routine, but essential, functions such as code enforcement;
- ▶ Major public improvements and land acquisitions financed through the City's capital improvements program (CIP) and related bond initiatives;
- ▶ New and amended City ordinances and regulations closely linked to master plan objectives (and associated review and approval procedures in the case of land development, subdivisions, and zoning matters);
- ▶ Departmental work plans and staffing in key areas;
- ▶ Support for ongoing planning and studies that will further clarify needs and strategies, including the City Council's own strategic planning;
- ▶ The pursuit of external grant funding to supplement local budgets and/or expedite certain projects;
- ▶ Initiatives pursued in conjunction with other public and private partners to leverage resources and achieve successes neither could accomplish alone.



Despite these many avenues for action, a comprehensive plan should not be considered a “cure all” for every tough problem a community faces. On the one hand, such plans tend to focus on the responsibilities of City government in the physical planning arena, where cities normally have a more direct and extensive role than in other areas that residents value, such as education, social services, and arts and culture. Of necessity, comprehensive plans, as vision and policy documents, also must remain relatively general and conceptual. The resulting plan may not touch on every challenge before the community, but it is meant to set a tone and motivate concerted efforts to move the community forward in coming years.

## Approach (Existing City – Future City)

*The Existing City – Future City* approach to Comprehensive Plan development provides a thorough understanding of the existing relationships between social, environmental (both natural and built), and economic systems and the synergies therein.

As outlined below, this approach involves five key phases:

- ▶ *The Existing City*
- ▶ *Plan Direction and Assumptions*
- ▶ *The Future City*
- ▶ *Implementation*
- ▶ *Plan Finalization and Adoption*

The Plan focuses first on providing a snapshot of existing conditions, through the lens of multiple plan elements, and culminates in this report. **Phase 1, *The Existing City*** report of the Comprehensive Plan summarizes existing conditions as well as the status of the strategies and recommendations found within the several plans and studies developed by the City – what has been implemented, and what have been the barriers to implementation. This approach to existing conditions analysis avoids the common pitfalls of analyzing plan elements in isolation, and covers all of the plan elements together, to further understand the inter-relationships between natural and constructed

systems; rather than a more traditional approach, which results in silo-ing existing conditions, and then preferred, future conditions, into specific chapters. This Phase 1 report includes a discussion about the City’s history, location and physical characteristics and highlights the City’s demographic composition and trends. A summary of key indicators, from the latest available U.S. Census data and other sources, illustrate historical and current conditions and context relevant to the Comprehensive Plan.

Phase 2, ***Plan Direction and Assumptions***, is a **transition phase**. The consultant team will combine its findings about The Existing City and set the trajectory for phase 3, ***The Future City*** and the general orientation of strategies and recommendations.

Phase 2 will involve:

- ▶ Itemizing a core set of assumptions based on citizen feedback, upon which the Comprehensive Plan will be based, especially related to projected population;
- ▶ Highlighting the key opportunities and challenges the community will face in the years ahead, which the Plan must address; and
- ▶ Drafting a series of guiding principles for the Plan that will be refined in conjunction with each of the major planning topics considered during **Phase 3, *The Future City***.

A set of population projections will be prepared, in five-year increments through the 20-year planning horizon (Future Year 2040) and work toward consensus on the most likely future population range that should be assumed for the new Comprehensive Plan (recognizing that such projections must be monitored and revisited year by year as actual trends unfold). This exercise will also take into account projections included in other City plans and studies and relevant forecasts produced by regional, state and national entities.

Comprehensive plans are future-oriented, and prescribe policies that are intended to advance a set of preferred conditions. As such, phase 3, ***The Future***

## Building on Past Plans and Planning Tools

Previous planning guidance and implementation tools for the City of Brenham prior to this Comprehensive Plan include:

- ▶ Envision 2020 Comprehensive Plan (2008)
- ▶ Thoroughfare Plan (2014)
- ▶ Design and Construction Standards (1996)
- ▶ Library Strategic Plan 2016–2026
- ▶ Brenham Downtown Master Plan (2012)
- ▶ Parks, Recreation and Open Spaces Master Plan 2015–2025

**City** component and its implementation strategies, programs, and projects will be the focus of Brenham’s Comprehensive Plan. **The Future City** portion of the Comprehensive Plan includes recommended strategies, programs and initiatives, actions and projects for accommodating growth, development and redevelopment of the City’s neighborhoods, districts and corridors, while preserving community character, enhancing quality of life, and improving economic wellbeing.

Within phase 4, **Implementation**, the results of phase 3, **The Future City**, will be consolidated into an overall strategy for executing the new Comprehensive Plan, particularly for the highest-priority initiatives that will be first on the community’s action agenda, as well as a longer-term series of implementation efforts anticipated over the next decade. The resulting Implementation section will also outline crucial procedures for monitoring and revisiting the plan policies and action priorities every year, and for completing future plan updates at appropriate milestones. These processes provide an essential “feedback loop” into the City’s long-range planning and strategic decision-making, leading to necessary plan adjustments based on implementation

successes and challenges and ongoing changes in physical, economic and social conditions in the community and region. A reporting function is also embedded in the implementation program to provide a means of **accountability**. Activities include outlining the required organizational framework to ensure successful implementation of the plan, including strategies for staffing, roles of boards and commissions, plus ongoing monitoring and reporting, as well as necessary interaction with other public and private implementation partners:

- ▶ Coordinate with City staff to compile from the Draft Comprehensive Plan those action items that are near-term and strategic in nature so they may be addressed in more detail in the Implementation element and focused on during the third and final joint workshop with the City Council, Planning and Zoning Commission, and Comprehensive Plan Advisory Committee.
- ▶ Clarify respective implementation roles of the City Council, Planning and Zoning Commission, and City staff.
- ▶ Highlight opportunities for the City to coordinate implementation efforts with other key agencies and entities, with other jurisdictions as appropriate, and with other private and non-profit partners.
- ▶ Embed an annual review and reporting function into the implementation program to provide a means for gauging progress and ensuring accountability.

The final phase of the planning program is phase 5, **Plan Finalization and Adoption** and will involve final

## Comprehensive Plan Advisory Committee

The CPAC acted as a “sounding board” during the Comprehensive Plan development and included over a dozen representatives from City Boards and Commissions, Blinn College, and Brenham Independent School District (including student representatives).

public review and input from the Comprehensive Plan Advisory Committee, the City's Planning and Zoning Commission and City Council, leading to adoption of the Comprehensive Plan.

## Plan Contents

### Plan Focus Areas

As mentioned, the Comprehensive Plan is organized around key plan elements, or focus areas:

The **Land Use and Development** Focus Area assesses the community's long-range development outlook and establishes guidance for making policy decisions about the compatibility and appropriateness of individual developments within the context of the larger community. Other considerations include City capabilities for preserving valued areas and lands, protecting the integrity of neighborhoods, and safeguarding and enhancing community image. Additionally, this section assesses the local housing market.

The **Growth Capacity** Focus Area evaluates the City's ability to accommodate new development and/or redevelopment with existing and planned utility infrastructure and services. Additionally this section reviews the City's annexation history.

The **Economic Outlook** Focus Area assesses the region's appeal to prospective employers, including industrial composition and major employers; geographic location and transportation access; available sites; and incentives. The section summarizes key regional and local economic, social and environmental indicators to illustrate historical / current conditions and context.

The **Transportation** Focus Area ensures orderly development and improvement of the City's transportation system, considering facilities for automobiles and other modes of transportation (e.g., pedestrian and bicycle circulation).

The **Parks and Recreation** Focus Area evaluates the community's parks and recreation facilities, open space areas and linkages. This analysis identifies any deficiencies in the provision of parks, recreation areas and facilities, and programs; evaluates whether existing facilities are consistent with the community's preferences; and ensures that future land acquisition and facility improvements keep pace with new development.

## Brenham and Environs

Brenham is a historic city in east-central Texas. It is the county seat of Washington County with a population of 16,968. A part of the Washington County Bluebonnet Trail, Brenham is a scenic city on the eastern edge of hill country. Brenham's historical significance as well as the historic downtown and scenic beauty of the area drive a thriving tourism industry. See Figure 1, **Historical Timeline**, for a summary of the history of the area as well as the growth and development of the City.

Brenham lies in the midst of the Texas Triangle or Texaplex one of eleven megaregions in the United States. The Texas Triangle is formed by the four main cities in Texas -- Houston, Dallas-Fort Worth, San Antonio, and Austin, connected by Interstate 45, Interstate 10, and Interstate 35. Refer to Map 1, **Megaregional Context**. The Texaplex holds the majority of Texas' population, population growth, and economy.<sup>1</sup> The City of Brenham is on US 290 just south of College Station midway between Austin and Houston. US 290 is the major link between Austin and Houston and is feeling the impacts of a booming population. Population growth in Houston heading northwest towards Harris/Waller County and towards Brenham is significant, with estimations of a 72 percent increase between 2010 and 2040. Refer to Map 2, **Regional Context**.

<sup>1</sup> San Antonio Express News, [expressnews.com](http://expressnews.com). Texas' triangle cities make up the 'economic guts' of the state. September 2017.

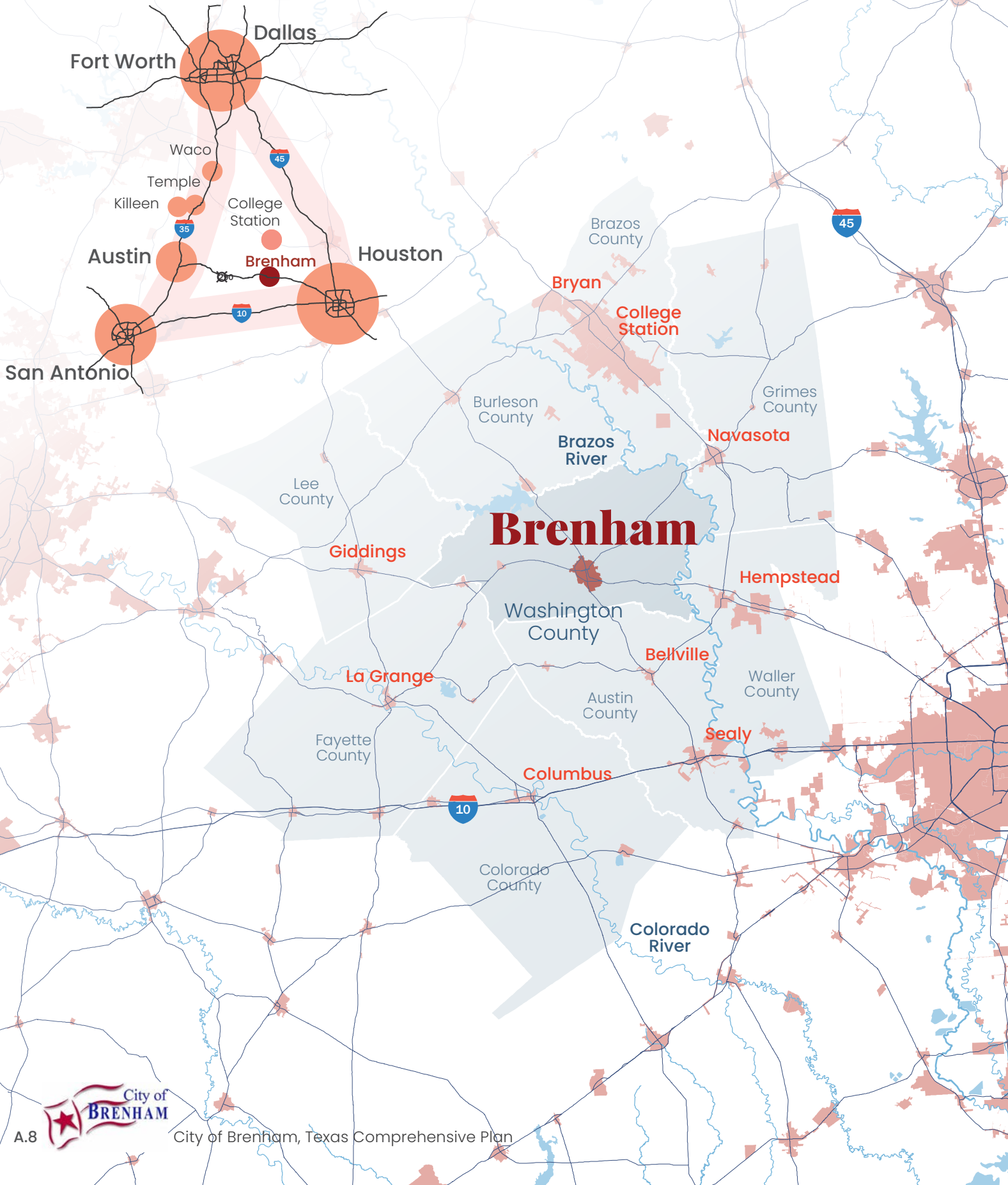


## Figure 1, Historical Timeline

- 
- 1836** The county is home of the "Birthplace of Texas," the site of the signing of the Texas Declaration of Independence on March 2, 1836 in the town of Washington-on-the-Brazos.
- 1841** Brenham is named in honor of Dr. Richard Fox Brenham, a doctor who had practiced in the region and Republic of Texas hero.
- 1846** The first post office opened.
- 1860** The Washington County Railroad opened and Brenham became the distribution center for the state's interior until the rail line was extended to Austin.
- 1800s** Brenham grew quickly during the late 1800's with its population doubling every decade from 1860 to 1900.
- 1880s** Brenham has a strong German heritage, with immigration peaking in the early 1880's.
- 1881** German heritage is reflected in the annual Maifest, first held in 1881.
- 1883** German Methodists founded the Mission Institute, which was renamed Blinn College in 1889, one of the oldest community colleges. in Texas.
- 1907** Local farmers established the Brenham Creamery Company to make butter from excess cream.
- 1930** Brenham Creamery changes name to Blue Bell Creameries after the native Texas bluebell wildflower.
- 1941** City acquired utilities from Lower Colorado River Authority (LCRA).
- 1961** City acquired gas from Texas Southeastern Gas.
- 1967** Gates closed on the Somerville Dam.
- 1972** Blue Bell ice cream plant opened at new location on FM 577.
- 1976** Bandstand at Washington County Courthouse dedicated.
- 1977** 35 Acre Southwest Industrial Park breaks ground.
- 1983** Chamber starts the Convention and Visitors Bureau.
- 1989** Trinity Medical Center is founded by the consolidation of St. Jude (1931) and Bohne Memorial (1932) hospitals.
- 1999** City of Brenham rejoins the Main Street program for downtown revitalization, after leaving the program in 1989.
- 2000** Brenham Business Center, a Class A industrial park on US 290 opens.
- 2001** Toubin Park in Downtown Brenham completed.
- 2013** Brenham Family Park dedication from the Kruse Family.
- 2016** City of Brenham grand opening for expanded Public Library.



Map 1, Megaregional Context and Map 2, Regional Context



# Brenham





Map 3, Planning Area

Planning Area

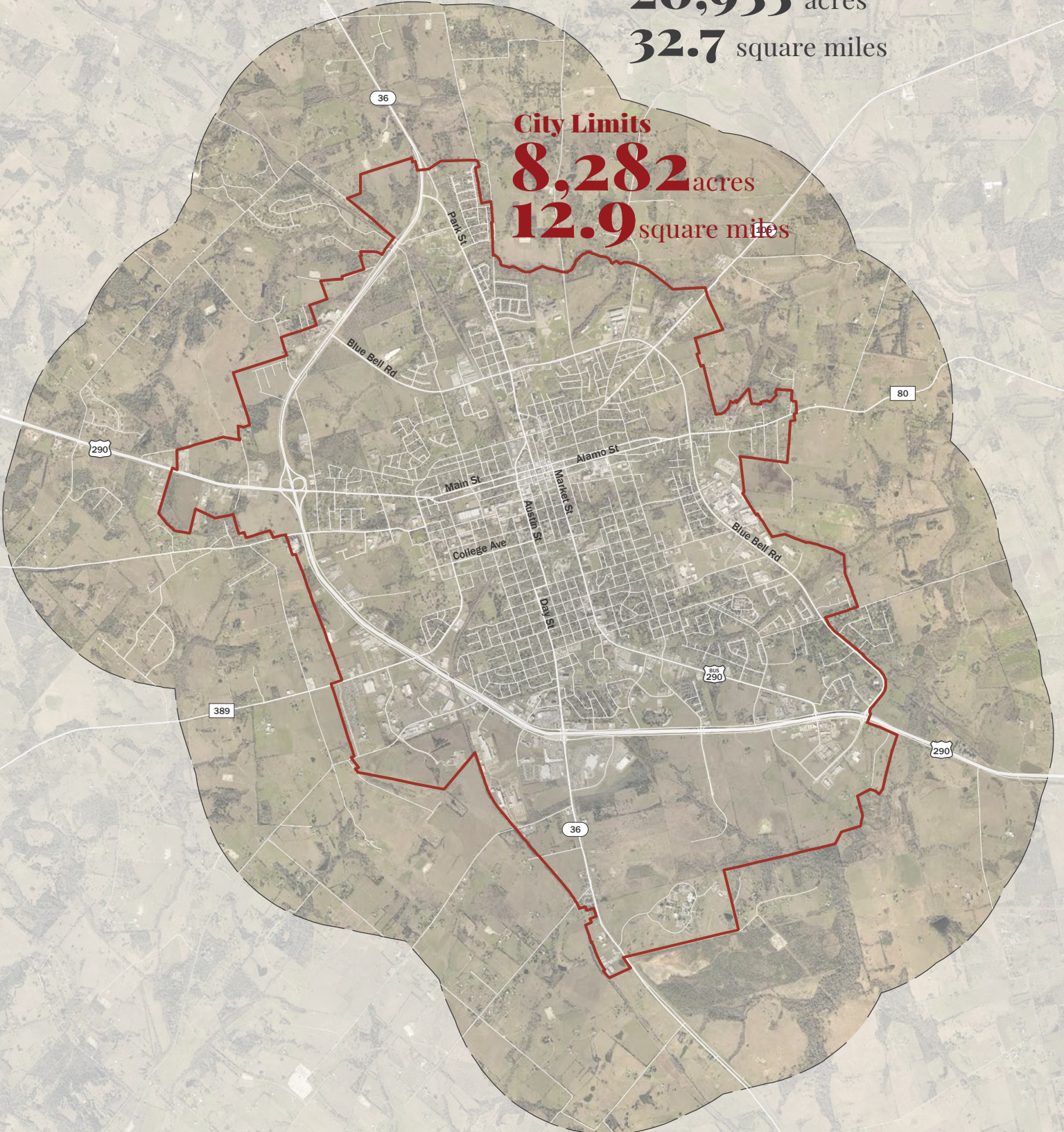
**20,935** acres

**32.7** square miles

City Limits

**8,282** acres

**12.9** square miles



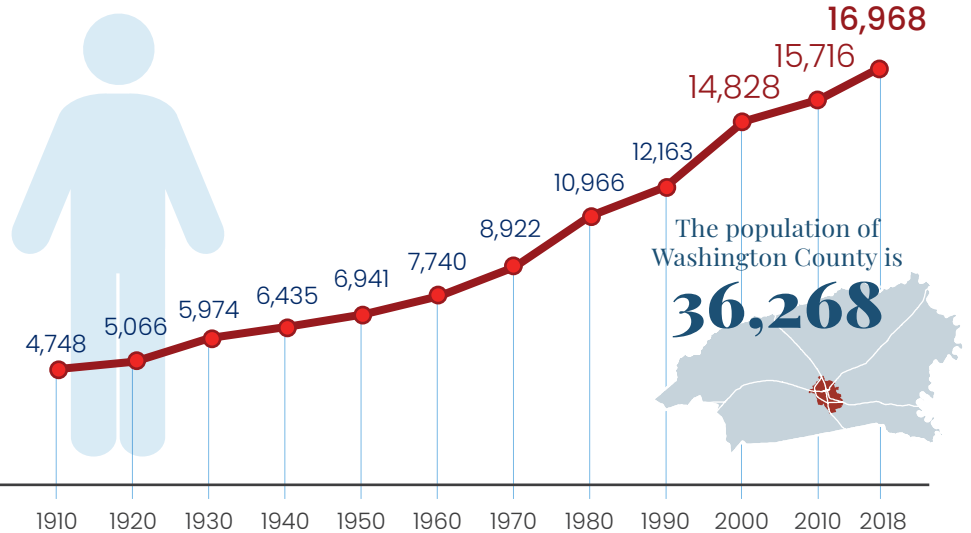


# Brenham Community Profile

When drafting public policy focused on improving the lives of people, decisions must rely on data that answer who these people are, where and how they live, and how their lives are changing. Demographic and related data that answer these questions are essential to policymakers and development planners across nearly every sector of society. Demographics provide a snapshot pertaining to the current statistical characteristics of a given population, such as its size, composition and spatial distribution, as well as the process through which populations change. Planners study demographic trends to determine historical changes in a population over time, in order to help fulfill the needs of their constituency and plan for change as accurately as possible. Information pertaining to the City of Brenham was obtained from ESRI Business Analyst (2018) and American Community Survey (2016).

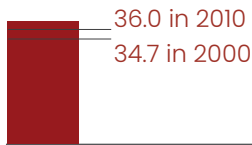
**16,968** persons

The Census 2018 estimate is 16,968, representing an increase in population of 1,252 persons or a 1.0 percent annual growth rate from the 2010 Census count of 15,716. The population of Brenham is consistently increasing in population. The City of Brenham makes up close to half of Washington County's population.



**37.3**

median age in the City of Brenham



City of Brenham

42.4

Washington State of Texas County

34.2

37.7

United States

**17.7%**

Population under age 15

**19.8%**

Population 65 years and over

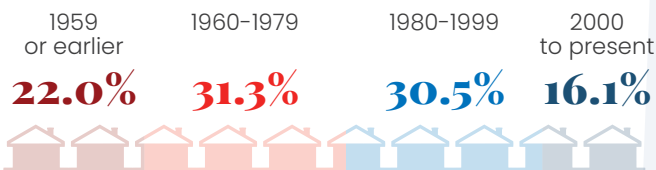
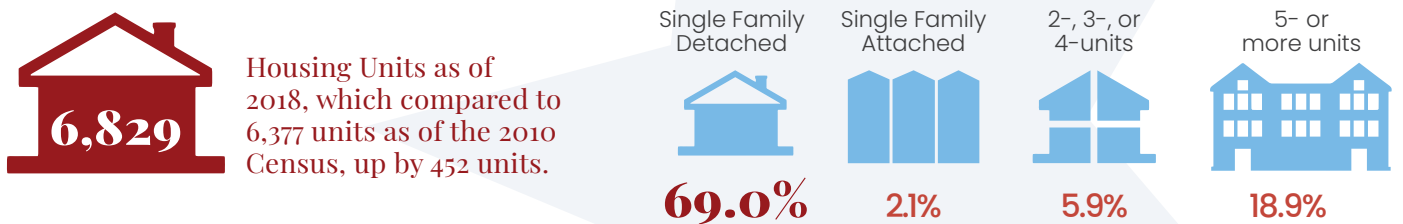
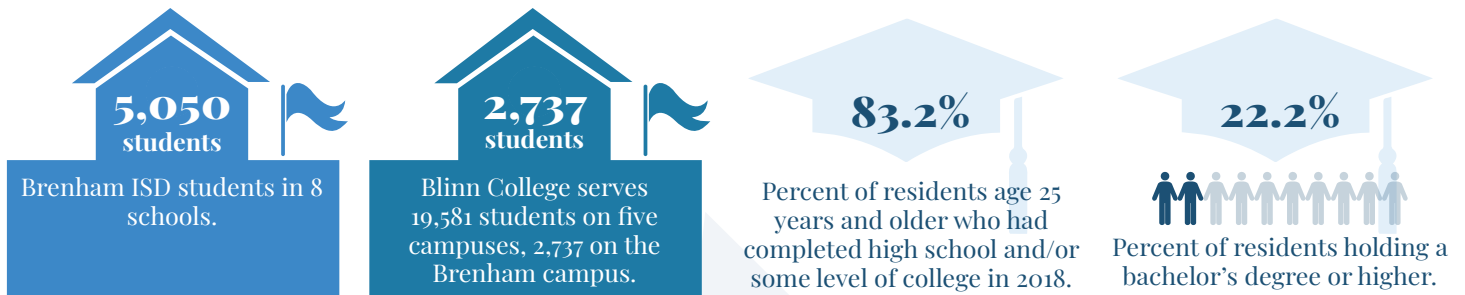
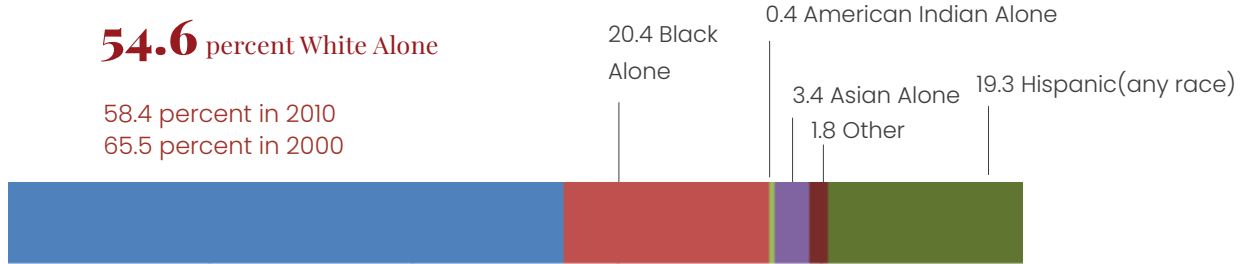
**2.40**

Average Household Size

The U.S. population is getting older and more racially diverse, according to new estimates from the Census Bureau.

Bureau.

- NPR June 2018



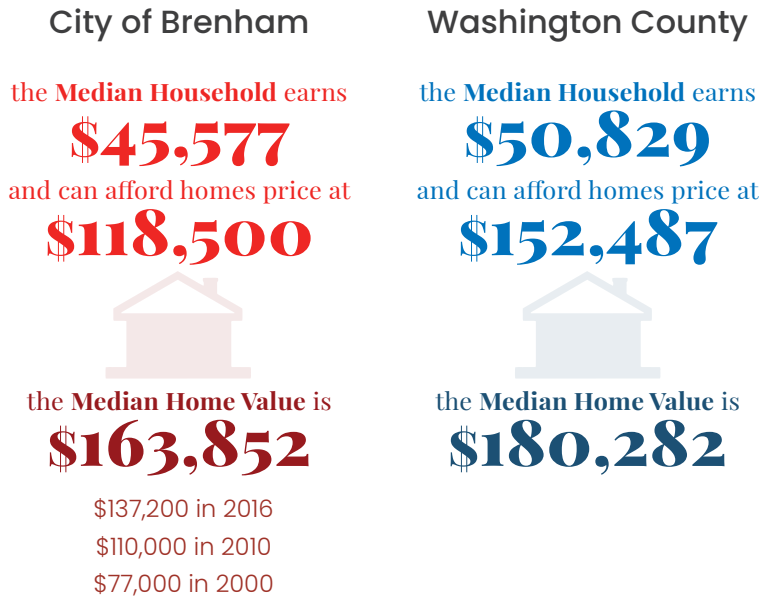
**31.7%** Percent of all housing units within Brenham that are renter-occupied as of 2018.

This is a higher level of renter-occupied housing than in Washington County (19.4 percent).

All demographic data is obtained from the following sources:  
U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018.  
American Community Survey 2012-2016 estimates.

**The rule of thumb long used by real estate agents and homebuyers is that you can afford a house if its price is equivalent to roughly 2.6 years of your household income. That ratio is based on historical nationwide averages under healthy economic conditions.**

*~ Where the House-Price-to-Income Ratio Is Most Out of Whack by Richard Florida, May 2018*



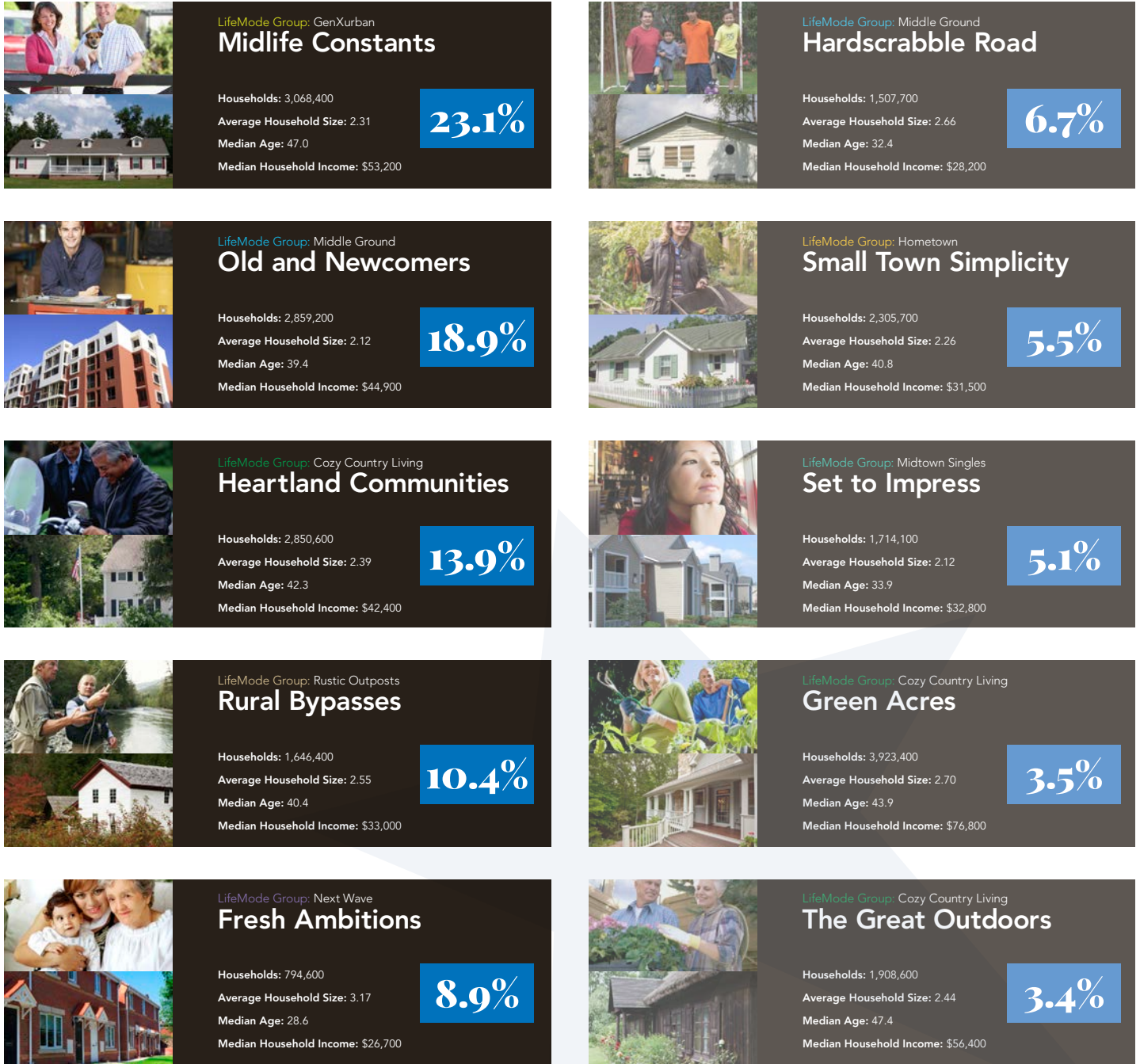
*All demographic data is obtained from the following sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018. American Community Survey 2012-2016 estimates.*

## Brenham Psychographic Profile

Psychographics is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. Tapestry (ESRI) is a leading system for categorizing day- and night-time populations into one of 67 distinct lifestyle segments based on these factors. Many commercial retail developers rely on psychographics to measure a market's depth for certain consumer preferences and propensity to spend across select retail categories. Similarly, a growing number of residential developers are interested in an area's psychographic profile because it can serve to eliminate some of the uncertainty associated with delivering unproven product types to a market. Brenham Tapestry Segments are detailed in Figure 2 on the following page and in Appendix A.



Figure 2, Percent of Brenham Households in Tapestry Segment





# Land Use and Development

## Existing Land Use Patterns

Prior to assessing the potential for new development, it is essential to have an understanding of the current land use and physical landscape in Brenham. As part of assessing the physical scenario for community planning in Brenham, the project consultants in conjunction with the plan’s advisory committee, prepared a series of diagrams that focus on five core elements as identified by Kevin Lynch, a renowned urban planner and keen observer of effective community design:

### Paths

Routes by which residents and visitors reach destinations and/or move across and through a community. Paths are an important part of a community’s “skeleton.”

### Nodes

Significant destinations or activity centers that attract people and generate outbound trips.

### Districts

Identifiable areas within a community set apart by a distinct character. People sense they are entering/ leaving a district as they move along paths. Nodes and/or landmarks are often focal points within districts.

## Edges

A distinct physical break point within or at the perimeter of a community. Edges are sometimes barriers that disrupt community cohesion. Incompatible “edge conditions” are a key focus of urban planning and zoning.

## Landmarks

Visual elements that draw the eye and help to orient residents and visitors. A community may become known for one or a few key landmarks. Some are landmarks because they are unique, some because of their size and visibility, and some for both reasons.



*City of Brenham utility infrastructure.*

# Paths

<b>External Paths</b>	SH 105	Used to enter and exit Brenham to the northeast, providing a route linking Brenham and Navasota.
	Old Independence Road	Extends north of Brenham’s city limits and links to the Brenham Municipal Airport, Old Independence Road is seen as a path that may grow in significance as growth continues.
	FM 2935	Extends north past Brenham High School into Washington County.
	SH 36	Major route into Brenham linking Brenham to Bellville and then continuing after its intersection with US 290 north of the City toward Lake Somerville.
	US 290	Major highway linking Brenham to Houston to the southeast and Austin to the west.
	Old Mill Creek Road	Extends west from the city limits toward Burton, seen as a more significant path in the future as growth occurs.
	FM 389	Prairie Lea Street inside US 290 turns into FM 389 as it extends west from the city limits.
	Industrial Boulevard and FM 332	Industrial Boulevard extends west from the city limits, FM 332 south of FM 389 heads southwest toward Wesley.
	Salem Road	Path extending southwest from SH 36.
	FM 109	Path extending southwest from SH 36 toward Welcome.
	Mustang Road	Extends east from the City limits, seen as a more significant path in the future as growth occurs.
Old Chappell Hill Road	Extends east from the City limits.	
<b>Internal paths</b>	Blue Bell Road	Blue Bell Road provides a major route around the city from its intersection with SH 36 in the northeast to its intersection with US 290 on the southeast.
	Business 290	Business 290, or Market Street, begins at US 290 on the southeast and is a major north/south street through Brenham, terminating at Park Street.
	North Park Street/South Austin Street/South Day Street/Business SH 36	After its intersection with US 290, Business SH 36 takes several names as it jogs through Brenham, providing a major north/south route through Brenham.
	Burleson Street	North/south street, provides a connection between SH 36 and Downtown.
	Main Street	One-way street (west bound) through Downtown.
	Alamo Street	One-way street (east bound) pair with Main Street through Downtown.
	Martin Luther King Jr. Parkway/East Academy Street	East/west street connects West Main Street and SH 105.
	College Avenue	Primary street through Blinn College campus, from Prairie Lea Street to South Austin Street.
	Tom Green Street	East/west street providing connection between SH 36 and Blue Bell Road.
Stone Street	East/west street providing connection between SH 36 and Blue Bell Road.	

## Edges

The current cloverleaf interchange of US 290 also currently results in traffic delays and is seen as a barrier, particularly during worst case hurricane evacuations, as was experienced during Hurricane Rita (2005).

A portion of the BNSF railroad (from approximately Peabody Street to just south of Industrial Boulevard) is an edge. This section of the railroad creates mobility barriers within the city.

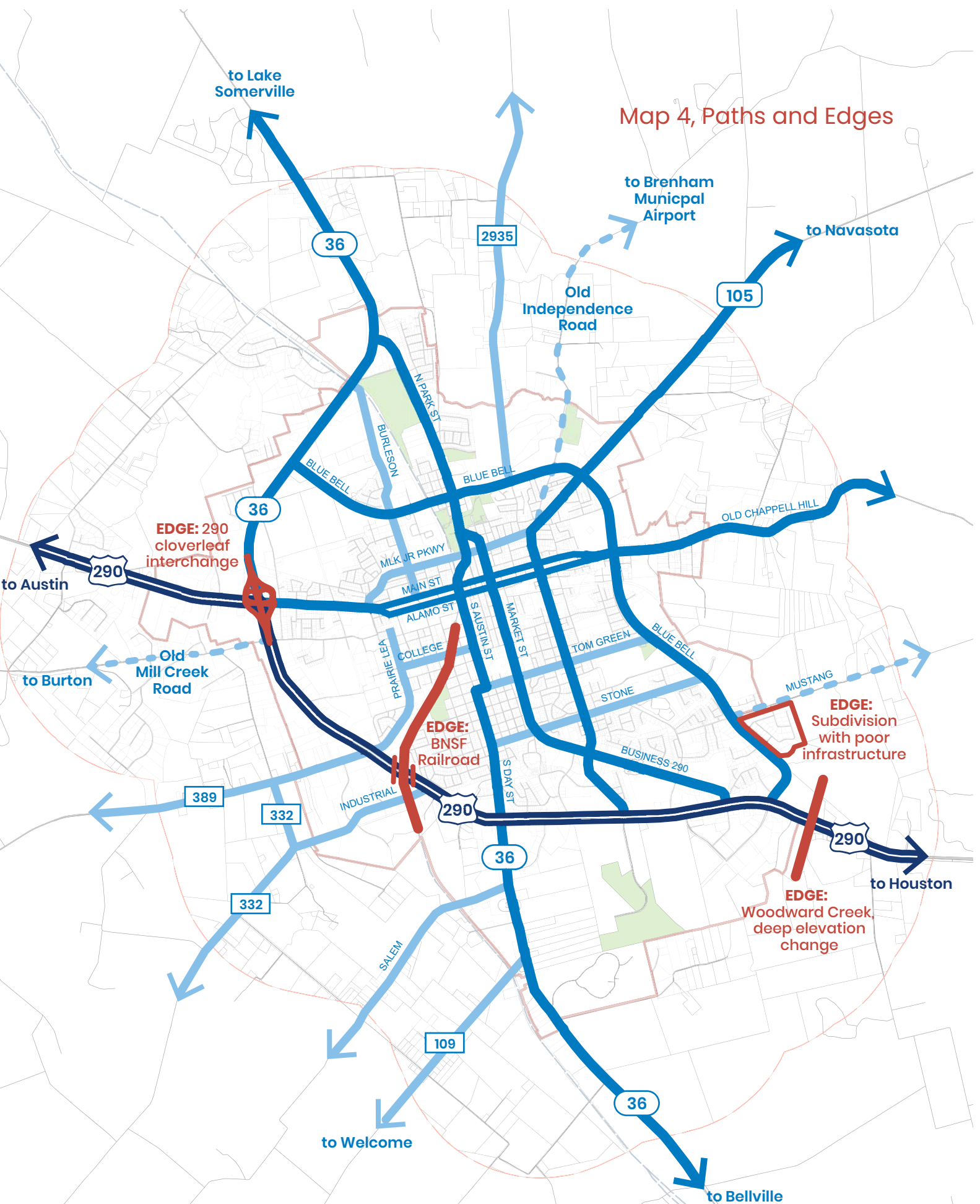
The US 290 service (feeder) roads currently end at their intersection with the railroad. This is a barrier to continuous traffic flow, particularly for visitors who are unaware that the service roads do not currently run the length of US 290.

Gun and Rod subdivision southeast of the intersection at Blue Bell and Mustang.

Woodward Creek has a deep elevation change and is a challenge for extending infrastructure.



# Map 4, Paths and Edges



# Nodes

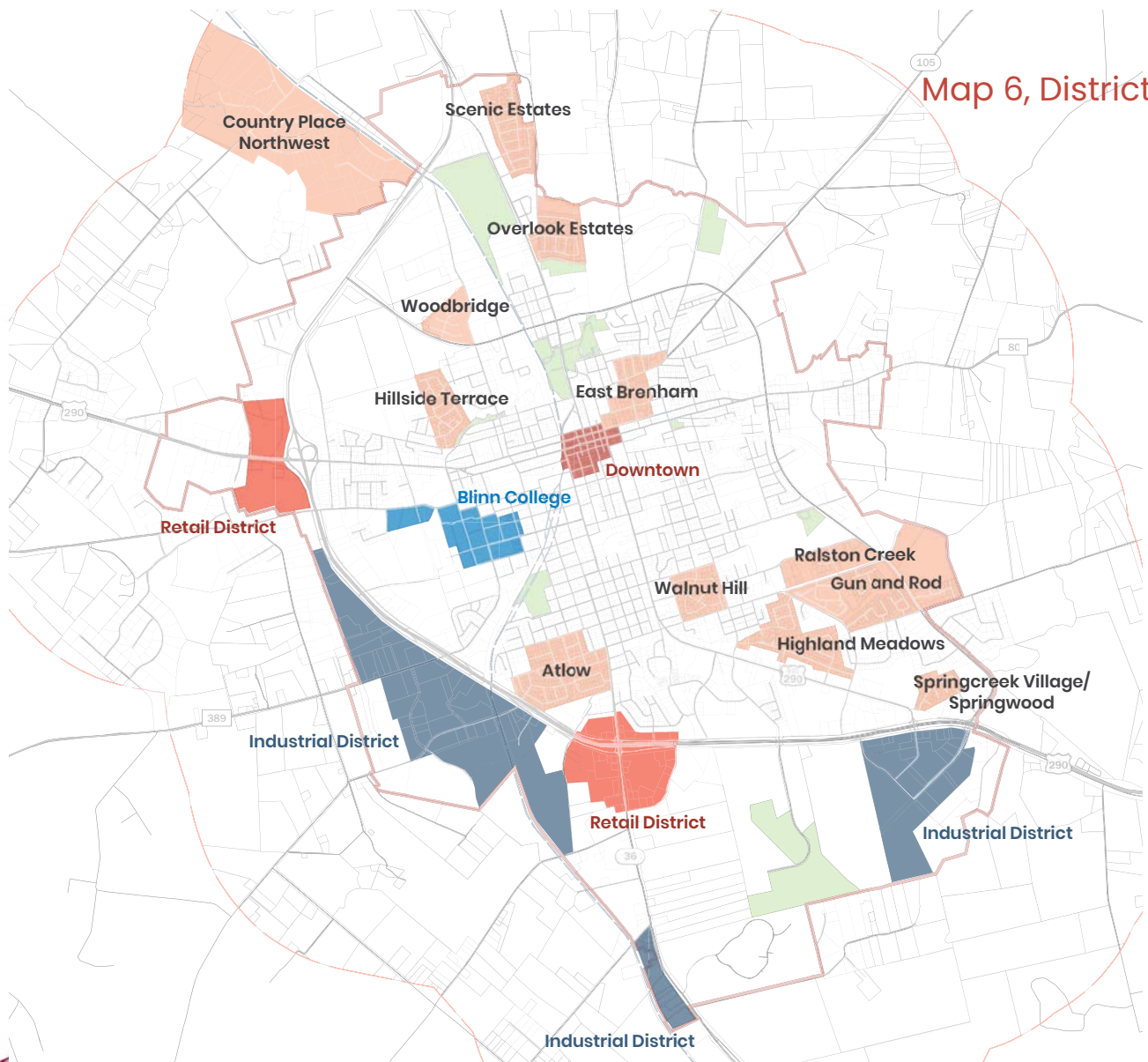
<b>Brenham High School</b>	With one high school serving Brenham and the greater area, Brenham High School is a node of activity.
<b>Brenham Football Stadium (Cub Stadium) and City of Brenham Blue Bell Aquatic Center</b>	Brenham youth and student sporting events are a major community destination. The City's Aquatic Center, which is used by both students and the community and Brenham Middle School are both located in this area. The Washington County Healthy Living Association's Senior Activity Center is also located in the vicinity.
<b>Blinn College and Hodde Technical Education Center</b>	The Brenham Campus of Blinn College has a large physical footprint, encompassing not only academic buildings, but also sports facilities and student housing.
<b>Medical Facilities</b>	The Baylor Scott and White Medical Center and Clinic, located along Medical Parkway, are a center of activity.
<b>Blue Bell Creameries</b>	Blue Bell's facilities and visitor center, located along South Blue Bell Road, are not only a major employer but also a top attraction for visitors to Brenham.
<b>Brenham State Supported Living Center</b>	The State Supported Living Center, operated by the Texas Department of Health and Human Services, is the largest employer within the City of Brenham.
<b>Brenham City Parks</b>	<p>Brenham City Parks host numerous tournaments throughout the year and draw not only residents but visitors to the City as well.</p> <ul style="list-style-type: none"> <li>▶ Brenham Family Park</li> <li>▶ Blue Bell Aquatic Center</li> <li>▶ Fireman's Park</li> <li>▶ Hasskarl Tennis Center</li> <li>▶ Hattie Mae Flowers Park</li> <li>▶ Henderson Park</li> <li>▶ Hohlt Park</li> <li>▶ Jackson Street Park</li> <li>▶ Jerry Wilson Park</li> <li>▶ Linda Anderson Park</li> <li>▶ Toubin Park</li> </ul>

Map 5, Nodes



# Districts

<b>Neighborhood Districts</b>	<p>Several distinct neighborhoods were identified, including:</p> <ul style="list-style-type: none"> <li>▶ Atlow</li> <li>▶ Country Place Northwest</li> <li>▶ Gun and Rod</li> <li>▶ Highland Meadows (Alison)</li> <li>▶ Hillside Terrace</li> <li>▶ Overlook Estates</li> <li>▶ Ralston Creek</li> <li>▶ Scenic Estates</li> <li>▶ Springcreek Village / Springwood</li> <li>▶ Walnut Hill</li> <li>▶ Woodbridge</li> </ul>
<b>Blinn College District</b>	<p>Encompassing Blinn’s Brenham campus facilities as well as areas of student housing.</p>
<b>Downtown District</b>	<p>The original downtown area of Brenham has a distinct character and is the site of community events, programs, retail, restaurants and offices.</p>
<b>Industrial Districts</b>	<p>There are two industrial districts within the City that are employer and economic drivers in Brenham.</p>
<b>Retail Districts</b>	<p>There are two major retail districts identified within the City that are hubs of activity and traffic, one at the intersection of US 290 and SH 36 and the other at US 290 and Westwood.</p>



Map 6, Districts



# Landmarks

<b>Water Towers</b>	<p>The City's three water towers visually draw the eye due to their height.</p> <ul style="list-style-type: none"> <li>▶ Jeffries and Ewing just north of Fireman's Park</li> <li>▶ Church and Cooke just north of Alton Elementary School</li> <li>▶ W Stone and S Lubbock seen from US 290</li> </ul>
<b>Washington County Fairgrounds</b>	<p>Home to the Washington County Fair, the oldest county fair in Texas, the county fair is held in September every year. The fairgrounds are located off East Blue Bell Road between FM 2935 and Old Independence Road.</p>
<b>Downtown Brenham</b>	<p>Downtown Brenham, which roughly extends from Main Street to south of Commerce Street, and from Austin Street, to Market Street, is both a historic district, and a top destination within the City for events, shopping, and entertainment.</p>
<b>Washington County Courthouse</b>	<p>Located at 110 East Main Street, within Downtown Brenham, the County Courthouse is not only a recorded Texas Historic Landmark, but also a recognized landmark within the City of Brenham.</p>
<b>Blinn College</b>	<p>The Blinn College Campus, the oldest community college in the state, is a top identifiable landmark within the City.</p>
<b>Blue Bell Creameries</b>	<p>Blue Bell's facilities are a top destination for visitors to Brenham.</p>
<b>Historic Properties</b>	<p>There are 35 properties and 3 districts in Brenham that are on the National Register of Historic Places. Many of them are located within downtown Brenham. The most notable historic buildings outside of downtown include:</p> <ul style="list-style-type: none"> <li>▶ Giddings-Stone Mansion (1870) located at 2203 Century Circle.</li> <li>▶ Ross Carroll Bennett House (1898) 515 E. Main Street.</li> <li>▶ Giddings-Wilkin House (1843) located at 805 Crocket Street.</li> <li>▶ Brenham School located at 600 East Alamo Street, the Brenham School was the first public high school.</li> </ul>





# Current Land Use

Land use variety and patterns provide a means of understanding development and growth trends in the City of Brenham. In a community with a zoning ordinance, the current development outcomes reflect land use decisions guided both by regulations, private development, and the local and regional market. Existing land use is divided into categories and described in terms of type, location, and physical characteristics. The location and extent of land uses in a community affect property values, neighborhood stability, traffic flow, character, and economic development opportunities.

## Major Retail Locations

**Westwood Shopping Center** – Located at the intersection of US 290 and Westwood, home to Westwood Cinema and Horseshoe Junction Family Fun Park.

**Four Corners Retail area at intersection of US 290 and SH 36** – Home to Walmart Supercenter, HEB grocery, and other big box stores.

**Small-scale strip centers** - Including those along South Market Street (Market Square Shopping Center), and US 290 frontage road.

**Downtown Brenham** – Home to many local and unique stores that attract residents and visitors.



Retail areas at intersection of US 290 and SH 36



Small-scale strip centers



Westwood Shopping Center



Downtown Brenham

## Public /Institutional

Institutional uses, such as governmental buildings, schools, libraries, and places of public assembly (e.g., churches) can be part of the neighborhood environment as seen on Map 10, *Existing Land Use*. Churches, many historic, can be found throughout Brenham’s neighborhoods. The Comprehensive Plan identifies churches as an Public/Institutional land use.

### Schools and Educational Institutions

Brenham Independent School District (BISD) is the largest public school in the county with an enrollment of over 5,050 students. The district covers an area of 439 square miles and includes Brenham, Chappell Hill, Independence, and Washington-on-the-Brazos.

The demographics of BISD are changing. Currently 54 percent of students are classified as economically disadvantaged. The district is becoming more diverse. Currently 35 percent of students are Hispanic, 22 percent African-American, and 40 percent Anglo American (or non- Hispanic whites). There has also been an increase in the number of English language learners, approximately 600 students. The district has not experienced much growth in the past decade, with total enrollment remaining static (4,948 students in 2008–2009 and 5,013 students in 2017–2018).

Volunteerism is highly valued in the Brenham community. This is evident in the high level of community engagement with BISD schools including programs such as CARS (Children Are Really Special), an elementary school mentoring volunteer program that currently has between 30–50 volunteers per campus.

### Higher Education

Blinn College began operations in 1883. Located at 902 College Avenue, a part of the Brenham campus is on the National Register of Historic Places. Blinn serves 13 counties in Texas drawing students from 1,500 zip codes. Blinn College has 19,581 students on

Table 1, Brenham Area Schools

Grades	
<b>Brenham ISD Schools</b>	
Early Childhood Learning Center	PK
Alton Elementary School	K-4th
Brenham Elementary School	K-4th
Krause Elementary School	K-4th
Brenham Middle School	5th–6th
Brenham Junior High School	7th–8th
Brenham High School	9th–12th
PRIDE Academy	9th–12th
<b>Total Number of Students 2017–2018</b>	<b>5,013</b>
<b>Private Schools</b>	
Citadel Christian School	PK-8
First Baptist Church School	PK-6th
Grace Lutheran School	PK-8th
St. Paul’s Christian Day School	Daycare, PK-6th
<b>Total Number of Students</b>	<b>537</b>

Source: Great! Schools, Brenham ISD Profile, <https://www.greatschools.org/search/search.page?q=Brenham%20ISD>  
 Note: Does not include all Pre-K schools.

Brenham residents have a lot of pride for Brenham High School and Blinn. Everyone in Brenham is a Cub or a Buccaneer.

No students walk or bike to school. All buses go to all schools.

– Education focus group

five campuses, including 2,737 on the Brenham main campus. Blinn College Campuses are mapped in Figure 3. There are 9,865 full time students, 8,985 part time students, and 493 total staff.<sup>1</sup>

Blinn College reports that within the last couple years, the college has opened the Technical Education Annex at the A.W. Hodde, Jr. Technical Education Center; the Kruse Center, a new Brenham Campus recreation and activities center; and Mill Creek Hall, a 464-bed student residence Hall on the Brenham Campus.

### Other Major Public Uses

- ▶ City of Brenham City Hall and Municipal Court
- ▶ Washington County Courthouse
- ▶ Washington County Jail
- ▶ Brenham ISD campuses
- ▶ Brenham Fire Department Training Center
- ▶ City of Brenham Parks
- ▶ City of Brenham Police and Fire Department
- ▶ Social Security Administration
- ▶ Brenham State Supported Living Center
- ▶ Brenham Housing Authority
- ▶ Texas Department of Public Safety

### Industrial Uses

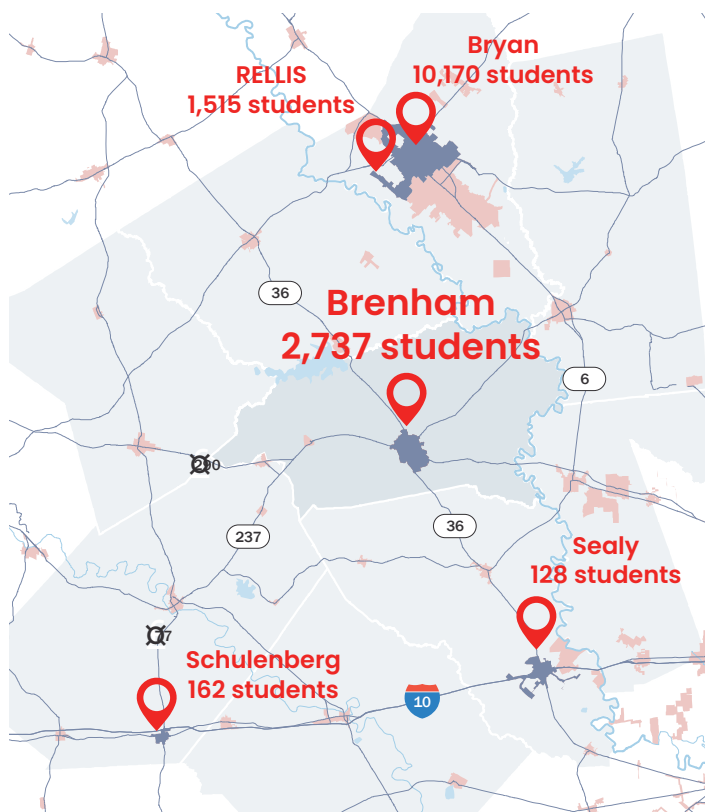
#### Major Light Industrial Locations

There are two business parks within the City of Brenham, the Southwest Industrial Park and the Brenham Business Center. Both are home to light industry (such as warehousing, etc.) and are located off of US 290 on the southwest side.

Light industrial facilities, including manufacturing and warehousing facilities, are also scattered across Brenham, particularly along Blue Bell Road and along areas serviced by the railroad.

<sup>1</sup> Community College Review, Blinn College Profile, <https://www.communitycollegereview.com/blinn-college-profile>

**Figure 3, Blinn College Campuses**



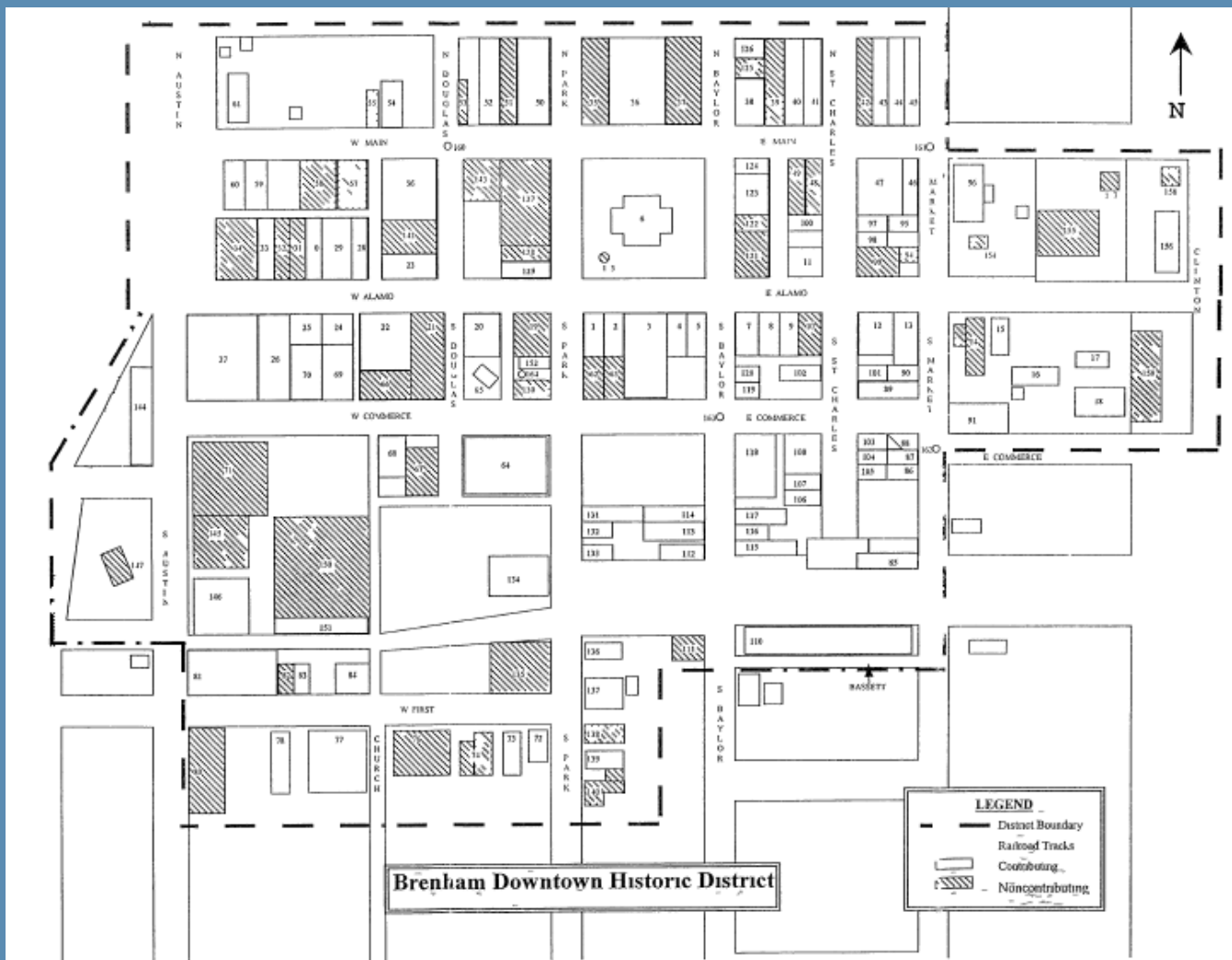
Example of light industrial use facility.

# Historic and Cultural Assets

Brenham is a city with a rich history. Brenham has several museums within its city limits, including the Brenham Heritage Museum and the Brenham Fire Museum.

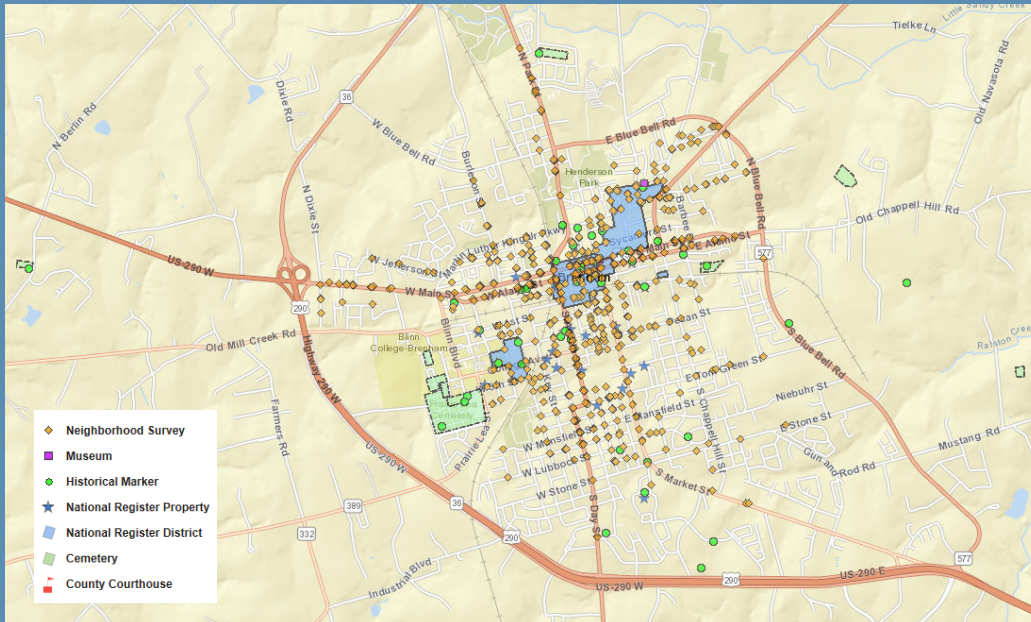
Brenham is one of 85 official Texas Main Street cities. The Texas Main Street program is sponsored by the National Trust for Historic Preservation, and in Texas, the Texas Historical Commission. The City of Brenham rejoined the Texas Main Street program in 1999 after originally joining in 1983 and leaving the program in 1989. Since 2007 more than \$23.3 million has been spent in reinvestment activities. The Brenham Downtown Historic District was designated in 2004 as a National Register Historic District. The Brenham Downtown Historic District boundaries are roughly West Vulcan, East Vulcan, South Market, West First, Bassett, South Austin, and North Austin. Map 8, below, shows not only the boundaries of the Downtown Historic District but also which structures within the district contribute to its historic fabric.

Map 8: Brenham Downtown Historic District





Additional historic districts listed in the National Register include East Brenham (roughly bounded by Crockett, Embrey, East Academy, Ross, East Main, Market, Sycamore, Cottonwood, Botts, McIntyre, and Alma) and Blinn College (roughly bounded by Third, Jackson, Fifth, Green, College, and High). Brenham has dozens of individual property's listed on the National Register as well as many historical markers and properties listed in the Texas Historic Sites inventory. The map below from the Texas Historical Commission displays the magnitude of how many historic sites, whether they be of local, state, or national significance, are found in Brenham.



Photos: Brenham Downtown Historic District

The 2012 Brenham Downtown Master Plan covers a broader area than the Downtown Historic District, encompassing areas north to the intersection of North Park Street and Market Street as seen in Map 9, Downtown Brenham District Plan. The Downtown Master Plan examined connectivity, economics and development, parking, and other topics, resulting in a framework of recommendations. The Plan is currently being updated.

Map 9: Downtown Brenham District Plan

DOWNTOWN BRENHAM DISTRICT PLAN

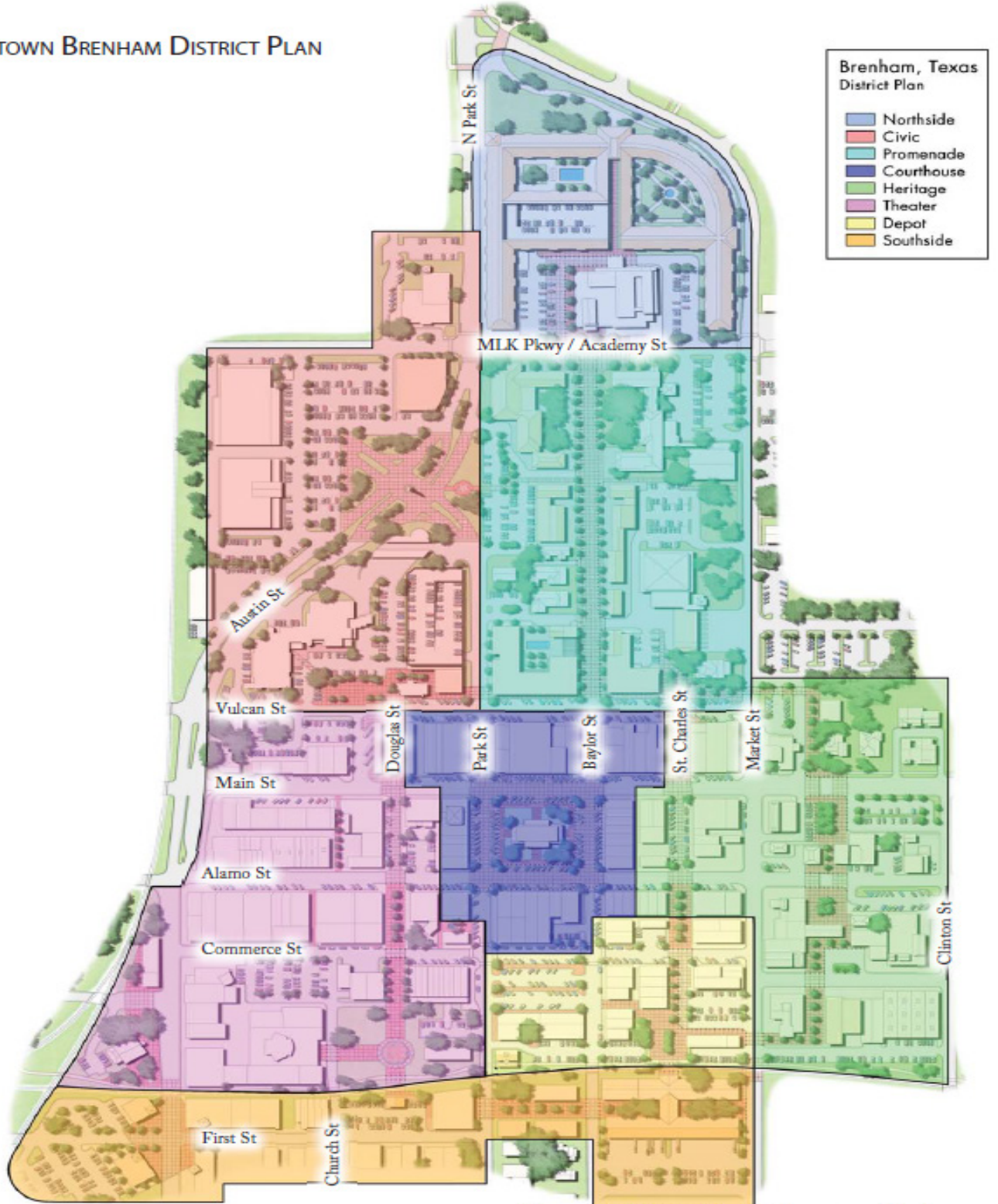


Figure 101: District Plan for Downtown Brenham

# CURRENT ALLOCATION OF LAND USE TYPES

Displayed on Map 10, Existing Land Use, are the respective locations of major land use types in the City of Brenham:

- ▶ Parks and Open Space;
- ▶ Rural land (includes undeveloped and agricultural land);
- ▶ Residential uses (single family, multi-family, mobile home park, and residential estate);
- ▶ Commercial uses (retail, office, and services);
- ▶ Industrial uses (including utilities);
- ▶ Institutional and public uses (including schools and churches).

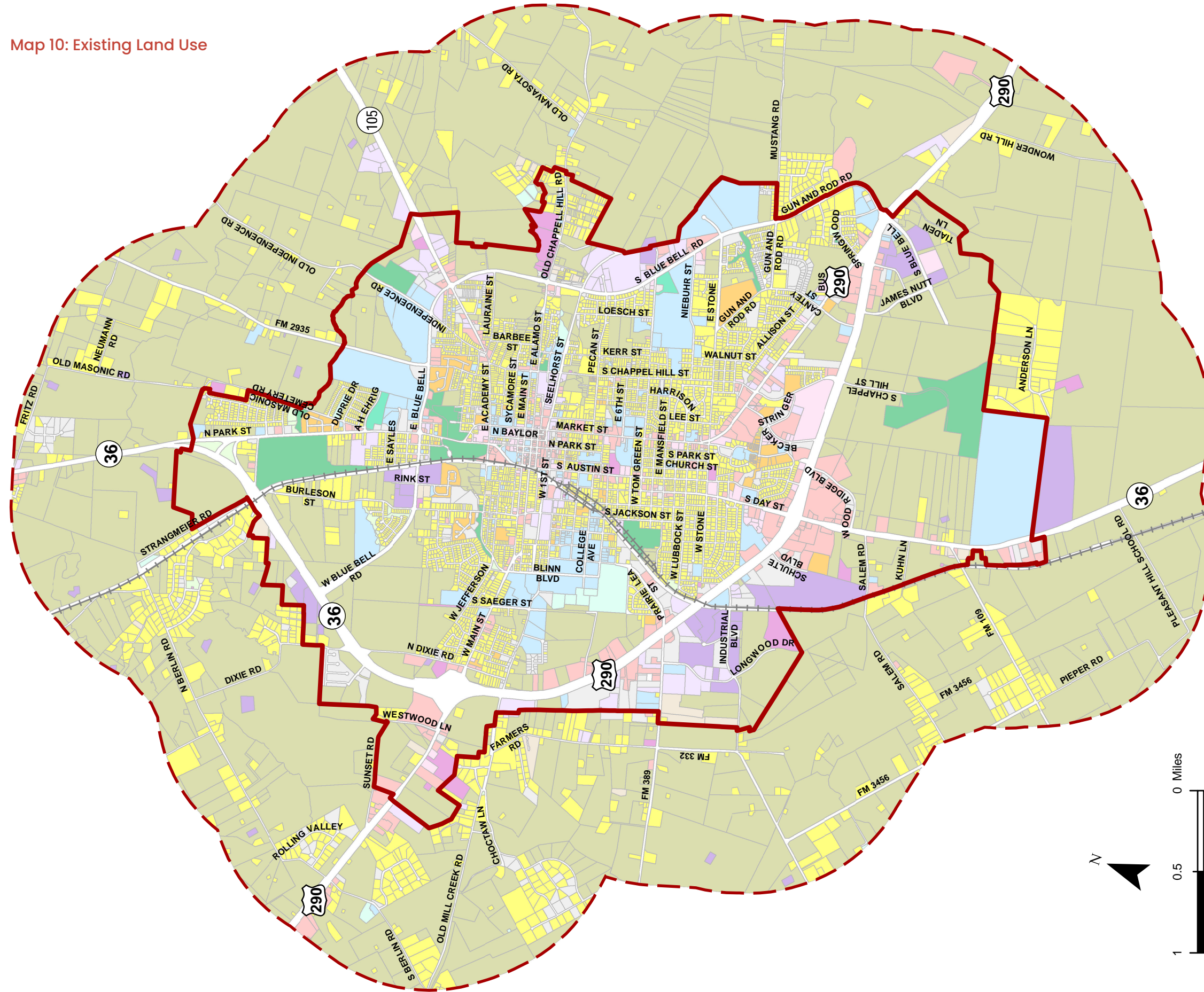
With the caveat that all the cited figures are approximations for general planning purposes, acreage data indicates that:

- ▶ Brenham has approximately 8,281 acres within the City Limits. Total acreage with the area within the City Limits and the ETJ totals 20,934 acres.
- ▶ Of the total area within city limits, 4.2 percent is undeveloped and 25.3 percent is agricultural land. Floodplains affect land use to some extent, which reduces the remaining amount of developable acreage within the City.
- ▶ Currently 21.4 percent of land use in Brenham is residential (across all types of residential), 5.8 percent of land is industrial and 7.6 percent is commercial office or retail. 4.2 percent is parks, recreation or open space areas.

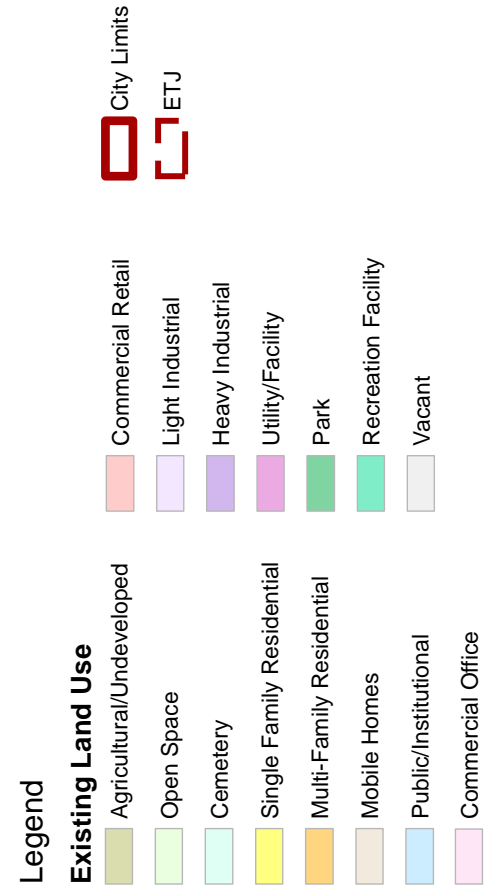
Existing Land Use	City Acres	PCT	ETJ Acres	PCT	
<b>Agricultural</b>	2,097.20	25.3	9,799.10	77.4	
<b>Cemetery</b>	61.2	0.7	14.1	0.1	
<b>Commercial Office</b>	126.7	1.5	0	0	
<b>Commercial Retail</b>	506.5	6.1	80.2	0.6	
<b>Drainage</b>	2.9	0	0	0	
<b>Duplex</b>	31.1	0.4	0	0	
<b>Heavy Industrial</b>	237.2	2.9	114.1	0.9	
<b>Light Industrial</b>	243.9	2.9	50.8	0.4	
<b>Mobile Homes</b>	57.3	0.7	26.9	0.2	
<b>Multi-Family Residential</b>	103.5	1.3	0	0	
<b>Open Space</b>	29.2	0.4	3.8	0	
<b>Park</b>	302	3.6	0	0	
<b>Public/Institutional</b>	838.3	10.1	7.3	0.1	
<b>Recreation</b>	17.4	0.2	0	0	
<b>Single Family Residential</b>	1,566.10	18.9	1,467.60	11.6	
<b>Townhomes</b>	10.3	0.1	0	0	
<b>Undeveloped</b>	345.6	4.2	441.1	3.5	
<b>Utility/Facility</b>	91	1.1	22.4	0.2	
<b>Vacant</b>	406.7	4.9	112	0.9	
<b>ROW</b>	1,207.60	14.6	513.2	4.1	
<b>TOTALS</b>	<b>8,281.80</b>	<b>100</b>	<b>12,652.60</b>	<b>100</b>	<b>20,934.40</b>



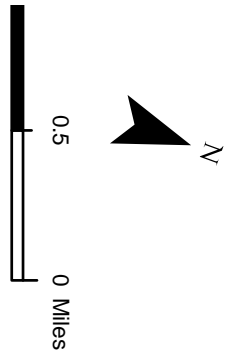
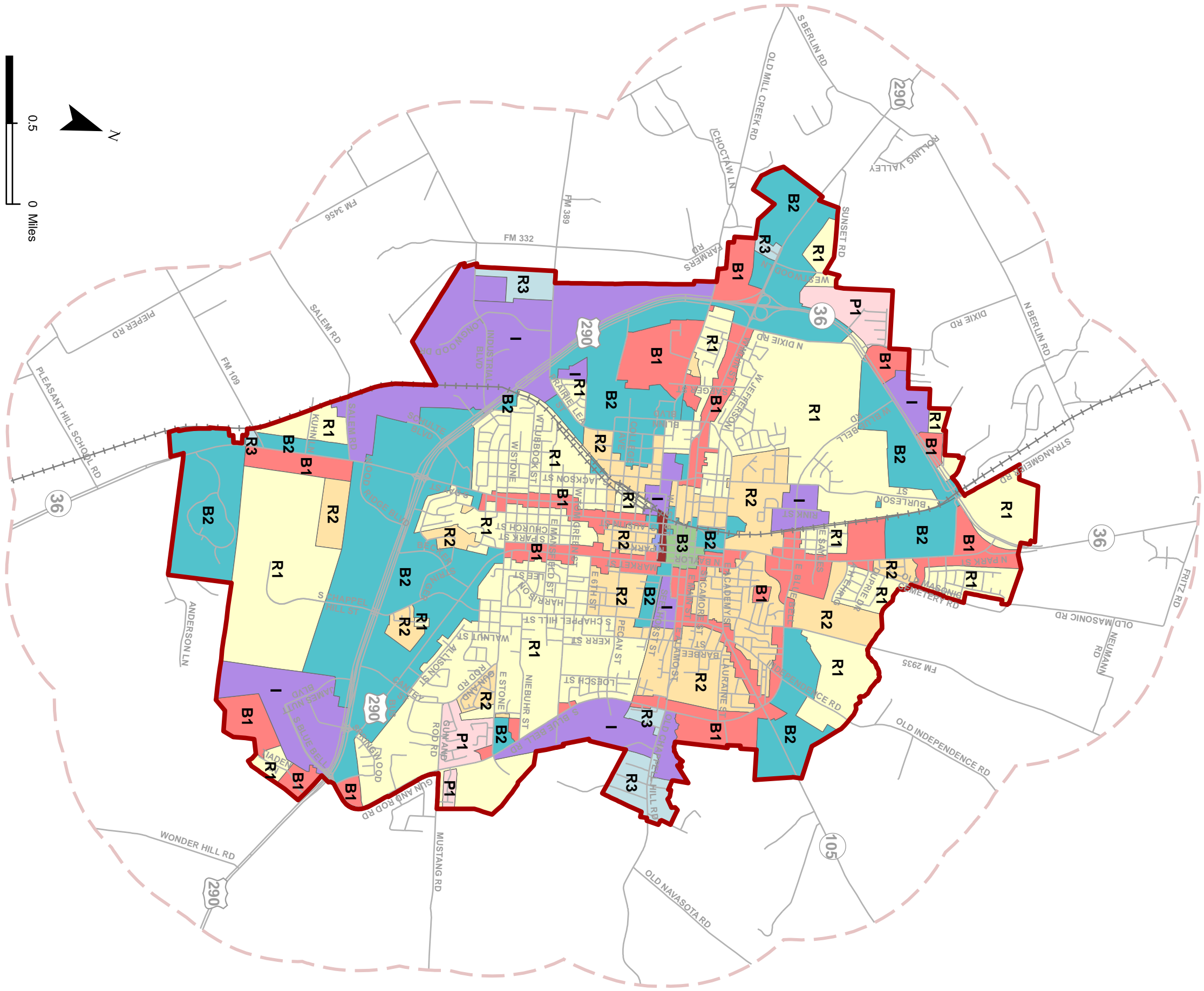
Map 10: Existing Land Use



## Brenham, TX Existing Land Use







## Brenham, TX Zoning Districts

- Legend**
- Zoning District**
- R1 Residential Single Family
  - R2 Mixed Residential
  - R3 Manufactured Home Residential
  - P1 Planned Development
  - Downtown Business/Residential Overlay District
  - B1 Local Business Mixed
  - B2 Commercial Research and Technology
  - B3 Historical and Central Business
  - B4 Neighborhood Business District
  - I Industrial
  - City Limits
  - ETJ

Map 11: Zoning Map

# Land Uses Compared to Other Cities

How does Brenham’s existing land uses compare to other cities in the region? Brenham has a slightly lower percentage of land utilized for residential uses than Bryan or College Station and a higher percentage utilized for commercial and industrial purposes.

Land Use Category	Brenham	Bryan	College Station
Residential	21.4	22.3	25.3
Commercial	7.6	6.6	3.6
Industrial	5.8	2.9	0.9

## How Do Land Use and Character Compare?

This Plan elaborates on the common definition of land use to address the “look and feel” of development, instead of only identifying how land is used, such as single or multifamily residential, commercial, or industrial designations, character also defines the intensity of development and the design features that contribute to its specific nature and appeal. It is this combination of land use and the site and building design attributes that determine the character of development.

A land use and character approach offers many benefits, including:

- ▶ Assurance as to the compatibility of adjacent development;
- ▶ Design flexibility to protect natural resources and valued open space;
- ▶ Predictable results in the development process;
- ▶ Ability to better plan for infrastructure needs;
- ▶ Planned development by right;
- ▶ Streamlined development process; and
- ▶ Buffering that is commensurate with the level of impact on adjacent and abutting properties.

## City of Brenham Development Policies

Development policies in the City of Brenham include Zoning, Subdivision Regulations, Sign Ordinance, and Design Standards, among others.

## A Word on Zoning

The City of Brenham’s Zoning Ordinance establishes ten districts within the City. According to the Zoning Ordinance, the purpose of zoning ordinance is “promoting and protecting the health, safety, morals and general welfare of the residents, citizens and inhabitants of the City of Brenham and for the protection and preservation of the small town character of Brenham, including historical places, places of cultural importance and places that reflect the predominant community values as reflected in the city’s Comprehensive Plan. This ordinance is further adopted to foster orderly and healthful development, good government, peace and order of the city and trade and commerce thereof, as may be

The City of Brenham Planning and Zoning Commission is a seven-member board. The members are appointed by the City Council. The responsibilities of the Planning and Zoning commission include:

- ▶ Approve or disapprove land subdivision plat or re-plats;
- ▶ Vacate plat or re-plats;
- ▶ Hold public hearings and make recommendations to the City Council relative to creation, amendment and implementation of zoning regulations, use classifications, and districts;
- ▶ Recommend to the City Council plans, programs, policies related to future growth and development of the city; and
- ▶ Perform other duties and responsibilities as may be referred to the Planning and Zoning Commission by the City Council.

Source: City of Brenham



necessary or proper to discharge the powers vested in the City of Brenham by the Constitution and laws of the State of Texas”.

## Zoning Allocations

The current allocation of land by zoning districts in the City can be seen Table 2: Current Allocation of Zoning Districts.



Single-Family Residential (R-1) composes 34.90% of Brenham’s total zoning allocation.

**Table 2, Current Allocation of Zoning Districts**

Zone Code	Zone Description	Acres	Percent
R-1	Single-Family Residential District	2,866.90	34.90%
R-2	Mixed Residential District	911.1	11.00%
R-3	Manufactured Home Residential	148.3	1.80%
B-1	Local Business/Residential Mixed Use District	974.9	11.80%
B-2	Commercial, Research and Technology District	2,091.40	25.30%
B-3	Historical Central Business District	31.7	0.40%
B-4	Neighborhood Business District	10	0.10%
I	Industrial	1,083.60	13.10%
PD	Planned Development District	161.3	1.9%
OL	Downtown Business/Residential Overlay District	N/A	N/A
<b>Total</b>		<b>8,281.80</b>	<b>100.00%</b>

## Neighborhood Business District Zoning

The City Council approved an Ordinance amending the zoning in the downtown district to provide for a Neighborhood Business District (B-4) to include a Downtown Business/Residential Overlay. This encourages a mix of commercial, office, service, residential and government uses while preserving the historical/commercial character of this unique district. The goal is not only to encourage new development within the B-4 District, but to also strongly encourage redevelopment and reuse of existing structures within the District. Source: 2016-2017 CAFR, City of Brenham

# Residential

## Housing Units

As indicated in Table 3 below, *Housing Tenure*, Brenham has approximately 6,829 housing units in its total housing stock, compared to 6,377 units as of the 2010 Census, up by 452 units. 59.9 percent, or 4,091 units are owner-occupied, and 31.7 percent, or 2,165 units are renter-occupied. Of these total units, Brenham has a vacancy rate of 8.4 percent, with 574 vacant housing units. Washington County has a much higher vacancy rate of 15.8 percent. A rule of thumb often used by economists is that five to eight percent is a “natural” vacancy level that promotes healthy functioning of the housing market, as well as supporting a community’s economic development. When the vacancy rate is too low, demand for housing will push up rents and prices as consumers vie for scarce units. Conversely, when vacancy rates

are higher, new and relocating households can be accommodated by the existing stock of housing, and new units are not necessary. The percentage of renters to home owners in Brenham (31.7 percent) is slightly lower than the state (33.9 percent) and national average (36 percent<sup>1</sup>).

## Housing Typologies

Among all housing in Brenham at the time of the 2016 American Community Survey, the majority (69.0 percent) of dwellings were single-family detached units. Multi-family structures were the next most prevalent type at 18.9 percent of total housing units. Townhome and duplex style units accounted for approximately eight percent combined, and there are 258 manufactured homes or 4.1 percent. Refer to Table 4, *Housing Types*.

<sup>1</sup> National Multifamily Housing Council (<https://www.nmhc.org/research-insight/quick-facts-figures/quick-facts-resident-demographics/>)

Table 3, Housing Tenure (2017)

	Population	Total Housing Units	Occupied Units	Owner-Occupied	Renter-Occupied	Total Vacant	Percent Vacant
<b>City of Brenham</b>	16,968	6,829	6,255	59.9%	31.7%	574	8.4%
<b>Washington County</b>	36,268	16,575	13,956	64.8%	19.4%	2,619	15.8%
<b>State of Texas</b>	28,300,000	10,441,643	9,289,554	55.0%	33.9%	1,152,089	11.0%



Table 4, Housing Types (2016)

	City of Brenham		Washington County		State of Texas	
Total Units	6,353	100.0%	15,750	100.0%	10,441,643	100.0%
1-Unit, Detached	4,385	69.0%	11,783	74.8%	6,814,608	65.3%
1-Unit, Attached	135	2.1%	156	1.0%	280,210	2.7%
2 Units	373	5.9%	429	2.7%	198,910	1.9%
3 or 4 Units	275	4.3%	303	1.9%	337,978	3.2%
5 to 9 Units	155	2.4%	169	1.1%	502,562	4.8%
10 to 19 Units	127	2.0%	127	0.8%	661,573	6.3%
20 or More Units	645	10.2%	645	4.1%	866,780	8.3%
Manufactured Homes	258	4.1%	2,138	13.6%	762,848	7.3%

All demographic data is obtained from the following sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018. American Community Survey 2012-2016 estimates.

Also noteworthy is Blinn College students and their housing options. In August 2018, Blinn opened a new residence hall in response to the lack of off-campus housing options for students and increasing student demand. The college built more on campus housing to retain students who were looking to other campuses or colleges. According to Blinn, more than half of the Brenham campus student population lives on campus. There 1,782 beds available in residence halls and apartments.<sup>1</sup>

### Age of Housing Stock

Brenham’s marginal growth rate over recent decades is reflected in the age of its housing stock, much of which is old and in need of maintenance or rehabilitation. It is important to consider housing that is 30 years or older as this is a common point when maintenance of older homes becomes an increasing burden on their owners and can start to impact the integrity of entire neighborhoods. In Brenham, just over half of Brenham’s housing units are over 40 years old (built in 1979 and earlier). 22.0 percent of housing was constructed before 1959; 31.3 percent was constructed during the 20-year period between

<sup>1</sup> *Blinn College in Brenham unveils newhousing to bid to attract new students, retain enrollment, by Allyson Waller. The Eagle. July 2018.*

1960 and 1979; and 30.5 percent constructed between 1980 and 1999. 16.1 percent of houses have been constructed between 2000 and 2018 (refer to Table 6, *Age of Existing Housing Stock*).

Depicted in Table 5, *Average Household and Family Size* is Brenham’s average household size compared to its average family size is consistent with Washington County and the State of Texas as a whole. The decline in average household size is consistent with national trends. In the United States, the mix of household types has changed enormously over the last three decades. One of the most notable changes is the declining proportion of family households and the rise in single-person households. In 1970, 81 percent of all households were family households, but this was down to 68 percent by 2003.

Table 5, Average Household and Family Size

	Average Household Size	Average Family Size
<b>City of Brenham</b>	<b>2.40</b>	<b>3.08</b>
<b>Washington County</b>	<b>2.45</b>	<b>3.00</b>
<b>State of Texas</b>	<b>2.88</b>	<b>3.34</b>

Table 6, Age of Housing Stock (2015)

	2000 – present	1980 – 1999	1960 – 1979	1959 or earlier
<b>City of Brenham</b>	16.1%	30.5%	31.3%	22.0%
<b>Washington County</b>	23.1%	32.0%	24.6%	20.3%
<b>State of Texas</b>	26.1%	32.5%	25.9%	15.7%



Table 7, Income to Value Comparisons and Rental Costs

	Median Household Income	Median Home Value	Value / Income Ratio	Median Gross Rent	Rent as % of Income
<b>City of Brenham</b>	\$45,577	\$163,852	3.60	\$641	16.9%
<b>Washington County</b>	\$50,829	\$180,282	3.55	\$625	14.8%
<b>State of Texas</b>	\$54,727	\$142,700	2.61	\$911	20.0%

All demographic data is obtained from the following sources:  
 U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018.  
 American Community Survey 2012–2016 estimates.



## Housing Affordability

A traditional metric to evaluating whether a home is affordable to a homebuyer is by comparing their household income to the value of the home. This metric can be adapted to evaluate the affordability of housing markets in different cities. An affordable, self-sustaining housing market, with adequate value and revenues to support market-rate new construction, typically exhibits a value to income ratio between 2.5 to 3.0. Ratios above 3.0 present significant affordability issues while ratios below 2.0 are significantly undervalued relative to income.

Affordability metrics are indicated in Tables 8 and 9, below. The estimated 2018 median household income in Brenham is \$45,577, lower than Washington County and the State of Texas. In addition, the median value of a home in Brenham is \$163,852, which is higher

than the State value, but lower than the Washington County median home value. The value to income ratio in Brenham is 3.6 and the minimum household income to afford a median price single family home is \$54,617, \$9,000 more than the median household income. The aforementioned data suggests that home ownership can be difficult for first time home buyers due to high home values and low household income.

Moreover, another important metric in housing affordability is the percent of income that residents spend on their housing needs. According to the U.S. Department of Housing and Urban Development (HUD), “families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation, and medical care.” Table 9, *Monthly Rent / Mortgage*

Table 8, Affordable Home Ownership

	Median Household Income	Maximum Home Price Affordable to Median HH Income	Median Home Value	Minimum HH Income to Afford Median Price Single Family Home
<b>City of Brenham</b>	\$45,577	\$118,500	\$163,852	\$54,617
<b>Washington County</b>	\$50,829	\$152,487	\$180,282	\$60,094
<b>State of Texas</b>	\$54,727	\$164,181	\$142,700	\$47,567

Methodology: “Affordable Home Price for the Median HH Income” is three times the “Median Household Income.” The household (HH) income to afford each type of ownership housing is one-third of the median value for each type of housing.



Table 9, Monthly Rent / Mortgage Payment

	Median Monthly Housing Costs (for owners and renters)	Median Gross Rent	Median Household Income	30% of Monthly Median Household Income	Percent Paying 30% or more of Owner Costs (w/ Mortgage)	Percent Paying 30% or more of Owner Costs (w/o Mortgage)	Percent Paying 30% or More on Gross Rent
<b>City of Brenham</b>	\$766	\$641	\$45,577	\$1,139	27.3%	16.9%	45.9%
<b>Washington County</b>	\$721	\$625	\$50,829	\$1,271	33.2%	14.0%	44.5%
<b>State of Texas</b>	\$956	\$911	\$54,727	\$1,368	27.4%	12.6%	47.9%

All demographic data is obtained from the following sources:  
 U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018.  
 American Community Survey 2012–2016 estimates.

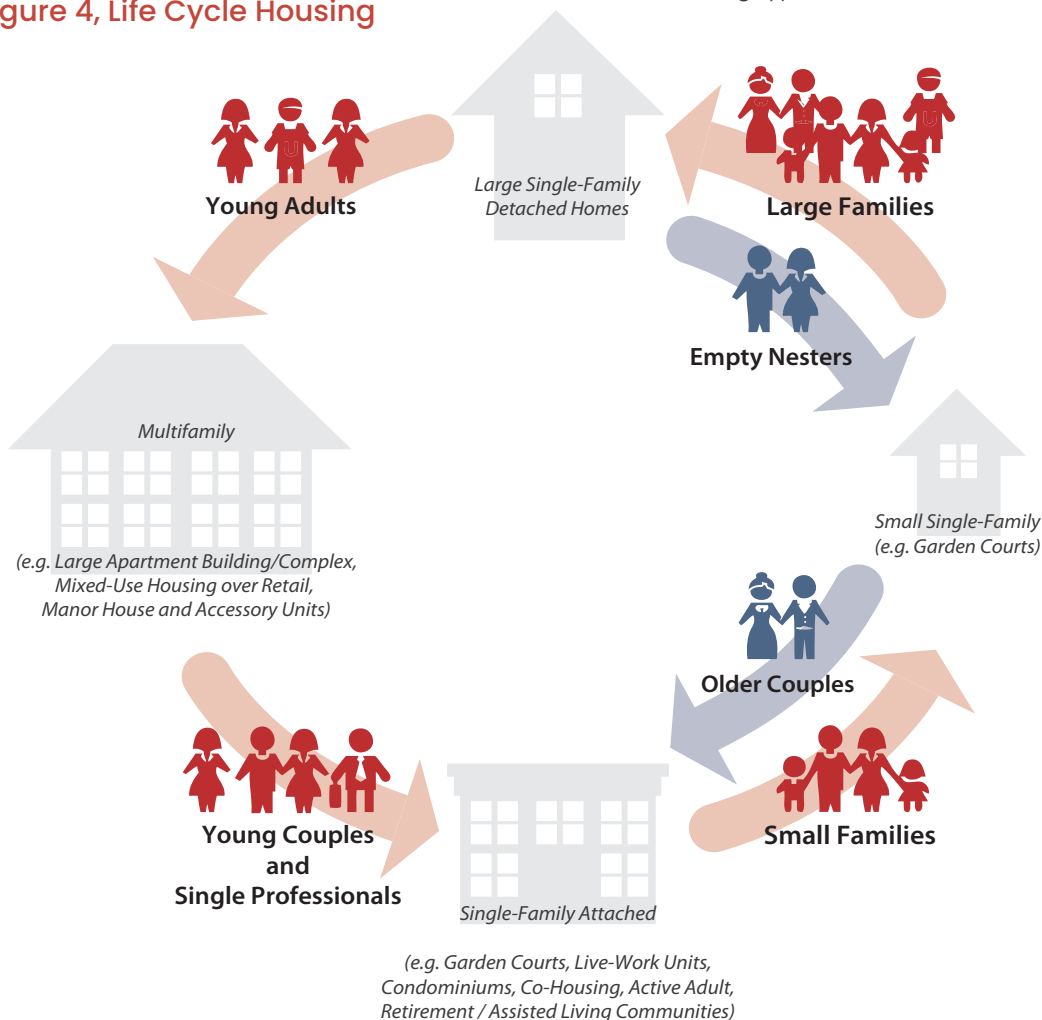
**Payment** provides a summary the amount of discretionary income that could be allocated toward monthly housing expenses.

The challenge in coming years will be whether the community can keep income levels growing in line with the increases in housing costs that are already occurring and will likely continue over time.

### Housing Authority

As summarized on the Brenham Housing Authority website, the **Brenham Housing Authority** provides affordable housing options and services to more than 1000 low income residents, over 100 families housed through the Housing Choice Voucher Program and another 50 living in the senior community. Brenham has 302 public housing units, 50 units for the elderly and disabled, and 101 Housing Choice vouchers.

**Figure 4, Life Cycle Housing**



Additional programs and services include a federal Low-Rent Public Housing Program and a community center.

## Neighborhoods

A fundamental element of neighborhood development is creating residential areas that build upon existing assets. In the context of neighborhoods, physical assets are the framework elements that form the fabric of the community including parks, trails, natural features, character districts such as the downtown or schools. These framework elements provide an anchor and identity for the surrounding neighborhoods which supports property values, reinvestment, and property maintenance.

As depicted in Figure 4, **Life Cycle Housing**, strong neighborhoods and communities include a variety of housing types that allow residents to transition from

entry-level housing, through their family homes, and to their downsizing phase without needing to leave their neighborhood or community at any step of the process. Further, these neighborhoods offer quality amenities, places to build connections and community, while allowing residents to contribute to the fabric and character of the place in which they live. These are some of the same foundational elements that create strong communities.





## Opportunities

- ▶ Extensive historic and cultural resources
- ▶ Existing zoning and development regulations to build upon



## Challenges

- ▶ Limited housing stock across a variety of housing types
- ▶ Lack of housing options (for both first-time home buyers and renter-occupied housing)
- ▶ Lack of sufficient student housing to serve Blinn College



## Major Accomplishments in Recent Years

- ▶ Updating sign ordinance (in process 2019)
- ▶ Launching update of Comprehensive Plan (2018/2019)
- ▶ Wayfinding signage Downtown Brenham



## Relevant Plans/For More Information

- ▶ Brenham Downtown Master Plan (2016)
- ▶ Existing zoning and development ordinances
- ▶ Envision 2020, (2008 Comprehensive Plan)





# Growth Capacity

## Growth History, Trends and Factors Influencing Growth Pattern

The City of Brenham lies within Washington County. In recent years Washington County has grown at a slower pace than the State of Texas. From 2010 to 2017 the State of Texas grew by 12.6 percent while Washington County grew by 4 percent.

*Source: U.S. Census Bureau*

Washington County and Brenham both experience growth from the greater Houston–Austin mega-region. The rate of growth experienced in Brenham has recently exceeded the rate of growth that has occurred within Washington County. The percent of the County’s population growth that has occurred within Brenham had been declining from 1980–2000 but has experienced an increase since 2000, as seen in Table 10.

## Annexation

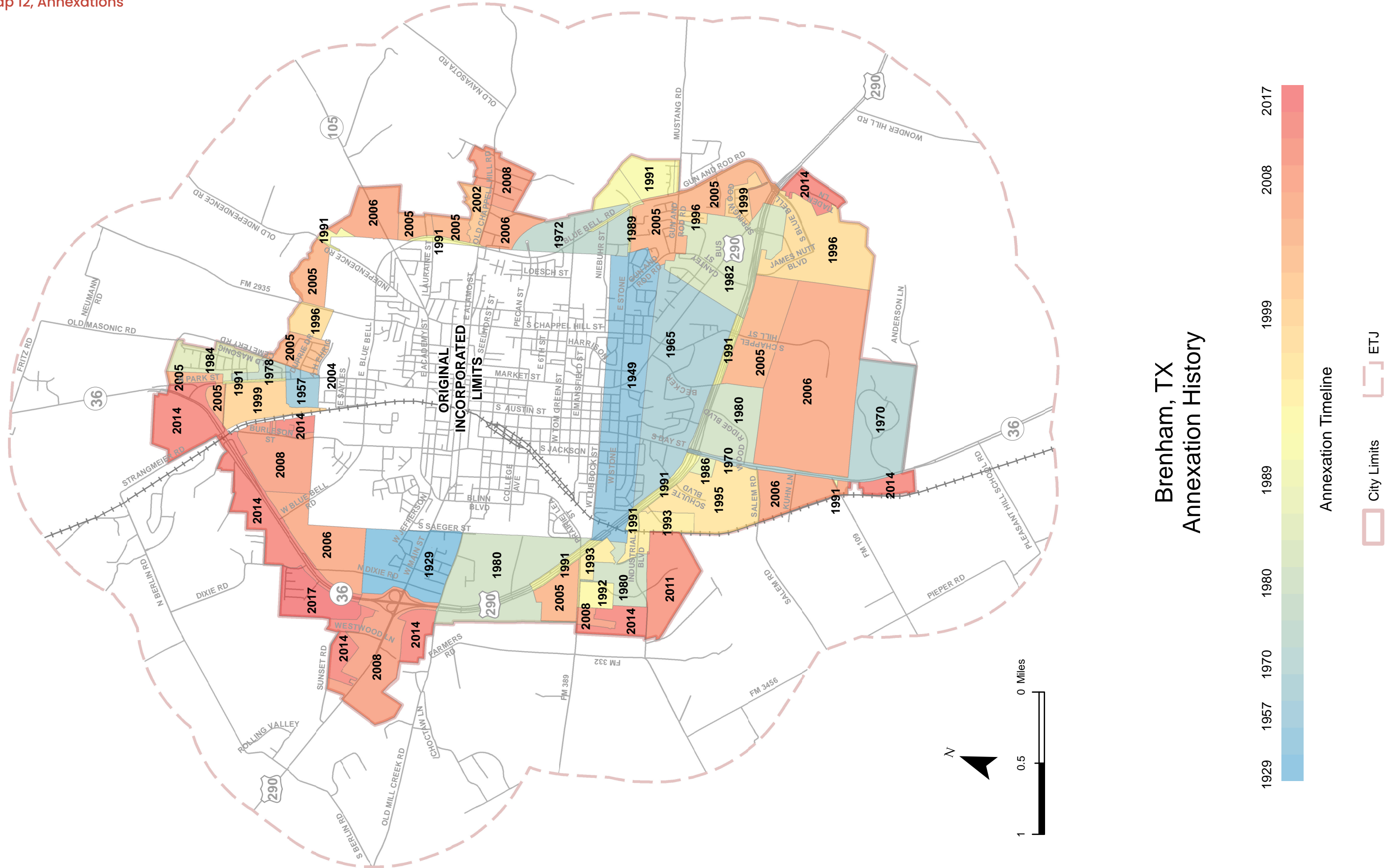
Annexation is a means by which the City’s boundaries are expanded, extending City services. The 2008 Comprehensive Plan notes that some anticipated growth could occur within the city limits without annexation.

Any potential future annexations by the City of Brenham are governed by Chapter 43 of the Texas Local Government Code. The ability of cities in Texas to annex was changed under Chapter 43 through state legislation that went into effect on December 1, 2017. As Washington County is currently a Tier 1 County as defined under Chapter 43, meaning the population of the county is currently less than 500,000 and the majority of the registered voters of the county have not approved being a Tier 2 county, Brenham could potentially still annex if they desired, as laid out in Chapter 43.

**Table 10: Brenham and Washington County Population 1980 – 2016**

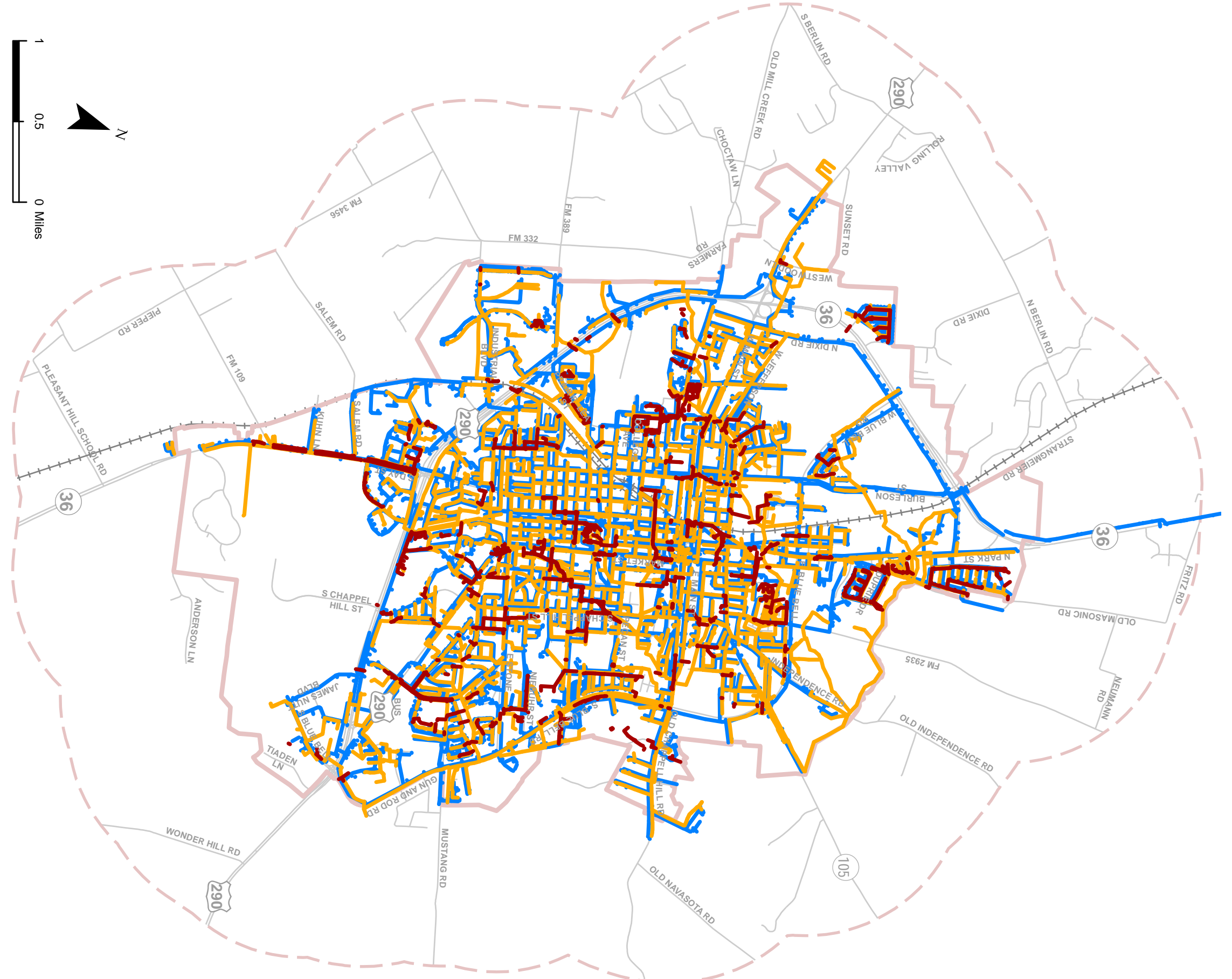
Year	Brenham Population	Washington County Population	% of Washington County Population in Brenham
1980	10,996	21,998	49.9%
1990	11,952	26,154	45.6%
2000	13,507	30,373	44.4%
2010	15,716	33,718	46.6%
2017	16,951	35,043	48.3%

*Source: U.S. Census Bureau*



Map 13: Existing Infrastructure, City of Brenham.

### Brenham, TX Infrastructure



**Legend**

- Storm Sewer Line
- Sanitary Sewer Line
- Water Main
- City Limits
- ETJ



# Condition and Capacity of Existing Infrastructure Systems

The City of Brenham owns all of the city's utilities, which is rare for municipalities in Texas. There are only 10 cities in Texas who own and operate the electric, gas, water, and wastewater systems in their community. In Brenham the city-owned utilities include electric, gas, water and wastewater and sanitation services. According to the City's Drive for '25 Plan, the City has not raised residential electric rates since 2003 and implemented a small increase to industrial electric rates in 2014. Water rates have not changed since 2008. Gas and wastewater monthly rates increased by one dollar in 2014. Increasing utility rates helps to maintain, upgrade, and replace aging infrastructure and keep up with new technologies. The existing water, wastewater, and drainage infrastructure systems are shown on Map 13.

## Water System

The City of Brenham has one source of water, Lake Somerville. The raw water from Lake Somerville travels to the surface Water Treatment Plant (WTP) via a single 15-mile raw water transmission line. The current production capacity of the City's WTP is 6.98 million gallons per day (MGD). The WTP averages 2.33 MGD, or 33 percent capacity. Annual average peak demand is 4.5 MGD. The City is evaluating the



Lake Somerville; source: Texas Parks and Wildlife, <https://bit.ly/2J9o3ML>

need for a capacity increase. Plans for expanding the production capacity of the treatment plant are currently being created by an engineering firm. The City is also looking for an additional water source rather than relying solely on Lake Somerville.

The water distribution system currently has 7,847 water service connections. Approximately half of the City's water distribution system is made up of asbestos cement (AC) or cast iron (CI) water lines while the remaining half is polyvinyl chloride (PVC). Approximately seven years ago, the City began an AC and CI water line replacement program to replace the lines with PVC. The program was put on hold in 2016 after the flood. The City has recently resurrected this program with an 11,000 linear foot project that is currently under design. The City plans to continue replacing approximately 5,000 linear feet of AC or CI water line each year over the next seven years. In addition, the City extends water lines as necessary using City crews. The only known extension at this time is the extension to the Baker Katz development along US 290.

In 2017, the City issued \$677,000 in Water Fund debt for the Water Treatment Plant rehabilitation and protective coatings project. Engineering work for this project was completed in FY17.

## Sanitary Sewer/Wastewater

The City constructed the current Wastewater Treatment Plant (WWTP) approximately 14 years ago. The City's WWTP was designed for a hydraulic capacity of 3.55 MGD, but a biological capacity of over 900 Biochemical Oxygen Demand (BOD) and over 500 Total Suspended Solids (TSS). The biological capacity is so great because of the biological loading of several industries in the service area (plant size is equivalent to a city with a population of 45,000 to 60,000). Subsequently one of the largest industrial users, the cotton mill, in the area closed. After the closure of the cotton mill, the City took a portion of the WWTP out of service. Because of inactivity of this portion of the WWTP, it will need some rehabilitation before it is returned to service.

The City's sanitary sewer collection system currently serves 6,954 connections and needs some rehabilitation as well. The City operates 15 lift stations. Due to the City's hilly terrain, the wastewater has to be pumped over the hills and then resume gravity flow. The City needs to raise the elevation of the top of the Ralston Creek Lift Station. The Munz Lift Station needs to be relocated and its capacity increased. The City is working to identify locations in the collection system that require replacement. This will include replacement of concrete and clay tile lines. The City plans to begin replacing or slip lining these lines in 2022.

### Gas System

The City owns its natural gas distribution system. The system is served by a single gas gate station located south of 290 near James Nutt Boulevard. It can supply 6.0 million cubic feet per day. The pressure is reduced to distribution system pressure (60 psi or less) at three other stations before entering the distribution system. The City needs to consider an additional gas gate (second feed into the system.) This will assist with cold weather, maintenance capacity of the original line and if there was an emergency shutdown of the main line.

The City of Brenham gas distribution system has 3,938 residential, 522 commercial/governmental, and 2 large industrial connections. The City's gas distribution system is in good condition. The City is working on adding valves to the system and replacing sections of steel gas main as needed. The City replaces gas meters after 18 years to maintain accuracy.

### Electric

The City of Brenham purchases power wholesale from the Lower Colorado River Authority (LCRA). The City's electrical service is served by two substations, one on Stone Street (South Substation) and one on State Highway 105 (North Substation). There are 11 distribution feeders and two spare breakers. The City currently serves 7,260 services with electricity, with an average daily use of 77,800 KWH for the entire city. The largest users are industry including Blue Bell Creameries, Stanpac, and Valmont.

There are no plans to expand the system. The City plans to continue conductor replacements, feeder upgrades, and continue tree trimming to maintain the system. In 2016, the City issued \$2 million in Electric Fund debt for a copper conductor replacement project to replace a significant portion of the 24 miles of copper conductor remaining in the distribution system.

### Storm Water/Drainage

The City has drainage facilities throughout the City. There are three main drainage ways that serve the City: Hog Branch, Ralston Creek, and Higgins Branch. The City does not currently provide regional detention or own/operate any detention facilities. There are two detention facilities proposed for the Southwest Industrial Business Park and the Brenham Business Center. The City is looking for grant funding to assist in completing these two ponds. There are several open ditch areas that the City has annexed that are in need of improvements. There are also many drainage ways that are undersized and in need of rehabilitation. The City has limited pipe and culvert systems (underground drainage).



Stormwater runoff collection



# Emergency Services



Fire department vehicles

## Fire

The Brenham Fire Department has an Insurance Services Organization (ISO) rating of 3. A department's ISO rating is primarily based on the area water supply and distribution, staffing, training and equipment, and response times and notifications of personnel. A low ISO classification has a positive effect on insurance rates.

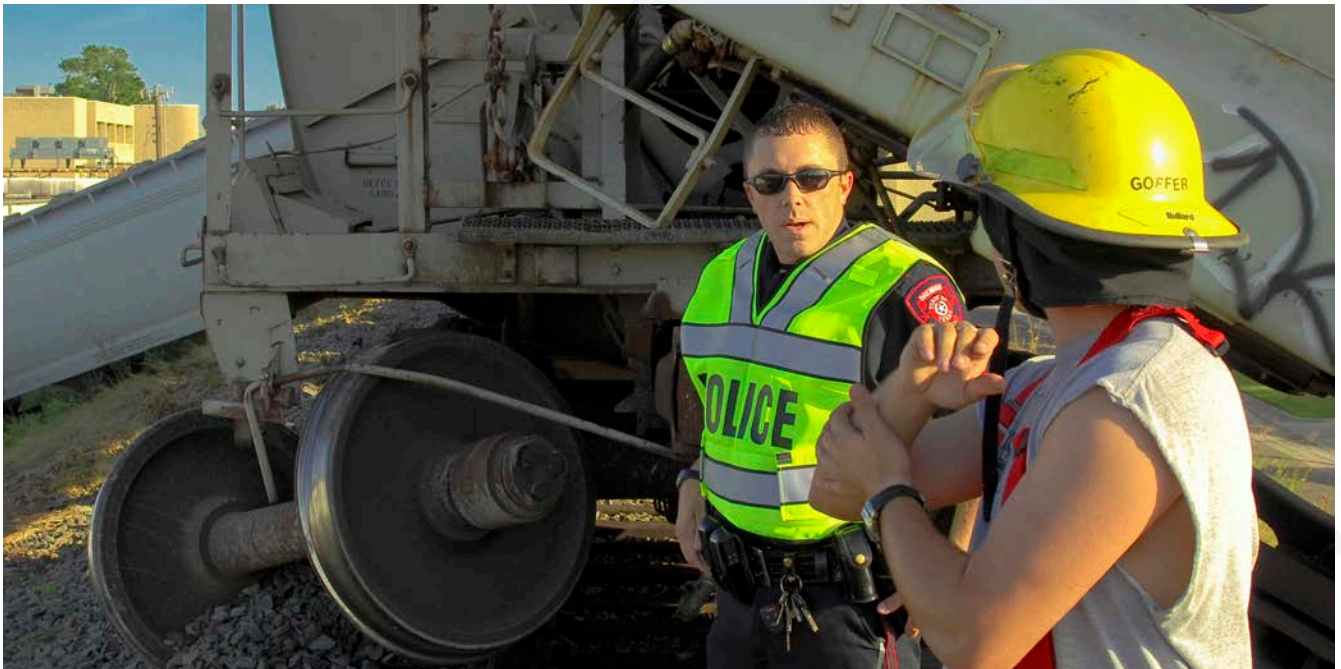
The department is a combination department of volunteer and paid firefighters. There are currently

15 paid firefighters. The department is chartered for 50 volunteers. The department responded to 586 calls in 2017, with an additional 131 calls in Washington County, for a total of 717 responses. There has been an increasing response level from 2009, when there were 404 total responses. The peak response level was in 2018, with 854 total responses.

There is currently one fire station in Brenham, located at 101 N. Chappell Hill Street. A second fire station is being planned for near the proposed extensions of Chappell Hill Street and Blue Bell Road, south of the US 290 feeder road. This location will allow for rapid access to areas along US 290 and Highway 36. Currently 65 percent of calls are to the south side of Brenham. Development of a second fire station able to serve the southern part of the city in a rapid manner was raised during the 2012 ISO review process and has been a documented need since the 1970's.

## Police

The Brenham Police Department has 43 total personnel, including two K-9 officers, three school resource officers and nine animal control employees. The department expects the addition of one more Lieutenant and four additional patrol officers in FY 2020. The department practices community-policing



First response police officer



and offers a variety of crime prevention programs, including:

- ▶ National Night Out
- ▶ Santa in Blue
- ▶ Identi-kit fingerprinting
- ▶ Domestic abuse
- ▶ Explorers Citizen Police Academy
- ▶ Neighborhood watch
- ▶ Citizens on Patrol
- ▶ Work with City Code Enforcement
- ▶ Visits and tours

The Brenham central police station, at 1800 Longwood Drive, serves all the functions of the Department. A downtown sub-station is being planned for early 2019. The Department has 45 motor vehicles, nine of which are administrative, four bicycles, and three K9 units. The Department maintains a patrol vehicle replacement program that identifies vehicle acquisition and replacement needs.

Identified challenges by the Department include the lack of call prioritization (the Department has no control over how and why a call for service is dispatched by the Washington County Emergency Communications dispatchers) and the need for staffing recruitment and retention. There is a need for continuing coordination with Washington County as they build a new emergency dispatch center.

## Emergency Management

The City of Brenham participates in the Everbridge Emergency Mass Notification System. During an emergency those registered with the system will receive alerts and notifications.

## Flooding

The City participates in the National Flood Insurance Program (NFIP). There have been three major flooding events in the past three years, the April and May 2016 severe storms and flooding and Hurricane Harvey, which occurred in August 2017.

Total estimated damages from the May 2016 flood topped \$5 million, with mitigation that total increases to \$8.3 million. FEMA obligated funds to date are \$1.72 million. Burseson Street, Jefferson Street, and Barbee Street received additional damage due to Hurricane Harvey.

The City of Brenham does not currently participate in the Community Rating System (CRS), a voluntary program for National Flood Insurance Program participating communities. CRS provides incentives in the form of premium discounts for communities to go beyond minimum floodplain management requirements.



*Police Department front steps*



## Opportunities

- ▶ Potential for regional storm water detention.
- ▶ City-owned utilities provide revenue source for City and excellent service.
- ▶ Drainage Management Program and fee to address challenges and maintain drainageways.



## Challenges

- ▶ Identifying and securing additional water supply sources to increase resiliency.
- ▶ Continuing to maintain and improve city-owned utilities.
- ▶ Potential need to increase utility rates.



## Major Accomplishments in Recent Years

- ▶ Significant investments in City-owned utility systems infrastructure.



## Relevant Plans/For More Information

- ▶ Drive to '25, City of Brenham, March 2018.



# Economic Outlook

Brenham is emerging as a regional jobs center. In addition to having a vibrant downtown area, Brenham is home to Blinn College, the county seat for Washington County, has two business/industrial parks, and a municipal airport. Brenham’s geographic location is in the midst of the Texas Triangle. The area is well positioned to continue strengthening its economic base.

Important economic events in Brenham history<sup>1</sup> include:

- ▶ The City of Brenham was first settled in 1843 and incorporated in 1858.
- ▶ Brenham grew quickly during the late 1800’s with its population doubling every decade from 1860 to 1900. It served as the regional commercial center during this time with a variety of agricultural and manufacturing businesses.
- ▶ The Banner-Press newspaper founded in 1866.
- ▶ Brenham Fire Department founded in 1867.
- ▶ Brenham ISD founded in 1875.
- ▶ Blinn College founded in 1883.
- ▶ First hospital built in 1897.
- ▶ Germania Insurance opened in Brenham in 1898.
- ▶ Brentex Cotton Mill opened in 1901.
- ▶ Brenham Creamery (now Blue Bell) opened in 1907 and started to make ice cream in 1911.
- ▶ Washington-on-the-Brazos State Park opened in 1916.
- ▶ In the 1980s and the early twenty-first century agribusiness, oil and gas production, tourism,

<sup>1</sup> Washington County Chamber of Commerce & CVB Celebrating 100 Years of Service (1917-2017).

and manufacturing were key elements of the area’s economy.<sup>2</sup>

**Major Industries:** The major industry sectors are Wholesale Trade, Educational Services, Manufacturing, Retail Trade, and Health Care and Social Assistance, refer to Table 11, Largest Industry Sectors. Key regional industries are oil, gas, and coal extraction; structural metals manufacturing; oil and gas field machinery manufacturing; dairy product manufacturing; poultry production; and colleges and universities<sup>3</sup>. The top employers are listed in Table 12 with the major employers mapped in Figure 5, *City of Brenham Job Concentrations*. The top three employers in Brenham are Brenham State Supported Living Center, Brenham Independent School District (BISD), and Blue Bell Creameries.

<sup>2</sup> Texas State Historical Association. Handbook of Texas Online, James L. Hailey and John Leffler, “WASHINGTON COUNTY,” accessed December 03, 2018, <http://www.tshaonline.org/handbook/online/articles/hcw04>.

<sup>3</sup> Go Big in Texas, [www.texassitesearch.com](http://www.texassitesearch.com)

	Number of Employees	Percent
Wholesale Trade	2,733	16.4%
Educational Services	2,731	16.4%
Manufacturing	2,006	12.0%
Retail Trade	1,975	11.8%
Health Care and Social Assistance	1,522	9.1%

All demographic data is obtained from the following sources: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018. American Community Survey 2012-2016 estimates.



Table 12, Top Employers

Employer	Business Type	Number of Employees
Brenham State Supported Living Center	School for Mentally Disabled Persons	1,051
Brenham Independent School District	Elementary and Secondary Education	693
Blue Bell Creameries	Ice Cream and Frozen Dessert Manufacturer	575
Blinn College	Higher Education	475
Wal-Mart Supercenter	Retail	385
Tempur Sealy International	Mattress Manufacturing	341
Germania Insurance	Insurance Provider	336
Scott & White Hospital - Brenham	Hospital	300
City of Brenham	Local Government	284
Washington County	Local Government	236
MIC Group	Precision Machining	214
Valmont Industries	Steel Pole Structures Manufacturing	209
H.E.B.	Retail Grocer	177
Brenham Wholesale Grocery Co.	Wholesale Grocer and Distributor	167
QuestSpecialty	Specialty Chemicals Manufacturing	153
Stanpac	Food Container Manufacturing	145
Brenham Clinic, Baylor Scott and White	Medical Clinic	120
Kruse Memorial Lutheran Village	Retirement Center	115
Longwood Elastomers	Rubber Products Manufacturing	95
RR Donnelley	Label Manufacturer	98
Emerson Process Management/PIC	Pressurized Seals Manufacturer	77

Source: Brenham Economic Development Foundation

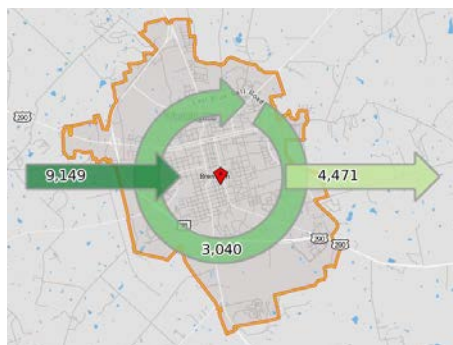
Talent: What are the top jobs by occupation?

Source: Go Big in Texas, www.texassitesearch.com



Inflow and Outflow of Jobs, 2015

Source: OnTheMapAnalysis, https://onthemap.ces.census.gov/



■ 9,149 - Employed in Selection Area, Live Outside  
■ 4,471 - Live in Selection Area, Employed Outside  
■ 3,040 - Employed and Live In Selection Area

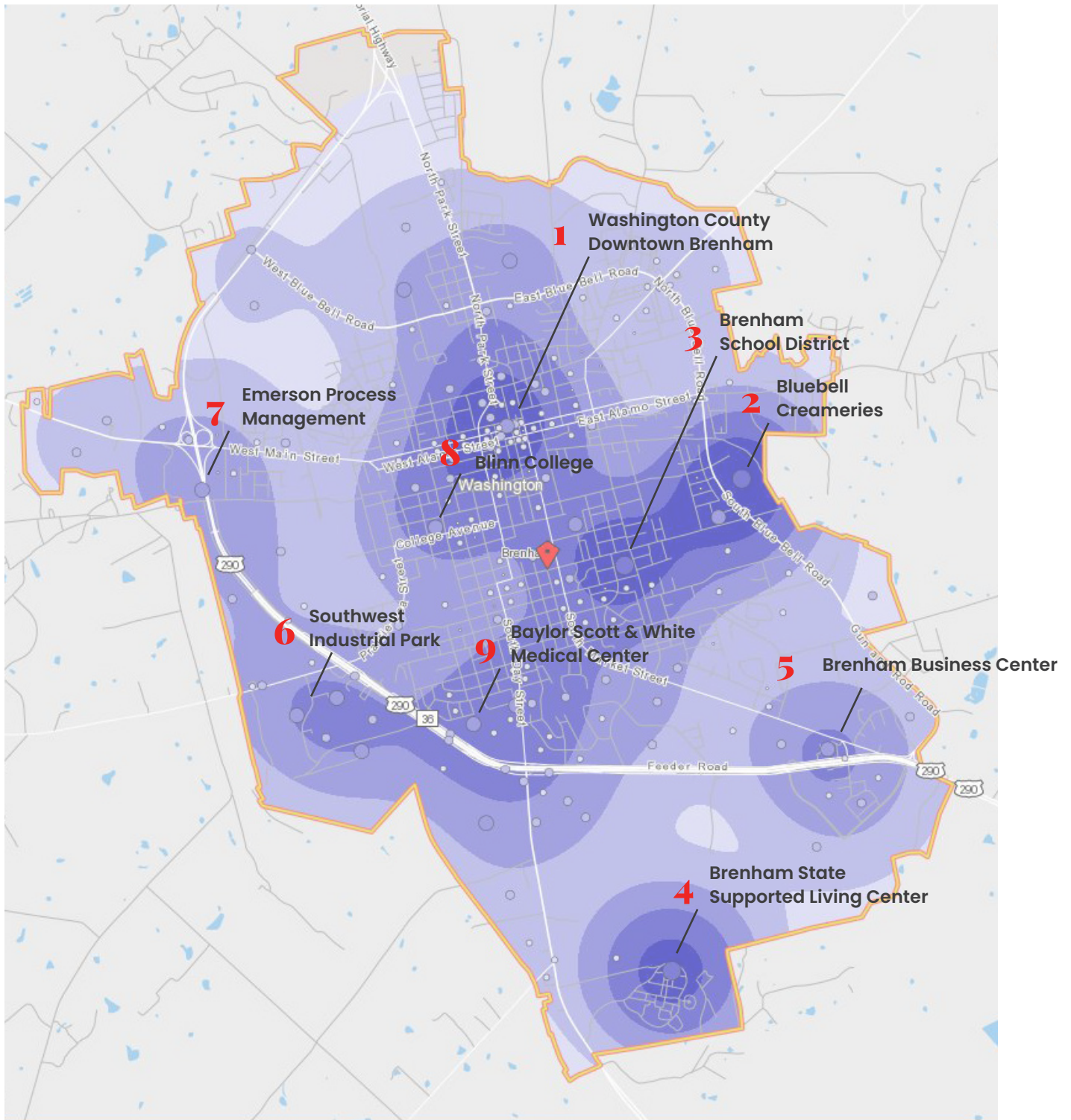
Table 13, Inflow/Outflow Job Counts (Primary Jobs), 2015

Employed in the Selection Area	12,189	100.0%
Employed in the Selection Area but Living Outside	9,149	75.1%
Employed and Living in the Selection Area	3,040	24.9%
Living in the Selection Area	7,511	100.0%
Living in the Selection Area but Employed Outside	4,471	59.5%
Living and Employed in the Selection Area	3,040	40.5%

Note: The "selection area" is the City of Brenham.

### Figure 5, City of Brenham Job Concentrations

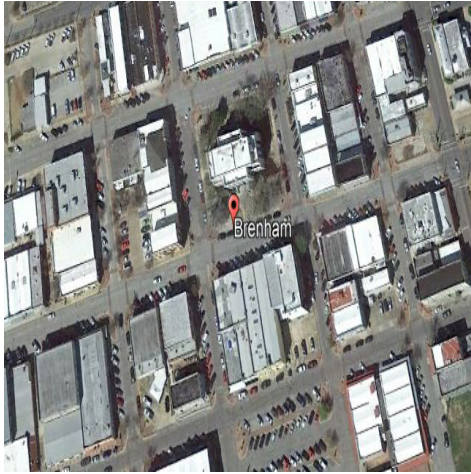
The figure below depicts areas where there are large concentrations of employment within the City of Brenham, per the Census (2015).



Source: OnTheMap Analysis, <https://onthemap.ces.census.gov/>



**1** Washington County Downtown Brenham



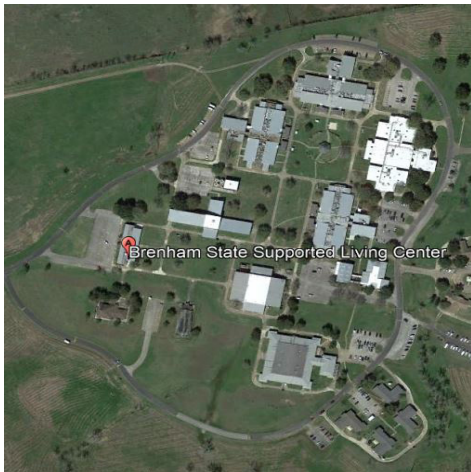
**2** Blue Bell Creameries



**3** Brenham Independent School District



**4** Brenham State Supported Living Center



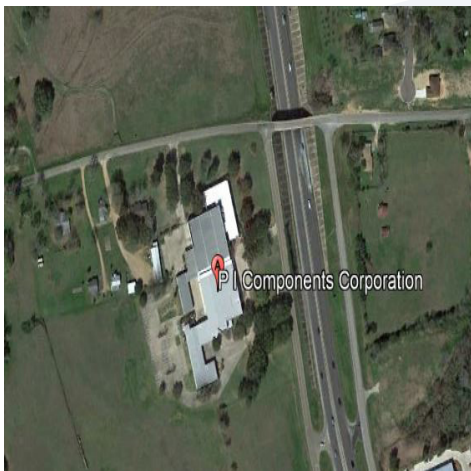
**5** Brenham Business Center



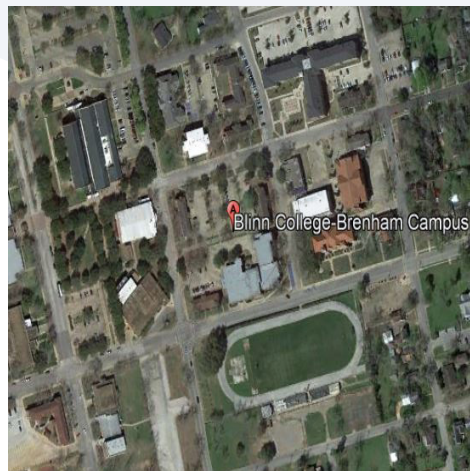
**6** Southwest Industrial Park



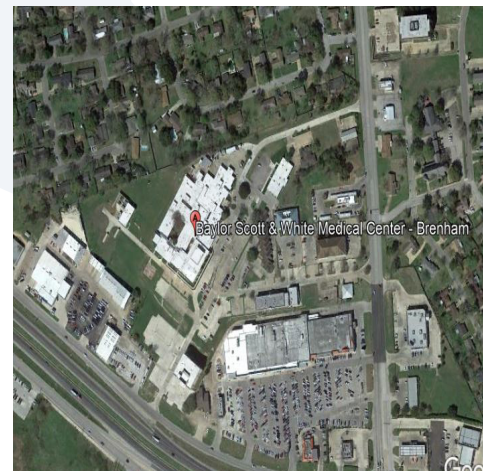
**7** Emerson Process Management



**8** Blinn College



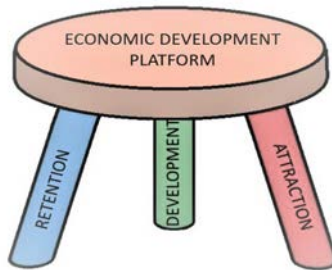
**9** Baylor Scott & White Medical Center



Source: Google Maps



# Economic Development Organizations



Economic development is traditionally focused on three primary elements: business attraction, business development, and business retention.

Business attraction efforts may include marketing, targeting relationships and investors, incubator start-up assistance, and developing a community brand.

Business development may include proactive assistance, incentive tools, addressing workforce needs, and developing business databases.

Business retention may include maintaining a trained workforce, assisting businesses in overcoming obstacles, identifying redevelopment opportunities and increasing partnering awareness.

Brenham participates and has working partnerships and relationships with a variety of economic development organizations that work to attract, retain, and develop businesses in Brenham, including:

- ▶ Blinn College
- ▶ Bluebonnet Electric Cooperative (BEC)
- ▶ Brenham Community Development Corporation (BCDC)
- ▶ Brenham Economic Development Department (City)
- ▶ Brenham Economic Development Foundation (BEDF)
- ▶ Brenham Independent School District (BISD)
- ▶ Washington County
- ▶ Washington County Chamber of Commerce

# Incentives and Financing

## Local Incentives

### Tax Phase-In

Tax Phase-In is the partial, temporary exemption from ad valorem taxes on certain qualifying property in a Reinvestment Zone designated by the City and/or County for economic development purposes. Only ad valorem (property) taxes are eligible for the phase-in incentive. Brenham Independent School District and Blinn College taxes are required to be paid in full at all times. The City has ten companies currently being monitored for tax phase-in compliance verifying that value creation and employment and payroll criteria are being met.

### Revenue Bonds

The Washington County Industrial Development Corporation, Washington County Health Facilities Corporation and the Washington County Housing Finance Corporation are authorized to issue revenue bonds for the public purpose of promoting and developing new and expanded commercial enterprises, expanding and improving health facilities, and promoting and developing new and expanded multi-family rental residential development respectively. All three Corporations act as a conduit through which all of the monies are channeled, and because the bonds are issued on behalf of a governmental entity, the interest on the bonds is tax exempt to the bond purchaser. In turn, the bonds may carry a lower rate of interest than conventional financing, making them more attractive to a user.

## Chapter 380 Economic Development Agreements

The Local Government Code of Texas' Chapter 380 authorizes municipalities to offer a range of incentives designed to promote state or local economic development, such as loans and grants of city funds.

### Retail Incentive Development Guidelines

In an effort to stimulate and enhance the local sales tax base and with an eye toward the growth coming to Brenham, the Retail Incentive Development

Guidelines were adopted in March, 2016 to provide a framework for elected officials to make informed decisions. The Policy also creates clear expectations regarding criteria and evaluation for developers requesting incentives for retail projects.

### County and State Incentives

Additional incentives to those listed in this overview are available via Washington County and the State of Texas.

### Washington County Incentives

Washington County offers a similar tax phase-in program to that of the City of Brenham. Washington County may also utilize Chapter 381 of the Local Government Code which allows counties to provide economic development incentives to encourage

business growth within their jurisdiction. The City of Brenham and Washington County work closely together throughout business incentive negotiations to assure responsible implementation of incentives for business attraction and growth.

### Texas Enterprise Fund

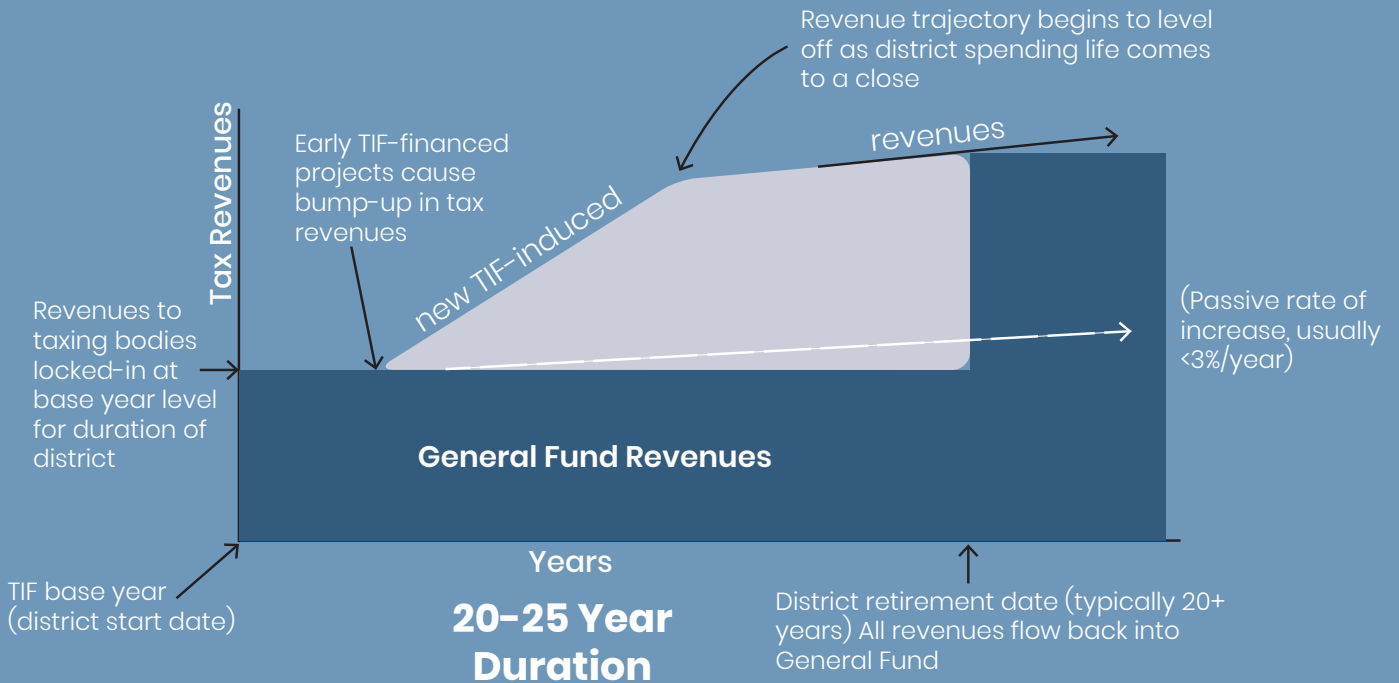
The Texas Enterprise Fund provides “deal-closing” grants to companies considering a new project for which a single Texas site is competing with another viable out-of-state site.

### Texas Enterprise Zone Program

The Texas Enterprise Zone Program is an economic development sales tax incentive partnering the state and local government to help local employment and support business investment. The program is

## What is a TIRZ? (Tax Increment Reinvestment Zone)

Section 311 of the Texas Tax Code allows cities to create special districts to encourage new investment in areas that might not otherwise attract development. A TIRZ is an economic development tool to attract new investment in an area. TIRZs help finance costs of redevelopment and encourage development in areas that would otherwise not attract sufficient market development in a timely manner. Taxes attributable to new improvements (tax increments) are set-aside in a fund to finance public improvements within the boundaries of the zone.



The City Council voted to approve establishment of a TIRZ at their December 20, 2018 meeting. The TIRZ encompasses approximately 2,201 acres of land located along US 290, South Market Street, and the West Main Street corridors (see Map 14). The TIRZ shall be known as Tax Increment Reinvestment Zone Number One and will terminate on December 31, 2047. A Board of Directors for the TIRZ will be appointed by City Council. The Board shall prepare a final project plan and a reinvestment zone financing plan. The preliminary project and financing plan presented to Council on December 20, 2018 details the proposed public improvements to be financed by the Zone, including: utilities, including water improvements, sanitary sewer improvements, signalization of intersections, freeway ramps, sidewalk, storm drainage and detention improvements, road improvements, erosion control and landscape and open space improvements, and other public improvements, including associated real estate acquisitions and the clearing and grading of

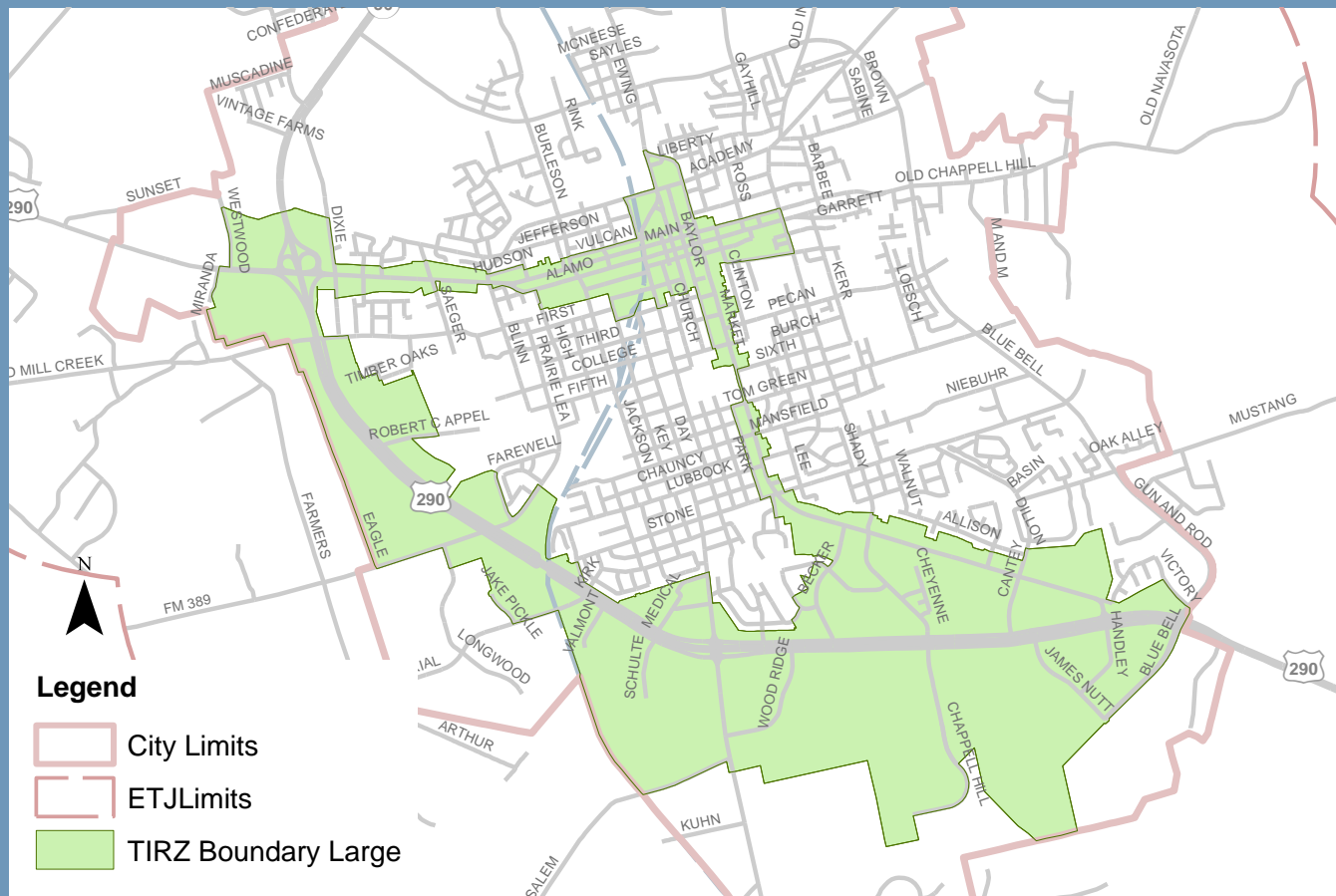
land.

Proposed projects in the preliminary plan include:

- ▶ Downtown Parking
- ▶ Downtown Health and Safety Improvements
- ▶ Downtown Hotel and Parking Improvements
- ▶ Brenham Fire Station #2
- ▶ Brenham Family Park
- ▶ Extension of Blue Bell Road from James Nutt Boulevard to SH36
- ▶ Extension of South Chappell Hill Street to South Blue Bell Road

The estimated total projects costs for the Zone are \$31.1 million in 2018 dollars. The current total appraised value of taxable real property in the Zone is \$260 million. It is estimated that upon expiration of the Zone the appraised value of taxable real property in the Zone will have increased to \$743.5 million in 2018 dollars.

Map 14, TIRZ Boundary





performance based and allows qualified businesses to receive a refund of state sales and use taxes, ranging from \$2,500-\$7,500 per job created and/or retained during a five-year designation period, up to a maximum of \$1.25-\$3.75 million.

Blue Bell Creameries, Valmont Industries, Inc., Sealy Texas Management, Inc. have all participated in the Texas Enterprise Zone Program.

### **Texas Skills Development Fund**

The Texas Skills Development Fund is Texas' premier job-training program providing training dollars for Texas businesses and workers. A business, consortium of businesses, or a trade union identifies a training need, and then partners with a public Community or Technical college to fill its specific needs. The Skills Development Fund pays for the training, the college administers the grant, and businesses create new jobs and improve the skills of their current workers.

## **Workforce Training**

In addition to workforce training that is available at the high school level through BISD, there are a number of other workforce training opportunities in Brenham.

### **A.W. Hodde, Jr., Technical Education Center, Blinn College**

The A.W. Hodde, Jr., Technical Education Center marks an important partnership between education and local industries. This 12,000+ square foot state-of-the-art facility houses current programs and laboratories that will support the educational and training needs of the area well into the 21st century. When leaders from Blinn College and local industries met to discuss the workforce needs of the area, it was clear that there was an immediate demand for local training that would help develop a quality, viable workforce in Washington and surrounding counties. With the generous donations from local businesses, associations, independent school districts, financial institutions and individuals, this vision became a reality in December 2009.

Rural community colleges provide access to higher education and creating hubs of information, cultural development and personal training.<sup>1</sup> Economic development impact study in 2013 showed 87 million economic impact to Brenham and 347 million annual impact in total.

<sup>1</sup> Making a Difference: Community Colleges are Key Drivers of Rural Development, <http://www.sfaz.org/making-difference-community-colleges-key-drivers-rural-development/>

### **Blinn College – Workforce Education**

Workforce Education classes are designed, both in subject and format, to fulfill specific workforce training needs for individuals, businesses and industry. These courses are designed to provide training for a career, including preparation for industry certification where appropriate. Students can master a workforce skill without taking entrance exams or enrolling in college credit courses. Programs vary in length and are offered in a non-traditional format with daytime, evening and weekend options.

# Blinn College

## Campus Facts

- ▶ The Brenham Campus encompasses approximately 150 acres.
- ▶ Blinn’s Brenham Campus is the only Blinn campus to offer residential student housing. Housing options include traditional residence halls, Wheeler Hall (352 beds), Blinn College Park Apartments (107-units), Mill Creek Hall, a new 464-bed facility that was a result of public/private partnership,



The following opportunities were noted by Blinn College during the Educational Focus Group:

- ▶ Desire to significantly increase enrollment at the Brenham campus to 5,000 students (from a current enrollment of 2,736 in 2018.) Blinn College enrollment is at record levels, with an increase in enrollment at the Brenham campus of 386 students in Fall of 2018.
- ▶ History of successful partnerships and strong working relationship with the City of Brenham. The streets that go through the campus are city streets

and Blinn College and the City of Brenham have worked together to address mobility and parking issues.

- ▶ An economic development impact study completed by Blinn College in 2013 showed an \$83 million economic impact to Brenham from Blinn College.
- ▶ Blinn College is undertaking several projects on the Brenham campus, including a library renovation.



The following challenges were noted by Blinn College during the Educational Focus Group:

- ▶ Limited supply of student housing, both on and off-campus. Housing supply is limited in Brenham, including rental units that would be affordable to students. The desire to increase enrollment is dependent on housing availability.
- ▶ Housing availability also impacts the ability to retain and hire faculty and other staff.
- ▶ Lack of entertainment options for students. The area near campus, and the City of Brenham as a whole, has limited entertainment venues appealing to the student demographic.
- ▶ The combination of limited housing and entertainment contributes to many students commuting to the campus, which in turn leads to more cars on campus and increased parking needs.



Image source: Blinn College, <https://bit.ly/2u4txOB>



# Business Development

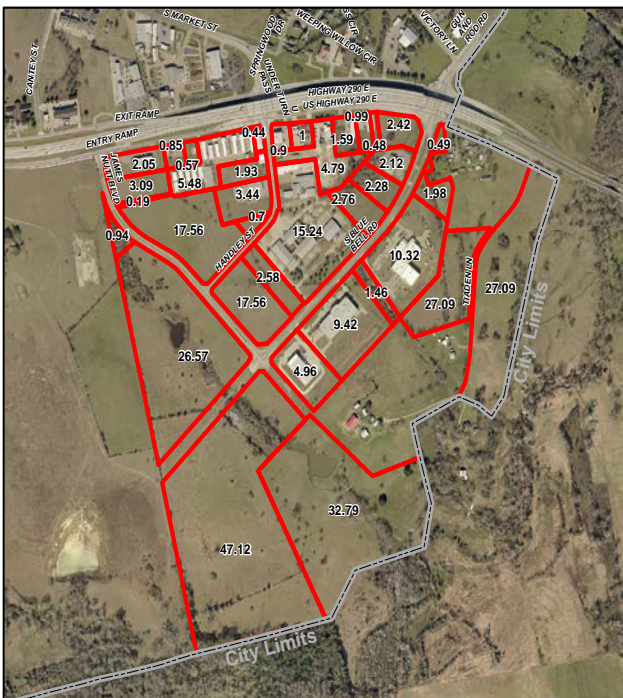
Brenham offers support for existing businesses with resources available from the City and County as well as partners at the Washington County Chamber of Commerce and Brenham Economic Development Foundation.

## Small Business Development Center at Blinn College

The Small Business Development Center (SBDC) at Blinn College is a professional management and technical assistance provider that serve both startup and existing businesses by providing business workshops and counseling services to small business owners and managers. The SBDC helps individuals assess project feasibility and outline the steps to a business start-up through formalized training and individual counseling. The SBDC can also help small businesses assess financing and secure non-traditional lending such as angel investing, venture capital funding, and crowdfunding

# Business Parks

**Brenham Business Center** – A master-planned



Brenham Business Center

class A business park located off of US 290 and South Blue Bell Road. The Brenham Business Center is a project of the Brenham Community Development Corporation and has design standards and deed restrictions in place (restricted to non-retail commercial uses). There are tax incentives available for qualifying businesses. The business center is targeting corporate offices, distribution center, light manufacturing, data centers and research and development facilities. There are approximately 95 acres available.

**Southwest Industrial Park** – The Southwest Industrial Park is an established business park located off of US 290. All utilities are in place and shovel-ready. There are minimum deed restrictions and it is restricted to non-retail commercial uses. The Southwest Industrial Park is also a project of the Brenham Community Development Corporation and tax incentives are available to qualifying businesses. The industrial park is targeting light and heavy industrial businesses looking to expand or relocate their operations. There are approximately 96 acres available for development.

The Southwest Industrial Park Section III was expanded in 2017 with the acquisition of just under 45 acres for new unrestricted industrial sites. The 4B



Southwest Industrial Park



Retail trade area

sales tax provided \$478,150 in funding which was supplemented with a \$500,000 note from the City of Brenham.

## Retail Gap and Opportunity Analysis

A Retail Trade Area Gap/Opportunity Analysis was prepared for the Brenham Economic Development Foundation and the City of Brenham in May 2017. The retail trade area for Brenham is larger than the city limits and encompasses a population of 59,164 (2017 estimate). The retail trade area is the area from which people will come into Brenham to complete retail tasks. The analysis found that the potential sales in the retail trade area (in 2017 dollars) was \$1,019,784,330 while the actual sales were \$484,789,232, representing a leakage from the trade area to outside the trade area of \$534,995,098.

Of note the amount of leakage (or surplus) varies across the retail sectors in Brenham. The retail landscape is changing across the nation with the rise of online shopping and the market for additional retail, even given significant leakage, depends on a variety of factors.

Wanting to have more retail options within Brenham was a common refrain heard during the first phase of engagement during the Comprehensive Planning process. Many stated that they travel to College Station or Bryan or down US 290 toward Houston to complete shopping that is not currently available in Brenham.

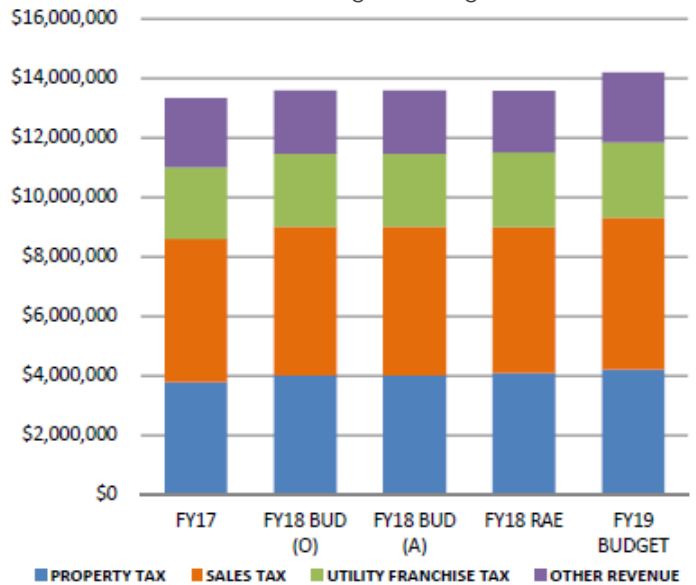
## Sales Tax

The City of Brenham’s sales tax rate is 8.25 percent. Of this, 6.25 percent goes toward the Texas State sales tax rate, 0.5 percent goes to Washington County and the remaining 1.5 percent to the City of Brenham. Sales tax represents the largest overall portion of the City’s revenue sources.

## Economic Development Indicators

According to the City of Brenham’s Annual Financial Report, 2016-2017:

- Growth in Sales Tax Revenue – sales tax, which is the largest revenue source for funding general government operations and maintenance, was budgeted to increase 2 percent over the prior year budget. Brenham experienced a 4.6 percent increase over the FY17 original budget, and FY18



Sources of Revenue



revenues are stable.

- ▶ Stable Taxable Property Valuations – the City of Brenham’s certified taxable property valuations for the 2017 tax year grew to just over \$1.198 billion compared to the prior year of \$1.189 billion (less than one percent). This growth included over \$16.1 million in new improvements.
- ▶ Growth in Permit Revenue – permit revenue was originally budgeted at \$92,000, however actual collections were \$140,922 or 53 percent higher.
  - Residential building permits – In FY17, 80 residential building permits were issued for the year totaling \$9.425 million with over 47 percent in the Ralston Creek Subdivision.
  - Commercial building permits – The City issued 18 commercial building permits for FY17 totaling \$6.205 million including the Blinn College Hodde Tech Center Annex, a Lutheran Church, two retail businesses, a fast-food chain restaurant, a commercial property development and one business expansion.
- ▶ Increase in City’s Hotel Occupancy Tax Revenues – for FY17, hotel occupancy tax collections totaled \$617,291 which was 7.4 percent higher than FY17 budget and 4.7 percent above FY16 actual collections. The first quarter of FY18 is trending ahead of FY17 and FY16 levels.

## Blue Bell Creamery

Blue Bell Creameries has been a hometown staple in Brenham for over 100 years. It is one of the largest employers in the City and a top tourism attractor, with over 200,000 visitors to Blue Bell’s Brenham site in 2014.

Blue Bell Creameries has plans to expand operations in Brenham, which will include facility upgrades, new construction, and equipment upgrades, at a cost of \$40 million in the next five years. In May of 2018 the Brenham City Council agreed to submit an application to the State of Texas for Blue Bell to potentially receive Texas Enterprise Zone incentives.

<https://bit.ly/2RDNwgd>



Image source: <https://bit.ly/2DV3QWk>





## Opportunities

- ▶ Existing business parks with available land and infrastructure
- ▶ New TIRZ as economic development tool
- ▶ Existing economic development incentives



## Challenges

- ▶ Attracting and retaining high-skilled jobs and workforce
- ▶ Attracting desired retail given nearby larger population centers



## Major Accomplishments in Recent Years

- ▶ Creation of first-time TIRZ in the City
- ▶ Hiring of first-time Economic Development Director for the City



## Relevant Plans/For More Information

- ▶ Retail Gap Analysis, 2017
- ▶ City of Brenham Annual Budget
- ▶ City of Brenham Comprehensive Annual Financial Reports



# Transportation

Land use planning and transportation planning influence one another. Mobility includes the movement of people and goods through a community via roadways, sidewalks, bike lanes, pathways, and transit facilities. The transportation and mobility section of the Comprehensive Plan assesses existing conditions in Brenham and determines key opportunities and challenges for future transportation and mobility.

## Regional Context

Brenham is part of the Brazos Valley Council of Governments (BVCOG), which serves a seven-county region that includes Washington County. BVCOG serves as the Regional Planning Organization (known as the BVRPO) for the region, a function that entails coordinating regional transportation needs and funding.

## Traffic Conditions and Trends

The Texas Department of Transportation's (TxDOT) Traffic Map reports annual average daily traffic (AADT) counts at selected location on TxDOT maintained roads within Brenham. The 2016 map for Brenham identifies the following:

- ▶ The highest traffic count on US 290 (33,956) is west of SH 36/Day. St. The lowest count on US 290 (21,747) is west of the intersection with SH 36. South of the intersection with SH 36 the count is 26,123.
- ▶ The highest traffic count on SH 36 (22,995) is just south of US 290. The count is 11,711 on SH 36, north of US 290/W. Main St.
- ▶ The highest traffic count on SH 105 (11,764) is northeast of Blue Bell Road.
- ▶ The lowest traffic count recorded by TxDOT (847) is on FM 2935, north of Blue Bell Road.



*Brenham citizens enjoy light traffic on a two way street*

Map 15: Annual Average Daily Traffic, 2016.



Source: TxDOT, 2016.

Brenham has few traffic flow issues compared to larger cities. For the most part throughout the daytime hours (6 AM to 6 PM) typical weekday traffic is good, or experiences light congestion. TxDOT’s peak hour congestion map for 2016 does not show any TxDOT roadways experiencing severe congestion and only one segment (SH36 north of US 290) experiencing

“moderate congestion”. The cloverleaf interchange of US 290 and SH 36 was frequently cited during early engagement activities as a point of congestion bottleneck. There is particular concern for how the cloverleaf functions during extreme congestion events such as hurricane evacuations.

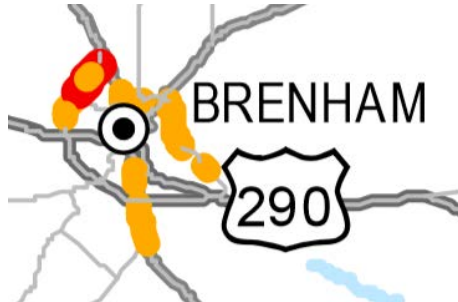


## Peak Hour Congestion 2016 and 2036

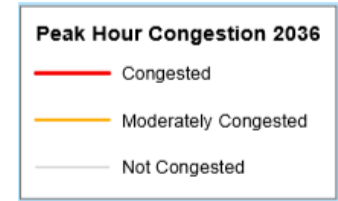
TxDOT's Peak Hour Congestion 2036 (TxDOT, 2017), forecasts peak hour congestion levels for the year 2036. The map suggests that SH 36, north of US 290, will experience the most peak hour congestion in the Brenham area in future years.



Peak Hour Congestion 2016



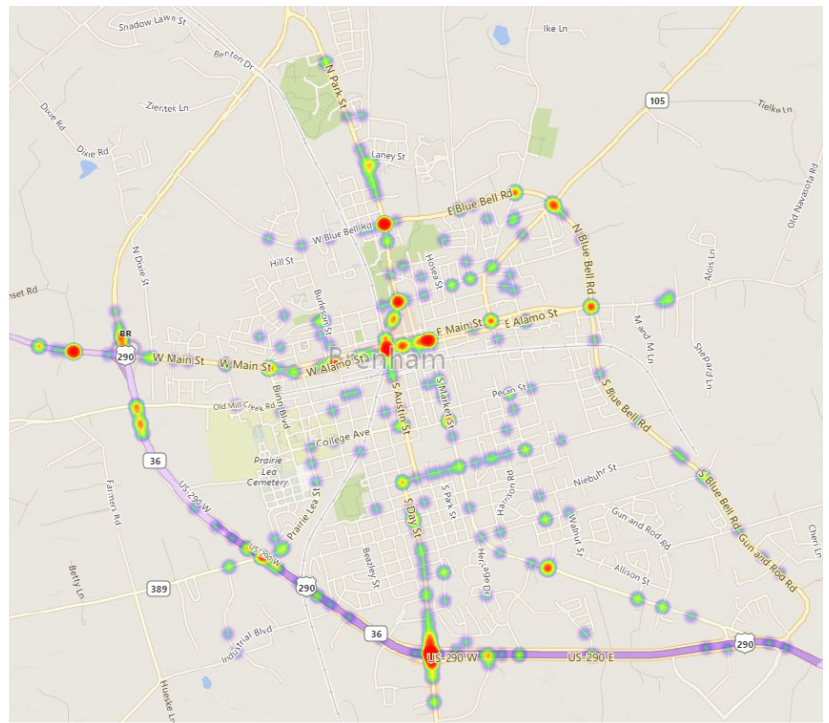
Forecasted Peak Hour Congestion 2036



## Safety

### Vehicle Crashes

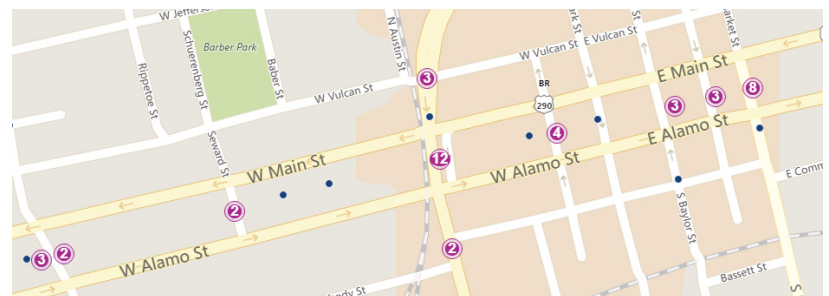
Crash history was obtained from TxDOT's Crash Records Information System (CRIS) for all of Brenham from 2016–2018. There was a total of 1,547 crashes involving 3,074 vehicle units during this period, with one fatal crash. This translates to an average of 1.5 crashes per day over the past three years. In 2017 there were 530 vehicle crashes. In the heat map, which represents crashes in 2017, the darker color indicates higher frequency of crashes. Although crashes are spread throughout the city, they are concentrated at the following intersections: US 290 and SH36, US 290/SH 36 cloverleaf interchange, and the entire downtown area (see inset map).



Areas of collision concentration in Brenham

### Pedestrian and Bicycle Safety

While pedestrian and bicycle specific crash data is not readily available, safety for pedestrian and bicyclists has been a focus of recent city initiatives. This includes installations of bollards in downtown that allow for the temporary closure of the Main Street and Alamo Street during downtown events to deter vehicles from entering during these events.



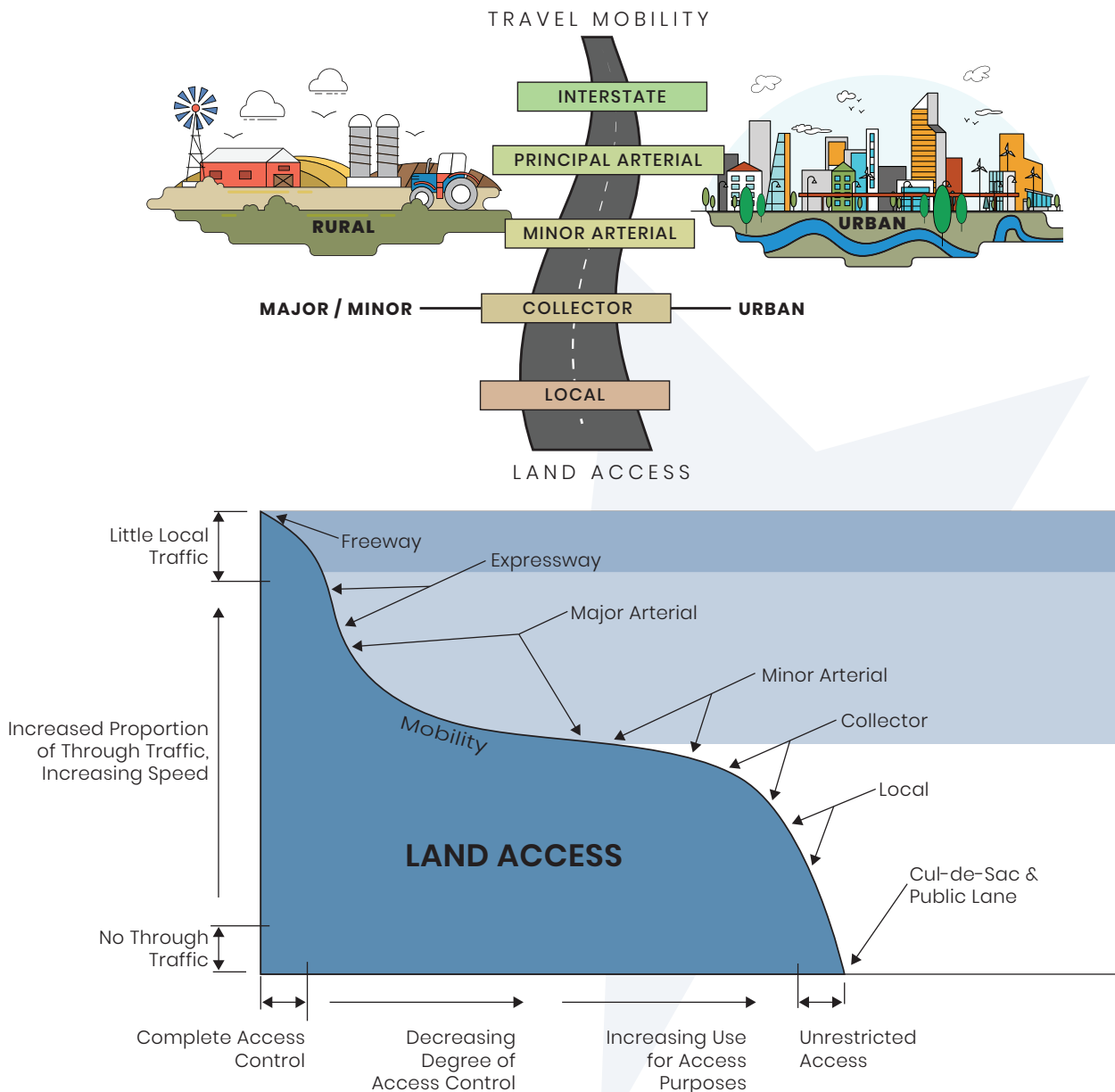
Crashes in Downtown Brenham, 2017

# Road System in Brenham

Roads are categorized by their function, whether to serve a neighborhood or to move traffic from one side of a community to the other in a relatively short amount of time. Other factors in determining functional classification are the number of driving lanes, speed limits, and the number of property access points along the roadway. The City of Brenham Streets Department maintains 96 miles of roads within the City of Brenham. Of note all existing traffic signals within the City are TxDOT signals.

The functional classification of roads range from local roads to interstates. As seen in Figure 6, as the functional classification of the road increases, the travel mobility increases while the access decreases. For example, an interstate has controlled, limited access, only allowing motorists to enter and exit the facility at designated points. The interstate has a higher level of mobility (at least in its design – congestion is another matter), allowing higher speeds along the facility, as there is an increased proportion of through traffic. Minor arterials, collectors, and local streets have a high degree of access and are designed for lower levels of mobility.

**Figure 6: Relationship Between Mobility and Land Access**

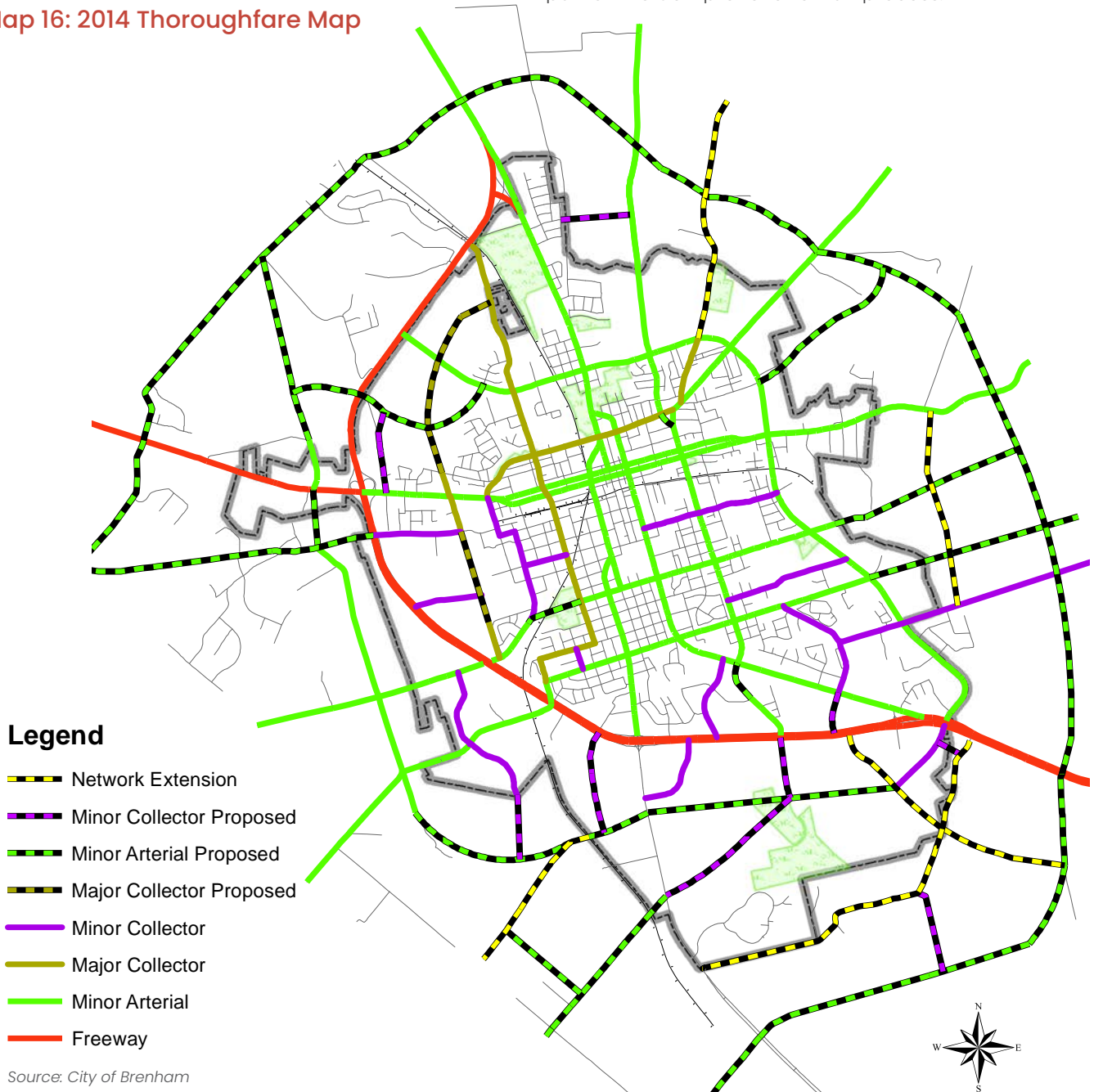


## Brenham 2014 Thoroughfare Plan

The 2014 Thoroughfare Plan designates the future street network of arterial and collector streets and replaced the Thoroughfare Map in the Envision 2020 Comprehensive Plan. The intent of the plan is that as the City grows, the Thoroughfare Plan will provide a balance of arterial and collector streets (designed to carry larger volumes of traffic) with local streets.

As seen in Map 16: 2014 Thoroughfare Map, while the majority of roads within the City are classified as local roads, there are also a high number of major and major collectors, and secondary/minor arterials. As design standards should vary based on the functional classification of the roadway, the City should continue to monitor and update the classification of roadways in the City as traffic levels continue to increase with increasing population. An update of the 2014 Thoroughfare Map will occur as part of this Comprehensive Plan process.

## Map 16: 2014 Thoroughfare Map



Source: City of Brenham



As part of the Comprehensive Plan engagement process a mapping exercise was conducted at the January 2019 Town Hall event. Participants were provided a map of Brenham's road network and asked to mark areas needing improved connectivity and areas needing improved traffic flow. A total of ten maps were produced.

Although each group's map was different, areas of consensus did rise to the top and are noted below:

**Areas needing improved connectivity:**

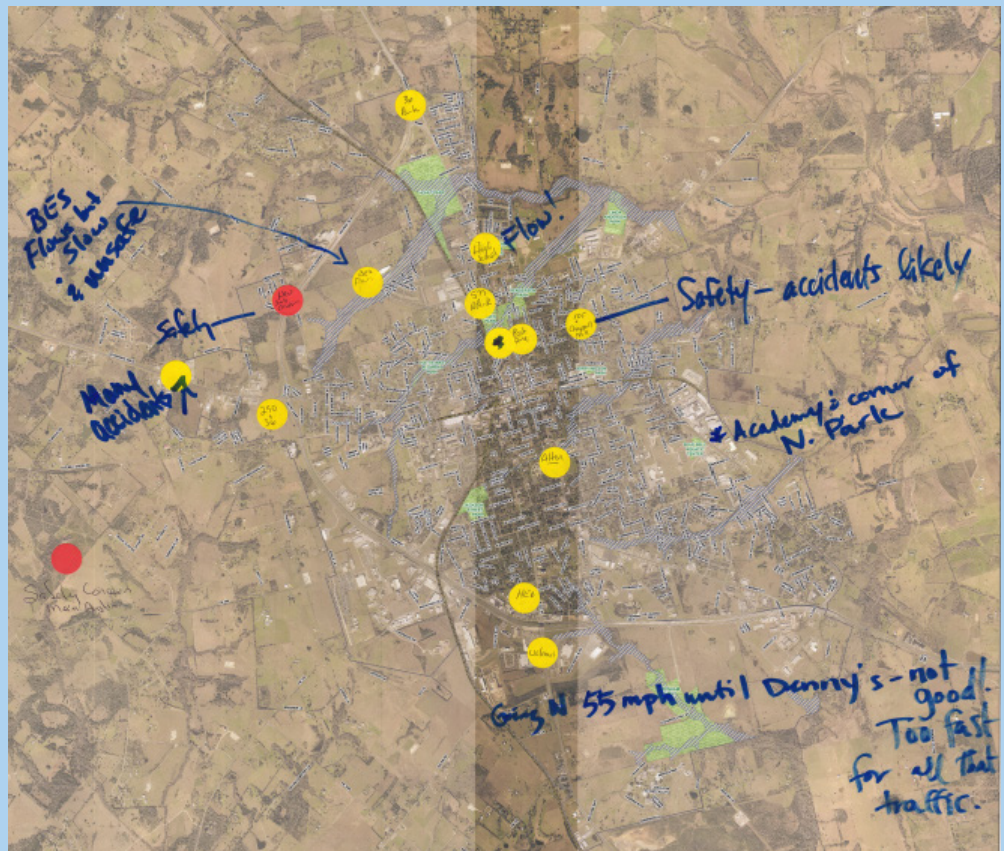
- ▶ SH 36 north of cloverleaf intersection with US 290
- ▶ Area west of Blinn College approaching US 290
- ▶ US 290 at intersection with rail line
- ▶ US 290/SH 36 intersection (shopping area with HEB and WalMart)
- ▶ SH 36 at intersection with rail line, near Hohlt Park
- ▶ Area south of US 290 near Brenham Family Park where Chappell Hill extension planned

**Areas needing improved traffic flow:**

- ▶ US 290/SH36 cloverleaf interchange
- ▶ US 290/SH 36 intersection (shopping area with HEB and WalMart)
- ▶ US 290 west of SH 36 intersection, at Westwood Shopping Center area
- ▶ Area around Brenham High School
- ▶ Area around Brenham Post Office
- ▶ Downtown area
- ▶ Day Street, in commercial areas both North and South of the US-290 interchange
- ▶ Crossing Streets near BNSF Railroad line when trains are present; particularly Main Street
- ▶ Intersection of Bluebell Road and TX-105

- Areas where changes are not needed (existing roads working well)
- Areas that need improved connectivity (such as new or extended roads)
- Areas that need improved traffic flow

**Other Questions:**  
 Areas of concern?  
 Areas of pedestrian / bicycle activity?



Map generated by participants at January 2019 Town Hall event.

# Railroads

The BNSF railroad runs through the City of Brenham. The BNSF railroad travels north/south bisecting the city as well as a spurs running east/west bisecting the city. The BNSF railroad crosses many major roadways as it travels through the city including in downtown. The main track line (running north/south) has 13 at-grade crossings (with lights and crossing arms), one elevated crossing and one below grade crossing. The crossings are at the following locations:

- ▶ W. Blue Bell Road;
- ▶ W. Main Street;
- ▶ W. Alamo Street;
- ▶ Peabody Street (where the railroad splits into east/west spurs);
- ▶ W. 1st Street;
- ▶ W. 2nd Street;
- ▶ W. 3rd Street;
- ▶ College Avenue;
- ▶ S. Jackson Street;
- ▶ Industrial Boulevard;
- ▶ Salem Road;
- ▶ Kuhn Lane;
- ▶ FM 109 (just outside city limits);
- ▶ US 290 (below grade); and
- ▶ Elevated crossing at Martin Luther King Jr. Parkway.

There are an additional 11 at-grade crossings of the east/west spur that begins at Peabody Street. None of the spur crossings have crossing arms, and some have neither crossing arms or warning lights. The spur is not frequently utilized by the railroad. The at-grade crossing are located at:

- ▶ S. Jackson Street;
- ▶ High Street;
- ▶ S. Austin Street;
- ▶ Church Road;

- ▶ S. Park Street;
- ▶ S. Baylor Street;
- ▶ S. Market Street;
- ▶ Clinton Street;
- ▶ S. Chappell Hill Street;
- ▶ Kerr Street; and
- ▶ South Blue Bell Road, prior to terminus in Blue Bell Creamery.

The railroad affects all drivers that are traveling through the city, including emergency responders. Currently, the only crossings with railroad crossing arms are in highly populated areas. Railroad crossings at grade without proper crossing arms could create a major concern, especially within City Limits with heavy traffic flow. Despite the high volume of rail traffic on the main rail line the railroad did not emerge as a top transportation concern during early engagement.



*Railroad tracks in front of single-family homes.*

# Active and Planned Transportation Projects

Currently the City of Brenham does not have major transportation projects that are being pursued. However, the City is working on “punch-throughs” (extending current dead-end streets) and spot improvements. Many areas identified as needing improvement involve TxDOT facilities. The need for safe sidewalks has also been emphasized.

## Texas Department of Transportation

A major upgrade to the US-290 / TX-36 interchange is planned around the year 2022 by TxDOT. The intent is to improve traffic flow by eliminating loop ramp(s) and associated maneuvers that have become undesirable from a design and traffic standpoint.



In recent years TxDOT has completed significant projects within the City. This includes substantial upgrades to US 290 and SH 36. Current TxDOT projects occurring within the City of Brenham are primarily maintenance related and include:

### Construction underway or begins soon:

- ▶ SH 36 – Widen non-freeway consisting of grading, structures, base and surface, 2.9 miles from SH 36 North to US 290 West.
- ▶ FM 2935 – Seal coat surface treatment and pavement markings and markers, 3.5 miles from 3.6 miles north of FM 577 to FM 577.
- ▶ BU 290F – Seal coat surface treatment and pavement markings and markers, 1.06 miles from 1 mile west of US 290 to US 290.
- ▶ FM 109 – Seal coat surface treatment and pavement markings and markers, 4.6 miles from SH 36 to Austin County line.

- ▶ FM 389 – Rehabilitate existing roadway consisting of grading, structures, base, surface, signs and pavement marking, 0.74 miles from 0.06 miles west of FM 332 to US 290.
- ▶ BU 290F – Seal coat surface treatment and pavement markings and markers, 0.9 miles from SH 36 to BS 290 South.
- ▶ FM 577 – Seal coat surface treatment and pavement markings and markers, 0.8 miles, from 1.25 miles north of US 290 to US 290.

### Construction begins within 4 years:

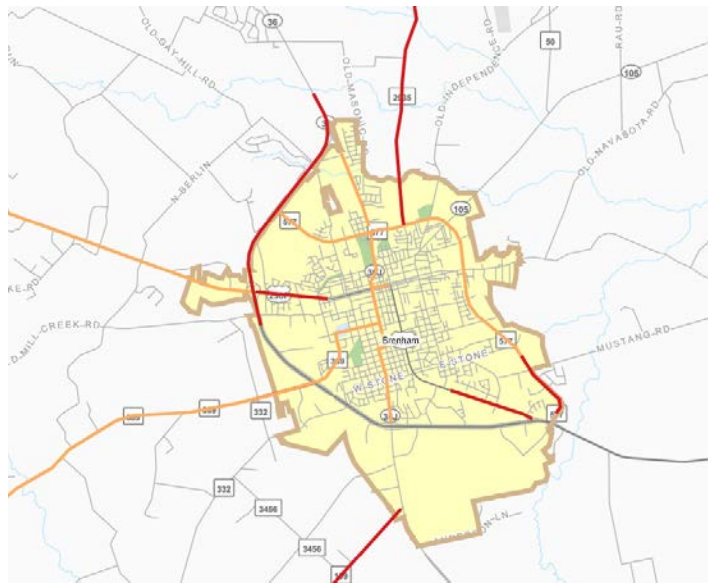
- ▶ FM 577 – Asphalt rubber seal, 5.02 miles from SH 36 N to US 290.
- ▶ BS 36J – Mill and inlay, 1.7 miles from BU 290 F to US 290.
- ▶ BS 36J – Mill and inlay, 0.68 miles from FM 577 to BU 290F.
- ▶ BS 36J – Asphalt rubber seal, 0.9 miles, from 0.28 miles south of SH 36 N to FM 577.
- ▶ BU 290F – Mill and inlay, 0.24 miles from BS 36-J to Market Street.
- ▶ US 290 – Asphalt rubber seal, 16.3 miles, from 2.4 miles w of SH 237 to SH 36.
- ▶ FM 389 – Profile edgeline and centerline markings, 9.8 miles, from FM 2502 to BS 36-J.

### Construction begins in 5 to 10 years:

- ▶ US 290 – Improve cloverleaf interchange from 0.2 miles north of BU 290 to 0.2 miles south of BU 290.

Construction Summary by Phase		
Phase	Projects	Est. Cost
<b>Underway or begins soon</b>	7	\$19,056,854
<b>begins withing 4 years</b>	7	\$4,070,099
<b>Corridor Studies, construction in 5-10 years</b>	1	\$50,000,000
<b>Corridor Studies, construction in 10+ years</b>	0	\$0
<b>Totals</b>	15	\$73,126,953





- Construction underway or begins soon
- Construction begins within 4 years
- Construction begins in 5 to 10 years
- Corridor Studies, construction in 10+ years

TxDOT projects in Brenham

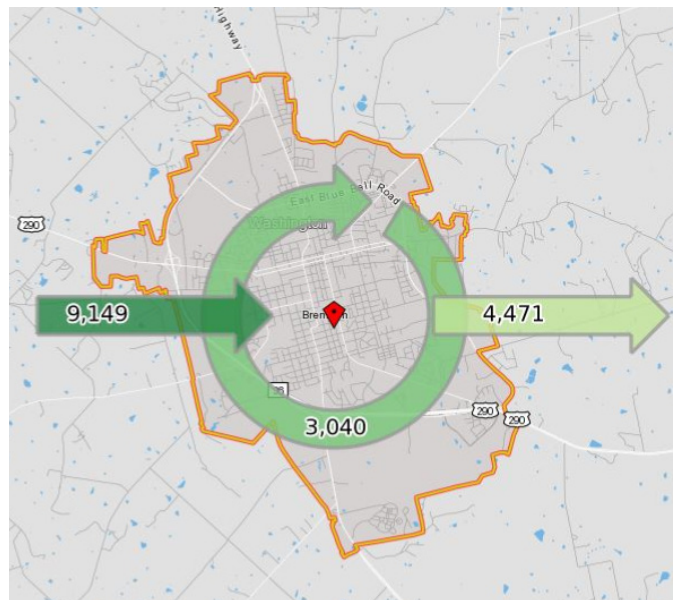
## Commute Patterns

The mean travel time to work for residents of Brenham is 14 minutes with 65 percent traveling less than 15 minutes to get to work.

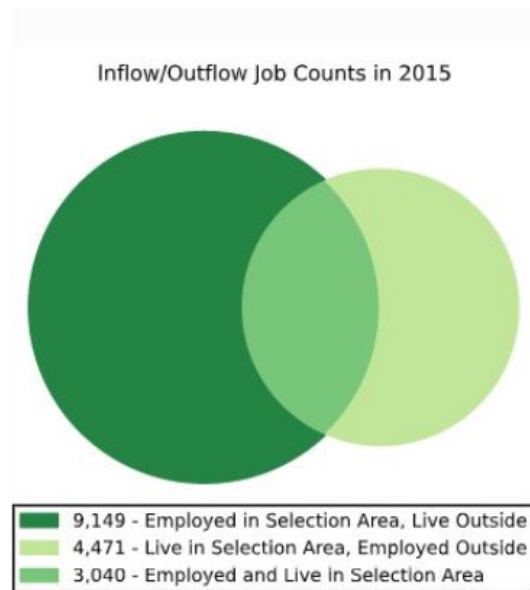
Most workers in the Brenham get to work by driving in their vehicle alone (85.8 percent), with an additional 10.8 percent carpooling in a vehicle. Only 0.1 percent of people reported using public transportation to get to work, and approximately 0.7 percent reported walking or bicycling to work. An additional 1.8 percent of workers reported working from home.

Another way of thinking about commuting is to examine how many people commute TO the City of Brenham and how many people commute FROM the City of Brenham. As seen in Figure 7, 75.1 percent of those who work in Brenham are commuting into Brenham from outside the city while 24.9 percent of those who work in Brenham also live in Brenham. Of those who are employed and live in the City of Brenham 59.5 percent leave the city to go to work. This represents a significant leakage that could be captured with increased housing opportunities. Where people live and work can have a strong impact on congestion. Increased housing and employment opportunities will encourage current and prospective residents to live, work, and play in Brenham.

Figure 7: Commute Pattern



Source: U.S. Census Bureau, OntheMap, 2015.



# Active Transportation

Transportation via walking and bicycling, or “active transportation” is increasingly recognized as an important component of a healthy lifestyle. Walking and bicycling to destinations is not frequently possible for longer distance trips but may be coupled with automobile or transit trips. Walking and bicycling are also popular for recreation, whether in a neighborhood or along nature paths or trails.

Brenham’s existing trail system, as seen in Map 17, currently consists of an approximately two-mile hike and bike trail that links the Hasskarl Tennis Complex and Henderson Park, crossing Blue Bell Road. The hike

and bike trail is Brenham’s only multi-purpose trail, designed for both walking and cycling. There are two additional trails located within parks, a half-mile trail located within Jackson Street Park and a one-mile trail located within Hohlt Park.

In addition to the city hike and bike trail, the terrain of Washington County attracts recreational bicyclists from Brenham and beyond. Cyclists come to Washington County for both informal cycling and for formal organized cycling events such as the Washington County Rotary’s Head for the Hills Ride and fundraising event.

The **2015 Parks, Recreation, and Open Spaces Master Plan** identified trails as a potential area for future

**Map 17: Brenham Hike and Bike Trail**



Source: City of Brenham

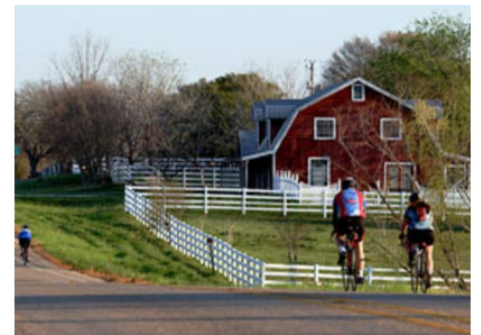


Photo courtesy of visitbrenhamtexas.com



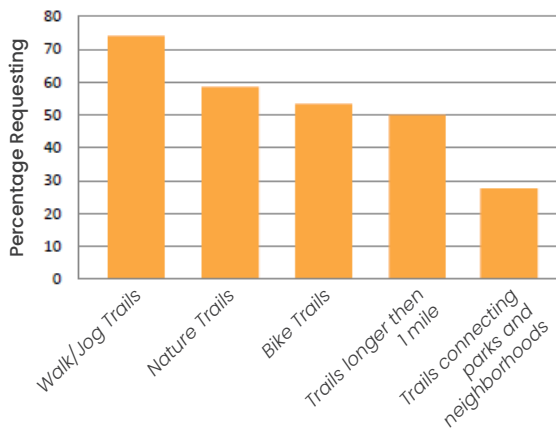
expansion and investment in the City's recreation system, with trails being a top priority identified by the public during the planning process for the Parks, Recreation and Open Spaces Master Plan.

Walking and jogging trails were the most frequently cited type of trail desired during the Master Plan process.

Trail goals detailed in the Master Plan include:

- ▶ Expand existing trails
- ▶ Promote outdoor learning and nature
- ▶ Create bike trails combining existing streets and park trails
- ▶ Create linkage of trails to community venues such as schools and downtown Brenham
- ▶ Provide a safe trail environment including adequate lighting, safe parking, and way finding signage.

### Types of Trails Preferred



### Sidewalks and Pedestrian Facilities

The City currently has a patchwork of sidewalks that are effective in some areas, but there are substantial needs for additional sidewalks in locations throughout the City. Many streets see significant pedestrian usage but do not have any sidewalks. Multiple, recent auto/pedestrian accidents emphasize the urgent need for proper sidewalk and pedestrian facilities.

TxDOT does not have significant plans to construct City sidewalks, although they have indicated a

willingness to partner with the City in improving the sidewalk situation in Brenham. TxDOT has installed up-to-date ADA ramps throughout the City, but in some cases these ramps are in place without any adjacent sidewalks.

Challenges to sidewalk construction include sufficient funding, and in many cases, existing right-of-way is not sufficient to construct sidewalks.

## Transit

The Brazos Transit District provides demand response transit service Monday to Friday from 5:00 am – 7:00 pm. The service is a shared ride, curb-to-curb service that can be used for any purpose (not limited to medical services) and can be scheduled for anywhere within the District's service area, which includes not only Brenham and Washington County but a sixteen-county area covering much of the greater Houston region. Unlike other demand response services, there are no age restrictions to utilize the District, the service is available to anyone who would like to utilize it. The fares vary depending on the final destination, with fares within Washington County being \$3.50 for a one-way trip, and increasing depending on how many counties are crossed.



### Ride Sharing Services

Ride sharing or ride hailing services such as Uber and Lyft offer an additional mode of transportation for residents. Both services operate within Brenham (although with limited driver options). Although data on ride sharing usage is not available, a shift has been occurring in how people view the role of the private vehicle and their willingness to utilize ride sharing services, particularly among younger generations.





## Opportunities

- ▶ History of transportation planning to build upon.
- ▶ Grid network of streets in Downtown provides opportunity for walking trips.
- ▶ Community interest in active transportation modes (walking and bicycling).
- ▶ Significant investment in TxDOT US 290 project.



## Challenges

- ▶ Presence of active rail lines with multiple at-grade crossings that create access and congestion issues.
- ▶ East/west connectivity is currently limited.
- ▶ TxDOT roadways as Main Street through Downtown.



## Major Accomplishments in Recent Years

- ▶ Pedestrian safety infrastructure installed in Downtown area in coordination with TxDOT.
- ▶ Wayfinding signage implemented in Downtown area.



## Relevant Plans/For More Information

- ▶ Brazos Valley Council of Governments Regional Planning Organization  
<http://www.bvcog.org/programs/transportation/>
- ▶ City of Brenham **2015 Parks, Recreation, and Open Spaces Master Plan**
- ▶ Texas Department of Transportation



# Parks and Recreation

## Parks and Recreation

The Brenham Parks and Recreation Department is responsible for operating and maintaining the City's parks and recreational facilities. In addition, the City has an established a Parks and Recreation Advisory Board.

Brenham offers its' citizens a variety of park types as part of its parks and recreation system portfolio. The size, amenities, and service areas of the parks offered means that there is greater opportunity to meet the diverse interests and needs within the community and, ultimately, maintain or increase park use by all population groups. A previous parks plan, the *Parks, Recreation and Open Spaces Master Plan 2015–2025*, was completed in 2015. Map 18, *Parks and Trails*, is from the 2015–2025 Plan and shows the eleven parks in Brenham totaling 298 acres. See Table 14, *Parks Inventory*, for a breakdown of parks by type (i.e. Regional, Community, Neighborhood/Mini, and Special Use) and size. In addition to parks, there are

**Table 14, Parks Inventory**

Regional Parks	
Brenham Family Park	<b>106.8 acres</b>
Hohlt Park	<b>79.9 acres</b>
Community Parks	
Fireman's Park	<b>22.3 acres</b>
Henderson Park	<b>22.4 acres</b>
Jackson Street Park	<b>20.8 acres</b>
Linda Anderson Park	<b>21.6 acres</b>
Neighborhood / Mini Parks	
Hattie Mae Flowers Park	<b>4.7 acres</b>
Jerry Wilson Park	<b>1.8 acres</b>
Toubin Park	<b>0.04 acres</b>
Special Use Facilities	
Blue Bell Aquatic Center	<b>7.2 acres</b>
Hasskarl Tennis Center	<b>10.5 acres</b>

Source: *Parks, Recreation and Open Spaces Master Plan 2015–2025*



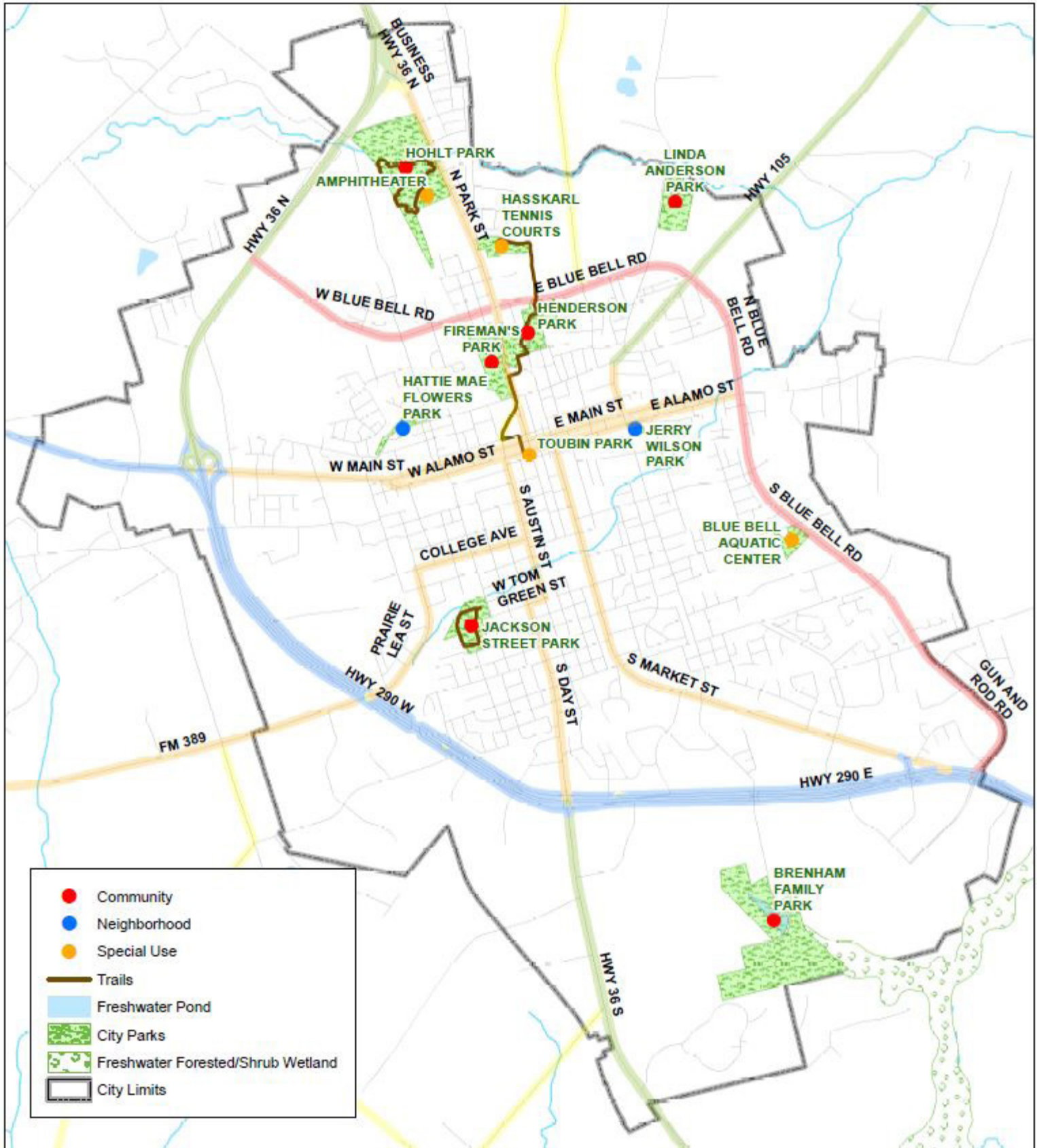
Hohlt Park



Blue Bell Aquatic Center



Map 18, Parks and Trails



Source: City of Brenham

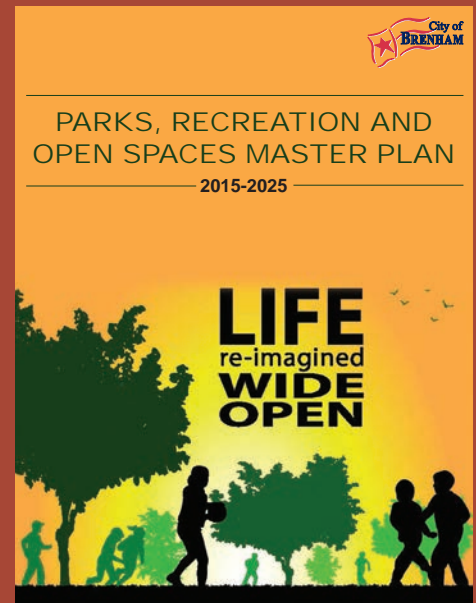


# Parks, Recreation and Open Spaces Master Plan 2015-2025

The previous parks plan was completed in 2015. The plan was a collaborative effort with Dr. Zimmerman a Certified Parks and Recreation Professional and an Associate Professor at Texas State University and with key City staff from Parks and Recreation, Aquatic, and Community Programming.

The process of developing the plan included the following steps: Plan Resource Development, Data Collection, Community Input, Goal Development, and Deliverables.

The parks assessment for the 2015-2025 plan included an analysis of current program offerings, using the National Recreation and Park Association Park Metrics, an environmental scan. In addition, there were two surveys: a Master Plan Survey that included City staff, Parks and Recreation Advisory Board, and Brenham Community Development Corporation, and a Community Interest Survey. As part of the plan development process public meetings and focus groups were held.



three trails totaling approximately three and a half miles which include a two mile Hike and Bike trail from Henderson Park to the Hasskarl Tennis Center and two other trails located at Jackson Street Park, a half mile trail, and Hohlt Park, a one mile trail. The Parks and Recreation Department maintains associated athletic facilities related to football, baseball, softball, soccer, etc.; as well as playgrounds, the skate park, the City's recreational trails, shelters, and picnic areas; as well as many of the City's landmarks, memorials, and historical markers.

The City of Brenham with Brenham ISD schools and Brenham Private Schools have a use agreement to share athletic facilities at Fireman's Park, Blue Bell Aquatic Center, and Hohlt Park. Additionally, the City, Blinn College and BISD have facility usage agreements to provide the public use of various recreational grounds. Furthermore, Blinn College

coordinates with and has a rental use agreement with BISD to use Cub Stadium for football. Blinn College and BISD recently jointly purchased a new score board for the stadium.



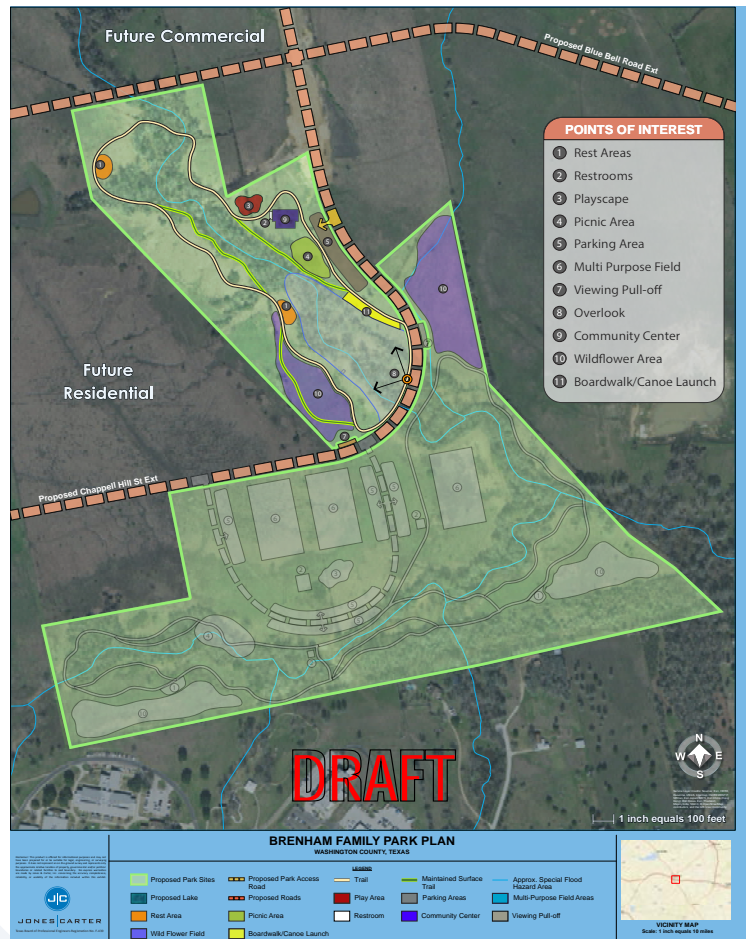
Youth football in Brenham.

## Parks Programs and Events

The Parks, Recreation and Open Spaces Master Plan (2015–2025) created a Matrix of Recreation and Sport Programs and Services that shows there is a wide range of programs offered to Brenham residents throughout the year. Programs are offered through parks, the Blue Bell Aquatic Center, and the Nancy Carol Roberts Memorial Library. Brenham Community Education - BISD also offers community programming. Local non-profits offer sports leagues.

## Parks / Open Space Land Use Designation

Adequate provision of parkland and open space for a growing population is critical and should be factored-in to all new development as with other necessary infrastructure. The Parks / Open Space land use designation has been utilized to identify existing parks and open space areas as indicated in Map 18, *Parks and Trails*. As identified in Table 15, *National*



Future Brenham Family Park

Table 15, NRPA Parkland Classification Standards

Type	Service Area	Desirable Size	Acres per 1,000 Residents	Desirable Site Characteristics and Facilities
Neighborhood Parks	0.5 miles	5 - 10 acres	1 - 2 acres	Serve the surrounding neighborhoods with open space and facilities such as basketball courts, children's play equipment and picnic tables.
Community Parks	1 mile	20-60 acres	5 - 8 acres	May include areas suited for intense recreation facilities such as athletic complexes and large swimming pools; easily accessible to nearby neighborhoods and other neighborhoods.
Regional Parks	5+ miles	50+ acres	5 - 10 acres	Contiguous with or encompassing natural resources.
Special Use Areas	No applicable standards	Variable depending on use	Variable	Area for specialized or single purpose recreation activities such as campgrounds, golf courses, etc.

**Recreation and Parks Association (NRPA) Parkland Classification Standards**, for planning purposes, the type and size of a park will assume a particular “service area,” of coverage. A neighborhood park’s service area is approximately a half-mile radius, meaning that it is programmed to provide park amenities and facilities for those living within a half-mile radius. A community park, being significantly larger than a neighborhood park, and endowed with a greater number and diversity of facilities, will appeal to a larger audience and therefore will have a service area of about one mile radius around the park. Likewise, pocket parks have a smaller service area and regional parks have a much larger service area and may provide for the recreation needs of several communities. The addition of Brenham Family Park, which is currently under site planning, will be a large addition to the Brenham Parks system, nearly doubling the amount of acreage in the city’s Park system. Brenham Family Park will be a regional park due to its large size and planned amenities.



Brenham Park Amenities

## Joint Use Agreements

### What are Joint Use Agreements?

A joint use agreement is a “formal agreement between two separate government entities – often a school and a city or county – setting forth the terms and conditions for shared use of public property or facilities.”<sup>1</sup> For example, city governments can contract with local school districts to allow community members to use playgrounds and fields when school is not in session.

- ▶ Most school districts have a joint use agreement addressing recreational use of school facilities; and
- ▶ Community advocates can help school districts develop stronger joint use agreements by indicating which recreational facilities are eligible for use, by whom and when. The agreements should also address liability and repair responsibilities.

### What are the Benefits of Joint Use Agreements?

- ▶ Facilitate cost-sharing for maintenance of school grounds and buildings;
- ▶ Provide increased resources for physical education and physical activity throughout the day for school children;
- ▶ Improve access to places to be physically active for families and individual community members;
- ▶ Promote partnerships across community agencies that may influence other opportunities to work together; and,
  - ▶ Create a sense of community ownership and engagement.

<sup>1</sup> National Policy and Legal Analysis Network (NPLAN). “Model Joint Use Agreement Resources: Increasing physical activity by opening up school grounds.” 2011. Source: BTG Research Brief – Joint Use Agreements: Creating Opportunities for Physical Activity.





## Opportunities

- ▶ Significant existing investment in parks and recreation that draw residents and visitors
- ▶ Implementation of recent Parks, Recreation and Open Spaces Master Plan



## Challenges

- ▶ Ongoing maintenance and reinvestment in parks



## Major Accomplishments in Recent Years

- ▶ New Brenham Family Park (ongoing)
- ▶ Upgrades and new equipment in several parks



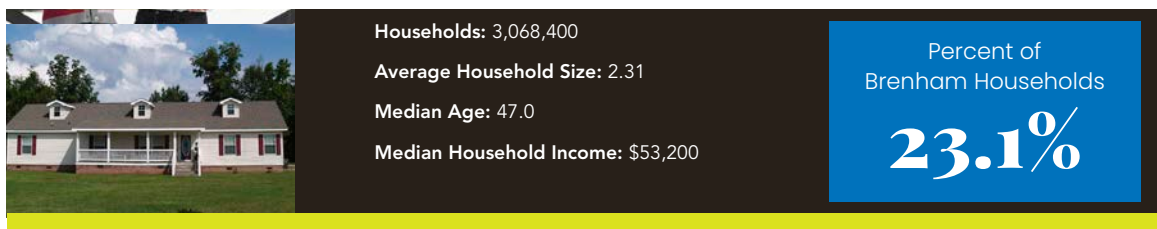
## Relevant Plans/For More Information

- ▶ City of Brenham 2015 Parks, Recreation and Open Spaces Master Plan (2015-2025)

# Appendix A: Psychographic Tapestry

Figure 8, Brenham Tapestry Segments: Midlife Constants

Source: ESRI



## WHO ARE WE?

*Midlife Constants* residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

## OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

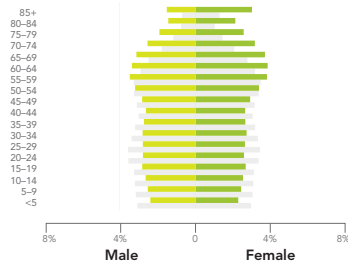
## SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



### AGE BY SEX (Esri data)

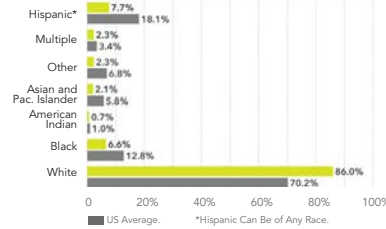
Median Age: 47.0 US: 38.2  
 ■ Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 36.2 US: 64.0



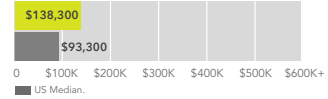
### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

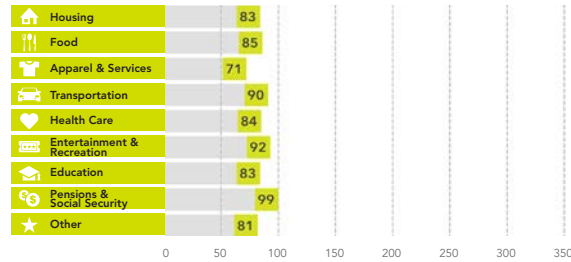


#### Median Net Worth



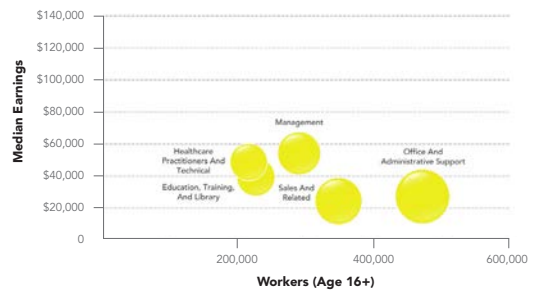
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



### MARKET PROFILE (Consumer preferences are estimated from data by GfK MR)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

### HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$154,100  
US Median: \$207,300

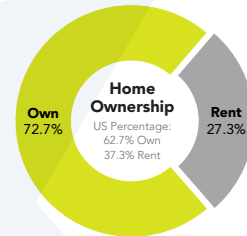
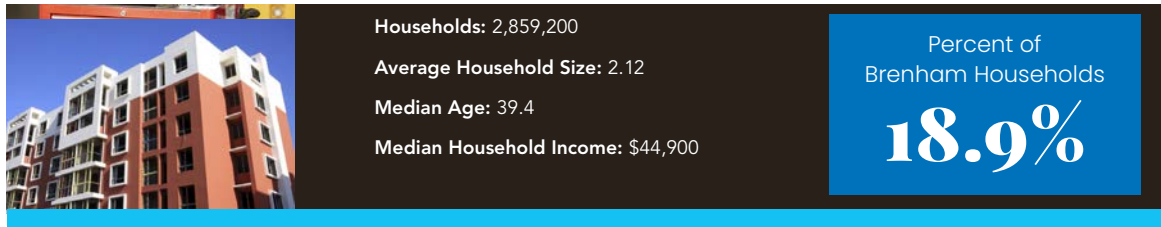




Figure 9, Brenham Tapestry Segments: Old and Newcomers

Source: ESRI



**WHO ARE WE?**

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

**OUR NEIGHBORHOOD**

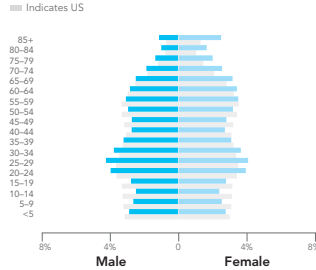
- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, \$880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

**SOCIOECONOMIC TRAITS**

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

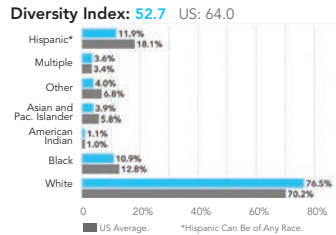
**AGE BY SEX** (Esri data)

Median Age: 39.4 US: 38.2



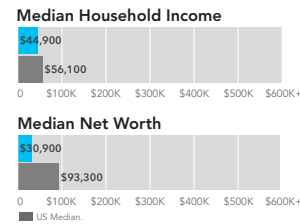
**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



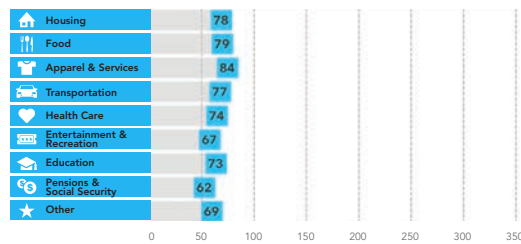
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.



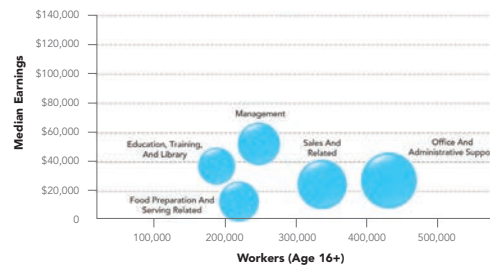
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GRK MRR)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:  
 Single Family;  
 Multi-Units

Average Rent:  
 \$880

US Average: \$1,038

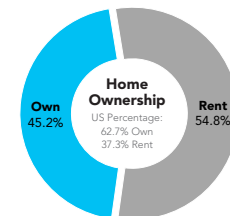
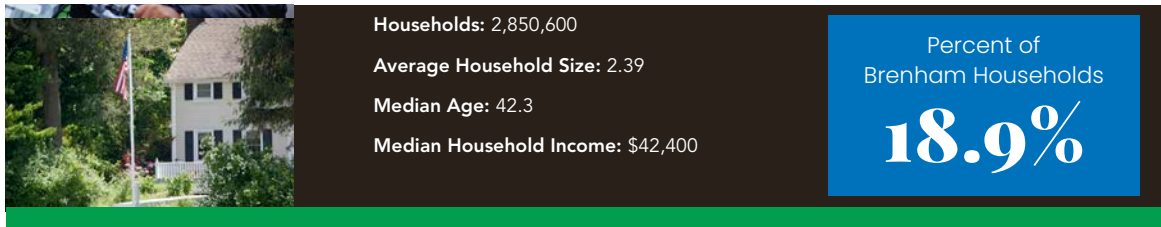


Figure 10, Brenham Tapestry Segments: Heartland Communities

Source: ESRI



**WHO ARE WE?**

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

**OUR NEIGHBORHOOD**

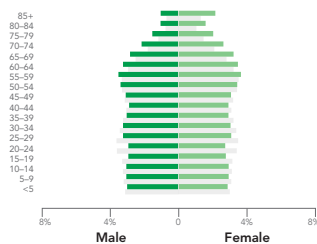
- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 82).

**SOCIOECONOMIC TRAITS**

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

**AGE BY SEX** (Esri data)

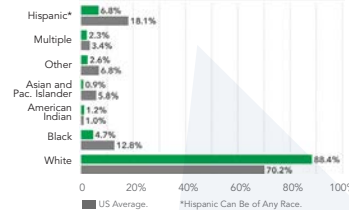
Median Age: **42.3** US: 38.2  
 ■ Indicates US



**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **31.5** US: 64.0



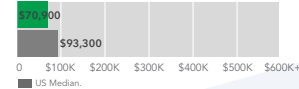
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

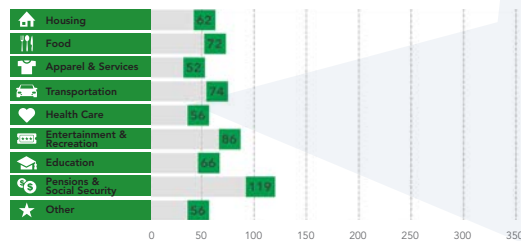


**Median Net Worth**



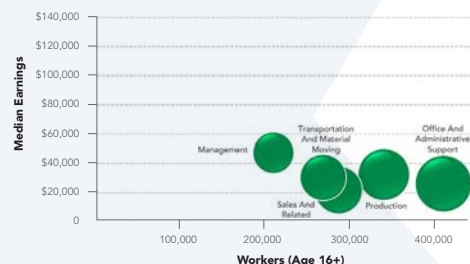
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GIK MRR)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$95,700  
US Median: \$207,300

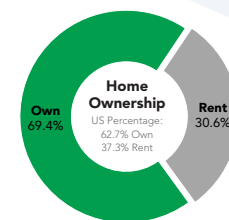
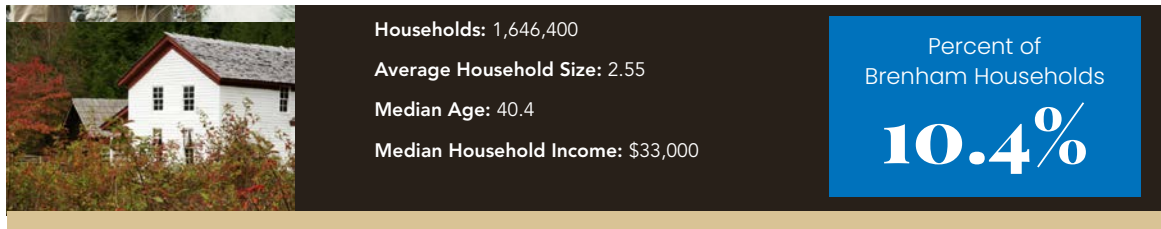


Figure 11, Brenham Tapestry Segments: Rural Bypasses

Source: ESRI



**WHO ARE WE?**

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

**OUR NEIGHBORHOOD**

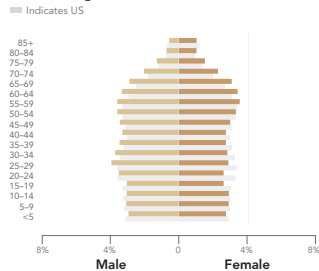
- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most homes was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

**SOCIOECONOMIC TRAITS**

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

**AGE BY SEX** (Esri data)

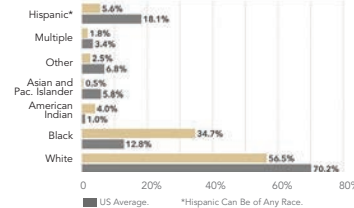
Median Age: 40.4 US: 38.2



**RACE AND ETHNICITY** (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 60.5 US: 64.0



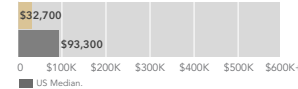
**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Median Household Income**

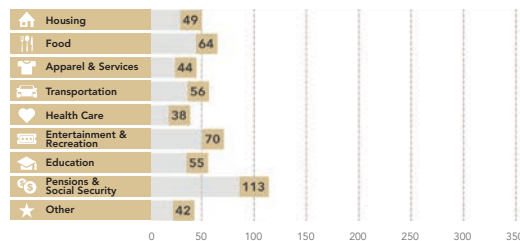


**Median Net Worth**



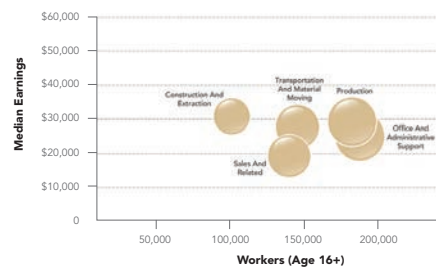
**AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



**OCCUPATION BY EARNINGS**

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



**MARKET PROFILE** (Consumer preferences are estimated from data by GfK MRI)

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

**HOUSING**

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family;  
 Mobile Homes

**Median Value:**  
 \$83,200  
 US Median: \$207,300

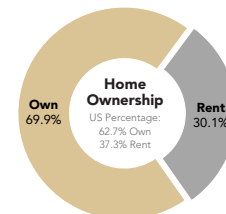





Figure 12, Brenham Tapestry Segments: Fresh Ambitions

Source: ESRI



**Households:** 794,600

**Average Household Size:** 3.17

**Median Age:** 28.6

**Median Household Income:** \$26,700

Percent of Brenham Households

# 8.9%

### WHO ARE WE?

These young families, many of whom are recent immigrants, focus their life and work around their children. *Fresh Ambitions* residents are not highly educated, but many have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what little they can save on their children. Multigenerational families and close ties to their culture support many families living in poverty; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent, though they can only afford to live in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for a trip back home.

### OUR NEIGHBORHOOD

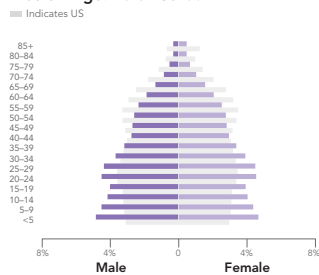
- Resides in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities.
- They predominantly rent; average gross rent is a little below the US average.
- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- Nearly half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

### SOCIOECONOMIC TRAITS

- Nearly one in four is foreign-born, supporting a large family on little income. *Fresh Ambitions* residents live on the edge of poverty but are an ambitious community. They will take on overtime work when they can.
- Unemployment is high for these recent immigrants.
- One in three has overcome the language barrier and earned a high school diploma.
- Price-conscious consumers, they budget for fashion, not branding. However, parents are happy to spoil their brand savvy children.
- These residents maintain close ties to their culture; they save money to visit family, but seek out discount fares over convenience.

### AGE BY SEX (Esri data)

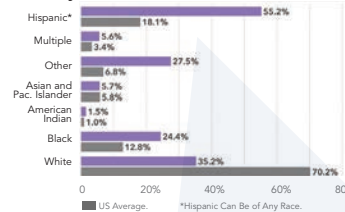
Median Age: 28.6 US: 38.2



### RACE AND ETHNICITY (Esri data)

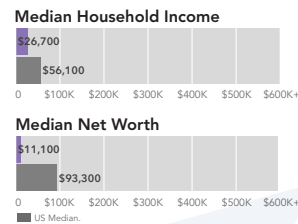
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 90.6 US: 64.0



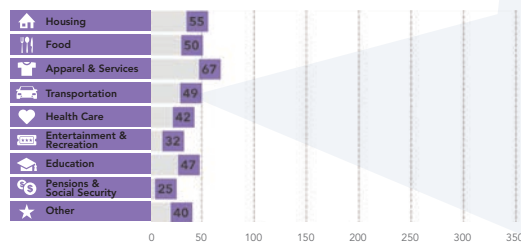
### INCOME AND NET WORTH

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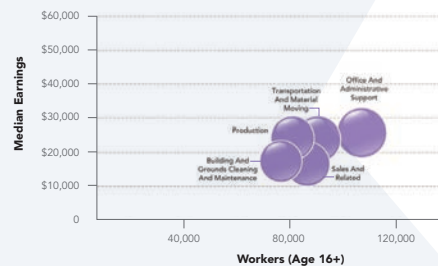
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



### MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Young families are the focus; *Fresh Ambitions* residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.
- These young, newly established residents own cell phones, not landlines.
- Almost half of all households can access the Internet via home PC; Spanish-language web sites and downloading video games and music are popular.
- Nearly half of all households subscribe to a cable service; Spanish TV networks, BET, and children's shows are popular.
- When their budget permits, they wire money back home. Half of all residents have owned or used a credit or debit card within the past year. And, roughly a third maintain a savings account.

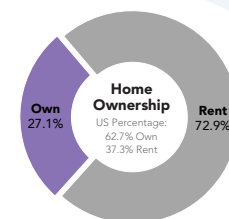
### HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Multi-Unit Rentals;  
Single Family

**Average Rent:**  
\$857  
US Average: \$1,038





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